

# KWFT

December, 1949



620 ON YOUR DIAL

## Listener



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WICHITA FALLS, TEXAS

# The KWFT Listener

DECEMBER, 1949

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## The Listener's Corner

By Nancy

It doesn't seem as if Christmas should be just around the corner, not with this beautiful weather. The stores are all decorated, the toy departments just overloaded with beautiful gifts for the little ones, and the Christmas decorations for the city itself have started going up. I still enjoy Christmas as much as I did when I believed in Santa Claus and we are planning a big one for Linda. All of us here at KWFT wish we could send a personal greeting card to you, but inasmuch as that is impossible, we are doing the next best thing. In the Listener this month, you will find Christmas greeting cards wishing you listeners a very Merry Christmas.

### WHERE WAS LILLIE MAE?

"Am I peeved? I'll tell the world I am. And here's why. Somebody made a terrible mistake in the program schedule for the afternoon, Monday through Friday, of the November Listener, and listed Hillbilly Hits for your time; leaving you (Lillie Mae) out entirely. Who in the (I don't use such language but I can think it) was it?"

Quanah, Texas

F.E.S

*Please accept our apologies. However, we do have an excuse we are sure you will accept. At the time we were making up our program schedule to meet the printer's deadline for the Listener, there was a change in programming going on. Blaine Cornwell's new show "Top Ten" was going to be aired from 4:30 to 5:30, and although they were thinking of putting Lillie Mae in from 2:00 to 2:15, this still hadn't been definitely settled when we put the schedule out. Therefore we had to cover that portion with "Hillbilly Hits". When we received the news that Lillie Mae would be on from 2:00 - 2:15, it was then too late to change the schedule.*

### HELLO WYOMING!

"I hear you mention a lot of different states you hear from, but not Wyoming. We are truckers and this is our busy season bringing the stock down from the mountains and range to market so get up at 3:30 more times

than not for a couple of months and really get first class reception from your station and enjoy it a lot. Your new program 5:30 Early Riser program is O. K.—it's 4:30 here, however."

Riverton, Wyoming

Mrs. L. B.

? ? ?

"This is just an ordinary book-keeper saying UM-HUMMMM!! Now, I know why so many requests came in for a cover of Pat Garner. Where can I see him in the flesh?"

Walters, Oklahoma

E. H.

*When Pat saw this letter, he stated "Anytime—anywhere!"*

### COMMENTS HERE AND THERE

"I still like the Listener more and more, but it seems there is a lot of criticism on someone's part. For instance, why keep "griping" about the program schedule? It isn't hurting anything. I say keep it in there! The cover pictures are always nice—especially November, 1949. I'd like to see more pictures and stories about the "Stamps" boys throughout the magazine. Say, why is "Along the Talent Trail" omitted sometimes? Ford Keith is so bashful (or something) that he won't say anything over the radio—not much anyway! Therefore, we miss his part in the Listener. There is not too much hillbilly music on KWFT, but what has become of the Old Fashioned Revival Hour?"

Hydro, Oklahoma

L. H.

*Space doesn't permit "Along the Talent Trail" each month, and as for The Old Fashioned Revival Hour, this has been cancelled by the network.*

### COMMENTS

"The write-up 'We're One Year Old Today', in the October issue was indeed a marvelous piece of writing. I was truly glad to be brought up to date on the earlier days of the magazine's infancy, and the troubles encountered and overcome that have resulted in a magazine we all can be truly proud of. I am sincerely sorry to hear that some of the reporters and columnists have become less enthusiastic in doing their part, and this goes

for us listeners who have failed to let you know our likes and dislikes to help you in preparing your material. It is certainly true that you are getting out a better magazine to us in a shorter length of time. I hope you may continue your bull-dog determination to bring us an even better coverage of what we want. I think it is most commendable to KWFT that they are devoting so much time to the hillbilly recordings, since this is the wish of the majority of the fans. Of course, for me, there wouldn't be too much hillbilly music on. As for the pro and con on program schedules, you do a remarkably accurate job. Those who think you "miss the boat" should check on some of the national magazines in this venture. Too many people never stop to take in consideration the whys and wherefores of such a problem.

Now for a few suggestions: A follow-up on Frank Boardman and family with a group picture; a column by Bill Sharpe giving answers to some of the questions he receives on the hillbilly stars or tunes, such as facts about Ann Jones, Bill Walker, Leon Payne, etc., and a write-up of Smilin' Ed and Rocky Mountain Boys."

Paducah, Texas

O. L.F.

### SUGGESTIONS

"I have some suggestions on the Listener. I would like to hear more Gospel songs. I also agree with the lady from Reydon, Oklahoma. More pictures, also leave out program schedules completely. Too much about Kentuckians—more about Stamps Ozark Quartet. More Short Shots by Chris Kenyon. Where is Chris? Haven't heard him in a long time. The religious programs are fine."

Albany, Texas

H. G.

*Chris is no longer with us. He is planning to go back to Dallas and probably start in the contracting business with his father.*

"I love to hear the Stamps Ozark Quartet sing, but I wish the other boys would say a word now and then. It seems just like Ford Keith puts on a record. I have three children and they would just love a fifteen minute program of kiddies' records."

Snyder, Texas

Mrs. R. R.

*The station management is contemplating a kiddie show. We hope that it will materialize.*



# A Christmas Message



Luke 2:1-20; Matthew 2:1-12

JAMES H. LANDES, D. D.

Not long ago a psychology instructor at one of our large universities gave his class a word-suggestion test. The students were told to write the word "Christmas" and to write below it the first word that flashed through their minds regarding that day. After the results were tabulated, it was seen that the members of the class had listed such words as "tree", "presents", "holiday", "carols", "cards", "parties", "holly", "mistletoe", "vacation", "return home", and not one student mentioned the birthday of Christ. How truly this typifies the utter forgetfulness of many of us during the Christmas season. The birthday of our Lord comes and goes, and to many it has been only a period of buying and selling, celebrating and recuperating, wining and dining, giving and receiving.

But Christmas means more than ribbon and tinsel. The heart of our Christian creed, the foundation which separates our hope from every other religion of which men have heard, is the faith that this child in the arms of Mary is Immanuel, or God with us. I love the beauties of the Christmas season, its color, its music, its charm; but most glorious of all is its message. It is a message of the love of God, the Almighty, our Maker, for us His creation.

"In the fullness of time God sent forth his Son" into a world of darkness and unto a godless generation. Into the cold, clammy darkness of a world prolific with fears Christ came—"the Day Spring from on high visited us." He was born, not in Rome, but in the poverty stricken land of a defeated people. His birthplace was not Jerusalem, but a village of a few hundred souls named "Bethlehem". Men were expecting the Messiah; many were the dreams concerning Him, but who expected Him in this manner? They looked for Him to come in splendour and great glory, but He came as a new-born babe in a peasant family and was unable to find housing in the inn. But never was there a birth like this. I am not thinking now of the singing of the angels and the worship of the shepherds. The thing that differentiates this from every other birth is that this did not mark the

beginning of Christ, as your birth marked the beginning of your life. Jesus lived before Bethlehem. He was not so much born as He came. His birth was an advent. This was not a simple birth. It was an incarnation. It was the deliberate and willing act of the Son of God. He took hold of the seed of Abraham. He limited himself voluntarily to the conditions of time and space and came forth as a babe.

