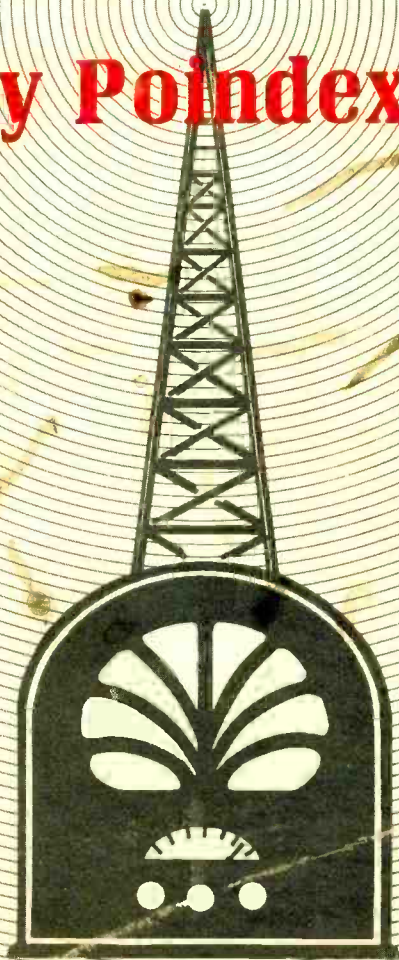


Arkansas Airwaves

Ray Poindexter

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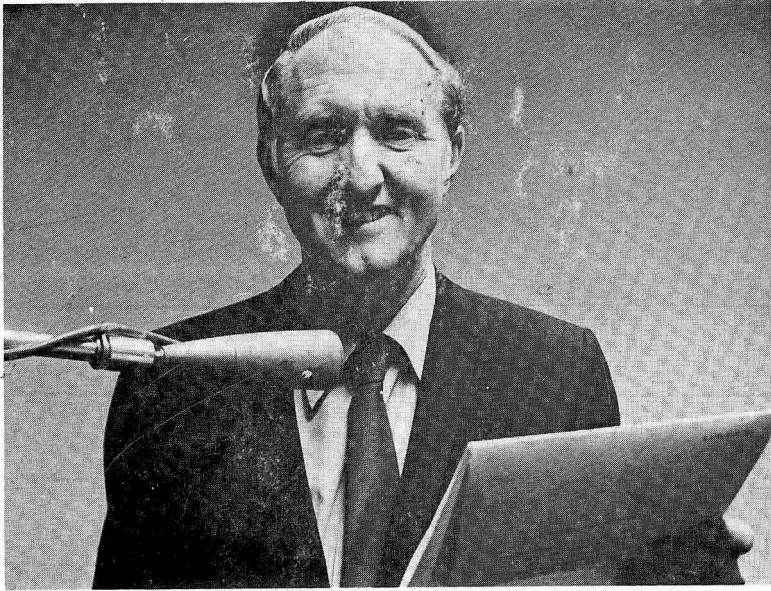
A little more than a year after radio broadcasting was first heard nationally, Arkansas' first regular licensed station went on the air. The state's progress has not usually been as rapid in most other fields.

At first, radio was considered to be a novelty. There was no advertising revenue to support it. Many of the early Arkansas stations left the air. Those that remained were jolted by the Great Depression. By the time things started getting better economically, the nation became involved in World War II. It brought various broadcasting restrictions and a shortage of products to be advertised.

Radio's economic heyday in Arkansas came after the war. New stations began to spring up in many towns in the state. Soon the rushing radio surge was met head-on by a new and threatening medium--television! The question of survival was uppermost in the minds of some radio station owners. In order to live with the new force that had a picture as well as sound, many Arkansas stations had to make necessary adjustments.

Today, both radio and television are alive and well in Arkansas.

Jacket design by George Fisher



Ray Poindexter was born in Walnut Ridge, Arkansas, October 23, 1922. He attended high school and college in Missouri, receiving a bachelor's degree from Southwest Missouri State Teachers College (now Southwest Missouri State University) at Springfield. During World War II, he was skipper of a Naval LCT in the Pacific, having received his commission at a Naval Reserve Midshipman's School at Notre Dame University. After being released from service in 1946, he started his radio career at KBTM, Jonesboro, Arkansas. Later he worked at stations in El Dorado, Paragould, Newport, Little Rock, North Little Rock, and Jacksonville.

During the 1960's, his broadcasting work was on a part time basis while he taught English and speech at North Little Rock Senior High School (now Ole Main High School). He received a master's degree from Arkansas State Teachers College (now State College of Arkansas) at Conway in 1965.

In addition to his broadcasting and teaching activities, Poindexter has performed as an actor, appearing with such established names as Marie Wilson, Margaret Truman, Marjorie Lord, and Harriet McGibbon (Mrs. Drysdale of "The Beverly Hillbillies" television series). He is now an announcer-salesman for KGMR-FM, Jacksonville.

Ray Foundation 148

ARKANSAS AIRWAVES

by

Ray Poindexter

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Ray Poindexter
North Little Rock, Arkansas

The richest man cannot buy what the poorest man gets free
by radio.

— from an early RCA ad

Photograph courtesies as follows:

WOK—Mrs. Pratt Remmel and Arkansas Power & Light Co.

KFKQ—Faulkner County Historical Society

KUOA—Lester Harlow

KTHS—Patrick C. Arnoux

KGHI—F. E. Bolls

KGJF—Dan Winn

KBTM—Jay Beard

KELD—F. E. Bolls

KLCN—Harold Sudbury and Jan Lowry

KFPW—Lester Harlow

To my wife Hazel for her countless hours of research and proofreading, and for her toleration of my radio idiosyncracies

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FOREWORD

Radio has not left its own recorded history. Because of the intangible nature of its product, its past has, for the most part, disappeared into thin air. Radio has been concerned with today and tomorrow—not yesterday. To put together even an informal history of Arkansas broadcasting, many sources outside of the immediate industry had to be utilized. Although several Arkansas radio pioneers were helpful, often hazy, fading memories had to be substantiated with material from printed sources. I am very grateful for the many articles and stories about Arkansas broadcasting that have appeared in various newspapers and other publications through the years.

Ray Poindexter
North Little Rock, Arkansas

PART ONE

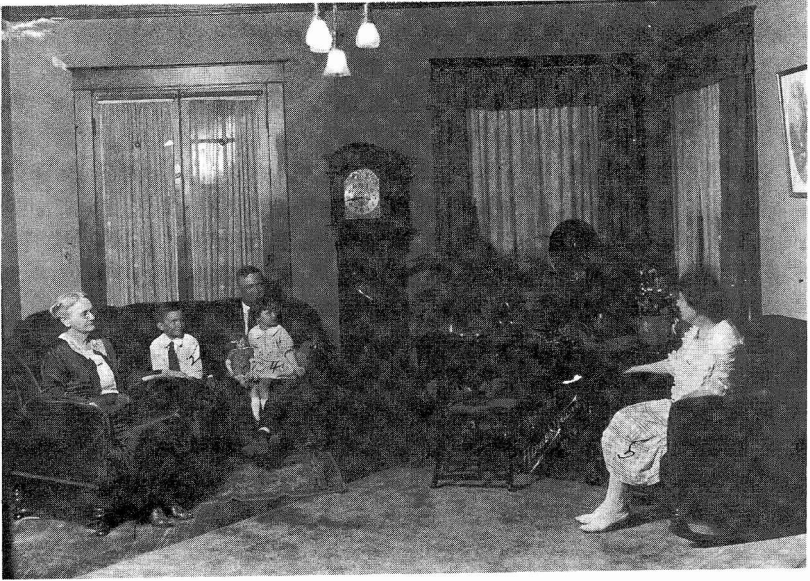
THE FIRST TWO DECADES

WOR

On Sunday evening, October 17, 1921, in their home at Harding Place in Pine Bluff, Arkansas, an industrialist and his family listened to a radio musical concert over KDKA, Pittsburgh. The Westinghouse station had begun its first regular program schedule almost a year earlier, on Tuesday night, November 2, 1920, with the returns of the Harding-Cox presidential election. The industrialist was Harvey C. Couch, Sr., founder of Arkansas Light and Power Company (later changed to Arkansas Power and Light Company). Following the concert, several announcements were made by the announcer, a young man that Couch knew personally. He recognized the voice as that of Harold W. Arlin, the world's first fulltime announcer, who had worked at KDKA since January 1921.

Early the same year, Couch had visited KDKA. He was no stranger to the people at Westinghouse Electric Company. His firm was one of their customers. One friend there was a Mr. Brown from Three Creeks, Arkansas, near El Dorado. He had worked up to the position of vice-president in charge of the credit department. AL&P had good credit with Westinghouse.

Harvey Couch himself was a prime example of the humble-origin American success story. He was constantly alert for an innovation that would be beneficial to his company, his city, and his state. He believed this new medium of communication offered such potential.



The Couch Family listening to KDKA, Pittsburg. From left to right: Mrs. T. G. Couch, Harvey's mother; Kirke; Harvey, holding three-year-old daughter Catherine; and a neighbor. (Mrs. Harvey Couch was in the hospital at the time.)

First, it had been called "wireless" for the obvious reason; but by 1912, because the signals "radiated" from transmitters, it had become known as "radio." The U. S. Navy was credited with originating the new word. They also adopted the terms "radiotelegraphy" and "radiotelephony" to distinguish between dot-and-dash code signals and voice transmission. The Navy originated the word "broadcast"—meaning literally a broad cast; that is, the sending of an order to several ships at the same time rather than to each ship separately.

The receiving set in the living room of the Couch home was a large, powerful Westinghouse. Outside, two 100-foot poles 50 feet apart held the antenna. To eight-year-old Kirke Couch, it seemed that they had owned the set for six months before they could pick up anything except noise. The hot, sultry weather of the summer of 1921 caused too much static for good reception. A

national magazine, *Radio Topic*, carried large pictures of the Couch Family enjoying a concert on the radio. One picture portrayed Kirke and his three-year-old sister Catherine (for whom Lake Catherine at Hot Springs was named) "listening in," indicating the simplicity of the Westinghouse set. Recently, Catherine (now Mrs. Pratt Remmel) revealed that the photography was done during the daytime when they couldn't actually have been listening. Radio signals were received during nighttime hours only.

On November 15, 1921, Harvey Couch arranged for the Pine Bluff Rotary Club to see a demonstration of radio broadcasting. Because of his rapport with Westinghouse, a company executive brought a small sending set to Pine Bluff for the broadcast. The transmitter was installed at the Couch home; and the receiving set was placed in the meeting room at Hotel Pines by Milton Voss, who was described as a "local wireless shark." He erected the antenna on top of the hotel. From the Couch home, Misses Ernestine and Ailee Norris presented several vocal and piano selections. The program was completed with the playing of phonograph records. The Rotarians were impressed by the fact that the tones could be heard clearly throughout the meeting room. Couch told the group that he had become especially interested in radio of late and that he thought it would open up an unlimited field for purposes of business as well as pleasure. As early as 1920, Arkansas Light and Power Company had formulated plans to build a radio system that would provide private stations at all of the company's plants around the state to keep the plants in close touch so that assistance could be given should any plant face a shortage of electric power.

In late January 1922, Couch was elected president of the Pine Bluff Chamber of Commerce, but he was not present to learn of the honor immediately. He was away on a business trip to Pittsburg and New York. By then his company had made application to the Radio Division, Bureau of Navigation, U. S. Department of Commerce, for a license to operate a broadcasting station.

The Radio Act of 1912 had given the licensing responsibility to the Secretary of Commerce. When the Pine Bluff application

was submitted, this position was held by Herbert C. Hoover. A temporary permit for station construction and testing had been issued. Couch's trip to Pittsburgh was again for the purpose of visiting Westinghouse and KDKA to become more familiar with radio broadcasting, but his journey to New York was even more significant. He felt that the man to see at that stage of station development was Dr. Lee De Forest. In 1908, he had invented the audion, a three-element vacuum tube with a filament, plate, and grid. The same year he had broadcast phonograph records from the Eiffel Tower in Paris. Two years later, he had aired a program from the Metropolitan Opera Company in New York, featuring the world-famous tenor Enrico Caruso. Couch arranged for De Forest to build the transmitter for the new station, including a special vacuum tube. When Couch returned to Pine Bluff, he again talked enthusiastically about Pittsburg radio.

By Tuesday, February 7, 1922, two 100-foot wooden poles to hold the antenna were being put up beside the alley on the north side of the power company's building at 512 Main Street, present site of the Malco Theatre. The work was supervised by Ralph R. Pittman, the company's electrical superintendent. The previous day, L. E. Brasher of the Ship Owners' Radio Service had arrived from New Orleans to assist Pittman. The antenna was a "flat-top" arrangement. On top, five wires were connected to crossarms on each pole, and five more wires lower on the poles made a "counterpoise" ground connection.

The new radio equipment was being installed in a room on the building's ground floor. The transmitter required direct current; therefore, an electrical generator was essential. An electric motor attached to one end turned the generator. In addition to the De Forest transmitter, there was also a De Forest radio receiver, which was powered by an Eveready storage battery. It was the type of battery that in those days was encased in a wooden box. Separate from the receiving set was a Magnavox dynamic horn speaker. The studio microphone consisted of a Bell standup telephone with a carbon microphone in the mouthpiece.

By Wednesday night, the equipment was in place, but the

antenna hadn't been connected. A single wire was run out the window to serve as an antenna, and a short broadcasting test was made. It was heard by a local citizen who had been listening for it. Brasher worked the next day, further tuning the equipment. Harvey Couch had planned to broadcast that night. He wanted to talk to Major John Fordyce, who had a receiving set in his home at Hot Springs; but generator trouble prevented the broadcast, and the station was silent.

Within the next few days, Couch was called to Washington. He was accompanied by H. L. Rimmel of Little Rock, president of the Caddo Power and Irrigation Company. During their stay in the nation's capital, they visited President Warren G. Harding at the White House. In June 1920, just prior to the Republican National Convention, Rimmel had been named the Republican National Chairman from Arkansas. In May 1921, he had been nominated by Harding as Collector of Internal Revenue for Arkansas.

On Thursday, February 16, 1922, the Department of Commerce granted a license for the Arkansas Light and Power Company's station. Actually, the licensee was the local division of the power firm, the Pine Bluff Company, which operated the city's electric, water, and street car service. The license authorized an operating power of 500 watts on a wavelength of 360 meters, which was equal to 833 kilocycles. In the early radio years, a license was issued for a three-month period only. Renewal time came often. News that the license had been granted reached Pine Bluff on Friday, February 17. Harvey Couch telegraphed from Washington: "This will be a big advertisement for Pine Bluff. Of course, I am very grateful in obtaining for Pine Bluff full broadcasting station rights."

The honor of selecting call letters for the station was given to AL&P Vice-President J. C. Longino. He was a pioneer of wireless telegraphy in the state, having done research at the University of Arkansas during his senior year of 1897-98. A wireless telegraph station had been built the previous year by W.N. Gladson, dean of the University's College of Engineering, for experimental work in Morse code. Longino thought that the new station's call letters should "stand for something." He

decided upon WOK, "Workers of Kilowatts."

A defective generator part had prevented testing for several days prior to the time WOK had been authorized to begin broadcasting regular programs. A new part had not arrived, but Pittman wasn't defeated. He had been busily working at the task of manufacturing a part. On Saturday night, February 18, 1922, Pittman's resourcefulness paid off. WOK was ready to go on the air officially for the first time. Since Pittman had supervised the installation of the equipment, he was the one who did the broadcasting that night. His announcements were described as "bulletins." Local listeners called 2810, the power company's office number, to comment on reception. One of Pittman's announcements was the results of the Pine Bluff-Little Rock basketball game. The station was heard in many parts of the nation. One letter was received from a man at a hotel in Mazomanie, Wisconsin, twenty-five miles northwest of Madison. It read: "You may be interested in knowing of my successful receipt of your broadcasting by telephone of the basketball game between Little Rock and Pine Bluff, and other bulletins. Your signals were clear and distinct."

Officials of AL&P immediately began to promote and publicize WOK in various ways. The following Monday, an electric show was held at 514 Main, next to the Company's offices. Dealers of major appliances showed how "burdens could be lifted" with electrical appliances. Another feature of the electric show was a demonstration of the new radio station.

A. L. Lang, another radio expert from the Ship Owners' Radio Service of New Orleans, arrived on Tuesday to supervise additional tuning of the station's equipment. That same morning a new generator part also arrived, which station personnel hoped would be the final answer to previous power problems. That night a musical concert was broadcast from 7:00 to 9:00 P.M., especially for the hotels in Hot Springs. Kueck's Orchestra of Pine Bluff provided the music. E. J. Kueck was the director and violinist. Other members were Professor J. A. Hoffnagle, piano; J. K. Scott, cornet; Carl Bledsoe, clarinet; C. O. Williams, trombone; and King Ritchie, drums.

Another promotion feature was presented on Thursday

night. The Federation of Music Clubs of Arkansas was holding its convention in Pine Bluff that week. WOK installed a receiving set at the Pine Bluff Country Club and broadcast a vocal and instrumental program to music club members.

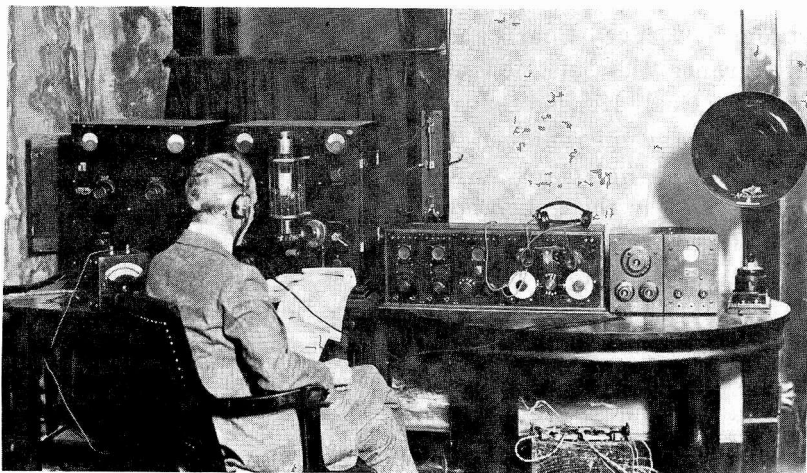
The programming highlight of the young station's operation came on the night of February 25 when Miss Lenora Sparks, Metropolitan Opera soprano, sang three songs over the air. Earlier that evening, she had sung for an audience at the Pine Bluff High School Auditorium. She was then brought to the radio studio by Harvey Couch and his family. It was her first radio appearance. Her selections were "Smilin' Through," "Morning," and "My Curly Headed Baby." A flashlight photograph was made of her at the microphone. The picture later was published in *Radio Digest Illustrated*. After the radio program, Miss Sparks was a guest in the Couch home.

Harvey Couch knew the value of creating interest in WOK at the metropolitan center of the state. He arranged for a broadcast to be made to the Little Rock Rotary Club. He was the principal speaker at the group's noon meeting, giving a talk on radio. Then he tuned in the station, which was forty-two miles away. Back in Pine Bluff, the local advertising club had adjourned its meeting early so that members could assemble at the WOK studio to watch the broadcast. Irwin Scott and C. O. Williams played cornet and trombone duets, and Mrs. C. L. McLain performed vocal solos. Ralph Pittman announced each number. At the conclusion of the planned program, the Little Rock Rotarians sent a message requesting more entertainment.

Soon more Arkansas radio history was made. The first sermon on the air was done in reverse order. Dr. H. B. Trimble spoke from the WOK studio to his congregation at Lakeside Methodist Church. The station had again provided a receiving set for the benefit of a gathering of listeners. Couch was a member of Lakeside Methodist Church; and to maintain an early fairness policy, he later extended the same opportunity to other churches in the area. During Dr. Trimble's talk, he commented on the new medium of communication:

"Dear friends, the achievements of modern man are

wonderful beyond all description.... The wireless telephone is in its infancy. It is the off-spring of a combination of principles employed in developing wireless telegraphy and telephone on your desk or table.... It does not require great vision to see the great benefits that will accrue therefrom.... The news of the day will thus come to the people; concerts and lectures may thus be broadcast from the metropolitan centers to the most remote hamlet or country place."



Announcer Al Whidden reading the market reports over WOK.

