

W B W

ROUND-UP



SONNY SLATER

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February Our Eleventh Issue

1946

ROUND-UP

FEBRUARY

OUR ELEVENTH ISSUE

1946

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

Editorial Page



Reunion

I was driving down busy Topeka Boulevard, toward the WIBW studios the other day when I happened to notice a car bearing the license number of my home county up in Iowa. I was almost positive I knew everyone in the county, so I drew up to the siding and parked my car. Walking up to the Iowa car, I was on the point of asking the occupant from which part of the county he came, when I caught a glimpse of his face. Wonder of wonders, it was my older brother, whom I had not seen since December 6, 1941, the day before Pearl Harbor. He spent two and a half years in the army in the South Pacific and was discharged shortly before Christmas. You see in the papers and hear over the radio of the boys "coming home." That phrase is so generally used that its true meaning is lost to us until a loved one is returned to our midst. He had changed a little, this big brother of mine, seemed a little older, but he was the same big brother who used to lend me money to finance a heavy date, (how much of that money did I forget to repay?) or help me out when I talked myself into difficult situations with the neighborhood kids. Right now he is getting acquainted with his three year old daughter who still per-

sists in calling him "Harry," instead of "Daddy."

Now to answer a few of your questions.

Roy Faulkner, the Lonesome Cowboy is now in Germany.

Ralph and Earl are not working as a team. Ralph at last reports, was in Kansas City and Earl is on a station in Pittsburg, Kansas.

Hal Bolan is in the army in the South Pacific.

Ted West is singing over a station in Lawrence, Kansas.

Our information is that Little Vera is no longer in radio work.

What's in a Name

One day a tall, gangling, young man wandered into the WIBW studios, lugging a guitar and requesting an audition. He was given a spot on the air, as was the custom in those days. His announcer called him into the studio, saying, "Come on, Shepherd of the Hills," and the name has stuck ever since.

Special Events

Birthday

Woody Morse..... February 21

Anniversary

Mr. and Mrs. K. G. "Pug" Marquardt...
..... March 2

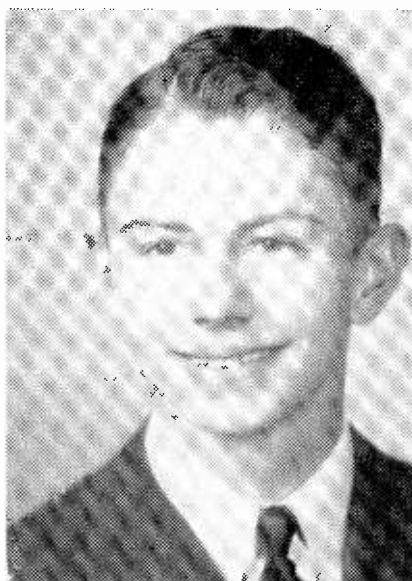
SONNY SLATER

Well, I guess it all started on July 31, 1927, on a farm in Missouri about eight miles northeast of Pattonsburg when my Dad said, "My golly, can't you shut that off!" and still, today people are saying those very same words.

Now to get down to the great ordeal of writing something about myself. I have always enjoyed western and hill-billy music, and maybe that's why, after winning my first two amateur contests, I decided to spend my money on a guitar. It so happened that my uncle had a guitar which he seldom played, so, as the old saying goes, "I edged around on his blind side" and bought it from him for \$5. That was ten years ago. I tried awfully hard to play it, but due to a finger injury, my fingers just couldn't seem to reach the strings. After trying over and over again, I decided it was just no go, so I put the guitar in a corner and set my mind to the task of forgetting it.

One day I happened to be at Radio Station KFEQ in St. Joseph, Missouri. I walked around for a while trying to work up courage enough to ask the program director if I could have a chance to sing on the air. They did give me a chance, and I sang on one of their programs as a guest. I talked with one of the guitar players, and he told me that he thought he could help me to play the guitar. His name is Tommy Davis and I'll never be able to thank him enough. After giving about eight lessons, Tommy had to leave for the Army. I had gotten my start, though, and kept right on plunking away at it.

After that, I played and sang at about every "going-on" around home and many of the neighboring towns. Quite a few of these were amateur contests, and it was through one of them that I met John Cotton, a theatrical agent from Kansas City. Through Mr. Cotton, I played a few personal appearances in that city. I had four years of band and two years of chorus to my credit when I finished high school in May, 1945, and they came in very handy, especially since shortly after that I received



He was Urlin Slater when this picture was taken at graduation time last year, but Miss Maudie changed it to "Sonny." We think it fits.

a head and back injury while driving a tractor on the farm and decided to make my hobby a life-time job. I returned to Kansas City and again consulted my old friend, Mr. Cotton. He was acquainted with Miss Maudie, and through him I got an audition. I'll have to admit that I was scared stiff when I took my audition, but I was lucky enough to get a job here at WIBW. I've been here seven months now and I can truthfully say that I have loved every minute of it.

