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Journal



November

Our Thirty-Second Issue

1947

The WIBW Round-Up Magazine is published by the WIBW Round-Up. G. W. "Doc" Embree, Editor
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address, Box 981, Topeka, Kansas.

Ad Libbing—by Doc

Wellsville, Kansas.

Dear Editor,

As I have been enjoying each month's magazine so very much, I am enclosing a dollar for another year. I am very glad you have made your magazine bigger. Thank you for a fine magazine and WIBW is my favorite station.

M.A.B.

Miltonvale, Kansas.

WIBW Editor,

In the August copy of the "Round-Up" you said you would like to hear from the people how they liked the NEW Round-Up. Now I like it all right, but thought the first ones were best...good goods always done up in small packages.

The group picture in the September issue does not do justice to the entertainers.

Mrs. S.W.

Grimes, Iowa.

Dear Doc,

I have taken the "Round-Up" ever since you started it in 1945. I really think the smaller size is better. I like the cover...because the "swinging board" on the gate posts looks like the entrance to the "round-up ranch house."

Our family has enjoyed each issue of the magazine. We have seen a few of you folks in person, but after seeing your pictures and hearing your voices, we feel that we know each one personally.

Miss P.W.

Winfield, Kansas.

Dears Sirs,

I want to tell you how glad I am that I subscribed to the "Round-Up" magazine. I enjoy it so much as I listen to WIBW throughout the day. I was especially pleased with the group picture in the September issue. Now I have some idea of how each one looks when he or

she is singing. I like all the pictures, but that one in particular.

Mrs. C.M.

That will give you some idea of the mail that crosses our desk every month. We are truly interested in making this magazine the best radio magazine in the country and your letters play a very important part in our selection of materials. I have been especially watching for comments on the change in size that was made with our July issue. What are your ideas?

Christmas is coming! Along about this time of the year there's something in the air that tells you to order that extra load of coal, repair the handle of your snow shovel and check the antifreeze in your car. Then those few of us who are smart begin our Christmas shopping. Last year nearly three thousand subscriptions to the Round-Up magazine were given as holiday gifts. And where could you find a better remembrance for that member of your family, or that friend who seems to have just about everything, than a subscription to a magazine that is a monthly reminder of the affection you feel for him? It's not too early to order your subscription. Send your name along with the person to whom you wish the magazine sent and we will hold the subscription until a few days before Christmas and then send our special holiday issue, along with a card explaining that it is a gift from you. Here's your chance to do part of your Christmas shopping right at home. There's no extra charge, just send one dollar for each subscription, along with your name and address of the person for whom the gift is intended.

BIRTHDAYS

Colonel CombsNovember 20
Maureen DawdyDecember 3

ANNIVERSARIES

Mr. and Mrs. Emory Martin.....
..... November 24

Our Cover

Hi, folks! Well, the Roundup has printed many things, but I never thought it would come to this. However, Doc is waiting to send this to press so here goes.

My parents weren't thinking much about the November issue of the Roundup on the 30th of September, twenty-five years ago. Had they realized the event might lead to this...maybe they would have done it differently. Who knows? Being Missouri farmers, used to hard knocks, they braced their feet and prepared for the worst. I was named Loyd Russel; (don't you like that?).

This all happened in the little town of Hamilton, Missouri, even though the Chamber of Commerce won't admit it. There I spent my childhood days, worked on the farm and attended country school. You can imagine the three of us boys living the life of regular farmers...building aircastles but giving very little thought to the real future. The folks declare they always knew I would work into radio. When they lined us up for the spring haircut I looked just like a long, tiresome commercial between the first and last act!

During my high school days I first realized a liking for show business. I took part in as many school programs as possible. That was a fine excuse for the marks I made...except those on the study hall desks. Really, the only thing I ever passed without trouble was the classroom door.

With public school completed...a touch of college at Kansas State in Manhattan was the next move. My plans for a full radio course didn't work out. Commercial radio, with its folk music, world news and market reports kept calling me. When my eyes should have been in a book, my ears (see picture) were at the radio listening to the "big boys."

In the fall of '42, with thirty-four dollars in my pocket, I decided to tour the country until someone gave me a chance as an announcer. The money ran out in Garden City, Kansas, and lucky for me...my search for a job. KIUL was the starting point. Possibly I didn't sound so good, but I had the world in my hands. Seven 'til seven were the hours and that many days a week. At last I had what I wanted. There was just one thing that bothered me. A bachelor's life wasn't for me at the age of twenty. So, with a letter every night I convinced the girl back home I needed a cook. Of

(Continued on Page 9)

WIBW Acts Fill Vacancies

Two of WIBW's acts have added new members. "Tip" Sharp and "Skeets" Williamson have joined the Georgia boys, filling vacancies left by Fairley Holden and Wayne Midkiff when they went back east. Tip came to us from Dayton, Ohio, where he worked with the Georgia Boys, prior to their coming to WIBW. Skeets had worked with some of the members of the aggregation in previous years. He left a job in Knoxville, Tennessee to play his fiddle with the Georgia Boys.

Lane Shaw, popular tenor singer with the Radioaires Quartette, found the work just a little too strenuous, so has taken a leave of absence to return to Alabama for a few months. His spot in the quartette has been filled by Rene Foster, brother to the Radioaires' pianist, Gene Foster. Rene comes from Mobile, Alabama. He was educated at Madame Rose Palmal school of music and has been featured with such famous organizations as the "Okeh" quartette and the "Azalea City" quartette.

Henry Scores Again

Henry Peters, who has been showing local followers of the shotgun some pretty plain and fancy scores at the Topeka gun club, moved on to play with the big boys and walked off with high honors in every class entered.

Henry's scores for the three day Mid-Western championship meet read something like this:

Tied for first place for Mid-Western Over-all championship with a score of six hundred fifty-six targets broken out of a possible seven hundred.

