

WIBW



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January

ROUND-UP

January

Our Thirty-Fourth Issue

1947

The WIBW Round-Up Magazine is published by the WIBW Round-Up. G. W. "Doc" Embree, Editor
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Ad Libbing — By Doc

If I remember my Latin correctly, the month of January was named for Janus the two-headed God of the doors . . . the two heads to signify the two sides of a door. We have more recently interpreted the meaning to be a two-headed God, one who can look in two directions at the same time . . . back to the old year and a head toward a brighter future.

Did you know that less than two hundred years ago, the new year started on March 25? It wasn't until 1752 that the Gregorian calendar was adopted. It seems that Pope Gregory XIII along about 1580 or thereabouts discovered that the calendar in use at that time was off exactly 11 minutes a year, as far as the astronomers of that era could judge. Consequently, he made up his own calendar, which has been in general usage since 1752. Just think . . . if he hadn't changed the calendar we would have had an extra 11 minutes of good music every year!

I kinda hated to see old '47 pull out! Seems that we just get used to writing a number on our check books and a new year comes around and we have to learn all over again. Old '47 was a pretty good year, wasn't it? I know . . . every one says "Never look back . . . always press onward!" Well, now, I don't know about that! It's pretty nice to look back on the many pleasant memories of the years that have passed.

That big bass I caught last summer . . . the bigger one that got away; our wonderful two weeks on the road during which we met in person many of you folks who have been faithful WIBW listeners for years; the pleasure of moving into a new home; our appearances at the State and Topeka Free Fairs, as well as many of our county and district homecomings; the pleasure of watching Henry Peters walk away with top honors in the Midwestern Trapshooting championship meet; the glow that lit Don's eyes when he bought his new home; Miss Maudie

and Dude and their new Oldsmobile; it was a wonderful year! Be good to us . . . '48!

We all can look backward and pick out some event that is really the highlight of the whole year. Sometimes it may be something that has been carefully planned, sometimes a chance happening lives in your memory and brings you pleasure for years to come. The most memorable time of the entire year came to me while we were on our tour of western Kansas towns. I can't recall the town . . . it was after the program was over and we were shaking hands and talking with folks who came backstage to see us. One little old lady lingered on the outskirts of the crowd gathering 'round and I made my way over to her. Grasping my hand in hers . . . hands that were hardened and roughened by years of hard work, she looked up at me and said, simply: "God Bless You!" I'll never forget her. Could a future look dark for a country with people like that?

We enjoy your letters. Keep 'em coming and come and see us.

Lots of you folks are new subscribers to the Round-Up magazine. For those of you who want to complete your collection of back copies, we are glad to offer them to you at the rate of twenty-four copies for a dollar, twelve for fifty cents, six for a quarter. All issues from May, 1945 till December, 1947, with the exceptions of December, 1945 and April, 1947, are available at this time. We reserve the right to substitute for copies which we do not have on hand.

BIRTHDAYS

Miss Maudie Jan. 19
Dude Hank Jan. 26
Ezra Hawkins Feb. 1
Heinie Haynes Feb. 2
Gene Foster Feb. 3

ANNIVERSARIES

Mr. and Mrs. Ole Livgren Jan. 21
Mr. and Mrs. Dean Calvin Feb. 2
Doc and Esther Feb. 11

On Our Cover— Bob Kearns

Nya-a-a — what's up Doc?

Don't let the above, visual statement throw you for a five yard loss either. It's NOT Bugs Bunny. That's little Robert backed into the corner and Doc Embree asking for wordage.

So the story was told to me. Bob, is just half the team of Cunningham-Kearns who make with the baritone "WIBW, Voice of Kansas, Topeka" each evening, with fullback Soward lugging the news load.

You've no doubt heard the little effort of the two Bob's at 6:15 each evening. Bobbie Dick strumming guitar, and Bob Kearns strumming the merits of a product, intersticed with a few dedications and banter. And those poems??? Where those two lads get their material—even we would like to know.

Of Irish vintage, that can be traced back to dear old Erin, Bob's folks and their folks camped in Kansas where he was born, raised and schooled. Folks in and around Concordia, Kansas will probably remember this fellow, who calls himself "little"—but never gets off the scale without the ticket sailing out reading "ouch!" A guy with wavy hair of brown—eyes of blue—walks miles each day and tells the ladies that — "walking is NOT a way to reduce!"

Behind the scenes, with Bob is found in questionnaire form that I asked in rapid fire fashion.

What was your first commercial radio job? Answer: KVAK Atchison, Kansas. Incidentally, his folks still reside in Atchison. What was your first introduction to radio? Answer: A remote broadcast where I set up the equipment . . . planned the program and M.C.'d the show. A one man band as it were—except I played no instrument. Mar-

(Continued on Page 11)



"I see Ole is going to add another cow bell to his Olevox."

Christmas Party Big Success

WIBW's big annual Christmas party went off without a hitch, thanks to the skillful planning and administration by Kathryn Young and her helpers. The party is an annual celebration, a custom of WIBW by which the members of the staff can celebrate Christmas together. Gifts were exchanged, speeches held to a minimum and turkey was served in large quantities. Pretty good combination.

The members of the staff presented Manager Ben Ludy with a mower attachment for his tractor "to ease Mrs. Ludy's burden at weed cutting time," according to Elmer Curtis who made the presentation speech. Miss Maudie was the happiest person when she unwrapped a complete place setting of sterling silver, completing service for eight.

Guests included members of the WIBW sales representatives, staff members of station KCKN, Kansas City, representatives of Capper Publications and others whose work is closely associated with WIBW.

Henry Blake, general manager of Capper Publications, was a special guest and extended Christmas greetings from Senator Arthur Capper whose absence was due the special session of Congress. Highlight of the evening was the presentation of a huge Christmas card, designed by Ed Doty, on which all those present signed their names to be sent to Senator Capper.

Wichers for Pictures

Since our first issue of the Round-Up nearly three years ago, we have learned just how much you folks are interested in pictures, good pictures, of the WIBW talent. Realizing what a potential selling point we had at our fingertips, we sought out what we considered to be the best photographic studio in Topeka.

