

WIBW *Radio and Television*

MARCH
1955

ROUND-UP



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JEST

Been sortin' my seed catalogues . . . gettin' ready you know. Jest tryin' to pick the ones I want, bein' careful not to get stung.

Which recalls to mind what happened over at the night school last week. Our teacher drives over from the county seat regular, and this night I'm thinking about he was givin' a lecture about all of God's creatures is here for a useful purpose. He asked Gus what we learn from the lil' ole mosquito and Gus looked him right in the eye and says . . . "stung."

You know they make lots of jokes on the radio about butchers weighing their fingers and the like; — fact is I've met some fellas in my day that are so crooked that the wool they pulls over your eyes is half cotton. But not so our home town Andy.

Andy runs the grocery and general store and is a purty civic minded fella. You know the kind. Takes in all the local checker games. Always count on him to buy a ticket for the quilt auction the ladies have a couple times a year. He's really a big man in our town. However, the other day—fate caught him.

The boys over at the fire house tell me it happened on a Saturday night just about closin' time when Andy was puttin' the lid on the cracker barrel and lettin' the cat in for the night. The Widder Jones stopped in and wanted a soup bone for Sunday dinner. Well ole Andy only had one left so he opens the meat case and weighs it up. 43 cents worth! Well, the Widder thought it was too small and wanted to look at another one. So Andy, clown that he is, opens the right side of the meat case and quickly slides the soup bone through the case and then reaches through from the left side. Puts it on the scale and proudly announces the price as 73 cents. The Widder says she'll take 'em both and Andy fainted dead away.

Lots of things happening down our way.

Course they don't make any big headlines, but in the local paper they're news. Things like quiltin' bees—and the meeting of the barber shoppers. Lots of things goin' on all the time.

The other night it was kinda late when I left the snooker game, I guess it was about 8 o'clock, so I wandered down to the depot. One of them city fellas was arguing with Merle, the agent, when I walked up. He says the time table says that the train is supposed to arrive at nine-ten and it's half an hour late. Course Merle, sly one that he is says, "Well, mister it ain't ten yit."

There's an old railroad story I always get a kick out of, that happened out west. Seems there was never two people who could agree on the pronunciation of a town called Eurelia. The brakemen who called the stations always had to resort to their own judgment. On one of the trains, one day, so the story goes, a brakeman opened the door at one end of the car and called out: "You're a liar!" which was his version. About that time another brakeman opened the door at the other end of the car and yelled, "You really are!" and of course he was calling the name of the same station, Eurelia.

We've had loads of fun down our way about selling the Brooklyn Bridge to strangers the past few weeks. Just a sociable game you know. Poor old Hiram tried to pull it on a stranger in the barber shop the other day and we've been laughing about it ever since. Seems this stranger was the owner of the darned thing and if Hiram hadn't paid him ten dollars to keep quiet the man would have had him arrested.

Well, it's about time to feed the chickens so I'll be suing you.

Here's just a note from our paper in closing: "It's easy to pick out the best people. They'll help you do it."

JEST
(Incense Burner)

AROUND the STUDIOS with Hilton

One of the nicest things to hit our Topeka area since paved roads was the 9-inch snow we had early last month. Our farms, lawns and gardens needed it badly. But it brought some complications. Nearly everyone on the staff got stuck before chains or snow tires could be rounded up. The few folks at the studio early in the morning had a deuce of a time taking the hundreds of phone calls from school principals telling us that there would be "no school today." But we got 'em all on—and we're proud that the announcements on radio and TV saved thousands of cars from getting stuck hauling the children to school. One school principal told us that due to the announcements, only 6 of his 1,600 students showed up for school that day.

A new and welcome addition to our sales and service staff is Miriam Marx. She has had several years' experience in writing commercial radio copy and service to advertisers. She now is learning the production and writing for television—and has a lot of fun doing it. Miriam is the older daughter of Groucho Marx.

Tommy Bartlett, seen on "WELCOME TRAVELERS" Monday through Friday at 12:30 p.m. on Channel 13, was Master of Ceremonies of Topeka's first telethon for cerebral palsy. Our engineering staff manned the cameras for the live show from the Municipal Auditorium from 10:15 p.m. Saturday night until 3:00 p.m. Sunday. Along with Bartlett were Betty Clooney of the "Morning Show," Ken Carson of the "Garry Moore Show," Betty Ancona and dozens of local professional and amateur entertainers. Between entertaining acts, one of the four stars of the show asked for telephone pledges for the fight against cerebral palsy. And the phones rang—all 50 of them. Gifts ranged from 25¢ to \$1,000. Calls came from all over the state and as far away as Albuquerque, N. M. The original goal was \$30,000 but the total will surely reach \$50,000. A great tribute to the great hearts of our neighbors.

There are several new shows for you on WIBW-TV. On Monday night, it's "Burns and Allen" at 7:00, "T-Men in Action" at 7:30 . . . On Tuesday night, "Mayor of the Town" at 7:30 . . . at 9:00 p.m. Wednesday, it's "The Old American Barn Dance" . . . "City Detective" is seen at 9:00 p.m. on
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"Congratulations!" says Art Holbrook to Betty Ancona at the completion of Topeka's first telethon for cerebral palsy. A few of the many who worked hard for the success of this great undertaking are pictured here with Ken Carson of the "Garry Moore Show" (Second from the left); Tommy Bartlett of "Welcome Travelers," MC of the telethon and Betty Ancona, TV star.



Well, at least they do give you some warning around here occasionally. Found a slip of paper on my desk when I came back from lunch with a real grim looking skull and crossbones drawn on it and an ominously worded reminder that once again it was "round-up time in Kansas." So here we are again, right in the middle of the *Round-Up*.

Sometimes I wonder how many of our viewers realize the amount of work and technical know how that goes into putting a television program on the air. All too often do the unseen and unheard members of the team get passed over when it's time for recognition. Might help a little bit if you knew that every time a live program goes on the air, it takes a minimum of 6 engineers besides the cameramen, floormen and director to get the job done. Yes sir, takes a lot of know how, and even more, it takes a lot of team work.

