

# W B W

## ROUND-UP



Willie Pierson

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OCT.      Our Ninety-First Issue      1952

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# ROUND-UP

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OCTOBER

Our Ninety-First Issue

1952

## On Our Cover

by Willie Pierson

You might say that I practically cut my eye teeth on a guitar pick. Anyhow, my mother tells me that I started entertaining at the ripe old age of three. She used to put me on the railing of the bandstand at all the fairs and picnics and I'd sit there and sing all the numbers right along with the band. From then on, I was in about every amateur contest within miles. Whenever I was lucky enough to win contest money, it came in mighty handy as there were nine other mouths besides mine to feed at home.

I spent most of my grade school years around White Cloud and Denton, Kansas. Then in 1938 (when I was 14) my brother, Jimmie, and my sister, Cora Deane, came home for a visit and took me back to Boston, Massachusetts, with them. Life was a pretty hectic pace for a teen-ager. I broadcast every morning at 6:00 a.m., then attended Wm. Howard Taft School all day, getting home just in time to step into the car and play a personal appearance somewhere in the four-state area of Massachusetts, Maine, New Hampshire or Connecticut.

We used to play shows out on some of the islands like Nantucket and Martha's Vineyard too. One night, we missed the regular boat to one of these islands and had to be taken over on a small fishing vessel. A nor'easter was blowing and we Kansas landlubbers were all terrified of the huge waves, higher than the mast, that seemed to want to engulf our craft. However, in calmer weather, I did spend a lot of time at the beach and also went

deep-sea fishing several times. Some of the big-league ball players lived in our apartment building and I got to go to most of the Braves and Red Sox games.

Some of my friends and I used to spend a weekend in New York once in awhile. I can remember one time when I was terrifically homesick, so I packed my bag and told Jimmie and Cora Deane that I was going to New York for a few days—and then dropped them a postcard from the train that I was on my way to Kansas for a little visit.

After working in Boston for about four years, I was in St. Louis, and Springfield, Missouri, for a short time each, then going on to Shenandoah, Iowa. It was in Shenandoah that I met Lois Northwall and we started keeping "steady company." Then my roving feet took me to Yankton, South Dakota, and I sent for Lois and we were married there. Our first little girl, Connie Jo, was born in April, 1946, and in June we left for Maine to entertain for the summer. From then until 1949 we shuttled back and forth from the East Coast to the Midwest, entertaining in Maine during the spring, summer and fall months, and spending the winter just loafing around Iowa and Kansas. Our second little daughter, Nancy Lee, was born in 1948 and we stayed in Maine for the winter, getting acquainted with their various winter sports—deer hunting, ice fishing, skating, sledding, etc.

Getting a little anxious to be close to the home folks again, I took a radio job in Worthington, Minnesota, for a year—spent another summer in Maine—then settled in Spencer, Iowa, (Lois' folks'

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# Our Sports Director

By Don Hopkins

Folks, I want to introduce to you the one and only man to ever officiate at a Rosebowl football game, A World Series baseball game and the Olympic basketball play-offs . . . a man who has officiated on more basketball courts, college gridirons and baseball fields than any other one living man. He is none other than

WIBW's Sports Director, E. C. "Ernie" Quigley. Although he is just "Ernie" to us folks at WIBW, he is recognized the world over as one of the leading sports authorities.

You hear Ernie Quigley's sportcasts each Tuesday and Thursday at 10:45 p.m. and Sunday afternoons at 1:00 o'clock. He has been with WIBW for seventeen years. And when he talks about the different great athletes of today and yesterday he knows whereof he speaks. As a matter of fact, "Ernie" knows personally most of the stars of sports. Just think how wonderful it would be if you could walk up to Joe DiMaggio, slap him on the back and say, "Hi there, Joe! How's Joe today?" Same would go for Stan Musial, Leo Durocher, Dizzy Dean, Charlie Dressen, Phil Cavaretta, Al Lopez and a host of other baseball stars.

Did you know that Ernie Quigley was an active NATIONAL LEAGUE umpire for twenty-five years? In addition he spent four years as Supervisor of Umpires and four years as Director of Public Re-

lations for the National League.

But, let's go back farther than that. Ernie was for twelve years Varsity head coach at St. Marys College, St. Marys, Kansas, and one year as head coach at St. Louis University. Since retiring from umpiring, he served for six years as the Director of Athletics at the University of

Kansas, Lawrence. To him must go the credit for the great revival "athletically speaking" at KU. It was his planning and business acumen that paid off the KU stadium debt which had been hanging over the heads of the KU fathers since World War I.

