

Radio
Station
WOW

RADIO NEWS TOWER

5000
Watts
590 Kc.

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

Complete Radio Program News From Radio Station WOW

VOL. V—No. 7

OMAHA, NEBRASKA, APRIL 1, 1941

PUBLISHED MONTHLY

WOW SETS SPRING SPECIALS

Governors Aid Moving Day Setup

Governor Dwight Griswold of Nebraska and Governor George A. Wilson of Iowa issued simultaneously identical proclamations recently, calling attention to radio moving day, March 29.

On this day, more than 9 out of 10 radio stations changed wavelengths throughout the United States. The purpose of the proclamation was to advise listeners to reset the push buttons on their radio sets, so that they would not miss any of their favorite radio programs.

WOW's wavelength remains unchanged—590 kilocycles. The proclamation issued by Governor Griswold was as follows:

"Whereas, The government of the United States of America has entered into treaties with certain sister republics in this hemisphere for the improvement of radio broadcast reception; and

"Whereas, Under such treaties certain radio broadcast frequencies must be reallocated among American radio broadcast stations on March 29, 1941, with Nebraska radio broadcast stations being assigned the following frequencies:

NEBRASKA	Present Frequency in Kilo-cycles	New Frequency March 29, 1941
KORN—Fremont.....	1370	1400
KMMJ—Grand Island.....	740	750
KHAS—Hastings.....	1200	1230
KGPW—Kearney.....	1310	1340
KFAB—Lincoln*.....	770	780
KFOR—Lincoln.....	1210	1240
WJAG—Norfolk.....	1060	1090
KGNF—North Platte.....	1430	1460
KOIL—Omaha.....	1260	1290
KOWH—Omaha.....	660	660
WOW—Omaha.....	590	590
KGKY—Scottsbluff.....	1500	1490

*May change to 1110 kilocycles.

"Whereas, It is deemed by me important that the benefits of such reallocation be speedily made available to the citizens of Nebraska, in order that there be the least possible confusion in the reception of news, educational and public service broadcasts and entertainment.

"Now, therefore, I proclaim that Saturday, March 29, 1941, be known as 'Radio Moving Day' throughout the State of Nebraska, and I urge our citizens to make any necessary adjustment of their receivers as promptly as possible.

(Signed)
"DWIGHT GRISWOLD."

As a service to its listeners, WOW is reprinting in this issue of the News Tower the Haynes Log Chart, giving full information about all American radio stations (pages 4 and 5).

Boys Town Founder To Be Honored

Tribute to Msgr. Edward Flanagan for his work at Boys Town will be broadcast coast to coast from Hollywood at 3:15 p. m., April 2, Blue NBC (KOWH), in connection with the movie, "Men of Boys Town." The Most Rev. James H. Ryan, Bishop of Omaha, and Father Flanagan will speak.

EAR GLAMOUR

Vicki Vola, secretary to "Mr. District Attorney," has been dubbed the "Ear Glamour Girl" by Rho Alpha Delta, undergraduate group of specialists in radio at New York University Washington Square College. The title means that she is easy on the ears, and does not refer to Miss Vola's aural appendages,

NEW G-F SERIAL ON WOW...BENNY RENEWS



Just a few years ago Barbara Terrill was a salesgirl in a department store. Now she's one of radio's most famous dramatic actors. She plays in the new "As the Twig Is Bent" serial story heard on WOW, Mondays through Fridays, at 11:30 a. m. Sponsored by General Foods for Grape Nuts.



The biggest radio news recently was the renewal for next season by General Foods of the Jell-O program, featuring Jack Benny. When Benny returns to the air, after a lay-off from June 1 until September, he will begin his eighth consecutive year for the same sponsor.

New Shows, Races and Changes in Programs

The first warm breezes of spring are bringing many changes in WOW schedules. New programs are being started, old favorites are being changed or dropped, and the entire winter routine is being left behind. The changes, including wavelength changes for 9 out of 10 stations, will serve as a spring tonic, both to listeners and to those within the industry.

The general spring shakeup is revitalizing the entire radio setup. Listeners will get more enjoyment from their radio sets and sponsors will get more benefits.

New Serials

Many of the changes have already been made. Among these is the new Falstaff setup, detailed on page 3.

New programs include "As the Twig Is Bent," a General Foods serial for Grape Nuts; the new General Mills show called "The Mystery Man," and "Bachelor's Children," a new daytime serial for Old Dutch Cleanser.

Locally, the Kimball Laundry has already started a new morning musical clock show, and the Schulze Baking Company has begun an extensive advertising campaign.

Studebaker Series

Notable changes are in the making involving news broadcasts. A new five-a-week news series is planned. Details of WOW's new "Four Bell Roundup," half-hour news and sports series, are given elsewhere in this edition of the News Tower.

Studebaker's spring transcribed series is already under way.

Many new unsponsored shows have been scheduled, including the popular "Joe and Mabel"; a series called "Deadline Dramas," and another series called the "Rhythm and Rhyme Club."

Recent changes include the switch of the Ideal Melodies program to 7:15 a. m., Mondays, Wednesdays and Fridays. There will be many changes in daytime serial stories on April 27, when daylight savings time will go into effect in the east, and the times of all WOW programs will be reshuffled. An attempt will be made to give you your May News Tower early enough so that you may know about these changes in advance.

"Living God" Series Set For Holy Week

Several of America's most famous actors, including Pedro de Cordoba, William Gargan, Una O'Connor and Carroll Naish, will participate in the Holy Week dramatic series called "The Living God." The quarter-hour dramatizations will be heard daily on WOW during Holy Week. Announcement of the exact time will be made in advance on the air. The series is sponsored by the National Council of Catholic Men.

DEALERS MEET

Directors of the Omaha Zone Chevrolet Dealers' Association met in Omaha, March 19, in conjunction with the annual convention of the Nebraska Motor Dealers' Association. This is the group that sponsors the Chevrolet "Man on the Street" on WOW.

CUPID SCORES

Dan Cupid cut another notch in his bow recently when Bonita Kay, pretty "Arnold Grimm's Daughter" NBC actress, became the bride of Dr. Leo J. Koscinski of Evanston, Ill., in a ceremony at the First Congregational Church, Glen Ellyn, Ill.

Ameche Enrolled in KMH as Regular

Don Ameche has signed an exclusive long-term radio contract with the "Kraft Music Hall," it was announced in Hollywood recently.

Ameche's first appearance was Thursday, March 27. Hereafter he will appear frequently throughout the year as one of the stars of the show.

IN MUSIC CONFAB

John J. Gillin, Jr., General Manager of WOW, has been named to a 15-man committee of the National Association of Broadcasters to discuss a settlement of the ASCAP-BMI music controversy.

Gillin attended a meeting of the NAB Board of Directors in New York late in March.

18TH BIRTHDAY

WOW's World Radio Congregation will celebrate its 18th anniversary on the air with a special broadcast at 10:30 p. m. on April 10, called "Hymns of Passion." Rev. R. R. Brown will conduct the service. April 6 will be the 936th consecutive non-denominational church service on WOW by Reverend Brown's group.

WINCHELL RENEWS

Walter Winchell and his "Jergens Journal" has been renewed for another 13 weeks, effective March 30. Winchell is heard over a total of 73 stations. Lennen & Mitchell is the agency handling the Andrew Jergens Company account. Winchell is heard on WOW at 10 p. m., Sunday nights.

OLD HOME WEEK

Ginny Simms has just paid her first visit of the year to her home in Fresno, Calif. The Luckies' NBC singing star, a former Fresno State College girl, spent the weekend between broadcasts with friends.

FLASHES

Jay Breen, WOW news reporter, expects to report for army training within a month. He'll be the first to leave WOW's staff.

—wow—

Maxwell House Coffee's Meredith Willson has been engaged to supervise music for the University of Southern California's spring college musical show.

—wow—

Radio industry workers (not including talent) earn an average of \$45.92 a week, according to a brand-new NAB survey, indicating radio broadcasting to be one of the "best-pay" industries.

—wow—

Kay Kyser, Glenn Miller and scores of other "name bands" have begun "one-night-stand" tours in between ended winter engagements and the start of permanent summer tieups.

—wow—

Elia Kazan and Ann Thomas, both members of the dramatic casts used in Phillip Morris' "Johnny Presents" program, have been assigned roles in a new Broadway play called "Five Alarm Waltz."

—wow—

Jo Davidson, sculptor, was the fourth "bearded marvel" to appear (recently) on Luckies' "Information Please" (Friday nights on WOW). Asked the other four, Kieran, Adams and Levant, all chorused "Christopher Morley, Rex Stout and Monte Wooley."

