

WBBM

ROUND-UP



"HOPPI" CORBIN

January Our Eighty-Second Issue 1952

ROUND-UP

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

JANUARY

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Speaking of JEROME, he calls MAUREEN, "Dawdy" for "Dawdy" and now has reduced that down to "Dub." So now all the gang call her DUB. COLONEL COMBS has always called MAUREEN, "Marie." So a few of us call her Marie, too.

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Talent Topics

By Ole Livgren

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Chuck Wayne, who has over an acre of garden which he has been tending with a hoe, says he's resolved to get a garden tractor this year.

Maureen Dawdy promises to keep a closer eye on one-way streets. What happened?

Edmund Denney plans on recording his own programs at home so he can check on his own voice. He thinks he may get some new ideas of instrumentation, balance, etc. He won't need to worry about his voice,

but please Denney have pity on us poor helpers!

Colonel Combs says he is going to bring a better brand of weather this summer than the last one, and it's really going to be a prosperous one.

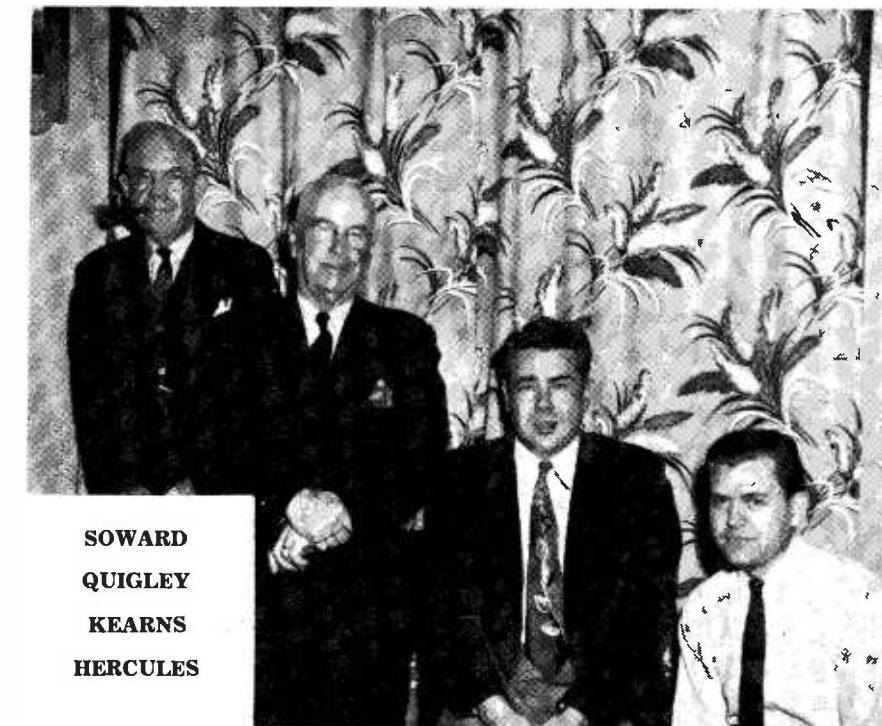
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Willie Pierson vows he is going to quit complaining about the high cost of coffee, as his wife, Lois, loves it. He would rather pay the price than have her all out of sorts. My wife isn't Swedish, but I know what you mean, Willie!

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(Continued on Page 14)



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QUIGLEY

KEARNS

HERCULES

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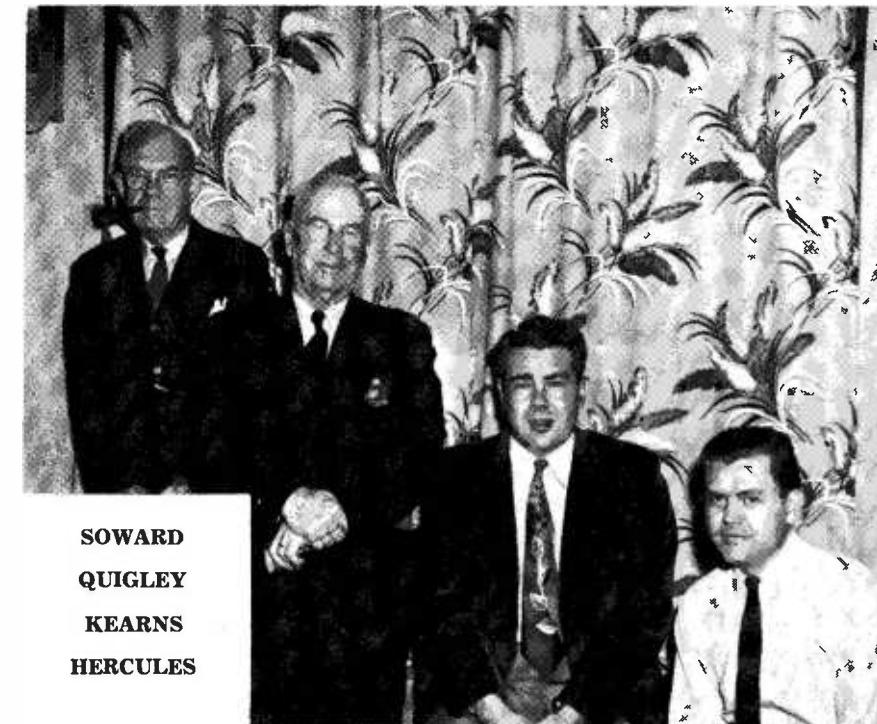
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Chats Around the Aerial

