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Journal

ROUND-UP

May

Our Thirty-Eighth 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

I promised myself that this year I'd try to get out the Round-Up magazine before I even considered going fishing. On that part, I failed miserably. It was just my luck to have nasty weather till time for the deadline and then it turned off clear and warm. Just perfect for the big ones to start hitting. So I'm late.

Ole came in with a sheepish grin decorating his face the other day. He drops in for an early morning cup of coffee along about a quarter till six each morning before reporting for the Bar Nothing Ranch program at six-fifteen. Esther and I are up and getting ready for our six forty-five hymn program and when Ole has coffee with us, Mrs. Ole can sleep a little while longer. On this particular morning, Ole said "Do you know you sure kept me awake last night?" I told him I didn't see how that was possible unless I snored extra loud. I usually go to bed rather early. "Well," said Ole, "We had just gone to bed when we noticed a ticking noise. It sounded like a big alarm clock, and the alarming thing about it, it seemed to be upstairs. We got up and went to investigate, but from upstairs it seemed to come from the basement. We went to the basement and the sound came from upstairs. We finally came to the conclusion that you had planted a time bomb under our house to get revenge for the time the rain washed all the mud out of our back yard into your basement. We went back to bed where I lay for two hours before I figured out just what the noise was. It's that electric fence charger you put up to keep your puppies corralled with."

Secretly I was kinda tickled at the thoughts of getting revenge that easily, but along towards bed-time I relented and went outside and shut off the fence charger so it wouldn't disturb the Livgrens' sleep. About half an hour later the phone rang. It was Ole.

"For the sake of a beautiful friendship, would you mind going out and turning that charger back on? I miss the noise and can't go to sleep!"

That fence charger has been the source of quite a bit of amusement. It sure puts the "bee" on collectors when I tell them to come around to the back door and they touch those innocent-appearing little wires. One day Ruth and Mary Miccolis came over for dinner and I was showing Mary our two little dogs. I had already told Ruth and Esther that Mary was going to touch the electric fence. Mary walked up to the fence, leaned over and asked "Do the puppies do any tricks?" "Yes," I told her, "Put your hand right here and see!" She leaned forward and grabbed the wire . . . then *she* did tricks, much to the fiendish amusement of Esther and Ruth, who had been peeking from the window.

For the past few months, Myrtle Denney has been handling the mailing department of the Round-Up. Many of you folks will remember Myrtle from our "vacation" trip last summer, down through western and southwestern Kansas. During the first five days of the month when we are addressing all the magazines to be mailed to regular subscribers, Edmund comes out to the Round-Up office and ties bundles of magazines. He gets quite a kick out of that job, but the type of string we use is rather rough and Edmund ties bundles so fast he soon wears a blister on his finger. Not only that, but it is the finger he uses to read his braille copies of his songs. He tells me that he has learned to schedule only songs that he knows by heart during the first few days of each month.

BIRTHDAYS

K. G. Marquardt May 17
Elmer Curtis May 29
Ed Doty June 13

ANNIVERSARIES

Mr. and Mrs. Edmund Denney.. May 24
Mr. and Mrs. Elmer Curtis.... June 12

On Our Cover— Gene Shipley

It may not seem such a long way from a Dodge County, Nebraska farm to Farm Service Director of one of the Mid-West's most popular radio stations, but the route traveled by WIBW's Gene Shipley was neither short nor smooth. A list of the jobs held in the interim would read like the blackboard in the office of an employment bureau.

Let's start at the beginning and see just what has gone into the make-up of our man of the month.

According to the information I have, it all started some time ago up in Iowa. Gene was born in Stanwood in that state. Later the family moved to Missouri and of course Gene went along. Next move—Dodge county, Nebraska where young Gene attended grade and high school.

He attended the University of Nebraska, and as a side-line, did some motion picture work, on the camera end, for Pel Mitchell and the old Gaumont Company which was at that time releasing the Mutual news reel. Studied electrical engineering at college, preparatory to managing two telephone plants at Lusk, Wyoming, plus a little

(Continued on Page 11)



CLEAN-UP MAN

Billy Dyal, member of our building maintenance department, doesn't do any actual broadcasting, but he plays an active part in the everyday life of all WIBW employees. Part of Billy's job is seeing that the studio home is neat as a pin at all times. He's Kenny Harries' father-in-law, too.

OUR MAILROOM GIRLS

By Don Hopkins

There are many folks who work behind the scenes in radio who are seldom heard of and probably are more important than many of us who play an active part in the actual broadcasting business. An important branch of our organization is our mail department.

Under the direction of Mildred Rankin, these girls open, sort and tabulate each piece of mail received by WIBW within a few short hours of the time the mail is delivered to their hands. Sounds easy, doesn't it? But when you stop to consider the hundreds of thousands of pieces of mail received each year (your Round-Up magazine receives in the neighborhood of thirty thousand pieces of mail annually) you can see it is really an enormous undertaking. To make matters more complicated, letters often contain orders for three or four different items, plus a request for a musical dedication, all on the same sheet of paper. This, of course, entails extra work, and believe me, the girls appreciate the thoughtfulness of

those folks who write each order on separate sheets of paper. This insures more prompt service and a minimum of waste time, and cuts down chance of error on your order.

Last April first, April Fool's Day, the girls in the mailroom had a bit of fun at the expense of Boss Mildred Rankin. They gave her some delicious homemade cookies to eat . . . with soap in them. And the girls vouch that Mildred was so busy talking and giving instructions for the day that she didn't notice anything was wrong! As a matter of fact, they asked her how the cookies were and she answered, "Wonderful!"

Most of the girls are members of the WIBW bowling team and Doc has promised to have their pictures in their uniforms in next month's Round-Up.

So let's take off our hats to the mailroom girls. They are doing a swell job and we really appreciate them, even tho we seldom show it.

Hollywood Trip to Reward Rodeo Queen

The second annual Santa Fe Trail Rodeo will be held in Topeka with four shows, July Third, Fourth and Fifth, starring William "Hopalong" Cassidy, western movie star as grand marshall.

A parade will be held Saturday afternoon, July Third.