—wow—

New contract for Jack Benny (Jell-O) provides he will not have to make "repeat" broadcasts for the west coast next season. His regular broadcasts will be transcribed and the recordings used for west coast NBC listeners. Industry leaders see significance in this plan, for it may mean big eastern shows will one day be heard on the west coast as recordings instead of as original repeat shows.

Don Wilson Observes 18th Anniversary

Don Wilson celebrated his 18th anniversary as a radio performer March 20. The rotund Jell-O salesman started his kilocycle career in Denver, became a singer soon after he left college and, eventually, after becoming famous as an announcer specializing in sports, became associated with that prince of sports, Jack Benny. He was born in Lincoln, Neb.

MOVES EAST

New York, here we come! Eddie Cantor and his Ipana "Time to Smile" troupe piled into a special Pullman at Los Angeles recently and moved to Gotham for the balance of the current season's NBC Red network Wednesday broadcasts. There were more than 20 persons.

VISIT KANSAS CITY

Residents of Kansas City, Mo., recently saw an "in person" performance of "Uncle Walter's Doghouse," the program heard on WOW at 9:30, Tuesday nights. Uncle Walter (Tom Wallace) took the entire cast to Kansas City to appear before the Kansas City Food Show.

ODD HOBBY

Strangest hobby is that which Horace Heidt, maestro of the Tums "Treasure Chest," recently took up. He's collecting rubber checks written by famous people. Some of the names in his collection would make you gasp.

TEN DIALECTS

Bill Thompson, Fibber McGee and Molly's "old-timer," "Nick De-populous" and "Horatio K. Boomer," entered radio through an audition sketch involving 10 dialects.

Check Your News Tower Expiration Date Now...Page 8

Now you can check up—right this minute—on the date your News Tower subscription expires! Check NOW! This may be your last issue.

Turn to page 8 . . . to your name and address. Stamped there, you'll find a date, such as 4/41, which means April, 1941.

If your WOW News Tower subscription expires soon, wrap 50 cents in a piece of paper, with your name and address. Your renewal will start when your present subscription expires. CHECK NOW!

MELTON TO LEAD EASTER PARADE

"Jalopy King" is Ready for the Start

The Veteran Motor Car Club has named James Melton, tenor star of "The Telephone Hour," on WOW, Mondays, 7 p. m., via NBC Red, as chairman of arrangements for a parade of ancient automobiles down Fifth Avenue, New York, on Easter Sunday, April 13.

If affable Jimmy has any difficulty enlisting entries for the picturesque cavalcade, he could still run the show with cars from his own private collection, one of the most remarkable of its kind in the country. "All of them run—even the 1896 Offeldt," says Jalopy Jimmy. "Why, I'd rather ride around in my Stanley steamer any day than in these modern tear-drop-shaped affairs."

Melton's enthusiasm for the hoary omnibuses carries him into serious research. He's been spending his spare time peering into dusty archives at the New York Public Library, tracing the history of automobiles, and has been seen thumbing through a mysterious little black book, which contains the pedigrees of more than 1,000 rare old automobiles.

"One Man's Family" Star Shortens Name

Barbara (formerly Barbara Jo) Allen, NBC actress, recently dropped her cryptic middle name.

The two-letter middle name has gone through some curious changes in transmission by word of mouth and by pen and ink, and Miss Allen's decision to drop the Jo will save her many explanations, she said.

So Barbara Allen henceforth will be the name of the actress who portrays Beth Holly on "One Man's Family," on WOW, Sundays, 7:30 p. m., via the NBC Red, and various assorted females on the Rudy Vallee Sealtest program.

CROSBY FIRST

Bing Crosby and Rudy Vallee are Hollywood's best-dressed men, according to Vera Vague, the brilliant and unbalanced NBC lectress of many west coast broadcasts. She nominated Bing Crosby for first place "because he has a sense of color."

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

The other morning the sun was shining brightly, and I remarked to a workman, busy on a dwelling house, that it looked as though spring were just around the corner. He replied: "Yes, it always gets here." This was an expression of simple faith in what we call "natural laws," which, after all, are a revelation of the Rev. R. R. Brown



Rev. R. R. Brown

Such hopefulness is refreshing in a day when times are so unpredictable.

But the Great Apostle makes an impressive statement: "If in this life only, we have hope in Christ, we are of all men most miserable." If there is not a larger reason for life than the present, there is not much inspiration nor anticipated compensation for suffering, sacrifice and service. But April this year brings us the hopeful word: "But now is Christ risen from the dead!" What an inspiring note to be struck in the press of the deadening and deafening sounds of war and war preparations that prophesy destruction and death! What a comfort to be saved and an encouragement to every tested soul! We need to have this faith in us quickened. No generation needs a revival of the Chris-

RADIO STATION WOW EXECUTIVE STAFF



Here's a brand-new picture of the executive staff of WOW, gathered around William Ruess, Personnel Director, at his desk in the Red Room. Seated are John J. Gillin, Jr., General Manager; Mr. Ruess and Miss Katherine Jensen, Mr. Ruess' Secretary. Rear row, left to right, are: Bill Wiseman, Publicity Manager; Lyle DeMoss, Production Manager; W. J. Kotera, Chief Engineer; Howard O. Peterson, Promotion Manager; and Harry Burke, Program Manager. Missing are Foster May, News Editor; Joe Herold, Chief Control Engineer, and Ed Anderson, Transmitter Chief.

Polite Brandt Loses Poise...Who Wouldn't

Lynn Brandt, NBC announcer, never forgets to be polite, even when faced with the stork. On a recent Wednesday night, about 10:30, Brandt was seated in the NBC Chicago announcer's room when a phone call came for him. He listened, gulped a word or two, slammed up the phone, slammed into his coat, yelled at Night Supervisor of Announcers Gene Rouse: "I'm going to have a baby!" and slammed out the door.

IN HOME TOWN

On March 22, at 7:30 p. m., over WOW and the NBC Red network, Ralph Edwards broadcast the first anniversary program of his Ivory "Truth or Consequences" show from San Francisco, his home town.

WOW

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

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

Subscription price is 50 cents per year.

Bill Wiseman, editor.

Permission to reprint material in the WOW News Tower is hereby given, provided a WOW News Tower credit line is used.

Ellen Randolph is a Bachelor Girl

Ellen Randolph, leading character in the drama series, is in a pretty mess these days—she's trying to decide which of two men she loves. But there's no such struggle in the real life of Gertrude Warner, who is Ellen in the drama on WOW and NBC Red, Mondays through Fridays, 9:30 a. m., Omaha time. Gertrude is single, lives alone in a leading New York hotel for women and life runs along very smoothly for her, thank you!

DOG FANCIER

Xavier Cugat, whose musical specialty is the hot rhumba of sunny South America, on WOW, Thursdays, 6:30 p. m., via NBC, has more frigid taste in dogs.

Long a canine fancier, the combination cartoonist-batoneer owns eight Norwegian elkhounds.

Cavalcade Drama in Burns-Allen Period

"History is neither 'debunked' nor 'glorified' by the WOW-NBC Red network 'Cavalcade of America' dramas, which now in their sixth consecutive season, recently switched from Wednesdays to 9:30 p. m. Mondays.

This rather unusual technique of presenting the facts and implications of American history absolutely without bias was worked out by Cavalcade's historical consultant, Dr. Frank Monaghan of Yale University.

A NEW MAXINE

After concluding a successful theater engagement in Chicago and heading south to Miami with his entire all-girl orchestra for a well-earned three-week vacation, Phil Spitalny recently announced Maxine Moore of Indianapolis as the contralto successor to Maxine, deep-throated songstress who retired from General Electric's "Hour of Charm" program several months ago.

MARTIN vs. ROSE

Tony Martin and his music director, Dave Rose (Wednesdays, 7 p. m., WOW and NBC Red) are making it tough for gossip columnists. The stars usually "date" together, Tony with Lana Turner and Dave with Judy Garland. On occasion Dave is occupied and Tony takes out Judy, greatly confusing the gossip columnists, who immediately report a new romance.

LONG TIME

Joan Blaine will do her 800th consecutive "Valiant Lady" broadcast on April 4 for General Mills.

Calling of Square Dances is the Newest Art

And now the traditional art of calling square dances has bowed to the machine age.

Time was when the barn dance boss needed to know only five standard square dance calls, but those days are gone forever, and all because of radio, according to Arkie, the Arkansas Woodchopper, who calls the dances on the Alka-Seltzer "National Barn Dance" each Saturday at 8 p. m., Omaha time, over WOW and the NBC Red network.

Arkie, who has been calling square dances since he was 8 years old and was one of the first radio callers, starting in 1928, explains that in the old days the dancers themselves were the only ones to hear the chant and they were too busy dancing to care about variety in the callers' rhymes.

