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*Lawrence*

# ROUND UP

September

Our Thirtieth Issue

1947

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

We have had one of the busiest summer seasons in the history of WIBW. Nearly every night some of the fellows and girls were playing a personal appearance. We met more of you folks and became better acquainted with our old friends. Consequently, more of you have been listening to our programs and our mail has increased almost daily.

We have enjoyed meeting you all and hope that we will see many of you at the Kansas Free Fair in Topeka and the Kansas State Fair in Hutchinson.

I don't want you to think that this column is bidding farewell to personal appearances because the summer season is over. Quite the contrary. We are looking forward to a big season of shows for the fall and winter months. I especially want to warn you folks who are planning entertainment for the holiday seasons, NOW is the time to make your arrangements for WIBW talent. Write to Miss Maudie and tell her which of the entertainers you want, the date you prefer, how long a show you want and if you desire radio advertising in conjunction with your entertainment. Please don't wait till the last minute to order your holiday musicians . . . we just won't be able to take care of your demands.

While on the subject of fairs, I want to remind you folks who are planning visits to Topeka and WIBW, you are always welcome to come in and look over our studios. However, if you are coming to watch some broadcasts, there will be no talent broadcasts from the studios during the two week period beginning September eighth, with the exceptions of the Saturday night Kansas Round-Up shows.

You can take the boy out of the country—but you can't take the country out of the boy. This statement was amply proven at the recent TOPEKA CIVIC CLUB HORSESHOE

TOURNAMENT. Don Hopkins—OPTIMIST CLUB MEMBER—and WIBW Announcer won 1st place . . . winning the play off for the title from Ronald C. McDowell—30 to 3.

Hilton Hodges—of the WIBW staff—was also very much in the running. Hilton, you know, is President of the Lions Club. He placed 2nd in Class B. Don and Hilton credit their very creditable performances in the Horse Shoe Tournament—to the hours of practice when they were farm boys. And they vouch that no city slicker is going to take them in horseshoes—at least they'll be in there pitching.

## Next Month

Our plans for our October issue are just a bit indefinite. We have arranged for pictures of those two lovelies, Ruth and Mary the Miccolis Sisters for our cover girls and the girls have already turned in a very interesting story for that issue. Perhaps if I can get my camera unlimbered we'll have some pictures of the fellows and girls at work at the fairs. I've been too dog-goned busy to make any other plans, so I'll be as surprised as you when I see the October issue.

## Our Cover

Well, friends, last month Doc promised you that I would have a lot to tell you in this month's Round-Up, a little something about my experiences in the show business and especially about radio.

I'll begin by saying I was BORN, that's one of the first things that happens to a person and I'm glad it happened to me. The place was Benton, Arkansas. I lived on a farm until I was fourteen then moved to Little Rock, where I started playing the guitar and violin. Later I took up bass fiddle and doing a little singing. I just kinda drifted into show business, vaudeville, that's what they called it then. I traveled all over the

country playing shows . . . went broke on some, made money on a few and just about broke even all the way around, except for experiences and memories that I wouldn't take a million dollars for.

About the time I was getting started good, along came radio. That meant the end of vaudeville as far as I was concerned. I started in radio in 1930 with the Hoosier Hot Shots at Fort Wayne, Indiana. My next jump was to St. Louis where I stayed for seven years, working with Pappy Cheshire over KMOX and CBS. I was the comedian on the show and also sang a little, sometimes with my daughter, who was four years old at that time. A lot of you folks have asked about Mary Lou. She is now at my summer home in northern Indiana, swimming, fishing and getting a good tan.

After I left KMOX in 1943, I formed my own group, featuring the Miccolis Sisters, who had been on KMOX with me for five years. We went to KXOK, St. Louis, where we were featured on local and network shows daily for two years. Then we decided we had been in one place too long, so started looking for a new territory. We had heard a lot about WIBW from entertainers we had worked with, especially about what a good place it is to work and about the loyalty of the listeners. We came here to Topeka, auditioned and Miss Maudie and Mr. Ludy liked our work and we liked the looks of all the



*Little four-year-old Mary Lou often came to the studios to sing with daddy. A big girl now, she's vacationing in Indiana.*

boys and girls, so we stayed. That was last February and I can say I've not been a bit sorry. I think that some of the very finest people I have ever met are right here in Kansas and the surrounding states and I do appreciate

(Continued on Page 11)

## "Meet Us At The Fair"

This year, in addition to the annual custom of broadcasting our talent shows from the Capper building on the Topeka Free Fair grounds in Topeka, the entire Kansas Round-Up staff will present their regular studio broadcasts from the Kansas State Fair grounds in Hutchinson.

We're looking forward to meeting all our old friends and making new ones during the two weeks. Doc and Esther will present the lead-off show at ten-thirty Monday morning, September eighth, from the stage in the Capper building on the Topeka Fair grounds. Following through, The Ozark Ramblers will broadcast their "Tide" show at ten-forty-five. The Dinner Hour Gang will take over at 11:35, and of course every body's favorite, the Kansas Round-Up will be aired, followed by the Holden Brothers and the Radioaires on alternate days. Bobbie Dick's six-fifteen program will end each day's presentation from the Fair grounds. This schedule will hold through Friday, September twelfth.

The following week we all make the trip to Hutchinson, where the set-up will be slightly different. In order that we can add a little comfort to the situation, our broadcasts will be presented from the big, one hundred foot tent erected just west of the Capper building on the State Fair grounds. There will be plenty of seats, Gene Shipley tells me, and there will be shows going on almost continually. Every WIBW talent show will be broadcast from the big tent, starting with the Daybreak Jamboree at five ayem and carrying through Bobbie's evening show.

So come out, neighbor, "Meet us at the fair!"

## PINCH HITTERS

When Fairley Holden and Wayne Midkiff, half of the Holden Brothers aggregation were called to Ohio on business, the rest of the Georgia Boys, that's Jack Holden and Emory Martin, called in the reserves. Jack and Emory brought their wives to the studios and we'll tell you right now, they did a swell job of filling in for Wayne and Fairley. Neither of the ladies are strangers to radio work. Jack tells me that Frances was playing piano for a group when they met. Emory's wife, Linda, played with the Coon Creek Girls from Renfro Valley and is a talented performer on both steel guitar and fiddle. We'll echo the sentiments of all the folks who wrote in to say, "Let's hear from the girls again!"

