

WIBW *Radio and Television*

February
1955

ROUND UP



The WIBW Round-Up Magazine is published monthly by the WIBW Round-Up. Allan Young, Editor. Two weeks' notice necessary for change of address. Subscription rates \$1.00 per year. Mailing address, Box 119, Topeka, Kansas.

Sweethearts of Radio and TV

by Don Hopkins

Without a doubt—the best-known man and wife team in both radio and TV in the entire Midwest—that's what they are saying about Mr. and Mrs. LeRoy Carlson, Dude Hank and Miss Maudie to their fans. For many years Miss Maudie has been program director of radio station WIBW. She has been in charge of a live talent staff that has numbered as many as forty-five people. In addition to her varied programming efforts, Miss Maudie has long been featured as a piano player. "Piano Rambblings" with Miss Maudie by way of radio is heard each morning Monday through Friday at 10:30, via TV and Channel 13 at 6:45 p.m. Wednesdays. In addition you hear her at the piano on the FARM TIME JAMBOREE at 5 o'clock each morning—Monday through Saturday and on the Dinner Hour each morning Monday through Saturday at 11:30—plus the SATURDAY NIGHT KANSAS ROUND-UP.

Dude Hank, Mr. LeRoy Carlson, has been a featured trumpet player on WIBW radio for many years. Prior to coming to WIBW, Dude played with Wayne King's orchestra out of Chicago on the "Lady Esther Serenade" and for a while had his own band on tour. Some of his most valuable work on radio has been in the special arrangements of well-known numbers for the gang to play.

Both Miss Maudie and Dude Hank have been the composers of melodies. Dude Hank has composed two well-known novelty numbers for the trumpet. They are "Cry Baby Trumpet" and "The Trumpet Has a Cold." Miss Maudie's best-known number is called "The Holiday Polka." And there are others.

With the coming of TV the Carlsons' work has doubled. As we mentioned Miss Maudie has four shows per week on TV that she is responsible for from the music

standpoint. There's FRIENDSHIP HOUSE with Eddie Jones as the singer and host, Monday, Wednesday and Friday at 2:15 p.m. and Miss Maudie's own PIANO RAMBLINGS show at 6:45 p.m. each Wednesday. So far Dude Hank has not played the trumpet on TV. But he does have a most vital job. He is a director of TV programs and that involves much more than you might think. He builds the most wonderful miniature sets. These sets are 12 by 18 inches in size. The telescopic lens on the TV cameras blows them up to full size so that the sets look very real indeed. To give you an idea of Dude's versatility I'd like to tell you about a couple of miniature sets. One was used in connection with Miss Maudie's playing of "Frosty the Snowman." He made up a snow scene with a miniature house and trees. Then he put "Frosty the Snowman" on a string so that he could be manipulated across the set. Another time Miss Maudie played "Harvest Moon." Dude painted a pretty moon on a canvas, placed it on a roller and used a meat grinder handle to turn the roller so that the "Harvest Moon" could come up clear across the set. Still another time Dude Hank arranged mirrors in triplicate so that the TV audience could see Miss Maudie three times at once while playing the number, "Me, Myself and I."

Miss Maudie feels that one of the wonderful things about her job has been the opportunity to meet so many outstanding personalities. So many folks go to Hollywood to see the stars but Miss Maudie has not had to leave Topeka to see the stars. She has played for Bing Crosby, Bob Hope, Danny Kaye, Gordon MacRae, Marilyn Maxwell, Duke Ellington, Francis Langford, Gene Autry and last but not least did a double piano number with Librace on his first appearance in Topeka some five years ago.

I'm sure you can see now why I have dubbed Mr. and Mrs. LeRoy Carlson—"the Sweethearts of Radio and TV. And we at WIBW and WIBW-TV find them most indispensable.

What's Cookin'?

by Dottie Paige

Cooking has always been a hobby of mine, and you know, you don't often find a job where you can spend a great deal of your working day doing something you've always liked to do in your spare time. But if I'm dreaming, don't wake me. I like it!

I think my interest in cooking started at a very early age. I'm not sure just when it was; but I do know that I was always set on doing the very thing I was too young to do, whether it was helping Mother in the kitchen, or helping Dad in the store.

My father was in the grocery business in Topeka for over 30 years, and like most grocers' families, our lives revolved around the store. We spent a great deal of time there, and I always liked to tell people that I cut my teeth on the meat block.

My evenings after school, and school vacations were always spent helping in the store. If I was allowed to do the things I wanted to do, I liked it; but I constantly complained that I had to do the things I didn't want to do, like stocking shelves, and dusting counters. The thing I liked best was when new products were introduced on the market. I would take them home and try them out on the family for dinner, thus developing my passion for cooking.

One incident in connection with the store

which I know I shall never live down, occurred when the butcher was ill, and I was helping in the meat department. We had just received a shipment of pork tenderloins, and I was cutting them up and pounding them, when suddenly the one I was pounding disappeared. Two of us hunted high and low for that tenderloin, and finally found it stuck to the bottom of the shelf over the meat block. That was my last day in the meat department.



When Dottie Paige smiles for the cameraman during her "What's Cookin'" show, she isn't just acting. Dottie really likes to cook.

My public performances started at the age of five. Mother had insisted upon my taking dancing lessons, even though it seemed hopeless to me. I just couldn't make both feet go different directions at the same time. But eventually, I progressed enough to take part in the annual dance revue and mother worked for days making my costume, a sailor middy and tights.

After a slow beginning, dancing became my first love, and I kept on with it for almost 15 years, dancing at club meetings, county fairs, and school programs.

I suppose that dancing really brought out the ham in me, and when I had an opportunity to do a radio program with

(Continued on Page 10)



During these days a person is apt to hear most anything. A fellow the other day was trying to relate to me the approach some folks use to success. It goes something like this: "Find out where the money is and get there as quickly as you can, and when you get there get all you can get there, and then get out of there with all that you could get out of those that are there before those that are there get out of you all that you got after you got there." This really doesn't make a whole lot of sense except that it seems to follow the old adage, saying that "the early bird gets the worm." That's all right too, providing there's time for the first bird to down the worm before other, like-wise hungry, birds arrive.