That was when five standard dances were in vogue. They were the Ocean Wave, Grapevine Twist, Sally Goodwin, Bird in the Cage and Cheat or Swing. The conventional opening for every square dance went like this: "Lady right, gent on left, join eight hands and circle to your left; break and swing, form a line, reverse back, lady in the lead and gent behind; all eight dance as purty as you can, gents to the left with your left hand."

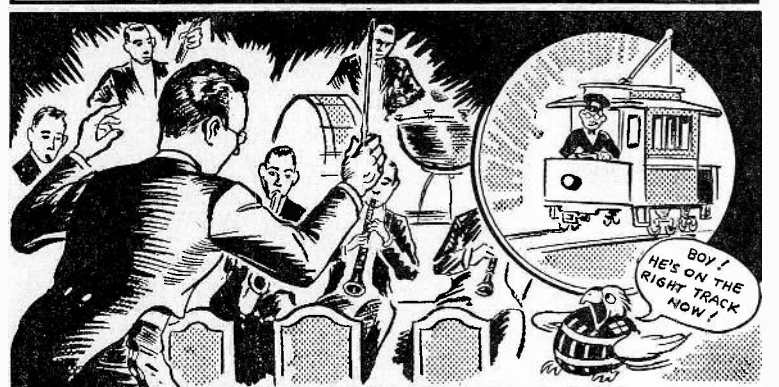
However, radio brought a vast audience, which does nothing but listen to the caller and the music. They want a change in rhyme each week. So Arkie himself has originated more than 150 different variations of the square dance routine, with such calls as "Call the cow to catch the calf, meet your partners once and a half," and "Back to your partner, right and left through, shuffle along like an old choo choo."

Biblical Drama on a Year; Continues

Open season on radio skeptics, who shook their heads over one of broadcasting's most novel experiments, was declared recently as "Light of the World" completed its first year as a successful daytime General Mills NBC network feature. It's on WOW at 1 p. m., Mondays through Fridays.

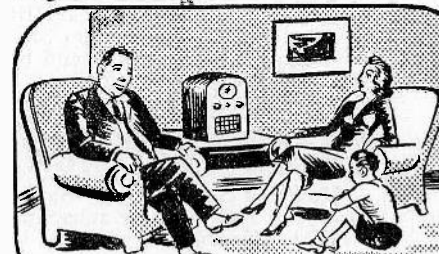
The dramatic series, which translates the Bible into modern prose, first went on the air March 18, 1940.

RADIO RARITIES BY Dooley



HAD A CHILDHOOD AMBITION TO BECOME A STREET CAR CONDUCTOR... AND HE DID BECOME A CONDUCTOR ... OF LEADING ORCHESTRAS IN NEW YORK, PARIS, AND TORONTO. NOW HE'S COMPOSING SWEET MUSIC... HIS LATEST, IT ALL COMES BACK TO ME NOW

Alex KRAMER



SLEEPING AND WORKING ARE THE ONLY THINGS AT WHICH PEOPLE SPEND MORE TIME THAN LISTENING TO THE RADIO!

CHECK YOUR WOW NEWS TOWER EXPIRATION DATE NOW ON PAGE EIGHT

FALSTAFF OFFERS "BARREL OF FUN"

Ruggles, Ross, Dailey on New Setup

STARS OF NEW FALSTAFF PROGRAMS

Didja Know? . . .

By BILL WISEMAN

HAYNES CHART . . .

By courtesy of our friend, Walter Haynes, we are reproducing in this issue the main chart of the brand new Haynes Radio Log. We think this is a fine special service to all radio listeners. In our opinion, the Haynes arrangement is the finest and handiest published anywhere.



Bill Wiseman

We suggest that you clip this chart (both pieces) and mount them on cardboard. You can keep this near your radio at all times and you'll find it very useful.

Incidentally, you might want the complete Haynes Log, which includes short wave stations and many other bits of useful information. You can probably get this book from your radio dealer. It may appear as the Philco Log, Zenith, G-E, RMS, Stromberg-Carlson or Motorola Log.

You can take my word for it. If it's got the Haynes copyright, it's worth having around.

—wow—

WALKIN' BY THE RIVER

Soft is the breeze that blows through the trees
Way down by the river at night.
There's dew upon the ground and not a soul in sight.

I'm WALKIN' BY THE RIVER
'Cause I'm meetin' someone there tonight.

I hear a distant sound;
I see a far-off light.
I'm WALKIN' BY THE RIVER
'Cause I'm meetin' someone there tonight.

The murmurin' water says there's no time to delay,
So hurry on your way, my friend.
If you don't get there soon, there may not be a moon
To guide you to that happy end.

My heart is ridin' high;
My blues have taken flight.
I'm WALKIN' BY THE RIVER
'Cause I'm meetin' someone there tonight.

("Walkin' by the River" is copyrighted by Broadcast Music, Inc., and reprinted here by special permission. Lyrics are by Robert Sour. Music by Una Mae Carlisle.)

—wow—

"IT ALL COMES BACK TO ME NOW"

Why do I feel so lonely, so lost and blue?
Why does my heart wander aimlessly the whole night through?

Chorus

It All Comes Back to Me Now—
A starry summer sky, a laughing you and I, alone.

It All Comes Back to Me Now—
A sea of midnight blue, your face uplifted to my own.

We called it a thrill of the moment,
And blamed the moon up above;
We didn't know what the glow meant—

We never dreamed it might be love.

It All Comes Back to Me Now—
The love I threw away,
And now each lonely night I pray
That it will all come back to me some day.

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—wow—

DAYLIGHT TIME . . .

On April 27 (before you get your next News Tower) Daylight Savings Time will go into effect in the east, and network programs will come to you one hour earlier.

All radio is watching with great interest a bill pending in Congress which would establish daylight savings time on a coast-to-coast basis as a national defense measure. The measure would put the entire nation on a daylight-time basis from March 30 through the last Sunday in October.



Charlie Ruggles, the world-famous screen star, who is the No. 1 fun-maker on Falstaff's new "Barrel of Fun" program.



Lovely Betty Jane Rhodes, of movie and radio fame, is the singing star (one of them) in Falstaff's new "Barrel of Fun" program.



"Uncle" Normie Ross is the master funster in Falstaff's new "Good Times Parties" series on WOW. You'll hear him three nights weekly.

Five Names Open Studebaker Series

Five radio and screen celebrities headline the new "Studebaker Champions" programs, which opened another season on WOW recently.

Co-starring with Richard Himber and his orchestra in these 15-minute shows of modern music and song are Rudy Vallee, Don Ameche, Dorothy Lamour, Frances Langford and Dick Powell. There are three programs a week—Mondays, Tuesdays and Thursdays, at 6:45 p. m. to 7 p. m. Again, as during the past two seasons, the Rhythmic Sixteen, that sensational singing group, noted for its unusual arrangements of old and new songs, is a regular feature of each broadcast.

JERGENS RENEWS

The Andrew Jergens Company has renewed Tony Martin and "How Did You Meet?" on the half-hour period from 7 to 7:30 p. m., Wednesday nights, over WOW and 66 Red network stations of the National Broadcasting Company for an additional 13 weeks, starting April 2, 1941. The program originates from Hollywood, and the product is Woodbury Face Cream and Powder. The agency is Lennen & Mitchell, Inc., 17 East 45th Street.

TRAVELER HERNE

Capt. E. D. C. Herne, Skelly NBC news commentator, heard on WOW at 7:30 a. m., Mondays through Fridays, has crossed the Atlantic 79 times and has made three trips around the world.

NEW STAR



Patricia Dunlap, who is Janet Dexter Ryder in the new WOW-NBC Red network show, "Bachelor's Children," for Old Dutch Cleanser.

Fibber and Molly Renew For a Year

S. C. Johnson & Son, Inc., Racine, has signed a renewal contract for its radio series, "Fibber McGee and Molly," starring Jim and Marian Jordan, for 52 weeks, effective Tuesday, April 8. The program will continue to be heard Tuesdays from 8:30 to 9 p. m., Omaha time, over WOW and the NBC Red network. The program is used to advertise Johnson's Wax and allied products. Needham, Louis and Brorby, Chicago, is the agency. Contract calls for same facilities currently being used, a total of 99 stations. The program first went on the air over NBC on April 16, 1935.

A NEW IDEA

A new idea in spot announcements on WOW is "Mrs. Wilbert's Household Hints," created to help sell Wilbert's No-Rub Floor Wax and No-Rub Furniture Polish.

Each announcement offers a free copy of "Mrs. Wilbert's" booklet, "Fifty Helpful Household Hints," to listeners who send their name and address on a postcard to Mrs. Wilbert, care of Station WOW. Readers of WOW Radio News Tower can get a copy, too, simply by asking for it.

CHANGE OF SCENERY

A change in atmosphere is in store this summer for Betty Winkler, star of "Girl Alone," who'll be off to New York in early May to visit Gale Page and see the bright lights.