Possibly you have noticed on many of our cover pictures and our family group pictures the name "Wichers-Topeka." We have always been proud of our covers, thinking them very good likenesses. It was with a great deal of pleasure that we recently learned that Mr. Wichers was listed in Charles Abel's book, "Professional Portrait Lightings," as being one of the hundred leading portrait photographers in the United States. You'll be seeing more of his work in future Round-Up issues.

Rushing Family Joins WIBW



L. to R.—Vesta, Eulene, Jeanette, Bernadene, Dee, Ulus, Pete and Charles.

One of America's singingest families . . . that's the Rushing family who recently joined the WIBW talent staff.

These young folks began singing together back in 1940 as a family group. At that time some of them were small children. Their interest centers around gospel and spiritual songs, showing plainly the influence of a good, Christian home. Truly their hearts are in each song they sing.

The family hails from Birmingham, Alabama, where they remember gathering 'round the piano with their mother and dad and singing very much the same kind of songs they sing today.

Many of you folks have been listening to the Rushing Family for years. They spent a couple of years in Lincoln, Nebraska and more recently broadcast from Saint Joseph, Missouri. Tune them in at 6:15 every morning and at 3:00 each Monday, Wednesday and Friday afternoon. Watch for them! They will be playing in your neighborhood soon.

Hello!



Here's Milly Horton, WIBW's official "Hello" girl. Milly is the charming young lady who greets our visitors when they enter the studio-home at Eleventh and Topeka. She also greets you folks who have occasion to call WIBW on the phone. Her sunny disposition just naturally chases away any thoughts that might make you feel blue.

Another Epidemic

Last month we announced an epidemic of "new car-itis." This month it is our painful duty to announce the epidemic of "smash-'em-up-itis." Three cars owned by WIBW staff members figured in accidents last month, resulting in considerable damage. During the season's first ice and snow storm Don Hopkins was unable to stop in time to avoid hitting another car which had halted at a stop sign. Don's new Oldsmobile was damaged to quite a great extent.

Don's bad luck continued. He had barely retrieved his car from the garage when another smash-up relieved the left side of a fender and badly damaged the door.

Merle Housh smashed his Nash in an accident involving his own and another car at an intersection.

Miss Maudie and Dude Hank had the painful job of putting their new Olds in the hospital, suffering from a smashed and punctured fender, result of accident in which a neighbor backed into their parked car.

No one was injured in any of the accidents and all losses were covered by insurance.

C.B.S. Notes

by Kathryn Young

THE BIGGEST SHOW IN TOWN

Happy New Year! That is a very trite greeting, but it seems to express my wishes for you better than any other.

No doubt during this new year there will be new shows on CBS that will become favorites. The first new one we know of is the new Danny Thomas Show, which replaces "The Adventures of the Thin Man" beginning January 2. It's fashioned on the comedy-variety-series pattern, which seems to please evening listeners.

This year marks a milestone for Mary Lee Taylor, as her recipe program starts its fifteenth year under Pet Milk sponsorship. And just think of it, Mary Lee has never missed a scheduled broadcast! She drops a hint for us women cooks—she admits she gets a lot of mail from the males, requesting recipes to add variety to meals.



Rosemary De Camp has great plans for this year of 1948. She's pictured here on one of her last broadcasts as Judy Price on the "Dr. Christian" series. Rosemary has gone into temporary retirement from the program to await a visit from the bird with the long beak. Marian Carr, Hollywood newcomer, replaces Rosemary as Dr. Christian's nurse.

Young Bobby Ellis, 13-year-old Alexander of the "Blondie" show, can tell you a good way to reduce—that is, if you can stand it. During the filming of "April Showers," he lost ten pounds rehearsing his dancing routine which he goes through in the picture. In this

movie, Bobby does his own singing and a number of intricate tap and acrobatic dance routines.

Alan Young, star comedian of the Sunday night Tony Martin Show, is glad that Christmas is over for another year. He is now looking forward to some good rest. You see, Alan owns a gift shop in North Hollywood and the Christmas shopping rush really wore him down.



Mark Warnow, famous CBS conductor, directs the orchestra and chorus on The Borden Program heard every Friday night at 8:00 p.m. When Mark was 17 it was necessary for him to help support his family, so he deserted Bach and Beethoven and joined a dance band, worked at wedding parties, conducted a three-instrument group which played on the ferry boats between New York and Staten Island, joined a Salvation Army unit, a German street band and many other musical groups. That's one reason Mark Warnow is such an able conductor, as he understands all types of music.

When Fanny Brice introduced Billy Gray as her "Baby Snooks" substitute when she was unable to portray the role because of laryngitis, it was the first time the actress had used her own voice on the air—and at that it wasn't her normal voice.

If the "FBI In Peace and War" programs hold your interest clear through

to the last sentence, a lot of the credit goes to Max Marcin, who supervises the writing of every script. Marcin has worked on a newspaper, written about twenty Broadway plays, has been a Hollywood producer, writer and director, and has written stories for magazines. In fact, he won a New York Tribune prize of \$10,000 for a story submitted in a contest whose other contestants included Kipling and Jack London.



Songstress Frances Langford, who also plays the part of the whining Mrs. Bickerson on The Old Gold Show Wednesdays, is supervising via long distance telephone the rebuilding of her home in Stuart, Florida, which was almost completely demolished by the recent flood and hurricane.

George Shelton definitely is not so dumb as he sounds on "It Pays To Be Ignorant." Soon after World War I George decided to buy a little piece of land with his meager savings. He encountered a high-pressure real estate promoter who tried to sell him some land said to be rich in golden nuggets. Not being up on gold mining, George decided to buy a small strip of land farther down the road to which he had taken a fancy. He built a home and started to farm the land. He didn't farm long, however, as they began drilling for oil and struck a gusher, which has been producing ever since.

Chats Around the Aerial

.... with Olaf S. Soward

Where Are the Hayseeds?



Remember when "hayseed" was one of the stand-by words of the American popular vocabulary?

To a merely middle aged person of today it seems hardly more than yesterday since that one word, "hayseed", was the stock-in-trade of every smart aleck vaudeville quipster from New York to San Francisco and from Chicago to New Orleans. To them and to their grinning audiences that summed up in one breath all the amusing stupidity, the gawking willingness to believe any kind of a ridiculous tall tale and befuddled ignorances about the really important affairs of life which were supposed to characterize everybody who actually made his living from the soil.