Ernie Quigley's officiating has covered every part of the country and in foreign countries too. He has officiated at six World Series, the last one being the series of 1935. He has officiated at three American Legion "Little World Series"; four Army and Navy foot-

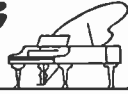
ball games at both West Point and Annapolis and at two National Base Ball Congress Championship Tournaments. He also has officiated at three Rose Bowl Football games, five Yale-Harvard games and one Cotton Bowl Football game. In the field of basketball Ernie was Varsity basketball coach at St. Marys College for nine years. He officiated at the Olympic play-off in 1936 at Madison Square Garden, New York City. He has been the supervisor of three National N.A.I.B. bas-



E. C. (Ernie) Quigley

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# Ramblings



Now that the summer season is ended, our staff is back to normal again. Vacations and Fair dates closed with the Topeka and Hutchinson Fairs. We certainly enjoyed visiting with all of our old friends during the week we were in Hutchinson. It is always nice to know we are welcome back.

If you have heard the staff raving about the beautiful sport outfits worn by DUDE HANK, it is because we have a new sponsor on the SATURDAY NIGHT ROUND-UP . . . Rugby Mills, makers of smart sportswear. We call DUDE HANK the "Powers" boy, because he was chosen by the Rugby Mills Company to model their beautifully styled sweaters, sports shirts and jackets. If you have a dealer in your town, be sure to see this good-looking sportswear.

HILTON HODGES bought a registered



Dude Hank turns model.

boxer puppy for his two-year-old son, Robbie. "Now I have four mouths to feed," wailed HILTON the other day. Incidentally, they named the puppy "Dixie." While the HODGES were away on vacation, some new neighbors moved in who had a large collie also named "Dixie." When HILTON returned, he strolled out in the yard one day whistling and calling "Here Dixie, heah Dixie." Instead of the boxer running up to greet his master, the big collie came jumping all over HILTON, showering him with affection. It took several days before the confused HODGES found out that both dogs were answering to the same name. Robbie has renamed his boxer "Cobina."

We are happy to welcome a newcomer on our talent staff in the person of JOHNNY MICCOLIS. He came to visit his two famous sisters, really planning to stay only a couple of weeks. Of course, he sat in on all the programs and finally was persuaded to sing some solo numbers. He also sang trios with MARY and RUTH, proving to us and our radio audience that he possessed the true MICCOLIS talent for yodeling and sweet singing. It was only natural that JOHNNY wanted the professional training of his sisters, so a long distance telephone call was made to his mother in Chicago to ask permission of her to allow him to remain and become a regular member of the WIBW talent staff. He is just seventeen years of age, and this is his first "grown up" job. As a boy soprano and trick yodeler, he was heard over KMOX in St. Louis for three months. Then, he toured with the Barn Dance group from WLS in Chicago and worked for two weeks on their air programs. At that time his voice started changing and he gave up his singing for a while. JOHNNY appeared in public, yodeling since he was four years old. He attended the Field Stevenson grade school and Proviso High School in Forest Park, Illinois. He loves all kinds of sports and his hobbies are music and dogs. (He misses "Chips," his cocker spaniel.) RUTHIE and MARY taught him to yodel and play the guitar. Right now, they are working hard on some trio numbers. If you like to hear

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# Chats Around the Aerial

.... with *Olaf S. Soward*

Very recently a book came off the presses of a New York City publisher. Of course, they are doing so all the time by the million—but this particular little volume merits an unusual amount of attention by American readers. For, it is not a “literary” production in any sense of the word.

It is a chatty, informal report by a very shrewd and able American woman of what she saw of life in Russia during the three years her husband was American ambassador to Moscow, and is based upon the letters she wrote to her children back home while she was abroad.

In simple, every-day language it runs the whole gamut of a picture of a dreary, dingy and fear-ridden existence within the borders of the Communist “Utopia.” Just as one startling example of how far behind modern civilization the Muscovites are compelled by their government to live—the only lawn mower in the entire city is at the American embassy!

And the utter failure of communism to supply the citizens of its homeland with even the most primitive essentials of adequate existence is most startlingly revealed by the poorly made, shoddy clothing which is all that one sees on the streets of the greatest Communist capital city on earth. Nobody ever looks neat—because there is no such thing as a dry cleaning plant in the whole city of Moscow.

When Americans felt as though they simply had to spruce up their creased and soiled clothing, they dunked them in a can of gasoline in the embassy back yard!

Women’s dresses are described as simply sacks, out of cheap, printed rayon or cotton in the summer time, and coarse woolen during the winter. But it is in the matter of prices the Russian victim of Communism has to pay for the most ordinary trifles of living shifted over into what the author says is the fairest possible figures in American money that the sorry story reaches its ghastliest climax.

A pair of men’s shoes costs anywhere from \$40 to \$60, a man’s cotton shirt \$15, a man’s suit of second quality worsted—now, hold onto your hat, boys!—comes to the amazing price of \$275 to \$300.

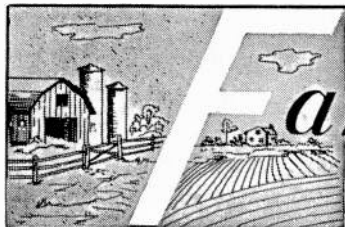
In the women’s department a cheap cotton cloth brassiere sells for \$4.50 and a rayon silk dress of far below choice quality is priced at \$100. Approximately the same type of dress in America abounds at about \$15!

