

# W. I. B. N.

## ROUND-UP



Miss MAUDIE  
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# ROUND-UP

Vol. 1

APRIL, 1945

No. 1



**BEN LUDY**  
*General Manager WIBW*

April 1, 1945

DEAR FRIENDS:

It is a real pleasure to greet you in this, our first WIBW ROUND-UP, and I sincerely hope that your reading of this new magazine will bring you as much pleasure as we have had in preparing it.

We are looking forward to coming to you each month with personal messages from the gang at WIBW, as well as the many stars on the Columbia Broadcasting System.

Always we will welcome your letters, suggestions, criticisms and the like. We want you to feel that you are a part of the WIBW Family throughout the Great Midwest.

Sincerely yours,

(Signed) BEN LUDY.

The WIBW ROUND-UP magazine is published monthly by the WIBW ROUND-UP, G. W. "Doc" Embree, Editor. Two weeks' notice necessary for change of address. Mailing address, Box 981, Topeka, Kansas.

## Radio Boners

Lloyd Evans really hit a snag one morning while giving market quotations on the six-forty a. m. report. His tongue got twisted on "stocker and feeder cattle," insisting no less than three times that it was "stockee and and feedle catter!"

When Herbert Hoover made one of his first speeches as President of the United States, he was given the following introduction by a well-known radio announcer: "—and now, the President of the United States, Heevert Hubber, er... ah... , Hubert Heever, Aw! Nuts! Herbert Hoover!"

Did you hear Homer Cunningham when we were selling the Army Squad tents describe them as being made of "Kansas" duck? That wasn't as bad as it could have been. Imagine how it would have sounded had he said, "Send your orders to WIBW, Topeka, Canvas!"

While making an announcement in behalf of the Sarber Nurseries, Gene Shipley wasn't watching his "P's and Q's" (or should I say "Peas and Beans"?) and he up and invented two new vegetables in about that many seconds. After calling them "Peans and Bees," he corrected himself by changing over to "Bees and Peans"!

Teacher: Jimmie, can you correct the following sentence? "Girls is naturally better looking than boys."

Jimmie: It should be "Girls is artificially better looking than boys."

### Miss Maudie

When I started to write this story about Miss Maudie. I thought it would be easy. It looked simple; all I had to do was to go to her, ask a few questions and there I'd have my story. Now, right there I made a big mistake. It seems that Miss Maudie, who is never to busy to help everyone else, is too busy to talk about Miss Maudie. Yes, sir, she's very modest and, confidentially, it's very becoming to her.

Being very persistent, especially when it comes to nosing into other people's business, I began asking questions and talking with others who had followed her career, and it wasn't long until I had more material that I could hope to cram into such a short story.

At the age of three, Miss Maudie showed a leaning toward a musical life by playing the piano by ear. With such a start it followed naturally that she should study music, and by the time she was six she was taking piano lessons. At thirteen she made her first professional appearance. A native of Topeka, she was educated in Topeka schools, and Washburn college.

When WIBW was organized in May, 1927, Miss Maudie played the first program, a piano-request type. Then during the next few years she toured for Publix-Paramount with stage presentation bands, worked for a time on the staff of KFBI, located at that time in Abilene, later taking a position with a Kansas City television testing station, auditioning talent and gaining valuable production knowledge which she has used to such good advantage.

In 1933 she returned to WIBW to accept the position of staff pianist and soon her qualities of leadership resulted in her having charge of the talent shows. Later, when the office of the program director was vacated, it seemed only natural that Miss Maudie be chosen to fill the job. Sounds simple, doesn't it? Well, just remember, this happened before the war created man-power shortages and the radio industry was almost strictly a man's world; women as program directors were unheard of.

Directing a very large staff, Miss Maudie accomplishes with a suggestion that would require force from someone not so deeply appreciated by her fellow workers. Here lies the key to her success. She has always insisted upon going with the talent, instead of driving them to do something that she wouldn't want to attempt herself.

Miss Maudie is "big sister" to the WIBW staff. All have come to consider her, not in her capacity of program director, but also as friend, helper and advisor. Working hand in hand with her boys and girls, she personally directs and produces all live talent shows. That she has succeeded in this job is evidenced by the title of Production Manager, bestowed upon her by an appreciative management. Twice, major networks have sought her services, but she has chosen to remain with her friends and be just one of the gang here at WIBW.

Whether it is peace time or war time, Miss Maudie keeps busy. She has a definite interest in helping youngsters on the road to radio fame. During the Fifth War Loan Drive she auditioned hundreds of boys and girls. In addition to her radio work she serves the following organizations as a member: The National Academy of Music, Business and Professional Women's Club, the executive board of the American Federation of Musicians, Business Girls' League and the Civic Theater, of which she is Music Director. All of these activities take so much of her time that there is little left for her hobbies of golf and swimming.