During March of 1922, the regular program schedule called for musical concerts and talks on Tuesday and Friday nights from 8:00 to 9:00 P.M. Al G. Whidden, AL&P's advertising and publicity director, became the regular announcer. Another Pine Bluff orchestra was added to the WOK talent list. It was Baim's Novelty Five, consisting of leader Aaron Baim, violin; Margaret Riat, piano; Irwin Scott, cornet; Clifton Wingood, trombone; and Ezra Cochran, traps. Included on each broadcast in addition to live music were bulletins, monologues, and information about Pine Bluff and Arkansas. Harvey Couch was still speaking about radio in general and WOK in particular. In a speech to the Pine Bluff Civitan Club, he said, "The wireless telephone will be a blessing to humanity in bringing all parts of the country in close

touch.”

The state high school basketball tournament was played in Pine Bluff in March. Results of the games were given on the Friday night, March 10 program. Live music was played by Kueck's Orchestra, and music was played from Victor, Columbia, Puritan, and Emerson records. Dr. Frank Crane read an article from the *March Rotarian Magazine* entitled "The Truth in Business." On the next program, the speaker was James Workman, president of Henderson-Brown College of Arkadelphia.

Another program was beamed to Little Rock. The Allen Hearin Post of the American Legion in Pine Bluff broadcast to the American Legion in the Capital City. An address was made by Sam W. Trimble. Also, there were vocal solos by Ray West and Dolph Kaster, a piano solo by Emil Block, and several Victrola numbers.

An article in the *Pine Bluff Commercial* reflected the radio craze of the time. The headline captured the feeling:

Radioitis Epidemic Strikes Pine Bluff Boys Amidships
Homemade Galena Sets Costing Few Cents Become
Common As Marbles

The story said:

You got it?

What?

Radioitis. The radio telephone Bug. If it hasn't sunk its hooks into you yet, don't be too sure. It may get you yet. A set can be made in an hour's time at a cost less than five dollars. The craze has started in hundreds of Pine Bluff homes where a short time ago radio was looked upon as a plaything for the rich. A clothesline can be used for an aerial. It's a great life as long as you don't lose the "sensitive spot" on your galena.

Teenager Kenneth Kesterson, who would become a longtime figure in Pine Bluff radio circles, was caught up in the radio fad. He and David White, who would later own radio supply stores, sold pieces of galena at the high school for fifty cents. It came from Flat River, Missouri. One essential part of

the "crystal" or "cat's whisker" set was a round Quaker Oats box, first shellacked and then wrapped with about sixty turns of number twenty wire. The wire was attached to the piece of sensitive crystal galena or quartz, which served as the detector. Quartz was too expensive for most boys. The cat's whisker was a needle or thin wire touching the sensitive spot on the crystal. An earphone hooked to the detector served as a speaker. Also, it was rumored around town that many receivers disappeared from telephones. Kesterson later said that his mother made him eat a lot of Quaker Oats which came in the boxes used to build the sets.

As the WOK programs continued, the parade of local talent intensified. There was a whistling solo by Mrs. T. J. Collier. A talk was made by Dr. E.H. Koch, pastor of the First Christian Church. Miss Lucyhearn Broadstreet, accompanied by Mrs. Ray Patterson, sang "Four Leaf Clover" and encored with "Land of Sky Blue Water." Baim's Novelty Five played "Arkansas Blues," "Why Dear," "Leave Me with a Smile," "Silver Sands of Love," and "High Brown Shoes." At the close of some of the programs, greetings were sent to all listeners around the nation who had acknowledged receipt of the station. One afternoon in the latter part of March, the station went on the air and gave the results of the Pittsburg Pirates-Boston Red Sox exhibition baseball game. At the end of the month, Arkansas Light and Power Company announced their retail outlet had sold seven receiving sets during the month.

April's programs began with Mrs. James Moore singing "My Heart Is Thine," plus a medley of Southern airs. H. Ray West sang "My Carolina Rose." Minstrel shows were very popular stage entertainment of the day. H. H. Sonfield directed one for WOK. In the opinion of local listeners, the programs became even clearer because of the mounting of microphones in specially constructed sound boxes.

WOK continued to rack up radio firsts in Arkansas. On Sunday, April 9, a remote church broadcast was made from the Lakeside Methodist Church. The speaker was the Reverend R. C. McRae. The service was carried by telephone wire to the WOK transmitter downtown.

The Hope Orchestra, directed by Mrs. Faye F. Hope, made its first appearance on the station. The members, ranging in age from twelve to eighteen years, were Miss Velma Reynolds, saxophone; Claude Haskins and Earl Williams, violins; Howard Williams and Vernon Alexander, cornets; Charles Warriner, clarinet; and Sanford Hope, trombone. An Easter sermon was delivered by the Reverend H. A. Stoval, rector of Trinity Episcopal Church. Songs were sung by the Trinity choir, directed by Mrs. E. W. Bocage.

The radio public relations efforts by Harvey Couch didn't cease. He spoke to the Arkansas Bankers Association in the high school auditorium. Ray Bell of the power company's radio department installed a receiving set, and a demonstration broadcast was made. Couch donated a Westinghouse Senior set to the Davis Hospital. It had three double headsets which enabled six patients to listen at a time. The first night after it was installed, Couch stayed with them until WOK signed off. The patients wanted to hear more. He then tuned to KDKA, Pittsburgh. Before he left, he instructed the nurses on how to bring in future concerts.

A prominent Pine Bluff musical group, the Musical Coterie, made its radio debut in April. Miss Marie Atkinson sang "I've Been Roaming." A musical reading, "Foolish Questions," was given by Miss Pearl Bucks. The juvenile chorus did "The Coaching Carol." Arthur F. Triplett sang a bass solo, "The Big Bass Viol." A piano solo, "Souvenir De Travora," was played by Mrs. James McClellan. Mrs. H. B. Moss sang "The Open Secret." The musical reading "The Morning Call" was presented by Mrs. Ellice Breathwit. Mrs. Virginus Alexander sang "A Neopolitan Song." Mrs. C. Z. McLean played "Norwegian Dance" on the violin. Mrs. W. D. Ferguson, soprano, and Mrs. Alta La Rowe, alto, sang a duet.

Beginning with the next program, new studio rules were put into effect. Only the persons that were actually broadcasting were permitted in the studio. This lessened the confusion and made for clearer broadcasting. Kueck's Orchestra played "Hail, Hail the Gang's All Here" (a novelty march), "Suwannee River Moon" (a waltz), "Goodbye Shanghai" (a fox trot), "The Shiek"

(a fox trot), a selection from "Mlle. Modesta," and "Wabash Blues" (a fox trot).

The Quapaw Hotel installed a radio in the dining room. Around the country, hotels began putting radios in rooms so that the guests could tune in anytime they desired.

After the baseball season officially opened, WOK began broadcasting for a few minutes each night. At 7:30, scores from the National, American, Southern, and Western Leagues were given, as well as the weather forecast, river news, and other news of interest. A phonograph record was played before the information was read to help listeners get the set tuned. Soon listeners expressed their desire to hear the scores and other features earlier, and the time was moved back to 6:30.

The Business and Professional Women's Club presented "An Evening with Schubert," directed by Miss Jessie Whyte. The Reverend W. C. Wood, pastor of the Ohio Street Baptist Church, gave the address. The Secretary of Agriculture sent a copy of an Arbor Day address that was read over the air. The Lakeside Methodist Choir, directed by Mrs. Ray Patterson, sang on the program, and the address was by the Reverend L. M. Evans, pastor of the Hawley Memorial Methodist Church.

A special Monday night program was heard in April. An appearance by the University of Arkansas Glee Club was broadcast by remote control from the high school auditorium. The following night, the regular program was presented by the Israel Temple Choir with the address given by Rabbi Louis Brav.

Favorable reports continued to come from various parts of the nation. An ex-serviceman in a tuberculosis sanitarium in Texas wrote that he was enjoying the programs and urged the station to "keep 'em up." A Minnesota listener reported that he was enjoying the concerts on a Westinghouse Aeriola Sr. set. He also said that he was receiving WOK better than he was hearing stations in Fort Worth and Dallas. A man in Anderson, Missouri, boasted that he had picked up WOK on a crystal set. An Army officer stationed at Fort Knox, Kentucky, made an unusual request. Explaining that he formerly was at Camp Pike, Arkansas (later changed to Camp Robinson), he asked whether it was possible to hear the voice of a lady friend he had met in

Little Rock. It wasn't.

Provision was made for people who were not in the studio to listen to WOK. An outside speaker was installed, which could be heard for about three blocks. AL& P's wireless activity was not limited to WOK. They put a Westinghouse transmitter at their Picron plant in Little Rock to be used for communication with the Pine Bluff power station, where a De Forrest transmitter had been installed.

Numerous out-of-town speakers were on subsequent programs. Arkansas Governor Thomas C. McRae addressed the Bible Class at Lakeside Methodist Church, and the speech was broadcast by remote control. The convention of the State Federation of Labor was held at Hotel Pines. John Wilkerson, president of the United Mine Workers District 21, made a talk over WOK, and union members heard it at the hotel over a Magnavox set. For two weeks in May, regular concert programs were suspended so that the station could carry a revival from the First Baptist Church. Dr. George W. Truett was the nightly speaker. The broadcast brought turnaway crowds to the church.

By the end of May 1922, WOK's regular program schedule was expanded. Each night at 6:30, baseball scores and other information penetrated the ether waves for a few minutes. The Tuesday and Friday night concerts were lengthened to an hour and a half—from 8:00 to 9:30. Various church services were broadcast each Sunday at 11:00 A.M. and 8:00 P.M.

Experience is the best teacher, as the technical staff at WOK learned. Two big oscillators burned out, putting the station off the air for several days. After that happened, a reserve supply was kept on hand.

Near the end of the school year, junior and senior high students gave a concert over WOK. Instrumental music and songs were performed by the "Whiz Band" Orchestra and the junior high glee club. The students had been instructed in music at the schools of Misses Alta La Rowe and Ellice Breathwit. The next program featured students from the art department of the Annunciation Academy. The concert was conducted by Sisters of Charity, who were Sister Rose Benedict and Sister Serine.

Arkansas Light and Power Company offered a radio map of

the United States for fifty cents, "showing at a glance the location and character of every radio station. Mail orders filled promptly."

During the summer, the boy scouts held their encampment on the Saline River about fifty miles from Pine Bluff. To keep up with the news from home, a boy was assigned the duty of radio watch. This was further proof that many youngsters had become radio enthusiasts.

In early August, a guest vocalist was heard on WOK. Andrew Quattlebaum of Sherrill was a student at Bush Conservatory in Chicago. Several people gathered outside the studio on Main Street and heard his program on the loud speaker.

On Thursday, July 12, Engineer Ralph Pittman wasn't to be found around the station. It was government inspection day. Theodore G. Deiler, radio inspector for the U. S. Fifth Radio District, came from New Orleans to make the check. Pittman was an electrical engineer and had a great deal of knowledge about radio, but there was one "small" factor missing. He didn't have a commercial radio operator's license. When this discovery was made, Inspector Deiler carefully pointed out the necessity of the station to employ a licensed operator as quickly as possible. Such individuals were difficult to come by at that early stage of the radio game, especially in the state of Arkansas. The search ended in early August at Ryan, a farming community between England and Stuttgart. Ray Arledge was a young man who had possessed a very early interest in radio. While in high school during World War I, he had studied "on his own" to get an amateur license. This was no easy task under the circumstances at that time. Before moving to Ryan, his family had lived in Pine Bluff and operated a store at 29th and Hazel. Young Arledge, a native of Star City, had attended school for five years at Pine Bluff, including two years of high school. He had finished the remaining two years at England High School. On January 1, 1921, Ray Arledge, still only 18, left the farm and traveled to Valparaiso, Indiana, where he enrolled in the Valparaiso Institute of Radio and Wireless Telephone. His study there led to his commercial operator's license and his job at WOK. On

Tuesday and Friday nights, he drove what he called a "Model T Flivver" to Pine Bluff to work as the operator for the concert program. He would return home after the Tuesday night broadcast; but after the Friday night program, he would spend the weekend in town, staying through the Sunday night church broadcast. He rented a room at Announcer Al Whidden's home for use during the weekend radio duty.

Radio influenced local promotions, products, and advertising. The Rexall Store issued a key to each customer. The person receiving the key that opened a lock won a walnut Sabint Ladley radio. The Pines Drug Store, Dewoody's, the Plaza, and Dansby's Central Shop advertised "the very latest thing to eat, the Radio Pup." It was a baked-in-the-dough, steamy hot dog with the bark on for five cents. Rutherford's advertised "everything for the radio fan from detectors to horns." They also invited citizens to come in any evening and hear the wonders of radio. The Pine Bluff Company advertised the Aeriola Sr. set for \$65.00. Their stock also included Westinghouse, De Forest, Grebe, and Paragon receiving sets.

On September 19, 1922, WOK announced that the studio would be moved to the Pine Bluff Company Building (actually known as the Electric Building) at 411 Main, which was across the street and a block north. It is currently occupied by the OTASCO Store. No programs were broadcast while the move was being made. The engineers thought it would take only a week, but the complete job lasted two and a half weeks. Two steel windmill towers about twenty feet high were placed on top of the Electric Building to hold the antenna. The station's operating equipment was installed on the third floor, which was the top floor; and a room on the first floor was converted into a studio. Programs were carried to the transmitter above by wire. WOK resumed broadcasting on October 6 when Miss Margaret Riatt conducted a concert. The new set-up greatly increased the station's coverage.

Harvey Couch spread his promotion of radio to many varied places, including Tucker Prison Farm. Prisoners in the U. S. Penitentiary in Atlanta, Georgia, were scheduled to broadcast over WSB, Atlanta on September 30 at 10:45 P.M. Couch decided

to let the prisoners at Tucker hear the program. Through the cooperation of J. Walker Jones of Pine Bluff, a member of the Penitentiary Commission, and Dee Horton, the warden at Tucker, the necessary arrangements were made. At noon, W. Locke High of the AL&P radio department left for Tucker to install a receiving set. At 7:00 P.M., Couch, Jones, R. H. B. Gibson, and Announcer Al Whidden left to hear the broadcast with the inmates.

October was a significant month for WOK. They set up a radio reception display at the Arkansas State Fair at Little Rock. Later, the process was exhibited at the Stuttgart Rice Festival. The two Pine Bluff newspapers assumed the responsibility of presenting the two musical concerts each week. The *Pine Bluff Commercial* took charge of the Tuesday night programs. The paper made the announcement in a box on the front page. The *Pine Bluff Graphic* made arrangements for the Friday night presentations. During the latter part of October, on-the-spot play-by-play sportscasting became a part of the WOK schedule. Al Whidden, assisted by a *Pine Bluff Commercial* reporter, broadcast the high school football game between Pine Bluff and Prescott. There was plenty of reporting activity for the announcers. Pine Bluff rolled over the visitors by a score of 50 to 6. The *Commercial* had installed a radio in the office and took pride in the fact that they were probably the first publication in the state to receive details of a game by radio for their next edition.

Coverage of Zebra games by WOK continued with the home team's victory over Memphis Central High 45 to 0. The local team traveled to Fort Worth, Texas, and won 15 to 6, but the listeners had to settle for a WOK report on the results of the game. The final game broadcast featured Bo McMillan's All Stars and a group of outstanding players residing in Arkansas.

Fifteen hundred AL&P stockholders received a sample of the radio portion of their investment when WOK broadcast a program of music and talks to their meeting. Among the speakers were Pine Bluff Mayor M. C. Hollis and AL&P President Couch.

Radio set distribution was gradually increasing. Several

families bought radios for Christmas that year. Also, Pine Bluff's AM&N College installed a set.

WOK's special Christmas program was presented Friday, December 22, featuring the First Christian Church Choir and the pastor, Dr. E. H. Koch. After the concert, O. L. Bodenhamer, commander of the Arkansas Division of the American Legion, and C.B. Craig, commander of the Allen Post, urged fellow legionnaires "to remember their sick and disabled buddies and buddies in hospitals and other places, as well as the widows and children of late buddies."

The new year of 1923 brought listener response from Hamilton, Ohio; St. Louis, Missouri; Elm Creek, Michigan; Newport News, Virginia; Akron, Ohio; Salina, Kansas; Des Moines, Iowa; Howlett, Long Island, New York (thirty miles from New York City); Philadelphia, Pennsylvania; and Cardston, Alta., Canada.

A large receiving set with amplifying units and a loud speaker was installed at the Pine Bluff Country Club. The first night, several men listened until 2:00 A.M. The opinion was expressed that wives would have to contend with radio in addition to the older attraction of poker which had kept businessmen "working late at the office."

A program called "The Radio Godmother" made its debut in January, featuring Lucy Broadstreet with songs and stories for children and songs and ballads for grownups. In early February, the 4:00 P.M. Cotton Belt passenger train brought a group from Stuttgart to present a program. Included were Stuttgart Rotarians and the Advertising Club Band. It was reported to WOK personnel that hundreds in Stuttgart would be "listening in."

WOK was silent for one night to keep the air clear for reception of the Rotary Anniversary program on a Kansas City station. In early March, the inventor of the electric washing machine came to Pine Bluff representing the Delco Company. He was Ralph Lee of Dayton, Ohio. He presented a radio program, singing several songs and talking eight minutes about the advantages of the washing machine to the economy, health, and work of the home. Oldtime fiddler A. J. Matthews played a

program of fiddle numbers: "Chicken Crowed for a Day," "Somebody Ran Away with Dinah," and "Flowers from My Mother's Grave." On the broadcast, he recalled that he had played for dances near England, Arkansas, in 1892, and thirty-six couples had danced for twelve hours.

The radio influence again entered into newspaper advertising. The *Pine Bluff Commercial* carried an ad for Adolph Bluenthal, clothier and haberdasher: "Broadcasting today the first official style signals in spring suits. All persons stand by. Adjust your receivers to the highest meter of expectancy and meet here."

Phil Baxter and his Southern Entertainers from Dallas played for WOK in April. Among their numbers was the popular "Washington and Lee Swing." Members of the Melody Club presented a program on the station entitled "Darkey Jubilee." The Virgil Howard Orchestra furnished the music, including "Sweetheart of Sigma Chi" and "It Takes a Wild, Wild Woman to Make a Tame Man Out of Me." In May, fifty schools participated in literary and track events at the high school. These activities were broadcast. Results of the track and field meet were given between the literary contests. On another program, five-year-old Mary Elizabeth Woodward gave Edgar Guest's "Always Saying Don't." The Shrine Circus came to town, and its Hawaiian musicians were featured in a radio concert.

AL&P's J. L. Longino spoke to the Advertising Club on the subject, "The Radio As a Medium of Advertising." No commercial advertising was done on WOK. The power company supported the station. Longino displayed a map of the United States and Canada, showing the audience where WOK's program had been heard. A few days later, more response was received, this time from Langford, South Dakota, and Hadley Falls, Montana.

June's programs began with the students of Professor M. D. McNeil. On Friday, June 16, 1923, a concert was presented by the students of the J. Herman Hoffnagle School of Music. It was announced as the final concert of the season, but it turned out to be the final concert of all seasons. Officials planned to cease broadcasting during the hot summer months and resume in the

fall. On September 21, the license was renewed for three more months, but the station remained silent. Various reasons were given for the cessation of broadcasting. It was a financial drain on the company, and it consumed the time of some company employees. No money was available to pay talent. Today the AM broadcast band is spread from 540 to 1600, but in those days only a few frequencies were assigned to the various stations in the nation. This meant that when WOK was on the air, many distant stations could not be heard in the area. Since it was a game for listeners to try to pick up faraway signals, there were complaints about WOK's interference.

Harvey Couch was head of the Board of Trustees of Henderson-Brown College at Arkadelphia. He decided that the best use of the radio equipment could be made at the college. It was taken to the institution on a loan basis. In late February 1924, it was installed by Fred D. McCoy of the Pine Bluff Company. Work was completed during the morning of February 29 (leap year), and the first broadcast from the college was made that night. Featured on the program was Miss Florence Rye of Russellville, a senior speech (then called "expression") major. Other concerts were scheduled for Friday and Saturday nights from 10:00 to 11:00 P.M. Students operated the station, but McCoy was there to instruct and assist them. Students and faculty members contributed their talents. Broadcasting continued for the remainder of the school year. WOK was deleted in June 1924.