Tied for first place for Mid-Western singles Championship, 99 out of a possible 100. Lost to Ralph Olson, Nebraska sharpshooter and loyal WIBW fan, in play-off.

Won first place in Mid-Western Handicap championship, 97 out of 100.

Won second place in Mid-Western Class B Championship doubles, 85 out of 100.

Tied for second place in Mid-Western Class A championship, 97 out of 100.

Won second place in Mid-Western Open championship, 98 out of 100.

That's shooting in anybody's language and we here at WIBW are proud of you, Henry!

Gene Gets a Shirt



Picture left to right: Gene Shipley; Galen Jennings, Secretary; Junior Freund, President; Max Lundstrom, Vice President; Gene Deeds, Treasurer; Jimmie Freund, Reporter, and Milton Kohrs, Advisor.

You've heard about the kind of people who will give you the shirt off their backs . . . well, maybe this isn't the same because the gift was a new shirt, but these boys are certainly that kind of people.

Early in May this year, Gene Shipley, WIBW's Farm Service Director flew out to Little River, Kansas, in the Flying Rooster to accept the invitation of the Little River Chapter of the Future Farmers of America to speak at their annual Parent and Son's Banquet. On September 17th the FFA officers and

Advisor Milt Kohrs drove to the State Fair at Hutchinson, where FFA President Junior Freund presented Gene with an official FFA shirt, in appreciation for his interest in the work of the FFA and for coming out to Little River for their annual dinner. The presentation was made on the Dinner Hour program which was broadcast from the WIBW tent at the State Fair Grounds. Gene says, "It was a big surprise, and I appreciate what those fellows did. That shirt means more to me than if those boys would have handed me a check for \$100."

We Get Around

During the first ten months of this year, stage shows from WIBW appeared in one hundred forty-two towns in Kansas, sixteen in Missouri and seven in Nebraska. We drove in the neighborhood of thirty-five thousand miles, over main highways, county roads and country lanes. We drove through rain, snow, sleet and sunshine. We played shows in churches, high school auditoriums, municipal buildings, ball parks, city parks, theaters and before the grandstands at fairs. We played in large cities and small hamlets. Hundreds of you WIBW listeners came back-stage to tell us how you liked our shows.

Are you wondering why I'm bragging? I'll tell you. We were forced to write letters of regret to hundreds of you folks who waited too long to make arrangements for your shows. We want to play in your town, too, but our contracts are signed on a first come, first served, basis. Right now we are making up our itinerary for next year. We don't want to disappoint anyone, so please, if you are planning an entertainment in the future, and think you would like to have some of the boys and girls from WIBW, contact Miss Maudie and make your arrangements now.

C.B.S. Notes

by
Kathryn Young

THE BIGGEST SHOW IN TOWN

Just before Doc, our editor, screamed the deadline was due, I received this cute picture of Rise Stevens, one of the



RISE STEVENS

most glamorous gals on CBS. Here she is with her new hairdo and Gibson Girl blouse, which she wears with a long flowing black skirt, tightly nipped in at the waist. Rise is starred regularly on the Sunday afternoon Prudential "Family Hour."

Another CBS feminine star who is becoming more beautiful by the day is Janet Waldo. Tommy Bernard, who acts with Janet on "Meet Corliss Archer," thinks so too. He's only fifteen, but he brings Janet a beautiful corsage each Sunday to wear during the broadcast.

It was on November 7, 1937, that the first "Dr. Christian" show was broadcast on CBS. It had no fanfare, no build-up. Its opening episode was a simple story of a backwoods appendectomy—performed on the son of a fisherman with knives instead of scalpels. Jean Hersholt, Rosemary DeCamp, and announcer Art Gilmore, who are still heard each Wednesday night on this program, were on the original show.

A survey of her fan mail has convinced Fanny Brice that she should go into the doll business. Parents and children alike have been writing her to ask where they can buy "Baby Snooks" dolls. At present no Snooks dolls are

being manufactured, but Fanny hopes to start on this project the first of next year so the dolls will be ready for Christmas of 1948.

Last summer Charlie Forsyth, sound effects man for the "Lux Radio Theatre," combined business with pleasure on his vacation. He drove over 11,000 miles in pursuit of sound effects. He spent one week in an Oregon lumber camp, capturing all the sounds of trees being chopped, felled, and taken to the sawmills—just in case a future script calls for such sounds.

"Screen Guild Players," which is now sponsored by R. J. Reynolds Tobacco Company, is largely responsible for the operation and upkeep of the Motion Picture Country House—the home for aged performers. The stars who act on "Screen Guild Players" donate their entire fees to this project.



MYRON McCORMICK

Myron McCormick, who plays the title role of "Christopher Wells," was a college mate of James Stewart and Henry Fonda. Myron has been very popular in the role of Spike McManus, the political columnist, in the Broadway hit, "State of the Union," and the role of "Christopher Wells" gives him another chance to play the part of a newspaper columnist.

Little Norma Jean Nilsson made her radio debut at the age of five quite by accident. Her mother listed her as a singer and dancer with a Hollywood

radio talent bureau, and in 1942 Arch Oboler called her, by mistake, to audition for a dramatic part. When Oboler saw how tiny she was, he auditioned a number of grown children first. None suited him, so he asked Norma Jean to try out. She got the job. That was five years ago and Norma Jean has been on a number of big network shows since then. Her latest role is that of Cookie on the "Blondie" programs.

Norma Jean's experience brings to mind the way Les Damon, who stars as Nick Charles on "Adventures of the Thin Man," got his start. He got his first experience on the stage in a high school opera and all because he couldn't sing a note! They couldn't find anyone in the opera society to play the non-singing part and frantically begged Les to do it. He had never been in any kind of play before, but he reluctantly consented at the last minute. He got such a kick out of it that acting has eventually become his profession.



LINA ROMAY

New York is the birthplace of Lina Romay of "The Dick Haymes Show," although her songs and beauty (as you can see) are thoroughly Mexican. Lina's father, Porfirio A. Romay, is a Mexican diplomat.

