

WIIBW



M
A
R
C
H
1
9
4
8

Journal



March

Our Thirty-Sixth Issue

1948

The WIBW Round-Up Magazine is published by the WIBW Round-Up. G. W. "Doc" Embree, Editor
Two weeks' notice necessary for change of address. Subscription rates, \$1.00 per year. Mailing
address, Box 981, Topeka, Kansas.

Ad Libbing—By Doc

A flip of the calendar and we are carried into the month of March. We folks who live in the central states can expect almost anything to happen as far as weather is concerned, but we know Old Man Winter has done his worst and we can look forward to Spring.

We had a pretty rough winter, but I figured a scheme on how to get out of shoveling coal for our furnace. A hint now and then to Esther about how swinging a shovel trimmed down ones waist-line carried me through till just about ten days ago when Esther remarked that perhaps I should use the exercise to remove the flat tire that has accumulated around my middle. Ah, well, it was a good plan while it worked and maybe Johnny will be big enough to do the shoveling by next fall.

In spring a young man's fancy may turn to love, but we old married people get to thinking about gardens and flowers and such things. We don't associate our love of roses with the hard work we will have taking care of them, or the crisp snap of our first red radish "from our own garden," with the blisters we are bound to inherit from the rough handle of a hoe. No—it's all planning now and I'm sure if we stopped to take all things into consideration, we'd still be out there in the garden digging around the minute the frost has left the ground.

Speaking of gardens reminds me of a brief visit Esther and I had with an old friend whom many of you will remember, Ernest Balko of the Inter-State Nurseries. We were traveling through southwestern Iowa and dropped in to get a first-hand view of how the many thousands of orders that pour in to this popular organization are handled. Ernest took us through a portion of the plant and as we came out he pointed out four car loads of rose bushes ready for shipment. He ex-

plained that those four cars were just a small part of the forty cars of roses they shipped annually. Now that's a lot of roses and when you add to them the thousands of bushes mailed to customers by other nurseries, such as Sarber's Nurseries of Topeka, you can see that we're going to have a mighty pretty countryside when they start blooming.

I can't imagine any work that would give a person more pleasure than making it possible for folks to buy the world's best grades and varieties of flowers and garden seeds at popular prices that any one can afford. We invite you folks to listen to the programs broadcast in the interests of the Sarber Nurseries each day at 12:15 and the Inter-State Nurseries programs at 8:15 Monday through Friday and at 8:45 on Saturdays.

As you all well know, this marks the end of our third year of publishing the Round-Up magazine. During the past three years, we have mailed nearly seven hundred thousand copies of this little magazine to you folks who believe in us enough to subscribe and renew year after year. If you were one of those first original subscribers, look on the back of this issue. If you see a notice that your subscription expires with this issue, renew promptly and you will be reserving another year's fine reading about WIBW.

COMING EVENTS

Birthdays

Clark Wayne.....March 22
Ralph Radish.....April 4
Shepherd of the Hills.....April 12
Lee Smith.....April 13

Anniversaries

Mr. and Mrs. Heinie Haynes..Mar. 27
Mr. and Mrs. Homer Cunningham....
.....March 30
Mr. and Mrs. Ray Morse....April 14

On Our Cover — Olaf Soward

When our inquiring reporter, fairly bursting at the seams with professional inquisitiveness, took the picture which appears on the front cover of this month's magazine to Olaf Soward, newscaster and commentator for WIBW, and told him he was going to have to tell all the interesting things which might explain how he got that way—Soward looked blank, and then cast a furtive glance at his office door.

The aforesaid inquiring reporter promptly sat on the corner of the Soward desk, cutting off the line of retreat to that inviting opening in the office wall.

Soward sighed, leaned back in a swivel chair which squeaks and reflectively scratched that place in front where a profusion of hair used to mark the line where his forehead stopped.

"Gosh," he protested weakly, "you can't say anything particularly interesting about practically 40 years of plain, plugging hard work!"

The inquisitor firmly possessed himself of a half dozen sheets of paper covered with scrawled notes concerning a forthcoming "Viewpoints" script, slid them to a far corner of the desk and weighted them down grimly with two books, three pipes and an ash tray.

"No you don't," he warned ominously. "We're going to talk. Come clean!"

Soward sighed again—

"All right," he surrendered. "shoot."

And from that beginning it developed that Olaf Soward has spent most of his life being frustrated. He has never intended to do what he has done—nor ever done what he intended to do. He certainly never had the slightest idea of permanently becoming a newspaper man; and once in it he never so much as dreamed of jumping out of the journalistic frying pan into the radio fire. But that seems to be the way life wags!

Then, when he was 19, he ran into a rather severe attack of infantile paralysis which left the muscles of his right side considerably impaired for some years. Once back in circulation, and with a mountain of medical debts hanging over his head, there was nothing to do except start digging out from under. The process of digging was interrupted by the first World War, when he was accepted by the army under a voluntary induction for limited service.

That was over, he went to Central
(Continued on Page 11)

Family Affair



When Edmund Denney offered to help Mrs. D. in her work mailing the Round-Up to you folks, she thought it was typical of Edmund's policy to lend help whenever possible. Imagine her surprise when he revealed that his real motive for making with the free help was this. The Denneys have a new Nash and Ed reasoned that the more he helped Myrtle, the sooner she would get done and the more time she would have to take him riding in the new bus.

Radio Networks

Radio networks are in reality telephone networks. You may not realize it but network radio broadcasts are sent by telephone cables from their point of origin to the radio stations which broadcast them locally. At present the Bell Telephone System operates about 130,000 miles of program transmission circuits which link radio stations in all parts of the country.

Radio networks had their beginning with a four station hook-up in June, 1923. Two weeks later Warren G. Harding became the first President of the United States to use a radio network to speak to his people. After that, increasing use was made of telephone lines to transmit programs to widely scattered stations for broadcasting.

Busy Season Ahead

The past few years have indicated a steady upward climb in the number of personal appearances played by WIBW artists, and we have reason to believe that 1948 will be the biggest year in the station's history. We have more acts, a much wider range of material from which selections may be made, and better and newer cars to insure transportation.

