

# WIBW

## ROUND-UP



Special  
June Memorial Edition 1949

# ROUND-UP

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June

Our Fifty-First Issue

1949

## A Round-Up Tribute To Gene and Pug

By ALLAN YOUNG

When Gene Shipley, Pug Marquardt, and Parry Reed were forced down in the "Flying Rooster" by a Western Kansas storm the night of April 26, they left behind a legend and the affection of thousands of friends.

Gene, whose name became as well-known to our listeners as our call letters, themselves, gave unselfishly of his time and energy to promote organizations and projects that helped rural families. The inspiration he has given farm youth will be his living memorial.

Gene was born in Stanwood, Iowa, August 20, 1899. Later the family moved to Missouri and then to Dodge County, Nebraska, where Gene attended grade and high school. He studied electrical engineering at the University of Nebraska, preparatory to managing two telephone plants at Lusk, Wyoming.

From Wyoming, he moved back to Nebraska and for eight years operated a movie theater and electric power plant at Rushville. It was there that Gene became interested in cattle and spent a lot of time on the cattle ranches of Northwestern Nebraska.

In 1922 Gene built a radio station (WEAV) at Rushville and operated it in connection with the electric plant there for several years. However, due to the lack of talent for programs and the fact it was too expensive to operate, it was finally abandoned. During this time Gene was manager of a seven-piece orchestra, in which he played saxophone and banjo.

He started his career as a radio announcer at KMMJ, Clay Center, Nebraska, in 1933 and spent a lot of his spare time on a farm he owned near there. In 1937 he left KMMJ and spent about a year at KMA; then joined WIBW in 1939, where he became Farm Service Director.



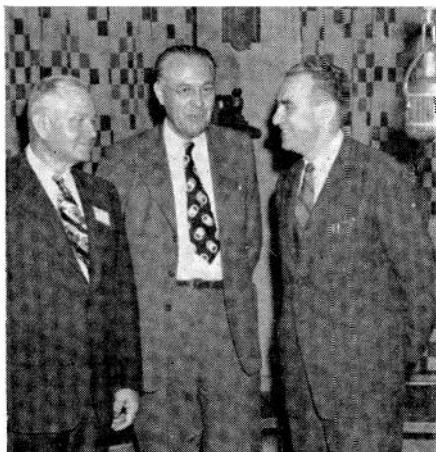
Bronze plaque presentation to officers and leaders of Sharon 4-H Club.

In his work as head of the Farm Service Department, Gene became vitally interested in 4-H Clubs and their work, the Future Farmers of America, Future Homemakers, and the projects of all agricultural groups. Knowing the experience of others would help our listeners, he made broadcasts from events such as plow ter-racing exhibitions, crow bombings, live-stock shows, 4-H Fairs, Flying Farmers conferences, beef tours, the "haylift"—the list goes on and on. If it were at all possible whenever an agricultural event was held, you can bet Gene Shipley was there. Gene's wife, Bess, accompanied him on many of his trips.

Gene has two children. His son, Eugene, is married and a medical student at the University of Southern California; his daughter, Frances, is married and lives in St. Joseph, Missouri.

Gene's pleasant manner, his homespun personality, and his friendliness made him many friends. His mail bulged with invitations—"When you're out this way, be sure to drop in at our house for dinner." "Don't worry about a place to stay when you come out to the fair, you're always welcome at our home." These are typical.

He had the ability to make people relax and feel at ease. Some who have been shy and reticent when Gene asked them for an interview realized afterwards that in his friendly manner he had talked with them and they had relaxed and found no difficulty talking into the mike...in fact, it turned out to be just a friendly conversation...and not a stilted broadcast.



With friends Herman Praeger and Allen Kline.

Gene made many friends through his 12:15 p.m. market broadcasts as well as the Edmund Denney Show at 7:45 a.m. daily and as MC on the Dinner Hour, also on his Dairyman's Round Table broadcasts Saturdays and his Farmers Forum programs Sundays.

Governor Carlson said of Gene: "I have been many places over the state with Gene Shipley and I believe he was one of the most widely known and beloved men in Kansas. Everyone seemed to know and want to greet him."

Senator Capper stated: "Gene Shipley has contributed much to the farmers of Kansas through his work as farm program director and through personal work among

farmers and with the 4-H clubs and the Flying Farmers and other organizations. He was a good man, a kindly man, a helpful man who delighted to be of service to others."

\* \* \*

The plucky little fellow who was nearly always with Gene on his various trips was affectionately known as "Pug" Marquardt. When but a boy, he got in a fight with a bigger and stronger boy—but came out the winner. His classmates called him "Pug" after that and that's the name he was known by when he came to WIBW in 1943 as chief engineer.

More than once have the expressions "genius" and "wizard" been used by top radio men in describing Pug. Pug with the curious mind—always studying and figuring out the answers.

Pug was born at Guthrie, Oklahoma, May 17, 1913; and his parents named him Karlton George. He attended Baker University at Baldwin and Kansas University at Lawrence. At the age of fourteen, Pug obtained his first license as a "ham" operator—a hobby which he enjoyed through the years.

While attending Kansas University, Pug worked as an engineer at WREN. Before coming to WIBW, he was assistant chief engineer for WDAF in Kansas City.