Howard Duff has made many a criminal "sing" in his roll as the hard-boiled Sam Spade, but the star of the "Adventures of Sam Spade" is learning to sing. Georgia Gibbs is his teacher.

HENRY'S EXCHANGE



One of WIBW's most useful programs is "Henry's Exchange," heard daily, Monday through Friday, at 8:30 a.m. The amount of time and money saved WIBW listeners who follow the information and instructions given on this half-hour program is staggering to the imagination. Following are some timely hints gleaned from the "Exchange Club" program.

To clean a soiled mattress, make a paste of corn starch and water and place on the spots. When dry, brush and the spots will disappear.

FEATHERS—Feathers can be kept from working thru the ticking of a pillow by ironing the inside of the ticking with an iron that has been rubbed with a piece of wax. Do this when restuffing pillows.

LAMP SHADES—To lighten lamp shades when they become dark and dingy inside and keep out the light, give them two coats of white shoe polish.

PARCHMENT SHADES—To clean parchment shades—wash with a solution of a small amount of kerosene in water. Be sure all surface dust is removed before washing. Wring a clean cloth out in the solution and wipe shade thoroughly, then wipe with a dry clean cloth. This method does not apply to ribbon, cords or cloth binding that might be on the shade, just the parchment.

EGGS—When cooking eggs, make an opening, very small, in both ends of the egg, blow out the inside and save the shell and color differently with egg color dyes and designs. String with cord or ribbon and they make beautiful Christmas decorations.

GREETING CARDS—When putting greeting cards into the envelope, especially when not sealing the envelope, stick them in with the plain or unprinted side next to the sealing flap and if it sticks to the card, it won't spoil the decorations printed on the card.

When carrying a lighted candle around the house, use a short piece in a glass. This protects the flame from drafts.

If your shoes are a little tight, try saturating them inside and out with rubbing alcohol and wear them until dry. Try three or four times until stretched to feel comfortable.

When it gets cold weather and you are afraid the water pipes will freeze, take equal parts of vasoline and paraffin and keep it hot. Then take a brush and coat the pipes and they will not freeze, even outside.

In driving a nail into plaster it's hard to keep it from chipping. Dip the nail in hot paraffin and then drive it in and no damage is done.

To use small pieces of toilet soap, cut them up fine and place them in a cloth. Dip in hot water and squeeze hard. You will have an added cake of soap.

If raisins and nuts are rolled in flour before added to cake mixture, they will not fall to bottom of the cake.

To save laundry work in the bathroom make curtains out of oil cloth. The curtains can be wiped off with a damp cloth and will look almost as nice as ever.

If your chimney is full of soot and catches on fire, quickly close all doors and windows in the room to decrease the draft. Throw a few handfuls of salt on the fire and the chimney fire will go out at once. The gas from the burning salt will extinguish the fire.

An economist can be defined in three different ways:

Someone who has a plan to do something with someone else's money.

A man who tells you what to do with your money after you have done something else with it.

A man who can save money by cutting down some other person's expenses.—Filched.



These days, iffen you wants a pound of butter you gotta pass dee buck . . . and I do means dee long green kind. Ain't it fierce?

I see where some of dem science fellers predicts a great future for synthetic butter made out of coal. I don't know what they is talkin' about but maybe you all kin git some sense out of it. Here's what dee man say . . .

They takes dee coal and makes it into coke see? Den, dee coke is converted into gas which is converted into paraffin which is converted into fatty acids (whatevah dat is) which den is re-fined, and den you is got butter. Now ain't dat sumpkin? You'd think frum dee way they talks dem scientists ain't never heard of a cow.

I wuzz readin' ah artickle in dee papers 'bout people keepin' coins fur luck. Iffen you ask me . . . anybody dat can keep coins fur any length of time dese days is shore lucky!"

You know dey is two ways of lookin' at dis food price thing . . . some people is starved, others is just fed-up!

The man dat thought up dat one 'bout dee "goose hangs high" shore knowed whut he wuzz talkin' about didn't he?

But anyways you look at it us folks in America has a lot to be thankful for juss dee same. Even when they is certain kinds of people tryin' to tell us dat dis country is goin' to dee dogs, I still think we kind bow ouah heads and say sumpkin like this:

Our Father who created all good things
I thank thee for dee hope each new day
brings,

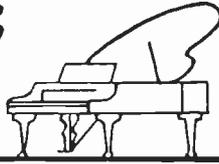
For work to do, a care-free heart that
sings

A song quite gay.
You've let me hear the song bird's
melodies,
The night wind sighing gently through
the trees,
Dame Nature's splendid, magic sym-
phonies

And write a rhyme;
May I avoid the false and seek the true,
And always find some kindly deeds
to do,
And really make this day, the long
hours through,

THANGSGIVING TIME.

Ramblings



Not long ago RALPH RADISH was trying desperately to evade a certain salesman who was endeavoring to sell him something. One of the boys answered the phone, saying Ralph was out of town and would be for a few days. Several hours later the phone at the station rang and Ralph was asked for again. As he answered the call, the boys said "Don't forget, you are out of town, you know." The conversation went something like this: "No, I am out of town—he will be gone for a couple of days." The boys said "Was it the salesman?" Ralph replied, "Oh, gee, it was some fella asking me to play a job tonight!"

Ralph has a friend in Kansas City, a musician with whom he often visits. He was telling me about him one day. I asked him his friend's name. "I call him "Meat-head," he answered. That was as far as I got finding out...

Many times I receive letters from our listeners wanting to know where some of our various staff members have gone when they are missed from the programs. Usually they have accepted jobs elsewhere; some go into business for themselves and some just get plain lonesome for their own home towns and leave radio for awhile. We always miss them and report their leaving...

