

25th Anniversary Souvenir

COMMERCIAL NATIONAL BANK

KWKH
1130 ON YOUR DIAL

509

**THE DOOR TO
FINER RADIO ENTERTAINMENT**

CELEBRATING 25 YEARS OF SERVICE

to the people of
North Louisiana, South Arkansas and East Texas

THIS booklet is prepared for our listeners and is distributed in the hope that, through it, they will come to know us better.

It contains pictures of everyone who works at KWKH, those you hear on the air as well as those who, behind the scenes, keep the station operating twenty hours every day.

With the booklet we send you a complete advance program schedule. It shows broadcast time of every program heard over KWKH and, except for a few minor changes, will be good throughout the fall and winter season. Keep it near your radio for ready reference.

50,000 watts

KWKH

1130 on your dial

The Shreveport Times Station
Shreveport, Louisiana

Established September 25, 1925

This is CBS — the Stars' address

A Statement from the President

Back in 1921 little did the writer dream that the small radio venture which he was making in behalf of The Shreveport Times with the late W. K. Henderson, W. G. Patterson and Jack Tullos would blossom forth into what is now the radio situation in Shreveport, whose population is blessed with the four major network broadcasting facilities.

Among the pioneers in radio in Shreveport were the late Sid Elliott, the late Albert Steer, Elias Goldstein, W. E. Antony (Chief Engineer for KWKH) C. H. Maddox (Chief Engineer for KTBS), B. G. Robertson (Assistant Manager of KWKH), Frank Ford, R. M. Dean, T. B. Lanford, and last but by no means least, John C. McCormack, now of Albuquerque, New Mexico, who, in the formative period of radio as Manager of KWKH and KTBS did more than any other person in developing KWKH with its CBS outlet and KTBS with both its Red and Blue networks. The Red and Blue networks were later divorced as was KTBS divorced from its parent KWKH by order of the Federal Communications Commission.

Wonders have been accomplished by the radio scientists and the managements of the radio stations



JOHN D. EWING

since those pioneer days, both in the quality and also in the content of radio broadcasting, receptivity to listeners, and above all, the almost miraculous quality of radio broadcasting in the fields of education, drama, public service and religion. All of this has been done through AM, still and always the giant in our minds, and

through its offshoots, FM and television.

It is only proper that in this 25th year of KWKH's present signal call that we should announce to the public the completion of KWKH's new 50,000 watt transmitter which makes KWKH second to none in its strength of signal and receptiveness to listeners.

The above is attested to by the fact that because of the quality and variety of its service to the public KWKH for several years past has been rated by Hooper listener surveys as among the top stations in the great Columbia network. All that The Shreveport Times and its executives and KWKH and its executives and the owners can do is to promise in the future to do everything possible to keep KWKH among the best known and best liked stations in the radio world.

A QUARTER CENTURY

... of Service and Achievement

Radio has grown up. The past 25 years have seen the industry progress from carbon mikes and crystal sets to multi-million dollar studios and world wide hookups.

And during that quarter of a century, KWKH, The Shreveport Times Station, has made forward strides surpassed by few other stations in the nation.

On September 25, 1925, KWKH began operation with transmitter and studios located at Kennonwood, about 12 miles north of Shreveport.

The station was owned and operated by W. K. Henderson, who during the next few years was to become the best-known voice in America. His greeting, "Hello World, Doggone Ya!", was known to practically everyone who listened to radio.

After much legal controversy over government regulation of broadcasting, a settlement was finally made and in 1930 the station was authorized to operate at 1100 kilocycles with 10,000 watts.

In September, 1932, Mr. Henderson sold KWKH to the International Broadcasting Corp. and two years later, on October 2, 1934, a contract was negotiated with the Columbia Broadcasting System and the station became the CBS outlet for North Louisiana, South Arkansas and East Texas.

In 1935 the International Broadcasting Corp. was sold to The Shreveport Times, headed by Mr. John D. Ewing, and it has been operated by The Times ever since.



W. K. HENDERSON

In November, 1939, having been granted a new license, KWKH began transmitting over a new 50,000 watt installation located at Dixie, La., and moved into its new studios in the Commercial Building in downtown Shreveport.

In 1941 the Federal Communications Commission reshuffled frequency assignments of stations all over the country and on November 12, of that year, KWKH moved from 1100 to 1130 kilocycles, its present frequency.