This coming, however, created no particular excitement in the world of that day. With the exception of a few humble servants nobody in Palestine knew that the extraordinary thing was happening. The manner in which

character history and nature have only been partially revealed, is revealed to us completely, wholly in Jesus Christ.

Many were the people who missed the Christ-child on the night of His birth. I'm sure that there were many apparently good reasons. For one thing, they were all busy. The details of everyday life, the cares of the home, the knotty problems of world affairs, their regular and routine work—they were too busy and they missed the King! Today I see men all about me spending their energies so recklessly, keeping no reserve, coming to the end of each day completely fagged, with no quiet hour to find the King, no moment for prayer unto Him, no reflection upon the essential message of Christmas. They were too busy. Will you be too busy!

And then some of them missed Him because they were afraid to follow the star. They knew the ruthlessness of Herod. They feared the scorn of the public. Today there are scores of people who have made peace with the powers of this world. They are afraid to give full devotion to the Son of God. In spiritual things we cannot set boundaries about our soul. There is a star now beckoning you to Christ, calling you to nobler living. See it, follow it, and your venture will be crowned with life everlasting. "Without faith it is impossible to please God." Faith means risking your life in Christ's hands. There is one who can answer all the agonizing questions which life demands of us. There is one who can lead us safely through the unknown future. He came in the long ago as the Christ-child. He is here now to save and bless and empower all who will surrender to Him. Turn humbly, penitently, trustfully, and He will receive and bless you for time and eternity.

Rise up, oh men of God,  
Have done with lesser things.  
Give heart and soul and mind and strength  
To serve the King of Kings!



DR. LANDES  
Pastor First Baptist Church  
Wichita Falls, Texas

Heard over KWFT, 11 a. m., Sunday

He came could not have been humbler or more unostentatious. With the silence of a rose opening its petals to the smile of the sun, the most stupendous event in history took place. God entered human life. The invisible became visible. The unknown became known. "God was in Christ reconciling the world unto himself." That is the Christmas gospel—that God, whose



BY PROF. A. F. EDWARDS

Some progress is being made toward improving the relations between Western Germany, the part not under Russian domination, and the other Western European nations. Secretary Acheson recently made a trip to Europe to confer with their diplomats on the various problems. These conferences are necessarily secret, as they cannot afford to allow Russia to know everything they do.

France is very dubious about taking Germany, or any part of it, into full partnership in the family of European nations, remembering what has happened twice in the last generation. On the other hand trade and other economic relations of these countries is so tied together that it is hard for one to prosper without the co-operation of the others. The other countries need what Germany produces, and she needs what they produce.

Mr. Hoffman, head of the Marshall Plan aid, has urged these nations to form an economic union. This would involve removing trade barriers, such as tariffs, and standardizing their currencies so as to make it easier to buy and sell across the boundary lines. In general this would lower the cost of what each must buy while raising the price for what they sell. This would certainly increase the general prosperity, and lessen the need for help.

All this sounds quite simple, but is much more difficult to do. In the first place each country has some "protected" industries which are afraid of competition. These oppose lowering tariffs, just as they do in our country, for the tariff enables them to demand higher prices. A few of them might actually have to go out of business, but such capitol could immediately find investment in more economic industries. This would really be "free enterprise", which manufacturers talk loudly, but few of them practice. In fact they do more than anyone to destroy it by their monopolistic methods.

Another obstacle to economic union in Western Europe is the fact that England is so tied up with the British dominions, and even with some non-British countries who are in her "sterling area" system, that she cannot now integrate herself with the continent without endangering her trade relations with Canada, Australia, South Africa, India, and the Scan-

dinavian countries. This illustrates how the whole world is affected by what any one great nation or group of smaller nations may do. One answer would seem to put them all in one economic union. This is one objective of the United Nations, but the ideal doesn't seem to be very close of accomplishment. There is still too much of the spirit of nationalism, short sightedness, and plain selfishness abroad in the land. So our big problem of the moment is education.

Well it seems to be "all over in China but the shouting". The so-called Communist regime is meeting with little resistance even in the remote corners. Allegiances are rapidly changing from the former Nationalists to the new set-up. Although we don't like it there never has been much we could do about it. The new government is a going concern, and business interests are clamoring for recognition of them in order to carry on trade. England will probably take this step before long, and America may later follow suit. Recognition of a government does not mean approval of their type of government, but does involve exchange of diplomats and the consular service to facilitate trade relations.

Nehru, prime minister of India, recently completed a tour of America. He was tremendously impressed by our prosperity, and surely carried back a healthy respect for the American way of life. He tactfully refrained from saying anything to offend Russia, but this may enable him at the proper time to help tron out the differences in the "cold war", and help to bring it to an end. The mantle of Gandhi seems to have fallen on him, which gives him tremendous influence. If there could be more visits of such as he to America we might have less to fear from abroad.

Few people believe that Russia actually wants war now or anytime soon. But she is trying to get all the power she can without fighting. When we push the issue, as in the Berlin blockade, she backs off. That means we should take a firm stand, which in turn requires a powerful military backing. Russia has been expecting a depression in the United States, and is terribly disappointed that it has not come. The reason it hasn't of course is that we now have so many safeguards against it, thanks to the New Deal.

## New Member Of Staff

W. E. ("Dub") Floyd, Jr. has recently come to KWFT as a member of the Sales Staff.

"Dub" is a Wichita Falls boy and has known most of the Wichita Falls business men since childhood (he used to steal apples with some of them when they were kids). He brings to his new position a fine background of advertising experience, in newspaper work, and sales and promotion activities.

He is distinctly an outdoor man—played football in school, likes to hunt and fish and especially enjoyed the



"DUB" FLOYD

camping trips when he was a Scout Master. But then, he likes to cock too and had plenty of opportunity to do so when he was a mess sergeant in the army during the war. "Dub" also spends a lot of his "off" hours teaching First Aid Classes for the Red Cross and is active in church and Sunday school work.

Our new Staff member is a friendly likeable "guy" and he can "talk a blue streak." Invite him in if he comes your way—you won't be sorry.

## FOOTBALL GAMES TO BE BROADCAST OVER KWFT

A series of football games that will be of interest to all sports fans everywhere are the Texas Interscholastic High School football playoffs which will be broadcast over KWFT this month. The three games to be broadcast under the sponsorship of the Magnolia Petroleum Company are the number one classics of the Texas high school gridiron—the quarter-final, semi-final and final AA championship games on December 10, 17 and 24th.