Her share in the growth of WIBW has been a big one. A dynamo of mental and physical energy, yet a personality careful of everyone's tiniest feelings, that's Miss Maudie!

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Doc: We have a lot of antique furniture. This chair goes back to Louis the Fourteenth.

Ezra: I know just how you feel. I have a whole house full of furniture going back to Ginsberg's the third.

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In the Eskimo country the people live on candles and blubber. I suppose if we had to live on candles we'd blubber, too.

## CBS NOTES by Kathryn Young



Whatever the tribulations of harassed Henry in the CBS Friday evening (WIBW, 7:00) "Aldrich Family," he's still a lucky young man. It's not everyone who has a sister as beautiful as Mary Rolfe, who portrays "Mary Aldrich."

Jack Kelk, who plays the role of Homer Brown on the same show is extremely adept as a costume designer, and hopes some day to use his abilities in the production end of theatrical work.

Kate Smith became a member of the "Gallon Group" of American blood donors recently when she donated her eighth pint of blood. The CBS singing star has kept regular appointments at the Red Cross Donor Center in New York since January 2, 1943. Last year Miss Smith spearheaded a one-week drive over CBS that brought 25,000 other Smiths to plasma stations throughout the nation.



Gracie Allen, pictured here with her husband and co-star, George Burns, has a "reporting" hat which was designed by Kenneth Hopkins. It is a small pill-box of red felt which has a cascade of green bridge pencils on the right side and a smaller cluster on the left side. Three little pencils form the decorative treatment on the front. Now Gracie has plenty of pencils for her reporting, and won't have to ask the person she is interviewing for a pencil. Hear the Burns and Allen show from CBS over WIBW each Monday at 7 p. m.

One of the CBS artists whom you don't hear much about is Mr. James Rogan. He slams the door, fires the pistol shots, kisses the back of his own hand, stamps or shuffles his feet, breaks tumblers and the like. He's a sound-effects man. Off duty he plays the violin and composes songs.

Once Mr. Rogan didn't like a program on which he was making noises, so he decided to write a better one. The result? His script was accepted and played on Columbia's Grand Central Station (WIBW time, Saturday, 5:20).

First: Who gave you the black eye?  
Second: No one. I had to fight for it.



Les Tremayne and Claudia Morgan, Nick and Nora Charles of the "Adventures of the Thin Man," strike a pose to prove that a slick detective always has a head on his shoulders. Les sometimes wears his family crest on a gold ring. The design is representative of three hands centered about a beheaded Puritan. Les is worried about that man . . . has been trying to track down that episode of his family history, so far with no success. (WIBW, 7:30, Friday evening).

Sigmund Romberg dropped by the "Here's to Romance" broadcast (WIBW, 9:30 p. m., Thursdays) to see Ray Bloch, before he, Romberg, left on a nation-wide concert tour. Romberg had his "Faustus," a beautiful Dobermann-Pinscher with him. The broadcast was about to go on the air and the producer of the show was afraid the dog might cause a disturbance. Romberg assured him that the dog was well-trained and would remain silent . . . and since the producer knew that this was THE Sigmund Romberg, he let the dog stay. The pup was quiet throughout the entire performance, but as soon as the show had gone off the air, the dog barked four times. Romberg rushed up to Ray Bloch and exclaimed: "Congratulations, Ray! You have a 'four-bark' program!"



Fannie Brice, one of America's best-loved comediennes, plays the part of Baby Snooks, one of the world's most spoiled brats. If you want to appreciate how angelic your own children are, listen to "Toasties Time" every Sunday evening (WIBW, 9:30). If you've ever wondered where script writers get their ideas, you'll be interested to know that quite often their children are a big help along this line, as in the case of five-year-old Penny Seelen, whose tonsilectomy provided the story line for one of the most hilarious "Toasties Time" programs. The whole broadcast was built around Baby Snooks' trip to the hospital to have her tonsils removed . . . an ordeal not too much unlike Penny's. To compensate his little daughter for giving him the idea, Jerry Seelen, one of the "Toasties Time" script writers, arranged to provide her, in return, with the thrill of hearing her name on the air.

## Around the Studios . . .

First of all, let's open our books to the special events page for the month of April. Dottie Greenberg, Miss Maudie's secretary, has a birthday on the eleventh. The Shepherd of the Hills celebrates his birthday on the twelfth. Kathryn Young, who writes our Columbia News, will be a full year older on the eighteenth. The only anniversary we have for this month is for Mr. and Mrs. Jerome DeBord, on the twenty-second.