On November 21, 1948, KWKH-FM, companion station to KWKH, began broadcasting with a power of 13.5 kilowatts on a frequency of 94.5 megacycles bringing frequency modulation to Shreveport for the first time.

During the past summer KWKH has installed a completely new 50,000 watt transmitter of the most modern design at its Dixie plant, thus assuring listeners improved reception of their favorite programs.

During these 25 years radio broadcasting has made great strides and KWKH has kept abreast of the times, adopting various technical improvements as they have been developed in order to bring its listeners the best possible reception. At the same time there have been vast improvements in the field of radio programming. In this respect also, KWKH has kept in the forefront, adjusting its program structure from time to time as listening habits and program preferences became better known.

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Your Announcers



FRANK PAGE, Chief Announcer, was born in Malvern, Arkansas, 25 years ago. He attended school in North Little Rock and went to work for a Little Rock broadcasting station at the age of 16. During the war he visited most of the countries in Europe and worked for the American Forces Network in Berlin. He and his lovely wife, Helen, derive much pleasure from their pets and home movies. They have no children. Frank has been with KWKH for three years and is heard on various newscasts and record shows.



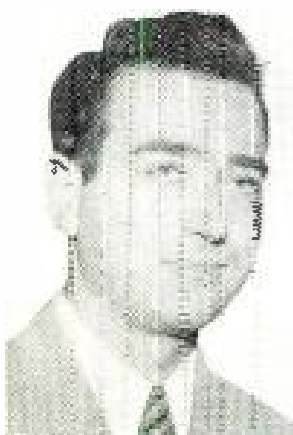
RAY BARTLETT, known to thousands as "Groovie", came to KWKH in 1947. He is a native of Wichita Falls, Texas, is 25 years old, married and has two sons, Dan Archer, age two-and-a-half, and Clinton Roger, who joined the family group only a couple of months ago. Ray's vocal antics on "Groovie's Boogie" have made that show one of the most popular programs on the KWKH schedule. He also announces several morning shows throughout the week and plays an important role on the "Louisiana Hayride."



PAUL CRAWFORD is practically a local boy, having been born at Oil City, Louisiana, just about 20 miles north of Shreveport. He worked for KWKH a short time back in 1943 then, during the next five years, was connected with stations in Monroe, La., Dallas and Sherman, Texas, and Camden, Ark. He returned to KWKH in September, 1948. Paul is 23 and his chief diversions are good books and crossword puzzles. In addition to his announcing on several morning programs he is heard in a couple of daily newscasts.



VEN MARSHALL grew up and received his education in our neighboring state of Mississippi, where he was born 24 years ago. He is married to the former Betty Jean Carnahan of Alexandria, La. Ven began his radio career in Jackson, Miss., in 1945. From Jackson he went to New Orleans where, in addition to his announcing duties, he served in the program department and handled production. Since the first of the year, 1950, he has been spinning records and announcing over KWKH.



DAN SORKIN, newest addition to the announcing staff, is a Chicagoan. Started in radio at Champaign, Ill., while attending the University of Illinois from which he graduated with degrees in economics and marketing. Served 18 months in the Air Force, 13 of them in Japan. He worked for stations in Illinois and Iowa until about four months ago when he came south. He conducts the "Dan Sorkin Show" at 9:30 every Thursday night and emcees the five-a-week "1130 Club".



BOB SHIPLEY
News Chief



ED SMITH
Reporter



BARNEY GHIO
Sports



DONALD M. EWING
Commentator

KWKH NEWS BUREAU

Comprehensive coverage of the news, while it is still news, with 13 newscasts and 2 sports periods daily is a chore performed by the KWKH News Bureau.

Handling this job are Bob Shipley, news director; Ed Smith, reporter-writer; Barney Ghio, sports editor, Donald M. Ewing, commentator, and Eleanor Gauthier, reporter.

Shipley, who's voice has been known to listeners for more than a decade, first came to the station in September, 1939. In 1945 he was dubbed "Ark-La-Tex" No. 1 Newscaster.

Donald M. Ewing, associate editor of The Shreveport Times, acts as political consultant to the News Bureau and also broadcasts a salty commentary to the Ark-La-Tex every Sunday. Of his remarks, he says, "I call a spade . . . or sometimes a shovel."

