

# WIBW

JULY,  
1954

## ROUND-UP



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## Wes Celebrates the 4th

*by Wilbur Levering*

He has lost a little on top and has gained some around the middle, but within (we could have said "underneath it all") Wes Seyler, WIBW's Farm Service Director, is still the same "friendly country boy" that he was when he joined WIBW four years ago July 1. During these happy but short four years, Wes has traveled thousands of miles and made many new friends who think of him as a "true friend" because he is deeply interested in the farmers and their welfare; and he does everything he can to help improve life on the farm.

Yes, it is the 4th Anniversary for Wes Seyler as RFD (Radio Farm Director) for WIBW, so he's our "cover boy" this month; and I've been delegated as a committee of one to tell you a few of his many activities.

First of all, we should mention that Wes is deeply concerned with the problem of soil conservation and has been associated with two of Kansas' biggest soil conservation events: "Hub Day," which was held at Lebanon, Kansas, demonstrated soil conservation and balanced farming to the 20,000 persons attending; and "Old Limestone Day" in Jewell County, which was planned to fall on the 20th Anniversary of the first soil conservation effort in the State of Kansas. Presently, Wes is cooperating with a group of Brown County folks planning another event that all of you will be hearing about in the near future.

"A Sound Livestock Industry in Kansas" is another of Seyler's ideas that he believes is essential to the welfare of all Kansans. Therefore, he devotes much of his time to assisting the Kansas Livestock Association, various county livestock and breeding associations, and farm organizations in conducting improved livestock programs. Wes is always present at the Annual Convention of the K.L.A. and attends many of

the various association meetings and tours. A current campaign of the WIBW Farm Department is the promotion of the "Balanced Livestock Plan," commonly referred to as BLP. This is a cooperative project with the Extension Divisions of both Kansas State College and Missouri University, as well as the two state farm magazines, Kansas Farmer and Missouri Ruralist. You will be hearing a lot of the BLP during the next few months on the WIBW farm programs. Wes believes in teamwork and a high spirit of cooperation and being a graduate of Nebraska University with a B.S. degree in Agriculture, he has a profound respect for the research information developed by the colleges and realizes the vital role they play in the improvement of agriculture. Therefore, he looks to the colleges for much of the material used on his radio programs. Seyler says, "What good is the information discovered by the research specialists if there is no ready channel of distribution to get this information to the place where it will do some good—on the farm itself?" That explains his willingness to cooperate with the colleges in "spreading the good word in agriculture."

Another of Wes' favorite projects is the youth program in Kansas. He is vitally interested in 4-H work, and being a former vocational agriculture teacher, he naturally has a warm spot in his heart for the F.F.A. boys and their instructors. The Boy Scouts also rate with Wes Seyler, as the Topeka Boy Scouts will discover on July 19 and 20 when they participate in a Range Camp that he is helping to arrange.

Recreation and a wholesome family life are a part of Seyler's life. He is an ardent and tireless worker, but he also believes in recreation and that folks should "have some fun." Those of you who have the pleasure of knowing Wes personally, know that his smile is contagious, that he has a look of mischievousness and he enjoys a

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## Interesting Recollections of Radio

By Don Hopkins

You simply can't be in radio for eighteen years without having a lot of interesting recollections. I'm going to set down a few on paper and let the chips fall where they may.

I shall never forget my first job in radio in Marshalltown, Iowa. Green as a gourd and scared half to death—I had three lines to read on my first broadcast and muffed them all. We had the most unusual turntables for playing our records and transcriptions. They were home-made and would go either forward or backwards. And I shall never be able to remove from memory the time that I announced the Star Spangled Banner at the beginning of a patriotic program. Out of the speaker came the voice of the singer singing the national anthem backwards. We had a lot of grief with the old style carbon microphones too. Quite often these microphones would start cracking and popping. Then we would have to turn off the juice—hit the microphone with something fairly heavy and shake the carbon particles apart. A lot of my grief as a beginning announcer was due to the fact that I had to learn to be an announcer and an operator at one and the same time. I played the records and transcriptions—operated all the controls and announced.

Some of my errors were tragic, indeed. One day we were broadcasting a speech by the governor of Iowa. Right in the middle of his address I turned the wrong knob without realizing it and cut everything off the air. I thought I had worked my last

day, but outside of a deserved tongue lashing by the boss, nothing happened.

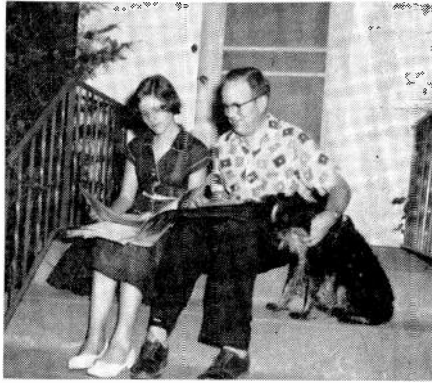
Back in those beginning days I did the type of things that disc jockeys do today, although I wasn't referred to as a disc jockey. I really felt I was quite clever, you know how it is with any young man starting out in any profession—it takes a

few years for him to find out he has a lot to learn. But, one day in my youthful cleverness, I did make a prediction on the air that came true. There had been much talk in the papers about King Edward of England and his sweetheart Wally Simpson. One day I introduced a number by Guy Lombardo and his Orchestra called "My Kingdom for a Kiss" and as an after thought I ad-

libbed into the microphone he statement that "I wonder if a certain young ruler in Europe wasn't contemplating the giving up his Kingdom for a Kiss." Sure enough just two weeks later King Edward abdicated his throne so he could marry Wally Simpson, the commoner.

