

# WVBR

## ROUND-UP



JIMMIE PIERSON

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March Our Seventy-Second Issue 1951

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# ROUND UP

The WIBW Round-Up Magazine is published monthly by the WIBW Round-Up. Allan Young, Editor. Two weeks' notice necessary for change of address. Subscription rates \$1.00 per year. Mailing address, Box 119, Topeka, Kansas.

MARCH

Our Seventy-Second Issue

1951

## ON OUR COVER

by Jimmie Pierson

Hello, Neighbors:

I'm not much on this writing business but will knock out a few lines on this old typewriter as it's gonna make you and me better acquainted. I use the hunt and peck system, having picked it up in my spare time while working for the Henry Field Seed and Nursery Company over WJAG at Norfolk, Nebraska. That was a good many years ago and a lot of water has run under the bridge since then. I had begun to think that I was going through my radio career without working on WIBW, as I had visited here quite a number of times and could never seem to make the right connections. Well, I'm here now and as long as this great organization likes my work and you folks can stand me, guess I'll sorta stick with you for a while.

You no doubt are wondering why I started this out with "Hello, neighbors." I have been your neighbor for a long time but you just didn't know it. There have been times when I was quite a number of miles away, though. I'm gonna start at the beginning now and don't be a bit bashful, let me hear from you folks sometime.

I was born five miles from White Cloud, Kansas, on April 16, 1910. My mother and dad (Mr. and Mrs. E. O. Pierson, who now live at Hiawatha, Kansas) named me after the doctor who brought me into the world. Dana Marvin Pierson is the full name. I was always rather a runt, so my dad gave me the nickname of "Jimmie" and it's been with me ever since. My early boyhood was just like any other average

American child raised out on the farm. Doing chores, helping with the farming (skipping as much of it as possible so I could play with some of the neighbors), going swimming in the nearest creek when we could find a hole deep enough, hunting, trapping and going ice skating in the winter. When I was a kid we generally had snow all through the winter. We used to throw some hay or straw in the old lumber wagon, hitch on a team and go visit the neighbors. That was quite a few years before radio came into existence and folks visited together more than they do now. When warm weather rolled around in the spring, off came the shoes and we didn't wear them again till the cold weather forced us to. On a Sunday we'd pitch horseshoes, or go to some neighbor who had the most calves and see how many we could ride. We lived in the same vicinity for a long time, so naturally attended the old country school, Cedar Creek District No. 29. That was where my mother and dad got their schooling, too. I used to rush home from school, grab my dad's five-string banjo, go in a room by myself and practice till my fingers were too tender to touch the strings anymore. (Never could play as well as my dad, though.)

There were eleven children in our family and most of them played some musical instrument, or sang. You can imagine the "whoopie" we made when everybody got going. It looked like a threshing crew every time we got around the table for a meal.

I started my musical career by playing at parties, dances and box-suppers at the surrounding schoolhouses. The first radio

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## AROUND the STUDIOS with Hilton

Saturday, March 3, will mark Horace Heidt's second appearance in Topeka recently. He and his big company will present a two-hour-and-a-half show in Topeka's Municipal Auditorium. Three local artists will appear on the program and the most popular will be given the chance to appear on Horace's coast-to-coast CBS radio program (Sunday 8:30 p.m., WIBW). These three artists were chosen at auditions in WIBW's studios two weeks ago by James Rankin, personal representative on the Horace Heidt show. During the forty-five minutes before the stage show, the audience will see a special show which will be televised and put on film for later broadcast. This telecast will be seen by millions the following week and Topeka's Auditorium and the large audience will be a part of the show.



Wes interviews state FHA officers at the WIBW luncheon while state FHA advisor Hazel Buck (L) of Pittsburg State Teachers College listens.

Wes, Homer, Allan, Ben Ludy and I had a wonderful time a few days ago when we entertained the FHA State Officers and advisors when they were in Topeka, planning their big state convention for later this spring. Marclyn Musil of Waterville, president; Rita Peterson of Atwood, vice president and the other officers along with school and state advisors were our guests at a luncheon. Wes made a fine broadcast and we're looking forward to seeing them all later.

The last week of March will mark the

fifth Annual WIBW Special 4-H Scholarship Awards. Each year, we award substantial scholarship awards to the two outstanding 4-H'ers in the State of Kansas, a girl and a boy. This month, Wes Seyler will take the State 4-H leaders and the 1949 and 1950 winners on a state-wide tour to visit the six typically outstanding 4-H Clubs. Each club will be awarded a large plaque for its club room and the four outstanding 4-H folks will tell the clubs about their achievements. The individual winners and the winning clubs are chosen by county agents and 4-H leaders all over the state. It's a privilege and an honor for us to have a small part in boosting the work of these wonderful young people.

Say, did ya' know we have a PRESIDENT at WIBW? Yes ma'am, our Miss Maudie has just been elected president of the Capper Credit Union. Congratulations Prez—how about a ceegar?—Bob Girvin is the second member of Lewis Dickensheet's engineering staff to leave for the service. Bob enlisted in the Navy and will attend electronics school at Treasure Island. Frank Jones, our announcer Coast Guardsman, reports that he will be on Government Island (between Oakland and Alameda) for perhaps three months yet.—Two of the nation's top legislators were Topeka visitors and were heard on WIBW recently: Vice President Barkley and Senator McCarthy of Wisconsin.—Homer Cunningham attended the sales meeting of the Gooch Feed Mill Company in Salina; and really has had a big boost in how to "Gooch-'em."