The recent wave of plane crashes reminds us of a pilot friend who remarked that he felt as safe in a plane as he does in bed. But can you call beds safe when nine out of ten people die in them?

## Our Motorman's Holiday

"It has been fun, hasn't it?" Miss Maudie could have been speaking for the whole group that night in Dodge City. We were collecting our stage equipment after that midnight show in the Dodge Theatre, the last of twenty-six shows we presented in nine days.

Like the motorman who went for a drive on his day off, or the postman who took hikes in his spare time, we went on a personal appearance tour on our vacations.

I don't know just when it all started . . . I do know that often when driving along lonely roads at night, returning from personal appearances, someone would bring up the subject of a personal appearance tour in that belt of WIBW-land just out of range of our usual show towns. We had received so many letters from organizations in those towns wanting some of the WIBW entertainers to come to their vicinity that we felt we could make a lot of friends by taking a few days off and playing some shows for them.

Miss Maudie noticed in our applications for vacations that there were several of us with applications for the two weeks beginning July eleventh. She also noticed that we were all planning to spend our vacations in Colorado. She came to each of us and asked if we would like to take a few days of our time off and play some shows. We agreed, not realizing that she would take us seriously . . . to the extent of booking us for the first nine days of our two weeks.

These were just a few of the events leading up to our making the tour. Much credit belongs to Dude Hank for his arranging details, getting hotel reservations, handling the business part of the shows; Miss Maudie's ability to produce good shows has long been a recognized fact around this section and the success of the entire tour hinged on our being able to please the public. Credit for the booking of the shows goes to the Tom Drake Agency of Kansas City.

We left Topeka at noon, July eleventh, headed for Ellsworth, our first town. By "we" I mean Miss Maudie and Dude Hank, Ezra and the "Widder," Edmund and Myrtle Denney, Little Esther, Johnny and yours truly, Doc Embree. Each family drove their own car and though we did stick close together we were "on our own" so to speak during the times we were not playing a show.

At Ellsworth we played to one of our largest audiences, perhaps because Eddie Dean and Roscoe Ates were on the show with us. We drove on to Great Bend that night, since we had made arrangements to stay there for a week. It was the most centrally located town of the nine we were

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## Charles Putt to Kansas State Staff



Charles Putt, trombone player with the Bohemian Band, will leave the staff this month to accept a teaching position in the Department of Mathematics at Kansas State College, Manhattan. Charles graduated from Washburn University last spring with an A.B. Degree in Mathematics. While attending Washburn he was President of the Washburn Band and a member of Kappa Mu Epsilon, National Honorary Mathematics Fraternity. "Chasput" has been with WIBW for almost four years as a member of the talent staff. In addition to his talent work, he is transcription librarian for WIBW-FM, Charles plans on getting his Master's Degree in Mathematics and then going into teaching for a while after graduating.

# AROUND *the* STUDIOS

with Hilton

All of the wandering children are back in the fold after summer vacations and WIBW is back on an even keel. It's a real problem for Maudie and her program staff to make the necessary substitutions while two or three acts are gone at the same time—and no doubt it has been difficult for you to keep up with the changes. But we all feel brighter and more eager after a fishing trip or a good "loaf" so the vacations are a necessary "evil". They're fun, too!

Your favorite CBS programs will be back on the air soon, too. And this fall, there will be many new ones. Looks from here as though the 1947-48 radio season will be outstanding and jammed with hours of the finest free entertainment.

Right now, we're looking forward to the Kansas Free Fair and the Kansas State Fair. Most of your favorite entertainers and announcers will entertain at both Fairs. We hope you'll be able to attend one or both and get acquainted with the folks you hear so often. If you've never seen any of us, you're in for some real surprises, believe me. One of the most interesting things about WIBW to me is to stand in the lobby and hear different visitors remark about the appearance of this "guy" or that "gal"—how different he looks than the visitor guessed him from hearing him talk or sing. It's only natural to build a picture in your mind of someone you hear on the air—but sometimes, most times, you're "way off."

We all had a lot of fun entertaining at various picnics, sociables, rodeos and theatres during August. Seldom a night goes by that some group of WIBW entertainers does not put on a show for a community. Often, these appearances are two or three hundred miles from Topeka. Barring flat tires, dead batteries and a couple of days of being sleepy, our folks enjoy the trips. In a great many cases, we learn from you how we can improve our programs, newscasts and market reports. These tips are welcome. Drop us a line now and then with your ideas.

In June, Art Holbrook and Ben Ludy went to Ohio for one of those "colossal" movie premiers. Remember? Anyway,

the September issue of "Movie Life" Magazine has a cute picture of Art and his WIBW microphone, surrounded by a bevy of beauties and movie stars attending the premier. I never could understand why Art is a bachelor and it becomes more amazing every day!

One more vacation note: Elmer and Mrs. Curtis visited the West Coast. Mr. and Mrs. Ludy and their 2-year old daughter, Joy spent most of August on the Atlantic coast near Boston. "From the rock-bound coast of Maine to the sunny shores of California."

Charles Putt, our F-M music librarian who graduated from Washburn University last spring, is leaving us to teach mathematics at Kansas State College, Manhattan. We're proud of the bright, young fellow but surely hate to lose him. He has done a remarkably good job of programming Kansas' first F-M station and the 800 F-M homes in Topeka will miss his fine selection of transcribed music. Charles says we have 21,000 transcribed and recorded tunes at WIBW and WIBW-FM — everything from opera to hill-billy—enough tunes to fill our entire F-M broadcasting schedule for 4½ months without repeating a tune. Anyway, best of luck to Charles Putt! Joe Farrell and John Breir, F-M announcers will miss him.

The same day Ambrose Haley went to the hospital for his appendectomy. Elmer took two of his girls to the same hospital for tonsilectomies. The very same day, Jessie Dick, Bobby's wife, entered the hospital for an infantectomy. The day before all this happened. Wayne Hodges, six-foot-two baby brother of your truly, was released after eleven weeks and a stomach operation at Winter Veterans Administration hospital. It never rains—it just pours.