Many of you have asked for a description of myself, so here goes. I am six feet two inches tall and weigh 145 pounds. I have brown eyes and hair and am still single!!!

I want to thank all of you for your cards and letters. I appreciate them beyond words. As you know, I haven't a program of my own yet, but that depends a great deal on the fan mail I receive from you folks. It looks as though my space is all taken up now, so I'll be seeing you, and remember friends, fan mail to a radio entertainer is like candy to a baby.



BED CLOTHING. Take white feed sacks and white flour sacks and color them a dark color and they make good comfort linings. Take the good parts of old wool pants and old wool dresses and they make good comfort tops.

Fasten a large safety pin in two corners of the pillows and then fasten the safety pins over the clothesline. Your pillows will not fall on the ground as they do when using clothespins.

A heaping teaspoon of talcum powder to each pound of feathers will make that old pillow like new, soft, fluffy and delicately scented. Feathers given this treatment once a year will not pack down and get knotty.

Feathers can be kept from working thru the ticking of a pillow by ironing the inside of the ticking with an iron that has been rubbed with a piece of wax. Do this when re-stuffing the pillow.

When washing feathers take them out of the ticking and wash right in the machine. Use a strainer to get them out of the water and wring thru the wringer. Rinse in clear water and wring out again, then put in sacks and hang out to dry. Feathers dry quickly when washed this way as you can get all of the water out of them.

GALOSHES. Polish galoshes with shoe polish and then shine them the same as you would shoes. They will look like new.

HOSE. Drying rayon hose too quickly makes them wear out too quickly, much quicker than slow drying. When hose are washed, roll them in a towel to absorb some of the dampness, then fold them and put into a cardboard box and set on the radio. The heat from the radio is just right for them.

When washing stockings and lingerie,

add one tablespoon of vinegar to the rinse water. Then rinse again in luke warm water to remove any trace of vinegar odor. It makes them lovely.

SHOES. When you are out of your regular shoe polish, a very good substitute is liquid floor wax. Apply on shoes, let dry and polish. A very good shine is obtained and the wax also protects the shoes.

Shoe soles can be made water-proof by soaking them in boiled linseed oil.

BED WARMER. Take a ten pound sugar sack, fill half full of shelled corn, warm in the oven until heated and place in the bed. Your toes go down into the sack and as the corn stays hot a long time it keeps your feet warm.

WINDSHIELD. To avoid frost or snow collecting on your windshield put a sheet of cardboard under the wiper blade when you park the car. Use separate sheets on a car having a divided windshief. It is much easier to pull off the cardboard than to scrape away the frozen snow and ice and frost.

It has been suggested by members of The Exchange Club that, since we can not have another hint book of your Exchange this year, we publish each month the hints used on the program and hints we are unable to give on the air because of lack of time. In other words, all hints, recipes mentioned and all ideas would be compiled and printed. These could be sent out each month thru the mails to members of the Exchange at \$1.00 per year. There are no addressing machines available and this would have to be all done by hand, by members of the Exchange selected. Please, would you let us know what you think of this plan? If you would want it drop a penny postcard in the mail addressed to Henry's Exchange, WIBW, Topeka, Kansas.

There are stil some of the Exchange Club hint books left. If you have seen them and want to order, book No. 1 is 31 cents. Book No. 2 is 41 cents and Book No. 3 is 41 cents. All three for \$1.10. All books postpaid. If you would like the Season's Greeting envelopes, please ask for them.

Around the Studios



Farmers' and Planters' Guide Into Sixth Year

Col. A. Z. Combs, WIBW's old-time fiddler and author-publisher of the "Farmers' and Planters' Guide," reports that the month of January showed a substantial upsweep in sales of his publication. The "Guide," which made its initial appearance in 1940, is compiled of information handed down to him by his ancestors who tested it through several generations.

Narrow Escape

Mrs. Clark Wayne and Mrs. Chuck Wayne were on their way to Kansas City when their car hit an icy strip of pavement. After skidding and sliding all over the road, the vehicle came to an almost complete stand-still, then slowly toppled over a ten-foot embankment, landing on its top with all four wheels sticking up in the air. Neither occupant of the car was injured, but it still is a mystery how Mrs. "Chuck" got in the back seat.

Long Live the Queen

Title of "Queen of Crazy Headgear" is rapidly being taken away from Maureen by Myrtle Denney. The latest hat worn by the new queen resembles a piece of stovepipe that has been run over by a truck, slightly straightened out, but still just a little bit on the wobbly side. Upon questioning, Edmund Denney, husband of her highness, declined to make any statement for publication.