When it comes to the question of eating, the story is the same. Black bread costs 50 cents a loaf and white bread 75 cents. At the height of the garden harvest season Moscow’s biggest market displayed only carrots, cabbage, a few withered onions—and cucumbers at the equivalent of \$1.25 each.

And, one must always remember that the workers in Sovietland do not get more than a fraction of an American worker’s pay out of which to foot such fantastic bills for the most ordinary expenses of living. But—even more important, though the writer of that little book does not develop the thought—is the consideration that this general situation is not peculiar to Communistic Russia.

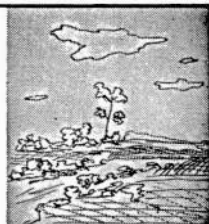
The heavy handed Communist bosses of the Russian people are undoubtedly more brutal in their methods than other brands of socialists. But there is no escaping the grim fact that wherever and whenever socialism replaces freedom the average standard of living begins to slide down hill—either slowly or rapidly.

With that basic generalization in mind this little volume makes extraordinarily thought provoking reading for every thoughtful American. Oh, yes—just in case you might be curious about what the book is—its title is “Postmarked Moscow” by Lydia Kirk, wife of Alan G. Kirk, who represented this country in Moscow from 1949 to early this year. Most city libraries will probably have it on hand reasonably soon.



# Farm talk

by Wes Seyler



The big event coming up this month, here at WIBW and for many folks in our listening area, is the Agricultural Tour to the Hawaiian Islands. We leave Kansas City the morning of October 26 on TWA's "Constellation," arriving at the Honolulu airport the following morning at sunrise. During the following fourteen days we tour the islands of Oahu, Maui and Hawaii. We plan to see the great fields of pineapple and sugar cane, and of course we will visit the processing and packing plants for both crops. Among other side trips and stops will be the visit to the famous Parker Hereford Ranch. I'm sure you will hear us folks who make the trip talking about it for a long time. There are too many details and too much to anticipate for me to spend much time discussing the tour now. We only wish you were going to go along with us.

\* \* \*

This past month we visited several county fairs, the Kansas Free Fair at Topeka and the State Fair which is held annually at Hutchinson. I took particular notice of displays and booths at the fairs this year. There seems to be a certain trend of mass thinking that to me is good for us who live here in the Midwest. Hundreds of these exhibits, booths and displays carried out the theme of conservation. Some emphasized the need for conserving wild life, others set forth examples for saving soil and water, while many more dealt with other forms of conserving natural and material resources. This kind of thinking and planning is good for us Americans. We need to be mindful of our population increase. We must prepare to meet the demands for food by additional millions in ensuing years. I would like to quote from "Forever The Land," a recent book by Russell and Kate Lord:

"Eroded soil is soil in some part dead, devitalized. Soil debility, soon repeated in nutritive deficiencies, spreads undernourishment. Evidence on this point is far from complete; but the trend of accumulating findings is unmistakable. If the soil does not have it in it, plants that grow there do not; nor do the animals that eat those plants; nor the people throughout a country who eat those plants and animals. Soil debility soon removes stiffening lime from the national backbone, lowers the beat and vigor of the national bloodstream, and leads to a devitalized society.

"We, too, are all of one body. We all live on, or from, the soil.

"No matter which political party gains ascendancy as the years go by; whether the swing be from middle Left to far Right, or to the farther Left; whether we remain at peace or go to war again, this fact will remain: so long as we keep on scrubbing off, blowing off, killing off our topsoil, business and social conditions in this country will remain fundamentally unsound."

This book you would enjoy reading. It contains much of today's thinking in a new spirit, vitalizing an old way of life.

\* \* \*

The U. S. Department of Agriculture has just taken part in a study which will be of interest to every person who produces eggs for sale.

This study shows that when egg producers follow seven practices in the care of their poultry and eggs, they increase the proportion of Grade A quality eggs—the kind that brings the best prices and the kind consumers want to buy.

Producers who followed these practices during the study, marketed 90 per cent of their eggs as Grade A's. Only four per cent

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**THE OLE LIVGREN FAMILY**

**Betty Jane**

**Jane**

**Linda Sue**

**Larry Earl**

**Ole**



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

When Agnes Moorehead broadcast her sixth performance of "Sorry, Wrong Number" on "Suspense" last month, a number of people were carried away by her mounting terror and hysteria. It's a fact, some called the police to protect her from the killer and others upbraided their own telephone operators for giving wrong numbers to a poor invalid trying to call for help. Miss Moorehead admits after doing the show she double checks all the doors and windows at home before she goes to sleep!

"What's My Line?" (the Philip Morris show at 8:30 p.m. Wednesday, which joined the WIBW schedule last month) has as its moderator John Daly, a man who really knows his own line. He's been in the radio business since 1937 as an announcer and newsmen. Daly says "What's My Line?" is a definite change of pace from his newscasting and he thoroughly enjoys it.