Barney Ghio, on the sports desk, was well-known to readers of The Shreveport Times long before he took to the airwaves to pinpoint important events in the world of sports for KWKH listeners.

Ed Smith, a newcomer, brings a Johns Hopkins University degree and two years experience in radio, television and newspaper work to the Bureau. Smith is the youngest in KWKH news but, he reflects a capacity for news evaluation far beyond his years.

Supplying the feminine outlook is Eleanor Gauthier, whose long-association with local news circles makes her one of the best-informed reporters in Shreveport.

With KWKH being owned and operated by The Shreveport Times, it is only natural that the station's News Bureau has always been considered of prime importance. In the beginning the Bureau groped its way at times, trying to search out best possible methods of dissemination. News taken from the daily paper was edited and prepared for broadcast.

Advent of the United Press' special wire, edited and written for radio, made the job easier in the late 1930's. Later came the Associated Press wire and then radio news began its world-wide coverage in earnest.

World War II brought adulthood to the Bureau. Not only were service and personnel expanded, but new ideas were developed for the presentation of news to the radio audience.

When the war ended, the News Bureau was reorganized. A director was appointed and reporter-writers were employed. Since the station's news policy was based on the premise that local, state and regional news is of prime importance, KWKH News was integrated with the City Room of The Shreveport Times. Thus, it was brought into the laced network of Times correspondents throughout the Ark-La-Tex.

Louisiana Hayride

The Saturday night barn dance has become an institution in American Radio. And ranking among the best programs of this type is KWKH's "Louisiana Hayride", the premiere jamboree of folk music in the southwest.

The "Hayride" had its beginning in April, 1948, on the stage of the Shreveport Municipal Auditorium. One of the first big shows of its kind in this area, it attained almost immediate success. During its two and a half years it has brought the big names of the folk music field to hundreds of thousands of people, at the auditorium and on the air. Tex Ritter, Hank Williams, Al Dexter, Eddie Hill, Moon Mullican and Hank Thompson have all appeared on the show along with KWKH's own folk music acts, many of whom have nation-wide reputations as recording artists and song writers.

The "Hayride" has been a stepping stone to success for more than one nationally-known folk artist of today. Stars have been made and songs have been born on the "Hayride".

More than forty-eight percent of the total Shreveport audience between 8 and 10 o'clock on Saturday nights, listens to the "Hayride". It has drawn fan mail from practically every state in the Union. Thousands of people from all over the Tri-State area enjoy the big three hour stage show at the Auditorium every Saturday. Many visiting high school classes and civic organizations have included the "Hayride" as a "must" during their stay in Shreveport. Popular admission prices make it an event the entire family can enjoy.

In addition to the songs and music on the program, both listeners and those seeing the stage show, eagerly await that portion called "Beat The Band". In this feature, contestants selected from the audience win valuable prizes by identifying songs played by the band. They may win anything from a can of shortening to a cedar chest or an electric coffee maker.