KFWD

Henderson-Brown College reactivated their radio station April 6, 1925, using the same equipment that had been brought by Arkansas Light and Power Company from Pine Bluff. The power company was again the licensee. This time, the call letters were KFWD, Arkadelphia. The power was still 500 watts, but the wavelength was 266 meters or 1130 kilocycles. The three-month license expired July 5. The Department of Commerce finally made the deletion October 24, 1925. With the advent of early broadcasting activity in Pine Bluff and

Arkadelphia, Harvey Couch had once again started something in Arkansas.

WSV

People with diverse backgrounds sometimes have similar interests. The common denominator for Dr. Lafayette McClintock Hunter and George L. Carrington was radio. Dr. Hunter was born near St. Joseph, Missouri. He received his medical degree from Eclectic Medical University in Kansas City in 1913. After practicing for short periods of time in Leavenworth, Kansas, and Fort Smith, Arkansas, he arrived at Little Rock at the age of twenty-five and established Hunter's Clinic at 207½ Main.

By 1921, Dr. Hunter resided at 2420 Izard, one house from the corner of Izard and Roosevelt Road. George Carrington lived at 1415 Barber. While in high school, he had become one of the first licensed amateur operators in the state. Later, he had gone to radio school in New Orleans, where he received his commercial radio license. In 1921, he held the position of radio manager at Arkansas Electric Company, 316 Louisiana. Combining financial resources and their knowledge of radio that year, the two men installed an experimental wireless station in a small room in a building at the rear of Dr. Hunter's residence.

In early 1922, they applied for a commercial radio station at the same location. The license was approved in Washington Tuesday, March 28 for the allowable period of three months. News of the grant reached Little Rock March 30. The call letters assigned were WSV. The authorized power was 500 watts, and the wavelength was 360 meters, which was the equivalent to 833 kilocycles. By Saturday, April 8, 1922, WSV was ready to go on the air. Rain came during the afternoon, causing a disturbed atmosphere. A static condition still existed at 7:00 P.M. when Little Rock's first radio program began. Featured on the musical portion was Dale's Blue Melody Boys, described as one of the South's finest jazz orchestras. The leader, L. L. Dale, played the trombone, Hugh "Pickles" Hines beat the drums, Roy McGowan

doubled on saxophone and clarinet, Jimmie Freshour played the trombone, and Al Marney was at the piano. General news was also broadcast. George Carrington did the announcing. During the program, the adverse weather condition subsided, and the signal became clearer. A different kind of disturbance occurred occasionally. Several local amateur operators "cut in." The broadcast continued until after 9:00 P.M. with a couple of intermissions along the way. Carrington asked listeners to report by postal card concerning the reception of the concert. He also requested that they offer programming suggestions.

At about noon on May 26, Hunter and Carrington received a "radiogram" at WSV from Miss Rubye Kelley, the *Arkansas Democrat* correspondent in Lonoke. It was a wireless message giving details of the Lonoke High School graduation exercises held the night before.

The "ham" aspect of the two men's radio operation seemed to dominate their interest. On June 11, 1922, they obtained a license for a special experimental station, authorizing the use of any wavelength and any power. This was the first license of this type issued for Arkansas. It gave them as much experimental authority as that held by large radio corporations such as the General Electric station at Schenectady, N.Y.

On June 19, the license for WSV was renewed for three more months.

The first radio operator tests in Arkansas were given from 9:30 A.M. to 5:00 P.M. July 11, 1922, at the First Christian Church in Little Rock. U. S. Radio Inspector Theodore G. Deiler was in charge. Five persons took the test for a commercial license. Among them was Dr. Hunter. More than twenty took the amateur test. Results were promised in ten days.

The next day, Deiler inspected WSV and reported that it conformed to the regulations of the U. S. government, comparing favorably with other stations in the Fifth U. S. Radio District.

During the summer, many citizens in Little Rock were building receiving sets. They ranged from the simple crystal detector sets to the multi-storage radio and audio frequency sets of the experts. George Carrington placed an ad in the *Arkansas*

Gazette for the radio department of Arkansas Electric Company:

Radio Outfits
Boys, Build Your Own
Buy the Parts--we will show you how to assemble

The WSV license was renewed again September 8, 1922, but the station was deleted November 6. Dr. L. M. Hunter and George Carrington continued their experimental radio work. With WSV, they had set a small precedent for the influx of Little Rock radio that would eventually follow.

Many people in Arkansas were showing interest in radio in various ways in 1922. A group of Little Rock men went on an overnight hunting trip to Eastern Arkansas. Among them was Raymond Beem, described as a radio "bug." He climbed to the top of a seventy-five-foot tree, tied a wire around a limb, and dropped the other end to the ground. Then he came down and attached the wire to a radio receiving set. He and his associates sat around the campfire that night and listened to news and musical concerts. Beem would soon become a pioneer in Little Rock radio broadcasting.

The Bott Auto and Tractor School in Little Rock added commercial radio training to its courses.

Mining engineer Elmer Bird was concerned about the difficulty of securing live galena crystals capable of the highest possible efficiency as detectors in receiving sets. He did something about it. He organized the Wonder State Crystal Company because the product could be found in Arkansas.

One Westinghouse radio advertisement proclaimed that the new medium surpassed "even the wildest dream that Jules Verne ever dared conceive."

A representative from the Continental Radio Company of Chicago went to Little Rock and set up a demonstration of his radio set in the parlor of the new Capital Hotel. It was a Lewis set with three-step amplification. He boasted that weather conditions permitting, he could get any broadcasting station in the

country. He invited people to come and "listen in" until 1:00 or 1:30 A.M., mentioning that the *Kansas City Star* station would broadcast "The Ziegfeld Follies" at 11:30 P.M.

A radio set was installed in the theatre at the sanitorium at Booneville. It was a Westinghouse set with a two-stage amplifier and a Western Electric loud speaker. It picked up Kansas City, Detroit, Denver, Chicago, Little Rock, and Pine Bluff. Patients who were unable to get to the theatre could lie in bed and listen through headsets.

Radio clubs were being formed around the state. The Conway County Radio Club met at Morrilton. An interesting meeting was held in July which included a variety of radio topics: "How I Built My Antenna," Millard King; "Local Interference and Government Laws Pertaining to Same," Howard McMullen; "What Can Be Heard by Radio in Morrilton Now," Harold Taylor; "Why I Am Interested in Radio," Berch Matthews; "Ground Systems for Radio," Vann Westwood; "How to Increase Our Radio Knowledge," Charles Moore; "Radio Activities in Atkins," Irving Worsham; "Types of Receiving Sets," T. E. Story; and "Radio in School in Morrilton," (for general discussion). A radio club was also organized at Springdale with Fred E. Reed as president. Requirement for membership in the Fort Smith Radio Club was that one must be a "live" radio fan. Jack Decker was elected president, and Jack Fink was chosen for vice-president. Meetings were held weekly and prizes were given for the best crystal sets built. At the May meeting, the De Forest three-tube set was explained. In March, the Faulkner County Radio Club was formed with twenty-five charter members. Russell T. Cole was the club president. He had been a member of the Navy's first organized class in wireless telegraphy in 1902. The following year, he sent the first wireless message in the Pacific area while aboard the Cruiser *Boston*.

Humorous material was being written about radio. "The Wireless Bug" by Massey McDuffy was published in the Fort Smith *Southwest American*.

"I'm simply wild," you hear people say,
"Bout this radio that's taken the day."

They talk of meters and modulators,
Also amperes and amplification,
Coils, wavemeters and vibrators,
Antennas, tuners and oscillators,
Audions, vacuum and resistance,
And everything being in resonance.
Terminals, frequency and transmitters,
Detectors, aerials and variometers,
Inductance, conductance and tubes,
A million things to worry us rubes.
Bigger circuits and compensators,
Condensors, diaphragms and potentials,
These are a few of the essentials.
But the thing that's worrying me,
And I think you all will agree,
Is this confounded static
That makes a fellow erratic.
Last night I heard an "ampt" yell.
I wish this static was in H---,
It seems to be floating in the air,
And when you look there's nothing there.
But someone has told me,
And it surely does console me,
That the time is very near,
When this trouble we'll not hear.
For these wireless guys,
Are getting quite wise,
And (mind this prophecy) pretty soon,
We'll be getting a different tube.

In a column syndicated in the New York *Evening World* and carried in the *Pine Bluff Commercial*, Neal R. O'Hara wrote:

Radiophone is the greatest invention since prohibition. Not only keeps the male sex at home. Keeps 'em out of the cellar—up on roof. Men, women, and children that used to frequent bars, now stay at home and lap up ether. Radio telephone is revolutionizing the American home. Is bringing

family close together but emptying the church. Whole family can now stay home Sunday morning and listen to radio sermon while they sleep. Radio also keeps kiddies out of trouble. Keeps 'em off the sidewalks, out of mischief. You never see kiddies in street anymore except when they fall off roof.

One writer predicted that someday a radio wave would be invented that would kill insects in fields and orchards without harming the vegetation.

The "Mutt and Jeff" comic strip featured the radio theme for a few days in 1922. Mutt got a job as a radio announcer. He chewed Jeff out over the air, and Jeff slugged the radio set. Another time, Mutt proposed to his girl friend by radio. She answered to the speaker, "No!"

Zany things pertaining to radio were happening around the country. In Texas, a girl fell in love with an announcer's voice in Oklahoma City. After writing a few letters, she made a trip to see him. Without knowing this early story, some announcers of the writer's acquaintance in much later years sent a fake postcard, supposedly from a lady listener, to a fellow mike man telling him that she had fallen in love with his voice and asking whether or not she should tell her husband.

In New York, a couple was married in an airplane, and the ceremony was broadcast to friends and relatives on the ground. The preacher was also the pilot. The bride sang "I Love You Truly."

A home in Cleveland was burglarized and a radio sending set was stolen. A few days later, the man who had lost the set heard a new station in the area. He installed a receiving set in his car and drove around until he reached the strongest location of the signal. After visiting several houses on the block, he found his sending set.

A woman in Seattle put a pair of headsets on her baby to keep it contented listening to the radio while she did her housework. At a children's clinic in New York, a dentist put headsets on the kids while he worked on their teeth. Dentists in other parts of the country heard about the idea and placed orders

for headsets.

College girls at Radcliffe took up the study of radio.

Events were happening across the nation that would later influence Arkansas radio broadcasting. At 5:15 P.M. on August 28, 1922, a paid commercial talk was made on WEAJ, New York. The subject was a new apartment building in a New York suburb—"A home away from the congested part of the city, right at the boundaries of God's great outdoors." Several thousand dollars worth of sales were made.

Two months later, a related story appeared in various newspapers, including the *Arkansas Gazette*.

Radio cannot fail to develop into a valuable ad medium at some not far distant date. It will not be a competitor to the printed publication or the circular, but an aid and auxiliary to them. As a follow-up medium, it seems particularly promising. Just what routine method will be adopted to permit radio advertising with the least irritation to the people is impossible to predict at this time, but through multiplication of available wavelengths, this is no doubt a valuable and popular means of reaching the public. At the present time there is some opposition to advertising through radio broadcasting...

The physical characteristics of radio will always limit its ever becoming a serious competitor with the printed media in the advertising field.

As early as 1922, some stations in the East hooked up to broadcast some games and speeches. This was a forerunner to the networks that would follow.

President Harding was a radio fan. He had a set near his desk. It was installed by wireless experts of the Navy. He "listened in" almost every day. He did a broadcast over WEAR, Baltimore in June 1922.

Receiving sets sales totaled sixty million dollars in 1922.

An important organization was formed that year, the National Association of Broadcasters (NAB). A radio set manufacturer, Eugene McDonald of the Zenith Company, was chosen

as the first president. His company operated a station in Chicago.

The superheterodyne as a broadcasting receiver was demonstrated in 1922 by its inventor, Edwin H. Armstrong.

A college president in Georgia called radiophone "The seventh wonder of the world."

WCAC

The John Fink Jewelry Store of Fort Smith was given a license for radio station WCAC May 1, 1922; but prior to that date, the same company had broadcast several programs of entertainment over their amateur station, 5ACW. The fore-runner to WCAC was a "spark" sending station which was first operated before World War I, giving "Fink's time by wireless." When the war began, the government directed by a presidential order that all stations must be dismantled. The order included "the complete disconnection of all pieces of apparatus and antennae and the sealing and storing of same."

In early 1922, John Fink's son Jack began broadcasting over 5ACW from his home at 809 North 6th Street, Fort Smith. A large aerial had been erected, and permanent-type equipment had been installed. On the night of March 12, 1922, a varied program was broadcast.

7:00-7:20—Selections on the Edison phonograph:

"South Sea Isle," Broadway Dance Orchestra

"The Rosary," a cornet solo

"Washington Gray's March," Conway Band

"Venetian Moon," violin solo by Rae Eleanor Ball

7:40-8:00—Violin solo by Miss Olivia Agee

Piano solo by Miss Jewell Agee

8:20-8:30—Talk on operation of U. S. Weather Bureau by
Leon J. Gutherie, Meteorologist, Fort Smith
Bureau

8:45-9:15—Selections on Edison and Victrola and selections
from the Ampico reproducing piano

On Sunday night, March 19, a violin solo by Miss Louise

Ballman brought a letter from Lancaster, Wisconsin, stating that the listener had received the program. On the same broadcast, Dr. D. R. Dorente gave an address entitled "Care of the Eyes." Other program features that night included a vocal solo and piano selections by Mrs. Mable Van Lindsay and new and popular Columbia phonograph records. At 9:30 P.M., there was a program listing of "Radio Gossip" and "Inter-Communication by Radiophone."

In early April, a musical program was broadcast by Waymon Griffin's Orchestra, assisted by Will Paris, jazz hound of Little Rock, and Clifton Craig of Detroit. The program was billed as "the first colored orchestra to broadcast in the state." The selections were "Everybody Step," "Tuck Me to Sleep," "Wabash Blues," "Sweet Lady," "Tytee," "Dream on Eternity," "There'll Be Some Changes Made," and "Dapper Dan."

Jack Fink was the first real promoter of radio in the Fort Smith area. He gave demonstrations of radio reception at various places, including the meeting of the Lions Club. He also took a receiving set to the regular monthly meeting of the Methodist boys. Dr. Evans spoke to them from the radio station on 6th Street. A demonstration was made to the people of South Fort Smith. Music was received from the Ampico reproducing piano. A joint demonstration was given at the Palace Theatre by Fink and the *Southwest American*, using the newspaper's Magnavox set.

An electrical storm on Sunday night, April 16 prevented 5ACW from broadcasting. Some Fort Smith enthusiasts tried to hear distant stations, but, as the *Southwest American* reported, "soon gave it up because they got nothing but buzz, rattle and bang in their ears, and there was danger of lightning striking antennas."

The following Sunday afternoon, Jack Fink broadcast a remote program from the high school, featuring the high school orchestra. A set was installed in Spiro, Oklahoma, and a group listened there.

On the last Saturday night in April, artists who were appearing at the Joie Theatre broadcast at 7:30. The singers were Bernie Grossman, Hal Burton, Bobbie Jones, and Billy

Friech. The pianists were Otis Spencer, Nat Osburn, Leon Flatlow, and Tom Eliot. Their selections included "Write and Tell your Mommy," "Broken Toy," "Say It with Kisses," and "Koo-Koo."

Call letters were changed to WCAC in May when the regular license was granted. The power was 20 watts, and the wavelength was the usual spot on the dial at that time, 360 meters. There were about thirty receiving sets in the area when WCAC was licensed. Shortly thereafter, two tubes in the transmitter burned out, and there were no replacements in stock. Plans to cover the opening of the new bridge had to be cancelled. Owners of crystal sets found them useless with the local station off the air. Even tube sets were becoming ineffective because the warm May weather made it difficult to pick up distant stations. Signals were faint and static was bad.

In July, a radio inspector gave operator examinations at Fink Jewelry Company.

The radio department of the jewelry store announced a sale in September. Westinghouse sets that had been priced at \$132.50 were reduced to \$99.37. General Electric sets were priced at \$93.37 instead of \$125.00. De Forest sets that had been listed at \$112.00 were on sale for \$74.00.

On September 19, WCAC renewed its license for three more months. It was not renewed again. Jack Fink went to work for a St. Louis station. WCAC was deleted from the government radio list June 12, 1923.

WGAR

The *Southwest American* in Fort Smith had been interested in radio during the early part of 1922. They had given Jack Fink's station considerable publicity and had cooperated with him on radio reception demonstrations, contributing the use of their excellent Magnavox set. In April, they had given a set as a prize in a subscription contest by their delivery boys. Colonel W. E. Decker was the owner of the paper, having started it in 1916. Jack Decker, his son, was the radio enthusiast. They decided to apply for their own station. The license was granted June 26,

1922, and the station was established in the *Southwest American* offices at 505 Rogers Avenue. The call letters were WGAR. It had 20 watts of power and the standard wavelength of 360 meters.

Jack Decker and a precocious radio expert, fifteen-year-old Jimmie Barry, did the announcing. Paul E. Nelson was the operator, but he was mostly in an absentee category. He spent most of his time in Chicago where he was on the staff of KYW, a high-powered Westinghouse station. Nelson was known nationwide. He was the announcer on KYW's late night program and signed off with "Goodnight, dad," a reference to his father in Fort Smith.

In a box in the upper corner of the front page, the newspaper ran an ad boasting its new affiliate: "The *Southwest American* is the first and only newspaper in Arkansas to install a broadcasting station."

As early as Wednesday night, May 16, the station had made a test broadcast featuring home talent; namely, the Darley Trio and the Put and Take Orchestra.

Radio Inspector Theodore G. Deiler gave examinations June 8 on the second floor of the *Southwest American* Building. The commercial license test lasted six to seven hours.

On Monday, July 10, WGAR installed their Magnavox receiving set in the new Hattaway Drug Store and broadcast on behalf of the store's formal opening from the WGAR studio.

In an interview several years later, published in the *Fort Smith Tribune*, Jimmie Barry commented on the broadcasting routine of WGAR:

In the light of today's radio, it was very funny. The first thing we did on opening the station at about five o'clock each afternoon was to ask if anyone was listening. We would usually start mentioning the names of persons who had radio sets. It would go something like this: "This is WGAR, the *Southwest American* station, located at Fort Smith, Arkansas, at the foothills of the Ozarks, the Playground of America. We have just come on the air and we wonder if anyone is listening. How about Glen Masters? Are you

listening, Leon Hudson? Can you hear us? I wonder if Loy Williams is home yet? Give us a ring. Call us on the phone. Let us know if anyone is listening." This would go on for 15 to 30 minutes and then the telephone would ring. Loy Williams, manager of the Otis Elevator Company branch, would have just arrived at his home and would say that we were "coming in fine." That would make us very happy.

We would take off our single-button breast microphone and take it over and hang it in front of the Edison phonograph and put on his favorite record. Then Loy would call back and say that the record came in fine and that he was calling some of the other radio fans.

Loy would get Glen Masters to go home and tune in and Glen would call Leon Hudson. Soon, we would have all the dozen listeners tuned in and it would be one telephone call after another. Jim Packard would call to tell us we were loud and clear. All the listeners would call us after each selection and tell us that we were coming in fine.

We seldom bought a new Edison record because our listeners supplied us with the selections they wanted to hear. We played them strictly on order. The fans would invite friends to their homes to listen each afternoon or night. They would call and tell us who was there, and it would make the guests very happy to hear their own names broadcast over the radio with the phonograph records.

Sometimes one of our listeners would have trouble with his receiving set. We would announce the fact and promptly lose all our listeners. They would go to the home of the owner of the defective set to help with the repairs.

We were very courteous. If Jack Fink wanted to send one day, we would stay off the air and listen to him and call every few minutes to tell him how wonderful it was.

We broadcast every day from about 5:00 to 7:00 P.M. Sometimes we would come back on the air for awhile in the evening, but this was not often because we, like all of the radio fans, were busy listening to the few out-of-town stations. No one believed what another fan would say about

what he had received the night before. Loy Williams had the best set in town and finally proved it by having all the listeners at his home one night. He brought in stations that others had never heard.

I will never forget that night. We arrived with the feeling that he was the biggest liar in town and left with copies of his circuit.

Fan letters were received by WGAR. Most praised the station, but some objected to its existence because of its interference with distant stations. A letter from the Arkansas Tuberculosis Sanatorium at Booneville was complimentary: "We are receiving daily broadcasts of the United Press regularly and very distinctly.... It gives us the news ahead of the newspaper." The reference to the United Press was the result of the station's affiliation with the newspaper. It would be a long time before the news services would make their product available to radio stations.

