Governors Aid Moving Day

Setup

Governor Dwight Griswold of Nebraska and Governor George A. Wilson of Iowa have presented their respective governors' proclamations for Nebraska's first "Radio Day." In Nebraska, the ad does not refer to the aspect of radio as an entertainment medium, but rather to the educational and informational value of radio.

Just a few years ago Barbara Terrill was a sales-girl 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.

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FREE EDITION

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.

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!

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

New Shows, Races and Changes in Programs

The biggest radio news recently was the renewal of Benny for next season by General Foods of the Jeff-D pro gram. Benny, whoOther four, Kieran, Ad-

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

Radio industry workers (not in- cluding talent) earn an average of $2,500 a week, according to a brandnew NAB survey, indicating radio broadcasting to be one of the "best" industries.

Maxwell House coffee, a favorite of many of their favorite radio programs. WOW's world radio conventions are held in Hollywood recently.

Radio industry workers (not in- cluding talent) earn an average of $2,500 a week, according to a brandnew NAB survey, indicating radio broadcasting to be one of the "best" industries.

As the Twig Is Bent

Don Wilson celebrates his twentieth anniversary as a radio performer on WOW. The round July 13, he started his klickyside career in Nebraska, became a singer soon after he left college and, eventually, after becoming famous as an announcer specializing in sports, became associated with that price of sports, Jack Benny. He was born in Lin- coln, Neb.

MOVES EAST

New York, here we come! Eddie Cantor and his Pains "To Smilie" troops piled into a special Pullman at Los Angeles recently and moved to Gotham for the bal- ance of the current season's NBC Red network Wednesday broad- casts. There were more than 20--

VISIT KANSAS CITY

Residents of Kansas City, Mo., recently saw an "in person" per- formance of "Uncle Waltie's Dog- house," the program heard on WOW at 9:30, Tuesday evening.

KEVYSEE, Glenn Miller and scores of other "name hands" have begun "come-back" tours to appear between weekly engagements in their regular summer tours.

OBBODY

Strangest hobby is that of Horace Heid, owner of the Tuna "Treasure Chest," recently took up. He's collecting rubber shoes worn by famous people. Some of the names in his collection would make you say...

TEN DIALECTS

Bill Thompson, fiber, McGee and Molly's "old-timer," "Nick De- pedpolous" and "Horatio K. Boon- en," entered radio through an audition sketch involving 10 dialects.

EMOUR AMOUR

Vicki Vola, secretary to "Mr. Dazzy Daytime's" Mr. Staff, has launched the "Ear Glamour Girl" by Rho Alba Del'a group of specialists in radio at New York University Washington Square Col- lege. The title means that she is one of the rare breed and does not refer to Miss Vola's aural appendages.

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MELTON TO LEAD EASTER PARADE

"Jollyp King" is Ready for the Start

The Veteran Motor Car Club has named James Melton, co-owner of "The Telephone Hour," on WOW, as chairman of arrangements for a parade to be held Sunday morning along Downtown Fifth Avenue, New York, on Easter Sunday, April 16.

If affable Jimmy has any difficulty deciding where to place the float or the car he will be bailed out of his jam by the professional "events" people who have 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 Shoots Name

Barbara (formerly Barbara Jo) Allyn, vocal caricature of "One Man's Family," according to her own description, "has gone through some curious changes in the family and by pen and pencil and, Miss Allyn believes, to drop the Jo will save her marriage.

So Barbara Allyn henceforth will be the name of the actress who portrays "Barbara Allyn" on "One Man's Family," on WOW Sundays, 7:30 p.m., on the NBC Red network. She will appear in a scene from "The Great Gatsby."

CROSBY FIRST

Ring Crosby and Rudy Vallee are Hollywood's best-dressed men, according to a recent survey of fashion-conscious and unbalanced NBC sources of many west coast broadcasts. She nominated Ring Crosby for first place because "he bears a sense of color."

Rev. R. R. Brown's Chat


The other morning the sun was shining but it didn't feel like a warm and a little chilly, a bit around the corner. He said:

"Yes, it always gets like that in the spring. It was an expression of the faith in what we call "natural laws," which are a revelation of the will of God."

Rev. R. R. Brown

The Great Apostle makes an impressive story, P.C. In this life, only we have hope in Christ, and in the life to come, it's all there.

If there is not a larger reason for hopefulness, is there a reason for hopefulness? But April mornings are just lovely, and so am I.

The verse that we are to remember in this connection is one that we have been singing for the past few weeks:

"But the Great Apostle makes an impressive story, P.C. In this life, only we have hope in Christ, and in the life to come, it's all there."

---

Jazz Band Loses Poise... Who Wouldn't!