A couple of our engineers proved the other day that they could influence not only local programming, but network stuff as well. Gordon Turner and Dale Kratochvil, two of our switch-and-dial specialists, have been steady fans of Bill Cullen's "Name That Tune" program, seen on Channel 13 every other Thursday night at 9:30. They thought it was a wonderful program, but they didn't agree with the method used to score the different contestants. So, being sort of practical by training, they thought they could do something about it. "Something" took the form of a post card to Bill Cullen suggesting a change. The result? A letter from Harry Salter, the producer of the show, and here we quote: "We think you are absolutely right, and we have changed the method of scoring on 'Name That Tune,' which I hope you will like in preference to the other one." Just proves once again that the

people who run the really successful shows are always interested in how the public feels. So, if you have a suggestion, try the same method. Can't guarantee results, but it certainly worked this one time.

SOCIAL NOTE FROM ALL OVER

Ernie Monk, floorman, apprentice cameraman and general studio factotum, became the happiest man in the world on January 23. His bride, the former Shirley Schulke, is a nurse at Winter Veterans Hospital here in Topeka. Ernie, formerly from Caney, Kansas, is a student at Washburn Municipal University. The wedding, which took place at the First Methodist Church, was lavishly photographed by Don Q. Franzen, chief of WIBW-TV's camera crew.

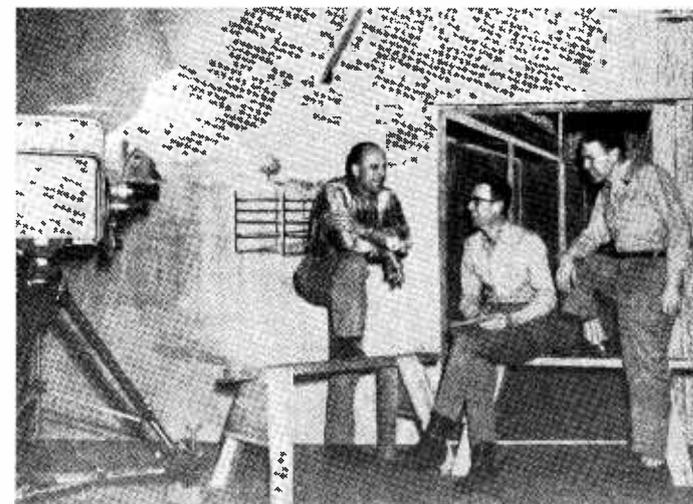
And speaking of cameramen, we were afraid the other day we had lost one of our stalwarts from Forbes Air Force Base. Lloyd Small, one of our leading cameramen when he's not busy being a Technical Sergeant at the base, had a 30-day re-enlistment furlough and decided to take a couple of weeks to visit his home in New York. Lloyd was due back just before time for the telethon, but the snow and ice which covered a great deal of the country about that time, held him up and we didn't see him until nearly a week later. We really missed his able assistance during the telethon. If any of you folks want to know anything about any camera stores in New York City, just write to Lloyd. From what he says, he didn't miss a one of them.

Some time ago we made mention of the fact that Jack Ostrode seems to draw all of the station livestock chores on his "Studio 13" program which is seen at 5:15 Monday thru Friday. Well, he's at it again. Jack got in the lost dog business the other day and came out covered with more confusion than glory. This time it was a rather personable cocker spaniel which turned up over at our transmitter building. Clyde Howe, Engineer Super Grade, had same transferred to the studio for identification purposes so Jack forthwith featured the animal on that day's "Studio 13,"

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WIBW-TV Shoots For The Farm

(Editor's Note.—The WIBW-TV farm department received a fine honor this month when *Television Age*, a national publication, selected the station for the outstanding job it was doing in farm programming, and requested material on the work of the department. The following article was submitted by the station to the national magazine, and is reprinted here in order to show the work of the farm department in television on the Kansas farm scene.)



It's easy to see the three members of the WIBW and WIBW-TV Farm Department enjoy their work. They are (l to r) Wes Seyler, Wilbur Levering and Dick Nichols.

A television show was in progress. Floor men out of camera range waved their hands, giving cues and signals, while the cameras shifted lenses on the out-of-doors set. And on the set, two men, clad in western shirts, levis, and boots, were wrestling with a stubborn steer.

The hair on the animal hissed as the branding iron was applied, and the holder of the iron drawled, "... and it is necessary that the iron be held firmly in place until the brand is set."

This was just another daily episode in the farm programming of WIBW-TV, which shoots for the "farm audience" as much as eastern stations shoot for big city appeal. This is the Midwest farm country, and the station realizes that it has a great responsibility to the rural audience.

The belief in farm broadcasting on WIBW-TV stems from the management. Ben Ludy, general manager for Capper Publications, Inc., radio and television interests, says, "Our farm department provides a service to Midwestern agriculture

far above and beyond the reach of other commercial interests in this area."

This dedication to serving agriculture played a large part in the selection of a site for the WIBW-TV studio. Located in the country a mile-and-a-half west of the Topeka city limits there is ready access to the "farm scene" right outside the studio doors. In fact, ramps permit cameras to wheel right from the studio floor for outdoor staging. And for quick transition indoors and out-of-doors, shots are handled through special windows to follow action back and forth from field setting to studio setting at the swing of the cameras.

WIBW-TV employs a three-man department. The farm director, Wes Seyler, came up the ladder from a vocational agriculture teaching job in Nebraska. One associate, Wilbur Levering, is a former county agricultural agent; the other, Dick Nichols came to the station from the state department of agriculture.

With a specialized farm service department
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What's Cookin'?

by Dottie Paige

What's Cookin'? That's a question that plagues most of us now and then. It's usually the first question the hungry family utters when they burst in the door after school, or just home from the office. If the answer is not exactly the favorite dish of the family, the "ahhh's" that follow are definite proof that they are not the menu planners in the family, and they fail to realize the hours of head-scratching and meditation that go into the preparation of three meals a day. "Favorite dishes" are easy to request, but repetition often makes them lose favor in a hurry, hence the continual search for new ideas.

