

Radio  
Station  
WOW

# RADIO NEWS TOWER

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

590  
Kilocycles  
WOW

Complete Radio Program News From Radio Station WOW

VOL. III—No. 7

OMAHA, NEBRASKA, APRIL 1, 1939

PUBLISHED MONTHLY

## WOW OBSERVES 16TH BIRTHDAY

### N. Y. 'Moms' Beat Fairbury High Spellers

Fairbury high's champ spellers covered themselves with glory and brought nation-wide favorable notice to Nebraska recently when they competed with a team of New York mothers on the Engeline Spelling Bee over a national network, including WOW.

Despite the fact that the Nebraska boys placed second, they carted home a hat full of fine prizes after they had spelled correctly a flock of words that were plenty tough.

For instance, Captain Bob Fast, a star basketball player and son of a Jansen banker, had never heard of the French word "soiree." He missed it, but when the boys got home their whole county attended a grand "soiree" for Bob and his teammates.

Bill Hull went down on the word "poignancy." The word "maneuver" was too fancy for Leonard Smith and "bobolink" x-ed-out Bob Dodd. It was "mackerel" that stuck Lloyd Jackson. Jack Cressman, alternate, never got to bat.

Anyway, Miss Katherine Lambert, Fairbury high principal, has every right to be proud of the boys the town sent east, after raising expense money with a benefit show, a declamation contest and a benefit dance.

Frank O. McIntyre, publicity director for the high school, also had tough luck. After nursing along the whole idea for months, his baby son came down with an illness, and he couldn't make the trip.

Biggest booster extant for the Fairbury lads was W. F. Ottman of Omaha. He's the representative for Engeline and Molle in the territory which includes Fairbury.

### TRAMMELL, DIRECTOR

Niles Trammell, executive vice president of the National Broadcasting company, was elected a member of the board of directors of the company recently, it was announced by Lenox R. Lohr, president of the company.

### LYONS DOUBLES

When the Tommy Riggs "Saturday Night Party" originates in Chicago April 8, Charley Lyons, the spieler on Betty Winkler's "Girl Alone" program, bank-rolled by the same sponsor, will double his duties and work for Tommy, too.

### A FLOWER A WEEK

Ever since Morton Downey joined Eddy Duchin and his orchestra on the NBC "Pall Mall" program, a white carnation has been delivered to him before each broadcast with an unsigned card and the message, "Best wishes." It really had Downey guessing until recently, when his 6-year-old son asked: "Daddy, how does mummy send you flowers over the telephone wire?"

### MANY CHANGES

Before the May issue of the WOW News Tower Magazine is published, daylight time will go into effect, and most network shows will be moved forward one hour. In addition, many new programs will come to WOW. For that reason, be sure to tell all your friends that NOW is the time to subscribe to the News Tower, so they will have ALL the correct program listings!

### "1869 MAIDS" SEE 1939 MIRACLE---FACSIMILE



Here's a study in contrasts—very appropriate on WOW's 16th birthday. The two pretty WOW stenographers, Esther Kralik and Bertha Prasse, are marveling at facsimile as they illustrate the "official 1869 dresses" of "Omaha's Golden Spike days" celebration.

Facsimile permits the broadcasting of printed matter and photos and their delivery into your home while you sleep. To keep abreast of facsimile experiments, WOW acquired a facsimile receiver (shown above) and regularly receives experimental broadcasts.

### FAIRBURY HIGH SPELLERS IN NEW YORK "SOIREE"



Left to right: Jack Cressman, Robert Dodd, Robert Fast, Leonard Smith, Lloyd Jackson.

Inset: Bill Hull

### NEW IPANA SHOW

Ipana Toothpaste (sponsors of the Fred Allen show) will begin a new program on WOW at 8:30 a. m., April 3. It will be heard Mondays through Fridays, and has been tentatively titled "The Life of Mary Southern."

### ADOPTED DAUGHTER

Beginning March 13, the J. C. Penney program, known as "The Jangles," was given a new title. After that date it became known as "Adopted Daughter," and will be heard Mondays through Fridays at 11:15 a. m., Omaha time, beginning May 1.

### SPANISH CONCERT

An all-Spanish program will be presented by Marek Weber, music's international ambassador, during his program over the NBC Red network, Monday, April 3.

### PRESIDENT TO FAIR

President Franklin Delano Roosevelt, Governor Herbert H. Lehman of New York and Mayor Fiorello H. La Guardia of New York, speaking at the New York World's fair grounds the day the fair is officially opened, will be heard on Sunday, April 30, from 12:30 to 1:30 p. m., over WOW via the NBC Red network.

On this date only "The Meadow Gold Roundup" will be moved to 1:30 p. m., Omaha time, on WOW.

### EASTER BLESSING

WOW listeners will hear a special blessing from Pope Pius XII at 5:30 a. m., Easter Sunday. Plans are being made for a special Easter sunrise service to originate at Hillcrest Memorial park in Omaha and to be carried over a Nebraska network. Details will be announced over the air.

### WESLEYAN CONCERT

One of the nation's first college capella choirs, the Nebraska Wesleyan group from University Place, will present a concert over WOW, Sunday, April 16, from 1:30 to 2 p. m. The choir is directed by Prof. Oscar P. Bennett. It began its 33rd annual 2,000-mile concert tour March 5.

### 'EXCELLENT RADIO'

The "Story of Mary Marlin" has been chosen by the Conference of Club Presidents and Program Chairmen as typical of excellent radio drama, and members of the cast will perform at the organization's annual drama day meeting, Thursday, March 30.

### Becomes the Sole NBC Station in Nebraska

April, 1939, brings . . .

WOW's 16th birthday (April 2).

The beginning of WOW's 17th year of service to a vast audience, which now numbers nearly a million families.

To WOW, the honor and distinction of being (after the 30th) the SOLE and EXCLUSIVE affiliate of the National Broadcasting company in Nebraska.

Add to these momentous events the "Golden Spike Days Celebration," April 26-29, in Omaha, and the general exuberance of spring, and there is reason a-plenty for a celebration!

And that's just what WOW intends to do—to celebrate for the entire month of April!

Special programs, intriguing contests with valuable prizes, and many other activities are being planned to observe WOW's 16th birthday month.

Program Manager Harry Burke, Production Chief Lyle De Moss and Promotion Manager Howard O. Petersen were burning the midnight oil last week making plans. The results of their labors will be announced from time to time over WOW.

### Many New Programs

Of special interest to listeners will be the many new programs on WOW, most of them starting May 1. This is the date when WOW becomes the exclusive Nebraska NBC station. It is the date when such popular NBC Blue network programs as "The National Barn Dance," "The Woodbury Playhouse," "Hobby Lobby," the Irene Rich dramas and "Inside Story" all come to WOW. In addition, six or eight programs will switch to WOW when KOIL loses its Blue network affiliation.

WOW's plans for "covering" the mammoth "Golden Spike days" celebration are rapidly taking form. Among special broadcasts planned is one from a meeting of the board of directors of the Union Pacific railroad—the first such meeting ever held in Omaha. All other feature events of the four-day celebration, which is expected to bring 50,000 visitors to Omaha, will be adequately depicted on the air by WOW.

### 1869 Costumes

During the "Golden Spike days" WOW's women employees will dress in the costumes of 1869. Lyle De Moss and Foster May are among the 15,000 Omahans growing beards for the occasion. De Moss and Bill Wiseman are members of George Brandeis' committee on arrangements for the costume ball at the Ak-Sar-Ben coliseum, April 29.

(Continued on page 5)

### Kay Kyser May Be in Omaha This Month

Kay Kyser and his "College of Musical Knowledge" may be in Omaha late this month. An attempt is being made to book this famous Lucky Strike band for the costume ball of "The Golden Spike Days" celebration on April 29 at the Ak-Sar-Ben coliseum.

Kyser's popularity is attested by the fact that his contract with Luckies has just been renewed for an additional three years. Also that he broke an all-time record in Cleveland recently when 17,000 persons came to hear him and dance to his music.

# Woodmen of the World Officers Start Trek to 14 Head Camp Meetings in Many States

Officers of the Woodmen of the World, WOW's parent company, will scatter throughout the length and breadth of the nation during April to take part in a series of head camp meetings. Fourteen such meetings are scheduled during April, including those of the Nebraska-South Dakota-North Dakota area and the Iowa-Minnesota district.

The Nebraska-Dakotas meeting will be at Norfolk, Neb., April 3 and 4. National officers who will attend to give reports of the society's progress will be Dr. A. D. Cloyd, national medical director; Dr. Herbert B. Kennedy, associate medical director, and Judge W. C. Braden, national auditor.

The Iowa-Minnesota meeting will be at Cedar Rapids, Iowa, April 25 and 26. National Secretary Farrar Newberry will attend, as will R. E. Miller, national promotion director, and Doctor Kennedy.

The Oklahoma-Kansas meeting will be April 10 and 11 at Oklahoma City, with Mr. Newberry and Mr. Miller attending.

The Missouri meeting will be at Sedalia, April 24 and 25, and Director Sterling C. Holston will attend with Mr. Miller and Doctor Cloyd.

Head camp (state) meetings are held biennially.

The head camps meeting during the month of April will pay particular tribute to President Bradshaw, who is serving his 40th year in an official capacity with our society. A membership campaign—President's Recognition Campaign—honoring the courageous and progressive Woodmen chieftain and also extending recognition to Woodcraft's leading producers, opened March 1 and continues through April 30.

## Good News Actor Has Many Talents

Frank Nelson, NBC actor who is heard frequently on "Good News of 1939," has become jack of all trades (on the air) in recent weeks. As the innocent bystander who suffers from Baby Snook's pranks when she pesters daddy, Nelson has played an Irish policeman, a railroad passenger, a hotel clerk and a process server.