Dick has two new engineers in his department. They're the Wing Brothers, Dale and Keith. Dale got his experience at stations in Manhattan and Keith came to us from a station in Charleston, West Virginia. They're fine, friendly young fellows and we're looking forward to a good job from both of them.

Hear about Elmer Curtis? Elmer had a minor repair to make on the roof of his house. He got two ladders. Put one from the ground to the gutter. Put the other

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## Ramblings

The most exciting news this past month is the announcement of a baby daughter born to Mr. and Mrs. GLENN OSBORN. She has been named Lynn Eileen; and her daddy, GLENN, our popular steel guitarist, is certainly proud of her. Big sister Dala Ann doesn't know just what to think of the baby yet, as at this writing Mommie and baby sister are still in the hospital.

Our staff had their share of birthday cakes in the past few weeks. MISS MAUDIE, ALLAN YOUNG, DUDE HANK, RAY LAYMAN and KENNY HARRIES all celebrated their birthdays in the same week. ELDA baked two delicious angel foods and brought them to the studio on the "Saturday Night Kansas Round-Up"; MARY and RUTH had a special cake made and decorated for the afternoon gang; MISS MAUDIE brought a chocolate cake one afternoon for KENNY and DUDE. Then on February 22, MARY MICCOLIS and George Washington celebrated their birthdays; so, of course, we brought MARY a cake decorated with little flags and a hatchet. She said she liked the flags all right, but gave COL. COMBS the hatchet to trim his cherry trees.

A lot of you folks have been asking about our popular announcer, FRANK JONES, who left recently for the United States Coast Guard. We received an interesting letter from him the other day in which he told of his experiences in the service. Needless to say, we all miss him very much. I know he would love to hear from his radio fans, so why not drop FRANK a line. His address is: Francis E. Jones 292-573 SR; Co. E-2 Brks. 8; U. S. Coast Guard Training Station; Alameda, California.

Have you folks been listening to the RENFRO VALLEY program broadcast over WIBW every Sunday morning from 9:00 to 9:30? If so, perhaps you have heard Jimmie Young play his fiddle on

that show. Jimmie, you know, was a member of Ida Red's Kentuckians. He joined the Renfro Valley Gang several weeks ago and can be heard on that program each week.

We had a card from Sugarfoot and Ida Collins. They are working with Hank Snow, the singing Ranger, out of Augusta, Georgia, during the week. Then on Saturday nights they are heard on the "Grand Ole Opry" program.

Nancy Harries, three-year-old daughter of KENNY HARRIES, was a studio guest the other day. She told me she knew all her verses, meaning nursery rhymes. She recited them perfectly, too, while we were over by the piano; but when I held her up to the microphone, she was a teen-sey shy. She said in a very soft voice that Jack and Jill went up the hill . . . then she stopped. Finally after being questioned about what happened, she said Jack did break his crown, and wound up after several more questions telling us that Jill "Cam tumming afr."

Myrtle Denney is trying her hand at portrait painting. She brought one over the other day that she had done of her handsome husband, EDMUND. We were all very enthusiastic about it so Myrtle decided to take it upstairs and show it off to the office staff. As she walked out of the talent lounge she said, "Now, I'll take EDMUND upstairs and let them all see him, then I'll take him home and hang him."

Back in the July issue of the ROUND-UP Magazine, Red, the Ed, ran some pictures of HILTON and Dorothy Hodges, taken in their home. I'll bet you folks would like to see some now with their young son, Robbie. You might drop a hint to Red, the Ed, and we'll chase him out there with his camera.

MARY, RUTH and ELDA have all been going around here looking mighty glamorous lately. The girls are wearing a new Faye Emerson hair-do with a chignon in the back. (Okay now boys, run for the dictionary.) OLE, CHUCK and ART HOLBROOK want to try that style, they say,

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## C.B.S. notes by Kathryn Young

With more and more men in uniform, the number of camp appearances of CBS stars is becoming greater and greater. Already Bob Hawk, Curt Massey, Martha Tilton, Bing Crosby, Jack Benny, Eve Arden, and Edgar Bergen have started tours. Of course, Charlie McCarthy was with Bergen when he made his tour but reported the rigors of travel didn't bother him a bit. "You see," explained Charlie, "I'm used to living out of a suitcase—or rather, IN one."

Cathy Lewis, who stars as Jane Stacy on "My Friend Irma," had quite an experience recently. While visiting in a friend's home, she was handed a prized ceramic piece to look at. Jane started to walk on the highly polished floor and slipped. Well, the prized ceramic came out of it all right, but Jane suffered a chipped ankle bone.

Although Fred Shields became one of the top officials at a Kansas City radio station, he left his job when he fell in love with the climate of Southern California when he visited the state. Within forty-eight hours after his arrival there he was working as program director of a local radio station. It was in 1943 that Fred was chosen for the role of Mr. Archer on "Meet Corliss Archer" and he has been on the show ever since.

