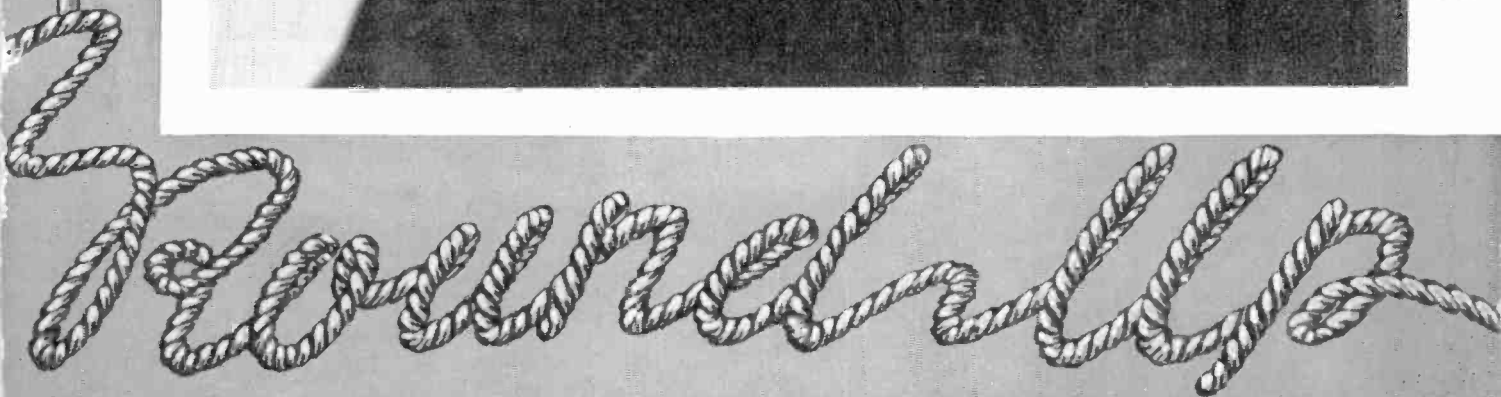


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ROUND-UP

February

Our Thirty-Fifth Issue

1948

The WIBW Round-Up Magazine is published by the WIBW Round-Up. G. W. "Doc" Embree, Editor
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Ad Libbing—By Doc

I got my first almanac in the mail the other day, the first since before the War. I really get a kick out of reading about the different months, what they stand for and their gifts to humanity. February, the little shorty of the entire twelve, has been one of our best months. Such famous personalities as George Washington, Abraham Lincoln, William Henry Harrison, Horace Greeley, William Allen White, Thomas Edison, Admiral Chester Nimitz and Henry W. Longfellow were born in February. The Boy Scouts of America was chartered by Congress February 8, 1910. The Rotary International was founded in this LITTLE month. If that's any indication of what we can expect from this month, look out for February, 1948! Who knows, maybe another president will be born this month!

Shortly before New Year's day, Mr. Wichers, of the Wichers Photography studios, called and said he had a little something for me. Of course I hurried right over to his office to see what it could be. What a pleasant surprise! It was a neatly framed picture of Esther, all tinted in the best Wichers style. I'll always treasure it. A few weeks later, Ole came rushing over dragging the daily paper. "Did you see this letter Tony Wichers wrote you?" he asked. I wondered how Ole chanced to have my mail and was on the point of telling him that this good neighbor business could just go so far, when he showed me an open letter, addressed to your editor, there in the paper. Mr. Wichers was expressing his gratitude that we used his photography during 1947, not only for our professional pictures, but for our personal use as well. He said so many nice things about the WIBW staff that all of us were just a little puffed up for a few days. Now that's the kind of fellow Tony Wichers is. He makes the best pictures imaginable, prices them in range of our limited pocketbook and publicly thanks us for the business. What can you do with a fellow like that?

So many of you folks have been ordering the back issues of the Round-Up that our supply of some of the months are getting low. Now if you want to complete your collections, better order right away. We reserve the right to substitute in cases where our supply becomes exhausted. We have copies of all issues from May, 1945, through December, 1947, with the exception of December, 1945 and April, 1947. We are selling them out at the exceptionally low price of twelve copies for fifty cents, or twenty-four for a dollar. Address Round-Up, WIBW, Topeka, Kansas.



Hilton's mik work is somewhat limited by the duties of his job as Sales Manager, but he's always on hand to interview customers at Bomgardner's furniture company each Wednesday evening at ten-fifteen. The young lady he's interviewing? That's Mrs. Bomgardner!

COMING EVENTS

Birthdays

Woody MorseFebruary 21
Mary MiccolisFebruary 22
B. C. HendricksFebruary 28

Anniversaries

Mr. and Mrs. Bob Kearns..February 23
Mr. and Mrs. K. G. Marquardt.March 2
Mr. and Mrs. Lee Smith.....March 7

On Our Cover — Homer Cunningham

Well, let's see now! Where shall I begin? At the beginning of course! But did you ever try to sit down and write the story of your life? Ordinarily you would suppose that would be easy! I did too! But now after almost a month I find it the hardest job I ever tackled! I mean that!

I was born in a small town in West Virginia called Kenova — situated on the banks of the Ohio River in the extreme southwest corner of the state. The town derived its name from the tri-state area of Kentucky, Ohio and West Virginia. Ken from Kentucky, O from Ohio and Va from Virginia, Kenova, see?

The date was October 4, 1907, which must have meant more to Fred and Emma Cunningham because I certainly don't remember it! But that's what the Wayne County W. Virginia records show, and my increasingly grey hair reminds me.

My childhood was spent in the usual normal routine of boys raised in smaller towns! Public schools, swimming in the Ohio River in summer — skating in winter — hiking over the numerous hills — boy scouts — day dreams of someday pulling the throttle back on a locomotive. That came naturally because Kenova was a large railroad terminal at one time and my father, now retired, was a railroad engineer on the Norfolk and Western Railway.

I am the oldest of six children—five boys and one girl—the youngest boys being twins now 26 years old. One of them, Jon, is now living in Topeka with his wife and baby, employed as a commercial artist with a local advertising firm.

It was in North Carolina in 1926 I became inoculated with the radio virus! It was a potent bug because the malady has lingered on to this day! My first introduction to a microphone came while singing with a dance band; and although I didn't know it at the time, that was it.