*Best Wishes*

*For The Coming Year*



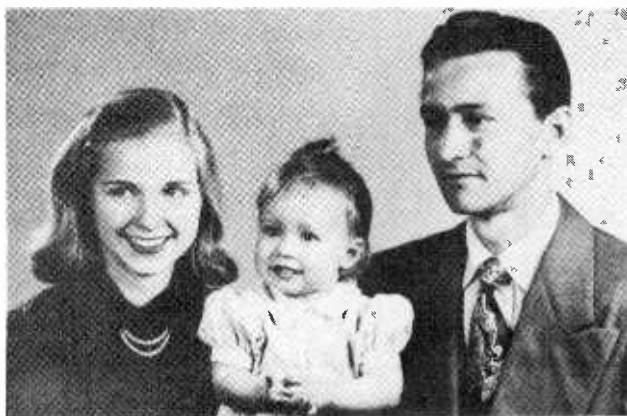
Professor and Mrs. A. F. Edwards



*Merry Christmas  
and Happy New Year*



*Mary and Matt Johnson*



*Happy Holiday*

Helen, Eloise and Frank Boardman



*Season's Greetings*



*From Our House To Your House*

The Sharpe Family



### THE ROCKY MOUNTAIN BOYS

The latest group to join the trek along KWFT's Talent Trail is the Rocky Mountain Boys, with "Smilin' Ed" McGregor and "Fiddlin' Rook" Turk heading the organization and Dub Dickerson handling the guitar.

"Smilin' Ed" and "Fiddlin' Rook" have been together, off and on, for sixteen years, having started with the same organization back in Louisville, Kentucky. Many and touching are the tales they tell of the hardships encountered during the long struggle upward. A stock saying with the boys goes like this: "It's chilly this morning". "Yes, it's chili every morning— as long as it's ten cents a bowl." And

lucrative enough to keep them in the music business.

Rook started playing the fiddle when he was 8 years old. He never had music lessons but always, as he says, "seemed to be able to feel what note should be played." Ed started playing the guitar when he was 14, working in a coal mine in the day time and playing with bands at night.

"Smilin' Ed" and "Fiddlin' Rook" first came to KWFT with the Kentuckians back in 1941. Rook joined the Kentuckians here again in 1947, then he and Ed returned with Dub Dickerson a few weeks ago.

Dub is a Texas boy, having been



DUB DICKERSON, "SMILIN' ED" and "FIDDLIN' ROOK"

sometimes they didn't even have a bowl of chili. There was the time they were left stranded in a town with no money to pay room rent or buy food. They camped on a lake, slept under the trees and ate squirrels they killed and "roasting ears" the farmers gave them.

But they've had their good times too—radio engagements in Cincinnati and other cities, night club ownership in Clinton, Ohio, and theatre engagements with a well-known chain proved

born on a farm near Grand Saline, Texas and playing most of his professional engagements in Texas night clubs and radio stations. He left home when he was fifteen, spent a lot of time in East Texas-oil cities and finally landed in Dallas where he joined the Rocky Mountain Boys.

You'll like these Rocky Mountain Boys. Listen to them each afternoon at 1:15 and on Saturday morning at 8:30 and meet them in person, if you have the opportunity.

### "THERE'S SOMETHING ABOUT THOSE KENTUCKIANS"

There's something about the music of those Kentuckians which casts a spell. We offer as proof of this statement the story published in the Wichita Falls Record News in the column, "Curtain Calls" by W. L. Underwood. Mr. Underwood writes: "Lewellyn and Grace Roberts of the Hardin College music faculty acquired recently a canary, well accredited in terms of musical potentialities. Their best efforts failed to get a note of song from him. They obtained a canary companion for him. No go. They tried recordings—violin with Heifitz—nearest thing to a bird's tone, those silvery runs and trills. Stony silence plus indifference. In desperation, Roberts twirled the dial of the radio. There it was—Ida Red and the Kentuckians in full swing. Presto! That did it. Ecstatic canary music shook the cage!" Yes, sir, there's something about the music of those Kentuckians . . . or maybe, as Ida Red says, he was just a hillbilly canary!

### PAMELA KEITH MAKES FIRST APPEARANCE

The first appearance of Miss Pamela Keith on November 10 at 4:39 P. M. is the biggest news of the month concerning the personnel of the Stamps Ozark Quartet. Pamela obligingly made her appearance well before the Listener deadline so that her picture could be included in this issue (page 9).

Papa Ford and Mama Billy are well pleased with Pamela. Ford says he couldn't have done better if he had chosen her himself from a wide selection of babies. He tries very hard to be sensible about Pamela, being careful to say that, as yet, she doesn't look like him or anybody—just like a baby, but he slips a little when he starts talking about her voice. According to Ford, Pamela has a very big voice for such a little person and he wouldn't be a bit surprised if she grows up to be a famous singer. But he doesn't want to be misunderstood—Pamela doesn't use that voice to keep her mother and father awake at night, except when she's sick, and that's to be expected. She really is a very good baby but, of course he doesn't mean to brag, could be that all babies are that good—only he wouldn't know because this is his first experience having one in the house. Anyway all the Quartet boys think Pamela's appearance on November 10 was a howling success.



(Where 99,000,000 People Gather Every Week)



**JAMES HILTON**

Narrator for "Hallmark Playhouse"

Every Thursday night at 9:00 Hallmark Greeting Cards presents on KWFT one of radio's greatest dramatic programs—HALLMARK PLAYHOUSE—a gathering place of the stars—to portray favorite novels, and plays or screen hits, all selected by James Hilton, the famous author who is host and narrator at the "Playhouse".

Probably no foreign-born author has made himself as completely at home in the U. S. as James Hilton. Born in England in 1900 and educated in that country, Hilton's first literary success was "Lost Horizon". However, it was "Goodbye, Mr. Chips", appearing some time later, that brought the author international attention and established his reputation in this country. Originally the novel was written as a Christmas supplement for an English magazine. It was written in four days.

Hilton is unique among writers because he looks like a writer. The pockets of his English tweed suits are stuffed with so many scraps of paper that he sticks out at the sides, like a taxi-cab coming down the streets with both doors open. He is forever scribbling little notes to himself on odd fragments of paper, or fingering through his pocket filing system in search of some thought or other. Observers often wonder how he can find anything, but like an old country-editor digging into his roll-top desk, Hilton appears to

have everything filed under "Miscellaneous" as he knows right where to look for it.

To find the right stories for his weekly broadcasts, Hilton reads between ten and twenty books each week, some at home, some in libraries. Hilton has a library of 5,000 books in his Hollywood home and another 10,000 with his father in England.

"Bergen, I'll clip 'em! So help me, I'll mow 'em down!" How often those words have been spoken by the pipsqueak voice of America's most irascible brat, adorable, wooden-headed Charlie McCarthy. They are as familiar to main street and rural America as apple pie and just as well liked by the millions of fans who tune in his CBS Coca Cola show every Sunday night from 7:00-7:30 P. M.