Farmers today live in a rapidly changing world. Customs, habits and practices used only a few years ago are readily being outmoded. A fellow has to get up early, do all of the necessary jobs set aside for this day, and then read, study and ponder long into the night if he wants to keep pace with progress. And this he must do if he hopes to make a success in this business of farming. A short while ago I was talking with one of the outstanding livestock breeders in the State of Kansas. We were discussing the several times we would announce his forthcoming sale on our farm shows; all about the costs and the number of announcements. I mentioned that we had available three gratis announcements for his sale prior to six o'clock in the morning. Immediately he replied, "Those spots before six in the morning are just right. If my potential customers are not up prior to that time, they are getting around a little too late to do business with me anyway."

The composition of farm production in the United States has been changing in recent years along with the pattern of food

consumption. Higher incomes, of the buying public, have encouraged greater consumption of livestock and livestock products and the production of these products has increased more rapidly than crop production programs with the shifting demands of the consumers. Furthermore, the production control program has encouraged farmers to shift production.

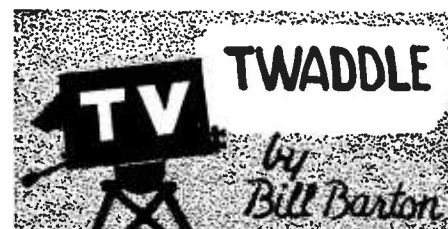
About 90 per cent of the agricultural products produced is consumed within the nation. Therefore, the population growth and the consumption habits of the American consumers have a vital influence on the market for farm products.

On an average, production of livestock and livestock products has increased about 2.5 per cent annually, while that of all crops has increased at an annual rate of only about 1 per cent. This indicates that farmers are responding to consumer demands for relatively more livestock and livestock products as compared with crops products. If individuals continue to consume small quantities of cereal products and larger quantities of meat, farmers in this area will place more emphasis on the production of meat animals and less on that of wheat for use as a human food.

The National Livestock and Meat Board makes available some late information on what we Americans are doing with our meat dollar. Here's some...

Millions of America's homemakers go to market every day to purchase the foods which insure three meals per day for their families. Many foods are on their shopping lists. One of the most important is meat—the food around which homemakers build their daily menus. Tentative figures show that a year ago the retail value of the meat consumed per person in the U. S. A. averaged \$81.00. Of this amount \$41.00 was spent for beef. Pork accounted for

(Continued on Page 6)



Well this month things are looking up a little. "Red, The Ed" only had to twist my arm twice, and one of the main reasons that he was able to get me to buckle down at the typewriter with a little less persuasion than usual is that we have a new girl on the staff out at TV Hill. Although Bea Smith, who did our "What's Cookin'" show from its beginning in February until she became ill in November, is getting along very nicely, she wouldn't have been able to come back to work for a long, long time. So Dottie Paige, who has been well known to local radio listeners for several years, joined our staff as Women's Director. She started handling the "What's Cookin'" show on January 5 and yours truly has been relaxing ever since that day. So things are some better these days.

We have mentioned before some of the wonderful people who helped us carry on the "What's Cookin'" program during the period when we were doing it solo. We want to present a medal, the Order of Trouper, First Class, to Ann Schartz for valorous conduct above and beyond the normal call to duty. Annie, who is one of our most reliable and competent kitchen guests, was signed up to do the show with us on the 30th of December. We didn't hear anything from her for a day or two before the 30th, but thought nothing of it since Annie is always 100% reliable. Come to find out, she was in bed with a bad case of the flu. She got out of bed to come to the studio for the show and was literally sick as a dog all during the performance. We tried (in a half-hearted sort of way I'll have to admit), to talk her out of going on with the show but there's a kid that just won't quit. Our hat is definitely off to little Annie.

After Dottie Paige had done the "What's Cookin'" show for about a week, she had a very unfortunate accident one morning.

Somehow or other, the meringue on a lemon pie got a shade overheated. As a matter of fact, if you are the kind of person who likes to call a spade a spade, you would probably come right out and say the thing got burnt. Well, Dottie scraped that one off, put on another one and darned if that one didn't get a shade over-toasted, too. That little incident, plus the fact that, like all good cooks with an eye for the decorative, Dottie uses lots of parsley, led to the formation of a fiendish idea in the fiendishly fertile brain of Charlie King, our Chief Audio Engineer. Just before show time one afternoon, Charlie showed up on the kitchen set with a large sign which he allowed he was about to tack on the front of the kitchen table. Charlie said he thought it was just the thing to use to open the show. The sign read, "What's Burnin' with Parsley Paige." Charlie didn't eat quite so well for a day or two, but everything is settled down now and he is

(Continued on Page 13)



A boy, a bat and ball, and a broken window pose a problem for Dr. Thomas Wilson (Steve Dunne), child psychologist, who, at home, is "just plain Dad" to wife Helen (Barbara Billingsley), daughter "Kit" (Beverly Washburn) and son "Twig" (Ted Marc), on "Professional Father," which is on Channel 13 Saturday at 9:00 p.m.

AROUND the STUDIOS with Hilton

From our Studio Home we watched the Inauguration Ceremonies on the Statehouse Grounds, just three blocks away. It was a beautiful day and a big crowd was on hand. WIBW broadcast the noontime ceremonies direct from the Statehouse, and the TV News Department made a fifteen-minute film which was televised at 10:15 p.m.

Also from our Studio Home, we've watched the start of construction on the new 12-story State Office Building. Up to now it's been the removal of hundreds of truck loads of dirt and the foundation work. But there's hope that the new building will be finished before 1957.

We've had some program changes which you've perhaps noted. "Breakfast on the Trail" has replaced "Sweetheart Time" at 7:30 each morning. In the afternoon, "Road of Life," "Ma Perkins" and "Guiding Light" have moved into the 3:15 to 4:00 time followed by News and "Matinee Time." And if there are basketball fans at your house, remind them that WIBW is broadcasting all of the Kansas State games, at home and away. And on WIBW-TV, you'll see Tex Winter, head basketball coach at Kansas State College, each Wednesday night at 8:00 and Dr. Forest (Phog) Allen, head coach at the University of Kansas, on Thursday evening at 7:00.

