

5000 WATTS

# WFLD



FORT WORTH'S ONLY HOME-OWNED, FULL-TIME STATION

# A ROUND-UP OF THE PERSONALITIES AT KFJZ AND IT'S NETWORKS

In the many years that KFJZ has operated for the people of Northeastern Texas we have come to know our listeners perhaps better than they knew us; we have learned what you like in radio entertainment through your letters, calls and general reactions, and have endeavored in all ways to serve that type of radio menu. Now, however, we would like to show our appreciation by opening our doors even wider so that you may become better acquainted with the folk who plan, produce and perform on the programs you hear. This book is dedicated and presented to you by KFJZ and the sponsors who make possible your radio features.



To further knit the unity of the expansive state of Texas, the TEXAS STATE NETWORK was organized on September 15, 1938. The Texas State Network, comprising an alliance of sixteen stations, and reaching 777,750 radio homes in 182 counties, brings the news and entertainment of the world as near to the masses of Texans as any listener's loud-speaker. KFJZ is the key station of Texas's own radio system.

Copyright, 1941 by National Radio Personalities  
Publishers—Peoria, Illinois—Litho in U.S.A.

# KFJZ'S MEN AT THE MICRO

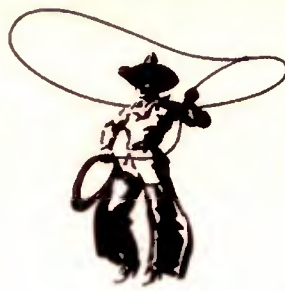


Since 1925 Oklahoma-born ZACK HURT has directed, announced and entertained in radio stations throughout Texas. Versatile and spirited, Zack has played baseball in both the semi-pro and professional circuits, is adept with several musical instruments, sings, composes and has made a number of professional recordings of his songs. In college he set out to uphold the family tradition of the study and practice of law—his father was one-time Texas Supreme Court Justice—but sports and music altered his intentions. At TSN and KFJZ since 1933 filling various positions, Zack now is a specialist in sports events of all kinds.



Smoking test tubes held a fascination for Announcer PORTER RANDALL in high school, but he preferred to work with the chemistry of human activity, instead, so enrolled at the University of Missouri School of Journalism. With his bachelor's degree framed and hung, Porter embarked upon his chosen sea of events and was correspondent for the Kansas City Star until a Missouri station wanted him as news commentator. And radio news has been his career since; at stations in Missouri, Oklahoma, Kansas and finally at KFJZ in 1941. Erstwhile bandman Randall recently acted the romantic lead in the Ft. Worth Little Theater production of "You Can't Take It With You". His wife is a news commentator in her own right.

# PHONE



Relegated many years ago to a wheelchair, FORREST CLOUGH has allowed himself no compensation for his affliction and has built an enviable career in more than one direction. A native of Fort Worth, son of a college professor, Forrest holds three degrees (B.A., B.S. and M.A. in Journalism) from S.M.U., and served as an instructor in journalism at that college. He started into radio in 1936 in Abilene, but broke away shortly for the instructing position and then to head his own radio promotion and publicity service in Dallas. In that capacity he joined the Texas State Network in 1938 and was later appointed to the program staff at KFJZ. Another facet of the Clough career comprises fifteen years as a trumpeter with orchestras. Forrest is 32, married, builds ship models.



Just to prove that one never knows where an announcer is apt to appear, take the case of WALLY BLANTON: In 1935, Wally was cutting capers on the hirsute adornments of San Antonians — he was a barber, having been trained in a college for such. Suddenly, as a member of a radio quartet, he was offered an audition for announcing, took it, and forsook trimming for talking — or did he just continue without the shears in his hand? Wally has kept faith with his new craft and is a swell narrator. By the time this book is published Wally may be in the army, for he had already been beckoned for examination early in November.



# KFJZ'S MEN AT THE MICROPHONE



Four years ago GEORGE ERWIN started as a singer on the station at Corsicana, Texas; music was to be his life—he liked it, still does, and saw no reason for changing his idea. But the day came when someone dared him to audition for announcing; it was all a joke—and became an even more surprising one when he was hired at once. Soon George moved to a Houston station and then to KFJZ in May, 1941. Oklahoma born. George spends his spare time fishing, hunting and swimming . . . that is, he and Mrs. Erwin do . . . that is, when they are allowed to do so by the boss of the household, eight-months-old son "Mickey".



Because MARSHALL POPE, Announcer, was always too busy during the day for a conventional college education, he obtained his post-high-school training in night college work. As though he had the genie's lamp to rub, Marshall's interest in radio was his entrance into our profession; in 1932, after a summer with a road show, he became an announcer and director in a Fort Worth station, bobbed about to other Texas and Oklahoma stations before he became a member of our organization in 1937. Married, father of two, Marshall finds some time for his hobbies of hunting and photography.

# THE NEWS RINGSIDE... THROUGH KFJZ

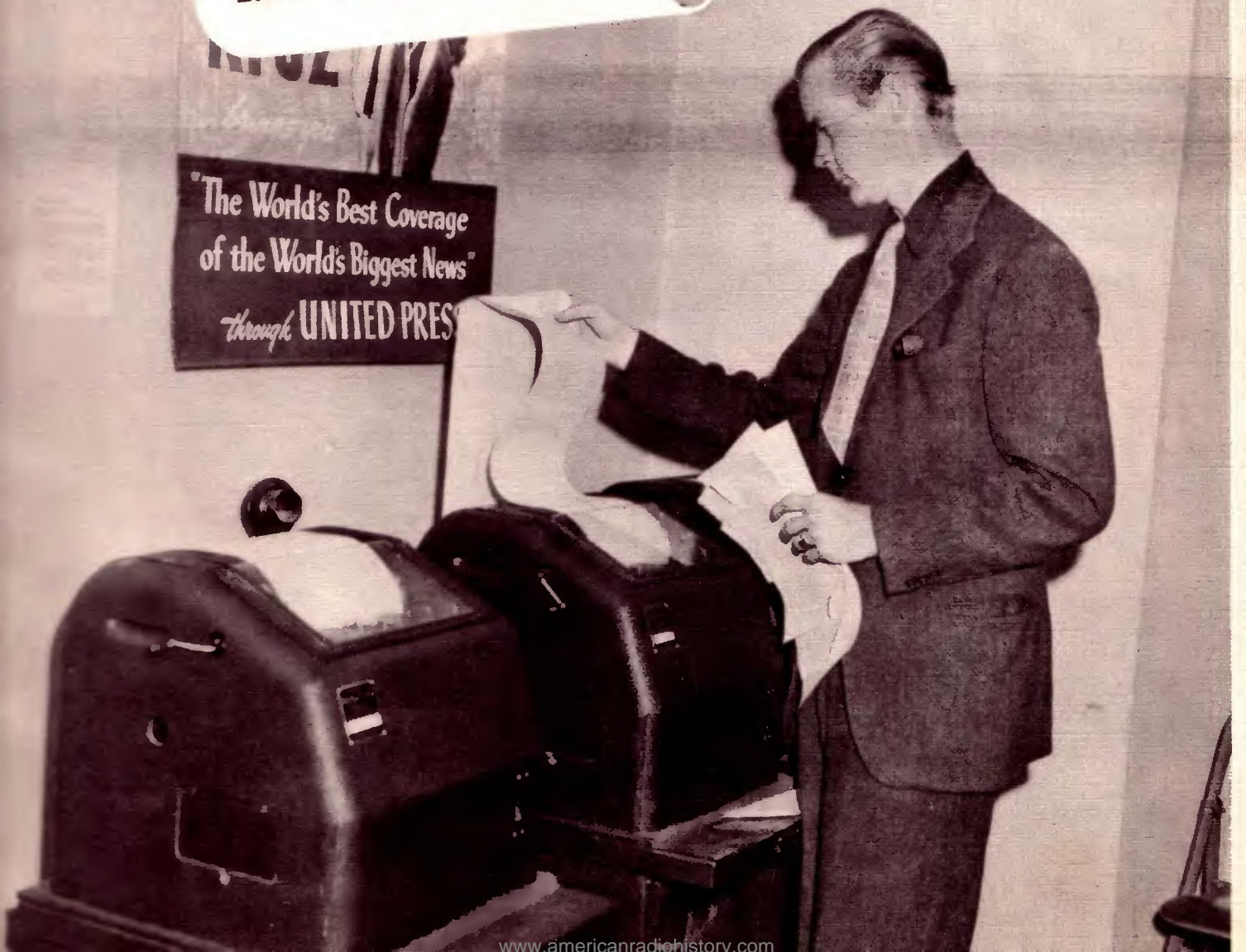
TWELVE NEWS PERIODS DAILY make up the world-viewing service of KFJZ. Since the inception of the Texas State Network, more than three years ago, KFJZ has offered complete United Press news coverage to its listeners. In the KFJZ news room, part of which is shown here as News Editor Porter Randall selects stor-