One of the busiest men in radio is Arthur Godfrey. He has had as many as 88 sponsors at one time. And he never uses a script. He makes notes on backs of envelopes, inside match folders or anything handy—and then sometimes loses them.

Even though veteran radio star Bob Hawk has to face at least five different contestants every week on the "Bob Hawk Show," he says his toughest assignment came when he was a \$15-a-week newscaster. He had to broadcast a hole-by-hole description of a miniature golf tournament.

Marie Wilson, who is better known as "My Friend Irma," likes to wear short gloves. She even has them made to match her formal dresses. Whenever you see Marie, you can bet she'll be wearing a pair of cute short gloves.

This fellow Art Linkletter, who emcees "People Are Funny," really has been around. He traveled all over Canada (where he was born) and the United States with his family before he was six. Just before entering college he decided he wanted to see more country; so he started out with only ten dollars in his

pocket, thumbing his way on the high-ways and catching rides on freight trains. This way he saw practically all of America—then as a deck hand he worked his way to Buenos Aires and back. When he got back, where did he settle? You guessed it—California.

Whenever any one of Bing Crosby's four sons gets out of hand, he doesn't hesitate to administer some old-fashioned discipline. Bing affectionately calls his boys "the Irishers"—Mrs. Crosby sometimes refers to them as "the Commandos."

Although he sounds and acts tough as Mike Clancy on "Mr. Kent, Tracer of Lost Persons," James Kelly is anything but tough in private life. Evidence of this is his chief hobby. It's an orphanage, for which he does everything from fund-raising to playing Santa Claus at Christmas.



Most of the time, Smilin' Ed McConnell, host and story teller on "Smilin' Ed's Gang," has the broadest smile in captivity. But here, faced by Mrs. Twiddle van Snoot and Froggy the Gremlin, he faces one of the toughest problems in his 30 years of radio.



Getting in practice? Dude Hank watches carefully as Art Holbrook focuses a television camera during a radio-TV seminar at Denver University. Perhaps this is a portent of things to come in the days ahead at WIBW. Perhaps, too, since Miss Maudie was also in Denver, she just might be the subject on which the boys are training the camera. The television equipment belongs to KLZ, Denver.

were stained or dirty. Those who didn't follow any of them, sold only 55 per cent as Grade A's, but 24 per cent as stained and dirty.

Here are the seven simple practices which produced the best results. Confine the laying flock. Keep laying houses dry and clean. Likewise the materials in the nests. Gather eggs at least twice a day. Gather them in wire baskets so they'll cool quickly. Cool the eggs and keep them cool. Keep the humidity high in the storage room.

Many producers have been following these practices for many years. However,

marketing of higher quality eggs is still one of the major problems of the egg industry.

And, of course, once the eggs leave producers' hands, they need to be handled just as carefully in trade channels so a more desirable product will reach consumers.

With a higher quality egg to select from, consumers would be better satisfied, fewer eggs would go into the lower price bracket and fewer would be lost by spoilage. Also, the spread between what the farmer receives and what the consumer pays might

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## OUR SPORTS DIRECTOR

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ketball tournaments and one N.C.A.A. basketball tournament. Ernie has toured Japan conducting both baseball and basketball clinics. As you can readily see, he knows his sports as few men know them.

As expressions of appreciation for his great work and knowledge of sports, Ernie is an ex-member of the Joint Major Leagues Baseball Rules Committee; a member of the Kansas Hall of Fame; National Baseball Congress; Member N.C.A.A. Football Rules Committee (8th year); Honorary Advisor of National Association of Inter-collegiate Athletics Trainers; Life Member of the Missouri Valley Association of Football Officials; Life Member of the Association of Professional Ball Players of America and Life Honorary Faculty Member of the Kansas College Athletic Association. If there is any honor in the sports field that has evaded our "Ernie." I don't know what it is.

And here's something you probably didn't know about E. C. "Ernie" Quigley. He is in great demand as a public speaker. Currently he appears before over one hundred high school athletic groups per year. He also lectures coast to coast for the National Lecture Management.

Ernie won't let me tell you how old he is, but I can say this. He is one of the most active men for his age I have ever seen. He happens to be one of those fellows that has vim, vigor and vitality the like of which many men twenty years his junior would like to have. He told me that his good physical condition is due to "never burning the candle at both ends."

Folks who remember Ernie's officiating days will tell you that he was without a doubt one of the most colorful officials of his day. His famous remark in regard to rule infractions, "YOU CAN'T DO THAT!" still rings in the ears of those who used to see him in action.

And anecdotes—why, I could fill 20 newspaper pages with Ernie's anecdotes about famous sports personalities such as Babe Ruth, Dizzy Dean, Walter Johnson and others. Here's one about the grand old man of baseball, Connie Mack. Ernie

tells me that Connie Mack buys a baseball program every day . . . although for so many years the owner and manager of the Philadelphia Athletics. He will allow no one to give him a program gratis.