The WIBW Farm Department was busy the first new month of 1955. Wilbur, of course, spent several days at the National Western Livestock Show in Denver, where he made several recordings with exhibitors and visitors in WIBW-Land. Wes attended annual Soil Conservation Districts meetings in Coffey, Nemaha and Wabaunsee Counties. Dick was close by most of the time, announcing his own shows and filling in for Wilbur. Perhaps the outstanding farm meeting this past month was the annual meeting of the Kansas State Board of Agriculture, here in Topeka. Canada's Minister of Agriculture was one of the noted speakers on the program. He was entertained by Capper Publications at a luncheon and then was

guest of honor on WIBW-TV, when the Farm Department presented a special show.

Don Hopkins is again reading clerk in the Kansas House of Representatives—his 6th Session. His duties include calling roll of the 125 members each day, reading the Titles of Bills on the first and second readings; and after the Committee discusses the bill and recommends it to the House, Don reads the entire bill. He also reads house resolutions and joint resolutions. A few bills require as much as an hour to read but most are brief and Don says the average may be two minutes. Don works from 10:00 to 12:00 noon plus an hour in the afternoon. He loves his job and reminds visitors that more than half of the legislative work is done in committee and not on the floor. Bills are discussed and amendments offered from the floor but a great part of the work in preparing, and discussing legislation is done in committee.

Miss Maudie and her "Piano Ramblings" is still one of our best radio programs at 10:30 each morning. If you have TV, you've probably seen her at 2:15 p.m. on Monday, Wednesday and Friday on the Eddie Jones Show, "Friendship House." It's a smooth, easy program which they both enjoy. Now Eddie has another TV program, "Cloud 13," 10:30 to 10:45 each evening. Take a look!

We hope the year started well for you and will continue that way for you and yours!!

FARM TALK

(Continued from Page 4)

\$32.00 and the remainder—or \$8.00 per person—was spent for lamb and veal. It is interesting to note that during the past four years, for example, from 5.5 per cent to 5.7 per cent of the disposable personal income was spent at the meat market.

Some interesting and timely information relative to meat was revealed through a survey some months ago among thousands of homemakers. This survey showed among other things, that only 4 per cent of the women were without meat storage facilities, some using at least two types of equipment. Forty per cent used the freezing compartments in their refrigerators—36 per

(Continued on Page 11)

Network Notes.....

by Kathryn Young



When we tear the January page off the calendar and FEBRUARY hits us in the face, we know spring is not far behind. And this spring holds plenty of excitement for Gale Storm, star of the Philip Morris radio series, "My Little Margie." Within a week after her television appearance solely as a songstress, she received a bid from Milton Berle for a guest appearance on his show in New York this spring and Jimmy Durante put in a bid for Gale to share the spotlight on his show. Then, too, Gale received bids from the Thunderbird in Las Vegas asking for six weeks twice a year instead of the original three agreed upon.

If you want to see a preview of high fashions on an eye-catching bevy of models, be sure to keep watching the "I Love Lucy" TV shows. They have filmed the episode to be released late this month featuring Don Loper, one of the world's best-known designers, and his originals created for the wives of some of your favorite actors. These women will act as models on this show, and they include Mrs. Gordon MacRae, Mrs. Dean Martin, Mrs. William Holden, Mrs. Van Heflin, Mrs. Forrest Tucker and Mrs. Richard Carlson.

Things really sizzled at the rehearsal of a recent "Gangbusters" broadcast. For a scene which called for some frying sounds, Orval White, the sound effects man, used an electric hotplate, a skillet and real ingredients. However, like other amateur cooks, he inadvertently fried a few of his fingers. White struggled through the rest of the broadcast with a bandaged hand and laughingly remarked he certainly threw himself into his work that time!

Bing Crosby is not the necktie-wearing type, but he owns one tie which he prizes most highly. It belonged to President Eisenhower. Bing found the tie and a few golf tees at a golf club in Palm Springs when he was assigned to the locker the President had used a week earlier.

As electronic host to Edward R. Murrow on "Person to Person," Robert Q. Lewis was tremendously impressed by the program's elaborate technical arrangements. "The technicians, cameras and equipment were in my apartment and Mr. Murrow interviewed me from his studio," said Lewis. "It was a very complex set-up but I understood it all because the engineers explained it to me; except for one thing: there was Mr. Murrow sitting in his studio smoking a cigarette, but the ashes were landing on my rug."

Hats off to Herb Shriner, star of "Two for the Money." He's proceeding with the formation of a national young people's harmonica orchestra as a model activity for local groups dealing with the problems of juvenile delinquency.

Everybody seems to have a favorite story. One of Gene Autry's is about the Old West concerning the know-it-all dude who wouldn't take advice from the old-timers. Result was he bought the same herd of cattle eight times. The critters were driven past him to be counted, then out of sight through a gulley, and back around the same hill again for another count.

Norman Macdonnell, talented West Coast producer-director now responsible for such CBS Radio programs as "Gunsmoke" and

(Continued on Page 10)

Ramblings

from a bottle of coke in his card; HERMAN enclosed a dime and said "coffee's on me this morning." (Herman and Jerome were always taking turns buying a cup of coffee each morning after their programs.)

MARGARET HOLMES, pretty hostess at the front desk, is recuperating from an operation and at this writing is still a patient at Stormont-Vail Hospital in Topeka. To her many friends who have chatted with her when visiting WIBW and who have sent her cards and messages she sends her gratefulness for their kind thoughts of her.

OLE LIVGREN was a pretty tired boy New Year's Day. The night before he started a little after 9:00 p.m. and played until 4:00 o'clock in the morning and all by himself, too. He was engaged to bring his Hammond organ to play the New Year's Eve party at one of the Country Clubs in Salina, Kansas. He took son, Larry, along for company during the drive down and back. The boys came back the next day, but Ole was ready for bed good and early that night.

WES SEYLER has a new western recorded show each morning at 7:30. It is called "BREAKFAST ON THE TRAIL," and features a variety of country style artists such as Webb Pierce, Red Foley, the Davis Sisters, Eddie Arnold and others. The boys in the control room seem to be his best fans as they are always sending in their requests for their favorite hill-billy or western singer. WES passes these along to KEN HERCULES, who selects the records used on the show. KEN, who has a great following on his "WESTERN STAR TIME," keeps up to the minute on all the hit tunes and artists, so he takes care of all the requests for WES in a pronto manner.