A rodeo queen will be selected by Boyd and will travel to Hollywood by plane to appear in his next picture following the rodeo. Any girl eighteen years or older is eligible. The only requirement is that each applicant send a picture of herself on a horse to the Topeka Round-Up Club, WIBW, Topeka, Kansas. The contest closes May 31, according to Glenn Bybee, president of the Topeka Round-Up Club, which sponsors the annual rodeo.

Officials said this year's rodeo will be one of the largest in the Middle West and there will be championship cowboys from all over the country competing for fifty-five hundred dollars in prize money.

Last year's queen, Eileen Hardin of Hepler, Kansas, is expected to attend. Following her selection as queen last year, she went to Hollywood where she appeared in a picture with Eddie Dean, last year's grand marshall. The picture, "The Western Trail," will be released for showing in many Kansas towns in the near future.

Katy Visits WIBW

Mrs. Dale Carnahan of Sedgwick visited WIBW one day last month. So what? So we were tickled to see her, of course. Mrs. Dale Carnahan is none other than our own "Katy," formerly Katherine McKay. You'll remember Katy from the years she spent with WIBW, first as a third of the trio, Frankie, Louise and Katherine. When Louise was killed in an auto accident, Katy and Frankie carried on until Frankie was called to the army. Katy remained on the staff until her husband moved his family to Nebraska and later to Sedgwick, Kansas.

"We're all separated, now," said Katherine, speaking of the McKays. "Frankie is in Winter Veterans hospital and I'm down by Wichita. We don't get together very often to do any singing. About all the music in my life any more is what I get singing in the church choir at home!"

'CELLO AGAIN . . .



When we speak of Hoppi, we just naturally think of his marvelous 'cello solos. Around WIBW he's the "little man who's always there." Whether it's music you want or nickel for the "Coke" machine, Hoppi is on hand. In addition to his playing the 'cello, Hoppi takes care of our music department and also has charge of part of our transcription library.

Sammy Says They're "O'Kaye"

While Sammy Kaye, band-leader and one of the top names in the entertainment field was touring the Mid-West he heard the Miccolis Sisters' recording of "Yodel Boogie." Upon learning that the girls were working for WIBW he called them when his troupe was appearing here and offered them a job. The girls were of course very well pleased that Mr. Kaye, whose reputation as a talent scout has been well-earned, thought their talent deserving a place with his troupe, but they explained that their hearts were in radio work, not in touring the country.

"We like it here!" they explained simply as they turned down the offer.

Calling All Quartettes!

Who's got a quartette? We're looking for some more barber shop quartettes who wish to appear on our Saturday Night Kansas Round-Up!

Now this is important! If you have a quartette, barber shop variety, write to WIBW and we will send you full particulars. It's all FREE, but WRITE FIRST. Arrangements must be made for each quartette before they come to Topeka.

C.B.S. Notes

by Kathryn Young

THE BIGGEST SHOW IN TOWN

May means summer and in radio summer means time for replacement programs. The first replacement show on our schedule is the Summer Electric Hour. Replacing Phil Spitalny's all-girl orchestra is Frankie Carle and his orchestra with Nan Wright and Gregg Lawrence as featured soloists. Carle, who is known as the country's most popular pianist-leader, has sold more retail records than any other artist during the last two years.

Another new CBS show is "Shorty Bell," which replaced "Texaco Star Theatre" last month. This show can boast of four "firsts." It's Mickey Rooney's first starring air series; it's the first time Mickey and his dad, Joe Yule, have been cast together on the air; it's the first original novel written expressly for radio; and it's the first time major writers for big league films have written a radio series.



"Harvest of Stars," the International Harvester show that is now a highlight of our Wednesday night schedule features the songs of handsome James Melton.

Most radio actresses would jump at the chance to be in the movies—but not Martha Tilton of the Thursday night "Dick Haymes Show." Martha hates to have her picture taken and turns down all movie offers by explain-

ing, "cameras make me nervous." Odd thing is, cameramen describe her as almost perfectly photogenic, with no "bad angles" at all.

Harry James, co-star of the "Dinah Shore-Harry James Show," is the proud owner of a recently imported Parisian trumpet. According to James, French brass is superior to any other for musical purposes and it has a "living, breathing quality that other brass lacks."



Penny Singleton and Arthur Lake, heard as the incomparable Bumsteads on "Blondie," are so popular with listeners their show is now in its ninth year.

Gene Autry's secretary is now wearing an alarm-equipped wrist watch, a gift from her boss. Autry himself used to wear the watch with pardonable pride until it went off in the middle of a musical number on his air show.

Patsy Campbell, that very conscientious young lady who plays the title role on "The Second Mrs. Burton," makes sure her time isn't wasted during rehearsal lulls. Seen busily occupied with a pencil in a corner of the studio, Patsy confessed, "I'm planning some new twists to old menus to whip up for my husband."

As a character actor, he has been on more than half the commercial pro-

grams originating in Hollywood and New York.

The role of Ethelbert, philosophical and naive bartender who provides the comic relief on "Crime Photographer," is played by John Gibson. Gibson worked in motion pictures and the legitimate theater before entering radio.

Norris Goff, who is Abner of the "Lum and Abner" program, is still trying to answer the hundreds of letters and cards he received during his illness a couple of months ago.

One radio couple who are going to get "away from it all" this summer are Hanley Stafford, heard as Daddy Higgins on the "Baby Snooks Show" and as Mr. Dithers on the "Bondie" series, and his beautiful wife, Veola Vonn of "My Friend Irma." They plan to spend the summer in South America with Rio de Janiero as their headquarters.



A glamorous international criminal meets justice in this scene from "The Man Called X." Betty Lou Gerson plays the part of the lawbreaker, and Herbert Marshall stars as "Mr. X." Director Jack Johnstone is shown in the background following his script.

When one bandleader can capture four positions in ten of the nation's top jukebox songs, then he must be more than good. Vaughn Monroe is the fellow receiving this honor. The four Monroe numbers played so often were "Ballerina," "Matinee," "In a Little Bookshop," and "The Stars Will Remember."

