

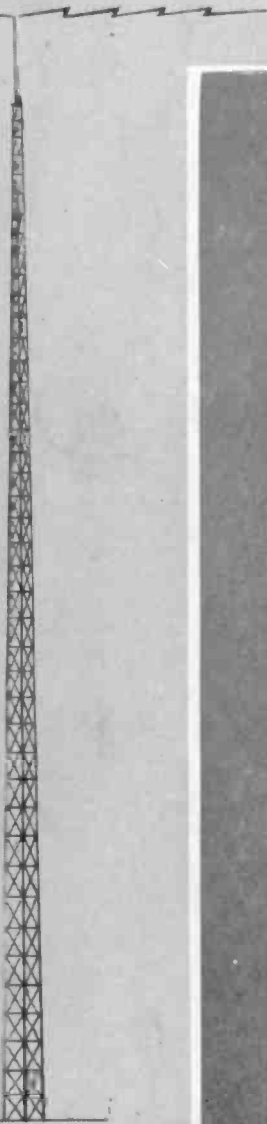
KWFT

March, 1949



620 ON YOUR DIAL

Listener



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WICHITA FALLS, TEXAS

The KWFT Listener

MARCH, 1949

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The Listeners Corner

By Nancy

We certainly received a big response from our Family Album picture printed in the January issue. Guess that was an easy one because, so far, we have received only one lone guess on the February picture, and that was wrong. The lady was getting warm, tho. because the chubby little rascal pictured in the February Family Album column is an announcer. She should have been listening later in the day to have heard the right announcer. After this month, the name of the person in the picture will be given the second month after the picture is run to give you listeners a chance to get your guesses in. Sure enjoyed reading those letters tho. And the following listeners made right guesses on the January picture: Mrs. John Feffer, Elk City, Oklahoma; James Langston, Snyder, Oklahoma; Patsy McDowell, Erick, Oklahoma; Esther Zielke, Corn, Oklahoma; Myrtle Brown, Spur, Texas; Mrs. Ray Byrd, Wichita Falls, Texas; Mr. and Mrs. J. Lefevre, Haskell, Texas; Sue Ellen White, Big Spring, Texas; Mrs. B. A. Derris, Lone Wolf, Oklahoma; Della Hennessee, Lawton, Oklahoma; Ellena Bryant, Antlers, Oklahoma; Miss Clara Jo Rogers, Hollis, Oklahoma; Mrs. I. C. Strickland, Erick, Oklahoma; and Ella May Eutler, Durham, Oklahoma.

—o—

COVER BOY

"How's about you pulling a few strings to get Bill Michael's picture on the cover of the 'LISTENER'?"

E. M. B., Durham, Okla.

Well, I pulled every string I possibly could, but only got "ye Eidtor" to promise that if we could get Bill to look real sweet in an Easter bonnet, he would make the April cover. If not, you will have to suffer until later.

—o—

QUESTIONS AND ANSWERS

"Here are some questions I'd like to have answered: Who is the editor of your magazine?"

(Gerry Wright.)

"Why don't you have a later picture of Dr. Webber?"

(That's the one he sent us.)

"Why do you call Henry Slaughter 'Old Man'—he looks young?"

(He is—it's just all in fun.)

"Where is Buddy Nelson? What is he doing?"

(Buddy went back to West Virginia. We don't know what he's doing.)

"Is Eobby Cook still with you?"

(No.)

M. S., Follett, Texas

"Where is Bill Lowry now? Do you remember when Al Davis, Tom Crago and the Tatum Sisters and Jimmy Baker were together in personal appearances? Are you that Jimmy Baker's wife?"

L. H., Hydro, Okla.

The last we heard of Bill Lowry, he was in Tennessee. The Jimmy Baker you speak of was a fiddler. My Jimmy can't even carry a tune off key, he's a business man.

"I know Ida and Sugarfoot are married—and Carl and Pee Wee but are Russ and Bill Michael married?"

L. T., Montague, Texas

Yes, Russell is married to a very pretty girl whose picture you can see in the February issue of the LISTENER. Bill Michael is, as he would say, "very definitely married" with two cute youngsters—a boy and a girl, both the image of Bill—to prove it.

—o—

COMMENTS ON TALENT

"I think Bill Lowry and Tom Bishop are the best announcers KWFT ever had, don't you think so?"

L. H., Hydro, Okla.

We referred this question to Messrs. Sharpe, Kenyon, Michael and Dougherty—they do NOT agree!

"I think Bill Michael is kinda silly—but boy, is he cute! (Don't let Phoebe see this)."

C. J. R., Hollis, Okla.

Maybe Phoebe would agree with you!

"Bill Sharpe does not look like he sounds. I sure do like to hear him sing and talk over the radio."

E. B., Antlers, Okla.

Don't you think he sings well, considering the way he looks?

—o—

GOOD SUGGESTIONS

"I think you could have had the husband and wife standing together in the January issue. There was only one couple together. It's awfully hard to picture which man belongs to which woman unless you see them together. How about putting two or three couples and their children in each issue—in other words, family groups?"

M. S., Follett, Texas

We are starting with the family groups this month. This listener also suggested that we have a brief life story of our cover boy or girl in each magazine. We ask her to refer to the "Parade of Portraits," October issue, page 7; November, page 10; December, page 12; January, page 10; February, page 8; and this issue, page 4.

"There is only one thing I don't like about the LISTENER, it doesn't come early enough in the month."

Mrs. M. G. S., Hooker, Okla.

We're trying to do better. Think we can get them in the mails on the first of the month from now on.

"Every one of my friends come to see me that don't get the LISTENER. They always say, 'Have you got this month's LISTENER?' I think they should order it and enjoy it much more, don't you?"

L. T., Montague, Texas.

Right 100%.

Be sure you get your guess in on the February Family Album picture. Also send along any suggestions, criticisms, comments or questions you have. We'll print and answer as many of them as we can.

In a blaze of pyrotechnic glory which rivalled a multi-colored fireworks display on the fourth of July, STARS descended on KWFT in the month of February, leaving behind a trail of open-mouthed admiration and glowing embers of human friendliness. Which simply means, in every-day language, that we of KWFT had the opportunity, during the past month, of meeting and liking many of the famous artists featured on network shows and recordings and that we were just as excited as anybody seeing for the first time, people who, heretofore, had been just voices. Bill Michael

With Spike, and featured on his show, were Professor Horatio Q. Birdbath and Doodles Weaver (Professor Feitlebaum). Professor Birdbath is a solemn-looking, serious-talking gentleman who acts more like a mortuary director than a famous comedian. He never calls himself anything but Professor Birdbath, so it's no wonder our receptionist, Gladys, took it all as a huge joke when he announced himself and asked for Mott Johnson. Somebody who recognized him rescued him tho, and we found him to be a delightful person who didn't mind getting bubble gum all over his face

course, he hung it too high so that you can't see anything but WFT in the picture, but there was nothing of the BIG STAR about him. He's just a "right guy" with the genius and the good fortune to be fronting the 'most talked about band in the land.'" You can hear Vaughn Monroe, along with his sweet playing orchestra and his sweet singing "Moon Maids," on the "Camel Caravan", each Saturday evening at 6:30 over KWFT.