Eddie Dean on WIBW

Yes, the Eddie Dean heard on the Sunday (8:45 a.m.) Faultless Starch show is the same one who was with WIBW several years ago. At that time he was teamed with his brother, Jimmie.

Henpecked?

It seems so quiet around the studios since two of the noisier boys have acquired brides. Dude Hank and Ezra, usually two of the more active members of the talent staff, have joined the ranks of "henpecked husbands!"

The fact that the WIBW entertainers are versatile is proven by the following information. There are four piano players, six who play bass fiddle, twelve who play guitar, two mandolin players, one steel guitarist, three accordionists, one Ole-Vox, three who play vibra-harps, two organists, one banjo player, one cello player, two trumpeteers, one bass horn, four drummers, one trombone and four violin players, all wrapped up in a talent staff of thirty entertainers. In addition to this varied instrumentation, there are twenty-one vocalists!

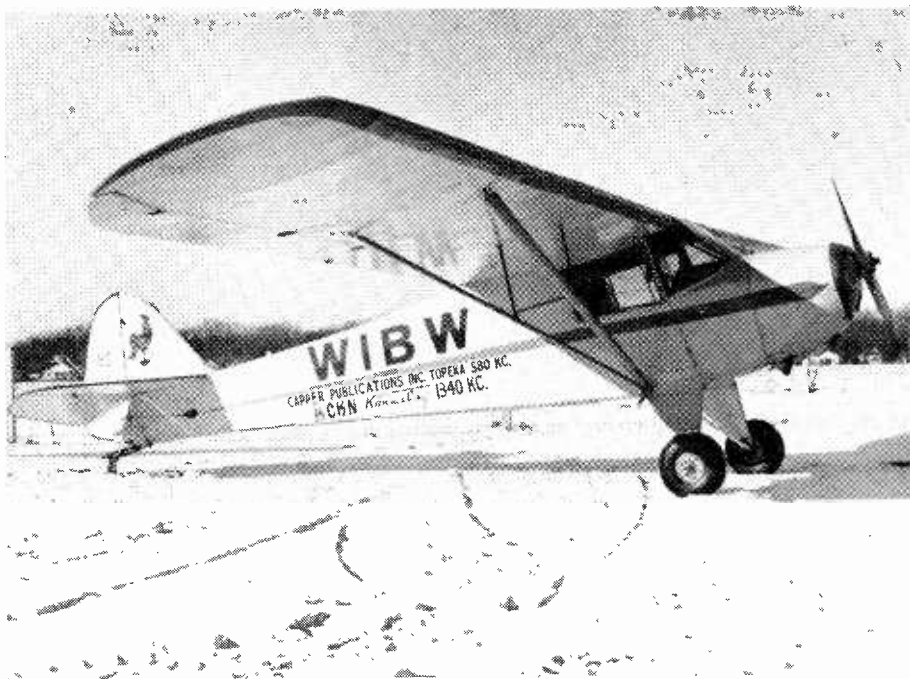
Tracing down a rumor that has cropped up here at WIBW, I asked evening announcer Bob Kearns if it was the truth that he had done and got all engaged. After the usual amount of arm twisting, Bob admitted that the rumor was true. No amount of third degree would make him give me his future wife's name, tho. "Her name?" he answered my question, "That's not for publication. Anyway, I'm gonna change her name to Kearns!"

Every morning, Don Hopkins comes bouncing into the station, strides over to the news teletypes, anxiously scans through the world's news, pauses, reads a dispatch, scowls and shakes his head. No, there's no mystery to it. Don has his order in for a new car, in fact he has made a payment on one, and is just keeping tabs on the strikes that are delaying delivery.

Two newcomers to this territory, but old-timers in the radio field are Little Tommy Dickens and his singing partner, Billy Star. The boys have established a very good record in the Ohio Valley and have not slowed their pace here in the WIBW listening range. Their fan mail is daily proving their popularity in this section.

WIBW ROUND-UP

WIBW Takes Wings



WIBW's "Flying Rooster," newly acquired De Luxe Taylorcraft plane, which is to be used to improve the station's general public and farm service.

With the purchase of the Flying Rooster," a two passenger DeLuxe Taylorcraft plane, WIBW adds another service to its ever-widening wave of "extras." Part of Manager Ben Ludy's plan to improve WIBW's farm service program, the plane will be used to ferry personnel and equipment to localities where events of public interest are taking place. These events will be relayed to the public, either through the medium of remote broadcasts or by special recordings, during public service programs over WIBW.

The plane is a 65 horse-power monoplane, 20 feet long, with a wing-spread of 36 feet, capable of a cruising speed of about one hundred miles per hour. Hilton Hodges, with over 1500 hours of flying time to his credit, and K. G. "Pug" Marquardt, chief engineer, will share the honors of piloting the ship on its hops around the surrounding country.