March is a typical month for head-scratching, too. Meatless days make menus a definite problem, but there's always one good standby . . . macaroni. Noodles and spaghetti also fill many a need during meatless days.

Since you probably will be using this trio in many of your Lenten menus, let's brush up on the cooking techniques for these quick-fix foods. For 4 to 6 ounces macaroni, use about 2 to 3 quarts of water and 1 tablespoon salt. When the water begins to boil rapidly, add the macaroni food slowly so that the water continues to boil. Different sizes and shapes of macaroni foods require different cooking times. In general, follow the manufacturer's suggestions on the package. Most macaroni foods cook to doneness in from 5 to 15 minutes.

Rest assured, too, that meatless menus can provide good nutrition for your family. Combination dishes such as casseroles containing macaroni foods, along with fish and sea foods for example, make a valuable contribution to a complete diet. Nutrition experts tell us that the average fish contains at least five beneficial minerals and the same number of vitamins. When used with macaroni foods in a meal, the diet

is provided with a high quality protein combination. The same holds true for macaroni dishes using cheese or eggs.

Time was when only those living near the gulf and South Atlantic Coasts could enjoy shrimp. But now, because of improved fishing methods, modern storage and speedy transportation, shrimp are appearing on more and more tables throughout the country. In the past, because of their cost, shrimp were often used only in cocktails and salads. Now, with the plentiful supplies available, they are finding their way into many delicious main dishes.

For a super-elegant Lenten meal, use shrimp and caraway seeds in a sauce to serve over a platter of buttered spaghetti. The caraway seeds will add particular distinction to an already good shrimp-spaghetti combination.

For another Lenten meal treat, team shrimp with chopped green pepper and blanched, slivered almonds in a cream sauce. Pour the creamed mixture over cooked noodles for a tasty casserole dish. Top the casserole with buttered bread crumbs before heating in the oven.

Macaroni foods are "in season" the year around, but especially so during Lent. Use them to advantage. They combine beautifully with egg, fish, sea food, and tangy cheeses in scores of tasty dishes, and their mildness makes them perfect carriers for nippy flavors that pep up meatless meals.

WIBW-TV SHOOTS FOR THE FARM

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ment operating through these unique studio facilities the station has a better opportunity to produce factual and practical farm television programs that impress the farm audience because they are realistic rather than simulated. Beaming a signal from the WIBW-TV 1010-foot tower, the farm programs cover an area of 18,146 square miles, including 28 key farm counties in Northeastern Kansas.

Because of the diversified agricultural economy in the area, variety is the key-

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Network Notes.....

by Kathryn Young



Sometimes it's hard to see the good in a bad break—but if Tennessee Ernie hadn't been broke, he wouldn't have got a break in radio. Do you follow me? Well, this is what happened. After the war, Ernie and his wife had decided to homestead in Alaska because they were flat broke. On their way, they stopped at San Bernardino. It was his wife's hometown, so Ernie decided to try his luck at the only thing he knew besides farming—radio announcing—at which he had taken a whirl when he was 19. Well, he made good in his first job and was given a regular job as a hill-billy disc jockey; and now he has a five-time-a-week CBS airshow, his own TV program and his hit records.

It was when Danny Thomas' life had reached its lowest ebb, financially speaking, when he got his break in radio. And now he is none less than one of the Queen of England's favorite entertainers. Three of his "Make Room For Daddy" TV films, telecast on Channel 13 Tuesday nights at 8:00 p.m., will be shown at Buckingham Palace in London for the British royal family this month.

Those horn-rimmed glasses that Robert Q. Lewis wears on CBS Television are specially treated to prevent the cameras from picking up a glare. His show for Miles Laboratories is on Channel 13 Tuesdays at 1:00 p.m.

February 14 was Valentine's Day to most of us; but to Jack Benny, it was the fifth time for his 39th birthday. It isn't that he's particularly fond of 39, but for the purpose of getting laughs, he's stuck. One year he went so far as to turn 40 on his show and

his listeners were so disappointed that at the last minute he reverted to his publicized age by having his sister call from Waukegan claiming she'd finally found his birth certificate and it revealed his age was really 38. This year actually he turned 62 and next year he'll be 63; but on "The Jack Benny Show," he'll probably always be 39.

On February 12, 1952, DuMont Television premiered the first one-man show on television. This program has just begun its fourth year and is now presented over 165 stations as well as by the C.B.C. in Canada under the sponsorship of Admiral Corporation. The same man is still on the show—he's Bishop Fulton J. Sheen.

Last month singing star Marion Marlowe was the first member of Arthur Godfrey's "gang" to be granted an official leave of absence from the show for an extended engagement in a night club. She was hired for a one-month stint at the plush Cotillion Room of New York's swank Hotel Pierre. She bought three gowns for her appearance there at a total cost of \$12,000.

The National Exchange Club and its 1,400 local clubs throughout the country have chosen "FBI in Peace and War" to receive their citation of merit for outstanding efforts in helping to cut crime through year-round programs apprising the listening public of currently operating swindles and rackets. This show, which is heard on WIBW at 7:00 p.m. Wednesdays, is now in its 11th year of broadcasting.

Musicians in Mitchell Ayres' orchestra
(Continued on Page 12)



During the recent snowstorm we had an interesting personality visit our staff. Walter E. Divine, with long hair and beard, is riding his bicycle from coast to coast spreading good cheer, playing his harmonica, visiting with the governors of each state and making friends with everyone in general. He was snowbound while in Topeka and through the generosity of JIMMIE PIERSON, he found his "bed and board." The boys on the staff enjoyed visiting with Walter and listening to his various experiences. He played the harmonica on several of the early morning shows... then JIMMIE took him home as his guest and he remained with the friendly PIERSONS until he was able to hop on his bike and be on his way... perhaps to new adventures and to meeting new friends... but none better, I'll bet.

