



THE VOICE OF KANSAS

WIBW

Radio Personalities

380 ON YOUR DIAL

ON THE COVER: Margaret Dutton, one of WIBW'S receptionists.



**MEET THE FOLKS AT WIBW
"THE VOICE OF KANSAS"**

A good many times when you folks walk up on the front porch shown on this page and come on in to our studios in Topeka, it's because of a special program that keeps the place busier than a dining room full of threshers. So, no matter how much we'd like to, there is no time to introduce you to our whole crowd — and there are plenty in our station family.

Well, it just seemed like a pretty swell idea if we could open all the doors for you, and show you how many folks go to bat for you every day around the graceful rooms of Senator Capper's old home. After all, you neighbors have boosted WIBW until it is a station recognized from coast to coast for its prosperous and friendly audience, so we're mighty glad to give you this album.

As you look through the following pages, remember that this is our way of saying that all our programs and efforts are devoted and dedicated to you.

Ben Ludy

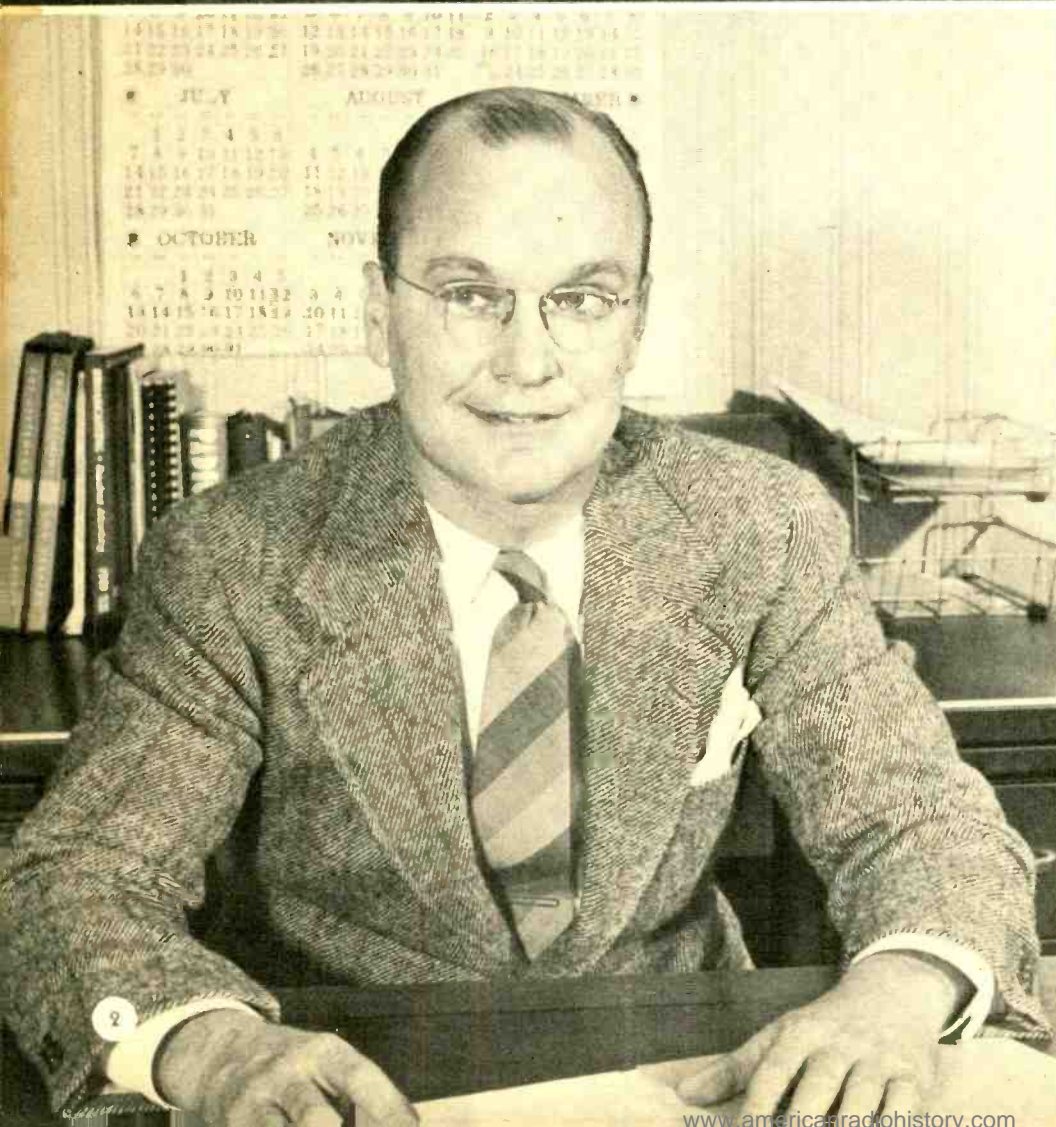
BEN LUDY,

General Manager, WIBW.

LET'S MEET



NO INTRODUCTION is necessary to **U. S. Senator Arthur Capper**, owner of Radio Station WIBW, nationally prominent publisher, native Kansan and leader in Kansas enterprise, both private and public. Just a year after the invention of the phenomenal "audio tube," which made radio broadcasting possible, Arthur Capper obtained a license to establish one of American's pioneer broadcasting stations . . . WJAP, atop the Capper Publications Building in Topeka. That was in 1922, when the lack of radio receiving sets made the service a rather empty gesture. The WJAP license was surrendered, therefore, until the new industry should come into its own. Senator Capper re-entered the radio field in 1927 with the purchase and removal of WIBW to Topeka, and since that day he has remained a leader of radio's public service in the middle west.



SHIRT SLEEVES AND A SMILE are the atmosphere of the office of **Ben Ludy**, General Manager of WIBW. It's a fact that he put on the handsome coat shown here, just for the picture. Ben Ludy is well-schooled in mid-western radio and believes you can't guide a plow with your finger-tips — you've got to roll up your sleeves and grab on hard. That is the way he has managed his career in advertising and broadcasting for a decade and a half.

Soon after leaving the University of Iowa, Ben Ludy set his hoe into the new soil of broadcasting. In Nebraska radio and Iowa advertising work he developed a broad insight into the needs and likes of people in the prairie states. In 1933 he came to Topeka, became assistant manager of WIBW in 1935 and general manager in 1938. Tending the expanding business of WIBW throughout the nation keeps Mr. Ludy away from Topeka much of the time, and leaves to Mrs. Ludy the duties of remodeling the Topeka home they recently acquired.

THE CROWD!



ALL-AROUND FELLOW is smiling **Hilton Hodges**. Announcing, writing, producing, or what-have-you come within his scope. Since "that fateful day" in May, 1913, Hilton has moved his career from Nebraska to Minnesota (For his college education), back to Nebraska (Into his first radio job) and to Kansas (To join WIBW). Versatile Mr. Hodges likes everyone, and is liked by all. Married? Shore thing.

FARM BOY WHO MADE GOOD—and will continue to do so—is **Elmer Curtis**, this earnest fellow in shirt sleeves. Around September first Elmer delivered his 1400th broadcast of the H. D. Lee Noon News, and he handles other announcing and writing, as well. Born in Lincoln County, educated for law in Nebraska, winner of an international oratorical contest, he transfers his laurels this year to youngest daughter (There are four children), Jo Suzan, who won the title of "Little Miss Topeka."



NATIONAL RECOGNITION was accorded **Art Holbrook** in 1936 for his handling of Presidentimber Alf M. Landon's combined-radio-network broadcasts from Topeka. But Art directs production, special events and dramatics for WIBW, too. Seasoned as a stock company actor and musician, after leaving college, Art first met radio announcing at WIBW in 1934 and has remained and progressed with us since that day. He is still single.

RECOGNIZED AUTHORITY on radio market reporting, **Gene Shipley** (Trajan Clane Shipley, in full) reaps popularity with his easy announcing style and knowledge of trading on his reports. Iowa-born Gene, onetime theatre owner, used to be a "ham" radio operator—he owned the third station to be built in Nebraska. In 1934 he moved his 6 feet, 1 inch into broadcasting, and joined our WIBW bunch in 1939.





CBS SOUGHT our Director of Music and Programs, **Maudie Shreffler**, on two occasions. She, however, chose to remain with WIBW, and in her native Topeka. Constantly smiling and sympathetic, Maudie has talents in many directions: Her comedy skits are favorites; Edmund Denney's theme song attests her composing skill; "The Kansas Roundup" is her production "child;" she finds time for sports and crocheting.

YOUNGEST ANNOUNCER on our WIBW word-wielding staff is **Lee Hoyt**, blond and so close to twenty-two years that daylight can't show through the gap. News, drama and general evening assignments feature his "across the table" style and easy Tennessee diction. Lee received his education and dramatic training around Kansas City — aimed to be an actor before announcing caught him. Yes, he's still single.



VETERAN IN RADIO is **Homer Cunningham**, who joined our staff less than a year ago, but has been in radio since 1925. At about the same time, and in similar manner to Graham McNamee, Homer started radio — as a singer. Since then, our West Virginia star footer has done radio acting, announcing, directing, writing and comedy on CBS, regional networks and prominent stations. Homer is married and thirty-three.

EARNEST AND EXPERT, best known radio news specialist in Kansas, is **Joe Nickell**, who analyzes world affairs for you each evening. In newspaper reporting since boyhood, "Big Nick" (6 feet, 2 inches tall) represents the third generation of journalists. Practicing lawyer, State legislator, National Guard Officer and diligent student of world events, Joe is busy — but finds time for his family and his farm.





"GIRL FRIDAY" could be the title of **Edna Hann**, serious and soft-spoken secretary to Ben Ludy. Edna first encountered the strange behavior of a radio organization when she came to work for WIBW in 1935. Her father is a farmer.

NOTIFIER of what's happening when and by whom is **Charles Hill**, Director of Publicity for WIBW. Charlie keeps you posted by radio and newspaper of our programs. Through one of his Washburn College professors, he was directed to our staff in 1937 . . . soon found himself announcing, besides his publicity-merchandising work. Charlie is a sincere, single 24-year-old native Topekan.



OUR COVER GIRL — in more formal pose — was this WIBW evening-receptionist, **Margaret Duffon**. She supplements her studies at Washburn College with receiving our visitors. Tennis keeps her well painted with brown.