The Charlie McCarthy saga had its beginning 30 years ago when the sharp-tongued moppet with top hat and monocle was carved by a Chicago whittler from a sketch of an impudent Irish newsboy, first drawn by Bergen in his high school history book. Twenty-five cents is the only money Edgar ever spent to learn the technique that has made him one of the world's highest paid entertainers, and so eminent an authority on ventriloquism that he wrote the Encyclopedia Britannica's article on the subject.

(Continued on Page 14)



**CHARLIE McCARTHY, EDGAR BERGEN**  
and **MORTIMER SNERD**



**AL JOLSON**

Guest Star on CBS Shows

How many times can a big-time entertainer retire from his profession and the public's eye, make a comeback and each time reach the pinnacle of success? It wouldn't be safe to venture an answer, but there is one who has done it three times. His is one of the magical names of show business—Al Jolson. Though he has lived better than 3 score years by his own admission he still has the starry dreams and ideals of a teen ager. Of his life he says the man who stays young in heart is never too old to conquer new worlds—all over again.

An institution of the American stage and silver screen, Jolson's songs and patter and mimicry have made the world laugh and cry down through the years. Who does not recall "The Jazz Singer", America's first talking picture. This most famous of the "mammy singers" "Sonny Boy" brought many a tearful eye and emotional surge.

'Til now his programs have been heard on another network, but now he has joined the CBS family of stars and stations where he will be heard from time to time as a guest star. At some later date perhaps plans for a regular Jolson program will be revealed by the network officials.




From the KWFT Kiddies



Merry

Christmas


PATRICK CLIFFORD SCOTT  
Grandson of Manager Charlie Clough



PATTY, Daughter of  
Engineer Bill Horn

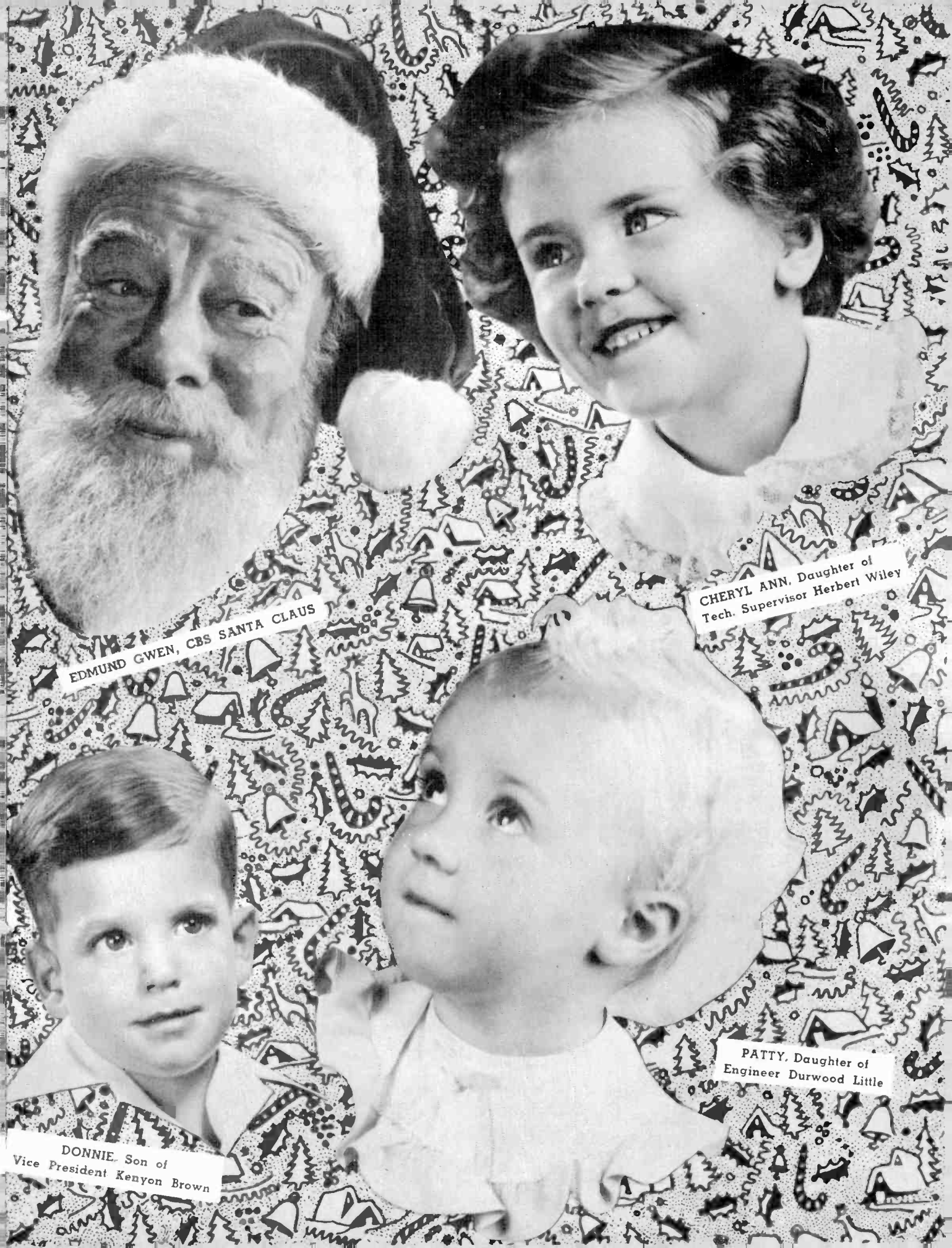


JACKIE FLO, Daughter of  
Engineer Jack Young



LINDA, Daughter of  
Nancy (Listener's Corner) Baker





EDMUND GWEN, CBS SANTA CLAUS

CHERYL ANN, Daughter of  
Tech. Supervisor Herbert Wiley

PATTY, Daughter of  
Engineer Durwood Little

DONNIE, Son of  
Vice President Kenyon Brown

## Family Album



### WHO IS IT?

He's quite a "promoter",  
This chap so fair,  
And he won't admit that  
He has red hair.  
Take the word "Fierce",  
Exchange "F" for "P"  
Then his name will be less  
A mystery.

The above is Lillie Mae's description in limerick form of our Family Album picture of the month. Who is it? Write us your guess.

As for the correct guess as to the identity of last month's personality, read this:

"Although his hair is not curled,  
This little fellow looks like a girl.  
I'm sure for this he'll want to  
fight.

I think it's Bill Schnautz of  
whom I write."

—Mrs. C. E. Warren, Roby, Tex.

Correct you are Mrs. Warren—now read this:

"I can't tell by the picture who,  
But Lillie Mae brings it to view.  
He's there to help everyone  
Maybe "traffic" means he's al-  
ways in a run,  
But I guess Bill Schnautz has  
loads of fun."

—Clara Jo Rogers, Hollis, Okla.