My ambition at the time, as I recall, was to become an electrical or mechanical engineer, so that meant I should drop this foolishness and get back to school. So I arrived home in March, 1928, returned to school and hoped to pursue that course of study. But, as the nearby city of Huntington, W. Virginia had acquired a radia station during my absence, it was only natural after my early introduction that I

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The Key to Better Listening

By Art Holbrook

Down Wichita way there lives a twinkling-eyed gentleman who probably knows more about your dial-twisting habits than you do yourself. Dr. Forest L. Whan, Chairman of the Committee on Radio at the University of Wichita, has just completed the eleventh in a series of annual studies of the radio listening habits and preferences of the people of Kansas, **THE KANSAS RADIO AUDIENCE OF 1947**. Therein lies the WIBW key to better broadcasting which means your key to better listening.

Here is a document unique in the annals of research. Though not available to the general public **THE KANSAS RADIO AUDIENCE OF 1947**, as its ten predecessors, is consulted regularly in high places of the broadcasting, commercial and industrial fields.

This latest Kansas radio survey is fairly bulging with figures and graphs; the net result of which again places WIBW head and shoulders above the rest in station preference!

Such a conclusion places an important and challenging responsibility on the management of WIBW. Each year for the past ten WIBW has made a detailed study of each annual survey to determine how best to serve and to please you who compose the Kansas radio audience. You may be sure that it is not by accident nor hit-or-miss planning that has built the daily WIBW program structure. It is through constant research and study of the likes and dislikes of the people within our great commonwealth.

No resting on our laurels here. The challenge is to not only BE preferred but to CONTINUE to be preferred by the greatest majority of listeners within our range.

In checking the pulse of Kansas radio listeners Dr. Whan has employed practical, common-sense methods, sampling every county in Kansas except Wyandotte which is generally considered as part of greater Kansas City.

Instead of merely scratching the surface as in the case of some surveys, Dr. Whan has gone right to the heart of radio in Kansas, breaking the state into eight districts, sending experienced crews into these districts with an all-inclusive questionnaire.

Touching on everything from condition of home radio sets in use, to programs and station preferences, the Whan survey produced flattering results

for WIBW. It shows that you prefer WIBW news broadcasts five-to-one over all others. It shows the Kansas Roundup two-to-one the favorite music and variety locally produced program in Kansas. The entertainers appearing daily on the Kansas Roundup and Dinner Hour are shown clearly as the most popular personalities on locally produced Kansas radio programs. On Kansas farms Dr. Whan has shown that WIBW farm news programs are preferred five-to-one. Serials or continued stories appearing on WIBW are leaders among the ladies on the farm and in the city home.

Since brevity is of the essence we have purposely by-passed the myriad statistics embodied in the annual Kansas radio report but we have touched on those things close to our hearts and, we believe, of interest to you.

THE KANSAS RADIO AUDIENCE OF 1947 as prepared by Dr. Whan is a document of which we are justifiably proud! Within its pages are countless facts that mold the key to better broadcasting by WIBW and to better listening by you... the key that unlocks human portals that we may voice constant appreciation to YOU the **KANSAS RADIO AUDIENCE OF 1947**; and may we continue to rate in '48!



Here's Tracy Dee Rushing, four-year-old son of Dee and Bernadine Rushing, heard with the rest of the Rushing Family each morning at 6:15. We left Tracy out of the picture last month, so hope to make up for the oversight by putting him here all by himself. Tracy does a good job singing solos and playing his "kazoo" saxophone.

Here's Real Honesty

Diogenes, the cynical Greek philosopher who lived in a tub, spent much of his time carrying a lighted lantern around in the day time, looking for an honest man. Either he was slightly off his trolley or honest men were more of a rarity then than now. Take for example the following story.

Eighteen years ago, Henry and Jerome played a personal appearance in Holstein, Nebraska. That's where the story begins. The climax and ending were furnished in a letter to the boys, written just last month. It went something like this:

"Dear Henry and Jerome,

"Some years ago you played a personal appearance in Holstein, Nebr. Maybe you've forgotten it by this time. I've never forgotten. We arrived late and some way or other we got in the hall without paying. We didn't do it on purpose, but I've often thought about it and knew it wasn't fair to you. I am enclosing three dollars in this letter to pay our admittance. I think there were four of us in the group.

"Congratulations on your singing." And then the lady signed her name.

As I was saying, Diogenes was either off his trolley, or honesty was a scarce article during his time.

International Harvester Sponsors Show

During the next few months, you folks are going to be treated to some extra special FREE entertainment, courtesy of your local International Harvester dealer. Such entertainers as Ezra Hawkins, Bobbie Dick, Shepherd of the Hills, Glenn Osborn, and others of the W.I.B.W. entertaining staff will make appearances in your community.

At present our schedule is not complete, but we will list dates already arranged. It's all free, thanks to your International Harvester dealer.

Feb. 18, Craven Implement Co., Marysville, Kansas.

Feb. 19, Esslinger Implement Co., Frankfort, Kans.

Feb. 20, Hanover, Kansas.

Feb. 23, Charles Leiber Implement Co., Greenleaf, Kansas.

Feb. 25, L. O. Norquist Implement Co., Clay Center, Kansas.

March 3, McDaniel Implement Co., Lyndon, Kansas.

March 4, Coolidge Implement Co., Council Grove, Kansas.

C.B.S. Notes

by Kathryn Young

THE BIGGEST SHOW IN TOWN

Here it is February all ready! A quick glance at the calendar informs us that not only do we celebrate the birthdays of two great presidents, have Ground Hog Day and St. Valentine's Day during this month—but this year we have an extra day thrown in, and those who were born on February 29 will get to celebrate their birthdays again!

Since chatting with you in January, CBS has made a number of program changes. Incidentally, how do you like their new setup of three straight hours of comedy on Friday nights?



DANNY THOMAS

One of these comedy shows on Friday night features Danny Thomas. After making a hit at La Martinique night club on Broadway, Danny made a six-months' USO tour with Marlene Dietrich to Africa, Sicily, and Italy.

Although most of us are miles from Broadway, Martin Horrell, producer of "Grand Central Station," feels it is his duty to bring Broadway to us. Mr. Horrell states that the people in the East can get to the New York plays, but radio is the way to make the best talent on the Great White Way available to those in the farther away areas. That's why he has made it a policy to have only Broadway players on the "Grand Central Station" broadcasts.

The miracles of radio! I just doesn't seem possible, does it, that the soft-voiced John Wayne of "Big Sister" is played by Paul McGrath, who causes chills to chase up and down spines with

the opening of the squeaking door on "Inner Sanctum!"

When we relax in our easy chairs and listen to our favorite entertainers, we don't know what agony they are going through sometimes. Such a time occurred on a recent broadcast of "The Adventures of Sam Spade." Howard Duff, who portrays Sam Spade, was reading his script with all the force and expression his role calls for and confidently turned the page. "Holy Cow!" as Corliss Archer's boy friend Dexter would say—the next page was missing. Howard made frantic gestures for help and started ad libbing furiously. Bea Benaderet, another cast member, saw his predicament and rushed to the microphone with her script and held it up before Duff's frantic eyes. After the broadcast, Howard wiped the perspiration from his brow and described his feeling about the same as opening a door and unexpectedly stepping into an empty elevator shaft.