OUT INTO THE STATE goes vivacious **Frances Allen** to turn out "home-talent" acts patterned after characters and features at WIBW. A demon for hard work, Frances directs her Home Talent Bureau with a swift efficiency learned in several years of experience in Chicago and through Missouri. Her own comedy character, "Suzie Q. Sizzle," becomes part of her local productions.



WIDW
RANCH

"THE OKLAHOMA OUTLAWS"

Every day or so something happens that we don't take especially seriously, but it may be the beginning of a surprising future. For instance, the night Al Clauser went backstage to talk to the entertainers in an Oklahoma theatre, he didn't know that their suggestion of a cowboy group would build up to the internationally-famed "Oklahoma Outlaws."

Well, Al looked up Don Austin in the home town and the two of them were the beginning. The other boys came in one-by-one and the "Outlaws'" quintet has already celebrated its thirteenth birthday. And those years have been jam-packed with every type of performing. With their "ten-gallon" hats -- they were the first radio act to don them -- they have performed to coast to coast network audiences, broken 17 theatre-attendance records in one state, made "movies" with such stars as Gene Autry and Roy Rogers, recorded and transcribed their music for use throughout the world, written three books of their own songs, and had a whale of a good time!

And we are talking about the young-looking crowd of fellows loafing in this picture. Left to right are Don, Tex, Slim, Lambert and "ring-leader" Al.



Above—

From right out of the Ozark hill country came the newest additions to our WIBW family. At the left is **Earl Bledsoe**. The other happy fellow is **Ralph Hunt**. Their homespun songs with the five-string guitar twinkling by 'Ralph' really brightens the day.

Right—**Slim Phillips** can't hide the sly, humorous glint in his eye any more than he can keep from drawing glowing tones out of his fiddle. Some of the finest bards in the land have known his music. Slim is constantly turning out impromptu comedy—whenever he isn't doing "sweet" or "hoe-down" with the bow.





ONE OF THE FINEST, as either tenor or good fellow, **Edmund Denney** has achieved his success in total blindness. A scholarship from the Nebraska School for the Blind was his reward for excellence in country schools where lessons had to be read to him. He learned the Braille system of reading and writing, studied music, won a radio amateur contest and is extending his popularity daily. Edmund is married and just turned thirty.

"THE LONESOME COWBOY," **Roy Faulkner**, is one of the folks at WIBW who are up with the earliest of you for a breakfast menu of music. The "lonesome" part of his title applies not at all to his private life . . . look at that grin rolling off our staircase! Roy started his "gitter-singin'" over in Kansas City, but he handles a gun like a woodsman.

ROLLIN' CUT to another Kansas community goes the WIBW "**Kansas Roundup**" staff for another stage-broadcast in our Good Will Tour for 1940. These hilarious shows, broadcast direct from the stage of each town visited, include nearly the whole "kit and kaboodle" of our crowd. One question bothers us: "Who has more fun, the audience or our bunch?"





Above—THE SHEPHERD OF THE HILLS" doesn't specify WHICH hills. He — **Bill Wilhite**, by name — has appeared on stations in most of the states, and has been a radio feature in France, Germany, Belgium and England. From pinnacle to foundation, Bill marks the tape at 6 feet, 2½ inches, has blue eyes, a romantic voice and a large stack of daily fan mail. Soberly attentive in this picture, Bill has a ready smile for everyone. Yep . . . he's "unroped."

Above Right — AT THE AGE OF TWENTY she came to WIBW to take over the duties of a secretary in our offices. **Kathryn Young**, thus, has been here five years. She was born out in Pomona, Kansas, is now married, and hobbies in drawing, singing and cooking.

Right — SELF-TAUGHT accordion "virtuosoloist," **Ole Livgren**, was never as much as told how to squeeze one of the contraptions! In 1928 he bought an accordion, studied it out by himself for a year, and did a "Horatio Alger" success leap into radio! Furthermore, "The Swede" doubles on piano and organ, plays character roles, makes amateur movies, builds models of ships and things, is married and has been in radio since 1929.

Below Right — "WHAT'S WHEN" on WIBW depends a lot on **Ruth Nickell** — she makes up the schedules. We should refer to Ruth as Mrs. Joe Nickell, wife of our news analyst, and she shares with him the hobbies of their farm and their pure-bred horses.

Below — TWELVE YARS WED" is the combination of "**Henry and Jerome**." Henry is on the right and Jerome on the left. And it was over a dozen years ago that they teamed up to broadcast from stations throughout the country. In 1930 they were awarded a gold medal by Radio Digest, having been judged the most popular radio entertainers in the Middle West by listeners in 12 states! Today they are one of the oldest duos in the radio field. Compose songs too!





Barbara Luddy is noted from coast to coast for her parts in the CBS "First Nighter" dramas.

Glenn Miller and his orchestra turn out sweet-swing melodies over the WIBW-CBS loop.

Kate Smith conducts the famous "Kate Smith Hour" over WIBW-CBS.

Kenny Baker, crystal-tenor and stooge on the Columbia-WIBW "Star Theatre" broadcasts.

Betty Lou Gerson takes the title role in "Arnold Grimm's Daughter."





"HEARTS AND FLOWERS" might well have waited from the wings in a scene of this type on the old tent-show stage. Left to right: **Miriam DuMars**, **Peter Hoexter**, **Ralph Moody** and **Renna Hunter** in WIBW's studio "A."

TELEPHONES, TAPPINGS OR TORRENTS OF RAIN enter the drama to create the setting or mood. Actor **Tom McGinnis**, remembered as the popular Sgt. Michael O'Leary of "Crime Patrol" dramas, sets his hand to the sound-effects during a "Golden Belt Tent Show" broadcast.

THE GOLDEN BELT TENT SHOW

Harking back to the days when tent-shows were familiar sights up and down the "golden belt" of the nation, Art Holbrook is bringing WIBW listeners a revival of many of the old melodramas and comedies of yesteryear.

This Friday evening presentation makes no attempt at satyrizing or burlesquing the plays that packed the early-century theatres and tents, but directs his casts to a sincere interpretation of nearly forgotten plots.

The photographs on this page portray some of the action incident to "The Golden Belt Tent Show" broadcasts.

"SAVE MY CHEILD!", gasps **Maureen Dawdy** (center), and the director and his cast await the timing of her plea before the villain snarls. From the left: **Lee Hoyt**, director **Art Holbrook**, **Miss Dawdy**, **Waldo Haywood** and **Helen Deeter**.





"THE ARIZONA RANGE RIDERS"

If it's a long day you're wanting, just follow the "Arizona Range Riders" from their 5:00 a. m. "Sunrise Shindig" show, to the "Dinner Hour" at noon, to the "Roundup" in the afternoon and on until they wind up with their own performance at supper-time, on occasion! But the folks in this picture seem to thrive on long, hard work — and their own brand of "sole-lifftin'" tune-talking. From different directions and by various routes, the five of them have combined just the right assortment and flavor of music to blend into one of the finest folk-tune "puddings" that ever was served on the radio table. Starting with the "bull fiddle," we have Dean Eacker, Virginia Lee, Johnny Zivich, Clark Wayne and leader Chuck Wayne.



Chuck Wayne, organizer of "The Arizona Range Riders," takes his music just as serious as he looks here. The West Virginia town of Jane Lew (That's the right name) turned out this fine natural musician. Chuck plays guitar, mandolin, trumpet and set of bottles—filled with water at varying levels for a xylophone effect.

Johnny Zivich makes this confession: Although he was born near Chicago, he'll cast his vote for the great plains any day—and three times a day, if necessary! Yep, Johnny's violin was never quite inspired until he hit for Iowa, California, Idaho, Oregon and Kansas . . . you know his music, now.

Dean Eacker took a look at this picture and accused photog Burt Pollard of stealing the bass fiddle he was holding. But Dean never lacks for instruments, being equally clever with the guitar, violin or banjo . . . and he sings, too. Dean—from up Nebraska way—is married, has a son and daughter.

Clark Wayne is Chuck's younger brother. The two boys got off in different directions with their music back in West Virginia and just recently "merged" out here. One of the finest electric guitarists between Savannah and Seattle, Clark has been taking a deal of applause with dance bands for several years.

Virginia Lee, with her smile, waving red hair, blue eyes and spritely manner should be enough . . . but then add her low ballad voice, and the situation is ideal. Virginia was born in Alabama some 19 years ago, did radio balladreaming in Arkansas and West Virginia before "joinin' up" with WIBW last year.





PROGNOSTICATING FIDDLER, amazing whistler, erstwhile steam engineer, auctioneer and lumber-jack from Missouri . . . and that should identify the jovial **Colonel Combs**, WIBW's old time fiddle wizard. The "Cunnel's" weather predictions, without benefit of pressure meters, precipitation gauges and such, match the marvels of his music-making. Anyone who believes men should retire at 55 should meet Col. Combs — he's just getting under way.



THREE STARTED OUT as radio representatives of the McKay family, but raven-haired **Catherine McKay** remains, alone. "The Kaw Valley Ramblers" and "The Rhythmettes" are still remembered for their WIBW shows. Fate dealt an unkind blow to the trio of harmonizing youngsters who comprised these programs and Catherine, the oldest, carries on as soprano soloist on our principal features.