Correct again and here are the names of others who guessed that Bill

(Continued on Page 14)

## Parade of Portraits

(See Cover)

JO ANNE HUGGINS

KWFT Winner, Fifteen-Year-Old Beauty Contest

She's blonde-haired and dark-eyed (a devastating combination); she's five feet and three inches and weighs one hundred and seventeen pounds (in the right places); but, best of all, she has a flawless skin (she's a "Lux girl"—no foolin'!). She's as wide-eyed and credulous as a child and as poised and gracious as a young lady; she's sweet and she's natural and as endearingly friendly as a puppy. That's Jo Anne Huggins, KWFT's contribution to the National Fifteen-Year-Old Beauty Contest celebrating Lux Radio Theatre's fifteenth year on the air. Jo Anne was chosen by KWFT listeners from a group of six girls who had previously been selected from photographs.

Jo Anne, who is the daughter of Mr. and Mrs. Charley C. Huggins of Wichita Falls, doesn't have much of a life history—she's only fifteen years old. She was born in Wichita Falls, March 13, 1934—and Friday the 13th has always been her lucky day. Perhaps because she is the only child in the family, she always patterned her actions after those of adults. Early in life, she voluntarily assumed responsibility for her mother's behaviour and this sometimes led to embarrassing moments. Once when her mother took her to a public meeting, Jo Anne stood up before everybody and inquired loudly, "Momie, are you sure you remembered to put on your panties"! She baked her first cake when she was six years old and has selected her own clothes and remodelled them to suit her own taste since she started to school.

Jo Anne has always displayed unusual moral and physical courage. She was not afraid to go to bed in the dark when she was little and she would try to ride any horse that got near, and when she reached the "teens", she dared to wear clothes that were different from those of the "crowd"—and that does take courage!

In many ways though, our fifteen-year-old beauty is the average "teen-ager". She makes only "fairly good" grades at school because she is so busy with club and social activities—and she will wear "dangly" ear rings with skirts and sweaters in spite of her mother's admonitions and her own good taste. She prefers one steady boy friend—one at a time, that is—and she frequently changes her ideas of what she wants to do when she gets out of school—one day she is determined to be a pilot—or a model, and the next she is going to be a breeder of thoroughbred horses—or a secretary (depending upon the motion picture she has seen most recently). And she is sure that any or all of these activities could be combined with making a home and rearing a family! She spasmodically gets a fear of acquiring the "middle-age spread" (at fifteen!) and exercises frantically or starves herself—for a day! She is "mad about" horseback riding and swimming and plays the piano beautifully.

Jo Anne and her family are extremely grateful to their friends and to the listeners of KWFT for sending in their votes for her. And they are especially grateful to the merchants and the owners of advertising media in Wichita Falls for placing their facilities at the disposal of both "home-town" girls.

Meet Jo Anne in person, if you have the opportunity—you'll love her—and listen to KWFT for the results in the national contest—Jo Anne may be a real "cinderella Girl", after all!

The silver muskrat coat and Milgram hat worn by Jo Anne in the cover picture are to be found at McClurkan's, 7th and Scott in Wichita Falls. Our thanks to Mrs. Riley and Mrs. Wacasey, department heads, for their courtesy in helping us obtain them.

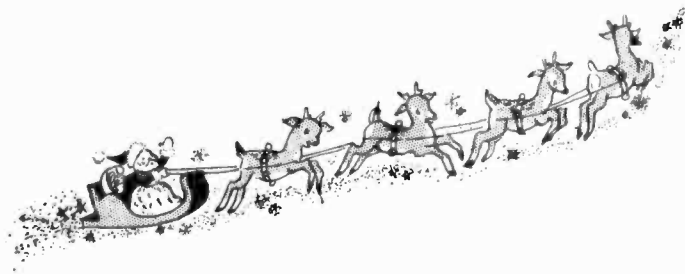


Ford, Pamela and Billy Keith



Carla, Betty, Stevie, and Carl Gabbard

## Merry Christmas



From All Of Us  To All Of You



Russ, David and Catherine Gabbard



Nell, Carolyn, and Fred Bennett

# Musically Speaking

## HILLBILLY HIT PARADE

Even though a lot of people like to refer to the southwest's most popular music as country and western, most of you listeners, and I know I most certainly do, refer to these same tunes as hillbilly. This type of music is beginning to play a more and more important part in all station programming, music sales, record sales, and the trend is lately for even some of the so-called top flight popular artists to record some of the tunes that have originated in the hillbilly field. In my opinion, it is the only true American music there is in the world. You will find KWFT's schedule liberally sprinkled with these recordings starting at five o'clock in the morning and running until 6:30 A. M.; again at 3:45 in the afternoon until 4:30. Yes, and even in Blaine Cornwell's "Top Ten" show every day you will find a good example of this type music. Then on each Sunday morning we bring you the top ten hillbilly recordings from a survey of the past week. Although this program is quite new, you folks have certainly shown your appreciation of it, which is a good way of keeping it on the air if you like it.

The survey for this week, and probably it will remain almost unchanged for this month, finds the following ten at the top of the list of your hillbilly hits: "Slipping Around" by Jimmy Wakely and Margaret Whiting is No. 1. "Why Don't You Haul Off and Love Me", sung by Wayne Raney is No. 2. The third number is a repeat and a sequel to the No. 1 tune—it is a repeater in that Margaret Whiting and Jimmy Wakely do the singing, and a sequel in that it is an answer to "Slipping Around". Yes, the No. 3 tune is "I'll Never Slip Around Again". No. 4 is "Blues Stay Away From Me" sung by the Delmore Brothers. No. 5, "I Never See Maggie Alone" by Kenny Roberts. No. 6, "Whoa, Sailor" by Hank Thompson. Hank Williams comes in for a tune in the No. 7 spot, "You're Gonna Change". Hank Williams scores again in the No. 8 spot with "Wedding Bells". No. 9 is a tune which has been on the popularity list for a long time sung by George Morgan—"Cry Baby Heart". Then the No. 10 tune is "Love-sick Blues" which, in my opinion, is due to climb. This, too, is sung by Hank Williams.

You are probably wondering why the tune, "Mule Train" is not on this list. By the time of the publication of this magazine, it probably will be included because at the present it is breaking all sales records.

In Blaine Cornwell's listing of the most popular tunes for his program, and in the list of hillbilly hits you will find a very close parallel in a

(Continued on Page 14)

## TOP TEN

Hi there, friends and neighbors. This is something new for me—writing a column for the Listener. But, of course I'd have to write about records. I've been going 'round and 'round with recorded music since 1931, when I did my first disc jockey show in Baltimore. Even then, in my efforts to find music I was sure listeners would like, I spent hours going through record files of music stores.

And since 1931 I've done a lot of searching for music that people want to hear because I figured that if I could be sure I was playing the most popular records on my programs, I could be sure I had the greatest possible number of listeners (a requirement for success in radio). But I didn't do too much about it, because I'm lazy too, and when I finally did, I found that someone had already beat me to it.

However, I went ahead and established Top Ten in St. Louis (where it's still going strong) and in 16 months, there was only one station which had more listeners at that time of day. This proved my point about you folks wanting music that's new and the artists who are the most popular. That's why we're doing Top Ten on KWFT now.