★ Finally there was the red letter day when ERNEST TUBB and BOB WILLS, both of hillbilly recording fame, landed in town the

STARS DESCEND ON KWFT

(Pictures on Pages 8 and 9)

and Bill Sharpe, who emcee most of these artists' local shows, went around in a cloud for days.

★ First, there was SPIKE JONES with his hand-picked musical wrecking crew, a vaudeville unit (which included even a midget and a giant) and more cowbells, washboards, shotguns, bottles, auto horns and the like than you could find in a city dumping ground (they use the things with their music!). Spike Jones is one of the busiest and highest-paid entertainers in show business. Month after month, he gives a show each night in a different town (he was on a five month tour this time) but always manages to turn up in the right city on Sunday to broadcast his CBS show which you hear on KWFT at 5:30 P.M. Sometimes he even forgets what state he is in. (We stood in the wings and coached him so that he wouldn't tell his stage show audience to listen to KWFT, Tulsa, Oklahoma instead of KWFT, Wichita Falls.)

With that kind of schedule you would think that Spike would have no time to talk with people. But he's just as approachable and friendly as a man going nowhere, and is more likely to forget that he started somewhere else than he is to "brush you off" because he must move on. His mind works at a furious pace and his body follows suit. It took George, our Photographer, several minutes to get him to sit still enough for a picture, then right in the middle of the best pose, Spike got interested in George's camera he's a shutterbug himself) and jumped up again. Finally we caught him and you can see the results on pages 8 and 9.

for the sake of a picture.

Doodles Weaver is just as "wacky" off the air as he is on . . . running around like crazy, flapping his arms like a seal, giving out with strange noises, and looking cross-eyed at the girls to make them squeal. Our Joan (Continuity) almost had hysterics when, upon meeting her, he dropped to his knee on the floor and started protesting his undying devotion in a high, squeaky voice. There are some strange stories about Doodles, such as the one about his hiding under the canvas covering of a newly-completed statue so that when the cord was drawn, he appeared in the arms of the statue, wearing long underwear and smoking a cigar! We can well believe it because we saw him trying to knock the hat off the head of a bronze statue by throwing snowballs at it. But Doodles always carries around books on science and other deep subjects and, privately, we believe that he reads them when nobody is looking. Yes, that Doodles Weaver of the Spike Jones Show, is "crazy like a fox!"

★ Then there was VAUGHN MONROE, looking like a college girl's dream of a "smooth" date and acting like the reception committee for a chamber of commerce. Vaughn didn't get into Wichita Falls until nearly time for his personal appearance, but he welcomed us like long-lost buddies back-stage at the auditorium. Vaughn wasn't busy at all, and he wasn't in a hurry to do anything. He just wanted to sit and leisurely talk with us about the state of the nation and the new stars on CBS. When it came time to taket pictures, Vaughn wrestled the furniture into place himself and even hung the banner for us. Of

same day. Ernest Tubb was really coming back home. Texans claim him because he started his radio career in the State and it was here that his best-known song, his own "Walking the Floor Over You" first became popular. Bill Sharpe tells us that his record, "They'll Do It Every Time" is tops in popularity now.

Ernest is the type who never forgets old friends and is genuinely happy to make new ones. Rusty Gabbard, Bill Sharpe and all of us who have worked with him, got together and had a regular "old home week." Incidentally, Ernest is much better looking than his pictures show and his crowded schedule of recording, picture making and personal appearances seems to be agreeing with him.

Bob Wills didn't make his appearance with his band until late in the evening. He said he was so tired when he finally got to Wichita Falls that he went to sleep and his hotel didn't call him in time. There wasn't much chance to talk with Bob because the hundreds of people who came to see him crowded around. But we did get a picture—enough to show you that this Bob Wills of west coast and juke box fame is the same one who once got a good job on a Tulsa station with nothing but a cheap fiddle and a lot of nerve to back him up.

★ T TEXAS TYLER was due at our Station before the month ended but not before we went to press, so we'll try to report on his visit next month.

Altogether it was a star-studded month for those of us who work at KWFT.

Family Album



WHO IS IT?

Did you take a guess at the Family Album picture last month? That was a hard one wasn't it? So many of our readers discovered that the three children in the January issue were Ida Red and her brothers, but nobody has guessed right on the February picture. Perhaps we should give you a few more hints about the baby shown in February (since we're going to give you another month to get your guesses in). Well, he's an announcer, his picture has been in every issue of the LISTENER but not many of you have seen him in person because he works at night. Hidden in the lines of this issue is the right answer. Have another try at it. We're not going to publish the name until next month.

Now about this month's Album picture: That cunning little rascal grew up to be an announcer too, and he hasn't changed a whole lot in looks. Those of us who know him guessed right off. He is the latest addition to KWFT's announcing staff. Both he and his attractive blond wife have been pictured in the LISTENER before, and there was a short story about their home life in one issue. You hear him on the air in the middle of the day. Send us your guess. Address it to Nancy, The Listeners Corner, c/o KWFT. Then we'll tell you in May whose picture was in the March issue.

—o—
Bill harpe and his tongue twisters . . . Fat Shock Stow!

PARADE OF PORTRAITS

(See Front Cover)

Ford Keith

That shy smile (with dimples peeking around the corner), that slow drawl, those lazy movements and that particular brand of blond good looks may fool you (if you don't watch out) into thinking that Ford Keith is just a pleasant-mannered dreamer. Don't you believe it! Underneath that quiet exterior, the quick-witted Emcee of the Stamps Ozark Quartet programs is a dynamo of energy and a master of accomplishment.

Ford was born on a farm near De Roche, Arkansas, the youngest boy of six children. All the family were musical except Papa Keith and he made a fine audience for the home concerts held in the parlor each evening. Ford decided when he was very young that he was going to be a singer of gospel songs. He attended his first singing school when he was only six years old and was given the alto part in an adult quartet. Just five years later, when he was still only eleven years old, he came back to that same school as a teacher of the grown-ups.

In the meantime, the Keith family had moved to the resort town, Hot Springs, Arkansas. Bewildered by the complete change in surroundings and imbued with the idea that he had no time to waste, Ford at first refused to start to public school. When he was told he could go to singing school during summer vacations, however, he gave in.

In high school, Ford displayed the executive ability which has helped make him a successful director of musical organizations. He held various class offices and was, one year, president of the student body. At the same time, he was playing in the school band, singing in the choral club, holding down a radio singing job and working with commercial orchestras on the side. This Ford Keith was a business man too!

When he finished school, at 18, he devoted his time to teaching in singing school normals and to composing and arranging music. "Living in Rainbow Land" and "Praises Unto the King" are two of the best-known gospel songs which he has composed.

The War interrupted this satisfying career and Ford became a transport pilot with extensive overseas service. When he was discharged from the Air Force, his first thought was for Billie Marie, his childhood sweetheart. Since she had been his best girl ever since grammar school days, it didn't take them long to decide to get married.

Ford went back to his music and eventually landed at KWFT, first with the Stamps All-Star Quartet, then as director of the Stamps Ozark Quartet. You can hear these boys at 7 a.m., and 1:15 Monday thru Friday, and if you're lucky, you can see them in person on one of their concert tours. When you listen to Ford Keith's smooth introductions and dry wit, remember that there's sincerity and power behind those easy-going ways and that he is a friend worth having at all times.

Farm News

FARMING IN OKLAHOMA

By

**Burnis Arnold, Extension Radio
Director, Oklahoma A & M**

Recently it was our pleasure to visit across the mike with the folks in the Garvin Springs community of Garvin county and the Fairview community of McClain county . . . about their neighborhood progress work.