EVELYN

Here's a new picture of Evelyn, famous for her violin on the "Hour of Charm" Sunday broadcasts.

According to William Keighley, producer of "Lux Radio Theatre," all the seventeen odd thousand theatres in the nation filled to capacity could not hold all the people who listen to the "Lux Radio Theatre" each Monday.

Frank Bingham, announcer on "My Friend Irma," always baffles the studio audience because he reads the first two

commercial announcements without glasses but always wears them while reading the final message from the sponsor. When questioned, Frank explained that he has to watch the studio clock during the last commercial to see that the show goes off the air on time—and he can't see the clock without his glasses.



STACY MCGILL and CHRIS WELLS

If the voices of Christopher Wells and his girlfriend Stacy sound a little different lately, it's because Christopher Wells is now played by Les Damon and Vicki Vola now plays the part as Stacy McGill. Our photographer caught them rehearsing for last week's show.

"Do you remember the very first time you went (or were pushed) on stage in that first school play and you were so scared you couldn't remember your first line?" That's the way Win Elliot, M.C. of "County Fair," describes his feeling every time he starts to broadcast... and he steps before the microphone 10 or 12 times a week. He says his knees don't quit their knocking until he is off the air. Win further states that if you have butterflies scurrying about in your stomach, your knees knock and you break out in a cold sweat when you start to give a talk for your club or PTA group, that's a good sign. The best radio entertainers all go through the same experience.

If you can't understand the great popularity of the "Too Fat Polka," you're
(Continued on Page 9)

Chats Around the Aerial

.... with Olaf S. Soward

The popular, versatile and attractive radio set in the corner of practically every American living room has become such a commonplace piece of furniture that most of us hardly ever think about it at all.

And the odds are long that if we did, mighty few of us would ever stop to say to ourselves as we stared reflectively at its polished cabinet: "There is one of the principal factors in the rescue of modern home life!" Yet, if we ever were to bother to tell ourselves the whole story, that is practically it in a nutshell.

Most of us have at one time or another heard ministers, philosophers or essayists complain that science is a very mixed blessing to man. Everyone admits that the surge of invention over the past 20 years, fathered by science, has indeed brought us many blessings. But they have not been unmixed.

That flood of inventions has necessarily changed the pattern of life and thought developed through tens of centuries by the accumulated experience and wisdom of all men. In many instances invention has thrust such unsettling changes upon us almost overnight.

Probably no human institution has suffered so many nor such rude shocks from that tendency as the home—which has been throughout thousands of years the stabilizing element which held together the fabric of civilization and made the family, with its priceless moral, educational and character-building values the dependable anchor of practically everything which was good amid the constant storms of life.

And alarmists have often pointed out that, in the main, the influence of that 200 years of invention has been away from the home. Home industries were early replaced by the factory; home teaching by schools. The railroad and steamship vastly increased the ease of wandering, and loosened the bonds of home and family ties.

Within the time of every middle-aged American the automobile and the movies were invented and became practically habits in our daily life. Both, it is to be observed, generated enticing interests which led directly away from the supposed hum-drum of home and family routine.

Then science itself suddenly produced an antidote to what considered the modern poisons of slow disintegration—the

modern radio. Less than a third of a century ago it burst upon our delighted ear, in the form in which we recognize it.

While it is quite true that no automobile is considered quite complete without its radio, this latest product from the bag of magic tricks we call invention is and will always remain primarily a piece of furniture for the home. It has once again made home the center of gravity of life, and outside interests are to an increasing degree being brought into the home through its medium to become the simultaneous and common enjoyment of the whole family circle.

Quite possibly when some very ponderous historian of the future writes a whole shelf of books on the survival of the American home in a period of stress and strain during the first half of the Twentieth century he will give the lion's share of the credit to the radio set which sits in the corner of your living room!



When he's not busy going to school or filling orders for Johnny's Waterless Cleaner, John Curtis can usually be found working with his hives of bees or cooking. Here he was caught in the act of building a sandwich for one of the hungry entertainers his dad, Elmer H. Curtis, is in the habit of bringing home.



I don't know what done brought all disson... but at dee risk of having Puntunia bean me ovah dee head wit sumphin' I's gonna git a few things offa my mind.

Yo' know women takes things... special dee little things in life too doggone serious lak. Fo' instink... take dee woman dat 'magines her husband is lossin' his 'ffection fo' her 'cause he don't rant an' rave 'bout her as much after dee marrin as he done did in dee courtin' days! Now .. course dats silly, ain't it? (Or is it?) Anyhow... I's heard wives ask dere husbands iffen dey loved dem and then gets peeved 'cause dee husband ain't said so... right out befo' ah audience. Iffen dey is anything sillier, den you tell me!

Women dat expects dere tired husband to be like a movie lover is foolish... now ain't dey?

Arlie Derryfield done got hisself in a peck of trouble when he done forgot to bring some flowers or candy to his wife on dere fourth weddin' anniversary dee other day. Dee idea is good fo' a little verse... so hold on to yo' hats... here we goes!

Dee reason fo' battle!

Dere's a ruckus of importance, dere's a fight dat is a fight

At a house down on ourah street, dee war will likely last dee night.

To dee battle more importance every passin' moment brings, They is talking of ancestors and they're throwin' many things.

It is sad, because dee couple dat is stagin' diss wild scrap

Lived in peace fo' years—an' now dey is both acting like a sap.

There'll be lawyers an' divorce courts, there will be some charges hurled When hit's over each will say diss is a mean an' nasty world.

Husband comes home rather peaceful at dee customary time,

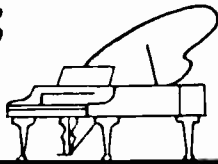
Business looked much better—life wuzz juss a happy rhyme;

But he failed to bring some candy, or some flowers by dee way,

Quite forgettin' he wuzz married just four years ago today!

Ain't dat awful?

Ramblings



As I write this little article for the February issue of the ROUND UP MAGAZINE the snow is almost knee-deep outside. It came a little late for Christmas. Cars have been stalled; folks have been taking bad tumbles on the icy sidewalks; bus and train travel has been delayed and, in general, safety in going about has been the main topic of conversation. During the course of all this, I gave MAUREEN and ELSA quite a lecture on "watching their step." I said, "If persons would keep their heads and watch with care where they are going, these bad accidents would not happen." Then I promptly fell head first down the back stairway at WIBW. Fortunately, serious injury was averted and I escaped with swollen, badly bruised limbs which have kept me indoors all week. From now on, I shall stop GIVING advice and heed my own inner warnings. At least, DOC EMBREE will be glad to have this column by dead-line time.

