

Radio
Station
WOW

RADIO NEWS TOWER

5000
Watts
590 Kc.

(Reg. U. S. Pat. Off.)
Complete Radio Program News From Radio Station WOW

VOL. II—No. 6

OMAHA, NEBRASKA, MARCH 1, 1938

PUBLISHED MONTHLY

WHITE SPOT DRIVE ON AIR

Methodists On WOW Every Sunday

The Methodist church—one of the oldest and largest of the protestant denominations — has adopted the modern science of radio as a means of extending and correlating its work.

The Omaha area, consisting of about 1,500 churches in Nebraska and Iowa, with a membership of 323,000, has purchased 52 Sunday afternoon half hours on WOW at commercial rates.

The guiding spirit in the series is Dr. G. Bronley Oxnam, resident bishop, who presides over Iowa and Nebraska Methodist churches.

The Methodist hour is on the air from 3:30 to 4 p. m.

The program consists of transcribed music from WOW's The-saurus library, including a special theme song by the De Pauw university choir and other choral selections. Doctor Oxnam delivered a 12-minute inspirational address on the first program February 12. He expects to be the speaker on each program, except when he is traveling over the area.

Turn to page 6 for new photo of Bishop Oxnam.

"The purpose of this series of programs is to unite the 323,000 Nebraska and Iowa Methodists in one gigantic church service every Sunday afternoon," said Doctor Oxnam. "Announcements calling attention to the program have been made in each of the 1,500 churches in our area."

Doctor Oxnam has made recent visits to Spain, Russia, Germany, Italy, the Orient, France and Great Britain. He is one of the nation's leading churchmen. He has served as professor of social ethics at the University of Southern California, professor of practical theology at Boston university, and was for eight years president of De Pauw university at Greencastle, Ind. He is the author of many books on religious and social problems, including "The Mexican in Los Angeles," "Social Principles of Jesus," "Russian Impressions" and "Youth in New America."

Candid Camera Shots In WOW Studio



"Lights! Action! Camera!" is the title given this "shot" made by James W. Loving, first prize winner in WOW's Candid Camera contest. Over 1,500 "shots" were taken in WOW's studios by 252 "candid fans."

Nebraska Stations Join Campaign

With WOW leading the way, every radio station in Nebraska has joined the campaign to tell the world that Nebraska is the "White Spot" of the nation.

The radio part of the national campaign to secure new industries, attract tourists, and to engender pride and loyalty in the people of Nebraska, was first suggested by a member of the WOW staff. The Associated Industries of Nebraska and the chambers of commerce of the state, were quick to accept the idea and put it in effect.

Wireless Net

The first "White Spot" program was presented February 6 from WOW's main studios, and was carried free of charge by a wireless network over stations KMMJ, Clay Center; KGFV, Kearney; WJAG, Norfolk; KGNF, North Platte; WAAW, Omaha, and KGKW, Scottsbluff. The Central States stations, unable to clear the same time, prepared and are presenting a similar series over KOIL, KFOR and KFAB.

As far as could be determined, this is the first time in the history of radio that every radio station in the state has wholeheartedly united in a booster campaign.

National in Scope

The first WOW program included music by the Fred Ebener orchestra (WOW's studio group), selections by "The Three Maids and Their Mike" and an address by Charles Hoff, president of the Nebraska Junior Chamber of Commerce, which group sponsored the Nebraska network show.

The radio campaign supplements the national campaign, nucleus of which is a series of 26 full-page ads in Time Magazine. Newspapers throughout the state have also given whole-hearted support.

De Moss Joins WOW

Lyle De Moss has joined the WOW staff.

One of the most popular broadcasting personalities in the middle west, Lyle recently resigned at KFAB, Lincoln, to become a member of WOW's production staff.

(Continued on page 6)



The entire cast of the "Jangles" script show was caught in action in a thumb-nail size negative by H. E. Homann, who won third prize. Photo shows Mr. and Mrs. Ed Henderson, parents of Lyle Talbot, Omaha film star, back of Jettabee Ann Hopkins. (See other winners on page 2.)



This picture tells the story of the crucial moment in a broadcasting studio. Announcer Gaylord Avery is holding the clock on the "Three Maids and Their Mike." This photo won second prize in WOW's Candid Camera contest.

W.O.W. Camps Start Drive For President's All-Member Campaign

March is an important month in the Woodmen of the World Life Insurance Society, which owns station WOW.

For it was 39 years ago, in March, that De Emmett Bradshaw first became a Woodmen official. In observance of Mr. Bradshaw's anniversary, a gigantic membership campaign was launched and will continue until April 15. It is called "The President's All-Member Campaign."

The society now has about 385,000 members.

As an incentive to Woodmen to get new members, a series of beautiful and expensive premiums will be offered, ranging from an automatic pen to a 21-jewel Elgin watch. Local camp secretaries can supply details of the "All-Member" campaign.

Cash Refunds

During February the society paid out \$1,000,000 in cash refunds to 300,000 members of the society. The amount represented a savings made possible by efficient management by the society's officers and directors.

So great was the task of distributing the refunds that 60 clerks worked for five weeks preparing the checks and putting them in the mails.

As a part of the campaign for new members, the story of Mr. Bradshaw's remarkable career is being retold in thousands of Woodmen camps all over the nation.

Studied Law

Mr. Bradshaw was born in a tiny Arkansas town called Rocky Bayou, in the foothills of the Ozarks. He attended rural elementary schools and eventually emerged with a bachelor of science degree from the National Normal university at Lebanon, Ohio. Still later he was graduated in law from the University of Arkansas. He was actively engaged in the practice of law until he moved to Omaha in 1916.

Elected President

It was in 1899 that Mr. Bradshaw was elected head consul for Arkansas, Louisiana and Mississippi, his first Woodmen executive post. He soon became general attorney, and in November, 1932, he was elected president of the society.

Mr. Bradshaw has been active in civic affairs. He served as king of Ak-Sar-Ben, a regent of the Municipal university, a governor of Ak-Sar-Ben, a director of the Community Chest board, and in many other civic capacities. He is also a member of the board of directors of the Omaha National bank and the Nebraska Power Co. Recently he was appointed chairman for Nebraska of the New York world's fair committee.

Three stations in the United States and 23 in Canada were added to the Benny network with the first broadcast of 1938.



De Emmett Bradshaw

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.

Copyright, 1937, by the Woodmen of the World Life Insurance Society.

Gillin Is NAB Director

John Gillin, Jr., general manager of station WOW, was established as one of the 17 most important men in the broadcasting industry at Washington, a few days ago, when he was elected a district director for the National Association of Broadcasters. Mr. Gillin will represent the 10th district, which includes Nebraska, Iowa and Missouri. Prior to the new reorganization of NAB at the convention, Gillin had served as a vice president.

High School Lass is New Swingstress of WOW Band

Sometimes they call her just plain "Bright Eyes" because she has 'em. However, her real name is Lucille Lynam, and she's the sweet singer of sweet songs you hear regularly with Freddie Ebener's orchestra on WOW. She's a senior in St. John's high school in the daytime.

By the way, Lucille is also a dancer. You should see her do the "Susie Q"!



HOW TO TALK ♦ ♦ ♦ It's Never Too Late To Learn

NOTE.—A clear, easy-to-understand speaking voice is a prime requisite of every person in radio. Such a voice would be an extremely valuable asset to any man, woman or child. Not every person CAN have a good radio voice, but every person CAN IMPROVE his speech. Hence, the article herewith on "How to Talk," by Milton A. Rieck, well-known Omaha voice coach, who has helped scores of WOW folks. Study and practice Mr. Rieck's speech aids and you, too, will derive a real benefit.—The Editor.