ies, stand three automatic teletype printers that maintain a flow of rapid-fire reports from United Press bureaus all over the world; this service exists 19 hours a day. One teletype printer is regular newspaper coverage reports, another is a news narrative for exclusive radio use. The third machine stands ready at all times to take over in case of an emergency.

Beyond this detailed source is the outstanding news coverage by the Mutual Broadcasting System's commentators and analysts, searching behind and beneath the stories for their true significance in relation to widely separated events in other parts of the earth.

With these facilities KFJZ occupies a place at the News Ringside.

"The World's Best Coverage  
of the World's Biggest News"  
through UNITED PRESS





# THE NEWS RINGSIDE... THROUGH KFJZ

Probably best known and most listened to news man of the Southwest is PORTER RANDALL, KFJZ News Editor whose style is unique and popular. His radio news career started several years ago as he was waiting for passage to South America as U. P. correspondent. His newscasts are heard at noon, 6:15 p. m. and 10:00 p. m.

A pleasant style, good voice and accurate delivery add to the popularity of newsman GEORGE ERWIN, whose "Texaco Star Reporter" is a feature to the entire Texas State Network and KFJZ at 7:30 each morning.

RAYMOND GRAM SWING, English-born ace of national commentators, presents an authoritative analysis to KFJZ dialers as foreign news expert for MBS.



Upper left: With a wide scope of European experience to add substance to his comments, CEDRIC FOSTER is rapidly becoming a leading "newsavant" with his 1:00 p. m. MBS-KFJZ broadcast.

Above  
A thorough discussion of world affairs is directed by scholarly THEODORE GRANIK on his Sunday evening MBS-KFJZ "American Forum of the Air."

Left  
In addition to his regular newscasts from his Mutual Washington "beat," FULTON LEWIS, JR., adds to his vast 6:00 p. m. audience with his new "Defense Reporter" series at 9:30 Tuesday evenings.



# "NEIGHBORS"

As ten o'clock rolls around each morning, except weekends, thousands of Texans gather at their radios for that pleasing quarter hour with "Neighbors". One of the finest audiences in the Lone Star State follow the humor and home-spun philosophy of BLANCHARD MCKEE, whose "Neighbors" program has extended its friendly hand on TSN since the network started more than three years ago; and not one of its Monday through Friday broadcasts has been missing in that time — over 800 consecutive shows.


The story of the author, originator and conductor of "Neighbors" is one as fascinating and genuine as the program itself. Blanchard McKee was born and raised in the state of the Hoosiers, Indiana; it had always been his hope to enter the consular service and in college he studied toward that goal. Athletics entered into the young McKee's schedule and he captained the university track and basketball teams; later, he played professional basketball. During college, however, and in his studies at the Cincinnati College of Music, Blanchard leaned toward the glamorous field of dramatics; upon graduation he took to the stage. His background already included diplomacy, sports, music and his undiminished interest in children.

As early as 1922 Blanchard McKee had his first taste of radio, but clung to the stage; the day came, however, when "show business" weakened under the assault of motion pictures, radio and the well-remembered "Depression", and in 1935 Blanchard McKee accepted a position with the City of Fort Worth Recreation Department; in 1937 he came to KFJZ and started his "Neighbors" show on TSN the following year.




# EXCLUSIVELY YOURS... KFJZ SPORTS


An estimated eight hundred hours of sports are broadcast annually to KFJZ listeners; many of these features are exclusive to our audience, either by local commitment or through special arrangement of the alert and energetic Mutual Broadcasting System.




**EXCLUSIVE...**  
National Professional Football Championship game, via MBS.



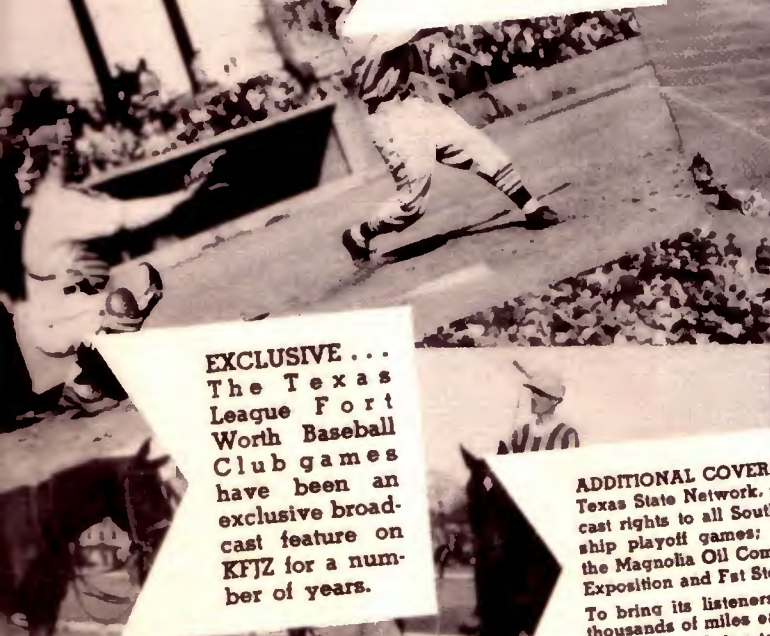
**EXCLUSIVE...**  
All championship prize fights under the banner of Mike Jacobs' Twentieth Century Sporting Club, by arrangement of KFJZ's national network, Mutual.