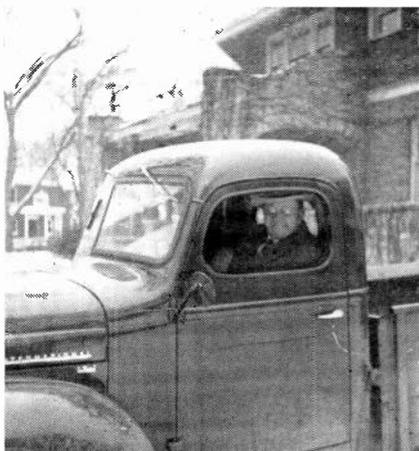
We are still a few months away from

the busiest season for personal appearances, but if you or your organization are planning any activities for which you desire entertainment, during the next few months, now is the time to make the arrangements. By placing your order early, you have a much better chance of obtaining the entertainment you want at the time you want it. Now you can write to Miss Maudie or Dude Hank and they will see that your letter is taken care of.

Staff Members Sign Blue Shield

Several years ago when the Blue Cross hospitalization plan was offered to WIBW employees, they responded in such a manner as to become one of the model groups in the city. So many good results were realized from their Blue Cross memberships that it wasn't much of a job to sign a majority for the Blue Shield plan, a physicians service working in conjunction with Blue Cross.

The Blue Shield plan was offered to seventy-nine employees who were eligible for the service; fifty-four signed immediately and a large portion of the rest of the group plan to enter later.



Despite the fact that he lives on a rural route that was often piled high with snow, Elmer Curtis not only turned in a splendid attendance record for himself, but also helped other WIBW'ers make it to the studios on time. Elmer explains that it's all a matter of tires. "I didn't have a pair of chains on all winter," he said. "I've been telling folks about B. F. Goodrich tires for years and I speak from experience!" Anyway, this is Elmer's way of inviting you to listen to his B. F. Goodrich newscasts at seven each Monday, Wednesday and Friday morning.

That Refreshing Pause



Bright spot in the WIBW talent room is occupied by the brand new "Coke" machine. Heinie Haynes and Colonel Combs were caught by the cameraman during the "pause that refreshes." For a bright spot in your week's listening, tune in Spotlight Revue, sponsored by the Coca Cola people over WIBW at 9:30, Friday evening.

It's A Girl!

Showing perfect cooperation with the dead-line of this publication, Judy Ann Peters was born February twentieth at nine-fifty in the evening. She is the daughter of Henry and Marge Peters, two of the most popular members of the WIBW family. Lucky little girl! It's plain to see she will be pretty badly spoiled by Daddy, Mother and sister Patty!

International Harvester Family Parties

Here are some more of the International Family Parties that will be playing throughout WIBW land during the next few weeks. These free shows are brought you through the courtesy of your local International Harvester dealer and feature such popular entertainers as Ezra Hawkins, Bobbie Dick, Shepherd of The Hills, Edmund Denney, Glenn Osborn and others. They're all top-notch shows, all free and coming to see you! Don't you miss 'em!

- March 5, Burlington, Kansas
- March 8, Overbrook, Kansas
- March 9, Burlingame, Kansas
- March 10, Alta Vista, Kansas
- March 11, Topeka, Kansas
- March 15, Lyndon, Kansas
- March 24, Troy, Kansas

C.B.S. Notes

by Kathryn Young

THE BIGGEST SHOW IN TOWN

"In spring a young man's fancy turns to love"—and this is Leap Year!

Some of Howard Duff's friends thought this was the reason he took to the hills. Howard, who plays the title role of "The Adventures of Sam Spade," is one of radio's most eligible bachelors. However, upon questioning, Howard assured everyone he's merely moving to the country because he likes it there.

When the 4-H convention was held in Chicago a while back, a radio-screen popularity poll was taken among the rural boys and girls to determine their favorites. In the dramatic field, the "Lux Radio Theater" was voted the outstanding show on the air.



Believe it or not—here is Baby Snooks! Although Fanny Brice is a grandmother, she's been playing the "terrible tot" for years. She is still refusing to sign a movie contract to make a picture of her life story.

At a senior prom in Jeanette, Vaughn Monroe was voted the "boy most likely to succeed." He was also supposed to lead the grand march, but when time came for the march to begin, Vaughn wasn't to be found. Ten minutes later, he rushed in breathlessly and informed the annoyed crowd that he had just won a trumpet contest in a nearby town.

After a recent broadcast of "The Adventures of Ozzie and Harriet," Ozzie complained to soundman Dave Light

about two sound effects heard during the show which were not in the script. Dave admitted he had heard the sounds but was sure he hadn't made them. Then the harpist came to the rescue and admitted that two of her strings had broken during the broadcast.

Joseph Curtin, who is the "Mr." of the "Mr. and Mrs. North" show reports that old prejudices die hard. During a shopping tour the other day, he was followed by a salesgirl who finally worked up enough courage to say: "The girl working next to me says you're an actor. But I claim it's not true because you've been paying cash."

Smart little 10-year-old Norma Jean Nilsson proved that a photographic memory can be exceedingly handy, when she dropped a page in her script during the "Blondie" broadcast. She went on from memory without bothering to pick up the page. She portrays "Cookie" on the show.



Gordon MacRae started 1948 with a rush that promises to establish him as one of the year's outstanding stars. On January 4, he started his "Star Theater" show. The next day he began work in the leading role in the musical movie, "Rise Above It."

What would you do if you won \$690 on "Strike It Rich?" Bessie Hackett, who recently won this amount on the CBS Sunday night show, bought much-needed gifts for her Filipino friends who befriended her during the three

years she was a prisoner of the Japs in the Santo Tomas concentration camp.

Gordon Jenkins and Tom Adair are deserting their usual night spots these evenings to study American history. The song-writing team is turning out a series of "Freedom Train Operettas" for the Dick Haymes show, each based on one historical document aboard the famous train which is touring the country.

If you listen weekly to "Dr. Christian," you know that Rosemary De Camp wasn't missing from the cast more than six weeks when she took time out to bring her third child into the world. They're all girls—Margaret Mina, 5; Martha Shirley, 1½; and Dorothy Valerie, two months old.