Little Roberta Kearns, daughter of announcer BOB KEARNS, is almost three years of age now. She went to her first party the other day and talked to her daddy on the phone afterwards. He listened intently from the office as she told him what fun she had and just how wonderful everything was. He was as interested as if she had been sixteen... which reminds us that it won't be long before BOB will be chasing the boys away who are asking for dates with the beautiful Roberta. It seems like yesterday that she was just learning to walk.

JACK OSTRODE and EDMUND DENNEY sympathized with one another in the studio the other morning. Both boys had swollen jaws and were acting rather groggy. When the fellows asked "what happened to you two?" they found that both EDMUND and JACK had just come from the dentists where they had tooth extractions... JACK two, including surgery on the jawbone, and EDMUND one. We all felt real sorry for them, and finally persuaded them to go home with "the cold packs" (not a song and dance team.)

HERMAN HOUSH and GLENN OSBORN certainly enjoyed the recent snow. Aside from bobsledding with the kids, the boys delighted in throwing snowballs at the office girls as they were leaving the station. MILDRED RANKIN and ELSIE SHIDELER are not speaking to HERMAN and GLENN because of such behavior.

DON HOPKINS, popular announcer, and for years master of ceremonies on the SATURDAY NIGHT ROUND-UP, has accepted a position as assistant manager at a radio station in Minnesota. We shall certainly miss him and his many acts of kindness to the members of our talent staff. He was never too busy to help out the other fellow and was a most sincere and conscientious worker. We are all wishing him happiness and success in his new venture.

LOIS PIERSON brought a group of Brownie Girl Scouts to visit the radio station where they were taken on a tour through the studios. After that, they were guests at WIBW-TV where they watched the television cameras at work on the Tex McKinney show.

EDMUND DENNEY and his pretty wife Myrtle are sporting a new Ford Crestliner. It is light blue and has all the trimmin's.

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Noel Neill as Lois Lane and George Reeves as Superman are seen in the popular TV program on Channel 13 alternate Tuesdays at 5:00 p.m. Noel came originally from Minnesota and Reeves was born in Kentucky although both are today well known members of the Hollywood film colony. The Superman series is sponsored by the Kellogg Company of Battle Creek.

LET'S GO SHOPPING LIKE A DUCHESS

By Lois Pierson

How would you like to go to New York with a fashion buyer from a big department store and see everything that's new in the glittering world of Fath, Dior, Rosenwald, and other famous names that set the pace for the annual Easter Parade? But then of course there's the children to take care of, a hungry husband to feed, the endless dishes, and that basket of ironing to do. Well, I guess that cancels the New York trip for this year, so pour yourself a cup of coffee and imagine you were with me yesterday afternoon as I visited Mabel Montgomery, the fashion buyer for Crosby Bros. here in Topeka.

Mrs. Montgomery, who makes numerous trips to New York each year, getting all the latest fashion ideas first-hand, says that silk shantung will be one of the leaders this year—both in two-piece dresses and the slim sheath dress, featuring cuffed, three-quarter length, or short sleeves. New lines in the sheath dress this year, feature the cropped jacket effect, the empire line worn with no belt, the dropped waistline, and lots of buttons, either all the way down the front, or from the high empire waistline down to the hem. Sheaths also are shown as cocktail or sun dresses with a matching box or middy jacket.

The princess line is being used a lot, with the skirt very full, and worn with a crinoline or some sort of nylon taffeta or net petticoat. The long torso is still very popular, but is confined to the slimmer figure. Another style item for the slender figure is the big collar—shown this year on suits, coats, coat dresses, and some dresses.

Suits with box jackets seem to be the leaders for spring, not only because they are comfortable, but also because the jacket can be worn as a separate while the fitted jacket is not suitable for this purpose. Checks or tweedy looking fabrics are the best for suits this year, while orlon fleece is the specialty in short coats. Because of our mild spring and fall weather, women in this part of the country are buy-

ing more suits made of sheer wools, rayons, and rayon blends, enabling them to be worn for a longer period of time.

Cotton blends are the best news this year—cotton nylon—cotton dacron—and the new silkened cotton—giving your wardrobe that expensive look at a budget price, and they are wrinkle-resistant, washable, and need little or no ironing. (A washing tip for these fabrics is never to wring or twist the article, but squeeze out excess water gently and let them drip dry.)

Most of the big name designers are in complete disagreement with Dior's "flat look" for one simple reason—men don't like it—and women dress to please men!

Navy blue is still tops for color this spring. Runners-up include light to dark blue, pink to mauve, red, and a newcomer in the color trend—lavender to deep purple.

Accessories this year will blend, rather than contrast. The big news is colored shoes and bags in all shades of blues, pinks, yellows and purple.

With all these fashion tips from Mrs. Montgomery, we can almost imagine we're the Duchess of Windsor or Mrs. William Paley getting advice on how to remain among the smartest dressed women in the country. Now to get downtown and start the fun of shopping for our own outfit. I'll see you in church on Easter Sunday.

WIBW-TV SHOOTS FOR THE FARM

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note of WIBW-TV farm programming. With a "Farm Feature" program every noon, the station has a rotation plan for daily farm shows. Livestock programs appear on Monday, specialties on Tuesday, crops programs on Wednesday, 4-H and vocational agriculture activities on Thursday, and home economics programs on Friday.

Thus, a typical week on WIBW-TV

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RED, THE ED, SAYS — — —

This issue of the WIBW ROUND-UP winds up ten years of publication. We've enjoyed coming to your homes through these years with bits of news and fun from the staff. A lot of you now taking the ROUND-UP started your subscription with the original issue of April, 1945. The ROUND-UP writers join me in thanking you for your interest during the past decade.

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might involve, in order, an actual demonstration on the proper way to vaccinate a calf, a humorous skit on cleaning up farm machinery, a demonstration of how to increase wheat yields through proper fertilizer usage, a 4-H'er making a rope halter, and a girl enrolled in homemaking showing a simple way of preparing a gelatin salad. County agricultural agents, vocational agriculture teachers, 4-H leaders, and home economics teachers from 28 counties are all regular guests on the show. These specialists are worked into a regular schedule which is projected three months ahead of the time they appear. In order to get them fully acquainted with this new medium of information, WIBW-TV personnel hold regular clinics to prepare agents for their appearances.