On Sunday afternoons we had a live broadcast with a genuine Bohemian Band. We accepted both written and telephone requests and were swamped. A great many of the requests for dedications came from a Bohemian settlement not far away. Bohemian names are rough to pronounce if one is not a Bohemian, as you may know. One day a lady called up from the settlement long distance. The receptionist answered, but she couldn't make out the name ... it was a stem-winder. The man-

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Don shows his daughter, Donna Lee, some of his scrap books.



# Farm talk

by Wes Seyler



At the time of this writing, the wheat harvest is full under way in the southern and central counties of Kansas. Various opinions on acre yields are coming into our office. Much of this discussion is of favorable nature. Comments usually get around to the shortage of storage space. This problem was forecast many months ago. Many of us did all within our power to call attention to this fact. We personally know grain producers who constructed new "On Farm" storage bins. This has been a good policy, especially where the farmer wants to take advantage of government support programs. The other day this bit of helpful information stopped at our desk:

"Due to short storage space, some farmers in the Plains States now seem likely to be forced to leave their wheat in the open or to market it too soon. To help them market in a more orderly way and to take advantage of price supports, officials of the USDA have announced distress loans will be made, similar to those offered a year ago. The loans will be at 80 per cent of the price support rate where the wheat is located. These loans will be available nation-wide, but limited to counties needing this type of loan. See your State or County Agricultural Stabilization Committee for details."

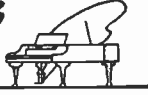
Well, the month of June was spent with many of us giving the dairy producers' problems a once-over. We learned that the general public is becoming more and more conscious of the large supplies of dairy products. Also the healthful qualities, for young and old, contained in every quart of "nature's most natural food." We also learn that it is the dairyman's next move if we are going to eliminate some of the surplus dairy products.

Last year dairymen culled an average of 22 cows out of every 100. At that rate of culling again this year, cow numbers would likely increase another 2 or 3 per cent. For several years, more heifers have been available—about 24 of each 100 cows—than the number of cows removed from herds. **To hold cow numbers at the present level, farmers must cull at least 10 per cent more cows than in 1953.** That can be done by culling out low producers and other less desirable animals. Prices of cows have recovered somewhat since the decline last fall, and spring is the season when prices are usually highest for the year. In May cows usually sell at about 9 per cent above the year's average, while in November and December they are normally 7 per cent below the average.

Most everyone living in the eastern half of Kansas, and in other areas will be making plans to be at Powhattan, Kansas, on August 18 for the Delaware Watershed Celebration. This will be the biggest and most impressive demonstration, conservation-wise, ever held in Brown County. That's saying a lot, because the folks in Brown County have been leaders along this line. The Park at Powhattan will be headquarters for several activities. There will be two tours starting here with bus transportation furnished. The noon program will be highlighted with an address by Louis Bromfield, the famous Ohio farmer and conservationist. The Delaware Watershed is one of the six pilot programs started in Kansas this year. R. C. Lind, Extension Soil Conservationist at Kansas State College, reports that work in the six pilot watersheds in Kansas is making excellent progress.

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# Ramblings



The most exciting news around WIBW is the new baby daughter of MR. AND MRS. HILTON HODGES. She is a beautiful blue-eyed blonde and is six months old. She is their second adopted baby and will be little sister to Robbie, their son who is now about four years old. When HILTON called us saying they were on their way home with her ... we asked what they had named her. "Well, we are so excited, so far, Dorothy and I cannot make up our minds just yet what she shall be called ... she is so beautiful and sweet, we can't find a name to match her loveliness." Congratulations, HILTON and Dorothy.

When WILLIE PIERSON first shaved off his beard which he had been wearing for about three months in celebration of the Topeka Centennial, his little daughter, Nancy, didn't recognize him. He drove to school to pick her up and she refused to get in the car with a strange man. Finally, WILLIE convinced her that he was really her father. Then she said, "What's the matter with you daddy, did you have your tooth pulled?" GLENN OSBORN said he had the same trouble with his two little girls, Dala and Lynn. They asked their mama who was the strange man in the kitchen. When Ann Etta went out to see, it was GLENN raiding the icebox. All three peered at him when he said "Whassa matter I didn't do nuttin."