Some of our fans who have moved out as far as California are sending for the records made by our staff. EDMUND DENNEY sings "RAINBOW OF HAPPINESS" and his theme song "A SONG, A DREAM AND YOU;" SHEPHERD OF THE HILLS sings OLE'S "ISLE OF PINE" and "IN MY DEAR OLD KANSAS HOME;" DUDE HANK plays his own popular "CRY BABY TRUMPET" and "CORN COB SCHOTTISCHE;" MISS MAUDIE plays "ESCAPADES" and on the other side MAUDIE AND OLE play "HOLLIDAY POLKA," (a good number for the Christmas holidays.) THE HOLDEN BOYS sing "MOTHER'S NOT DEAD, SHE'S ONLY SLEEPING" and "I'M DOIN' MY TIME;" THE RADIOAIRES sing "I HAD A TALK WITH JESUS" and "LIVING WITH JESUS." The folks have other records, too, so if you would like to have one to play on your record player, send \$1.00 to the station and

state which one, or how many you want, and they will be sent to you post-paid...

EDMUND DENNEY and MISS MAUDIE were embarrassed a few weeks ago when they played a Fair date at Pawnee City, Nebraska. We were almost late arriving, due to a little car trouble, and had no chance to eat before the show. After we arrived we met Tom Gary, one of the Tom Drake acts, who was appearing with us on the show. EDMUND asked him if he would show us where a lunch stand was located so that we might have a little food. Big hearted Tom said "Come with me... right this way." EDMUND and MISS MAUDIE followed him over to a big house trailer. He opened the door, pushed them in and said "Here, honey, fix these folks something to eat, they're hungry." The person addressed was his lovely wife, who proceeded to get out some bacon and eggs and went to no end of trouble to feed the sad radio entertainers. As the popular song goes, "There's No People Like Show People." Was it ever good! We hope Mrs. Gary knows how much it was appreciated. EZRA, DUDE HANK, OLE, SHEP and VIRGINIA, who didn't follow EDMUND and MISS MAUDIE settled for some pop corn and a candy bar.

One of the high-lights of that show was the appearance of Senator Wheary whom we enjoyed very much. He also sent his best regards to our own SENATOR CAPER...

Have you noticed how sweet SHEPHERD is yodeling these days? We had to twist his arm, but it has been worth it. Now if we can just talk HENRY and JEROME into digging out their fine yodel tune of "I Miss My Swiss," all will be happy again...

JIMMIE MCGINNIS and MAUREEN have both been on the sick list for a few days with bad colds. They are back now though; JIMMIE with his jam sessions with KENNEY HARRIES and MAUREEN with her Gypsy fiddle... and Perfex.

THE HOLDEN BOYS are busy rehearsing a new act and THE RADIOAIRES trying to find time to take care of all their personal appearance dates. AMBROSE HALEY and the MIC-

COLIS SISTERS doing a grand job on the TIDE broadcasts and rushing to make a theatre date...

COLONEL COMBS, still popular with his old time fiddlin'; hurries to conduct an auction sale and glances at the moon to keep us informed about the weather.

HOPPI CORBIN is threatening to put a bumper on his 'cello when he tries to push his way through the crowd to get into the studio on the SATURDAY NIGHT ROUND UP...

HEINIE HAYNES going from one extreme to the other by playing his big bass horn with the Bohemian Band... and loving to toy with the tiniest swiss watches by re-making them...

DOC AND ESTHER leading the gang in mail on their beautiful hymn program... BOBBIE DICK showing pictures of his new baby daughter...

CHUCK WAYNE shopping for a house full of furniture and CLARK WAYNE still between two loves—his guitar and over-hauling everyone's automobile...

GLENN OSBORN trying to answer all his requests and find time to do some flying with his dad...

MISS ELSA busy working out new arrangements for the piano and organ doubles on the SUNDAY RAINBOW TRAIL program...

ART HOLBROOK still busy with the AMVETS and rushing to conduct interviews with such celebrities as Joe Martin...

HILTON HODGES, GENE SHIPLEY and OLAF SOWARD back from late vacations...

HOMER CUNNINGHAM and BOB KEARNS keeping the night fires burning for the late stayer-uppers... incidently BOB was announcing the other night about an accident. He said someone was "slight hurtly"... "I mean "Hurt Slightly," he quickly corrected.

DON HOPKINS working hard to keep up with his programs... and filling his duties as new President of the Sumner School P.T.A.... By the way, DON and Harry Dawdy, Maurdeen's husband, are in charge of the City's P.T.A. council Founder's Day program...

Our staff entertainers, sponsored by the National American Federation of Musicians, are to do a series of shows for the patients at Winter Veterans Hospital...

EZRA chasing old Butter Ball, Potlicker and Snorky al around the Bar Nothin' Ranch... barely making it for the weekly Thursday Crossroads Social at 7:00 P.M. ...

Keep Listenin' folks... So long,

—Miss Maudie



**THE SHEPHERD OF THE HILLS AND THE KAW VALLEY BOYS—
CLARK WAYNE, HEINIE HAYNES, SHEPHERD, CHUCK WAYNE and OLE LIVGREN**

AROUND the STUDIOS

with Hilton

The next two weeks are normally the prettiest of the year in the WIBW area. Leaves have turned completely and the countryside is a riot of multi-colored scenery. Autumn causes many folks to stop and wonder where the summer has gone and brings back many memories of summers and autumns past. In our case, it was a wedding month and more recently, the month, in 1943, when we finally finished our eleven-month training hitch in the Navy and finally got the wings and a first assignment. And too, the leisurely trip up the Mississippi river from New Orleans through Vicksburg and Natchez; over to Little Rock and Branson. Yep, fall takes you back.

Speaking of Fall reminds me of the hunting season and the hunting season recalls the pheasant season just past. Several of our nimrods went to the western part of the state in seek of Thanksgiving dinners. Unless the boys used the truth roughly, pheasant will replace turkey on the menus in quite a few homes. Our editor, Doc Embree, showed up for the Pleasant Valley show one evening wearing a heavy pair of hunting boots. He explained that he was breaking them in so he could get more enjoyment out of his hunting trip. What a character!