Within the matter of a quarter of a century that word has disappeared so completely from the daily usage of America that a very considerable percentage of today's young people would hardly know what you were talking about even if you threw that old term of comic ridicule into their face with a sneer!

Such a virtually complete disappearance in such a short time of such a universally employed word seems like a major language mystery, when we stop to consider how stubbornly any word once highly popular sticks in the daily speech. True enough, it often changes its meaning much or little to fit new conditions and ideas—but the word itself stays generation after generation. Yet, in the case of "hayseed" we are face to face with a highly popular term which has practically faded away over night and left scarcely a trace of memory in the daily language.

According to the highly specialized experts who spend their whole life analyzing the history and behaviour of languages, there is only one condition which ordinarily explains the sudden disappearance of a word from the speech of any people. That is when the idea which the word represented has also disappeared from the daily, living experience of that people.

In other words, the "hayseed"—if he or anything more or less resembling him did actually exist—has completely dropped out of sight in about 25 years.

And, in a rough sort of a way, that is just about what has happened. While the "hayseed" of stage and story was

a crude and exaggerated caricature of real life, it is true that up to very recently the farmer or villager simply did not have the means of informing himself day by day, swiftly and interestingly, of the larger affairs of the whole wide world as did his city cousin.

But, today it is hardly an exaggeration to conclude that the average farmer is far more realistically aware of the basic political, economic and intellectual issues of 1948 than is the average American who has grown up in any one of our crowded cities.

Of course, that is partly due to the fact that the farmer and small town dweller have the enormous advantage of more quiet time to themselves when they can think tough problems through to some kind of a reasoned conclusion. But that advantage he always has enjoyed. Today's nationwide recognition that the rural American is thoroughly on a par with his metropolitan counterpart as thinker and man of the world, must be due to something which has happened within the lifetime of the present generation to give him a readier access to the facts upon which sound and shrewd judgments are always necessarily based.

It becomes of more than usual interest, then, to recall that it was just over 25 years ago that radio emerged as a national commercial development. Radio—with its steady stream of news from the corners of the earth, with the actual voices of international experts of every kind discussing every kind of modern problem, with broadcasts from conventions, the halls of Congress or the meetings of the United Nations—broadcasts which the farmer hear, and always has heard, at the very same second and just as freely as the city listener!

Who can deny, then, that radio has had a major part in the slaying of that unfair and old time laughing stock—the "hayseed?"

Young Johnny was inclined to be rather frivolous and irresponsible, and his father decided to have a serious talk with him.

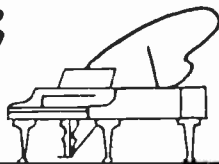
"Johnny," he said, "you're a big boy now and it's time you took things more seriously. Just supposing I were to die suddenly, where would you be?"

"I'd be here," replied Johnny. "The question is, where would you be?"

As we is livin' in ah eternity . . . dee time to be happy is now! Sooo . . . let's let ouah hair down and have a little fun now an'then ! We is gotta live wit each other so make up yo' mind dat you ain't gonna let little things take dee joy outta life fo you! Happiness is only a state ob' mind anyway . . . but dat's a big state yo' is in . . . make dee best of it! As a feller by dee name of Gelett Burgess once say . . . "Many people live alone and like it, but most of them live alone and look it." Ain't dat dee gospel truth? Lot's of people goes thru' life runnin frum sumphin' dat ain't ever gonna happen to em, but dey keeps on runnin lak mad anyway! Dat's sumphin awful ain't it!? Dee trouble wit so many people is dat all dey kin think of is dem selves. You know, dey believes dat everything oughta come in but nuthin' go out frum them. Dey ain't got time to do nuthin for NO-body . . . dey conducts their lives on dee Cafeteria plan—you know—SELF-service only! Dat won't git it good people! Right now at dee start of a brand-new year is a good time fur us to kinda take stock of ourah self, don't yo' think? Dee only trouble with dat is; we is sometimes afraid of what we find in dee inventory. It's kinda like dee people who is afraid of dee sunlight because dey say it bring out dee worst in them. Maybe so! Just remember . . . we is all manufacturers . . . makin' good . . . makin' trouble . . . or makin' excuses! All we gotta do . . . is find out which factory we is operatin! Before you starts givin' somebody down dee road about sumphin . . . rmemeber dis. A woman finds a blonde hair on her husband's coat and raises cain! . . . den she calms down when she remembers dat dee last time she snuggled up there she wuzz a blonde herself. See what I mean?

Anyhow . . . "Make dis a happy new year" . . . by just bein' youre own true self. Hits been said . . . you no doubt know a lot of bores . . . and it might surprise yo uto know dat a lot of people consider you in dee same class. Look out fo youre self now!

Ramblings



Another grand year has rolled around and we find our WIBW staff growing larger and larger! Last month you were introduced to the RUSHING FAMILY, a group of eight fine musicians and singers. By the enormous amount of mail they received, we know you folks have welcomed them into the fold as we have done. They have numerous requests for personal appearances so if you would like to have them come to your town just drop a note to DEE RUSHING or to me and they will be happy to make the necessary arrangements.

VIRGINIA LEE and ELSA were downtown the other day shopping for hats. As they were trying them on, ELSA took her own hat off and laid it down on the counter. Presently ELSA turned around to see VIRGINIA admiring herself and fixing her hair beneath a very pretty chapeaux. ELSA exclaimed: "You can't buy that. It's my hat . . . the one I wore in here!"

OLE LIVGREN is playing dinner music each evening on his super-duper OLE-VOX at Maxey's Cafe on West Tenth Street. So, if any of you folks are in town, you might drop in there for a bite and see him perform on this wonderful instrument of his own invention.

Christmas time was a very gala place at WIBW this year. Everyone has been showing off HIS and HER beautiful gifts received. Our General Manager, Mr. Ben Ludy, gave us all a grand dinner party on the roof garden of the Hotel Jayhawk. The traditional Christmas tree was decorated and loaded with gifts for all. MILDRED RANKIN, head of our mail department and famous for her delicious candy making, treated us with her choice recipes which took hours of careful preparing. We always forego our diets when MILDRED shows up with the candy!