DON HOPKINS is now master of ceremonies on two other popular recorded shows. One at 8:05 a.m., "COFFEE TIME," and other at 4:05 p.m. Both programs feature the top tunes on the hit parade, which combine popular and western, also some religious quartet numbers for which many requests are received.

WILBUR LEVERING is the new announcer on the EDMUND DENNEY SHOW.
(Continued on Page 12)

JACK OSTRODE, master of ceremonies on the KAW VALLEY BOYS program at 7:15 a.m. is also quite a master of the culinary arts. Every Monday for the past couple of months, he took over the "WHAT'S COOKIN'" show on WIBW-TV. He and BILL BARTON kept the staff in stitches at the way they concocted and put together some of the tasty dishes. After the program was finished the camera men, engineers and announcers all lined up with their little plates to try them out and give their verdict. Well, everything that was served was simply delicious. We all know now one reason Eleanor Ostrode married Jack... "dat boy sho can cook."

BEA SMITH, who formerly handled the cooking show, has been seriously ill for the past two months. She is much better now; however, has been advised by her doctor not to resume the responsibility of the telecast. She asked me to thank all of you for your cards and letters of encouragement and cheer.

GLENN OSBORN is still busy playing with all the "big boy" toys he bought his baby son, Randy, for Christmas. Little Randy being just two months old couldn't run all the mechanical playthings, so GLENN had to operate them all day to see if they would work. If he doesn't let them alone, by the time Randy is old enough to enjoy them, they'll be all worn out.

HERMAN HOUSH celebrated his birthday January 4. As usual the staff gathered around in the talent lounge and sang "Happy Birthday" to him and enjoyed cup cakes and cokes. It brought to mind Jerome DeBord's birthday which was January 2. Jerome is now in Watsonville, California, so we all thought it would be nice to sing "Happy Birthday, Jerome"... and send him some cards telling him we were all thinking of him. EDMUND and HERMAN who were always exchanging gags back and forth with Jerome, decided to send him some special cards. EDMUND enclosed a cup cake wrapper and a cap

(Left) Information about Watershed District activities was given WIBW-TV viewers when Wes Seyler led a discussion with (left to right) Dwight Peyton, President, Kansas Watershed Assn.; Congressman Howard Miller, Hiawatha; and Paul Jameson, Garrison, Kansas.



The WIBW-TV Farm Department Presents:



(Above) Federal Meteorologist Richard Garrett explained to Dick Nichols and WIBW-TV viewers how a barometer works.

(Left) Channel 13 viewers had the honor of a visit with James Gardiner, Canadian Minister of Agriculture (center), when he, Roy Freeland, Secretary of the Kansas State Board of Agriculture (left), and Wilbur Levering had a discussion on agriculture.



NETWORK NOTES

(Continued from Page 7)

"Suspense," likes to think of himself as "a director from way back." He explains: "Before I directed radio programs I directed visitors' tours through the CBS Hollywood studios. I used to do a little acting on the side and audiences were sometimes astonished to see me drop my script and start leading a tour."

Bill Cullen of "Name That Tune," can tell you how to kill time while flying coast-to-coast. When he made such a flight weekly last year, he worked crossword puzzles, wrote an article on tropical fish, answered fan letters, made pencil sketches of fellow passengers, counted water towers, cleaned his hunting rifle and worked jigsaw puzzles.

The only member of the CBS-TV "Life With Father" cast with naturally flame-colored tresses is Lurene Tuttle, although she co-stars in the comedy series in the role of Mother Day with four (according to the script) "red-headed" sons and a "red-headed" husband, played by Leon Ames. When producer Fletcher Markle noticed that Lurene's titian locks "washed out" under the television studio lights, he told her make-up artists to brighten the color. Lurene was delighted. She said she'd always had a secret longing to touch up her hair and now she has a legitimate excuse.

Larry LeSueur, permanent editor of CBS-TV "Chronoscope," is a veteran news analyst, reporter and editor—and he comes by it naturally. His father was foreign correspondent for the New York Tribune and his grandfather was publisher of the Times in Tama, Iowa.

Although she didn't know it, a case of chickenpox caused Sherry Jackson to make a flop of her first screen test to play Olivia de Havilland as a child in "The Snake Pit." Sherry, who plays "Terry," the daughter of Danny Thomas on ABC-TV's "Make Room For Daddy," won the role of the daughter of Anne Baxter in "You're My Everything" on her recovery and to date has appeared in 30 movies as well as a number of TV shows.

Kiko, the Kangaroo of "Barker Bill's

Cartoon Show" on WIBW-TV, was inspired by an actual kangaroo whose antics disrupted the making of a documentary picture in Australia. This kangaroo made a goat look like a finicky eater by systematically gobbling film, sound tape and electric light bulbs. One of the members of the company was so vividly impressed by this kangaroo that later, when he went into the animation business, he made a cartoon character of him and he found his way to "Barker Bill's Cartoon Show."

WHAT'S COOKIN'

(Continued from Page 3)

several other students in high school, I thought it was wonderful. We had an hour program weekly on WIBW-FM, and after several weeks, I was sure radio was for me.

When I enrolled in Radio and Speech at Kansas State College, I was entering a field which I still think is most fascinating. My first year in school was the year K-State received a Wired Wireless transmitter, called the Voice of Kansas State College, KSDB. Those of us in radio called it the Voice of Nichols Gym. The studios were located on the third floor, and Nichols Gym was the only place you could hear the station. Later, however, we graduated to a 10-watt FM station, which we thought was the greatest thing since Marconi invented the wireless.

Between holding down the job of Program Director of the station, serving on the Board of Directors, and acting as secretary for the Radio Section, you would think I would have had enough of radio, but not so—I did the commentary on a daily five-minute broadcast on KSAC, called the "Market Basket." Listeners sometimes commented in their letters to the station that I read the news with enthusiasm. The effect was caused by the fact that I had to dash clear across campus and up three flights of stairs within ten minutes before the broadcasts, and I was merely in a hurry to get through so I could catch my breath.