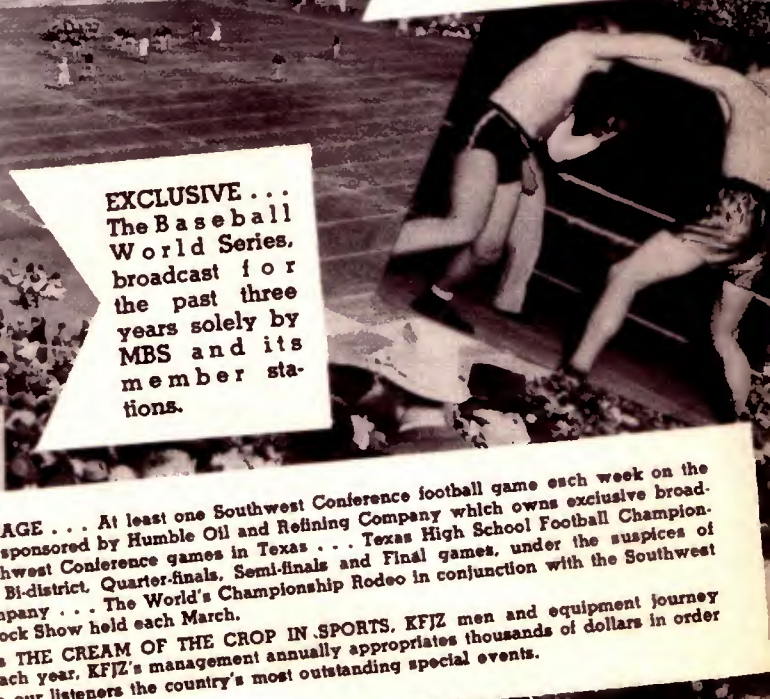
**EXCLUSIVE...**  
District Seven Fort Worth High School football games, averaging twenty-eight tilts per season, are heard only on KFJZ, direct from Fort Worth's new high school stadium, Farrington Field.



**EXCLUSIVE...**  
The Baseball World Series, broadcast for the past three years solely by MBS and its member stations.



**EXCLUSIVE...**  
The Texas League Fort Worth Baseball Club games have been an exclusive broadcast feature on KFJZ for a number of years.



**ADDITIONAL COVERAGE...** At least one Southwest Conference football game each week on the Texas State Network, sponsored by Humble Oil and Refining Company which owns exclusive broadcast rights to all Southwest Conference games in Texas... Texas High School Football Championship playoff games; Bi-district Quarter-finals, Semi-finals and Final games, under the auspices of the Magnolia Oil Company... The World's Championship Rodeo in conjunction with the Southwest Exposition and Fat Stock Show held each March.  
To bring its listeners **THE CREAM OF THE CROP IN SPORTS**, KFJZ men and equipment journey thousands of miles each year. KFJZ's management annually appropriates thousands of dollars in order that we may bring to our listeners the country's most outstanding special events.

# EXCLUSIVELY YOURS... KFJZ SPORTS



Mutual's four stars in the sports firmament. 1 to r., Bryan Field, horse racing; Bob Elson and Red Barber, football and baseball; Don Dunphy, boxing. All in the Mutual sports play-by-play, blow-by-blow and gallop-by-gallop exclusive features.



All professional boxing bouts, including championship fights, staged by the Twentieth Century Sporting Club will be heard exclusively in Fort Worth on KFJZ as the result of another Mutual network private-rights contract. Signing here is the sponsor's president, J. P. Spang, Jr., Gillette Safety Razor Company, while Mutual's general manager Fred Weber watches over his shoulder and promoter Mike Jacobs, president of the Twentieth Century Sporting Club, is ready to take the pen at the right.



For the third consecutive year, KFJZ, as a member of the Mutual network, broadcast the exclusive play-by-play report of baseball's greatest show—The World Series. Signing the exclusive contract in this picture are (l to r) the president of Gillette Safety Razor Company (sponsor), J. P. Spang; Fred Weber, Mutual network general manager; and baseball Commissioner Kenesaw Mountain Landis.

Below . . . At one of KFJZ's exclusive broadcasts of Fort Worth high school football games, Sportspecialist Zack Hurt, left, meets Coach Herman Clark of North Side High School in the locker room at Farrington Field for some pre-game dope.



Below . . . In the KFJZ booth at Farrington Field RUSS LAMB, Program Director, divides football broadcasting with Zack Hurt. The board in front of Russ is a system of flasher lights whereby "spotters" for the broadcast can identify the men on either team involved in a given play.



Right . . . Chief Engineer ED STARNES at a Farrington Field night game testing another of KFJZ's parabolic microphones for use during the University of Texas - Rice University game which KFJZ originated for the coast-to-coast Mutual network audience from Austin, October 25th.



TRUETT KIMZEY, technical director of TSN and KFJZ, stands by his parabolic microphone (sharply focused to catch specific sounds in the maelstrom of noise) in the New York Polo Grounds just before the KFJZ remote broadcast of the TCU-Fordham football game, October 25, 1941.

KFJZ engineers travel far and wide to broadcast sports to KFJZ listeners over thousands of miles of special wires. This year Truett Kimzey and chief engineer Ed Starnes have roamed from New York City to Birmingham, Alabama, and into Indiana and Arkansas for your sports broadcasts.





R. G. McElyea, who is in charge of the Nightwatch Broadcast of KFJZ which is on the air from Midnight to 6:00 A. M. Tuesday through Sunday morning.



Marshall Pope, "The Old Nightwatchman" accumulated all the paraphernalia shown here for a "gag" picture; however, his voice and recorded music reach listeners at home and in cars, trucks, ships, from Florida to Canada, as far away as the Hawaiian and Midway Islands, 6000 miles out into the Pacific. Although this program was originated by Mr. McElyea and Mr. Hackworth as recently as September, 1941, it receives daily mail from nearly every state in the Union. The Nightwatch Broadcast of KFJZ is represented nationally by offices in New York, Chicago, Detroit and San Francisco.



Ernest Hackworth, program director of the Nightwatch program. Sponsored for the most part by national advertisers, The Old Nightwatchman starts when other Fort Worth stations sign-off and covers an almost exclusive audience throughout the United States and Canada.

## REGULAR FAVORITES



Jane and Goodman Ace, the chuckle-inspiring domestic couple of KFJZ's transcribed "Easy Aces".



Walter Compton, affable emcee (left) and announcer Alois Havrilla discuss the cash-donning MBS-KFJZ "Double or Nothing" show.



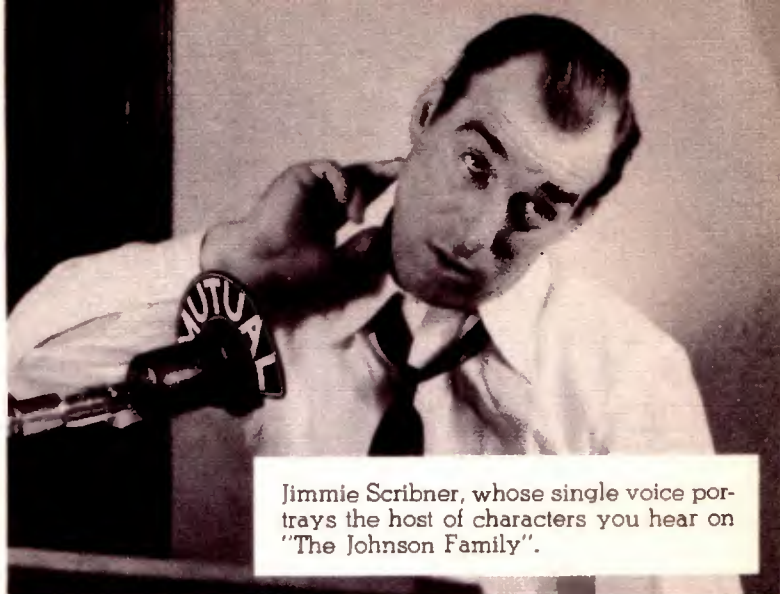
General Shafter Parker and Moldy ponder over a mysterious map that enters the story of "Shafter Parker's Circus".

