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ROUND-UP



OLE LIVGREN

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March

Our Twelfth Issue

1946

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Editorial Page



Our First Year

With this, the March issue, we wind up our first year of publishing your "Round-Up Magazine." It has been a highly successful year from every stand-point. Our subscription list has mounted until we have a continual fight, getting paper and supplies to fill every order. To date, nearly two hundred thousand copies of the "Round-Up" have been mailed to you readers.

Your letters, which have been responsible for the many changes adopted during the year, led us to believe that we were filling a long-felt want. From those same letters we have found the type of features you enjoy most and you may be assured that our new year will find more and more of the material you have been seeking.

What's In A Name

Chuck Wayne's radio name is derived from his first name and his middle name. He was called "Wayne Charles Arbogast" by his parents. When he entered radio work, he dropped the last name, used the nick-name commonly used in connection with his middle name as his first name and his first name as his last name. Did I lose you? Anyway, chances are, Chuck wouldn't answer to any name but "Chuck."

IMPORTANT

Check your expiration date on your mailing label on the back page. If the date below your name reads "3-31-46," this is your last issue. Time to renew your subscription. Send one dollar to "Round-Up Magazine, WIBW, Topeka, Kansas."

WIBW has asked the Federal Communications Commission for an increase in power from 5,000 to 500,000 watts. No action by the FCC is expected for some weeks, since they are busy with scores of other applications.

The reason we asked for more power of course, was to serve more people. There are many folks on farms and in small towns throughout the country who are unable to get good reception on their radios, due to their being too far away from a radio station. Weak signals, fading and static have always bothered these folks.

If the FCC grants our increase in power, WIBW could serve much of the United States with a good signal, thereby making it possible for everyone to enjoy good radio reception.

We are very hopeful that our request will be granted, but time will tell. We'll just have to wait and see.

Coming Events

Birthdays

Clark Wayne March 22
Shepherd April 12

Anniversaries

Mr. and Mrs. Heinie Haynes March 27
Mr. and Mrs. Homer
Cunningham March 30

OLE LIVGREN

Doc Embree has asked me to write a short biography that may be of some interest to our subscribers of the Round-Up magazine, so here goes—we'll start right at the beginning—I was born in Clay Center, Nebraska, October 26, 1906 of Swedish parentage—naturally, that is why the name "Ole" was tagged to me. When I was one year old we moved to the prairies of Western Nebraska where my father engaged in cattle raising and farming. Most of my boyhood days were spent there herding cattle and going to school. I guess my musical career started one stormy night when a piano salesman driving through the country stopped to obtain shelter for his horse and instrument. He was forced to leave his piano for several days during which time I did some experimenting. When he returned to get the piano, I started a war. With my mother's sympathy, it finally ended up that my father traded thirteen head of wild horses for the piano.

My next step was to arrange for music lessons from the one and only teacher in the community. I rode to town on my pony for my first lesson on a Saturday afternoon and upon returning my pony reared at the sight of a rattle snake, throwing me off and breaking my arm. As luck would have it, by the time my arm had healed, the music teacher moved away. So there was nothing to do but teach myself.

1918 found us leaving Nebraska and locating in Western Kansas, where my father engaged in wheat farming—at the beginning of the year of extreme drouth and dust storms. It was here that I first learned of radio; my curiosity naturally being aroused, most of my earnings were spent on books about what this thing was all about. Finally with a few odd parts and some high-priced tubes, I assembled one of the first sets in the community and I am often thrilled that the first voice I ever heard over a radio was that of Jerome (now of Henry and Jerome) singing on an Oak, Nebraska radio station—and did I admire him! If someone had told me I would be accompanying these entertainers on the air one day. I would have told them

that they were crazy. However, I still had my piano and listening to the radio, I learned quite a bit about the latest popular tunes and it helped me a great deal in my playing. Finally, the drouth forced my folks to return to their former home in Clay Center, Nebraska and I struck out on my own, joining an orchestra at Nortonville, Kansas. Having spent one winter there, the following summer I paid a visit to my family in Nebraska and was offered employment with the Nebraska Power Company where I obtained quite a bit of electrical experience. My savings, however, from this job were spent quite suddenly one day when a company sent me some colorful literature about accordians. My folks nearly ran me out of the house the day I brought it home and told them what I had paid for it, but I went right to work on it and the following spring I felt that I had mastered it well enough to be on a radio program at a local station. The first selection I ever played on the air was "My Wild Irish Rose." The announcer said the next selection was to be "Baby Face," but I couldn't think how the tune went so I played "My Wild Irish Rose" again. I kept working hard at it though and soon was able to take a two-weeks' trial at KMMJ, then at Clay Center, Nebraska. One of my best friends, Jimmy Atkins, who is a nationally-known singer now with Fred Waring's orchestra, introduced me to the girl who is now my wife, then Jane Benson of Hastings, Nebraska. It was here also that I had the pleasure of working with Arlington Brugh, better known to his movie fans as Robert Taylor. Many of our members here on the WIBW staff were also there—Gene Shipley, Edmund Denney, Leonard McEwen, Henry and Jerome, Hilton Hodges and Elmer Curtis.