People who have heard Gene Shipley call Bobbie Dick "the Little Red-Headed Yodelin' Kid" are really surprised when they see Bob. Approaching the one hundred seventy-pound mark, Bobbie intends to keep right on until he hits the two hundred-pound beam.

In spite of her many duties that absorb so much of her time, Miss Maudie still manages to write those fine musical compositions. Of course you remember "Moon Signs," "Holiday Polka" and the very popular "Daddy, Let's Play Soldier."

During the pepper shortage, Little Esther Embree found herself in a strange predicament. You know she collects salt and pepper shaker sets. Well, there she was with several hundred pepper shakers and no pepper!

Just imagine! One of our big, strong announcers got all swelled up a few weeks ago, just because he found a tiny bug. This announcer (I won't mention any names, but his initials are Lloyd Evans) was all puffed up because he found a few mumps bugs.

When Edmund Denny starts talking about one of his hobbies, the rest of the fellows sit up and take notice. Edmund has a collection of pipes, very handy gadgets to have around, now that cigarettes have become so scarce.

The Olaf Sowards are very busy these days, getting settled in their new home out by Winter General Hospital.

For those of you who think a radio entertainer has an easy job, I'd like to have you follow in the footsteps of Dude Hank. Tho' he only spends about two hours on

the air each day, Dude spends an average of six hours writing special arrangements for the Corn County Wild-Cats, the Trum-peteers, and other WIBW groups.

Don Hopkins, master of ceremonies on the popular Kansas Round-Up shows, has been shuttling back and forth between WIBW and the Kansas State House. Don has been reading the various articles of legislation aloud to the representatives.

The Shepherd of the Hills watches the news very carefully for information about Normandy and Luxembourg. Before the war, Shep was over there, singing over radio stations in those small countries.

Then if you want information about the Pacific, ask Fred Warren; he's been there.

One WIBW'er that welcomed the new twelve o'clock curfew law was Jud Miller. Jud has his own band at a local dance spot and the twelve o'clock halt order means an extra hour of sleep for him.

The girl with the zany hats . . . that's Maureen! Right now she is talking of remodeling a flower pot and filling it with a victory garden, the fresh vegetables to furnish the decorations! That I wanna see!

Did you know that one of the Shepherd's Kaw Valley Boys could walk away with prizes in a pin-up contest? See the picture on page fifteen and see if you don't agree.

Heinie Haynes is a mighty swell fellow to have around. In addition to being a good bass fiddle player, Heinie can take a watch apart and see why it isn't ticking.

Axel Bender, who helps Ezra Hawkins out at the Bar Nothing Ranch for fifteen cents a day, is one of radio's most versatile musicians. Axel plays trumpet, clarinet, trombone, a varied assortment of tin whistles, piano, drums, and, yes, we'll have to include it . . . the cornifone.

Hoppy Corbin usually sits around and doesn't say much, but he's the man we go to see when we have questions to ask about music. Hoppy takes care of the Station's Music library.

One night while preparing to go on a personal appearance, Katy McKay found that she was a little rushed for time, so she



Left to right, Back row: Col. Combs, Leonard McEwen, Henry and Jerome, Edmund Denney, Heinie, Jud. Chuck. Clark, Dude Hank.  
 Front row: Doc and Esther, Clyde Mason, Alice Joyce, Hoppy, Don, Miss Maudie, Ezra, Axel Bender, Maureen, Shepherd of the Hills and Bobbie Dick.



Muh mammy done tole me dat some day muh sins wud ketch up wid me—and shore 'nuff, heah I is writin' foh a paper!

De mo' I think 'bout it, de mo' I 'members whut muh ole pappy say. He say, "Hambones, yo' bettuh go to school now, boy! 'Cause whut yo' don' know may someday hurt yo' bad!" I reckon he shore knowed whut he wuz talkin' 'bout!

I see by de papers dat dey is makin' clothes from skimmed milk. I axe my wife iffen she wud like a dress made outten some. . . . She say, "No, but I might try some cow-slips!" Dat woman gonna be de death ob me yet!

Unk Russell says it's mighty funny how a boy will be willin' to die fo' a gal befo' dey is married. . . . and den refuse to work fo' her after marriage.

When a man begins to realize dat he don' know everything, he really begins to learn somethin'! But no plan will work out 'lessen you allows fo' de cussedness ob human nature. An' don't you try to play hard-boiled. Dey is allus some guy ready to crack you!

I had sum bad news today. My wife, Petunia done tole me dat last year's dress is gettin' too tight to fit her. She says dat she thinks a lotta people gets married fo' love and stays married fo' spite.

You know, dis tax sitch-ee-ation is sump'n. A man can still express an opinion widout bein' taxed, and think about sump'n widout bein' taxed, but dats about all. However, dey is many folks whose brains is taxed in de process of thinkin' or expressin' an opinion!