.... with Olaf S. Soward

Clanging of bells, the gay shouts of revelry, the silent reveries of prayer and the rattle of gunfire have ushered out an old year—and variously greeted a new.

But, to millions that dawning of 1952 is something to be viewed with distrust which borders on outright apprehension and dismay. At home and abroad gloom, danger and doubt beset the course of America on every hand. Perhaps it is no particular wonder that untold thousands of perfectly good citizens insist on eyeing 1952 askance, as a year mostly of potential tragedy and disaster.

So, as the opening days of this new year begin to unfold it might be well for us Americans to remind ourselves of 1759, "the year of marvels"—partly because that long and painful sequence of historic events started in the forests of America, and partly because its hero is as much a part of the story of the thirteen colonies' battle for independence as he is of the mother country's world-girdling empire, once again crushing as it was in the days when he came to power in England.

The French in Canada and the British colonies in New England had been fighting off and on for a century. But, in 1754 the showdown battle opened for the Ohio river country behind the Appalachian mountains. At stake was the final decision whether North America was to be English or French in language, culture and political institutions.

French army regulars sent over under one of King Louis' most able generals got there first and turned all the more powerful Indian tribes against the British.

When London politicians tried to counter that brilliant stroke, the one thing modern Americans remember most about it is the humiliating and crushing defeat of General Braddock in 1755—and the fact that Col. George Washington of the King's Virginia militia had to extricate the remnants of the English army as best he could

from death and disgrace.

Swiftly the war spread around the whole world. And the Ohio river campaign was a sample of what happened to England everywhere. Her armies and fleets were whipped in Europe, the West Indies, Central America and the Far East. Her allies began to desert her.

The Duke of Newcastle, a "smart politician" who ruled the British parliament by grafting appointments and purchased elections, had been the czar of English politics for a quarter of a century. His idea of government was to see that personal friends and party hacks were made generals, admirals and political administrators. As disasters multiplied around the earth, even his own friends were compelled to kick the Duke out of office in November, 1756.

After eight months of political sparring William Pitt, "The Great Commoner," who had led for fifteen years whatever opposition could be whipped up in that purchased House of Commons, was catapulted into supreme power with the authority—but not the title—of prime minister. The England he was called upon to rescue was all but bankrupt. Cynical and open graft riddled every department of the government. Most thinking Englishmen were flagrantly discouraged and publicly convinced nothing could stop the collapse of England's empire and the ruin of the home country.

But Pitt refused to believe the soul of a people could not arise to any emergency—if given a chance. He fired political generals and admirals right and left; elevating overnight to high command young officers who had shown the capacity to fight. He appointed capable—and even reasonably honest—men to positions of political responsibility. He rebuilt fleets and called new armies into being. The allies who had deserted England came back to her

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How We Keep Busy

by Don Hopkins

The busiest place around WIBW these cold winter days is the mailroom. I know, for it's my aching back that brings the mail from the post office each morning. Perhaps you didn't know it, but for years WIBW has been one of the top ten radio stations in the nation for the amount of mail received. In a year's time we get hundreds of thousands of pieces of mail. We get more in the wintertime for two very good reasons. In the first place, WIBW's signal gets out better during cold weather, and in the second place, more of you listeners are inside by the fire.

It is amazing what we learn about you folks from our mail. We get the most interesting letters. You tell us all about your personal problems. Sometimes it's a letter telling us that Aunt Fanny is ill, or maybe it's good news. Maybe son John has a better job, or sister Sue has received some signal honor at college. Yes, we get some letters in the romantic vein. These come largely from the younger single girls. For the single members of the WIBW staff these letters can be fun. However, my wife has never quite got over the letter addressed on the outside of the envelope to "Dear Don Hopkins." Please don't do that to me again. I'm in the doghouse enough the way it is.

Now let's talk about what goes on in the mailroom. A staff of eight girls headed by Mildred Rankin carefully sorts each day's mail. The December issue of the Round-Up Magazine contained a picture that gives you an idea of how really nice the girls are. Each girl has certain accounts that she is responsible for from day to day. One girl handles the complaints. Of all the jobs the girls have to do, one of the most alarming in proportion is the counting of Butternut Coffee strips that come in each December. We get literally thousands upon thousands of them and each one has to be counted and a sworn statement of their receipt is sent to the BUTTERNUT people who in turn give out gifts to the orphans in proportion to the number of strips received.