October 12, 1935 found Edmund Denney and me in our jalopies on the road to Topeka and right here I must say that I do not know where you could find a more hospitable, home-like bunch of people to work with than the boys and girls here at WIBW. It has been a real pleasure and I have enjoyed every minute of it. Miss Maudie has gone to no ends in helping me

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HENRY'S *Exchange*



In this issue of the Round-up we would like to bring you hints pertaining to the care of children: "AIDS FOR MOTHER".

BABY. For keeping the baby's bottle sweet between uses, leave a solution of baking soda and water standing in the bottle.

When bathing the baby, fold a thick turkish towel and lay it in the bottom of the bath tub. This will prevent slipping or injury from a fall.

When nipples get sticky, wash them good, cover with salt and let lay overnight or from one using to the next. Rinse in cold water before using.

DOLLS. Take clear varnish and apply to the dolls parts that appear as skin. This will keep water from harming the doll. The varnish also gives the doll a nice new look.

PASTIME. Use old greeting cards as a pastime for the little folks when they have to be in bed. Be sure to keep a list of those received for future use.

EASTER EGGS. In fixing Easter eggs for the kiddies, write either their names or draw pictures on the shells with white crayola after they have been boiled, then dip into the dye. The writing will show up very plain after the eggs have dried.

Blow the contents out of an egg by making a small hole in each end of the egg, thereby saving both the egg and the shell. In that way you will have shells enough to decorate a small cross. String them after decorating them and cover a wooden cross with strings of the egg shells. It's beautiful and serves as a shelf decoration for months.

Egg shell gardens are nice for children to plant before Easter. Fill several shells with sandy garden soil. Place the shells

in a shallow box. A cigar box will do. Pack sand about the shells to make them stand straight. In each shell plant four seeds. Petunias, snap dragons or zinnias are easy to grow. Place the gardens in a sunny window and keep the soil moist. When the plants are two inches tall remove all but one plant from the shell. The children love to watch them grow.

Cute little doll cradles can be made from pound oats boxes. Paste the round end back on and cut away parts to form a bed. They will rock.

When drinking tube or sipper is not available for sick room use, try using a stick of macroni. It will serve the purpose surprisingly well.

Library paste: Sift one cup of flour, one cup sugar and a half teaspoon powdered alum together. Then put the mixture in the double boiler, add one pint of water and 15 drops of clove oil. Cook until clear and put into small jars with lids. (Not necessary to seal.) This makes a pint of good paste.

PRECAUTION: Slip an oil silk bowl cover over the head wheel of your sewing machine. This will keep small children from getting their fingers and hands caught when it's turning.

When you buy supporters for the baby, buy two pairs at once. Remove the safety pin on the one end to fasten to the long stockings and the other to fasten to the shirt. It saves getting holes in the shirt and stockings, look neater and is more comfortable for the baby.

There's news for all of the members of your Exchange Club. The hints used on the air and hints and information too long to give on the air are to be published. The first edition will be out soon and they will come to you in loose-leaf form. We have made arrangements for loose-leaf binders which will be large enough to handle about 3 years of the hints. This way you will always have your hints, right in front of you, neatly entered in your binder. The name Henry's Exchange will be printed on the front, in color and it makes a very attractive cover. The price of the binder post paid will be 50 cents.

Around the Studios



"Doc" Embree, the editor of *ROUNDUP*, is an arm-twister. He twisted mine enough that I have promised to write a gossip column for you folks. Truthfully, like anyone else, I would rather sit around and help manufacture gossip than report it; but I have the job, and so I'll do my best. You can make it far easier if you'll write to me once in a while and ask questions about anyone—or tell me what news you most enjoy. Here goes:

IMPRESSIONS AFTER THREE YEARS: Most of the old timers are still here. A grand job giving war news and helping the many worthy campaigns sponsored by Uncle Sam. The same happy "family" attitude among the gang. The friendly welcome to returning servicemen. The same busy secretaries and mail girls who work so hard to keep *WIBW* running like a clock. Maudie's and Dude's wedding and the happiness of both, same for Ezra, bless his creaking bones. The same friendly studio home, beautiful but not large enough for all the activity. A good, warm feeling to be back with friends and a grand boss, Ben Ludy.