In March, 1935, he married Laura Skinner of Franklin County, Kansas, and they have a nine-year-old son, Kenneth.

Pug was always alert to the latest development in radio and saw that WIBW-FM was the first frequency modulation station in Kansas. Bus-casting and Business Music introduced for the first time in Kansas were two of Pug's latest projects. Bus-casting enables Topekan to enjoy music and the latest news while riding the busses, and Business Music furnishes a source of relaxation for workers through the continual playing of soothing music while they work. Through operation of the tape recorder, Pug helped Gene bring to WIBW listeners all the events he covered and interviews he wished our listeners to hear.

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## How We Keep Busy

by Don Hopkins

We love our mail. We are always tickled "tea-kettle pink" when the mail bag is heavy. It shows that you listen and like us. What's more the orders for products advertised over WIBW keep the programs on the air. We are mighty proud of the fact that down through the years WIBW consistently has been in the top TEN when it comes to the number of individual pieces of commercial mail received in a year's time by a radio station. So you can readily understand how important the MAIL ROOM is to the success of WIBW.

For the past fifteen years Mrs. Mildred Rankin has been in charge of the MAIL ROOM and a splendid job she has been doing, too. She has six girls under her direct supervision. They are: Mary Rose Rollison, Mrs. Freda Murphy, Mrs. Mary Shepherd, Mrs. Joan Gatchell, Enide Dennis and Wanda Watkins. It is Mrs. Rankin's job to see that these girls sort each day's mail into the separate bins for the various accounts. Each day's orders for each account are then typed up and AIR-MAILED to the advertiser, who in turn sends you the merchandise ordered. With the exception of two or three items we do not have here at WIBW the products advertised on the air.

We keep a record of your order here at



*Mildred Rankin*

the station. Records by counties are also kept showing the origin of all the mail we receive. In a year's time we get MAIL from every single county in Kansas, Nebraska, Oklahoma, and Missouri and from hundreds of other counties in every state in the Union. Yes, and mail from a dozen foreign countries, too.

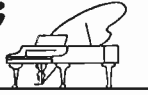
Mary Rose Rollison is in charge of the complaint department. Mistakes will happen. Sometimes it's our fault, sometimes the factory gets mixed up, and sometimes the writing is so poor that we guess at the name and address with fatal results. Mrs. Rankin wants me to tell you that you should always feel free to inquire about anything that is bothering you regarding the order you have or have not received. Handling around 400,000 pieces of mail in a year's time, as we do, I would say that our mistakes are very few, indeed. To be sure that we can read your name and address, Mildred suggests that you print your name and address plainly rather than write it. Another thing that will help the girls in the mail room is for you to address your order to the address given by the announcer. Do you realize that almost half of our mail comes addressed simply to WIBW? Think how much easier our sorting problem would be if you used the address given by the announcer.

This job in the mail room is different in one respect so far as the girls that work there are concerned. Most of you folks, if you have a job, have a pretty good idea of how much work you will have. The mail room girls never know. One day the mail is big and the next day it may be small.

There's a lighter side to what goes through the mail room. Mildred Rankin could tell you many amusing things written in those letters. For instance, she was telling me about the elderly lady who wrote in to say that she was very interested in a certain offer, but couldn't remember whether or not she had ordered it. Perhaps you will remember that not long ago Elmer Curtis had a news item on his 5:40 newscast and I read the same item on my 9:15 newscast, concerning a widow

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# Ramblings



Things I remember about Pug and Gene:

Pug, a dynamo of physical and mental energy, racing in with: "Boy, I've got a terrific idea"...(everything was always TERRIFIC!)..."How do you like the new set-up on the piano?"..."Let's catch the next bus and check the music"..."This is Kenny, he's quite a boy" (his nine-year-old son.)..."We're off for Washington, see you in New York at the Television Clinic"...then in New York..."Boy this television is TERRIFIC, wait till we get ours"..."You must hear the piano man at Place Elegante, he is TERRIFIC"..."then to a little man selling gardenias on the street..."Got to have a gardenia for Miss Maudie"...back home..."We've got new microphones for your show in the Auditorium"...in answer to our tests on our last stage show, he gave me the OK sign and said, "Roger." Laura Marquardt, Pug's wife, to whom all these little quips were so familiar; Kenny, his son; his sweet mother, who held him so dear to her heart; his kindly dad and two sisters, have our deepest sympathy.

About Gene: I remember seeing him come in every day on the Dinner Hour program saying, "Hi, everybody" and everybody answering back saying, "Hello, Massa Gene." (The "Massa" came from a southern program we used to do where he was called "Massa Gene," Edmund Denney was "Massa Denney" and I was named "Miss Maudie"... these names have been called to us ever since.)...The fun we had on the Faultless Starch show when Gene told the folks how to make starch, and Maureen and I poured water in a pan, stirring and blowing through a straw to make it sound like boiling water...how he would laugh and almost throw all of us into a panic...his kindly manner, easy-going way and good disposition...the fun he had at the last Shrine party where we played. All these little memories are happy ones...there are no unhappy ones. Bess,

his lovely wife; Gene and Frances, son and daughter; and his dear mother all have our heartfelt sympathy.