During the past several months Gene Shipley, WIBW Farm Service Director, has

been making trips in a chartered plane to farms of this area where the farmers have conquered the many hardships brought on by the war. He has interviewed the farmers in their own back yards, in their cow barns, at auction sales. These interviews, recorded by WIBW's new wire recorder, carry the viewpoint of the farmers interviewed to their neighbors. In this way, farmers confronted with seemingly impossible problems, hear their neighbors a couple of counties away, tell in their own words how they have met with and solved these same problems.

Now, with the acquisition of the "Flying Rooster," Gene will be able to make more and longer hops around the country and still spend a minimum of time away from the WIBW mikes. So . . . don't be surprised if a plane comes to a droning standstill in your back pasture and you see a tall, smiling Gene Shipley alight, explaining that he just dropped by to talk things over

The Voices You Hear Along the RFD



... by Gene Shipley ...

Marketing—The Big Job Ahead

Farmers have always been much more concerned with production problems than with marketing, but selling may be agriculture's No. 1 job in the future. Getting food to the consumer is a complex business. Giving the consumer quality foodstuffs, when and where he wants them is just as important as production. And if we are to successfully cope with the problem of price shattering surpluses in two or three years, marketing will be our major concern; and it is going to require a lot of city jobs at good wages to provide the big farm population with enough money to purchase the products of the industrial plants and factories that supply those jobs and wages. City folks and farm folks are chained firmly together with this economic bond, and they go up or down together. More and more are we coming to realize that full employment is the only answer to both.

One thing we have learned from the war is that when everybody is working and has money in his pocket, his appetite increases, and food consumption grows. So, farmers are coming to the conclusion that the only thing that will enable them to produce and market as much as they are capable of growing is for everybody to have jobs at good wages.

For instance, the dairy industry for years has been urging the public to drink more milk for better health and nutrition, with only nominal success. But, along came the war, with maximum employment and the worker's earnings at high levels, and the public promptly began consuming without any urging 25 per cent more milk than they used before the war. It is quite possible that meat consumption would rise to a figure close to 165 pounds per person, if the supply was plentiful, and this is more than a 30 per cent increase. If livestock raisers could count on this kind of a market, the grain producers could dispose of every bushel they are now growing. In

prewar years, the average person ate approximately 298 eggs and around 18 pounds of poultry meat, but during the war this figure jumped to 347 eggs per person and 28 pounds of poultry meat per capita, and still nutritionists tell us that the average individual should eat 2 eggs every day and around 50 to 60 pounds of poultry meat a year for good nutrition.

And speaking of eggs, do you know that only about 5 per cent of the eggs reaching the market are top grade? Very few city folks know what a real country fresh egg tastes like. But when they do get a taste of genuinely fresh country eggs, they clamor for more. The future of the poultry industry may well require the highest kind of skill in management and marketing plus the best possible organization, producing the best eggs possible, at maximum efficiency, and then getting them to market with their high quality intact. The same thing holds true with fruits and vegetables—in fact, everything the farmer produces.

No doubt we will see many new innovations in marketing this year, and many new experiments along this line. You probably remember the California farmer who tried shipping field-ripened produce to eastern markets by air last year. He found they arrived in better condition than by any other method, and that customers would stand in line to buy Imperial Valley tomatoes, delivered overnight to Cleveland, and customers in New York and Chicago snapped up quickly at premium prices melons peas, lettuce, asparagus and broccoli, because it had been picked just 24 hours before. Flying food to distant markets is already becoming a big business.

No longer can the average farmer say that his interest only goes as far as the harvest, and after that it is someone else's problem. Marketing is going to be just as important, maybe far more important than production. Selling may be agriculture's No. 1 job in the future.



The Pride of the Prairie Trio, Bobbie, Maureen and Chuck

Chats Around the Aerial

. . . with Olaf S. Soward

February enjoys one distinction on American calendars not shared by any other month. The birthdays of two of our national heroes share the spotlight of that month within less than a fortnight of each other. And, what happens to be even more to the point, those two super-heroic figures are George Washington and Abraham Lincoln!

Incidentally, that chronological order of listing them is merely a matter of convenience and must not be conceived as any evidence as to our taking sides in the perennial argument as to which of the pair is the greater in the light of his respective services to the country they both loved with a devotion beside which that of the average political character looks like a type of greedy personal appetite.

But, howsoever much their partizans argue about their respective merits in the perspective of history, it is worthy of note that it is practically impossible to find one out of a hundred experts on American history who can concoct any list of from three to a dozen of our greatest statesmen without both Washington and Lincoln being on that list in some order of preference.