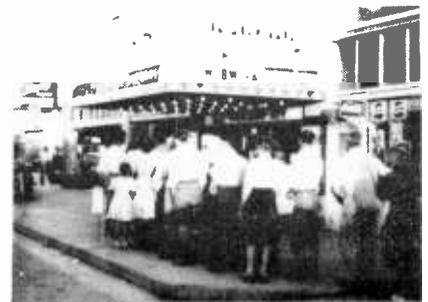
We're still hopeful for a larger studio home soon. When materials are available, we will enlarge our present site for the comfort and convenience of you folks who visit us and for all of us too. We have a beautiful home—well located in Topeka—and we invite you to come and see us whenever you can.

Meantime—good listening. See you in October.

(Continued from Page 3)

playing and we thought it much more convenient to drive to each town, rather than pack and unpack each day.

On Saturday night we played in the ball park in Russell. On Sunday we drove to Hoisington for two shows. Lyons was the scene of two shows on Monday. Tuesday we played five shows in Salina. Wednesday we dropped down to Hutchinson for five more shows. Thursday we visited the folks down in Kinsley and played two shows. On Friday we stayed in Great Bend for four shows. We played our last show . . . a midnight show in Dodge City on Saturday night. Tired? You can bet your sweet life we were tired, but it was the kind of weariness that is satisfying . . . the kind that comes with a job which you feel has been well-done.



*Despite busy harvest seasons and hundred degree temperatures, loyal WIBW fans formed block-long queues to buy their tickets.*

I think I can speak for the entire group when I say that never, in all our experience of playing shows, have we played for more appreciative audiences, nor have we ever met more cooperative theatre managers. Everyone we met was just wonderful to us. We hope we repaid each and every one with an enjoyable show.

Altogether we had a wonderful time. We met some of the finest people on earth and stored up some memories for our old age! As Ezra said, "I'd like to do it all over again . . . but let's wait till next year!"

## NOT A COMEDY

The farmer had been complaining that he could find no old clothes to put on the scarecrow.

"Well," said his wife, hopefully "there's that flashy suit Bill wore at college last year."

"Don't be ridiculous," snorted the farmer. "I want to scare the crows, not make them laugh."



Jack Hoppi Ole  
 Colonel  
 Fairley  
 Wayne Emory  
 Clark Bobbie  
 Chuck Glenn  
 Jack  
 Colonel  
 Fairley  
 Wayne Emory  
 Clark Bobbie  
 Chuck Glenn  
 Ambrose Mary  
 Edmund  
 Ruth  
 Heinie  
 Ezra  
 Jerome  
 Shepherd  
 Henry  
 Miss Maudie  
 Dude Maureen Ralph  
 Don  
 Doc  
 Lee Esther  
 Gene  
 Virginia  
 Ray Lane  
 Kenny  
 B. C.

# G. B. S. Notes

by Kathryn Young

THE BIGGEST SHOW IN TOWN

"Thirty days hath September . . ."

They'll be busy ones, too, getting children back into school, taking in the fairs, and deciding on new clothes for fall. According to John Reed King, emcee of "Give and Take," if you buy a red hat, you would no doubt make a very good contestant on a quiz show. He summarizes the qualifications of the ideal contestant as follows: She's a woman; she wears a red hat; is inclined to be stout; has a cheerful disposition, and is married.

September also means the return to our schedule of regular CBS shows which vacation during the summer. One of these is "Baby Snooks" at 8:00 p.m. Fridays. When you listen to the childish pranks "Baby Snooks" thinks of, it's difficult to realize she is really a grown woman with a son of her own. Fanny Brice, who is "Baby Snooks" is an excellent cook but doesn't write down her recipes. This summer she was asked to contribute some of her famous recipes to a national magazine and she threw up her hands and said: "I don't write down recipes. I just use a dab of this and a pinch of that." The magazine insisted, so Fanny's secretary started watching her closely whenever she mixed up anything to find out what constituted a "pinch" and a "dab."



Mr. and Mrs. North (they are really Joseph Curtin and Alice Frost) were caught in the act of "listening in" on some clues for their next sleuthing job. This is one show that came on this

summer and is still with us.

Another favorite is "Adventures of the Thin Man," which is back on our schedule at 8:30 p.m. Fridays. When this program returned to the air August 1, it marked the beginning of its seventh year on the air.

This summer Win Elliott, emcee of "County Fair," asked his listeners to contribute pennies to help 62 underprivileged children enjoy two-week camp vacations. Listeners sent in over 1,200 pounds of pennies. This pleased Win as much as the fact that a recent poll showed that "County Fair" is the most popular daytime show in Boston. It made Win feel he had made good in his home town, as he was born and raised in Chelsea, a Boston suburb.



Jan Miner, who plays Ann Williams on "Crime Photographer," started her drama career by studying stage design in Boston because she thought she wasn't pretty enough to be an actress. The directors of the Cambridge Straw-hat Theater took issue with her and first thing she knew she was onstage, in front of someone else's settings in a play called "The Short Story." Jan has been acting ever since.

Meredith Willson, conductor-comedian-emcee of "The Ford Showroom," is an author too. His second book, "Talking People," a whimsical history of radio as seen through the eyes of a pioneer, is making the rounds of New York publishing houses. Willson's first

book, widely used in schools, is "What Every Young Musician Should Know."

If anyone ever asks you which daytime serial is the oldest, you will give the correct answer if you say, "The Romance of Helen Trent." This story has been on the air for over fourteen years and has aired almost 4,000 scripts.

When Vaughn Monroe, who conducts his own production, "Vaughn Monroe's Orchestra" Saturday evenings, was a boy he was pictured in all Boy Scout literature and publications as the "Typical Boy Scout."



Another scout who always seems to be in trouble is Dagwood Bumstead of the "Blondie" show. His mother named him Arthur Lake.

The president of the National Safety Council presented "Ma Perkins" with a citation for her contribution to the nation-wide home safety campaign. Ma made ten recordings of safety messages which were used on 300 stations throughout the country.