But remember de man who says: "Learn to work wid others, remember de banana. . . . every time it leaves de bunch it gets skinned!" If a man has money to burn, he can allus find plenty of people ready to present him wid a match.

And jest remember in passin'. . . . "De happies' lookin' boarders is de ones wid de longes' arms. . . ." which reminds me. . . . I'm gettin' outta here. . . . I'm hongery!

### The Hammer . . . .

Keeps its head;  
does not fly off the handle;  
keeps pounding away;  
finds the point, then drives it home;  
looks at the other side, too, and thus often  
clinches the matter;  
makes mistakes, but when it does, it  
starts all over again;  
is the only knocker that does any real  
good!



"Ernie" Quigley, WIBW sports announcer, is pretty busy these days. In addition to his schedule on the air (see pages 14 and 15) he is also director of athletics for Kansas university.

asked her mother to help her pack her stage equipment. That night after the show, imagine her surprise when she went to remove her heavy stage makeup and found, not the big jar of cold cream she had expected, but a similar jar filled with epsom salts, which her mother had packed by mistake.

If you're going to write to one of the girls in the mail-room here at WIBW, better do it toward the end of the week. There is less mail sent to radio stations on Saturday and Sunday than any other days in the week.

Colonel Combs, of the Farmer and Planter Guide Combses, is tickled to death over his program with the Kansas Farmers each Saturday at 8:45 a. m. He gets to fiddle for fifteen minutes and it's sponsored, too!

Yes, those two young ladies who extend helping hands from the information desk to WIBW visitors are sisters. It's Barbara Duff in the daytime and her sister, Jane, in the evenings.

Barbara Colvin, the operator on duty in the mornings, can sure make good candy. Just ask the fellows and girls on the Day-break Jamboree.

Now that the fishing season is here, Chuck Wayne and the Shepherd are trying to catch a fish so big, even Colonel Combs wouldn't stretch it a little.

Miss Elsa, who plays organ on Edmund Denny's 7:45 program Thursday mornings, is responsible for all the new songs you hear the boys and girls sing. She looks over the new music received at the Music library and when she finds a good one, she tells the person she thinks the song is best suited for.

Henry, the guitar-plucking half of the Henry and Jerome team, is patiently waiting for the hunting season to re-open. Henry won his first shooting match from an expert while he was still in his teens. Jerome is quite a hunter, too, but he confines his hunting to old coins and apartments.

The other Henry, you know Henry of Henry's exchange, has been busy the past few weeks, preparing the Number Three

Hint Book for all of you who have asked for it. It is to be a new book, all brand new hints, and in spite of an increase in the printing costs the price is to remain the same, 41 cents.

Elmer Curtis is in the market for a couple of straightjackets. No. . . . not for himself; they're for use on the 7:15 Nutrena program. He needs something to control Axel Bender and Jasper!

According to the tremendous response given the seed and nursery stock offers over WIBW, the surrounding territory is going to be more beautiful than in previous years to those who like to see things grow. . . . and don't we all!?!

Ezra is writing his memoirs! Look for "The Story of My Life," by Ezra Hawkins, in the next issue of the WIBW Round-Up.

Leonard McEwen didn't like any of the steel guitars offered for sale, so he had one built from special plans. It has two necks, sixteen strings, several volume and tone controls, and more gadgets than a steam engine. You'll have to admit that he knows how to make good use of every one of them.

Bob Kearns, the announcer on duty in the evenings, is quite an authority on recorded music. Maybe we can persuade him to review some of the more popular records in our next edition.

Ever study the program titles of your favorite program listings? Other than war broadcasts, the most frequently used words in some twenty years of radio are. . . . music, old, radio, songs, melody, you (or your), rhythm, home, mornings, three, uncle, news, sports and Sunday.

We're all looking forward to the day when the Kansas Round-Up can visit with all you folks in person. Until then, we want you all to keep in touch with us through this column. Write to us, won't you?



It's going to be mighty nice sending you folks out hints from the Exchange Club, to be used in the WIBW Round-Up magazine. We will try each month to bring you an assortment of the latest hints that come in to your Exchange Club.

1. Now that catsup is so scarce, why not make your own? Take a quart of tomatoes and run them through the potato ricer to remove the seeds. To the puree, add one-fourth cup vinegar, one-fourth cup sugar, a small onion (minced), one teaspoon salt, and one tablespoon mixed pickling spice (tied in cloth). Cook all together for fifteen minutes and then add one tablespoon cornstarch mixed with a little cold water. Cook until thick. This may be used at once, or sealed in jars.

2. Water Softener. To soften hard water for dish washing, use one tablespoon full of Bab-O to one gallon of water. Use this also when boiling clothes, as it will bleach them very nicely and will not fade them.