What it does not seem so easy for so many Americans of the Twentieth century to grasp, however, is that the essential lessons of their diverse lives and services are not merely so many pages in the past history of the land in which we are living and breathing inhabitants today. The pattern of those two lives as vital a source of individual inspiration and of social or political instruction to all good Americans today as it ever was while the creators of it spoke and fought and struggled against the bitter dissident opinions of their own day.

Indeed, it is doubtful if this land they both cherished so mightily ever stood in greater need of exactly the lessons both of those lives exemplify so potently! Not just one of those lives, mind you, nor the two of them separately—but both of them to-

gether.

Probably at no time in a century or more has an attitude been so rampant in America as in 1946—an attitude of what we might, for absence of a better term, call class envy or distrust. Many farmers feel that city folks in the large neither care nor try to understand the problems of agricultural life. Many workingmen are quite confident that nobody except those who live among those who work with their hands can honestly nor sympathetically understand the difficulties of the economic world of which we are all a part. Many a leader in business, the professions, politics or labor is secretly convinced down in his cynical heart that people can't understand logical truth anyway—so a necessary part of leadership is the whipping up of blind emotions to gain a temporary end, regardless of the long-term dangers of such spiritual dynamite.

Yet, there are the examples of Washington and Lincoln; the one a Virginia aristocrat and the other a product of the rough poverty of the frontier! Both served **ALL** their fellow men. And served them well!

Character counts for a hundred times the quality of birth. There has never yet been designed an acceptable substitute for the readiness to make the best of whatever is at hand—rather than demanding a guaranteed delivery of the moon before so much as trying. Hard and unselfish work still stands at the very core of any genuine and substantial success. The love of study will always be the hallmark of the man who would honestly serve others.

The lives of both the heroes of this month demonstrate all those things. It is for us to remind ourselves that history has no monopoly on those truths.

We can cultivate all those qualities today quite as assiduously as did either Washington or Lincoln—and, through thick and thin, they will always pay the same dividends to the nation or the individual as they did when America was much younger!

C.B.S. notes by Kathryn Young



One of the busiest fellows in radio is Jackie Kelk. Jackie plays the part of "Homer" on "The Aldrich Family" heard on WIBW at 7:00 p.m. Fridays and has been signed up as the regular comic on "Continental Celebrity Club," which is on WIBW at 10:20 p.m. Saturdays.

Joan Edwards, singing star of "Your Hit Parade," (WIBW—8:00 p.m. Saturdays) has had a standby for her singing chores for the past year and a half. Currently vocalist Peggy Mann goes through a complete rehearsal—just in case.

The only exception to the rigid rule of casting Broadway stage players on the "Grand Central Station" program (WIBW—5:15 p.m. Saturdays) is Madeleine Pierce. Madeleine, who is a radio actress, is an expert at crying like a baby. We hate to disillusion you, but the baby on the Grand Central traditional Yuletide play was really Madeleine. We keep wondering how this trick will be accomplished with television.



The happy bride and groom pictured above are Alice Reinheart and Les Tremayne, shown as they prepared to leave Park Avenue Methodist Church in New York after the marriage ceremony. Alice is Chichi in "Life Can Be Beautiful," which is on WIBW at 4:00 p.m. Monday through Friday. Les is detective Nick Charles in "Adventures of the Thin Man," currently heard on WIBW at 6:00 p.m. Sundays.

Ann Sothern, who has stolen into everybody's heart as "Maisie," is one of Hollywood's most glamorous actresses. She has naturally curly blonde hair, is five feet one inch tall, and weighs 112 pounds. Ann has several hobbies. She likes to swim, play tennis and go horseback riding. Ann first played the role of "Maisie" in the motion picture series and now can be heard portraying the same lovable character on WIBW at 8:30 p.m. Wednesdays.

In private life, "Maisie" is the wife of Robert Sterling, well-known motion picture star and is the mother of a little girl.

WIBW PROGRAM SCHEDULE

580 on Your Dial

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

Monday Through Friday

Morning

- 5:30—Daybreak Jamboree
 5:45—News
 6:00—Bobbie Dick
 6:15—Bar Nothing Ranch (*Peruna*)
 6:35—Inter-State Farm Service News
 6:45—Billy Starr and Jimmy Dickens
 (*Spark-o-Lite*)
 7:00—News
 (*Mon., Wed., Fri., B. F. Goodrich*)
 (*Tues., Thurs., Carey Salt*)
 7:15—Shepherd of the Hills (*Nutrena*)
 7:30—Henry and Jerome (*Wait-Cahill Co.*)
 7:45—Edmund Denney Time (*Merchants Biscuit Co.*)
 8:00—News (*Mon., Wed., Fri., Allenru*)
 (*Tues., Thurs., Sat., Grove Lab.*)
 8:05—Henry and Jerome
 (*Hamburg Hatchery*)
 8:15—Unity Viewpoint (*Unity School*)
 8:30—Henry's Exchange (*Willard Co., Foley & Co.*)
 9:00—Shepherd of the Hills
 9:15—News (*Dannen Mills*)
 10:30—A Woman's Life (*Swan Soap*)
 10:45—Aunt Jenny (*Spry*)
 11:00—Judy and Jane (*Folger's Coffee*)
 11:15—Big Sister (*Rinso*)
 11:30—Weather Bureau
 11:34—Dinner Hour