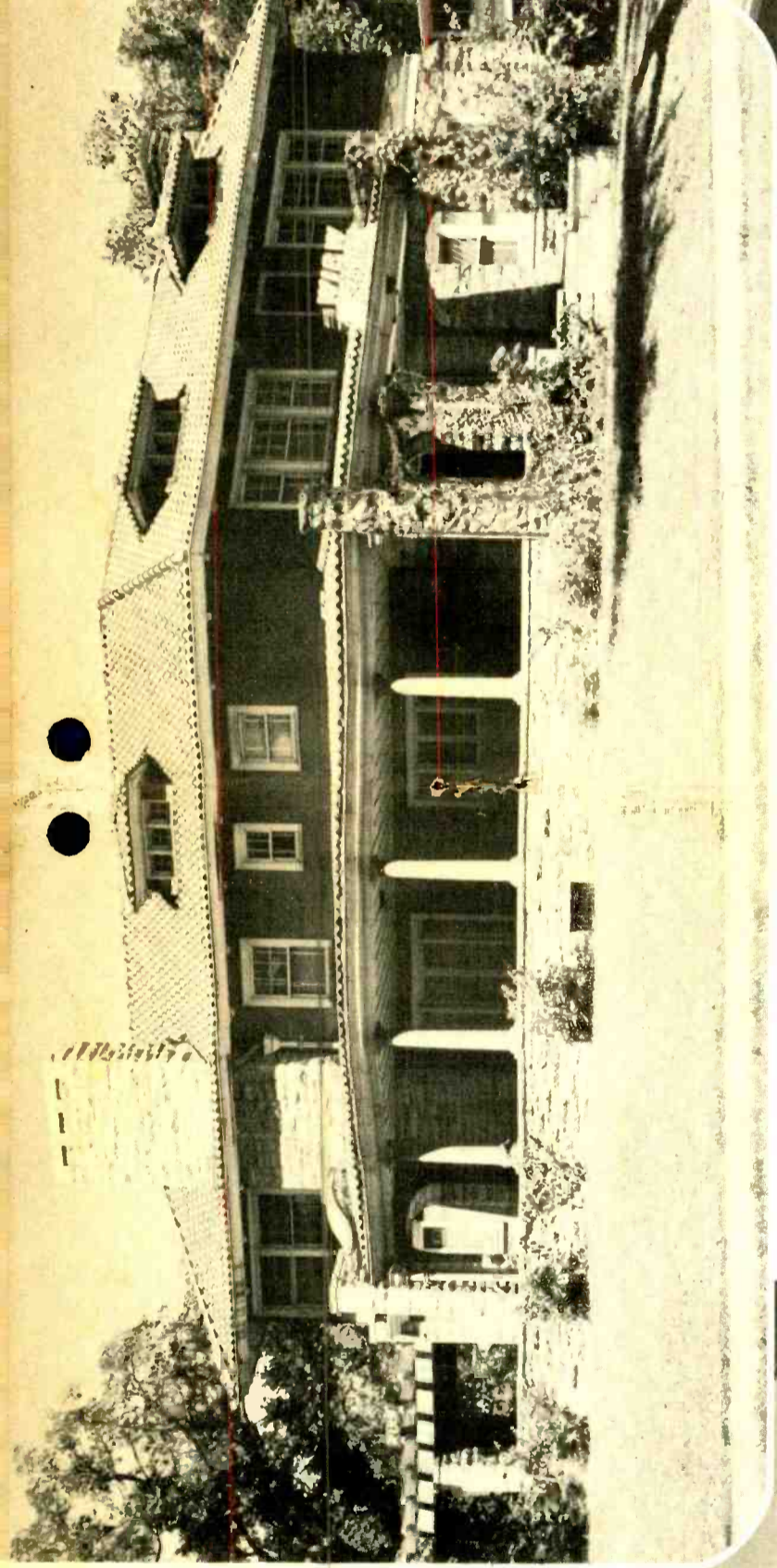
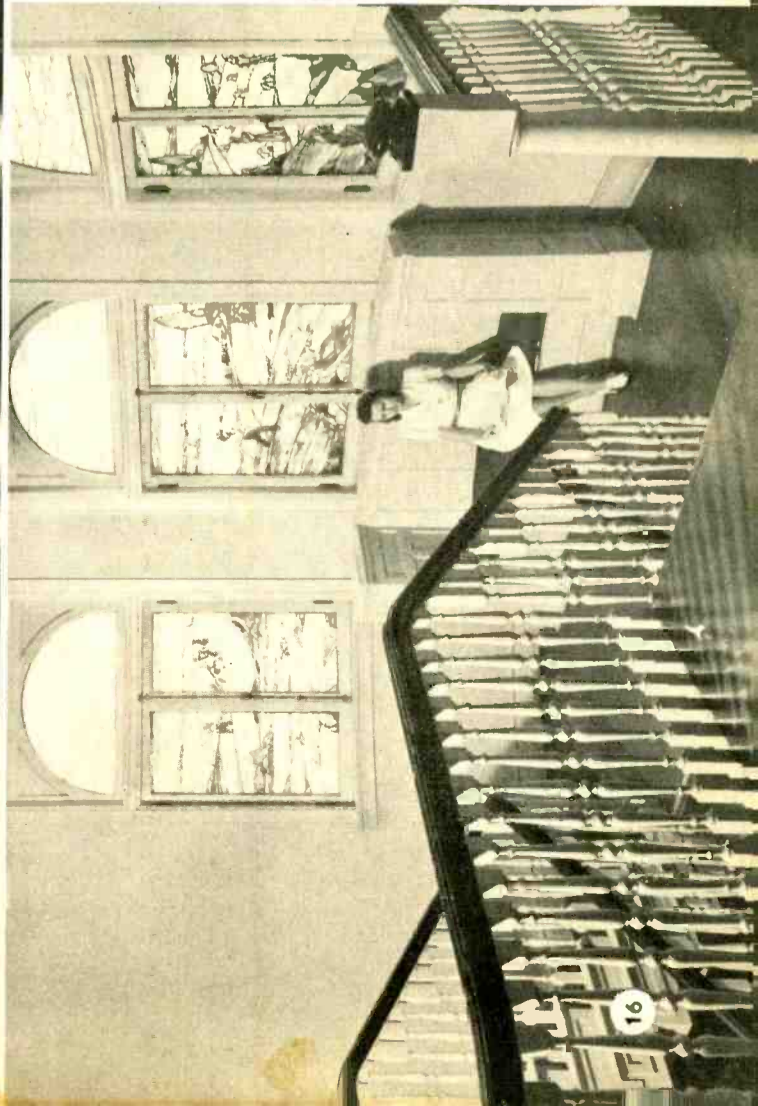
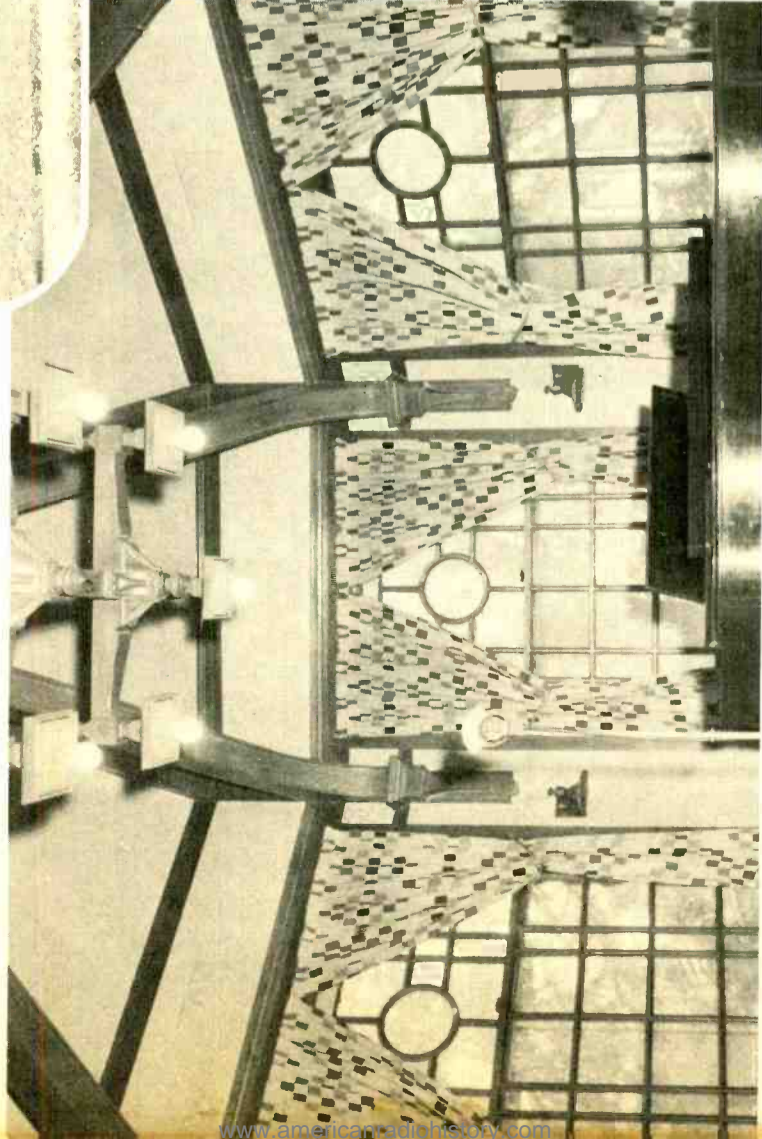
"CHARACTOR," might be a coined name for **Ralph Moody**, the fellow who becomes "Uncle Abner," "Uncle Ralph," "Daddy Bill Lee," singer, writer or announcer as the radio situation may require. Here, without make-up, he pleases Maudie Shreffler, the "Roundup" gang and you listeners as "Uncle Abner." A veteran stage actor, Ralph has worked with and known such stars as Edward Arnold, Victor Moore, Willie and Eugene Howard, Ginger Rogers, Clark Gable and Warner Baxter. In the picture at the left, Ralph Moody becomes "Uncle Abner" . . . barber, postmaster, constable and the town's chief source of information. More about his "Post Office — Barber Shop" on page 26.



Right — The home-studios of WIBW, on Topeka Blvd. at Eleventh St. in Topeka.

Below "D" — Studio "B" was originally the conservatory of Senator Capper's home.