Time goes by so fast when we are kept busy that we sometimes forget that the WIBW babies are growing up. It seems like yesterday when VIRGINIA and SHEP brought young Billie, Jr., to the studio, just a babe in arms. Recently, he was master of ceremonies for a program put on by his class at Lafayette school. His teacher is Miss Bryan. Of course, proud mother and daddy had to sit on the sidelines this time, reversing the usual procedure. Bill started out by saying, "Good-afternoon, everyone. So glad you could come...we have a little program arranged for you...hope you like it...the first one I would like to introduce is etc...etc...etc." He told the story of a little play called, "A Day at Home and School," and finished up by introducing himself and singing, "I Wuv a Wabbit." Virginia said, "Really, not because he is mine—but honestly, he was JUST FINE" and then beamed proudly.

Some of the girls in the mail room told little five-year-old Donna Sue Layman to repeat the phrase, "My intellect is astounding." Little Donna was told that meant she was real smart. One day she strolled up to MILDRED RANKIN, head of the mail department, and said, "My intellect is astounding." Mildred replied, "Oh, that means you have a lot of brains, doesn't it?"..."It does not," said Donna; "it means I'm real smart."

Larry Livgren, OLE'S young son, visited us the other day. He told me he was studying hard on the accordion. "Are you getting ready to take your dad's place?" I asked. "That's the general idea," he chuckled.

THE MICCOLIS SISTERS are thinking of changing their theme to "The Army Air Corps Song." I suppose you can guess the reason. The Topeka Army Air Field...the girls often entertain there...Naturally, they would meet some of the boys who are stationed there...the result: The ROUND-UP GANG has two more Saturday night fans who are constant studio visitors, especially while the MICCOLIS

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## AROUND *the* STUDIOS with Hilton

Elmer Curtis had a great time during the Special Commemorative Program for the H. D. Lee Company. Elmer and the House of Lee have been bringing you the Noon News daily for thirteen years—and so one Sunday afternoon last month, Elmer showed his respect and sincere devotion to H. D. Lee on a special program. It went fine. It was a good show. Homer was in on it and the two guys had a great time. The climax was the moment a huge bouquet was delivered into the studio from a local florist who heard the show and sent the flowers. It was a wonderful gesture and the florist explained it only by saying that he wanted to show his appreciation for the NOON NEWS in the best way he could.

Another old-timer on WIBW is S. D. "Frosty" Flora. He's been our "weather man" at 11:35 every weekday since March, 1935. Mr. Flora retires the first of this month after forty-three and a half years serving Kansas. We'll never forget our feeling for him during the summer of 1936. We had just moved here and it was the hottest summer on record. As I recall, there were thirty straight days and nights when the thermometer never fell below ninety. Anyway, every day at 11:35, "Frosty" would come on the air and make one or two of his snappy remarks about the weather and somehow, he really did seem to cool us down a little bit. Everybody will miss him—but he hastens to assure you that every day at 11:35, his office will have the weather for you.

Daylight Savings Time has been in effect for more than a month in the East but none of us hardly was aware of the change so far as our favorite radio programs are concerned. The four networks solved the problem by recording the programs when they are made and playing them one hour later for those stations not on Daylight Savings. The only exceptions are the network telephone quiz shows which have to be broadcast at the same moment everywhere.

It's not unusual to hear someone say, "Well, we'll have network television programs as soon as the coaxial cable is laid from the East." One of our engineers told me that coaxial cable is a sound-wave carrier. It's a copper tube about as big around as a pencil, in which is centered a copper wire about the size of the pencil's lead. It's called coaxial because the tube and wire work together in carrying radio waves. Those waves move along the outside of the wire and the inside of the tube. They can't get out of the tube and so can be guided instead of spreading in all directions as in ordinary radio broadcasting.

Not only will these tubes carry television programs but will transmit telephone conversations. Two of these simple appearing tubes will carry six hundred telephone conversations at the same time. This is possible since each conversation is assigned a different frequency (similar to different radio stations) so that the different conversations don't bother each other. Anyway, this type cable is being laid in many parts of the United States and no doubt in two or three years, it will be available for most Midwest television stations.

In April, 1948, Gene, Pug, and Will J. Miller of the Kansas Livestock Commission went to Canadian, Texas, to help round up, load and ship twenty-eight cars of cattle from the Northeast Panhandle to the bluestem country near Eskridge. Recordings and movies of the entire operation were made all along the line, from the time the round-up started until the big new Santa Fe train unloaded at Eskridge. The recordings were played last summer on several of Gene's programs. The movies were edited and Gene's commentary on the trip was incorporated on the film. The film has been shown in many communities in Kansas.

Two weeks ago, Will J. Miller and I took the films to Canadian and showed them to the folks who owned and shipped the cattle. We met many wonderful folks; the McQuiddys, the Kellys, the Isaacs, the Harbaughs, the Studers. They showed the

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Gene and 1947 State Officers of the Future Farmers of America.

With the 1948 officers of Flying Farmers, Wichita Convention.



Future Homemakers of America made Gene an honorary member.



On the Missouri River with Captain Summerlin.



Left to right: Ludy, Waugh, Shipley, Waugh, Marquardt, and seated Will J. Miller.



Lois Heffner, Cowley County 4-H Club girl presented a "Thank you WIBW" cake to Gene.



