

RADIO PROGRAMS

March 15-21, 1940

WCAR - Pontiac

Michigan's Newest Radio Station

1100 Kilocycles, 1100 or 110 on your dial

1000 Watts

Broadcast Hours: 6:00 a. m. to 8:45 p. m. (except Sunday, 8:00 a. m. to 6:45 p. m.)

Outstanding Daily Features

6:30 A. M.—ROVIN' COWBOYS
9:15 A. M.—COLUMBIA SCHOOL OF THE AIR
9:45 A. M.—THE CHURCH IN THE WILDLAND

AFTERNOON

12:30 P. M.—HUB'S MAN ON THE STREET
1:30 P. M.—RADIO RODEO
2:05 P. M.—"CHEERFUL LITTLE EARFULL"
2:45 P. M.—UNIVERSITY OF MICHIGAN
3:05 P. M.—PAIRIE MAID NORMA
3:30 P. M.—ON WITH THE DANCE
5:45 P. M.—SPORT SPOTLIGHT

Sunday Feature Programs

8:00 A. M.—ORGAN REVERIES
9:00 A. M.—AVE MARIA HOUR
9:30 A. M.—SUNDAY MUSICALS

AFTERNOON

12:30 P. M.—THE RANCH BOYS
2:30 P. M.—LET US FORGET
2:45 P. M.—TREASURE CHEST OF MELODY
3:00 P. M.—NEW YORK PHILHARMONIC ORCHESTRA
4:30 P. M.—PURSUIT OF HAPPINESS—BURGES MERE DITH

5:00 P. M.—EDITIONS ON THE AIR
5:30 P. M.—ELKS AMERICANIZATION PROGRAM
6:00 P. M.—NEWS

8:45—Morning Devotions
9:00—News Ace
9:05—Woman's Radio Journal
9:15—Columbia School of the Air
9:45—Church in the Wildwood
10:00—News
10:05—Good Morning Neighbor
10:30—Hollywood Hyllies
11:00—News Ace
11:05—Prairie Pioneers
11:30—Around The Town

Afternoon

12:00—News
12:15—Frolle Makers
12:30—Hub's Man on The Street
12:45—Ranch Boys
1:00—News
1:05—Kewanee Club Luncheon
1:30—Radio Rodeo
2:00—News
2:05—"Cheerful Little Earfull"
2:30—"Mountain Red"
2:45—University of Michigan
3:00—News
3:05—Prairie Maid Norma
3:30—Mich. Council of Churches
4:00—News Ace
4:05—Concert Hall of the Air
4:30—Piano Rhapsody
4:45—Pontiac Public Schools
5:00—News
5:05—The Rhythmen
5:15—On The Warpath
5:30—Music Graphs
5:45—Casino Band Of The Week
6:00—News Ace
6:05—Sport Spotlight
6:30—News
6:35—Lost and Found
6:40—The Little Show
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7:00—News
7:05—Five Star Final
7:30—News
7:35—Hits and Encores
7:45—Sign-Off

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7:15—Sign-Off
THURSDAY, APRIL 18, 1940
Morning
6:00—News
6:05—Musical Clock
6:30—Rovin' Cowboys
7:00—News
7:15—Home Folks Frolic
7:30—The Three T's (Time, Tunes, & Temperature)
8:00—News
8:05—Family Worship Hour
8:30—Second Cup of Coffee
8:45—Morning Devotions
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Rev. and Mrs. William Lovejoy and daughter of Chubbogyan are spending this week with Mrs. Lovejoy's parents, Mr. and Mrs. A. L. Ross.

Mr. and Mrs. Earl Vivier entertained several guests at dinner Tuesday evening, honoring Mrs. O. Earle.

Miss Jack McElroy is spending this week visiting her aunt in Mt. Clemens.

Mr. and Mrs. Norman Barrows will be the Saturday evening guests of Mr. and Mrs. George George at their home in Detroit.

Mrs. Albert Grimwade has been ill at her home for some time.

Mrs. Howard Warner spent Tuesday in Detroit.

Mrs. P. A. Glidden of Detroit visited friends in Farmington, Saturday.

Miss Therese Himmelsbach is spending this week vacationing from her studies at Albion College, with her parents, Mr. and Mrs. Joseph Himmelsbach.

Brotherhood can you spare some time? You'll have the time of your life at "Calm Yourself" Friday, April 19, at the Methodist Church auditorium.

Miss Joan Wengender of Saline spent the week-end visiting friends in Farmington.

Mr. and Mrs. Charles Thornton and daughter Nancy of Trenton were Sunday guests at the Harry Moore home.

Mr. and Mrs. Lyman Farrand are enjoying a motor trip and vacation through the west.

The Ladies Aid of the Methodist Church will meet at the home of Mrs. William Hogarth Thursday, April 18, Pot luck luncheon at one o'clock.

Mr. and Mrs. Hiram Nichols and daughter Stephanie of Port Huron spent the week end at the P. H. Nichols home, en route to Florida for a vacation.

Mrs. Z. R. Aschenbrenner and Mrs. Deloy Hamlin will attend the regional conference of Girl Scouts to be held at Frenchlick, Indiana on April 17, 18 and 19.

Mr. and Mrs. Harrison Johnson were dinner guests last Tuesday evening of Dr. and Mrs. E. B. Carvell of Northville.

Miss Mabel Brandt and Mr. C. Newcomb of Flint were Wednesday evening dinner guests of Mr. and Mrs. Ralph Auten.

Confucius Say: Person who miss "Calm Yourself" kick self in pants. Friday, April 19, at the Methodist Church auditorium.