We were very much impressed with the spirit of cooperation which prevailed in both groups. It's a good thing for neighbors to combine their efforts and it's paying these folks in better roads, better schools, better homes and better farms . . . thus enabling them to live a richer, fuller life. Incidentally, for the benefit of you readers who're entered in the Neighborhood Progress Contest . . . the judges plan to make their visits around April 1, just in case you want to shine things up a bit.

Just a word about the grasshopper situation outlook . . . and the entomologists are beginning to view it with some degree of alarm, especially since the costly infestation we had last year. There were ideal egg-laying conditions in 1948 and if hatching conditions are right this spring it could get rough.

County agents in Oklahoma estimate it cost farmers of the state some \$3,000,000 dollars last year to feed the hoppers in spite of the fact that over four thousand farmers gave them a good dose of poison bran bait. The entomologists are recommending two new insecticides for grasshopper control this year . . . Toxaphene and Chlordane . . . applied either as a spray or in dust form. They recommend using these materials on the egg beds early in the season . . . the time varies but for Oklahoma it's late April or early May.

Some folk might be inclined to object to the seemingly high price of these new insecticides, but when you compare it with the costs of hopper damage which amounted to over \$1,200,000 in only four counties last year, the cost doesn't seem so great. So with the prospects for a bad grasshopper infestation for the coming crop year, you might want to get in touch with your county agent about plans for controlling the pests.

That's all for this time. We'll keep you posted on the hopper situation and other current farm topics on the 5:30 a.m. program, Monday through Saturday, on the Farm and Home Report.

Program Personals

FARM AND HOME REPORT—5:30 A.M. MON. THROUGH SAT.

It's 5:30 in the morning. You are wide awake, or you're just rubbing the sleep out of your eyes. The outside chores have already been attended to, or you're just sitting there dreading to go out in the cold. Somebody turns the radio on—your wife, maybe, on her way to the kitchen. The dial is set, of course on 620 and thru your loudspeaker comes a quiet, homey voice—it might be your next door neighbor talking about the chances for a good crop this season. Why that's just what the man is talking about! You stop and listen a minute—that's good stuff he's putting out—he's telling some things you've been wanting to know for a long time. Funny bird, too—doesn't take everything too seriously—gives a fellow a laugh now and then. You sit down and relax. What's this—some woman talking! Oh yes, that's at the county fair. You wanted to go to that fair and couldn't get away, and here's this man bringing it right into your own house. What's this all about anyway? Don't you know? You're listening to the Oklahoma A & M program, broadcast straight from the College campus at Stillwater each week-day morning. And that wise and witty fellow doing the talking is



BURNIS ARNOLD

Burnis Arnold, Extension Radio Director for the school.

Burnis has the background to
(Continued on Page 14)



ARNOLD WITH HIS TAPE RECORDER DOING ON-THE-SPOT INTERVIEWS



STAMPS OZARK QUARTET

Hello, friends. We are again happy to be visiting with you by means of the "Listener." And with pretty weather ahead we hope to be visiting with you in person a lot more.

Since our last writing there has been a change in the personnel of the Quartet. As most of you know, Russell Richardson isn't with us anymore. He is now back at home in Oklahoma. We surely hated to see Russell leave as we feel that he is one of the best we've had the privilege of working with. May we wish Russell the best of luck in every undertaking.

The new member is a Texan. He is Fred Bennett, whose home is near Anson, Texas. We feel very fortunate to have Fred come into the Quartet. He has done a lot of singing in the past years and has won for himself the reputation of being one of the lowest basses to be found.

We're sure you will quite agree when you hear him on our radio programs and personal appearances. I know you listeners will join us in saying, "Welcome, Fred."

—Ford Keith.

—o—

IDA RED & KENTUCKIANS

Well here I am again, neighbors—this time to thank all my friends throughout Texas, Oklahoma, Kansas and Colorado for the nice letters, cards and gifts you sent me for my birthday. It sure gives me a wonderful feeling to know I have so many swell friends. I would like to be able to thank you all in person . . . in fact, I wish I could come out there and hug your necks.

Speaking for Carl, Russ, Sugarfoot, Fee Wee and myself, I want to thank you people for all the mail we receive daily. We all read every piece of it so that we can get better acquainted with our listeners. We

save your cards and letters too. Sugarfoot had a special shelf built in the garage of our new home to



Ida Red With Birthday Gifts From Listeners

hold all the mail we have saved.

And speaking of our new home, you just don't know how much all those pretty pieces of hand work that you ladies have made for me add to the looks of every room. The picture in this issue of the "Listener" shows them all spread out in one place but next month, there will be pictures taken in different parts of the house so you can see how they look when they're in the right places. So, until next month, for all the Kentuckians, I'll say, "We just love you all to pieces for listening to us.—Ida Red.

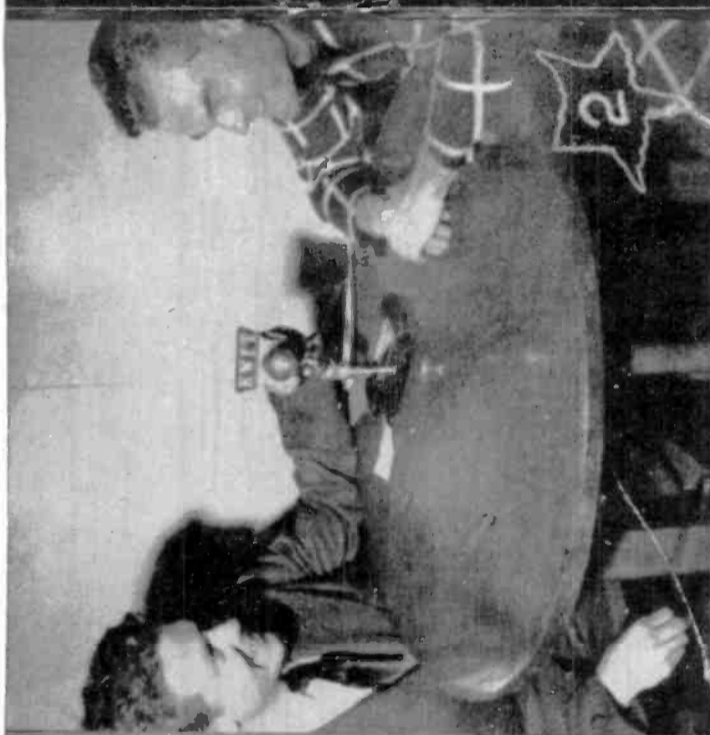
—o—

Anyone believing this . . . stand on their head . . . or just go ahead and believe it . . . but Leo Daugherty says he has an audience when he's on his night shift . . . one mouse! Says Leo . . . the mouse just sits and watches him from behind the glass window separating the control room and Mr. Johnson's office. Leo says too, that he can take a pencil, and put it against the glass right in front of the mouse, and the brazen thing wouldn't bat an eye. As we say . . . believe it if you can.