KWKH's Program Director, Horace Logan, produces and emcees

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A TYPICAL "HAYRIDE" OPENING WITH THE ENTIRE ENSEMBLE ON STAGE

EXECUTIVES and DEPARTMENT HEADS



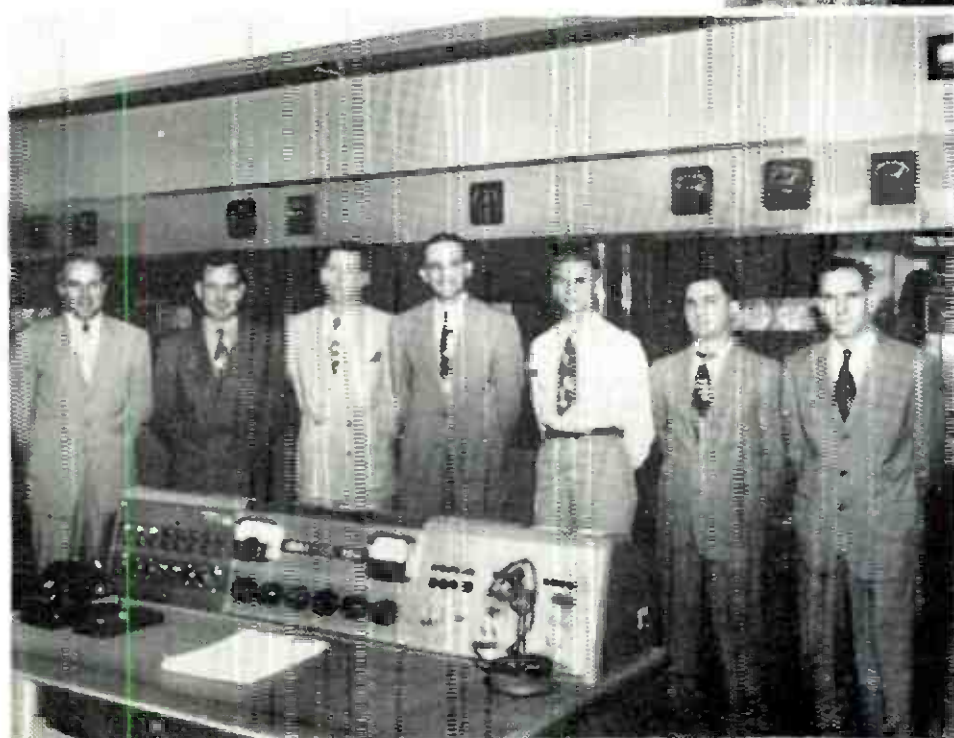
1—Henry B. Clay, General Manager of KWKH; 2—William E. Antony, Chief Engineer; 3—B. G. Robertson, Assistant Manager; 4—Jane Rogge, Accounting Department; 5—Fred Watkins, Sales; 6—Margaret Bleakney, Executive Secretary; 7—Jas. T. Briggs, Promotion Manager; 8—Eloise Sneed, Traffic Manager; 9—Horace Logan, Program Director.



OFFICE FORCE (above) left to right, standing. Eleanor Gauthier, News Bureau; Amber Akes, Promotion Dept.; Margie Fory, Accounting Dept.; Mary Bonner, Receptionist; Edith Mae Sanders, Traffic Dept.; Eloyce Hardaway, Librarian and Bobbye Rutledge, Program Dept.; seated, Gladis Hurley, Program Dept.; Ruth Hughes, Commercial Dept.; Ruby Wyatt, Program Dept.



STUDIO STAFF (right) left to right, Reggie Ward, operator; Elmo Davis, operator; Jack Jones, engineer.

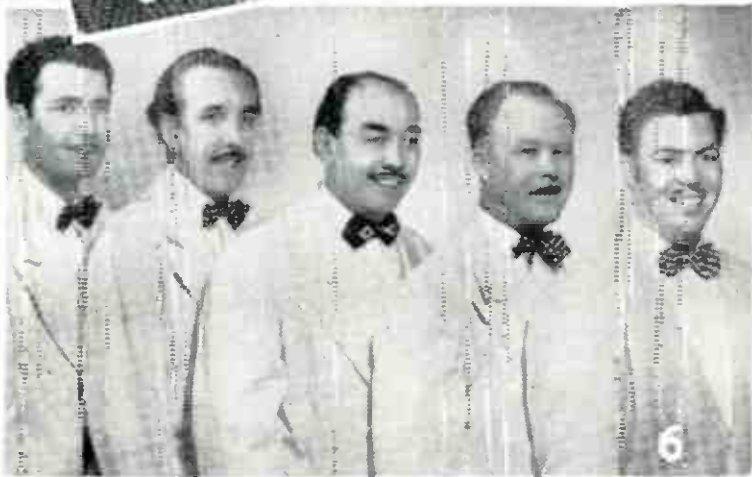


TRANSMITTER ENGINEERS

left to right,
T. A. Tinsley,
Thomas C. Linxwiler,
Stedman Gunning,
O. S. Droke,
James E. Austin,
R. C. Hamilton,
M. T. Norman.



Here are the KWKH folk music artists heard daily over the station and featured on the "Louisiana Hayride". 1-The Wilburn Family, 2-Red Sovine, 3-Slim Whitman, 4-The Stanley Brothers. 5-Zeke Clements. 6-The Rangers Quartet with their accompanist and 7-Leon Payne.



This Is CBS - The Stars Address

As an affiliate of the Columbia Broadcasting System, KWKH brings its listeners the finest entertainment on the air. Last season ten of the top fifteen night time programs, the programs which attracted the biggest audiences in all radio, were heard over CBS and KWKH. In the daytime, seven of the top ten were CBS—KWKH shows.