Our general manager BEN LUDY, ART HOLBROOK and LEWIS DICKENSHEETS of our WIBW-TV staff attended the National Association of Broadcasters convention in Chicago and reported a wonderful time. They brought home some trick eyeglasses and went around the studio all the next day throwing people into convulsions. Someone had the clever idea of taking real plastic frames and inserting all sorts of queer shaped eyes in them. Of course there are little holes so one can see thru them ... but the way it changes a person's ex-

pression is very funny. Some have pop eyes, others are squinted and then, of course, there are the half closed kind. The three fellows walked around the studios all day glaring at the staff who in return were quite puzzled at how sad they looked.

ELSA SCHLANGEN, our organist, and EDMUND DENNEY, tenor, had their first TV appearance on the PIANO RAMBLINGS show while DUDE and I were on vacation. Everyone raved about the shows and how wonderful they looked and sounded. They had a lot of fun and enjoyed working with the camera men, engineers and announcers at TV. We expect to have more of our radio talent on television in the fall when we go on full power.

KENNY HARRIES, clarinetist and saxophone player, suffered a broken leg recently when he was playing baseball with some of the boys. He fell at second base, passed out and was carried home. They did not know until the next day when the X-rays were taken that his leg had been  
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MC Peter Potter; his assistant, Lisa Davis; and their "JUKE BOX JURY" of four guest panelists have fun at 6:00 p.m. Sunday deciding if new recordings will become "hits" or "misses."

# Chats Around the Aerial

*.... with Olaf S. Soward*

When the postman walks by or drives by, and leaves the daily run of letters and magazines it is such an ordinary occurrence that nobody thinks twice about it. As a matter of fact, rarely even once!

As a department of government the post office does not get so much as one-tenth the attention lavished on such spectacular activities as the air force, army or navy. Yet, there is quite as much romance and excitement about the story of the post office as there is about any chapter of the more publicized agencies of government.

That post office of ours is many years older than the United States government itself. One could, without stretching things too far, make a very good case for the uninterrupted existence of our postal department since before 1700. For it was in the 1690's that the British parliament began legislating for the regulations of an inter-colonial post rider service to connect the cities of the North American colonies.

However, the Royal postal service in the thirteen colonies suffered much from neglect, abuse and graft until Benjamin Franklin was appointed joint Deputy Postmaster for all "His Majesty's Provinces in North America," along with a Virginian whose health was so uncertain that from the first the entire control of the postal system fell on Franklin.

The Pennsylvania printer and philosopher at once began a series of travels, north and south, inspecting local post offices, compelling the postmasters to keep accurate accounts of the money received and spent, checking the post riders, their horses, equipment and routes traveled. After four years of unceasing reorganization, firing, hiring and teaching the colonial postal service reduced letter transit time as much as one-third, met all expenses and paid a profit to the Crown for the first time in its history.

When the political troubles broke out which resulted in the Revolutionary war,

the colonists very early made Franklin's postal service subservient to them. Long before the fighting started, correspondence between royal officials was stopped, opened and read by their enemies, while the messages between colonial resistance leaders were whisked through in record time.

So, it is not surprising that the Continental Congress officially took over that postal service lock, stock and barrel—including its postmaster general—only a few weeks after the Battle of Lexington opened the shooting war. It was on July 26, 1775, that this step was taken and Franklin, already a delegate in the rebellious Congress from Pennsylvania, was named to the same post he had held for years under the King's warrant.

And it is all highly interesting as denoting the strength of the rebellious sentiment. For, we must never forget that in 1775 the Continental Congress—for publication, at least—was insisting that nothing was further from its collective mind than separation from the mother country. Repeated resolutions and petitions to London had called on Heaven to witness that this one and only thing the American colonists were demanding was their full rights as transplanted Englishmen under English law.

However, if we study closely the more shadowy corners of history, we cannot escape the conclusion that governments even in their earlier and more primitive days of organization, were extremely jealous of the rights and privileges which go with the control of all means of communication between citizens. In the days when political forces were relatively weak and powerless, there have been a few cases wherein private postal systems obtained remarkable efficiency for their times. But their very success merely made the political rulers more uncomfortable, and they were always quick to put those private postal systems

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Kenny

Nancy Jo

THE KENNY HARRIES FAMILY

Vicki Laurann

Jo Ann

## AROUND the STUDIOS with Hilton

The spring meeting of the National Association of Radio and Television Farm Directors was held in Omaha. Wes Seyler attended for WIBW and I was fortunate to be with him. Farm radio men were there from most of our United States and Canada. It's interesting to listen to them talk of the problems in their localities—dairying in Wisconsin, cotton in the South, beef and grain in the Midwest—fruit in New York. These men are trying hard to help farmers in their listening areas by going out and talking to successful farm managers and owners—taking this information, adding experiences of their own plus information from colleges and farm experts—and passing it along to as many other farmers as possible—by radio and personal calls. Visits were made to the huge stockyards, Offutt Air Force Base (headquarters for the Strategic Air Force) and to Ak-Sar-Ben (Nebraska spelled backwards). At Ak-Sar-Ben, we watched the races at their fine track and later were served dinner in their arena, which is used throughout the year for stock shows, ice skating, ice shows, road shows and their own annual Ak-Sar-Ben Ball. It's a beautiful plant and the money they make goes to many worthwhile causes—4-H scholarships and training schools, etc.