"The Lone Ranger"—six-feet three, 200-pound, World War veteran Brace Beemer, on the MBS-KFJZ show.

on



KFJZ



Jimmie Scribner, whose single voice portrays the host of characters you hear on "The Johnson Family".

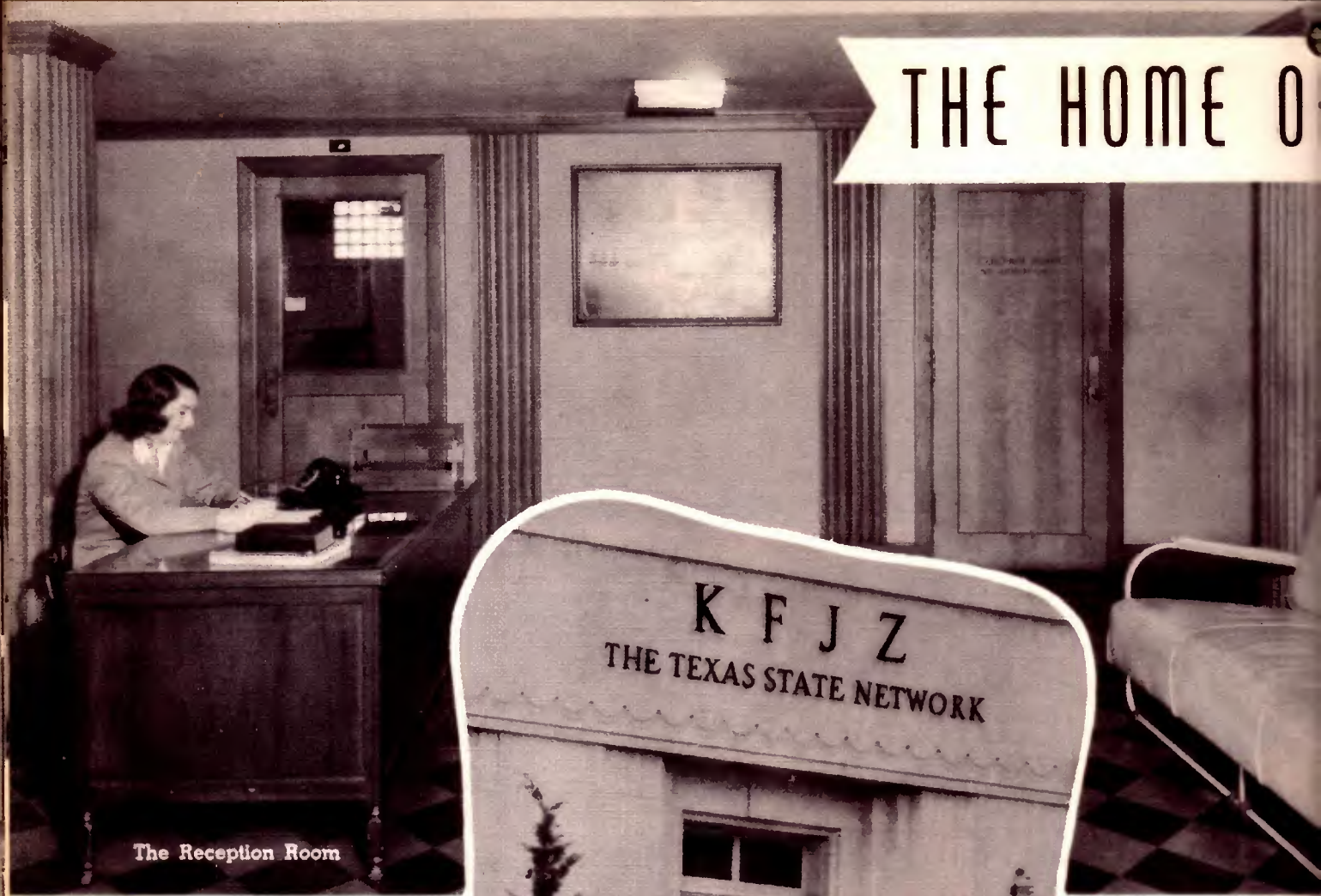


Earl Fletcher, tall announcer for your daily KFJZ about-the-town "Shopping Reporter", and Bob Wills and his Texas Playboys, whose records are heard daily on the program.



The popular aviation serial "Captain Midnight" features brunette Marilou Neumayer and title-roler Ed Prentiss.