Edith Hansen's Kitchen Club program keeps the mailroom girls busy the year around. However, they are fortunate in having a letter opener that opens four hundred letters per minute.

In talking to Mildred Rankin, who has been in charge of the mailroom for a long time, I found out a number of things that the mailroom girls wish you would always do when you order from WIBW. I am going to list the suggestions for you. Not only will following these suggestions lessen the work for the girls in the mailroom, but you will be saved long delays in getting the things you order.

All right, here we go with our suggestions:

1. Please write plainly. In other words, don't scribble like Don Hopkins. The girls want to be able to read your name and address and what you have ordered. Best way to be sure that your name and address is legible is to print it.
2. Listen carefully to the advertisement on the air. When you hear only part of an announcement you are very apt to make a mistake that will delay your order as much as ten days. One of the most common mistakes is to fail to include the requested boxtop with money—or money with boxtop in case of premium offers.
3. Send money with your order if possible. A money order or check is preferable, COD's, of course, are accepted. However, that means collect on delivery and those costs often run a great deal more than most people think. For instance, on a dollar bottle of Sunway Vitamins the COD postage charges are 22¢. When you send cash, check or money order you save that 22¢. If you send cash, please do this: tape the money to your letter. Money often works out of envelopes. We find loose change in the mail bag almost every day and sometimes don't know where it came from until we get a complaint.
4. Please address the envelope to the offer you want. You can still give the entertainer credit for the order by addressing your order in this manner: address AMBER LIQUID, c/o Jimmy Pierson, WIBW, Topeka, Kansas.

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by Wes Seyler

Well, folks, the advent of a new year always makes us realize that time is slipping by and often times it causes us to turn our thoughts to recognize what we have accomplished during 1951. Last year, a combination of second bests gave us the greatest production of food in history. In other years there have been larger harvests of crops and higher production of livestock, but the over-all production from American farms last year sets a new record.

This record was possible because of hard work and initiative on the part of farmers everywhere. The weather had a part. Industries serving agriculture with machinery, fertilizer, pesticides and other production essentials played an important role. But even above this, is the steady progress made by all who live on the land or who serve agriculture. This includes the scientist, the Voc-Ag teachers, the county agent, the thousands of men and women who turn out the manufactured goods farmers use and need.

This year's harvest is also the sum total of the contributions of people of many races, religions and national backgrounds who have learned to work together. By pooling our energy and ability we make progress. Understanding makes it possible for man to use his talent in constructive work. Brotherhood is an investment that pays.

The holiday season and especially Christmas is a festive occasion. It means family gatherings, visits with relatives and friends. There's the steaming turkey that dad wanted to carve in the kitchen—cranberry sauce—four kinds of vegetables and pumpkin pie with whipped cream.

There's also time for prayer—to give thanks for the bounty that is ours. For

the fortune of a great expanse of productive land large enough to allay the fear of hunger. For the understanding, the tolerance, and brotherhood which enable men of every creed and culture to work together. These are a few of the many things we are grateful for today and I, for one, am hoping that we as a nation retain the intestinal aptitude to keep it that way. We could find ourselves working harder to maintain this tolerance and understanding than for production.

During the month of November WIBW's Farm Department conducted a scrap drive campaign for the chapters of Future Farmers of America who wanted to enter. The chapters were asked to tell us that they were starting their scrap drive on the date selected and then see that their results were in our office on the closing date. We want to salute the Williamsburg Chapter of Future Farmers and their instructor, Earl Anderson, for reporting the largest total pounds collected. These boys from Franklin County rounded up 48,070 pounds of scrap steel and cast iron. Richard Neal of the chapter was chairman of the drive and Ralph Basel collected the largest number of pounds.

The Williamsburg Future Farmer officers along with their advisor and high school superintendent were special guests on our Dairymen's Roundtable program Saturday evening, December 8. All schools participating in the scrap drive were mentioned on the program.

172,230 pounds of scrap metal were piled up in this drive by all the schools taking part. This mammoth pile of scrap iron if turned into farm implements would be the equivalent of twenty-six medium-sized tractors; eighty-six two-bottom

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C.B.S. notes by Kathryn Young

This new year of 1952 looks mighty bright for one young fellow—Julius LaRosa. Not long ago he was a gob in the Navy. Arthur Godfrey heard him sing and said, "If he wasn't in the Navy, I'd give him a job tomorrow." Recently LaRosa was released and Godfrey kept his promise. This handsome lad (as you can see) is now one of the "little Godfreys," and his reaction is this: "I sit on the subway coming to CBS and I wonder and marvel. How could this happen to me?"