Monday through Friday, 4:30 to 5:30 P. M., you can hear the ten records that are played most on coin phonographs, sold in greatest numbers in the stores and just plain accepted as THE records. Then we take the daily figures and correlate them so that, on Saturday, we can play the Top Ten for the week. That's the story, except for the formula and gathering of the survey figures, with which I'll not bore you because I'd just as soon keep it to myself for security reasons.

People have said, "It's a good idea . . . that Top Ten is actually a Home-town Hit Parade . . . why don't you call it that?" Fact is, the network hit parade and Top Ten are two entirely different shows. I don't want to confuse anyone (least of all me, I'm confused enough) but the network hit parade is a survey of song popularity and nothing more. It takes all sources into consideration—sheet music sales, plays on network radio programs, record sales, requests, etc. Because it covers such a wide base, it cannot establish anything more than the songs which are popular and can not keep as close to public opinion as Top Ten because much of the information is based on what band leaders and others think the public opinion is. Our information is based on records played on coin phonographs and sold right in our area. We know what you buy and play almost as soon as you do. And, since

(Continued on Page 14)

## NEWS-bits FROM THE STUDIOS

The Christmas season is here, isn't it? Lillie Mae, Gerry and I are talking about baking Christmas goodies, including English Plum Pudding. At the time of publication Lillie Mae had made hers—Gerry and I were still talking.

We know of two KWFT Staff homes that will be especially merry this Christmas. That's on account of the new additions to the families. You will read about the Ford Keiths' new daughter in another part of the Magazine. We want to tell you about the Dick Cotters' brand new baby girl. Her name is Diana Charmaine and she arrived on October 21, two minutes after midnight. Papa Dick knows the exact second and that isn't because he's a transmitter engineer and is accustomed to watching the second hand of a clock either! And she is the most beautiful, the smartest, the cutest—the "most everything" baby that was ever born—that is, until she gets the colic and cries all night, then she's just another baby—according to Papa Dick. Dick knew long before Diana Charmaine arrived that she would be a girl because Jean (Mrs. Cotter) wanted a little girl and Jean always gets her way!

Featuring taking a bath with a dozen little eyes peering at you and asking, "Whatcha doin'?" The Mott Johnson home has come to be a gathering place for all the children in their neighborhood. They just wander in and out at will and don't seem to be troubled by any brand of reticence. Mott says it's nothing unusual for him to stick his head out from behind the shower curtain and find a row of these solemn "little people" gazing at him curiously.

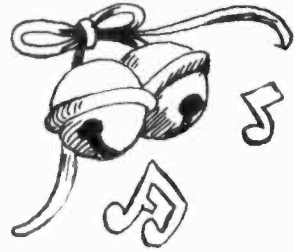
HEAR YE! HEAR YE! The infallible Bill Schnautz of the KWFT Traffic Department made a mistake! Bill is always so accurate in the fund of information which he keeps at his fingertips that everybody was amazed when Les Pierce instead of Bill proved to be correct about the date for a football broadcast.

The Kenyon Browns have a new television set. As yet, it's workings are something of a mystery to Mrs. Brown. The other day she put in a hurry call for Chief Engineer Herbert Wiley. Her television set wouldn't work and she needed help. Upon investigation, Herbert found that there was very good reason for it's not working . . . there was no program on for that time of day! Maybe just plain old radio gives the best service after all.

Now it's time to wish you all a Merry Christmas . . . and, girls, here's a suggestion for a Christmas gift for that fellow you've "set your cap" for—present him with an engagement ring and say, "OK, here's yours, now where's mine?" —Joan Farrell.



*Christmas*  
WISHES



*Jimmy Young, Bobby Freeman*

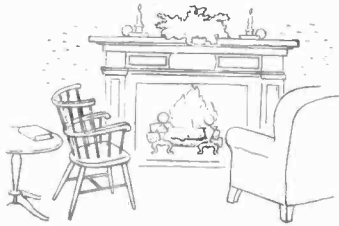


Best wishes for a  
*Merry Christmas*

*Pat Garner, Charles Bartlett*



*Seasons Greetings*  
*from our house to your house*



*Lillie Mae  
and  
Hugh Comiskey*



*Best Wishes*  
*for the coming year*

*Ida Red  
and  
Sugarfoot*



*Merry*  
*Christmas*



*Ginger, Virginia  
and  
Blaine Cornwell*



*Happy  
Holiday*



*Henry Slaughter*

# Notes From Gerry's Kitchen

Hello out there, neighbors. There has been such a flood of wonderful holiday recipes lately that many home-makers, being understandably confused, have asked me to give one good Christmas Dinner menu. This, in my opinion, should consist of familiar foods, served family style on a table not too elaborately decorated. Holiday foods, if the plates are well garnished, are colorful enough to carry out the idea without crowding the table with fancy centerpieces. I will yield the point though enough to allow for individual sugar plum trees (made with silver painted small branches on which are stuck vari-colored "gum drops") at each plate.

I think the Christmas dinner menu should read (with variations to suit personal tastes) like this:

### Fall Fruit Cocktail

Poinsettia Salad      Cheese Straws  
 Roast Turkey with  
 Southern Cornbread Stuffing  
 Giblet Gravy      Cranberry Sauce  
 Mashed Potatoes      Buttered Broccoli  
 Un-kneaded Hot Rolls  
 Fruit Cake      Hot Spiced Cider  
 Fairmont Egg Nog Ice Cream

The Fall Fruit Cocktail consists of grapes, diced pineapple, diced apple and chopped Brazil nuts or shredded fresh coconut with lemon juice. The Poinsettia Salad is arranged in the form of the Christmas flower on parsley or lettuce beds, on individual plates. Strips of pimento make the petals, daubs of mayonnaise, studded with stuffed olives are the centers and shaped lime jello, the leaves.

If your family doesn't care for turkey, serve a couple of chickens (more drumsticks, that way). If you need only a half turkey, roast it cut-side down, covered with fat-moistened cheese cloth.

I have given you my recipe for Southern Cornbread Dressing but if you wish to add an extra touch, cut down on the sage and add chopped walnuts or oysters. But be sure to saute the cornbread, along with the celery and onions before adding the broth (prevents dressing from being "gummy").

A little poultry seasoning perks up mashed potatoes and if your family demands sweet potatoes too, glaze them with brown sugar. If you like, you may substitute kale or spiced red cabbage for the broccoli.

The un-kneaded rolls may be made from the easy light bread recipe I gave you on the air, but any hot roll recipe will do.

If you have made English plum pudding, serve it with hard sauce garnished with holly or mistletoe, instead of cake.

To make the hot spiced apple cider, dissolve 2 c. brown sugar in 1 qt. ap-

ple cider (or canned apple juice) over low heat and let stand overnight. Before serving simmer mixture for 20 min. with spice bag containing 2 sticks cinnamon and 1 t. sp. each of whole cloves, whole allspice and whole mace.

There's your Christmas dinner. I wish you luck in the cooking of it, joy in the serving of it and true happiness through the Day.—Gerry.