Chats Around the Aerial

.... with Olaf S. Soward



As we approach the climax of a political year, there can be little doubt but that radio will play a larger role in the campaigning than in any past national election. Indeed, as radio approaches closer and closer to maturity it is only to be expected that it will be to a still increasing extent the recourse of debaters who seek to obtain public acceptance of their interpretations of national problems.

All of which makes it a matter of more than ordinary importance when we hear—as most of us do now and then—some phenomenonally bitter critics of the use of radio in either the reporting of current political maneuverings or the broadcasting of the actual speeches of the public figures who are the leaders of the various contending groups.

Not long ago it was my privilege to sit quietly on the sidelines while a group of business and professional men vented an unusual amount of spleen on that very subject. Either a decided majority or a noisily dominant minority was clearly of the opinion that both newspapers and radio are agencies contributing to a public hysteria about the pressing national and international questions of the day.

The circumstances happened to be such that it would have been in very poor taste for me to have launched into an explanation of why such an opinion is the purest kind of nonsense. But, the incident did make me wonder just how widespread such a belief might be.

Leaving the newspaper men to take care of their own case—and they have plenty of proof to protect themselves against any and all such reckless accusations—let's just look at the radio situation for a moment and see whether it is or ever can be an instrument of hysteria!

Of course, we shall have to admit that there are some hysterical people who occasionally use the radio in an effort to make everybody else share their own hysteria about whatever may be bothering them the most. There are some politicians and debaters who try to work up a wave of public excitement about their social or economic schemes, because a straight, factual argumentative presentation of them would reveal how insubstantial they really are. There are even some radio newscasters

who pride themselves on making mountains out of molehills. But, in America at least, they are all very few in comparison with those who seek to get a record of facts and a judicial statement of probabilities before us so that we can draw our own conclusions.

And, even if there were any deliberate intention of working up an unhealthy lather of public excitement over matters which should be considered with calm common sense—radio possesses at least one advantage to sanity which makes it, on the whole, singularly ineffective as a medium for the shirt-tearing, rabble-rousing dispenser of planned hysteria.

Public hysteria is inseparable from crowds. It is one phase of what has been called mob psychology. To become "public" it has to be communicated from one already jittery person to a dozen others who are usually induced to yield to the epidemic hysteria by the staring eyes, trembling hands and the tense vibrations of mass excitement which fill the very air when large numbers of people gathered together begin to fall under the spell of some wild eyed speaker or some mass delusion which sweeps through such crowds like a prairie fire.

But radio listeners who hear political speeches or news reports are ordinarily alone, or surrounded only by their family or a small circle of intimate friends. If the voice they hear coming out of the loudspeaker starts to peddle hysteria, they are much more likely to say: "What is the matter with that guy? Is he having a bad dream, or something?" And the twist of a dial is likely to bring in something else, more entertaining or more enlightening!

Sounds coming out of a blank box are going to have to be much more closely tied in with ideas which stand up on their own feet than the half play-acting of a popular spellbinder swaying a crowd by postures, gestures and the way he arranges the expressions of his face.

No, far from making politics hysterical, radio—in its very nature—is much more likely to make it less so.

The "new look" has left many a woman "dresstitute!"

Howdy folks . . . well, dee primary campaigns is a warmin' up—and dee weather man is uh ole copy cat. Me? I loves it! Give me dee sunshine every time.

Pretty soon now, dee same fellers dat wuzz ah cussin' in fourteen languages last winter 'bout how cold it wuzz will be strain' a tonsil on account of dee heat! Ain't it awful!

'Course diss is dee time of year when dee bachelors gotta look out. On top of dat it's leap year too. They ain't nothin' dat kin stick closer to a man dan a FIANCEE.

A FIANCEE is like dee Northwest mounted poh-lice . . . she gits her man. They is a superior manner 'bout a FIANCEE . . . frum dee way she act . . . you would think she has done gone in dee jungle an pulled a Frank Buck "bring-em-back-alive" stunt.

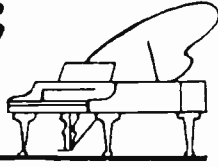
Dee Fiancee takes all de credit. She don't give dee moonlight, a clingin' vine attitude, sofe-soap honey-sweet talk and fine clothes a bit of credit whatever.

Her ears is tuned to dee weddin' march pitch. But she ain't havin' as much fun as she tries to make out. Dats cause dee chase is over see? Dee guessin' is ended. She knows she done got five aces in dee game of romance and kin trump anybody's hand. Even, dee visitin' hi-toned gal frum dee big city don't give her no worry—lessin' dee man of her choice happens to be kinda hard to handle.

She ain't got but one topic of conversation—and he goes 'round wit her most of dee time.

Iffen folks is discussin' Einstein, winter itch, measles or "how come they ain't no justice" she turns dee conversation like dee merry-go-round and prattles about her beloved. It's shore sickin' ain't it? Yeah! Love is grand an' all dat stuff . . . but it shore is hard on dee folks on dee sidelines. Take de word Fiancee itself! Dats a high-flutin' word dat sounds high-hat. But in just plain English it means dee GAL some feller is goin' to git hitched to. Mind what I say boys . . . diss is leap-year shore 'nuff!

Ramblings



Vacation time is just around the corner. Back in the staff room we hear such remarks as: "Where you goin'?" . . . "Oh, we went fishing last year, I think we'll plan a city trip this time." . . . "Oh boy, the mountains for me." . . . "We're just going to start out and drive somewhere." . . . "I'm sick of driving, we want a nice long train trip." . . . "We thought we would go to the lakes where it's cool." . . . "Well, now you take me, I'm goin' to work around the house and yard, and just stay home." . . . "I can't make up my mind between New York and California; Mama wants New York, and I'd like California, so we'll probably settle for Denver and stay close to home." . . . and so it goes. Each with a different idea, and they all sound good. From now on until September, you folks will no doubt notice several changes in our program schedules.

LITTLE ESTHER and ELSA were shopping the other day, and trying on dresses. ELSA, who is exceedingly meticulous about her clothing, put her dress on a rack as she tried another one on. Pretty soon a stock girl came in to the dressing room . . . marched out with ELSA'S dress and hung it on the sales rack. LITTLE ESTHER rescued it before it was sold to a customer who was viewing it with admiration.