State Terracing contest winners Jimmy Dodd and Don Mix were congratulated by Governor Carlson and Shipley.



Errand of Mercy—urgently needed serum was rushed to Emporia during epidemic.



D.I.Y. Juniors 4-H Club of Ford County recorded a special farm safety program at Dodge City airport.

# Chats Around the Aerial

.... with Olaf S. Soward

One of the most significant things about American radio is the extreme to which it goes in an effort to keep from getting involved in the bitter clashes of partisan politics. That characteristic is outstanding whether one is studying the industry as a whole or the average individual broadcasting station.

Explanation and analysis of underlying political controversies you will find aplenty. Both by the straight reporting of facts and arguments which emerge from political differences, and the attack and defense of controversial viewpoints by the leading political figures on all sides of public questions. But, radio itself is content with serving merely as a means through which the contenders' own opinions may reach the public—while scrupulously leaving that same public free to make up its own mind as to which set of arguments it favors.

How ironic, then, that the very existence of American radio—the kind of radio in which you are free to tune in any kind of program to which you want to listen; the kind of radio in which anybody is free to put on the air any kind of program to which he hopes people will want to listen—is in itself a crushing disproof of one of the hottest basic political arguments of our generation!

To let the other side put its best foot forward, let's compare American radio with English. England, the very birthplace of modern political liberty, is now trying to fit Socialism into its traditional picture of freedom. The results are playing hob with many of the choicest theoretical arguments of professional Socialists. But, at the moment, we are interested only in British radio—which was socialized thoroughly on its first appearance a quarter of a century ago.

There is no such thing in England as tuning in any program you want from

dozens, which anybody is free to put on the air as an advertising venture in the hope that the listeners will like it.

The English government holds as tight a rein over the British Broadcasting Company as Uncle Sam holds over the Commodity Credit corporation. And the BBC holds a complete, official monopoly of all English radio. The English government slaps a tax on every radio set in the kingdom. And that tax pays the cost of all programs which hit the air in England. The net result is that government officials or their stooges decide what is good for the listener to hear.

That is standard Socialistic doctrine. But the question is: "What kind of radio does it produce?"

The thousands of Americans who were in England for long periods of time during the war have provided us with a reasonably safe answer. It is significant that seemingly about nine out of ten of them pronounce British radio programs dull, stuffy and straining after an artificial "highbrowism." They conspicuously lack variety, snap and popular appeal.

Large numbers of Englishmen appear to dislike them as cordially as did the visiting Americans. But there is nothing anybody seems able to do about it. One hears that some pretty bitter and furious letters are written to the newspapers and the radio officials.

But those latter look to British politicians—not to British listeners—for their jobs.

And that brings us back to our main point, that the very existence of the American kind of radio—in which the listener is the boss—is one of the most devastating proofs imaginable against the whole gamut of Socialistic arguments. For the American system at least is able to produce radio programs to which people will listen for no other reason than that they want to!

## C.B.S. notes by Kathryn Young

"Call the Police" is the first summer replacement show on our schedule. This series will be heard for seventeen weeks at 6:30 p.m. Sundays in place of "Amos 'n' Andy." In 1947 it topped all summer replacement shows and rated second last summer.

The daily quiz show, "Winner Take All," which joined our schedule last month, has a studio audience of about five hundred each day. Many people who plan to visit New York on vacations write in advance for tickets to this show and are selected to appear on the broadcast from the audience because of the distance they have traveled to see the show.

May was almost "Bette Davis Month" on the "Family of Stars" program. She appeared on two of the five broadcasts last month. Here she and Jack Johnstone, the director, are going over the script of "Big Ben" before the May 8 broadcast.



Jack Johnstone and Bette Davis

To beat the heat, George Bryan, announcer on "Theatre of Today" and "Hit the Jackpot," has purchased a new houseboat on which he, his wife, and two-year-old daughter plan to live this summer.

Tony Leader, producer-director of "Suspense," is in suspense himself these days.

His second child is expected in June and he doesn't know whether to paint the nursery pink or blue.

Since eight-year-old Ricky Nelson has been on his parents' radio show, "The Adventures of Ozzie and Harriet," he seems to be more broadcast-minded than ever. Ozzie and Harriet had a clergyman friend to their home for dinner the other night and he asked Ricky if he had studied the scriptures. "Every word of it," replied Ricky, "including the off-mike crowd voices."

Lucille Ball, star of "My Favorite Husband," may be a glamorous radio and movie star to other folks, but to her favorite husband, Desi Arnaz, she's "Johnny." Desi gave her the nickname because she looks like a tomboy at home on their ranch. Her favorite "at home" togs are dungarees and an old straw hat.

The presentation of the "Philip Morris Playhouse" is pure radio. There is never an audience, not even an orchestra in the same studio. Director Bill Spier and the cast assemble in pre-broadcast informality, discuss and edit the script family style around a large table, sometimes working until fifteen seconds before airtime. Music is piped in from an adjacent studio.

More than eight thousand scripts were received from hopeful writers in the "Dr. Christian" contest. The first prize was \$2000 and fifty additional scripts were purchased at prevailing rates for future "Dr. Christian" broadcasts.

If you have a "Junior" in your home, you've probably already seen the new Casey Crime Photographer comic book which went on sale the middle of May.