We were shocked and saddened three weeks ago when we learned that Henry Peters had passed away. A heart attack several months ago had caused poor health but death was quick and shocking. Henry and Jerome joined in their musical careers in the late 1920's in a Nebraska radio station. They traveled the country making personal appearances and singing on radio stations until they became the most popular singing team in the Middle West. They were with us together for more than ten years before Henry resigned to enter private business. An artist, a gentleman, a friend. Henry Peters passed away in Grand Island, Nebraska.

Olaf Soward, WIBW news director, at-

tended a meeting of radio station men whose owners subscribe to Associated Press. The meeting was held in Wichita. Olaf tells us that such meetings are held so that AP can learn from the editors how the service can be improved—what features should be added—which ones shortened or lengthened, and so on. WIBW has AP and UP plus coverage from the Topeka Daily Capital.

We reported how proud we are of Ford Arbogast, Chuck Wayne's son. Ford is out of high school and was signed to play professional baseball by the Kansas City Blues, a Yankee-owned club. Ford spent a week with the Blues in Minneapolis and then was sent to McAlester, Oklahoma, to gain valuable experience and to "learn to play like a Yankee."

We have a baby girl at our house. Her name is Jane. She has big, blue eyes and long eyelashes. Very little hair—kinda' brown like her mother. She is amazing with her bright eyes, her gurgles and her demands for the bottle when the time nears. Her brother Robbie, 4, gives her a side-long glance when he thinks she's getting more than her share of attention, but he loves her almost as much as we do. (Didn't brag too much, do you think?)

Did you hear about the fellow named Riley who joined the Army so he could Live the Life of Shine?

### CHATS AROUND THE AERIAL

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in what they regarded as "their place"—which was usually out of existence—at the very earliest opportunity.

Hence, to the shrewd historian, there is more than meets the eye at first glance in the fact that the Continental Congress openly took over the Royal Post Offices in America nearly a year before the Declaration of Independence.

In doing so they were serving on the world notice that they claimed the right to exercise one of the most important prerogatives of government. And, you don't claim the attributes of government unless

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## CORN, BEEF & CABBAGE...

*Jack-Hansen Stroud*

CORN, BEEF AND CABBAGE  
"What Foods These Morsels Be!"



### CORN

(Common Sense Tells Us It Should Be Only PART Of The Diet)

### TUSK, TSK!

They've locked up the White House Piano and thrown away the key  
In dutiful memoriam of Honorable Harry T. No more will he coax out the strains of that lovely Missouri tune,  
No more will his ivory keyboard lilt music into the room.

'Cause Harry has just remembered that ivory "fronts" for the elephant!

Irrelevant?  
G. O. P.!

### BALLAD TO BUM TO BULLETS

Years ago it was a tune called, "I'm Putting All My Eggs In One Basket." The depression years brought the twist about a bum who stopped a well-dresser with the plea, "Brother, can you spare a buck for a cup of coffee?" The styler asks, "Isn't that rather high for just one cup?" The lost soul replies, "Yeah, but I'm putting all my begs in one ask-it." Now, it's been scrambled to be the theme song of the hoodlum's undertaker who is running low on coffins. The new title: "I'm Putting All My Yeggs In One Casket." Just goes to prove that an egg can be laid more than once!



### BEEF

(Source Of Strong Broth When Boiled)

### LINCOLN'S MOTHER GOOSE

Four and twenty blackbirds baked in a pie,  
When the pie was opened the birds began to cry!

And they cried out in glee, "We are FREE!  
We are FREE!"

But now the birds no longer sing—  
Freedom had a hollow ring.

### STRIP TREES

Here, in the close-beauty of summer, we take nature for granted. As time is figured in the massiveness of seasons, it will soon be fall. Ever notice how much more attention we pay to trees in the fall after they have de-nuded themselves? We love the crinkle underfoot of crisp, dead leaves. We burn them. We smell their aroma. We are aware of brown, lifeless leaves. Who has ever looked up to a leaf-laden tree and said, "I love your green blanket"? How alone is life and the living! Yet, each of us reads the obituaries and hurries to the wake. It is like pointing with pride to the dead trees in our home (furniture) and then reminding our departing guest to, "Walk around the elm tree, it's loaded with canker worms."



### CABBAGE

(Cabbage Flavors The Stew. The Flavor Lasts)

**LISTEN!** (To Edmund Denney)  
We see not with the eyes alone  
(Though wonderful they are)  
To peer into the future zone,  
To find the magic star

We must listen deep within. Then be  
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## Try This!



*The Jim Porters show us how to make their favorite dish: "Pennsylvania Dutch Pie"*

$\frac{3}{4}$  cup flour  
1 cup sugar  
2 tablespoons butter  
Pinch of Salt

Sift flour, salt and sugar together. Add butter and mix until crumbly or until it can be pressed into coarse crumbs. Put one can of fruit (any kind of fruit is good) in the bottom of a nine-inch pie dish which has been buttered. Pour in enough of the juice to cover the fruit. Place crumb mixture over fruit and bake in a 400 degree oven until the crumbs are brown. Serves 6.