EZRA HAWKINS had been digging some ditches to lay water pipe around the Bar Nothin' Ranch. He said he had an interesting experience during that time . . . the story as I understood it, went something like this: He told me he set off twenty-four sticks of dynamite "right in my neighbor's front yard" said he. "Dad, (he calls the neighbor) was sitting on the porch and I told him not to be afraid, but to just stay where he was. . . then I set off the dynamite. BOOM . . . BOOM . . . rocks and dirt flew in every direction—especially on Dad's porch—I ran over right away, but Dad wasn't on the front porch, he was on the back porch." "I told you not to move, Dad," Ezra said. "I didn't" Dad replied. "I'm sorry the rocks and dirt are all over the porch, I'll get the broom and clean it off," Ezra went on, apologetically. Dad looked up and said "Well, while you're

at it, you can replace those broken windows . . . and get that tree that came down through the roof OUT OF THE DINING ROOM."

The folks in our listening area have certainly shown a great deal of interest in the Barber Shop quartettes, heard Saturday nights during the ROUND-UP broadcasts. We are happy to invite all the home town quartettes to come in and participate. If you have one and are interested in having the group appear with us on the SATURDAY NIGHT ROUND-UP, just drop us a line and you shall be sent free particulars.

I felt very honored to be chosen as one of the guests to ride on General Electric's "Train of Tomorrow." The engineer let me sit in one of the upholstered red leather seats in the cab of the Diesel engine. I enjoyed a sandwich with the Governor and the Mayor in the Astra-dome which is glass enclosed on the top of the train . . . lounged in the modern club car . . . interviewed the Chef in the amazing all electric kitchen for the broadcast . . . and returned home filled with the wonderment of present day science.

There were no birthday parties to report on last month. RUTHIE MICCOLIS has one coming in May. At this writing it has not taken place, but we have some surprise plans which we hope she will enjoy. It reminds me: THE OZARK RAMBLERS with AMBROSE HALEY and THE MICCOLIS SISTERS have been a part of the WIBW staff for over a year now.

By the way, a life story of EDMUND DENNEY with pictures of himself and Myrtle in their home will appear soon in one of Capper's Farm magazines. It will be an article well worth while, so you folks who are fans of EDMUND'S will have a real treat in store.

Once in a while visitors come in the studio to watch the broadcasts and exclaim "We were so surprised to see so-and-so, they do not look anything like we thought." Some much better and others not so good. We know just what they mean. In fact, we had a similar experience the other night when OLE LIVGREN ran some old movies he had taken of our staff eight or ten

years ago. We had several laughs at how we had all changed. There were pictures of Al Clauser and the Oklahoma Outlaws, The McKay kids, Aunt Fay, Roy Faulkner, Dale Brand, Sally and Sue, Uncle Abner and many others who are no longer with us. A few of the babies in it are almost grown up now. EZRA came sailing down the street in a motor-scooter . . . scenes were shown of our first personal appearance in Marshall, Missouri at the Corn Husking contest. That was the day before HILTON HODGES was married. We were shown loading the big sleeper bus for our out of town trips . . . the funny styles . . . some of us thinner . . . others heavier . . . a few have lost more hair . . . Bunkhouse Bill made funnyfaces . . . SHEPHERD and VIRGINIA were only sweethearts then . . . and DUDE HANK, HOPPI CORBIN and I were seriously shown discussing music ONLY. All in all, it was great fun . . . and I believe we all improved since that time.

A lady asked me the other day what we mean by all those funny signs that are given in the studio. When HOMER CUNNINGHAM points to the tip of his nose he means we must get the program off the air right on the minute. If DON HOPKINS holds up a finger bent over, it means to be off thirty seconds before the minute. That, of course, is to allow for a spot announcement before the next program. When DUDE HANK holds his fist up in the air, it means to finish the strain at the next ending. When he acts like he is slitting his throat, it means to cut right now and go in to the theme. When the hand is bounced gradually down, it is to play softer . . . brought up is for an increase in the volume. Pointing at various musicians means he or she has a solo in the next few bars and a rotary motion of the arms is to keep going until given the signal to finish.

THE RADIOAIRES will leave for Birmingham, Alabama the first of May to enter a contest held for quartets in that part of the country. We shall be surprised if they do not come out with first prize in that event . . . at any rate, we're hoping so. The Rushing Family have been appearing in Wichita these last few weeks. They plan a road tour for the summer and may be in your vicinity, so be looking for them. You can be assured of a good program.

Keep your letters coming in folks; we like your comments and if you have any program suggestions I shall be glad to pass them along. Until next time, so long.—Miss Maudie.



THE DENNEYS — MYRTLE AND EDMUND

AROUND the STUDIOS

with Hilton

The Second Annual Santa Fe Trail Rodeo is well on the way! Bill Boyd, the famous "Hopalong Cassidy" of movie fame, will be the Grand Marshall of this gigantic rodeo. And surely there's no one who hasn't seen or heard of this movie "hero" who has made Indians bite the dust and bandits scatter to the hills. "Hopalong" will be here in person—and of course, the finest rodeo riders and stock will furnish the best entertainment. Better plan now to bring the family to Topeka, July 3, 4 and 5 for the Santa Fe Trail Rodeo.

We lost a fine young fellow last month—Bob McClure. Bob has prepared our newspaper publicity for the past two and a half years, after serving in the Southwest Pacific as an Army aerial navigator. Bob will spend two months in Kansas City and then about a year and a half at New York University studying law. No doubt he'll end up in Topeka and join the legal fraternity.

We've often told about the various hobbies and favorite sports of WIBW staff members. Henry Peters' trap-shooting, Shep and Ezra and their fishing and others. But there's a group of girls who have more fun than anybody bowling. They represent WIBW and bowl every Monday night in a regular league with seven other teams. Joan Casto, Wanda Watkins, Enid Dennis, Joy Steck and Dorothy Kelly are the regulars with Janis Yontz and Jeanette Tadlock as the alternates. I can't say truthfully that they are leading the league but there's not a team that has more fun. Their combined average is 110.