Groucho Marx, one of the famous Marx Brothers of stage and screen, is the latest headliner to join the company of stars on the CBS roster. Groucho's quiz show, "You Bet Your Life," will be a CBS feature beginning September 28.

Bob Sweeney made such a hit while

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## A ROUND-UP TRIBUTE

(Continued from Page 3)

Each new development in radio seemed like a challenge to Pug, and television was the latest exciting project which he was studying and working on.

Besides being Chief Engineer for WIBW and WIBW-FM, Pug was Chief Engineer also for KCKN and KCKN-FM, the Capper Publications stations in Kansas City, Kansas. This meant he was responsible for keeping four stations on the air, supervising the engineering staffs for these stations, and the maintenance of all the expensive equipment involved. Then, too, Pug piloted the "Flying Rooster" and was always ready to go when Gene had an event to attend.

With all this responsibility, Pug looked like a college boy ready to enjoy whatever came up. He seemed tireless—he was perpetual motion personified. Pug got a kick out of living and lived each day to the fullest.

A "Mutt and Jeff" team if there ever was one—Gene, the big, well-built fellow—Pug, the small, wiry guy—almost inseparable friends.

Yes, there probably will be another WIBW "Flying Rooster"—but never will there be another Gene and "Pug."



Mr. and Mrs. Parry Reed

Popular member of the Kansas Flying Farmers, Parry C. Reed, was with Pug and Gene on their last flight.

Parry was thirty-two years old. He was born at Reading, where he lived all of his life. A basketball star in high school, Parry was interested in all sports and graduated from Reading High School in 1936. He later married Alberta Stolfus and they has two small children, Phillip and Nancy Jane.

Early this year Parry and Mrs. Reed were members of the party of Flying Farmers who went on a trip through southwestern United States and Mexico.

Parry was well-known throughout Eastern Kansas and operated adjoining farms with his father, F. B. Reed, near Reading. He was a member of the Reading Methodist Church, and the Lyon County Farm Bureau.



## RAMBLINGS

(Continued from Page 5)

SISTERS are singing...and the girls... well, they have stars in their eyes.

We have had a bit of confusion with a couple of our BOHEMIAN BAND BOYS. One is our trombone player, Charles Putt. The other is our drummer, Don Pitt. It seems that Charles missed rehearsal one day because he was helping his mother pit cherries. Don missed because he was at the golf course practicing his putt. DUDE asked HOPPI where the two boys were and he said, "All I know is that the rehearsal just slipped the boys' minds... and PUTT went out to pit . . . and PITT went out to putt . . . however, when I called PUTT to go get PITT, he said PITT had just putt a hole in one and called him from his pitting to gloat over PITT'S putt." PITT said they would both hurry right down and PUTT themselves in the rehearsal.

Vacation time is at hand again which will mean changes in program schedules; also the fair dates are starting to roll in, so we may be out your way again before long.

Till then, 'bye folks,

MISS MAUDIE

## Questions and Answers

Q. Why don't the Harmony Hix sing more often?

A. The threesome of Edmund, Shep and Clark somehow just never seem to appear on the same shows; however, in the future we'll try to give them more air.

Q. What is the theme song of the Dinner Hour?

A. "Allegiance"—written by Albert Shutt of Topeka.

Q. Where is Dave Wisner?

A. Last letter from Dave was post-marked, "Kansas City."

Q. Is Dean Eacker in radio?

A. Yes, and the address is Grand Island, Nebraska.

Q. What happened to the Henry's Exchange column?

A. Henry puts out his own edition... "The Henry Exchange Monthly"...and has discontinued his column in the Round-Up.

Q. What became of Loyd Evans?

A. Loyd took another position in radio at Springfield, Missouri.

Q. Is the serial, "Evelyn Winters," on the air?

A. Sorry...this series has been discontinued.

Q. Why doesn't Glen sing more often?

A. Tune in at 8:05 a.m. Monday through Saturday.

Q. What happened to Ambrose Haley?

A. Ambrose is now in St. Louis.

Q. Does Clark Wayne play guitar for Shep?

A. Occasionally. However, Edmund strummed a bit for him while his hand was mending from a recent accident.

Q. Does Hoppi play instruments other than the cello?

A. Yes, Hoppi checks out on cello, baritone, trombone, saxophone, and melophone.

Q. When is Senator Capper's birthday party?

A. July 14.

Q. Does Ole play his Olevox any more?

A. No. Ole is building a new "super" Olevox in his spare time, and he hopes to have it completed one of these days.

Q. Does Ole's boy play accordion and organ?

A. Yes, and he's been playing them over a year and a half. Quite an accomplishment for a nine year old.

Q. Who is "Little" Hambones?

A. Jon Cunningham, Homer's youngest.

Many questions ask for different numbers and entertainers to sing them, who are seldom heard. Keep in mind that each and every number requires a full band arrangement; consequently, the acts are limited to only a few tunes and when a new melody is added, then an entire score must be written.

Q. I often hear a reference to someone over the air and then the announcer will say that he is a control operator. How many technicians do you have at WIBW?