Marie Wilson, who stars as a dumb blond on "My Friend Irma" at 8:00 p.m. Mondays, is not as impractical as her air role suggests. When actor Hans Conreid turned up for rehearsal with a stiff neck, Marie demonstrated a hitherto unrevealed talent. With all the (Continued on page 9)

# HENRY'S EXCHANGE



One of WIBW's most useful programs is "Henry's Exchange," heard daily, Monday through Friday, at 8:30 a.m. The amount of time and money saved WIBW listeners who follow the information and instructions given on this half-hour program is staggering to the imagination. Following are some timely hints gleaned from the "Exchange Club" program.

**FERNS** will grow better when watered twice a week with water diluted with milk.

**INSECTS IN POTTED PLANTS** can be killed with a spoonful of mustard in gallon of water.

**TO KEEP FERNS** in good condition while on short vacation, place a large pan of water on a stand near the fern. Dip one end of a small towel in the pan of water and the other in the fern dish. This will keep your fern well watered for a short time.

**A WAY TO CLEAN PICTURES** and also to protect them from dirt and finger prints from then on. Clean off the finger prints and dirt with art gum. You can buy it in cubes for a nickel at the drug store. Then, with a clear liquid wax using a soft cloth for putting it on, give it about two or three coats, polishing each coat as you put it on. You can wipe dust off then without hurting the picture.

**KNIFE SHARPENER**—In the absence of a grind stone or other sharpening device, a good smooth cement sidewalk will do the job. Smear the spot to be used with mushy soap or oil. Axes, hoes, knives, etc., will take fairly good edge if worked out carefully.

**A PUTTY KNIFE** is most useful as a kitchen utensil. Use it for cleaning corners of the woodwork, cleaning the ice box, as a scraper for floors, also when cleaning the stove.

**CLEANING SILVERWARE**—Old powder puffs after being washed are splendid for cleaning silverware. When silverware is laid away for any length of time, cover it well with thoroughly dry flour and it will not tarnish.

**TO REMOVE GREASE SPOTS** from wallpaper take a clay pipe, break into small pieces and add water to make a paste. Rub on the wallpaper and let dry. Take a clean cloth and rub off. The grease spots will be gone.

**PATCHING WALLPAPER**—When it

is necessary to patch or repair wallpaper, instead of cutting the paper, tear the patch irregularly, tearing away from the right side. This leaves a very thin edge and will be less noticeable than a cut patch.

**TO CLEAN WALLPAPER** take the inside of a two pound loaf of rye bread two thirds done, add two ounces of naphtha and a tablespoon salt, knead together until it becomes dough, then apply to wallpaper.

**HOW TO TREAT POISON IVY.** Dissolve one teaspoon of murate of ammonia in one cup water and bathe affected parts generously and often. This is supposed to cure the worst cases in two or three days.

**MASHED POTATOES:** When mashing potatoes after they are seasoned, add a small amount of baking powder and then whip. This makes them light and fluffy.

**WHIPPING CREAM:** To whip cream faster, add one-half teaspoon of lemon juice or one eighth teaspoon of cream of tartar for each cup of cream before beating. Have cream, beater and bowl very cold.

**GLASSWARE:** When washing glassware, put a few drops of bluing in the suds, rinse with hot water and your glassware will sparkle.

**ODOR:** Melons, cucumbers, bananas and other foods may be placed together in the refrigerator without making the other foods distasteful, if you will keep a piece of charcoal about two inches square in the corner of the refrigerator.

If you will place a dish of vinegar on top of the stove when you are cooking, it will absorb the odors of the cooking and prevent them from getting into the rest of the house.

**PAIS:** To save galvanized pails, clean thoroughly, dry and give a coat of wax. Let dry before using. This will prevent rust.



Howdy friends and neighbors . . . how ya' all feelin'? I seed a lotta you good peoples at dee FREE FAIR in Topeka, an' down at Hutchinson too. Things is shore pickin' up agin' at dee fairs ain't dey? Lots more exhibits and stuff . . . hogs . . . cattle . . . wheat . . . corn . . . but you all ain't seed no corn round heah lak we has back in dee Blue-ridge Mountains. It's a fact!

When plantin' time comes in dee spring we has a lotta fun plantin' corn back there. We jest loads up dee old muzzle-loader wit corn . . . stand over on one side of dee steep hill and shoot dee corn 'rost to dee other side. Dats all dee plantin you has to do. Den in dee fall when it's shuckin' time . . . yo takes a bunch of rabbits or foxes and bout steen hound dogs . . . gits to one end of dee patch . . . turns dee rabbits or foxes loose and dee dogs right after 'em. They makes so doggone much ruckus in dee corn field and dee sides of dee hill is so steep dat dee corn falls offen dee stalks an comes a rollin' down dee hill. All you has to do is juss drives dee wagon along at dee bottom of dee hill and pick up dee corn. Fact . . . so hep me! Ezra Hawkins says . . . Now-a-days, women is gittin' men's wages . . . they allus did didn't dey?

## Coming Events

### BIRTHDAYS

Dale Rader . . . . . September 17  
 Chuck Wayne . . . . . September 18  
 Bob Kearns . . . . . September 23  
 Don Hopkins . . . . . September 23  
 Mildred Rankin . . . . . September 25  
 Loyd Evans . . . . . September 30  
 Charles King . . . . . September 30  
 Homer Cunningham . . . . . October 4  
 Olaf Soward . . . . . October 13

### ANNIVERSARIES

Mr. and Mrs. Don Hopkins . . . . . October 9  
 Mr. and Mrs. Ezra Hawkins . . . . . October 15

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Homer Cunningham	October 4
Olaf Soward	October 13

### ANNIVERSARIES

Mr. and Mrs. Don Hopkins	October 9
Mr. and Mrs. Ezra Hawkins	October 15



Hoppi Jack  
 Ole Colonel  
 Fairley  
 Chuck  
 Glenn  
 Wayne  
 Clark  
 Bobbie  
 Emory  
 Edmund  
 Mary  
 Ambrose  
 Ruth  
 Heinie

E



Jerome      Shepherd      Dude      Doc      Lee      Gene      Ray      B. C.  
 Miss Maudie      Henry      Maureen      Esther      Virginia      Lane      Kenny  
 Don      Ralph

# C.B.S. Notes

by Kathryn Young

THE BIGGEST SHOW IN TOWN

"Thirty days hath September . . ." They'll be busy ones, too, getting children back into school, taking in the fairs, and deciding on new clothes for fall. According to John Reed King, emcee of "Give and Take," if you buy a red hat, you would no doubt make a very good contestant on a quiz show. He summarizes the qualifications of the ideal contestant as follows: She's a woman; she wears a red hat; is inclined to be stout; has a cheerful disposition, and is married.