### CORN, BEEF AND CABBAGE

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All Quiet—then rejoice!  
Though eyes be blind—we still can see  
For Vision is a Voice!

### ALL THAT GLITTERS

Little Albert had as much privacy as a goldfish in a bowl. That was because Albert WAS a goldfish—in a bowl. There is only one worse thing than being a goldfish in a bowl—and that's being a goldfish in a bowl in the five and ten cent store. He was. The lady working behind the counter in aquarium supplies called him Albert. She thought he was a girl goldfish. But instead of laying eggs this fellow chased the fish that did. The lady was a nice lady but she knew enough to call him Albert after that. The girl fishes in the big glass tank were the cause of Albert ending up in a bowl all by himself. They kept laying eggs which kept Albert busy. Albert was tired. He gazed longingly at a private, smaller bowl on the next table. The nice lady ladled Albert into his very own bowl. Before long, Albert was lonesome. Back into the big bowl! Now he was happy again. There he was back with his

friends, and no doubt about it, Albert was the most handsome of all! How he thrashed around and around and around! He wasn't getting anywhere, but then, a goldfish wasn't supposed to be going anywhere—anytime. Plenty of humans go around in circles all their lives. And they aren't confined to a glass bowl, either. But that's getting into Saroyan's, Corwin's and Steinbeck's neighborhood, and I want to stay in my own backyard. All I want to do is tell a story.

One day a fish fancier floated into the aquarium section. Deliberately, and without hesitation, he snapped his hamhock fingers in the water of Albert's bowl. "Fool," shouted the man. "You'll never get anywhere going 'round and 'round!" And Albert thought, "You live in a sort of blood-filled globe yourself. Whither bound?" Maybe it was just as well that Albert just thought it. He couldn't talk! It was just as well. Maybe it took a poor fish to make some men feel important.

The days wore on without incident until that Monday night when Albert heard the sweep of a net over his back! He scampered to the bottom of the huge tank and hid in the green moss. Peering from be-

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## CORN, BEEF AND CABBAGE

(Continued from Page 11)

hind a clay castle, he saw a little boy and his mother standing alongside the tank. The mother had a quarter in her hand. Albert knew what that meant! Plain fish were 15 cents. Handsome goldfish like Albert went for a quarter straight. Of course, the mother could have asked for a plain fish and didn't have the correct change, but that's not the way Albert figured it. Don't ask me how he reasoned. When a goldfish gets into a spot like that you can't expect him to be rational. Then! Then he saw it! The little boy was pointing right at Albert and he was shouting over and over, "The big gold one, Mommy! That's the one, Mommy, the one with all the gold that shines!" Three minutes later, Albert was cruising down a side street inside a paper carton—a plain, paper carton like the butcher uses for oysters and sauerkraut. This wouldn't have been bad transportation for a guppy, but Albert thought, "Me! Me! A GOLDFISH! Going steerage!"

We could easily make a serial or novellette out of this story, but I know you are anxious to find out how this thing ends. So am I. Let's be brief.

At Albert's new home there was a cat named Figaro.

I haven't the slightest idea where the souls of dead goldfish go, but for two dollars I'll lay it on the line that somewhere, today, Albert is in Fish Heaven wondering why God didn't make him a plain cod or halibut instead of a goldfish. I kind of think that Albert knew, beneath his glitter, that he wasn't real gold after all. I believe Albert knew he was more ornamental than useful. I believe Albert would be the first to admit that he could have served mankind better as a cod or halibut. Then, he could have been manufactured into energy-packed fish oil. Vitaminized oil to be swallowed, to make strong legs to walk to "the dime store," to make strong eyes to spot goldfish in big glass tanks, to make strong lungs to yell out thru healthy young teeth, "The big gold one, Mommy! That's the one, Mommy, the one with all the gold that shines!"

Our plates are clean! Our frugality here means another meal—another day.

## RAMBLINGS

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fractured in three places. He has to have a heavy cast on his leg from the hip down and as active as Kenny has been, it is really a trial for him to have to get around on crutches. We are all so sorry for him and still there is nothing we can do to relieve his discomfort.

The entire WIBW staff wish to express their deepest sympathy to our chief engineer, LEWIS DICKENSHEETS, whose mother passed away June 11.

Congratulations to Mr. and Mrs. Johnny Williams on the birth of a daughter, June 2, to whom they have given the name "Vicky Jo." Mrs. Williams is RUTHIE MICCOLIS of our talent staff and Johnny is a reporter on the Topeka Daily Capital. The Williams have another daughter "Dawn," age 18 months.

DUDE and I enjoyed a wonderful two weeks vacation in Florida. The motor trip down thru the South was very interesting and our stay at the Kenilworth Hotel on the ocean at Miami Beach was really relaxing and exciting. Arthur Godfrey broadcasts and telecasts from the side of the private swimming pool at the Kenilworth. Perhaps someday MR. LUDY will let us take our staff to Miami Beach and broadcast the KANSAS ROUND-UP. I shall have to ask him about that. On second thought maybe I had just better settle for the Fair grounds at Topeka. So long till next time ... Miss Maudie.