Along with my radio activities, I man-

(Continued on Next Page)

FARM TALK

(Continued from Page 6)

cent used home freezers and 28 per cent used food lockers. These women listed "convenience," "money-saving" and "better meat" as the chief reason for refrigeration. When asked whether removal of the bone before cooking meat affects the flavor of the meat, 71 per cent voted "yes." This opinion was erroneous since tests have shown that the presence or absence of the bone in cooking does not affect the flavor of the meat.

Within recent years the American people have been often reminded of the dangers of being overweight. The medical profession is constantly emphasizing the dangers to health of carrying extra pounds. It is definitely known that heart disease, high blood pressure and other ailments are more prevalent among persons who are overweight. Fortunately, science has come to the rescue. Studies have revealed the value of a high protein diet for losing extra pounds, including meat, eggs, and other foods of animal origin. Moreover, meat, for example, also provides the minerals and vitamins necessary for optimum health. Meat with a minimum of fat is recommended in the reducing menu.

This all reminds us of a story: The years a lady takes off her own age are never lost, they are added to the years of her lady associates. I'm not wanted to be one to say that we could do this with a juggling of pounds, but would like to add that more of us could do well by following the advise of the National Livestock and Meat Board as regards to diet. See you next Round-Up time with more farm talk.

Mrs. Odetts: I called up my dressmaker and told her to send the dress over and if it was okay, I'd send her a check.

Margie: What did she say?

Mrs. Odetts: She said "Send the check over and if it's okay, I'll send the dress."—CBS Radio's "My Little Margie."

Intuition is the strange instinct that tells a woman she is right whether she is or not.

aged to participate in several plays in the dramatics department, serve on several YWCA committees and take active part in a church youth group and in my sorority. I loved basketball games and dances, and attended them frequently, as I still do. (That was during the time when K-State's football team was nothing to brag about.)

As you might well imagine, those four years of college passed very rapidly. However, between two college years, I found time to spend one very exciting summer in Chicago, as a publicist for the State of Kansas at the Chicago Railroad Exposition. One of my girl friends and I spent eight glorious weeks working in Chicago, with plenty of time to go sightseeing. During that time many interesting things happened, and we met many interesting people from all over the world. It has since been my ambition to write a book about it. One thing I remember particularly was meeting the Director of Agriculture from Argentina. He couldn't speak English, and we couldn't speak Spanish; but with the help of pictures and slides, we managed to get across to him what a wonderful place Kansas was to live in, and how rich it was in natural resources and agricultural development.

Since I am a native Kansan and have lived here all my life, I have always taken pride in the things Kansans do. That perhaps is the reason I am so proud of my collection of novels, and documentaries by Kansas authors. They are a bit foreign to my natural liking for murder mysteries, particularly by Earl Stanley Gardner and Ellery Queen, but they are written by Kansans, and I like them.

After graduating from Kansas State, I was sure that radio was the only career I would be satisfied with for the time being, and I was fortunate enough to find a position with a radio station here in Topeka. I had the rather dubious distinction of being the first radio saleswoman in Topeka. That, however, came to an abrupt end when the position of Woman's Editor opened, and I was asked to fill the job. I had two programs daily, "The Dottie Paige Show," each morning and "Mainly For The Missus" in the after-

(Continued on Page 12)

JEST

Lookin' over the county newspaper down at the Drug Store and usin' their heat to keep warm. I see where a cow was struck by lightnin', Saturday a week ago, belonging to ole Doc Doty who had a beautiful spotted calf only four days old.

The way that item reads... we must have a new copy boy down at the newspaper office.

One day last week the free warmers society at the barber emporium got a chuckle out of a report they read and it goes like this. "The procession at Judge Orton's funeral was very fine and nearly two miles in length, as was the beautiful prayer by Reverend Horsehigh."

Seewhat I mean...

Speakin' of the drug store, a young lady visitor came to our town and stopped in at the store. She wanted to know if it were possible to disguise castor oil. Sure, says Kendall. Kendall, that's our druggist down here. Well, 'bout that time the widder Jones sits down and she orders a chocolate soda—and she don't need it. So, Kendall bein' right neighborly, invites the other young lady to have a soda on the house while she waits. Well, she drank it down and again asks how to disguise castor oil. Well now, ole Kendall is a sly one. He beams and says to her, he says, "I just gave you some—in that soda." I never saw anyone cloud up and storm so much at one sittin'... and just because she wanted to know how to give her sister some castor oil without her knowin' it.

This weather has been a bit chilly this year. Most generally I just bring in one chunk of wood at every trip, but this winter, I always pick up a couple.

T'were a little drafty a couple weeks back and it took me awhile to figure it out... but a button and some thread fixed the flannels as good as new.

Gus, our produce man, says if you want to have a short winter, just have a bank note come due in spring.

Course we had one of the first signs of spring the other night. The city council voted to appoint a committee to take down

(Continued on Next Page)

RAMBLINGS

(Continued from Page 9)

Jim Porter, who has been working with EDMUND, resigned to accept another position. Jim's many friends miss him and wish him the best of success. In the meantime, WILBUR is taking care of all the nice mail and requests sent in on EDMUND'S program.

Until next time, so long...

Miss Maudie.

WHAT'S COOKIN'

(Continued from Page 11)

noon. The morning program consisted of news, current events, and interviews with people in and around Topeka. "Mainly For The Missus" was about food, recipes, and good food buys on the market. I wrote, produced and narrated the programs for almost three years, and it was most gratifying, chiefly because of the wonderful people I worked with, individuals and those from organizations in Topeka. They were most cooperative, and certainly made my work easy and enjoyable.

"What's Cookin'," and "Woman's World," the two shows I'm doing now, are interesting and lots of fun. I'm looking forward to incorporating more and more features into each of them in the future.

I have been with WIBW-TV only a very short time, but even so, long enough to know it is a fine organization with lots of wonderful people connected with it. I've enjoyed it very much thus far, and I know that it will be even more enjoyable as time goes on.

WIBW and WIBW-TV will have two of their Farm Department representatives attending the Kansas Livestock Association Convention at Wichita the 10th, 11th, 12th of March. Levering and Seyler will divide time for the sessions.

IRMA: My cabin on the ship was nice, but I didn't like the washing machine in the wall.

KAY: Washing machine? That was the porthole.

IRMA: No wonder every time I stuck my clothes in there I never got anything back.