Julius LaRosa

A bit weary of the "little sister" treatment from the otherwise-all-male cast of the "Rex Allen Show," pretty Ginny Jackson turned up for last week's show with a glamorous dress and a fancy hairdo. Allen and the Sons of the Pioneers ignored the dress, and asked if she had rearranged her hair to hide a bump on her forehead!

More alive are the members of the orchestra on the "Our Miss Brooks" show. Gloria McMillan, who plays the part of

Harriet Conklin, knows she is growing up. Now when she walks onstage, the entire orchestra gives out with a whistle chorus.

The melody that has been heard by more people than any other musical refrain in entertainment history is only sixteen bars long, has no title or lyrics, is technically classed as a fanfare and was written in five minutes. It's the theme music for the "Lux Radio Theatre." It was back in 1934 when this program first took the air with "Seventh Heaven" as its premiere show. At the last minute the producers decided they needed a musical introduction, so the musical director and arranger got together and in five minutes had composed the sixteen bars of music, which has been used all these years as the theme for "Lux Radio Theatre."

When Marie Wilson and Cathy Lewis, co-stars of "My Friend Irma," celebrate their birthdays only one cake is needed. Cathy's birthday is December 27 and Marie's is December 30.

What's in a name? Ask Santos Ortega, star of "City Hospital," and he'll tell you "plenty!" Because of his Spanish-sounding name, he was asked to try out for a Spanish role in a radio drama. Ortega, despite his name, has only a smattering knowledge of the language; but he successfully convinced the producer that he could handle the part, which stretched out for two or three years. Back in the thirties, he was cast in the part of Dr. Carvel in "Big Sister." He thought he'd soon be out of a job, as Dr. Carvel was given only six months to live in the script. However, the good doctor survived ten years with Ortega in the part.

Charlie McCarthy is well suited for his work with Edgar Bergen on the "Edgar Bergen-Charlie McCarthy Show." His wardrobe of tailor-made suits ranges from a foreign Legionnaire's uniform to a football outfit.

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Scenes

of

I

Olaf

Soward's



CHATS AROUND THE AERIAL

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standard, and others who had held aloof joined her side.

Still, however, twenty million people were facing one hundred million and the story of disaster went steadily on through 1758. Blunders which had been twenty years in the making could not be rooted out in a few weeks. Grimly Pitt gave the British people the bad news as honestly as what little good the swift dispatch ships brought in from the ends of the earth. But England no longer despaired! The bad news now merely made men more determined.

And beginning shortly after the turn of 1759 the tone of the dispatches began to change. Pitt concentrated on North America because he saw in it the key to breaking the power of France—England's chief enemy. He treated the colonies with an approach toward fairness—and they responded with money and armies on a scale which dwarfed anything they had ever before placed at the disposal of mother England. He won the friendship of Americans—and retained it to his dying day, after the Revolutionary war had begun. A death, incidentally, which took place in the British House of Lords, to where he had dragged himself on crutches from the bed of his last illness to deliver a speech in favor of the rebellious Americans.

And, as the year 1759 rolled on its way the beaten, bankrupt and bewildered England of a year before emerged as the leading nation she remained for 150 years. French power was wiped out in North America. France and Spain were defeated in the West Indies. The Austrian Empire was repulsed in its effort to conquer Germany. In India the haughty allies of France were crushed once and for all.

That was the "year of marvels"—a part of the history of America and England.

And it stands forever as a reminder that it is not the way a year starts which makes it good or bad; it is the way in which men, women and nations meet the tests of the year—any year—that makes it a "year of marvels."

RAMBLINGS

(Continued from Page 2)

DON HOPKINS calls him "UNCLE WIL-LIE."

KENNETH HARRIES is called "Kenny" by most everyone. When I asked him if he had any other nickname, he said, "Well, my wife calls me JUG-HEAD sometimes."

OLIVER LIVGREN is known by "OLE" to all of his friends and listeners. It is not pronounced the way it is spelled, but as "OL-EE."

CHARLES PUTT is called "CHARLIE" and "PUTT-PUTT." DON refers to him on the band programs as "PROFESSOR PUTT" because at one time he taught at Kansas State College.

I think that covers everyone on the staff except HEINIE HAYNES. His real name is HENRY and as long as I have known him he has been called "HEINIE." Next month I'll tell you why.

Till then, HAPPY NEW YEAR, and so long,

Miss Maudie.



Lorelei Kilbourne (Fran Carlon) and Steve Wilson (Walter Greaza) check with CBS information to see which studio they will use for their next "Big Town" broadcast. They moved bag and baggage back to CBS after returning from another network.



Three guys with a gift of gab—Merle Housh (Henry of "Henry's Exchange"), Don Hopkins and Elmer Curtis. Now how did "Red the Ed" keep them quiet long enough for a picture? (He's quite a talker, himself).