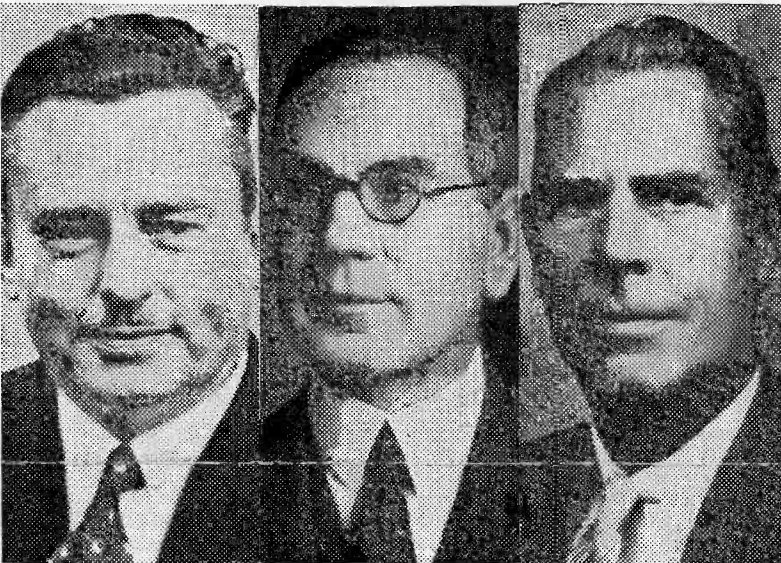
## VISIT HEAD CAMPS



Farrar Newberry



R. E. Miller



Dr. H. B. Kennedy

Dr. A. D. Cloyd

Judge W. C. Braden

## Rev. R. R. Brown's Chat

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

Spring is here! Signs of new life everywhere! Nature's annual resurrection going on all around us!



Rev. Brown

With this seasonal change comes one of the most spiritual events in our church calendar—Easter. Historically, we will have traveled once more to the elevation outside the walls of the Holy City. Three crosses stand before us. The center cross holds our attention—draws us like a magnet. We will again hear the historic words: "Father, into Thy hands I commend My Spirit." The Savior of Man has died. Three days go by, then the Resurrection morning! Daybreak, sunlight, new life! A bewildered group of faithful disciples, involved in the mystery surrounding the happenings of previous days, are suddenly aroused by the message they hear, "Christ is risen!" Weeping women, now radiantly happy, are commanded by the risen Christ to "Go tell!" This was the first commandment of the Living One. From that day the church has been responsible to go and tell to all men the story of life.

More than 1,900 years have gone by, and then modern science gave us a new means of communication, the radio. What a glorious opportunity to employ this miracle invention to tell a distressed, perplexed, leaderless world, filled with threats of violence, that there is hope if

they will accept the leadership of the One Man who loved humanity so much that He gave Himself for it! What would it mean at this Easter time if He could, as He did on that Resurrection day, step into the councils of nations full of hatred, bitterness and threats, and say: "Peace be unto you"? He lives that men need not die the eternal death. He lives that we might have life more abundantly. What a great service radio is performing in permitting the proclamation of this message to reach millions of listeners!

This season brings us to another milestone in the religious service of radio station WOW. April 9, Easter day, will mark the 16th anniversary of the ministry of the World Radio congregation. It will be the 833rd consecutive Sunday morning service.

Again we extend, not only personally, but on behalf of our associates and all of our listeners, heartiest congratulations to WOW for the great service they have rendered through 16 years of continuous service, and give to them our sincere thanks for their faithfulness in keeping the ministry of the World Radio congregation on their schedule.

### A LOT OF NOTES

Getting together over a pair of pencils and an adding machine, Maestro Abe Lyman and Singer Frank Munn of the "Waltz Time" show figured an average of 25,000 notes are played during one of their broadcasts. There are usually six program numbers of 240 notes each, multiply that by 18 (for instruments), and you get the total.

## FRATERNAL WEEK MAY 8-14

The executive committee of the National Fraternal congress, at a recent meeting, adopted resolutions declaring the week of May 8 through May 14 as "National Fraternal week." The committee in its resolutions urges that at least one day of National Fraternal week be observed in every town, city and village in the nation with joint fraternal celebrations. Woodmen of the World camps are urged to join with the other fraternal societies in their communities in sponsoring and presenting programs, jollifications and other activities to effectively bring into prominence the many benefits of the fraternal system. Charles L. Biggs, president of the National Fraternal congress, has appointed the presidents of the various state fraternal congresses as chairmen of special committees to make arrangements for their states for the celebration of National Fraternal week. Camps desiring further information concerning National Fraternal week should contact the president of their state fraternal congress.

## C-H-A-T-S

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

Happy day out there!

Another winter is gone and we meet again in the springtime . . . the hills with dew are pearled, violets are peeping through . . . the robins strut upon the lawn and it's a great old world.



Aunt Sally

Time is feather-footed . . . we never hear him come and go, but he keeps watch of the clock's untiring beat, which marks the swift iambs of his feet. We are a changeable people in an ever changing world. The winds change from cold and cruel to soft and caressing, and the sun grows warm. The streams hide for a time beneath the cold sheets of ice, but to burst through in the springtime, running along like rippling laughter.

Down deep under the snow the flowers confidently wait for a signal that all is well . . . it is spring again . . . and here they are pushing their tender shoots through the chill ground, to burst soon in riotous color.

### Fishin' Time

This is the time of year radio people get itchy fingers . . . instead of tapping the typewriter keys they would rather be tapping maple trees for sap and looking for violets.

Men begin to think about getting out the fishing tackle and women start up to the attic or down in the cellar to get into trunks and boxes. They are eager to tuck away the old winter things and get out the ones of last year.

Just a word to the fellows who find they cannot get into last year's clothes. Would this not be a timely warning that you are getting a bit thick amid-ships and now is the time to come to the aid of the waistline? Instead of letting out seams and setting in gussets, why not cut out a few gulps of potatoes and gussets of pie before more weight creeps upon you unaware?

### Funny Hats

And just a word about women's last year's hats. If you discover there is nothing funny about your hat, it will be useless, definitely out of fashion this year, but take heart, fair one. Just turn the hat upside down and tie a colored veil around the crown, let it hang down behind or pile it on top, or wad a bunch of it right in the front . . . it really does not matter . . . so it is crazy.

Now, having given you a hint that spring is here, cautioned you about your waistline, touched lightly on fashion's trend, I think I'll run along . . . for

Spring's in the heart of me and in my very heels;

I'm going to find a road and good old wagon wheels.

I'm tired of the din of city streets and motor gases,

And I think I need some sulphur and molasses.

'Bye for now!

YOUR AUNT SALLY.

(With the spring fever)

## Night Music, New Lyon & Healy Show

Lyon & Healy's Music Store, 1620 Douglas street, Omaha, is sponsoring a series of "Night Music Concerts" of Victor Records broadcast over WOW every Thursday evening at 11 o'clock. It presents many of the world's most famous artists, including those appearing in person in Omaha from time to time. Ray Olson is the announcer.

## ON THE AIR 5 YEARS

"Backstage Wife," with Vivian Fridell and Ken Griffin still playing the leading roles which they created, recently began its fifth year on the air.

## "LIGHTNIN' JIM" Is the Hero in Meadow Gold Show



"Lightning Jim"

Francis X. Bushman, famous star of the silent picture days and now a prominent radio actor, appears above in his role of U. S. Marshal Lightning Jim Whipple, whose adventures are heard over WOW every Sunday afternoon at 1 o'clock on the "Meadow Gold Roundup."

The adventures of that remarkable peace officer, U. S. Marshal Lightning Jim Whipple, featured in the "Meadow Gold Roundup" series over WOW every Sunday afternoon at 1 to 1:30 p. m., are stories of a one-man border patrol, a true G-man of the old west.

Known by all his friends and foes as Lightning Jim, this tall, strong, modest person—fearless and calm in the face of every danger—is a persistent officer of peace, protector of the helpless—both human and animal—and a fair, honest judge of men. The nickname "Lightning" has grown out of his reputation to think and act quickly, and to draw a gun faster than any hombre alive.

Lightning Jim is very indifferent to his increasing fame, and the great respect his name arouses everywhere he goes. Without fan-fare or fuss he begins every assignment with one determined goal—to get his man!

## NEW AVALON TIME

"Avalon Time," popular NBC variety show, starring Red Foley, vocalist, and Red Skelton, comedian, has changed the time of its broadcasts over WOW and the NBC Red network to 7:30 p. m., Saturdays. In addition to the two "Reds," the program features Edna Stillwell, comedienne; Phil Davis and his orchestra, the Neighbors vocal quartet and the Avalon chorus.

## LETTER IN BRAILLE

Tom Blanchard, who sings with the octet on the Alka-Seltzer "National Barn Dance," received a letter in Braille recently, and took it to the Chicago public library for translation. It was from a blind negro who had once been a servant in the home of a family named Blanchard.

## CHILD RECORDINGS

Reggie Child's orchestra has joined the parade of NBC Thesaurus bands now heard regularly on WOW. The recordings of this band are heard on "Musical Clock" and other recorded shows.



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Bill Wiseman, editor.

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## New Oboler Drama Series Now on WOW

The limitless possibilities of radio drama, with a scope for imagination and originality existing in no other medium, is being encouraged fully by WOW and the National Broadcasting company in a new series of half-hour plays written by Arch Oboler, famous radio playwright, author for several years of NBC's popular "Lights Out" dramas.

To investigate the broad realm of radio dramatization completely, NBC has given Arch Oboler carte blanche to let his imagination have full reign in this new series of original productions. The premiere performance of the series, known as "Arch Oboler's Plays," was broadcast over WOW on March 25 at 8 p. m., Omaha time. At the same time every Saturday thereafter Oboler will present a complete new half-hour play.

# Didja Know? . . .

By BILL WISEMAN

## SOMETHING THAT INTERESTED US . . .

NBC is testing a full-hour variety show (Fred Allen) at 11 to 12 at night. Idea is to see whether you would listen at this late hour if big shows were regularly scheduled there.



Bill Wiseman

Beginning late this month, WOW will be the only NBC station in Nebraska!

Bob Hope — "I've been on a diet of black coffee and fingernails!"

—wow—

## THEY TELL US . . .

A shoddy lass, after much bickering, was granted an audition for a leading network. She sang her best. Her auditioner yawned. Finally he told her: "You have a sort of sweet voice, but you need more training. Study another 10 years and then come back."