Graphic word-pictures of all the thrills of Ak-Sar-Ben horse races will be brought to WOW listeners by the Falstaff Brewing Corporation of Omaha as the next step in this sponsor's greatly expanded radio setup. Falstaff will sponsor the Ak-Sar-Ben races, May 27 to July 5.

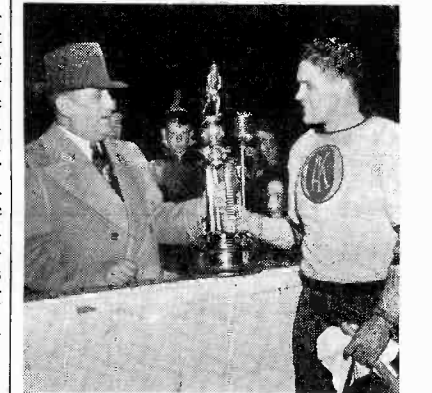
Only last week WOW listeners heard Falstaff give a new variety show called "The Barrel of Fun," featuring Charlie Ruggles, the comedian, and a host of famous radio, stage and movie personalities. "The Barrel of Fun" program is heard from 9:30 to 10 p. m. each Thursday night.

Benny Rubin, famous Broadway musical comedy and night club star; the Singing Waiters Quartet, and Verna Felton, comedienne, are included in the cast of "The Barrel of Fun" regularly. Betty Jane Rhodes is the singing star and the orchestra is conducted by Lew Forbes.

Good Times Series

"The Barrel of Fun" half-hours have also been augmented with another musical series, called "The Falstaff Good Time Parties," and featuring Norman Ross as master of ceremonies.

Uncle Normie and his assisting artists are heard 10:15 to 10:30 p. m.



Charles Schmidbauer, Omaha Falstaff Manager, presents the "Most Valuable Player" trophy to Phil Besler, Ak Knights guard.

on Tuesdays, Wednesdays and Fridays.

The greatly enlarged Falstaff setup on WOW calls for the continuance of "Sportstime with Tom Dailey" at the new time, 5:40 to 5:45 p. m. This sports brevities period will include baseball scores and last-minute sports news.

In addition, Falstaff is to continue its sponsorship of Ak-Sar-Ben Knights' hockey games, including possible post-season games this year, and all home and away-from-home games next year.

(Continued on page 4)

OMAHA, ST. LOUIS, CHICAGO, FALSTAFF EXECS MEET HERE



These are Falstaff officials in Omaha recently for the brewer's annual spring sales meeting at the Hotel Paxton. See column 5 of this page for details.

Left to right: Pete Mitchell, "Doc" Colton, Lou Walthers, Jere Newton, Charles Schmidbauer, Harvey Beffa, Alvin Griesedieck, Charlie Hotchkiss, Cliff Fitzgerald and John Gillin, Jr.

WOW LISTENERS WIN CASH AWARDS

C-H-A-T-S

With Your Own Aunt Sally of WOW . . .

KNOCK . . . KNOCK!
MAY I COME IN?

Well, spring is here and the winter you thought was going to be so long has fairly flown by.

As I looked at the calendar of months and days I thought I would have a new thought for each April day . . . and on

Monday, I will endeavor to give to the world today that which I would enjoy were it to bounce back to me. I will carry this motto before me: Every day in some little way I will give a kind thought to someone."

Tuesday—I will allow nothing to retard my progress today. I will live above any unkindness that shall be directed my way and will remember that if I allow inferior persons to injure me, I will then be inferior myself.

Wednesday—If I failed in my purpose of Monday and Tuesday I will use this day to renew my effort in that direction. To realize self-improvement, I must have complete mastery over self. I will try again.

Thursday—Today I will count the cost in the expenditure of time and balance the hours for some work and some play. I will take time to laugh and sing.

Friday—Today I will remember that it would not profit me to gain the whole world and lose my peace of mind. Man's greatest possession is . . . peace of mind.

Saturday—Today I will remember that people cannot read my mind or see into the heart of me, so I must conduct myself in such manner that there will be no doubt that I am trying to be a witness for God.

Sunday—Six days I have enjoyed the privilege of work. Pleasure in the task that is mine. Today is the Lord's day. I shall use it for Him and pray for new ways to be of service to God and humanity.

At My Master's Feet

They tell me I'll have stars in my crown
When life's last curtain lowers down,
Because I've been permitted to work for Him—
To brighten windows that were dull and dim.

I thank my God if I have eased one pain away,
Or caused the sun to shine one day,
Or brought some hope to fainting heart.
I thank God that I have played a part.

I ask not for stars to bedeck my crown,
When for me life's sun goes down.
I pray but for a humble seat,
Close, so close, to my Master's feet.
Well, 'bye for now!

YOUR AUNT SALLY.

A REAL PERSON

"Mrs. Trogel" has long been a conversation character on the Crisco "Vic and Sade" show. That being the case, the cast was right at home recently when Mrs. Alvy Trogel of Bloomington, Ill., model for the script character, came to see the show in person as a guest of Author Paul Rhymer. She was a next-door neighbor of Rhymer's when he was a boy.

COLLECTION

Rudy Vallee has a collection of records that lines the wall on one side of the big rumpus room in his home. There is a recording of every show that he has appeared on during the past 12 years.

THE NEW HAYNES LOG CHART

Here's Part 2 of the brand-new Haynes Radio Log Chart (Part 1 is on page 4). Reprinted by special permission. Reproduction forbidden. Complete Haynes Log available at Zenith, Philco, G-E, RMS, Stromberg-Carlson or Motorola radio dealers. CLIP THIS CHART and keep it near your radio at all times.

100 H	250 K	500 M	750 N	1000 R	2500 S	5000 T	WATTS CODE	10000	25000	50000	100,000 X	250,000 Y	500,000 Z
XEFO Mexico City... D.F. V							1110						
CBR Vancouver... B.C. S							1120						
KGDM Stockton... Cal. O							1130						
XENT Nuevo Leon... Mex. W							1140						
KRSC Seattle (KFIO) Wash. O							1150						
KSWO Lawton... Okla. K							1160						
KFSG-KRKL Los Angeles. O							1170						
*KSL Salt Lake City... Utah W							1180						
							1190						
							1200						
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Two Get \$100 in Super Suds Contest

Two women who live in the WOW territory—Mrs. James Winters, 31 Park Circle, Council Bluffs, and Mrs. J. A. Milliken, 432 South 10th Street, Lincoln—were \$100 winners during the week ending March 8 in the Super Suds United States Bond contest.

Several listeners in the WOW area have been winners so far in the contest, which was to end March 29.

Among those in the WOW territory who won \$25 each are Miss Elena Bradley, 2228 Burdette, Omaha, Neb.; Mrs. Paul G. Drager, 2026 Paul Street, Omaha, Neb.; Mrs. William B. Olds, 2743 Iowa Street, Omaha, Neb.; Mary J. Eklund, Dodge at 115th Street, Omaha, Neb.; Mary T. Macken, 420 North 38th Avenue, Omaha, Neb.; Mrs. F. H. Melotz, 3337 North 59th Street, Omaha, Neb., and Mrs. Martha Ottmann, 2425 Mary Street, Omaha, Neb.

Indians to Display Trade Trip Umbrellas

The annual Good Will Tour of the Omaha Chamber of Commerce will reach Rushville, Neb., at 4:10 p. m. on Wednesday, May 21, and thereby hangs a tale.

Rushville is adjacent to the Pine Ridge Indian reservation. Three years ago, when the trippers reached Rushville, all the Indians turned out and expressed great admiration for the gaily-colored Ak-Sar-Ben trade-trip umbrellas carried by each trade-tripper.

John Changstrom, Vice President of the Omaha National Bank and chairman of the 1941 trip, later sent 30 umbrellas to Princess Blue Water at the Pine Ridge reservation.

The princess has promised that when the trippers reach Rushville this year, 30 Indian princesses will be at the depot, each one carrying an Omaha National Bank trade-trip umbrella.

For the fourth year in a row the Omaha National Bank will sponsor a series of daily reports by Bill Wiseman, covering the day-to-day progress of this year's trip.

This year's trip will visit central and western Nebraska and the Black Hills, May 18 to 24. Included will be 83 towns on a 1,760-mile route, with a total population of slightly over 100,000 persons.

More Kind Words About News Tower

"Last year I missed one copy and surely don't want that to happen again."—Mrs. Fred Gottshall, Goodland, Kans.

"Just cannot get along without it."—Mrs. Gerald L. Jones, Storm Lake, Iowa.

"Can't get along without it."—Miss Nellie Brant, Pawnee City, Neb.

"I am saving every one so I can make a booklet sometime."—Mrs. F. A. Harriger, Exeter, Neb.