The SATURDAY NIGHT KANSAS ROUND UP is on the air right now. It is a pleasure to be sitting here enjoying it for a change. The staff sounds in tip top shape and I am proud of them for carrying on in such grand style. (no raises now!!) B. C. KENDRICKS, one of the RADIOAIRES, just sang a fine solo. Frankie Sinatra had better look to his laurels. When EZRA plays an old fashioned square dance and COLONEL COMBS calls, it sounds like the whole gang is really stepping it off. EZRA and AMBROSE HALEY are having their usual arguments, which always end in a good laugh. The MICCOLIS SISTERS, BOBBIE DICK, and VIRGINIA LEE certainly add an excellent touch every so often with their superb yodeling. EDMUND DENNEY and SHEPHERD OF THE HILLS lend their rich voices to please those listeners who love the sweet sentimental songs of yesterday. The RUSHING FAMILY and RADIOAIRES bring in the grand spirituals just at the right time. HENRY, JEROME, DOC and ESTHER, two of the finest teams in radio, can't be surpassed for their good harmony and clever numbers. DUDE HANK, KENNEY HARRIES, MAUREEN, HOPPI, OLE, CLARK, CHUCK, RALPH, HEINIE JIMMIE, GLENN, BILL, GENE

and ELSA all combine to make an excellent background with their various instruments. Yes it is a good staff and I know more than ever now what you folks mean when you say WIBW has music which must please every type of listener. DON HOPKINS and LOYD EVANS deserve a lot of credit for the good announcing on the show. They emphasize their commercial announcements with sincerity even though bits of humor are tossed here and there.

Speaking of DON HOPKINS, his little daughter DONNA LEE sang as a guest artist on the OZARK RAMBLERS show the other night. DONNA has a talented voice and may someday become a great professional singer. We do hope so.

ELSA, our staff organist, is very proud of herself these days. She has just bought a brand new Hammond organ, all her own. It has been installed in her apartment and already she is filling a number of outside engagements playing for banquets and dinner parties.

SHEP, the KAW VALLEY BOYS and DOC and ESTHER were the New Year's Eve guests of Mr. and Mrs. ELMER CURTIS. The "Eager Beavers" arrived in all their glory and found just that—the main course of the dinner was BEAVER meat. I do not know yet whether the pickle was in the middle or the mustard on top. The boys are still raving about the fine cooking of Mrs. Curtis—and that—"ELMER is sure lucky!"

KENNEY HARRIES had a series of mis-haps in the recent snow storm. First of all, he overslept, calling DUDE HANK excitedly saying he would be late for the BOHEMIAN BAND program. Then, his car got stuck in a snow-drift. When he got out to push, he dropped his wrist watch and broke the crystal. He rushed into the studio and his clarinet fell to the floor, causing the engineers to cast glances in his direction. "This must be my unlucky day," said he.

Miss VESTA RUSHING, a member of the RUSHING FAMILY gospel singers, was married December 26 to the Reverend J. T. Drye. The wedding took place at 10:30 in the morning in the parsonage of the Methodist Church at Osborne, Missouri. The ceremony was performed by Reverend C. F. Myers.

Mr. and Mrs. DEE RUSHING were the attendants and, of course, the whole RUSHING FAMILY were present at their sister's marriage. The bride wore a two-piece ice blue satin dress. The matching hat was trimmed with soft blue and pink ostrich plumes. Black suede shoes, black kid gloves completed the ensemble. The couple left by motor for a honeymoon trip down through the south. VESTA is from Birmingham, Alabama. Reverend Drye is from Kanapolis, North Carolina. Reverend Drye is known affectionately as "J. T." to the family. They are proud of his war record, which he seldom mentions. He was a sniper Staff Sergeant in charge of thirty-five men and four machine guns. He was in the battle of the Bulge and was in one fox hole for eleven days. Three different times he took over his company after his Lieutenant was killed. He was shot by a German sniper and was hospitalized forty days, after which he went back to the front lines. He was named Soldier of the Week. We are sending this happy couple our very best wishes for a happy future and we are looking forward to their being a part of our WIBW family.

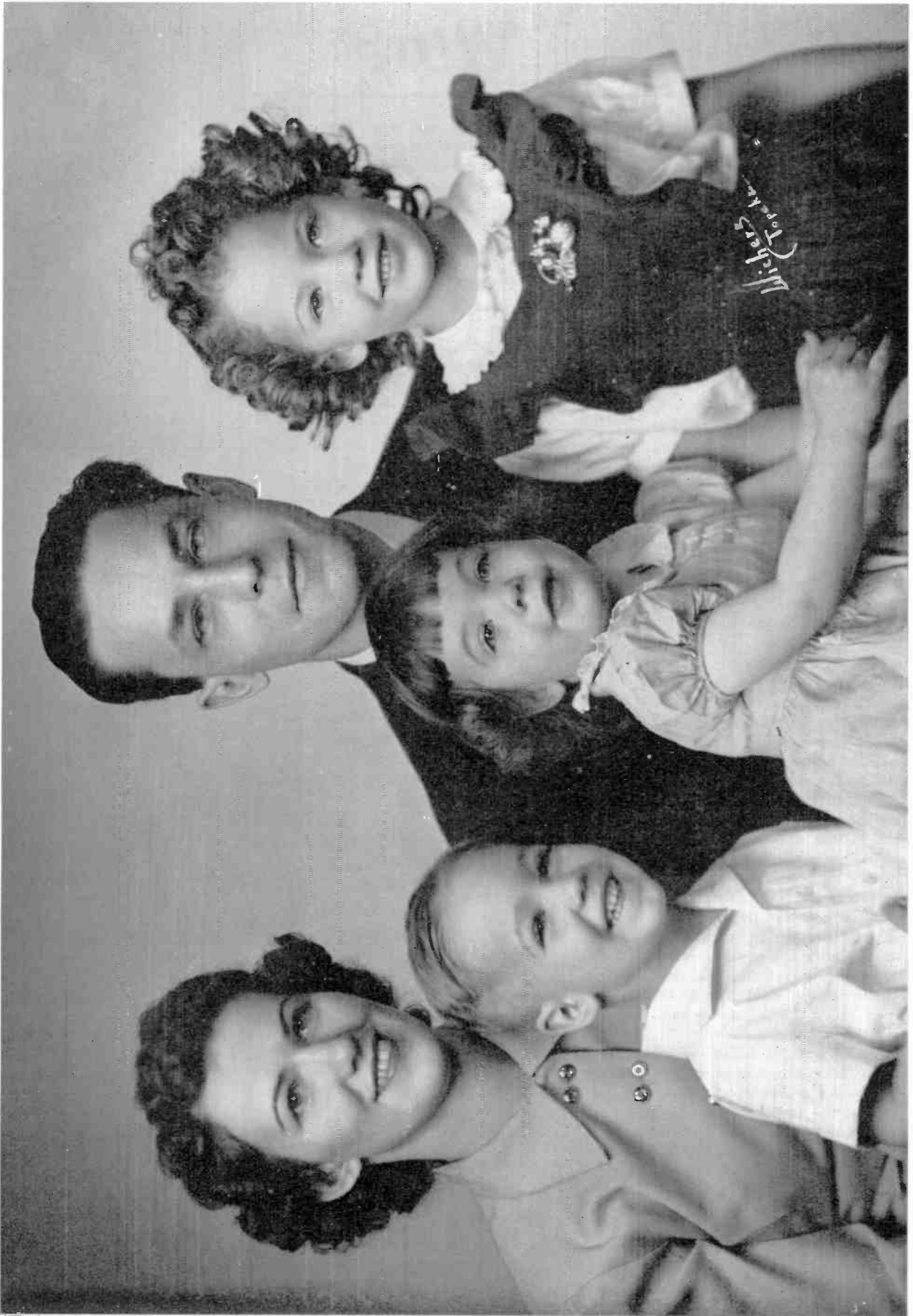
We were glad to meet so many of our friends at the Fair Managers' meeting in Topeka January 13. Our staff members put on a little show for them at their dinner meeting at the Hotel Jayhawk. After all, they were so nice to want us to entertain at the various Fairs this summer, we wanted to return the favor by doing a little entertaining for them at their own meeting.