WGAR capitalized on the talent that appeared at various places in town. Smiling Billie Carthay and his California Movieland Syncopators had an engagement at Joyland Dance Pavilion. Arrangements were made for them to do a noon broadcast. They had appeared on radio in several large cities. Each musical group had songs that they "plugged" for publishers. The plug numbers on the WGAR show were "Three Little Words," "Stories," "Gypsy Lady," and "Oh, What a Girl I Have Found." They also played "Payday Blues," "Swinging Down the Lane," "Farewell Blues," "Naughty Sweetie Blues," "Papa Blues," "Lovelight in Your Eyes," "The Stomp," "China Boy," "Runnin' Wild," "St. Louis Blues," "Babbling Brook," "Cool My Doggies," "He May Be Your Man," and "Sister Kate." Radio fans were so enthusiastic about the program that another noon program was scheduled.

In July 1923, WGAR initiated a very popular feature. They began broadcasting blow-by-blow accounts of heavyweight prize-fights. The reports were received in the *Southwest American* offices by wire and repeated over the air by a local announcer.

The first fight broadcast was the Dempsey-Gibbons match from Shelby, Montana. The station went on the air at 4:00 P.M. on July 4 with a preliminary report of the upcoming bout. The actual fight broadcast began at 8:00 P.M. The afternoon baseball results were also given during the broadcast.

The station's biggest night came on Friday, July 13 with the account of the Firpo-Willard fight from New York. Interest had been created by the first broadcast nine days before. Pugilist fans who didn't own radio sets gathered outside the *Southwest American Building* to hear the broadcast on the speaker that had been installed. Rogers Avenue, South Fifth Street, the postoffice grounds, and as far south as Carnall Avenue were filled with people and cars. The listeners were highly pleased with the ringside-type description of the fight. They reported they had heard every word of the announcer clearly and easily. Telephone calls and telegrams came from Clarksville, Russellville, Pine Bluff, Ozark, Booneville, and other Arkansas towns.

The next and final boxing broadcast was the Dempsey-Firpo match September 13, 1923. Colonel Decker sold the *Southwest American* that month to Tulsa newspaper interests. When the new owners took charge, they inquired about the location of the radio station in the building. When they were told, the reply was, "We don't like radio. Turn it off!" That was the finale for WGAR. Jimmie Barry said later that it was probably the first time a station had shut down without first notifying the Department of Commerce. Barry would later play a significant role in Fort Smith radio circles.

WCAV

John Clayton Dice owned the J. C. Dice Electric Company at 113 West Capitol, across the alley from the Boyle Building in Little Rock. In March 1922, he applied for a license to operate a commercial radio station. A little later the same month, he asked the City Council for permission to erect an aerial from the top of the Boyle Building to the Kempner Theatre (now the Arkansas Theatre) on Louisiana. The members referred the request to the

electric committee and the city electrician. Permission was given, and by April 2 the stringing of the single wire was completed. The aerial was for receiving sets only. Since Dice had applied for a broadcasting license, many people assumed that the antenna was for the proposed station.

On May 20, 1922, Dice received the news that he had been granted a license for WCAV with a power of 20 watts and the standard 360 meters wavelength. Roy F. Stoecker, an electrician for the company, began building a transmitter. The equipment was installed, not at the electric company downtown, but in the large Dice home at 3820 Compton Street (at the corner of Compton and Pine) behind the Pulaski Heights School. The generator was placed under the house. A 500-volt direct current wire carried electricity to the four 5-watt tubes of the transmitter, which was located in the front room. A switchboard with panels held the meters used for current and voltage readings. The aerial outside consisted of five single-strand wires, seventy feet in length and sixty feet above the ground.

Although Stoecker had sufficient radio knowledge to construct a transmitter, he didn't possess a commercial operator's license. J. C. Dice set forth to solve the problem of finding a licensed operator. When his efforts failed, he came up with another plan. He knew twenty-one-year-old John Clayton, who was a testman for the telephone company's testboard. Clayton had been an instructor in radio at the University of Arkansas during World War I when he was not of military age. After the war, he had been in charge of the radio department of vocational training at Camp Pike. Roy Stoecker had taught electrical wiring at Camp Pike at the same time. Dice paid Clayton's fare and other expenses to Chicago, where he took the commercial operator examination. Clayton hung his "ticket" on the wall at WCAV but was seldom there. He was the WCAV operator in name only. In the future, he would become chief engineer of General Radio Corporation in Cambridge, Massachusetts.

On Sunday night, July 16, 1922, WVAV presented its first program. It was broadcast from 8:00 to 9:10 P.M. Dice was the M.C. Music was played by Dale's Blue Melody Boys Orchestra.

The group had a summer engagement at White City Amusement Park, located on 21st Street, at the end of the Pulaski Heights streetcar line. Some of the songs on the broadcast were "Song of India," "Wabash Blues," "St. Louis Blues," "My Honey's Loving Arms," and "Wonder When She's Coming Back Again Blues." E. L. Cook was the vocalist.

During the sign off, Dice asked local listeners to call and those listening outside the Little Rock area to write and tell how well the program had been received. Several callers commented on the clearness of the signal. Some complained of the "strength," which might have meant that they thought the signal was too loud.

A program on Sunday night, March 25, 1923, featured the Royal Theatre Orchestra at 9:30. A Monday evening broadcast in November 1923 included a short talk by James A. Winn, manager of the sub-district of the U. S. Veterans Bureau. His subject was "Employment of Disabled Ex-Servicemen." Miss Katherine Lincoln of the Little Rock Conservatory of Music played several violin selections. The program was picked up in Fayetteville.

The license renewal in April 1924 listed the wavelength of WCAV as 263 meters or 1140 kilocycles. The power remained at 20 watts.

During the latter part of September 1924, the station broadcast programs from the Arkansas State Fair. Mayor Ben Brickhouse was the announcer. There were daily progress reports, speeches, music, and announcements of prize awards.

The final license renewal for WCAV was November 29, 1924. The station was deleted March 11, 1925.

WEAX

In 1922, Thomas J. M. Daly operated an amateur station at 1200 East 9th Street, North Little Rock. It was the location of a cotton compress where Daly was superintendent. He applied to Washington for a license to operate a regular broadcasting station. On July 11, 1922, he took the test for a commercial

operator's license. The following day, Radio Inspector Theodore Deiler checked his location, anticipating that he would soon be broadcasting from there. On December 11, 1922, Daly was granted a license for WEAX, authorizing 20 watts of power. At the Radio Division of the Department of Commerce, Daly's address was listed as "1200 East 9th Street, (Argenta) Little Rock." The city on the north side of the Arkansas River had been called Argenta earlier, but by then it was North Little Rock.

Radio pioneers of the area said recently that Daly never actually did any broadcasting. The license was not renewed after the original three-month period, and it was deleted June 12 1923.

Radio interest continued to grow in Arkansas in 1923. Several tourists in the Ozarks resort area during the summer had radio equipment of various types in their cars. This was not standard automobile equipment but had been installed by clever technicians.

It was announced in January that John Clayton would teach a course in radio telephony in the Little Rock Public Night School. Good attendance was reported the first night class was held. Clayton had become head of the radio department of Hollenberg Music Company, a dealer for Zenith radio receivers. He was also manager of the Arkansas Division of the Radio Relay League.

Unauthorized broadcasts were not uncommon in those years. In the fall of 1923, Clayton and young Conrad Harrington decided to enliven the activities of the Arkansas State Fair with a radio demonstration. Harrington stationed himself at the Clayton home at 1301 Welch with a small De Forest transmitter. The unit was about eighteen inches wide and contained one tube. Clayton took one of the music company's Zenith radios to the fairgrounds. Southwestern Bell Telephone Company had a public address system at the fair. Harry Fritz, a phone company employee, was in charge of the speaker system. Another telephone worker, Claude M. Jeffries, made announcements during intermission of the events, such as paging for lost kids for

frantic mothers and vice versa. When Clayton had worked for Southwestern Bell, he had gone to a company school in St. Louis where Fritz was the instructor. The former teacher permitted him to hook up the receiver to the P.A. system. Harrington's broadcast from Welch Street had a captive audience. After completing school, Conrad Harrington joined General Electric at Schenectady, N. Y. In 1930, radio station WFFA, Dallas received permission to increase its power to 50,000 watts. They bought a G.E. transmitter, and the company sent Harrington to install it. His wife preferred the milder Texas climate, so he stayed as chief engineer. Later, he was a radio station manager at Galveston. John Clayton later made significant contributions to the development of electronics with General Radio.

In September 1923, a Harold Lloyd movie entitled "Why Worry" was showing at a Little Rock theatre. Arkansas Electric Company took advantage of it to promote their radio sets. An ad in the Arkansas Gazette read: "Why Worry—The world is yours—Our sets bring the best of entertainment to your home—Grebe, Atwater Kent, Radio Corporation, Tuska and Crosley sets—Sets of standard quality—Complete sets \$40 to \$400."

A movie serial of that year was entitled "Radio King."

A passenger train running through the western part of Arkansas offered its Pullman passengers radio concerts. The Kansas City Southern southbound through Texarkana installed a radio set in the sleeper. The aerial wire ran along the top of the coach with the bell cord, and the ground wire was attached underneath to the trucks.

American citizens spent one-hundred thirty-six million dollars for receiving sets in 1923, and six stations joined together to broadcast President Calvin Coolidge's message to Congress.

Newspaper stories were still doubting the potential of radio as an advertising medium. One such story was published in the *Southwest American*: "Radio will never become a medium for direct advertising in the United States because the people have demonstrated they will not stand for it. Department of Commerce officials say people will not listen to detailed advertising bulletins."

KFDV

Young Lawrence W. Stinson and R. A. Gilbrech received a license to operate a radio station at Fayetteville on May 24, 1923. The call letters were KFDV, and the address was 354 Northwest Street. The station had a power of 100 watts on a wavelength of 285 meters. It was the plan of the owners to broadcast music from dances in Fayetteville during the summer of 1923 if there proved to be sufficient interest shown by listeners. The summer months were especially selected because of the difficulty local radio fans had picking up distant stations during static conditions. Beginning at 8:30 P.M. on May 22, KFDV broadcast orchestra selections by Dick Grabiell's Arkansas Travelers. The leader played the drums, Tommy Warner was the pianist, Bob Lacey and Alton Hart played saxophones, Price Dickson played both the banjo and the trombone, and Dwight Stroupe played the trumpet.

Two nights later, KFDV picked up the same group at a Kappa Sig dance. The musical fare consisted of several titles of the era: "Rose of the Rio Grande," "Arkansas Traveler Blues," "Runnin' Wild," "You Have to See Your Mama Every Night," "Blues My Naughty Sweetie Gave to Me," "Beale Street Blues," "Powder River Blues," "When Winter Comes," "Bessie Couldn't Help It," "O Sole Mio," and "Farewell Blues."

Early that summer, the lure of the sea beckoned to Lawrence Stinson. He shut down KFDV and signed aboard the steamer *Lafcoma* of the Delta Line as a radio operator. In November 1923, he sent several Kodak pictures to Fayetteville showing the radio sending station aboard the ship. Although Stinson's radio work was then being done on the high seas, his major accomplishments in commercial radio were yet to come.

KFMB—KFLQ

Churches were often involved in the early development of radio in Arkansas. The First Christian Church, located at 10th and Louisiana in Little Rock, erected a large tabernacle on the southeast corner of 17th and Main in 1923. Its purpose was to

provide a place large enough to hold a major revival. It didn't replace the regular church building. The new tabernacle had a seating capacity of thirty-five hundred. In July, Pastor Harry G. Knowles announced that the first revival would begin in October and continue for six weeks. The speaker would be the nationally-known evangelist Dr. Charles Reign Scoville of Chicago.

Pastor Knowles and his congregation were not content to limit the services to the number of people that could occupy the auditorium. Plans were also made to install a radio station in the tabernacle that would send the evangelistic messages to the ears of every radio set owner in the coverage area. To carry out this phase of their new venture, they enlisted the services of Bizzell's Radio Shop at 105 West 10th Street (near the corner of 10th and Main). The radio business was operated in conjunction with Bizzell's Automobile Repair Shop. An amateur station was also a part of the radio setup. The company was owned by Marzie C. Bizzell. He was assisted by his son, J. Harley Bizzell. The family lived upstairs at 109½ West 10th. Raymond Beem did the radio repair work; and during the summer when static conditions virtually eliminated local listening, he helped with the auto mechanic duties. Beem and the younger Bizzell had taken the amateur license test at the same time. Beem later had obtained his commercial operator's license.

Application for the church station was made to the Department of Commerce and the approval was given on October 26, 1923. This was not quite soon enough. The revival was scheduled to begin Sunday, October 28. Dr. Scoville arrived in Little Rock Saturday night, October 27, and was met by a large crowd at the Missouri Pacific Railroad Station.

Raymond Beem and J. H. Bizzell worked as rapidly as possible to complete the installation of equipment for radio station KFMB. The antenna was erected on top of the tabernacle. They were ready to go on the air Sunday, November 4, a week after the opening of the revival. KFMB's power was 20 watts, and the wavelength was 261 meters or 1150 kilocycles. Beem, who was described as an "expert radio operator," was the station's operator.

Turnaway crowds flocked to the tabernacle to hear Dr.

Scoville. It would be only conjecture to assume that the live radio broadcasts served as a special attraction.

By December 1923, the call letters had been changed to KFLQ. Mr. H. M. Jacoway broadcast a talk from the tabernacle at 9:00 P.M. Monday, December 10. His subject was "What the Christmas Seal Sale Means to Arkansas." The county chairmen for the sale arranged for radio parties to be held to listen to the broadcast.

Dr. Scoville's revival ended December 16. There is no evidence of any further broadcasting from the tabernacle. Billy Sunday, the most popular evangelist of the time, spoke there in the spring of 1924, and newspaper ads announcing his appearance stated specifically that his sermon would not be broadcast.

The Bizzell Radio Shop retained the KFLQ license. The family moved its residence to 615 Victory. The station went with them. A room in the home was prepared for a studio. Quilts were hung on the walls to improve the acoustics. Intermittent programs consisted of live gospel quartets and the playing of phonograph records by placing the microphone in front of a **loud** speaker. The license was renewed every three months through October 1924. It was deleted January 10, 1925, because of expiration.

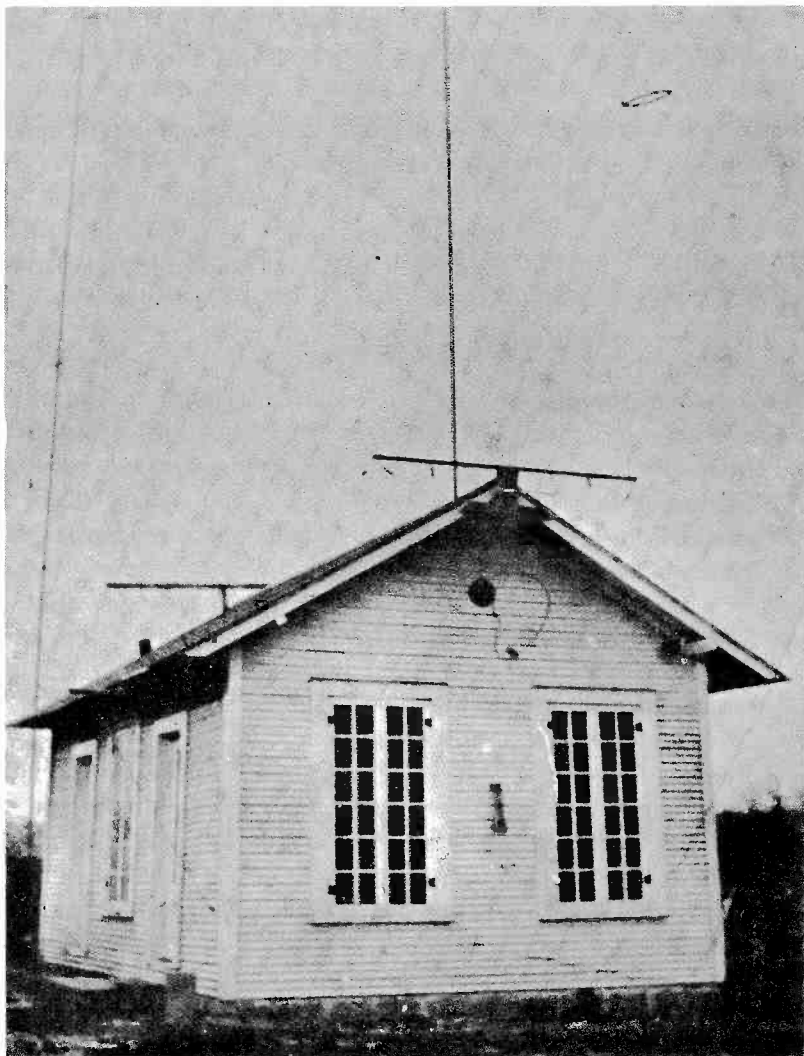
KFKQ

Ben H. Woodruff of Conway dismantled the household vacuum cleaner and used the electric motor and some of the other parts for his boyhood amateur radio experimentation. Mother Woodruff was not well-pleased with his appropriation of this particular piece of equipment. By the time Ben (better known to his friends as "Ben High") was a student at Hendrix College, he operated Conway's first radio shop. An ad appeared in the *Log Cabin Democrat* May 28, 1922: "The Conway Radio Laboratories will have a modern set in use today. 321 North 7th Street, Conway. Phone 406. Radio 5-UE."

The address was in the Conway Theatre Building, just north of the theatre. The call letters referred to the amateur station

that Woodruff operated in conjunction with the radio store.

In 1923, Woodruff submitted an application for a commercial station. He and several college-age friends began building the transmitter. Included were George Huddleston, son of Dr. G. W. Huddleston; E. W. Logan, Jr., a student at Arkansas State



KFKQ in 1923, located at 1910 Tyler Street, Conway.

Teachers College; Guy Simmons, Jr., a student at Hendrix where his father was a professor; Len Brittain; and Herman Stermer. Russell T. Cole, who had been a wireless operator in the Navy during the early years of the twentieth century, served as their chief advisor. He also supplied them with a capable microphone. Bank-rolling the project was Ben High's father, Ben M. Woodruff. The station was located in a small building in the front yard of the Woodruff home at 1910 Tyler Street.

Program tests were made in early December 1923. Reports received from several states indicated that the station had good efficiency. Woodruff's goals were to entertain the radio fans of Arkansas and to advertise Conway and Arkansas favorably.

KFKQ was ready to be officially launched at 8:30 Wednesday night, December 19, 1923, with 100 watts on 224 meters. Dr. O. E. Goddard, pastor of the First Methodist Church, made the opening dedication remarks:

The opening of this broadcasting station in Conway marks another red letter day in the history of this classic little city.... The red letter day was made possible by the genius of Ben Woodruff, Jr. (sic) and the money of Ben Woodruff, Sr. If Daddy Woodruff's gold proves as inexhaustible as sonny's genius, there is no telling where it will end

The musical portion of the program featured:

Charles Preisler of Central College Conservatory (a women's college)—violin selections, "Ballads, Opus 15" by Dvorak; "Andante" by Paganini; and "Serenade" by Pierne. Miss Pauline Cole of Central College Conservatory—piano numbers, "Waltz in A Flat" by Chopin and popular numbers. Professor Homer F. Hess of State Normal—vocal numbers, "Love Sends a Little Gift of Roses" and "Woman Is "Changeable." Director W. C. Thickston of the Central College Conservatory—a musical number.

The initial program concluded with an explanatory talk on "Re-radiation" by owner Ben H. Woodruff.

The following day, many Conway people expressed

satisfaction with the quality of the entertainment and instruction. Some expressed the opinion that it compared favorably with that offered by other stations in the United States. It was suggested that the Commercial Club and other organizations should cooperate with Woodruff in maintaining the station. A couple of days after the first KFKQ program, letters were received from several states including Michigan and Iowa.

Woodruff hoped that the new station would help the business of Conway Radio Laboratories. On December 21, 1923, an ad urged prospective set buyers to "see a Kennedy before you buy a radio set and avoid disappointment later. Complete with storage battery, charger, and loud speaker. \$200.00 installed." Call letters KFKQ were also included in the ad.