CHATTER: Jimmy Dickens, the world's smallest cowboy, beat Topeka's housing shortage, by bringing his trailer. Likes it too. Dude Hank and Maudie have a beautiful home in west Topeka but admit they don't get to spend nearly enough time there. When you go to a movie in Topeka, Elsa Schlangen, our organist, usually sells you the tickets. Elmer Curtis has recovered from his serious accident. He cut his leg badly. Says the docs gave him so much "sulpha," mosquitos will never speak to him again. Henry Peters is our champ house-trader. He's had several but has finally settled next door to Gene Shipley.⁹ Gene rides "The Flying Rooster," our new airplane, to make his interesting wire recordings with farm folks in the Midwest. "Pug" Marquardt and yours truly alternate flying the "Rooster"

QUESTION DEPT—Jim Reed is on terminal leave from the Army. Art Holbrook has his discharge from the Coast Guard and is preparing to resume his *WIBW* duties. Clark Wayne is in Hawaii, waiting none too patiently for that nod from Uncle Sam. "Uncle Abner" is in Hollywood, doing radio work, so is Pappy Chiselfinger. Dean Eacker and his family have bought a home in Topeka and Dean is back at work at *WIBW*; he spent several months with Spade Cooley and his gang. John Zivic died about two years ago, a great loss. Aunt Fay is in Kansas City, no longer with radio. "Blackie" is working in radio in St. Louis and Bill Bryan ditto in Oklahoma City.

BONER DEPT—Did you hear this one? Just before the noon news on Thursday, Elmer Curtis told Loyd Evans that he (Elmer) was going to Kansas City Saturday and would miss the news that day. At 12:15, when Loyd signed Elmer off the air, Loyd said "Olaf Soward will be with you tomorrow noon." The following conversation took place with all the "mikes" open.

Elmer: What day is this?

Loyd: Friday.

Elmer: No, it's Thursday. I'll be here tomorrow.

Loyd: What about Saturday?

Elmer: Hilton will take the news Saturday.

Loyd: Okay, okay—so, (gulp) t'ne in tomorrow, folks.

Loyd blushed a little and confided later that you didn't have to be crazy to be a radio announcer, but it sure didn't hurt anyone.

That's all for this time. I'm depending on you to help me make this column interesting and a lot of fun. Please write to me. I'll get the "dope" for you and have it in the next issue for everybody. Thanks a lot and good listening.

The staff of *WIBW* is available for personal appearances in your community. If your club, church or social group would like to bring *WIBW* entertainers to your home town, write to *WIBW* for complete information on prices and available dates.

OLE (Continued from Page 3)

to be a better musician and I know of no way in which I can ever repay her. Other members of the staff have been simply swell. I think most of you folks know from every-day listening, most of our happenings here. This makes the tenth year with the WIBW folks, excluding 22 months I spent in the Army, and I hope that I may be able to spend many more. In fact, we like it so well here we have purchased our own home; there is much happiness with the pleasant surroundings, especially with our two children, Larry, who is six years old and our little daughter, Betty Jane, who is 19 months old.

I might say here something regarding the "Olevox" as many of you inquire as to what this instrument really is. It is one of my own brain-storms that I concocted about five years ago from radio parts and tubes. Music is made on the same principle as the old-time radio sets that used to squeal, these squeals being set into different tones musically. I did not know whether it would work or not; but to my surprise it did and after presenting it on the air, I received so much gratifying response that Miss Maudie made it a regular feature on our programs. At this time I am building a new type of electrical organ from the old console that used to be in our main studio.

Doc tells me that my picture is going to be on the front cover of this issue. I hope too many of you didn't get scared out of your wits at the first glance. The reason the picture is so bad, the cameraman said that he lost the camera lens. In the meantime, keep listening to us; we would like to meet you all but if you can't come in, let us hear from you. Thanks a million to all of you friends who make our daily visits to your home possible. As ever, Ole.

New Equipment

The "Round Up" and the new "Hint Publication" have just completed arrangements for the purchase of a new addressing machine. This machine is capable of addressing fifteen hundred magazines an hour and will insure early delivery of the two magazines to our subscribers.



Hey, kids, your happiness is showing. Dude Hank and Miss Maudie are still smiling after five months of married life.



Introducing Evelyn MacGregor and Bob Hannon! Their voices are no doubt more familiar to you than their faces. Bob is the baritone and Evelyn is the contralto heard on the "American Melody Hour" on WIBW at 6:30 p.m. Tuesday.

LIKE FATHER

Little Johnny Embree was pulling this joke on all WIBW'ers who would listen. "Yesterday I bought my uncle some peanut brutal!" "You mean peanut brittle," would come the reply. "No, I mean peanut brutal. My uncle doesn't have any teeth, so it was brutal to him!"

Ezra (winding up a big windy): . . . and there were thirty of us sleeping in one bed!

Don H.: Thirty in one bed! I don't know whether to believe that or not!

Ezra: It does sound like a lot of bunk.



NEWS DUO
Bob Kearns and Homer Cunningham as they appear before the WIBW mike at the 11:00 p.m. newstime.

The Voices You Hear Along the RFD

... by Gene Shipley ...

RECONVERSION IN AGRICULTURE

The farmer is a pretty resourceful individual. He has to be to get by. Just as the industrial plants have to have the benefit of long experience in the successful application of constantly improved manufacturing processes, so must the farmer possess that agricultural "know how" to make a success of farming.