Our hat is off this month to the Traffic Department of WIBW which makes all the changes and additions to the program schedule from day to day. One of the biggest jobs is making up the daily log—a schedule listing every program and every announcement from 5:00 a.m. to Midnight. All program changes, courtesy announcements of public interest, commercial announcements, special events and programs, farm sales—must be logged correctly so that the announcer and entertainers on duty will know ahead of time just what is what. Program changes for individual sponsors come directly

from them along with any changes in copy. Changes from CBS are sent to us by teletype. Transcribed announcements and programs must be checked carefully so that each episode or spot will be played on the correct day at the correct time. Our program schedules must be made up several days in advance for newspapers, IGA handbills and other outlets, including the program schedule in the magazine. It's a large and extremely important job and takes the time and careful checking of several WIBW folks.

Edna Hann, assistant to Mr. Ludy, is in charge and our little Marysville, Kansas gal, Janis Yontz, supervises the daily logs for both WIBW and WIBW-FM. Although you never hear about them, it's a sure thing that without them, we wouldn't be able to bring you the radio programs you like on your own personal station.

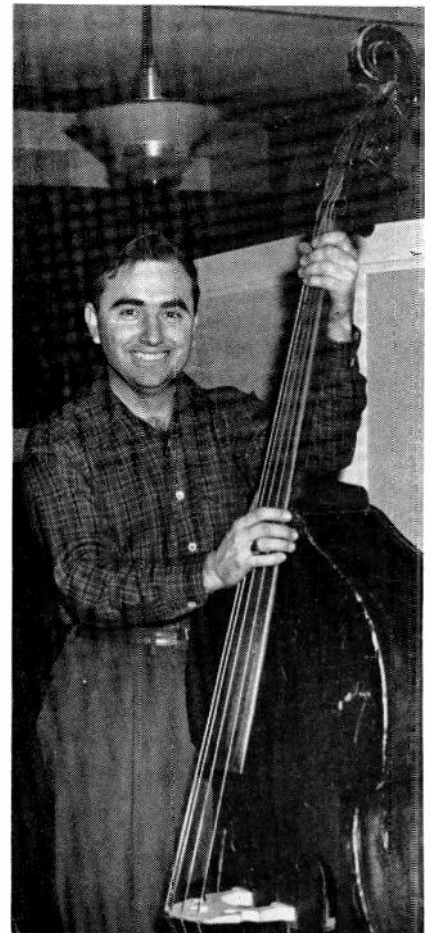
Last month, we told you that we had applied for a television station in Topeka. Many Topekans have asked what television is, how it works, etc., and we've had several letters from you folks. Perhaps this little item will help. Television means taking pictures and sending the pictures out over the air. The camera is used just like you use your own, except it has no film. Instead, (behind the lens) there is a special tube that takes the pictures. This tube contains a plate which is covered with one-half million photoelectric cells (showing eight dots per second) which act as electric eyes. Whenever light strikes these cells, they are charged with electricity—the amount of light determining the amount of the electric charge.

A picture is made up of many points of light and shadow. All the details of a scene are reproduced according to the light. The electric charges make up the electrical picture—and pictures are sent out bit by bit. As these charges reach your receiver they hit the screen and are turned back into points of light and shadow. Each dot of the picture (resulting from the impulses in the electric eyes) are broadcast in order, one at a time. But it is done so rapidly (30 pictures per second) that they keep up with the action. Four million dots of light and thirty complete pictures per second.

Television broadcasts reach approxi-

mately 40 miles. Receivers cost from \$160 up depending on the size of the screen. There is no television station in Kansas. But in the East and in larger metropolitan areas, there are many in operation; with many thousands of homes enjoying this newest and most sensational development in radio in many years. You cannot get television on your present set. You'll need a brand-new one. Your present set is just as useful and necessary as it ever was—and it will always be.

Hambones says "Television is squeezing those microwatts through a ossifier; transmuting the ohms and cellocycles through the ozone—and then the pictures come screaming and jumping into the living room." Perhaps that's better. Anyway—see you in May.



One advantage of being editor is the convenience of putting your own picture in the magazine to plug up that space where you just can't think of words enough to fill. Then you can fill more space by saying, "Editor Doc Embree not only sings duets with wife Esther, but also plays the bass fiddle on alternate Dinner Hour and Round-Up programs." You folks already knew that, but just look at the space I filled!



Questions and Answers

Q. Where is Sonny Slater?

A. Sonny is in Clinton, Illinois, working with Frank Jennings.

Q. Where is Wayne Midkiff?

A. Wayne, Tip Sharp and Jack Holden are working in Atlanta, Ga.

Q. Why don't Shep and Virginia sing together more often?

A. Just keep sending letters asking for them and they will.

Q. Where is Axel-Bender?

A. Shenandoah, Iowa.

Q. Where is Mary Ann Estes?

A. Marietta, Ohio; not in radio at present.

Q. Where is Roy Faulkner?

A. Lincoln, Nebr.

Q. How does a sponsor select entertainers for his show?

A. Not having ever been a sponsor, my answer will not be official, but maybe I can give you a few ideas. In the first place, sponsors seldom select their own shows. Their advertising accounts are turned over to advertising agencies and they in turn select the show they think best suited for the type of merchandise they are selling. For instance, it would not be sound advertising for the Ray Beers Clothing company which specializes in the best of men's clothing, to sponsor a play, or soap opera if you prefer, that has a majority of lady listeners. Not that you ladies don't pick out most of our clothes, but you do let us think we do it ourselves. Instead, they advertise on a program of news, which is of interest to both men and women, and at a time when we are home from work and can listen. Sponsors often select talent from their past sales record. If an entertainer has done a good job on one piece of merchandise, it is a pretty sure thing that he can do just as good on another article in the same line. How does an advertiser know whether a show is popular or not? Well, you've heard us speak and we've written a little about the radio survey conducted by Dr. Whan, Chairman of the Committee on Radio at the University of Wichita. This survey, "The Kansas Radio Audience" tells the complete story of who listens to what and why. Copies of this survey are very valuable to advertisers and sponsors. Sorry, they are not available to the general

public. Anyway, if I were to become a sponsor I'd certainly consult "The Kansas Radio Audience."