# THE HOME OF



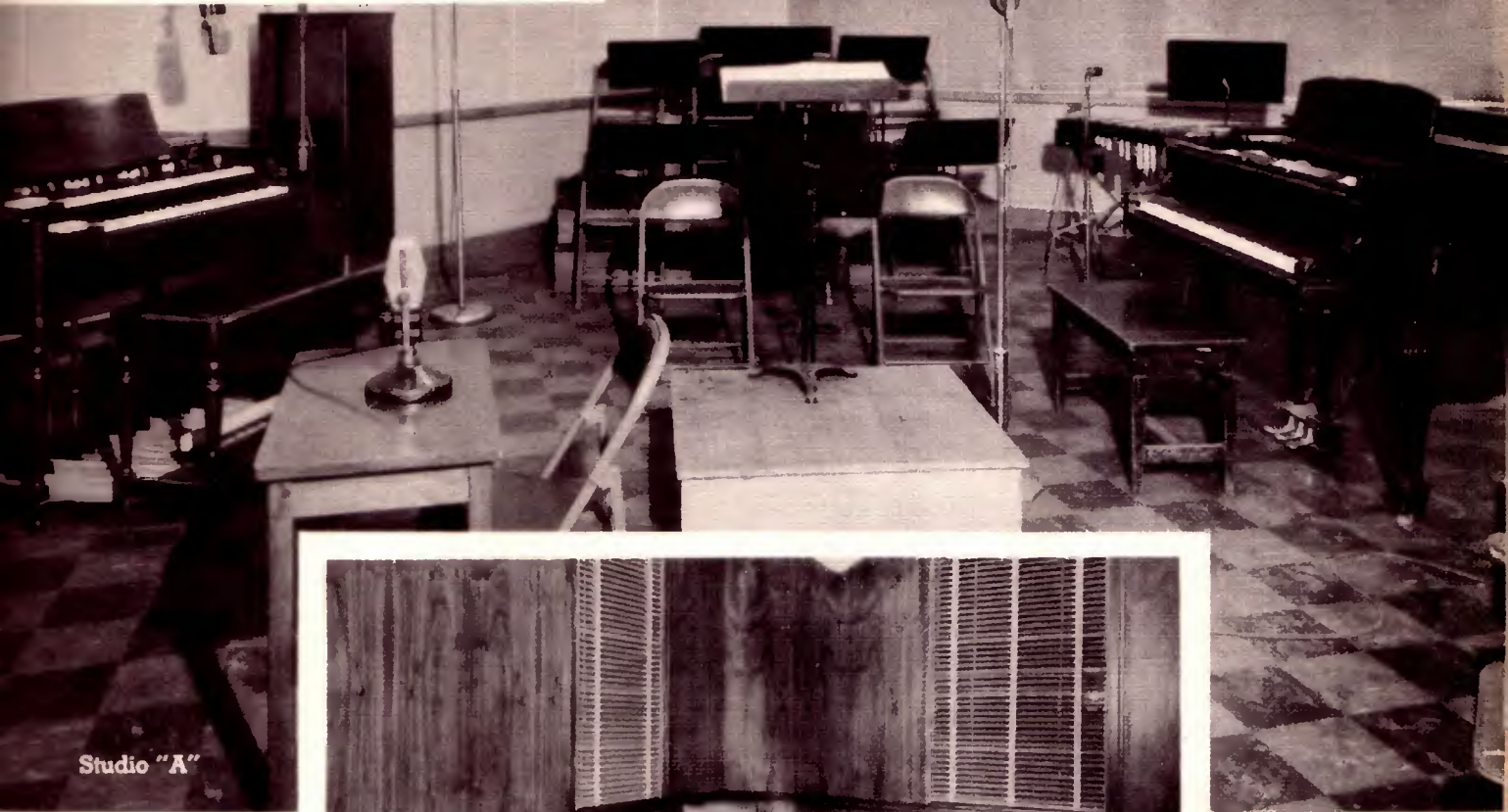
The Reception Room



Main Control Room

Responsible for maintaining the neatness of KFJZ-TSN studios and offices is friendly EDGAR LAWRENCE, whose proficiency at "jive" performance is a wonder to behold.

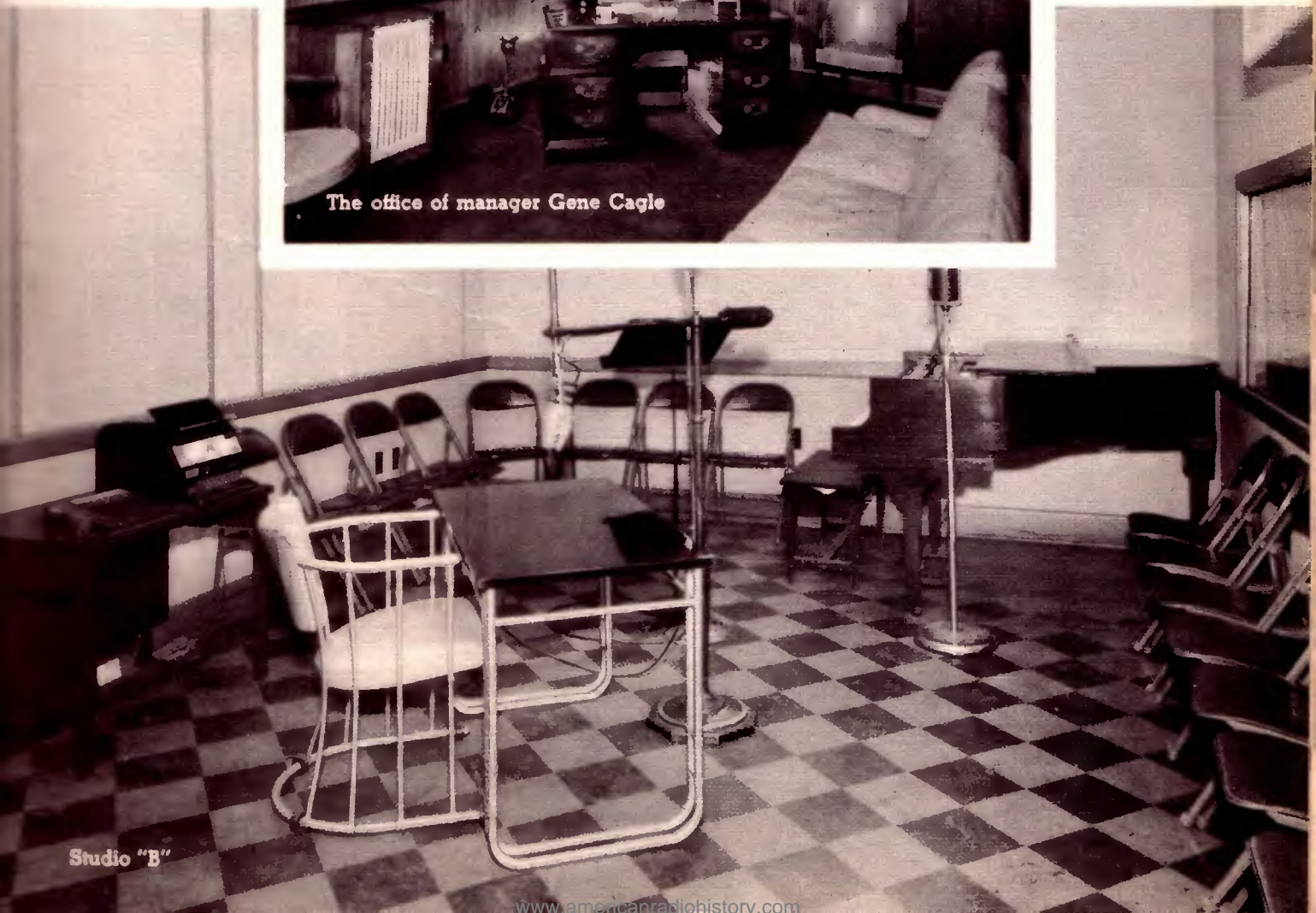
# KFJZ AND TSN



Studio "A"



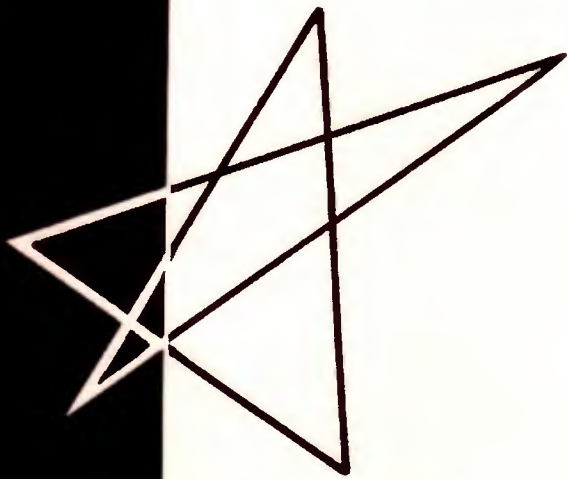
The office of manager Gene Cagle



Studio "B"



# EXECUTIVES OF KFJZ A



Left . . . MR. ELLIOTT ROOSEVELT, President of KFJZ and Vice President of TSN, now active in the U. S. Army Air Corps in San Antonio.

Right . . . MR. GENE L. CAGLE, General Manager of KFJZ and TSN, Texas-bred and -educated, who started announcing and selling at KFJZ in 1933; well deserves his position.