"I did not get my February issue and I am lost without it—that is part of my clock when it stops. WOW is my station."—Mrs. Pauline Green, Sioux City, Iowa.

"This will be starting my fourth year and I hope I can keep on getting such a wonderful paper. WOW is our favorite station."—Mrs. Steve Katzer, Montrose, S. D.

"It certainly is a good News Tower, so interesting to read."—Mr. John D. Bader, 1323 South Alice Street, Sioux City, Iowa.

"I enjoy your magazine very much and would hate to be without it."—Mrs. Paul Summy, Elkpoint, S. D.

"My subscription expires this month and I do not want to be without it."—Mrs. LeRoy McCann, Fort Calhoun, Neb.

Paul Barbour Lists New Books He Thinks You Should Read

Paul Barbour's favorite books often become the favorites of many listeners to "One Man's Family," WOW, via NBC Red, Sundays, 7:30 p. m., Omaha time, according to the correspondence which flooded Carlton E. Morse's desk after the recent episode of the NBC serial drama when Paul casually mentioned a few of the new books that have interested him.

Swell mysteries: "Coffin for Demetrios," by Eric Amber; "Adventure Into Fear," by Eric Amber; "Farewell, My Lovely," by Raymond Chandler; "The Big Sleep," by Raymond Chandler.

Worth rereading: "The Forsythe Saga," by John Galsworthy; "The Native's Return," by Louis Adamic; "South Wind," by Norman Douglas; and "Short Stories" of Saki.

Books recently read and liked are "From Many Lands," by Louis Adamic; "Watch Below," by William McFee; "Seven Mysteries of Europe," by Jules Romains; "Audubon's America," by Donald Cilrose Peattie; "Since Yesterday," by Frederick Lewis Allen.

Exceptional adventure stories are "Captain Horatio Hornblower," by C. S. Forester; "Dark Memory," by Jonathan Latimer; "Old Ugly Face," by the late Talbot Mundy, former author of Jack Armstrong, the All-American boy.

?? MOVING ??
Please, please, please don't forget to send to WOW your change of address when you move from one location to another.

Simply write a postcard, giving your old address and your new address, so that you will be sure to receive your WOW News Tower magazine without delay.

COMMANDMENTS

Someone recently asked H. V. Kaltenborn, NBC news commentator, to write out the Ten Commandments of his craft. Here they are:

1. Be sure of your facts.
2. Be sure of your timing.
3. Be sure of your pronunciation.
4. Be sure of your opinion.
5. Be sure of your background.
6. Be sure of your quotation.
7. Be sure of your English.
8. Be sure of your history.
9. Be sure of your sources.
10. Be sure of yourself.

His program, "Kaltenborn Edits the News," is heard regularly on WOW.

VISITS FAIRS

More than 20 county and state fairs have signed for the entertainment services of Whitey Ford (Duke of Paducah) this summer. Whitey will make the route between "Plantation Party" broadcasts.

CHEVROLET PLANS SPECIAL EVENTS

Trip to Camp Robinson Setup

Plans are being made for an unusual series of Chevrolet "Man on the Street" broadcasts by Foster May from Fort Robinson, Ark., the huge army camp where most "draftees" of the WOW territory are in training. May expects to take recording equipment to the cantonment and remain several days, describing camp life as it is being lived by soldiers who are friends and relatives of WOW listeners. Dates for the trip had not yet been set as this News Tower went to press.

During the past month May's Chevrolet broadcasts, covering ground-breaking ceremonies at the Fort Crook Martin Bomber assembly plant created nation-wide attention. Included were interviews with army and construction officials, and a "scoop" interview with Glenn L. Martin, president of the bomber building company which bears his name. When the Fort Crook plant gets into production, Martin will be the world's No. 1 airplane bomber manufacturer.

Landi in Omaha

Another interesting recent interview on the "Man on the Street" program was Miss Elissa Landi, famous authoress, stage and screen star, who came to Council Bluffs to speak before the Women's Institute. Foster caught Miss Landi at the luncheon table at Municipal Airport.

Other notable and special events on the Chevrolet microphones included Verne Marshall, Cedar Rapids, Iowa, editor and national chairman of the No Foreign Wars Committee; James T. Johnston, warden of Alcatraz prison; Dr. Paul Sassini and Mrs. Sassini, war refugees; special event from the annual convention of the Nebraska Motor Dealers' Association; roundtable discussion on employment possibilities at the Fort Crook Bomber plant; speech, Central High School, on "How Propaganda Affects Public Opinion."

Just a Pooch, But He Saved a Life

Skippy is just a pooch of uncertain ancestry, but today Skippy is a hero.

Some weeks ago Skippy was given a new home through the Little Doghouse program conducted on WOW by Aunt Sally. The new owners operate an apartment house.

The other morning Skippy stood outside an apartment door, whined and acted strangely. He could not be persuaded to leave. Soon he began to bark furiously. A janitor unlocked the door and found a woman on the inside in the act of committing suicide by the gas route. She was revived, and now gives Skippy full credit for having saved her life.

The owners of the dog are Mr. and Mrs. Arthur Moore, who related the story of Skippy's heroism to WOW's Aunt Sally Dee.

McGEES WIN

With a margin of landslide proportions, Fibber McGee and Molly have been voted "most favorite comedy act" and "conductors of the most popular air programs" by newspaper readers who participated in the 11th annual Milwaukee Journal radio poll, just completed.

Eleven firsts went to NBC people or shows.

Classed by Edgar A. Thompson, Milwaukee Journal radio editor, as the most successful poll of its type ever conducted by the paper, votes were mailed from every Wisconsin community with a postoffice and numerous communities in Illinois, Iowa, Michigan and Minnesota.

BOMBER CHIEF



Glenn L. Martin, famous bomber manufacturer, being interviewed for WOW listeners at the Omaha Chamber of Commerce by Chevrolet's Foster May.

Waring Offers Prizes For College Songs

Fred Waring is offering a striking gold-finished engraved trophy to the college singing group which, in the opinion of judges, gives the best rendition of the official college song. Waring has written for them.

Fred introduced over 50 original alma mater and fight songs on his "College Smoker Nights," including one for Nebraska.

IN THE SPRINGTIME

Pauline Byrns, the pretty miss of "Six Hits and a Miss," and Jerry Preshaw, one of the Six Hits, will make theirs a springtime wedding. Pepsodent's Bob Hope was Cupid's assistant.

WELCH STAR



One trial performance has won Betty Moran, youthful radio and screen actress, a permanent place in the cast of "Dear John," NBC-WOW Sunday evening serial, starring Irene Rich. Betty succeeds to the role of Carol Chandler, left vacant when Martha O'Driscoll left the cast to resume her screen career.

New News Setup as Spring Begins

As news of all types becomes increasingly interesting and important, WOW has greatly augmented its radio news services.

Recently WOW established a full half hour of news and sports, under the title "The Four-Bell Roundup." This program starts at 5:30 p. m. week days. The first 10 minutes are devoted to local, state and regional news, partly sponsored by Burlington Trailways. The third five minutes will include baseball scores and up-to-the-minute sports information by Tom Dailey for Falstaff. At 5:45 the regular early evening news is continuing.

More Kaltenborn

As this is written, a 15-minute five-a-week international news summary, via NBC, is being planned.

Also in WOW's schedule is the popular "Religion in the News" program at 6 p. m. on Saturdays.

A weekly news analysis program by H. V. Kaltenborn has been scheduled for Saturdays at 6:45 p. m.

A semi-news feature, called "Deadline Dramas," will be heard at 9:30 on Sunday nights, and another, called "Defense for America," has been set for 9:30 p. m., Saturdays.

Special Events

In addition, many spring special events are planned by Foster May in connection with the Chevrolet "Man on the Street" program. Included is a series of broadcasts from Fort Robinson, Arkansas, where many boys from the WOW territory are draftees. (See column 1 for details.)

Other spring special events, of a semi-news character, include plans for WOW's special coverage of the annual Good Will Trip of the Omaha Chamber of Commerce, under sponsorship of the Omaha National Bank, and, as usual, the broadcasting of Ak-Sar-Ben races, this year under sponsorship of Falstaff.

Kysers' Home on Picture Postcards

The Chamber of Commerce of Rocky Mount, N. C., is issuing postcards with Kay's picture and a photograph of his mother's beautiful home. A note on the writing side explains that it was there that Kay first heard the chant of the tobacco auctioneer, now heard on his Lucky Strike "Kollege of Musical Knowledge" programs.

The average singer is happy with a vocal range of an octave and a half, so Jane Wilson, songstress on Fred Waring's Chesterfield "Pleasure Time" broadcasts, must be doubly happy, because her song span runs from F below middle C to F above high C—three octaves in all.