DON HOPKINS was leaving the studio hurriedly the other day. He put on his hat and coat, then put his pipe in his pocket. The hostess noticed smoke pouring from the pocket and quickly said, "Don, you are on fire!" In his excitement to put out the fire, he went through the same routine... putting on the coat again and a hat. Only this time he already had his coat on and had placed a second one, not belonging to him, on top of that one. He looked very strange as he stomped out with the two hats piled on top of his head.

ART HOLBROOK has returned from his trip to Los Angeles. While there, aside from seeing the Rose Bowl Game, he had a nice visit with the Ted Norths and Ralph Moodys, formerly of Topeka. Ralph Moody will be remembered by our listeners as "Uncle Abner" on the KANSAS ROUND-UP programs. Ralph is heard often on the Theatre Guild network show. He has also appeared in several motion pictures.

Speaking of "Bowl Games," my

(Continued on Page 8)



THE JIMMY MCGINNIS FAMILY
Wilma, Stephen, Bonnie Gaye, Jimmie and Marilyn

AROUND *the* STUDIOS

with Hilton

This column is sentimentally dedicated to all you young gals who are looking for a husband this Leap Year! The only difference actually is that you have one more day to find him than you had last year! But there's the old hunch that every fourth year is "the" year. As one of the gals in the mail room said "Let's get a mate in '48."

That girl is one of about a dozen fine young ladies who see that your orders, requests and inquiries are channeled to the right company or entertainer. We average about 1500 letters and cards per day which means that our mail department is busier than a great many post offices. Each letter and card is read and sent on the very same day. That's why your order is filled so quickly. And if your request for a song to one of our 50 entertainers is not heard on the program you designated, it's usually because there just wasn't time to get it on; or because that particular program doesn't carry dedications.

There's another department at WIBW that never rates any publicity—so here's a cheer for the continuity department. That fine gang sees to it that suitable copy is written for each spot announcement and program that you hear.

For example, if you were to buy three announcements to advertise a house for sale, someone here will write a "spot" describing the house, giving its location and price. These announcements are given on the air at the times you like best or where we believe will reach the folks interested. Naturally, most of the copy we use is prepared by the advertiser himself; or by an advertising agency representing the advertiser. But it's still our task to see that the right spot is used on the right day at the right time. That's the job of the continuity department.

Miss Maudie was "at home" a few days at New Years time, suffering from bruises following a severe fall on our stairs here at the station. She admits she went around a corner too fast—but that didn't stop any of the pain. But she's a good trouper and was back in two days—though still hobbling a bit.

A final summary of the Bowl games made us proud of our Kansas team in Miami. Ernie Quigley says the team was playing fine football and would have won the game if Old Lady Luck hadn't frowned with one minute left.

(Seems to me that she really let her hair down and screamed!) Anyway we glued our ears to the radio and almost had heart failure. Holbrook, of course, was in California listening and bragging to his West Coast friends all through the game, only to be let down too. But he enjoyed the Rose Bowl game and compared Michigan very favorably with Kansas. (I thing that's the way he said to say it.) He saw Ralph Moody. (Remmeber Uncle Abner?) Ralph is doing character parts in several network programs including "Screen Guild Players" on WIBW Monday nights at 9:30. He and Mrs. Moody have a home in Van Nuys. We still think Uncle Abner's Barber Shop was one of the funniest programs ever—with Chuck, Dean, Axelbender and Elmer Curtis constantly making trouble for the old man.

Our best comedy programs this winter are on Friday night—with 3 hours of radio's funniest shows coming over CBS. Make a note to tune in Friday night—if you like to laugh.

We have the largest entertaining staff here in Topeka that we, or any other midwest radio station, have ever had. There are fifty fine folks trying very hard to entertain you every day. I'm confident from your letters, that they do a great job. Here's a thank you from them for the thousands of letters, and Christmas cards, you send our way.

Good bye for now. Time for the cough syrup.



When we want a sweet song sung sweetly, we call on Ruth Miccolis. Ruth puts that extra something into each number that sets her solos apart as special attractions.



Eight forty-five is Flex-O-Glass time on the Saturday night Kansas Round-Up and the WIBW quartette steps to the mike to sing the famous "Sunshine" theme. Edmund, Chuck, Clark and the Shepherd share the vocal honors.

(Continued from Page 6)

brother sent me a special delivery letter right after Christmas, saying he had four tickets to the "Cotton Bowl" if Dude and I would care to go. In my enthusiasm and excitement—Gene SHIPLEY raised his eyebrows when I told him, "Isn't it wonderful, we have two tickets to the DUST BOWL GAME!" So long folks, MISS MAUDIE.



Gene Foster is one of the jolliest fellows around WIBW. Virginia Lee is one of our most charming young ladies. Nice combination, don't you think?