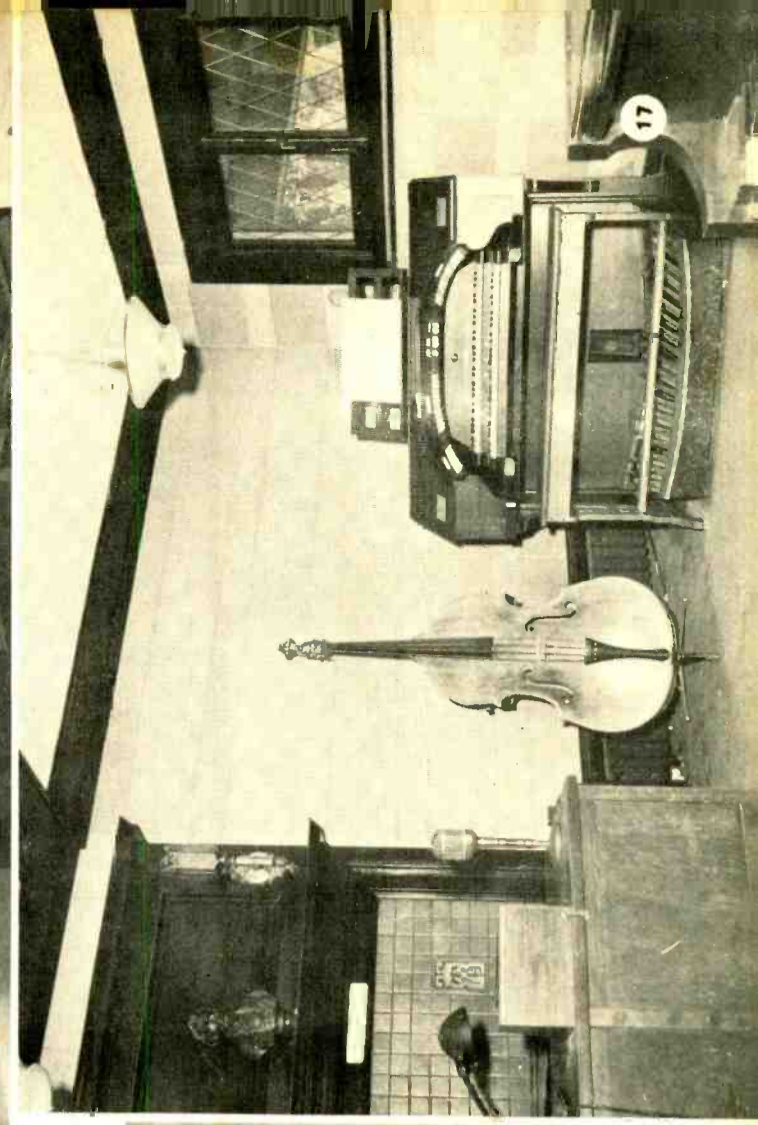
Below "E" — The landing of the fine spindled staircase is illuminated through colored glass mural-windows depicting the three farm seasons. Auxiliary WIBW worker Fay Sewell is seen at the stair head as we look down from the second floor offices.



Below "A" — In WIBW's Reception Lobby still stands the Grandfather's Clock that has watched the procession of notables from every state in the Union, and Kansans from every walk of life. At the left is the news and announcer's room, in what was the Cappers' dining room.

Below "B" — In the former spacious Capper living room, WIBW has established Studio "A", with its pipe organ in the corner and announcer's desk and panel against the fireplace at the left. Doors to the right of the organ give access to a covered private veranda at the end of the house.

Center "C" — The staircase, central theme of our home-studios, leads from the front entrance in a graceful design. Galleries of star's portraits bank the corridors on either side, and the reception desk overlooks the smart inlaid motif of the lobby floor.



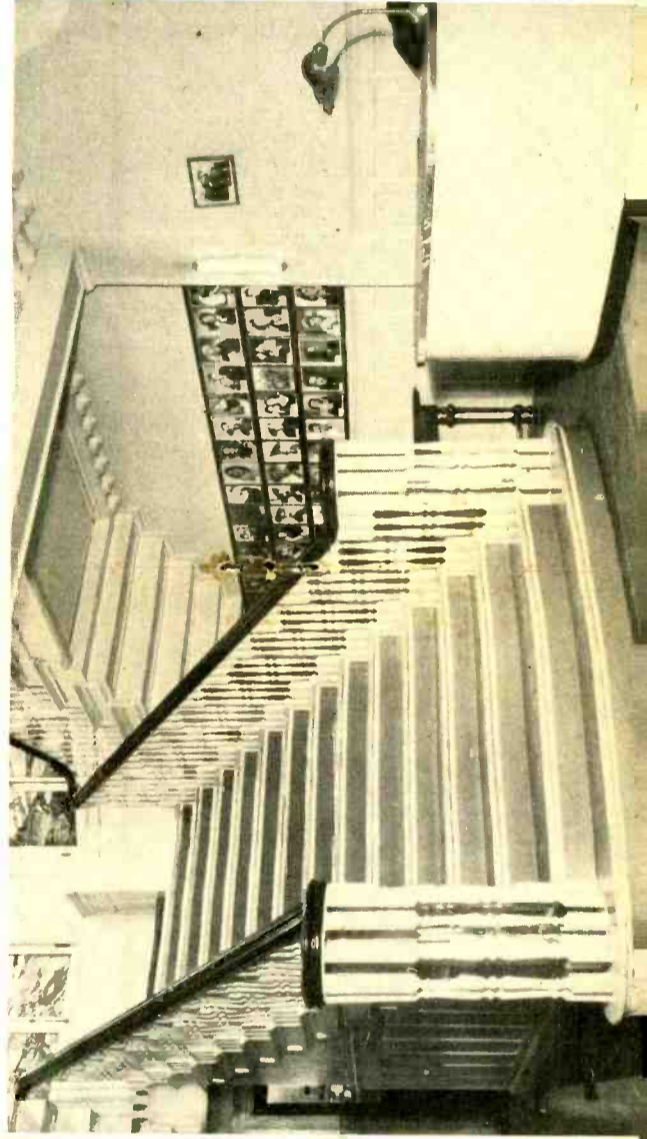
WIBW'S HOME AND "FETCHIN' UP"

How true the saying that "true love never runs smoothly!" Arthur Capper became attracted to the vast possibilities of radio in 1922, the year after the "audio tube" invention made broadcasting a reality. A license was obtained and Kansas' pioneer radio station came into being in Topeka, the second one west of the Mississippi river.

But in those days few people could enjoy radio, for there were only occasional receiving sets — although much more airroom than today. So the new broadcasting enterprise was dismissed — to await a more opportune day.

In 1927 Senator Capper acquired station WIBW in Logansport, Indiana, and moved it to Topeka, with studios first in the Jayhawk Hotel and then atop the National Reserve Life Insurance Building.

The gracious, old home that was built and occupied by the Cappers while Arthur Capper served as Governor of Kansas, had been the cross-roads of Kansas social and political life for many years, and it was Senator Capper's desire that it remain in semi-public service. Thus, WIBW settled into a unique home studio setting when the rooms shown on this page were remodelled for radio in 1934, and that year WIBW increased its power to 5000 watts for daytime and 1000 watts at night. On your radio dial, 580 is a choice location for clear reception, and every effort of our staff is devoted to keeping your listening at that point the most enjoyable possible.



OPERATORS OF WIBW'S "MYSTERIES"



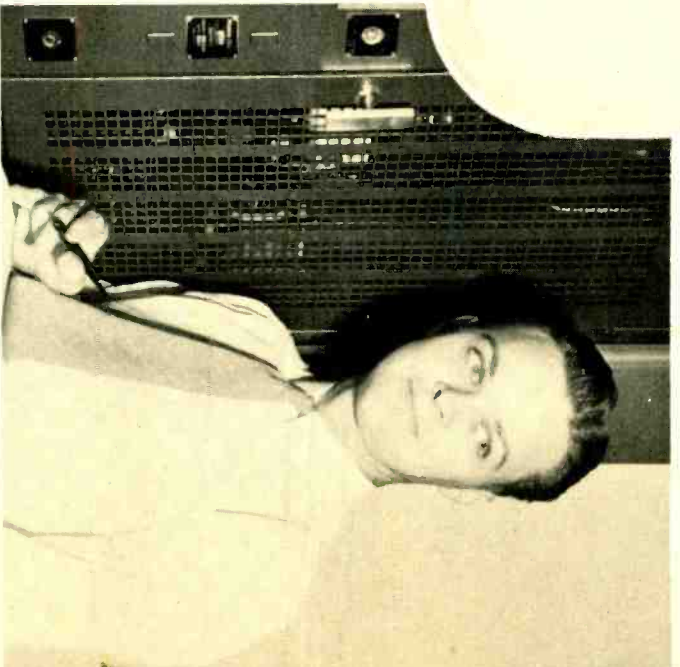
Right—**Chester Wallack** logs the meters at the transmitter as a record that WIBW remains within its power limits and at the exact frequency assigned constantly.



Left—**Lewis Dickensheets** calls WIBW's MasterControl Room from the transmitter operations panel in the new plant seven miles west of Topeka. Direct line communications are essential between the two points at all times.

Right—**Harold Ruff** replaces a \$300.00, water-cooled tube in WIBW's modern, high-powered transmitter. The entire station must be turned off before the grilled doors to the transmitter will open.

Left—**Chief Engineer Karl Troeglen** directs the technical phases of WIBW's broadcasts. Karl came to WIBW in 1930 and became our chief engineer in 1933.

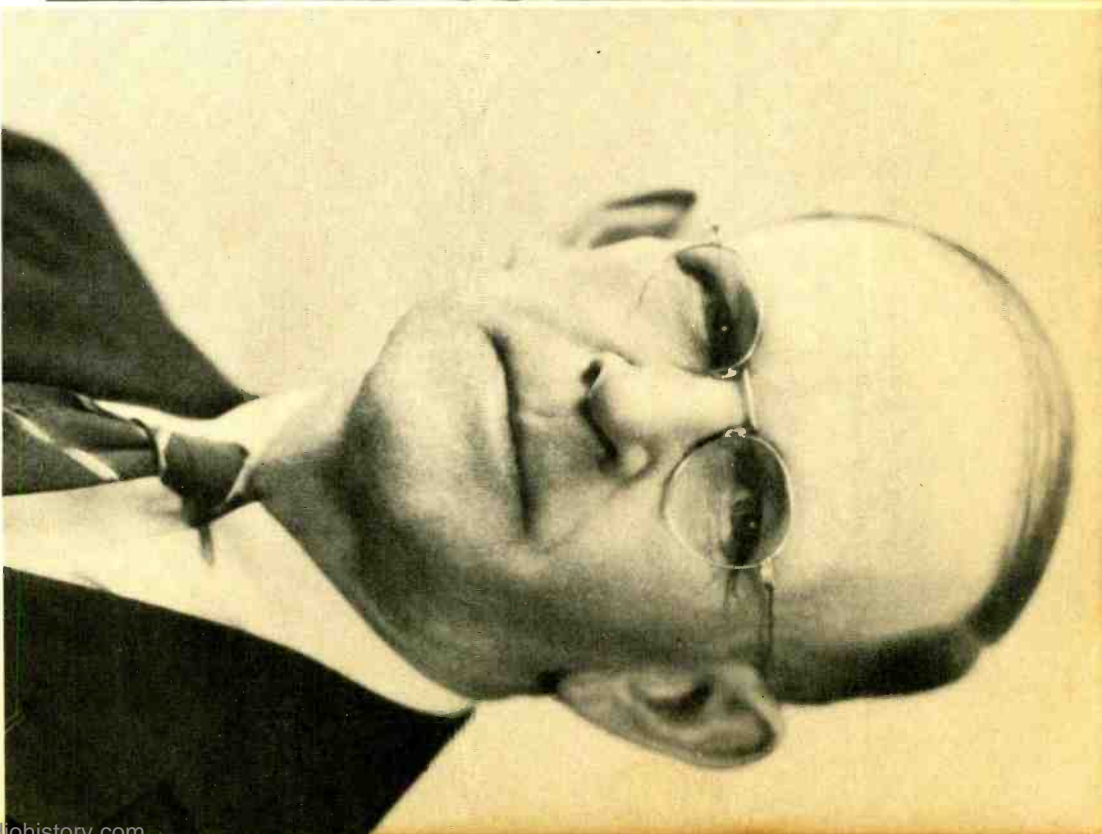


Above—**MUSICALLY MIGHTY**, despite his brief 5 feet, 3 inches, is **Otto "Hoppe" Corbin**—so nicknamed when he made a billiard shot suitable for the cue-king Willy Hoppe. Otto has recently concentrated on the cello, after years of performing on that instrument and trombone, baritone horn and saxophone, as well. Throughout the middle west, he has played with symphonies, opera companies, a U.S. Cavalry band and in theatre orchestras. Otto rules at WIBW as librarian of sheet music and transcriptions.