## SPECIAL HOLIDAY PROGRAMS

### CHRISTMAS

On Christmas Day, CBS and KWFT will present the New York Philharmonic Orchestra in two hours of special Christmas music from 2:00 to 4:00 P.M.

At 4:00 P. M., "Servant in the House", an adaptation of Charles Rand Kennedy's religious masterpiece will be heard on the Hotpoint Hollywood Hour. With universal brotherhood as its underlying theme, "Servant in the House" stars a distinguished roster of Hollywood luminaries, including Henry Fonda, Gregory Peck, Rosalind Russell, Gene Kelly, Dorothy McGuire, Mel Ferrer and Charles Boyer.

### NEW YEAR

Once again the Gillette Calvacade of Sports will feature the outstanding football games in the nation. Beginning at 12:45 P. M. January 2, you will hear first the Orange Bowl game from Miami, Florida, then at approximately 4 P. M., the Rose Bowl game from Pasadena, California.

## TOP TEN—

(Continued from Page 12)

we deal entirely with phonograph records, we know which record of a song hit is your favorite.

To illustrate, right now, there are three good records of "Mule Train" on sale — Frankie Lain on Mercury, Vaughn Monroe on RCA-Victor, and Bing Crosby on Decca. We know "Mule Train" is an overnight sensation . . . Frankie Lain's recording reached No. 1 in St. Louis by the middle of November. In our area, the hit record of the song may be any one of the three mentioned above or one of the versions by Western folk singers—Tennessee Ernie or Buz Butler. Before long we'll know which one you like best and that's the one Top Ten will show as the most popular.

Another thing, in addition to our playing of the area favorites on Top Ten, daily, we play on Sunday (10:05 to 11:00 A. M.) the First Fifteen nation-wide favorites. It makes good listening. We're "yours for the best records always."—Blaine Cornwell.

## EDGAR BERGEN—

(Continued from Page 7)

Edgar, son of a Swedish immigrant, spent most of his early years in the city and on the farm. Discovering, at the age of 11, that he could throw his voice, young Edgar made life hectic for his family by impersonating "visitors" who turned out not to be there when the door was opened. Bergen credits Charlie with helping him through his high school and university days. Charlie, like a good guy, performed with Bergen in Chautauqua circuits in the summers of 1922-25. Bergen gave up his medical studies at the university to go into show business full time, and for ten years, played vaudeville, American and European theatres, and supper clubs.

In 1936 Rudy Valle caught the act at a supper club and promptly signed Bergen for the Valle network show

Mush-mouthed Mortimer Snerd, the gap-toothed bumpkin, was created by Bergen as a contrast with the condescendingly world-weary Charlie. He like his cantakerous cousin, has been received by all of Charlie's friends.

The Bergens live in Beverly Hills along with a couple of dogs which never cease to be amazed at an imitation bird which speaks to them occasionally (when the boss is around) in English and Swedish.

Bergen's performances abroad include a command performance for the Crown Prince of Sweden. Charlie, in case you were wondering, is just as provocatively obnoxious in Swedish as he is in English . . . and he doesn't like his 75 cents a week allowance any better in Stockholm than he does in Hollywood.

## FAMILY ALBUM—

(Continued from Page 10)

Schnautz was the little fellow in the November Album picture:

Miss Luvenia Blankenship, Walters, Oklahoma; Mrs. B. E. Wigley, Wichita Falls, Texas; Mrs. W. B. Boxley, Frederick, Oklahoma; Mrs. B. A. Dennis, Lone Wolf, Oklahoma; Mrs. Ed F. Taylor, Darrouzett, Texas; Mrs. Thelma Butler, Wichita Falls, Texas; Mrs. C. E. Warren, Roby, Texas; Ramona Roa, Aspermont, Texas; Clara Jo Rogers, Hollis, Oklahoma; Mrs. W. E. Stovall, Munday, Texas.

## HILLBILLY HIT PARADE—

(Continued from Page 12)

number of the tunes. Every day popular and hillbilly music is working closer and closer together and it is my belief that, before long, they will be joined together in one classification. Keep up-to-date on recorded music by listening to KWFT's daily and weekly reviews of the hits.—Mott Johnson.

# KWFT Program Schedule

## AM 620 KC — FM 99.9 MC

These listings were correct at the time of publication. However, programs are subject to change at any time.

### MORNING

Monday Through Friday	Saturday	Sunday
5:00—Mott Johnson Show	Mott Johnson Show	
5:30—Early Risers Club	Early Risers Club	
6:00—Mott Johnson Show	Mott Johnson Show	
6:15—Mott Johnson Show	Mott Johnson Show	
6:30—News	News	
6:40—Markets and Weather	Markets and Weather	
6:45—Ida Red & Kentuckians	Western Serenade	
7:00—Stamps Ozark Quartet	Stamps Ozark Quartet	News
7:15—Western Swing (Mon.), Wiley and Gene (Tues. thru Fri.)	Wiley and Gene	Dr. Copeland
7:30—News	News	Healing Waters
7:45—Mrs. Tucker's Smile Program	Ida Red and Kentuckians	Healing Waters
8:00—Dr. E. F. Webber	Ida Red & Kentuckians	Central Christian College
8:15—Dr. E. F. Webber	Ida Red & Kentuckians	Church of Christ
8:30—Back to the Bible	Back to the Bible	News
8:45—Back to the Bible	Back to the Bible	Hillbilly Hit Parade
9:00—Gerry's Kitchen	Gerry's Kitchen	Hillbilly Hit Parade
9:15—Arthur Godfrey	Garden Gate	Hillbilly Hit Parade
9:30—Arthur Godfrey	Joe DiMaggio Show	Dr. E. F. Webber
9:45—Arthur Godfrey	Joe DiMaggio Show	Dr. E. F. Webber
10:00—Arthur Godfrey	Allan Jackson, News	News
10:15—Arthur Godfrey	Let's Pretend	First 15
10:30—Ida Red & Kentuckians	Junior Miss	First 15
10:45—Ida Red & Kentuckians	Junior Miss	First 15
11:00—Wendy Warren and News	Armstrong's Theatre	First Baptist Church
11:15—Aunt Jenny	Armstrong's Theatre	First Baptist Church
11:30—Romance of Helen Trent	Saturday Jamboree	First Baptist Church
11:45—Our Gal Sunday	Saturday Jamboree	First Baptist Church