Each of the five musicians who play for "Curt Massey Time" has written and sold songs of his own. The one that made the biggest hit was Country Washburne's "One Dozen Roses."

During a recent personal appearance in St. Louis, Red Skelton recalled that it was in that Missouri city, during his early stage days, that he pawned an overcoat for thirty-five dollars—and never went back to pick it up.

Everyone on the "Jack Smith-Dinah Shore-Margaret Whiting Show" has a big coffee mug which is used for coffee during rehearsals. Smith's cup bears a large smile, Dinah Shore's bears "Buttons and Bows"

and Margaret Whiting's famous song "It Might As Well Be Spring" provides the theme for her cup.



If Ralph Edwards of "Truth or Consequences" breaks any of his wife's prized china collection, he will know how it feels to "pay the consequences."

Not to be outdone by Hollywood golfers, "Lux Radio Theatre" producer William Keighley has entered the annual Palm Springs Croquet Tournament which is to be held this month. Keighley finished in the semi-finals last winter but hopes to win the famed golden mallet this season.

Vaughn Monroe is a fellow with a lot of hobbies. He likes to fly his own twin-engine plane, likes to drive his three cars (one a low-slung roadster) as well as ride the kids of his town around in his motorcycle. He has a basement workshop in which he has made everything from lamps to an outdoor fireplace. He owns an impressive collection of guns, and he has gradually built himself a professional looking miniature railroad. When does he have time to work?



by Wes Seyler

You know, folks, when the month of March rolls around strange and new things are happening to thousands of our farmer friends. Hundreds of young fellows will be moving onto farms they have rented or purchased recently. Many of these energetic folk will start for the first time to manage their own farming activities. Others of us will be moving from one neighborhood to an entirely new locality to start operating under conditions somewhat different from those we have experienced previously. Still, others will be expanding their operations to proportions that demand even a more careful and closer check of management.

The mere fact that these things are happening to many of us in every phase of agriculture seems to make it necessary for us to consider several suggestions offered by those who have been successful in their attempt to be better farmers.

For the past several years we have heard much concerning "Balanced Farming." So let us review some of the points that may be considered as necessary for a balanced farming program.

Usually the successful farmer will tell you that he contributes much of his success to the complete set of records he keeps. Not only do we find that these records contain all income and expenditures but a careful set of plans which he follows for the entire year. Farming has become so diversified and exacting that one cannot make plans from day to day and accomplish all that is necessary to completely balance one's program. Each farm budget or plan will vary from that on another farm because each plan must rest upon the resources available to the farm operator.

These same successful farmers will tell you that they learned long ago to follow

accepted or recommended practices in most of their farming operations. They will emphasize over again and again the importance of obtaining advice from county agricultural agents or specialists, in cases where there is doubt as to which course to follow. These folks might suggest also that most production farms should be operated at or near, full capacity if one is to realize the greatest returns from one's time and effort.

I would like to list a few items which I believe are evidence that a farmer is operating a Balanced Farm.

He cares for the soil and maintains fertility. These folks know a good cropping system and do not deviate from this practice until there is evidence of a better long time program. He understands that a good livestock program goes hand in hand with high soil fertility and better crops. Yes, these folks realize the importance of good quality livestock and that management is the big factor to help point toward success.

As further evidence of a Balanced Farming program, one needs but look at the farmstead. The buildings will be attractive and are used to advantage in every effort to help increase the output of the farm. This farmstead will be neat and orderly and one can see evidence of future planning at first glance. The farm home is never overlooked in the family's march of progress. The home will be convenient and comfortable. Usually the home is economical in operation and one where many laborers are used to help lighten the load and increase the happiness of the family. The home life and activities of the farm family suggests a sound "planning for the future" program.

These are but a few of the many ideas I might jot down which point to a better

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## Your Legislature

by Don Hopkins

It has been my pleasure and honor to serve as Reading Clerk of the Kansas House of Representatives for the past four sessions. Bob Kearns is serving his second session as Reading Clerk of the State Senate and Homer Cunningham is my assistant Reading Clerk. It occurred to me that you might be interested in a close-up view of the Legislature and your duly elected Representatives.



Bob Kearns (l) and Don Hopkins (r) stand before the rostrum of the Speaker of the House, Lawrence Gibson.

It will be difficult to condense my comments into the limited space that I have, but I'll do my best. There are 125 State Representatives and forty State Senators. Each county in Kansas has at least one Representative and the most heavily populated counties like Shawnee, Sedgwick and Wyandotte have three each.

What's my job as Reading Clerk? Same as on the radio. I do more talking than any other man in the House. Sometimes I read for forty-five minutes straight with but a few momentary interruptions in the form of instructions from the Speaker of the House. First, I call the roll; then read the titles of new bills being introduced; next the titles on Second Reading of all bills introduced the day before, followed by Resolutions and Reports of Standing Committees which I read word for word although they are quite often long.

Then comes the Third Reading of bills.