Red, the Ed, and his family were driving along on their vacation in the Ozarks and Red realized he was lost. He saw an old man and asked him if he knew the way to the next town. The old man said he didn't, so Red drove on. Half a mile down the road, he heard shouts and turning, he saw the old man and another fellow waving at him. So Red backed up to where they stood and the old man said, "This is my friend, George. He don't know, either!"

## FARM TALK

(Continued from Page 4)

Final work plans for all the pilot watersheds have been completed in the field and are in the regional office at Lincoln, Nebraska, for the final draft.

Contracts have been let and construction is under way on three large flood control dams in the Little Delaware Watershed in Brown County and one in the Snipe Creek Watershed in Marshall County.

Additional contracts were let this month on two projects in Marshall County, and on one in Osage County June 4.

Let's all set aside August 18 for the Delaware Watershed Celebration at Powhattan, Kansas.

One of our finest experiences for a long time came while we attended the National Livestock and Meat Board's Annual Meeting in Chicago the 17th and 18th of last month. We met representatives from some 28 states. Learned the importance of promoting the sale and proper cooking and handling of products from the animals we produce in such great abundance in the Midwest. The National Livestock and Meat Board was established many years ago, expressly for that purpose. They are doing a swell job, and I'm sure that your full cooperation will be much appreciated. After all, the sale of livestock and livestock products makes up about 55.5 per cent of the total farm income in the United States.

See you next Round-Up time with more "Farm Talk."

## CHATS AROUND THE AERIAL

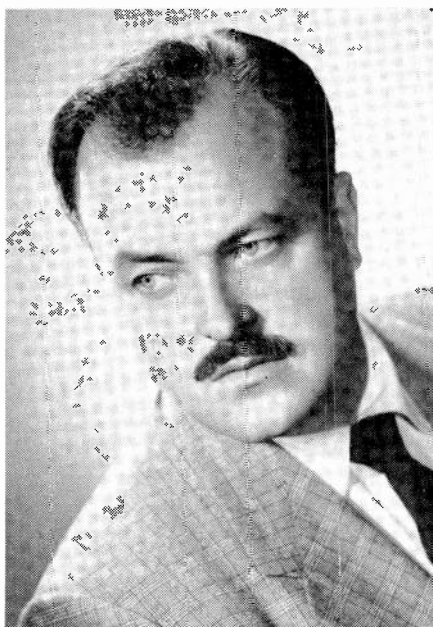
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you consider yourself in fact, if not in law, a free and sovereign political entity.

So, it might not be amiss for Americans to rank July 26 along with July 4 in those of our thoughts which we devote to the courage of our forefathers when they chose a highly dangerous freedom instead of the lazy economic and political comforts of a subordinate place in the British imperial family of nations!

## — CBS Notes —

Madam Summertime is with us bringing all her schedule changes. Some CBS "regulars" are off for the summer, there are replacement shows, and changes in time for others. If you haven't located your "Gunsmoke" show, which was heard Saturday nights, tune in at 8:00 p.m. Monday and you'll catch every episode.



Here's the fellow you hear as the star of "Gunsmoke." He's William Conrad, who specializes in rough-hewn portrayals.

Would you like to hear your favorite tune on "Curt Massey Time"? Curt says there are two ways to do it. First, write to him in Hollywood or the next time you're in Movietown, visit the show and talk to him after the program. One reason this show has been so popular for so long is that Curt, Martha Tilton and Country Washburne welcome fan mail and a chance to talk about their favorite tunes with their audience. As Curt puts it: "It is vitally important to us to know what the public desires in the way of music. Once we become entranced with what we think

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## WES CELEBRATES THE 4th

(Continued from Page 2)

good joke on himself as well as at the expense of someone else. (If you don't believe that, check with Virginia May, his secretary.) So, the folks who know Wes, know that they are "in for some fun" when he is around.

The first Agricultural Tour to Hawaii in 1952 was sponsored by the WIBW Farm Department with Wes Seyler at the controls and everyone who had the pleasure of taking the trip reports that Wes showed them a wonderful time from start to finish.

The RFD Roundtable was his first regular radio program heard at 6:30 p.m. each Saturday, but the demands for his time were soon to increase and today "Wes and Purina Markets" are a habit with the folks in the WIBW listening area. Also, he is MC for the 6:45 a.m. Lederle Farm Show with Jimmie Pierson and the Novelty Boys, one of our most popular shows. "Farmers' Forum Time" is another familiar program at 8:00 each Sunday morning as Wes visits with his farm friends.

Now, television is making another demand upon this busy man's time. Regular programs include the "Farm Editors' Forum" at 5:00 p.m. the first Saturday of each month and there are more and more special farm TV Shows. You will be seeing more of him, too, as WIBW-TV increases its power and more farm programs are started.

These are a few of the highlights of the many activities of WIBW's RFD, Wes Seyler, but before we sign off we want to mention "Snooks" and "Puddie" Seyler (Muriel and Mary Jo) as rating first with Wes; and they deserve a bouquet for the support and encouragement given to Wes and for the many long and lonely nights at home while Wes "rides the circuit" as your RFD.