Ellen Randolph, leading character in the drama series, is in a pretty sweet 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 Warren, who is Ellen in the drama on WOW NBC Red, Mondays through Fridays, 9:30 a.m., Omaha time. Gertrude is single, lives alone in a festive New York hotel for women and life runs along very smoothly for her, thank you!

Cavalcade Drama in Burns-Alten Period

History is neither "debunked" nor "glorified" by the WOW -NBC Red network; it's the "truth or consequences" show from San Francisco, his home town.

Ellen Randolph is a Bachelor Girl

Ellen Randolph, leading character in the drama series, is in a pretty sweet 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 Warren, who is Ellen in the drama on WOW NBC Red, Mondays through Fridays, 9:30 a.m., Omaha time. Gertrude is single, lives alone in a festive New York hotel for women and life runs along very smoothly for her, thank you!

---

Bible Drama on a Year; Continues

Open season on radio skeptics, who shake their heads at the one broadcasting's most novel experience, only this year. "Light of the World" completed its 18th consecutive season, recently switched from Wednesdays to Monday, from 10 to 10:30 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 Munson of Yale University.

A NEW MAXINE

As a result of the increase in the audience engagement in Chicago and elsewhere, WOW was able to double the size of its entire April orchestra for a well-earned three-week vacation, Phil Spitalny recently announced Maxine Moore of Indianapolis as the contralto successor to Maxine, deep-throated contralto who retired from General Electric's "Hour of Champions" program several months ago:

---

CHECK YOUR WOW NEWS TOWER EXPIRATION DATE NOW ON PAGE EIGHT

Long a radio fanatic, the comical cartoonist-cartoonist-burns is now living in London's clubbings.

Call of Square Dances is the Newest Art

And now the traditional art of calling square dances is one of the most popular activities. Thanks to those who are learning to call square dances, more and more people are coming to enjoy this pastime.

---

Long time ago, there was a man named Dave, who was a musician. He played the guitar and the banjo, and he was a good singer. One day, he was at a party, and he was having a good time. But then, he heard a voice. It was a voice from the bandstand. It was calling out the names of the squares. It was a game, a dance game. And Dave, he was hooked. He wanted to learn more. He started to take classes, and he learned how to call the squares. He became good at it, and people started to hire him to call their dances. And then, he started to do it for fun, too. And he was happy. He loved the game, and he loved the people who were at the dances. And he was good at it. He called the squares, and people had fun dancing them. And he was called Dave, the Square Dance Caller. And he was happy.
**FALSTAFF OFFERS “BARREL OF FUN”**

**Didja Know?...**

**BY BILL WISSMAN**

**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 pre-arranged is the finest and fanciest published anywhere.

We suggest that you clip these pieces and keep them on your cardboard. You can keep this near your radio at all times and you will find it very useful.

Incidentally, you might want the complete Haynes Log, which includes recent wave patterns and many other bits of useful information. You can probably get this book from your radio dealer. It may appear in your post office box, at least in Zephyr, G-E, R-S-M, Stromberg-Carlson or Motorola Log.

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

**WALKIN’ BY THE RIVER**

Soft is the breeze that blows through the trees
Way down in the river at night.
There's dew upon the ground
And not a soul in sight.
I'm WALKIN’ BY THE RIVER
Leave me there, Jack and Jill.
But the moon up above
Has seen a lot of sight.
I'm WALKIN’ BY THE RIVER
Leave me there, Jack and Jill.
My heart is ridin' high
To guide you to that happy end.
If you don't get there soon, there may not be a soul in sight.

**IT ALL COMES BACK TO ME NOW**

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

Chorus:
It All Comes Back To Me Now-
A starry summer sky, a laughing breeze
It All Comes Back To Me Now-
A sea of midnight blue, your face uplifted to my own.

We never dreamed it might be so
And blamed the moon up above; We didn't know what the glow meant-
We never dreamed it might be so
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.

(Reprinted by special permission of Hendon Music, Inc., the copyright owners.)

**DAYLIGHT TIME**

On April 27 (before you get your postcard with the change in time) you will begin to hear a daily special on WOW devoted to daytime music.

**STARS OF NEW FALSTAFF PROGRAMS**

**Fifteen Names Open Studebaker Series**

Five radio and screen celebrities headline the new “Studebaker Champions” programs, which opened under 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 8:45 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 Vote?" on the full-hour period from 7 to 7:30 on Wedne-
day nights, over WOW and 50 local network stations of the National Broadcasting Company for an addi-
tional 13 weeks, starting April 2, 1941. The program originates from Hollywood, and the product is Woodbury Face Cream and Powder. The agency is Lerner & 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 Fri-
days, has crossed the Atlantic 79 times and has made three trips around the world.