On third reading, I read every word even if the bill contains forty pages. Following the Third Reading, I call roll on the passage of said bills with the members voting "aye" if in favor and "no" if against. This roll call usually takes five minutes. After the passage of bills on Third Reading for the day, the majority floor leader will arise and move that the House of Representatives resolve itself into the Committee of the Whole for consideration of bills on general orders. During the Committee of the Whole I read submitted amendments to bills up for discussion and sometimes am called upon to read the bill section by section as amended, which can be a neat trick.

Please don't be too harsh with your State Representative if he should fail to get some bill through the Legislature that you are in favor of in the form that you want it. His bill really has to run a gauntlet of red tape and argument. Let's trace a bill through the Legislature. Just suppose your Representative introduces House Bill No. 35. The first day I give it the First Reading, the second day, the Second Reading—at which time the Speaker of the House will refer it to a specific committee for intensive study and debate. Some of the other members may not see eye to eye with your Representative and so the bill may be amended several times before the Committee recommends it for passage. Or, the Committee may report that the bill "be not passed," killing the bill unless two-thirds majority of the House demands it be placed on the House calendar for further consideration. Suppose the report of the Committee is favorable. Then the bill is placed on the House calendar where it will soon come up for consideration by the House acting as the Committee of the Whole. There it is once again subject to debate and amendment. If recommended by the Committee of the Whole for passage, House Bill No. 35 will appear on the House calendar under the heading of bills on Third Reading. After Third Reading the bill will be voted on. The Speaker of the House announces the

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**DOLORES**

**THE BILL KIRK FAMILY**

**GARY**

**BILL**

# Chats Around the Aerial

... with *Olaf S. Soward*

A casual glance at some calendars, which try to note in passing some distinguishing event which has marked each date given, will call to our attention the fact that March 14 is made memorable by the patenting in 1794 of the cotton gin by Eli Whitney.

That might look as though the editors of those calendars in question might have been at a loss for something really exciting to tack onto March 14. But, either by accident or design, they put their finger on one of the most crucial dates in all the history of the United States of America. By rights they should have printed the date itself in the reddest red ink they could find!

For, when Eli Whitney, the young Massachusetts Yankee who was tutoring the children of a rich planter in Georgia, invented the cotton gin in 1792, the one step was taken which practically guaranteed the outbreak of the Civil War nearly eighty years later.

The Southern states during George Washington's first term in the presidency were in a state of discouraging depression. Their system of agriculture, based on huge plantations manned by slaves, was threatening to collapse. The fat subsidies which the British crown had paid for indigo, naval stores and other products during the colonial era had come to an end when the Revolutionary War brought independence from Great Britain. Universal gloom was so thick you could cut it with a knife when young Whitney packed his freshly signed Yale college diploma in 1792 and sailed south on his private teaching assignment.

Of course, there was cotton—as Southern planters well knew. It thrived like magic in the lush acreages of the deep South. But, even the most industrious laborer could not clean the stubborn seeds from more than a pound or so in a whole day's work—and mighty few slaves ever have been or ever will be industrious.

When Whitney took up his post on that Georgia plantation he had not so much as seen cotton in his whole life. But, within a few weeks his Yankee inventive genius had led him to start tinkering curiously with the problem of those seeds which made the crop unfit for market. Within another few weeks he had produced a crude machine which, with a small amount of power, could clean up to a thousand pounds of cotton per day!

Almost overnight cotton became king in the South. Planters became rich beyond their wildest dreams. Slavery—instead of being a liability to the master class, so that they looked forward to its eventual extinction with resignation, if not with relief—became at once a fat asset in the economy of the South. As their wealth grew, the political arrogance of the rich planters increased until within a generation they were quite willing to risk war unless they were guaranteed an extra-constitutional veto power over the national government in all matters pertaining to slavery. The foreshadowed civil conflict followed inevitably some forty years after that point.

And now comes the second ironical twist of Fate in that battle of the inventors. Just as the genius of a Yankee inventor had unintentionally made the Civil War practically certain, the genius of a Southern inventor made the victory of the North in that war as sure as shooting—and still without the slightest intention of contributing to the bloody trade of Mars.

Cyrus McCormick invented the reaper in Virginia in 1831. But the Southern planters were not interested in labor saving machinery. They had slavery. So, McCormick moved first to Pennsylvania and later to Illinois to produce farm machinery by the hundreds and thousands of units.

When the Southern leaders decided on war in 1860 they felt confident they could win, despite the larger population of the

North, because they calculated the North would not be able to raise the food to keep its armies and industrial population alive if they pulled men off the farms and put them into uniform.

And, as events proved, they might have been right—if it had not been for Cyrus McCormick, the Southerner, and his new-fangled farm machinery!

Thus does Destiny twist the effects of even the most peaceful inventions by the least warlike of men.

## AROUND THE STUDIOS

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one on the roof, bracing it on the gutter. The wrong ladder slipped and down the roof they went together, the ladder and Elmer. Elmer landed so hard (fortunately on his feet) that he split out both leather boots he was wearing. If he hadn't had boots on, surely he would have broken both ankles. But it was bad enough, with both feet sprained so badly "Mr. Lee" had to keep off his feet for several days. Elmer says he's going to have to do one of two things—either nail the ladder to the roof or realize that he's getting too old to scamper around on the top of houses. Mmmmmmm.