The almost unbelievable production record of American farmers during the emergency of wartime demands, against handicaps that at times seemed almost insurmountable, proved that our farmers have the agricultural "know how" and resourcefulness to do the job. There always seems to be enough genius among the farmers themselves, to solve the problems as they arise, and good farm management in the past has paid dividends. It will be even more important in the future, because as farming becomes more and more mechanized, it takes a bigger investment to own and operate a family size farm. This in turn requires closer control of costs, and greater efficiency in land use. Farmers as well as those engaged in other work, can expect to see many spectacular developments that will change their methods of working; and in the future farming will call for more brain power and less brawn power.

Reconversion from war to peace will be accompanied by many changes in farming, and there will be many adjustments. Right now, land owners realize the importance of making changes in crop rotations and conservation practices to restore soil fertility, and to improve and preserve our soil resources. Hay and pasture are getting more emphasis in crop rotation plans. Contour farming on sloping lands is receiving increased attention by progressive farmers. And in those areas where rainfall is deficient, summer fallowing and strip cropping are being re-emphasized. One reason farmers were able to expand wartime production to the high figure of 1943, was due in a large measure to the in-

crease of nearly 5,000,000 acres in land used for crops, and this change meant plowing up more acres of pasture and the use of land which would otherwise have been rested or fallowed. There existed this reserve of land fertility that could be drawn upon in wartime. But now our fertility reserves must be restored. Soil fertility is like money in the bank. If you have a comfortable balance, you can draw on it during times of stress; or when expanded production is needed, but there comes a time when that balance gets uncomfortably low, and you are skating close to the red line. Mother nature does not tolerate "overdrafts." You've got to start putting something back, or she'll close you out.

Farming is in a constant state of change, although some of these evolutionary processes are so gradual we are hardly conscious of them. Today, we produce a greater output per worker on the farm than ever before. Research and Agricultural Engineering will provide the means for further improvement in farm management, and a more efficient and profitable operation. Plant breeders are developing improved plant varieties. The most familiar development along this line is probably hybrid corn, which in 1943 added six and one-half million bushels to the national harvest, and one of the most revolutionary agricultural accomplishments in a lifetime. New strains are being developed in other plant varieties to render them more resistant to disease, heat, drought and cold. New machines are being developed to further improve and simplify many farm operations. Improved methods of manufacture and better materials will give us more efficient fertilizers. Study and plant research are going to provide successful weed control methods. And still you will hear some farmers say, "Give me the good old days."

Well, anyway, you'll have to admit that farming in the future is going to be an interesting adventure.

Chats Around the Aerial

.... with Olaf S. Soward

It doesn't really make any particular difference where you live. If your home is in town, you might step out into the backyard for a few minutes. And, if you live on the farm—you probably know all about it already.

But, there are a lot of buds of one kind and another getting ready to pop out into leaf; there are a lot of sprouts forcing their way up through even the least promising ground. Within fairly wide limits the weather, as of today, makes very little difference. The part of the middle west in which you happen to have your home carries a minimum of weight.

The first sight and feel of spring is almost sure to be in the air and along the ground, turn where you will. Even if in your neighborhood you might have run into one of those late snow or sleet storms, there is an atmosphere of a lack of permanence about it—a rather obvious last fling of winter before the old man with the icy whiskers has to give up the ghost for another nine months or so.

Perhaps it is a bit unfortunate that we are so accustomed to this marvelous succession of the seasons that to our utterly practical modern minds there is nothing of magic about it. Ancient men—in the earliest phases of civilization—did it somewhat better.

So overwhelmed were they by the regular return of warm winds and rain, trees and grass and flowers after those long months of ice and cold that they even wove the bulk of the earliest religions about the constantly recurring wonder of it all. We know that the seasons are merely the prosaic result of the progression of the earth along its vast orbit about the sun.

But still all we have to do is to step outdoors—and there is that suggestion of new green feathering the twigs and showing up against the background color of the soil; there is that hint of impending change in the air which promises the soft

touch of caressing breezes and the grateful warmth of sun-laden air!

We all know that. We are so certain of it that we take it for granted just like the light and dark of day and night. Possibly if we could just recapture a slight appreciation of the wonder of it, we might have more hopeful patience with days of spiritual darkness and ice and storm.

More or less all over the world men are bewailing the blasts of spiritual inclemency which have gripped the earth following the turmoil of war. Bitterness and suspicion, greed and ignorance have been unleashed in the backwash of conflict, as has been pretty much the case after every major war since the dawn of time, so far as we can tell from the records which have come down to us.

And large numbers of folks are trying to tell us that we dare expect no relief from these after-effects of turmoil; that the awesome and discouraging spiritual weather will remain with us forevermore, like a new dispensation from a triumphant Satan who is destined to be all powerful until the crack of doom.

We are asked to think that at home or abroad we cannot ever again anticipate that friendly feeling of man for man, that confidence in the essential good intentions of the other fellow which is the ultimate basis of all civilization, that willingness to see our neighbor get what is justly due him even as we claim that which is honestly ours—and no more!