Above Left—**PIONEERS** in Kansas were **Fay Wirt's** forebearers. Her family still occupy the homestead at Wheaton that was established 86 years ago. After secular school and a year as stenographer for the state legislature, Fay joined WIBW in 1936.

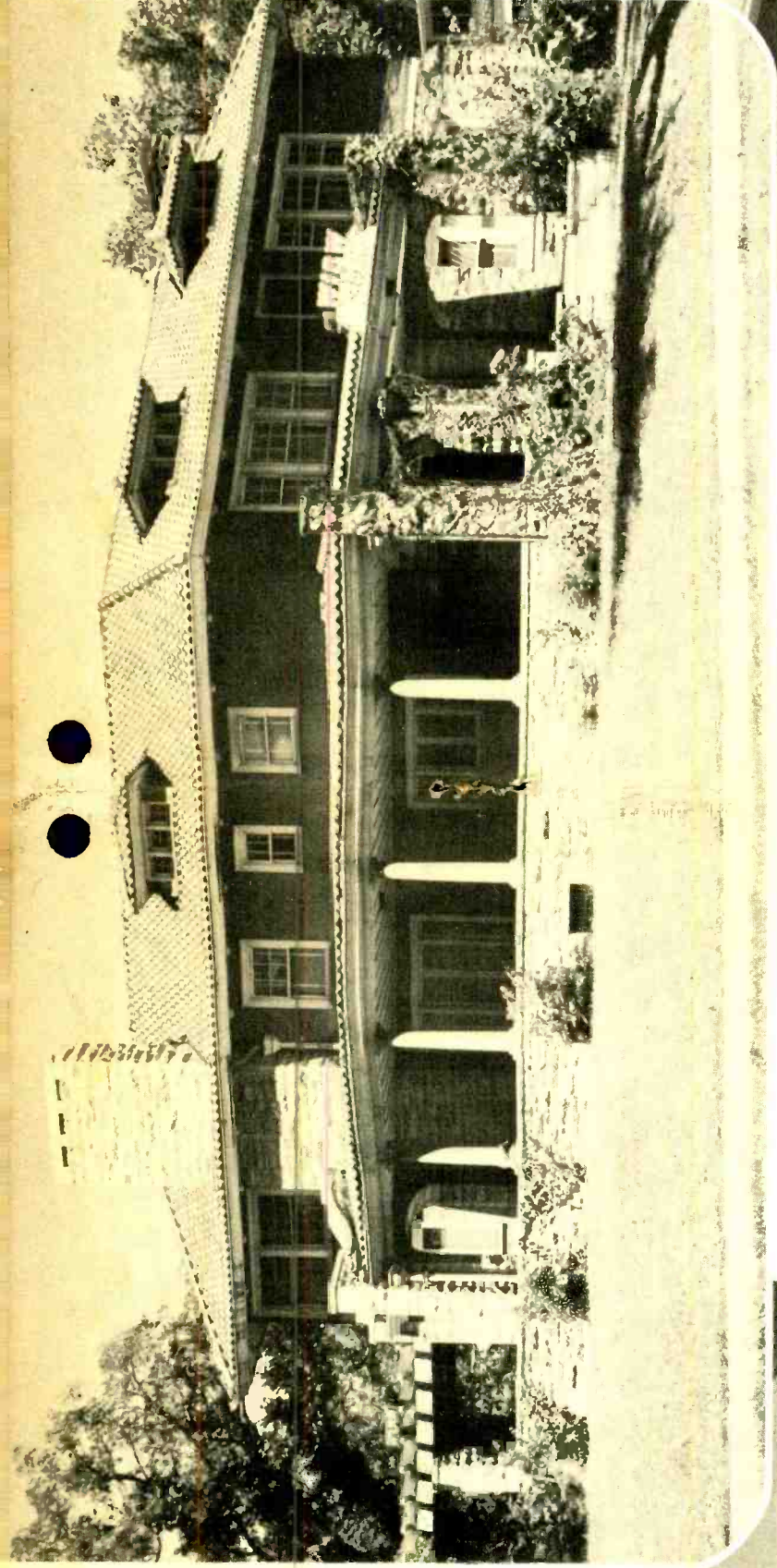
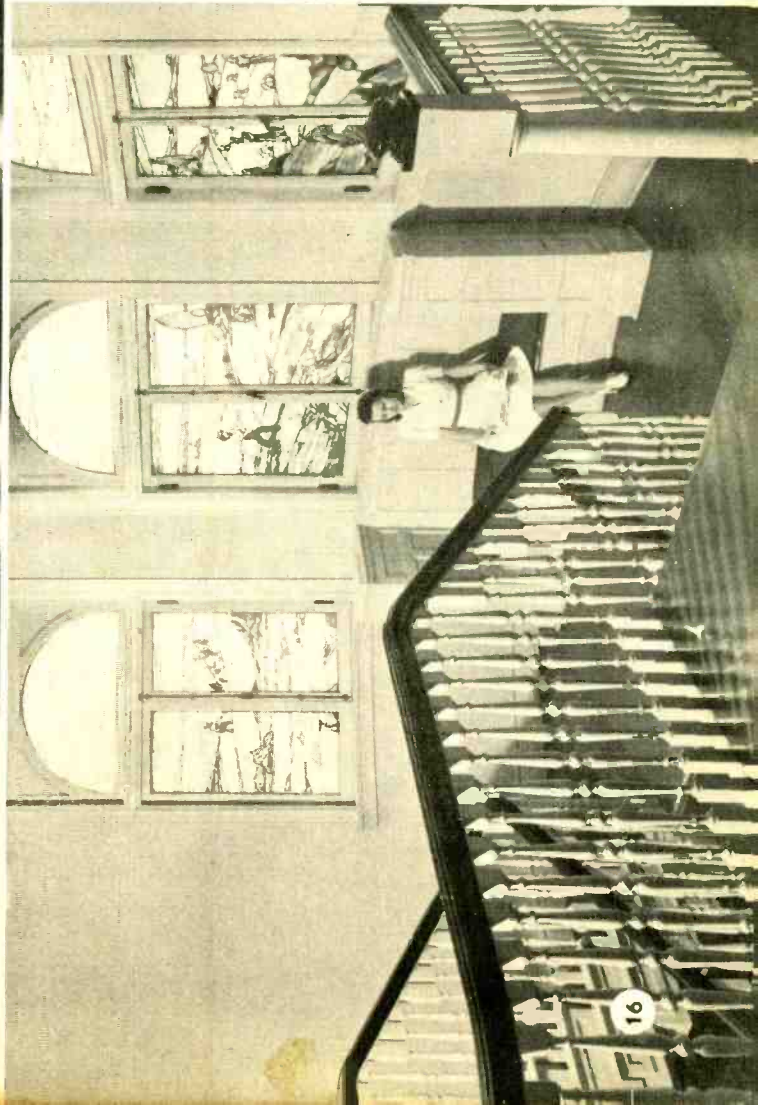
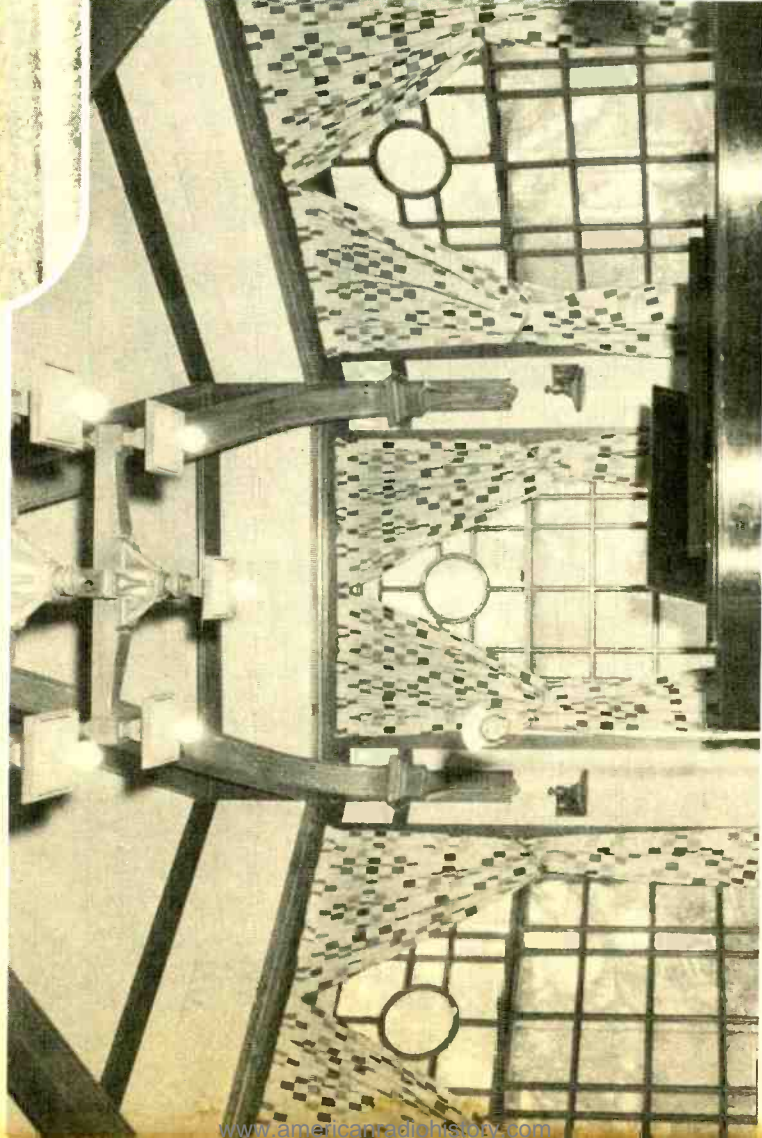
Left—**FEATURED AT EIGHTEEN** as violinist with the Thomas Musical Presentation Group, **Jud Miller** started moving in the best music circles early. He came west in 1924 for theatre pit work and landed in radio. His first program, incidentally, was announced by the fellow to become announcer for "Amos & Andy," Bill Hay. Musical psychoanalysis and philosophy are Jud's two profound-sounding interests—don't ask us what they are!