Three weeks until Easter; but the other day we heard Maureen, Elda and Mary planning to trap their husbands into buying new hats. Knowing the husbands, it seems a sure bet that it will all end like this: "Sure you need a new hat! Haw! But don't try to take me along. I don't know anything about hats." Which is exactly what the girls wanted anyway!

Pat—"What be yer charge fer a funeral notice in yer paper?"

Editor—"Fifty cents an inch."

Pat—"Mercy on us! An' me poor brother was six feet tall."

Mike—"That's a queer pair of sox you have on Pat—one red and the other green."

Pat—"Yes, and I have another pair like it at home."

## ON OUR COVER

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station on which I appeared was KGBX, then located in St. Joseph, Missouri. Believe that station was moved to Springfield, Missouri, later. (Hope it wasn't my playing and singing that caused the change). The way I look at it, there's no use to open your mouth unless you're gonna be heard. Guess that's the reason I've got in the habit of lettin' my songs and yodels roll right on out.

Imagine my surprise one day when there were two letters in the mail for me. One offer from the Ted North Players and the other from the Henry Field Seed and Nursery Company. I decided to try radio and was sent from Shenandoah, Iowa, up to Norfolk, Nebraska, where the company had a branch store. My travels up till now have taken me through thirty-six of the states and Canada. Am in hopes of seein' the rest of the states someday too.

From September 9, 1943, till December 7, 1945, Uncle Sam needed my services. I was located in New Guinea and the Philippines for nineteen months. I took my old guitar right with me all the time, too, and entertained the fellows every chance that I got. Was kept pretty busy driving the ambulance, guarding bridges, giving first aid, etc., but always managed to get around to the hospitals and different places of entertainment. Every time we moved camp while I was in the service, you couldn't see much of me, but here's what you could see moving: one duffel bag (much too heavy), one guitar (slightly warped in places), gas mask, rifle, helmet and everything else essential to a soldier. Every time we moved from one island to another and I went up the gangplank, that load got heavier. It just had to be done though as that ocean looked awful rough and deep. Especially to a fellow who's only five foot five. After getting out of the service I returned home to find that my little daughter had grown into quite a young lady. She was only a few days old when I went in. Beverly Ann is an enter-

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## Try This!

"Simple, delicious chocolate cake—that's for me," says Art Holbrook.

### CHOCOLATE CAKE

#### Dry Ingredients

1 cup sifted flour (cake flour preferred)

1 cup sugar

¾ teaspoon salt

½ teaspoon soda

¼ cup Spry

#### Liquid Ingredients

¼ cup milk (sour or sweet)

1 egg, unbeaten

To make two 8-inch layers, double these amounts.

Pour ½ cup boiling water over 2 ounces chocolate or 4 tablespoons cocoa in mixing bowl; stir until melted. Measure other ingredients while chocolate cools. Mix Spry's easy 2-Step way.

Step 1—Mix dry ingredients with chocolate mixture. Into mixing bowl with chocolate mixture, sift flour, sugar, salt and soda. Drop in Spry. Beat until smooth—about 100 strokes. Scrape bowl and spoon and mix well.

Step 2—Add liquids and mix. Add milk and egg and beat until smooth—about 100 strokes. Scrape and mix. Bake in Spry-coated 8 x 8 inch pan in moderate oven (350 degrees) 35 to 45 minutes.

Spread on feathery powdered sugar white icing generously.

"Try whipping that up, Buster. If I can do it—it must be simple. But, brother, it hits the spot!" says Art.



Art's niece, Janet, tastes the cake dough.

## YOUR LEGISLATURE

(Continued from Page 7)

vote and if the majority of the votes is in favor of House Bill No. 35, he announces that it is "duly declared passed." Then the bill is sent to the Senate where it goes through exactly the same process as it did in the House. If passed by the Senate and signed by the Governor, it then becomes the law of the State of Kansas. Incidentally, bills can originate in either House.

You can see from the above description that many compromises of opinions have to be made before a bill becomes law. Actually, its final contents may be a far cry from what your Representative had in mind. But, he must accept the amendments or have the bill and his idea killed completely. Be understanding of your own State Representative, for believe me, he can't always bring home the bacon. After all he is only one of 125 members.

It is really a privilege to serve your Representatives. I have never enjoyed anything more. Before each session is over, I get to know each of the members personally. I find them truly representative of you folks out there. They are wonderful men from all walks of life with farmers and lawyers predominating. Visit your Legislature when in Topeka. The doors to the gallery are always open.

## Coming Events

### BIRTHDAYS

Bill Kirk .....March 16

Clark Wayne .....March 22

Frank Jones .....March 28

### ANNIVERSARIES

Mr. and Mrs. Ed. Hearn.....March 6

Mr. and Mrs. Homer Cunningham

.....March 30

He: "It's raining cats and dogs outside."

She: "Yes, I know—I just stepped into a poodle."



Dee trouble wit our country is that there are too many wide-open spaces entirely surrounded by teeth.

Ain't it a shame dat future generations can't be here today to see all dee great things we is doin' with their money?

Course, dey is a lot of people dat is pore today, because their credit wuzz too good yesterday.