Delores Gates, 5th grade student at the West Farmington school is the school champion speller, as the result of the spelling contest conducted by the Detroit News on April 5. Catherine Zarycki is the alternate. These girls will represent their school at the district bee to be held on April 26.

Miss Fern Peck of Seven Mile Road is convalescing at her home from a recent gall operation at the Detroit Osteopathic Hospital.

Mr. and Mrs. Frank Bradley had as their dinner guests on Sunday, Mr. and Mrs. Frank Wilkinson, Mr. and Mrs. Mahlon Doughner and Mrs. Nellie Doughner of Royal Oak.

Mr. and Mrs. Ralph Auten were the Tuesday evening dinner guests.

of Mr. and Mrs. Glen Auten of Pontiac, Mrs. Auten spent the entire day with her sister-in-law, who has quite ill.

Here's a tip—Don't miss "Calm Yourself." Presented by the Masquers. Date: Friday, April 19. Time: 8:15 p. m. Place: Methodist Church auditorium. Fun: And how! 25-1-c

Foresees Increase in Farmington Building

"According to figures issued by the Construction Division of the U. S. Bureau of Labor Statistics, almost half a million homes were built in the United States during 1939, an increase of about 10 per cent over the year 1938."

"While this may seem like an enormous amount of home construction, the building industry and this community can look forward to an increase of at least ten and, possibly twenty per cent during the year 1940."

Mr. Tupper explained that during the latter part of last year all statistics show that there was an almost record-breaking upturn in building. According to Mr. Tupper, that upward surge in building activity has held over into 1940, and will strengthen as we get further into the year.

"Our company," continued Mr. Tupper, "realizes that the in-

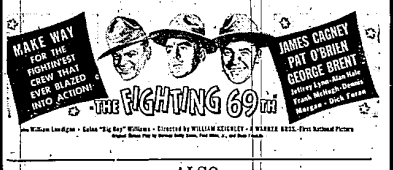
creased building activity will have its effect on every family in this community; and that the successful handling of it will depend to a large extent on our ability to keep pace with the expansion. The people of Farmington who will build during 1940 will have problems to be solved and questions to be answered while they are building their new homes.

"Realizing the importance to the new home owner of having these questions answered, our company has adopted what could be called a text-book on new construction. This book, 'How to Have the Home You Want,' does the best job I've ever seen of telling the person who wants a home exactly how to go about building one in clear, plain, technical language the reader finds out how to finance his home; how to have security, comfort, and economy; how to select an architect; how to get a good contractor; how to get quality materials. In short, it tells him how to get a home he really wants and likes—one that represents his own personal ideas."

"We expect to show 'How to Have the Home You Want' to every prospective home builder who comes into our office. I believe it will help us greatly to keep abreast of this building expansion during 1940, because it will help us in giving new home owners the type of home they really want and like."

REDFORD THEATRE

FRIDAY, SATURDAY, SUNDAY, MONDAY

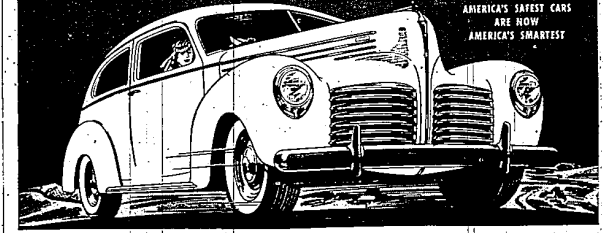


ALSO



Take advantage of the Redford Theatre-Eastern Michigan Motorbus combination tickets. Combined Theatre and round trip bus tickets, Adults 30 cents, children 15 cents. Buses leave Farmington every hour. Shows start at 7 p. m. throughout the week. On Saturdays, Sundays, holidays, continuous shows start at 1:30 p. m.

This New HUDSON Is Winning Habit Buyers of the "Other Three"



Drive a Hudson Six over a route you travel every day—where you know every curve and bump. Make a direct comparison with your present car, and you'll see why this Hudson is winning so many habit buyers of the "other three" ... people who up to now have always gone back to the same make of car, looking at any other. A phone call will bring a Hudson to your door for the best 30 minutes you ever spent in an automobile.

LOWER PRICES . . . STARTING AT \$670
For Coupe; Sedan Illustrated, \$735, delivered in Detroit, including Federal taxes, not including license and local taxes, if any. Low time payment plan subject to change without notice.

HUDSON OFFERS TODAY'S WIDEST CHOICE OF FINE AUTOMOBILES . . . In Every Popular Price Class Beginning With The Lowest. Sizes or Eight. . . Every Popular Body Type . . . Extra Wide Ranges of Colors and Upholstery. Whatever Price You Plan To Pay, See Your Hudson Dealer For MORE CAR FOR YOUR MONEY

Shaw Brothers

20921 Oxford Ave. Farmington

I HAVEN'T A THING TO WEAR EXCEPT THIS VELVET FROCK, AND IT NEEDS STEAMING AND FRESHENING. THERE'S NO TIME TO SEND IT TO THE CLEANER'S—

CHEER UP, PET! WITH OUR NEW ELECTRIC TEAKETTLE, WE'LL FIX IT IN A JIFFY! YOU SIMPLY STEAM THE VELVET BY HOLDING IT OVER THE SPOUT OF THE TEAKETTLE... IT DOES THE JOB BEAUTIFULLY!

Forty-Five Thousand of your neighbors now use electric teakettles—price \$4.95, at any Detroit Edison Office. (On sale to Detroit Edison customers only.)