Speaking our our Mail Department, we hope someday DOC EMBREE will take time out and write a story about the girls behind the scenes who handle hundreds of pieces of mail each day, taking care of your orders and requests. MILDRED, who has been with WIBW for over ten years does a grand job of directing her important branch of the organization.

During the holiday season EZRA and COLONEL COMBS were besieged with requests to play Santa Claus for various organizations. Now it couldn't be the extra avoirdupois which would suggest the characteristics, could it?

It was a pleasure to see KATHRYN YOUNG'S pretty face at our annual Christmas party. As HILTON said, her last official act for the company was the decorating of the tables, which was beautifully done. She is missed in our Public Relations Department and the whole gang gave her a rousing welcome.

KENNEY HARRIES celebrated the holidays by showing off his new clarinet which is a fine instrument; DON HOPKINS by moving into his beautiful new home, of which he is so proud; ART HOLBROOK by driving to Los Angeles for the Rose Bowl Game, of which we are all envious; ERNIE QUIGLEY by recovering from a bad fall so that he might accompany his grand K.U. players to the Orange Bowl Game in Miami.

LITTLE ESTHER was very embarrassed the other day: she drove DOC down to the Post Office to mail an arm load of magazines but could not find a place to park. Finally DOC said: "Just let me out in front of the Post Office and you double park until I come out." Presently a traffic officer came by and said: "Move along, lady." ESTHER moved several yards up to the intersection where the signals had just changed to "STOP." Without warning the horn on the car began to "toot" and the people walking in front began scurrying in all directions. ESTHER tried in vain to stop the "tooting" . . . but it kept right on. A stout lady who had run for her life came back to the side of the car and said "WELL!" With that the lights turned green. LITTLE ESTHER started to apologize to the lady at the same time the traffic officer rode up and yelled: "I told you to move on." Then the horn went "toot toot" again, making the officer very angry. "Why, I'll run you in if you get smart with me," he said. The horn went "toot toot" at him again and he got down from his motorcycle. The traffic was blocked with signs turning off and on . . . LITTLE ES-

ESTHER was ready to cry . . . the officer was writing out a ticket . . . the stout lady was adjusting her hat and the horn was still tooting when DOC came to the rescue. He unloosened the wiring from the horn, explained to the officer, apologized to the stout lady and drove on. ESTHER made him promise to have the horn fixed. In the meanwhile, DOC was trying to get ESTHER'S attention the other morning while he was waiting for her in the car out in front of the station. He honked and honked . . . but 'nary a sound was heard!

For the past several months HILTON HODGES and ART HOLBROOK have been announcing and broadcasting the professional fights in the Topeka Municipal Auditorium. The boys have done such a fine job that we have had hundreds of grateful letters from fight fans all over the mid-west. Topeka, incidentally, has become one of the "hottest" fight towns in Kansas. There have been some wonderful matches with the finest professionals. One night ART got so excited as he announced some rounds between a fighter Gully and Pat McCafferty . . . that we heard him say: "NOW A RIGHT BY GULLY . . . A LEFT BY GULLY . . . OH, THAT WAS A WALLOP BY GULLY." I was not too familiar with the fighters names, so when I commented on the enthusiasm DUDE informed me that ART did not say "BY GOLLY"! If the men folks in your house like the fights, tell them to be sure and tune in for HILTON and ART at the ringside at 10:15.

In looking back through the events of last year, I can gladly say that with the exception of having to part with a few of our entertainers who went elsewhere, it has been a wonderful and happy year. Our staff is now one of the largest and finest western style groups in the country. Your faithful listening and encouragement to us have been responsible for our wanting to make it the BEST for your pleasure. The sincerity of the folks we meet in person who say: "Our radio is tuned to WIBW all day long" is genuine. It is your show, friends, and we'll do our very best to keep the kind of programs you like coming your way.

HAPPY—HAPPY—NEW YEAR.
Miss Maudie

"There's an applicant outside who says he used to make his living sticking his right arm into a lion's mouth."
"What's his name?"
"Lefty."



BOBBIE DICK'S FAMILY
Barbara Jean, Jessie, Cheryl Jeannine and Bobbie

AROUND *the* STUDIOS

with Hilton

The happiest man on the WIBW staff during December was E. C. "Ernie" Quigley. When the Kansas Jayhawkers defeated Arizona 54-28 in Tucson, KU had completed its first undefeated football season in almost 25 years—and a Bowl Bid on top of it. A great deal of the credit for the sensational season goes to our sportscaster and the director of athletics at Kansas—Ernie—who's on the air Tuesday and Thursday nights at 10:15 and Sunday afternoon at 1:30.

Art and I attended the annual banquet for the University of Kansas Football squad as guests of Lawrence Chamber of Commerce. Each member of the squad received an Elgin wrist watch and both Coach Sauer and Ernie Quigley were awarded gifts for their outstanding performances this past season. We were also on hand for the special dinner given for the members of the Washburn Municipal University football squad. The Ichabods won second place in the CIC this past season.

Speaking of sports, WIBW will broadcast all of the Kansas State and University of Kansas home games during the basketball season. These games will be aired at 10:30. WIBW-FM will broadcast all of the Topeka High and Washburn home games at 8:00 P. M. Incidentally, WIBW-FM, Kansas' first F-M station, celebrated its first birthday not long ago. From a start of an audience of about 50 homes, WIBW-FM is now serving approximately 1500 homes in the Topeka area.

Marion Beatty, former salesman for WIBW and state representative from Shawnee County, returned to Topeka from Germany last month. His wife went overseas 18 months ago and they lived in Augsburg, where Marion was Judge in one of the courts. Marion is practicing law in Topeka now. Another former salesman, Howard Holhouser was discharged from the army in Germany and is staying there as manager of a large hotel where some of the army big boys headquarter.