A. Three studio operators: Dale Rader, Dean Calvin, John Heslip. Five plant engineers: Clyde Howe, Charles King, Gilbert Voiles, Irvin Lehman, and Gene Barnard. In command is our Chief Engineer, Lewis Dickensheets.

Q. Why don't Shep and Henry and Jerome yodel oftener?

A. Most of the numbers that they perform don't require the yodel and so the boys have gradually drifted away from doing it.

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### CBS NOTES

(Continued from Page 7)

traveling with "The Jack Carson Show" vaudeville tour recently that he has been made a permanent member of the cast.

Just before last week's broadcast of Arthur Godfrey's "Talent Scouts," Godfrey was approached by a woman who requested a job with his organization. "Aren't you working now?" quizzed Godfrey. "Yes, I'm recreation director at a mental institution," was the answer. "Believe me, young lady," replied Godfrey, "If you took a job with our outfit, it would be like jumping from the frying pan into the fire."

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### COMING EVENTS

#### BIRTHDAYS

Charles Putt .....June 28

#### ANNIVERSARIES

Mr. and Mrs. Olaf Soward.....July 14

## HOW WE KEEP BUSY

(Continued from Page 4)

in Salt Lake City with eight young children who was looking for a husband. The very next day, a Kansas man (we won't give his name) wrote in and wanted this woman's address so he could get acquainted with her.

The success of the boss of any department is measured not only by the efficiency with which that department operates, but also by the personal regard held by the employees for that boss. Again, Mrs. Mildred Rankin rates a grade TRIPLE A. The girls think the world of her.

Yes, Mildred is married and has a home, but no children. She takes great pride in redecorating that home and working in the yard. And a little bird told me that she is highly fond of cats. One more most intimate remark and I'll be through. Of all things, she gave me permission to mention her age and I'm not going to pass up that opportunity. She was born September 24, 1912—the day after I was born, which makes her thirty-seven this coming fall. But you would never guess it to look at her.

And so ends our tribute to Mrs. Mildred Rankin, mail room supervisor and one MIGHTY BUSY GAL!

## ORGANIST OLE



Ole smiles while he works . . . or should we say "plays" . . . the Hammond organ.



A one-track mind gits 'long fine 'till it comes to a switch. Dat's me. I is done come to dat switch and now I don't know where I's goin' from theah!

But dis is the month ob' June an' anything is liable to happen, specially to dee youngin's!

I 'members when old Mose Mooch wuzz married one June time. Been years ago now, of course. But when dee preacher man comes to dee part in dee ceremony where he turned to Mose an' say, "Does you take dis woman?" . . . old Mose, who is a little sawed-off scrunched up sort of feller, an' he's wife wuzz a great big 200 pound rivitin' woman, say, "Take nuthin', I is bein' took!"

When dat gal gits all dressed up . . . she looks lak a ton of coal in a lettuce patch. She's one of dem naggin' wives. You knows dee kind. One nite she goes to a lecture at dee school house on "A Smilin' Face Wins Thru." Dee lecture made sich ah impress on her dat she decided to adopt dee idee as her motto. Well, when old Mose comes downstairs fur breakfast dee next mornin' he wuzz met by a wife dat beamed and smiled and said nary uh naggin' word 'bout his bein' late in comin' home dee nite befo'. Well, Mose sets dere not darin' to breathe for a spell, an' final dee awful truth dawned on him. "Holy cow!" he mumbled over in a faint, "She's done got lockjaw." Ain't dat awful?

Old Doc Sawbones done made me mad. He sends me a bill and writ a note down at dee bottom dat say, "I don't like to bring dis up but dat check of yours done come back." I writ him a note right back

(Continued on Page 15)

## WIBW Program Schedule

580 on Your Dial

Due to last minute program changes, WIBW cannot guarantee complete accuracy of this schedule. Program in heavy type are Studio Presentations