Your many friends and co-workers wish you a HAPPY ANNIVERSARY, Wes! And may you have many more at WIBW.

Snerd: My uncle had an operation once and they left a sponge in him.

Bergen: Does he have any pain?

Snerd: No, but he gets awful thirsty.

## INTERESTING RECOLLECTIONS

(Continued from Page 3)

ager then attempted to help out, but he couldn't do any better. So between announcements, I came out to the phone and I couldn't understand the name. Finally in exasperation the lady angrily said: "What's the matter with you folks at KFJB anyhow? Can't you understand plain English?"

The wages on my first job in radio were far from being good even for that depression year of 1935. I got \$15 per week for eleven or twelve hours per day. The chief engineer also got \$15 per week. We got our heads together and decided between us that as college graduates we ought to have more money. So we went in together to see the boss. Going in together gave us courage for the task ahead. We ventured the opinion that we had served our apprenticeship and were deserving a raise in salary. The boss looked at us for a moment and then asked: "Do I understand that you boys are unhappy with the situation?" We both vowed that we were. "Well," said he, "I don't want any unhappy folks working around here. You won't be unhappy very long because in two weeks from today you'll be as free and happy as birds, because you won't be working here." And so ended the first chapter in the life of Don Hopkins, radio announcer. If Red, the Ed, will let me do it, I'll tell you next month how that first kick in the pants in reality became my first real boost in the radio profession.

## CBS NOTES

(Continued from Page 13)

is good music, we lose our public, and what's worse—a sponsor, too!

## Coming Events

## BIRTHDAYS

Edmund Denney ..... July 18  
Elsie Shideler ..... July 24

## ANNIVERSARIES

Willie and Lois Pierson ..... July 12  
Mr. and Mrs. Olaf Soward ..... July 14  
Mr. and Mrs. Art Holbrook ..... July 18

## Welcome Newcomers



Meet Vicky Jo Williams, daughter of Mr. and Mrs. John Williams, born June 2.



This young lady is the new 6-months-old baby of Mr. and Mrs. Hilton Hodges.

### 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 Productions

#### MORNING

- 5:00—**Wilbur Levering's Farm Time** ..... Mon. thru Sat.
- 5:40—**News** ..... Mon. thru Sat.
- 6:00—**Wilbur Levering's Farm Time** ..... Mon. thru Sat.
- 6:30—**Gooch Farm Topics** ..... Sun.
- 6:35—**Farm Service News** ..... Mon. thru Sat.
- 6:45—**Lederle Farm Show** ..... Mon. thru Sat.
- 7:00—**News (Garst & Thomas)** .. Mon., Wed., Fri.
- 7:15—**Shepherd of the Hills**..... Mon. thru Sat.
- 7:30—**Miccolls Sisters** ..... Mon. thru Sat.
- 7:45—**Edmund Denney Time** ..... Mon. thru Sat.
- 8:00—**News** ..... Mon. thru Sat.
- 8:05—**Coffee Time** ..... Mon. thru Sat.
- 8:15—**Farm News** ..... Sun.
- 8:30—**Ray and Elda** ..... Mon. thru Sat.
- 8:45—**Smiley Burnette Show** ..... Sun.
- ..... (Sweetose Waffle Syrup) .. Mon., Wed., Fri.
- ..... Jimmie Pierson ..... Tues., Thurs., Sat.
- ..... Grace Cathedral Choir ..... Sun.

- 9:00—**Shen and Kaw Valley Boys** ..... Mon. thru Sat.
- 9:25—**News** ..... Mon. thru Sat.
- 9:30—**Church of the Air** ..... Sun.
- 10:00—**Salt Lake City Tabernacle** ..... Sun.
- 10:30—**Plano Ramblings** ..... Mon. thru Fri.
- 10:35—**Invitation to Learning** ..... Sun.
- 10:45—**Kitchen Club (Tidy House Products Co.)** ..... Mon. thru Fri.
- 11:00—**Judy and Jane** ..... Mon. thru Fri.
- 11:05—**First Methodist Church** ..... Sun.
- 11:15—**Aunt Jenny's Stories** ..... Mon. thru Fri.
- 11:30—**Weather Bureau** ..... Mon. thru Sat.
- 11:35—**Dinner Hour** ..... Mon. thru Sat.

#### AFTERNOON

- 12:00—**News (Perfex, Gloss Tex., Shina Dish and Dexol)** ..... Mon. thru Sat.
- 12:15—**Weather Reports** ..... Mon. thru Sat.
- 12:20—**Purina Markets** ..... Sun.
- 12:30—**State of Your State (Kansas Business and Construction Magazines)** ..... Sun.
- 12:45—**Western Star Time** ..... Sun.
- 1:00—**Ernie Quigley, Sports** ..... Sun.
- 1:30—**On A Sunday Afternoon** ..... Sun.
- 2:00—**Arthur Godfrey Show** ..... Sun.
- 2:30—**Robert Q. Lewis** ..... Sat.
- 2:45—**Robert Q. Lewis** ..... Sat.
- 3:00—**The Second Mrs. Burton** ..... Mon. thru Fri.
- 3:15—**Kansas Round-Up** ..... Mon. thru Fri.