Q. Are the Rushing Family and the Radioaires related?

A. No.

Q. How long before-hand should a dedication be sent to WIBW.

A. Dedications should be mailed in time to be received a day ahead of the time you want the dedication. Requests for Monday's programs must reach us by Friday morning as the mail force does not work on Saturday. Some programs do not have sufficient time to allow the reading of requests, such as 8:15 Hymntime, Dinner Hour Concert, Crossroads Sociable and the Saturday Night Kansas Round-Up.

Q. Does Miss Maudie have a hired maid at her house?

A. Are you kidding? I don't believe there is such a person as a hired maid any more. Miss Maudie does have a girl come in once a week for general

cleaning work, but she says she's too particular, so does most of the work herself the rest of the week. Dude helps.

Q. Does Ezra Hawkins live in the country and does he do any farming?

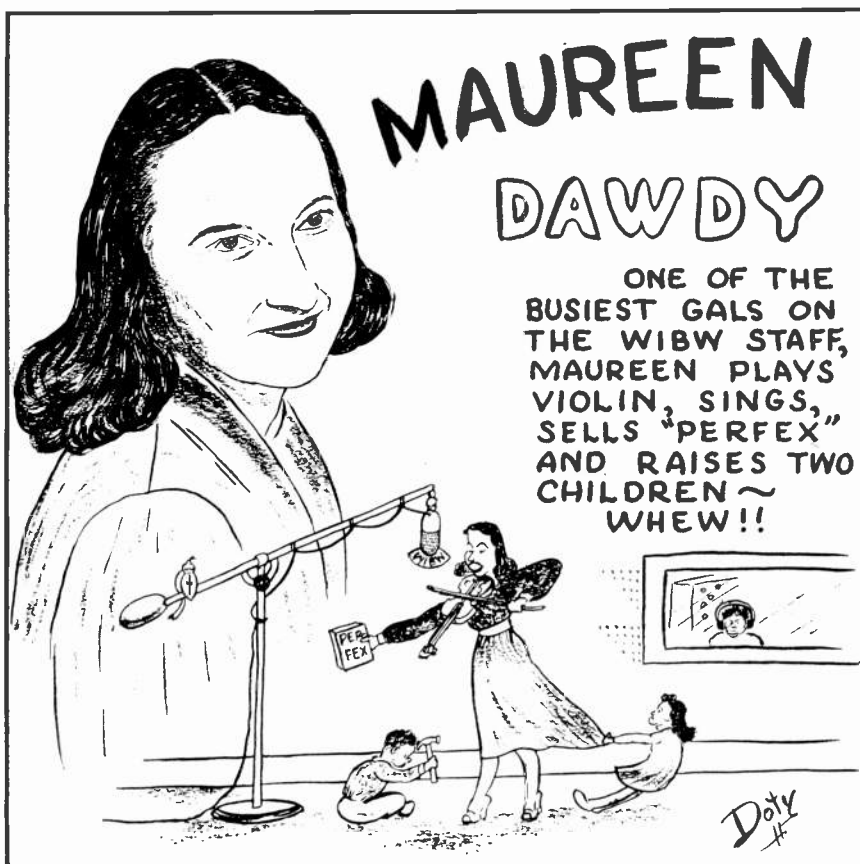
A. No, Bar Nothing Ranch is within the city limits, in fact, it's almost in the center of Topeka, but by some geographical freak, it really is farming land and Ezra does have cows, chickens, an immense garden and since he is too busy to do much farming, he rents several acres to a neighbor.

Q. When is the best time to renew my subscription?

A. A good time is when the notice "It's Time to Renew, Your Subscription expires with this issue," appears on the back of your magazine. During the month following an expiration, we send renewal cards to folks who have forgotten to renew, but it's best not to wait for them, as we sometimes can't get enough paper to have magazines for all unless we have the subscriptions in a little ahead of time. Yes, you can order for more than one year at a time.

Q. When is WIBW going to have a show play in our town?

A. Just as soon as some sponsoring organization contacts Miss Maudie or Dude Hank and arrangements are made.



MAUREEN DAWDY

ONE OF THE
BUSIEST GALS ON
THE WIBW STAFF,
MAUREEN PLAYS
VIOLIN, SINGS,
SELLS "PERFEX"
AND RAISES TWO
CHILDREN ~
WHEW!!

Doty #1

The Voices You Hear Along the RFD

... by Gene Shipley ...

"How's your wheat coming along" is the question you hear most often these days, and here in the nation's No. 1 wheat producing state, wheat producing farmers rub their chins and shake their heads as government reports continue to predict an improved wheat crop outlook. Reports from the normally big wheat acreage counties are bearish this year. It's hard for these farmers to believe that the nation can have a bumper wheat crop without a big lift from Kansas wheat growers. But of course our situation could be much better by July 1st, and you never can start to add up the totals until the combines actually start to roll, and there was an increased acreage of winter wheat seeded last fall in other states.

In many of our trips in the Flying Rooster, I have noticed the increasing

number of farm ponds. Some of these ponds are pretty fair in size, and some even large enough to provide the farmstead with a beautiful recreational spot almost at the back door. Many farmers have already planted trees around these ponds and on several banks one or two row boats were anchored, and small landing docks had been built,—a vacation spot right at home. Of course the next step in logical reasoning would be, why not stock the pond with fish, and in the evening during the summer when work is done, slip down to the pond with rod and reel, and hook a nice mess of bass or crappie for supper. And why not? There is no reason why a farmpond an acre in size, or even half that big, cannot yield several hundred pounds of fish each year.

Many farmers have tried this with varying degrees of success, and several

have told me they had no luck at all. But like everything else, there is a right way and a wrong way to do it. The pond must be properly stocked and cared for. It is a waste of time to seign large quantities of fish from some nearby stream or lake and transfer these to the farm pond. This might seem like the easy way to get the home fish factory started in record time, but it just doesn't work out.

The Alabama Polytechnic Institute has done a great deal of research work and for the past 13 years has been carrying on many experiments to develop the best methods to use in raising fish. About a year ago I attended a lecture by one of their research workers, and just the other day I came across some of the notes I had taken during the talk and the interview afterward.