Additional mail reported that a Milwaukee listener had heard the first program distinctly. Woodruff made several technical improvements before the second broadcast was presented Monday, Christmas Eve, 1923. Dr. J. H. Reynolds, president of Hendrix College, delivered an address entitled "The Closing of the Year 1923." There were vocal duets by Mr. and Mrs. Robert L. Campbell, accompanied by Miss Evelyn Patchell. They sang "Look for the Silver Lining" and "The Church around the Corner," both from the light opera "Sally." Mr. Campbell sang two solos with Mrs. Campbell as his accompanist: "The Postillion" and "On the Road to Mandalay." Miss Gussie Simpson gave a reading entitled "Just a Little Ride." Miss Pauline Cole made her second appearance on KFKQ by playing popular numbers on the piano. Eddie Durham was featured on the saxophone, and George Huddleston played the piano.

In late December, it was announced that KFKQ would hold a contest to select a slogan that fit the call letters. The content had to pertain to Conway. A contest committee composed of Dr. O. E. Goddard, Frank Farris, and Ray Reid was appointed. Interested listeners were instructed to submit slogans to Mr. Farris at Farmers State Bank. Professor Joe C. Shaw of State College of Arkansas stated in a 1961 story written for the Faulkner County Historical Society's publication "Faulkner Facts and Fiddlings" that he remembered a conversation he had with Woodruff during the contest. Thirty-five suggestions were

entered, several from other states. The slogan chosen as the winner was "Known for Knowledge Quest." A five-dollar prize was awarded. Another entry remembered humorously by some people was "Konway for Keen Kwality." Woodruff disliked that one because it corrupted the spelling of the town's name.

Favorable listener reports continued to arrive from such places as Washington, D. C.; Chicago; Lakewood, Ohio; Sedalia, Missouri and Natick, Massachusetts. Several citizens of Conway suggested that civic organizations give financial assistance to KFKQ. One station expense was that of renting a piano from a local store. It was thought by some that the station had been handicapped by not having a good piano. There is no known record of any organization actually contributing monetarily to the station's operation.

In mid-January 1924, Tuesday and Friday nights were selected as the regular times for broadcasting. Mrs. Moore Harton sang vocal solos, and the station received a postcard from Texas complimenting the singer. On another evening, cornet solos were performed by Dr. C. C. Roberts, and Mr. and Mrs. R. L. Campbell were joined by Miss Ernestine Thompson and H. W. Kemp to form a vocal quartet. Late in January, Miss Mary A. Benard of the Art Department of Arkansas State Teachers College broadcast an address on American art that she had given to the Galloway Club in Conway.

By late March, response had been received from eleven states. KFKQ had been inactive for almost a month. A new wavelength of 250 meters or 1200 kilocycles was put into effect when programs resumed. The first group to broadcast was the Hendrix College Glee Club.

Ben H. Woodruff felt that he was ready to branch out with his radio technology. An ad in the *Arkansas Gazette* read: "We are qualified to design and install any size broadcasting station. Stations designed specially to suit requirements. Write us; no obligation. We also carry a superior line of radio receiving sets. Conway Radio Laboratories, Conway, Arkansas. KFKQ."

Eventually, the novelty of local broadcasting without financial reward waned. This factor along with a five-hundred dollar payment demand by people who held patent rights on the

major portion of the station's equipment led to the demise of KFKQ. The final license renewal was made July 8, 1925. It was deleted November 25, 1925. Ben H. Woodruff later moved to Chicago where he continued to work with radio equipment and to operate a ham station.

Actions and writings related to radio, some amusing and some important, were numerous in 1924. A whiskey still was raided on Dean's Island in the Mississippi River in Mississippi County south of Osceola. Booze was being shipped down the river to Memphis. In addition to the illegal equipment, a modern radio set was found.

Would-be listeners at Pine Bluff's AM&N College were ready to tune in one night when it was discovered that the set's tubes were missing. Police later found the thief with the tubes in his possession.

Arkansas Senator Joseph T. Robinson made a talk over the radio back East on "Why Congress Should Reduce Taxes."

Conway's *Log Cabin Democrat* advertised "Raydio Girdles."

A French hat designer made a radio style ladies' headpiece. A radio mask showed up as part of a costume at a fancy dress ball in New York.

In Detroit, a man was up before a judge for speeding.

Judge—You're the fellow who promised to fix my radio about a week ago, aren't you?

Man—Your honor, I'll be up tonight.

Judge—Case continued for a week.

Radio invaded the lyrics of popular songs:

Please wireless wave, just behave while I rave
For I crave but a moment or so over the radio.
I want the world to know
That I love you, dearie, hello,
It's not private, I know,
But I want you and I want you so.
Of the millions that hear,
I may find you, dear
Listening on some radio.

In New Orleans, a couple's wedding was broadcast as part of a radio exhibition.

The U. S. Weather Bureau received requests that it forecast whether or not the air would contain static that would interfere with radio reception. Inadequate funds for necessary personnel was the reason given for failure to comply.

In a radio column, Mary Sorrells Wiley wrote: "Radio creates a love for the home.... During bleak winter nights, radio has done much to shorten the hours and add entertainment to the family circle."

In a poetic effort, radio was blamed for a divorce case:

Your honor,
I used to be a happy wife—
I led a very peaceful life,
My husband came home every eve,
He never gave me a cause to grieve.
Once or twice a week we'd go
To the theater or a movie show,
And then there came that awful blow,
My husband bought a radio.
Now indeed the future's black
Since he's become a radiac,
For ever in his sleep he raves
Of meters, ohms and wireless waves.
He eats with earphones on his head,
At 4 A.M. he goes to bed.
And so, your honor, hear my plea,
Please give my freedom back to me,
For love has flown, alas, alack!
Since John's become a radiac.

AT&T made the first coast-to-coast hookup of telephone wires for the broadcasts of the Republican and the Democratic conventions. Early announcer Graham McNamee successfully handled the broadcasts.

The president of the Stromberg Carlson Company sent one of his firm's sets to the Prince of Wales. All of the metal parts

were gold-plated.

In London, a teacher said that the wireless was changing the children's accents.

President Coolidge was a recipient of radio advertising results. His tomcat disappeared for a week. A Washington radio station broadcast the lost announcement, and the pet was returned.

In Port Arthur, Texas, a doctor gave a prescription by radio for a sailor who was ill at sea.

A new hornless speaker was developed in 1924.

Men working ninety feet below the Hudson River between New York and New Jersey picked up KDKA and other stations.

The 1924 National Radio Conference expanded the broadcast band to a range of 550 to 1,500 kilocycles.

The amount of three hundred fifty-eight million dollars was spent for radio receiving sets in 1924.

KFMQ—KUAO

Wireless experimentation began early at the University of Arkansas at Fayetteville. In a letter written many years later, William N. Gladson of the Engineering Department said: "In 1897-98 I carried on some experiments at the University of Arkansas on wireless telegraphy radio transmission of Morse code. The following year J.L. Longino continued the work as a senior under my direction..." It wasn't until 1912 that the U.S. Department of Commerce was given the responsibility of licensing and regulating wireless transmission. A 1914 Department of Commerce publication shows a "Special Land Station" at Fayetteville. A radio station list in 1916 included a "Special Land Station" licensed to the University of Arkansas. Its call letters were 5YM, and the operating wavelength was from 200 to 400 meters. When the United States entered World War I in early April 1917, President Woodrow Wilson declared that all licenses were revoked for the duration. The University station was dismantled and stored. Dean Gladson's letter included a reference to this action.

In 1919, engineering students William Teague, Miles Sharp,

and Russell Jourden began working with the spark set. Later, Loy E. Barton, H. W. McKinley, and C. V. Bullen continued the work. Application for a regular broadcasting station was made in 1923. By October 18, the license had not been granted but some test broadcasts had been made. Letters had been received from several towns, some asking that the station broadcast daily market reports after it officially was on the air.

In November, members of the engineering faculty realized that a major obstacle to the station's opening existed. No one at the University held a commercial operator's license. Marvin Thrasher learned that a federal radio inspector would give tests at Fayetteville or Fort Smith in February, but they had hoped to be on the air before that time.

In early December, the following article by R. C. Mason appeared in the Engineering College's publication *Arkansas Engineer*:

For the past few weeks the construction of the University of Arkansas broadcasting station has attracted the interest of all engineering students. The small transformer house south of the Engineering Hall has been enlarged to accommodate the new station. One large room in the building is used for a studio, and a smaller room contains the apparatus. The equipment, which was built by the Donaldson Radio Company of Okmulgee, Oklahoma, according to specifications furnished by Dean Gladson, was installed by Mr. Donaldson personally. The set cost about \$5,000.

The walls of the studio have been covered with a thick, heavy cloth, with a space of two or three inches between the boards of the wall and the cloth. Even the windows of the room have been shielded with folds of the cloths. The purpose of covering the walls in this manner is to prevent distortion of the programs that are broadcasted. For example, suppose a lecture was being sent out; if the walls were not shielded, sound waves traveling from the speaker would be reflected by the walls and picked up by the microphone just an instant after those going directly from the speaker to the microphone were received. In this way, the clarity of the speech, as received by any one "listening in"

on the station, would be impaired. When the walls are not bare, there is a tendency for the sound waves to be absorbed rather than to be reflected.

The set uses five 50-watt vacuum tubes—two as modulators, and one as a speech amplifier. The two modulators, and likewise the two oscillators, are connected in parallel. The filament current of the tubes is supplied through a transformer stepping the voltage down to 12 volts from 110 volt mains. The plate current is secured from a 1000 to 1500 volts, 50 watt motor-generator set; a single phase 110 volt motor is used in the set. The rated filament voltage of the tubes is 10 volts, and the plate voltage is 1000 volts. With the plate current at its normal value of 200 milliamperes, the set will radiate about 6½ amperes.

On the panel of the set, which measures about three by six feet, are mounted four instruments and various control rheostats and switches. The instruments are: a filament voltmeter, a plate voltmeter, a milliammeter showing the plate current, and a radiation ammeter registering the antenna current. Each instrument may be connected, by means of switches, with any one of the tubes. The starting switch for the motor of the motor-generator set is mounted on the set, as is the field rheostat of the generator; through this rheostat the operator may easily vary the plate voltage.

The microphone, which is placed in the studio of course, is of a special sensitive pick-up type. It is mounted in a wooden case, made in the University shops, so that it may be moved from place to place, as the nature of the program demands, without injury. A 15 watt speech amplifier, mounted in a separate cabinet, is connected between the microphone and the 50 watt amplifier tube. The operator is at all times in complete control of the station.

The antenna is of the inverted type, 100 feet long and 100 feet high. An insulated fan type counterpoise is suspended 35 feet below the antenna. Both the aerial and the counterpoise are mounted on top of the Engineering Hall. The leadins from the antenna and counterpoise are unusually

long, being about 70 feet.

Programs of music, furnished by the Department of Music, and lectures will be broadcasted by the new station. It is probable that crop and weather reports furnished by the United States Department of Agriculture will also be broadcasted. Lawrence Stinson, a licensed operator, will have charge of the station, which will broadcast on a wavelength of 263 meters. The license for the station will probably be granted, and the call letters assigned, this week. As soon as the license is received from the Government, final tests will be conducted by the Donaldson Co. It is likely that the station will begin broadcasting on a regular schedule early next term.

Lawrence Stinson had decided to return to Fayetteville from the sea and enroll as a student at the University for the second semester. His decision had solved the problem of finding a licensed operator. The license for KFMQ was issued December 4, 1923, authorizing a Class "A" Limited Commercial Station. This date is usually given as the time the station went on the air, but it was mid-January 1924 before the Donaldson Radio Corporation completed the final tests and Stinson returned to take charge as operator. A series of four test programs were broadcast in early January 1924.

Friday, January 4—Owen Mitchell and his Orchestra

Saturday, January 5—Mrs. Alberta McAdams Stone sang songs

Tuesday, January 8—David C. Hansard with violin selections accompanied by Miss Mildred Gillespie (Mitchell's Orchestra played for a later test that night.)

Wednesday, January 9—The Arkansas Travelers with dance music

KFMQ received thirty-five telegrams from ten other states as a result of the test programs: Minnesota, Kansas, Ohio, Oklahoma, Missouri, New Mexico, Florida, Texas, Alabama, and

Mississippi. Scott D. Hamilton of the Fayetteville Chamber of Commerce authorized the station to announce that the senders of the first fifty prepaid telegrams would receive a box of fancy eating apples. W. J. Hamilton added that he would offer fifty boxes of dried apples. Attractive labels furnished by Mr. McElroy of the Fayetteville Printing Company read: "Compliments of KFMQ."

In early February, radio was the topic of the Science Club. C. V. Bullen, instructor in radio in the College of Engineering, spoke on the history of radio, and Lawrence Stinson chose the subject of broadcasting and the principle of the modern three-electrode tube.

By March 1, 1924, programs were occurring frequently on KFMQ. Lectures by faculty members "upon matters touching the every-day lives of listeners-in" were heard. Other talks gave the sidelights of student life at the University. Each speaker was limited to ten minutes. Three University orchestras, the glee clubs, and various other musical organizations performed. On Tuesday, March 4, the programs consisted of general announcements; the men's glee club, directed by Professor H. D. Hovey; and a talk entitled "Make Your Home Your College" by Dr. A. M. Harding, Director of General Extension.

In early April, Dean W. N. Gladson announced that Louis J. N. Dutreil (pronounced Doo-TREEL), radio inspector for the New Orleans District, U. S. Department of Commerce, would give exams and inspect KFMQ April 12.

On July 9, 1924, the *Fayetteville Daily Democrat* admitted that they had been scooped on an important news story by KFMQ. A front page story read:

University Radio Gives First News of John W. Davis'
Nomination for Democratic Presidential Candidate

KFMQ received almost complete returns fully 20 minutes before news was received by local newspaper wire.

Loy Barton and H. W. McKinley have been operators throughout the convention. The set has been operating two Western Electric loud speakers, one in the operating room and the other in the studio where about 60 listeners were en-

joying receiving the returns.

The receiving set consists of a special regenerative tuner with five stages of audio-frequency amplification. The reliability of both transmitter and receiving set was shown by uninterrupted reception for extended periods. The convention results were received from broadcasting stations in St. Louis and Kansas City.

Barton and McKinley were instructors in the College of Engineering. Barton had received his bachelor of electrical engineering degree at the University in 1921. In September 1924, the two men began building a new transmitter. Application had been made to increase power and change frequency.

During the summer of 1924, KFMQ had been overhauled by Barton and McKinley. There were new microphones and a new studio amplifier. A program to test the efficiency of the station was broadcast September 11 and featured a Negro string orchestra from Fayetteville, the Black Diamonds.

On Saturday, September 27, 1924, more Arkansas radio history was made with the first play-by-play broadcast of a Razorback football game. It was a practice game between the Razorbacks and Northeastern Oklahoma Teachers College played at Razorback Field. The description of the action was done by KFMQ Announcer A. W. "Johnnie" Porter from the sidelines. He was a student from Paragould. Another microphone was placed to pick up crowd noise "complete even to the waves of cheering and the referee's whistle."

By late September, a new 500-watt transmitter was being installed. The frequency was changed to 1090 kilocycles or 275 meters. The operating room had been moved to the fifth floor of the Administration Building. New steel masts were placed on the roof to hold the antenna. The report that the efficiency of the new transmitter would greatly increase the station's coverage proved to be accurate. The power increase went into effect December 21.

The fall programing of KFMQ again featured talks by faculty members and musical presentations by both members of the faculty and the student body. Dean Dan T. Gray of the

College of Agriculture spoke on "The Origin of Halloween." The violin students of David C. Hansard were featured on one program. A talk was made by Professor H. D. McNair, a farm management specialist, entitled "Increasing Farm Income." Dr. Harding gave another talk, this time on "The Morning Star."

After the holidays, programs resumed in January 1925. Miss Lorraine Allen, a junior from Little Rock, played light piano numbers. Professor H. Moore asked the question "What Is a Dollar?" Dr. Harding chose the subject "The Twin Sister, the Earth." A play-by-play broadcast of the Arkansas-Baylor basketball game was made Friday, January 23, beginning at 7:30 P.M. This was followed at 9:00 P.M. by a musical program by students from John E. Brown College of Siloam Springs (a forerunner of events that would occur ten years later). In late January, the choir of the First Presbyterian Church sang on a program. The month ended with quite a musical change of pace for the campus radio station, an oldtime fiddlers' contest.

The week of February 3 was a busy one for KFMQ personnel. Programs were scheduled five nights. There were three basketball broadcasts, a musical concert under the direction of Henry D. Hovey, head of the School of Music, and talks by W. D. Bleecker, professor of bacteriology, whose topic was "Every Good Farmer," and Dean J. R. Jewell of the College of Education, who spoke on "Character Education."

In addition to the busier broadcast schedule, KFMQ made another frequency change, to 1000 kilocycles or 299.8 meters. The station was inspected by a federal radio inspector from New Orleans. As a result of the findings, KFMQ was taken out of the lesser Class "A" category and elevated to Class "B" status. To receive that particular classification at that time a station must:

1. Have at least 500 watts
2. Keep a set of duplicate parts
3. Broadcast no mechanical records
4. Broadcast all programs promptly as advertised

Announcers began using the stationbreak "KFMQ, The Voice of the Ozarks."

Two prominent Arkansas citizens were brought to the campus for a radio debate. Selbourne Glover from Bauxite and Louis Barnett from Cotton Plant argued the question, "Ratification of Child Labor Laws."

The parade of faculty radio speakers continued:

Claude F. Clayton, University statistician—"The Price of Farm Products"

J. W. Reed, professor of chemistry—"Eat Your Way to Health"

J. J. Weber, professor secondary education—"Measurement of Human Engineering"

G. N. Cade—"The Project As a Method of Teaching"

W. J. Miller—"Relation of Electricity to Agriculture"

Lelia Armstrong—"How Much Training Should a Primary Teacher Have?"

Dr. A. M. Harding—"Man on the Moon"

Troy Reed—"How to Use the County Agent"

J. T. Bucholz, professor of botany—"How Pines Produce Seeds"

P. A. Cushman, head of the Department of Mechanical Engineering—"What Mechanical Engineers Do for Arkansas"

C. C. Croneis, instructor in geology—"Animal Life in the Past."

J. J. Weber, professor of secondary education—"Visual Education"

Cy Adams—"Farm Philosophy"

O. L. McMurray—a talk on grass

Carrie Plunkett Taylor, home economics department—"Cool Clothing for Hot Weather"

Vocal and instrumental musical programs in the winter and spring of 1925 included:

Harry E. Shultz, professor of voice, baritone, and Mrs. Shultz, soprano

The Men's Glee Club

Pupils of H. D. Hovey—Francis Crutcher, Little Rock; Alice Wood, Tillar; Gladys Gosnell, Springdale; Thelma Reiff, Fayetteville; Linda Wiles, Little Rock; Elizabeth Burrell, Springdale; Mary McGill, Bentonville; John Merritt, Stephens; Bertha Maurice, Springdale; Elizabeth Davidson, DeWitt; Mrs. Martha T. Dyke, Jr.; Fort Smith; Sister Margaret May, Fort Smith; Lucille Howe, Conway; and Mrs. Carl Owens, DeWitt.

The University Little Theatre Orchestra

Ruth Curl Patton, Monticello, student of Professor Shultz

A Sunday evening service was broadcast from the First Christian Church.

The Mountain Inn in Fayetteville installed a radio in their banquet hall.

Since Dr. A. M. Harding was both KFMQ program director and secretary of the Alumni Association, he decided to combine his duties and present a "Homecoming by Radio." Old grads could listen from 8:00 to 11:00 P.M. on Friday, April 10 and reminisce about the dear old Alma Mater. Voices of faculty members who had been at the school for at least two decades were heard. The student body sang old college songs, and the band and orchestra played nostalgic numbers. Various fraternities and sororities also were represented.

It was "back to sea" for Lawrence "Watt" Stinson, who had served as KFMQ's first operator and who had operated his own station for a short time earlier. He sailed from New Orleans aboard the *West Hike* as a radio operator.

Another power increase raised the station's output to 750 watts.