I'd like to explain to you folks a little bit about the mailing of the Round-Up. The copies are delivered at our office on the first day of each month and we start addressing them just about two minutes after their arrival (it takes that long to get the machinery rolling.) Our addressing machine has a capacity of about fifteen hundred addresses per hour, so it usually takes us three days to address all copies to be mailed. Then the magazines have to be "thrown" according to town and state and tied in bundles, labeled and delivered to the post office. They are mailed under a third class permit, so do not travel as fast as first class mail. Every magazine is in the mail by the fifth of each month, except in cases where a Sunday or a holiday occurs within the first five days of a month, which of course sets us back a day. In fairness to us, please wait till at least the tenth of the month before you write and accuse us of trying to take your money and not send you a magazine. In fairness to you, if for any reason you don't get your magazine, we want to know about it. I hope that takes care of all you folks who have been wondering why your Round-Up has not been arriving on the first day of the month.

In the same vein, Mrs. G.H.W. of Nickerson, Kansas, writes:

"I subscribe to a number of magazines and they are all delivered before the first of the month. Why don't you have the Round-Up printed earlier in the month so you can get them to us by the first?"

If you think it over you'll understand that it takes just a certain length of time for the Round-Up to be produced, from the time the writing staff pushes down the first typewriter key till the last copy rolls off the presses and trimmer. In order to cooperate with the printers who have a very full schedule, the last week in each month is the best possible time to print the Round-Up. Whether it is printed the first or the last of the month, you can be sure we'll see that you get your copy, and that the news in each issue will be new. At least not over a month or two old.

"I enjoy our Round-Up so much.. and so do the neighbors. They pass it around till the cover falls off." Mrs.

G.T., Chanute, Kansas. (Then she enclosed a dollar for a gift subscription.)

"I am glad for the picture of Loyd Evans (Nov. Round-Up.) He is the only announcer I have listened to regularly and I have had a mental picture of him for months. I still try to visualize him as he looks in his picture but his voice still reflects a bald-headed, middle age spread man." E.M.J., Iola, Kansas.

Give him time, he'll live up to your description.

"Where is Aunt Faye?" F.G.W., Kansas City, Mo.

She might be a neighbor of yours; she is in Kansas City at present.

"Who sings tenor, Henry or Jerome?" L.B., Smith Center, Kansas.

Henry.

"Where are Lane Shaw, Carl Bailey, Emory Martin, Fairley, Arbie and Arkie, Billy Starr and Jimmy Dickens-" Miss L.L., Brunswick, Mo.

Lane and Carl are in Alabama, Emory in Renfro Valley, Kentucky, Fairley, Knoxville, Tennessee, Arbie is Chuck Wayne, Arkie was Dean Eacker and he is in Idaho, Billy Starr is in St. Louis, Jimmy Dickens is in Saginaw, Michigan.

"What happened to the Pleasant Valley program-" S.D., Ft. Scott, Kansas.

Pleasant Valley and Crossroads Sociable were merged into one show, 8:00 p.m. Tuesday and the name "Crossroads Sociable" is used.

"Why doesn't your little boy sing with you?" Mrs. E.W., Drexel, Mo.

Confidentially, I don't think he can carry a tune.

Many of our listeners send us original poems from time to time and believe me, we really enjoy them. Following is one that came in at Christmas time, addressed to the Radioaires. We think it is pretty clever.

"Another year has rolled around,

With Christmas very near;

We wonder if you ever say—

Brr, it's cold up here.

We hope you get accustomed to

Our Kansas Climate, tho,

If it be the summer's heat,

Or winter's cold and snow.

There are good people in our state,

Just as in every one,

And many praise and worship

God and His Holy Son.

And for this very reason, your singing brings us joy,
Also the lovely music by your piano boy.

So to Lee, B. C., and Ray,

Gene Foster and Rene,

We send our best wishes

For a Merry Christmas Day."

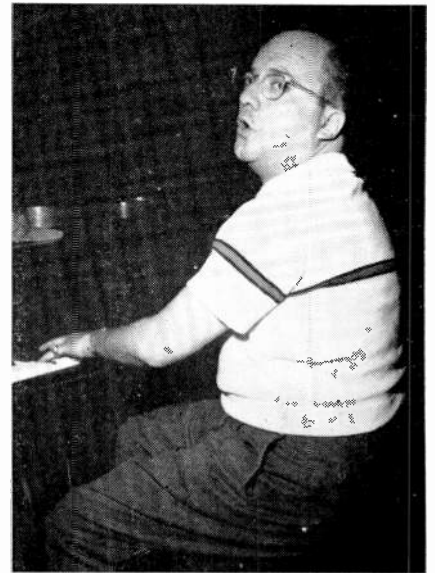
And it was signed by M. and Mrs.

W. L. S., Oketo, Kans.

C.B.S. NOTES

(Continued from Page 4)

no different from Arthur Godfrey, the fellow who started it all. Archie Bleyer, Godfrey's bandleader, brought the tune to him, saying he thought it might make a cute novelty tune on their show. Godfrey decided to give it a try. The studio and listening audience loved the tune and Godfrey made a recording of it, which has been selling like hotcakes. Godfrey, who can be heard regularly on the "Arthur Godfrey Talent Scouts" show Monday evening, just shakes his head and says, "I don't understand it!"



ABE BURROWS

A new show that came to our schedule at 6:30 p.m. Saturday, January 3, and will be heard at the same time every Saturday is "The Abe Burrows Show." Abe Burrows, who is featured on this show, has been called "a rare funny genius" and "the country's greatest satirist." When Burrows sits down at the piano he gives forth with such songs as "The Girl With the Three Blue Eyes" and "I'm Dreaming of a Green Christmas." For a refreshing quarter-hour next Saturday night at 6:30, listen to Abe Burrows.

Until March winds begin to blow, I'll say, "Bye now."

The Voices You Hear Along the RFD

... by Gene Shipley ...

It doesn't seem possible that we are already well into the new year. But here it is February, and spring is "just around the corner." No doubt you have already looked over the colorful seed catalogs, and have checked several pages for future reference. In the far south, it is already planting time, and here in the midwest it is planning time, and ordering time, for the new nursery catalogs are the real harbingers of spring that is only weeks away. There is an urgent need for good gardens, and many of them this year, in cities, towns, villages and on farms. The goal this year has been set at 20 million Freedom Gardens. Individually, the contribution to our food supply is not large, but collectively, 20 million home gardens will swell our abundance here at home, and make it possible to send food to areas where scarcity—and even famine—prevails. Food is the scarcest commodity in the world today, and it is not altogether just charity for us to try to help these needy people abroad, since we will also be helping to preserve our own form of civilization. There is another side, too. It is plain common sense

for the average family to save money on their food bills in the face of mounting prices, and it has been shown that it is easy to produce from \$75 to \$150 worth of food in an average backyard garden.