But we're looking forward now to a busy winter, what with all the new programs, a busier schedule than ever and the trips and shows that make life in this business exciting and different. Incidentally, we had a grand time in October entertaining the Kansas Peace Officers Association. Chiefs of police, Highway Patrolmen, FBI officers and County sheriffs gathered here for a convention and the WIBW staff entertained them royally at many luncheons, meetings and topped it off with the Kansas Roundup gang at the Auditorium. We were warned, however, that parking tickets, speeding offenses and the like would carry the usual penalty.

Several sports fans have asked us lately why WIBW doesn't carry football games on Saturday afternoons. The answer is of course, that KSAC at Manhattan, with whom we share time, has the air from 12:30 until 2:30 each Saturday afternoon. By 2:30 any game in this area is well underway and if we carried any, we would have to miss a major portion of it. So, we devote Saturday afternoons to the non-sport fans,

presenting many unusual and interesting programs for the children and ladies of our audience. The men seem to be well taken care with football broadcasts. We just do the best we can.

WIBW-FM broadcasts all the Washburn and Topeka High School games, however, and you folks who live within 50 or 60 miles of Topeka and have F-M radio sets can pick these games up nicely. Jim Reed and yours truly do the talking. About a year ago when WIBW-FM went on the air, we had an audience of about fifty homes in Topeka. Today, there are more than a thousand and WIBW-FM is devoted to those thousand homes, answering requests and playing the kind of music and presenting the special features those homes enjoy the most.

We hope you have a safe, enjoyable winter at your house. Radio can provide countless hours of the finest, free entertainment it is possible to enjoy. Get the old set in good shape now. The WIBW staff is the largest in our history and brings you programs from five in the morning until midnight. CBS has many new programs for you, as well as the serial stories through the day. Do you ever wonder what you did to pass the time before you had a radio set?

See you in December.



Bennet Kilpack, who is "Mr. Keen, Tracer of Lost Persons," has played that character on the air for seventeen years

Those Lucky Carlsons

Mr. and Mrs. Roy Carlson, Miss Maudie and Dude Hank to the radio listeners, are proudly demonstrating the electric windows, hydraulic top and all the other extraordinary features of their new car. The metallic tan colored Oldsmobile convertible was delivered to them a few days previous to their second wedding anniversary. (Note to all automobile dealers: Our anniversary is in February.—Ed.)

"Positive" means being mistaken at the top of one's voice.



Here are two of WIBW's busiest entertainers. Doc and Esther now have three duet shows per day, 6:45, 8:15, 10:30. The first two programs are comprised of all hymns.

LOYD EVANS

(Continued from Page 2)

course the wedding had to be arranged at an hour that wouldn't keep me from my job too long. The next day was to be our honeymoon! I had permission to sleep two hours later... boy I was getting independent! With her name changed (denies being Jesse's aunt)... we spent the next three months in Garden City.

From there to KFNF, Henry Field's, in Shenandoah, Iowa. Those fifteen months I spent as an announcer-farm editor will live high in my radio memories. That was my first opportunity to work with a full staff of professional radio people. It was then I realized the "big boys" I had listened to undoubtedly learned the right way through praise and criticism of those they worked for. In a few short weeks I had worn a noticeable path between the studio and the office. In spite of the fact I was new at the game, I got a letter, nearly every week, telling me how good I sounded...always signed too... Mom and Dad!

Happy as we were in the friendly Iowa town with a good job, the beckoning voice of the Capital City of Kansas was more than I could resist, and WIBW it was. Where the past three years have gone is more than I can tell. They say when time goes fast for you you are

satisfied; which certainly holds true in this case. It is needless to say we like Topeka very well as a town in which to live!

The Avalon you hear mentioned occasionally is the beauty shoppe my wife owns and operates. It is sort of a partnership proposition... she does the work and I take care of the money. Reva's biggest thrill since we have been in Topeka came with the selection of the Avalon as beauty headquarters for the Rodeo queen, Eileen Hardin, during her stay in Topeka.

Last Spring we had to move from Doc's apartment house. (Something about not paying the rent,) so we bought our own home. Work in the yard and over the dishpan occupies most of my spare times while the wife is down town. Fellows, you see a married man just can't win.

My day starts around 5:00 a.m., time for a cup of coffee before introducing the red-headed yodeler at 6:00. You are probably familiar with the other programs I handle... the Georgia Boys, Doc & Esther, etc. If I was to pick a favorite from my schedule of shows I guess it would be Sunday Morning Meeting 6:00 to 7:00. I appreciate the way you folks have helped me build that program with your letters. The manager told me last week I had certainly broken records with that show.

...I guess he found the pieces under the rug!

Thanks folks for everything. Without you listeners a radio man's life wouldn't amount to much. I hope to be coming your way on WIBW programs for a long time, though you never know what may happen after the folks in the front office read my story. You see, this is the first time I ever really let my hair down! **My wife can pint it up for me, though!** So help me, she made me write that last plug for the shop. So long folks.

He's Responsible



You just never know where you'll run into talent. The young man pictured above worked for WIBW-FM for two months before we discovered he had a knack for cartooning. There's a sample of his work there to your left... not bad... Ed Doty is his name and he tells me...

"I was born in Leavenworth, Kansas (Not in the penitentiary, either) in 1923. Moved to Topeka when I was eight months old and have been here ever since with the exception of a couple of years in Los Angeles and three in the army. I now handle the transcription library and announce over WIBW-FM in the evenings and attend Washburn University during the day. My hobby, and it will always remain a hobby, is art. The only real training I have ever received was with a commercial artist in Manila after the war.

"I hope everyone gets a kick out of my cartoons of the WIBW staff."

**LOYD
EVANS**

5'10½" - 150 LBS.
-AND HE HAS BABY BLUE
EYES - WOW!