NEW HOME

Eddie "Rochester" Anderson, the valet de luxe to Jell-O's Jack Benny on the latter's radio funfests, moves into his new Central Avenue home this week. Central Avenue is to Los Angeles what Harlem is to New York. Eddie's new place boasts 11 rooms, including a small auditorium, where "Roch" shows his own home movies.

PATRIOTIC

Little Martha Tilton, currently heard over NBC from Hollywood, lends a patriotic air to the studios. She sports a tiny American flag on a fingernail.

? Your Last Copy ?

Yes, sir! Simply turn to page 8, where your name and address is stamped on the margin. The date your News Tower subscription expires is printed here. "4/41" means April, 1941. If your subscription expires soon, RENEW now! Just send your name, address and 50 cents to WOW!

IDEA MAN



The likeable Nelson Olmsted, who is master of ceremonies for the new "What's YOUR Idea?" program, heard Sundays at 5:30 p. m. for Mars, Inc.

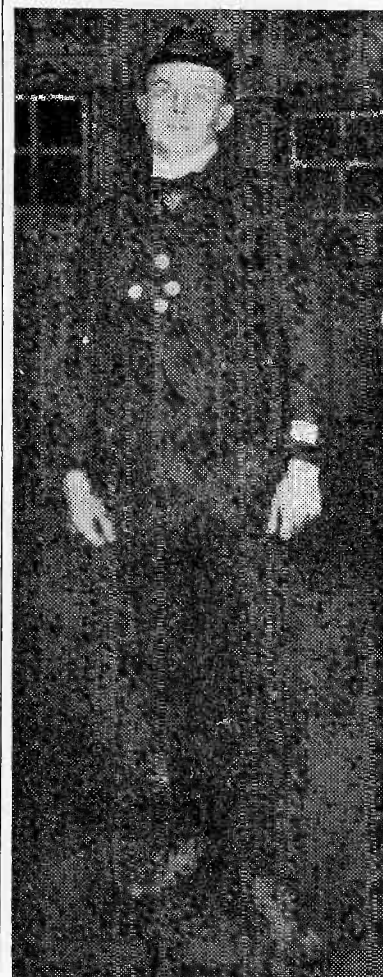
Hodiak Wins Second Star Role on NBC

The assignment of John Hodiak to the role of "Steve Benton" in the "Wings of Destiny" program brings Mr. Hodiak's list to six current radio assignments. He is also heard on WOW in "Arnold Grimm's Daughter," "Girl Alone" and "Guiding Light."

"Wings of Destiny" is heard on WOW at 9 o'clock, Friday nights.

John Barrymore has made good as a radio actor. Rudy Vallee's sponsor (Sealtest) has renewed Barrymore's contract for 13 weeks.

SORE FEET

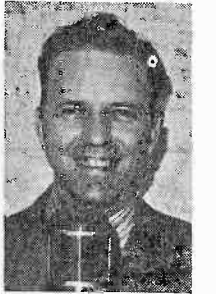


Guess who this is? If you can't, you're slipping! It's none other but the lad with the sore feet—"The Duke of Paducah," otherwise Whitey Ford. Surveys show women are ga-ga about the comedy he dispatches on Brown & Williamson's "Plantation Party" shows, Wednesday nights on WOW.

THE SPORTS EYE

By TOM DAILEY
WOW Sports Editor

Hello, good sports! It is perfectly natural that any sports chatter in the April News Tower Magazine should center around baseball, because this is the month that sees the umpire amble up, flick home plate with his whisk broom, replace it in his hip pocket and growl "Play ball!" The 1941 baseball season will be off, with days of battling ahead to determine various league champions, and, finally, when they're decided, there will be the World's Series again. Will the Cincinnati Reds repeat? Will the Detroit Tigers win the American League flag again?



Tom Dailey

Nine Old Men

Outlined in the dust of home plate are several immortal names we could use as our starting catcher today, but suppose we appoint Gabby Street for that job.

Gabby was the one-time catching mate of "Big Train" Walter Johnson, and he's the man who caught a ball thrown from the top of the Washington monument—back in 1908. "Old Sarge" Street, in his day, set an American League record for most chances accepted by a catcher—924 of them in 1909, but he also made four errors in a game back in 1905.

Who are all those fellows standing around the mound out there? Well, we're going to have a tough time picking a pitcher to start our game today. Alexander, Johnson, Young, Waddell, Reulbach, Mathewson, Joss, Haines, Coombs, Bender, Brown—and others. Well, we need a lefthander to start today, so suppose we nominate Rube Marquard. Rube won 19 consecutive games in 1912, pitched a no-hit game in 1915 and was sold to the Giants for the then record-breaking sum of \$11,000. We won't worry about pitchers in our "Immortals" lineup today. Look them over!

For first base, it's "eeny-meeny-miney-mo" between Fred Merkel, Frank Chance and George Sisler. We'll settle for "Gorgeous George," member of the Hall of Fame, who led American League batters in 1920 and 1922. In 100 and more games, he equalled the batting record of .420, and he batted safely in 41 consecutive games in 1922.

At the Plate

And down here as we approach the keystone sack we see John Evers, still arguing with the umpire. Is he O. K. for second base? He was a cog of the great Tinker-to-Evers-to-Chance combination, you know, and before today's game is over, perhaps we'll use that trio again, just for the sake of memory. Let's get Larry Lajoie to warming up for second also. We'll need him.

Among the many great shortstops, it might not be a bad idea to name John McGraw, "Little Napoleon," for that starting job today. He's a fighter—and "heady" enough for the job.

Now we come to the hot corner, third base! Who'll it be? Well, standing here in the shadows are Jimmy Collins, Frank Baker, Pie Traynor and Heinie Zimmerman. It's a tossup. Let's use Traynor to start. He hit for the cycle in a game back in 1923 and participated in four twin killings on July 9, 1925. He was on America's All-Star team for seven straight years. He'll do.

Now for the outfield. And, as we gaze out over the left, center and right field gardens, our vision becomes hazy with so many men who are just as good as the next one. Smacking his hand into his glove on his right hand is the "Gray Eagle," Tris Speaker, who threw and batted from the southpaw angle. Standing behind him is "Scoops" Carey, the great base-runner. Ty Cobb, one of

(Continued on page 7)

SIX SHOWS YOU ENJOY EVERY WEEK

B-S-H Programs Featured on This Page

Three familiar household products—Bayer's Aspirin, Phillips Milk of Magnesia and Dr. Lyons Toothpowder—bring WOW listeners the programs and personalities featured on this page. All six shows are produced and placed on WOW by the Blackett-Sample-Hummert, Inc., advertising agency, New York office.

The Bayer programs are:
"The American Album of Familiar Music," heard Sundays, 8:30 to 9 p. m., on WOW and 66 other stations.
"Young Widder Brown," heard Mondays through Fridays at 3:45 p. m. on WOW and 52 other stations.
The Charles H. Phillips Chemical Company programs are:
"Stella Dallas," heard Mondays through Fridays at 3:15 p. m., and
"Lorenzo Jones" immediately following.
"Waltz Time," heard 8 p. m., Fridays on WOW and 61 other NBC Red network stations.
The R. L. Watkins Company programs are:
"Manhattan Merry-Go-Round," heard Sundays at 8 p. m., on WOW and on 39 other NBC Red network stations.
"Backstage Wife," heard Mondays through Fridays at 3 p. m. on WOW.

NEW "MERRY-GO-ROUND" SINGERS



CONRAD THIBAULT, whose full, rich baritone voice has returned to WOW. He is a new soloist on the Sunday night "Manhattan Merry-Go-Round" program for Dr. Lyons Toothpowder.

Introducing Conrad Thibault, baritone, and Lucy Monroe, soprano, the new stars of "Manhattan Merry-Go-Round," over WOW, Sundays at 8 p. m., via the NBC Red coast-to-coast network. The Men-About-Town, vocal group, augmented by a chorus and an enlarged orchestra, support Thibault and Miss Monroe on the Dr. Lyons Toothpowder show.

Thibault, a prominent operatic concert and radio artist, has sung with the Philadelphia Grand Opera Company, the Philadelphia Orchestra and in concerts. He also has long been a top favorite with American radio audiences.

Miss Monroe, frequently referred to as the Star-Spangled Soprano, for her brilliant rendition of the national anthem, has had a notable career in both light and grand opera. Her singing was featured in the World's Fair production of "American Jubilee." She, too, is a star of the concert stage, and has been in great demand on the air for guest appearances.

The acquisition of these two brilliant vocalists, with the augmented orchestra and chorus, did not change the format of this popular musicale, which has been a ranking national favorite since November, 1932. The "Manhattan Merry-Go-Round's" producers, Frank and Anne Hummert, are retaining their successful formula while adding even more musical production effects.