By MILTON A. RIECK

The tongue is the chief organ of speech. It is composed of numerous muscles, each of which must be properly controlled in correct production of speech.

Enunciation is practically impossible without the manipulation of the tongue. To demonstrate this fact, hold the tongue flat in the mouth and try to speak; that is, speak without any activity in the muscles of the tongue. For instance, without moving the tongue, try to say the following sentence: "As light as the tips of the drops of the rain."

Much thought and attention have been given to breathing, voice placing, etc., in speech formation and in the correction of speech defects, but the chief actor, the tongue, has been neglected. Thirteen of the 21 consonants in the English language; namely, c, d, g, j, k, l, n, q, r, s, t,



Meet Milton A. Rieck, author and director of "Little Man" dramatic shows on WOW and the man who each month tells News Tower readers how to talk correctly.

x, z, are made with the assistance of the tongue, while the vowels of the language are regulated by the various positions assumed by that

organ. We can, therefore, readily understand that the training of the tongue is fundamental to the production of correct speech.

To a great extent the finish and beauty of speech, as well as distinct articulation and clear enunciation, are dependent upon the strength and flexibility necessary in the difficult and delicate feat of speaking must be gained by systematic training.

A set of exercises for the development and control of the muscles of the tongue is here given:

(Sense the tip of the tongue as if you had a thread or a feather at the end of it.)

- La, la, li, lo.
Ta, ta, ti, to.
Na, na, ni, no.
Da, da, di, do.

Practical Applications

Repeat the following aloud and then whisper same:

"Twinkle homeward through the twilight."

"Over the steel-tipped bordered lines."

"As light as the tips of the drops of the rain."

A Sure Sign of Spring

Here's a sure sign of spring! Chesterfield cigarettes begins a series of baseball dope and scores programs on WOW, via NBC, starting April 18. That should be satisfying!

"Wig Waggin'" to be Sponsored After April 18

"Wig Waggin' with Wag," popular WOW sportscast by Ralph Wagner, will be sponsored by the Brown & Williamson Tobacco Co., beginning April 18. "Wag" is heard daily except Sundays at 6:30 p. m. After April 24 the broadcast will probably be at 9:15 p. m.

The Brown & Williamson Co. makes Raleigh, Kool, Wings, Avalon and Viceroy cigarettes, and Sir Walter Raleigh and other smoking tobaccos.

'Lem and Martha' Oshkosh B'Gosh, Are Real Stars

Lem and Martha, famous comedy team of the stage and radio, are starred in a new radio presentation over station WOW. The program is of the dramatic serial type, and will relate the various exciting and comic adventures that befall the pair due to their coming into possession of a trailer.

The series is on WOW at 7 a. m. every week day, Monday through Friday. Sponsored by the makers of Oshkosh B'Gosh Sta-Blu overalls and Oshkosh dealers in the WOW territory.

MORE WOW CANDID CAMERA CONTEST WINNERS



Fourth prize went to Dr. D. H. Drummond for this "shot" of two youthful candid camera fans in action in WOW's studios on Candid Camera night.



WOW's sports editor, Ralph Wagner, being "put on the air" by Announcer Tom Chase on WOW's Candid Camera night. It won fifth prize for George Armstrong.



James Lipari won a special prize with this candid "shot" of a fellow contestant reloading his candid camera. Lipari called this "Dang It!"



"Foster Hoists the White Flag" is the title of this candid "shot" of Foster May, WOW's news editor, sixth prize winner for Bill Carson.

Didja Know? . . .

By BILL WISEMAN



A Yiddish friend advises us that technically the correct translation is "By me you are grand," but we think we have discovered the true meaning of that mania, "Bei Mir Bist du Schoen."

Here's the translation, as supplied by a local music house: "Please rush 22 copies of 'My Mere Bits of Shame'"

"Send 12 copies of that new French song" . . . "Wire how soon you can send me a copy of 'Mr. Barney McShane'" . . . and "Send six copies weekly until further notice of 'Buy Beer, Mr. Shaine.'" . . .

Our own personal translation: "By me it is punko!"

—wow—

TITLE TALE . . .

It's "Captain" John Gillin, Jr., "Lieutenant" (second) Howard Peterson in the Officers' Reserve.

It's "Count" John K. Chapel, the announcer.

It's "Duchess" Luella Cannam, the time salesman.

It's "Chief" Bill Kotera, because he's the boss of the technical staff.

It's "Admiral" Harry Burke in the great Nebraska navy.

It's "Maestro" Freddie Ebener, because he directs the band.

All the rest of us just come without calling.

—wow—

SHORT RAVES . . .

There's really one lady who is peeved 'cause she can't get station WPA on her radio.

Ralph (Wig Waggin' With) Wagner doffed his Palmitagian (it screams!) shirt and donned a tuxedo for Candid Camera night. My, my!

And so did "Sorey" Munkhof. Heavens-to-Betsy! What radio does do to newspaper men!

You should see Lucille Lynam (who warbles with the Ebener ork) do the Susie Q.!

Add titles. Yours truly is official "Nickel-Putter-Inner." Whenever visitors stay overtime, we run out and put nickels in Father Omaha's parking meters.

—wow—

LONG WAVES . . .

Harry Burke stood by the mike in the big studio waiting to make an announcement. A friend passed by and, pecking in the studio window, waved to him.

Burke waved back.

The control operator thought the wave was a signal and cut the program in progress!

Alert operator, eh?

—wow—

SPELLING LESSON . . .

Rose Cepuran did a grand job of showing an out-of-town family through WOW's studios.

A fond mama turned to her 3-year-old hopeful and said: "Now, darling, thank the nice lady and tell her how you can spell 'Omaha.'" . . .

"Thank you very much," the little one lisped. And then: "Omaha, W-O-W, Omaha!"

—wow—

WILCOX A CLOTHES HORSE

Harlow Wilcox, stooge and announcer on the Fibber McGee and Molly show, is having a tough time these days holding on to his reputation of sartorial perfection. Clark Dennis, NBC tenor, recently added to the show, is giving Harlow some real competition. Dennis goes in for electric blue jackets, gray trousers and colorful ascots. Wilcox goes in for well-cut sports clothes, with special attention to brightly-colored shirts. Wilcox is an Omaha boy.

FIREMAN SAVE MY CHILD

In case of fire at your home you might telephone Foster May or Harry Burke at WOW.

Both are now members of the Malvern, Iowa, fire department (volunteers), following their broadcasts recently from the annual benefit frolic of the Malvern fire ladders.

PRESENTING WOW'S MIKEMEN

Gillin Tells of Opportunities in Radio Arts

EDITOR'S NOTE.—Recently "The Gateway," student newspaper of the Municipal University of Omaha asked Mr. Gillin to describe the opportunities for young men and women in radio. The article aroused so much comment that it is here-with reproduced.

By JOHN J. GILLIN, JR.,
General Manager,
Radio Station WOW

Every day in the week at least one young man or woman asks me some variation of this question: "Would you advise me to adopt radio as my life work?"

Sincerely, I wish I could answer that question "Yes" or "No," but it can't be done.

Radio, at least in the broadcasting end of it, is a business for specialists. Every job in a radio station requires some special inborn talent or some exacting training. Most radio jobs require even a specialized type of personality. There are no soft berths in radio.

This is all important. Every phase of radio moves so swiftly that radio today has no time to stop or hesitate long enough to train anyone for any job. Apprentices get in the way in a modern radio station and are likely to be tramped on. If you enter any field of radio, be prepared to step right in and carry on.

Generally speaking, the radio art, or industry, if you choose to call it that, breaks down into six divisions, viz:

- (1) Technical.
- (2) Talent.
- (3) Production.
- (4) Commercial.
- (5) News.
- (6) Administrative.