### MORNING

- 5:00—Daybreak Jamboree . . . . . Mon. thru Sat.  
 5:40—News . . . . . Mon. thru Sat.  
 6:00—Pleasant Valley Gang . . . . . Mon. thru Sat.  
     Sunday Morning Meeting . . . . . Sun.  
 6:15—Sunday Morning Meeting . . . . . Sun.  
 6:30—Pleasant Valley Gang (Hamburg Hatchery) . . . . . Mon. thru Sat.  
 6:35—Farm Service News . . . . . Mon. thru Sat.  
 6:45—Ray and Elda . . . . . Mon. thru Sat.  
     (Gooch Feed Mill) . . . . . Mon., Wed., Fri.  
 7:00—News (Garst & Thomas) . . . . . Mon., Wed., Fri.  
     News (Carey's Salt) . . . . . Tues., Thurs., Sat.  
     News (Rockdale Monument Co.) . . . . . Sun.  
 7:15—Kaw Valley Boys . . . . . Mon. thru Sat.  
     (Nutrena Mills) . . . . . Mon., Wed., Fri.  
     Chapel In the Sky . . . . . Sun.  
 7:30—Henry and Jerome . . . . . Mon. thru Sat.  
     The Covenant Hour . . . . . Sun.  
 7:45—Edmund Denney Time (Merchants Biscuit) . . . . . Mon. thru Sat.  
 8:00—News . . . . . Mon. thru Sat.  
     Farmers' Forum . . . . . Sun.  
 8:05—Glen Osborn . . . . . Mon. thru Sat.  
 8:15—Hymn Time . . . . . Mon. thru Sat.  
     Capital Food Review (Daily Capital) . . . . . Sat.  
     Farm News . . . . . Sun.  
 8:30—Henry's Exchange . . . . . Mon. thru Fri.  
     Kansas News . . . . . Sun.  
 8:45—Ray and Elda . . . . . Sat.  
     Mr. Veteran . . . . . Sun.  
 9:00—Edmund Denney . . . . . Mon. thru Sat.  
     Church of the Air . . . . . Sun.  
 9:15—Mid-Morning News . . . . . Mon. thru Sat.  
     (National Biscuit Co.) . . . . . Mon., Wed., Fri.  
     (Michigan Bulb Co.) . . . . . Tues., Thurs., Sat.  
 10:00—Allen Jackson, News . . . . . Sun.  
 10:05—Newsmakers . . . . . Sun.  
 10:15—To Be Announced . . . . . Sun.  
 10:30—The Miccolis Sisters . . . . . Mon. thru Fri.  
     Junior Miss (Lever Bros.) . . . . . Sat.  
     Salt Lake City Tabernacle . . . . . Sun.  
 10:45—Kitchen Club (Perfex) . . . . . 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 Monument Co.) . . . . . Sun.  
 12:15—Markets . . . . . Mon. thru Sat.  
     Rainbow Trail . . . . . Sun.  
 12:45—M. L. Nelson (Garst and Thomas) . . . . . Sun.  
 1:00—Symphonette (Longine-Wittnauer Watch Co.) . . . . . Sun.  
 1:30—Ernie Quigley, Sports . . . . . Sun.  
 2:00—Kansas Round-Up . . . . . Mon. thru Fri.  
     CBS Symphony . . . . . Sun.

- 2:30—Kansas Round-Up (Helzberg) . . . . . Mon. thru Fri.  
     Sen. Clyde Reed . . . . . Sat.  
 3:00—The Second Mrs. Burton (General Foods) . . . . . Mon. thru Fri.  
     Let's Pretend (Cream of Wheat) . . . . . Sat.  
 3:15—News . . . . . Mon. thru Sat.  
 3:30—Winner Take All (Lever Bros.) . . . . . Mon. thru Fri.  
     Give and Take (Toni, Inc.) . . . . . Sat.  
     Senator Arthur Capper . . . . . Sun.  
 3:45—Ma Perkins (Procter and Gamble) . . . . . Mon. thru Fri.  
     News (Rockdale Monument Co.) . . . . . Sun.  
 4:00—Big Sister (Procter and Gamble) . . . . . Mon. thru Fri.  
     Stars Over Hollywood (Armour & Co.) . . . . . Sat.  
     Choraliers (Longine-Wittnauer Watch Co.) . . . . . Sun.  
 4:15—The Guiding Light (Procter and Gamble) . . . . . Mon. thru Fri.  
 4:30—Invitation to Learning . . . . . Sat.  
     Broadway Is My Beat . . . . . Sun.  
 5:00—The Eddie Duchin Show . . . . . Sat.  
     Old Fashioned Revival Hour (Gospel Broadcasting Ass'n) . . . . . Sun.  
 5:15—Grand Central Station Pillsbury Mills) . . . . . Sat.  
 5:30—Curt Massey-Martha Tilton (Miles Laboratories) . . . . . Mon. thru Fri.  
 5:45—Perry Mason (Procter and Gamble) . . . . . Mon. thru Fri.  
     News . . . . . Sat

### EVENING

- 6:00—News . . . . . Mon. thru Fri.  
     (Butter-Nut Coffee) . . . . . Mon., Wed., Fri.  
     Saturday At The Chase . . . . . Sat.  
 6:00—Your Hit Parade on Parade (Lucky Strike Cigarettes) . . . . . Sun.  
 6:15—Spotlight Time . . . . . Mon. thru Fri.  
 6:30—Harmony Hall . . . . . Mon. thru Fri.  
     Dairyman's Roundtable . . . . . Sat.  
     Call the Police (Lever Bros.) . . . . . Sun.  
 6:45—News (Topeka Savings) . . . . . Mon., Wed., Fri.  
     To Be Announced . . . . . Sun.  
 7:00—Inner Sanctum (Emerson Drug Co.) . . . . . Mon.  
     Mystery Theatre (Sterling Drugs) . . . . . Tues.  
     Mr. Chameleon (Sterling Drugs, Inc.) . . . . . Wed.  
     F.B.I. In Peace and War (Procter and Gamble) . . . . . Thurs.  
     Jack Carson Show (General Foods) . . . . . Fri.  
     Gene Autry (Wrigley Co.) . . . . . Sat.  
     Adventures of Sam Spade (Wildroot Co.) . . . . . Sun.  
 7:30—Arthur Godfrey (Thomas J. Lipton Co.) . . . . . Mon.  
     Mr. and Mrs. North (Colgate) . . . . . Tues.  
     Dr. Christian (Chesebrough Mfg. Co.) . . . . . Wed.  
     Mr. Keen, Tracer of Lost Persons (Anacin and Kolynos) . . . . . Thurs.  
     My Favorite Husband (General Foods) . . . . . Fri.  
     Camel Caravan with Vaughn Monroe (R. J. Reynolds) . . . . . Sat.  
     Lum 'n' Abner (General Motors) . . . . . Sun.  
 8:00—Lux Radio Theatre (Lever Bros.) . . . . . Mon.  
     Crossroads Sociable . . . . . Tues.  
     County Fair (Borden Co.) . . . . . Wed.  
     Suspense (Electric Auto-Lite Co.) . . . . . Thurs.  
     Ford Theatre (Ford Motor Co.) . . . . . Fri.  
     Gangbusters (General Foods) . . . . . Sat.  
     Young Love . . . . . Sun.