August M. Flaks,  
LeRoy, Kansas. Rt. 3

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- 3:30—City Hospital (Carter Products).....Sat.  
The Leading Question.....Sun.  
3:40—News .....Mon. thru Fri.  
3:45—Ma Perkins  
(Procter and Gamble)....Mon. thru Fri.  
4:00—Road of Life  
(Procter and Gamble)....Mon. thru Fri.  
Dr. Charles E. Fuller  
(Gospel Broadcasting Co.) .....Sun.  
Washington U. S. A. ....Sat.  
4:15—The Guiding Light  
(Procter and Gamble)....Mon. thru Fri.  
4:30—Saturday at the Chase.....Sat.  
5:00—World Assignment.....Sat.  
Farm Editors Forum 1st Sat. each Month  
Syncopeation Piece .....Sun.  
5:15—U. N. On Record.....Sat.  
5:30—Alka-Seltzer Time  
(Miles Laboratories, Inc.) Mon. thru Fri.  
Summer in St. Louis.....Sun.  
Sports Round-Up .....Sat.  
5:45—Perry Mason  
(Procter and Gamble)....Mon. thru Fri.  
Trading Post News .....Sat.

**EVENING**

- 6:00—News .....Mon. thru Fri.  
(Butternut Coffee) ....Mon., Wed., Fri.  
(Trading Post) .....Tues., Thurs.  
Capital Cloakroom .....Sat.  
Juke Box Jury .....Sun.  
6:15—Sports News .....Mon. thru Fri.  
6:25—Weather .....Mon. thru Fri.  
6:30—Sunway Jamboree (Sunway  
Viamins) .....Mon. thru Fri.  
R.F.D. Roundtable .....Sat.  
Juke Box Jury (Toni Co.) .....Sun.  
6:45—Edward R. Murrow.....Mon. thru Fri.  
(Ford Division, Ford Motor  
Company) .....Mon., Wed., Fri.  
News .....Sat.  
7:00—My Friend Irma .....Tues.  
(Bobbi Pin Curl Home Permanent  
and Carter Products)  
People Are Funny (Amana "Stor-Mor"  
Freezers and Air Conditioners)....Tues.  
FBI In Peace and War (Wm. Wrigley  
Jr. Co.) .....Wed.  
Meet Millie .....Thurs.  
Mr. Keen, Tracer of Lost Persons.....Fri.  
Escape .....Sat.  
Gary Crosby .....Sun.  
7:25—News .....Wed., Thurs., Fri.

- 7:30—Arthur Godfrey's Talent Scouts  
(Thomas J. Lipton Co.).....Mon.  
Suspense .....Tues.  
21st Precinct .....Wed.  
That's Rich .....Thurs.  
Arthur Godfrey Digest .....Fri.  
(Bristol-Myers Co., and Eversharp, Inc)  
Nightwatch .....Sat.  
My Little Margie  
(Philip Morris Cigarettes).....Sun.  
8:00—Gunsmoke (Chesterfield Cigarettes) Mon.  
Co.) .....Tues.  
Johnny Dollar (Wm. Wrigley, Jr.  
Crime Photographer .....Wed.  
On Stage .....Thurs.  
Arthur Godfrey Digest.....Fri.  
Two for the Money (Old Golds).....Sat.  
The Cobbs .....Sun.  
8:25—Music .....Wed.  
8:30—Gangbusters (Wm. Wrigley Jr. Co.) Mon.  
Jack Carson Show .....Tues. thru Fri.  
Kansas Round-Up .....Sat.  
Freddy Martin Show.....Sun.  
8:55—Bob Trout News (Chevrolet Motor  
Co.) .....Mon. thru Fri.  
9:00—Red Skelton Show .....Mon. thru Fri.  
9:30—Music Room .....Mon.  
Emahizer-Melodies (Emahizer-  
Spielman Furn. Co.) .....Tues., Thurs.  
Let's Go To Town.....Wed.  
Join the Navy .....Fri.  
Kansas Round-Up (Emahizer-  
Spielman Furn. Co.).....Sat.  
Here's To Veterans.....Sun.  
9:45—Music Room .....Mon.  
Capitol Federal Bandstand (Capitol  
Federal Savings & Loan  
Association) .....Tues., Thurs.  
Ray Beers Show  
(Ray Beers Clo. Co.)....Wed., Fri.  
Kansas Round-Up (Capitol Federal  
Savings & Loan Assn.).....Sat.  
The Bandstand .....Sun.  
10:00—News .....Mon. thru Sun.  
10:15—Dance Orchestra.....Mon. thru Sun.  
10:45—Dance Orchestra .....Mon., Wed., Sat.  
Ernie Quigley Sports .....Tues., Thurs.  
11:00—News .....Mon. thru Sun.  
11:05—This I Believe.....Mon. thru Fri.  
11:10—Dance Orchestra .....Mon. thru Sun.  
12:00—Sign Off .....Mon. thru Sun.