Afternoon

- 12:00—News (*H. D. Lee Co.*)
 12:15—Sarber Markets
 2:00—Kansas Round-Up
 (*Poultry Tribune*)
 (*Sunway Vitamins*), (*Kolor-bak*)
 3:00—House Party (*General Electric*)
 3:25—News
 3:30—The Second Mrs. Burton
 (*General Foods*)
 3:45—Ma Perkins (*Procter & Gamble*)
 4:00—Life Can Be Beautiful
 (*Procter & Gamble*)
 4:15—Road of Life
 (*Procter & Gamble*)
 5:30—Romance of Helen Trent
 (*American Home Prod.*)
 5:45—Our Gal Sunday
 (*American Home Prod.*)
Highlights of the Week

MONDAY

Evening

- 6:00—News (*Butternut Coffee*)
 6:15—Songs of Bobbie Dick
 6:30—Shepherd and Kaw Valley Boys
 6:45—News



Well greetin's folks! Dis is the month dat I likes bestest. Hit's de' shortest. Sides dat . . . lotsa great men's wuzz born in dis month. Bout de' bestest man in de' whole worl' wuzz Abraham Lincoln, born February twelff 1809.

Long afore dat, dey wuzz a genneman by de' name of Geo. Washington . . . February 22, 1732. Long time later . . . dey wuzz 'nother fine gennuman Tomas A. Edison, 1847. Not to fo'get St. Valentine's day on de' 14th. In fack iffen you wanna stay healthy you bettuh not fo'git Valentine's day.

Got a letter frum muh brother dats wit de' Army up in 'laska. He say hit so cold up theah dat when you talks to anybody outside de' house in de' open air, de words juss frizz up solid-lak in de' air fore dey carries to de' other person. Den fore yo' knows whut dey is sayed, you grabs up a hand-ful of froze words and carries 'em in de' house and thaws 'em out. Shore would be handy fo' a married man, wouldn't it? He say hes ossifier axe him one day wheah he wuzz frum! He say, "Ah's frum Alabama suh . . . but when I gits outta dis heah Army, ah ain't nevah goin' tuh be frum dere NO MO!"

People dat live in glass houses, might jist as well answer de' door bell!

And remembuh dis in passin'! We waste lottsuh time tellin' people whuh dey already knows!

Last payday aftuh Mr. Ezra paid me off . . . I wuzz countin' my foah bucks, an' I has two ones 'tween muh teeth whilst I wuzz arrangin' de' othuh ones in muh pocket-book. Mr. Ezra say, "Hambones, don't you know dat dey is germs on dat dough?" "Dat's where you is wrong," I replied, "germs cain't live on muh salary."

Minds is lak parachutes—dey functions bettuh when dey is open.

Sign in a window: For sale—A foldin' bed by a lady dat shuts up and looks lak

a piano!

Does you know how to locate game in de' woods?

Listen to de' barkin' ob de trees.

Pore ole "Arlie Derryfield" ain't gonna be round no mo. He bet a feller ten dollars he could ride de' fly-wheel at de' saw-mill. As he's widow paid off de' bet, she said, "Pore Arlie wuzz a good husband, but he shore didn't know nuthin' bout fly-wheels."

Everybody done been pree-dictin' how good times is gonna be dis year. Yessir lots ob' people been soundin' off wit dere mouth juss ozzin' optomism. Corse you know whut ah optomist is? Dat's a guy who casts bread on de' waters and den expects hit to come back wit hot-dogs 'tween it!

Iffen I don't see you soon, juss remember dis! When you counts yo' troubles 'ore and 'ore—de' world will proceed to give you more." Ain't it de' truff!



With two year's service in the Navy behind him, Frank Jennings has returned to WIBW to rejoin the staff. Frank and his new \$1,000 accordion can be heard on Bobbie Dick's 6:00 a.m. program, on the Bar Nothin' Ranch at 6:15 a.m. and on the Round-Up and Dinner Hour shows.