Timely information on market activities is given daily over WIBW-TV on the noon farm program. Market reports are taken from the wire services and given over television just minutes after they come in. The station uses a special rolling drum to show the markets as the marketcaster reads, believing that this gives motion to something that otherwise might be static.

In addition to daily farm features, once a month there is a special thirty-minute simulcast on both TV and radio. This is the "Farm Editors' Forum," which stresses special topics of current agricultural importance. On one recent program, presidents of the three key Kansas farm organizations—Farm Bureau, Farmer's Union, and the Grange—met with farm

editors of Capper Publications to answer questions on farm policies and programs of their organizations. The questions were spontaneous, with no script. This was, incidentally, the first time the presidents had appeared on the same platform for a program of this nature.

Another "Farm Editors' Forum" featured the importance of soil testing. Farm editors followed progress of the show from farmer through county agent to the soil testing laboratory, as if they were preparing a story. This was an actual demonstration from start to finish and stressed the "showing" of each phase, not just the "why it should be done." Soil samples were actually dug, tested, and analyzed on the show to point out the value of the measure.

Activity and motion are stressed in the farm programming on WIBW-TV. As Wes Seyler puts it, "If we're going to sit down and talk, that's a radio show. So that's just where we put these programs—on the radio. Television, however, permits demonstration and lets us show the audience exactly how and why a farm job can be done easier—quicker—better. The demonstration is the clincher."

This attitude accounts for the fact that a quarter horse might come galloping in over a hill, someone might be treating seed wheat, or a boxful of newly-hatched baby chicks might be "cheeping" during a show.

WIBW-TV in its farm guests aims for both the big and the small, and has had personalities ranging from the Minister of Agriculture, Dominion of Canada; and the President of the National Quarter Horse Association to local Boy Scouts interested in soil conservation and farm youth just old enough to sit still.

The station management firmly believes that in order to have effective farm programs it is necessary that farm department personnel be familiar not only with television techniques, but that they keep constantly in touch with the business farm families of the state. Consequently, of the three men in the farm department, one is

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A citation naming Topeka's mayor, George Schnellbacher (center), as Honorary Mayor of Springdale, U.S.A., was presented to him by Hal McWilliams (l) on the "Mayor of the Town" show on WIBW-TV. Paul Sherman (r) received a citation as Honorary Police Chief for his brother, Roland Sherman, local Staley dealer. Each week a mayor from a city in the Channel 13 area is given this honor.

TV TWADDLE

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describing her as "a perfect little lady" and asked viewers to call in if they recognized "her."

No sooner had this startling bit of intelligence been conveyed to the approximate 100,000 television families in the Channel 13 viewing area, than a call was received from a Topeka woman who said that the "little lady" was a dead ringer for her cocker spaniel which had been lost for several days. Apparently the only thing standing in the way of a dramatic reunion was the fact that her missing pet belonged in the "little gentleman" category.

She was so insistent that the dog on Jack's program was an identical twin of her pet that some one of an analytical turn of mind (probably an engineer) reviewed the situation and discovered that a great injustice had been perpetrated, so before you could say "Jacqueline Robinson," the "little lady" was back with HIS rightful owner and all was well. Well, I should say, except for the fact that no one has ever determined just who is responsible for the mistake. Everyone we asked passed the buck to someone else and we just can't seem to get the facts, Ma'am.

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usually in the field, gathering information, maintaining the personal contact at field

and feed lot level that proved so valuable to the station in radio activities.

All in all, the Capper's TV farm department is fully aware that television is fast-changing, and that constant revisions of techniques are vital to the game. But with the backing of their station and the people around them, they feel they are ready and equipped to do the job.

AROUND THE STUDIOS

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Thursday—and on Saturday night at 9:00, you'll see "Professional Father." And for the young folks, we have "Wild Bill Hickok" and "Superman" alternating on Tuesday evenings at 5:00 o'clock.

Ole had a great idea for a TV program. It would star Jimmie and Willie. The title: "Pierson to Pierson."

Art Holbrook joined the exclusive ranks of those who have served the "Voice of Kansas" for twenty years or more. Ben Ludy, Mildred Rankin and Maude Carlson also have been with WIBW for more than twenty years. Ole, Edmund, Dude Hank and yours truly are not far away.

Alfred: It's possible that I have a frustrated ego and my eating is only a manifestation of my traumatic repressions and hidden neurosis. What do you think?

Mama: Don't be silly. You just eat a lot because you happen to be a pig, that's all.

Alfred: Well, I hope so. I'd hate to think I was unbalanced.

GALEN DRAKE TURNS SINGER



Galen Drake, host of his own Saturday variety series on WIBW at 10:30 a.m. and long popular for his many conversational programs, has now joined the network's roster of singing stars. Producer Lou Melamed discovered that Drake had studied for a concert career and had sung in the Hollywood Bowl, so now he teams weekly with Betty Johnson (left), Arlene James of the Three Beaus and a Peep quartet, and others of the "Galen Drake Show" cast in presenting the series' light-hearted musical numbers.

RAMBLINGS

(Continued from Page 8)

OLE, GLENN, BILL KIRK and WILLIE were standing in line waiting for a ride around the block. After they had agreed that it was a wonderful car, EDMUND bought them coffee and doughnuts.

All of you viewers who watch TV and especially like big name stars and performers should always be sure and catch HAL'S GUEST ROOM. It is seen each evening except Sundays at 6:25. Genial announcer HAL McWILLIAMS interviews interesting personalities, and always presents someone of importance to the community.

Thanks again to all you nice folks who have written us such nice letters. We are happy to play your requests and make dedications. In the meantime, best of luck to all of you from all of us.

—Miss Maudie

NETWORK NOTES

(Continued from Page 7)

on the CBS Radio and Television "Perry Como Show" represent four countries besides the United States. Four of the men were born in Canada, Egypt, England and Russia.