When the audition (under a "phoney" name) was arranged, the girl had been a world-wide sensational star for 10 years. Her name was LILLY PONS!

—wow—

## WHO IS IT . . . ?



You'll never guess!

It's not Harry Burke . . . not Foster May . . . not Lyle De Moss . . . not Johnny Gillin . . . it's

Gaylord Avery, youngest announcer on the WOW staff!

—wow—

## THINGS THAT IRK ME . . .

Newspapers that announce special programs—and then won't tell readers the station and time.

Smart alecs on the swell Johnson-Butterworth quiz program.

The brevity of Bing Crosby's songs.

—wow—

## MOST AMAZIN' . . .

One of the most amazing things about this whole amazing biz called radio is the dual personality of Edgar Bergen. Recently a friend of a friend saw this program being produced and Mr. Bergen greeted the studio audience before the program went on the air.

"Applaud if you want to, folks," said Bergen, "but don't feel like you must. We don't have to worry about OUR audience."

Whereupon "Charlie McCarthy" popped his head around a corner and chirped: "The HECK we don't, Bergen!"

—wow—

## APRIL SHOWERS . . .

Credit Don Quinn, Fibber McGee scripter, with this (a la Dorothy Parker) quatrain:

"I love to walk in April rain— To cool my heart and wash my pain. I love to walk in rain and such, But never far—or never much!"

—wow—

## BENNY CIGARS . . .

Those big black cigars that Jack Benny smokes (they measure eight inches) are made by a former vaudevillian in New York. Izy, as he's fondly known in the entertainment world, provides the smokes for such famous comedians as Phil Baker, Fred Allen and Ben Bernie.

—wow—

## WALTZ HITS . . .

Frank Munn, "Waltz Time" tenor, says that the waltzes most frequently requested by listeners in 1938 were "Liebestraum," "Always" and "I Wonder Who's Kissing Her Now."

# "The Living God" is Holy Week Feature

"The Living God," unique radio drama of the Passion and Death of Christ, which won such high praise when first presented to an American audience last Holy week, will be enacted again this year, according to an announcement here by Edward J. Heffron, executive secretary of the National Council of Catholic Men. Consisting of five episodes, the drama will again be presented under the auspices of the National Council of Catholic Men, in cooperation with the National Broadcasting company, and will be carried by radio station WOW.

The programs, featuring an all-Hollywood cast, will be broadcast from Tuesday through Saturday of Holy week, April 4 to 8, from 5 p. m. to 5:15 p. m. Very fittingly, the Crucifixion scene will be presented on Good Friday and the Resurrection scene the afternoon of Holy Saturday.

## JESSEL IS M. C.

Georgie Jessel became permanent master of ceremonies on "For Men Only," starting with the broadcast of Tuesday, March 21, at 7:30 p. m., over WOW, via the NBC Red network.

George bowed in with his program called "The Jessel Jamboree" and did it so well that Ben Gross, writing in the New York Daily News, gave him three stars—the highest any radio performer can get.

## MUSICAL EARLY BIRD

Judging from the record, Carl Hoff, maestro on the "Al Pearce and His Gang" programs, was definitely an early bird in the music business. At his home in Oxnard, Calif., Carl started fiddle studies at the age of 5 and was playing violin to his aunt's piano accompaniment in a local movie house at the age of 8 for 50 cents a night.

## PRIVATE SHOWING

Recently, on the NBC "Circle" broadcast, Basil Rathbone gave a reading of Stephen Vincent Benet's "Nightmare for Future Reference." The reading made such a hit with Rathbone's friends, that requests began to pour in for a recording. Because there was no record available, Basil held a party for 30 guests—and gave them a private reading.

## PRIZE WINNERS

The cast of the popular NBC series, "John's Other Wife," boasts some prize-winning players. Martha Scott, feminine lead of the Broadway vehicle, "Our Town," which snared the Pulitzer award, and Theodore Newton, member of the cast of "Dead End," which was nominated for the Dramatic Critics Circle citation, are both members of the troupe of this NBC serial.

## KEN MISSES FAIR

Ken Carpenter, famous for his performance on the "Kraft" chimes, missed the chance of a lifetime when he was forced to decline an invitation from San Francisco's Golden Gate exposition to ring the carillon on Treasure island. "What I couldn't do with those big bells!" Carpenter moaned. "But rehearsals and programs won't wait."

## DIVER JOINS CAST

Frank Heffling, famous deep sea diver, is a new addition to the list of famous guest celebrities who have appeared on "Captain Midnight" and joined the Captain Midnight Flight Patrol. This popular aviation serial is heard daily except Saturdays and Sundays over a large network, including station WOW.

## VERSATILE FOLKS

The co-stars of "Betty and Bob," Alice Hill and Les Tremayne, are in a chronic state of confusion about the "innards" of their respective cars. Alice can handle a sailboat in true Cape Cod style and Les wields a mean sculptor's mallet, but when it comes to engine knocks . . .

# WOW Folks Find Contests Profitable, Lincoln Woman Wins \$1,100 in a Week

## \$1,100 OXYDOL WINNER



Mrs. W. H. Wild of Lincoln, Neb., who won a \$1,000 grand prize and a \$100 daily prize in the recent jingle contest in connection with the "Ma Perkins" Oxydol program.

## Ray Suber to Star in "Inside Story"

The man who produces the new NBC "Inside Story" broadcast is convinced that at least three out of five persons in radio must hail from Omaha. Producer C. L. Menser, just by way of checking up on the people in his unit, asked each man where he got his start in radio.

Menser wasn't surprised when his engineer, Bob Jensen, told him that he started out on a station in Omaha, Neb. Menser thought it was a coincidence when Paul Luther, announcer for the show, also said he came from Omaha. Menser nearly fainted, however, when his chief character man, Ray Suber, revealed the fact that he, too, was from Omaha.

"Inside Story" will be heard on WOW starting in May.

Morton Downey, Pall Mall tenor, has been voted by the Dining Car Employees' union the most generous tipper among entertainers riding the country's railroads.

## MERRY MAC MISS



Back on the job after seige of hard luck, is Helen Carroll, feminine voice of "The Merry Macs." She was off a month after being painfully burned in a kitchen accident. You hear her with the Fred Allen and "For Men Only" shows on WOW.



"Ma" Perkins is one of the most popular stars in radio. In real life she is Virginia Payne. It was on her show that so many WOW folks won prizes recently (see next column).

## HOME FOR HOPE

Visiting New York friends of Bob Hope, looking for the NBC star's North Hollywood home, fell prey to a west coast realty slicker recently and wasted half an hour with the guy before realizing they were in the hands of an opportunist agent. They got away only after promising to look at more property with him the next day. So now Hope is having maps made up with "X" marking the spot of his own diggings.

## FILMS MUST WAIT

Fibber McGee has received several film offers since he's been in Hollywood, but Fibber isn't looking into any movie proposition until his side-kick, Molly, joins him. Molly, now recovered from the severe illness which kept her out of professional life for a year, is expected in Hollywood in two weeks.

## P.-T. A. APPROVAL

"Pepper Young's Family" has been named "the ideal daytime serial" by a group of parent-teacher associations numbering more than 10,000 members.

—wow— Many WOW listeners have found it extremely profitable to enter contests conducted by WOW sponsors.

Hardly a day goes by but what some WOW listener is made happy and richer because he participated in some radio contest or special offer.

An interesting study of a major contest conducted on the "Ma Perkins" Oxydol program by Procter & Gamble revealed that WOW listeners are extremely clever in sending in jingles.

## 33 Winners

In this series of contests, which lasted for 30 days and consisted of 30 separate contests, with a major prize every week, listeners in the WOW territory won 33 cash prizes.

These prizes totaled \$5,200—and two of them were for \$1,000 each! The other 32 prizes were \$100 each.

Mrs. W. H. Wild of Lincoln was one of the \$1,000 winners. She qualified for the grand prizes by being one of the eight \$100 winners, so she was richer by \$1,100 for having sent in an Oxydol jingle.

Another grand prize (\$1,000) and daily (\$100) winner was Mrs. Robert C. Conrad of Casper, Wyo.

A third \$1,000 winner was a housewife in Cairo, Ill.

Midwest winners who live within range of WOW, and who were notified of their winning via WOW, were as follows:

Thirtieth contest, announced March 20, Mrs. C. L. Smith, Wishek, N. D., \$100.

Twenty-eighth contest, announced March 8, Mrs. Sherman Alcorn, Shelby, Mont., \$100.

Twenty-seventh contest, announced March 7, Mrs. H. M. Bekken, Devils Lake, N. D., \$100.

Twenty-sixth contest, announced March 6, Mrs. L. M. Miller, Independence, Mo., \$100.

Twenty-fifth contest, announced March 3, Agnes L. Young, Storm Lake, Iowa; Alice Lee Massey, Wichita, Kans., \$100 each.

Twenty-third contest, announced March 1, M. Elizabeth Stiening, Virginia, Minn.; Miss Ruth Bechtold, Wentzville, Mo., \$100 each.

Twenty-first contest, announced February 27, Mrs. C. M. Walston, Kansas City, Mo., \$100.

Twentieth contest, announced February 24, Mrs. W. H. Wild, Lincoln, Neb., grand prize for fourth week, \$1,000.

Eighteenth contest, announced February 26, Mrs. Kenneth Ottsen, Cedar Rapids, Iowa; Miss Ruth Shattuck, Grand Island, Neb.; Mrs. W. H. Wild, Lincoln, Neb., \$100 each.

Sixteenth contest, announced February 17, Mrs. Evadeane Stevens, Waterloo, Iowa, \$100.

Fourteenth contest, announced February 16, Mrs. Robert C. Conrad, Casper, Wyo., \$100. (Note.—Mrs. Conrad also won the \$1,000 grand prize for the third week, announcement of which was made February 17.)

Twelfth contest, announced February 14, Mrs. J. A. Pink, Guttenberg, Iowa; Mrs. James W. Irwin, Kirkwood, Mo., \$100 each.

Eleventh contest, announced February 10, R. E. Crawford, Des Moines, Iowa; Elizabeth Shaw, Newton, Iowa; Mrs. Irene Lisowski, Caledonia, Minn., \$100 each.