As one tries to analyze the fabulous success that "Ernie" has had in the field of sports, one comes to the realization that he always knew what he wanted to accomplish, knew how to accomplish it and would allow nothing or no one to divert him from the task he had set out to accomplish.

One thing that everybody likes about Ernie Quigley is the fact that although honors have been showered on him from all parts of the country, he never has forgotten the folks in Kansas. Never does he apologize for Kansas. Rather, wherever he goes he cultivates new respect for Kansas and the Midwest. And a better ambassador cannot be found.

## ON OUR COVER

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home now) where I worked with a popular band for about eight months. Lois and I disliked the intense winter weather in Northern Iowa so decided to move southward. Jimmie had been working at WIBW for several months, so we auditioned for Miss Maudie and here we stayed.

The housing situation doesn't bother us as we have our own portable home—a trailer. It has all the modern conveniences and appliances of a home except one—floor space, but we've taken it with us through about twenty states and wherever we park, we're home, and we're happy. I enjoy working with the friendly staff at WIBW and I hope we park here for "quite a spell."

## FARM TALK

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be reduced.

Following these practices will materially aid in producing high quality eggs and greater egg profits. But for the highest profits there is an eighth practice—always sell eggs on a graded basis. Regardless of the quality unless poultrymen get off

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## AROUND the STUDIOS with Hilton

We always look forward to the FAIR Season because it means seeing a great many old friends again and it's always a lot of fun and excitement for the youngsters in the WIBW family. Edmund Denney remarked too that he's glad for the fairs because it means the end of summer and a new season with football, back to school and the World Series which is a sports highlight for Edmund. Our staff visited many fairs this summer and fall—all over Kansas. Huge crowds attended nearly every performance and we're grateful for your loyalty and friendship. We only wish we could see you and visit with you oftener.

Clyde Howe is back. Clyde has just spent two years on Guam as a Chief Petty Officer in the Navy. He was called back as a Reservist. His duties included the operation and maintenance of about 60 radio transmitters on the island. His family joined him for the last 10 months of his tour. Now they're back with us, Clyde returning to his job as transmitter engineer. It's good to have these wonderful folks back and Clyde says it's the best thing that ever happened to him, too.

The WIBW Noon News has long been the most-listened-to newcast in Kansas and we were delighted to have the makers of Perfex, Glosstex Plastic Starch, Dexol and Shina Dish join us in bringing you the Noon News every day, Monday through Saturday. We hope you'll listen every day and take advantage of the many wonderful offers Elmer will have for you.

If you enjoy gospel songs, I know you'll be listening every morning at 9 o'clock for the MIRACLE

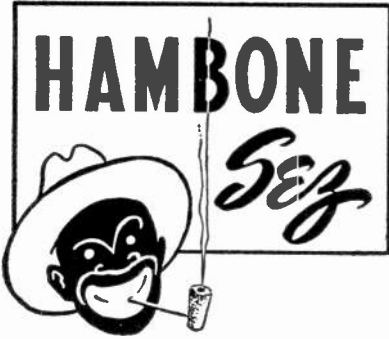
MEN, one of America's finest gospel quartets, with Lee Roy Abernathy at the piano. The five men seem to have a better rhythm and a clearer interpretation of the old and new gospel songs than any quartet we've heard. They're brought to you daily by the Sturman Spot Remover folks. Incidentally, the MIRACLE MEN asked me to invite you to write to them. They'll be glad to sing your favorite gospel song for you.

Art Holbrook told me a story the other day about his trip to Denver for a BMI Ciinic. Maude and Dude Hank also attended. One evening the sponsors of the meeting had planned to have an outdoor barbeque on Lookout Mountain but because of a sudden summer rain, they moved indoors—into the fabulous Wolhurst Club. This was originally the 30-room home of the late Senator Edward Wolcott of Colorado, built in 1890. It housed a 60-foot library, carved mantels, mahogany furniture, imported paintings, billiard room and all the fancy trimmings. There were facilities for horse races, trap shooting and fishing in the artificial lake. There were hundreds of famous visitors; Presidents Roosevelt and Taft and American and foreign notables in every walk of life. Now, after 60 years it has become a club—and that's where the story really started.

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Ray and Elda have fun at the State Fair helping daughter Donna Sue choose a hat.



Play Ball...dee worl' series is comin' up this month, so it ain't gonna be long 'till snow flies is it? They still ain't no body beat ole Babe Ruth's homerun record.

Unk Russell's boy Arlie says he's thru wit women. He puts ah ad in dee matrimonial advertisements and his own gal friend answered dee ad.

Col. Combs is shore a Scotsman. Dat man has even saved up his toys for his second childhood.

Col. pulled a good one on Jasper . . . Jasper wuzz complainin' as how he'd got a splinter in his finger. Col. says, "Jasper, you should oughta have better sense dan to scratch yo' head."

They is people who will tell you dat money talks, but Brother in dese days dee dollar don't have a-nuff cents to say much of anything worth while.

It's shore good to have dee money and dee things dat money will buy, but hit's good, too, to check up on yo' self once in a while to make shore dat yo' ain't lost dee things dat money kain't buy!