In the fall of 1925, regular programs were scheduled three nights each week. Monday night's program was called "Farmers Night." Tuesday was reserved for musicals. Extension courses were offered on Thursday. Dr. Harding, who was Director of General Extension, announced that a series of nineteen courses would be broadcast. Radio listeners throughout Arkansas and other states enrolled in the radio courses for college credit, "many who had never been within gunshot of a university," as

was expressed.

Freshman Steve Cisler joined the KFMQ announcing staff. He had received some previous experience while in high school at Omaha, Nebraska, and in Hot Springs during the summer. His first program assignment was an agriculture report. The subject of the script was "The Castration of Spring Pigs."

Play-by-play sports broadcasts were scheduled on afternoons and nights of home games. Johnnie Porter was the sportscaster.

A musical personality had emerged on campus as well as on KFMQ programs. Lorraine Allen, a nineteen-year-old senior from Little Rock, was billed as the "Queen of the Ivories." In addition to playing the piano, she was also a composer. "Lonesome Blues," "Radio Mama," "Golfer's Blues," and "The Sig Ep Reverie" were some of her compositions. Her announcer was Billy Mann, a student from Little Rock. Miss Allen's radio programs brought cards, letters, and telegrams from many distant points. Fan mail was generous in both quantity and praise:

Tonight the Texas Aggies in suite 13 of Foster Hall listened in on your program of popular music as played on the piano by Miss Lorraine Allen. She is indeed a wonderful pianist and she brightened up the heart of many a dreary Aggie tonight. —College Station, Texas. I am listening to Miss Allen (whom I will vote for as Queen of the Ivories) play "Cheatin' on Me." Program simply wonderful coming in on 5 tube Atwater Kent. —Oakdale, La. When you play a piano you make the hair on people's head rise. —Jackson, Tenn. The "Queen of the Ivories" can't be beat. Thank you for the excellent entertainment. —Carson, N. D. I would more than appreciate it if you will send me the autograph of the "Queen of the Ivories" for my collection. —Columbus, Ohio. My dear radio friend: Long live the queen. I think your radio manner is great. —Aberdeen, S. D. What do they do with all of the pianos you tear up?—Chicago, Ill. I have a one tube set made from ten cent store parts. The program came in clear. —West Lafayette, Ind. The numbers you were playing were "Show Me the Way to Go Home," "Want a

Little Lovin',” and the artist’s own composition, which is very good, “Never Mind.” —St. Louis, Mo. I heard KFMQ broadcast “Yearning,” “At the End of the Winding Road,” “By the Light of the Stars,” and “Let Me Call You Sweetheart.” Splendid reception and programme. —Winnipeg, Canada. Your station was received with good volume over a six-tube heterodyne. —Toronto, Canada. One night last week I was radioing and heard you playing some piano selections. I recalled having seen your picture several weeks ago in *Radio Digest*. —Taylorville, Ill. Miss Allen’s piano pranks are breaking through static in splendid form. —Beaumont, Texas. Miss Allen, “Queen of the Ivories,” is the best on the air. —Shenandoah, Iowa. I heard Miss Lorraine Allen playing “Three O’Clock in the Morning,” “Mighty Blue,” “La Paloma,” and “Prisoner Song.” I heard “Alabama Bound,” a jazz piano selection. Transmission very loud and clear. —St. Petersburg, Florida. This was the first time any of us have ever heard you, and some of our fans have been “fishing” for years after new stations. I stayed with you till the concluding number and enjoyed the classic ragtime of your “Queen of the Ivories.” —Saratoga, Wyoming.

In January 1926, Dr. Harding established the “Radio College.” It consisted of three 30-minute lectures each Thursday night beginning at 7:30. On the first program were University President John C. Futrall, “Function of the University”; Dr. Harding, “The University of the Air”; and Professor Merle F. Showalter, “What Is Science?”

Music was still heard on Tuesday nights. Owen Mitchell’s Orchestra played a variety of popular numbers:

Fox trots—“June Night,” “Savannah,” “Jealous,” “Waiting for the Rainbow,” “Mobile,” “Charlie My Boy,” “Limehouse Blues,” “Little Wall Flower,” “If You Do What You Do,” “Weepin’ the Blues,” “Two Blue Eyes,” “Blackin’ Blues,” and “Somebody Love Me.”

Waltzes—“Moon River,” “Flower of Hawaii,” “What’ll I Do,”

and "You're Always Near."

Another popular oldtime fiddlers' contest was broadcast with about twenty-five musicians taking part.

A major change was authorized on February 8, 1926, and was put into effect on Monday, February 15. The station began using the call letters KUOA. Some referred to them as "Kall University of Arkansas."

The A. W. Towne Concert Orchestra played for a Tuesday night program. Sigma Alpha Iota, a national musical fraternity, presented a program that was broadcast remote control from the auditorium. Harrison Hale, professor of chemistry, made a radio talk entitled "Dinner Plates and Drain Pipes." In early June, KUOA broadcast Ozark road information for the benefit of tourists.

The station received a letter from Theodore G. Deiler in New Orleans stating that KUOA could not be heard well enough to be monitored and suggested that they improve their antenna system or cease broadcasting. Station management decided to shut down the station during the summer vacation from June 15 to September 15.

Johnnie Porter was at the play-by-play mike again when the football season started September 23. Laymen listeners to KUOA were given helpful medical information by University Physician Dr. Allan Gilbert, who read papers on medicine and surgery written by outstanding medical professors of the U. S. Sunday night church services were still being broadcast from various churches in town. On February 27, 1927, the broadcast was from the First Methodist Church with student pastor J. W. Workman in charge.

In April 1927, KUOA was ordered to change frequency to 1010 kilocycles, or 296.9 meters, and to reduce power to 500 watts. These changes went into effect June 1.

The KUOA station personnel for the 1927-28 school year were W. S. Gregson, University Y.M.C.A. secretary, official announcer; H. W. McKinley, instructor in engineering, operator;

and Johnnie Porter, then a senior, play-by-play man.

KUOA did not broadcast on Thursday night, September 21 because of the Tunney-Dempsey prizefight. The silence was for the purpose of avoiding interference with distant stations that carried the fight.

A noonhour farm program was started in early February 1928, which included the weather forecast, road conditions, and music. Also in February, there was a program of Hebridean folk music by Eleanor and Lawrence Powell, who played violin and piano. Another broadcast featured the Fort Smith Symphony from the Palace Theatre in Fayetteville.

In mid-March 1928, KUOA held an open house as a feature of engineering day. Visitors were permitted in the studio and the operating room, which was on the fifth floor. (The publicity mentioned that the rooms were heated.) Another feature was a demonstration in the communications laboratory on the third floor of the Engineering Building. Loy Barton operated an oscillograph, which enabled the visitors to see, on a screen, patterns of voice and music waves as transmitted. Barton explained that the electrical device photographed electric waves and fluctuations caused by varying frequencies. "Every voice and every musical instrument looks different," Barton said.

Barton was a prophet and an innovator in the field of early radio. In a speech, he said, "It is my belief that when program arrangement has caught up with the plane of technical perfection, the University will be brought farther and earlier into the high school class by means of special programs designed to acquaint the high school student with the advantages of a university education. A loud speaker in every classroom is what I would like to see soon and let the boys and girls enjoy some invisible teacher from the University faculty."

In April 1928, a brief report stated that Barton was building a new transformer, weighing over 600 pounds and having more than 300 feet of wire. The report added that it would allow greater modulation.

On March 23, KUOA raised its power to 1,000 watts.

The University baccalaureate sermon was broadcast at

11:00 A.M. June 13.

William F. "Bill" Stewart, who would later be a KUOA operator, became an engineering student at the University in the fall of 1928. In a recent letter he described the station setup:

When I entered the "U" the station was located on the roof of Old Main, and the antenna was strung from two rather short poles mounted on the two towers at the north and south ends of the building. The roof was of copper, and I remember seeing workmen giving it a good going over with a welder and a blow torch. The motor generator was located in the basement of Old Main, and it was a long drag up to the station on the roof. The filaments of the 851 and 849 modulators were run from a d.c. motor generator. The field rheostat, of course, was up in the station.

A musical celebrity sang over KUOA in November. She was Leatrice Wood, prima donna with the "Student Prince" company of Chicago. She performed from 7:00 to 8:00 P.M. Franklin R. Wintker, a student from Clarendon, was the announcer for the program.

Fayetteville radio pioneer Lawrence W. Stinson went to work for KVOO, Tulsa. His first duty was to install a 5,000-watt transmitter. After returning home from the sea, he had been a radio technician for a Fayetteville store.

The matter of radio frequencies had become chaotic. In 1925, a federal judge in Chicago had ruled that the Communications Act of 1912 did not give the Department of Commerce authority to control radio broadcasting frequencies. The result was a cluttered dial. Many stations began broadcasting on any frequency they desired. This uncontrolled condition led to passage of the Dill-White Radio Act of 1927, which created a five-member Federal Radio Commission. They ordered a general realignment of frequencies to become effective at 3:00 A.M., Saturday, November 11, 1928.

KUOA was assigned 1390 kilocycles and was ordered to share the spot on the dial and program time with KLRA, Little Rock. The University station was on the air during the following times:

Sunday—10:45 A.M. to 12:30 P.M.

Monday—12:30 to 2:00 P.M.

5:00 to 5:55 P.M.

7:00 to 9:00 P.M.

Tuesday—12:30 to 1:15 P.M.

5:00 to 5:55 P.M.

8:00 to 9:00 P.M.

Wednesday—12:30 to 2:00 P.M.

5:00 to 5:55 P.M.

Thursday—(same as Tuesday)

Friday—(same as Monday)

Saturday—12:30 to 1:15 P.M.

On December 2, 1928, it was announced that KUOA would test the results of a new modulation transformer. Friends and alumni were urged to send cards or letters to Loy E. Barton, Room 311, Engineering Building, University of Arkansas, reporting any improvement in reception. Actually, Barton had developed a new modulation method that would thereafter be used by most radio stations. It was the introduction of Class B modulation, replacing the Heising modulation system. The Class B amplifier gave KUOA high level modulation and greater efficiency. Barton's first such transformers later were contributed to a scrap drive during World War II.

The Arkansas Game and Fish Commission used the services of KUOA in February 1929 by appealing to listeners to feed birds while snow covered the ground.

A radio debate considered the question: "Resolved, the eighteenth amendment should be replaced." Ray Forrester and Kavanaugh Bush made up the affirmative side, and Fred Whiteside and R. J. Hoover were their opponents.

Beginning in March, KUOA started returning to the air at Friday midnight (after the Little Rock station signed off) to broadcast dance music by Owen Mitchell's Arkansas Travelers until 1:00 A.M. Franklin Wintker was the announcer, and he offered to send a picture of himself to listeners who requested it. The late hour gave the station nationwide coverage, and pictures were sent to almost every state. Wintker went to Chicago in May

to audition for WLS. His connection at that station was Steve Cisler, the former KUOA announcer. He planned to attend the University of Chicago should he acquire the big-city announcing job. His audition was successful, and he was hired by the "Prairie Farmer" station.

Variety was added to the KUOA noontime schedule one day when "Barnyard Steve" from Fort Smith presented self-made bird and animal sounds. It is not believed that this output drove KUOA off the air, but the station did take a summer hiatus and resumed broadcasting September 23. Loy Barton had joined RCA at Camden, New Jersey, and was succeeded as technical director by Clyde L. Farrar, associate professor of electrical engineering. W. S. Gregson was the program director that fall. The announcing staff consisted of Charles J. Griffith of Little Rock, chief announcer; Dan J. Jamison of Fayetteville; and Milton DeWitt of Norman, Oklahoma. James R. Boswell of Hot Springs was in charge of the operating room.

An equipment change was made at the *Fayetteville Daily Democrat* and other newspapers that would eventually affect radio stations. The Associated Press was replacing Morse code operators with automatic telegraphic typewriters.

January 1934 programming featured a debate that would be timely today: "Resolved, that the present commercialization in college athletics is deplorable." Ralph Ray of Fayetteville took the affirmative position. He was opposed by Fred White of Camden.

Franklin Wintker returned to the University for the second semester and resumed his announcing duties at KUOA. Apparently, he had experienced a sufficient amount of life in the Windy City. Others on the announcing staff at the time were W. S. Gregson, Daniel Jamison, Donald Morrison, and Victor Wohlford.

KUOA fan mail continued to arrive in sizable quantities. Station director Dr. A. M. Harding said that response was chiefly from Missouri, Texas, Louisiana, Tennessee, and Arkansas, but that Razorback teams had supporters as far away as Long Beach, California. A listener in Montreal, Canada, requested a station picture.

In March 1930, the battle was on between KUOA and KLRA. The Little Rock outlet wanted fulltime broadcasting on 1390. KUOA asked listeners to write the Federal Radio Commission urging the time and frequency be left as it was.

A Founders Day program was broadcast from 5:00 to 8:00 P.M. March 27, 1930. It was the University's fifty-ninth birthday, the State Legislature having passed a bill authorizing its creation on March 27, 1871.

The station again maintained summer silence in 1930. In September, the first of four home football games was broadcast. W. S. Gregson did the play-by-play, assisted by Franklin Wintker.

On March 31, 1931, the Board of Trustees of the University of Arkansas declared that they did not plan to lower the salaries of school personnel, but that they would endeavor to reduce other expenses during the national depression. President Futrall was authorized to lease KUOA. At the close of the semester June 10, an announcement was made that the station had been leased to a St. Louis corporation headed by W. M. "Bill" Ellsworth, who was managing director of WIL, St. Louis. KUOA would be operated as a commercial station, but there would still be University programs. Consulting Engineer Clyde Farrar ordered a recording machine to make electrical transcriptions, new microphones, and other equipment.

KUOA was known as "The Voice of the Ozarks." Musical strains of "Dixie" were used as the musical identification. Franklin Wintker, a recent graduate, was the station's program director. Sponsored programs began to appear by July 31, 1931. Among the early sponsors were the Idelwilde Hotel, the Ferguson Lumber Company, and Enterprizing Manufacturing. The *Daily Democrat* gave news comments at 4:50 P.M. Mrs. Julian Rogers, who had been featured for five years as the contralto prima donna with the Hagenback Wallace Circus and who had other impressive experience credits, sang on the new KUOA. Mildred Rosser Zell had become the staff pianist by September. Old Pirate, Jolly Four and his gang were heard at 8:00 P.M. on Saturday nights. From 8:30 to 9:00 P.M. on

Wednesdays, the program was "The Haunted House of Kildare."

At the beginning of the fall semester in 1931, T. Roy Reid, Jr. from Little Rock enrolled at the University as a freshman. He applied to KUOA for an announcer's job as a means of helping to pay his way through school. His previous experience had been gained the preceding summer at KLRA, Little Rock. He was put on the staff of KUOA, and one of his programs featured symphony music. Upon reporting to work one day, he found a note stuck in the door. It had been left by the head of the Department of Music. The message read: "It's not **Back**. It's **Bock**." Reid then made the acquaintance of the professor and learned considerably more about the pronunciation of names of classical composers.

KUOA lost the time battle effective December 28, 1931. The Federal Radio Commission granted KLRA five more hours daily. KUOA's time was reduced to four and a half hours daily: 7:00 to 8:00 A.M., 11:00 A.M. to 1:00 P.M., and 5:00 to 6:30 P.M. General Manager Ellsworth said, "It makes the operation of KUOA on a commercial scale almost impossible."

On March 23, 1932, KUOA was leased again, subject to FRC approval. Taking control this time was Southwestern Hotels, owner of the Goldman Hotel in Fort Smith. John England was the hotel's manager. The group also owned KFPW in Fort Smith. Lease approval came on May 5, and the transfer was made May 23. The station would remain on campus and would be operated mostly by students.

Harold Albrecht was named the outstanding engineering graduate in the June class. After graduation, he went to work as an operator for KUOA.

In early February 1933, Announcer T. Roy Reid began the process of changing a light bulb in the KUOA studio. Sparks shot from the socket setting fire to the draperies (which were actually blankets). First, Reid threw out the microphone, the typewriter and the account books. He then tried to fight the blaze with a fire extinguisher but was forced to leave the building. His clothes were badly burned. An orchestra from Prairie Grove was getting ready to go on the air when the fire started. Several of

their instrument cases were burned. The studio was located in a small wooden building on the campus about 200 yards from the Administration Building and across from the College of Engineering. Straw was stuffed between the inside and outside walls of the small structure. This was another factor in causing its quick destruction. Fortunately, the transmitter was located on the fourth floor of the Administration Building.

The University's loss on the building, equipment, and a piano was \$4,000. The loss to Southwestern Hotels was about \$1,500. Both losses were insured. A temporary studio was located downtown in the Mountain Inn. Broadcasting resumed on February 14, 1933. Announcer Reid was given a new outfit of clothing by a Fayetteville store in recognition of his bravery. After graduation in 1935, he worked for stations in Fort Smith, Springfield, Missouri, and St. Louis. Currently, he is a vice-president of Ford Motor Company in Detroit.

Two weeks after the fire, a contract for the purchase of KUOA was signed by a corporation of the Fulbright interests called KUOA, Inc. John England spent the day in Fayetteville completing the arrangements. By that date, Southwestern Hotels had purchased the station from the University. The studio was moved to the Washington Hotel on the square by March 4. It was in temporary quarters in the hotel until a permanent soundproof studio could be completed at the south end of the lobby.

The new owners took control of KUOA on Tuesday, April 1, 1933. The station again had Fayetteville ownership. Mrs. Jay Fulbright was the corporation president. She was also publisher of the *Fayetteville Daily Democrat* and president of the Citizen's Bank. Her son, J. William Fulbright, was away at Georgetown Law School and had no role in station operation. Two Fulbright daughters were active in the organization. Miss Roberta Fulbright was the station's general manager, and Miss Helen Fulbright was vice-president. John Clark served as secretary-treasurer. These four people and John England made up the board of directors. Don Campbell, who had been station manager, was made commercial manager. Roy Reid was still an

announcer. Harold Albrecht remained as operator, and Elizabeth Harris was the clerical assistant. Alton Hart succeeded Reid as announcer in April since Reid wouldn't be in school during the summer months. New RCA microphones arrived at the new studio. Other equipment had also been ordered.

On May 4, 1933, a frequency change to 1260 was granted, which meant that there would be no more time sharing. Broadcast hours would be from 6:00 A.M. until local sunset. Permission was also given to move the transmitter from the University campus to Mt. Sequoyah. The same day that the authorization was given, Mrs. Fulbright made a speech to the Rotary Club, discussing her recent trip to Washington. Included in the talk were comments about President Franklin D. Roosevelt (who had been inaugurated in March) and the new Legislature. The timing of her journey to the nation's capital and the approval by the FRC might have been a pure coincidence; but if so, it was an interesting one.

James MacKrell went to work for KUOA during the Fulbright ownership. He was a graduate of SMU. Radio, political, and religious circles would be aware of his presence for many years to come.

The KUOA Players were organized to present a series of dramas and playlets dealing largely with Northwest Arkansas history. Thomas Elroy Lucy, who was on the KUOA staff, was the group's director. In September, he left to take a job at a new station in another state.

New programs began to appear. "The Comic Strip of the Air" was done by Cecil and Sally. "God's Half Hour," sponsored by the John Brown Schools, was scheduled. The Reverend John B. Andrews was in charge. A sign of the times was evident in a program entitled "The President's Parade-NRA." Gladys Sonneman played the organ from the Palace Theatre.

KUOA left the air at 5:45 P.M., Saturday, October 14, 1933, for the purpose of moving the transmitter and replacing the studio equipment. The transmitter was moved from the campus to a new 14-by-30 foot fireproof stone building northeast of Fayetteville on Mt. Sequoyah's East Mountain north of the assembly grounds on a lot that had been part of the Burke

property. Two large telephone poles held the T antenna.

Listeners were disappointed that the station was still off the air Saturday, October 21 when the Arkansas Razorbacks played LSU at Shreveport. They were deprived of a radio broadcast of the game.

In early November, Operator Harold Albrecht went to work for RCA at Camden, New Jersey, joining Loy Barton. Alton Hart had taken the operator's exam in Dallas the week before, making a high grade. He was given the KUOA operator's job.

The final test of the transmitter move was made at 1:00 A.M., Saturday, November 18. This broadcast indicated that the station had doubled its coverage. Programs resumed on Monday morning, November 20. Football fans were again served with the broadcast of the Arkansas-Texas game at Austin the following weekend. Billie Rose was at the mike.