Tenth contest, announced February 10, Mrs. R. N. Chandler, Lawrence, Kans.; Mrs. Howard I. Hale, Winfield, Kans., \$100 each.

Ninth contest, announced February 9, Mrs. Helen M. Nigh, Iola, Kans., \$100.

Seventh contest, announced February 7, Mrs. A. M. Boldra, Thurman, Iowa; Mrs. Adam Engel, Wetmore, Kans.; Mrs. W. T. McWhirter, White Oak, Mo., \$100 each.

Sixth contest, announced February 6, Mrs. Ruth Kennedy, Sarcoux, Mo., \$100.

Fifth contest, announced February 3, Marie Wilsman, Burroak, Kans.; Mrs. Grace Coffey, Marshall, Mo., \$100 each.

Third contest, announced February 1, Bessie Howard Morrow, Littleton, Colo.; Mrs. J. H. Fleming, Bonner Springs, Kans., \$100 each.

Second contest, announced January 31, Mrs. Reevel Mitchell, Boulder, Colo.; Ethel McFadden, Cornell, Iowa; Mrs. Roy E. Hansen, Marcus, Iowa, \$100 each.

# "PERSONAL ITEMS" ABOUT FOLKS YOU



The lovely and thoroughly charming Irene Rich, whose engaging personality thrilled Omaha Food Show patrons last fall, is to bring her Sunday evening programs to WOW.

The Irene Rich dramas will be heard on WOW at 9:15 p. m., Sundays, after the change of time (about May 1), under sponsorship of Welch's Grape Juice.

This is another of the many fine Blue network NBC programs which will switch from KOIL to WOW about that time.

—wow—

Joan Blaine was limping to her "Valiant Lady" broadcasts recently. Reason: She tripped on a lamp cord and twisted her ankle hurrying to the phone when her best beau called her long distance from Palm Springs over the week-end.

—wow—

Robert Emmett Dolan, 5 feet 4, smallest orchestra leader in radio, stands on two platforms so the musicians can see him . . . Charley Cantor, versatile NBC actor, added a new role to his long list of characters . . . he was a talking parrot on a recent Fred Allen show.

—wow—

Adele Ronson, who is heard in a featured role on the "John's Other Wife" NBC serial, is a talented ballet dancer as well as an actress.

—wow—

A spectacular "conscience" case will be adjusted shortly by John J. Anthony, director of radio's "Original Good Will Hour," when he returns \$5,000 to a parentless girl, almost mulcted by her paternal uncle. Worried uncle sought to return the money when his conscience bothered him, but found niece had disappeared. He went to Anthony for advice—Anthony found the girl—and will soon bring the two together. Anthony adjusts more than 100 "conscience" cases a year according to a survey of his work.

—wow—

Joe Emmerson got the most unusual round-up letter of his life recently. It was from 30 southern circuit-riding preachers, commending him on his "Hymns of All Churches" programs.

—wow—



Spring brings Stanley Davies back to WOW. The popular Omaha Field club pro's golf chats are scheduled for 6:45 p. m., Saturdays.

## Radio's Weirdest Miracle, 'Charlie McCarthy'

Here's the story of the greatest national phenomenon with which radio has presented us: He is 36 years old, was born in Chicago on February 16, 1903. As his name indicates, his family is of Swedish extraction. He speaks Swedish, well enough, in fact, to have been featured in a musical comedy in Stockholm during the course of touring around the world.

Early Bergen learned that it wasn't exactly throwing his voice that did the trick. To this date Bergen doesn't really know whether the voice can be "thrown." His own method he calls "diffusion." In other words, the lips don't move when he is ventriloquizing—his voice is muffled or diffused.

Words are formed with the tongue through closed teeth, with practically no lip movement. Often the exact sound can't be reproduced this way, but a ventriloquist gets the nearest sound to it. "M," for instance, requires the lips, but in most sentences "n" will do as well, and that doesn't need the lips.

It was some 17 years ago that Charlie came into existence. A Chicago craftsman named Charlie Mack (hence Charlie McCarthy) carved him out of white pine. In the vaudeville and chatauqua acts Charlie was clothed as an urchin—the fresh kid. Now, following his ventriloquist



master up the ladder, he wears top hat, white tie and tails—also a red carnation.

Recently there was much ado about Bergen's will, in which there was a \$10,000 bequest to the dummy. That sounds on the surface like nothing but a press agent's gag, but behind the story there was a sincere desire to have Charlie's "work" go on after his voice was dead. The \$10,000 is to be administered by the Actors' Fund of America and used to pay other ventriloquists to take Charlie around and give performances at hospitals, orphanages, etc.

—wow—

Charlie McCarthy, Edgar Bergen's talkative kindling pile, never forgets that he was born (or carved) in Chicago. When the Chicago Cubs arrived at Catalina island to start spring training recently, Charlie hurried Bergen from Hollywood to the island to watch the first day's practice.

—wow—

Edgar Bergen never permits any person but himself to handle "Charlie." This is not entirely a matter of affection. The machinery inside "Charlie" is very delicate and Bergen wouldn't want it to be damaged. Incidentally, the "Charlie" used in the act and in pictures is usually different. However, the one pictured here is the real "Charlie."



This is the charming Kay Neale whom you hear sing on the Butter-nut "Coffee Pot Inn" programs every morning on WOW. Besides her singing, she has learned to read lines and can now qualify as a first-class actress.

—wow—

Bob Burns should have a grand, fresh supply of fish stories for his NBC "Kraft Music Hall" listeners during the spring and summer. He has just bought a boat. At least that's what Bob calls his new yacht. "Just a boat for me and the wife and some fishing tackle," says Bob.

—wow—

Earl George, who plays the role of Edwards, the race horse groom, in the "Story of Mary Marlin," swears that he has never been on a horse in his life.

—wow—

Kay Kyser, the old professor of the "College of Musical Knowledge," lives up to the traditions of chivalry of the south. Kay pins a bouquet on the ladies by saying that after interviewing hundreds before the microphone, he believes that women are less nervous and able to reason better when being questioned before an audience than men.

—wow—

Kaltenmeyer says: Zince dey use twice as much light for television as dey do for der movies, more dan effer before, a gold tooth will be a flash in der pan.

—wow—

It's pretty soft for Virginia Payne of Oxydol's "Own Ma Perkins" cast. Recently she felt an attack of "flu" coming on, so she jumped the train to Cincinnati, where her father is a doctor. She was back on the job in a few days, fit as a fiddle.

—wow—

A few weeks ago "Vic and Sade" and Rush got their heads together and decided to assess themselves 25 cents for coming late to rehearsal. The fines were to be put in the custody of Glenn Webster, engineer on the broadcast. Recently the Gook family demanded an accounting, and found to their amazement that the books balanced at \$8.65. They haven't the slightest notion where the odd 15 cents came from or what to do with the money.



Evelyn Kaye, violinist in WOW's General Electric "Hour of Charm" orchestra, is giving Governor Rivers of Georgia a "Yankee dime"—southern term for a kiss! Governor Rivers is a very prominent Woodmen of the World leader.

Answering some of those fan questions, the Fred Allen-Jack Benny feud is now in its third year. The scrap started on Wednesday following Christmas in 1936, when Allen told the audience that the technique of Stuart Canin, 10-year-old violinist, put Benny's playing to shame.

—wow—

COOK'S TOUR: Red Skelton, comedian of the "Avalon Time" broadcast, journeyed to Chicago from Cincinnati recently primarily to show his wife the town, where "Avalon Time" is broadcast.

—wow—

Al Pearce, NBC comedian, has finally told all. That is, how he happened to invent that "I hope, I hope, I hope" phrase, which his character, Elmer Blurt, has made a national catchword. It goes back to the days when Al was selling life insurance door to door. Some of the prospects he approached were anything but gentle in their reception. When he rapped on the doors or rang doorbells, more and more timidly as time went on, saying to himself, "I hope there's nobody home—I hope, I hope, I hope."

—wow—

Rosemary Lambright of "Arnold Grimm's Daughter" is a descendant of Mary, Queen of Scots.



This is what a barrage of questions can do to Hanley Stafford, the harassed "daddy" to Baby Snooks. Their questions and answers series is a regular feature of the "Good News" shows on WOW Thursday nights.

## NEW YORK IS JETTABEE'S SECOND LOVE

"Dear Friends:

"I hardly know where to begin when it comes to telling you about all the things that have happened since I left Omaha. But perhaps you might be interested in knowing that my biggest 'thrill' of all came today when I received and read a great packet of mail forwarded to me from WOW. There were letters from listeners in Lincoln, Harvard, Norfolk, Tilden, Aurora, Omaha, Logan, Iowa; Burke, S. D., and Kirwin, Kans. A great number of those letters came from listeners whom I've never seen, but whom I come to regard as close personal friends through correspondence. So it was with a great deal of sincere pleasure that I read



Jettabee Ann Hopkins

those kind, congratulatory messages, and knew that my loyal listeners were wishing me 'luck' in this new venture of mine. New friends may all be very fine, but, after all, old friends are best.

"I'll hastily try to answer a few of your questions. In the first place, I left enough recordings of 'The Jangles' to last through April 1. That means that your first show from New York will come to you Monday, April 3. And, by the way, the new name for the show is 'Adopted Daughter,' chosen because Jennie is adopted and plays such an important part in the story. So listen to 'Adopted Daughter' from WOW in the future.

"I left Nebraska on a blustery but mild March day, only to arrive in

Mid-March found WOW's Jettabee Ann Hopkins New York bound, from which place she will produce her J. C. Penney show starting April 1, by transcription, over at least 10 stations. Herewith is the first of a series of letters from Miss Hopkins about her first experiences in "the big time."—Editor.

New York in what seems to be the 'dead' of winter. (Which is just one more point in favor of the middle west.)

"This is a strange, exciting and wonderful city, but it'll be a long time before I can call it 'home,' so your letters will help. Just mail them to WOW and they'll be forwarded to me.

"Thanks again for this grand opportunity you've given me and for all your good wishes.