Research is playing an even increasingly important part in our agricultural life and welfare. Chemical research especially has provided us with several valuable and important additions, and I just wonder what the year 1948 will bring forth. During 1947 a spray was developed called "Endrop," which when sprayed on fruit, while still on the tree, will keep it hanging ten days to three weeks longer, instead of falling off and spilling on the ground, causing serious bruise damage from windfalls. Our old friend 2-4D certainly took the spotlight, too, as more and more experimentation goes on. An amazing result which was almost through accident was its effect on weed control in corn. Used on certain corn fields last year, where weeds had gotten beyond control due to excess rain and muddy fields, 2-4D was tried, and it not only killed off all the weeds, but seemed to stimulate the corn plant it-

self to abnormal growth, and pushed up the yield per acre to almost twice the national average. So, 2-4D may play a very important part in increasing our food production in 1948 and in years to come. A substance similar to 2-4D has been used to change tiny, microscopic plants into large luxuriant growths, but as yet the scientists have not figured out a way to use it. 2-4D has been used experimentally mixed with other substances, and one result has been to cause pineapples to flower a full 12 months ahead of schedule, which opens up all sorts of possibilities for stimulating plant growth, and advancing maturity and harvesting of certain crops. Another chemical has been developed with just the opposite effect, that is, it retards growth, and this spray could be used very effectively to keep potatoes in storage from sprouting.

Chemical research has also produced a method of keeping eggs fresh without refrigeration. For example, chemists who have been experimenting with petroleum derivatives, worked out a method for dipping fresh eggs in a petroleum plastic wash, and the thin film which covers the egg after removal from this plastic will remain fresh for as long as a year without refrigeration whatsoever. Of course it always takes time for these new discoveries to progress from the experimental stage to forms suitable for commercial use, but 1948 will bring us new equipment for waging chemical warfare on weeds and insects, and further progress in the use of such already well known chemicals as 2-4D and DDT.

And just a reminder in closing, February is the month designated for the big 4-H Club membership drive. The goal is for 35,000 members in Kansas 4-H Clubs in 1948. Each county in the state has been assigned a goal for the year, so let's all get behind the 4-Hers and their leaders and help them make it.

Skip the Baby Talk

Photographer: "Now smile and look at the birdie."

Child: "Just pay attention to your exposure so that you don't ruin the plate."—Exchange.

When you put your best foot forward be sure your pet corn is covered.

Here is a dream for old and young—One God, one Country and one Tongue.

The man who said one half of the world does not know how the other half lives never was on a party phone line.—Lyre.



Last fall I flew out to Saint Francis, Kansas to meet and talk with the folks who were attending the fair and get some idea of what was going on in that part of the state. One of the happiest of all the exhibitors was 4-H'er Lila Crowl, who won first in gardening. You can bet the 1948 season will find Lila right out there in the garden again.

HOMER CUNNINGHAM

(Continued from Page 2)

should visit the studios at the earliest opportunity. Of course, from that time on the die was cast.

Teaming up with a tenor friend of mine who had likewise been on the air before, singing with a quartette, we began to broadcast weekly song and chatter programs while I attended school. Then, finally after a year or so we were hired as regular staff talent.

That happy association lasted until the crash of '29 when the staff was cut to the bone, and I luckily landed in an announcer's chair!

Those early days in radio afforded many opportunities to the alert young man who really wanted to learn radio from the ground up. You were called upon to "double-in-brass" as the saying goes, and as a consequence, I acquired a working knowledge of the operation and performance of different phases of radio that is denied the youngsters beginning to day in this highly specialized era. That, too, would require a book.

I moved around like all young fellows will, especially in those unsettled times, tried vaudeville until I became convinced it was dead—or had moved from the movie houses into radio, although no one knew that then. During that period also I was keeping company with a young lady by the name of Rosemary Handley. One glance at that and you know she's Irish. Anyway, in 1932 I finally convinced her I was a fair risk for the future and we were married March 30 of that year. Our first boy, Larry Lee, was born on August 9, 1934. He remained an only child for 10 years as Jon Stephen was born here in Topeka, March 26, 1944.

So, to make a long story short, coming out of the depression years we came out to Kansas City in 1938 and finally

arrived at WIBW July 1, 1939.

I shall not bore you further by enumerating all the radio station whose air waves I have cluttered up because that isn't important. The important thing is that I found a station like WIBW with its congenial people, that speaks well for the management and director of our General Manager Mr. Ben Ludy. In a high-pressure atmosphere that exists in any radio station due to the extreme degree of exactness demanded of us, the congenial, smooth working organization we have at WIBW could only be achieved by wholehearted cooperation from the top down.

We at WIBW are, first of all, cogni-

zant of the responsibility we have to you our listeners. We strive to bring you good clean entertainment — outstanding coverage of world news—and otherwise perform our various duties as good public servants. We are able to do that only so long as we hold your respect and esteem. I hope we measure up to your expectations at all times! If we fail at times, mark it down to the human errors of very human people.

Your many cards and letters are, in great measure, the fuel that keeps the fires burning under the kettle—which reminds me, I'd better go see what's cooking! It's great to know such swell people—it's fine to be a Kansan.



WIBW PROGRAM SCHEDULE

580 on Your Dial

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

Programs in heavy type are Studio Presentations.

MORNING

- 5:00—Daybreak Jamboree Mon. thru Sat.
- 5:40—News Mon. thru Sat.
- 6:00—Bobbie Dick Mon. thru Sat.
- Sunday Morning Meeting** Sun.
- 6:15—The Rushing Family (Peruna)..... Mon. thru Sat.
- 6:30—The Rushing Family (Hamburg Hatchery) Mon. thru Sat.
- 6:35—Farm Service News (Marysville Livestock) Mon. thru Sat.
- 6:45—Hymn Time with Doc and Esther. Tues., Thurs., Sat. (Pierce Proprietaries) Mon., Wed., Fri.
- 7:00—News (B. F. Goodrich)..... Mon., Wed., Fri. (Carey Salt) Tues., Thurs., Sat.
- 7:15—Shepherd of the Hills (National Biscuit Co.-

- Shredded Wheat) Tues., Thurs., Sat. (Nutrena Mills) Mon., Wed., Fri.
- Radioaires** Sun.
- 7:30—Henry and Jerome (Wait's Green Mountain Cough Syrup) .. Mon. thru Sat. The Covenant Hour Sun.
- 7:45—Edmund Denney Time (Merchants Biscuit) Mon. thru Sat.
- 8:00—News Mon., Wed., Fri. (Dannen Mills) Tues., Thurs., Fri. Farmers Forum Sun.
- 8:05—Henry and Jerome..... Tues., Thurs., Sat. (Vicks) Mon., Wed., Fri.
- 8:15—Hymn Time with Doc and Esther (Inter-State Nurseries) Mon. thru Fri. Capital Food Review Sat. Farm News Sun.
- 8:30—Henry's Exchange Mon. thru Fri. Kansas News Sun.
- 8:45—Bobbie and Glenn (Inter-State Nurseries) Sat. Mr. Veteran Sun.