Sometimes a good scare is worth about as much to a man as a good piece of advice. You wanta look out fur some people though. Dee only reason some people pat you on dee back is to attract your attention while dey puts dere hand in your pocket.

I seed Unk Russell down town. I axe him iffen him an' his old lady wuzz on speakin' terms agin. He said, "Well, Ham . . . I's listenin' agin, if dats whut yo' mean." Now, ain't dat awful? Unk tells me dat when he wuzz courtin' he put hiself way out on a limb. In his enthu-z-asm he tell his future wife, "I'd git down on my knees and die fur you." Dee little woman comes back with: "Would you stand on your feet and work for me?"

I guess you all have sent in your income tax report by now. Iffen you ain't I'll know where to mail your next Round-Up magazine.

Me and Petunia wuzz totin' up dee family accounts dee other night when Petunia say, "It's shore a good thing we've saved up some money for dee depression or we'd never be able to git along durin' this period of high prosperity." Ain't it dee truth? If it weren't for dee installment plan a lot of animals would be wearin' fur coats this winter, dat's fur shore!

Well, I's gotta make me some extra cash money someplace dis month. Little Hambones has a birthday on March 26 and me an' Petunia has ah anniversary on dee 30th. Petunia say to me jest dee other day, "Hambones, on ouah anniversary dis month why don't you kill one of 'em fat turkeys you has got out there?" I say, "Why honey, whyfore you all want me to do dat? Dee turkey didn't have nuthin' to do wit it!"

Stop worryin' bout what junior will do when he grows up—better go see what he's up to now.

Ain't hit too bad men in high places in dee worl' can't practice a little of whut dey preach? Take fur instink . . . dey ain't one of dem but whut will tell you dat dey is a shoreuff gentleman. But see whut you think about it. Ouah idee of a gentleman is a feller who is too brave to lie—too generous to cheat—and who takes his share of dee world and let's other people have theirs. How do dey stack up agin dat?

Oh, well, jest remember, iffen yo' wife don't appreciate you, buy a dog.

Well, take care of yourself now.

## FARM TALK

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way of life on the farm. If you please, "BALANCED FARMING."

Spring is in the air and activities of the many farm organizations and associations cause us to be more mindful of its presence. Farm and livestock sales as well as Breed Association shows are in progress everywhere. We have enjoyed our visits and contacts with these folks in every part of the WIBW listening area. The Wheat Growers held their National Association's meeting at Dodge City early in February. Great plans are in the making for this one segment of our agricultural program. Their success in these plans will better the cause of all agriculture in the future.

I'll be seeing you next Round-Up time with more "Farm Talk."

# 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—Pleasant Valley Gang . . . . . Mon. thru Sat.
- Sunday Morning Meeting . . . . . Sun.
- 6:30—Sunday Morning Meeting . . . . . Sun.
- Pleasant Valley Gang (Willard Tablets) . . . . . Mon. Wed., Fri.
- 6:35—Farm Service News . . . . . Mon. thru Sat.
- 6:45—Ray and Elda . . . . . Mon. thru Sat.
- (Gooch Feed Mill) . . . . . Mon. Wed., Fri.
- 7:00—News (Garst & Thomas) . . . . . Mon. Wed., Fri.
- News (Carey Salt Co.) . . . . . Tues., Thurs., Sat.
- News . . . . . Sun.
- 7:15—Shepherd of the Hills . . . . . Mon. thru Sat.
- (Nutrena Mills) . . . . . Mon. Wed., Fri.
- (Jones-Mack) . . . . . Tues., Thurs., Sat.
- Country Church of Hollywood . . . . . Sun.
- 7:30—Miccolis Sisters . . . . . Mon. thru Sat.
- Kansas News & Farm Sales . . . . . Sun.
- 7:45—Edmund Denney Time (Merchants Biscuit) . . . . . Mon. thru Sat.
- Garden Gate . . . . . Sun.
- 8:00—Mosby-Mack News (Mosby-Mack Motor Co.) . . . . . Mon. thru Sat.
- Farmer's Forum (Ralston-Purina Co.) . . . . . Sun.
- 8:05—Henry's Exchange . . . . . Mon. thru Fri.
- Ole and Glenn . . . . . Sat.
- 8:15—Capital Food Review (Daily Capital) . . . . . Sat.
- Farm News . . . . . Sun.
- 8:30—Ole and Glenn . . . . . Mon. thru Fri.
- Revivaltime (Assemblies of God) . . . . . Sun.
- 8:45—Eddy Arnold (Staley Mfg. Co.) . . . . . Mon., Wed., Fri.
- Ray and Elda (Household Products) . . . . . Tues., Thurs., Sat.
- 9:00—Arthur Godfrey Show (Toni, Inc., Monarch Foods) . . . . . Mon. thru Fri.
- Kaw Valley Boys (General Foods) . . . . . Sun.
- Sunday Morning Gatherin' . . . . . Sun.
- 9:15—Kaw Valley Boys . . . . . Mon. thru Fri.
- 9:25—News . . . . . Mon. thru Sat.
- 9:30—Church of the Air . . . . . Sun.
- 10:00—Salt Lake City Tabernacle . . . . . Sun.
- 10:30—The Miccolis Sisters (Somerset Maugham Theatre (Bymart, Inc.) . . . . . Sat.
- News (Chamberlain Sales Corp.) . . . . . Sun.
- 10:35—Invitation to Learning . . . . . Sun.
- 10:45—Kitchen Club (Perfex) . . . . . Mon. thru Fri.
- 11:00—Judy and Jane (Folger Coffee) . . . . . Mon. thru Fri.
- 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 (Lee Foods) . . . . . Mon. thru Sat.
- News . . . . . Sun.
- 12:15—D-Con Weather News (D-Con Co.) . . . . . Mon. thru Sat.
- Legislature Report (Kansas Business Magazine) . . . . . Sun.
- 12:20—Ralston-Purina Markets (Ralston-Purina Co.) . . . . . Mon. thru Sat.
- 12:30—Senator Arthur Capper . . . . . Sun.
- 12:45—M. L. Nelson (Garst and Thomas) . . . . . Sun.