Hope you all had a good time at dee fairs dis year. Me and Jasper had us a job at dee Kansas Free Fair. When they wuzz movin' out we almost lost Jasper, dey tried to load him up wit dee monkeys.

One day on dee mid-way, I seed a little boy cryin' . . . I says, "What's dee matter little boy? Is you lost?" He says, "Yes, I is, I mightta knowed better'n to come out wit Grandma. She's always losin' something."

I ain't namin' no names you understand . . . but a certain feller in our town who has been married fur a year or so got into dee old habit of spendin' his evenin's

down-town wit dee boys. One night as I hear dee story, he wuzz struck wit a guilty conscience dat worried him to dee point of goin' to dee phone and callin' up his young wife. "Hello, honey-bunch," dee louse say. "Slip on dee glad rags and meet me down town. We'll have dinner at some quiet little place and den see a show. How 'bout it?"

"Why shore darlin' . . . I'll be dee-lighted to meet you all John," dee sweet thing say. "But, why not come out to dee house an' git me? Dey ain't no-body home."

Well dear readers . . . as dee husband's name is William, he now spends his evenin's at home. And his wife wears a queer smile, when he ain't lookin' at her, dat is!

Dee best way to make a long story short, is to short circuit it by laughin' at dee wrong places. History records few women dat laughed at their husband's jokes. Them few had beautiful teeth.

There is people who roll out dee carpet for you one day—and pull it out from under you dee next.

I feels myself goin' son...so long!

Wanna know what a BILLION dollars is like? Ain't no doubt but what you is heard of a BILLION dollars. Here's how to tell what a billion is like.

Measure a dollar bill and you will find dat it is 6 and  $\frac{1}{8}$  inches long and  $2\frac{3}{8}$  inches wide. Got dat? Alright. Git a billion of 'em and go to Manchester, Conn. Start layin' a line of dee bills end to end from Manchester, thru' Hartford, Conn. . . thru' New York City and on to Los Angeles, which is exactly 3,000 miles. Lay one mile every day, or over 10,000 per day. You will have a back-ache every day but pay no attention to dat. Immediately upon reachin' Los Angeles start back to Manchester and lay another line end to end right alongside of dee first line. Den turn 'round and head back to Los Angeles agin! Now in dis way, laying dee entire BILLION dollars, you will make 32 trips. Dee "sidewalk" of dollar bills lyin' side-by-side will be seven feet wide and you will be 265 years older.

Dat's all brother!

**AROUND THE STUDIOS**

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After dinner, someone asked for a piano player so that the broadcasters from all over the Western United States could enjoy a "Busman's Holiday" and sing their favorite songs. Maudie was elected—and spent about an hour playing request numbers and accompanying quartets, soloists and the big group in their favorite songs. Maudie won't admit it but Art says she was the star of the show and the compliments came thick and fast. (So there now, Maudie, I did it anyway.)

If you're a Kansas State football fan, you'll be able to hear the afternoon games of the Wildcats on the 580 spot. The staff of KSAC will broadcast them.

Hope you keep tuned to the 580 spot most of the time. We have some fine new programs for you this winter.

**RAMBLINGS**

(Continued from Page 4)

JOHNNY sing, write him a note of welcome. He will be very grateful.

We attended the Broadcast Music Inc. Summer Seminar held at Denver University, in Denver some weeks ago. It proved to be most successful as 105 radio station representatives exchanged ideas in programming for radio and television. Many of us were eager to learn as much as possible of the new medium of television production. We appreciate the wonderful cooperation of all the Denver broadcasters, especially KFEL, KVOD and KLZ who made their TV equipment available to us during these sessions. Although, we were busy with discussions and forums during the day, we took advantage of the beautiful scenic trips in the evenings and enjoyed the invigorating mountain air.

Some of our boys and girls are house hunting again. BILL KIRK has his eye on a beauty in the west part of town and SHEPHERD OF THE HILLS has just bought a house too . . . So long, till next time . . . "Miss Maudie."

Picture Puzzle Answer for September:

(1) "Chicken Reel" (r) "Tea For Two."

**Coming Events****BIRTHDAYS**

Homer Cunningham	Oct. 4
Olaf Soward	Oct. 13
Edna Ferguson	Oct. 17
Ben Ludy	Oct. 25
Ken Hercules	Oct. 26
Ole Livgren	Oct. 26

**ANNIVERSARIES**

Mr. and Mrs. John B. Williams, Jr.	Oct. 8
Mr. and Mrs. Don Hopkins	Oct. 9
Mr. and Mrs. Roy Carlson	Oct. 17
Mr. and Mrs. Kenny Harries	Oct. 18
Mr. and Mrs. Royce Fulmer	Oct. 21

**FARM TALK**

(Continued from Page 11)

the current receipt market they can't cash in on the premiums offered for top quality eggs.