FARM TALK

(Continued from Page 6)

plows or 172 field harrows. We think this kind of program as carried on by the Future Farmers of America and their instructors a very worthy one and of course WIBW is happy to have been a part in its undertaking.

This past month Red, the Ed, and I attended a meeting at Council Grove, Kansas, which promises to be the beginning of a very effective and worthwhile program for farmers of Morris County. All of the agricultural agencies in the county had representatives at the meeting and

plans were set in motion for a county-wide concentrated effort to make Morris County the "Pilot" county in Kansas with respect to conservation measures and practices. This program has the support of all the state agencies and offices, and is one that deserves the attention and interest of all who live here in the Midwest. Let's all help the folks of Morris County achieve the title of "PILOT" county in Kansas.

Friends this is about all the news we have time for in this issue. Sure hope I'll be seeing you at next Round-Up time with more FARM TALK.

AROUND the STUDIOS with Hilton

There's a rumor going around the studios that beginning the second week in January, we'll have a famous Hollywood character for your entertainment at 8:45 on Monday, Wednesday and Friday mornings. Can't tell you who he is because we don't know for sure but we'd guess that he was on the "Dinner Hour" one day last fall at the Kansas State Fair in Hutchinson.

Our manager, Ben Ludy; Allan Young and two hunting buddies went quail hunting one warm day a month or so ago—and the story almost ends there. Allan got only one shot—no birds. Ben didn't get a shot. It was too nice a day for Mr. Quail and the whole family was out walking. At least they weren't having any reunions from which they could be interrupted. (Note: There were other days when hunting was better).

Edmund Denney has a new hobby. Since Thanksgiving he has made about a dozen very fine hand-laced billfolds for both men and women (the kind you see in stores for about \$15.00). Edmund buys the leather, dividers, cards and lace and puts them all together including an intricate button-hole hand-laced binding. They're very nice. We asked him why he didn't sell them. He said it took several hours to make one but that the idea was good. (Perhaps next month we'll have a price on them).

All here at WIBW presented Ben Ludy, our general manager, with a registered boar for Christmas.

With the boar went six sacks of feed, each presented by the announcer who handles the announcement for that feed. Of course, there was considerable argument about the merits of the particular feeds; so much so that a near-riot occurred among the announcers. Anyway, the boar and the six sacks of feed were piled in a truck and carried to Mr. Ludy's farm.

Things went along smoothly until two days later when the first of the feed sacks was opened. Mr. Ludy's jaw fell a mile as he found the sack full of sawdust and dirt. Another, and another—six sacks full of sawdust and dirt. So far, no one has been relieved of his duties as a result. We all feel safe. The boar is real!

Art Holbrook and Lewis Dickensheets spent two weeks in Camden, New Jersey, at a television training school and in Connecticut, studying the operation of a TV station. They came home with much valuable information about the technical and programming angles of this new medium. There is a possibility of many new TV stations being on the air within the next twelve to eighteen months. Of course, we want to be ready to go.

Our evening maintenance man, Henry Landis, has left us to work for Alf M. Landon. Henry will be in charge of the grounds and horses. He and his new wife will have the guest house for their own. We're glad for them. Henry was a German prisoner of war for several months. He liked the United States so well that he has become a citizen and is studying law at Washburn Municipal University in Topeka.

Our sympathies were all with Bertha, Donna and Don Hopkins when Bertha's mother passed away last month. She had been visiting in Topeka for only a few days, from her home in Marshalltown, Iowa.

HOW WE KEEP BUSY

(Continued from Page 5)

5. Write your musical request on a separate sheet from the order itself. Remember, the girls are working several thousand pieces of mail per day; and if they have to separate every request from every order, it just doubles the work.

The busy mailroom girls will deeply appreciate your attention to these well meant suggestions.



Happy New year YOU ALL!!

Now dat Christmas is all over—all we gotta do now is look out fur dee bills comin' in.

Us so-called "elders" like to tell ourselves dat Christmas is jest fur dee children. But dat ain't true t'all. I say dat Christmas is fur dee grown-ups more den ever. We is dee ones dat need a re-borin' of dee spirit... not dee kids. It's dee youth of ourah nation dat has optimism... we done made so many mistakes we is afraid. Afraid to think of new ideas... new hopes fur peace... sooo... how fur kin you 'spect to get when you is afraid? No... we is got to turn it over to dee kids... and what a mess they has to clean up. But they'll do it... you wait an' see.

I know a lotta men dat like to poke fun at women's hats. But did you ever see a dish-faced man put on a low cut derby and strut 'round thinkin' he looks swank? Ain't dat awful?

Aunt Lucinda says, most husbands are just like eggs—

Iffen you keep them in hot water too long, they is likely to git hard boiled.