Al Goodman is the man to thank if you enjoy the "Family Hour." He labors all week on each Sunday program which he considers a little concert. Goodman is a veteran conductor of more than 150 Broadway musicals and has been with the "Family Hour" since its first broadcast in August, 1941.

Brad Barker, animal imitator extraordinary, drew a tricky assignment recently when "Snow White and Rose Red" was presented on "Let's Pretend." The script called for a question by Snow White to be answered simul-

(Continued on Page 9)

Chats Around the Aerial

.... with Olaf S. Soward



A few days ago the question of the propaganda campaigns, North and South, which preceded the Civil War happened to have enlisted the interest of one Topeka man. Of course, they did not have the word "propaganda" some 90 years ago—but mankind has known how to use its methods for thousands of years.

Incidentally, most of us would be astonished at the unpeakable violence of language and ideas which marked the debates which touched off the war spirit on both sides of the Mason-Dixon line. Most northerners of our day have heard of the provocative and insulting language which was the stock in trade of the pro-slavery orators all the way from the halls of Congress to Texas. Few, however, would believe—without actually looking up the record—how provocative and insulting the Abolitionist orators could be all the way from the halls of Congress to Maine or Wisconsin!

Every effort by the saner, more thoughtful leaders on both sides to whom the preservation of a united country was the first necessity—and who were confident that within its framework slavery could be made to disappear without violence and with a minimum of injustice—was nullified by the bitter intemperance of language and thought of the hot-heads on both sides. Self-appointed spokesmen always have a greater fondness for sizzling, colorful verbal thunderbolts than for the calm analysis of known facts which, alone, can really solve problems.

This Topekan was in his living room, surrounded by a half dozen open books on that special period of American history. He was turning over in his mind a number of phrases from Lincoln's speeches during the presidential campaign of 1860 and following it, up to and including his inaugural address.

And, he was just thinking that if it had been physically possible for Lincoln, with his intense and practical earnestness—his reasonable and unprovocative analysis—to have been heard in every important Southern community, might not the awful and needless toll of death and destruction of the Civil War have been avoided? Had the mass of Southern voters been able actually to have heard the man, instead of having been compelled to make up their minds on the basis of incomplete

and often distorted and partisan reports of what somebody else said he had said—would it be too much to dream that the bulk of them might have turned their backs on the excitement hungry hot-heads who were stoking the furnaces of war?

Just at that moment, his attention was distracted by a compelling rattle of loud and skillful argument from the radio in the corner of the room. It was one of those pro-and-con debates staged frequently and informally by leading political figures in Washington and broadcast throughout the nation by the big networks. Both debaters were "big names" in the political news of every day in America. That Topekan had read of them both for years, and had always assumed they were both big calibre men and competent public servants though they have always represented opposing social philosophies and political parties.

But one quickly proved to be a nimble witted evader of facts and issues—an acid-tongued firebrand who cleverly sought to whip up the flames of blind prejudices—a master controversialist who sought to use explosive words to stifle thought among his listeners rather than encourage it. His opponent was, perhaps astonishingly, no speaker at all. He didn't even know the simplest tricks of making himself or his arguments dramatic. All he could or did do was to cling stubbornly to essential facts, and imply that his listeners as interested American citizens should verify those facts and make up their own minds after thinking them over. His sincerity was so obviously deep and genuine it set to naught every slick, flippant trick of his glib opponent.

And, as that Topekan turned back to his reading of Lincoln's pre-Civil war speeches, he thought to himself with a sigh: "How many tens of thousands lives, both Northern and Southern—how many billions of wasted dollars—might have been saved had Lincoln been able to speak over a nationwide radio network between 1858 and 1861!"

Blonde: "I can figure out the trouble with that man over there. He was trying to flirt with me a few minutes ago, and now he won't even look at me."

Brunette: "Maybe he saw me come in. He's my husband."

My wife Petunia say, "It's a good plan to let other people talk now an' then. They like it!" I say, "Well, honey-bunch, why don't you try it sometime!" Dats what start all de ruckus . . . me an' my big mouff!

Oh, well, how is you all doin' by dis time? Shore been a long vinter ain't it? Say, I juss found out what ah hick town is. Dats a town wheah a feller kin leave a car parked in dee middle ob main street all night and dee people will drive around it!

Have you all seen dee new models of automobiles commin' out dis year? What we needs most is new pedestrians to cope wid em.

I seed a funny one down town . . . I'll tell it to ya' juss lak I heahed it!

Hit wuzz a lady driver see and diss big traffic cop wuzz givin' her a lecture . . . I heahed him say, "wait a minute, lady . . . wait ah minute. . . I wanta talk to you."

"Oh deah, oh deah, what is I done. Yes ossifer.

"Don't you all know ya gotta stop heah?"

"No, sir."

"Didn't ya see dat stop signal?"

"No, sir."

"Didn't ya see me wave to you to stop? Hah?"

"No, sir."

"Didn't you hear me call to you?"

"No sir."

"And didn't you hear me blow my whistle?"

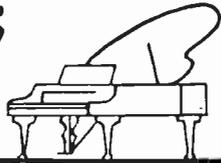
"No, sir."

"Well, den . . . they juss ain't no use ob me bein' here. I'm goin' home."

Ain't dat a fright?

Run into old Unk Russell while I's down theah! I axe him iffen him an' his wife wuzz on speakin' terms agin! He say, "Well, I's listenin' agin! Iffen dats whut yo' mean." He's shore a card . . . he says he wuzz in town on account hit wuzz his birthday. I say, how old is you now Unk? He say, "I's ninety-two years old, an' I ain't got ah enemy in dee worl'. I say, "ain't dat nice . . . dat's a beautiful record Unk. He say, "yep . . . I's outlived 'em all! How you gonra win wit a guy lak dat?"