3. Scissor Sharpening. To clean and sharpen shears that are dull, take a lead pencil, rub the inside of the blade with the lead, then wipe it off. It takes the rust off and they cut much better.

4. Button Holes. When working button holes in material that ravel easily, first mark or baste a line where the button hole is to be. Then button-hole stitch around it, then carefully cut the hole, using a razor blade. This simplifies the job.

5. Cold weather. If you live in a house where you don't have a fire overnight, and you have house plants that could freeze, in extreme cold weather, light a coal oil lamp, do not turn it too high, and set it on the table. Then place your plants around it

and they will not freeze. If you will put a lighted lamp in your cellar and let it burn as long as the cold weather lasts, there is no danger of anything freezing, no matter how cold it gets.

6. Food Saver. To warm baked potatoes that are left over from a previous meal, dip them in sweet milk and brush them with bacon fryings, then heat them in a hot oven for five minutes. They are as good as when first baked.

7. Sweaters. When washing baby's or children's woolen sweaters, baste them to a towel before wetting them. This makes them hold their shape and saves time as you do not have to stop and stretch them.

8. Batteries. When the battery for your radio set runs down, don't throw the battery away. Take it apart and inside it you'll find little batteries the size of a flashlight battery. Wrap these in paper and use in your flashlight. They make a good light for quite a while.

9. Stains. Egg stain on table linens should be soaked in cold water before you send them to the laundry or attempt to wash them yourself. Stains will come out a lot easier if they are treated this way, but hot water sets them and makes them doubly hard to remove.

No doubt a lot of you folks have listened to Henry's Exchange Club Program (8:30-9:00 a. m.) and wished that you had the information given on these programs. Here's good news for you. These hints have been printed in book form! There are hundreds and hundreds of valuable hints in these books and they should be in every home. Hint Book Number One in the blue cover is 31c, and Number Two, in the brown cover, is 41c. You can get both books by sending 71c in coin or stamps to Henry's Exchange, WIBW, Topeka, Kansas. They will be postpaid to your door.

"The Screen Guild Players," heard from WIBW each Monday evening at nine p. m., is known as the "Film stars' own show." It features the best screen stories, enacted by the best actors, who turn over all their night's wages to the Motion Picture Relief Fund.

## CHATS AROUND the AERIAL With Olaf S. Soward

As the exciting pulse of history sweeps from continent to continent in this world-embracing war, all of us know full well that we are only a split second from the actual event of invasion, battle or air raid.

Just the flick of a switch and the turn of a dial when big doings are afoot—and the marvel of radio will bring us a minute-by-minute report of the progress of the latest landing operation in the Pacific while it is actually going on, or the genuine roar of battle as it is being fought in Germany!

There are tens of millions of Americans, including those up to their middle twenties, who find it difficult to imagine that this commonplace of today's life has not existed always. Their parents can smile tolerantly and assure this younger generation that even as recently as the last war it was usually a matter of hours before the fastest news service could get to us the latest word of what had happened in the "no-man's land" of northern France.

And through it all the confirmed cynic is likely to sit back in his corner and smile acidly to himself as he ruminates that all our marvels of today's science do in the field of communications is to feed our appetite for excitement with a more accelerated diet of death, suffering and ruin.

As long as there are such, no wonder we hear constant questions raised as to whether our strides of scientific progress are forward or backward in the terms of human values!

But those embittered pessimists are getting their facts all mixed up. Scientific advance has nothing to do with the perennial cussedness in life. Science is merely a tool for man to use as he will. Look at your favorite hammer the next time you have to go into the tool shed. It can be used to build a house—or commit a murder. But it is the same old hammer in either case. Only the motive in its use has differed!

So it is with this marvel of radio, flashing around the earth in the matter of fractions of seconds news of tragedy and disaster. It can just as quickly—just as instantaneously—flash tidings of life and gladness. Whenever men want to save life instead of destroying it, there is that same

marvel of radio, just waiting the touch of human fingers to do the job better than it has ever been done before.

Indeed, it has been but a little more than a century since some 2,100 men died in a battle of which our history books have always boasted. They died cruelly and needlessly—merely because there was no such thing as radio to carry news accurately and faithfully and quickly.

Do you remember the Battle of New Orleans which made Andrew Jackson one of the heroes of America?

The British general, Lord Packenham, marched about 10,000 men against that Louisiana city on January 8, 1815. He knew there were only a matter of 5,000 Americans inside the unfinished breastworks hastily thrown up with baled cotton. He knew that only a few hundred of these Americans were trained soldiers, and the rest wild, rough undisciplined frontiersmen.

Fresh from the battlefields of Europe, where the British had been winning victories from Napoleon's veteran armies, Lord Packenham ordered his seasoned campaigners to sweep aside that rabble of woodsmen in a general assault.