### AFTERNOON

Monday Through Friday	Saturday	Sunday
12:00—Stamps Ozark Quartet	Bob Wills & Texas Playboys	Memory Lane
12:15—Phillips Reporter	Phillips Reporter	News
12:30—Mr. Paymaster	Give and Take	Naval Air Show
12:45—Bob Wills & Texas Playboys	Give and Take	Music You Know
1:00—Bob Wills & Texas Playboys	Stars Over Hollywood	Choraliers
1:15—Rocky Mountain Boys	Stars Over Hollywood	Choraliers
1:30—This is Nora Drake	Hillbilly Hits	Prof. A.F. Edwards, "World Affairs"
1:45—Stamps Ozark Quartet	Hillbilly Hits	Band of the Week
2:00—Lillie Mae, Organ	Football Game	N. Y. Philharmonic Orch.
2:15—Hilltop House	Football Game	N. Y. Philharmonic Orch.
2:30—Gerry's Sewing Circle	Football Game	N. Y. Philharmonic Orch.
2:45—Gerry's Sewing Circle	Football Game	N. Y. Philharmonic Orch.
3:00—News	Football Game	N. Y. Philharmonic Orch.
3:05—Western Serenade	Football Game	N. Y. Philharmonic Orch.
3:15—Western Serenade	Football Game	N. Y. Philharmonic Orch.
3:30—Gospel Singer	Football Game	Sunday at the Chase
3:45—Hillbilly Matinee	Football Game	Sunday at the Chase
4:00—Hillbilly Matinee	Football Game	Sammy Kaye Sunday Serenade
4:15—Hillbilly Matinee	Football Game	Sammy Kaye Sunday Serenade
4:30—Blaine Cornwell Top Ten	Blaine Cornwell Top Ten	Symphonette
4:45—Blaine Cornwell Top Ten	Blaine Cornwell Top Ten	Symphonette
5:00—Blaine Cornwell Top Ten	Blaine Cornwell Top Ten	Family Hour of Stars
5:15—Blaine Cornwell Top Ten	Blaine Cornwell Top Ten	Family Hour of Stars
5:30—Curt Massey Show	Red Barber Clubhouse	Our Miss Brooks
5:45—News	News	Our Miss Brooks
5:55—Sports Shorts	Sports Shorts	

(Continued on Page 16)

KWFT LISTENER  
(Continued From Page 15)  
**EVENING**

Sec. 34.66, P.L.&R.  
**U. S. POSTAGE**  
**PAID**  
Wichita Falls, Texas  
Permit No. 263

Mrs. D. H. Cordes, Jr.  
Arapaho, Okla

**Monday**

- 6:00—Beulah Show .....
- 6:15—Jack Smith Show .....
- 6:30—Club 15 .....
- 6:45—Edward R. Murrow, News .....
- 7:00—Inner Sanctum .....
- 7:15—Inner Sanctum .....
- 7:30—Talent Scouts .....
- 7:45—Talent Scouts .....
- 8:00—Lux Radio Theatre .....
- 8:15—Lux Radio Theatre .....
- 8:30—Lux Radio Theatre .....
- 8:45—Lux Radio Theatre .....
- 9:00—My Friend Irma .....
- 9:15—My Friend Irma .....
- 9:30—Bob Hawk Show .....
- 9:45—Bob Hawk Show .....
- 10:00—News .....
- 10:15—Frank Boardman Show .....
- 10:30—Frank Boardman Show .....
- 10:45—Frank Boardman Show .....
- 11:00—Weather and News .....
- 11:05—Frank Boardman Show .....
- 11:15—Frank Boardman Show .....
- 11:30—Frank Boardman Show .....

**Tuesday**

- Beulah Show .....
- Jack Smith Show .....
- Club 15 .....
- Edward R. Murrow, News .....
- Mystery Theatre .....
- Mystery Theatre .....
- Mr. and Mrs. North .....
- Mr. and Mrs. North .....
- Life With Luigi .....
- Life With Luigi .....
- Escape .....
- Escape .....
- Hit the Jackpot .....
- Hit the Jackpot .....
- World's Honored Music .....
- World's Honored Music .....
- News .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Weather and News .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Frank Boardman Show .....

**Wednesday**

- 6:00—Beulah Show .....
- 6:15—Jack Smith Show .....
- 6:30—Club 15 .....
- 6:45—Edward R. Murrow, News .....
- 7:00—Mr. Chameleon .....
- 7:15—Mr. Chameleon .....
- 7:30—Dr. Christian .....
- 7:45—Dr. Christian .....
- 8:00—Groucho Marx Show .....
- 8:15—Groucho Marx Show .....
- 8:30—Bing Crosby Show .....
- 8:45—Bing Crosby Show .....
- 9:00—Burns & Allen .....
- 9:15—Burns & Allen .....
- 9:30—Lum & Abner .....
- 9:45—Lum & Abner .....
- 10:00—News .....
- 10:15—Frank Boardman Show .....
- 10:30—Frank Boardman Show .....
- 10:45—Frank Boardman Show .....
- 11:00—Weather and News .....
- 11:05—Frank Boardman Show .....
- 11:15—Frank Boardman Show .....
- 11:30—Frank Boardman Show .....

**Thursday**

- Beulah Show .....
- Jack Smith Show .....
- Club 15 .....
- Edward R. Murrow, News .....
- FBI in Peace & War .....
- FBI in Peace & War .....
- Mr. Keen, Tracer of Lost Persons .....
- Mr. Keen, Tracer of Lost Persons .....
- Suspense .....
- Suspense .....
- Crime Photographer .....
- Crime Photographer .....
- Hallmark Playhouse .....
- Hallmark Playhouse .....
- Windowshop Winner .....
- Windowshop Winner .....
- News .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Weather and News .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Frank Boardman Show .....

**Friday**

- Beulah Show .....
- Jack Smith Show .....
- Club 15 .....
- Edward R. Murrow, News .....
- The Goldbergs .....
- The Goldbergs .....
- My Favorite Husband .....
- My Favorite Husband .....
- Joan Davis .....
- Joan Davis .....
- Young Love .....
- Young Love .....
- Pursuit .....
- Pursuit .....
- Proudly We Hail .....
- Proudly We Hail .....
- News .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Weather and News .....
- Frank Boardman Show .....
- Frank Boardman Show .....
- Frank Boardman Show .....

**Saturday**

- 6:00—Yours Truly, Johnny Dollar .....
- 6:30—Vaughn Monroe .....
- 7:00—Gene Autry .....
- 7:30—County Fair .....
- 8:00—Gang Busters .....
- 8:30—Broadway Is My Beat .....
- 9:00—Sing It Again .....
- 9:30—Sing It Again .....
- 10:00—News .....
- 10:15—National Guard Show .....
- 10:30—Bob Wills & Texas Playboys .....
- 11:00—Weather and News .....
- 11:05—Dance Orchestra .....
- 11:30—Dance Orchestra .....
- 12:00—News .....

TEXAS HIGH SCHOOL  
**FOOTBALL**  
CHAMPIONSHIP  
**PLAYOFFS**  
DEC. 10-17-24  
MAGNOLIA PET. COMPANY

**Sunday**

- 6:00—Jack Benny .....
- 6:30—Amos & Andy .....
- 7:00—Charlie McCarthy .....
- 7:30—Red Skelton .....
- 8:00—Corliss Archer .....
- 8:30—Horace Heidt .....
- 9:00—Contented Hour .....
- 9:30—Old Time Revival .....
- 10:00—News .....
- 10:15—Police Program .....
- 10:30—Treasury Guest Star .....
- 10:45—Here's To Veterans .....
- 11:00—Weather and News .....