September also means the return to our schedule of regular CBS shows which vacation during the summer. One of these is "Baby Snooks" at 8:00 p.m. Fridays. When you listen to the childish pranks "Baby Snooks" thinks of, it's difficult to realize she is really a grown woman with a son of her own. Fanny Brice, who is "Baby Snooks" is an excellent cook but doesn't write down her recipes. This summer she was asked to contribute some of her famous recipes to a national magazine and she threw up her hands and said: "I don't write down recipes. I just use a dab of this and a pinch of that." The magazine insisted, so Fanny's secretary started watching her closely whenever she mixed up anything to find out what constituted a "pinch" and a "dab."



Mr. and Mrs. North (they are really Joseph Curtin and Alice Frost) were caught in the act of "listening in" on some clues for their next sleuthing job. This is one show that came on this

summer and is still with us.

Another favorite is "Adventures of the Thin Man," which is back on our schedule at 8:30 p.m. Fridays. When this program returned to the air August 1, it marked the beginning of its seventh year on the air.

This summer Win Elliott, emcee of "County Fair," asked his listeners to contribute pennies to help 62 underprivileged children enjoy two-week camp vacations. Listeners sent in over 1,200 pounds of pennies. This pleased Win as much as the fact that a recent poll showed that "County Fair" is the most popular daytime show in Boston. It made Win feel he had made good in his home town, as he was born and raised in Chelsea, a Boston suburb.



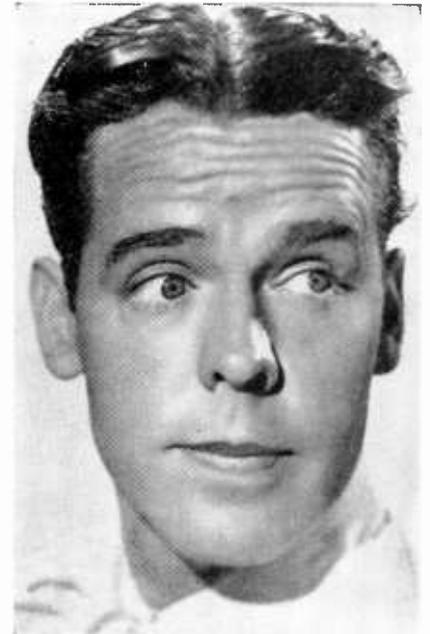
Jan Miner, who plays Ann Williams on "Crime Photographer," started her drama career by studying stage design in Boston because she thought she wasn't pretty enough to be an actress. The directors of the Cambridge Straw-hat Theater took issue with her and first thing she knew she was onstage, in front of someone else's settings in a play called "The Short Story." Jan has been acting ever since.

Meredith Willson, conductor-come-dian-emcee of "The Ford Showroom," is an author too. His second book, "Talking People," a whimsical history of radio as seen through the eyes of a pioneer, is making the rounds of New York publishing houses. Willson's first

book, widely used in schools, is "What Every Young Musician Should Know."

If anyone ever asks you which daytime serial is the oldest, you will give the correct answer if you say, "The Romance of Helen Trent." This story has been on the air for over fourteen years and has aired almost 4,000 scripts.

When Vaughn Monroe, who conducts his own production, "Vaughn Monroe's Orchestra" Saturday evenings, was a boy he was pictured in all Boy Scout literature and publications as the "Typical Boy Scout."



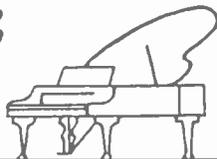
Another scout who always seems to be in trouble is Dagwood Bumstead of the "Blondie" show. His mother named him Arthur Lake.

The president of the National Safety Council presented "Ma Perkins" with a citation for her contribution to the nation-wide home safety campaign. Ma made ten recordings of safety messages which were used on 300 stations throughout the country.

Marie Wilson, who stars as a dumb blond on "My Friend Irma" at 8:00 p.m. Mondays, is not as impractical as her air role suggests. When actor Hans Conreid turned up for rehearsal with a stiff neck, Marie demonstrated a hitherto unrevealed talent. With all the

(Continued on page 9)

# Ramblings



Once a year the gay mid-ways, carnival folks, and radio entertainers join the Fair Associations to bring the home folks their annual celebrations. We look forward to having the same old friends show up and tell us they still like to come and see us. We like to eat hot dogs and hamburgers (circus style) and drink colored "sody pop". Some of the boys try to win dolls and trinkets to take home to the kids and Mama. The girls look at the fancy work, quilts, and dresses. Ezra compares the prize stock with old Butter-ball and decides she is still the classy lassie.

ELSA, our organist, was honor guest last month at her own birthday party. The cake was a pink and white one. Little ribbons lead out to the place cards, which were pinned on the stems of corsage bouquets. LITTLE ESTHER, RUTH AND MARY MICCOLIS, VIRGINIA LEE, MAUREEN, and MISS MAUDIE were the hostesses . . . and the guests. Each brought a little gift, and big fun was had by all.

ART HOLBROOK was surprised to find his picture in Movie Life magazine this month. There was a shot of ART interviewing Richard Basehart, movie star, at the premiere of his picture in Zanesville, Ohio.

HILTON HODGES had as his guest lately, his mother, from Clay Center, Nebraska. She was here visiting Hilton and brother Wayne, a Vet, who is a patient at Winter Hospital in Topeka.