"JETTABEE ANN HOPKINS."

### MANY CHANGES!

Before the May issue of the WOW News Tower Magazine is published, daylight time will go into effect, and most network shows will be moved forward one hour. In addition, many new programs will come to WOW. For that reason, be sure to tell all your friends that NOW is the time to subscribe to the News Tower, so they will have ALL the correct program listings!



Spring brings this timely photo of three of radio's most popular personalities, Vic and Sade and Rush. They have no fears of opening an umbrella indoors or walking under a ladder on April 1.

# HEAR ON RADIO STATION WOW



Film Star Charles Boyer, star of the "Woodbury Playhouse," which will switch to WOW starting about May 1.

Regular listeners to the Sunday evening "Woodbury Playhouse" dramas will be happy to learn that this program will come to WOW beginning soon after the first of May (after daylight time change).

This is another of a select group of KOIL programs which will move to WOW when KOIL and the Blue network of NBC part company.

—wow—

Clayton Collyer, male lead of the serial "Young Widder Brown," is a kid brother of the former movie star, June Collyer, and a brother-in-law of the Hollywood comic, Stuart Erwin.

—wow—

Bea Wain, songstress with Larry Clinton's band, has won 21 popularity polls conducted by colleges, radio stations and newspapers, though she has been with Clinton only one year.

—wow—

Joan Blaine, lead in "Valiant Lady," is suffering from a limp gathered the other morning when she hopped out of bed to grab the alarm clock.

—wow—

"The O'Neills" have found a unique way of getting audience reaction. They invite actors on other script shows to watch their broadcasts. They figure that actors make good critics, because they are apt to be the hardest on their fellow performers.

—wow—

Alfred Swenson, the fellow who plays the role of Lorenzo Jones, never starts the day without reading his own fortune in his breakfast cup of coffee. He says he can tell by the bubbles floating on the java just what the day is going to bring.

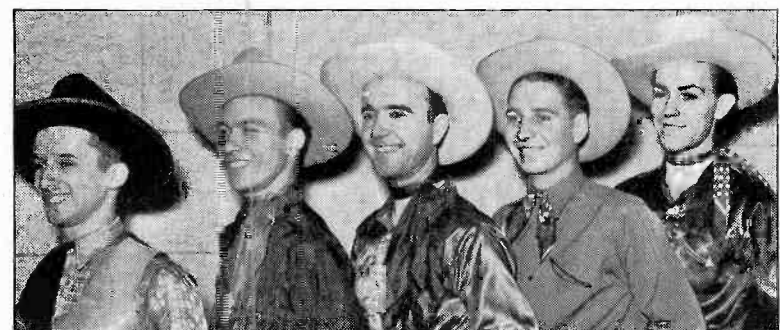
—wow—

It may be the effect of the broadcast, but at any rate Doris Rich, who plays the title role in "Houseboat Hannah," plans to keep blue water somewhere in sight when she retires from radio. Her pet ambition is to settle in a lighthouse somewhere on the coast of Maine.

—wow—

Fibber McGee asked Announcer Spieler Harlow Wilcox to give up polo. Recent death of popular "Pat" Roark, who succumbed to injuries while playing the game, is having significant effect on lives of picture and radio stars with polo yens.

—wow—



A new photo of WOW's Sophisticated Rangers—including two new members. Left to right: "Sheet-Iron Shorty" Glenn Hogan, "Smoky" Otha Lowman, "Elrod" Stan Rucker (new member), Bob White and "Sunshine Tim" Blake (new member).

## "SPEAKS" MUSICAL LANGUAGE

When Margaret Speaks goes on the air at NBC she instinctively glances at her feet. She wants to be sure she isn't wearing overshoes.

This precaution dates back to the time she sang her first solo at a church entertainment and discovered that she had forgotten to remove her overshoes.

"That's the sort of thing that sticks with you," she says.

The overshoe episode, as humiliating as it must have been for the young singer, failed to throw her off her stride. She kept right on singing in public. She hasn't stopped yet.

### Musical Family

Margaret Speaks was born in Columbus, Ohio, of a musical family. Father, mother, aunts, uncles, brothers, cousins—all sang or played musical instruments. Oley Speaks, the celebrated American composer, is an uncle.

Though Margaret Speaks studied the piano and voice from an early age, the family felt she should have a college education before starting a professional career. She was graduated from Ohio State university before coming to New York to study.

Eight or 10 years ago, Margaret Speaks came to New York to go to work in earnest. She sang in churches, in musical comedies and



Lovely Margaret Speaks, soprano soloist of the "Firestone Concerts," broadcast on Mondays over WOW at 7:30 p. m.

on the air whenever the opportunity presented itself.

For the past four years Miss Speaks has been soprano soloist on NBC's "Voice of Firestone" concerts. She has sung in concert in almost all of the 48 states and in most of the capitals of Europe.

### Fond of Outdoor Sports

Tall, slender, blonde and beautiful, Miss Speaks is fond of outdoor life—walking, skating swimming and gardening. She has a Cape Cod cottage in Westchester county, New York.

Though she is considered one of the best dressed women in New York, Miss Speaks refuses to spend too much time on clothes. "I have so many other things to do," she says. "But I think that early experience with my overshoes has made me conscious that I owe something to my audience if I expect to stand up before it and sing."

—wow—

Because of Margaret Speaks' beautiful voice and love of flowers, she was recently selected to sing at New York City's great indoor flower show. Included in the exhibits were some of her own red and gold marigolds!

More than 4,000 members of garden clubs attended the unique party.



Here's the "Seabiscuit" of the feminine commentators! It's Arlene Harris, fast-spelling comedienne of "Al Pearce's Gang," heard Monday nights on WOW.

—wow—

## BREAKFAST MENUS FOR EASTER

By MARTHA BOHLSSEN

Director Homemakers' Club of the Air, Saturday, 10:30 A. M.

Easter breakfasts are very popular and offer opportunities for most delicious foods. The time when this breakfast is to be served is optional. It may be served any time before 12:30 and still be a breakfast. Decorations may be used elaborately to give a festive atmosphere.

Following are some menus for Easter breakfasts that are well balanced and tasty. The first one is a rather simple menu:



Martha Bohlsen

- Strawberries au Naturel
  - Powdered Sugar
  - Grilled Sausages
  - Waffles
  - Avacado Salad
  - Maple Syrup
  - Coffee
  - Blueberry Cakes
- The above menu is very simple to prepare and would be excellent for serving at churches. In many of the churches where early services are held, Easter breakfasts are prepared by the ladies. Another quite simple breakfast menu is the following:
- Fresh Pineapple
  - (Served in sections of the shell)
  - Broiled Bacon
  - Stuffed Eggs with Mushroom Cream Sauce on Toast
  - Hot Corn Muffins
  - Strawberry Jam
  - Glazed Raised Doughnuts
  - Coffee

For the more elaborate late breakfast, the following menu is most delightful:

- Strawberry and Rhubarb Cup
- Fried Chicken
- Julienne Potatoes
- Fresh Asparagus
- Hollandaise Sauce
- Tomato and Pineapple Salad
- Hot Biscuits
- Sponge Cake Baskets filled with Caramel-Flavored Whipped Cream
- Coffee

—wow—

## 16th Anniversary

(Continued from page 1)

The official program for the "Golden Spike days" celebration is as follows:

### WEDNESDAY, APRIL 26

- 11 a. m.—Opening of Historical show, Municipal auditorium (runs through Saturday)
- 2 p. m.—Opening of Indian village (runs through Saturday)
- 2 p. m.—Unveiling of stockade and decorations—Union station.
- 7:30 p. m.—Unveiling of store fronts and windows.

### THURSDAY, APRIL 27

- 9 a. m.—Special train arrives from New York and Chicago.
- 10 a. m.—Military parade.
- Noon—Greater Omaha association luncheon.
- 4 p. m.—Old-Timers' train arrives from west.
- 5 p. m.—Arrival of special train from Hollywood. Mr. De Mille, Mr. McCrea, Miss Stanwyck and other guests of honor will be paraded uptown in 1869 vehicles.
- 7:30 p. m.—Old-Timers' dinner, coliseum.

### FRIDAY, APRIL 28

- 8 a. m. and all day—Showing of 5,000 horsepower steam turbine locomotive, 1869 locomotive used filming of picture and other railroad equipment.
- 10 a. m.—Historical parade.
- 12 noon—Luncheon for distinguished guests and visitors, Fontenelle hotel.
- 8 p. m.—Premiere at Omaha, Paramount and Orpheum theaters.

### SATURDAY, APRIL 29

- 9 a. m.—Regular run of picture starts at popular prices.
- 10 a. m.—Band and drum corps contests.
- 9 a. m.—Costume ball, Ark-Sar-Ben coliseum.

—wow—

Add building item: Kenny Baker is adding a high fence to his new mountain estate. A mike at the side of the gate will enable him to talk with prospective guests before they are admitted through the gate, which is operated by remote control.

—wow—

That negro dialect you hear from Harriet Widmer, who is Gardenia on the "Betty and Bob" show, is the real McCoy. Harriet was reared in the south, is a writer of dialect verse approved by Roark Bradford, an authority on the southern negro, and is also the first woman ever to speak on an "Amos 'n' Andy" program.

—wow—

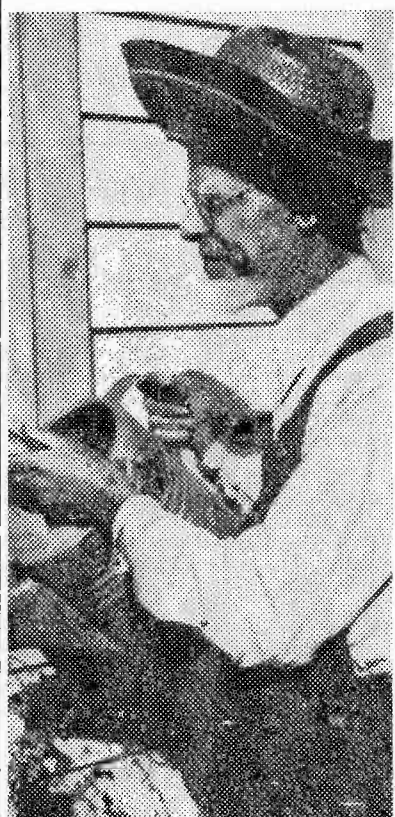
Florence Freeman, feminine lead of the "Young Widder Brown" NBC series, was a school marm before her radio debut... taught English for almost two years.