Ramblings



MAUREEN DAWDY, our staff violinist and the girl who gives the Per-fex announcement on HENRY'S EXCHANGE, was downtown shopping the other day. She happened to be in one of the stores where some painting and remodeling was taking place. Always on the alert for ideas along that line, she was intrigued by the kind of paint the workman was using—especially, too, the way his masterful hand was blending the substance. She asked one of the carpenters, "What kind of paint is that?" "Dunno, lady, you'll have to ask him," he replied, rather bored. The painters, who, incidentally, dislike giving information to "home decorators," turned and gave her a defying glance—the "Dare and ask me" kind). Being a little perturbed and defiant, MAUREEN said, "Oh, I can do that anyhow—easy!" The painter looked at the carpenter and said, "Oh yeah, she can do this about as easy as I can play the fiddle." As we sauntered slowly away, she turned to me and said, "I don't think he likes me very well."

Little Billie Wilhite, son of SHEP and VIRGINIA, has developed a habit of not hearing whenever he is corrected. Time after time, SHEP would ask him why he did not do so and so after he had been told. Billie would always say, "I didn't hear you." Finally, in an exasperated state of mind over the various ordeals, SHEP and VIRGINIA thought perhaps they were misjudging the child and had better find out about his hearing. An appointment was made with the doctor and the three of them marched to the office for an examination. When the doctor finished the tests with Billie, he wrote down the prescription. "Give him a good spanking when you get home," it read.

DUDE HANK and ART HOLBROOK, who have been life long friends...and used to play in the same bands on the road when they were in their 'teens, had a good laugh the other night looking through an old scrap book. They wore loud striped blazers and posed—DUDE with his trumpet and ART at the drums. Some snap shots were of the two of them in a

1928 open car—one at the wheel, the other waving his derby, standing on the running board. A particularly interesting one was taken in their bathing suits in the water. ART was making like he was going to dive—and DUDE was ducking his head to avoid the splash! Both figures have changed slightly since then—HAPPY DAYS.

HILTON HODGES and his pretty wife, Dorothy, have been re-decorating their lovely home. It is really beautiful and they did all the work themselves. Dorothy made all her own slip covers and HILTON says he can give MAUREEN all the information she desires about painting. "My poor aching arms," he groans!

BILL KIRK, accordionist on our staff, and JOE FARRELL, announcer on WIBW-FM, have moved their families to Topeka. Both are looking frantically for apartments. The RUSHING FAMILY bought a new house in Highland Park.

We received a nice little note from LANE SHAW, a former member of the RADIOAIRES. He asked to be remembered to all you folks out in radioland.

The other night I prepared a large casserole of spinach from an unusual recipe heard on HENRY'S EXCHANGE. Priding myself on this nice dish of greens which was in keeping with a slenderizing diet, I did not think it amiss to go back for extra helpings. At the same time, I was interested in a radio program—eating—listening—and helping. I wandered aimlessly to the buffet, plate in hand for another spoonful—or two. Picking up the casserole and laying down the plate, I wandered back to the table. As I listened intently to the radio, I dipped the spinach out and piled it down at my place. DUDE watched for a few seconds and said, "Why, Maudie, what are you doing?" The empty plate was still on the buffet and the spinach was piled high on the table cloth. What's the matter with women like me?

When our staff was in Hutchinson, Kansas, last fall broadcasting at the State Fair, OLE LIVEGREN, our accordionist, met some friends there who told him how much they enjoy listen-

ing to our station. They also said they were planning a trip to Europe. A few days ago he received a letter from them postmarked Sjorring, Denmark. They said they were enjoying their visit but they were so lonesome for the good old WIBW program that they were cutting their visit short and coming home. I never dreamed we had listeners so loyal!

Speaking of OLE, not long ago he was asked to play a few accordion numbers at a meeting of the Chamber of Commerce. It was a dinner meeting and he was invited to sit at the head table with the honored guests. The gentleman sitting next to him began the conversation. "So you are from WIBW...it must be quite an interesting place." "Oh yes," said OLE swelling with pride, "we have a large organization." "That's fine," said the gentleman, "How man employees do you have over there?" OLE threw out his chest and exclaimed, "Why, we have about one hundred persons working in the building... how many do you have where YOU work?" The gentleman smiled a little and handed OLE his card. It read: "O. L. Gray, General Manager of the Atchison, Topeka and Santa Fe Railroad!"

We are planning sometime this spring to have a WIBW Juvenile quarter hour on the CROSSROADS SOCIABLE program. It will be limited to the children of staff members only. Nearly all these kiddies are talented. Some play instruments, others sing...speak little pieces and so on. It should be interesting to our listeners who hear the mothers and dads every day...and have for years. Little Sharon Wayne, younger daughter of the CLARK WAYNES' told me she could speak a little piece. "Will you say it for me now," I asked? She started reciting:

*"Li'l Miss Musset...sat on her tusest
eat-ey her curs-a-way
'long same a 'pider...sat down sider
'eh frite-n Miss Musset...way...y...y"*

CLARK asked her to tell me about a car. "Say CHEVROLET," he said. She looked up and said, "Chezzolay"... "Say CHIVI" he kept on. She answered "Chizzy." He laughed, so did I. Just then HOPPI CORBIN happened by and I said, "Sharon tell HOPPI what kind of car you have." "Oldsmobile," she said plainly. These are a few of the quips you will hear on our juvenile program when it will be presented this spring, so be sure and look for the announcement in advance.

So long, folks, till next time.

MISS MAUDIE.



THE HARRIES FAMILY
Kenny, Nancy Jo and Jo Ann

AROUND *the* STUDIOS

with Hilton

Young people, boys and girls, have always been favorites with Senator Arthur Capper and with WIBW. We were proud and happy to tell you folks about the achievements and plans of the Boy Scouts, during their anniversary in February. And about their camps, rededication and activities in the various councils in Kansas during the month.

Another group that we are extremely proud to serve are the many fine 4-H Clubs in Kansas and surrounding states. During February, WIBW awarded plaques to 4-H Clubs in Hiawatha, Olathe, Great Bend, Dodge City, Independence and Goodland for outstanding service to members and their communities. These were broadcast from the different towns; entertainment being a portion of the famous Crossroad Sociable Gang—Miss Maudie, Dude Hank, Ezra, Edmund and Ole. 4-H Clubs have probably added more interest, enthusiasm and good will for the young people of Kansas than any other similar activity. WIBW is very happy to be a part of this truly great farm movement.