GODFREY

For the new fall season it looks as if the score may be even better. Most of last years top-notchers are back and some new features have been added which should strengthen the schedule.

Of course, whenever or wherever radio is discussed, Arthur Godfrey just has to be considered. So, we might as well go ahead and consider him. That fabulous redhead will be heard over KWKH from 9 till 10:30 A. M. daily, Monday through Friday. Then, the high spots, the best parts of these daytime programs will be put



BENNY

together to make up a half-hour show, the "Godfrey Digest", which will be broadcast on Sunday afternoon at 3:30. Also, on Monday nights at 7:30 his "Talent Scout" program will be heard. So, you can hear Godfrey any day in the week except Saturday.

Another great name in radio is Jack Benny. The Waukegan Wit was recently voted "the greatest radio personality in twenty-five years" in a poll of 330 of the nation's

leading radio editors. These editors really know their radio, they have to because that's their job. So, even if we didn't agree with them, which we do, we would still have to respect their opinions. Anyway, "The Jack Benny Show" will be heard over KWKH at its regular broadcast time, 6 o'clock on Sunday evenings. In addition to Jack, his entire group of funsters will be on the job. These include, Mary Livingstone, Rochester, Phil Harris and Dennis Day so, you can expect the comedy to move along at the usual fast pace.

Also on Sunday night are three other top-rated comedy shows. "Amos 'N Andy" are heard at 6:30; "Edgar Bergen and Charlie McCarthy" follows at 7:00 and "The Red Skelton Show" is scheduled at 7:30.

Another long time favorite program is the "Lux Radio Theatre", now in its sixteenth year. This hour-long feature, which is heard on Monday night from 8 till 9 o'clock, was second only to



KEIGHLEY

Jack Benny last season and out-ranked all other dramatic programs on the air. It has held one of the top positions in popularity for years and has won numerous awards for its high standards of entertainment. William Keighley is host of the program, which presents outstanding movie stars in adaptations of Hollywood's best film stories. Most of moviedom's great players have appeared on "Lux Theatre" while at the peak of their careers.

Following Lux on Monday night is "My Friend Irma", heard at 9

o'clock. This comedy series ranked as radio's fourth most popular program last season. Marie Wilson, as Irma, and Cathy Lewis, as Jane, along with Al, Mrs. O'Reilly and



CROSBY

the Professor will bring you lots of laughs throughout the season. Two other CBS shows in the top ten bracket are "Mystery Theatre" with Alfred Shirley as Inspector Hearthstone, heard at 7:00 P. M. on Tuesdays, and "The FBI In Peace and War", with Martin Blaine cast as Agent Sheppard, which is scheduled Thursday nights at 7:00 o'clock.

Bing Crosby, one of the greatest names in the entire entertainment world, is heard on Wednesday evenings at 8:30. Der Bingle is a triple threat man, being a popular star of radio, screen and records. Each week he and his guest stars, including all his sons, will bring you a half-hour of songs and banter.

There are mystery shows aplenty for the whodunit fans. "Hollywood Star Playhouse" on Monday nights, "Mr. and Mrs. North" on Tuesday, "Mr. Chamelion" on Wednesday and on Thursday, in addition to the "FBI" mentioned above, there is "Mr. Keen, Tracer of Lost Persons" at 7:30, "Suspense" at 8:00 and "Crime Photographer" at 9:00 P. M.



HILTON

Following this mystery block on Thursday nights, we have the "Hallmark Playhouse". This is an excellent series presenting dramatizations of famous novels. The noted author, James Hilton, is host

of the program and it is he who selects the stories. The leading roles are played by Hollywood stars.

Other week night features include the "Bob Hawk Show" on Monday, the popular quiz featuring the Lemac jackpot; two comedies, "Life With Luigi" and "My Favorite Husband", and that zany participation feature, "Truth or Consequences", all on Tuesday; and on Wednesday, "Dr. Christian", starring Jean Hersholt in a series of



AUTRY

prize-winning plays. "The Rex Allen Show", starring the newest of the western stars, is heard on Friday.