What I like about Christmas is that you can make people forget the past with a present.

Family ties are stronger at Christmas—louder, too!

Christmas is dee time when father owes best!

Jest one more refurrance to Christmas an' I's thru' fur another year!

Unk says: "Christmas Holidays mean,

Anticipation, preparation, recreation, prostration, and recuperation!" I is still on dat next to dee last one there.

This is dee time to begin thinkin' straight bout dee future.

Here we has a clean book of 365 pages... now dee question befo' dee house is, whut is we gonna do with 'em.

Life is shore hard by dee mile—but iffen yo' takes it by dee inch—it's a cinch!

To give pleasure to a single human heart by a single little act or deed is better den a thousand heads bowin' in prayer.

A lotta folks is wonderin' iffen dee Golden Rule, too, ain't been buried at Fort Knox.

When a feller sells you a basket of apples—his reputation is on top of dee basket; later you will discover his character somewhere near dee bottom.

I started out diss colum talkin' 'bout children. So I's closin' it off dee same way! A six-year old discovered a doll in her Christmas stockin', but was disappointed, an' told her mother she had prayed "fur ten dolls." Momma say, "I guess God didn't answer your prayer, did he?"

Dee youngster thought a minute, den said, "Oh yes, He did answer my prayer... He said, 'no!'"

What wuss dat about... from dee mouths of babes!?

Throughout dee comin' year... jest remember dis old sayin'...

Iffen yo' talk about yo' trouble, and tell em o'er, and o'er dee world will think you like 'em, and proceed to give you more.

Coming Events

BIRTHDAYS

Jerome DeBord	January 2
Ray Layman	January 16
Maude Carlson	January 19
Allan Young	January 23
Kennie Harries	January 24
Roy Carlson	January 26

ANNIVERSARIES

Mr. and Mrs. Ole Livgren	January 21
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TRY THIS!

Oh, boy! Lois Pierson has just made some of her delicious Marshmallow Creme Fudge! Little Connie Jo takes a piece while Nancy Lee, Willie and Lois anticipate a sample. Here's the Piersons' favorite candy recipe:

MARSHMALLOW CREME FUDGE

4 cups sugar
1 tall can unsweetened evaporated milk
1/4 pound butter
Mix and boil to soft ball stage
Remove from fire and add:
2 pkgs. chocolate chips
1 pint jar marshmallow creme
1 1/2 teaspoons vanilla
1 1/2 cups chopped nuts
Mix till thoroughly blended and pour into buttered pan.
(If richer chocolate taste is desired, add 2 large plain Hersey bars broken in small pieces in addition to chocolate chips.)

CBS NOTES

(Continued from Page 7)

Rosemary DeCamp (Judy Price on "Dr. Christian") has great expectations next March. She expects her fourth child then. She now has three sweet daughters.

Jody Gilbert became an expert on dialects quite by accident. Being a Texan she had quite a drawl, which proved to be a handicap when she tried out for parts in the theater. So, she studied speech techniques to lose that drawl and in the process became an expert on dialects. Listen to her in the role of Rosa on "Life with Luigi" to see if you can hear any of her Southern drawl.

The part of Beulah on the show of the same name is now being played by Lillian Randolph. Miss Randolph was heard as the fabulous Madame Queen on the

"Amos 'n' Andy" show for a year, the same part she now plays in CBS-TV's version of the comedy classic.

Every now and then, there pops up in radio a perfect example of type casting. As a case in point, take the "Perry Mason" program, the Monday through Friday detective serial featuring Erle Stanley Garner's super lawyer-sleuth. Prominent in the current episode of "Perry Mason" are a husband and wife—"Bill" and "May Grant" . . . These two roles are being played by veteran radio performers Ian Martin and Inga Adams . . . So far so good, but what makes it unusual is Ian and Inga are married in real life as well as on the ether whodunit.

TALENT TOPICS

(Continued from Page 3)

box well filled if Petunia will chop the wood.

Ruth and Mary are all agleam with the big snowfall; not so with Don Hopkins, who takes his driving seriously.

Glenn Osborn's hobby is figuring out all kinds of electrical gadgets to install in his new home. One is a radio-controlled garage door that he can open at the touch of a button in his car when he is a mile away from home—home-made but we will make a bet it works.

Miss Elsa is making a collection of organ records, and she really has a very good start.

Kenney Harries became tired of using the old-fashioned paint brush, so he went down and purchased a brand new super-duper paint spraying outfit. Now he has sprayed paint all over his house—and the neighbors', too!

Chuck Wayne has taken a liking to plastering. It was necessary after the flood to re-do the walls, so Chuck jumped right in and with the help of wife June and a couple of neighbors, they have done a first-class job. By the way, their home is nearly completed from top to bottom, Chuck and June doing nearly all the work. Boy, what a job!