Not much need be said of the technical division except that anyone entering this field must have technical training, and special interest and enthusiasm. Part of this field is already unionized, and the pay starts at about \$35 a week—and the sky's the limit. Facsimile, television and a million and one other uses of radio waves are "new fields" and future possibilities.

For some strange reason, nearly everyone thinks he has radio talent. About 999 out of 1,000 are dead wrong in this respect. This is not intended to discourage anyone. If you think you can sing, act, speak or play some instrument to compete with the very best professional talent of the day anywhere in the world, then by all means arrange for an audition for yourself with the program director of some radio station. All talent in modern radio is professional talent. Arrangement of pay is from \$3 a program to \$10,000 a program.

"Idea" Folks

Perhaps the largest division in the entire broadcasting industry is in the field of production. Herein men and women think up, write and produce radio programs of all types. This division includes "idea" men and women, continuity writers, announcers, dramatic instructors, etc. Radio is beginning to pay more and more production workers as their value is more and more appreciated.

The commercial department of radio is the department that brings in the money. Almost all radio stations are in business solely for the purpose of making money. An expert time salesman earns big money, usually from \$3,000 a year up. The radio salesman must know the listener audience, the market he sells, and many, many other facts. Selling radio advertising is distinctly different from selling any other kind of advertising.

A comparatively new and intriguing field in radio is the radio news department. Gathering and presenting of news for radio is an art in itself. Strangely enough, newspaper training is of little value. Today the correct art of radio news reporting and presentation can be learned only in a modern radio station. Like all news work, pay is comparatively small. Sooner or later the pay for the radio news worker must increase.

Lastly, there is the administration side. This includes clerical help, (Continued to page 7, column 2)



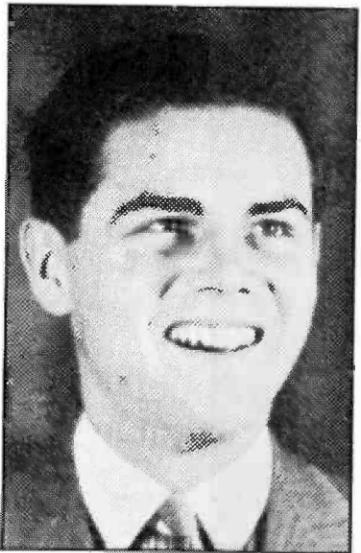
Harry Burke, program director and announcer . . . works very long hours . . . always smiles.



John K. Chapel, announcer . . . the "K" stands for "Kuropatkin" and he's a Russian count . . . a real speech-maker.



Foster May, news editor . . . man on the street . . . head man on all special events programs, such as fires and bank robberies.



Gaylord Avery, announcer . . . just 19 . . . hails from South Dakota . . . often told he sounds "like Ken Carpenter."

★ ★

VOICES

Here are the voices of WOW!
You've heard them millions of times. Now, have a look! They're nice boys. Only one has reached 40 . . . but all are "vets" in radio. Four are eligible bachelors. The wives of the others are radio widows. They work hard for long hours so you can enjoy your radio. Nice boys, eh?

★ ★



Ralph Wagner, sports commentator . . . does "Wig Waggin' with Wag" . . . "covers" all sports events.



Ray Olson, announcer and impresario for "Hymns of Cheer" . . . "Hayden's Musical Clock" . . . sings well, too!



Lester Palmer, munny judge and announcer for Rev. Brown's Sunday services . . . pianist, composer, too!



T. Barnum Chase, announcer; also "Uncle Tom" of "In the Playhouse" . . . also transcription librarian.

A Clean Story of Uncle Ezra!

This is a clean little story about Rosedale, the friendly little city down in Cole county. The city has been modeled in soap.

A 13-year-old Painesville, Ohio, boy, Billy Craig, is the sculptor. During a recent illness, Rosedale became a real village to the boy, visualized from the descriptions carried in the radio programs heard over WOW and the NBC Red network, Mondays, Wednesdays and Fridays at 6:15 p. m., CST.

In tribute to his favorite radio program, Billy carved a miniature Rosedale in soap.

Uncle Ezra, rustic comic on WOW, played the title role in "Little Lord Fauntleroy" when he was 6 years old. A wig of false curls and a velvet suit with a lace collar were his only props.



Charles Bruce, markets announcer for United States Department of Agriculture.

Smoke Dreams Stars Are Anonymous

The "play's the thing" and not the actors or the musicians in the SMOKE DREAMS program, which is heard over WOW at 12:30, CST, every Sunday afternoon. Smoke Dreams is one of those programs, unique in radio annals, in which actors, singers and even the well-known conductor of a large symphonic orchestra are all anonymous.

The sponsor of the show believes that since the audience of the program has grown entirely through the intrinsic merit of the music and dramatic spots, and not through any name stars or personalities, the identity of the characters is best kept a mystery.

The "Smoke Dreams" program is sponsored by H. Fendrich, the makers of La Fendrich cigars—the cigar of pleasant smoke dreams.

March Hear Your Radio Set!

6:45—Vic Arden's Orch. and Guests. ET (C)
 7:00—Johnny with Russ Morgan. N (C)
 7:30—Lady Kathie Serenade. N (C)
 8:00—Vox Pop. N (C)
 8:30—NBC. (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. (C)
 10:20—Oriental Gardens. N (S)
 10:30—WOW News Tower. (C)
 10:45—Rainbow Room Orch. N (S)
 11:00—Music Box. (S)
 11:30—Hotel Hill. (S)
 11:45—Trianon Ballroom. N (S)
 12:00—Hotel Paxton Orch. N (S)
 12:30—L. A. Biltmore. N (S)

WEDNESDAY, MARCH 16

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 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—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Organ. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 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—Hymns of Cheer. (S)
 11:15—The O'Neills. N (C)
 11:30—Aunt Sally. (S)
 11:45—WOW Orch. (S)
 12:00—Markets. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—WOW Orch. (S)
 1:00—Marsh & Marsh. (C)
 1:05—Eddie Butler. Piano. (S)
 1:15—Markets. (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 Martin. N (C)
 3:30—Hughesreel. N (C)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 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)
 5:45—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. N (C)
 8:00—Town Hall Tonight. N (C)
 9:00—Your Hollywood Parade. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:20—Thesaurus. ET (S)
 10:30—WOW News Tower. (C)
 10:45—Hotel Biltmore Orch. N (S)
 11:00—Chermot Ballroom. (S)
 11:30—Lighth Ochs. N (S)
 12:00—Hotel Stalter. N (S)
 12:30—L. A. Biltmore Orch. N (S)

THURSDAY, MARCH 17

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 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—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Piano. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 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—Hymns of Cheer. (S)
 11:15—The O'Neills. N (C)
 11:30—Aunt Sally. (S)
 11:45—WOW Orch. (S)
 12:00—Markets. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—WOW Orch. (S)
 1:00—Eddie Butler. Piano. (S)
 1:15—Markets. (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 Martin. N (C)
 3:30—Hughesreel. N (C)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—NBC. (S)
 4:30—Junior Round Table. (S)
 4:45—Little Man. (S)
 5:00—Dick Tracy. ET (C)
 5:15—WOW Orch. (S)
 5:30—Janetia. (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—Eddie Butler. Piano. (S)
 7:30—Good News of 1938. N (C)
 8:00—Kraft Music Hall. N (C)
 8:15—Amos and Andy. N (C)
 8:30—Wig Waggin' with Wagner. (S)
 8:45—Hotel Paxton Orch. N (S)
 9:00—WOW News Tower. (C)
 9:15—Chez Paree Orch. N (S)
 9:30—Music Box. (S)
 9:45—Hotel Hill. (S)
 10:00—Detroit Athletic Club Orch. N (S)
 10:15—Hotel Paxton Orch. N (S)
 10:30—Webster Hall Hotel Orch. N (S)