- 7:00—Vox Pop (*Emerson Drug*)
- 7:30—Joan Davis Show (*Swan Soap*)
- 7:55—News (*Vick Chemical Co.*)
- 8:00—Lux Radio Theatre (*Lux*)
- 9:00—Screen Guild Players (*Lady Esther*)
- 9:30—Bob Hawk Show
(*R. J. Reynolds Tobacco Co.*)
- 10:00—News (*The Fleming Co.*)
- 10:15—Jimmy Carroll Sings (*E. R. Squibb*)

TUESDAY

Evening

- 6:00—News (*Phillips 66*)
- 6:15—Songs of Bobbie Dick
- 6:30—American Melody Hour (*Bayer Co.*)
- 7:00—Big Town (*Sterling Products*)
- 7:30—Theatre of Romance
(*Colgate-Palmolive-Peet*)
- 7:55—News (*Vick Chemical Co.*)
- 8:00—Inner Sanctum (*Thomas J. Lipton, Inc.*)
- 8:30—Pleasant Valley
- 9:00—The Bob Crosby Show
(*Ford Motor Co.*)
- 9:30—Ernie Quigley, Sports
- 9:45—Emahizer Melodies
(*Emahizer-Spielman*)
- 10:15—Congress Speaks

WEDNESDAY

Evening

- 6:00—News (*Butternut Coffee*)
- 6:15—Songs of Bobbie Dick
- 6:30—Piano Ramblings
- 6:45—News
- 7:00—The Jack Carson Show (*Campbell Soup Co.*)
- 7:30—Dr. Christian
(*Chesebrough Mfg. Co.*)
- 7:55—News (*Vicks Chemical Co.*)
- 8:00—The Frank Sinatra Show (*P. Lorillard Co.*)
- 8:30—Ann Sothern in Maisie
(*Eversharp Co.*)
- 9:00—Great Moments in Music
(*Celanese Corp.*)
- 9:30—Andrews Sisters
(*Nash Kelvinator Co.*)
- 10:00—News (*The Fleming Co.*)
- 10:15—Jimmy Carroll Sings (*E. R. Squibb*)

THURSDAY

Evening

- 6:00—News (*Phillips 66*)
- 6:15—Songs of Bobbie Dick
- 6:30—The Rainbow Trail (*American Poultry*)
- 6:45—Olaf Soward's Viewpoint
- 7:00—Constant Invader
- 7:15—Crossroads Sociable
- 7:55—News (*Ray Beers Clothing Co.*)
- 8:00—Music of Andre Kostelanetz
(*Chrysler Corp.*)
- 8:30—Hobby Lobby
(*Anchor Hocking Glass*)
- 9:00—Island Venture
(*Wm. Wrigley, Jr., Co.*)
- 9:30—Powder Box Theatre
(*Bourjois, Inc.*)

10:00—News (*The Fleming Co.*)
 10:15—Ernie Quigley, Sports

**FRIDAY
 Evening**

6:00—News (*Butternut Coffee*)
 6:15—Songs of Bobbie Dick
 6:30—Henry & Jerome
 6:45—News
 7:00—Aldrich Family (*General Foods*)
 7:30—Kate Smith Sings (*General Foods*)
 7:55—News (*Vicks Chemical Co.*)
 8:00—It Pays To Be Ignorant
 (*Philip Morris*)
 8:30—Those Websters (*Quaker Oats*)
 9:00—Durante-Moore Show
 (*United Drug Co.*)
 9:30—The Ginny Simms Show
 (*Borden Co.*)
 10:00—News (*The Fleming Co.*)
 10:15—Jimmy Carroll Sings (*E. R. Squibb*)

**SATURDAY
 Morning**

5:00—Daybreak Jamboree
 5:45—News
 6:00—Bobbie Dick
 6:15—Bar Nothing Ranch (*Peruna*)
 6:35—Farm Service News
 6:45—Doc and Esther (*Spark-o-Lite*)
 7:00—News (*Carey Salt*)
 7:15—Shepherd of the Hills (*Nutrena*)
 7:30—Henry and Jerome
 7:45—Edmund Denney Time
 8:00—News (*Grove Lab.*)
 8:05—Henry and Jerome
 8:15—Food Review
 (*Topeka Daily Capital*)
 8:45—Lee Farm Hour (*Geo. H. Lee Co.*)
 9:00—Shepherd of the Hills
 9:15—News (*Dannen*)
 10:30—Billie Burke Show
 (*Lambert Pharmacal Co.*)
 11:00—Armstrong's Theatre of Today
 (*Armstrong Cork Co.*)
 11:30—Weather Bureau
 11:34—Dinner Hour

Afternoon

12:00—News (*H. D. Lee Co.*)
 12:15—Markets (*DeKalb Agri. Ass'n*)
 2:30—Mary Lee Taylor
 (*Pet Milk Sales Co.*)
 3:00—Let's Pretend (*Cream of Wheat*)
 3:25—News
 3:30—Give and Take (*Chef Boy-Ar-Dee*)
 4:15—Hollywood Startime (*Frigidaire*)
 4:30—County Fair (*Borden & Co.*)
 5:15—Grand Central Station
 (*Pillsbury Mills*)
 5:45—News (*Phillips 66*)