However, when you stop to think of it, those dyspeptic prophets of eternal gloom are mostly keeping their eyes too close to their own nose!

How many times has mankind gone through exactly such "winters of discontent" as that which is even now holding the faint hearted in its grip—and lived to bask in the warm and flower-laden spring of a reborn confidence and understanding?

Merely to start counting will restore smiles to lips frozen in fear.

♪ C.B.S. notes ♪ by Kathryn Young ♪



Ginny Simms

Ginny Simms, pictured above, deserves a lot of credit for the fine job she is doing on her program each Friday at 9:00 p.m. on WIBW. She turns the spotlight on a talented veteran who is looking for a job. So far, every veteran who has performed on "The Ginny Simms Show" has walked off with a job.

Andre Kostelanetz, conductor of the "Music of Andre Kostelanetz" program on WIBW Thursdays at 8:00 p.m., has been awarded the Asiatic-Pacific campaign ribbon in recognition of his efforts in entertaining U. S. armed forces personnel overseas. According to the War Department statement, Kostelanetz is one of a very small group to be so honored. The award was made by command of Maj. Thomas A. Terry, of the India-Burma theater.

Phil Baker's "Take It or Leave It" will originate in New Orleans, Sunday, March 3. Mardi Gras officials invited Phil to bring his \$64 quiz to New Orleans as a highlight of the annual pre-Lenten festival. This question-and-answer show, which you can hear if you twist your dial to 580 on Sundays at 9:00 p.m., has gained the reputation of being one of the best quiz programs on the air.



Alexander

Here's a picture of Tommy Cook better known as "Alexander," the son of "Blondie" and Dagwood Bumstead on the "Blondie" show heard on WIBW at 6:30 p.m. Sunday. Tommy was recently awarded a certificate of meritorious achievement when he appeared at the Los Angeles "Pageant of Youth" which was attended by ten thousand youngsters.

John Reed King, emcee of "Give and Take" (WIBW, 3:30 p.m. Saturday), believes he got his biggest audience reaction when his trousers fell down during a badminton exhibition match played before an all-girl audience. Was his face red!

When Maestro David Broekman rehearses the choir on the "Texaco Star Theatre" (WIBW—8:30 p.m. Sunday), he gives them the pitch with a violin borrowed from a nearby musician. There's a reason why Broekman doesn't own a violin of his own, and it goes back 20 years to a promise he made to himself. He played the violin with the New York Philharmonic Orchestra until 1926, when he decided that if he was going to get ahead the time was now. So he pawned the instrument for \$40, never went back to pick it up, and vowed never to own another violin. He never has.

WIBW PROGRAM SCHEDULE

580 on Your Dial

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

Monday Through Friday

Morning

- 5:30—Daybreak Jamboree
 5:45—News
 6:00—Bobbie Dick
 6:15—Bar Nothing Ranch (*Peruna*)
 6:35—Inter-State Farm Service News
 6:45—Billy Starr and Jimmy Dickens
 (*Spark-o-Lite*)
 7:00—News
 (*Mon., Wed., Fri., B. F. Goodrich*)
 (*Tues., Thurs., Carey Salt*)
 7:15—Shepherd of the Hills (*Nutrena*)
 7:30—Henry and Jerome (*Wait-Cahill Co.*)
 7:45—Edmund Denney Time (*Merchants Biscuit Co.*)
 8:00—News (*Mon., Wed., Fri., Allenru*)
 (*Tues., Thurs., Sat., Grove Lab.*)
 8:05—Henry and Jerome
 (*Hamburg Hatchery*)
 8:15—Unity Viewpoint (*Unity School*)
 8:30—Henry's Exchange (*Willard Co.*)
 9:00—Shepherd of the Hills
 9:15—News (*Dannen Mills*)
 10:30—A Woman's Life (*Swan Soap*)
 10:45—Aunt Jenny (*Spry*)
 11:00—Judy and Jane (*Folger's Coffee*)
 11:15—Big Sister (*Rinso*)
 11:30—Weather Bureau
 11:34—Dinner Hour

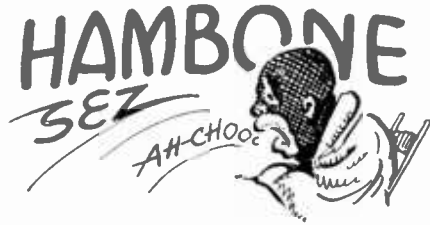
Afternoon

- 12:00—News (*H. D. Lee Co.*)
 12:15—Sarber Markets
 2:00—Kansas Round-Up
 (*Poultry Tribune*)
 (*Sunway Vitamins*), (*Kolor-bak*)
 3:00—House Party (*General Electric*)
 3:25—News
 3:30—The Second Mrs. Burton
 (*General Foods*)
 3:45—Ma Perkins (*Procter & Gamble*)
 4:00—Life Can Be Beautiful
 (*Procter & Gamble*)
 4:15—Road of Life
 (*Procter & Gamble*)
 5:30—Romance of Helen Trent
 (*American Home Prod.*)
 5:45—Our Gal Sunday
 (*American Home Prod.*)
 Highlights of the Week