FRIDAY, MARCH 18

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 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—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Organ. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 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—Hymns of Cheer. (S)
 11:15—The O'Neills. N (C)
 11:30—Aunt Sally. (S)
 11:45—Homemakers Club. (C)
 12:00—Markets. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—WOW Orch. (S)
 1:00—Marsh & Marsh. (C)
 1:05—Eddie Butler. Piano. (S)
 1:15—Markets. (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—Merry-Go-Round. N (C)
 3:30—Hughesreel. N (C)
 3:45—Nitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 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—WOW Orch. N (S)
 5:30—Jangles. (S)
 5:45—Orphan Annie. N (C)
 6:00—WOW News Tower. (C)
 6:15—Uncle Ezra. N (C)
 6:30—Wig Waggin' with Wagner. (S)
 6:45—Bughouse Rhythm. N (S)
 7:00—Cities Service Concert. N (C)
 8:00—Waltz Time. N (C)
 8:30—True Stories. N (C)
 9:00—First-Nighter. N (C)
 9:30—Hollywood Gossip. N (C)
 9:45—People in the News. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:20—Oriental Gardens Orch. N (S)
 10:30—WOW News Tower. (C)
 10:45—Chez Paree Orch. N (S)
 11:00—Music Box. (S)
 11:15—Hotel Hill. N (S)
 11:30—Detroit Athletic Club Orch. N (S)
 11:45—Beverly Hills Orch. N (S)
 12:30—Hotel St. Paul Orch. N (S)

SATURDAY, MARCH 19

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 6:30—Farm Front News. (S)
 6:40—Thesaurus. ET (S)
 6:55—Markets. (S)
 7:00—Oshkosh. ET (C)
 7:15—WOW News Tower. (S)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Sunshine Express. N (S)
 8:40—Records. (S)
 8:45—Landt Trio. N (S)
 9:00—Amanda Snow. Singer. N (S)
 9:15—Charlotcers. N (S)
 9:30—Manhattans. N (S)
 9:45—Aunt Sally. (S)
 10:00—Florence Hale's Column. N (S)
 10:15—Markets. (S)
 10:25—Records. (S)
 10:30—Uncle Tom's Playhouse. (S)
 11:00—Chasing Music Series. N (S)
 11:30—Hotel Lexington Orch. N (S)
 12:00—Netherland Plaza Hotel. N (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—WOW Orch. (S)
 1:00—U. S. Dept. of Agriculture. (S)
 1:15—Campus Capers. N (S)
 1:30—Hotel Paxton Orch. N (S)
 2:00—Golden Melodies. N (S)
 2:30—Bill Krenz Orch. N (S)
 3:00—Calling All Stamp Collectors. N (S)
 3:15—Walter Kelsey Orch. N (S)
 3:30—WOW Orch. (S)
 3:45—People in the Headlines. (C)
 4:00—Great Plays. N (S)
 5:00—El Chico Revue. N (S)
 5:30—Eli Calendar. (S)
 6:00—Religion in the News. (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—Jack Haley's Log Cabin. N (C)
 8:00—Al Roth and His Orch. N (S)
 8:30—American Portraits. N (S)
 9:00—NBC Home Symphony. N (S)
 9:30—WOW News Tower. (C)
 10:00—Wig Waggin' with Wagner. (S)
 10:15—Hotel Stalter Orch. N (S)
 11:00—Chermot Ballroom. (S)
 11:30—Athletic Club Orch. N (S)
 12:00—Hotel Paxton Orch. N (S)
 12:30—Music Box. (S)
 12:45—Hotel Hill. (S)
 1:00—Music Box. (S)
 1:15—Thesaurus. ET (S)

SUNDAY, MARCH 20

7:00—William Meeder Ensemble. N (S)
 7:30—Kidoodlers. N (S)
 7:45—Animal 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—Thesaurus. ET (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 Discussions. N (S)
 12:00—Al and Lee Reiser. N (S)
 12:15—WOW News Tower. (C)
 12:30—Smoke Dreams. N (C)
 1:00—WOW Orch. (S)
 1:30—Thatcher Colt Stories. N (C)
 2:00—Radio News Reel. N (C)
 2:30—Nebraska on Parade. (S)
 3:00—Strange as It Seems. ET (C)
 3:15—Romance Melodies. ET (C)
 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—Table 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—Merry-Go-Round. N (C)
 8:30—Familiar Music. N (C)
 9:00—Sealtest Rising Stars. N (C)
 9:30—Norman Cloutier and Orch. N (S)
 10:00—Job Clinic. (S)
 10:30—WOW News Tower. (C)
 10:45—Chermot Ballroom. (S)
 11:15—Evening Reveries. (S)
 11:30—Bal Tabarin Orch. N (S)
 12:00—Music Box. (S)
 12:30—Cosmopolitan Hotel Orch. N (S)

MONDAY, MARCH 21

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 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—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Organ. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 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—Hymns of Cheer. (S)
 11:15—The O'Neills. N (C)
 11:30—Aunt Sally. (S)
 11:45—NBC. (S)
 12:00—Records. (S)
 12:05—Police Bulletins. (S)
 12:15—Creighton University. (S)
 12:30—Dick Tracy. ET (C)
 12:45—Terry and the Pirates. ET (C)
 1:00—Jangles. (S)
 1:15—Markets. (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 Martin. N (C)
 3:30—Hughesreel. N (C)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 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)
 5:45—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—Melody and Rhythm. N (S)
 6:55—Jacobson Jewelry Skit. (C)
 7:00—Burns and Allen. N (C)
 7:30—Voice of Firestone. N (C)

8:00—Fibber McGee and Molly. N (C)
 8:30—Hour of Charm. N (C)
 9:00—Contented Hour. N (C)
 9:30—Falstaff Public Hero. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (C)
 10:20—Hotel Park Central. N (S)
 10:30—WOW News Tower. (C)
 10:45—Beverly Hills Orch. N (S)
 11:00—Hotel Lexington Orch. N (S)
 11:30—Hotel Hill—Four Dons. (S)
 11:45—Grand Terrace Orch. N (S)
 12:00—Hotel Stalter Orch. N (S)
 12:30—L. A. Biltmore Orch. N (S)

TUESDAY, MARCH 22

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 6:30—Farm Front News. (S)
 6:40—Markets. (S)
 6:55—Modern Miracles. ET (C)
 7:00—Lem and Martha. ET (C)
 7:15—WOW News Tower. (S)
 7:30—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Organ. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 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—Hymns of Cheer. (S)
 11:15—The O'Neills. N (C)
 11:30—Aunt Sally. (S)
 11:45—Homemakers Club. (C)
 12:00—Markets. (S)
 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)
 1:30—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 Martin. N (C)
 3:30—Rush Hughes. N (C)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:00—NBC. (S)
 4:30—Eddie Butler. Piano. (S)
 4:45—Little Man. (S)
 5:00—Dick Tracy. ET (C)
 5:15—Terry and the Pirates. ET (C)
 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. 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—NBC. (S)
 8:45—Hollywood Gossip. N (C)
 9:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:20—Oriental Gardens. N (S)
 10:30—WOW News Tower. (C)
 10:45—Rainbow Room Orch. N (S)
 11:00—Music Box. (S)
 11:30—Hotel Hill. (S)
 11:45—Trianon Ballroom. N (S)
 12:00—Hotel Paxton Orch. N (S)
 12:30—L. A. Biltmore. N (S)