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

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9:00—Shepherd of the Hills (South Carolina Mills) Mon. thru Sat.
Church of the Air Sun.
9:15—News Mon. thru Fri.
10:00—Warren Sweeney, News (Curtiss Candy) Sun.
10:05—College Choirs Sun.
10:30—Bar Nothing Ranch Mon. thru Sat.
Salt Lake City Tabernacle Sun.
10:45—Ambrose Haley and the Ozark Ramblers (Procter and Gamble) Mon. thru Fri.
11:00—Judy and Jane (Folger Coffee) Mon. thru Fri.
Theater of Today (Armstrong Cork Co.) Sat.
First Methodist Church Sun.
11:15—Aunt Jenny's Stories (Lever Bros.) Mon. thru Fri.
11:30—Weather Bureau Mon. thru Sat.
11:35—Dinner Hour Mon. thru Sat.

AFTERNOON

12:00—News (Lee Foods) Mon. thru Sat.
News (Rockdale Monuments) Sun.
12:15—Markets (DeKalb) Mon. thru Sat.
Rainbow Trail Sun.
12:45—M. L. Nelson (Garst and Thomas) Sun.
1:00—Invitation to Learning Sun.
1:30—Ernie Quigley, Sports Sun.
2:00—Grain Markets Mon. thru Fri.
CBS Symphony Sun.
2:05—Kansas Round-Up Mon. thru Fri.
2:30—Mary Lee Taylor (Pet Milk) Sat.
2:45—Kansas Roundup (Kolorbak) Mon. thru Fri.
3:00—The Rushing Family Mon., Wed., Fri.
Radioaires Tues., Thurs.
Let's Pretend (Cream of Wheat) Sat.
3:25—News (Beaumont Co.-4-Way Cold Tablets) Mon. thru Sat.
3:30—Second Mrs. Burton (General Foods) Mon. thru Fri.
Give and Take (Toni, Inc.) Sat.
Eileen Farrell Sun.
3:45—Ma Perkins (Procter and Gamble) Mon. thru Fri.
4:00—Big Sister (Procter and Gamble) Mon. thru Fri.
Treasury Dept. Guest Star Sat.
News (Rockdale Monuments) Sun.
4:15—The Guiding Light (Procter and Gamble) Mon. thru Fri.
Senator Arthur Capper Sun.
4:30—County Fair (Borden Co.) Sat.
Hour of Charm (Electric Companies' Adv. Program) Sun.
5:00—Public Service Sat.
Old Fashioned Revival Hour (Gospel Broadcasting Ass'n) Sun.
5:15—Grand Central Station (Pillsbury Mills) Sat.
5:30—Lum N' Abner (Alka Seltzer) Mon. thru Fri.
5:45—Radioaires (Battery Boost Co.) Mon., thru Fri.
News (Phillips 66) Sat.

EVENING

6:00—News (Butternut Coffee) Mon. Wed., Fri.
(Phillips 66) Tues., Thurs.
Man on the Farm (Quaker Oats) Sat.
Gene Autry Show (Wm. Wrigley, Jr.) Sun.
6:15—Songs of Bobbie Dick Mon. thru Fri.
6:30—Rainbow Trail Mon., Wed., Fri.
Piano Ramblings Tues.
Twilight Serenade Thurs.

Abe Burrow Show (Lambert Pharmacal Co.) Sat.
Blondie (Colgate) Sun.
6:45—News (Schreiber Mills) Mon., Tues., Wed., Fri.
Olaf Soward's Viewpoint Thurs.
7:00—Inner Sanctum (Emerson Drug Co.) Mon.
Big Town (Ironized Yeast) Tues.
American Melody Hour (The Bayer Co.) Wed.
F.B.I. In Peace and War (Lava) Thurs.
Baby Snooks (General Foods) Fri.
Dairyman's Roundtable Sat.
Adventures of Sam Spade (Wildroot Co.) Sun.
7:15—News Sat.
7:30—Arthur Godfrey's Talent Scouts (Lipton's Tea) Mon.
Mr. and Mrs. North (Colgate) Tues.
Dr. Christian (Chesbrough Mfg. Co.) Wed.
Mr. Keen; Tracer of Lost Persons (Whitehall Pharm. Co.) Thurs.
Danny Thomas Show (General Foods) Fri.
Vaughn Monroe (R. J. Reynolds) Sat.
Man Called X (General Motors, Frigidaire Division) Sun.
7:55—News (Garst and Thomas) Mon., Wed., Fri.
(Ray Beers Clothing Co.) Tues., Thurs., Sat.
8:00—Lux Radio Theatre (Lever Bros.) Mon.
Crossroads Sociable Tues.
The Borden Program (Borden Co.) Wed.
Dick Haymes Show (Electric Auto Lite Co.) Thurs.
The Old Gold Show (Old Gold) Fri.
Kansas Round-Up Sat.
Meet Corliss Archer (Campbell Soup) Sun.
8:15—Kansas Round-Up Sat.
8:30—Christopher Wells (DeSoto and Plymouth Dealers) Tues.
Romance Wed.
Crime Photographer (Anchor-Hocking) Thurs.
Adventures of Ozzie and Harriet (International Silver) Fri.
The New Tony Martin Show (Texas Co.) Sun.
8:45—Kansas Roundup (Flex-o-Glass) Sat.
9:00—My Friend Irma (Lever Bros.) Mon.
To Be Announced Tues.
Public Service Wed.
Readers Digest, Radio Edition (Hall Bros.) Thurs.
It Pays to Be Ignorant (Philip Morris) Fri.
Escape Sun.
9:15—Emahizer Melodies (Emahizer-Spielman Furniture Co.) Wed.
9:30—Screen Guild Players (R. J. Reynolds) Mon.
Studio One Tues.
Open Hearing Wed.
Timely Tempos Thurs.
Spotlight Revue (Coca Cola Co.) Fri.
Strike It Rich (Ludens) Sun.
9:45—Kansas Round-Up (Brooks Appliance) Sat.
10:00—News (The Fleming Co.) Mon. thru Sun.
10:15—Variety Time Mon., Fri.
Shopping At Bomgardners (Bomgardner's Furn. Co.) Wed.
Ernie Quigley, Sports Tues., Thurs.
Emahizer Melodies (Emahizer-Spielman Furniture Co.) Sun.
10:30—Salute to FM Tues., Wed., Thurs., Sat.
11:00—News Mon. thru Sun.
12:00—News Mon. thru Sun.