Last week, this department sat in on

a talk-session in the talent room, regarding the advisability of buying a used car or putting up with the present heap. Clark Wayne, an expert mechanic, is perfectly satisfied with his 1938 which he has almost completely remade. Considering the price of butter and bacon, some of the boys chimed with Clark and plan to handle the old jalopy with kid gloves until prices come down. Others (the gayer type) just have to have that different car. (Two that I know of for sure, are thinking of those warm, romantic nights to come up this summer.) Anyway, it was a good session and again I was convinced that the gang here at WIBW confide in each other, give advice, and occasionally "spat" exactly like we do in our own homes. And I was convinced too, that there is the reason why WIBW programs have that "feeling" and "sound" that make us listeners feel like we are a part of the gang—as if they were almost a part of our own family.

The basketball season is nearly over, and a hectic one it was! During the past three months, we have received many letters from you, thanking us

for broadcasting the Kansas State and University of Kansas home games. Thank you! Kansas has always been among the three top basketball states in the United States and we feel that this service is a "must" to our audience in the Midwest. We surely appreciate your letters and promise to be back in '49 with more of the same.

Next month's issue of the ROUND-UP MAGAZINE will be the beginning of the 4th year of the publication. Just for fun let's look at a few of the items from the April, 1945, issue:

"The Olaf Sowards are busy these days, getting settled in their new home."

"The Shepherd of the Hills watches the war news from Normandy and Luxembourg. Shep sang on several radio stations in those countries before the war."

"If you want information about the South Pacific, ask Fred Warren. He's been there."

"Barbara Colvin, morning studio operator, makes wonderful candy. Just ask the boys on the Daybreak Jamboree."

"On Saturday Night, The Kansas Round-Up will be broadcast from the Municipal Auditorium. All proceeds will go to the War Memorial Fund."

The cover girl was Miss Maudie and the huge center picture was a shot of the entire gang in front of our studio home. There were twenty-four entertainers then; today there are almost fifty.

Time marches on!

March is always a busy month—and a windy one—which reminds me that Ezra asked me to thank you for the many cards and letters you sent to him while he was ill two weeks or so ago. There's a good boy—that Ezra! Sharp as a tack! He and all the rest of the gang join me in saying "See you April Fool's Day".

"I think Mary will make a fine wife. Every time I call I find her darning her father's socks."

"That almost caught me too, until I noticed it was always the same sock."

CLOSE RANGE

"You say this woman shot her husband with this pistol and at close range?" asked the coroner of the eyewitness to the tragedy.

"Yassuh."

"Are there powder marks on his body?"

"Yassuh. Das why she shot him."

She Collects 'Em!



A chance mention of her liking for novelty salt and pepper shaker sets several years ago started Little Esther on one of the most absorbing hobbies. Fans from all over the country contributed to the collection and today she has hundreds of the little shakers, each set different.



Questions and Answers

Q. What does the "A. Z." in Col Combs' name stand for?

A. I know, but I just can't tell you. You see, Colonel and I have a little pact. I agreed that I wouldn't tell what the "A. Z." in his name stands for if he won't tell what the "G. W." in my name stands for! The next time you visit WIBW, I'll whisper in your ear, that is when Colonel isn't around.

Q. Is Sonny Slater married?

A. No.

Q. Why don't you put Olaf Soward's picture on the cover?

A. That's a good question. That's the kind of question that helps me decide just who our cover boy will be. That's Olaf on this month's cover.

Q. Where is Tex Owens?

A. Since our January issue when we said that to the best of our knowledge Tex was in Arizona, several of you folks were kind enough to send us Tex's address, which is Perris, California, Box 871. At present Tex is unable to take active part in the entertaining field, but plans a personal appearance tour in the near future.

Q. Certainly enjoy Hambones' column. Think he deserves a raise, or does he get paid?

A. Of course Hambones gets paid for his column. Every one of the staff who contributes to the Round-Up in any way gets paid. I agree that Hambones deserves a raise. BUT he won't get it!

Q. Why don't you have a picture of you, Esther and Johnny in the Round-Up?

A. We did. February, 1947 issue. (Ten cents, only a few left.)

Q. Where is Jimmy Dean?

A. Hollywood.

Q. Is Bob Kearns too proud to state that he was born in Greenleaf, Kansas? That is my home town and I'm proud of it. Knew Bob when he was a little shaver.

A. Quite the contrary. Bob is very proud of his home town and in his first contribution to the Round-Up, back in September, 1945, he tells us all about his being born in Greenleaf.

Q. Are Henry Peters and Henry of "Henry's Exchange" the same person?

A. No. Henry Peters sings with Jerome. Henry of Henry's Exchange is Merle Housh.

Q. Are the Radioaires relatives? Ray Morse and Lee Smith look enough alike to be brothers.

A. Gene and Rene Foster are brothers, of course, but the rest of the boys are not related to each other.

Q. How old is Little Esther? Please let us know, Doc!

A. Are you kidding? My life would be in grave danger should I divulge such information.

Q. Is Under-sheriff Ed Keen the one who plays the part of Ezra?

A. No.

Q. Does Ole have sheet music to his songs "Isle of Pines" and "In My Dear Old Kansas Home?"

A. I'm sure he has. I believe Ole has a little book containing four or five of his own compositions that he sends out to folks who write and ask him about them. Just one more little thing . . . the price is fifty cents. Then, too, the Shepherd of the Hills has recorded both of the numbers mentioned above on one record and that may be ordered through WIBW. Price—one dollar.

Q. Do Chuck and Clark have any sisters?

A. One.

Q. Who plays piano for the Rushing Family?

A. Eulene and Bernadine.

Q. Was Joe Farrel an instructor at Ft. Benning, Georgia for the Third Platoon that graduated April 19, 1945?

A. Joe graduated January, 1945, Class 395, Third Platoon, Seventh Company. He remained in Ft. Benning as instructor in machine guns.

Q. Do you have any eligible bachelors at WIBW, or are all the boys married?

A. Boy or should I say girls, we've got the best bunch of eligible bachelors on the market today. There's Art Holbrook, Ralph Radish, Gene and Rene Foster, just for a starter and if we get too many orders, we may be able to find another three or four.