**NEW STAR**

**Fibber and Molly Renew for a Year**

S. C. Johnson & Son, Inc., Ra-
cine, has signed a renewal contract for its radio series, “Fibber McGee and Molly,” starring Jim and Mar-

**GOOD TIMES**

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

Charles Schmidtsauer, O m a a Falstaff Manager, presents the "Most Valuable Player" trophy to Phil Beier, Ak Knights guard.

**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.
HARRY BURKE TALKS TO EDUCATORS

Radio is Proud of Record With Schools

Radio is proud to be sharing in the present great democratic awakening life in the United States. Programs on the air are discussing the work of teachers in the schools. "Tower" Burks of Radio News Tower has declared in a talk on "Canadian Valley" that "Our Valley is growing in uniformity of fine flavor in the Falstaff uniformity of fine flavor in the Falstaff culture, which has been kept alive for many years by the Falstaff staff yeast culture."

A week previous, Ak-Sar-Ben of Chicago expressed assurance policy on the famous Falstaff word, "One of the first things that we like to do is to determine the protection of the democratic way of life in the United States."

The "star" who got the biggest cheers from the thousands of fans in attendance at the Chicago convention, where educators from throughout the nation discussed the use of radio broadcasting for educational purposes.

FALSTAFF STAFF (Continued from page 3)

Details of the enlarged Falstaff staff setup were revealed at a three-day seminar in Omaha.

The meeting was headed by Alvin L. Bock, Manager of the Omaha plant, and Lou Walthers of Mitchell, Sales Manager, Midwest Division. Fred Newton, Assistant to the President, St. Louis; Stephen A. Spitzenegger, Advertising Manager, Omaha plant, and Lou Walthers of St. Louis.

Innure Culture

Falstaff's new radio advertising program is occasioned by the recent purchase of a one-million-dollar investment policy on the Falstaff yeast culture. This purchase, which is a part of the company's long-range plan for the development of the Omaha brewery, as official host of the Chicago convention, where educators from throughout the nation discussed the use of radio broadcasting for educational purposes.

Harry Burke

"These are days when American institutions are the subject of attack both at home and abroad. Burks of Radio News Tower has declared in a talk on "Canadian Valley" that "Our Valley is growing in uniformity of fine flavor in the Falstaff uniformity of fine flavor in the Falstaff culture, which has been kept alive for many years by the Falstaff staff yeast culture."

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trying to be a witness for God.

I shall use it for Him

The privilege of work. Pleasure in

show in person as a guest of Author

aunt of Jack Armstrong, the All-

WOW LISTENERS WIN CASH AWARDS

With Your Own Aunt Sally of WOW...

Christmas, when the trippers reached Rushville, on the 25th of December. Mrs. John W. McKee, 926 Royal Avenue, Rushville, expressed great admiration for the trippers and the service they rendered the Omaha Chamber of Commerce.

Among those in the WOW territory to display Trade Trip Umbrellas were Mrs. John W. McKee, 926 Royal Avenue, Rushville; and Mrs. J. A. Milliken, 432 South 10th Street, Lincoln, each of whom donated $100 to the WOW Foundation.

SIMPLIFIED, by Eric Amber; "Adven-
tures of the Yellow King," by C. S. Forester; "Dark Memory," by Jonathan Latimer; "Old Ugly Face," by the late Talbot Mundy. One author of Jack Armstrong, the All-American boy.

"I did not get my February issue of the WOW. I must have lost it," Mrs. Charles H. Peck, 2141 Eighth Street, Des Moines.

I have enjoyed every book the WOW has published, including the "Jack Armstrong" stories. I have recommended them to my friends and will continue to recommend them. Mrs. J. A. Milliken, 432 South 10th Street, Lincoln.

The first story I read was "The Treasure of the Black Hills" and I was hooked. I read them all and am looking forward to the new ones. Mrs. LeRoy McCann, 1116 North Oak Street, Lincoln.

I think they are wonderful stories. Mrs. LeRoy McCann, 1116 North Oak Street, Lincoln.

The best thing about the WOW books is that they are educational and entertaining at the same time. Mrs. Gerald L. Jones, Storm Lake, Iowa.

I am glad to see that the WOW books are being enjoyed. Mrs. Gerald L. Jones, Storm Lake, Iowa.

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Trip to Camp Robinson Setup

Plans are being made for an unusual section of "Chevrolet Man on the Street" broadcasts by Foster May from Fort Robinson, Ark., the largest army camp where the most of the WORF training. May will have a recording equipment and set for the broadcast days, describing the army life that is being lived by soldiers who are friends and relatives of WOW listeners. Dates for the trip have not yet been set as this News Tower edition went to press.

During the last month May's Chevrolet Broadcasts, covering the activities of the Fort Crook Martin Bomber assembly plant, were very popular. Included were interviews with army and construction officers and a "scoop" interview with Glenn L. Martin, president of the biggest military building company which bears his name. When the Fort Crook plant gets into production, Martin will be the guest for a "scoop" over the bomber manufacturer.