—wow—

Despite an attack of pneumonia, which has hospitalized her, Jane West, author and actress of "The O'Neills," is continuing to write her daily scrips.

—wow—

One of radio's most popular ballad singers, "Smilin' Ed McConnell," has returned to WOW with a new program, Tuesdays and Thursdays at 4:30 p. m. His new sponsor is the Acme White Lead and Color Works.



Pat Barrett in the "Uncle Ezra" role. As Uncle Ezra, Pat will soon take a vacation, but he will be with WOW listeners about May 1 as one of the stars of the "National Barn Dance," which will be heard on WOW Saturday nights. More details next issue.

—wow—



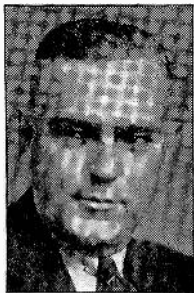
Here are those charming folks of the "Little Man" cast: "Jane Mason" (Jane Wohlner), "Junior Mason" (Rodney Reynolds), "Mother Cora Mason" (Kathryn Phillips) and "Dad Mason" (Milton A. Rieck, also director). Listen to the "Little Man" shows at a new time—5 p. m., Tuesdays and Thursdays.

# MARCH PARADE OF WOW NEWS

## "WIG WAGGIN' WITH WAG"

By RALPH WAGNER  
WOW Sports Editor

Within two weeks the major league clubs will line up at the barrier of the 1939 campaign.



Ralph Wagner

Hopes will ride high as the season unfolds, but along in July, when the managers are forced to slice their squads, hopes will fall. Rookies who sparkled in the training camp will be shipped back to the minors. Some rookies will remain, but they will be the cream of the crop.

What is in store for the 16 clubs this season?

At the present I am most interested in what is going to happen to Lou Gehrig—Iron Horse Gehrig, who spent a nickel to ride the subway from Columbia university to the Yankee baseball park and became a priceless piece of property that didn't cost the New York Yankees one cent.

### Nearing End

Under the Florida sun at St. Petersburg this spring, Manager Joe McCarthy drilled young Tommy Henrich, an outfielder, on how to play first base. What does that mean? Ah, my little outfielders, that means "Iron Horse" Gehrig's playing days are nearing an end.

First base insurance has always been a needless burden for the Yankees while Gehrig was around.

But this year it is different. The "Iron Horse" is running behind time, and Manager McCarthy knows full well that his club needs insurance at first base. Thus the work with Tommy Henrich.

Late last season Gehrig was laid up with lumbago. He could hardly move, but Manager McCarthy let him go to bat as lead-off man against the Detroit Tigers. Lou singled and retired for the day. But the next game, Gehrig was back at his old post.

So, in 14 major league seasons—in 2,122 games—"Iron Horse" Lou Gehrig has needed an understudy only one full game. Few ball players can equal that record.

Gehrig hit below .300 last year for the first time since 1926, and they say some of the bounce has gone out of his legs. That's too bad. Father Time is looking after the "Iron Horse," just like he did with Babe Ruth, Ty Cobb, Tris Speaker and others. You can't fool the old gent.

### Lacked Color

Gehrig came up to the Yanks when Babe Ruth was the drawing card. Lou always was a good hitter, his major league average standing at .341, but the fellow lacked something called "color."

Fans used to crowd into the stands to see the Yankees play. They would rather see the great Babe Ruth strike out than see Lou Gehrig spank the ball for a home run. Lou lacked color and Ruth had more color than a paint warehouse.

But fate plays a lot of funny tricks. Gehrig never heard the cheers that were due him. No, sir! For out of the west in 1936 came Joe DiMaggio, a dark-haired outfielder, speed afoot, who could run like a deer, throw with the best of them and hit them where the outfielders were scarce. He became a star at once—and a star that overshadowed Gehrig. Why? Because DiMaggio had that very important something that all athletes need—color.

And, as we write this, down in St. Petersburg, Fla., where the Yankees are training, Joe DiMaggio is batting in the clean-up position in the batting order, a position that Gehrig held for years.

This season may not be the end for the "Iron Horse." We hope not.

## Man-on-the-Street Out of Town Just Once

The "Man on the Street" took only one trip out of town during the month of March. That trip, on March 17, marked the annual spring opening celebration by Logan, Iowa. People from all over that part of Iowa thronged to the city to see the displays and to take part in the "Man on the Street" program.

There were several special "Man on the Street" programs in Omaha, though, which took Foster May away from his regular spot at 16th and Farnam streets.

One of them was a series of interviews with farmers from around Wall Lake and Lake View, Iowa, at the Chamber of Commerce on March 16. Another was put on from the Variety club at the Fontenelle on March 6, and still another from the Rotary club on March 22.

In addition, two interesting special interviews kept Foster in the studio. One of the interviews was with Glenn Jepsen, son of the Omaha police commissioner, who was interviewed on his return from a trip to India. He made the trip with a cargo of mules sent out by an Omaha mule dealer.

The other special interview was with Doctor Deutch of Czechoslovakia, who spoke on the Czechoslovakian question.

## DIRECTOR



Jack Johnstone is the energetic young man who produces and directs such shows as "Buck Rogers" and "Smilin' Jack," and is also dramatic director of "Johnny Presents," being responsible for the "Thrill of the Week" part of the Philip Morris program. Johnstone is one of those directors who stands in the middle of his cast with earphones on so that he can control his actors even as they are speaking their lines.

## Six Interesting Interviews on 11:30 News

Six interesting personages were brought to WOW listeners by means of interviews on the "People in the News" program during the month of March.

Lyle De Moss, the Sunshine reporter, interviewed Lee Bennett, Omaha boy and a singer with Jan Garber's orchestra for six years, on the program March 6.

On March 10, two men, both educators and experts on the Far East, were presented. Dr. Wilford J. Sipprell, former president of Columbia college in British Columbia and for the past four years a traveler in China, Japan and the Philippines, interviewed the other man. The "interviewee" was Dr. Ching-Ju Ho, director of research of the National Association of Vocational Education in China, who is at present studying educational methods in the United States.

Rank C. Forbes, writer, lecturer and authority on meats, was interviewed on March 13, and Strickland Gillilan, writer, lecturer, humorist and White House observer was the "Person in the News" on March 20.

Mrs. Lenora Grassner, department president of the Veterans of Foreign Wars auxiliary, was interviewed on March 25, in the last interview before the Radio News Tower went to press.

## Foster May's Own Column

By FOSTER MAY  
WOW News Editor

During the past month, we news editors—and you listeners—have been going through another of those European crises.

Every time the troops start goose-stepping and the diplomats thundering in central Europe it raises the dickens with the living habits of the news editors. Possibly, increases the blood pressure of the listeners a trifle also.



Foster May

Always, when a crisis, such as the recent Czech affair arises, it puts the news editor in a difficult position—one of those darned if he does, and darned if he doesn't, spots. Our job is to bring the news to the listeners of WOW, whatever the news may be. The result is, some listeners accuse us of spreading war propaganda; of building war hysteria; of doing the wrong thing generally. None detests the thought of war more than I; none would do more to preserve peace than I, but I, in common with all editors, have a job to do—a job, as mentioned above, of bringing the news to you.

### News Factors

Factors which guide us during such a period, as this are these: First, the legitimate news? We determine this mainly by the authenticity of the news source and the reasonableness of the story itself. Second, how much of our time must be taken up dealing with this subject? This is answered only by our judgment as to how much the public wants to hear about the crisis. As a matter of fact, our United Press news teletypes are simply gorged with thousands of words of news during any international crisis. We could devote four hours a day, if we wished, to a constant stream of stories on the war situation. We try to determine how live is the public interest in the subject, gauge the length of time we would devote to it accordingly, and then choose the most reliable, inclusive material which we have available.

Perhaps, as the Omaha World-Herald remarked editorially not so long ago, we are going to get completely fed up on European crises. Possibly they will pay "Wolf" so often that we will pay no further attention and go on about our peaceful, domestic ways. But, we can't shut our eyes to the fact that if the wolf does come, that is, if war breaks out in Europe, it will probably be the most momentous happening in our history, and I believe that most of our listeners want to know the background and the early developments which have preceded the coming of the "wolf."

### Accuracy

And then there is just the possibility that if the public is kept accurately and completely informed upon the horrors of war, and realize how near it may really be, that they, with the tremendous force of public opinion, may successfully do something about it.

And if, through the news brought to them, the people manage to crystallize their hatred of war enough to make them work to prevent it, who will not agree that carrying war news was a good thing. Because, after all, it is impossible to guard against a thing which we do not know is going to happen.

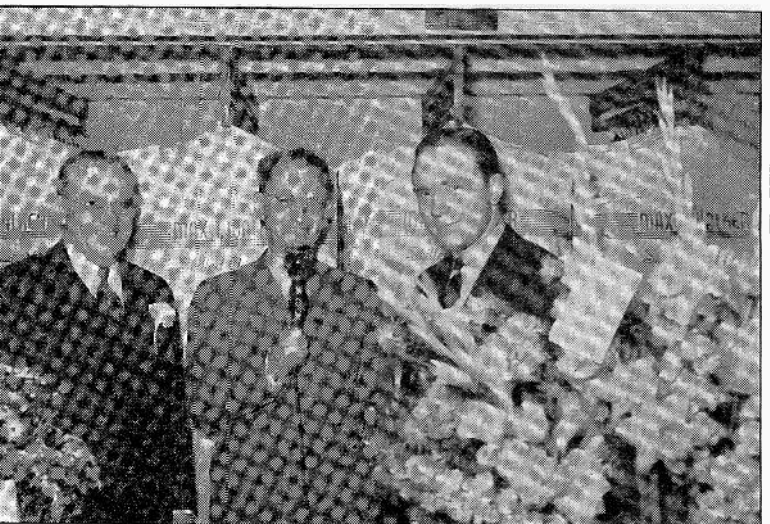
It is especially true here in these free United States, dedicated to liberty and free speech and to the ideals of a freedom-loving people, that the public has a right to know all the facts and to keep well-informed on present-day affairs.