Right . . . MR. HARDY C. HARVEY, Assistant Manager of KFJZ and TSN, also born and educated in the Lone Star State, came to KFJZ in 1934 as salesman, then sales manager, now the assistant manager of both KFJZ and the network.



Left . . . MRS. ELLIOTT ROOSEVELT, Vice-president of KFJZ and President of TSN, who is ably performing Mr. Roosevelt's duties in his absence.

# DEPARTMENT HEADS



**RUSS LAMB**, Program Director of KFJZ and TSN, is better known for his work on the air in newscasting and football announcing; these, however, are in addition to the list of "behind the scenes" duties he performs. Starting radio at KFJZ in 1932 as a singer, Russ broke away long enough to try broadcasting up in the frosts of Minnesota, but shortly returned to his native state and our station. At twenty-seven, Russ is single, makes his home with his mother, belittles his golf scores and has a younger brother in the Army Air Corps.



**L. ROY DUFFY**, Merchandising Director for the Texas State Network, had his first contact with radio back in 1927 at a Tulsa station. Work, he says, was his first ambition, because "so little of it was being done that it looked like a big field for a young man". And work he did: In statistics and accounting for three railroads; handling investments; in radio, music and stage production; and as assistant director of the Southern Division U. S. Army Band under Major General Cabell at the end of World War I. In 1937 he came to our organization. Hobbies: Spitz-poodles and golf.

# LEST WE FORGET

Too often it is easy to merely accept radio as a series of programs, without thought for the modern miracles that make possible the transmission and reception of sound through the seemingly unsubstantial air. Extremely delicate instruments, tremendously powerful electrical equipment, amazingly contrived processes, and long and expertly trained men are necessary to KFJZ's 24-hour-a-day broadcasting schedule.

This and the next two pages of this album are in recognition of those men and that equipment at KFJZ and the Texas State Network.

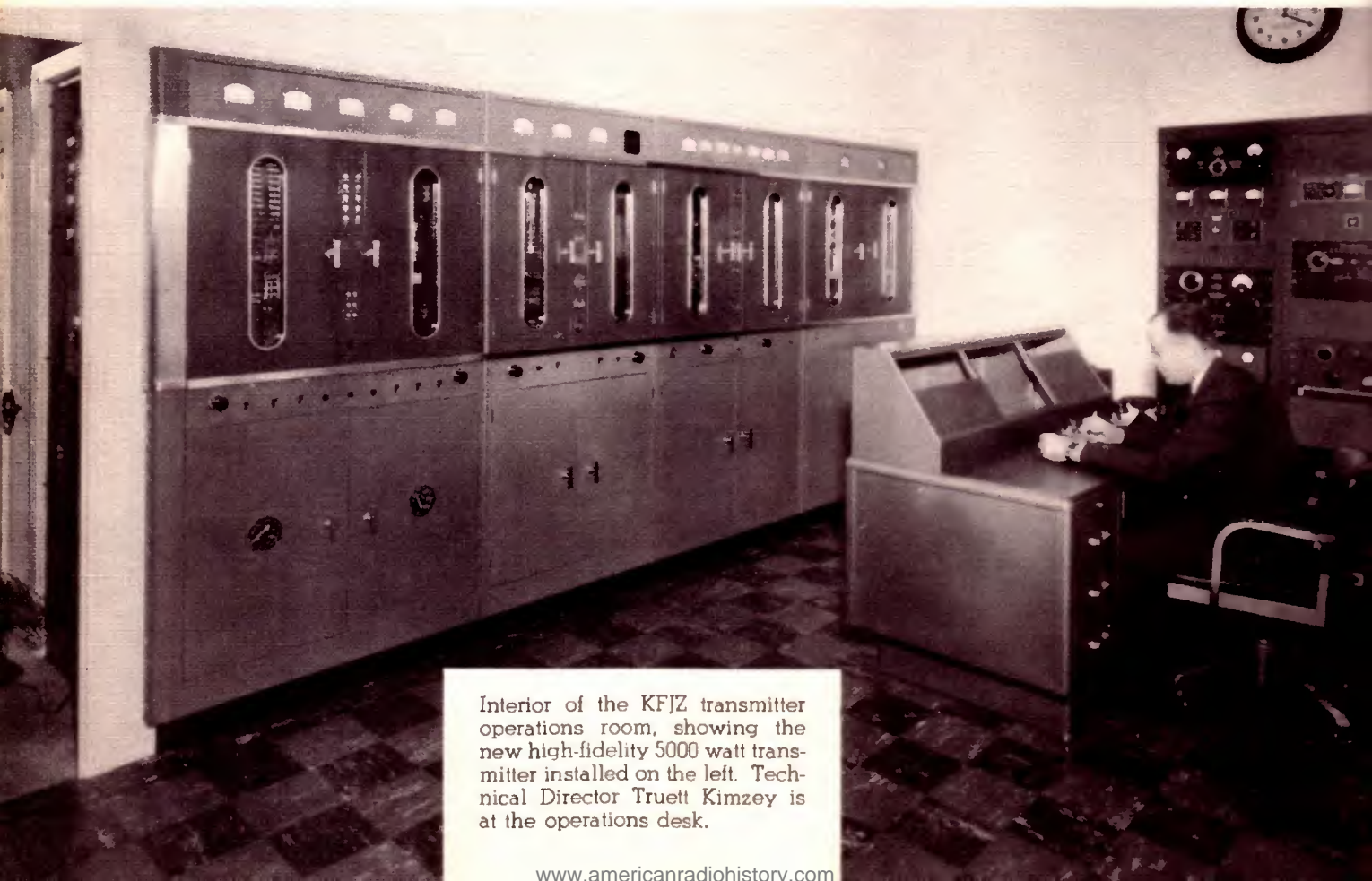
5000 Watts Day . . . 5000 Watts Night  
. . . . . 1270 on Your Dial . . . . .





TRUETT KIMZEY, Technical Director of KFJZ and TSN, got the radio idea when he was working for a jeweler who also repaired radio sets; that was in 1925. At Brantley-Draughon College he studied the finer points of radio, returned to service sets again for three months and joined KFJZ January 12, 1928. A constant attention to new developments in the broadcasting field and a natural and intelligent curiosity has enabled Truett Kimzey to become one of the most authoritative radio engineers in the country.

ED. L. STARNES, Chief Engineer of KFJZ and TSN, pulled himself up into radio excellence by his boot-straps. After high school, college was immediately out of the question, so Ed did his own research on his own amateur radio rig. In 1930 he came to KFJZ's technical staff, his first and only radio job. A disciple of most sports, Ed confines his participation now to golf. Amateur radio—his own short-wave transmitter—is still his hobby.



Interior of the KFJZ transmitter operations room, showing the new high-fidelity 5000 watt transmitter installed on the left. Technical Director Truett Kimzey is at the operations desk.

# FORGET



The technical men who operate KFJZ's studio controls are (l to r) Travis Chapman, operator; Clyde Harris, operator; Charles Sutton, operator; Robert Bird, operator; Ed L. Starnes, chief engineer.



The KFJZ Emergency Power Plant which Ed Starnes is adjusting is put into operation to continue normal service for KFJZ and TSN in the event Fort Worth power should be interrupted.