WEDNESDAY, MARCH 23

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 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—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Organ. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 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—Hymns of Cheer. (S)
 11:15—The O'Neills. N (C)
 11:30—Aunt Sally. (S)
 11:45—WOW Orch. (S)
 12:00—Markets. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—WOW Orch. (S)
 1:00—Marsh & Marsh. (C)
 1:05—Eddie Butler. Piano. (S)
 1:15—Markets. (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 Martin. N (C)
 3:30—Hughesreel. N (C)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—NBC. (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)
 5:45—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. N (C)
 8:00—Town Hall Tonight. N (C)
 9:00—Your Hollywood Parade. N (C)
 10:00—Amos and Andy. N (C)
 10:15—Wig Waggin' with Wagner. (S)
 10:20—Thesaurus. ET (S)
 10:30—WOW News Tower. (C)
 10:45—Hotel Biltmore Orch. N (S)
 11:00—Chermot Ballroom. (S)
 11:30—Lighth Ochs. N (S)
 12:00—Hotel Stalter. N (S)
 12:30—L. A. Biltmore Orch. N (S)

THURSDAY, MARCH 24

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 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—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Piano. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 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—Hymns of Cheer. (S)
 11:15—The O'Neills. N (C)
 11:30—Aunt Sally. (S)
 11:45—WOW Orch. (S)
 12:00—Markets. (S)
 12:15—Midday Melodies. ET (C)
 12:30—WOW News Tower. (C)
 12:40—Records. (S)
 12:45—WOW Orch. (S)
 1:00—Marsh & Marsh. (C)
 1:05—Eddie Butler. Piano. (S)
 1:15—Markets. (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 Martin. N (C)
 3:30—Hughesreel. N (C)
 3:45—Kitty Keene. ET (C)

3:30—Hughesreel. N (C)
 3:45—Kitty Keene. ET (C)
 4:00—People in the Headlines. (C)
 4:15—NBC. (S)
 4:30—Junior Round Table. (S)
 4:45—Little Man. (S)
 5:00—Dick Tracy. ET (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 Family. 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—Wig Waggin' with Wagner. (S)
 10:20—Hotel Park Central. N (S)
 10:30—WOW News Tower. (C)
 10:45—Chez Paree Orch. N (S)
 11:00—Music Box. (S)
 11:30—Hotel Hill. (S)
 11:45—Detroit Athletic Club Orch. N (S)
 12:00—Hotel Paxton Orch. N (S)
 12:30—Webster Hall Hotel Orch. N (S)

FRIDAY, MARCH 25

6:00—Thesaurus. ET (S)
 6:15—Interstate Hawaiians. (C)
 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—Hayden's Musical Clock. ET (C)
 8:00—Coffee Pot Inn. (C)
 8:15—Eddie Butler. Organ. (S)
 8:30—Pretty Kitty Kelly. ET (C)
 8:45—The Party Line. ET (C)
 9:00—Mrs. Wiggs.

"WIG WAGGIN' WITH WAG"

By RALPH WAGNER
Sports Editor, WOW

Howdy, everyone!
There is a lull in the world of sports—the time between a busy football season and the start of the spring training grinds in the sunny southland.

And, because of this, that and the other thing, it is a very good time, methinks, to let you in on a letter I received a short time ago.



Ralph Wagner

Here's the letter:
" . . . I think I have a problem, and a very knotty one, too. All over the nation there are mothers and fathers who have read about how football makes 'stumble - bums' and 'stumble-backs' out of the players in later life. I myself refuse to believe it, although it has been said so by many national magazines. They have enlarged exception so much . . .

" . . . I play football myself and I intend to in later life in college. I have had several arguments with my parents about this."

Now, my friends, there is an important question for you to answer. I'll tell you what I did.

I answered the young man's letter as follows:

"Young man, it is up to the individual whether or not he wishes to make a 'stumble-bum' or a 'stumble-back' out of himself after playing football in college.

"It is up to you, and I mean UP TO YOU!"

"When it is all summed up, young So and So of Columbus, Neb., it is up to the individual how he molds his life after leaving the football field, or the baseball field, or any field of athletics, for that matter."

Now my little hearties, how would you have answered the Columbus boy's letter?

If you were a good all-around athlete, and wished to follow a sport professionally, which would you choose—baseball, football, boxing, golf or tennis?

Consider for the sake of argument that you were a husky individual, good at baseball, football, golf and heavyweight boxing.

You decided to become a heavyweight boxer. Well, the average pay for heavyweights is \$75,000. Not small change, you say, for a year's salary. Quite true, but stop and consider all the heavyweights in the country who do not earn that much in five or six years. But, remember, you are considered among the top flight heavies.

Well, say you cast your professional career with baseball. The average yearly pay of pro baseballers is \$7,500, but fellows like Joe Di Maggio, Lou Gehrig, Bill Dickey, Paul Waner and "Hank" Greenberg receive three and four times that amount every season. Again remember, you are ready for the majors with a batting average of well over .300 in college baseball.

Now, let us take football. You played college football and won All-American honors for two consecutive years. You "can carry the mail," kick, pass, tackle, block and do anything any other footballer can do, only a little better. The average pay of pro footballers is \$3,000 a year, but fellows like Bronko Nagurski, Sammy Baugh, Beattie Feathers and "Dutch" Clark receive more than \$3,000 a year. Still, you are tops among the intercollegiate boys.

You can play golf, too; in fact, you are the intercollegiate champion at the game. The average pay of professional golfers is \$7,000 a year, yet Harry Cooper, in 1937, won more than \$14,000 playing golf. Henry Picard of Hershey, Pa., won more than \$10,000. Ditto for Sammy Sneed. Remember, you are no dub when it comes to medal or match play.

Now, which sport would you prefer to follow after leaving school?

Drop me a line. I would like to know, my little hearties.

Alice Wears a New 'Babushka'

(kerchief to you)



Alice Reinheart, charming NBC actress, appeared for a rehearsal wearing a "Babushka," so they took her picture.

De Moss Joins WOW

(Continued from page 1)

Lyle is just 30, but he has a record of 10 years in radio, during which time he has progressed from a member of KFAB's talent staff to program manager for all KFAB programs. He has that peculiar ability, so rare in radio, to direct talent and to be THE talent himself.

For more than five years De Moss conducted the "Time 'n' Tunes" hour-long show from 7 a. m. to



Lyle De Moss

8 a. m. on KFAB. As the Lincoln station's "Man on the Street," he has visited 75 towns in Nebraska, Iowa and Kansas. At one time his program, "The Singing Philosopher," ran for two years for the Lincoln Telephone & Telegraph Co.

In Lincoln, De Moss took an active part in civic affairs. He was in constant demand as a speaker for county fairs, civic club luncheons and "community sings." Thousands have seen him at the Nebraska state fair.

De Moss is married and the proud father of two sons. The youngest, just a few months old, has already made its radio debut.

Less than a month ago De Moss was awarded the "Certificate of Merit" of the National Research Bureau for excellence in radio performance and production.

Here at WOW, De Moss' first assignment will be to build several local productions involving the use of WOW's new studio orchestra, directed by Freddie Ebener.

JOTTINGS WITH JETTA

By JETTABEE ANN HOPKINS
"Jangles" Author

Greetings and salutations from "Crip" Hopkins! That's my nickname for the moment, because I've been navigating about on crutches for the last couple of weeks.

You see, it all started this way. It was a busy Monday (all Mondays are busy in a radio station), and I just had to find out what Luke, Jake and Dena were going to do before I went to lunch. Then when I did get "The Jangles" problems unraveled, a spot of ice proved my undoing. Well, to make a long story short, I never did get that lunch. It was completely forgotten in a maze of doctors' offices, X-ray machines and wheel chairs. And, by the way, they wouldn't let me bring the wheel chair home with me. Instead, they substituted a pair of crutches, and they're lots more work.