MONDAY

Evening

- 6:00—News (*Butternut Coffee*)
 6:15—Songs of Bobbie Dick
 6:30—Shepherd and Kaw Valley Boys
 6:45—News



My old pappy allus sayed . . . "One ob' de' bestest things you has up yo' sleeve is a funny bone." Man is de' only animal who kin laugh—why not take 'vantage ob' it? Trouble is . . . whuts funny to me, ain't so funny to somebody else maybe. Take my wife fo' instink! When I git's a glimmer at one ob' dem things she calls a hat . . . why I swear to goodness, when I seed her come in de' other day wid what she say wuzz a new hat, I thought hit wuzz a court plaster ovah her eye. I axe her iffen it warent . . . (now deys one ON my eye). Dats one habit I's gonna git shed of. Me an my big mouff! Yo' know . . . bad habits is lak a comfortable bed . . . easy to git into and hard to git out of!

Did you ever notice dat dey arrest a man when dey ketch him impersonatin' a woman and call a woman cute when she impersonates a man. Boy! you is licked frum de very beginnin'. You seldom sees a shoemaker wit a new pair ob' shoes or a garage man wit a new car. But a woman dat runs a bea^uty parlor looks lak a million dollars. Dis is a funny life. A man marries a woman becuze she is a good cook and after de' honeymoon, de' first thing she do is hire a cook!

Another good way to protect ouah wild-life would be to persuade dem' to go home and get to be afore midnight. Don't hit 'xasperate yuh . . . when yuh goes inna office an' axe wheah de' boss-man is and hab' de' stenographer gal powder her nose. lay down her cigarette on de' table. swap her gum to de' odder cheek an say: "Yore guess is good as mine."

You know . . . hit ain't de' people who is tryin' to git somphin' fur nuthin' dat causes so much trouble. hits de' people who has succeeded. Dat's whut hurts.

I wuzz laid up fo' a few deys not long ago wit de' flu-enzy. Ain't hit a crime at all de' people who allus thinks hit is dere

duty as a fren to tell you sumpin' dat 'ell make yo' fee worse?

Some ob' us is old 'nuff to remembah de' good old days when all a gov'ment done wuzz govern. Dey ain't no man nor any public oh-ficial need hide de' facts concernin' any scheme dat is on de' level. You know what my old pappy say? He say, "Son, de' bestest way to climb up to high places in de' business worl' is to keep on de' level. Many a slick politician lets de' gamblin' joints flourish so's dey will hab' sumpin' to close down when de' re-formers crack down on em."

Hain't it a caution how some ob' de' young gals who think dey is too re-fined to wash de' dishes still don't think dere mothers is? Dere de' gals who think dat de' best way to keep money in circulation is to git married. Bless Bess dey shore is right on dat one too.

Ever notice dat de' very people who want to live easy alus hab a hard time? I swear dey is some peope in dis old worl' who has de' mistaken idea yo' can purchase frens like yo' buys yo' groceries. But I has noticed dat after a man agrees wit yo' views you is willin' to admit dat he's a right sensible man. Ain't hit de' truff?

BIG WINDY

March just wouldn't be complete without at least one windy story. We nominate Bob McClure, WIBW publicity writer as champion "Big Windy."

It happened on the island of Tinian. Lieut. Bob McClure was stationed on the island with a bomber squadron. After a hard day, Bob went to his tent to get a good night's sleep. He did. Sleepy-eyed and yawning, he arose next morning to resume his work. Glancing outside, Bob stopped short. What had happened to the world? There, where on the previous evening had been orderly rows of tents and huts, was a scene of corrugated steel huts twisted into pretzels and shreds of canvas that had been tents. Only three tents remained standing; one of them belonged to Lieut. McClure. During the night a tropical hurricane had hit the island, leaving behind a trail of wreckage. Bob slept through the entire night without so much as a bad dream!

- 7:00—Vox Pop (*Emerson Drug*)
- 7:30—Joan Davis Show (*Swan Soap*)
- 7:55—News (*Vick Chemical Co.*)
- 8:00—Lux Radio Theatre (*Lux*)
- 9:00—Screen Guild Players (*Lady Esther*)
- 9:30—Bob Hawk Show
(*R. J. Reynolds Tobacco Co.*)
- 10:00—News (*The Fleming Co.*)
- 10:15—Jimmy Carroll Sings (*E. R. Squibb*)

TUESDAY

Evening

- 6:00—News (*Phillips 66*)
- 6:15—Songs of Bobbie Dick
- 6:30—American Melody Hour (*Bayer Co.*)
- 7:00—Big Town (*Sterling Products*)
- 7:30—Theatre of Romance
(*Colgate-Palmolive-Peet*)
- 7:55—News (*Vick Chemical Co.*)
- 8:00—Inner Sanctum (*Thomas J. Lipton, Inc.*)
- 8:30—Pleasant Valley
- 9:30—Ernie Quigley, Sports
- 9:45—Emahizer Melodies
(*Emahizer-Spielman*)
- 10:15—Congress Speaks