- 1:00—Ernie Quigley, Sports . . . . . Sun.
- 1:30—Symphonette (Longines-Wittnauer Watch Co.) . . . . . Sun.
- 2:00—Arthur Godfrey Show (Pillsbury Mills, Inc., National Biscuit Co., Chesterfield Cigarettes) . . . . . Mon. thru Fri.
- Memo from Lake Success . . . . . Sun.
- 2:15—Guest Star . . . . . Sun.
- 2:30—Music with the Hormel Girls (George A. Hormel & Co.) . . . . . Sat.
- Desi Arnaz Show . . . . . Sun.
- 3:00—The Second Mrs. Burton (General Foods) . . . . . Mon. thru Fri.
- Let's Pretend (Cream of Wheat) . . . . . Sat.
- Dollar a Minute . . . . . Sun.
- 3:15—Kansas Round-Up (Helzberg's) . . . . . Mon. thru Fri.
- 3:25—News . . . . . Sat.
- 3:30—Give and Take (Toni, Inc.) . . . . . Sat.
- Rate Your Mate . . . . . Sun.
- 3:40—News . . . . . Mon. thru Fri.
- 3:45—Ma Perkins (Procter and Gamble) . . . . . Mon. thru Fri.
- 4:00—Big Sister (Procter and Gamble) . . . . . Mon. thru Fri.
- Stars Over Hollywood (Armour & Co.) . . . . . Sat.
- Old Fashioned Revival Hour (Gospel Broadcasting Co.) . . . . . Sun.
- 4:15—The Guiding Light (Procter & Gamble) . . . . . Mon. thru Fri.
- 4:30—Saturday at the Chase . . . . . Sat.
- 5:00—Galen Drake (Sonotone) . . . . . Sat.
- Charlie Wild, Detective (Wildroot Hair Oil) . . . . . Sun.
- 5:15—Grand Central Station (Pillsbury Mills) . . . . . Sat.
- 5:30—Alka-Seltzer Time (Miles Laboratories, Inc.) . . . . . Mon. thru Fri.
- Our Miss Brooks (Colgate) . . . . . Sun.
- 5:45—Perry Mason (Procter & Gamble) . . . . . Mon. thru Fri.
- B. F. Goodrich News (B. F. Goodrich Company) . . . . . Sat.

## EVENING

- 6:00—News . . . . . Mon. thru Fri.
- (Butternut Coffee) . . . . . Mon. Wed., Fri.
- (B. F. Goodrich Co.) . . . . . Tues., Thurs.
- Yours Truly, Johnny Dollar . . . . . Sat.
- Jack Benny (Lucky Strike Cigarettes) . . . . . Sun.
- 6:15—Spectator Sports News . . . . . Mon. thru Fri.
- 6:20—Shepherd of the Hills . . . . . Mon. thru Fri.
- 6:30—Dairyman's Roundtable . . . . . Sat.
- Amos 'n' Andy (Rexall Drug Co.) . . . . . Sun.
- 6:45—News . . . . . Mon. thru Sat.
- (Topeka Savings) . . . . . Mon., Wed., Fri.
- (International Harvester Co.) . . . . . Tues., Thurs., Sat.
- 6:55—Spectator Sports News . . . . . Sat.
- 7:00—Hollywood Star Playhouse (Emerson Drug Co.) . . . . . Mon.
- Mystery Theatre (Sterling Drugs, Inc.) . . . . . Tues.
- Mr. Chameleon (Sterling Drugs, Inc.) . . . . . Wed.
- FBI in Peace and War (Procter & Gamble, General Mills) . . . . . Thurs.
- Songs for Sale . . . . . Fri.
- Gene Autry (Wm. Wrigley, Jr., Co.) . . . . . Sat.
- Bergen-McCarthy Show (Coca-Cola) . . . . . Sun.
- 7:30—Arthur Godfrey's Talent Scouts (Thomas J. Lipton Co.) . . . . . Mon.
- Mr. and Mrs. North (Colgate) . . . . . Tues.
- Dr. Christian (Chesebrough Mfg. Co.) . . . . . Wed.
- Mr. Keen, Tracer of Lost Persons (Anacin and Kolynos) . . . . . Thurs.
- Hopalong Cassidy (General Foods) . . . . . Sat.
- Red Skelton (Procter & Gamble) . . . . . Sun.
- 8:00—Lux Radio Theatre (Lever Bros.) . . . . . Mon.
- Life with Luigi (Wm. Wrigley, Jr., Co.) . . . . . Tues.
- The Harold Peary Show . . . . . Wed.
- Suspense (Electric Auto-Lite) . . . . . Thurs.
- Hear It Now . . . . . Fri.
- Gangbusters (General Foods) . . . . . Sat.