Edward Arnold, host of "Hallmark Hall of Fame," deserves a lot of credit. As an orphan he had to work as a newsboy on New York's Lower East Side and hold other jobs while going through the public schools. He made his acting debut as Lorenzo in an East Side Settlement House production of "The Merchant of Venice."

There's one girl who isn't worried about the "Dior look" or spring styles. She lives in Herb Shriner's hometown (according to his story) and she makes her dresses out of flour sacks. Only trouble is, he says, when she wears them they look like the flour is still in them.

Gracie Allen: While I was in the doctor's office I cheered up all the patients in the waiting room. There was one little boy there who looked so sad, so I took him around and made everyone shake hands with him.

George Burns: And that made him feel better?

Gracie Allen: Yes, he almost forgot he had the measles.—CBS-TV's "Burns and Allen Show."

REUNION—Galen Drake told listeners about an Alabama man and his wife who were blown right out of their home and into the next county by a tornado. "It was the first time in 20 years," said the CBS Radio wit, "that they had gone out together."

ON OUR COVER

It's the "Dinner Hour" gang, who entertain you at 11:35 a.m. to noon Monday through Saturday. They are (l to r) front row: Miss Maudie, Miss Elsa, Lois Pierson, Jimmie Pierson, Eddie Jones. Second row: Dude Hank, Ole Livgren, Edmund Denney, Bill Kirk, Willie Pierson. Third row: Glenn Osborn, Chuck Wayne, Hoppi Corbin, Herman Housh.



"Start the day with a smile"—is the advice of the Lederle Gang on WIBW at 6:45 a.m. Monday through Friday. And practicing what they preach are (l to r) Glenn Osborn, Jimmie Pierson, Wes Seyler, Herman Housh and Willie Pierson.



It was a big day for Denver Marlow of Alma, Kansas, who is recuperating from an automobile accident, when Gene Autry let him hold his gun. Wes Seyler interviewed Denver's daddy, who is county agent for Wabaunsee County, while smiling Wilbur Levering, Denver's grandmother and sister Memory look on.

TV TIME TABLE

CHANNEL 13

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

MONDAY THRU FRIDAY

- 7:00—Morning Show
- 9:00—Variety Time, Except Tuesday — Garry Moore (Miles Laboratories)
- 9:15—Test Pattern.
- 10:00—Morning Movietime
- 11:15—Woman's World
- 11:30—Search for Tomorrow (Procter & Gamble)
- 11:45—The Guiding Light (Procter & Gamble)
- 12:00—Farm Feature and Markets
- 12:15—Road of Life (Procter & Gamble)
- 12:30—Welcome Traveler (Procter & Gamble)
- 1:00—Robert Q. Lewis.....Mon., Tues., Wed. (Miles Laboratories and Corn Products) Short SubjectsThurs., Fri.
- 1:15—Foy Willing
- 1:30—What's Cookin'
- 2:00—Short Subjects.....Mon., Wed., Fri. Big Payoff.....Tues., Thurs.
- 2:15—Friendship House.....Mon., Wed., Fri.
- 2:30—Variety Time
- 3:00—Faith for Today.....Fri.
- 3:00—Brighter Day (Procter & Gamble)
- 3:15—Short Subject
- 3:30—On Your Account (Procter & Gamble)
- 4:00—The Late Matinee. Mon., Tues., Wed., Fri. The ChristophersThurs.
- 4:15—Garry MooreThurs.
- 4:30—Late MatineeThurs.
- 4:45—Barker Bill (General Mills).....Fri.
- 5:00—Wild Bill Hickok Superman (Kellogg's)Alt. Tues. Tex McKinneyFri.
- 5:15—Studio 13
- 5:45—Captain Video (Johnson Candy Co., Thurs. only)
- 6:00—News
- 6:10—Weather (Beatrice Foods-Meadow Gold) .Tues., Fri.
- 6:15—Sports Corner
- 6:25—Hal's Guest Room

MONDAY EVENING

- 6:30—Doug Edwards and the News (Anacin & Aeroshave)
- 6:45—Community Spotlight
- 7:00—Hans Christian Anderson and Burns and Allen (Carnation Milk)
- 7:30—T-Men in Action (Chevrolet)
- 8:00—I Love Lucy (Philip Morris Cigarettes) (Procter & Gamble)
- 8:30—December Bride (General Foods)
- 9:00—Wrestling from Hollywood
- 10:00—Five Star Final
- 10:15—What's Your Hobby
- 10:30—Late Show

TUESDAY EVENING

- 6:30—Doug Edwards News (Pall Mall)
- 6:45—Jo Stafford (Gold Seal Company)
- 7:00—Bishop Fulton Sheen (Admiral)
- 7:30—Mayor of the Town (Staley Mills)
- 8:00—Make Room For Daddy (Pall Mall & Dodge Motors)
- 8:30—Elgin TV Theater U. S. Steel Hour (Alternate Weeks)
- 9:30—Amos 'n' Andy (Ed Marling Stores)
- 10:00—Five Star Final
- 10:15—Topeka Patrol
- 10:30—Late Show

WEDNESDAY EVENING

- 6:30—Doug Edwards News (Bendix & Crosley)
- 6:45—Piano Ramblings
- 7:00—Arthur Godfrey (Toni Company)
- 7:30—Life With Elizabeth
- 8:00—Tex Winter Show
- 8:30—I've Got A Secret (Cavaller Cigarettes)
- 9:00—Old American Barn Dance (Jones-Mack Co.)