THE HOME LIFE OF CHARLES BARTLETT



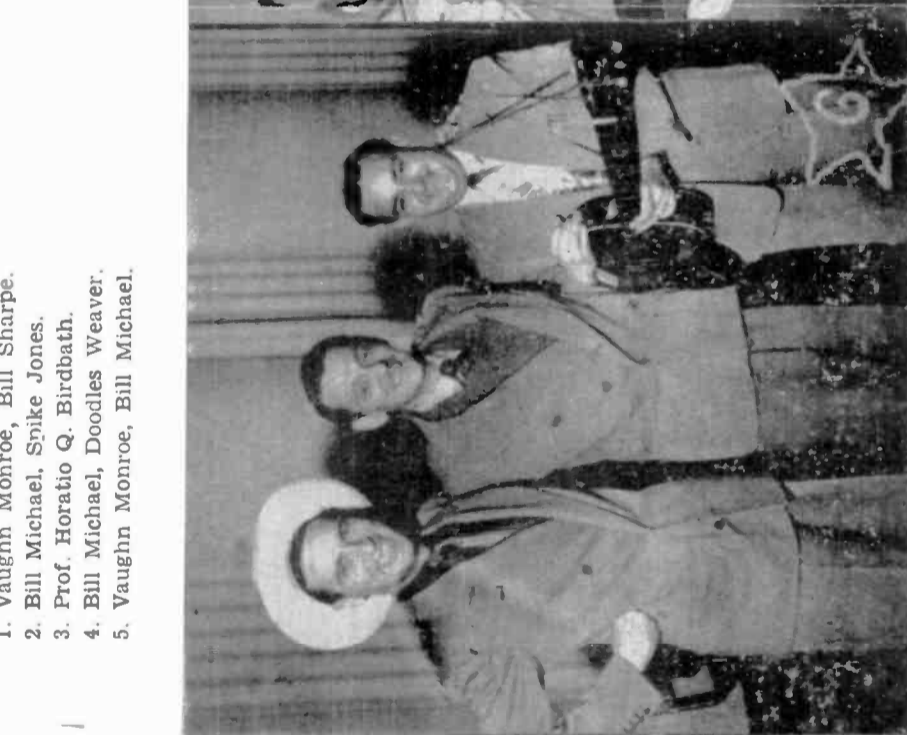
Charles Bartlett, baritone for the Stamps Ozark Quartet, doesn't have much of a home life because he has no wife, so he spends his leisure trying to change the situation. Here, he's calling the interesting numbers in all the phone books he has collected.



STARS DESCEND ON KWFT

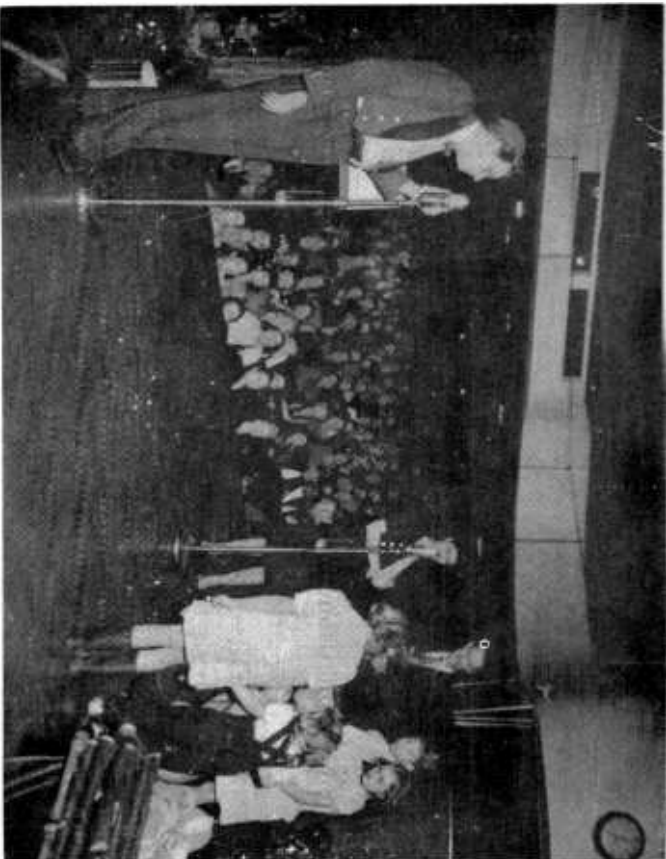
(Story on Page 3)

- 1. Vaughn Monroe, Bill Sharpe.
- 2. Bill Michael, Spike Jones.
- 3. Prof. Horatio Q. Birdbath.
- 4. Bill Michael, Doodles Weaver.
- 5. Vaughn Monroe, Bill Michael.
- 6. Ernest Tubb, Bill Sharpe, Butterball.
- 7. "Mac" McCrary, Butterball, Tex Wheeler, Ernest Tubb, Rusty Gabbard, "Sneezeleweed" Thompson.
- 8. Bill Sharpe, Bob Wills.



SHORT SHOTS

GIVE AND TAKE
KWFT-CBS . . . 1:30 P.M., SATURDAY



John Reed King and Contestants

John Reed King: "Anyone who is able to guess within 10, the number of hairs in my mustache will receive seven hundred dollars, after I have pulled them out and counted them—hairs that is, not dollars. I mean, after I have pulled off my mustache and counted the hairs the winner will receive the seven hundred dollars—not the hairs!"

STRIKE IT RICH

KWFT-CBS, 8:30 P.M. Tuesday

Todd Russell: "Now, sir, will you tell the people why you want to ST-R-R-I-IKE IT RICH!"

Contestant: "Well, I have seventeen reasons."

Russell: "SEVENTEEN reasons! What are they?"

Contestant: "Children."

Russell: "You mean you have SEVENTEEN CHILDREN! Well, I can see why you can use money, but what specifically do you intend to use it for?"

Contestant: "I want to get my wife some labor saving devices!"

Russell (hurriedly): "Yes, yes, of course, the gentleman wants to buy his wife a washing machine and -er things like that!"

Gerry's Kitchen

Hello out there neighbors, may I come into your kitchen? Come to think of it, I believe I'd rather come into your gardens because I thoroughly enjoy this "planting time" of the year. By the way, have you got your Ferex gladiola bulbs yet? They make a colorful addition to your walk borders or flower gardens.

And, while I'm on the subject of growing green things, here are a few tips: Chimney soot makes fine fertilizer for gardens and potted plants. Cold tea also makes good fertilizer for house plants and acts as an insecticide as well. Funny, isn't it?

AMOS N' ANDY SHOW
KWFT-CBS, 6:30 P.M., Sunday
The Kingfish (thinking his wife, Sapphire is seeing another man): "Every man has de right to de pur-suit of happiness, dey says, but dis man ain't got no right chasin' it 'round MY house!"

IN THE CONTROL ROOM

KWFT—All Hours

Minister (broadcasting a sermon by remote control): "—but before the millennium, the devil will return to this earth."

Chris Kenyon is on duty but is not listening, only keeping one eye on the clock so as not to miss a cut-in station break.