**"EARS" EVANS LOVES
TO GET UP WITH
THE CHICKENS -
LOYD IS ON
THE AIR FROM
6:00 A.M. 'TIL
NOON ~**



Questions and Answers



When we started this column a few months ago, I promised to answer by mail all questions accompanied by a stamped envelope. Now some of you have been slipping up a little. Last month I dug down in my own pocket to buy a dollar and sixty cents worth of stamps and postcards to answer some of you folks who asked questions but failed to enclose postage stamps. Now a dollar and sixty cents isn't much money, but it will make a down payment on a couple of dozen eggs, so let's put this question answering business on a self-supporting basis. I've bought a brand new waste basket and from this date forward, I'm afraid it will be the final resting place for those questions not accompanied by the above mentioned stamped envelope. The best idea is to look for your answers in this column; then the postage isn't necessary. Shall we proceed with this month's meeting?

Q. Do the Miccolis Sisters sing the commercials on the Tide program?

A. No, that is a transcription. The girls do sing on that program, tho.

Q. Who sings the "Cook Paint Song"?

A. Cliff Edwards, known as "Ukelele Ike."

Q. Can you tell us where we can buy the records WIBW entertainers have made? Our local music store cannot find them listed in their releases.

A. The only place you can get those records is through WIBW. They sell for one dollar per record. The following records are available:

Dude Hank playing "Cry Baby Trumpet" and "Corn Cob Schottische";

Miss Maudie playing "Escapades," backed by Miss Maudie and Ole playing "Holiday Polka";

The Shepherd of The Hills singing two of Ole's numbers, "In My Dear Old Kansas Home," and "On the Isle of Pine";

Edmund Denney singing two of Miss Maudies songs, "A Song, A Dream, and You," and "Rainbow of Happiness."

The Radioaires Quartette singing "Living With Jesus," and "I Had a Talk With Jesus";

The Holden Brothers singing "Mother's Not Dead," and "I'm Doing My Time."

Q. Does Shepherd have any brothers?

A. No.

Q. Did Johnny Embree sell "Round-Up" magazines in Salina last summer?

A. Yes, ably helped by Myrtle Denney. He also sold them in eight other towns in the southwestern part of the state.

Q. How are the number of programs an entertainer has determined?

A. There are a number of factors involved. Here at WIBW Miss Maudie is program director, so it is her job to decide what type of talent should be used at particular times during the day. Often a certain spot is bought by a sponsor and he selects the talent for that period.

Q. When the gang plays a square dance and Colonel Combs calls, do the entertainers dance?

A. Sometimes.

Q. On the "Round-Up" each day, Ezra tells jokes. When the program is rehearsed, does he rehearse the jokes, or does he just come up with them on the broadcast?

A. Ezra rehearses his jokes in his own mind; the talent doesn't hear them before the show. That accounts for the spontaneous laughter from the rest of the staff.

Q. What is the weekly average of entertainers?

A. I don't think my wage is average and I don't have any idea what the rest of the fellows get, so I guess I just can't answer that question. Don't think I would anyway.

Don't Be Alarmed

Boss: "How did you happen to oversleep this morning?"

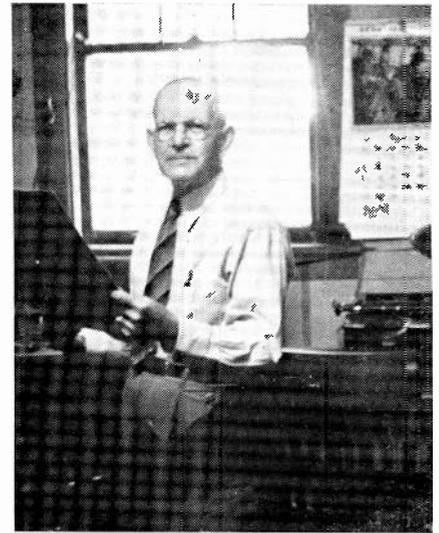
Office Boy—"There were eight of us in the house and the alarm was set for seven."

NO FAULT BUT HERS

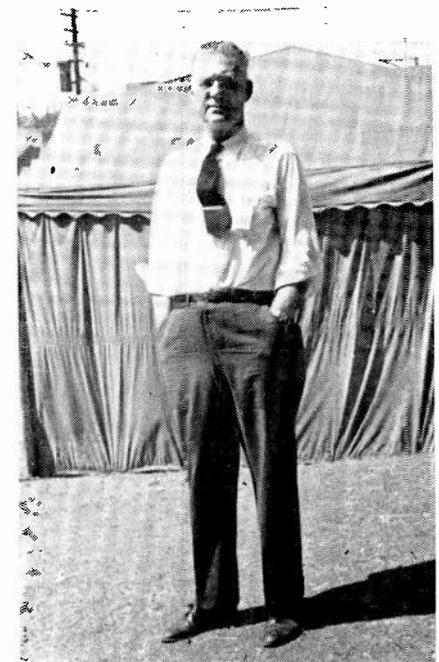
"John, I found this letter in your coat pocket this morning. I gave it to you a month ago to mail."

"Yes, dear, I remember. I took that coat off for you to sew a button on and I'm still waiting."

You can earn bread by the sweat of your brow, but it takes brains to get the cake.



Hoppi Corbin, who occasionally gives out with some fine 'cello solos, fills in his extra time working in the WIBW music library, filing music, locating music for the day's programs, pulling records for the transcribed shows and . . . Oh, yes! he's always on hand with a pocket full of nickels for the "Coke" machine.



Here's a belated picture of Heinie Haynes, taken at the Kansas Free Fair. Heinie is staff bass player and is also a watchmaker by trade. Heinie plays bass fiddle with the Kaw Valley boys and on Dinner Hour and Round-Up shows and bass horn with the "Food Review Band."

The Voices You Hear Along the RFD

... by Gene Shipley ...

HOW WE GET THE MARKETS TO YOU

The broadcasting of market information is but one of the services WIBW performs for the benefit of our farm listeners, but to thousands of people in WIBW's service area, this day to day report is of vital importance. Many folks have asked, and others have probably wondered how this information is assembled and just how it gets on the air.