DOC EMBREE asked me if I would answer a few of the question about some of our folks this month. He is pretty swamped . . . So I'll try and do my best:

No, RALPH RADISH is not married . . . SHEP'S real name is Bill Willhite . . . SONNY SLATER has both brothers and sisters . . . I don't know just how many . . . OLE LIVGREN is married and has two children . . . HENRY AND JEROME are not the former Bob and Monty team of Los Angeles . . . Max Martin and Ray Mack are no longer in radio . . . GLEN OSBORN met his wife through BOBBIE DICK . . . she and Mrs. Dick are cousins . . . BOBBIE DICK AND BOB KEARNS are not related . . . BOBBIE first came to WIBW to sing on our amateur shows,

not with Eddie Dean . . . SLATER is SONNY'S last name . . . his first name is Urlin . . . we re-named him SONNY here . . . he is not related to EZRA . . . LOYD EVANS is from Hamilton, Mo. . . . THE HOLDEN BOYS are all married except WAYNE MIDKIFF . . . Yes, EZRA has children . . . DOC EMBREE'S first name is (Deleted by the Editor) . . . No, DUDE HANK has never been married before . . . MARY AND RUTH MICCOLIS are not married . . . Yes, the RADIOAIRES, THE OZARK RAMBLERS, and SONNY SLATER'S late night programs are transcribed earlier in the day . . . All fan mail, of course, unless marked personal, is opened in the mail room of most radio stations. This is to make sure no orders containing money may be overlooked . . . also to see the proper requests go to the right persons. All personal mail comes direct to the person to whom it is addressed . . . the leading in fan mail differs . . . some programs call for more mail than others . . . Some of your questions, which are too personal, will have to be answered by letter . . . OLE LIVGREN was visited by Euna and Viola Johnson of Overton, Nebraska. The girls are number one WIBW fans . . . BETH BUTLER, who won the audition on the Bob Hope show last year, and who has been our girl soloist on the "SUNDAY RAINBOW TRAIL" program, decided to change her career from singer to wife last month. She was married a few weeks ago to Richard Williams and will make her home in Milledgeville, Pennsylvania. "Our best wishes to you, Beth, for loads of happiness . . . We shall miss you."

AMBROSE HALEY underwent an operation for Appendicitis a few weeks ago. He was in St. Francis Hospital, here in Topeka. He asked me to thank all you nice folks who sent him cards and flowers. He is up and around again now and feels "fit as a fiddle". He said, "Miss Maudie, I received more fan mail while I was in the hospital than I do when I'm on the air . . . You don't think that means anything do you?"

SONNY SLATER made such a hit singing the song, "Line on the High-

way" that the publishers decided to put his picture on the front cover of the sheet music.

DON HOPKINS had a visit recently from his brother, Mark, from Houston, Texas; and Lee Smith was visited by his brother, Gus, from Birmingham, Alabama.

CHUCK AND CLARK WAYNE have just returned from a visit to their home town, Buckhannon, West Virginia.

Keep your letters coming folks; we're always glad to hear from you. So long for now.

—Miss Maudie

(Continued from page 8)  
skill of a professional osteopath, she had Conreid's neck as good as new, after a few expert manipulations.



Arthur Godfrey, who discovers new talent on his show "Arthur Godfrey's Talent Scouts," has been described as "the Huck Finn of radio" and "another Will Rogers." Godfrey's real charm, however, is due to his being simply himself.

### A SHINING EXAMPLE

"Shine your shoes, Mister?"  
"No time, Sonny."  
"Well, to start the day right I'll do one for nothing."  
"All right, go ahead."  
"There, how does she look, Boss?"  
"Fine."  
"Well, for ten cents I'll do the other one."

Wife—New Hat—Economics, etc. — (showing off before husband) "It didn't cost a thing. It was marked down from \$20 to \$10, so I bought it with the \$10 I saved."

# The Voices You Hear Along the RFD

... by Gene Shipley ...

## Assembly Line Terracing

Someone recently said what this nation needs is a good five cent nickle. Well, he may be right in these days when inflation has all but relegated the five cent coin to a collectors item, but take a 66 year old conservationists word for it . . . what this nation needs is speed . . . speed and MORE SPEED! He didn't mean faster automobiles, nor jet planes. Dr. Hugh H. Bennett, Chief of the Soil Conservation Service, thinks if we don't get this work of saving our God given soil done faster and stop this erosion waste, and get everyone to working on it, we're going to find ourselves in a sorry fix . . . and that "sorry fix" may not be too far away. With only 460,000,000 acres of good land left, even that amount may not be able to sustain our growing population with the abundance to which we have been accustomed, and certainly not if we continue to waste this heritage through poor land treatment and poor land protection.

When everything is going along with ample rainfall, lush pastures, green growing crops . . . it is pretty hard to remember the dry times. But when we sweat through over two weeks of over 100 degrees temperatures like we did in August, and watch the corn go down before the hot, dry searing desert

temperatures with practically every bit of moisture squeezed out, no wonder many a neighbor has asked himself the question . . . "is this a repetition of '36"? Everyone remembers the drouth of the 1930's. This may not be a repetjtion—just a reminder, and also a warning. Short drouths come almost every year to the Plains country. In fact we have learned how to live with them, and they don't as a rule cause severe damage. It's the long drouth that hurts. But it is only common sense to get ready for the next drouth when you have ample moisture. You can't grow valuable cover crops without rainfall, and you certainly can't conserve rainfall that doesn't fall. Stubble mulching has been advocated as a conservation measure, but you have to have crops to provide the stubble. Regardless of the stories we have heard about precipitating rain clouds with dry ice dropped out of an airplane, we haven't yet found a way to make more rain or to make it fall when it is most needed. The fact is that water conservation should be started before a drouth strikes. Water is the lifeblood, especially in the Plains area and crops on land that contain subsoil moisture will usually come through even in dry years. That's the reason Dr. Bennett

who has spent 44 years in the conservation service says our greatest immediate problem is more speed in applying conservation measures, and a strict adherence to good land treatment and good land protection. And nothing short of a complete soil and water-conservation program will do the job.