On Saturday night at 6:30, Vaughn Monroe brings you his "Camel Caravan" a sparkling musical program featuring the week's top tunes. Then at 7 o'clock is the "Gene Autry Show" starring the singing cowhand with all his Melody Ranch Gang in a half-hour of songs, comedy and drama. "Gangbusters" one of the oldest crime dramas on the air, is heard at 8:00 P. M. on the same night.

Sunday is the big day for music and, in this category there are programs to suit all tastes. The "Symphonette" and the "New York Philharmonic" are heard in the afternoons and the evening lineup includes the "Horace Heidt Show", the "Contented Hour" and the "Choraliers".

Sunday also brings you "Hop-along Cassidy" starring William Boyd, a new feature on CBS, and two comedy



LINKLETTER



ELECTION BROADCAST, this is a typical studio scene during a KWKH broadcast of election returns. Precinct-by-precinct totals are received over telephones. These are tabulated by the clerks and broadcast by B. G. Robertson, shown at the microphone. Opposite Robertson is Donald M. Ewing who analyzes the trend of voting and forecasts probable results.

dramas, "Our Miss Brooks" with Eve Arden and "Meet Corliss Archer" starring Janet Waldo.

During the daytime, Monday through Friday, there are fourteen serials plus the musical quiz, "Grand Slam" and that grand afternoon feature, "House Party". This later program, headed by Art Linkletter, offers 25 minutes of games, stunts and interviews with an additional five minutes of Cedric Adams' cozy chatter.

And we can't overlook those five early evening programs. First is "Curt Massey Time" at 5:30; then "Lowell Thomas" reports the news at 5:45; the comedy serial "Beulah" is heard at 6 P. M. followed by the "Oxydol Show" with Jack Smith, Dinah Shore and Margaret Whiting at 6:15 and "Club 15" headed by Bob Crosby at 6:30.

All these, plus many other fine shows too numerous to mention, come to you every week over KWKH and the Columbia Broadcasting System.

Louisiana Hayride

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the "Hayride" with the assistance of Ray Bartlett, talented announcer. These two personalities and a cast averaging about thirty folk artists make this a show that appeals to old and young alike.

In February, 1950, the "Louisiana Hayride" Network was organized and portions of the program are now broadcast over 25 stations in Louisiana, Texas, Arkansas and Oklahoma. The final two and a half hours are heard over KWKH.



JIMMY DAVIS, ex-governor of Louisiana, who with his band broadcast a daily program over KWKH back in the middle nineteen-thirties.



BILL STERN, well known network sportscaster, broadcast Centenary College football games over KWKH during the 1935 and 1936 seasons.

A QUARTER CENTURY *...of Service and Achievement*

Continued from Page 4

Thus, through a quarter of a century, KWKH has brought its listeners the best that radio had to offer. With a full schedule of CBS features, plus many popular local productions, fine entertainment is available twenty hours a day over this station and the variety is such that there is something to suit all tastes.

But, in addition to the entertainment value of its programs KWKH has contributed a great deal to cultural, religious and economic welfare of this area. Fine music, educational features, church services, etc., have always composed an important part of the broadcast schedule. Farm news, markets and weather information have aided farmers and merchants in the conduct of their affairs. Charity drives, safety campaigns and other public

service events have received generous support.

Development of the great East Texas and Rodessa oil fields, which blunted the effects of the business depression in this area, were covered by KWKH and, in times of disaster, anxious listeners have depended on the station to keep them informed. In The New London high school explosion, the tragedy of Texas City, and in numerous storms and tornados, KWKH has had reporters on the spot to relay details which were broadcast in frequent bulletins.

Through the war years and to final victory, KWKH listeners were kept informed with up - to - the - minute reports from Associated Press, United Press and the excellent news gathering organization of CBS.

This is our record. . . from 1925 to 1950. In the future we hope to do even better.



The late Jerry Bozeman, center above, is pictured interviewing a resident of the stricken area after a serious tornado struck the western and southern sections of Shreveport on March 12, 1940.