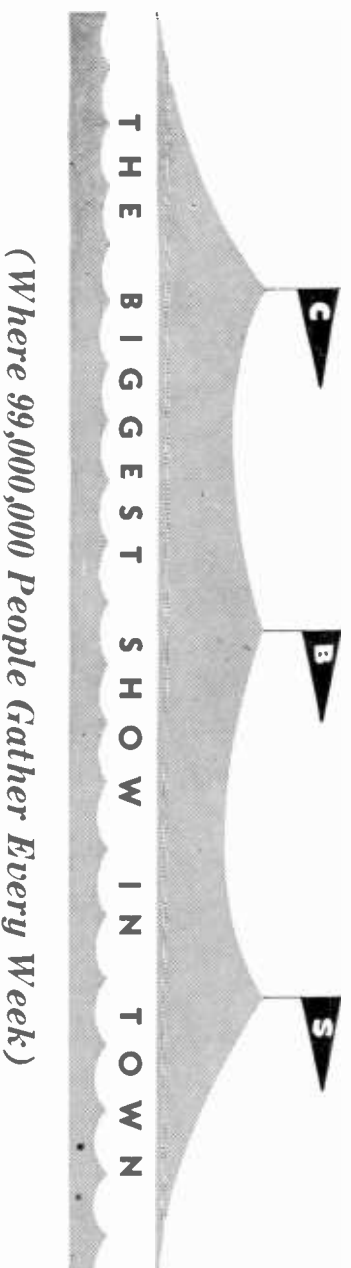
Minister: "I repeat, the devil will reign on this earth—and DO YOU KNOW WHERE THE DEVIL WILL COME FIRST?"

Chris (still not listening but noting it's time for the break): "KWFT AND KWFT-FM, WICHITA FALLS."

HERE'S TO VETERANS

KWFT-ET, 10:15 P.M., Thursday

Arthur Godfrey: "Statistics show a man will find when he is 65 that there are eight women to every man—but it's too late for him then!"



Where have you heard this before: "If you can answer the following five questions you will be a LEMAC?" You're right! That's what Bob Hawk tells contestants on his Camel Cigarette show, each Monday night (9:30-10:00 p.m.). Bob's a whiz at the quiz and never jacks for answers, but it was not always thus.

When Robert MacGregor Hawk was 19 years old, he sauntered into a Chicago cigar store, on a warm summer night in 1927. He had a current job with a loan company and a contract in his pocket which would make him the youngest college teacher in the USA, the contract being with Northwestern College at Alva, Oklahoma. But when Bob sauntered into the cigar store, the radio was going and he heard someone reading poetry. On an impulse, he phoned the radio station for an audition and subsequently got the job—without pay. The loan company job was terminated, the teaching career was abandoned, but Bob still had to eat. So he carried mail, taught dramatics, sold pianos, jerked soda, and operated a telephone switchboard, for eleven long months. Finally somebody paid him

his "starvation" days were over. In 1939, his quiz show became a network attraction.

Bob Hawk is one of our own Southwesterners. He was reared in Weatherford, Oklahoma, Southwestern College there and, at the age of 18, taught English in the Junior High School in Lindsay, Oklahoma. We're proud to say he's one of us.

Joe College and his big brother both whistle when she appears on the scene: big sister looks wistful when she models a gown. Mum and Pop grow romantic when she warbles a song: and grandma and



JANETTE DAVIS

grandpa remember "when". For she is Janette Davis, the "All Girl" exception to Arthur Godfrey's all-male cast, heard on KWFT each week day from 9:30 to 10:30 a.m. Janette comes originally from Pine Bluff, Arkansas and she has recently been made honorary mayor of the town. Godfrey contends that the population of Pine Bluff consists largely of Davises because Janette receives so much fan mail from there.

Do you know what a "chameleon" is? According to the dictionary, it



KARL SWENSON

animal or surrounding conditions. With that definition in mind, you can understand why the character known as "Mr. Chameleon" strikes fear to the hearts of the denizens of the underworld, in the dramatic stories of crime and intrigue presented by the Bayer Company over KWFT and CBS each Wednesday night at 7:00. The daring inspector from Central headquarters is able to appear in so many complete disguises that the criminal he is pursuing never knows when he is being followed.

Karl Swenson, who creates "Mr. Chameleon" is just as versatile as the character he portrays. It was he who impersonated King Edward VIII in the monarch's abdication speech on a special news program. His repertoire also includes a wide assortment of English, French, Canadian, Chinese, Japanese, Australian and local American dialects. Swenson was educated to be a doctor, but apparently the make-up box had a stronger attraction than the scalpel, so he now divides his time between stage and radio.

(Continued on Page 14)



BOB HAWK

\$15 a week to play records on the air, sponsors became interested and

TECHNICALITIES



Since so many of our friends have written to us requesting information concerning television, I am going to try to answer the majority of those in this column.

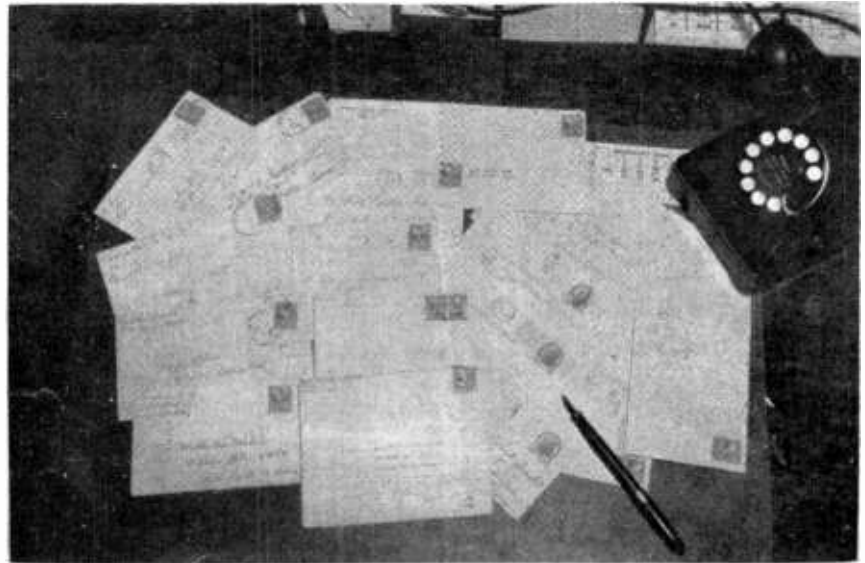
I don't do this willingly, because I believe the old saying that applies right here and that is "Some times it is better to remain silent and appear a fool than to speak and to remove all doubt of it." At the present time, the television situation is moving so rapidly, it is difficult to keep well informed. There are now, or at least there were when this was written, fifty-three television stations in full operation in the United States. The industry, itself, estimates that there will be at least 100 stations in operation by the end of this year, and at least 400 by the end of 1950. The Federal Communications Commission in Washington D.C., who is the bureau responsible for the licensing of all radio stations, including television, has placed what is called a "freeze" order on television applications. This, of course, means there will be no new television stations anywhere in the United States until this order is lifted. Most people seem to think that there is little chance of this order being rescinded until at least the first of April. Television, itself, is about in the same stage as radio used to be when you had one of the large speakers with a goose-neck that set on top or under your radio receiver.

Television is operating and there is a lot of talk about it, but the engineers will tell you that there will be constant improvement just as there was in radio years and years ago.

Now to answer the questions of those asking when you can expect to receive it in your home. Any answer I give will be purely a guess, as there is no means of getting definite authentic information on this subject. It might be next year, it might be five years from now. The only answer definitely known is that television will someday be available to most of the folks in the United States.

The Book-keeper's Ledger

THE MAIL



Did we receive your letter?

I sure hope that we did, anyway Uncle Sam put 810 letters in our box No. 420 on Monday, February 14th. Well, maybe one or two of them were valentines, (we like to get them too) but the others were orders, checks, bills, fan letters and many, many other items.