WEDNESDAY

Evening

- 6:00—News (*Butternut Coffee*)
- 6:15—Songs of Bobbie Dick
- 6:30—Piano Ramblings
- 6:45—News
- 7:00—The Jack Carson Show (*Campbell Soup Co.*)
- 7:30—Dr. Christian
(*Chesebrough Mfg. Co.*)
- 7:55—News (*Vick Chemical Co.*)
- 8:00—The Frank Sinatra Show (*P. Lorillard Co.*)
- 8:30—Ann Sothern in Maisie
(*Eversharp Co.*)
- 9:00—Great Moments in Music
(*Celanese Corp.*)
- 9:30—Andrews Sisters
(*Nash Kelvinator Co.*)
- 10:00—News (*The Fleming Co.*)
- 10:15—Jimmy Carroll Sings (*E. R. Squibb*)

THURSDAY

Evening

- 6:00—News (*Phillips 66*)
- 6:15—Songs of Bobbie Dick
- 6:30—The Rainbow Trail (*American Poultry*)
- 6:45—Olaf Soward's Viewpoint
- 7:00—Constant Invader
- 7:15—Crossroads Sociable
- 7:55—News (*Ray Beers Clothing Co.*)
- 8:00—Music of Andre Kostelanetz
(*Chrysler Corp.*)
- 8:30—Hobby Lobby
(*Anchor Hocking Glass*)
- 9:00—Island Venture
(*Wm. Wrigley, Jr., Co.*)
- 9:30—Powder Box Theatre
(*Bourjois, Inc.*)

10:00—News (*The Fleming Co.*)
 10:15—Ernie Quigley, Sports

FRIDAY
Evening

6:00—News (*Butternut Coffee*)
 6:15—Songs of Bobbie Dick
 6:30—Henry & Jerome
 6:45—News
 7:00—Aldrich Family (*General Foods*)
 7:30—Kate Smith Sings (*General Foods*)
 7:55—News (*Vick Chemical Co.*)
 8:00—Holiday and Company
 (*Philip Morris*)
 8:30—Durante-Moore Show
 (*United Drug Co.*)
 9:00—The Ginny Simms Show
 (*The Borden Co.*)
 9:30—Bob Crosby Show (*Ford Motor Co.*)
 10:00—News (*The Fleming Co.*)
 10:15—Jimmy Carroll Sings (*E. R. Squibb*)

SATURDAY
Morning

5:00—Daybreak Jamboree
 5:45—News
 6:00—Bobbie Dick
 6:15—Bar Nothing Ranch (*Peruna*)
 6:35—Farm Service News
 6:45—Billy Starr and Jimmy Dickens
 (*Spark-O-Lite*)
 7:00—News (*Carey Salt*)
 7:15—Shepherd of the Hills (*Nutrena*)
 7:30—Henry and Jerome
 7:45—Edmund Denney Time
 8:00—News (*Grove Lab.*)
 8:05—Henry and Jerome
 8:15—Food Review
 (*Topeka Daily Capital*)
 8:45—Lee Farm Hour (*Geo. H. Lee Co.*)
 9:00—Shepherd of the Hills
 9:15—News (*Dannen*)
 10:30—Billie Burke Show
 (*Lambert Pharmacal Co.*)
 11:00—Armstrong's Theatre of Today
 (*Armstrong Cork Co.*)
 11:30—Weather Bureau
 11:34—Dinner Hour

Afternoon

12:00—News (*H. D. Lee Co.*)
 12:15—Markets (*DeKalb Agri. Ass'n*)
 2:30—Mary Lee Taylor
 (*Pet Milk Sales Co.*)
 3:00—Let's Pretend (*Cream of Wheat*)
 3:25—News
 3:30—Give and Take (*Chef Boy-Ar-Dee*)
 4:00—Hollywood Startime (*Frigidaire*)
 4:30—County Fair (*Borden & Co.*)
 5:15—Grand Central Station
 (*Pillsbury Mills*)
 5:45—News (*Phillips 66*)
Evening
 6:00—Man on the Farm (*Quaker Oats Co.*)
 6:30—The First Nighter (*Campana*)
 7:00—Dick Haymes Show (*Auto-Lite*)
 7:30—Mayor of the Town
 ..
 (*Noxzema Chemical Co.*)
 7:55—News (*Vick Chemical Co.*)

 *Our Announcers* 



Olaf Soward

Every so often somebody drops into every radio station and asks: "How does one learn to be a radio news man?"

Olaf S. Soward, WIBW news editor, always has the answer for anyone who is interested. He says: "Just make a success as a newspaper man—and then wait for somebody to pitchfork you in front of a microphone!"