What's Bothering Bill?

"Wild Bill" Kirk grits his teeth and holds his head as he completes his long list of New Year's resolutions.

Mabel—"Have you heard I'm engaged to an Irish boy?"

Violet—"Oh, really!"

Mabel—"No, O'Riley."

Farmer—"This is a dogwood tree."

Tourist—"How can you tell?"

Farmer—"By its bark."

Aunt Hetty—"Sakes alive! I didn't know a woman could get so fat."

Uncle Hiram—"What are you reading about now, Hetty?"

Aunt Hetty—"Why, this paper tells about an Englishwoman who lost two thousand pounds."

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	Pleasant Valley Gang	Mon. thru Sat.
	Sunday Morning Meeting.....	Sun.
6:30	Pleasant Valley Gang	Mon. thru Sat.
	(Willard Tablet Co.).....	Mon., Wed., Fri.
6:35	Farm Service News	Mon. thru Sat.
6:45	Ray and Elida	Mon., Wed., Fri.
	(Gooch Feed Mill Co.).....	Sun.
	(Hamburg Hatchery).....	Tues., Thurs., Sat.
7:00	News (Garst & Thomas).....	Mon. Wed., Fri.
	News (Carey Salt Co.).....	Tues., Thurs., Sat.
	News	Sun.
7:15	Shepherd of the Hills	Mon. thru Sat.
	(Nutrena Mills).....	Mon., Wed., Fri.
	(Jones-Mack)	Tues., Thurs., Sat.
	Country Church of Hollywood.....	Sun.
7:30	Micellis Sisters (Kansas Farm Life, Farm Bureau Mutual).....	Mon. thru Sat.
	Kansas News & Farm Sales.....	Sun.
7:45	Edmund Denney Time	Mon. thru Sat.
	(Merchants Biscuit).....	Sun.
	Serenade in Blue	Sun.
8:00	Mosby-Mack News	Mon. thru Sat.
	(Mosby-Mack Motor Co.).....	Sun.
	Farmer's Forum	Sun.
	(Ralston-Purina Co.).....	Sun.
8:05	Henry's Exchange	Mon. thru Sat.
8:15	Farm News	Sun.
8:30	Jimmie Pierson	Mon. thru Sat.
	(R & F Co.).....	Sun.
	Reviltime (Assemblies of God).....	Sun.
8:45	Smiley Burnette Show	Mon., Wed., Fri.
	(Staley Mfg. Co.).....	Sat.
	Ray and Elida	Tues., Thurs., Sat.
9:00	Arthur Godfrey Show (Toni, Inc., Monarch Foods)	Mon. thru Fri.
	Kaw Valley Boys	Sat.
	Renfro Valley Sunday Morning Gatherin' (General Foods).....	Sun.
9:15	Kaw Valley Boys	Mon. thru Sat.
9:25	News	Mon. thru Sat.
9:30	Church of the Air	Sun.
10:00	Salt Lake City Tabernacle	Sun.
10:30	Micellis Sisters	Mon. thru Fri.
	Bohemian Band	Sat.
	News	Sun.
10:35	Invitation to Learning	Sun.
10:45	Kitchen Club (Tidy House Products Co.)	Mon. thru Fri.
11:00	Judy and Jane (Folger Coffee)	Mon. thru Fri.
	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	Weather News	Mon. thru Sat.
	The Ray Beers Show (Ray Beers Clo. Co.)	Sun.
12:20	Purina Markets (Ralston-Purina Co.)	Mon. thru Sat.
12:30	Mus'c for You	Sun.
1:00	Ernie Quigley, Sports	Sun.

**Mrs. Alma Stewart,
Enterprise, Kansas. Box 115**

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P A I D
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Topeka, Kansas