It requires the efforts of many people on the WIBW staff, and also close working and accurate timing to see that everything moves at the proper time without a hitch. We have more so-called "Deadlines" to meet on the 12:15 noon market broadcast than any other period, and have to work closer to time limits than at any other hour of the day. The markets come in by teletype machines and also by phone, through the facilities of the United Press, Press Association and Western Union. We have three automatic printers in the WIBW news room that transmit this information from the marketing centers. The press machines are automatic typewriters connected by special leased telephone circuits to sending centers, and these bring both news and market bulletins constantly to the WIBW desk at the rate of about 60 printed words a minute. From Western Union we receive several special market releases which are relayed to an automatic receiving typewriter in our office. These come in on a long paper tape about 1/4 inch wide, which is cut into 7-inch strips and pasted on regular typewriter size paper.

All this material must be assembled for broadcast in 15 minutes, between noon and 12:15, and we work so closely on this particular market-cast that when we go on the air, some of the information, particularly the noon grain quotations, are still coming in. So many times, listeners have written in and said, "Why don't you give grain markets first on the program?" Well, folks, that's the reason. The latest releases are just coming in when we take the air.

Between 12 and 12:15 on each market day, the farm news and market releases already in, are assembled in the news room—the short story on the stock market—Chicago butter and egg quotations—the produce prices from Kansas City and Topeka, and the livestock markets from Kansas City and St. Joe. Since these markets come in together with news bulletins on one long continuous sheet of paper 8 1/2 inches wide, Elmer Curtis separates these for me while I am on the Dinner Hour, and at the same time he is making up the Lee Noon

Realizing the importance of livestock and grain market quotations to our listeners, WIBW, as a public service, has adopted every possible means of obtaining up-to-the-second market reports, airing the current quotations at crucial periods during the day. These periods include broadcasts at 5:45, 6:35, 7:00, 9:15, and 10:30 in the morning and 12:15, and 2:00 in the afternoon.

News. About three minutes before we go on the air, the South Omaha livestock report comes in over Western Union, and is assembled by Joy Steck and rushed down to the studio. Then Joy goes back to get the Cash Grain quotations, which follow a few seconds later over Western Union, and these are relayed to the studio at about 12:25. During this time Mildred Horton has been on the telephone, taking down the noon grain market futures quotations from Kansas City and Chicago, and Millie brings this paper to the studio while the broadcast is in progress. Then she rushes back to the phone to get last minute cash quotations on wheat, corn and oats from Topeka, and this information is relayed back to the studio while the weather man is giving his summary, and the local markets are broadcast just before the sign off.

So, you can see that every day, there is a great deal of closely coordinated "behind the scenes" activity during this short quarter hour, that the listener never sees, and never hears, except for a door click and a quick rustle of paper you might catch in the background. It sounds a bit complicated, but the routine works very smoothly, and it isn't often a cue is missed. It will give you a picture of how we get the markets to you—and some of them, within a few seconds after we get them. And the next time you hear the door click in the middle of that 12:15 broadcast, and hear a rustle of papers, just picture a young lady quietly entering the studio with a large yellow sheet of paper, which she quickly deposits in a outstretched left hand, and then a few seconds later—"and now this morning at South Omaha ..."

That's how we get the late ones to you.

WIBW PROGRAM SCHEDULE

580 on Your Dial

Due to last minute program changes, WIBW cannot guarantee complete accuracy of this schedule.

Programs in heavy type are Studio Presentations.

MORNING

- 5:00—Daybreak Jamboree Mon. thru Sat.
- 5:40—News Mon. thru Sat.
- 6:00—Bobbie Dick Mon. thru Sat.
- Sunday Morning Meeting Sun.
- 6:15—Georgia Boys (Peruna)..... Mon. thru Sat.
- 6:35—Farm Service News
(Marysville Livestock) Mon. thru Sat.
- 6:45—Hymn Time With Doc and Esther..... Mon. thru Sat.
- 7:00—News (B. F. Goodrich)..... Mon., Wed., Fri.
(Carey Salt) Tues., Thurs., Sat.
- 7:15—Shepherd of the Hills Tues., Thurs., Sat.
(Nutrena Mills) Mon., Wed., Fri.
- Radioaires Sun.
- 7:30—Henry and Jerome (Wait-Cahill)..... Mon. thru Sat.
Bethel Covenant Church Sun.

- 7:45—Edmund Denney Time
(Merchants Biscuit) Mon. thru Sat.
- 8:00—News (Resinol) Mon., Wed., Fri.
(Dannen Mills) Tues., Thurs., Fri.
Farmers Forum Sun.
- 8:05—Henry and Jerome Mon. thru Sat.
- 8:15—Hymn Time with Doc and Esther..... Mon. thru Fri.
Capital Food Review Sat.
Farm News Sun.
- 8:30—Henry's Exchange Mon. thru Fri.
Kansas News Sun.
- 8:45—Bobbie and Glenn Sat.
Mr. Veteran Sun.
- 9:00—Shepherd of the Hills Mon. thru Sat.
Church of the Air..... Sun.
- 9:15—News Mon. thru Sat.
- 10:00—Warren Sweeney, News (Curtiss Candy)..... Sun.
- 10:05—Wings Over Jordan..... Sun.
- 10:30—Doc and Esther (Michigan Bulbs)..... Mon. thru Fri.
Adventures Club (W. A. Shaeffer Pen Co.)..... Sat.
Salt Lake City Tabernacle..... Sun.
- 10:45—Ambrose Haley and the Ozark Ramblers
(Procter and Gamble)..... Mon. thru Fri.
- 11:00—Judy and Jane (Folger Coffee)..... Mon. thru Fri.

August M. Flake,
LeRoy, Kansas. Rt. 2

Sec. 562, P. L. & R.