\* \* \*

There have been some radical changes recently in the matter of equipment for filling silos. Agricultural engineers at Kansas State College point out that the old style ensilage cutter is on the way out. In its place more and more farmers are using field forage harvesters—chopping sorghums in the field, then hauling the chopped feed to the silo in trailers. This has eliminated the need for binding the sorghum into bundles, as well as much of the heavy manual labor that went with handling those bundles.

Changes are apparently on the way for getting the forage into the silo. In the past, the blower has been used as the main method of elevating silage into an upright silo. Recently, there has been research work on using a drag-type elevator. The big advantage here would be that less power is needed to operate the elevator than for a blower. This makes it possible to use a three to five-horsepower electric motor for power. That means freeing the tractor, formerly used for the job, for other work.

Trailers with unloading mechanisms are used to catch the chopped forage in the field, haul it to the silo, and unload it.

Be seeing you next Round-Up time with more farm talk.

# THE WINNER!



Miss Maudie holds the winning card for the Wee Wadsworth Child's playhouse, which was announced over WIBW during the State Fair. Walter North, representative for Wadsworth Homes, stands back of Maudie.

## WIBW Program Schedule

580 on Your Dial

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

Program in heavy type are Studio Productions.

### MORNING

- 5:00—**Daybreak Jamboree**..... Mon. thru Sat.
- 5:40—**News**..... Mon. thru Sat.
- 6:00—**Pleasant Valley Gang**..... Mon. thru Sat.  
(Willard Tablet Co.)..... M.cn., Wed., Fri.
- 6:15—**Sunday Morning Meeting**..... Sun.
- 6:35—**Farm Service News**..... Mon. thru Sat.
- 6:45—**Ray and Elda**  
Gooch's Best..... Mon., Wed., Fri.  
(James R. Barnett Co.)..... Tues., Thurs., Sat.
- 7:00—**News (Garst & Thomas)**..... Mon., Wed., Fri.  
**News (Carey Salt Co.)**..... Tues., Thurs., Sat.  
News..... Sun.
- 7:15—**Shepherd of the Hills**..... Mon. thru Sat.  
(Nutrena)..... Mon., Wed., Fri.  
(Jones-Mack)..... Tues., Thurs., Sat.  
Country Church of Hollywood..... Sun.
- 7:30—**Miccolis Trio**..... Mon. thru Sat.  
(D-Con Company)..... Mon., Wed., Fri.  
Kansas News & Farm Sales..... Sun.
- 7:45—**Edmund Denney Time**  
(Merchants Biscuit)..... Mon. thru Sat.  
Health Aids..... Sun.
- 8:00—**Mosby Mack News**  
(Mosby-Mack Motor Co.)..... Mon. thru Sat.  
**Farmer's Forum**  
(Ralston-Purina Co.)..... Sun.
- 8:05—**Henry's Exchange**..... Mon. thru Sat.
- 8:15—**Farm News**..... Sun.
- 8:30—**Johnnie Lee Willis (Larro Feeds)**..... Mon. thru Fri.  
Willie and Lois..... Sat.  
Revivaltime (Assemblies of God)..... Sun.

- 8:45—**Smiley Burnette Show**  
(Sweetose Waffle Syrup)..... Mon., Wed., Fri.  
Jack Hunt..... Tues., Thurs., Sat.
- 9:00—**Shep. and Kaw Valley**  
Boys..... Mon. thru Sat.  
Renfro Valley Sunday Morning  
Gatherin' (General Foods)..... Sun.
- 9:25—**News**..... Mon. thru Sat.
- 9:30—**Church of the Air**..... Sun.
- 10:00—**Salt Lake City Tabernacle**..... Sun.
- 10:30—**Jimmie Pierson**..... Mon. thru Fri.  
**Bohemian Band**..... Sat.  
News..... Sun.
- 10:35—**Invitation to Learning**..... Sun.
- 10:45—**Kitchen Club (Tidy House Products Co.)**..... Mon. thru Fri.
- 11:00—**Judy and Jane**  
(Folger Coffee)..... Mon. thru Fri.  
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 (Perfex, GlossTex, Shina Dish and Dexol)**..... Mon. thru Sat.  
News..... Sun.
- 12:15—**DeKalb Weather News (DeKalb Hybrid Seed Corn Co.)**..... Mon. thru Sat.  
**The Ray Beers Show**  
(Ray Beers Clo. Co.)..... Sun.
- 12:20—**Purina Markets**  
(Ralston-Purina Co.)..... Mon. thru Sat.
- 12:30—**Western Star Time**..... Sun.
- 1:00—**Ernie Quigley, Sports**..... Sun.
- 1:30—**Your Invitation to Music**..... Sun.
- 2:00—**Arthur Godfrey Show (Pillsbury Mills, Inc., National Biscuit Co., Lever Brothers, Chesterfield Cigarettes)**..... Mon. thru Fri.  
**KSAC Football**..... Sat.
- 3:00—**The Second Mrs. Burton**  
(General Foods)..... Mon. thru Fri.