Right — The home-studios of WIBW, on Topeka Blvd. at Eleventh St. in Topeka.

Below "D" — Studio "B" was originally the conservatory of Senator Capper's home.

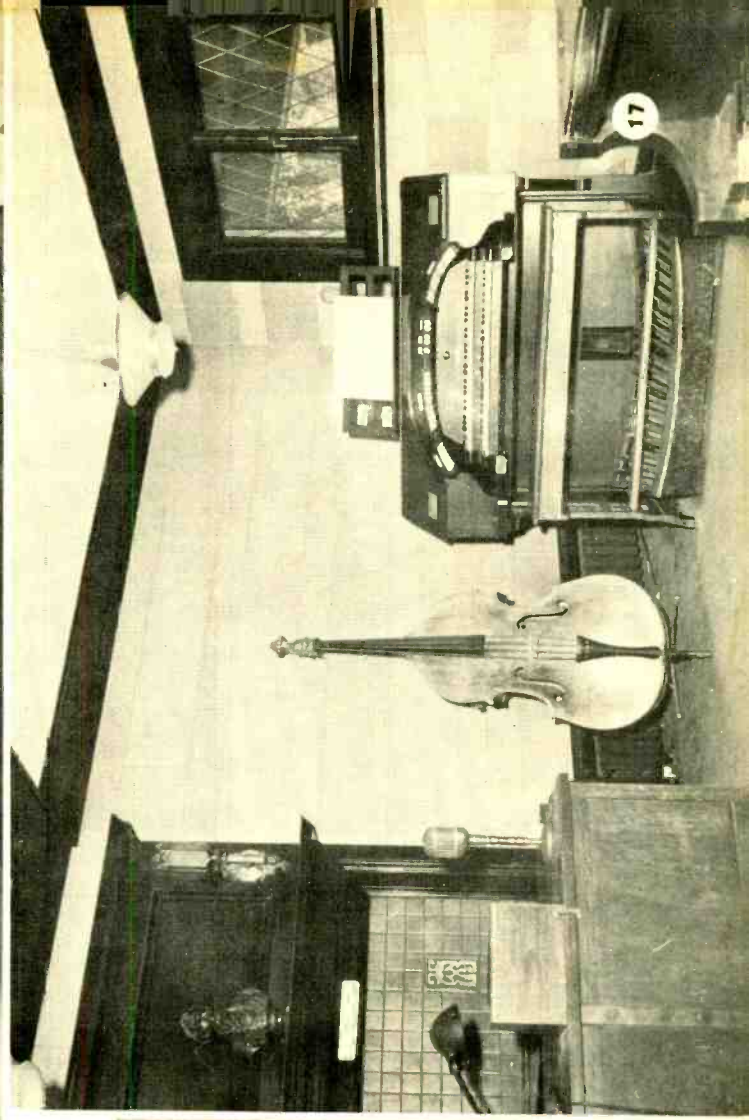
Below "E" — The landing of the fine spindled staircase is illuminated through colored glass mural-windows depicting the three farm seasons. Auxiliary WIBW worker Fay Sewell is seen at the stair head as we look down from the second floor offices.



Below "A" — In WIBW's Reception Lobby still stands the Grandfather's Clock that has watched the procession of notables from every state in the Union, and Kansans from every walk of life. At the left is the news and announcer's room, in what was the Cappers' dining room.

Below "B" — In the former spacious Capper living room, WIBW has established Studio "A," with its pipe organ in the corner and announcer's desk and panel against the fireplace at the left. Doors to the right of the organ give access to a covered private veranda at the end of the house.

Center "C" — The staircase, central theme of our home-studios, leads from the front entrance in a graceful design. Galleries of star's portraits bank the corridors on either side, and the reception desk overlooks the smart inlaid motif of the lobby floor.



WIBW'S HOME AND "FETCHIN' UP"

How true the saying that "true love never runs smoothly!" Arthur Capper became attracted to the vast possibilities of radio in 1922, the year after the "audio tube" invention made broadcasting a reality. A license was obtained and Kansas' pioneer radio station came into being in Topeka, the second one west of the Mississippi river.

But in those days few people could enjoy radio, for there were only occasional receiving sets — although much more airroom than today. So the new broadcasting enterprise was dismissed — to await a more opportune day.

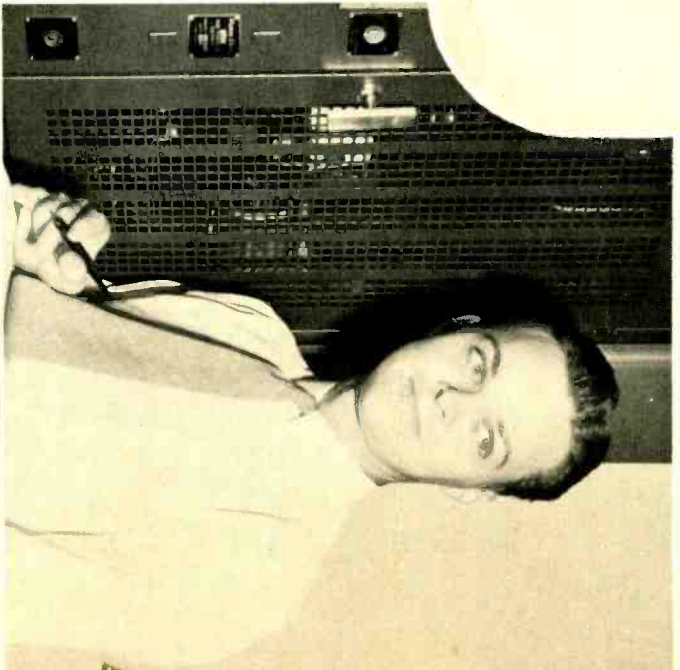
In 1927 Senator Capper acquired station WIBW in Logansport, Indiana, and moved it to Topeka, with studios first in the Jayhawk Hotel and then atop the National Reserve Life Insurance Building.

The gracious, old home that was built and occupied by the Cappers while Arthur Capper served as Governor of Kansas, had been the cross-roads of Kansas social and political life for many years, and it was Senator Capper's desire that it remain in semi-public service. Thus, WIBW settled into a unique home studio setting when the rooms shown on this page were remodelled for radio in 1934, and that year WIBW increased its power to 5000 watts for daytime and 1000 watts at night. On your radio dial, 580 is a choice location for clear reception, and every effort of our staff is devoted to keeping your listening at that point the most enjoyable possible.

OPERATORS OF WIBW'S "MYSTERIES"



Left — Chief Engineer Karl Troeglen directs the technical phases of WIBW's broadcasts. Karl came to WIBW in 1930 and became our chief engineer in 1933.



Right — Chester Wallack logs the meters at the transmitter as a record that WIBW remains within its power limits and at the exact frequency assigned constantly.



Left — Lewis Dickensheets calls WIBW's Master Control Room from the transmitter operations panel in the new plant seven miles west of Topeka. Direct line communications are essential between the two points at all times.

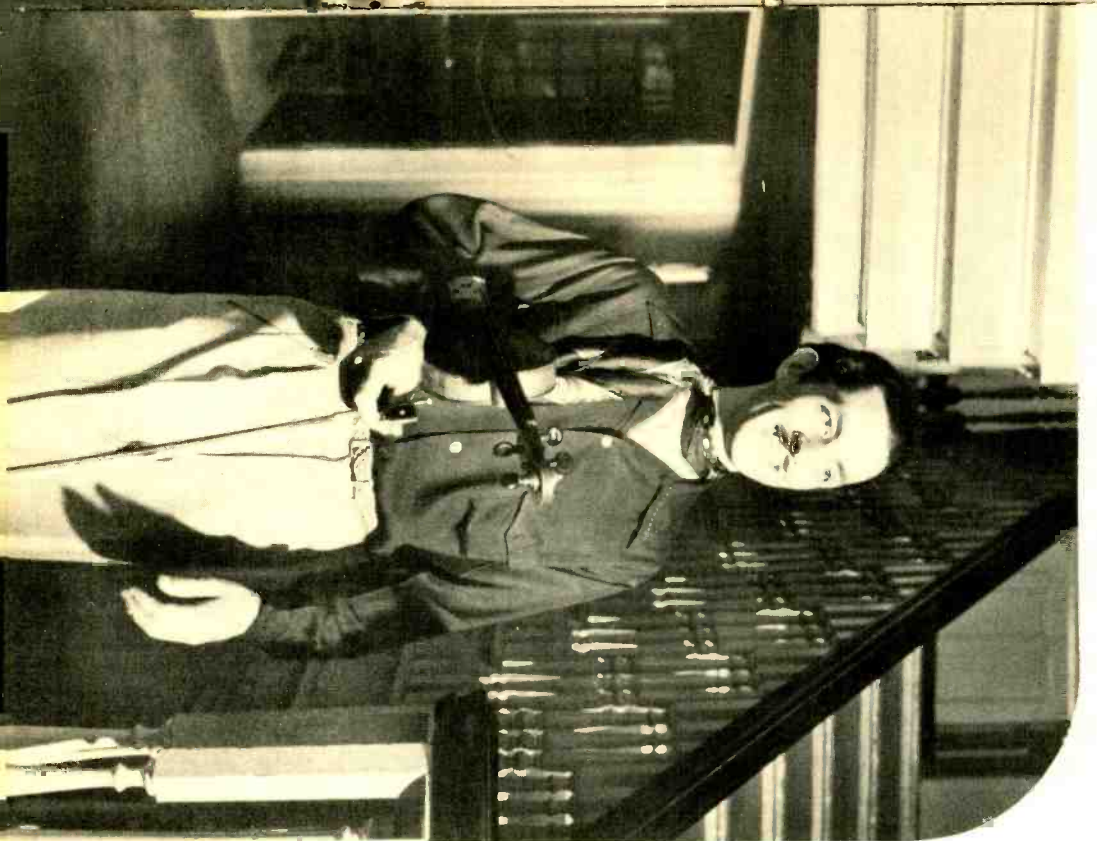


Above — MUSICALLY MIGHTY, despite his brief 5 feet, 3 inches, is Otto "Hoppe" Corbin — so nicknamed when he made a billiard shot suitable for the cue-king Willy Hoppe. Otto has recently concentrated on the cello, after years of performing on that instrument and trombone, baritone horn and saxophone, as well. Throughout the middle west, he has played with symphonies, opera companies, a U. S. Cavalry band and in theatre orchestras. Otto rules at WIBW as librarian of sheet music and transcriptions.