President Roosevelt's New Deal had placed several CCC camps in the KUOA listening area. Programs featuring camp members were often broadcast. The program lineup also included a familiar radio singer of the day, Smilin' Ed McConnell. Although the station offered variety, the western music touch was quite evident with such shows as "The Gene Rogers Cowboy Band," "The Ozark Mountaineers," "Buck Garrett and His Guitar," "Texas Jack and His Lone Star Cowboys," "The Sad Cowboy," and "The Arkansas Ramblers."

In September 1934, Alton Hart accepted a job with KTUL, Tulsa. Before leaving Fayetteville, he helped to find a replacement. Bill Stewart had graduated from the University in June 1932 with a B.S.E.E. degree. Hart called Stewart and suggested that he call Miss Roberta Fulbright. Stewart had not held an engineering-type job during the depression period since receiving his degree. In a recent letter, he related his reaction to Hart's call:

I rushed down to the KUOA studio in the Washington Hotel. After a brief interview, she told me to report to work the day after Hart left. I will never forget that was my first "steady" job at the wonderful salary of \$75.00 per month. I started approximately the first of October 1934.

The staff boasted of four. Miss Roberta Fulbright was the manager and signed the checks. Miss Orchid Peden, if memory doesn't fail me, was secretary and script writer. Mr. David Burns from Fort Smith was announcer, and I was chief engineer....

I bought a very used Model T (for \$25.00 yet) which I had when I went to work at KUOA. We had an apartment down on College Avenue so I drove the Model T up that long winding road until the clutch bands gave out. If you know anything about those old cars, they had three pedals. One was low and high, one was reverse and the other was the brake. Well, I wore out the low band, so at the foot of Mt. Sequoyah I would turn the car around and back up the hill using the reverse. That lasted a week or ten days. Since I didn't have enough money to get the "dern" thing repaired, it sat on the street in front of our apartment for a couple of weeks. My wife was quite embarrassed, and I'm sure the landlady wasn't very happy either. One day a farmer came to the door and asked who owned the wreck out front. My wife said, "I do, why?" He said, "What will you take for it?" She parried. "What will you give me?" He asked whether it would run, and she said, "Yes—but backwards." He understood and realized the bands were shot so offered her five bucks which she grabbed and slammed the door. The last she saw was when he got out a tow chain and hauled the "dern" thing away....

Times were still rather "tough." The final transmitter tube, UV851 from RCA, cost about \$350.00 and I seldom had a spare. When the tube started to go, I just ran up the filament voltage, wired RCA to ship a new one C.O.D. and hoped for the best. Several times the tube gave out before the new one arrived, and we just went off the air. Dave Burns would go home to Ft. Smith and wait till I told him to return. He would grab the next bus, and sooner or later, we got the old gal going again. You can imagine how unhappy the radio inspector was (Louis DuTreil from New Orleans) when he saw those blank spots in the log....

Apparently the filament generator was designed to put

out 14 or 15 volts and when operated at 10 volts it was rather "unstable." The voltage would soar to 15 or so, and I'd grab for the field control.

In October 1934, a Fayetteville man, Marc Stice, was named manager of KUOA. He had lived there since his discharge from the Army in 1919. He was a National Guard officer, a former showman, a former Fayetteville postmaster, and a former manager of a handle factory.

By January 1935, station management desired to expand the broadcast time to midnight so that KUOA could join a major network. The Communications Act of 1934 had established the seven-member Federal Communications Commission which took control of radio regulation July 1. KUOA made announcements and ran newspaper ads urging listeners to send 1,000 letters requesting the station to petition the FCC for additional time and network affiliation. After two days, 274 pieces of mail had been received. The number climbed to 552, but apparently the final count fell short of the goal. No further action was taken.

Evangelist John Brown had established John E. Brown College in Siloam Springs in September 1919. In 1924, he had purchased almost the entire town of Sulphur Springs, about twenty-five miles north of Siloam Springs near the Missouri border. He had begun other educational facilities there. He realized the advantages of radio broadcasting for both religious and educational work. An ideal radio station was a dream among his many dreams—"...a radio program, non political and non sectarian, bringing into the homes of the people the finest in music, literature, art, and religion, without the obnoxious and sometimes repulsive and cheap advertising of liquor, cigarettes and sex plays and prize fights, that go with many programs to which the American child wants to listen.... And if programs are sponsored at all, they will be sponsored for an hour's program with the simple announcement that certain nationally known advertisers sponsor these programs, and no advertising will be accepted at any price that is objectionable to the Christian parents of the nation."

The Reverend John Brown had experienced a brief and

unsuccessful encounter with a small station in the late Twenties. (That phase of Arkansas radio history will be covered in another section.) Now he was ready to try again. In the spring of 1935, he began negotiations with the Fulbrights to buy KUOA. Lester Harlow, a former student at the college, was visiting the Brown farm one day that spring. The founder of the college told him that he had just bought a radio.

Harlow, thinking he meant a radio receiver asked, "What kind?"

Brown replied, "No, I mean a radio broadcasting station. We have bought KUOA and will take it over as soon as we can get the papers through Washington. I expect to have it not later than the first of June, and I want you to be with me when I do."

Harlow had attended the Coine Electrical School in Chicago where he had obtained his first class engineer's license.

The sale of the station was announced in Fayetteville May 18, 1935, and the new owners prepared to take control June 1. The contract stipulated that the station could not be moved from Fayetteville until the final payment was made.

Storm Hammond Whaley was appointed station manager. He was graduated on May 24 of that year from John Brown University in the school's first four-year class. He was nineteen years old, having been accelerated faster than the normal pace in grade school in his hometown of Sulphur Springs. He had been a member of a radio quartet called "The Ozarkians," which had made a singing tour to California during the summer of 1933. The remainder of the new staff included Clair Abraham, announcer; Jesse Miller, chief engineer; and Lester Harlow, engineer. On Saturday, June 1, 1935, John Brown University assumed ownership and dedicated the station with an all day program. A few days later, Otis L. Wright joined the staff as an announcer and relief-engineer.

In a speech to an amateur radio group more than twenty years later, Storm Whaley told of his early days at KUOA:

For reasons that seemed good at the time, we released the old staff so that at sign-off time May 31, 1935, the station had one set of employees, and at sign-on time June 1, 1935,

completely new and different faces.

During the night the new employees had opportunity to learn all they could about operating a radio station. Of the crew of four who took over, only one had ever pointed a microphone in anger.

We were all executives. We had an announcer manager, an announcing program director, an operating chief engineer and an operating chief operator. The only one in the crowd who had ever worked for a radio station was the chief engineer.

Our pay was mostly prestige. As manager my salary was \$80 per month, plus a trade-out meal ticket at a Fayetteville cafe, plus a room. The other salaries were in proportion.

We have no sponsors because we cancelled all contracts (all \$800.00 worth) in order to be free to work out our own destiny. I might say we were left alone and were plenty free. Our first month's gross billing ran about \$40.00.

In 1935 there were fewer than 500 radio stations in the country. Power was low, sets were poor, so that daytime audiences had little choices. A typical Northwest Arkansas listener had to choose between KVOO, Tulsa, KWTO, Springfield, and KUOA, Fayetteville. We were a daytime station, and in the nearby area we were the only station many of our daytime listeners could get. Like a lot of stations similarly situated, we broadcast for our own convenience. The first major policy I had to make was to specify what hours we would take off for lunch. I made the momentous, and exactly wrong, decision that radio people should eat when other people did, so we knocked off for lunch, signing off at twelve and back at one-thirty. Even then, the noon hour was known to be the most valuable time on a daytime station—known, that is, by all stations but ours. We soon corrected the disaster.

On Sundays we signed on about nine and stayed on the rest of the day without interruption.

Although microphones were not sensitive, we were frantically concerned about unwanted noise in the studio.

Ours was in the old Washington Hotel in Fayetteville, with no outside exposure, no ventilation, and of course no air conditioning. Even electric fans were taboo. Our first summer was hot.

The first Sunday of our operation the announcer-manager took over the controls about ten for the rest of the day, and when you were on duty that meant you were all but chained. During a church broadcast I ordered a drugstore sandwich and a malt. Church ended unexpectedly, and in the flurry to get something going, I spilt the chocolate malt in my lap. The chocolate made a beautiful contrast with my new palm beach suit. No one had foreseen that we would have many visitors that day. Many of them probably wondered why I always carried a sixteen inch record in front of me. If they came later that day, they probably wondered about the smell—and the flies.

It was very informal—and had to be—because we only had two studio people. The other half of our staff, the engineers, worked at the transmitter on top of the mountain. Our days were long, and much of the time the announcer on duty was receptionist, janitor, phone operator, record librarian, script writer, and guide. Expressmen and Western Union messengers wandered in at will. Visitors frequently came right into the studio during announcements. But we grew accustomed to it.

It's surprising how much one can do while a three-minute record is playing. I have made it to the postoffice and back during a five-minute record.

As time went by we opened a remote control studio in Siloam Springs, and from that studio originated most of our "live" broadcasts. We may have added a staff member or two, but the remote studio further diluted our personnel resources. When we had an announcement that required two voices, it often worked out that one would perform from Siloam Springs and the other from Fayetteville. The man at the remote studio tuned in the station on a headset receiver, and this cued his part. The favorite practical joke of that era was to tune the cueing receiver to KVOO. It wasn't so funny

either when the static was so bad we couldn't receive our own station.

One of our early sponsors, the Arkansas Western Gas Company, bought a quarter hour daily talent program featuring a male quartet. Unavoidable circumstances forced one of the members to be in Fayetteville one day with the other three thirty miles away at broadcast time. So we did what might have been a first—perhaps an only—in broadcast history. We found enough headphones for each member of the quartet. The boys in Siloam Springs listened to the broadcast over the air—the one in Fayetteville to the others on the line. The harmony was as close as usual—musically if not geographically.

There were some principles of program policy that we generally accepted that made no sense, but which we slavishly followed. One rule: programs must be varied. If we had classical music one hour, the next program must be hill-billy songs, or popular tunes, or speech. We would never follow the "back-to-back" principle which has become the accepted practice....

Another axiom: be coy about recordings. There was a rule that every mechanical reproduction must be identified as such, and the quality of an announcer was measured by how well he could conceal the hateful words "a recording" or "recorded." Some smart operator read the rules carefully and decided that a single record equals a single mechanical reproduction, and that identification need only be made once for every two pieces if both sides were played in sequence. Undoubtedly, many sorry tunes were popularized because they happened to be on the flip side of a hit.

Another rule: never permit dead air. Of course, this meant that a good announcer must chatter incessantly, covering up any interruption. Again the quality of an announcer could be judged by how few milliseconds he allowed of silence. It is possible that the unreliability of the transmitter caused listeners to believe that the station was off the air if as much as five seconds of unmodulated carrier went by. We couldn't honestly claim to broadcast an unmodulated carrier

at any time. The difference in dead air and programs—one was intended modulation, the other hum and noise.

We weren't above trying to impress our guests, and it was a constant struggle to keep talent properly impressed. One bit that always paid off was the microphone act. We always went to great lengths to keep our talent from handling mikes. The movies of that day always depicted radio performers embracing microphones, and all our performers wanted to do the same. There was a good reason. The carbon mike was especially bad about generating extra noise when jarred. That's why it was almost always mounted in a ring with rubber bands or springs. We could always shatter morale by suddenly attacking the microphone just before broadcast time, pounding it with our chimes mallet. This not only shook up the talent, it agitated the carbon in the mike. It may have hurt the talent, but it made the carbon mike a better, quieter instrument.

Our pride and joy was a big condenser studio microphone—box type. You may remember seeing them. The microphone head was about the size of a dollar watch, and it was mounted in the side of a cubical iron box, some eight inches on a side. We were always fearing that someone would upset the iron mike and did everything we could to keep hands off. There was a crooner, however, who wouldn't learn until the mike taught him. One day this tenor, who was very tall, was in the midst of a love lyric, and as his song seemed to demand, he reached a caressing hand to the microphone and tilted it over toward his face. At this point the head of the mike fell out and dangled there by one wire like a disconnected eyeball, emitting sharp, hot sparks everytime it hit the frame. It's too bad the mike went dead when it fell apart. The world missed hearing some of the highest tones ever emitted by the human throat.

John Brown wanted some broadcasts to originate from the JBU campus as soon as possible. Jesse Miller immediately went to work building a remote control studio. On June 13, the first KUOA program from College Hill was broadcast. The programs

to follow would be talks by the Reverend Brown, musicals, and chapel services.

KUOA was on the air from 6:00 to 10:00 A.M., then time out for lunch (after Storm wised-up about the importance of broadcasting during the lunch hour), and from noon until local sunset, which was 7:30 p.m. in June. Later, the lunch break was changed to 1:00 to 3:00 P.M.

While the two studio men coped with the problems in downtown Fayetteville and Miller supervised the remote control studio in Siloam Springs, Lester Harlow was standing the essential transmitter watch on the mountain. In a 1973 letter, he discussed some of his experiences:

After being there for a month I knew the station transmitter's idiosyncrasies (and it had a lot). I had been with it enough hours to know. Well, I was supposed to have time off to get married and have a short honeymoon. My present wife and I were married at 9:30 A.M. on the morning of July 5 and had returned to Fayetteville where we had rented a small cottage near the transmitter. A car drove up as we were packing to leave and it was Storm Whaley. "Sorry, Les, to tell you this but the station is off the air and we cannot find the trouble. Will you fix it?" After fixing the trouble I was then told that I had better plan on taking off later on in the summer and to finish working that day. Jobs being scarce in 1935 made me decide to say "yes" and break the news to my bride of a few hours. The next month we did start on our honeymoon, only to be intercepted after we had gone about 100 miles by the highway patrol and told to call the station. I did. The station was off the air, and I was ordered to come back. So we gave up the idea of a honeymoon trip. However, I guess there were no ill effects, for we have now been happily married for almost 38 years.

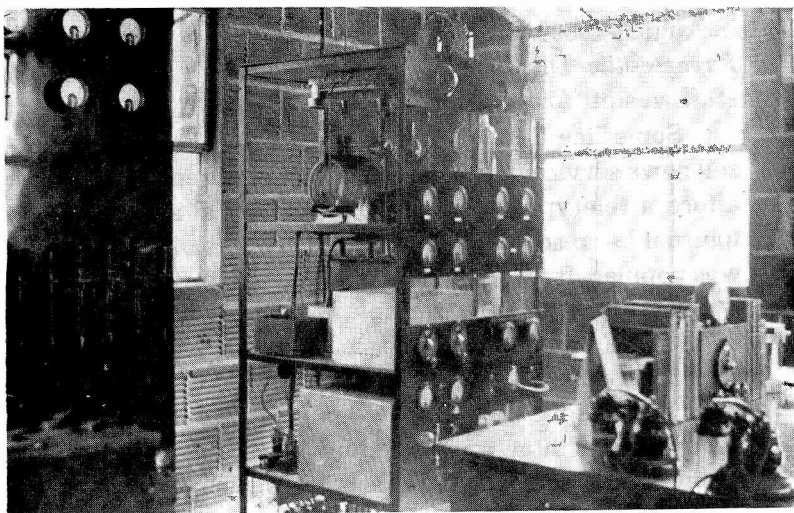
My wife, Anna Mae Harlow, also acted as an emergency announcer in those days. We used to have a broadcast once a month from 2:00 to 2:20 A.M. for the F.C.C. to monitor and check our frequency. This was normally handled by the

other engineers who lived in Siloam Springs. One morning about 1:30 I was awakened with Storm Whaley on the line. He was calling from Siloam Springs and said they had overslept, and could we handle it. So we got up and she went to the studio and turned on the equipment, played records and made the announcements every three minutes, while I operated the transmitter. Storm said it was a real relief to him when he heard the carrier come on exactly at 2:00 A.M. This happened one or two other times. On one of these Harlow/Harlow broadcasts, we received a card from an SWL in New Zealand reporting receiving us and mentioning a woman announcer.



The KUOA transmitter building on Mt. Sequoyah in 1934. Engineer Lester Harlow holds a Type 851 transmitter tube used in the final amplification.

In September 1935, a group of students formed a lively gospel singing group similar to the Nashville sound of today and began broadcasting at 6:00 A.M. Response came from many states. The leader of the group was a student named Richard Rossignol. It was the beginning of an illustrious career. Later, he



KUOA's transmitting equipment.

formed Billy Graham Film Productions. Using the name Dick Ross, he directed the movie "The Cross and the Switchblade." He became the producer of the Oral Roberts and Katherine Kuhlman programs.

Dr. J. W. Workman was the district superintendent for the Methodist Church in the Fayetteville district in 1935-36. He conducted a program over KUOA which he called "Elder's Chart and Compass."

In his speech, Storm Whaley summed up the status of radio news in the mid-Thirties:

In 1935 radio news had just been discovered. The networks had entered a contract with Associated Press, United Press and International News Service for regular newscasts of five minute duration. They were not to be sold, and on the end of each there was the plug: "For full details see your daily newspaper." The venture was called "Press-Radio News Service."

Beyond reading the daily newspaper on the air, local stations like ours did very little news broadcasting. Only

when the event happened under our nose did we notice it. Our first news announcement was the death of Will Rogers in August 1935. Our copy came from an extra edition of the *Fayetteville Democrat* pushed under our door while the staff was off for lunch.

Sometime that year INS and United Press decided to sell news service to radio stations. We wanted it but couldn't afford a teletype. Apparently our financial squeeze wasn't unusual because there sprang up a service which for awhile was popular. It was called Transradio Press Service. It used wireless telegraphy to transmit news to stations all over the nation. We paid the service twenty dollars per week for the privilege of copying code four hours each day, which gave us enough news for four quarter-hour newscasts.

The only hitch was in finding operators who could take 20 words per minute in long stretches. The speed later was increased to 30 words. Before each newscast we farmed out pieces of the copy to different ones who did their best to make something sensible out of assorted misspelled words and to fill in blanks. One of our early operators had trouble with figures, and we never knew if it were 10 or 10,000 Ethiopians killed in the latest battle.

The night Hauptman was to be executed for the Lindbergh kidnapping, there had been a lot of tension over last minute reprieves. Our code operator broke his arm while playing baseball, and our listeners waited in suspense—till now I suppose.

By the spring of 1936, John Brown was ready to take the first step toward moving KUA to Siloam Springs. The request to make the move and to increase power was made to the FCC. Ralph C. Kennedy, Jr. and Thomas R. Rothrock in their book *John Brown of Arkansas* related the outcome of the request:

Permission was granted in sixty-one days, much more quickly than expected, and it caught the young University without one dollar of the forty thousand necessary to carry through with the change. Without borrowing, the money

was raised in one week, and the founder stated, "I consider this one of the greatest miracles of my life."

On June 30, 1936, Brown turned the first shovelful of earth in erection of a transmitter building for the station, then authorized to operate with 2,500 watts of power. He called the 450 foot tower to be erected "The Rod of God." Concerning operational costs he said, "People who raise issue as to the cost of operation of such a plant, overlook the fact that we have our own radio school and radio staff with a chief engineer, and our own power plant, and with very little added expense we can operate the new station."

While the station was still at Fayetteville, it carried an important program on June 10, 1936, a speech from Little Rock by President Roosevelt opening the Arkansas Centennial.

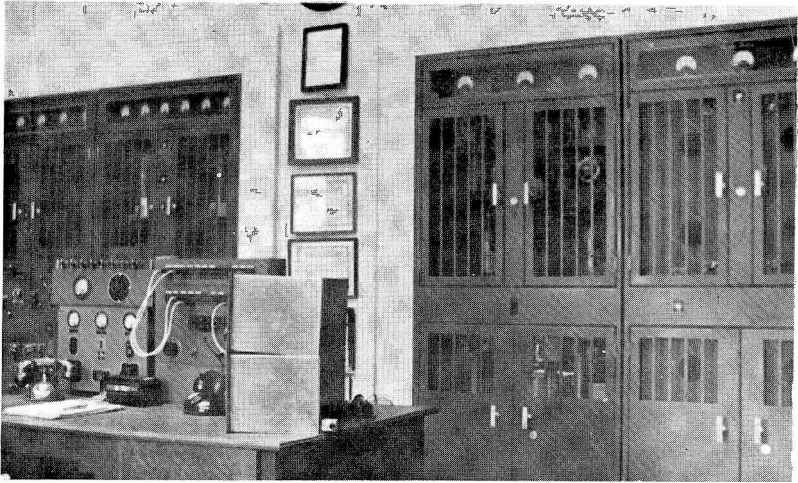
Some baseball games in the Arkansas-Missouri League (Class D) were broadcast that summer. One matched the Cassville Blues against the Siloam Springs Travelers. The sponsor was Southland Benzoi.