Robert Sterling and Anne Jeffreys (husband and wife in real life) play George and Marion Kerby, a pair of charming ghosts, in "Topper," adapted from the famed Thorne Smith novels, which is on Channel 13 Friday at 7:30 p.m.

TV TWADDLE

(Continued from Page 5)

back in his usual place at the head of the chow line.

And speaking of eating, once again they have proved the old adage that "The quickest way to a man's heart is through his stomach." This time it was proved by a bunch of engineers. Don't be misled, however, they didn't do it with slide rules, formulae or any of the things you would expect engineers to prove a question with. Seems that the married engineers have been bringing a lot of homemade cookies, cakes and pies in their lunches; and they have just about got Dale Kratochvil convinced that there might be something to this matrimony business after all.

And while we are rolling out the red carpet for newcomers, let's not overlook the latest addition to our announcing staff, Dick Upton. Dick is not only a highly competent announcer—he is an artist as well. He joined our staff just after the first of the year coming to us after two years with WKAB-TV in Mobile, Alabama. Prior to that time, he had had a great deal

of radio experience in New Orleans and Little Rock, Arkansas. Dick's wife and 6-year-old boy are still in Little Rock but will join him here as soon as he is able to find a suitable home for them. Anyone know of a good apartment or house for rent?

JEST

(Continued from Page 12)

the Christmas tree in the courthouse square.

Say—I almost forgot... we had a big social at the school house. All us fella's bought the ladies box suppers and I got a dandy. Mine had boiled cabbage, peanut butter sauce and lemonade—course I wasn't too hungry anyway.

Funny thing happened! Ole Henry Brown arrived a bit late—and we found out later that he had slipped on the gravel outside and had torn one knee on his trousers. His wife told him to come into the ladies' dressing room while no one was in there and she'd pin it up. Well upon closer inspection she found that a needle and thread was required so she leaves Henry in the ladies' room and goes out to round up the necessary equipment. Pretty soon she came back and poor ole Henry had to take off the trousers while the operation on the tear was completed. Well, while Henry was shivverin' in his shorts, some women came to the door and Henry's wife told Henry to get into the closet for a minute. She opened the door and pushed her husband through it just in time. But right away there was a lot of bangin' and commotion on the door Henry had just left by. It was Henry demanding to be let in. Mrs. Brown says, "No, there are women in here." Henry says... "I don't care if there are, I'm out here in the ball room."

Well... so much for this writin'... I got to go down and get some chawin' tobacco.

What a five cent cigar needs is a good country.

JEST

(Incense burner)

DEFINITION—"A bore," says Galen Drake, "is one who, when asked 'How are you?' tells you."



All smiles are Jimmie Pierson and his Novelty Boys. They enjoyed a visit from Cowboy Copas (fourth from right) when he was in Topeka recently.

TV TIME TABLE

CHANNEL 13

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

MONDAY THRU FRIDAY

- 7:00—Morning Show
- 9:00—Featurette—Garry Moore (Miles Laboratories)—Tuesday only.
- 9:30—Test Pattern
- 10:00—Morning Movietime
- 11:15—Woman's World
- 11:30—Search for Tomorrow (Procter & Gamble)
- 11:45—The Guiding Light (Procter & Gamble)
- 12:00—Farm Feature and Markets
- 12:15—Road of Life (Procter & Gamble)
- 12:30—Welcome Traveler (Procter & Gamble)
- 1:00—Robert Q. Lewis (Miles Laboratories Tues. only)
- Short Subjects.....Wed., Thurs., Fri.
- 1:15—Foy Willing
- 1:30—What's Cookin'
- 2:00—Short Subjects.....Mon., Wed., Fri.
- Big Payoff.....Tues., Thurs.
- 2:15—Friendship House.....Mon., Wed., Fri.
- 2:30—Variety Time
- Faith for Today.....Fri.
- 3:00—Brighter Day (Procter & Gamble)
- 3:15—Short Subject
- 3:30—On Your Account (Procter & Gamble)
- 4:00—The Late Matinee..Mon., Tues., Wed., Fri.
- The Christophers.....Thurs.
- 4:15—Garry Moore (Swift & Company)..Thurs.
- 4:30—Late Matinee.....Thurs.
- 4:45—Barker Bill (General Mills).....Fri.
- 5:00—Wild Bill Hickok
- Superman (Kelllogg's).....Alt. Tues.
- Short Subjects.....Fri.
- 5:15—Studio 13
- 5:45—Captain Video (Johnson Candy Co., Thurs. only)
- 6:00—News
- 6:10—Weather
- (Beatrice Foods-Meadow Gold) .Tues., Fri.
- 6:15—Sports Corner
- 6:25—Hal's Guest Room

MONDAY EVENING

- 6:30—Doug Edwards and the News (Anacin & Aeroshave)
- 6:45—Community Spotlight
- 7:00—Hans Christian Anderson
- 7:30—Film Feature
- 8:00—I Love Lucy (Philip Morris Cigarettes) (Procter & Gamble)
- 8:30—December Bride (General Foods)
- 9:00—Wrestling from Hollywood
- 10:00—Five Star Final
- 10:15—What's Your Hobby
- 10:30—Cloud 13
- 10:45—Late Show

TUESDAY EVENING

- 6:30—Doug Edwards News (Pall Mall)
- 6:45—Jo Stafford (Gold Seal Company)
- 7:00—Bishop Fulton Sheen (Admiral)
- 7:30—Mayor of the Town (Staley Mills)
- 8:00—Make Room For Daddy (Pall Mall & Dodge Motors)
- 8:30—Elgin TV Theater
- U. S. Steel Hour (Alternate Weeks)
- 9:30—Amos 'n' Andy (Ed Marling Stores)
- 10:00—Five Star Final
- 10:15—Topeka Patrol
- 10:30—Cloud 13
- 10:45—The Late Show

WEDNESDAY EVENING

- 6:30—Doug Edwards News (Bendix & Crosley)
- 6:45—Piano Ramblings (Jenkins Music Co.)
- 7:00—Arthur Godfrey (Toni Company)
- 7:30—Life With Elizabeth
- 8:00—Tex Winter Show
- 8:30—I've Got A Secret (Cavalier Cigarettes)
- 9:00—Old American Barn Dance (Jones-Mack Co.)
- 9:30—Hal Roach's Laif Time
- 10:00—Five Star Final
- 10:15—Variety Time
- 10:30—Cloud 13
- 10:45—The Late Show