What the British commander did not know from his European experience was that along the Mississippi river boys grew up with squirrel rifles in their hands, and were whipped if they got home with less than nine squirrels for ten shots!

The result, of course, is known to every school child. When the night of January 8, 1815, fell, there were 2,036 dead Englishmen littering that battlefield and the British army was in full retreat toward its ships. America also contributed 71 lives to that day when Destiny joked in blood.

We have always called it a great victory. But rather, it was a ghastly cup of utterly needless sorrow for two nations!

British and American representatives had signed a treaty of peace, December 24, 1814. The war between the two countries had been over for fully two weeks before these 2,100 men had died.

Yes, there are worse things than living today with a radio at our elbow.

## THE FARM HOME AFTER THE WAR

By Gene Shipley, WIBW Farm Editor

You hear so much speculation these days about what is going to take place after the war, and what the future holds for the farm boys when they return from the armed forces. Many wonder whether or not they will be satisfied to settle down to the unromantic routine of making a living from the soil, and help shoulder many of those agricultural problems that are bound to arise when production limitations will reverse the war-time policy of getting the maximum production of almost everything.

There is little doubt that after the war, farm income will decline and some semblance of balance will have to be worked out between production and post-war consumption. Even so, we are going to see a widespread modernization of farm living. Most of the drudgery we now know will be eliminated by mechanized, labor-saving devices. Production costs, in many instances, will be lowered. Comforts and conveniences will be provided for rural America to enable farm families of the future to enjoy the same things city folks do, with few exceptions, and with the additional security that farm life provides.

There is no reason why the standard of farm living should not equal that of the finest city home—or the advantages of the close-by suburban acreage duplicated in the family farm home 10 or 20 miles from town. After the war, many new farm homes will be built, and old houses modernized. Electric service will be extended, the cost reduced, so that every rural family can enjoy this convenience—no more worry about radio batteries, or a new mantel for the gasoline lamp—no more smoking lanterns, with the accompanying fire hazard out in the barn or cow shed. Mother will have her electric washer, electric dish washer, perhaps, electric refrigerator and electric iron or mangle, and there will be a frozen food cabinet close by for carry-over and storage. With the electric high line will come the farm telephone that uses the electric wires for the telephone circuit. There will be running water and modern

bathrooms, and a shower bath for dad after that hot day in the dusty field. Dad might even have one of those "walkie-talkie" radios on the tractor, so mom could call him when dinner is ready.

How many times have you said to yourself: "If I just had some of those things on the farm, I wouldn't trade places with anyone." Well, you're going to see a lot of them after the war, and I think when John and Joe and Henry get back from overseas they will be pretty happy to settle down on that quarter they had their mind set on . . . marry the girl over in the second house north of the schoolhouse he used to take to the movies on Saturday nights . . . and a few years later when dad and junior and mommie are admiring that new heifer calf scampering around the barn lot . . . dad will probably tell mommie and junior that this was what he dreamed about while he lay in that foxhole on Guadalcanal—"I think it was worth fighting for!"

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### War Fund Benefit Show

On Saturday night, April 7, the WIBW Kansas Round-Up Broadcast will originate from the stage of the Topeka Municipal Auditorium. The entire talent staff will be on hand to insure a good time for all who attend. This particular show will be called "The War Memorial Round-Up," and all proceeds will go to the War Memorial Fund.

In addition to the hour and a quarter broadcast, there will be door prizes presented by progressive merchants, square dancing upstairs and the downstairs will be devoted to modern dancing.

Better get your tickets early; it's going to be a good show, for a good cause, and something you won't want to miss. Admission prices will be around the 50-cent bracket.

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Ezra (outside a cafe): Let's go in here; I feel like a cup of coffee!

Axel: That's funny...you don't look like one!