## FOSTER MAY VISITS MAX I. WALKER PLANT

Foster May visited the Max I. Walker company plant on February 28 to put on special program. It was a part of the plant celebration of Max I Walker receiving certification and Good Housekeeping's guarantee for dry-cleaning work.

The program pointed out that I. Walker is one of less than 100 dry cleaners in the United States to pass the rigid tests set by the institute for maintaining dry-cleaning standards.

Max Walker, the head of the firm, and his son, Robert S. Walker, superintendent of the plant, are shown here with Foster May in the plant office, surrounded by baskets of flowers sent by well-wishers.



## Wig-Waggin' Brings Interviews With the Great in Sports

Ralph Wagner's sports programs bring interesting interviews.

The first of them was on the March 2 sports period. George Bresnahan, track coach at the University of Iowa and former track coach for the Olympic teams, told something of the track sport.

Eddie Hickey, basketball coach at Creighton university and member of the National Coaches' rules committee, was interviewed on March 3, and Roman Roh, Creighton basketball player and leading scorer in the Missouri Valley conference, was on the same program.

Radio listeners heard Charles Peterson, former world champion billiard player and now a trick shot expert, on March 14. Ernie Bihler, secretary of the Nebraska Wildlife Federation, appeared on the air March 21.

### TO PRECEDE NEWS

Peter Paul, Inc., makers of that delicious Ten Crown chewing gum and "Mounds" candy bars, will bring its message to WOW listeners preceding the 10:30 news during April. The company had been on preceding the 6-o'clock news.

## Speech by New Pope Real Radio News Scoop

A real scoop on world affairs was scored by radio at the time of the election of the new Pope.

Shortly after Eugenio Cardinal Pacelli was announced as the new pontiff of the Catholic church, he was heard by radio listeners throughout the world for the first time in his pontifical capacity when he broadcast his Papal benediction over the National Broadcasting company's networks.

The election flash and the new pontiff's appearance on the air concluded an unprecedented 18-month "radio watch" of the Holy See by a special NBC representative in Vatican City.

All through the many illnesses of the late Pius XI, he kept a 24-hour-a-day vigil over Vatican affairs, ready at any moment to take the air and bring American radio listeners latest news of the Pope's health from a microphone set up in a specially-equipped radio room just outside the walls of Vatican City.

Bob Hope's crack producer, Carl Stanton, is honeymooning in Palm Springs this week. He married Denver Socialite Virginia Reynolds Ketchum on March 23.

## Two Firms Share Closing Spots on 7 A. M. News

Listeners to WOW's 7-o'clock News Tower on week-day mornings also hear the message brought by the Iowa Master Breeders and by Roberts Dairy.

The two firms each present their announcements three days a week at the end of the news periods.

On Mondays, Wednesdays and Fridays, Roberts Dairy brings the listeners a message telling of the merits of Homogenized milk, the process by which cream is distributed throughout all the milk in the milk bottle.

The Iowa Master Breeders announcements are on the air on Tuesdays, Thursdays and Saturdays at 7:14 a. m. to sell baby chicks—strong, healthy, profitable chicks.

### ALGER STORY

Peter J. Harkins, author of "The World Is Yours," on WOW at 3:30 Sunday afternoons, which tells of scientific studies covered by the Smithsonian Institute, is only 22. He started writing "gags" for a CCC camp short wave station while driving a truck.

# AND SPECIAL EVENTS ACTIVITIES

## SNIPS WITH SNIPES

By JOHNSTON SNIPES  
WOW News Department

The tragedy of war is more than the trenches. It must be the same every time, no matter where it is.



Johnston Snipes

War seeps into every little place. It cannot be boldly defied anywhere in a war zone. Chu Lai didn't look at it this way. She was 11 last New Year's and was conscious only of an empty stomach and a tired feeling and a chill from the thin rain that had fallen for two days in Shanghai. Her blue denim dress, worn almost through in places, was damp and cold. She had no shoes and her feet were black with the dark river mud that had been tracked onto the Bund. Chu Lai shrank back into the doorway of a great stone building.

There were no planes droning overhead and hadn't been for many days, but she couldn't forget the fear of the screaming bombs. The one that killed her mother and young brother a month ago on Nanking Lu was a black nightmare in her memory.

The day she left her home in the Chinese city of Chapei with her mother and little Pu-lo in the red and black ricksha seemed exciting and a wonderful adventure at the time. There were restrained tears and admonitions when father was called to the barracks.

### Too Busy

He was only half remembered, though. Chu Lai was too busy helping pack the family pots and kettles and red cotton quilts and straw mats on the ricksha to think about this war she didn't understand.

The puller stepped between the shafts and started off at a slow trot toward Garden Bridge and the International Settlement. Little Pu-lo, a round ball in his padded red cotton gown, slept in his mother's arms. Chu Lai, squeezed into the ricksha beside them, urged the puller to run faster.

The streets grew more crowded as they neared Soochow Creek and the bridge. There was more shouting, more running and great lines of swiftly-moving rickshas crowding the Chinese on the sidewalks up against the buildings on either side of the narrow lanes.

### Accident

She couldn't see the gray warships in the river across the rows of slate roofs cutting a saw-tooth horizon down to the banks of the Whang Poo. It was the accident to the ricksha that first frightened her. The puller was holding back on the shafts as he ran down the slope of the bridge into the big city. But there was too powerful a stream pushing him on. He crashed into a sand bag redoubt at the far end of the hump-back bridge. There was a splinter of wood and the clatter of the shiny copper kettles. The crowd was in a panic now and pushed on by them.

Chu Lai saw her mother and the red sphere that was her little brother again for a moment. Pressed onto the top step of the gray granite bank, she glimpsed them once in the milling throng on Nanking Lu. Then the bombs crashed and exploded with a shattering roar. She never saw them again.

At first, begging brought a little rice and hot tea. But after that she spent the day sweeping rice from the docks on the river edge as it spilled from the coarse cloth sacks. Today there had been no loading on the dock because of the rain. She had not eaten since the night before.

Chu Lai couldn't cry. She drew back into the archway of the protecting granite as a red tracer shell streaked across the rainy sky.

## Standard Oil to Use WOW on 6 P. M. News

The newest technique in spot-announcement broadcasting will be used by the Standard Oil Company of Nebraska when it begins a campaign preceding the 6 p. m. news on WOW April 3.

Two voices will be presented in a series of one-minute skits, which will be fast-moving and highly entertaining. The same announcements will be used over station KGNF at North Platte.

The use of WOW was decided upon after a dealer survey, which resulted in an overwhelming majority of requests for the company to use WOW.

The voices of Ray Olson and Tom Chase, popular WOW announcers, will be used in the dramatic skits.

Standard Oil dealers throughout Nebraska are invited to comment on this unusual radio advertising campaign.

The news will be given, as usual, by Foster May, WOW's news editor.

The campaign will be a forerunner to Standard's Golden Jubilee anniversary, June.

A series of Standard Oil dealer meetings are planned for the month of April.

## STYLIST



Authentic fashion notes on hairdos and hairdresses of various types were brought to WOW's women listeners on the 11:30 a. m. "People in the News" program on February 28.

Miss Dorothea Krebs, pictured above in a spring hat representing one of the modernistic towers at the New York World's fair (she's the authority), is a well-known fashion writer of Chicago and Hollywood.

## Omaha National Brings Trade Trip Story

WOW listeners will be able to follow the progress of the annual trade trip of Omaha business men out through the Omaha territory again this year—as they did last. And, the Omaha National bank will make that possible again.

Once more, Bill Wiseman, the WOW publicity director, will join the trip as the representative of the radio station on the trip which is intended to promote good will toward Omaha out in the trade territory.

But, Bill Wiseman will also keep a constant eye open for impressions of the trip and will interview prominent bankers at each stop made by the special trade trip train.

The Omaha National bank will present those stories and interviews to WOW's listeners in an evening period.

The trip will run from May 8 to May 14, and will cross the northern part of the state, to Green River, Wyo., and then swing back through McCook and the Platte valley toward Omaha. There will be more details of the trip in the May Radio News Tower.

As this issue of the News Tower went to press, 50 Omaha wholesalers had enrolled to take the 1939 trade trip.

## LOOKING AT THE NEWS

By SOREN MUNKHOF  
Assistant News Editor

Few people realize the amount of work there is to the business of getting news ready for the air. And, of course, none of them realize how much work is done without any hope of getting news stories—part of that careful, systematic and tire-some job of checking sources of news.



Soren Munkhof

There are two separate phases in preparing news for the air in the WOW news department. The foreign, national, regional and some state news is, of course, brought in on our United Press teletypes, and is rewritten here in the newsroom to fit Foster May's style sheet and is put in the form familiar to all Foster May listeners. This work is done by rewrite men under the direction of the news editor and the assistant news editor.

But, in addition to the foreign and national news, there is also local news to be covered. That means gathering the Omaha news, the Council Bluffs news used on the air—though there isn't so much of that used—and the gathering of some of the state news.

### News Sources

Contrary to the opinion so many people seem to have, radio station WOW does NOT get any news from the newspapers. In fact, there is a constant rivalry between the two—radio and newspapers.

The WOW local staff checks the leading news sources to get the news which "breaks" right here at home. That is something of a different problem than that faced by the local staff of a newspaper.

A city daily will have 15 to 30 reporters in addition to several editors to supervise the gathering and preparing of local news. The radio station must do the same job with a couple of men.

So it is, that when the radio reporter goes out to the city hall, he meets on his rounds the regular city hall reporter assigned by the paper to do nothing but gather city hall news. And, if there is an important story, there will be one, two or three extra reporters assigned to help.

The radio reporter quickly gathers the news he wants and leaves the quartet of newspaper reporters in possession of the field while he rushes over to the county court house to run into one or two other newspaper reporters who are "covering" the court house stories.