THURSDAY EVENING

- 6:30—Doug Edwards News (Pall Mall)
- 6:45—Bud Wilkinson, Sports For The Family (Beatrice Foods)
- 7:00—Here's Phog Allen

- 7:30—Climax & (Shower Of Stars—every fourth week)—Chrysler Motors
 - 8:30—Four-Star Playhouse (Singer Sewing Machines and Bristol-Myers)
 - 9:00—City Detective (Falstaff)
 - 9:30—Pantomime Quiz
 - Name That Tune (Whitehall, Alternate Weeks)
 - 10:00—Five Star Final
 - 10:15—Variety Time
 - 10:30—Cloud 13
 - 10:45—The Late Show
- FRIDAY EVENING**
- 6:30—Doug Edwards News (Pharmaceuticals)
 - 6:45—Ray Beers Show
 - 7:00—Life With Father (CBS-Columbia)
 - 7:30—Topper (Camel Cigarettes) (Procter & Gamble)
 - 8:00—Playhouse of Stars (Schlitz)
 - 8:30—Ford Theatre (Ford Motor Co.)
 - 9:00—The Line-Up (Brown & Williamson)
 - 9:30—Person to Person (Hamms Brewing Co.)
 - 10:00—Five Star Final
 - 10:15—Gordon Elliot
 - 10:30—Cloud 13
 - 10:45—The Late Show

SATURDAY

- 11:00—Morning Movietime
- 12:00—Test Pattern
- 1:00—What in the World
- 1:30—Youth Takes a Stand
- 2:00—Six Gun Theatre
- 3:00—Roller Derby
- 3:30—The Late Matinee
- 4:45—Musical Moments
- 5:00—RFD Parade
- Farm Editors Forum—1st Sat. each Month
- 5:30—Big Picture
- 6:00—News and Weather
- 6:15—Helen Bennett Homes
- 6:20—Sports Corner
- 6:30—Building with God

- 6:45—Film Feature
- 8:00—Two For The Money (Old Gold Cigarettes)
- 8:30—Inspector Mark Saber
- 9:00—Professional Father (Helene Curtis)
- 9:30—Featurette
- 10:00—Chronoscope (Longines Wittnauer Watches)
- 10:15—Wrestling, International Amphitheatre
- 11:15—Late Show

SUNDAY

- 9:00—Lamp Unto My Feet
- 9:30—Look Up and Live
- 10:00—Test Pattern
- 11:00—Winky Dink and You
- 11:30—Test Pattern
- 12:00—This Is the Life
- 12:30—Industry on Parade
- 12:45—Featurette
- 1:30—Face The Nation
- 2:00—Now and Then
- 2:30—Adventure
- 3:00—The American Week
- 3:30—The Search
- 4:00—Six Gun Theatre
- 5:00—Oral Roberts
- 5:30—You Are There (Prudential Insurance & Electric Companies)
- 6:00—Florian ZaBach (Capitol Federal Savings & Loan)
- 6:30—Private Secretary (Lucky Strike Cigarettes)
- Jack Benny, Alternate Weeks (Lucky Strike Cigarettes)
- 7:00—Championship Bowling
- 8:00—Disneyland (Derby Foods, American Dairy Association and American Motors Inc.)
- 9:00—Break The Bank (Dodge Motors)
- 9:30—Liberace (Ray Christian Jewelers)
- 10:00—News
- 10:05—Weather
- 10:10—Kansas State Hour
- 10:30—The Late Show

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—Farm Time.....Mon. thru Sat.
- 5:40—News.....Mon. thru Sat.
- 6:00—Wilbur Levering's Farm Time.....Mon. thru Sat.
- Sunday Morning Meeting.....Sun.
- 6:25—Willard Tablet Time.....Mon., Wed., Fri.
- 6:30—Gooch Farm Topics (Gooch's Best Feeds).....Mon. thru Fri.
- 6:35—Farm Service News.....Mon. thru Sat.
- 6:45—Lederle Farm Show.....Mon. thru Sat. (Lederle Laboratories)
- 7:00—News (Garst & Thomas).....Mon., Wed., Fri.
- News (Carey Salt Co.).....Tues., Thurs., Sat.
- News.....Sun.
- 7:15—Kaw Valley Boys.....Mon. thru Sat.
- Join The Navy.....Sun.
- 7:30—Breakfast on the Trail.....Mon. thru Sat.
- Kansas News & Farm Sales.....Sun.
- 7:45—Edmund Denney Time
- 8:00—News.....Mon. thru Sat.
- Farmer's Forum.....Sun.
- 8:05—Coffee Time.....Mon. thru Sat.
- 8:15—Farm News.....Sun.
- 8:30—E. Power Biggs.....Sun.
- 8:45—Grace Cathedral Choir.....Sun.

- 9:00—Jimmie Pierson's Novelty Boys.....Mon. thru Sat.
- Renfro Valley Sunday Gatherin' (General Foods).....Sun.
- 9:25—News.....Mon. thru Sat.
- Galen Drake.....Sun.
- 9:30—Church of the Air.....Sun.
- 10:00—Salt Lake City Tabernacle.....Sun.
- 10:30—Piano Ramblings.....Mon. thru Fri.
- Galen Drake.....Sat.
- Invitation to Learning.....Sun.
- 10:45—Kitchen Club (Tidy House Products Co.).....Mon. thru Fri.
- 11:00—Judy and Jane (Folger Coffee).....Mon. thru Fri.
- Gunsmoke (L & M Filters).....Sat.
- First Methodist Church.....Sun.
- 11:15—Aunt Jenny's Stories (Lever Bros.).....Mon. thru Fri.
- 11:30—Weather Bureau.....Mon. thru Sat.
- 11:35—Dinner Hour.....Mon. thru Sat.