Many thanks for all those kind letters and telephone calls from the listeners. Oh, yes! The other members of my "Jangles" family did their part, too. I know you'd enjoy the telegram I got from Luke. It read:

"Miss Jedibee Hopkins,
"Omaha, Neb.

"Dear Jennie: I very much hope that you will get all right soon.

"LUKE."

I promised you last month that I'd get down to work this month and give you a sample copy of a "Jangles" script, didn't I? Well, will you forgive me if I play slacker and don't write it until later? Next month I'll probably make up for lost time and write enough for two columns. Then the "censors" will have more fun cutting and cutting and cutting.

So 'bye for the time being, and since they say a "hint to the wise is sufficient," how about this for my hint:

"A rolling stone gathers no moss, but a slippery step is a short cut to plenty of adhesive and plaster paris."

Better watch your step! Be seeing you in April!

JERRY, JENNIE, BUDDY
and the rest of 'em!

MARCH SCHEDULE

(Continued from page 5)

- 4:00—People in the Headlines. (C)
- 4:15—NBC. (S)
- 4:30—Records. (S)
- 4:45—Police Bulletins. (S)
- 4:55—Creighton University. (S)
- 5:00—Dick Tracy. ET (C)
- 5:15—Terry and the Pirates. ET (C)
- 5:30—Jangles. (S)
- 5:45—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)
- 7:20—Tommy Dorsey. N (C)
- 8:00—Town Hall Tonight. N (C)
- 9:00—Your Hollywood Parade. N (C)
- 10:00—Amos and Andy. N (C)
- 10:15—Wig Waggin' with Wagner. (S)
- 10:30—Theatricals. ET (S)
- 10:45—WOW News Tower. (C)
- 11:00—Hotel Billmore Orch. N (S)
- 11:30—Cheroot Ballroom. (S)
- 11:50—Lights Out. N (S)
- 12:00—Hotel Star. N (S)
- 12:30—L. A. Billmore Orch. N (S)

THURSDAY, MARCH 31

- 6:00—Theatricals. ET (S)
- 6:15—Interstate Journeymen. (C)
- 6:30—Farm Front News. (S)
- 6:40—Markets. (S)
- 6:45—Theatricals. ET (S)
- 6:55—Modern Miracles. ET (C)
- 7:00—Lem and Martha. ET (C)
- 7:15—WOW News Tower. (S)
- 7:30—Hayden's Musical Clock. ET (C)
- 8:00—Coffee Pot Inn. (C)
- 8:15—Eddie Butler, Piano. (S)
- 8:30—Pretty Kitty Kelly. ET (C)
- 8:45—The Party Line. ET (C)
- 9:00—Mrs. Wiggs. N (C)
- 9:15—John's Other Wife. N (C)
- 9:30—Tugboat. N (C)
- 9:45—Woman in White. N (C)
- 10:00—David Harum. N (C)
- 10:30—Backstage Wife. N (C)
- 10:45—Mystery Chef. ET (C)
- 11:00—Hotel Star. (S)
- 11:15—The O'Neills. N (C)
- 11:30—Aunt Sally. (S)
- 11:45—WOW Orch. (S)
- 12:00—Orphan Annie. ET (C)
- 12:15—Midday Melodies. ET (C)
- 12:30—WOW News Tower. (C)
- 12:40—Records. (S)
- 12:45—WOW Orch. (S)
- 1:00—Eddie Butler, Piano. (S)
- 1:15—Markets. (S)
- 1:30—Houseboat Hannah. ET (C)
- 1:45—Judy and Jane. ET (C)
- 2:00—Pepper Young. N (C)
- 2:15—Little Man. (S)
- 2:30—Vic and Sade. N (C)
- 2:45—Guiding Light. N (C)
- 3:00—Lorenzo Jones. N (C)
- 3:15—Mary Martin. N (C)
- 3:30—Tugboat. N (C)
- 3:45—Kitty Keene. ET (C)
- 4:00—People in the Headlines. (C)
- 4:15—NBC. (S)
- 4:30—Junior Round Table. (S)
- 4:45—Little Man. (S)
- 5:00—Dick Tracy. ET (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 Gelatin 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—Wig Waggin' with Wagner. (S)
- 10:30—Hotel Ambassador Orch. N (S)
- 10:45—WOW News Tower. (C)
- 11:00—Music Box. (S)
- 11:30—Hotel Hill. (S)
- 12:00—Hotel Paxton Orch. N (S)

Methodists Use WOW, 323,000 Meet On Sundays



Dr. G. Bromley Oxnam, resident bishop of the Omaha Methodist area, which bought time at regular commercial rates on WOW, so the 323,000 members in the area could be together every Sunday afternoon.

C-H-A-T-S With Your Own Aunt Sally of WOW . . .

! HAPPY DAY OUT THERE! MAY I COME IN?

"This month I am going to be a pleasing guest and come right in and turn around and go right out again. First, I shall leave with you the poem which has had such a tremendous demand . . . "My Mother's Old Sunbonnet."



Aunt Sally

There's a faded old sunbonnet on a peg behind the door. It's the one my sainted mother used to wear. Till one day she hung it up to take it down no more. And since that day we've left it hanging there.

O, God, be good to mother, wherever she may be!

Please grant her rest and comfort over there.

And keep her just the same sweet smiling angel she was to me In that old sunbonnet that she used to wear.

I seem to see her toiling around the old home place.

When times were hard and she was in despair, She'd pull the old sunbonnet down low upon her face

To hide from us the worry written there.

Hard work, hard luck and worry were all my mother knew Until the day she laid her burden down.

Her tired old hands were folded; her work on earth was through. She'd exchanged that old sunbonnet for a crown.

God grant sunbonnet mothers a special kind of love, To help them with the burdens they must bear.

I hope He has a special place prepared for them above— They ought to get the best of it somewhere.

—Author Unknown.
! Now, that's all right . . . if you feel like a little cry . . . tears wash the soul and clean the windows of your heart and then it's a Happy Day . . .

YOUR AUNT SALLY.

HOMEMAKING WITH MARTHA

By MARTHA BOHLSSEN
(formerly "Prudence Penny")

It is a pleasure, indeed, to greet you homemakers through the columns of the WOW News Tower magazine. It is always interesting to deal with a group of enthusiastic women who are eager to furnish their families and guests with the best that foods can supply; women who are eager to obtain new and better ways of preparing and serving foods at the table.



Martha Bohlsen

Seasons offer the greatest variety in styles of food service. The month of February has just been torn from the calendar on the wall, and with it we discarded St. Valentine's day and two patriotic holidays. They can be forgotten for another year. Then here is the month of March. We don't need a second suggestion from that month—St. Patrick's day in all its gayety presents endless opportunities for clever parties.

There are hundreds of suggestions that could be passed on, but it would be quite impossible to plan more than one fete here. There will be additional suggestions in harmony with the spirit of the day on the regular Homemakers' Club of the Air Radio program on Tuesday and Friday of each week at 11:45 a. m. So, right now, all efforts will be centered on St. Patrick's day luncheon.

For decorations, a centerpiece of ferns, the light, feathery kind, would be very good. These should be supplemented with tall white candles, and perhaps little white candles (like we use on birthday cakes) at the individual covers. These small candles could be placed in little green gumdrop shamrocks. This holder could also hold a place card.