# WIBW PROGRAM SCHEDULE

580 on Your Dial

## Monday Through Friday

5:00 a.m.—Daybreak Jamboree  
 5:45 a.m.—News  
 6:00 a.m.—Bobbie Dick  
 6:15 a.m.—Bar Nothing Ranch  
 6:40 a.m.—Hamburg Farm News  
 6:45 a.m.—Doc and Esther  
 7:00 a.m.—News  
 7:15 a.m.—Shepherd of the Hills  
 7:30 a.m.—Henry and Jerome  
 7:45 a.m.—Edmund Denny Time  
 8:00 a.m.—News  
 8:05 a.m.—Henry and Jerome  
 8:15 a.m.—Unity Viewpoint  
 8:30 a.m.—Henry's Exchange  
 9:00 a.m.—Shepherd of the Hills  
 9:15 a.m.—Dannen News  
 10:30 a.m.—Bright Horizon  
 10:45 a.m.—Aunt Jenny's Stories  
 11:00 a.m.—Judy and Jane  
 11:15 a.m.—Big Sister  
 11:30 a.m.—Weather Bureau  
 11:34 a.m.—Dinner Hour  
 12:00 noon—Lee News  
 12:15 p.m.—Markets  
 2:00 p.m.—Mary Marlin  
 2:15 p.m.—Kansas Round-Up  
 3:00 p.m.—G. E. House Party  
 3:25 p.m.—News  
 3:30 p.m.—To Be Announced  
 4:00 p.m.—The Goldbergs  
 4:15 p.m.—Life Can Be Beautiful  
 5:30 p.m.—Romance of Helen Trent  
 5:45 p.m.—Our Gal Sunday  
 6:00 p.m.—News  
 7:55 p.m.—News  
 10:00 pm.—Fleming World News  
 10:15 p.m.—The Meaning of the News  
 10:55 p.m.—Victorious Living  
 11:00 p.m.—News  
 12:00 midnight—News

## Highlights of the Week

### MONDAY

6:00 p.m.—Butternut News  
 6:15 p.m.—Hedda Hopper's Hollywood  
 6:30 p.m.—Checkerboard Fun-Fest  
 6:45 p.m.—Penn Tobacco News  
 7:00 p.m.—Vox Pop  
 7:30 p.m.—George Burns and Gracie Allen  
 7:55 p.m.—Vicks News  
 8:00 p.m.—Lux Radio Theater  
 9:00 p.m.—Screen Guild Players  
 9:30 p.m.—Thanks to the Yanks  
 10:20 p.m.—To Your Good Health

### TUESDAY

6:00 p.m.—Phillips 66 News  
 6:15 p.m.—Music That Satisfies  
 6:30 p.m.—American Melody Hour  
 7:00 p.m.—Big Town

7:30 p.m.—Theater of Romance  
 7:55 p.m.—Vicks News  
 8:00 p.m.—Inner Sanctum  
 8:30 p.m.—Pleasant Valley  
 9:00 p.m.—Service to the Front  
 9:30 p.m.—Ernie Quigley, Sports  
 9:45 p.m.—Emahizer Melodies

### WEDNESDAY

6:00 p.m.—Butternut News  
 6:15 p.m.—Music That Satisfies  
 6:30 p.m.—Checkerboard Fun-Fest  
 7:00 p.m.—Jack Carson  
 7:30 p.m.—Dr. Christian  
 7:55 p.m.—Vicks News  
 8:00 p.m.—Frank Sinatra Show  
 8:30 p.m.—Which Is Which?  
 9:00 p.m.—Great Moments in Music  
 9:30 p.m.—Let Yourself Go  
 10:20 p.m.—To Your Good Health

### THURSDAY

6:00 p.m.—Phillips 66 News  
 6:15 p.m.—Music That Satisfies  
 6:30 p.m.—Rainbow Trail  
 6:45 p.m.—News  
 7:00 p.m.—Hollywood's Open House  
 7:30 p.m.—Crossroads Sociable  
 7:55 p.m.—Ray Beers News  
 8:00 p.m.—Major Bowes' Shower of Stars  
 8:30 p.m.—Corliss Archer  
 9:00 p.m.—The First Line  
 9:30 p.m.—Here's to Romance  
 10:30 p.m.—Ernie Quigley, Sports

### FRIDAY

6:00 p.m.—Butternut News  
 6:30 p.m.—Checkerboard Fun-Fest  
 6:45 p.m.—Penn Tobacco News  
 7:00 p.m.—The Aldrich Family  
 7:30 p.m.—Adventures of the Thin Man  
 8:00 p.m.—It Pays to Be Ignorant  
 8:30 p.m.—Those Websters  
 9:00 p.m.—To Be Announced  
 9:30 p.m.—Olaf Soward's Viewpoint  
 9:46 p.m.—Emahizer Melodies  
 10:20 p.m.—To Your Good Health  
 10:35 p.m.—American Legion

### SATURDAY

7:00 a.m.—Carey Salt News  
 8:45 a.m.—The Lee Farm Hour  
 10:30 a.m.—Colonel Combs  
 10:45 a.m.—Doc & Esther  
 11:00 a.m.—Armstrong Theater of Today  
 3:00 p.m.—Let's Pretend  
 5:20 p.m.—Grand Central Station  
 5:45 p.m.—Phillips 66 News  
 6:00 p.m.—Man on the Farm  
 6:30 p.m.—America in the Air  
 7:00 p.m.—Mayor of the Town  
 8:00 p.m.—Your Hit Parade  
 8:45 p.m.—Kansas Roundup