To raise fish successfully, you have to fertilize, as a fertilized pond will carry nearly three times the number of fish as compared to unfertilized water. The addition of commercial fertilizer will many times more than triple the growth. It is necessary to stock the pond with two types of fish, one must be a predatory type like the bass to control the smaller fish. For the average farm pond in this section bluegills and large mouth bass are the best combination, stocked with fingerling size fish in a ratio of about 10 bluegills to one bass, if the pond is to be fertilized. If you stock the pond with bluegills only, they will soon overpopulate, and will never gain any size. A one-acre pond should be stocked with about 1000 fingerling bluegills and 100 bass if you intend to fertilize it, and half as many bluegills and one-third as many bass if not fertilized. If your pond is larger or smaller, of course you would have to regulate the number in proportion.

To fertilize the farm pond, regular commercial fertilizer is used, and in a pamphlet prepared by the U. S. Fish and Wildlife Service, they recommend 100 pounds of 8-8-4 applied early in the spring, and six or eight additional applications during the year, distributed around the edge of the pond, so the wind and wave action will carry it out. If a pond is stocked and fertilized properly, the fish will make a surprising growth, and you should be able to hook some pretty fair sized fish after the first year.

So, it isn't necessary to drive miles to reach a fishing spot anymore, if you have a fair sized farm pond, there is no reason why you can't have one of the best angler's nooks in the area.



Lois Heffner, member of the Akron 4-H Club, presents a "Thank You WIBW" cake to Gene Shipley at the 4-H dinner and broadcast from Winfield. Gene described Lois as being one of the sweetest young ladies he has met in all his travels over the state.

ON OUR COVER

(Continued from Page 2)

additional camera work on the side for the Ohio Oil Co. Spent a great deal of time with Wyoming ranchers and cattlemen of Niobrara county.

From Lusk, Wyoming, moved to Nebraska again, and for 8 years operated a movie theater and electric power plant at Rushville, and here became interested in cattle, spending much time on the sandhill cattle ranches of northwestern Nebraska. Knew Jules Sandoz very well, and spent many week-ends at his sandhill ranchhouse. Sandoz, well known as the principal character in the book "Old Jules" was known as the "Burbank of the Sandhills."

Built a radio station at Rushville in 1922, call letters WEAV, and operated in connection with the electric plant for several years, but project finally had to be abandoned because it was too expensive for a small community, and lack of talent for programs. This was the third radio station in the state of Nebraska, only other stations at this time were WAAW, the old grain exchange station and WOAW at Omaha. This was during the time when "Shipler's Seldom Fed Seven" also played many engagements and personal appearances in northwestern Nebraska and the Black Hills area of South Dakota . . . had a seven-piece orchestra and Gene was manager and played saxophone and banjo.

Started in radio announcing at KMMJ at Clay Center, Nebraska, in 1933, and also bought a farm near Clay Center, and spent all his spare time out there. Had a wonderful time trying to grow crops during the dry years without rain. Hasn't found the answer yet, he says.

Spent about one year at KMA in Shenandoah upon leaving KMMJ in 1937 and joined WIBW in 1939 and is at present in charge of WIBW's Farm Service Department.

Gene's wife, Bess, is a Kansas girl, was born at Weber, Kansas in Jewell

County. They have three children, two boys and a girl. Bob, the oldest, is married and works for the Bureau of Reclamation at Loveland, Colorado. Gene, Jr. is also married and is in medical school at the University of Southern California, and has one more year before graduating as a full-fledged M.D. Frances, the youngest, is also married and lives in Kansas City.

Gene and Bess have their own home, a modest little bungalow in southwestern Topeka near Winter Veterans Hospital, at 2619 Webster, but Bess says he lives in the "Flying Rooster" more than he does at home. Gene and Pug Marquardt, WIBW's Chief Engineer have flown over 50,000 miles during the past three years making interviews and farm recordings for WIBW listeners. What Gene likes most about these trips is the opportunity to get out and visit

with the farm folks and see what they are doing, and especially likes to work with the young folks—the 4-H'ers and the FFA and the Future Homemakers, and is never too busy to help them with some project.

Gene likes to fish and hunt, but doesn't get much time for these recreational diversions anymore—also still does some movie camera work, and takes many of the pictures for WIBW, especially of our farm activities. Many of these have appeared in the Round-Up magazine.

When Gene was a kid, he said his lifetime ambition was to be a railroad engineer, but his actual activities got pretty far away from railroading. Now, he says he would be perfectly happy if he could settle down on some nice ranch and raise purebred cattle.



Dude Hank is one of our most conscientious workers. Here we see him marking a correction on an orchestration, prior to its being played by the Food Review Band.

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—Bar Nothing Ranch Mon. thru Sat.
- 6:30—Bar Nothing Ranch (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 (Utilities Eng.) Mon., Wed., Fri.
- 7:00—News (Garst and Thomas) Mon., Wed., Fri. (Carey Salt) Tues., Thurs., Sat. (Rockdale Monuments) Sun.
- 7:15—Shepherd of the Hills (National Biscuit Co.—Shredded Wheat) Tues., Thurs., Sat. (Nutrena Mills) Mon., Wed., Fri. Chapel In the Sky Sun.
- 7:30—Henry and Jerome (Gaylark Prod. Co.) 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.

**August M. Flake,
LeRoy, Kansas, Rt. 3**

Sec. 562, P. L. & R.