Q. I have all issues of the Round-Up but for the first one. Is it possible to order one?

A. I'm very sorry we are completely sold out of April, 1945 Round-Ups. Our suggestion is that you ask your neighbors . . . they might have their copy

some place. We have all issues with the exception of April, 1945, December, 1945, April, 1947 and December, 1946. They are available at the very low price of twelve for fifty cents or twenty-four for a dollar.

Q. Doc, you make a good editor, but you bore me to death singing. Please sing me a song some time will you?

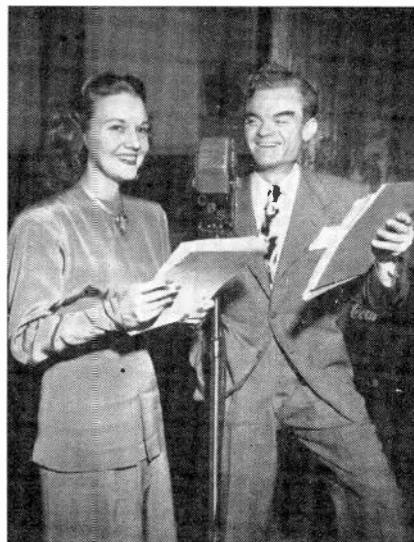
A. Glad to get your opinion. If I was better at either singing or editing, perhaps I would not be doing both.

CBS NOTES

(Continued from Page 4)

taneously by a lamb, a bear, and a dove!

Chet Lauck and Norris Goff, who are "Lum and Abner," resorted to a bit of innocent deception to land their first radio sponsor, back in 1931. They knew they were in for trouble when they entered the conference room and were greeted with the question, "Where are the old men?" Boyish-looking Lauck thought fast, explaining that the old timers were not used to working before a crowd. With Goff backing him up, he said the directors would have to turn their backs on the performers. The directors were surprised, but complied. Then Lauck and Goff went into their act. By the end of the audition, the sponsors were completely sold . . . the more so when they learned that the grey-bearded voices had come from the throats of the youthful Lauck and Goff.



Music with a sense of humor is the stock in trade of Dorothy Shay and Spike Jones on "Spotlight Revue," which occupies the closing spot on CBS' new Friday night three-hour sequence of comedy.

The Voices You Hear Along the RFD

... by Gene Shipley ...

The groundhog must have seen his shadow most places last month on groundhog day, or talked to some other groundhogs who did, because we had six weeks of winter crowded into about three for god measure. Colonel Combs says, "You should have asked me, I could have told you just what was going to happen." Anyway, I think we were all pretty glad to see February bow out, and March always brings a flurry of spring activity. The Flying Rooster has been pulling at his leash, because he always likes to be "on the wing" when the wheat begins to green up. The Rooster almost froze his comb out at Oakley last month in that 19 below zero weather, so the Flying Rooster and the groundhog are not even on speaking terms.

This year, WIBW is awarding seven bronze plaques to typical 4-H Clubs in Kansas in a series of dinners and broadcasts from the communities where the clubs are located. Plaques are going to clubs in Brown, Johnson, Mont-

gomery, Barton, Ford, Sherman, and Ottawa counties. We folks here at WIBW have always tried to lend a helping hand to the farm boys and girls wherever possible, individually and with their group activities. The bronze plaques are awarded to typically outstanding clubs each year, to give recognition to the all important embodiment of group cooperation and comprehensive group accomplishment. These plaques are awarded for teamwork rather than individual excellence, since so many other awards are made on the basis of individual attainment.

I think one of the most unusual broadcasts in this series was at Great Bend on February 17th, and you might be interested in knowing just how this was done. When we flew out to Barton County in January to make arrangements for this event, Mr. and Mrs. W. G. Nicholson, who are adult leaders of the Fort Zarah club, asked us if it would be possible to have the party and broadcast from the new Farm

Bureau Unit Clubhouse about miles east of Great Bend, so as to combine the dedication of the clubhouse with the awarding of the plaque. There were no telephone lines available to use for broadcast, and as we must have wire lines to carry the program back to Topeka in a project of this kind, it looked like an impossible situation. Then the engineers looked it over, and said we could do it by means of a "short wave" link. That meant installing a small radio transmitter at the clubhouse, and picking up the program from there, sending it into Great Bend by short-wave radio where wire lines were available, picking up the broadcast from that point with a receiver and transferring it to phone lines, thence into Topeka and out over WIBW in the regular manner.

The details were worked out by the engineering department, and over 1,000 pounds of equipment dispatched to Great Bend the day before. The following day engineers from WIBW installed the short-wave broadcast transmitter in a small room at the south end of the clubhouse and placed an aerial on top of the building. In town, a receiving antenna was erected near the top of the dome of the Barton County courthouse so there would be no interference in between, the receiving station was set up and linked to the phone lines, and tested thoroughly for quality and volume, and several hours before program time everything was in readiness.

At 8 o'clock that night the Crossroads Sociable came on the air from Great Bend over WIBW, probably few listeners actually knew how it was being broadcast. The clubhouse was crowded with over 150 happy 4-Hers, leaders and distinguished guests, there was a cheery, crackling fire in the big stone fireplace, and in front of the fireplace our WIBW microphone picking up the program for WIBW listeners, and as Miss Maudie, Dude Hank, Edmund Denney, Ole and Ezra Hawkins sang and played for the happy crowd, Pug Marquardt, our Chief Engineer, in the back room never took his eyes off that row of little meters and instruments on this big steel case that was sending the program into town by short wave radio. In an upstairs room of the darkened and empty courthouse, Lew Dickensheets sat with headphones on his ears, and never took his eyes off that little bouncing needle on the radio receiver that was relaying the program over phone lines to the WIBW transmitter at Topeka.



During February and March, WIBW is presenting seven bronze plaques to typically outstanding 4-H clubs in the state. These plaques are awarded each year by WIBW, in cooperation with the State 4-H club office, and this year the presentations are being made at several WIBW achievement parties with a dinner for the honored club members and representatives from all the clubs in the county with their leaders, followed by entertainment by the WIBW staff and a broadcast of the presentation ceremonies. The first award was made to the Robinson Meadowlarks at Hiawatha, Kansas, on January 31st. This picture was taken at the second award on February tenth when the Sharon Club of Johnson county were guests of honor.