Evening

6:00—Man on the Farm (*Quaker Oats Co.*)
 6:30—The First Nighter (*Campana*)
 7:00—Dick Haymes Show (*Auto-Lite*)
 7:30—Mayor of the Town
 (*Nozema Chemical Co.*)
 7:55—News (*Vick Chemical Co.*)
 8:00—Your Hit Parade (*Lucky Strike*)

Our Announcers



Hilton Hodges

You know how I feel coming back to WIBW, my old friends and a grand fellow who almost no one ever calls "The Boss." Being in the service was a great adventure and helpful in some ways, but putting on a pair of trousers that has ROOM in front (and back) and being called "Mister" or "Hilton" is perhaps the best of all!

Having a private license and enjoying flying, I naturally thought of a flying job in the service. I chose the Navy, volunteered as a flight instructor and spent three years teaching young men to fly carrier and land based planes. Tours of duty included Chicago, Dallas, New Orleans, Olathe, St. Louis and Norman, Oklahoma. I have a new respect for all teachers.

I saw a great deal of the country in many trips by plane but the Navy decided that my job was here and not overseas. In that I was very fortunate but like most all my friends, felt let-down that I didn't get to see real action. I'm proud though, that so many of my students did a great job all over the world.



The cameraman caught Danny O'Neil in the middle of a song during a recent "Powder Box Theatre" broadcast heard on WIBW at 9:30 p.m. Thursday.



Bob Crosby, who is heard on WIBW Tuesdays at 9:00 p.m. on "The Bob Crosby Show," spent fourteen months in the South Pacific as a lieutenant in the Marine Corps.

- 8:45—Kansas Roundup
(*Army Goods, Schreiber Mills
American Poultry, Dr. L. D. Le-
gear Medicine Co.*)
10:00—News (*The Fleming Co.*)
10:15—Ned Calmer, News (*Parker Pen*)
10:20—Celebrity Club (*Continental Can*)
10:50—Textron Theatre, Starring Helen
Hayes (*Textron, Inc.*)

SUNDAY

Morning

- 7:15—Pentecostal Tabernacle
7:30—Bethel Covenant Church
8:00—CBS Morning News
8:15—Farm News
8:30—Kansas News
8:45—Faultless Starch Program
9:00—Church of the Air
9:30—Wings Over Jordan
10:00—Warren Sweeney, News
(*Curtiss Candy*)
10:05—Blue Jacket Choir
10:30—Invitation to Learning
11:00—First Methodist Church
11:15—"The Garden Gate"
(*Ferry Morse Seed Co.*)

Afternoon

- 12:00—News
12:15—Rainbow Trail (*American Poultry*)
12:45—M. L. Nelson (*Garst and Thomas*)
1:00—Radio Reader Rigest
(*Hall Bros. Co.*)
1:30—Ernie Quigley, Sports
1:55—Program Resume
2:00—New York Philharmonic
(*United States Rubber Co.*)
3:30—Electric Hour (*Electric Companies',
Adv. Program*)
4:00—Prudential Family Hour
(*Prudential Life Ins. Co.*)
4:30—Gene Autry (*Wm. Wrigley Corp.*)
4:45—Senator Capper
(*Gospel Broadcasting Ass'n.*)

Evening

- 6:00—Adventures of the Thin Man
(*General Foods*)
6:30—Blondie (*Colgate-Palmolive-Peet*)
7:00—The Beulah Show
(*Lewis-Howe Co.*)
7:30—Crime Doctor (*Philip Morris*)
7:55—News (*Ray Beers Clothing Co.*)
8:00—Request Performance
(*Campbell Soup Co.*)
8:30—Texaco Star Theatre (*Texas Co.*)
9:00—Take It Or Leave It
(*Eversharp, Inc.*)
9:30—The Baby Snooks Show
(*General Foods*)
10:00—News (*The Fleming Co.*)
10:15—Ned Calmer, News (*Parker Pen*)
10:20—Emahizer Melodies
(*Emahizer-Spielman Co.*)
10:30—Adventures of Ozzie & Harriet
(*International Silver*)
11:00—Wm. L. Shirer, News
(*J. B. Williams Co.*)

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Hmmm. Must be pretty interesting to command the attention of two characters like Shep and Ole. Maybe the first pair of spring robins. More probably the first pair of spring nylons.



And while Shep and Ole are admiring the scenery outside, Leonard McEwen in inside, slaving over a hot steel guitar. Leonard also plays banjo and standard guitar.