PAID

U. S. Postage
Permit No. 2
Topeka, Kansas

Return to
WIBW ROUND-UP
MAGAZINE

Box 981, Topeka, Kansas

POSTMASTER:

Return Postage Guaranteed

Theater of Today (Armstrong Cork Co.).....Sat.
First Methodist Church Sun.
11:15—Aunt Jenny's Stories (Lever Bros.)..... Mon. thru Fri.
11:30—Weather Bureau Mon. thru Sat.
11:35—Dinner Hour Mon. thru Sat.

AFTERNOON

12:00—News (Lec Foods) Mon. thru Sat.
News Sun.
12:15—Markets (DeKalb) Mon. thru Sat.
Rainbow Trail Sun.
12:45—M. L. Nelson (Garst and Thomas)..... Sun.
1:00—Invitation to Learning..... Sun.
1:30—Ernie Quigley, Sports..... Sun.
2:00—Grain Markets..... Mon. thru Fri.
CBS Symphony Sun.
2:05—Kansas Round-Up..... Mon. thru Fri.
2:30—Mary Lee Taylor (Pet Milk) Sat.
3:00—Georgia Boys Mon., Wed., Fri.
Radioaires Tues., Thurs.
Let's Pretend (Cream of Wheat)..... Sat.
3:25—NEWS (Groves Laboratories) Mon. thru Sat.
3:30—Second Mrs. Burton (General Foods)..... Mon. thru Fri.
Give and Take (Toni, Inc.)..... Sat.
Hour of Charm (Electric Companies' Adv. Program) Sun.
3:45—Ma Perkins (Procter and Gamble)..... Mon. thru Fri.
4:00—Big Sister (Procter and Gamble)..... Mon. thru Fri.
Prudential Family Hour (Prudential Insurance)..... Sun.
4:15—The Guiding Light (Procter and Gamble) Mon. thru Fri.
4:30—County Fair (Borden Co.)..... Sat.
News Sun.
4:45—Senator Arthur Capper Sun.
5:00—Public Service Sat.
Old Fashioned Revival Hour (Gospel Broadcasting Ass'n) Sun.
5:15—Grand Central Station (Pillsbury Mills) Sat.
5:30—Romance of Helen Trent (American Home Products) Mon. thru Fri.
5:45—Our Gal Sunday (American Home Products) Mon. thru Fri.
News (Phillips 66) Sat.

EVENING

6:00—News (Butternut Coffee) Mon., Wed., Fri.
(Phillips 66) Tues., Thurs.
Man on the Farm (Quaker Oats)..... Sat.
Gene Autry Show (Wm. Wrigley, Jr.)..... Sun.
6:15—Songs of Bobbie Dick Mon. thru Fri.
6:30—Rainbow Trail Mon., Wed., Fri.
Piano Ramblings Tues.
Twilight Serenade Thurs.
Sound Off Sat.
Blondie (Colgate) Sun.
6:45—News Mon., Tues., Wed., Fri.
Olaf Soward's Viewpoint Thurs.

7:00—Inner Sanctum (Emerson Drug Co.)..... Mon.
Big Town (Ironized Yeast)..... Tues.
American Melody Hour (The Bayer Co.)..... Wed.
Crossroads Sociable Thurs.
Baby Snooks (General Foods)..... Fri.
Dairyman's Roundtable Sat.
Adventures of Sam Spade (Wildroot Co.)..... Sun.
7:15—News Sat.
7:30—Arthur Godfrey's Talent Scouts (Lipton's Tea)..... Mon.
Mr. and Mrs. North (Colgate)..... Tues.
Dr. Christian (Chesbrough Mfg. Co.)..... Wed.
Mr. Keen; Tracer of Lost Persons (Whitehall Pharm. Co.)..... Thurs.
Adventures of The Thin Man (General Foods)..... Fri.
Vaughn Monroe (R. J. Reynolds)..... Sat.
Crime Doctor (Philip Morris)..... Sun.
7:55—NEWS (Garst and Thomas)..... Mon., Wed., Fri.
(Ray Beers Clothing Co.)..... Tues., Thurs., Sat.
8:00—Lux Radio Theatre (Lever Bros.)..... Mon.
Pleasant Valley Tues.
The Old Gold Show (Old Gold)..... Wed.
Dick Haymes Show (Auto-Lite)..... Thurs.
The Borden Program (Borden Co.)..... Fri.
Kansas Round-Up Sat.
Meet Corliss Archer (Campbell Soup)..... Sun.
8:30—Studio One Tues.
Sweeney and March Wed.
Crime Photographer (Anchor-Hocking)..... Thurs.
The FBI In Peace and War (Procter and Gamble) Fri.
The New Tony Martin Show (Texas Co.)..... Sun.
9:00—My Friend Irma (Lever Bros.)..... Mon.
Public Service Wed.
Readers Digest, Radio Editon (Hall Bros.)..... Thurs.
It Pays to Be Ignorant (Philip Morris)..... Fri.
Christopher Wells (Chrysler Corp.)..... Sun.
9:15—Emahizer Melodies (Emahizer-Spielman Furniture Co.) Wed.
9:30—Screen Guild Players (R. J. Reynolds)..... Mon.
CBS Is There Tues.
Escape Wed.
The Man Called X (General Motors, Frigidaire Division) Thurs.
Spotlight Revue (Coca Cola Co.)..... Fri.
Strike It Rich Sun.
10:00—NEWS (The Fleming Co.) Mon. thru Sun.
10:15—Variety Time Mon., Fri.
Shopping At Bomgardners (Bomgardner's Furn. Co.) Wed.
ERNIE QUIGLEY, SPORTS Tues., Thurs.
Emahizer Melodies (Emahizer-Spielman Furniture Co.) Sun.
10:30—Salute To FM Tues., Wed., Thurs., Sat.
Adventures of Ozzie and Harriet (International Silver) Sun.
11:00—News Mon. thru Sun.
12:00—News Mon. thru Sun.