Left to right: Ritchie Brown, Sharon Club Leader; Don Russell, Vice President; Gene Shipley, who made the award; Betty Worden, club reporter; Ralph Kurtz, recreational advisor; Ruth Frazier, secretary-treasurer; Mrs. Cecil Williams, Club Leader and Clyde Williams, club president.

OLAF SOWARD

(Continued from Page 2)

City, Neb., where he managed a weekly newspaper for a year during the illness of the publisher. While there he married Faye Strong, whose home at the time was in Tina, Mo., but whose school years had been spent largely in Cherryvale and Neodesha, Kan.

His work there attracted the attention of the business manager of a daily in Sheridan, Wyo., which was having its troubles and the upshot of some weeks of correspondence was that he accepted an offer to become advertising manager of the Sheridan paper. No sooner were the kinks straightened out in that advertising department than his first love, the Kansas City Journal, caught up with him again and offered him a chance to return to his childhood home, which he took.

When the Journal absorbed the now defunct Kansas City Post, Soward and a brother-in-law bought a weekly in Carrollton, Mo., near the home of his wife's family. But considerations of health forced his partner within a short time to move to a higher western climate and within 14 months an eastern newspaper tempted Soward with a position in which he would mostly divide his time between Philadelphia and New York.

But, to a born westerner the east—pleasant as it is—seldom feels exactly like home, and another year brought an offer from a Milwaukee, Wisc., newspaper which Soward snapped up by long distance phone before anybody might have a chance to change his mind.

Then a Kansas City advertising agency proved the magnet which lured Soward back to his real home stamping grounds. He was on a southbound train almost before his Milwaukee desk was cleared off!

A friend phoned one day to say that Senator Capper's newspaper in Kansas City, Kansas was looking for a "desk man" or copy-editor and headline

writer. Soward was on his way across the river in a street car in seven minutes by his watch on that Saturday morning. And that same evening he was helping to put out the Sunday morning Daily Kansan.

That was 24 years ago, and Soward has been a member of the Capper Publications family ever since.

But, about ten years later—by which time Soward was assistant news editor of The Kansan—that paper bought a radio station. And the wheels of fate began turning again. The station, now known as KCKN, had no news program and the new newspaper ownership thought that was something which should be corrected immediately, if not sooner. Within a matter of weeks Soward was pitchforked by his own management in front of a microphone.

There he has been ever since, except

that February 1, 1943, he joined the staff of WIBW—still in the Capper family!

For the rest, Soward has three daughters, all married, and one son, now starting his last year at Washburn law school after three years spent in the army during which he followed the war from New Zealand through to Tokyo by way of New Guinea and the Philippines.

Soward's main interests, outside of news, are modern languages, history and economics. As for hobbies, he plays chess and swims on those rare occasions when he can find the time.

"So, you see," Soward growled to the Inquiring Reporter, with an I-told-you-so expression, "there can never be anything specially interesting to the busy life of a plan, hard-working man."



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 Co. and Sabetha

- Sales Co.) Mon. thru Sat.
- 6:45—**Hymn Time with Doc and Esther** .. Tues., Thurs., Sat.
(Pierce Proprietaries) Mon., Wed., Fri.
- 7:00—**News (B. F. Goodrich)** Mon., Wed., Fri.
(Carey Salt) Tues., Thurs., Sat.
- 7:15—**Shepherd of the Hills (National Biscuit Co.-Shredded Wheat)** Tues., Thurs., Sat.
(Nutrena Mills) Mon., Wed., Fri.
Radioaires Sun.
- 7:30—**Henry and Jerome** Mon. thru Sat.
The Covenant Hour Sun.
- 7:45—**Edmund Denney Time**
(Merchants Biscuit) Mon. thru Sat.
- 8:00—**News** Mon., Wed., Fri.
(Dannen Mills) Tues., Thurs., Fri.
Farmers Forum Sun.