- 9:30—Hal Roach's Laff Time
- 10:00—Five Star Final
- 10:15—Civil Defense
- 10:30—Late Show

THURSDAY EVENING

- 6:30—Doug Edwards News (Pall Mall)
- 6:45—Bud Wilkinson, Sports For The Family (Beatrice Foods)
- 7:00—Here's Phog Allen
- 7:30—Climax & (Shower Of Stars—every fourth week)—Chrysler Motors
- 8:30—Four-Star Playhouse (Singer Sewing Machines and Bristol-Myers)
- 9:00—City Detective (Falstaff)
- 9:30—Pantomime Quiz Name That Tune (Whitehall, Alternate Weeks)
- 10:00—Five Star Final (I.G.A. Grocers)
- 10:15—Featurette
- 10:30—Late Show

FRIDAY EVENING

- 6:30—Doug Edwards News (Pharmaceuticals)
- 6:45—Ray Beers Show
- 7:00—Life With Father (CBS-Columbia)
- 7:30—Topper (Camel Cigarettes) (Procter & Gamble)
- 8:00—Playhouse of Stars (Schlitz)
- 8:30—Ford Theatre (Ford Motor Co.)
- 9:00—The Line-Up (Brown & Williamson)
- 9:30—Person to Person (Hamm's Brewing Co.)
- 10:00—Five Star Final (I.G.A. Grocers)
- 10:15—Sands of Time
- 10:30—Late Show

SATURDAY

- 11:00—Morning Movietime
- 12:00—Test Pattern
- 1:00—What in the World
- 1:30—Youth Takes a Stand
- 2:00—Six Gun Theatre
- 3:00—Roller Derby
- 3:30—The Late Matinee
- 4:45—Musical Moments
- 5:00—RFD Parade Farm Editors Forum—1st Sat. each Month
- 5:30—Big Picture
- 6:00—News and Weather
- 6:15—Helen Bennett Homes
- 6:20—Sports Corner
- 6:30—Building with God
- 6:45—Film Feature
- 8:00—Two For The Money (Old Gold Cigarettes)
- 8:30—Joe Palooka
- 9:00—Professional Father (Helene Curtis)
- 9:30—Inspector Mark Saber
- 10:00—Chronoscope (Longines Wittnauer Watches)
- 10:15—Wrestling, International Amphitheatre
- 11:15—Late Show

SUNDAY

- 9:00—Lamp Unto My Feet
- 9:30—Look Up and Live
- 10:00—Test Pattern
- 11:00—Winky Dink and You
- 11:30—Test Pattern
- 12:00—This Is the Life
- 12:30—Industry on Parade
- 12:45—Music of the Masters
- 1:00—American Religious Town Hall Meeting
- 1:30—Face The Nation
- 2:00—Now and Then
- 2:30—Adventure
- 3:00—The American Week
- 3:30—The Search
- 4:00—Six Gun Theatre
- 4:30—Woman of the Month
- 5:00—Oral Roberts
- 5:30—You Are There (Prudential Insurance & Electric Companies)
- 6:00—Florlan ZaBach (Capitol Federal Savings & Loan)
- 6:30—Private Secretary (Lucky Strike Cigarettes) Jack Benny, Alternate Weeks (Lucky Strike Cigarettes)
- 7:00—Championship Bowling

- 8:00—Disneyland (Derby Foods, American Dairy Association and American Motors Inc.)
- 9:00—Break The Bank (Dodge Motors)

- 9:30—Liberace (Ray Christian Jewelers)
- 10:00—News
- 10:05—Weather
- 10:10—The Late Show

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 Productions

MORNING

- 5:00—Farm TimeMon. thru Sat.
- 5:40—NewsMon. thru Sat.
- 6:00—Wilbur Levering's Farm TimeMon. thru Sat. Sunday Morning Meeting.....Sun.
- 6:25—Willard Tablet Time.....Mon., Wed., Fri.
- 6:30—Gooch Farm Topics (Gooch's Best Feeds)Mon. thru Fri.
- 6:35—Farm Service News.....Mon. thru Sat.
- 6:45—Lederle Farm Show (Lederle Laboratories)Mon. thru Fri. Animal Health Clinic (Dr. Hess & Clark)Sat.
- 6:50—Jimmie PiersonSat.
- 7:00—News (Garat & Thomas).....Mon., Wed., Fri. News (Carey Salt Co.).....Tues., Thurs., Sat. NewsSun.
- 7:15—Kaw Valley Boys.....Mon. thru Sat. Join The Navy.....Sun.
- 7:30—Breakfast on the TrailMon. thru Sat. Kansas News & Farm Sales.....Sun.
- 7:45—Edmund Denney Time
- 8:00—NewsMon. thru Sat. Farmer's ForumSun.
- 8:05—Coffee TimeMon. thru Sat.
- 8:15—Farm NewsSun.
- 8:30—Garden Gate (Ferry-Morse Seed Co.)Sun.
- 8:45—Grace Cathedral Choir.....Sun.
- 9:00—Jimmie Pierson's Novelty Boys (General Foods)Mon. thru Sat. Renfro Valley Sunday Gatherin' (General Foods)Sun.
- 9:25—NewsMon. thru Sat. Galen DrakeSun.
- 9:30—Church of the Air.....Sun.
- 10:00—Salt Lake City Tabernacle.....Sun.
- 10:30—Piano RamblingsMon. thru Fri. Galen DrakeSat. Invitation to Learning.....Sun.
- 10:45—Kitchen Club (Tidy House Products Co.)Mon. thru Fri.
- 11:00—Judy and Jane (Folger Coffee)Mon. thru Fri. Gunsmoke (L & M Filters).....Sat. First Methodist ChurchSun.
- 11:15—Aunt Jenny's Stories (Lever Bros.)Mon. thru Fri.
- 11:30—Weather BureauMon. thru Sat.
- 11:35—Dinner HourMon. thru Sat.

AFTERNOON

- 12:00—News (Perfex, Gloss Tex., Shina Dish and Dexol).....Mon. thru Sat. NewsSun.
- 12:15—Weather ReportsMon. thru Sat. The Ray Beers Show (Ray Beers Clo. Co.).....Sun.
- 12:20—Purina Markets (Ralston-Purina Co.)Mon. thru Sat.
- 12:30—State of Your State (Kansas Business and Construction Magazines).....Sun.
- 12:45—Western Star TimeSun.
- 1:00—Ernie Olesley, SportsSun.
- 1:30—New York Philharmonic.....Sun.