AFTERNOON

- 12:00—News (Perfex, Gloss Tex., Shina Dish and Dexol).....Mon. thru Sat.
- News.....Sun.
- 12:15—Weather Reports.....Mon. thru Sat.
- The Ray Beers Show (Ray Beers Clo. Co.).....Sun.
- 12:20—Purina Markets (Ralston-Purina Co.).....Mon. thru Sat.
- 12:30—State of Your State (Kansas Business and Construction Magazines).....Sun.
- 12:45—Western Star Time.....Sun.
- 1:00—Ernie Quitley, Sports.....Sun.
- 1:30—New York Philharmonic.....Sun.
- 2:00—Arthur Godfrey (Minnesota Mining Co.—Adolph's—Kelllogg Co.—Lever Bros.—Bristol Myers Co.—Pillsbury Mills Inc.—General Motors—Toni Co.—A. E. Staley—Campana Sales).....Mon. thru Fri.
- 2:30—Robert Q. Lewis (Milner Products and Helene Curtis).....Sat.

Beatrice Nelson,
St. 2,
Randolph, Ks.

Return to
**WIBW ROUND-UP
MAGAZINE**

Box 119, Topeka, Kansas

POSTMASTER:

Return Postage Guaranteed

Sec. 34.66 P. L. & R.

PAID
U. S. POSTAGE
Permit No. 2
Topeka, Kansas

3:00—The Second Mrs. Burton
(Armour & Company).....Mon. thru Fri.
On a Sunday Afternoon.....Sun.
3:15—Road of Life (Procter &
Gamble)Mon. thru Fri.
3:30—Ma Perkins (Procter &
Gamble)Mon. thru Fri.
City Hospital (Carter Products).....Sat.
3:45—Guiding Light (Procter &
Gamble)Mon. thru Fri.
3:55—Galen Drake (Tasti-Diet).....Sat.
4:00—Local NewsMon. thru Fri.
Adventures in ScienceSat.
Dr. Charles E. Fuller
(Gospel Broadcasting Co.)Sun.
4:05—Matinee TimeMon. thru Fri.
4:15—Farm NewsSat.
4:30—Allan Jackson News (Chevrolet).....Sat.
4:35—Saturday at The Chase.....Sat.
5:00—Town and CountrySat.
Farm Editors Forum 1st Sat. each Month
Gene Autry (Wm. Wrigley Jr. Co.)
5:15—Sports ReviewSat.
5:30—This Is Nora Drake
(Toni Company)Mon., Wed., Fri.
(Bristol Myers Co.)..Tues., Thurs., Fri.
Forward MarchSat.
Hallmark Radio Hall of Fame
(Hallmark Cards)Sun.
5:45—Perry Mason
(Procter and Gamble)....Mon. thru Fri.
Jones-Mack NewsSat.

EVENING

6:00—NewsMon. thru Fri.
(Butternut Coffee)Mon., Wed., Fri.
(Jones-Mack Co.)Tues., Thurs.
Allan Jackson News (Chevrolet).....Sat.
Jack Benny (Lucky Strike).....Sun.
6:05—Make Way For YouthSat.
6:15—Sports NewsMon. thru Fri.
6:25—WeatherMon. thru Fri.
6:30—Dick Nichols Farm News..Mon. thru Fri.
R.F.D. RoundtableSat.
Amos 'n' AndySun.
6:45—Edward R. MurrowMon. thru Fri.
(Ford Division of Ford Motor Co.)
NewsSat.
7:00—Mr. and Mrs. North.....Mon.
Stop The Music.....Tues.
FBI In Peace and War.....Wed.
(Wm. Wrigley Jr. Co.).....Thurs.
SuspenseThurs.
Crime PhotographerFri.
Gunsmoke (L&M Filters).....Sat.
Our Miss Brooks (Whitehall Pharmacal
Co. and The Toni Co.).....Sun.
7:25—Doug Edwards and the News.....
(American Cigarette and Cigar Co.)

7:30—Arthur Godfrey's Talent Scouts
(Thomas J. Lipton Co.).....Mon.
Stop the Music.....Tues.
21st PrecinctWed.
Night WatchThurs.
Arthur Godfrey DigestFri.
(Bristol-Myers Co.)
Juke Box JurySat.
My Little Margie
(Phillip Morris Cigarettes).....Sun.
7:45—Stop the Music.....Tues.
(Anson Men's Jewelry, J-B Watch
Bands, Exquisite Form Brassiere Co.)
8:00—Perry Como (Chesterfields).....Mon.
Stop the Music.....Tues.
Perry Como (Chesterfields).....Wed.
Rosemary ClooneyThurs.
Perry Como (Chesterfields).....Fri.
Two for the Money (Old Golds).....Sat.
Edgar Bergen Show with Charlie
McCarthy (Kraft Foods Company).....Sun.
8:15—Bing Crosby Show.....Mon. thru Fri.
(Consolidated Cosmetics)Mon.
8:30—Amos 'n' Andy Music Hall..Mon. thru Fri.
(Brown & Williamson).....Mon., Wed., Fri.
Saturday Night Country Style.....Sat.
8:55—Bob Trout News (Chevrolet Motor
Co.)Mon. thru Fri.
Allan Jackson, News (Chevrolet).....Sat.
9:00—Red Skelton Show.....Mon. thru Fri.
Saturday Night Country Style.....Sat.
Gene AutrySun.
(Wm. Wrigley Jr. Co.)
9:30—Dance OrchestraMon.
Here's to VeteransTues.
Tennessee Ernie (Phillip Morris
Cigarettes and Carter
Products)Wed., Thurs., Fri.
Kansas Round-UpSat.
Face The NationSun.
9:45—Dance OrchestraMon.
Capitol Federal Bandstand (Capitol
Federal Savings & Loan
Association)Tues., Thurs.
Guest StarWed.
U. N. on the Record.....Fri.
Kansas Round-Up (Capitol Federal
Savings & Loan Assn.).....Sat.
10:00—NewsMon., thru Sat.
(Jones-Mack Co.)Mon., Wed., Fri.
10:15—Dance OrchestraMon. thru Sat.
Sen. Frank Carlson.....(3rd Sat. each Mo.)
U. N. ReportSun.
10:30—Dance OrchestraMon. thru Sat.
NewsSun.
10:35—Mahalia JacksonSun.
10:45—John Darr SportsSun.
11:00—NewsMon. thru Sun.
11:05—This I Believe.....Mon. thru Fri.
11:10—Sign Off