WIBW's "travelinist" man, Gene Shipley, spent a few days at the International Livestock Show in Chicago and reports a fine time and a wonderful show. Gene has certainly been around during the past year—to every corner of Kansas and many trips to neighboring states. He's the busiest Farm Service Director in the radio business and

we're mighty proud of him. He has made many friends for all of us. In addition to his travels, he has his Edmund Denney show at 7:45 each morning, his 9:15 A. M. News, the Dinner Hour, the Noon Markets and his Sunday morning news.

In 1935, a young lady started working at WIBW. Her name was Kathryn Dyer. Her family operates a dandy IGA Store in Alma, Kansas. Through the years "Katy" has worked long hours and made herself one of our most valuable employees. During the war, while husband Allan was in the Army, Katy was War Services Director and did an outstanding job for the many agencies promoting our efforts. Anyway, Allan came home, is going to Washburn University and working at WIBW part time and Katy decided to devote her time to her lovely home. Her last official act for WIBW was planning the annual Christmas party, which has been one of her chores over the years. Anyway, we'll miss Katy, all of us. Particularly, Ben Ludy, our manager, who depended on her to take care of thousands of details. She will continue to write her CBS column in this magazine.

Early in December, Governor Carlson of Kansas was asked to make a contribution toward sending the University of Kansas Band to the Orange Bowl with the football team. The Governor thought it was such a grand idea that he arranged to conduct a campaign to raise funds to send the "Band to the Bowl." WIBW offered our services and immediately began asking you folks to send your contribution to us. You did it! Now, all those hard-working band members will be on hand to furnish moral support to the team and add color and beauty to the great pageant. Incidentally, but most important perhaps, is the fact that Kansas will get the finest kind of publicity. Our thanks to you who helped.

Art Holbrook is soaking California sunshine as this magazine hits your mailbox. He took his delayed vacation and headed west for the Rose Bowl game. Lucky man. Me, I listened to WIBW and the ORANGE Bowl game. Keep your overcoat buttoned until February 1st when we see you again.

Our Perfex Girl



I asked Maureen for a picture for the Round-Up and she said "Bring your camera down tomorrow!" I did and as you can see, she just "happened" to have on an apron and a box of Perfex in her hand. That's all right, Maureen, we're proud of Perfex, too, and just as proud of the way you tell the folks about Perfex on Henry's Exchange program! So there!

New Tooter



That's a new clarinet that Kenny Harries is playing these days. Kenny said he hated to part with his old one, but guessed that after fourteen years of service, he'd have to pension it to someone who wouldn't give it the hard usage it would get around a radio station.

An atheist is one who prays when he can think of no other way out of his trouble.—Prison Mirror.



Fooled you, didn't we? Well, don't worry. We didn't discontinue our question and answer column. We just changed the name a little so we could include some of the comments from you folks. We have the old title stored away, so if you liked it better than this one, the address is "Round-Up," WIBW, Topeka, Kansas. Let us know.

Mr. L.T.J. of Naponee, Nebr., writes to us "About a year ago I decided to find out what your radio magazine looked like, so I ordered it. I made up my mind then and there that would be the last dollar you would get from me. But you gained a victory. In fact, I even get lonesome along towards the end of the month and wonder if it isn't time for a new Round-Up. Here's my dollar for another year, and it won't be the last!"

B.W. of Clearwater, Kansas, writes "I have been listening to WIBW for the past ten years and the Round-Up magazine was just what was needed to make things perfect. I only wish I could see the gang in person, but I never have, not even one of them. But I love them all . . . they have kept many an hour from being lonely."

Mrs. L.P., K. C., Mo., wants to know "Why do radio entertainers leave one station to go to another?"

I think that's a good question. There are many reasons and they differ with each individual. Many entertainers have "itchy feet," just can't seem to resign themselves to staying in one place very long, wonder if the "grass isn't a little greener some place else." Others just don't have that certain something that you listeners like well enough to write fan letters about. Then the boss gets the idea that no one listens, so changes are made. Others are good entertainers, do a good job on the air, but just don't fit into a talent staff in a harmonious manner . . . "round pegs in square holes" so to speak. There are lots of other reasons . . . I even know one fellow who saved his money for nearly fifteen years and retired, after winning a pretty good amount on a horse race.

Mrs. Z.P. of Hardy, Nebr., asks "Are Rene and Gene Foster twin brothers and are their names pronounced alike?"

I'll answer "No" to both questions. They are not twins. Gene is pronounced as you would think, but Rene is given a French pronunciation, "Re-NAY," soft "e" and accent on "NAY."

"Is Don Hopkins a relative of Doc Hopkins of W.L.S.?" Miss F.P., Jetmore, Kans.

No.

"Where is Jud Miller?" M.B., El Dorado, Kans.

Jud is in Topeka, but not in radio work.

"Who are you trying to kid? The larger sized Round-Up with 12 pages is not as big as the smaller size with sixteen pages. I like the larger size best, but don't give me that old stuff about there being more paper in the larger size. Not complaining. It's a dandy little magazine." M.R.P., Manhattan, Kans.

Whoa, there. I don't believe I ever made any claim about there being more paper in the larger issue. But, now that you mention it, there is! If you will measure the two, you will find that the present issue contains about a hundred and twelve square inches more paper than the old size . . . that's equal to an extra magazine and a half each year.

"What became of Tex Owens?" E. E. Lamar, Colo.

Still in Arizona at last reports.

"Who is the announcer on the 8:15 Hymn program?" Mrs. C.R., Marysville, Kans.

Elmer Curtis.

"Do you have to have an appointment to visit the programs at WIBW?" Mrs. E.C.H., Larned, Kansas.

No. Everyone is welcome and you all have a standing invitation.

"Dear gang: Please renew our subscription to the Round-Up magazine. We enjoy all your programs. You are all to be congratulated upon keeping your programs clean." D. C., Lyons, Kansas.

Please accept our sincere thanks, both for your renewal and for your comments.

"Were Shep and Virginia Lee with Doc and Esther and the group that appeared at WaKeeney?" Mrs. H.W., Bazine, Kans.

No. Doc and Esther were with the

group that played in WaKeeney August 19. Shep and Virginia played there later.

"Are Mary and Ruth the cackling sisters that were on WIBW a few years ago?" Mrs. J. B., Garnett, Kans.

No. I think you must be referring to the Rodik sisters.