Just a Pooch, But He Saved a Life

Skippy is just a pooch of uncertain breed, but he is the hero of some friends.

Some weeks ago Skippy was given a new home through the Little Dogpound program. The news spread over WOW and Aunt Sally. The new owners operate an appartments 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 basic furiously. A janitor unlocked the door and Skippy went inside. The woman was the inside of the act of committing suicide by the gas route.

She was revived, and now gives Skippy full credit for having saved her. Skippy is just a pooch of uncertain breed, but he is the hero of some friends.

The Sports Eye

By Tom Daily

WOW Sports Editor

It is perfectly natural that any sports critic in the April News should be inclined to center around baseball, because it is the season that sports are just as good as the next one.

Tom Daily

The Sports Eye


CHEVROLET PLANS SPECIAL EVENTS

Foster May

Foster May

BOMBER CHIEF

Waring Offers Prizes for College Songs

Fred Waring is offering a stimulating gold-financed trophy to the college student whose song wins. Waring has written for them.

Fred introduced an original idea into the writing of college songs written for WOW's special coverage of the 1931 Rose Bowl. Student songs were heard on WOW's "College Show," which is heard Sundays on WOW.

In the SPRINGTIME

"Hi There" for<br>PaulINE NELSON OLIMTED, who is master of ceremonies for the new "What's YOUR Idea" program each Sunday at 5:30 p.m. on WOBN.

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By Tom Daily

WOW Sports Editor

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The Sports Eye


CHEVROLET PLANS SPECIAL EVENTS

Foster May

Foster May

BOMBER CHIEF

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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 are heard on WOW by the Blackett-Samole-Hummert, Inc., advertising agency, New York office.

The Bayer program is:

*The American Album of Familiar Music,* heard Sundays at 3:30 p.m. on WOW and 66 other stations in the United States.

*Young Widdler Brown,* heard Mondays through Fridays at 3:30 p.m. on WOW and 52 other stations.

The Charles H. Phillips Chemical Company programs are:

*Stella Dallas,* heard Mondays through Fridays at 3:30 p.m. and *Lorenzo Jones,* immediately following. *Watts 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 70 other NBC Red network stations.

The R. L. Watkins program is:

*Backstage B.B.* heard Mondays through Fridays at 2 p.m. on WOW.

**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.

*Stella Dallas* Now In Its Fifth Year

Anne Elstner, who plays the title role in the beloved NBC Red serial,*Stella Dallas,* is heard each week 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, so did a good Miss Elstner made her professional debut doing solo dances and char-actizations in costumes of her own design. She was with the Theater Guild before joining the "Stella Dallas" cast.

**13 More Weeks**

Some of Warner's cowboy singers and instrumentalists on the Camel Uncle Earl program, were given a 13-week renewal.

**SONG BIRD**

*JEAN DICKERSON,* rated as radio's top soprano by many critics, will be heard on WOW Friday nights. She'll star in the popular "Albany Album of Familiar Music" program which has also been a Metropolitan Opera star.

**IN SERIAL**

**BETTY GARDE, combines beauty and dramatic ability, as one of the stars of the Broadway show "Stella Dallas." He probably heard over WOW Monday through Friday evenings for 20 years.

**MAESTRO "STELLA" 18 YEARS STAGE WIFE SERIAL STAR**

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**MAESTRO "STELLA" 18 YEARS STAGE WIFE SERIAL STAR**

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**FRANK MUNN, tenor star of the Bayer "American Album" Sunday nights over WOW, and soloist with Lyman's Band on Friday nights.

**JEAN DICKERSON, rated as radio's top soprano by many critics, will be heard on WOW Friday nights. She'll star in the popular "Albany Album of Familiar Music" program which has also been a Metropolitan Opera star.

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**VIVIAN FRIDELL, was a Wisconsin coed who majored in "home ec." but time makes radical changes it's pretty difficult to make choices. "It isn't that you won or lost, but how you played the game."**

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**SONG BIRD**

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**ABE LYMAN, conductor of Philharmonic's "Waltz Time," featured soloist with Abe Lyman's Band on Friday nights. He probably holds the record for continuous popularity among dance band leaders for the last 20 years.

**ANNE ELSTNER, is "Stella Dal-las" of the serial story heard Mon-days through Fridays on WOW. She came to radio from the Broadway stage.

**NED WEWER, plays an important role in "Young Widdler Brown," Monday through Friday. He's been the former role of "Dick Tracy."**

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**NEW "MERRY-GO-ROUND" SINGERS**

**FRANK MUNN SETS RECORDS ON TWO SHOWS**

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**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.

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**MONROE RECORDS NATIONAL ANTHEM**

**THE SPORTS EYE**

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