- 2:00—Arthur Godfrey (Minnesota Mining Co.—Corn Products—Kellogg Co.—Lever Bros.—Bristol Myers Co.—Pillsbury Mills, Inc.—General Motors—Toni Co.—A. E. Staley—Campana Sales)Mon. thru Fri.
- 2:30—Robert Q. Lewis (Milner Products and Helene Curtis)Sat.
- 3:00—The Second Mrs. Burton (Armour & Company).....Mon. thru Fri. On a Sunday Afternoon.....Sun.
- 3:15—Road of Life (Procter & Gamble)Mon. thru Fri.
- 3:30—Ma Perkins (Procter & Gamble)Mon. thru Fri. City HospitalSat.
- 3:45—Guiding Light (Procter & Gamble)Mon. thru Fri.
- 3:55—Galen Drake (Tasti-Diet).....Sat.
- 4:00—Local NewsMon. thru Fri. Adventures in ScienceSat. Dr. Charles E. Fuller (Gospel Broadcasting Co.)Sun.
- 4:05—Matinee TimeMon. thru Fri.
- 4:15—Farm NewsSat.
- 4:30—Allan Jackson News (Chevrolet).....Sat.
- 4:35—Saturday at the Chase.....Sat.
- 5:00—Town and CountrySat. Farm Editors Forum 1st Sat. each Month Gene Autry (Wm. Wrigley Jr. Co.)
- 5:15—Sports ReviewSat.
- 5:30—This Is Nora Drake (Toni Company)Mon., Wed., Fri. (Bristol Myers Co.).....Tues., Thurs., Fri. Forward MarchSat. Hallmark Radio Hall of Fame (Hallmark Cards)Sun.
- 5:45—Perry Mason (Procter and Gamble).....Mon. thru Fri. Jones-Mack NewsSat.

EVENING

- 6:00—NewsMon. thru Fri. (Butternut Coffee)Mon., Wed., Fri. (Jones-Mack Co.)Tues., Thurs. Allan Jackson News (Chevrolet).....Sat. Jack Benny (Lucky Strike).....Sun.
- 6:05—Make Way For YouthSat.
- 6:15—Sports NewsMon. thru Fri.
- 6:25—WeatherMon. thru Fri.
- 6:30—Dick Nichols Farm News.....Mon. thru Fri. R.F.D. RoundtableSat. Amos 'n' Andy (CBS Columbia).....Sun.
- 6:45—Edward R. Murrow.....Mon. thru Fri. (Ford Division of Ford Motor Co.) NewsSat.
- 7:00—Mr. and Mrs. North.....Mon. SuspenseTues. FBI in Peace and War.....Wed. (Wm. Wrigley Jr. Co.).....Thurs. The WhistlerThurs. Crime PhotographerFri. Gunsmoke (L&M Filters).....Sat. Our Miss Brooks (Whitehall Pharmaceutical Co. and The Toni Co.).....Sun.
- 7:25—Doug Edwards and the News.....Pall MallMon. thru Fri.
- 7:30—Arthur Godfrey's Talent Scouts (Thomas J. Lipton Co.).....Mon. Mr. Keen, Tracer Lost Persons.....Tues. 21st PrecinctWed. Night WatchThurs. Arthur Godfrey DigestFri. (Bristol-Myers Co.) Juke Box JurySat. My Little Margie (Philip Morris Cigarettes and Campana Sales)Sun.
- 8:00—Perry Como (Chesterfields).....Mon. Rosemary ClooneyTues. Perry Como (Chesterfields).....Wed.

Hentrice Nelson,
St. 2,
Randolph, Ks.

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Rosemary Clooney (Campana Sales)	Thurs.	Guest Star	Wed.
Perry Como (Chesterfields)	Fri.	U. N. on the Record	Fri.
Two for the Money (Old Golds)	Sat.	Kansas Round-Up (Capitol Federal Savings & Loan Assn.)	Sat.
Kraft Music Hall starring Rudy Vallee (Kraft Foods)	Sun.	10:00—News	Mon., thru Sat.
8:15—Bing Crosby Show	Mon. thru Fri.	(Jones-Mack Co.)	Mon., Wed., Fri.
(Consolidated Cosmetics)	Mon.	10:15—Dance Orchestra	Mon. thru Sat.
(General Foods, Instant Postum)	Wed., Fri.	Sen. Frank Carlson	(3rd Sat. each Mo.)
8:30—Amos 'n' Andy Music Hall	Mon. thru Fri.	Dance Orchestra	Sun.
(Brown & Williamson)	Mon., Wed., Fri.	10:30—Dance Orchestra	Mon. thru Sat.
Saturday Night Country Style	Sat.	News	Sun.
8:55—Bob Trout News (Chevrolet Motor Co.)	Mon. thru Fri.	10:35—Face The Nation	Sun.
Allan Jackson, News (Chevrolet)	Sat.	11:00—News	Mon. thru Sun.
9:00—Red Skelton Show	Mon. thru Fri.	11:05—Romance	Mon.
Saturday Night Country Style	Sat.	Stan Daugherty	Tues.
Gene Autry	Sun.	Syncopation Piece	Wed.
(Wm. Wrigley Jr. Co.)	Sun.	Dance Orchestra	Thurs., Fri., Sat.
9:30—Dance Orchestra	Mon.	E. Power Biggs	Sun.
Here's to Veterans	Tues.	11:30—Dance Orchestra	Mon. thru Fri.
Tennessee Ernie (Phillip Morris Cigarettes, Carter Products and Campana Sales)	Wed., Thurs., Fri.	Gangbusters	Sat.
Kansas Round-Up	Sat.	Guy Lombardo	Sun.
John Derr Sports	Sun.	12:00—Tennessee Ernie	Mon. thru Fri.
9:45—Dance Orchestra	Mon.	Teddy Wilson Show	Sat.
Capitol Federal Bandstand (Capitol Federal Savings & Loan Association)	Tues., Thurs.	Capital Cloakroom	Sun.
		12:15—St. Louis Melodies	Thurs.
		Music Room	Fri.
		Richard Hayes Show	Sat.
		12:30—Dance Orchestra	Mon. thru Sat.
		String Serenade	Sun.
		1:00—Sign Off	