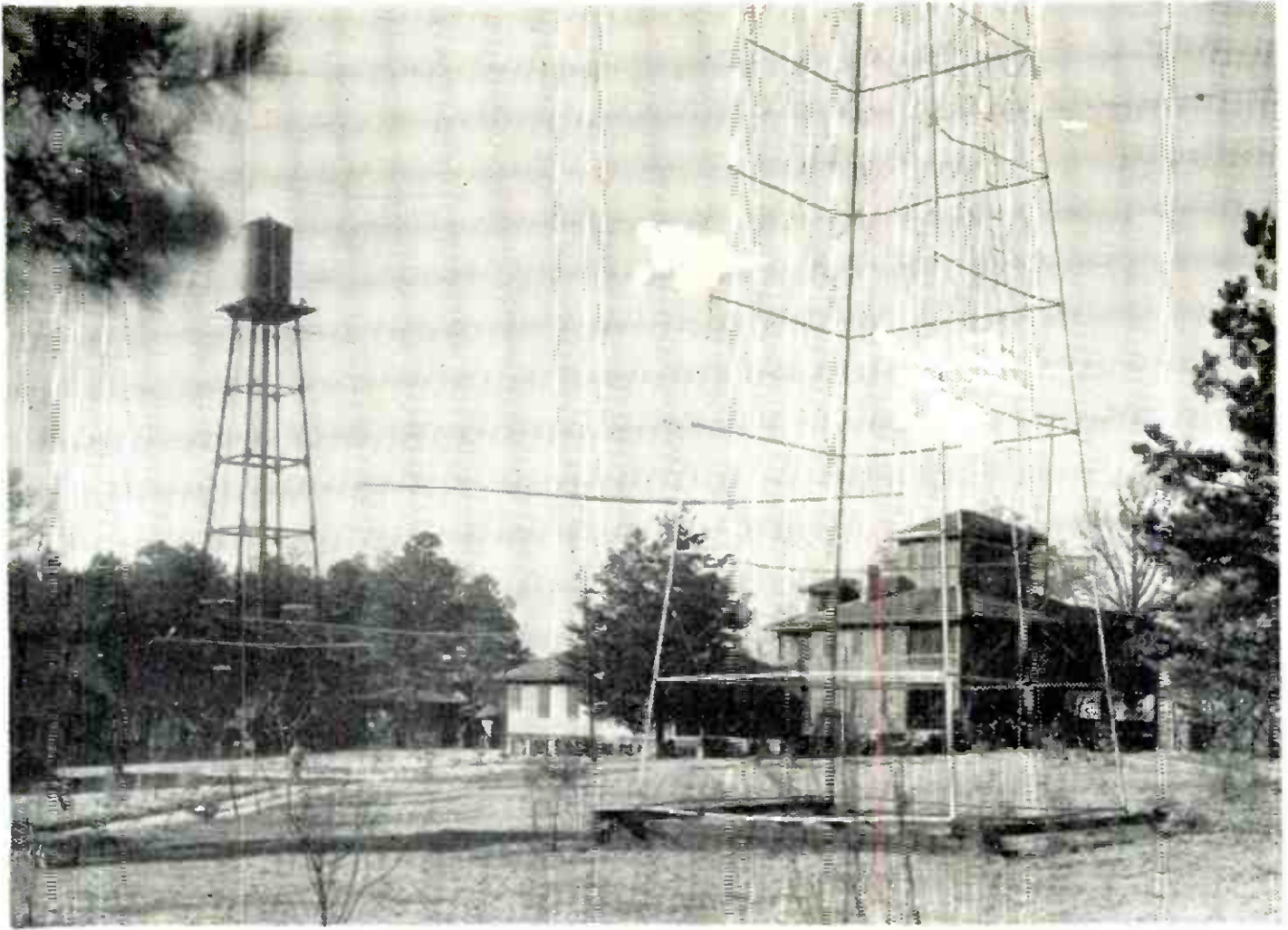
Bozeman, popular KWKH announcer and sportscaster, will be remembered especially for his play-by-play broadcasts of the Shreveport Sports Texas League baseball games and for the famous Left-Shoe-Off Club which he originated.