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

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Symphonette (Longine-Wittnauer Watch Co.).....Sun.	8:00—Lux Radio Theatre (Lux).....Mon.
3:15—Kansas Round-up.....Mon. thru Fri.	Life with Luigi (Wm. Wrigley, Jr., Co.).....Tues.
3:30—Pick the Winner (Westinghouse).....Sun.	The Line-Up.....Wed.
3:40—News.....Mon. thru Fri.	Hollywood Playhouse (Andrew Jergens).....Thurs.
3:45—Ma Perkins (Procter and Gamble).....Mon. thru Fri.	Horatio Hornblower.....Fri.
4:00—Big Sister (Procter and Gamble).....Mon. thru Fri.	Gangbusters (General Food).....Sat.
Dr. Charles E. Fuller (Gospel Broadcasting Co.).....Sun.	Hallmark Playhouse (Hall Bros.).....Sun.
4:15—The Guiding Light (Procter and Gamble).....Mon. thru Fri.	8:25—Win Elliott (General Foods).....Sat.
4:30—Smilin' Ed McConnell (Brown Shoe Co.).....Sat.	8:30—My Friend Irma (R. J. Reynolds).....Tues.
5:00—Serenade in Blue.....Sat.	What's My Line (Philip Morris).....Wed.
Arthur Godfrey's Roundtable (Holland Furnace).....Sun.	Bing Crosby (General Electric).....Thurs.
5:15—U. N. On Record.....Sat.	Western Star Time.....Fri.
5:30—Alka-Seltzer Time (Miles Laboratories, Inc.).....Mon. thru Fri.	Kansas Round-Up.....Sat.
Sports Roundup.....Sat.	9:00—Bob Hawk Show (Camel Cigarettes).....Mon.
Our Miss Brooks (Colgate).....Sun.	News.....Wed., Thurs., Fri.
5:45—Perry Mason (Procter and Gamble).....Mon. thru Fri.	Louella Parsons (Colgate).....Tues.
News.....Sat.	Kansas Round-Up (Flex-O-Glass).....Sat.
	News (Crosby Brothers).....Sun.
<b>EVENING</b>	9:05—Mr. Chameleon.....Tues.
6:00—News (Butternut Coffee).....Mon. thru Fri.	Doris Day Show.....Thurs.
Jack Benny (Lucky Strike Cigarettes).....Sat.	Choraliers (Longines-Whittnauer Watch Co.).....Sun.
6:15—Spectator Sports News.....Mon. thru Fri.	Capitol Cloakroom.....Fri.
6:20—Miccolis Sisters (Helzberg's).....Mon. thru Fri.	9:15—Kansas Round-up (Rugby Knitting Mills).....Sat.
6:30—Jack Hunt Show (Pillsbury Mills).....Mon. thru Fri.	9:30—Music Room.....Mon.
R. F. D. Roundtable.....Sat.	Democratic National Committee.....Tues., Thurs.
6:45—News (Utilities Engr. Co.).....Mon. thru Sat.	<b>The Ray Beers Show</b> (Ray Beers Clo. Co.).....Wed., Fri.
7:00—Suspense (Electric Auto-Lite Co.).....Mon.	Kansas Round-Up (Emahizer-Spielman Furn. Co.).....Sat.
People Are Funny (Mars Candy Co.).....Tues.	Dance Orchestra.....Sun.
F. B. I. in Peace and War (American Chiclé Co.).....Wed.	9:45—From the Bandstand.....Wed.
Meet Millies.....Thurs.	Dance Orchestra.....Fri.
Mr. Keen (American Chiclé Co.).....Fri.	Kansas Round-Up (Capitol Federal Savings & Loan Assn.).....Sat.
Gene Autry (Wm. Wrigley, Jr., Co.).....Sat.	10:00—Bomgardner News (Bomgardner Furn. Co.).....Mon. thru Sun.
Bergen-McCarthy (Coca-Cola).....Sun.	10:15—Beulah (P & G).....Mon. thru Fri.
7:30 Arthur Godfrey's Talent Scouts (Thomas J. Lipton Co.).....Mon.	Dance Orchestra.....Sat.
Mr. and Mrs. North (Colgate).....Tues.	Guest Star.....Sun.
Dr. Christian (Chesebrough M'g. Co.).....Wed.	10:30—Jack Smith (P & G).....Mon. thru Fri.
Junior Miss.....Thurs.	Dance Orchestra.....Sat., Sun.
Gunsmoke.....Fri.	10:45—National Health Aids (Charles Antell).....Mon.
Tarzan (Krinkles).....Sat.	Ernie Quigley Sports.....Tues., Thurs.
Philip Morris Playhouse (Philip Morris Cigarettes).....Sun.	Dance Orchestra.....Fri.
	Let's Go to Town.....Sat.
	11:00—News.....Mon. thru Sun.
	11:05—This I Believe.....Mon. thru Fri.
	11:10—Dance Orchestra.....Mon. thru Sun.
	12:00—News.....Mon. thru Sun.
	12:05—Sign Off.....Mon. thru Sun.