PAID

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Topeka, Kansas

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**WIBW ROUND-UP
MAGAZINE**

Box 981, Topeka, Kansas

POSTMASTER:
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| <p>Farmers Forum Sun.
 8:05—Henry and Jerome Mon. thru Sat.
 8:15—Hymn Time with Doc and Esther (Inter-State Nurseries) Mon. thru Fri.
 Capital Food Review Sat.
 Farm News Sun.
 8:30—Henry's Exchange Mon. thru Fri.
 Kansas News Sun.
 8:45—Bobbie and Glenn (Inter-State Nurseries) Sat.
 Mr. Veteran Sun.
 Shepherd of the Hills Mon. thru Sat.
 Church of the Air Sun.
 9:15—News Mon. thru Fri.
 10:00—Warren Sweeney, News (Curtiss Candy) Sun.
 10:05—College Chords Sun.
 10:30—Radioaires Mon. thru Fri.
 Junior Miss (Pepsodent) Sat.
 Salt Lake City Tabernacle Sun.
 10:45—Ambrose Haley and Ozark Ramblers (Tide) 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.</p> <p align="center">AFTERNOON</p> <p>12:00—News (Lee Foods) Mon. thru Sat.
 News (Rockdale Monuments) Sun.
 12:15—Markets (Sarber Nurseries) Mon. thru Sat.
 Rainbow Trail Sun.
 12:30—Weekend At The Jayhawk (Jayhawk Hotel) Sun.
 12:45—M. L. Nelson (Garst and Thomas) Sun.
 1:00—Win at Home (Carey Salt) Sun.
 1:30—Ernie Quigley, Sports Sun.
 2:00—Grain Markets Mon. thru Fri.
 CBS Symphony Sun.
 2:05—Kansas Round-Up Mon. thru Fri.
 2:30—Mary Lee Taylor (Pet Milk) Sat.
 2:45—Kansas Roundup (Kolorbak) Mon. thru Fri.
 3:00—Hint Hunt (Armour and Company) Mon. thru Fri.
 Let's Pretend (Cream of Wheat) Sat.
 3:25—News Mon. thru Sat.
 3:30—Second Mrs. Burton (General Foods) Mon. thru Fri.
 Give and Take (Toni, Inc.) Sat.
 Invitation to Learning Sun.
 3:45—Ma Perkins (Procter and Gamble) Mon. thru Fri.
 4:00—Big Sister (Procter and Gamble) Mon. thru Fri.
 Saturday Matinee Sat.
 News (Rockdale Monuments) Sun.
 4:15—The Guiding Light (Procter and Gamble) Mon. thru Fri.
 The Garden Gate (Ferry Morse) Sat.
 Senator Arthur Capper Sun.
 4:30—County Fair (Borden Co.) Sat.
 Carle Comes Calling (Electric Companies' Adv. Program) Sun.
 5:00—Public Service Sat.
 Old Fashioned Revival Hour (Gospel Broadcasting Ass'n) Sun.
 5:15—Grand Central Station (Pillsbury Mills) Sat.
 5:30—Lum N' Abner (Alka Seltzer) Mon. thru Fri.
 5:45—Strange Romance of Evelyn Winters (Manhattan Soap Co.) Mon. thru Fri.
 News (Phillips 66) Sat.</p> <p align="center">EVENING</p> <p>6:00—News (Butternut Coffee) Mon. Wed., Fri. (Phillips 66) Tues., Thurs.
 Mr. Ace and Jane Sat.
 Gene Autry Show (Wm. Wrigley, Jr.) Sun.
 6:15—Songs of Bobbie Dick (Klein Sporting Goods Co.) Mon. thru Fri.</p> | <p>6:30—Rainbow Trail (Gaylark Seat Covers) Mon., Wed., Fri.
 Piano Ramblings Tues., Thurs.
 Abe Burrow Show (Lambert Pharmacal Co.) Sat.
 Blondie (Colgate) Sun.
 6:45—News (Schreiber Mills) Mon., Tues., Wed., Fri.
 Olaf Soward's Viewpoint Thurs.
 7:00—Inner Sanctum (Emerson Drug Co.) Mon.
 Big Town (Ironized Yeast) Tues.
 American Melody Hour (The Bayer Co.) Wed.
 F.B.I. In Peace and War (Lava) Thurs.
 Baby Snooks (General Foods) Fri.
 Dairyman's Roundtable Sat.
 Adventures of Sam Spade (Wildroot Co.) Sun.
 7:15—News Sat.
 7:30—Arthur Godfrey's Talent Scouts (Lipton's Tea) Mon.
 Mr. and Mrs. North (Colgate) Tues.
 Dr. Christian (Chesbrough Mfg. Co.) Wed.
 Mr. Keen; Tracer of Lost Persons (Whitehall Pharm. Co.) Thurs.
 Danny Thomas Show (General Foods) Fri.
 Vaughn Monroe (R. J. Reynolds) Sat.
 Man Called X (General Motors, Frigidaire Division) Sun.
 7:55—News Mon., Wed., Fri. (Ray Beers Clothing Co.) Tues., Thurs., Sun.
 8:00—Lux Radio Theatre (Lever Bros.) Mon.
 Crossroads Sociable Tues.
 The Borden Program (Borden Co.) Wed.
 Dick Haymes Show (Electric Auto Lite Co.) Thurs.
 The Old Gold Show (Old Gold) Fri.
 Kansas Round-Up Sat.
 Meet Corliss Archer (Campbell Soup) Sun.
 8:15—Kansas Round-Up Sat.
 8:30—Christopher Wells (DeSoto and Plymouth Dealers) Tues.
 Harvest of Stars (International Harvester Co.) Wed.
 Crime Photographer (Toni, Inc.) Thurs.
 Adventures of Ozzie and Harriet (International Silver) Fri.
 Shorty Bell Sun.
 8:45—The Kansas Round-Up Sat.
 9:00—My Friend Irma (Lever Bros.) Mon.
 Studio One Tues.
 Public Service Wed.
 Readers Digest, Radio Edition (Hall Bros.) Thurs.
 Dinah Shore Show (Philip Morris) Fri.
 Escape Sun.
 9:15—Emahizer Melodies (Emahizer-Spielman Furniture Co.) Wed.
 9:30—Screen Guild Players (R. J. Reynolds) Mon.
 Studio One Tues.
 Presidential Timber Wed.
 The Kings Men Thurs.
 Spotlight Revue (Coca Cola Co.) Fri.
 Strike It Rich (Ludens) Sun.
 9:45—The Kansas Round-Up Sat.
 Capitol Cloakroom Wed.
 Capitol Federal Bandstand Thurs.
 10:00—News (The Fleming Co.) Mon. thru Sun.
 10:15—Variety Time Mon., Fri.
 Robert Q. Lewis Mon., Wed., Fri.
 Ernie Quigley, Sports Tues., Thurs.
 It Pays To Be Ignorant Sat.
 Emahizer Melodies (Emahizer-Spielman Furniture Co.) Sun.
 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.</p> |
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