- 8:30—Strike It Rich . . . . . Tues
- This Is Broadway . . . . . Wed.
- Crime Photographer (Toni, Inc.) . . . Thurs
- Our Miss Brooks (Colgate) . . . . . Sun.
- Kansas Round-up . . . . . Sat.
- 9:00—My Friend Irma (Lever Bros.) . . . Mon.
- Hit the Jackpot (DeSoto-Plymouth) . . Tues.
- To Be Announced . . . . . Thurs.
- Philip Morris Playhouse (Phillip Morris) Fri.
- Kansas Round-up (Helzberg's) . . . . Sat.
- Adv. of Ozzie and Harriet  
(International Silver Co.) . . . . . Sun.
- 9:30—Bob Hawk Show (R. J. Reynolds) . . Mon.
- Shopping at Bomgardner's  
(Bomgardner Furniture Co.) . . . . Tues.
- Public Service . . . . . Wed.
- Kings Men . . . . . Thurs.
- Yours Truly . . . . . Fri.
- Kansas Round-up . . . . . Sat.
- It Pays to be Ignorant . . . . . Sun.
- 9:45—Capitol Federal Bandstand (Capitol Federal  
Savings & Loan Assn.) Tues., Thurs., Sat
- Emahizer Melodies  
(Emahizer-Spielman Furn. Co.) . . . Wed.
- 10:00—News (Fleming Coffee) . . . Mon. thru Sun.
- 10:15—Ernie Quigley, Sports . . . . . Tues., Thurs.
- Dance Orchestra . . . . . Mon., Wed., Fri.
- Memo from Lake Success . . . . . Sat.
- Emahizer Melodies (Emahizer-  
Spielman Furniture Co.) . . . . . Sun.
- 10:30—Salute to FM . . . . . Mon., Tues., Thurs.
- Public Service . . . . . Mon.
- Capitol Cloakroom . . . . . Wed.
- Dance Orchestra . . . . . Fri., Sat.
- Family Hour of Stars (Prudential  
Life Ins. Co.) . . . . . Sun.
- 10:45—Dance Orchestra . . . . . Mon. thru Sat.
- 11:00—News . . . . . Mon. thru Sun.
- 11:05—Dance Orchestra . . . . . Mon. thru Sun.
- 12:00—News . . . . . Mon. thru Sat.
- Sign Off . . . . . Sun.
- 12:05—Midnight Hayride . . . . . Mon. thru Sat.
- 3:00—Sign Off . . . . . Mon. thru Sat.

**HAMBONES SEZ**

(Continued from Page 13)

... "I don't like to mention dis either, Doc, but so did my rhumatizz."

Did you hear 'bout dee magician who fell in love wit his assistant dee first time he sawed her? Bruther . . . dey gits worse as we goes along, don't dey?

I heard from my Aunt Lucy out on dee rural route dee other day. She say, her and her sister ain't lonely out dere, they has each other to talk to; but what dey needs is another woman to talk about.

Somebody has done got things all balled up. Why is it dat dey call money "dough"? Anybody knows dat "dough" sticks to your fingers.

Unk Russell say, "Early to bed and early to rise . . . and you'll git your own breakfast." But early to bed and early to rise just makes me dopey in dee afternoon.

We dreams sometimes dat we could do bettuh wit ouah lives iffen we really tried, and dee fact of dee matter is we could, too.

Hits mighty comfortin' to realize dat people don't laugh at us or talk about us half as much as we thinks dey do.

Now I's got a word of advice to dee young fellers dat is quit-u-atin' from school dis year. To make a good start in dee great game of business . . . sell yo' wrist watch and buy yo'self a good alarm clock!

**AROUND THE STUDIOS**

(Continued from Page 6)

films in the High School Auditorium and in spite of a heavy rainstorm we had a good crowd. After the show, Cap Kelley and Cal Isaacs drove Mr. Miller and me to Amarillo where we caught a plane and returned to Topeka.

We were more than ever impressed with the outstanding work done by Gene and Pug; the long hours they spent working with and for farm folks everywhere; the fun and satisfaction they enjoyed in their work. "OPERATION BLUESTEM" is one of their many projects that is extremely well done.



"Lux Theatre" producer William Keighley plays an audition record for Mrs. Keighley.

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

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**QUIGLEY**



ERNIE WAS AN OFFICIAL  
AT THREE ROSEBOWL GAMES  
AND ATTENDED ONE OF THE  
LITTLE WORLD SERIES AT  
TOKYO — HE HAS BEEN  
SPORTS EDITOR FOR WIBW  
SINCE WAY BACK IN THE 30'S —

*Doty*