Above Left — PIONEERS in Kansas were Fay Wirt's forebearers. Her family still occupy the homestead at Wheaton that was established 86 years ago. After secular school and a year as stenographer for the state legislature, Fay joined WIBW in 1938.



Right — Harold Ruff replaces a \$300.00, water-cooled tube in WIBW's modern, high-powered transmitter. The entire station must be turned off before the grilled doors to the transmitter will open.



Left — FEATURED AT EIGHTEEN as violinist with the Thomas Musical Presentation Group, Jud Miller started moving in the best music circles early. He came west in 1924 for theatre pit work and landed in radio. His first program, incidentally, was announced by the fellow to become announcer for "Amos & Andy," Bill Hay. Musical psychoanalysis and philosophy are Jud's two profound-sounding interests — don't ask us what they are!



Eugene Panissidi can hear what is coming through on the Columbia Broadcasting System line while WIBW programs are originating in our home-studios in Topeka.



John Heslip is "riding gain" (Regulating the volume and mixing the sound impulses from each microphone) on a studio program. Intensity of the sound must be kept within rigid limits.



Clyde Howe, at one of WIBW's transcribing machines, sets the pick-up head to reproduce a previously-recorded program. To "cut" these transcriptions, diamond points are used.



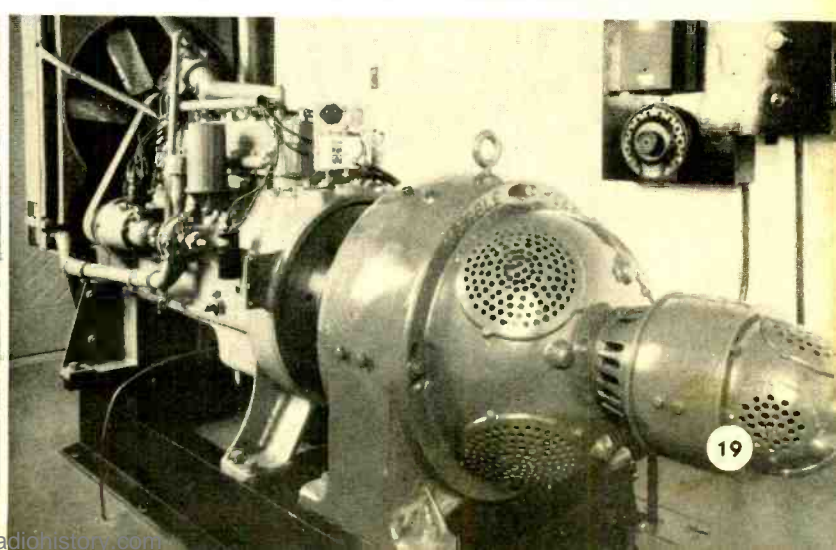
WIBW's new Transmitter Plant building is located in the bottom land of the Kaw Valley. Here, radial ground wires extend over 62½ acres to assure perfect transmission from our lofty 445 foot antenna mast.

Master Control Room at our Topeka home-studios was once Senator Capper's den. From it one has a view of either studio. The "mixing panel" in the center of the tall rack is the point from which all local programs are regulated.



The operations room of WIBW's 5000 watt transmitter. The shield enclosing the high-voltage apparatus is along the left wall, with the operations panel at rear right. WIBW engineers must exercise extreme care in working in the vicinity of the tremendous electrical current.

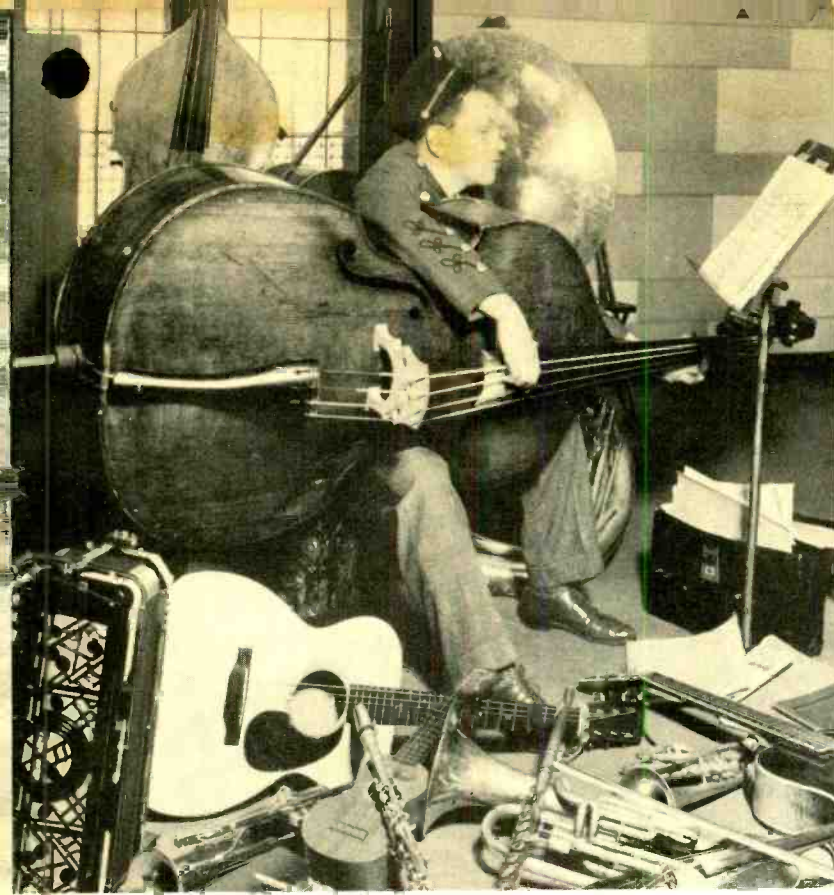
WIBW's Emergency Power Plant at the transmitter is capable of generating enough current to operate our 5000 watt transmitter should line power from outside fail. Thus, our radio area is assured service even in drastic emergency.





"PAPPY CHIZZELFINGER AND HIS BAND"

In brilliant array, here, we have the staff and personnel of "Pappy Chizzelfinger's" far-famed musical aggregation. In the event that you have not already identified them, let's start at the ridiculous and work ourselves into a nervous wreck . . . or at least read from left to right: Ted Moore, Hal "Horace Krinklepan" Bolan, Kasper "Pappy Chizzelfinger" Malone, Roy "Dude Hank" Carlson, Elmer "Substituting for Elsa" Curtis, Winston "Deaconfrock" Shideler and Billy "Beater" Baucum.



THIRTY FOREIGN COUNTRIES and most of the United States have heard the clarinet, trumpet, bass fiddle, flute or melo-phone music played by **Kasper Malone**, maestro and title character of "Pappy Chizzelfinger's Band." Versatile and a clever comedian, Kasper is hard to tie down to a real serious five minutes. Originally from Paducah, Kentucky comes this 31-year-old virtuoso who stands 5 feet, 4 inches high.

THERE'S NO TELLING just what, or who, **Billy Baucom** is going to be from one moment to another. As he walks out into the sunlight, here, he is strictly his mother's son, but at unheralded moments he may become a tap dancer, a WIBW salesman, trap-drummer, announcer, black-faced "Cipher" or balladeer of most any type of song . . . and all packed into 5 feet, 4 inches of a man who was born in Missouri in 1909. At the age of 13 Billy was a "trouper" and stuck to it, marrying his dancing pardner, for nearly 15 years



Dis hyr am "CIPHER," who am **Billy Baucom!**

A BRILLIANT RECORD was the result of Roy "Dude Hank" **Carlson's** wanderings away from his home in Topeka. This six-footer waded into the limelight of drama, dance bands and radio music from coast to coast. He has acted with the well-known McOwen Stock Company, trumpeted for bands like Ted Fio Rito's, broadcast on "The Lady Esther Sere-nade," performed in halls like Chicago's Edgewater Beach Hotel, played many CBS and NBC shows. As arranger and trumpeter, Dude plays a big part in WIBW music features.





QUICK POPULARITY came to **Hal Bolan** when he moved into his first radio job here at WIBW. Tall, blond, blue-eyed Wichitan, Hal studied music for six years, travelled with dance bands for three, taught for two — which adds up to eleven years of his total of 24 — and he came to our station

MUSICALADY and quiet, unassuming friend on our WIBW staff, is well-known **Elsa Schlangen**. Most of you are very familiar with the flowing melodies that always follow the announcement of "Elsa At the Organ" from our studio "A." But Elsa is equally proficient as a pianist. From her Nebraska home, she travelled widely in the midwest and far west to study with some of our greatest instructors and hold prominent theatre organ positions.



three years ago. Not only for his musical ability with several instruments, but because of his inimitable character, "**Horace Krinklepan**," whose picture is shown above, did Hal Bolan capture the fancy of our listeners. He's married — sorry, gals.

HER FIRST AMBITION was to become a radio singer, so **Jeanne Benson** just plain settled down to some hard work, and thanks to the training her musical mother gave her early, finally won her performing spurs with "The Voice of Kansas" station last July. Jeanne, now eighteen, graduated from Topeka High School this June and will enter Washburn College this fall. Sparkling, happy and lovely Jeanne is popular for both her charming voice and equally charming manner.



CBS STARS ON WIBW



Virginia Payne, young though she is, plays the title role in the serial, "Ma Perkins," over WIBW.



"Genial Jim" McWilliams, "asker" of the popular Columbia quiz show, "Ask-It Basket."



The famous and star-building **Major Bowes** of the CBS "Amateur Hour."