Can you imagine separating this mail. First we must get it from the Post Office and it is brought to our mail room, where it is separated. Gerry's Kitchen letters go here—Southern Farmer goes there, business letters another place, in fact, we have about twenty to thirty different stacks to put them in.

This takes quite some time for Gladys and Nancy to get it sep-

arated, then the opening and counting begins. Each letter must be opened as it might contain an important order or it might be a request for "Yes! We have No Bananas."

Now, we have all the orders together, the money must be taken out and accounted for and the orders typed up to be sent out, (Let me give you a little hint, if your name is not written very plainly, or the hose size left off, our mail department is very unhappy and a little hard to get along with.)

One of the major errors in our office was when we sent Mrs. O. V. Fink an order addressed to Mrs. O. U. Stink. That was really bad, but you see what can happen.

—Willie Lowrance

If you live close to a large city, such as Ft. Worth, Dallas, Oklahoma City, your chances are very good that you are now able to receive television or will be able to do so before the close of 1949. Since television operates at a much high frequency, than a standard broadcasting AM station, it means that reception is limited to what is called "line of sight", in other words, it is limited to the distance that you can see while standing on top of their antenna. At most, this is not too many miles. There is a lot of thinking about this and even a plan to have seven airplanes flying over the United States that would actually do the broadcasting. They would fly at tremendous heights and in that way be able to see or broadcast to a tremendous amount of territory. This,

of course, would be extremely expensive, but it is still possible that it will be tried. If this happens, or something similar to it happens, then television will be available to everyone. Otherwise, you'll just have to wait and wait and wait.

We have been asked, too, whether or not KWFT intends to go into television. That again is another question that is impossible to answer at this time. Right now, we couldn't if we wanted to because there are no line facilities available for us to receive programs. This, of course, will be remedied in time, and since the ownership of KWFT is aggressive and constantly on the look-out for something that will better serve, it is reasonable to assume that KWFT would have television whenever it becomes practical.

MUSICALLY SPEAKING



Lillie Mae in her Sew-E-Z Dress

If You're "SO TIRED" of cold weather that you would like to hop a "SLOW BOAT TO CHINA" and sail to "GALWAY BAY" or other "FAR AWAY PLACES" just "POWDER YOUR FACE WITH SUNSHINE" for "A LITTLE BIRD TOLD ME" and "MY DARLING" that Spring is near, and we will soon be wearing "BUTTONS AND BOWS" and "LAVENDER BLUE" . . .

We dreamed this up by using the nine top tunes of the Hit Parade . . . And speaking of wearing 'lavender blue' . . . For ME it's ROYAL blue . . . for this is the color of my "Sew-E-Z Dress" that I am so proud of, and for more about this all wool jersey dress (yours for only \$2.35 tune in to my 4:30 organ program.

Last month I gave you an outline of my 'daily duties' which includes the planning of all transcribed programs and I have been asked to explain more about this part of my day.

When building a musical program, we try to give you a well-balanced show, with a mixture of tunes old and new, fast and slow, and at the same time give you the music that you have ask for. Now if this sounds easy, just try it some time and YOU'LL have gray hair TOO!! For instance, a listener writes in asking for "Buttons and Bows", and wants it TODAY, then another listener

wants it played for her TOMORROW, so day-after-tomorrow, a letter will arrive that asks "Is 'Buttons and Bows' the ONLY tune you have to play???" . . . M-m-m-m.

Another part of the programming is the timing of the tunes so that the announcer won't have to interrupt a crooner in the middle of a beautiful phrase, to bring you his favorite commercial. And then it's a good idea to close a program with an instrumental selection, because it may be necessary to fade the music down for the sign off. This happens quite often because no matter how carefully you have selected your numbers, one or more will be 5 or 10 seconds too long or too short, and in radio each second counts.

Oh yes, I almost forgot probably the MOST important item, and that is the care of the discs . . . those tiny grooves are ideal places for dirt and grit to gather, and they must be cleaned regularly with a soft cloth dampened with plain water, for no matter what type of program you have prepared, a dirty scratchy disc can spoil it.

Bye for now, and happy listening to all of you.—Lillie Mae.

—o—

PLATTER CHATTER

Who says Be-Bop isn't any good? Lots of people. Then on the other hand, lots of people say it is. Maybe so. Whichever the case leave us discuss it, hey? Of course when we talk about Be-Bop, we're going to have to talk about Jazz and Boogie-Woogie too because they're the great grand-pa and grand-pa (respectively) of Fe-Pop, so to speak.

But I'll tell ya what I'm gonna do . . . I'm gonna go back even farther than the time of Boogie and Jazz . . . back to the days when the slaves were first brought over to this wonderful land we so proudly call 'ours.' There we'll start our little discussion. These slaves didn't have the money to go to the amusement centers in the towns, so they had to develop their own amusement. They automatically turned to music to while away the hours and to furnish an outlet for all of their emotions. These negroes didn't have any musical instruments and they couldn't read music. So they made their own instruments, which were very crude, and they wrote their songs around the happenings in their daily lives. Now they had quite an ingenious way of doing this. One

person would begin a story and sing and play what we today would call a verse, then the next one would pick it up and sing the second verse, and so on.

Now you may be wondering why I'm talking about all this. Well, you might say this early American music was the beginning of jazz in crude form. Because when the musicians along the coast heard these negro melodies, they went to work on them, gave them the professional touch, and Jazz was born.

But addicts of this medium of musical expression are never content to stand still. They kept changing the form of rhythm until Boogie Woogie was evolved and finally Be-Bop came into being. And thru it all this one thing remained the same—this type of music was always an expression of life itself. Just as the early negroes sang of hopes and anxieties, their tragedies and despairs, so the later Jazz, Boogie and Be-Bop musicians translated into melody the moods and movements of every day living.

Now if there are any skeptics in the crowd who think Be-Bop isn't any good, better think twice, cause IT'S YOU SET TO MUSIC!

—Bill Michael.



Herman McBroon, "The Country Boy", Heard over KWFT each Wednesday at 4:15 p.m.

The Voices You Don't and Do Hear on the Air



The Johnny Edwards Family—Ronnie, Billie, John Jr.

THE STARTERS

Meet the family of Salesman Johnny Edwards . . . Billie, Johnnie Jr. 5, and Ronnie, 2. . . a typical KWFT family who send their Daddy off to work each morning at 8:30. (We couldn't catch Johnny still long enough to get his picture with them.)

Ask Johnny who is Boss in his family and he says Billie, but she emphatically states, "The boys are!" The minute they get up in the morning they start planning what they will get Daddy Johnny to do when he comes home. If Johnny knows he's going to have to work a little late, he has to call his home—he first explains the situation to Billie, then talks to each of the boys.

To listen to one of these conversations is a riot. Here's Johnny trying to talk to his Number Two son, Ronnie: "What's the matter, Ronnie? Huh? (Long pause) Mommie did what!! . . . she took your socks! WHAT! Let me speak to Mommie. Well hang up then, son. Huh . . . what did you and Johnny fight over? Yes, Ronnie, I'll be home soon . . . hang up, son . . . oh hello, momma . . . yes . . . hang up, Ronnie. Bye now, Daddy's got to go. Bye . . . Bye . . . HANG UP!"