Return to
**WIBW ROUND-UP
 MAGAZINE**

Box 981, Topeka, Kansas

POSTMASTER:
 Return Postage Guaranteed

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

Sec. 562, P. 1

PAID

U. S. Postage
 Permit No. 2
 Topeka, Kansas

**ITS TIME TO RENEW
 YOUR SUBSCRIPTION EXPIRES WITH
 THIS ISSUE.**

8:05—Henry and Jerome (Vicks).....	Tues., Thurs., Sat. Mon., Wed., Fri.	Gene Autry Show (Wm. Wrigley, Jr.).....	Sun.
8:15—Hymn Time with Doc and Esther (Inter-State Nurseries).....	Mon. thru Fri.	6:15—Songs of Bobbie Dick.....	Mon. thru Fri.
Capital Food Review.....	Sat.	6:30—Rainbow Trail (Gaylark Seat Covers).....	Mon., Wed., Fri.
Farm News.....	Sun.	Piano Ramblings.....	Tues., Thurs.
8:30—Henry's Exchange.....	Mon. thru Fri.	Abe Burrow Show (Lambert Pharmacal Co.).....	Sat.
Kansas News.....	Sun.	Blondie (Colgate).....	Sun.
8:45—Bobbie and Glenn (Inter-State Nurseries).....	Sat.	6:45—News (Schreiber Mills).....	Mon., Tues., Wed., Fri.
Mr. Veteran.....	Sun.	Olaf Soward's Viewpoint.....	Thurs.
9:00—Shepherd of the Hills (South Carolina Mills).....	Mon. thru Sat.	7:00—Inner Sanctum (Emerson Drug Co.).....	Mon.
Church of the Air.....	Sun.	Big Town (Ironized Yeast).....	Tues.
9:15—News.....	Mon. thru Fri.	American Melody Hour (The Bayer Co.).....	Wed.
10:00—Warren Sweeney, News (Curtiss Candy).....	Sun.	F.B.I. In Peace and War (Lava).....	Thurs.
10:05—College Choirs.....	Sun.	Baby Snooks (General Foods).....	Fri.
10:30—Bar Nothing Ranch Salt Lake City Tabernacle.....	Sun.	Dairyman's Roundtable.....	Sat.
10:45—Ambrose Haley and the Ozark Ramblers (Procter and Gamble).....	Mon. thru Fri.	Adventures of Sam Spade (Wildroot Co.).....	Sun.
11:00—Judy and Jane (Folger Coffee).....	Mon. thru Fri.	7:15—News.....	Sat.
Theater of Today (Armstrong Cork Co.).....	Sat.	7:30—Arthur Godfrey's Talent Scouts (Lipton's Tea).....	Mon.
First Methodist Church.....	Sun.	Mr. and Mrs. North (Colgate).....	Tues.
11:15—Aunt Jenny's Stories (Lever Bros.).....	Mon. thru Fri.	Dr. Christian (Chesbrough Mfg. Co.).....	Wed.
11:30—Weather Bureau.....	Mon. thru Sat.	Mr. Keen; Tracer of Lost Persons (Whitehall Pharm. Co.).....	Thurs.
11:35—Dinner Hour.....	Mon. thru Sat.	Danny Thomas Show (General Foods).....	Fri.
AFTERNOON		Vaughn Monroe (R. J. Reynolds).....	Sat.
12:00—News (Lee Foods).....	Mon. thru Sat.	Man Called X (General Motors, Frigidaire Division).....	Sun.
News (Rockdale Monuments).....	Sun.	7:55—News (Garst and Thomas).....	Mon., Wed., Fri.
12:15—Markets (DeKalb).....	Mon. thru Sat.	(Ray Beers Clothing Co.).....	Tues., Thurs., Sat.
Rainbow Trail.....	Sun.	8:00—Lux Radio Theatre (Lever Bros.).....	Mon.
12:45—M. L. Nelson (Garst and Thomas).....	Sun.	Crossroads Sociable.....	Tues.
1:00—Win at Home (Carey Salt).....	Sun.	The Borden Program (Borden Co.).....	Wed.
1:30—Ernie Quigley, Sports.....	Sun.	Dick Haymes Show (Electric Auto Lite Co.).....	Thurs.
2:00—Grain Markets.....	Mon. thru Fri.	The Old Gold Show (Old Gold).....	Fri.
CBS Symphony.....	Sun.	Kansas Round-Up.....	Sat.
2:05—Kansas Round-Up.....	Mon. thru Fri.	Meet Corliss Archer (Campbell Soup).....	Sun.
2:30—Mary Lee Taylor (Pet Milk).....	Sat.	8:15—Kansas Round-Up.....	Sat.
2:45—Kansas Roundup (Kolorbak).....	Mon. thru Fri.	8:30—Christopher Wells (DeSoto and Plymouth Dealers).....	Tues.
3:00—The Rushing Family.....	Mon., Wed., Fri.	Romance.....	Wed.
Radioaires.....	Tues., Thurs.	Crime Photographer (Anchor-Hocking).....	Thurs.
Let's Pretend (Cream of Wheat).....	Sat.	Adventures of Ozzie and Harriet (International Silver).....	Fri.
3:25—News (Beaumont Co.-4-Way Cold Tablets).....	Mon. thru Sat.	Texaco Star Theater (The Texas Co.).....	Sun.
3:30—Second Mrs. Burton (General Foods).....	Mon. thru Fri.	8:45—Kansas Roundup (Flex-o-Glass).....	Sat.
Give and Take (Toni, Inc.).....	Sat.	9:00—My Friend Irma (Lever Bros.).....	Mon.
Invitation to Learning.....	Sun.	Studio One.....	Tues.
3:45—Ma Perkins (Procter and Gamble).....	Mon. thru Fri.	Public Service.....	Wed.
4:00—Big Sister (Procter and Gamble).....	Mon. thru Fri.	Readers Digest, Radio Edition (Hall Bros.).....	Thurs.
Treasury Dept. Guest Star.....	Sat.	Call for Music (Philip Morris).....	Fri.
News (Rockdale Monuments).....	Sun.	Escape.....	Sun.
4:15—The Guiding Light (Procter and Gamble).....	Mon. thru Fri.	9:15—Emahizer Melodies (Emahizer-Spielman Furniture Co.).....	Wed.
The Garden Gate (Ferry Morse).....	Sat.	9:30—Screen Guild Players (R. J. Reynolds).....	Mon.
Senator Arthur Capper.....	Sun.	Studio One.....	Tues.
4:30—County Fair (Borden Co.).....	Sat.	Open Hearing.....	Wed.
Hour of Charm (Electric Companies' Adv. Program).....	Sun.	The Kings Men.....	Thurs.
5:00—Public Service.....	Sat.	Spotlight Revue (Coca Cola Co.).....	Fri.
Old Fashioned Revival Hour (Gospel Broadcasting Ass'n).....	Sun.	Strike It Rich (Ludens).....	Sun.
5:15—Grand Central Station (Pillsbury Mills).....	Sat.	9:45—Kansas Round-Up (Brooks Appliance).....	Sat.
5:30—Lum N' Abner (Alka Seltzer).....	Mon. thru Fri.	Capitol Federal Bandstand.....	Thurs.
5:45—Radioaires (Battery Boost Co.).....	Mon., thru Fri.	10:00—News (The Fleming Co.).....	Mon. thru Sun.
News (Phillips 66).....	Sat.	10:15—Variety Time.....	Mon., Fri.
EVENING		Shopping At Bomgardners (Bomgardner's Furn. Co.).....	Wed.
6:00—News (Butternut Coffee).....	Mon. Wed., Fri.	Ernie Quigley, Sports.....	Tues., Thurs.
(Phillips 66).....	Tues., Thurs.	Emahizer Melodies (Emahizer-Spielman Furniture Co.).....	Sun.
Man on the Farm (Quaker Oats).....	Sat.	10:30—Salute to FM.....	Tues., Wed., Thurs., Sat.
		Prudential Family Hour (Prudential Life Ins. Co.).....	Sun.
		11:00—News.....	Mon. thru Sun.
		12:00—News.....	Mon. thru Sun.