And now for the food. The following is a simple menu that is easy to prepare and one that carries out the St. Patrick's day idea as efficiently as a menu can be expected to do:

St. Patrick's Day Luncheon

- Lime Fruit Cup
- Olives Sweet Pickles
- Crabmeat en Timbales Julienne Potatoes
- Brussels Sprouts with Green Peppers Shamrock Rolls
- Pineapple with Cucumber Salad
- Pistachio Ice Cream in Meringue Shells
- Coffee Mint Candies

The lime fruit cup is a combination of a fruit cocktail with lime ice. The color is carried out in the ice, while the assortment of fruits lends a delightful blend of flavors for the first course. The crabmeat is creamed and served in the timbales. For the Brussels sprouts, the green peppers should be finely chopped and should be steamed separately, and poured over the sprouts just before serving. Butter and salt and pepper are the only seasoning necessary. The pineapple and cucumber salad may be colored green and molded in shamrock molds. Pistachio ice cream served in meringue shells offers a dainty, delicious dessert which will bring the meal to a delightful close.

May Shows Way in Modern Reporting

WOW listeners heard two examples of "streamlined" up-to-the-minute news reporting recently when Foster May and WOW's mobile unit transmitter covered the Leshara, Neb., bank robbery and the Council Bluffs bank building fire.

May joined the hunt for the Leshara bank robber, was present soon after the capture and aired interviews (later by transcription) with all principles.

At the Council Bluffs fire May gave all details within an hour or two after the blaze was first reported, direct from the scene. First broadcast of the fire news was delayed 30 minutes to permit fire trucks and police to arrive on the scene without encountering traffic tangles.

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.

This monthly column could rightfully begin with a text which is recorded in Ephesians, the fifth chapter, verse 19: "Speaking to yourselves in psalms and hymns and spiritual songs, singing and making melody in your heart to the Lord."

Religious people have been singing people. Not only have armies marched and been inspired by the strains of martial music, but the church and the forces for good have been strengthened and moved to great achievements by song.



The Rev. Mr. R. R. Brown

Radio has set the world singing. It has united the old and the new. The present generation is humming or singing, not only popular songs, but hymns and Gospel songs that are many years old.

During the last 15 years we have learned a great deal about the reactions of the listening audience to religious songs and music. It has been rather surprising to find how few people who have an appreciation for church music ever write their appreciation or request a song.

Most of the songs approved and requested are associated with sentiment. The listener has heard a song which awakens a childhood memory, or which was his mother's favorite hymn, or which sustained him in an hour of great trial. So, we find such old hymns as "What a Friend We Have in Jesus," "Jesus, Lover of My Soul," "God Will Take Care of You," "The City Four-square" and "In the Sweet Bye and Bye" most frequently requested.

Among the most popular of the Gospel songs are "No Disappointment in Heaven," "I'm Going Higher Some Day," "When I Take My Vacation in Heaven," "When They Ring the Golden Bells for You and Me" and "In the Land Where We Never Grow Old." These are not so highly regarded from the standpoint of poetry and music, but they strike a sentimental and sympathetic cord in the hearts of listeners. One of the most popular solos in the early years of our chapel service was "The Rose of Sharon," and one of the newer songs of this type is entitled "Have I Done My Best for Jesus?" "The Old Rugged Cross" still retains its heart appeal and popularity.

Unusual Incidents

We well remember a request that came to us some years ago from a listener in Kansas. He wrote that he was a child in size, though a man in years. He was so crippled that he had never been able to help himself. He asked us to sing his favorite song, and to our amazement he requested "Count Your Many Blessings."

The other day we received a letter telling us of the conversion of a listener during the singing of the immortal Moody and Sankey hymn, "The Ninety and Nine."

Sometimes there is a bit of humor in the requests that come for special songs and dedications. Recently we were asked to sing "No Disappointment in Heaven" for a couple who had been married 50 years. On another occasion a wife requested the song, "Where Is My Wandering Boy, Tonight?" for her husband.

When Jesus finished the Last Supper with His disciples, we read that "They sang an hymn and went out." The singing of hymns and Gospel songs will help to prepare your heart and mind for every experience in life.

Sporty Lad, Eh? 2 Guesses Who This Is!



Guess who this is? Looks like a big he-man, eh? Little did his fond parents think when he was 3 years old that he would one day be sports editor of station WOW. Have you guessed it? Yep, it's Ralph Wagner, author of "Wig Waggin' with Wag" and your favorite sports broadcasts.

KEY MAN

"Johnny" Gillin, general manager of WOW, is no locksmith, but he's certainly the "key" man of the Woodmen of the World's radio station. On his watch chain Johnny now carries four keys, including Delta Sigma Rho's national honorary debating award; the Alpha Sigma Nu key, denoting scholastic honors (highest attainable in Jesuit colleges); the Creighton university honorary board of governors' key, and his latest addition, the Junior Chamber of Commerce distinguished service award, just given. The last award stamped Gillin as "outstanding young Omaha citizen of 1937" in civic activities.

Seven Stations on Nebraska Network For Defense Week

Six Nebraska radio stations joined with station WOW to open the observance of National Defense week, February 12 to 22. The National Defense week program originated in Hotel Fontenelle over WOW. It was carried by stations KFOR, Lincoln; KMMJ, Clay Center; KGNF, North Platte; WAAW, Omaha; KGFV, Kearney, and WJAG, Norfolk.

The program was highlighted by an address by Maj. Gen. Stanley H.

FARMERS ENJOY WOW



Tangible proof that farmers are staunch WOW supporters! This is one of the groups of farmers being shown through WOW's studios when the Nebraska Farmers' Union convention was staged in Omaha recently.

Ford, commander of the Seventh corp area. He was introduced by Col. Leo J. Crosby, president of Nebraska Department of Reserve Officers association. The Seventeenth Infantry band, directed by Warrant Officer William F. Baker, played.

Arrangements for the Defense week Nebraska network program were made by John Gillin, Jr., manager of WOW, who is a captain in the reserve, and Howard O. Peterson, local advertising and promotion manager, who is a second lieutenant in the reserve.

Several other preparedness advocates gave National Defense week addresses on WOW during the week. Among them were Harry S. Byrne, E. K. McDermott and Walter Nielson.

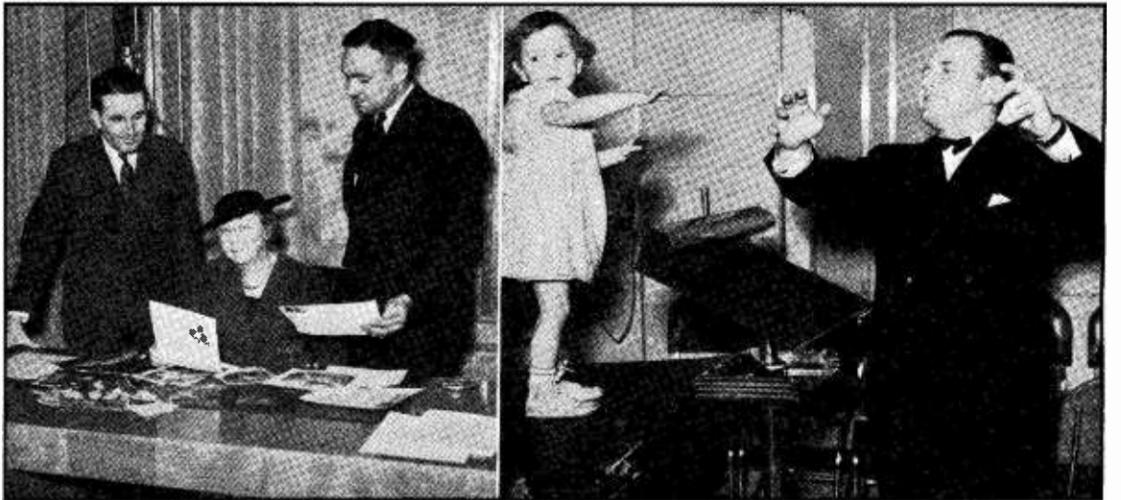
Farm Listeners Visit WOW

Several hundred members of the Nebraska Farmers Union in Omaha, attending that organization's state convention, February 9 and 10, visited in WOW's studios while in Omaha.