Around the house, Johnny's one

chore is emptying garbage.

Billie knits for her Johnny, her boys and herself smart looking sweaters. She says nexer pull a thread on Johnny's sleeve, tho. Somebody did that once and the whole sleeve came off!—Joan Farrell

THE FINISHERS

Meet the Dougherty family. They are Leo (whom you hear in the 10 o'clock news and in station breaks from 7 to 12 each night), Beatrice, Big Tom and Little Tom (not pictured—they're afraid of cameras) Leo, you have seen in LISTENER pictures in various poses, even in one taken when he was a baby. Beatrice is a cute little blue-eyed blonde whom Leo married when she was only nineteen; before she was old enough to know better than to marry a radio announcer. Big Tom and Little Tom are two gorgeous Maltese cats who are most confusing. When they were named Big Tom was larger than Little Tom, but Little Tom grew and Big Tom didn't, so now Little Tom is bigger than Big Tom.

During the day, Leo attends classes at Hardin College (he's getting some more degrees) and Bea keeps house and crochets (the rooms are full of her hand-made doilies). When Leo comes home he sticks his nose in a book and keeps it there until time to go to work. Eea doesn't mind tho, she's proud of her brilliant husband. The only time she ever gets her rolling pin out is when he threatens to buy some more books. He has around \$2,000 worth of classics and reference books and she (unreasonably, of course) thinks they should spend a little of their money on food and clothing!



BEATRICE AND LEO DOUGHERTY

God said it. Jesus did it. I believed it. That settled it.

(1) God said it. Romans 3:23, "For all have sinned, and come short of the glory of God." Sin is universal. All have sinned; God said it. Therefore, all have need of salvation. No man can save himself because all have sinned. Horace Greeley was once accosted by a half-drunken congressman who staggered up to him and exclaimed, "I am a self-made man." Horace Greeley replied that he was glad to hear it. "For," he said, "that relieves God of a great responsibility." "That which is born of the flesh is flesh." John 3:6. Only God can save the sinner. God said it.

(2) Jesus did it. 1 Corinthians 15:3, "For I delivered unto you first of all that which I also received, how that Christ died for our sins according to the Scriptures." A noted writer once said, "It took me half a lifetime to learn three things: First, I could do nothing to save myself. second, God did not expect me to do anything to save myself. Third, Jesus did it all." With the scars of Calvary on His Holy person, Christ appears in heaven for us. Hebrews 9:24, "For Christ is not entered into the holy places made with hands, which are the figures of the true; but into heaven itself now to appear in the presence of God for us." Jesus did it.

(3) I believe it. John 1:12, "But as many as received him, to them he gave power to become the sons

March Sermonette

"Twelve Wonderful Words That Tell The Story"



DR. E. F. WEBBER

of God, even to them that believe on his name." You may ask how can I believe the Bible? How can I know it is true? These are questions that are asked very often by inquirers. John Wesley had a very short method with infidels in his day. His proposition was simply as follows: "The Bible must have been written by angels or by men. We must leave angels' authorship out of the question, then it remains that it was

either written by good men or bad men. Well, let us suppose that it was written by bad men. The answer to that proposition is that bad men neither would nor could have written so good a book. Then let us try the other proposition, that it was written by good men. Well, if the Bible is not true, it is impossible to conceive that good men would or could have written an untruthful book, for if the Bible is not true it is the most stupendous fraud ever perpetrated on the human race, and good men could not or would not have perpetrated such a fraud even in the interests of truth, morality and religion. We are, therefore, shut up to the one natural conclusion left us—that the Bible is true, having been written as it purports to have been. "by holy men moved by the spirit of God." 2 Peter 1-21.

(4) That settled it. 1 John 5:1, "Who-soever believeth that Jesus is the Christ is born of God." When the blessed Saviour hung dying on the cross, He shouted, "It is finished." The debt of sin has been paid and it is completely cancelled for the one who by faith, and faith alone, accepts the payment of the debt because God said it. Jesus did it. I believed it. That settled it.

St. John 11:25-26, "Jesus said unto her, I am the resurrection, and the life; he that believeth in me shall never die. . . . Believeth thou this?" God said it. Jesus did it. I believed it. That settled it. Thank God.

Program Personals—

(Continued from Page 5)

make him able to speak with authority on his Farm and Home report too. He grew upon a farm in Dewey county, western Oklahoma, and graduated from Oklahoma A & M in 1942. His first job after leaving college was for the State Triple A and he was associate farm editor for a Tulsa radio station before going back to his old school to supervise the four daily radio programs broadcast over twelve stations from the College campus. In addition, Burnis and his staff provide special programs for other stations in Oklahoma and surrounding states and, as he says, "ride herd" on some seventy county and home agents who rely on them for help in local radio programs.

Burnis' staff consists of Midge Garrett, Home Editor, Bob Nance, assistant Radio Editor and Doris Mann, secretary. He depends a lot

on his tape recorder to furnish material for his programs, making trips to gatherings in various parts of the State and getting on-the-spot interviews.

Burnis himself is 32 years old, and married to a girl named Frances. They have two little daughters, Barbara Ann, 4½ and Mary Frances, 1½ years old. Burnis' hobbies are hunting and fishing and he says his greatest ambition is to own a herd of Hereford cattle with enough good grass to keep them producing enough to pay the interest on the mortgage.

Now that you know Burnis Arnold, let him come into your home every morning, simply by tuning in KWFT. You'll find the time well and pleasantly spent.

Gerry's Kitchen—

(Continued from Page 10)

mud pies you used to make when you were a little girl.

One lady wrote me that she ordered two sets of food saver bags, he had one set in use in the ice box and one set laid away on a shelf. One day she went to look for her extra set and they were gone. She thought she must have absent-mindedly put them somewhere else and would look for them later. Not till hours later did she learn the solution to the mystery. She happened to be out in the back yard and noticed her small daughter playing busily under a tree. She went over to watch and there, laid out on an old bench were all of her food saver bags, carefully wrapped around blobs of mud.

"Well, mother," the child said defensively, "You know this is my baking day and Gerry says you must put your cakes and pies in these to keep them from drying out. You wouldn't want my whole cooking to be ruined, would you?"

Good-bye now. I'll be seein' you.
—Gerry.

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		Sunday
Monday Through Friday	Saturday	
5:30—Oklahoma A&M Program	Oklahoma A&M Program	
5:45—Sunrise on Range	Sunrise on Range	
6:00—Rusty Gabbard and the Valley Boys	Rusty Gabbard and the Valley Boys	
6:15—Rusty Gabbard and the Valley Boys	Rusty Gabbard and the Valley Boys	
6:30—Farm News	Texas A&M Farm Review	
6:45—Merit Serenaders	Texas A&M Farm Review Wichita County Farm Director	
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	Carolina Calling
7:45—Mrs. Tucker's Smile Program	Sugarfoot Collins	Carolina Calling
8:00—Dr. Webber	Dr. Webber	News
8:15—Dr. Webber	Dr. Webber	Hymns We Love
8:30—Back to the Bible	Eack to the Bible	Old-Fashioned Revival Hour
8:45—Back to the Bible	Eack to the Bible	Old-Fashioned Revival Hour
9:00—Gerry's Kitchen	Gerry's Kitchen	Old-Fashioned Revival Hour
9:15—Gerry's Kitchen	Gerry's Kitchen	Old-Fashioned Revival Hour
9:30—Arthur Godfrey	Lillie Mae & The Valley Boys	Dr. Webber
9:45—Arthur Godfrey	Garden Gate	Dr. Webber
10:00—Arthur Godfrey	Allan Jackson, News	Allan Jackson, News
10:15—Arthur Godfrey	Let's Pretend	Let the Bible Speak
10:45—Ida Red and Kentuckians	Junior Miss Junior Miss	Let the Bible Speak News
11:00—Wendy Warren and News	Armstrong's Theatre	First Baptist Church
11:15—Aunt Jenny	Armstrong's Theatre	First Baptist Church
11:30—Valley Boys	Grand Central Station	First Baptist Church
11:45—Ida Red and Kentuckians	Grand Central Station	First Baptist Church