"I never hear Ole any more. Don't tell me he has left WIBW!" Mrs. J.C., Fairbury, Nebr.

Ole is still with us. You can hear him on the Daybreak Jamboree, the Shepherd's programs, Dinner Hour Concerts and afternoon Round-Up shows.

"Where is Cipher? Is he married? What is he doing?" Mrs. L.D., Peabody, Kans.

Cipher is working for KCKN, Kansas City. He is married.

"Is there any way I can get the entertainers' home addresses?" L.F., South Hutchinson, Kans.

I don't believe there is.

"I enjoy the Round-Up very much . . . wish it could be published more than once a month!" Mrs. J.H.W., Gilead, Nebr.

Please, lady. I appreciate your comments, but please, please don't mention publishing more than one each month.

"Just got a dollar for a birthday present, so I'm sending it on to you for a year's subscription to the Round-Up magazine. I used to take it and enjoyed it a lot. I have been a shut-in for the past eleven years and reading about the entertainers brings me great pleasure." Mrs. W.N.S., Princeton, Mo.



The newest addition to the Dick Haymes show is Martha Tilton, who sings lilting lyrics with Dick Haymes.

The Voices You Hear Along the RFD

... by Gene Shipley ...

One of the things I always look forward to each year is the National 4-H Club Congress that closed in Chicago last month. To mingle with these boys and girls from all over the Nation is refreshing and stimulating, and you cannot help but come back with a feeling that regardless of the trials and tribulations this nation has gone through and the problems that worry our statesmen from day to day, rural America is going to remain in pretty good hands when the youth of today takes over a few years hence.

Fortunate indeed is the boy or girl, who, through outstanding club work is delegated to make this trip as a recognition of accomplishment. They are the "cream of the crop", 1259 in all, selected from the 1,700,000 boys and girls enrolled in 4-H clubs in 47 states, Hawaii, Alaska and Canada, as well as international representatives from Brazil, Bolivia, Panama, Uruguay, England, China and Poland. Each state is limited

to an attendance quota of 25 boys and girls, with the addition of their leaders. Delegates must have at least three years of 4-H project work to their credit and must be at least 15 years of age.

WIBW's microphones have travelled to the 4-H Congress and to the International Livestock Show for the past three years, and we try to bring back some of the atmosphere of the Congress and the big livestock show, and some of the experiences and impressions of the visitors through interviews with our own boys and girls from our own home communities, to better appreciate the significance of this opportunity to associate and exchange ideas with the nation's outstanding 4-H members and their leaders. WIBW also broadcast direct from the arena at the International the judging of the Grand Champion steer, where an 18 year old FFA boy, Claud Millwee from Oklahoma nosed out his elders to receive top honors in the open class.

The theme for the 26th 4-H Club Congress was "Working Together for a Better Home and World Community," certainly a logical follow up to last years consideration of 4-H in a changing world. The pattern of the Congress followed much the same line as previous years. There is both work and entertainment. Trips are arranged for the delegates to visit points of educational interest, and there are special breakfasts, luncheons and dinners with entertainment furnished by large civic and service groups. But every Congress is different because there is always a new group attending. For many, this was their first trip to Chicago, and their first thrill came when they boarded the train at home for their first train ride. Every delegate was well cared for from the moment of arrival until the hour of departure.

The Congress is something no boy or girl will ever forget. They get to hear noted speakers, they gain much information and are helped to formulate ideas and opinions through small discussion groups. They get acquainted with young people from other states and other nations, and to most visitors this is one of the high lights of their experience. These contacts are often maintained for years. To get the different viewpoints of these people and their mode of life and agricultural living gives breadth to your thinking, and the delegates realized more and more the importance of individuals learning to work together in harmony, before Nations can learn to do so, and how necessary to practice democracy by actually living it in your own community.

I sincerely hope every boy and girl who made this trip will bring back something valuable and well worth while as an inspiration to other 4-H members, to keep their ambition alive to achieve national recognition, because leadership and good citizenship are so necessary if we are to promote better rural living.

You've probably heard the one "about the painter atop a tall ladder who was whitewashing the ceiling. An apprentice painter called up to him: "Hey Joe, have you got a good grip on the brush?"

"Sure thing," the first answered.

"Good, I'm taking the ladder."

"What did the audience do when you told them you had never paid a dollar for a vote."

"Well, some of 'em cheered, but most of them left."



It is their first trip to Chicago, and they're enjoying every minute of it. These five Kansas 4-H Club girls who won trips to the 26th National 4-H Club Congress, in a special broadcast over WIBW from Congress Headquarters in Chicago by Gene Shipley, told of their impressions of the windy city and some of their experiences at the annual national get-together. Seventeen state champions and four national champions from Kansas made the trip.

Left to right are Jean Howland of Iola, who received her national award for her 4-H food record. Donna John-

son of Salina who says she is "almost fifteen" was state Style Review Champion this year. Lois Crooks of Pomona has completed 10 years of club work and rounded out her work this year by specializing in home beautification. Lois was state winner, and won the Chicago trip on her record this year. Betty Williams of Oswego was awarded this trip to Chicago by the Sears-Roebuck Foundation for her work in 4-H home improvement; and Almeda Stevenson of Mound Valley was state winner in 4-H clothing.

BOB KEARNS

(Continued from Page 2)

ried? Yes, to Doris J. Kearns in the month of February in the year 1946. We met in Atchison, shortly after my return from service. Who is your favorite fan? I believe my mother and my wife are equal here because they are both sincere and never hesitate to criticize when they figure criticism is due. The wife's folks also enter into this picture—with plenty of constructive criticism that does no harm. Of what comment are you most proud? My wife generally comments favorably on my work—and my dad maintains that I rank with the best. Coming from this unbiased source, I treasure this highly. What was your childhood ambition? To get into radio. Favorite food? Of all the tasty dishes I could mention, potato salad happens to stand out. To what color do you feel an aversion? I would say red, as that is the predominant color in my wife's wardrobe. Do you get much fan mail? A slight sprinkle—the other Bob has the credit column. Is your memory good? Quick memory, but retentive power, bad.