## SUNDAY

- 9:00 a.m.—Church of the Air  
 9:30 a.m.—Wings Over Jordan  
 10:00 a.m.—Warren Sweney, News  
 10:05 a.m.—Songs of Good Cheer  
 10:30 a.m.—Invitation to Learning  
 11:00 a.m.—The First Methodist Church  
 12:00 noon—News  
 12:15 p.m.—The Rainbow Trail  
 12:45 p.m.—M. L. Nelson  
 1:00 p.m.—The Stradivari Orchestra  
 1:30 p.m.—Ernie Quigley, Sports  
 2:00 p.m.—New York Philharmonic  
 3:30 p.m.—The Electric Hour  
 4:00 p.m.—Prudential Family Hour  
 4:45 p.m.—Senator Arthur Capper  
 5:00 p.m.—Old-Fashioned Revival Hour  
 6:00 p.m.—Kate Smith Hour  
 7:00 p.m.—Blondie  
 7:30 p.m.—Crime Doctor  
 7:55 p.m.—Ray Beers News  
 8:00 p.m.—Radio Reader's Digest  
 8:30 p.m.—Texaco Star Theater  
 9:00 p.m.—Take It or Leave It  
 9:30 p.m.—Toasties Time  
 10:30 p.m.—Adventures of Ozzie and Harriet  
 11:00 p.m.—William L. Shirer, News



Alice Joyce, prettiest of the Kaw Valley Boys, and our nominee for "Pin-Up" honors, is just as sweet as she appears. Easily one of the most popular entertainers around the station, she is equally popular on the Washburn College Campus. Although she is only nineteen years old, Alice is an old-timer around the WIBW Studios. She started her music career at the age of five.



Here we find Curly Fox, National Old-Time Fiddle Champion, and Texas Ruby, just as they appear on the Checkerboard Fun-Fest, heard from WIBW at 6:30 Monday, Wednesday and Friday evenings. Texas Ruby is the sister of Tex Owens, former WIBW star.

This popular show, which has proven a good friend maker for Purina Mills, features the talents of some of radio's topnotch entertainers.

Eddie Arnold, genial young master of ceremonies and one of the country's fast-rising cowboy stars, turns the bunch loose, resulting in fifteen minutes of A-1 entertainment.

Others heard on the show from time to time include Jam-Up and Honey, the Old-Timers' Quartet, Minnie Pearl, Ernest Tubb, the Cackle Sisters and Radio's most natural comedian, Rod Brassfield.

Rod was discovered quite by accident by the Purina people one night when he dropped around back stage during a show and asked to tell a story to the people. Reluctantly, the show manager agreed and no sooner had Rod finished one story than the audience started applauding. Three encores followed and before the newcomer could leave that night, he was signed for comedy roles on the Fun-Fest show. Just a country boy, Rod still lives out on the farm and catches the bus into town for his broadcasts.

All we can say is "Don't miss the Checkerboard Fun-Fest!"

**WIBW ROUND-UP  
MAGAZINE**

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## IT'S THE TRUTH....

It happened back in Lancaster, Pennsylvania, several years ago while I was working for a large dairy, delivering milk.

Lancaster, like a lot of older Eastern towns, was crowded into as small a space as possible, consequently the houses were very close together. In fact, it wasn't unusual to find whole residential districts to be made up of huge brownstone flats, spaced three or four feet apart, with cement areaways between.

I had started on a new route in the "nice" part of town and naturally was anxious to please, so you can imagine how I felt when the boss called me in one day and told me that some of the customers were complaining that my footsteps on the concrete were disturbing their early morning beauty naps. They also said that unless something was done immediately that they would get their milk from a dairy that hired routemen with smaller feet.

I begged for another chance and finally the boss agreed, on the condition that I wear shoes with rubber soles. This arrangement worked okeh until one fatal morning.

A light rain was falling when I jumped out of my truck and headed through a nar-

row passageway, a quart of milk in each hand. This particular customer lived on the second floor of the building and I had to go around to the back, climb a steel fire escape, enter through the window and put the milk in the refrigerator.

I got along all right until I started back down. There I was with an empty bottle in each hand, trying to be as quiet as possible. As I stepped out on the fire escape, my rubber heel hit the wet steel of the top step and away I went. I must have thrown the bottles straight into the air, anyway, just as I tumbled to the bottom of the steps they whistled past my ear and crashed on the sidewalk.

By this time I was plenty sore, in more ways and places than one. It didn't help much when the lady upstairs stuck her head out of the window and inquired, "What happened, young man, did you fall?" So I told her, "No, lady, I always come down this way!"—DOC EMBREE.

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Of the sixty million home radio sets in the United States, nearly one-fourth, or fifteen million, are out of commission at the present time. This number of unusable sets is increasing every day.