The KFJZ Transmitter plant staff: (l to r) L. A. Kaufman, transmitter properties maintenance; George Robinson, engineer; James T. Peterson, chief plant engineer; Carroll Tigner, engineer; J. B. Ledbetter, engineer.



# IN CONTACT WITH YOUR SPONSORS



For a discussion of the policies and problems in giving both KFJZ sponsors and listeners the utmost of service, this group of KFJZ sales representatives are brought together in the office of Assistant Manager Hardy Harvey.

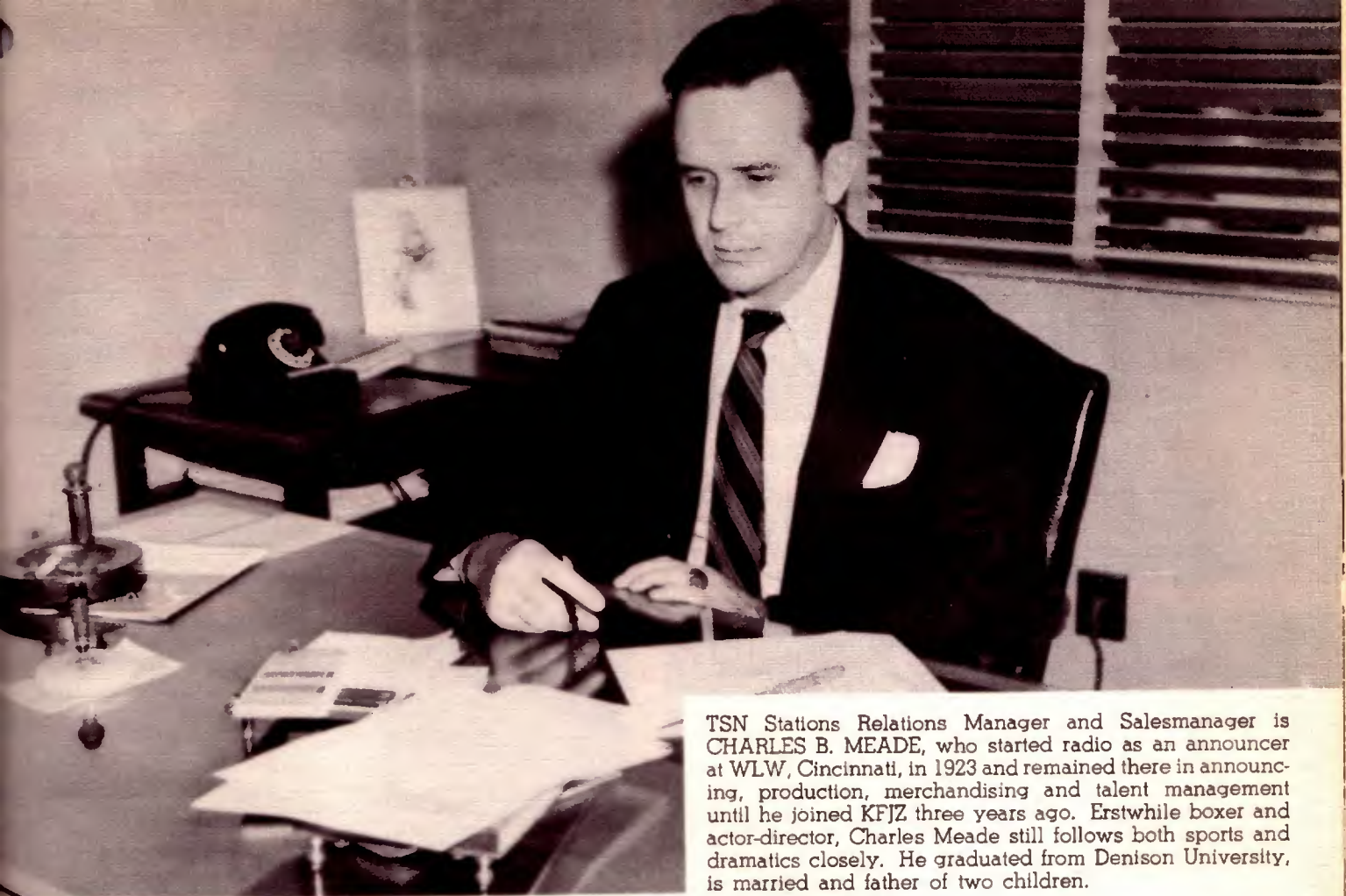
Left . . . Buck H. Russey, native Texan who raises chickens as a hobby, came to KFJZ in 1939.

Second from left . . . Harry Mambert, nicknamed "Gate", goes for all sports; joined KFJZ in 1939.

Center . . . Hardy C. Harvey, Assistant Manager of KFJZ and the Texas State Network.

Second from right . . . Bill Feilds, joined the 1917 A.E.F. at 15; started radio as announcer and writer in 1934 at KFJZ.

Right . . . Louis Graham who writes and sells for KFJZ since 1938, has a 12½ acre farm to occupy spare time.



TSN Stations Relations Manager and Salesman is CHARLES B. MEADE, who started radio as an announcer at WLW, Cincinnati, in 1923 and remained there in announcing, production, merchandising and talent management until he joined KFJZ three years ago. Erstwhile boxer and actor-director, Charles Meade still follows both sports and dramatics closely. He graduated from Denison University, is married and father of two children.

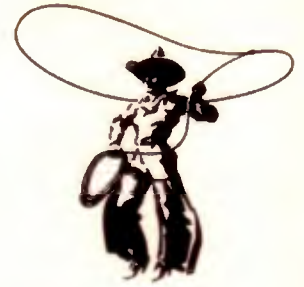


F. M. COKER, KFJZ Merchandising man, had fourteen years of retail selling before joining KFJZ in 1940; was a letterman in three sports in high school; hails from Mart, Texas.



# KFJZ'S

## ADMINISTRATION STAFF



Below . . . Accountant D. C. HORNBERG is a Texan and erstwhile teacher in several Lone Star State schools; he joined our organization early in 1939.



Below . . . KFJZ Accountant, JAMES B. PRICE, has been in payroll and accounting work since he was seventeen, five years ago. Born in Fort Worth, James went to prep school in Kansas.



Secretary to Mgr. Gene Cagle, FRANCES GRIFFITH, worked for several large corporations in her home state, Texas, before coming to KFJZ; golfs and bowls for recreation; she's married.