Last month several Kansas counties held something new in contests . . . plow terracing demonstrations . . . where farmers compete against time and their neighbors in throwing up a regulation terrace using their regular tractors and a mouldboard plow. Conservation engineers have set up a scoring system governed by terrace height, uniformity of cross section and efficiency, which takes into consideration the power, equipment and time consumed in building the terrace. The way people are turning out for these contests shows there is a growing interest in this sort of thing, and these plow terracing contests may even superceed the well known husking bees and the corn husking contests that have been so popular for many years, but now have been almost forced out of the picture by the machine age, since the mechanical corn picker has all but taken over the husking job.

Custom corn picking machines are now as familiar as the custom combiners who make the Kansas wheat harvest during June and July.

The only safe way to farm is the conservation way, and anything that can be done to glamorize the job will help this program. So more power to the "Knights of the Terrace, their rubber treaded steeds of iron, and trusty mouldboard lance."

### AND WHY NOT?

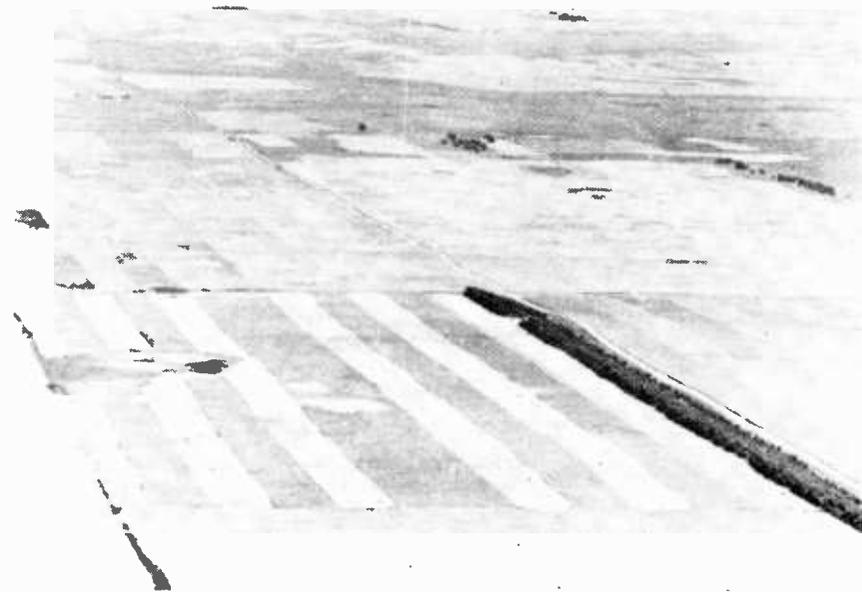
"Have you noticed that a girl lowers her voice when she asks for something?"

"Yes, and raises it if she doesn't get it!"

Song: Many a wife has found dat' huggin' her husband is de' best way ob' gettin' around him."

Mose Jackson—(looked all in — no sleep, etc.)—Well, didn't get home till after daylite—was undressing when my wife woke up and say: "Ain't you getting up pretty early?"—didn't want to start no arguments so I just put on my clothes and come on down town.

If a husband's words are sharp, maybe it's from trying to get them in edge-wise.—Sun.



Strip cropping and summer fallowing 3 miles north of Haviland, Kansas. Picture taken from *Flying Rooster*.

**AMBROSE HALEY**  
(Continued from page 2)



Ambrose and Roy Rogers exchanging handshakes and smiles. Bet the hat belongs to Roy.



That's quite a collection of tools Ambrose is supporting. He gets music (?) from every one of them, too.

the way the listeners have supported our little group. All the WIBW entertainers are the best we have ever worked with and that goes for the whole personnel.

Well, friends, this is the second time I have written this little message for you. I wrote the first while I was in the hospital having my appendix removed. Then our good editor moved into his new house and dogged if he

didn't lose my stroy. Maybe he'll pay me twice for this one. (Editor's Note—Nope.)

Some of the highlights of my career were being selected by Roy Rogers for a one week engagement at the Fox Theater in St. Louis, working with Fibber McGee and Molly, Singing Sam, Gene Autry, Little Johnny (Philip Morris), the Hot Shots and others.

I have made some recordings and am

supposed to make some more this month.

I have a lot of stories I haven't told ycu. but Doc told me he had some other stories for this issue, so maybe I'd better sign off. Thanks a lot for your cards and letters and so until we meet in person, thru the Round-Up magazine or over the air, I would like to say thanks for everything and so long.

**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—Georgia Boys ..... Mon. thru Sat.
- 6:35—Farm Service News  
    (Marysville Livestock) ..... Mon. thru Sat.
- 6:45—Sonny Slater ..... Mon. thru Sat.
- 7:00—News (B. F. Goodrich) ..... Mon., Wed., Fri.  
    (Carey Salt) ..... Tues., Thurs., Sat.
- 7:15—Shepherd of the Hills ..... Tues., Thurs., Sat.  
    (Nutrena Mills) ..... Mon., Wed., Fri.
- Radioaires ..... Sun.
- 7:30—Henry and Jerome ..... Mon. thru Sat.
- Bethel Covenant Church ..... Sun.
- 7:45—Edmund Denney Time

- (Merchants Biscuit) ..... Mon. thru Sat.
- 8:00—News (Resinol) ..... Mon., Wed., Fri.  
    (Dannen Mills) ..... Tues., Thurs., Fri.
- Farmers Forum ..... Sun.
- 8:05—Henry and Jerome ..... Mon. thru Sat.
- 8:15—Hymn Time with Doc and Esther ..... 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 ..... Sat.
- Console Melodies ..... Sun.
- 9:00—Shepherd of the Hills ..... Mon. thru Sat.
- Warren Sweeney, News (Curtis Candy) ..... Sun.
- 9:05—Wings Over Jordan ..... Sun.
- 9:15—News ..... Mon. thru Sat.
- 9:30—Salt Lake City Tabernacle ..... Sun.
- 10:00—Invitation to Learning ..... Sun.
- 10:30—Doc and Esther ..... Mon. thru Fri.
- Adventures Club (W. A. Shaeffer Pen Co.) ..... Sat.
- Sunday Serenade ..... Sun.
- 10:45—Ambrose Haley and the Ozark Ramblers  
    (Procter and Gamble) ..... Mon. thru Fri.
- Mr. Veteran ..... Sun.