To give you a little more idea—here is something of a day in his life. Being as his work day doesn't end until around midnight . . . his waking hour doesn't arrive till around 11 A.M. After a light breakfast, you'll see both Bob and Doris almost anyplace, from the grocery store—uptown, just anyplace, but together.

A couple of real pals—and a dandy team.

At 4:30 comes supper time . . . and Bob signs the station on the air at 5:30. His time on the air includes the Bobbie Dick Show — Ray Beers News — Emahizer Melodies and various other pro-

grams—but these are a few. 11 P.M. sends him home and after a light supper . . . you will find him listening to the radio in the late evening, with his favorite pipe in hand . . . reading something current or in story form.

And so it goes behind the scenes with our Bob. I do hope that, that will give you a slight idea of this Irish hooligan in real life.

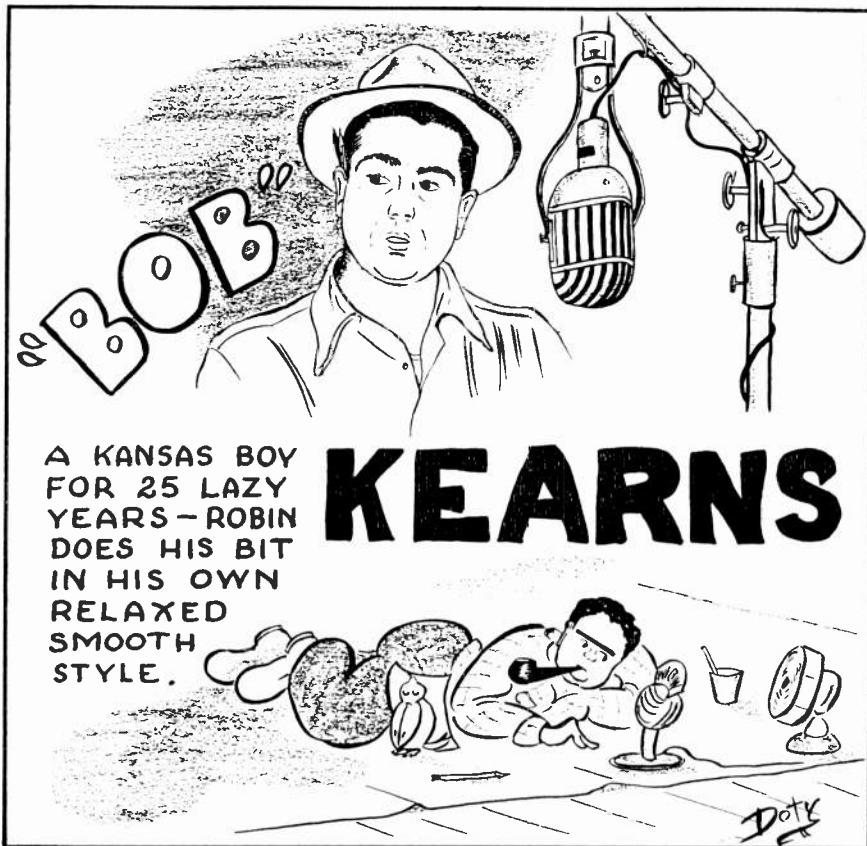
He has picked up the sport of golf—playing occasionally but says he still swings like Ezra Hawkins' music . . .

claiming not to be as young as he 'usta be.

Now in closing, Bob made me promise to thank all of you fine folks for lending a welcome ear to a fella trying to please —YOU! Also hoping that the fine WIBW crew of talent—announcers—engineers and office staff doesn't consider him too much of a hinderance to the organization.

WIBW * * a great station

You * * a wonderful listener can bet WIBW'll be—great in '48.



WIBW PROGRAM SCHEDULE

580 on Your Dial

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

Programs in heavy type are Studio Presentations.

MORNING

- 5:00—Daybreak Jamboree Mon. thru Sat.
- 5:40—News Mon. thru Sat.
- 6:00—Bobbie Dick Mon. thru Sat.
- Sunday Morning Meeting Sun.
- 6:15—The Rushing Family (Peruna) Mon. thru Sat.
- 6:30—The Rushing Family (Hamburg Hatchery) Mon. thru Sat.
- 6:35—Farm Service News (Marysville Livestock) Mon. thru Sat.
- 6:45—Hymn Time with Doc and Esther (Pierce Proprietaries) Tues., Thurs., Sat. Mon., Wed., Fri.
- 7:00—News (B. F. Goodrich) Mon., Wed., Fri. (Carey Salt) Tues., Thurs., Sat.
- 7:15—Shepherd of the Hills (Nutrena Mills) Tues., Thurs., Sat. Mon., Wed., Fri.
- Radioaires Sun.
- 7:30—Henry and Jerome (Wait's Green Mountain

- Cough Syrup) Mon. thru Sat.
- Bethel Covenant Church Sun.
- 7:45—Edmund Denney Time (Merchants Biscuit) Mon. thru Sat.
- 8:00—News (Omega Oil) Mon., Wed., Fri. (Dannen Mills) Tues., Thurs., Fri. Farmers Forum Sun.
- 8:05—Henry and Jerome (Vicks) Tues., Thurs., Sat. Mon., Wed., Fri.
- 8:15—Hymn Time with Doc and Esther (Inter-State Nurseries) Mon. thru Fri. Capital Food Review Sat. Farm News Sun.
- 8:30—Henry's Exchange Mon. thru Fri. Kansas News Sun.
- 8:45—Bobbie and Glenn (Inter-State Nurseries) Sat. Mr. Veteran Sun.
- 9:00—Shepherd of the Hills Church of the Air Mon. thru Sat. Sun.
- 9:15—News Mon. thru Fri.
- 10:00—Warren Sweeney, News (Curtiss Candy) Sun.
- 10:05—Negro College Choirs Sun.
- 10:30—Bar Nothing Ranch (Leeward Products) Mon. thru Fri.

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

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POSTMASTER:
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Adventures Club (W. A. Shaeffer Pen Co.).....Sat.
Salt Lake City Tabernacle.....Sun.
10:45—**Ambrose Haley and the Ozark Ramblers**
(Procter and Gamble).....Mon. thru Fri.
11:00—Judy and Jane (Folger Coffee).....Mon. thru Fri.
Theater of Today (Armstrong Cork Co.).....Sat.
First Methodist Church.....Sun.
11:15—Aunt Jenny's Stories (Lever Bros.).....Mon. thru Fri.
11:30—Weather Bureau.....Mon. thru Sat.
11:35—**Dinner Hour**.....Mon. thru Sat.