LUCY MONROE, charming young soprano, who is co-starred on the "Manhattan Merry-Go-Round" with Conrad Thibault. She has appeared successfully with the Metropolitan Opera.

Frank Munn Sets Records on Two Shows

Eighteen years a top favorite radio soloist!

That's the record (but only one of many he holds) of Frank Munn, tenor on the Bayer "Album of Familiar Music" and Phillips "Waltz Time" programs, heard on WOW.

Munn's length of service entertaining American lovers of good music dates from just a couple of months before WOW came into being!

Here are some of Munn's other records:

Munn lived for 40 years in the Bronx; moved to Long Island only a short time after his marriage in 1936.

Munn has served the same sponsor for a longer continuous period than any other star on the air.

Munn has a perfect broadcast attendance record. He's never missed a performance!

Munn refuses to keep a scrapbook—which, within "the biz," is probably his most unusual record.

So much for his records.

Munn's father was a policeman—yes, an Irish "copper." Frank himself started life as a factory worker in an embroidery plant.

Munn, in 18 years on the air, has never sung on a sustaining (non-commercial) program.

"Stella Dallas" Now In Its Fifth Year

Anne Elstner, who plays the title role in the beloved NBC Red serial, "Stella Dallas," is heard week days on WOW at 3:15 p. m. This program is now enjoying its fifth consecutive year on the air. Miss Elstner was born at Lake Charles, La., is 5 feet 5, and likes to cook and putter around the house. Her mother was a musician, her dad a poet. Miss Elstner made her professional debut doing solo dances and characterizations in costumes of her own design. She was with the Theater Guild before joining the "Stella Dallas" cast.

SHE'S A "G-GIRL"

Gail Henshaw has been assigned the Alma Craig role on "Backstage Wife." It's a "G girl" part. Currently on the same show, Norman Gottschalk is playing his familiar Sago role plus the role of Jim, a stage manager. Vivian Fridell, star of the "Backstage Wife" series, presented her father with a very lush birthday gift when she went home to Milwaukee for his birthday party recently. It was Viv's pay check for that week.

13 MORE WEEKS

Sons of Pioneers, cowboy singers and instrumentalists on the Camel "Uncle Ezra" program, were given a 13-week renewal.

Abe Lyman Long On "Sweet" Music

Abe Lyman has always been long on "sweet" music. With the introduction of "swing" of the "hot" type, he added an accordion and electric organ. The result was that his Friday night "Waltz Time" program became one of America's favorites. He tosses in about one "swing tune" on each show, which seems to be just to show the customers his band can do it.

IN SEVENTH YEAR

Vivian Fridell and Ken Griffin, co-stars of "Backstage Wife," started their seventh year together in that NBC serial on Tuesday, February 25. Scarcely had they finished that celebration, however, when they were reminded that they'll be starting their sixth year on the NBC Red network March 30. "Backstage Wife" is heard Mondays through Fridays at 3 p. m., Omaha time, over WOW and the NBC Red network.

The Watkins program, "Backstage Wife," celebrated the fifth year of its existence recently, and all that time Vivian Fridell has been its star.

Monroe Records National Anthem

A new recording of "The Star-Spangled Banner," commemorating the 10th anniversary of its adoption by Congressional act as the national anthem, was presented recently by Lucy Monroe, new soprano star of "Manhattan Merry-Go-Round," and Charles O'Connell, RCA-Victor official, to Brigadier General Edwin Watson, who accepted the gift for the President.

THE SPORTS EYE

(Continued from page 6)

the greatest players of all time. It would take pages to tell of that fellow's accomplishments. Others from which to choose today are Fred Clarke, Wahoo (Neb.) Sam Crawford, Goose Goslin, Harry Hooper, Shoeless Joe Jackson, Willie Keeler, Babe Ruth—and on down the line. Just because three can play, and no more, let's name Ruth, Speaker and Crawford.

Perhaps our starting line-up of old-timers won't agree with yours. Perhaps it won't agree with the old-time players themselves, but with so many fellows who have done wonders on the diamond, it's pretty difficult to make choices.

"It isn't that you won or lost, but how you played the game."

SONG BIRD



JEAN DICKENSON, rated as radio's top soprano by many critics, is heard Sunday nights on the Bayer "Album of Familiar Music" program. She's also been a Metropolitan Opera star.

IN SERIAL



BETTY GARDE, combines beauty and histrionic ability, as one of the stars of the "Lorenzo Jones" cast, heard over WOW Monday through Friday afternoons for Phillips Chemical Co.

MAESTRO

"STELLA"

18 YEARS

STAGE WIFE

SERIAL STAR



ABE LYMAN, conductor of Phillips "Waltz Time" on Friday nights on WOW. He probably holds the record for continuous popularity among dance band leaders for the last 20 years.



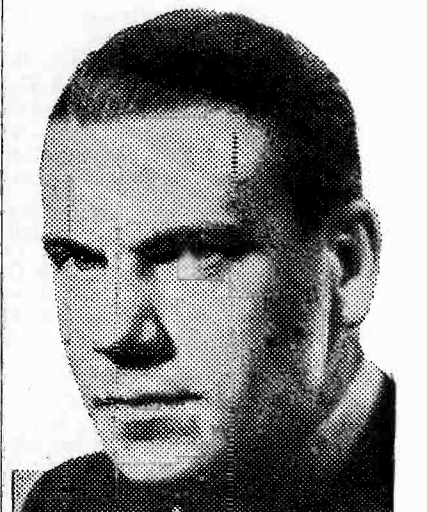
ANNE ELSTNER, is "Stella Dallas" of the serial story heard Monday through Friday afternoons on WOW. She came to radio from the Broadway stage.



FRANK MUNN, tenor star of the Bayer "American Album" Sunday-nighter and soloist with Abe Lyman's Band on Friday nights.



VIVIAN FRIDELL, was a Wisconsin coed who majored in "home ec," but time makes radical changes. Now she's star of "Backstage Wife" (Watkins products), heard afternoons, Mondays through Fridays.



NED WEVER, plays an important role in "Young Widder Brown," Monday-through-Friday Bayer afternoon serial. Many will remember Ned in his former role of "Dick Tracy."

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Page Eight

RADIO NEWS TOWER

WOW'S APRIL NIGHT SCHEDULE

Your News Tower Subscription ENDS on Date Near Your Name ABOVE. "4/41" Means This Is Your Last Issue!

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30	Local News Burlington	Local News Burlington	Local News Burlington	Local News Burlington	Local News Burlington	Local News Burlington	What's YOUR Idea? Forever Yours Mars, Inc.
5:40	Falstaff Sports	Falstaff Sports	Falstaff Sports	Falstaff Sports	Falstaff Sports	Falstaff Sports	
5:45	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Dentyne WOW News National Biscuit	Jack Benny Jell-O
6:00	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Pleasure Time Fred Waring Chesterfields	Religion in the News	
6:15	Tom Dailey Sports	Tom Dailey Sports	Tom Dailey Sports	Tom Dailey Sports	Tom Dailey Sports	Tom Dailey Sports	Fitch Bandwagon
6:30	Down the Fairway with Stanley Davies	Orchestra	Down South NBC	Camel Cigarettes Present Xavier Cugat	Orchestra	Muriel Angelus	
6:45	Studebaker Champions	Studebaker Champions				Weekend Business Review (6:30-6:35) H. V. Kaltenborn	
7:00	The Telephone Hour Concert	Johnny Presents Philip Morris	Tony Martin—How Did You Meet?—Woodbury Products	Maxwell House Coffee Time	Cities Service Concert Gas and Oils	Knickerbocker Playhouse P. & G. Drene	Chase & Sanborn Hour
7:30	Voice of Firestone Concert	Horace Heidt—Tums Treasure Chest	Plantation Party Bugler Tobacco	Aldrich Family Jell-O	Information Please Luckies	Truth or Consequences P. & G. Ivory	One Man's Family Tenderleaf Tea
8:00	Dr. I. Q. Mars Candy Bars	Battle of Sexes Molle	Eddie Cantor Sal Hepatica and Ipana	Kraft Music Hall	Waltz Time Phillips Milk of Magnesia	National Barn Dance Miles Laboratories Alka-Seltzer	Manhattan Merry-Go-Round Dr. Lyons
8:30	Show Boat Brown & Williamson Avalon Cigarettes	Bibber McGee & Molly Johnson Wax	Mr. District Attorney Vitalis		Everyman's Theater P. & G. Oxydol	Uncle Ezra Camel Cigarettes	American Album of Familiar Music Bayer Aspirin
9:00	Contented Hour Carnation Milk	Bob Hope Pepsodent	Kay Kyser Kollege of Musical Knowledge	Rudy Vallee Sealtest	Wings of Destiny King-size Wings		Hour of Charm General Electric
9:30	Du Pont Cavalcade of America	Uncle Walter's Dog House Raleigh Pipe Tobacco	Lucky Strike	Barrel of Fun Falstaff	Alec Templeton Miles Laboratories	"Deadline Dramas"	
10:00	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	C. B. & Q. WOW News Beechnut	Dear John Welch Grape Juice
10:15	NBC Orchestra	Falstaff Party Norman Ross	Falstaff Party Norman Ross	NBC Orchestra	Falstaff Party Norman Ross	NBC Orchestra	Walter Winchell Jergens Lotion
10:30	NOTE.—Important special events, such as war speeches, news and comments, political speeches, etc., will be heard frequently at or after 10:15 p. m. on WOW. Events like this are scheduled within a short time before they go on the air. Listen for announcement on WOW regular newscasts, or consult your newspaper for details.—Editor.			NBC Dance	NBC Dance	NBC Dance	WOW News Tower
10:45				NBC Dance	NBC Dance	NBC Dance	NBC Dance
11:00	A. P. News Aunt Sally	A. P. News	A. P. News	A. P. News	A. P. News	A. P. News	NBC Dance