Miss Laura Williams,  
Alton, Kansas.

Sec. 562, P. L. & R.

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- 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 ..... Sun.  
12:15—Markets (DeKalb) ..... Mon. thru Sat.  
Rainbow Trail ..... Sun.  
12:45—M. L. Nelson (Garst and Thomas)..... Sun.  
1:00—CBS Symphony ..... Sun.  
2:00—KANSAS ROUNDUP ..... Mon. thru Fri.  
2:30—Mary Lee Taylor (Pet Milk) ..... Sat.  
Summer Electric Hour  
(Electric Companies' Adv. Program) ..... Sun.  
3:00—Georgia Boys ..... Mon., Wed., Fri.  
Radioaires ..... Tues., Thurs.  
Let's Pretend (Cream of Wheat)..... Sat.  
Family Hour (Prudential Insurance)..... Sun.  
3:25—NEWS ..... Mon. thru Sat.  
3:30—Second Mrs. Burton (General Foods) .. Mon. thru Fri.  
Give and Take (Toni, Inc.)..... Sat.  
News ..... Sun.  
3:45—Ma Perkins (Procter and Gamble)..... Mon. thru Fri.  
Senator Arthur Capper ..... Sun.  
4:00—Big Sister (Procter and Gamble)..... Mon. thru Fri.  
Silver Theater (International Silver)..... Sun.  
4:15—The Guiding Light  
(Procter and Gamble) ..... Mon. thru Fri.  
4:30—County Fair (Borden Co.)..... Sat.  
ERNE QUIGLEY, Sports ..... 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—Romance of Helen Trent  
(American Home Products) ..... Mon. thru Fri.  
5:45—Our Gal Sunday  
(American Home Products) ..... 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.  
Adventures of Sam Spade (Wildroot Co.)..... Sun.  
6:15—Songs of Bobbie Dick ..... Mon. thru Fri.  
6:30—Rainbow Trail ..... Mon., Wed., Fri.  
Piano Ramblings ..... Tues.  
Twilight Serenade ..... Thurs.  
Sweeney and March ..... Sat.  
Gene Autry Show (Wm. Wrigley, Jr.) ..... Sun.  
6:45—News ..... Mon., Tues., Wed., Fri.  
Olaf Soward's Viewpoint ..... Thurs.  
6:50—News ..... Sat.  
7:00—Lux Radio Theatre (Lever Bros.) ..... Mon.  
Twilight Time ..... Tues.  
Rhapsody In Rhythm (Old Gold)..... Wed.  
Lawyer Tucker (Auto-Lite) ..... Thurs.  
Arthur's Place (Borden Co.) ..... Fri.  
Bill Goodwin Show ..... Sat.  
Meet Corliss Archer (Campbell Soups) ..... Sun.  
7:30—Robert Q. Lewis Show ..... Tues.  
The Ford Showroom Starring Meredith Willson  
(Ford) ..... Wed.  
Crime Photographer (Anchor-Hocking)..... Thurs.  
Robert Q. Lewis Show ..... Fri.  
Vaughn Monroe's Orchestra (R. J. Reynolds) .. Sat.  
Tony Martin Show (The Texas Co.)..... Sun.  
8:00—My Friend Irma (Lever Bros.) ..... Mon.  
Big Town (Ironized Yeast) ..... Tues.  
American Melody Hour (Bayer Co.)..... Wed.  
Dairyman's Roundtable ..... Thurs.  
Baby Snooks Show (General Foods) ..... Fri.  
Kansas Round-Up ..... Sat.  
Xavier Cugat Show (Eversharp) ..... Sun.  
8:30—Arthur Godfrey's Talent Scouts (Lipton's Tea) .. Mon.  
Mr. and Mrs. North (Colgate)..... Tues.  
Dr. Christian (Chesbrough Mfg. Co.)..... Wed.  
Crossroads Sociable ..... Thurs.  
Adventures of the Thin Man (General Foods) .. Fri.  
Crime Doctor (Philip Morris) ..... Sun.  
8:55—NEWS (Garst and Thomas)..... Mon., Wed., Fri.  
(Ray Beers Clo. Co.) ..... Tues., Thurs., Sun.  
9:00—Inner Sanctum (Emerson Drug) ..... Mon.  
PLEASANT VALLEY ..... Tues.  
Starlight Review ..... Wed.  
Readers Digest-Radio Edition (Hall Bros.)..... Thurs.  
It Pays To Be Ignorant (Philip Morris)..... Fri.  
KANSAS ROUND-UP ..... Sat.  
Blondie (Colgate) ..... Sun.  
9:15—Emahizer Melodies  
(Emahizer-Spielman Furniture Co.) ..... Wed.  
KANSAS ROUND-UP ..... Sat.  
9:30—Bob Hawk Show (Reynolds Tobacco Co.)..... Mon.  
Return Engagement ..... Tues.  
Invitation To Music ..... Wed.  
Karl's Barry Wood Show  
(Karl's Furniture Co.) ..... Thurs.  
To Be Announced ..... Fri.  
KANSAS ROUND-UP ..... Sat.  
Pause That Refreshes (Coca Cola) ..... Sun.  
10:00—NEWS (The Fleming Co.) ..... Mon. thru Sun.  
10:15—Variety Time ..... Mon., Fri.  
Shopping At Bomgardners  
(Bomgardner's Furn. Co.) ..... Wed.  
ERNE QUIGLEY, SPORTS ..... Tues., Thurs.  
Emahizer Melodies  
(Emahizer-Spielman Furniture Co.) ..... Sun.  
10:30—Salute to FM ..... Tues., Wed., Sat., Sun.  
The Man Called X  
(General Motors-Frigidaire Div.) ..... Thurs.  
11:00—News ..... Mon. thru Sun.  
11:05—Radioaires ..... Mon. thru Fri.  
11:30—Ozark Ramblers ..... Mon., Wed., Fri.  
Sonny Slater ..... Tues., Thurs.  
12:00—News ..... Mon. thru Sun.