1:30—New York Philharmonic	Sun.	7:30—Arthur Godfrey's Talent Scouts (Thomas J. Lipton Co.)	Mon.
2:00—Arthur Godfrey Show (Pillsbury Mills, Inc., National Biscuit Co., Chesterfield Cigarettes)	Fri.	Mr. and Mrs. North (Colgate)	Tues.
2:30—Music with the Hormel Girls (George A. Hormel & Co.)	Sat.	Dr. Christian (Chesebrough Mfg. Co.)	Wed.
3:00—The Second Mrs. Burton (General Foods)	Mon. thru Fri.	Hallmark Playhouse (Hall Bros.)	Thurs.
Let's Pretend (Cream of Wheat)	Sat.	The Big Time	Fri.
Symphonette (Longines-Wittnauer Watch Co.)	Sun.	Hopalong Cassidy (Post Cereals)	Sat.
3:15—Kansas Round-Up (Reader's Digest)	Mon. thru Fri.	Philip Morris Playhouse (Philip Morris Cigarettes)	Sun.
3:25—News	Sat.	8:00—Lux Radio Theatre (Lever Brothers)	Mon.
8:30—Grand Central Station (Toni)	Sat.	Life with Luigi (Wm. Wrigley, Jr. Co.)	Tues.
3:40—News	Mon. thru Fri.	Red Skelton	Wed.
People's Platform	Sun.	Hearthstone of the Death Squad	Thurs.
3:45—Ma Perkins (Procter and Gamble)	Mon. thru Fri.	Paul Weston Show	Fri.
4:00—Big Sister (Procter and Gamble)	Mon. thru Fri.	Gangbusters (Grape-Nuts)	Sat.
City Hospital (Carter Products)	Sat.	Meet Corliss Archer (Electric Co.)	Sun.
Dr. Charles E. Fuller (Gospel Broadcasting Co.)	Sun.	8:30—Western Star Time	Tues. Thurs., Fri.
4:15—The Guiding Light (Procter & Gamble)	Mon. thru Fri.	Bing Crosby (Chesterfield Cigarettes)	Wed.
4:30—Galen Drake (Economics Laboratory)	Sat.	Kansas Round-Up (Dr. LeGear)	Sat.
4:35—Music	Sat.	Meet Millie	Sun.
5:00—National Guard	Sat.	8:45—Kansas Round-Up	Sat.
My Friend Irma (Pearson Pharmacal)	Sun.	9:00—Bob Hawk Show (R. J. Reynolds Co.)	Mon.
5:15—U.N. on Record	Sat.	The Line Up	Tues.
5:30—Alka-Seltzer Time (Miles Laboratories, Inc.)	Mon. thru Fri.	Rex Allen Show (Phillips Petroleum Co.)	Wed.
Sports Roundup	Sat.	Hollywood Sound Stage	Thurs.
Our Miss Brooks (Colgate)	Sun.	Capitol Cloak Room	Fri.
5:45—Ferry Mason (Procter and Gamble)	Mon. thru Fri.	Kansas Round-Up	Sat.
News (Schulze & Burch)	Sat.	The People Act	Sun.
EVENING			
6:00—News	Mon. thru Fri.	9:15—Kansas Round-Up (D-Con Company)	Sat.
(Butternut Coffee)	Mon., Wed., Fri.	0:30—The Music Room	Mon.
(Schulze & Burch)	Tues., Thurs.	Emahizer's Melodies (Emahizer Furniture Co.)	Tues. Thurs.
Visitin' Time (Morton Salt Co.)	Sat.	The Ray Beers Show (Ray Beers Co.)	Wed., Fri.
Jack Benny Show (Lucky Strike Cigarettes)	Sun.	Kansas Round-Up (Emahizer Furniture Co.)	Sat.
8:15—Spectator Sports News	Mon. thru Fri.	Choraliars (Longines-Wittnauer Watch Co.)	Sun.
6:20—Miccolis Sisters (Heilberg's)	Mon. thru Fri.	9:45—Capitol Federal Bandstand (Capitol Federal Savings & Loan Assn.)	Sun.
6:30—Jack Hunt Show (Pillsbury Mills)	Mon. thru Fri.	Shopping at Bomgardner's (Bomgardner Furniture Co.)	Sat.
Dairyman's Roundtable	Sat.	Ray Anthony	Fri.
Amos 'n' Andy (Rexall Drug Co.)	Sun.	Kansas Round-Up (Capitol Federal Savings & Loan Assn.)	Sat.
8:45—News	Mon. thru Sat.	10:00—News (Fleming Coffee)	Mon. thru Sun.
(Topeka Savings)	Mon., Wed., Fri.	10:15—Beulah (Procter & Gamble)	Mon. thru Fri.
(Reader's Digest)	Tues., Thurs., Sat.	Dance Orchestra	Sat.
6:55—Spectator Sports News	Sat.	Fan Mail (North American Van Lines)	Sun.
7:00—Suspense (Electric Auto-Lite Co.)	Mon.	10:20—Guest Star	Sun.
People Are Funny (Mars, Inc.)	Tues.	10:30—Jack Smith (Procter & Gamble)	Mon. thru Fri.
Big Town (Lever Brothers)	Wed.	Dance Orchestra	Sun.
FBI in Peace and War (Wildroot Cream Oil)	Thurs.	10:45—Dance Orchestra	Mon., Fri., Sat., Sun.
Musicland, U.S.A.	Fri.	Ernie Quigley Sports	Tues., Thurs.
Gene Autry (Wm. Wrigley, Jr. Co.)	Sat.	U. S. Navy	Wed.
Bergen-McCarthy Show (Coca-Cola)	Sun.	11:00—News	Mon. thru Sun.
		11:05—Dance Orchestra	Mon. thru Sun.
		12:00—News	Mon. thru Sun.
		12:05—Sign Off	Mon. thru Sun.