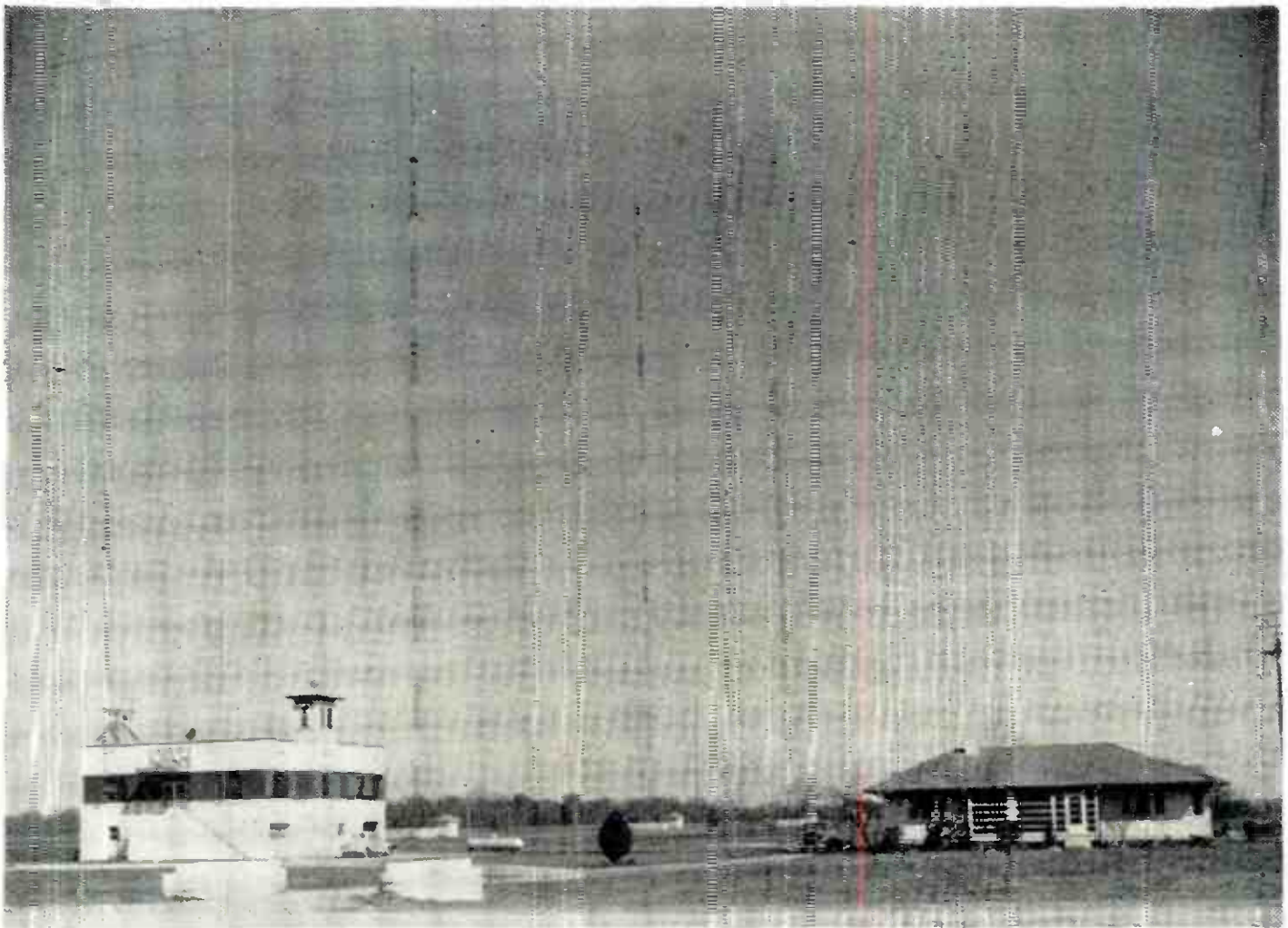
Hy Heath, above, well-known Hollywood songsmith, spent a couple of years in KWKH's production department. Among the popular hits which Heath has written and helped write are "The Little Red Fox," "Casey Lowered the Boom," and the more recent "Mule Train".

At right, Douglas Corrigan, left in picture, is shown in an interview with KWKH's B. G. Robertson. This picture was made when Corrigan visited Shreveport shortly after his famous "wrong way" trans-Atlantic flight.





The original KWKH transmitter at Kennonwood, was built in 1924 at a cost of about \$5,000. The studio was in the Henderson residence at the right and the transmitter in the white building just to its left. The small building at the base of the water tower housed the power generators and the broadcasting tower is shown in the foreground.



The modern plant at Dixie was built in 1939 at a cost of \$200,000. The transmitter building at the left houses the new \$100,000 unit recently installed. At the right of the picture is the chief engineer's residence. The three tall towers are shown in the background. The FM antenna is atop the first tower at the left.