- Meet Corliss Archer (Electric Co.) . . . . . Sun.
- 8:30—Truth or Consequences (Philip Morris Cigarettes) . . . . . Tues.
- Bing Crosby (Chesterfield Cigarettes) . . . . . Wed.
- Hallmark Playhouse (Hall Bros.) . . . . . Thurs.
- My Favorite Husband (General Foods) . . . . . Sat.
- Horace Heidt (Philip Morris Cigarettes) . . . . . Sun.
- 9:00—My Friend Irma (Lever Brothers) . . . . . Mon.
- Legislature Report (Kansas Business Magazine) . . . . . Tues., Thurs.
- Capitol Cloak Room . . . . . Wed.
- Rex Allen (Phillips Petroleum) . . . . . Fri.
- Kansas Round-Up . . . . . Sat.
- Carnation Contented Hour (Carnation Company) . . . . . Sun.
- 9:15—Western Star Time . . . . . Tues., Thurs.
- Kansas Round-up (D-Con) . . . . . Sat.
- 9:30—Emahizer Melodies (Emahizer Furniture Co.) . . . . . Tues., Thurs.
- The King's Men . . . . . Wed., Fri.
- Kansas Round-Up (Emahizer Furniture Co.) . . . . . Sat.
- Choraliers (Longines-Wittnauer Watch Co.) . . . . . Sun.
- 9:45—Capitol Federal Bandstand (Capitol Federal Savings & Loan Assn.) . . . . . Tues., Thurs., Sat.
- Shopping at Bomgardner's (Bomgardner's Furniture Co.) . . . . . Wed., Fri.
- 10:00—News (Fleming Coffee) . . . . . Mon. thru Sun.
- 10:15—Beulah (Procter & Gamble) . . . . . Mon. thru Fri.
- Camel Caravan with Vaughn Monroe (Camel Cigarettes) . . . . . Sat.
- Organ Melodies (Bomgardner's Furniture Co.) . . . . . Sun.
- 10:30—Jack Smith (Procter & Gamble) . . . . . Mon. thru Fri.
- New York Philharmonic . . . . . Sun.
- 10:45—Dance Orchestra . . . . . Mon., Wed.
- Ernie Quigley Sports . . . . . Tues., Thurs.
- Nation Guard Show . . . . . Fri.
- Navy Star Time . . . . . Sat.
- 11:00—News . . . . . Mon. thru Sat.
- 11:05—Dance Orchestra . . . . . Mon. thru Sat.
- 12:00—News . . . . . Mon. thru Sun.
- 12:05—Sign Off . . . . . Mon. thru Sun.

## CHARMIN FAMILY ON WIBW



Although a lot of companies are cutting their advertising expenditures, the makers of the Charmin Tissue family are making sure everyone in the WIBW area knows the merits of their products through their announcements featuring the girl with the "soft" voice.

## ON OUR COVER

(Continued from Page 11)

tainer, too, and no doubt you'll be hearing her on the program once in a while after school is out.

I usually roll out of a morning around 4:30 or 4:45 and walk to the station. There's nothing like a good walk in the cool morning air to wake a fellow up and make him feel like singing. I have so many hobbies that it would no doubt take the rest of this page to mention them all. Being an outdoor man though, hunting, fishing and horseback riding rate pretty high on my list. Of course singing has always been my main hobby even when working in the harvest fields of Western Kansas to the tune of a truck or tractor motor.

I have written quite a number of songs which you will hear me sing on the programs once in a while. The one I have received the most requests for in the past is "Lullaby of Spring." I'll be doing it pretty often the next few months. Although I have worked on many radio stations throughout the United States, WIBW is the first one that I've ever worked in my home state of Kansas.

Well, folks, I guess that just about winds it up. We can't predict the future, but after I've entertained a few more years, I'll no doubt return to the farm in Northeast Kansas and spend the rest of my days thinking of all the wonderful people I've met and entertained during my career as an entertainer.

I want to thank Mr. Allan Young, and all concerned who gave me this opportunity to get better acquainted with you, my neighbors.

Yours sincerely,  
D. M. "Jimmie" Pierson

## RAMBLINGS

(Continued from Page 4)

but they want to wear it backwards on the front of the head.

Well, folks, that's all the news for this time . . . so until along about April first, we'll just say . . . So long.

Miss Maudie.

P. S.—We are still looking for BUD DAVIS.

Mrs. Alma Stewart,  
Enterprise, Kansas. Box 115

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*HAPPY BIRTHDAY, RAY! . . . Ready to cut the cake Elda baked for the "Dinner Hour" gang in celebration of Ray's recent birthday are (l to r) Kenny, Maureen, Glenn, Jerome, Bill, Hoppi, Charlie, Jimmie, Maudie, Dude, Colonel, Ray and Elda.*