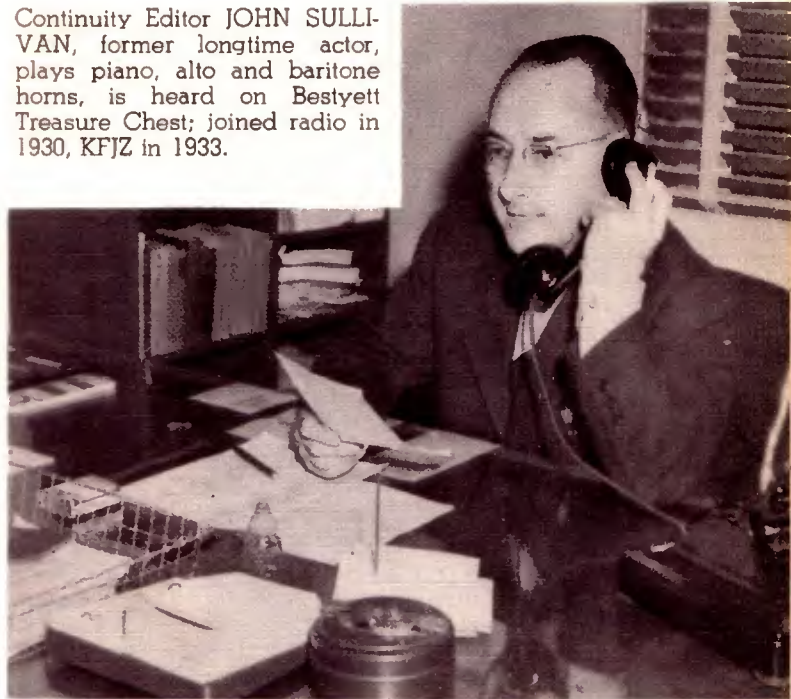
Bookkeeper-stenographer **MERLE JONES** came to KFJZ in 1939 by way of a bank, insurance company, publishing house and department store; does some air work and likes to write.



Secretary **ELIZABETH BEASLEY** devotes her efforts to the KFJZ accounting department. One of the few KFJZers who are not native Texans, Elizabeth comes from neighboring Arkansas.



Program department secretary **DORTHA LENTZ** came here from KFDA in home-town Amarillo; plays piano and violin; likes microphone work; is college educated; is old enough to vote — just.



Continuity Editor **JOHN SULLIVAN**, former longtime actor, plays piano, alto and baritone horns, is heard on Bestyett Treasure Chest; joined radio in 1930, KFJZ in 1933.



Receptionist **MARY RUTH GOOGINS** rides horses well, plays tournament golf and likes bridge; right from college she came to KFJZ this year; has the writing urge.



# "FROM BOOGIE TO BEETHOVEN ... AND BACH"

Right . . . "Thorough and fascinating" is the phrase for the musical experience of KFJZ's staff organist and pianist, FRANCES KAY; she played for Mary Martin before Mary started undressing in public, accompanied Linda Darnell on kid shows, soloed with the Texas Hall of Fame symphony. Since 1927, Frances has left her mark on theater, public school and radio music; had her first radio show in 1928 and wanted nothing else since. In Missouri and Arkansas she studied with famed teachers for a concert piano career. At KFJZ since 1939, her programs are "Neighbors" (accompanying Blanchard McKee), Radio Fun School and sundry features unidentified.



Right . . . Popular bandman DICK JURGENS, whose orchestra is a favorite KFJZ dance-inducer from the Mutual network.

Left . . . Anyone in Ft. Worth who can read knows JACK GORDON as the city's most popular newspaper columnist; and whoever listens on Sunday evening knows his interesting and smooth-tempoed "Rhythm at Random" KFJZ show. By means of modern popular recordings Jack gives the line-up of the best dance tunes in order of their local popularity. The sole judge of the prestige of any of Jack's melodies is a machine—the coin phonographs of sponsoring Panther Novelty Company. They are rated according to their popularity in the automatic disc-dispensers.

Right . . . TOMMY TUCKER and his band turn out modern tempos for KFJZ dialers—another MBS music feature.

Left . . . Outstanding conductor-composer-arranger DAVE ROSE wields the baton on the top-flight MBS-KFJZ musical show, "Adventures In Rhythm".





Left . . . For intelligent, inspired presentation of modern American music, listeners from coast-to-coast tune in on the Mutual network concerts conducted by youthful MORTON GOULD.



Right . . . Long ago TED WEEMS came into the radio spotlight for the well-tendered rhythms of his band.



Left . . . The dance parade has long found the music of JAN GARBER and his band at the top of the list on KFJZ-MBS.



Right . . . ABE LYMAN and his Californians were popular before beer came back; still are on Mutual and KFJZ.



Left . . . Rising in favor and oft-heard from Mutual on KFJZ is RUSS MORGAN and his orchestra.



Right . . . The Casa Loma Orchestra, headed by GLEN GRAY, has maintained a top-billing on the air for many years.

# "FROM BOOGIE"



Left . . . Some like it hot—and the trombone of TOMMY DORSEY is no musical frostbite. His band is a KFJZ-Mutual leader.

From Canada came GUY LOMBARDO with his smoothly-styled dance aggregation; a perennial treat on Mutual-KFJZ.



Right . . . The music of the classics comes to the fore in "Henry Weber's Pageant of Melody". Here maestro HENRY WEBER and guestar MARION CLAIRE rehearse part of the Mutual-KFJZ show.

Left . . . RAY NOBLE, English composer-arranger-director, was recording-popular before he came to America with his band.



# TO BEETHOVEN ...AND BACH"



Personal charm becomes musical in the blended harmonies of the KING SISTERS with Alvino Ray's orchestra.



No band organization matches the comedy and unique entertainment features of KAY KYSER and company.

# MUSIC OF THE RANGE



One of the best singers of cowboy songs is KFJZ-Standard Transcription balladeer EDDIE DEAN.

below . . . "PALS OF THE GOLDEN WEST" top the scales of western ballad artists; a KFJZ-Standard Transcription treat.



Novel arrangements of the mellow range songs feature the ROUGH-RIDERS, available through KFJZ's transcriptions.



# THE JUNIOR DEPARTMENT



Wally Blanton and a young contestant meet in the aisle of the Bowie Theater during the kiddie's quiz show, RADIO FUN SCHOOL, sponsored by Crystal Pure Milk Products. With the Old Professor, Russ Lamb, on the stage with half-dollars for correct answers, and KFJZ announcers in the aisle with microphones, this Saturday noontime show becomes unique entertainment.



Amateur talent among the young school set turn out the adept entertainment on the weekly (Saturday morning) PARKWAY PEP CLUB, broadcast from the stage of the Parkway Theater. Here a group of the performers gather with announcer Marshall Pope, far left, and Parkway manager, Lowell Bodiford, right center, after the curtain has fallen.



The Pledge of Allegiance to the Flag of the United States of America is a standard portion of the Mutual network youth feature, RAINBOW HOUSE. The program of and for children is supervised by Bob Emery, center here, and is a welcomed feature on the KFJZ Saturday morning schedule.





# OF AND FOR FORT WORTH

"A chain is as strong as its weakest link"; that adage applies as well to a city or community, and reflects credit on Fort Worth for its spirit of cooperation and enterprise. KFJZ has always made an earnest effort to contribute its share to the welfare and progress of its city and maintain its link in the communal chain.

Religion, education, charities, and all worthy civic movements find KFJZ ready to assist in any way at all possible. It is with sincere pride that our organization considers its part in the life and growth of Fort Worth — "Out where the west begins".

This album edited by Russ Lamb, KFJZ, and Hal Hubert, National Radio Personalities. KFJZ photographs by Bill Wood Photo Company; others through the courtesy of Mutual Broadcasting System, Music Corporation of America and Standard Transcription Company.



# WFLZ



KEY STATION OF THE  
TEXAS STATE NETWORK



AFFILIATE OF THE  
MUTUAL BROADCASTING  
SYSTEM



5000 WATTS—DAY  
5000 WATTS—NIGHT



FORT WORTH  
T E X A S