Alice Reinheart plays the part of "Chichi Conrad" in the WIBW-CBS story, "Life Can Be Beautiful."

Gabriel Heatter, noted news analyst and "emcee" of WIBW's quiz show, "Ask-It Basket."





Left — Quiz Kids appear on WIBW's "Junior Jollities" show, with Art Holbrook as chief "quizzer." An adaptation of the adult quizzes, this juvenile counterpart comprises boys and girls of ages from eight to twelve, and brings out some rather astounding brilliance.

Right — The Gospel Singers present a weekly program of inspirational music from our studios. The entire unit, shown here, are Elsa Schlangen, organist, Bryce Seusy and Lavon Armandariz, singers, reading left to right.



Below — "Guestar" Dave Rubinoff, internationally famous violinist of popular melodies, is interviewed in our studios during a visit to Topeka. Rubinoff, left, played several of his own string compositions and is explaining them to Art Holbrook, right.





Legionnaires of Topeka are heard frequently on "The Voice of Kansas" in furtherance of their continual campaign for the protection of democratic principles. Here, **G. Clay Baker**, commander of Capital Post No. 1, and **Martin Phillips** meet at the WIBW microphone.



The Most Complete Radio Weather Service is rendered WIBW listeners by **S. D. "Frosty" Flora**, left, and his assistant, **A. D. Robb**, meteorologists of the government weather bureau in the Federal Building. Each day they broadcast direct from the bureau offices in Topeka.



Left — "Uncle Abner's Post Office and Barber Shop" does a thriving business in tonsorial prettification and gossip each morning. All stacked up in the one-chair barber shop—which serves as post office and constabulary, as well—"Uncle Abner" lathers Jud Miller's eye while trying to read the post card held by Elmer Curtis. Roy "Rube" Faulkner climbs Elmer's back to see.

Right — **The Five Trumpets**, one of the most unique and enjoyable musical combinations in midwest radio, is a product of the genius of "Dude Hank"—second from left. Left to right: Hal Bolan, Dude, Jud Miller, Chuck Wayne and Kasper Malone. "The Three Trumpets," another unit arranged by Dude Hank, comprise Hal, Kasper and Dude.





Navy Notes regarding the recruiting activities of the U. S. Naval Training Service are related to listeners to "The Voice of Kansas" by (left to right) Anthony Leal, Chief Machinist's Mate; J. B. Buerkens, Chief Electrician's Mate; and L. R. Baker, Chief Electrician's Mate. All men are of the U. S. Navy.

Dr. O. O. Wolfe, President of the Kansas Farm Bureau, presents a weekly editorial comment on general farm subjects. This material, prepared in the Farm Bureau's Manhattan headquarters, is for the purpose of instilling thought on major farm problems. Charles Hill or Lee Hoyt of our staff deliver the messages.



Dr. Ormal Leroy Miller speaks during the Sunday broadcast of services from his church, First Methodist of Topeka. The choir of nearly 50 voices is directed by Donald Gleckler and accompanied by organist Mrs. Arza J. Clark.

Minister Without Portfolio and the jolliest fellow in the place, is **Bill Smith**. Bill keeps our home-studios in presentable condition, which is something of a job, considering the crowd of rather care-free WIBW'ers who help clutter the place.



THANKS FOR WRITING

OUR GRATITUDE is great for the way you folks treat our folks. Your letters of request, suggestion and comment help us turn out the type of radio entertainment you especially want.



From each of the United States, from Mexico, Canada, Alaska, Australia, Hawaii and New Zealand come the letters in quantities that have required enlarging the mail room four times in the past seven years. Sometimes as many as 15 girls are needed to sort, tabulate and distribute your letters and entries!

Left — EFFICIENT and smiling Mildred Rankin (Mrs.) is in charge of the WIBW Mail Department. After she finishes a day of supervising the staff who handle thousands of letters and cards, Mildred tinkers around home with her sewing and her hobby of interior decoration. Through "Mickey's" department have poured as many as 347,473 mail items in a single year! In one day, a record of 22,790 items were received at WIBW — in only ONE day!

The distributing and sorting racks — only one side shown here — are busy as soon as each mail arrives during the day. The most distant piece of mail was to Elmer Curtis from a sailor aboard a ship 2000 miles southwest of Los Angeles. The girls here, reading from left, are Evelyn Stearns, Cora Hitz and Mildred Ramsey.

To tabulate the mail items each day is a puzzle for one who is not trained in the work. A complete daily report is made to manager Ben Ludy, announcers, salesmen, writers and national representatives to ascertain program popularity. Shown here, left to right, are Faye Allgire, Myrtle Denney and Cora Hitz.





Tom Howard and George Shelton brew up the laughs on the "Pipe Smoking Time" show.



Parks Johnson (wearing glasses) and **Wally Butterworth**, the noted CBS "Vox Pop" announcers.

The famous royal-rhythm maker, **Guy Lombardo**, whose band has been a long-time CBS favorite.



Al Pearce as "Elmer Blurt," one of the comic characters on "Al Pearce and His Gang" from CBS.



Bea Wain and Barry Wood are balladreamers from the New York end of "Your Hit Parade."



Right — **Doris Dudley**, surprising new CBStar, is the blond ingenue on "Meet Mr. Meek."

Below — **Robert L. Ripley**, collector, cartoonist and narrator on his own "Believe It or Not" CBS feature.



Right — **Rosemary DeCamp**, lovely radio starlet, is Judy Price in the "Dr. Christian" CBSeries.



Above — **Johnny Green**, maestro of the orchestra of your WIBW-CBS program, "Johnny Presents."

Right — **Art "Vic" Van Harvey**, **Bernadine "Sade" Flynn** and **Billy "Rush" Idelson**, of the "Vic and Sade" show.



WIBW SALES REPRESENTATIVES

To maintain its contact with the hundreds of sponsors, WIBW, "The Voice of Kansas," has representatives throughout the United States.



Marion Beatty, Topeka.



Frank Korab, Topeka.



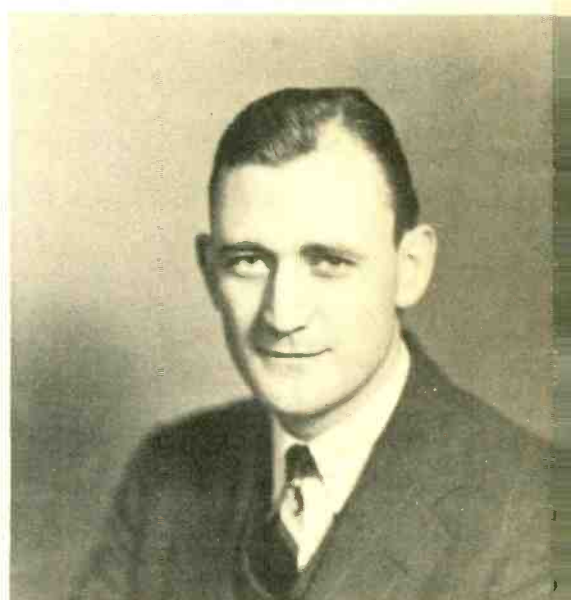
E. J. McKernan, Detroit.



Felix Morris, Chicago.



W. B. Flowers, San Francisco.



Dean Bailey, New York City.

W. L. McKee, New York City.

Walter Biddick, Los Angeles.

Joe Story, Kansas City.



WHERE TO FIND THEM

- Allen, Frances — pg. 5.
American Legion — pg. 25.
Arizona Range Riders — pgs. 12, 13.
Baucom, Billy — pgs. 20, 21.
Benson, Jeanne — pg. 22.
Bolan, Hal — pgs. 20, 22.
Capper, Sen. Arthur — pg. 2.
Carlson, Roy — pg. 21.
"Cipher" — pg. 21.
Columbia Broadcasting System Stars —
pgs. 10, 23, 28, 29.
Combs, Colonel — pg. 14.
Corbin, Otho "Hoppi" — pg. 15.
Cunningham, Homer — pgs. 4, 5.
Curtis, Elmer — pg. 3.
Denney, Edmund — pg. 8.
Dickensheets, Lewis — pgs. 18, 19.
"Dude Hank" — pgs. 20, 21.
Dutton, Margaret — cover, pg. 5.
Eacker, Dean — pgs. 12, 13.
Engineering — pgs. 18, 19.
Faulkner, Roy — pgs. 8, 9.
"Five Trumpets" — pg. 25.
"Golden Belt Tent Show" — pg. 11.
Gospel Singers — pg. 24.
Hann, Edna — pg. 8.
"Henry & Jerome" — pg. 9.
Heslip, John — pgs. 18, 19.
Hill, Charles — pgs. 4, 5.
Hodges, Hilton — pg. 3.
Holbrook, Art — pgs. 3, 11, 24.
"Horace Krinklepan" — pg. 22.
Howe, Clyde — pgs. 18, 19.
Hoyt, Lee — pgs. 4.
Junior Jollities — pg. 24.
Kansas Roundup — pg. 9.
Lee, Virginia — pgs. 12, 13.
Livgren, Olie — pg. 8.
Lonesome Cowboy, The — pg. 8.
Ludy, Ben — pg. 2.
Mail Department — pg. 27.
Malone, Kasper — pgs. 20, 21.
McKay, Catherine — pg. 14.
Miller, Dr. Ormal Leroy — pg. 24.
Miller, Jud — pg. 15.
Moody, Ralph — pgs. 11, 14.
Navy Notes — pg. 26.
Nickell, Joe — pg. 4.
Nickell, Ruth — pg. 9.
Panissidi, Gene — pgs. 18, 19.
"Pappy Chizzelfinger" — pgs. 20, 21.
Phillips, Slim, — pgs. 6, 7.
Rankin, Mildred — pg. 27.
Ruff, Harold — pgs. 18, 19.
Salesmen — pg. 30.
Schlangen, Elsa — pg. 22.
"Shepard of the Hills" — pg. 9.
Shiple, Gene — pg. 3.
Shreffler, Maudi — pg. 4.
Smith, Bill — pg. 26.
Studios — pgs. 16, 17.
Transmitter — pgs. 18, 19.
Troeglen, Karl — pg. 18.
Young, Kathryn — pg. 9.
Zivich, Johnny — pgs. 12, 13.



Now that you've met us, why not stop in to see us, or write us a letter.

This album was edited by Art Holbrook and Charles Hill of WIBW, and Hal Hubert, National Radio Personalities, Inc. Photography was by Burton Pollard of Topeka.

WIBW

Radio Personalities