He is speaking with the voice of experience, for he was assistant news editor of a Capper daily in Kansas City, Kansas, when the paper bought a local radio station and the general manager overnight jerked Soward away from his blue pencils and eye shade and shoved him in front of a desk in the new radio department.

That was twelve years ago, and he has been a radio news man ever since. Three years ago he was moved from the smaller Kansas City station to WIBW at the home Capper headquarters in Topeka.

Soward is 52 years old and has been actively engaged in the news field since he was 16, when he took his first newspaper

job afternoons and Saturdays during his second year in high school. He originally intended to be a lawyer—but news work always proved to be too interesting to give up.

It's A Small World

The prospect of starting a new job among strangers in a new territory did not exactly appeal to Bill Starr, one of WIBW's newest entertainers. Imagine his surprise to be introduced to Homer Cunningham. . . . Homer was his announcer down in Charleston several years ago.

Correction!

Last month it seems that I referred to a certain gentleman, heard with his partner on the Spark-O-Lite show at 6:45 a.m., as "Tommy" Dickens. As I have been informed no less than thirty-one times in letters from readers, his name is not Tommy, but "Jimmy."

Remarkanship—Jasper (On Shepherd's Nutrena show): He didn't kick the bucket; he just turned a little pale!



Dean Eacker, after a three year absence during which he worked for Happy Perryman and Spade Cooley in California, smiles happily as he resumes his place on the WIBW staff.

- 8:00—Your Hit Parade (*Lucky Strike*)
- 8:45—Kansas Roundup
(*Schreiber Mills, American Poultry, Dr. L. D. LeGear Medicine Co.*)
- 10:00—News (*The Fleming Co.*)
- 10:15—Ned Calmer, News (*Parker Pen*)
- 10:20—Celebrity Club (*Continental Can*)

SUNDAY

Morning

- 7:15—Pentecostal Tabernacle
- 7:30—Bethel Covenant Church
- 8:00—CBS Morning News
- 8:15—Farm News
- 8:30—Kansas News
- 8:45—Faultless Starch Program
- 9:00—Church of the Air
- 9:30—Wings Over Jordan
- 10:00—Warren Sweeney, News
(*Curtiss Candy*)
- 10:05—Blue Jacket Choir
- 10:15—The Garden Gate
(*Ferry Morse Seed Co.*)

- 10:30—Invitation to Learning
- 11:00—First Methodist Church

Afternoon

- 12:00—News
- 12:15—Rainbow Trail (*American Poultry*)
- 12:45—M. L. Nelson (*Garst and Thomas*)
- 1:00—Reader's Digest—Radio Edition
(*Hall Bros. Co.*)
- 1:30—Ernie Quigley, Sports
- 1:55—Program Resume
- 2:00—New York Philharmonic
(*United States Rubber Co.*)
- 3:30—Electric Hour (*Electric Companies' Adv. Program*)
- 4:00—Prudential Family Hour
(*Prudential Life Ins. Co.*)
- 4:30—Gene Autry (*Wm. Wrigley Corp.*)
- 4:45—Senator Capper
- 5:00—"Old Fashioned Revival Hour"
(*Gospel Broadcasting Ass'n.*)

Evening

- 6:00—Adventures of the Thin Man
(*General Foods*)
- 6:30—Blondie (*Colgate-Palmolive-Peet*)
- 7:00—The Beulah Show
(*Lewis-Howe Co.*)
- 7:30—Crime Doctor (*Philip Morris*)
- 7:55—News (*Ray Beers Clothing Co.*)
- 8:00—Request Performance
(*Campbell Soup Co.*)
- 8:30—Texaco Star Theatre (*Texas Co.*)
- 9:00—Take It Or Leave It
(*Eversharp, Inc.*)
- 9:30—The Baby Snooks Show
(*General Foods*)
- 10:00—News (*The Fleming Co.*)
- 10:15—Ned Calmer, News (*Parker Pen*)
- 10:20—Emahizer Melodies
(*Emahizer-Spielman Co.*)
- 10:30—Adventures of Ozzie & Harriet
(*International Silver*)
- 11:00—Wm. L. Shirer, News
(*J. B. Williams Co.*)

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BARGAIN COUNTER

- WIBW**—Tues., Thur. 2:55 P.M.
INTER-STATE NURSERIES—20 big packages of fresh garden seeds for \$1.00, two packages of flower seeds free
POULTRY TRIBUNE—Two-year subscription (24 issues) for 50c; a fine, big clothespin apron free
FLYING ROOSTER—Picture of WIBW airplane free
ARCH-HEELERS—Guaranteed foot relief with Arch Healers or money back—\$1.00
CAREY SALT—Quikut combination paring knife and spatula with 4-inch stainless blade for 25c and sales slip from any Carey product
ROCKDALE MONUMENTS—Illustrated catalog free
HAMBURG HATCHERIES—Big catalog and chick feeder free
SARBER NURSERIES—4 thornless boysenberry plants for \$1.00. One Concord grape vine free



Art Holbrook resumes WIBW duties that were interrupted by his "vacation" in the Coast Guards.