AFTERNOON

12:00—**News** (Lee Foods).....Mon. thru Sat.
News.....Sun.
12:15—**Markets** (DeKalb).....Mon. thru Sat.
Rainbow Trail.....Sun.
12:45—M. L. Nelson (Garst and Thomas).....Sun.
1:00—Invitation to Learning.....Sun.
1:30—**Ernie Quigley, Sports**.....Sun.
2:00—**Grain Markets**.....Mon. thru Fri.
CBS Symphony.....Sun.
2:05—**Kansas Round-Up**.....Mon. thru Fri.
2:30—Mary Lee Taylor (Pet Milk).....Sat.
2:45—**Kansas Roundup** (Kolorbak).....Mon. thru Fri.
3:00—**The Rushing Family**.....Mon., Wed., Fri.
Radioaires.....Tues., Thurs.
Let's Pretend (Cream of Wheat).....Sat.
3:25—**News** (Beaumont Co.-4-Way Cold
Tablets).....Mon. thru Sat.
3:30—Second Mrs. Burton (General Foods).....Mon. thru Fri.
Give and Take (Toni, Inc.).....Sat.
Hour of Charm (Electric Companies'
Adv. Program).....Sun.
3:45—Ma Perkins (Procter and Gamble).....Mon. thru Fri.
4:00—Big Sister (Procter and Gamble).....Mon. thru Fri.
Treasury Dept. Guest Star.....Sat.
Prudential Family Hour (Prudential Insurance).....Sun.
4:15—The Guiding Light
(Procter and Gamble).....Mon. thru Fri.
4:30—County Fair (Borden Co.).....Sat.
News.....Sun.
4:45—Senator Arthur Capper.....Sun.
5:00—Public Service.....Sat.
Old Fashioned Revival Hour
(Gospel Broadcasting Ass'n).....Sun.
5:15—Grand Central Station (Pillsbury Mills).....Sat.
5:30—Lum N' Abner (Alka Seltzer).....Mon. thru Fri.
5:45—**Radioaires**.....Mon. thru Fri.
News (Phillips 66).....Sat.

EVENING

6:00—**News** (Butternut Coffee).....Mon. Wed., Fri.
(Phillips 66).....Tues., Thurs.
Man on the Farm (Quaker Oats).....Sat.
Gene Autry Show (Wm. Wrigley, Jr.).....Sun.
6:15—**Songs of Bobbie Dick**.....Mon. thru Fri.
6:30—**Rainbow Trail**.....Mon., Wed., Fri.
Piano Ramblings.....Tues.
Twilight Serenade.....Thurs.
Romance (Lambert Pharmacal).....Sat.
Blondie (Colgate).....Sun.

6:45—**News**.....Mon., Tues., Wed., Fri.
Olaf Soward's Viewpoint.....Thurs.
7:00—Inner Sanctum (Emerson Drug Co.).....Mon.
Big Town (Ironized Yeast).....Tues.
American Melody Hour (The Bayer Co.).....Wed.
F.B.I. In Peace and War (Lava).....Thurs.
Baby Snooks (General Foods).....Fri.
Dairyman's Roundtable.....Sat.
Adventures of Sam Spade (Wildroot Co.).....Sun.
7:15—**News**.....Sat.
7:30—Arthur Godfrey's Talent Scouts (Lipton's Tea).....Mon.
Mr. and Mrs. North (Colgate).....Tues.
Dr. Christian (Chesbrough Mfg. Co.).....Wed.
Mr. Keen; Tracer of Lost Persons
(Whitehall Pharm. Co.).....Thurs.
Adventures of The Thin Man (General Foods).....Fri.
Vaughn Monroe (R. J. Reynolds).....Sat.
Man Called X (General Motors, Frigidaire
Division).....Sun.
7:55—**News** (Garst and Thomas).....Mon., Wed., Fri.
(Ray Beers Clothing Co.).....Tues., Thurs., Sat.
8:00—Lux Radio Theatre (Lever Bros.).....Mon.
Pleasant Valley.....Tues.
The Old Gold Show (Old Gold).....Wed.
Dick Haymes Show (Auto-Lite).....Thurs.
The Borden Program (Borden Co.).....Fri.
Kansas Round-Up.....Sat.
Meet Corliss Archer (Campbell Soup).....Sun.
8:15—**Kansas Roundup** (Mantle Lamp).....Sat.
8:30—Studio One.....Tues.
Sweeney and March.....Wed.
Crime Photographer (Anchor-Hocking).....Thurs.
Adventures of Ozzie and Harriet (International
Silver).....Fri.
The New Tony Martin Show (Texas Co.).....Sun.
8:45—**Kansas Roundup** (Flex-o-Glass).....Sat.
9:00—My Friend Irma (Lever Bros.).....Mon.
Public Service.....Wed.
Readers Digest, Radio Edition (Hall Bros.).....Thurs.
It Pays to Be Ignorant (Philip Morris).....Fri.
Christopher Wells (Chrysler Corp.).....Sun.
9:15—**Emahizer Melodies** (Emahizer-Spielman
Furniture Co.).....Wed.
9:30—Screen Guild Players (R. J. Reynolds).....Mon.
Open Hearing.....Tues.
Escape.....Wed.
To Be Announced.....Thurs.
Spotlight Revue (Coca Cola Co.).....Fri.
Strike It Rich (Ludens).....Sun.
10:00—**News** (The Fleming Co.).....Mon. thru Sun.
10:15—Variety Time.....Mon., Fri.
Shopping At Bomgardners
(Bomgardner's Furn. Co.).....Wed.
Ernie Quigley, Sports.....Tues., Thurs.
Emahizer Melodies
(Emahizer-Spielman Furniture Co.).....Sun.
10:30—**Salute to FM**.....Tues., Wed., Thurs., Sat.
11:00—**News**.....Mon. thru Sun.
12:00—**News**.....Mon. thru Sun.