Keep This Page Near Your Radio at All Times . . . Check Your Daily Newspaper for Last Minute Changes

MORNING AND AFTERNOON SCHEDULE

5:45 A. M.—Homespun Harmonies.....	Daily except Sun.	11:45 A. M.—Woman in White—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
6:00 A. M.—Early Morning News Tower.....	Daily except Sun.	Junior Roundtable.....	Sat.
6:15 A. M.—Aunt Sally or Records.....	Daily except Sun.	12:00 Noon—Markets.....	Mon., Tue., Wed., Thu., Fri.
6:30 A. M.—Markets.....	Daily except Sun.	Musical Program.....	Sat., Sun.
6:45 A. M.—Lyle and Eddie—Nutrena or Records.....	Daily except Sun.	12:00 to 12:05 P. M.—Social Security.....	Sun.
Time and Tunes.....	Tue., Thu., Sat.	12:15 P. M.—Sparks of Friendship—Haskins' Sparks and Blue Barrel.....	Mon., Wed., Fri.
7:00 A. M.—WOW News Tower—Roberts Milk, Peter Paul, Elastic Starch.....	Daily except Sun.	WOW News Tower.....	Sun.
European News.....	Daily except Sun.	12:30 P. M.—WOW News Tower—Peter Paul Candy.....	Daily except Sun.
7:15 A. M.—Ideal Melodies—Ideal Dog Food.....	Mon., Wed., Fri.	On Your Job.....	Sun.
Great Western Sugar.....	Tue., Thur., Sat.	12:45 P. M.—Man on the Street—Chevrolet Dealers.....	Daily except Sun.
7:20 A. M.—Musical Laundry Man—Kimball (Last 4/12).....	Tue., Thu., Sat.	1:00 P. M.—Light of the World—Gen. Mills—Gold Medal.....	Mon., Tue., Wed., Thu., Fri.
7:30 A. M.—Captain Herne—Skelly.....	Mon., Tue., Wed., Thu., Fri.	Farm Facts and Fun.....	Sat.
Gene and Glenn.....	Sun.	NBC String Symphony.....	Sun.
7:45 A. M.—Your Musical Grocery Boy—United Foods.....	Daily except Sun.	1:15 P. M.—The Mystery Man—Gen. Mills—Wheaties.....	Mon., Tue., Wed., Thu., Fri.
7:45 A. M.—Musical Laundry Man—Kimball (Begins 4/14).....	Tue., Thu., Sat.	1:30 P. M.—Valiant Lady—Gen. Mills—Bisquick.....	Mon., Tue., Wed., Thu., Fri.
8:00 A. M.—Aunt Jenny—Lever Bros. Spry.....	Mon., Tue., Wed., Thu., Fri.	Gordon Jenkins Orchestra.....	Sat.
Associated Press News—NBC.....	Sat.	University of Chicago Roundtable.....	Sun.
European Situation—NBC.....	Sun.	1:45 P. M.—Judy and Jane—Folger Coffee.....	Mon., Tue., Wed., Thu., Fri.
8:15 A. M.—The Other Woman—Butter-Nut Coffee.....	Mon., Tue., Wed., Thu., Fri.	2:00 P. M.—Mary Marlin—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
Deep River Boys.....	Sun.	Saturday Soiree.....	Sat.
8:30 A. M.—The O'Neills—P. & G. Ivory.....	Mon., Tue., Wed., Thu., Fri.	Lavender and New Lace.....	Sun.
Police Bulletins.....	Sat.	2:15 P. M.—Ma Perkins—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.
Chapel Service, Rev. R. R. Brown.....	Sun.	H. V. Kaltenborn.....	Sun.
8:45 A. M.—Road of Life—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.	2:30 P. M.—Pepper Young—P. & G. Camay.....	Mon., Tue., Wed., Thu., Fri.
Little Dog House—Aunt Sally.....	Sat.	Gay Hedlun Players.....	Sat.
9:00 A. M.—Houseboat Hannah—NBC—P. & G. Lava.....	Mon., Tue., Wed., Thu., Fri.	Lee Gordon and His Gordonaires.....	Sun.
Lincoln Highway—Shinola.....	Sat.	2:45 P. M.—Vic and Sade—P. & G. Crisco.....	Mon., Tue., Wed., Thu., Fri.
9:15 A. M.—Bachelors Children—Old Dutch Cleanser.....	Mon., Tue., Wed., Thu., Fri.	3:00 P. M.—Backstage Wife—Watkins Products.....	Mon., Tue., Wed., Thu., Fri.
9:30 A. M.—Ellen Randolph—Colgate Supersuds.....	Mon., Tue., Wed., Thu., Fri.	AP News and Campus Capers.....	Sat.
Betty Moore—Benjamin Moore Paint.....	Sat.	Highlights of Week's News.....	Sun.
Stories of Romance, Tom Terriss—NBC.....	Sun.	3:15 P. M.—Stella Dallas—Phillips Milk of Magnesia.....	Mon., Tue., Wed., Thu., Fri.
9:45 A. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.	3:30 P. M.—Lorenzo Jones—Phillips Chemical.....	Mon., Tue., Wed., Thu., Fri.
Markets and U. S. Government Reports.....	Sat.	A Boy, a Girl, a Band.....	Sat.
Musical Meditations—Omar Wonder Flour.....	Sun.	3:45 P. M.—Young Widder Brown—Bayer Aspirin.....	Mon., Tue., Wed., Thu., Fri.
10:00 A. M.—Man I Married—P. & G. Oxydol.....	Mon., Tue., Wed., Thu., Fri.	4:00 P. M.—Girl Alone—Quaker Oats.....	Mon., Tue., Wed., Thu., Fri.
WOW News Tower.....	Sun.	World Is Yours.....	Sat.
10:15 A. M.—Against the Storm—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.	Joe and Mabel—NBC.....	Sun.
Citizens All—P. T. A.....	Sun.	4:15 P. M.—Lone Journey—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.
10:30 A. M.—Kitty Keene—P. & G. Dreft.....	Mon., Tue., Wed., Thu., Fri.	4:30 P. M.—Guiding Light—P. & G. Naptha.....	Mon., Tue., Wed., Thu., Fri.
Homemakers' Club—Nebraska Power.....	Sat.	Curtis Institute.....	Sat.
Music and American Youth.....	Sun.	Your Dream Has Come True—Quaker Oats.....	Sun.
10:45 A. M.—David Harum—B. T. Babbitt Bab-O.....	Mon., Tue., Wed., Thu., Fri.	4:45 P. M.—Life Can Be Beautiful—P. & G. Ivory Soap.....	Mon., Tue., Wed., Thu., Fri.
11:00 A. M.—Local Musical Program.....	Mon., Tue., Wed., Thu., Fri.	5:00 P. M.—Arnold Grimm's Daughter—Gen. Mills—Kix.....	Mon., Tue., Wed., Thu., Fri.
Emma Otera, Soprano.....	Sun.	Headlines Ahead.....	Sat.
Creighton Program.....	Sat.	Catholic Hour.....	Sun.
11:15 A. M.—Toby and Susie—Peter Pan Bakeries.....	Mon., Tue., Wed., Thu., Fri.	5:15 P. M.—Local Musical Program.....	Mon., Wed., Fri.
Governor Wilson (April 5 and 19).....	Sat.	Glen Island Casino Orchestra.....	Sat.
11:30 A. M.—As the Twig Is Bent—Gen. Foods—Grape Nuts.....	Mon., Tue., Wed., Thu., Fri.	5:25 P. M.—Associated Press News.....	Sat.
Call to Youth.....	Sat.	Creighton University.....	Tue., Thu.
Pageant of Art.....	Sun.		