### Uses Telephone

But, even by a quick selection of only the necessary details, even by passing up minor stories—so unimportant that they would have no meaning to listeners scattered over seven states—it is just physically impossible for the radio reporter to get to all of the offices and spots where news is likely to happen. So, he must do a great deal of his work by phone.

On the phone, he calls up and checks with all the city, county, state and federal offices in the city which are logical places to find news stories. He checks the hospitals, the police stations, the airport and the fire department for other likely stories, and then he checks, of course, on conventions and other stories he knows in advance are scheduled for a certain time.

When the radio reporter goes into or calls some of these offices, he is sure he won't get a story—some offices can be checked for months without producing news. But, the first day the reporter skips that one office—it happens every time—that is the day a story is released by the office which has been dead and quiet for months.

## RAY AND TOM---SERVICE WITH A SMILE



★ ★ ★  
Ray Olson, he's the one on the left, and Tom Chase aren't just fooling as they pose for "service with a smile."

The boys say there really is service in their commercial announcements which they will be giving for the Standard Oil company of Nebraska pretty soon.

Standard Oil will begin presenting announcements on one end of the 6-o'clock news on April 3. Ray and Tom will do the commercials, although, of course, Foster May will continue to handle the news.

The hats and the smiles portrayed by the two WOW announcers are typical of the servicemen you will find in your Standard Oil stations. So, remember your announcer's smile when you drive in to be greeted by the smile of your Standard Oil attendant.

★ ★ ★

## FOSTER MEETS COMMENCEMENT CLASS OF FARMERS

This may not look like a class of students on a commencement trip, but they are.

They are farmers from around Wall Lake and Lake View, Iowa, who have just finished a night school course and who came to Omaha for their annual commencement tour.

Foster May and the WOW microphone were at the luncheon at the Omaha Chamber of Commerce to greet them.



## Sally Dee Peeks in the Window, Nights

Every Friday night, at 10:45, just after the late News Tower goes off the air, a very interesting program comes on. "Window Picture" is the title of the program.

In it, Sally Dee walks along and catches glimpses through the windows of the homes she passes—glimpses of life and reality. The story she sees, she tells through poetry selected to fit the mood she is trying to bring out.

Sally Dee is assisted in her attempt to picture glimpses of life by the music accompanying her readings played by Francis Parsons.

## SPEECH STUDENT

The man who became famous on the radio because he talks like President Roosevelt now is taking voice lessons because he talks like President Roosevelt.

Bill Adams, a regular member of the "Your Family and Mine" cast, was formerly in demand to impersonate the president on the radio, but now too many complaints by listeners when he appears on commercial programs have sent him to a voice teacher to learn a new way of talking.

## Mars Candy Company to Present New Show

A new radio show is scheduled for radio station WOW beginning April 10. The show, a new audience-participation series over part of the NBC network, will be called "Dr. I. Q."

The show will be sponsored by Mars, Inc., for Mars candy bars, and will originate from Chicago, Monday evenings at 9:30.

Very few details have been released as yet on just what the keynote of the program will be, but WOW listeners will be able, of course, to learn that when they tune in at 9:30 on April 10.

SMILIN' ED

HANDY WOW NIGHT SCHEDULE

'TRIANGLE'



Smilin' Ed McConnell

An old friend, and a dear one, "Smilin' Ed" McConnell, has returned to the air via WOW. His new series of programs, sponsored by the Acme White Lead and Color Works, started March 28, and will be heard Tuesdays and Thursdays at 4:30 p. m., at least during April.

As in the past years, Smilin' Ed will offer a program of ballads, hymns and philosophy. He will act as his own accompanist, playing the piano as he sings.

Smilin' Ed is now a radio veteran, but still sings his folksy songs and plays the catchy ditties that go with them. In place of telling stories, however, he will comment on news events in his individual, humorous way.

BETTY LOU'S TAN

Tommy Riggs is spending all his spare time on the desert so he can give "Betty Lou" a nice tan to bring back to New York in April.

Table with 8 columns: TIME, MON., TUES., WED., THUR., FRI., SAT., SUN. and rows of program listings for various times from 6:00 P.M. to 11:45 P.M.



Luise Barclay

A new series of adventures in which Claire Bradford, a rich, beautiful and unscrupulous woman is using some curious and interesting ways of trying to take Jane North's husband away from her is currently keeping the popular "Judy and Jane" day-time serial show among the leaders in audience interest.

FIRE-EATER BING

Bing Crosby turned fire-fighter at the "Kraft Music Hall" rehearsal recently when his pipe started a wastebasket fire in his dressing room.

MORNING

DES means daily except Sunday.

MTWTF means Monday, Tuesday, Wednesday, Thursday, Friday.

M—Monday, T—Tuesday, W—Wednesday, Th—Thursday, Fri—Friday, Sat—Saturday, Sun—Sunday.

- 5:45—March Time...DES
6:00—Farm Front News...DES
6:15—Time and Tunes...DES
6:40—Markets...MTWTF
6:55—Markets...Sat
7:00—WOW News Tower...DES
7:15—Blue Ribbon Melodies...DES
7:30—Musical Clock...DES
7:45—Animal Club...Sun
8:00—Coffee Pot Inn...DES
8:15—Hymns of All Churches...MTWT
8:30—Mary Southern...MTWTF
8:45—Adopted Daughter Jennie...MTWTF
9:00—Central City...MTWTF
9:15—John's Other Wife...MTWTF
9:30—Just Plain Bill...MTWTF
9:45—Woman in White...MTWTF
10:00—David Harum...MTWTF
10:15—Lorenzo Jones...MTWTF
10:30—Young Widow Brown...MTWTF
10:45—Kitty Keene...MTWTF
11:00—Tobie and Susie...MTWTF
11:15—The O'Neills...MTWTF
11:30—People in the News...DES
11:45—WOW Orchestra...MTWTF
12:00—Voice of the Farm...Fri
Markets...MTWTh
Rosario Bourdon...Sun

Special Offers on WOW

NOTE.— Following is a list of many of the special offers now heard on WOW. Not all can be included. Listen to the programs for details. A telephone call or letter will bring details to you about any offer on WOW.

- 1. LISTEN TO THE CHARCOAL gum news announcements, Mondays through Saturdays, and hear how you may secure men's billfolds, tie clasps, ladies' coin purse, bracelet or dress clip.
2. LISTEN TO "DEATH VALLEY Days" at 8:30 p. m. on Fridays and learn how to obtain three packets of seeds for your garden.
3. YOU MAY STILL SECURE your free sample of Chamberlain's Hand Lotion by writing to radio station WOW. Just put your name and address on a card and send it to WOW.
4. LEARN THE CORRECT way to redecorate your home. For details, listen at 6:55 a. m., Mondays through Saturdays, or write Lucas Paints, in care of radio station WOW, Omaha.
5. FOR A FRIENDSHIP GARDEN assortment, listen to "Woman in White" at 9:45 a. m., Mondays through Fridays, for details.
6. WIN \$5,000 OR A MIXMASTER by writing a slogan for Crisco, using 10 words or less. For more details, listen to "Vic and Sade," 3:30 p. m., Mondays through Fridays.
7. SEND FOR A HOUSEBOAT Hannah Rose for your garden. Listen to "Houseboat Hannah" at 4 p. m., week days, for details.
8. FREE BOOKLET, ENTITLED "17 Money-Saving Tractor Tips." For your copy, send to WOW. For further details, listen to "Midday Melodies" at 12:15 p. m., daily except Sunday.
9. TO SECURE YOUR COPY of talks heard on the "Catholic Hour" every Sunday at 5 p. m., write to WOW.
10. SEND 10 CENTS AND THE sales slip from a sack of Omar Blue Ribbon Flour for the recipe book. For further details, listen to "Mother Randall" at 7:15 week days.
11. LISTEN AT 5:45 P. M. ON Mondays, Wednesdays and Fridays to the Union Pacific program of recipes. Send for the one you desire by simply writing to Union Pacific, in care of WOW.
12. WIN \$100 TO \$1,000 BY ANSWERING the question: "What do you like best about Camay?" For further details, listen to "Pepper Young's Family" at 2:30 p. m., Mondays through Fridays.
13. LISTEN TO "LORENZO Jones" or "Stella Dallas" and hear how you may secure a hostess dish. These programs are heard Mondays through Fridays at 10:15 a. m. and 3:15 p. m.
14. SEND FOR YOUR COPY of the discussions heard on the "Chicago Roundtable" at 11:30 a. m. on Sundays.
15. FOR ONLY THREE CENTS and two box tops from either Okay Flakes or Vanilla Sweeties, you may obtain a 66-page stamp album. Listen to the "Junior Roundtable," on Fridays at 5:15 p. m.

IS THIS YOUR LAST NEWS TOWER?

Don't let your subscription expire! Twelve big issues for only 50 cents. Send your renewal or new subscription now!

AFTERNOON

DES means daily except Sunday.

MTWTF means Monday, Tuesday, Wednesday, Thursday, Friday.

M—Monday, T—Tuesday, W—Wednesday, Th—Thursday, Fri—Friday, Sat—Saturday, Sun—Sunday.

- 12:15—Midday Melodies...DES
12:30—WOW News Tower...DES
12:45—Man on the Street...DES
1:00—Betty and Bob...MTWTF
1:15—Arnold Grimm's Daughter...MTWTF
1:30—Valiant Lady...MTWTF
1:45—Judy and Jane...MTWTF
2:00—Mary Marlin...MTWTF
2:15—Ma Perkins...MTWTF
2:30—Pepper Young...MTWTF
2:45—Guiding Light...MTWTF
3:00—Backstage Wife...MTWTF
3:15—Stella Dallas...MTWTF
3:30—Vic and Sade...MTWTF
3:45—Girl Alone...MTWTF
4:00—Houseboat Hannah...MTWTF
4:15—Your Family and Mine...MTWTF
4:30—Creighton University...MWFri
4:45—Aunt Sally...TT
4:50—WOW Orchestra...MWF
5:00—Little Man...TTh
5:15—Terry and the Pirates...MTW
5:30—Captain Midnight...MTWTF
5:45—Dick Tracy...MTWTF