AFTERNOON		Sunday
Monday through Friday	Saturday	
12:00—Stamps Ozark Quartet	Lilli Mae, Organ	World's Honored Music
12:15—Phillips Reporter	Phillips Reporter	World's Honored Music
12:30—Man on the Street	Give and Take	Tell it Again
12:45—Joy Spreaders	Give and Take	Tell it Again
1:00—Western Swing—(Mon., Wed., Fri.) Henry Slaughter (Tues and Thurs.)	Stars Over Hollywood	Festival of Music
1:15—Stamps Ozark Quartet	Stars Over Hollywood	Festival of Music
1:30—This is Ncra Drake	Country Journal	Prof. A. F. Edwards, "World Affairs"
1:45—Rusty Gabbard	Country Journal	Errand of Mercy
2:00—Rusty Gabbard	Merle Lindsey	N. Y. Philharmonic
2:15—Hilltop House	Merle Lindsey	N. Y. Philharmonic
2:30—Robert Q. Lewis Show	Cross Section USA	N. Y. Philharmonic
2:45—Robert Q. Lewis Show	Cross Section USA	N. Y. Philharmonic
3:00—Hint Hunt	Texas Rangers	N. Y. Philharmonic
3:25—News	Texas Rangers	N. Y. Philharmonic
3:30—Winner Take All	Saturday at The Chase	Skyway to the Stars
3:45—Hillbilly Matinee	Saturday at The Chase	Skyway to the Stars
4:00—Hillbilly Matinee	Philadelphia Orchestra	Festival of Song
4:15—Hillbilly Matinee	Philadelphia Orchestra	Festival of Song
4:30—Lillie Mae, Organ	Philadelphia Orchestra	Broadway Is My Beat
4:45—Platter Party	Philadelphia Orchestra	Broadway Is My Beat
5:00—Platter Party	News From Washington	Family Hour of Stars
5:15—Platter Party	Memo from Lake Success	Family Hour of Stars
5:30—Herb Shriner Time	Saturday Sports Review	Spike Jones Show
5:45—News	News	Spike Jones Show
5:55—Sports Shorts	Sports Shorts	

EVENING		
Monday	Tuesday	Wednesday
6:00—Beulah	Beulah	Beulah
6:15—Jack Smith Show	Jack Smith Show	Jack Smith Show
6:30—Club 15	Club 15	Club 15

(Continued on Page 16)

KWFT LISTENER

(Continued from Page 15)

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Mrs. G. P. Golden
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Vernon, Tex.

Monday

6:45—Edward R. Murrow	Edward R. Murrow
7:00—Inner Sanctum	Mystery Theatre
7:15—Inner Sanctum	Mystery Theatre
7:30—Talent Scouts	Mr. and Mrs. North
7:45—Talent Scouts	Mr. and Mrs. North
8:00—Lux Radio Theatre.....	We, The People
8:15—Lux Radio Theatre	We, The People
8:30—Lux Radio Theatre	Strike It Rich
8:45—Lux Radio Theatre	Strike It Rich
9:00—My Friend Irma	Hit the Jackpot
9:15—My Friend Irma	Hit the Jackpot
9:30—Bob Hawk Show	Mr. Ace & Jane
9:45—Bob Hawk Show	Mr. Ace & Jane
10:00—News	News
10:15—Headliner Show	Treasury Guest Stars
10:30—Dance Orchestra	Dance Orchestra
10:45—Dance Orchestra	Weather and News
11:00—Weather and News	Dance Orchestra
11:05—Dance Orchestra	Dance Orchestra
11:15—Dance Orchestra	Dance Orchestra
11:30—Dance Orchestra	Dance Orchestra
11:45—Dance Orchestra	Dance Orchestra
12:00—CBS News	CBS News

Tuesday

Wednesday

6:00—Beulah
6:15—Jack Smith Show
6:30—Club 15
6:45—Edward Murrow
7:00—Mr. Chameleon
7:15—Mr. Chameleon
7:30—Dr. Christian
7:45—Dr. Christian
8:00—County Fair
8:15—County Fair
8:30—Harvest of Stars
8:45—Harvest of Stars
9:00—Beat the Clock
9:15—Beat the Clock
9:30—Capitol Cloak Room
9:45—Capitol Cloak Room
10:00—News
10:15—Headliner Show
10:30—Dance Orchestra
10:45—Dance Orchestra
11:00—Weather and News
11:05—Dance Orchestra
11:15—Dance Orchestra
11:30—Dance Orchestra
11:45—Dance Orchestra
12:00—CBS News

Thursday

Beulah
Jack Smith Show
Club 15
Edward Murrow
FBI in Peace and War
FBI in Peace and War
Mr. Keen
Mr. Keen
Suspense
Suspense
Crime Photographer
Crime Photographer
Hallmark Playhouse
Hallmark Playhouse
First Nighter
First Nighter
News
Here's to Veterans
Dance Orchestra
Dance Orchestra
Dance Orchestra
Weather and News
Dance Orchestra
Dance Orchestra
Dance Orchestra
Dance Orchestra
Dance Orchestra
Dance Orchestra
CBS News

Friday

Beulah
Jack Smith Show
Club 15
Edward Murrow
Jack Carson
Jack Carson
My Favorite Husband
My Favorite Husband
Ford Theatre
Ford Theatre
Ford Theatre
Ford Theatre
Philip Morris Playhouse
Philip Morris Playhouse
Yours Truly, Johnny Dollar
Yours Truly, Johnny Dollar
News
Headliner Show
Dance Orchestra
Dance Orchestra
Weather and News
Dance Orchestra
Dance Orchestra
Dance Orchestra
Dance Orchestra
Dance Orchestra
Dance Orchestra
CBS News

Saturday

6:00—Spike Jones Show
6:30—Vaughn Monroe
7:00—Gene Autry
7:30—Adv. of Phillip Marlowe
8:00—Gang Busters
8:30—Tales of Fatima
9:00—Sing It Again
9:30—Sing It Again
10:00—News
10:15—Eddie Duchin Show
10:30—Night Riders
11:00—Weather and News
11:05—Dance Orchestra
11:30—Dance Orchestra
12:00—CBS News

Sunday

6:00—Jack Benny
6:30—Amos and Andy
7:00—Adventures of Sam Spade
7:30—Lum and Abner
8:00—Electric Theatre
8:30—Our Miss Brooks
9:00—Life With Luigi
9:30—It Pays to Be Ignorant
10:00—News
10:15—UN in Action
10:30—Rev. Oral Roberts
11:00—Weather and News
11:05—Dance Orchestra
12:00—CBS News

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