Field Likes Foster May

Henry Field of station KFNF, Shenandoah, Iowa, is a regular listener of Foster May's news broadcasts on WOW. He even writes "fan letters" to Mr. May. Although they have not met personally, the two famous broadcasters have become close friends by mail.

CANDID JUDGES - LEADS THE LEADER



Bill Byrne, amateur photographer; Miss Marion Reed, public school art supervisor, and John Murray of The Louis R. Bostwick Co., commercial photographers (left to right), shown judging the 1,500 WOW candid camera contest entries.

The real boss of Freddie Ebener's orchestra is shown here, showing her daddy how it's done. She is Constance (better known as "Connie") Ebener, and she's nearly three. When "Connie" directs, the boys in WOW's new orchestra certainly sit up and take notice!

WOW Executive Tells of Radio Vocations

(Continued from page 3)

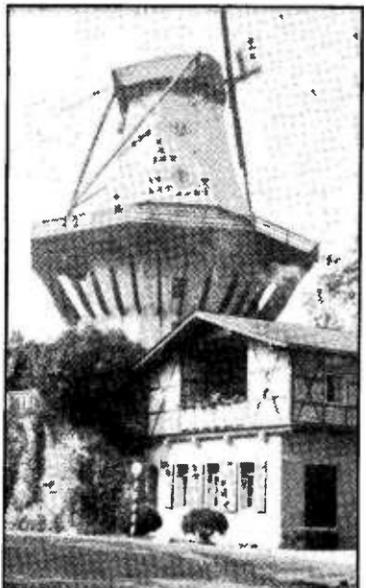
bookkeeping, stenographic work, etc. It differs little from the type of work in any business organization. Remember, radio is a tremendous power. Nobody knows where it is going in the future. A person who has been in radio for five years is a "veteran." If you plan to enter some phase of radio work, be prepared to work hard, to adjust yourself to the swift and frequent changes. Because it is the most interesting, fascinating and exhilarating business in the world, those of us in it, love it.

It is not generally known that Richard Crooks, "Voice of Firestone" tenor, is a former New York state handball champion.

Chapel's Travels... Visit Europe with WOW Announcer

By JOHN K. CHAPEL

There are few lovelier places than Heidelberg, Germany's oldest university town and alma mater to many eminent scholars of the world. Its superb situation in the fir-clad



Frederick the Great's windmill at Sans Souci palace, Potsdam.

Neckar, the far-famed castle, the quaint, narrow streets with the old gabled houses and the scenic splendors were reason enough for a sojourn in this romantic village. Nearby stood the majestic Black Forest, with Lake Constance and Lucerne decorated in the glittering shades of nature's proficent wonders. Ancient traditions reawakened with a memory one cannot easily forget here.

While in Heidelberg we visited the castle moats and the jagged remains of the eastern walls connecting the massive ballroom once used by kings for entertaining their foreign royalty. We also saw the gigantic 49,000-gallon wine cask, buried in the castle's musty dungeon. History relates the story of the ancient clock which was constructed for the king of that period. Today it is viewed by all who visit the castle. Our final moments were spent in the landscaped garden, where royalty made and destroyed empires.

Meets Hitler

The next day we motored into Bruchsal, where we looked upon the finest Rococo palace in Germany. From here we journeyed to Durlach, Eltlinger and Herrenalb, following the road through deep forest of the Murg valley and Forbach to Murgwerk Raunmunch via Hornsgrunde and the fairy-mirror lake of

Mummel. We rested here for a day and proceeded to Baden-Baden, the greatest and most popular of European spas.

With Baron Von Heim we continued our continental trip to Saltzberg, where by appointment we met Herr Adolf Hitler. He was preparing for his return trip to the Reich congress, scheduled to be held in Nuremberg.

From Saltzberg and the Bavarian Alps we journeyed to the borders of Austria and Italy. Here we found a different people and a changed climate, compared to the area north of the glistening Alps. This account from Semmering, Austria will be given in the forthcoming chapters of the series.

On our return to southern Silesia we visited the castle, where King Frederick William created the order of the Iron Cross.

After a brief visit in Leipzig, we boarded the Berlin midnight express to prepare for the celebration of Berlin's 700th anniversary. We had our share of military pomp and pagentry for the next week. The festive spirit of Germany was pronounced with the presence of foreign diplomats and civilian visitors from every section of the globe. Unter den Linden was thronged with people from every walk of life.

Dinner in Berlin

Our first evening in Berlin was

celebrated at a dinner given in our honor by Mr. and Mrs. Halleck Rose, American consul. The swift-moving engagements were too numerous to relate without doing justice to the pleasant hospitality of all the hosts. We were entertained by Berlin's most popular nobleman, the Count Frederick, of royal lineage, and other equally distinguished personages.

The third day in Berlin found us tired, but happy, in spite of the fast-moving pace prepared for us by the most charming hostesses of the city. After paying our respects to the Polish and Swedish legation officials, we again joined the Halleck Rose family for a complete tour of the capital. First we motored to the Olympiad, then the famous Sans Souci in Potsdam and summer residence of Frederick the Great, who brought fame to the house of the Hohenzollern. After dining at the Kempinski Haus we spent the balance of the day at the Berlin zoo. The next day we visited the German palaces and the kaiser's Dom and Schloss.

Before our journey to Warsaw, Poland, a week later, I summed up the German visit with these words: "The incomparable charm of the people and the nation's mark of prosperity will ever be the ideals embedded in the walls of their ancient castles as permanent stones of poetry."

NETWORK STARS YOU HEAR ON WOW

GIFT CAMEO



Betty Winkler, "Girl Alone" star (11 a. m., Mondays through Fridays, on NBC), recently received a beautiful cameo from an admiring listener.

PEPPER'S PAL "BUM"



Airedale "Bum" helps Jean Southern prepare a role for "Pepper Young's Family" (2 p. m., Mondays through Fridays, on WOW).

FAST TALKER



Rush Hughes rushes through 200 words a minute at 3:30 p. m., Mondays through Fridays, on WOW, commenting on the news of the day for The Borden Co.

STRANGE, EH?



Barbara Jean Wong, 12-year-old Chinese actress, portrayed George Washington as a boy recently on Union Pacific's "Strange as It Seems" Sunday afternoon WOW program.

FIRST DUMMY



Harry Lawrence, who writes "Kaltenmeyer's Kindergarten," exhibits "Clarence," the first radio dummy. "Clarence" was on the NBC net in 1927.

ANYTHING FOR A LAUGH!



Fred Allen (left) and Harry Von Zell are testing trick makeups to see if they can make "Town Hall" studio audiences laugh more.

SWINGSTRESS



Edythe Wright is the lovely swingstress with Tommy Dorsey's ork, which you hear on WOW for Kools at 7:30 p. m., Wednesdays.

POSIES FOR YOU



Phoebe Grant, lovely "Party Line" star, shows flowers to boost her sponsor's seed offer. Hear the "Party Line," Monday through Friday, at 8:45 a. m., on WOW.

FORTISSIMO



Arturo Toscanini whips his baton sharply. The NBC Symphony orchestra is on the air!

PIANISSIMO



Now the maestro looks to the brasses. He wants them to whisper softly.

CANTARE



Over and over again Toscanini pleads "cantare." It is Italian for "sing."

PRESTO



The magician waves his wand and . . . presto! . . . "very fast." That's what the word means in music.

BRAVO



The maestro is pleased . . . and he joins the audience in applauding WOW's Saturday night concert.