All programs began originating from studios in Siloam Springs before the transmitter was moved and the power increased. Work proceeded with the installation of new Western Electric equipment and the erection of the 450-foot Blaw-Knox vertical radiator. A new type of electric organ made by the Hammond Clock Company was bought for the studio. It's still there, a real museum piece. On November 26, 1936, the new transmitter went on the air from Siloam Springs. The Fayetteville division was closed down and dismantled.

Brown had a phone line built to his farm to make his 5:00 A.M. "God's Half Hour" broadcast more convenient. Listener response at that early hour came from forty-seven states, plus Canada, Central and South America, and the Hawaiian Islands.

Storm Whaley's speech further described some of the aspects of the new engineering set-up:

When we built our station at Siloam Springs we installed an underground feeder system for the antenna. It was a



KUOA's new Western Electric Model 355 E1 transmitter which was installed when the station was moved to Siloam Springs.

3/4 inch concentric cable—a glorified copper water pipe with a copper tube inside it, insulated from the outer pipes by lifesaver shaped porcelain rings strung along the tube. It had pretty high voltage on it, and we kept nitrogen pressure on it. To get away from the effect of temperature changes, we buried it eighteen inches or so. For awhile it worked just fine—until the coldest day of winter. The inner conductor pulled apart somewhere underground.

To add to our sorrow the ground was frozen solid. It was almost impossible to dry any sized hole, and we faced an impossible task. It seems simple now, but with our limited equipment then, it seemed like a miracle when one of our engineers measured the capacitance from each end of the system and predicted the break within three feet.

Other episodes didn't turn out too well. One rainy season lightning got into the feeder and burned a hole in the outer pipe. The nitrogen all leaked out and water came in. We found the hole but had trouble drying out the cable, since we were out of nitrogen. We borrowed an air compressor and attached it to one end of the cable and blew. Do

you know how much oil and moisture an air compressor puts out? We had to dig up all 300 feet of cable, take it apart and wash it out.

One morning we had a call from the duty engineer at the transmitter. He warned that we might go off the air at any minute—that something had broken loose in the tuning unit. It was a big unit all closed in by a copper shield where the output of the transmitter was coupled into the antenna feed. I would imagine that there were 8,000 or so watts of power being coupled there.

The engineer light-heartedly suggested that he might have a snake, and was talking to me on the phone as he began with one hand to unbutton the coupling unit. I heard a gasp. He dropped the phone and wouldn't answer. I was sure he had been electrocuted. We raced to the transmitter. Arriving there, we found the operator, still green, holding a snake upon a stick. It was about three feet long and undoubtedly had crawled up into the coupling unit through the opening for the concentric ditch. It was the warmest loaded snake in that part of the country after a few seconds in that r.f. field and probably the most surprised snake in the world when he coiled and touched himself. The circulating tank current there was in the order of 11 or 12 amps, as I remember.

When we began to broadcast our transmitter was a composite job. It was supposed to put out 1,000 watts and used an air-cooled final tube (an RCA 859). It was a glass bottle about the size of a mountaineer's jug and put out as much warmth. It had no radiator fins.

Later we were more sophisticated and our 5,000 watt transmitter used water cooled tubes. You may remember then the water actually circulated against the plate. It was fed into the insulated tube mountings through porcelain tubes. Since we had about 12,000 volts on the plate, it was necessary to use distilled water. If you haven't fooled with distilled water it's hard to realize how erosive it is. It took a long time to get the water cooling system so that it didn't leak, and I have no idea how many changes of water were re-

quired to get a clean system.

One winter our cooling system froze up and we lost the distilled water. We ran a still of our own to replace water lost by leakage and evaporation, but we weren't prepared for this one. In our rush to get things going, we carried some distilled water in 5 gallon jugs that had been used to transport grape juice. We cleaned them we thought, but it was a month before we got the grape juice out of the cooling system. It was probably the only transmitter in the world with a hangover, and probably the only hangover whose intensity could be read on a leakage current meter.

John Brown constantly wanted more radio power for more listener coverage. On September 7, 1939, KUOA was authorized to raise its power to 5,000 watts. The more powerful station was dedicated on graduation day, May 11, 1938. Jesse H. Jones of the RFC in Washington was the commencement speaker. Arkansas Governor Carl Bailey and Oklahoma Governor E. W. Marland also spoke. The activities were broadcast over a network of seventeen stations in Arkansas, Tennessee, Oklahoma, Louisiana, and Texas.

An employee who would become a longtime staff member joined KUOA as an engineer in 1940. Cecil E. Smith had ridden a motorcycle from California to Siloam Springs in 1929 to go to school. Ralph Kennedy, another longtime KUOA staff member, came to JBU as a student in 1939 and began announcing in 1941.

At 3:00 A.M., Saturday, March 29, 1941, the North American Regional Broadcasting Agreement (NARBA) went into effect. The KUOA frequency became 1290 kilocycles.

In his reflective speech, Storm Whaley ably expressed the feeling and purpose of early radio broadcasters: "Those of us who were in broadcasting for awhile felt pretty sure we were the people—that the radio industry was the greatest and best means of communication the mind of man had conceived or might conceive. We were in the middle of things...."

KFOZ

A license for Radio Station KFOZ was granted to Leon Hudson Real Estate, 2208 Grand Avenue, Fort Smith on March 19, 1924. It was operated by Leon Hudson at his home, which was the Grand Avenue address. KFOZ had a power of 20 watts and broadcast on 233 meters or 1290 kilocycles.

The station assisted with police work beginning Monday, May 5, 1924. Fort Smith Police Chief M. R. Oats announced that his department had launched a radio campaign. KFOZ was made the official station for broadcasting information to assist officers in outlying districts and nearby towns within a radius of one hundred fifty miles in apprehending criminals. The officers could send a description of the person wanted by telephone, telegraph, or letter, and the information would be broadcast between the hours of 12:45 and 7:00 P.M. The service was free, but Chief Oats pointed out that there would be costs in maintaining the radio station. He welcomed contributions.

On May 20, 1924, Fort Smith Shriners claimed an Arkansas radio "first." Radio was used in what they called the "ring contest." Candidates for Shrine offices made their campaign speeches over KFOZ.

Hudson's license was renewed June 20 for another three months, but KFOZ was deleted January 10, 1925.

KFPX

Radio broadcasting returned to Pine Bluff briefly in 1924. KFPX was licensed to the First Presbyterian Church at Fifth and Walnut Streets April 22, 1924. The power was 100 watts, and the wavelength was 242 meters or 1240 kilocycles. Only church services were broadcast. Howell L. Westbrook handled the equipment. The Reverend R. Excell Fry, D. D., was the pastor.

The first broadcast was at 11:00 A.M., Sunday, September 14, 1924. Evening services at 7:00 were also put on the air. Special religious music was directed by Miss Marie Atkinson. Helping with the services was the assistant pastor, Frank H.

Caldwell.

Additional three-month license renewals were made July 10 and October 6. Deletion on account of expiration came April 10, 1925.

KFRJ

Guy Simmons, Jr., 515 Clifton Street, Conway, applied for a broadcasting license in 1924. He was a contemporary of Ben H. Woodruff, who operated Conway's first station. Simmons had been one of several who helped Woodruff build it. A license for KFRJ was issued October 3, 1924, but Simmons had changed his mind about wanting to operate his own station. The permit for 10 watts on 250 meters or 1200 kilocycles was never used. The license was deleted February 28, 1925.

KTHS

On Thursday, April 5, 1923, fire destroyed the red brick Arlington Hotel at Hot Springs, routing 350 people, causing the death of one fireman, and resulting in a property loss of \$1,500,000. The immediate question among Spa citizens was whether or not the hotel would be rebuilt. W. E. Chester, vice-president and general manager of the parent firm, the New York Hotel Company, announced that the annual board of directors meeting would be held the following Monday and that the matter of rebuilding would be taken up at that time. The decision was made to build a new hotel across Fountain Street from where the first one had stood.

Ed Appler of Appler Electric Company, a firm that handled radio receiving sets, began to talk about the possibility of a Hot Springs radio station. Some other forward-thinking citizens also began to discuss the idea. One such person was Milton Nobles, manager of the telegraph office for Western Union. He expressed his support to fellow Rotary Club members, and the possibility picked up some enthusiasm from these business and professional men. Plans for the new Arlington included two large tower rooms at the front of the building, an ideal location for a

radio station, some thought. The plan was revealed to W. E. Chester. He believed in the value of publicity although he did not seek personal promotion for himself. He promised to consider.

To help the idea come alive, preparation for a remote broadcast from Hot Springs was put into effect. WBAP, the Fort Worth *Star-Telegram* station, seemed to be the logical choice to originate the broadcast. It had 1,000 watts of power at the time. Givens Campbell "Cam" Arnoux (pronounced AR-noo. If someone called him AR-no, he would say, "AR-noo, if you please."), manager of the Texas station, agreed to do the broadcast. He had held a variety of jobs and had experienced various activities prior to his entry into the infant radio field. He was a native of the East but had received his high school education and some college credit in Texas before entering the Army at the beginning of World War I. In 1919, he had made an adventurer-type trip around the world. Later, he had worked with Red Cross publicity in St. Louis. In 1922, he had joined the *Star-Telegram*. Soon the paper established a radio station. The job of running it had been offered to more seasoned newspaper men on the staff; but desiring to stay close to printer's ink, they had declined. Arnoux hadn't been asked; instead, he had been told, "You're it!"

The Hot Springs broadcast was referred to as the world's "longest remote," necessitating the use of 405 miles of telephone wire to carry it from the point of origination to the station at Fort Worth. Arnoux and WBAP's engineer, Ed L. Olds, went to Hot Springs to make final arrangements to conduct the broadcast. Olds' radio experience had begun with the Navy in 1913. After the war, he had served with the Merchant Marines as a radio operator. The "longest remote" went on the air March 18, 1924, from the Hot Springs High School Auditorium. An array of local talent paraded before the microphone: the Junior Chamber of Commerce Sextet; the Majestic Hotel Orchestra; the Business and Professional Women's Orchestra; Mrs. H. C. Wehlan, pianist; and Miss Natalie Brigham, violinist. Miss Brigham was a young lady from Wauwatosa, Wisconsin, who was visiting her aunt in Hot Springs.

Audience response from several states was enthusiastic. W. E. Chester made a favorable decision. Call letters representing a slogan that was the height of a Chamber of Commerce dream—KTHS, “Kum to Hot Springs,”—were selected.

By July 1924, construction of the \$3,000,000 New Arlington was well underway. Conduits for radio wires that would run to various parts of the building were already installed. Since Chester and other leaders had been so favorably impressed with the quality of the remote broadcast, it was only natural that they would turn to the two men who had successfully executed it. Cam Arnoux was hired as the first KTHS manager. He was also referred to as the “director-announcer.” Ed Olds was employed as the station’s engineer. Arnoux arrived in town October 16, 1924. A construction permit was granted November 3. Olds then came and began working on station installation.

The west tower at the top of the New Arlington was selected as the site of the studio. An acoustical engineering firm did the work necessary to free it from echo and overtone. The studio was adequate for both solo and group programs. A phone system connected it to the operating room on the twelfth floor. This room housed the transmitter, input amplifiers, and auxiliary apparatus. Included among the equipment were four huge 250-watt transmitter tubes and a 50-watt speech amplifier. In an adjoining room, there was a 5-horsepower motor generator that created 1,600 watts of direct current to operate the transmitter. The broadcasting equipment was manufactured by Western Electric. Special lines ran from the operating room to the ballroom and the orchestra pit. Hotel and station personnel boasted that an entire convention held in the New Arlington’s facilities could be broadcast just as some Eastern stations had broadcast the Republican and Democratic National Conventions the preceding summer.

Two windmill steel towers were installed on top of the new hotel with the forward tower standing at the midway point between the east and west room towers. The work was done by the Pigeon Thomas Structural Steel Corporation of Memphis. One was 150 feet high, and the other measured 125 feet. They

weighed 22½ tons. The antenna was 253 feet above street level. The complete cost of the new station to the New Arlington Hotel was \$27,000.

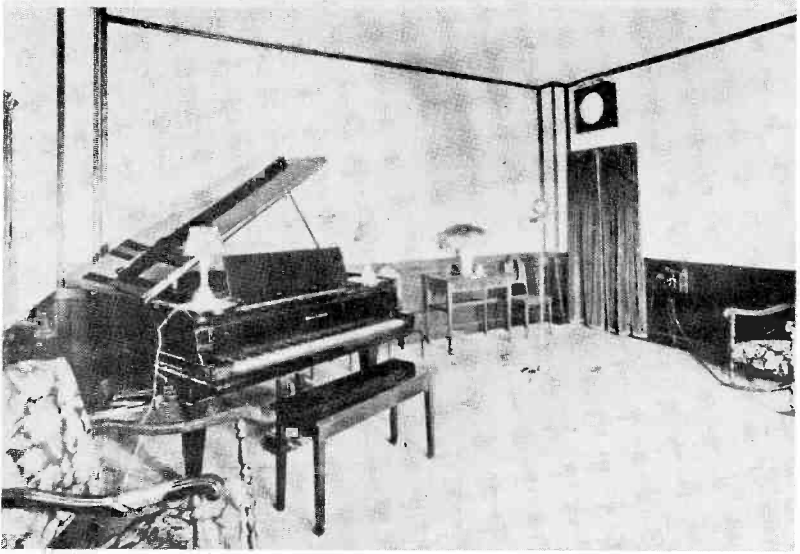
The license for KTHS to operate as a Class B station was granted in Washington December 19, 1924, to the New Arlington Hotel, Central and Fountain Streets. The power was 500 watts, and the wavelength was 374.8 meters (usually called 375) or 800 kilocycles.

The first official program was December 20. There had been test broadcasts, but the reports from different sources vary as to the dates and number of the trial programs. One source stated that the first purely test broadcast of KTHS was sent out at noon on December 11, 1924. Messages began coming in within forty minutes. Paul Carriger of Norphlet, Arkansas, sent the first telegram. He was listening on a Zenith Number 4 receiver. The first letter received as a result of that test program came from W. W. Winters of Traskwood, Arkansas. The same source contends that a musical program that night at midnight featured Miss Natalie Brigham playing the violin with Arthur Platz at the piano. Miss Brigham spent a great deal of time in those years

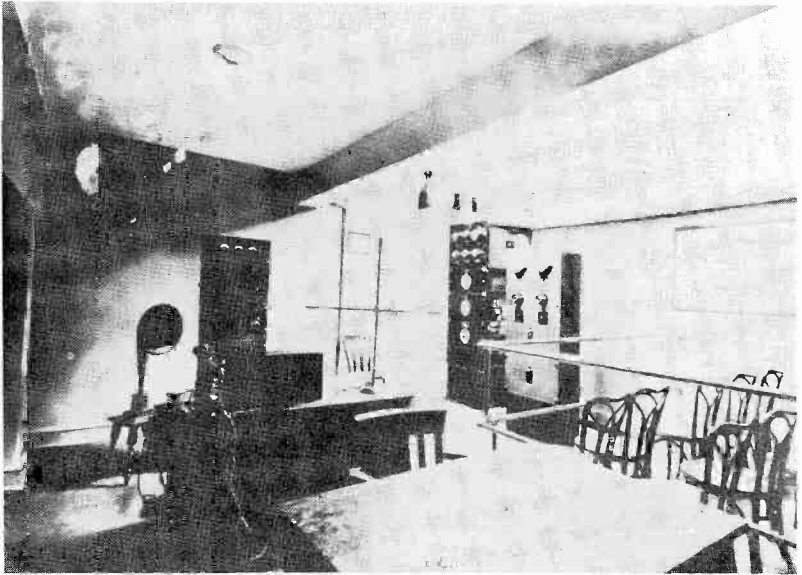
KTHS—New Arlington Hotel, Hot Springs



Left, E. E. Ode, technician for Station KTHS. Ode is known to Radio fans as "ELO." Above, the home of KTHS, the palatial New Arlington Hotel at Hot Springs National Park. Right, W. C. Armond, better known as "MCA" as his friend of the hour, formerly connected with WCAP. He is currently employed at Station KTHS. Miss Ode and Armond have played a notable part in the history of KTHS.



KTHS Studio.



KTHS Transmitter and Control Room.

visiting her aunt, Mrs. A. C. Jennings. She continued her study of the violin while in Arkansas, making trips to Little Rock for lessons. Platz was the pianist for the Arlington Hotel Orchestra. By December 13, messages had been received from listeners in fourteen states. The farthest point was Kilbourn, Wisconsin.

Two sources agreed that another test program was broadcast the night of December 13, but they differ on the title of the first selection played by Miss Brigham and on the name of the pianist. One contended that she played "The Old Refrain," and the other listed "Mighty Lak a Rose." The first document had a return appearance by Mr. Platz, but the other gave credit to Mrs. H. C. Wehlan. She supposedly closed the program by playing "Narcissus." The station stayed on the air until 2:56 A.M. and received 106 messages. The Western Union office accommodated the radio personnel by staying open until sign off time. Milton Nobles, the office manager, was on duty at KTHS receiving the messages from his office by phone.

Interested observers of the test broadcasts did agree on at least one point—that more than just a casual acquaintance was developing between Mr. Arnoux and Miss Brigham. In a recent telephone interview with Mrs. Arnoux (the former Miss Brigham) from her home in Norfolk, Virginia, she called it a "radio romance."

With the preliminaries out of the way, the stage was set for the big opening night broadcast. The new station had received considerable pre-opening publicity. On December 15, Arnoux had spoken to the Little Rock Radio Club. He had broadcast over WFFA, Dallas December 18, promoting the opening of KTHS. The Hot Springs Chamber of Commerce had notified more than 1,500 newspapers of the future existence of the station. Hot Springs citizens had been urged to write out-of-town friends and relatives to tell them to report on the reception. A dinner was held for the New Arlington stockholders Friday, December 19, which marked the official opening of the hotel.

At 8:30 P.M., December 20, 1924, Cam Arnoux stood before the microphone in the New Arlington ballroom and said, "Greetings to radioland. Station KTHS in Hot Springs National Park, Arkansas, is now on the air."

He then introduced Jack Renard, leader of the ten-piece Meyer Davis Orchestra, a society-type musical organization with headquarters in Philadelphia. Renard announced that the program would be made up mostly of old-fashioned waltzes. He also told listeners that the musicians would be glad to answer requests. At that moment, the band began playing "Sweet Little You."

The broadcast continued until 10:30. Immediate response came from twenty-two states. There were 186 telegrams and 25 long distance telephone calls. The following day, Sunday, December 21, services were broadcast from 11:15 A.M. to 12:15 P.M. from the First Presbyterian Church. The sermon was by the pastor, the Reverend Chauncey Hickok. Another musical concert was broadcast Sunday night from the New Arlington.

On Monday night, a sizable list of local talent performed in the west tower studio. Piano players formed the majority group: Miss Leona Attoni, Miss Lyn Howlett, Professor Arthur Platz, Miss Louise Beasley, Misses Agnes and Katherine Denby, Miss Pearl Gartenbury, Mrs. B. Frank Beasley, and Miss Frances Hardin.

Vocal numbers were offered by Dr. O. H. King, Mrs. Harry A. Jones, and Mrs. Mary Jones. Mrs. Jacques Manier played the violin, and Stephen Csillag was featured on the cello. At 10:30, the switch was made to the ballroom where the Meyer Davis Orchestra broadcast a "Chicago Dance Serenade."

Miss Eleanor Sink, a violinist from Little Rock, and other artists from the Capital City presented a program Tuesday night from 8:30 to 10:00. On Christmas Eve, carols were sung by the Hot Springs Choral Club featuring fifty voices with orchestral accompaniment. An organ recital from the Princess Theatre and a Christmas concert by the Meyer Davis Orchestra made up the programming Christmas night. A Friday night concert was presented by the Cafferty Sextette of Hot Springs. More music was broadcast by the Meyer Davis group Saturday night, December 27. Also, a message was given by John G. Lonsdale, president of a St. Louis bank and a former citizen of Hot Springs. The president of the Rock Island Railroad sent a message that passengers on the "Sunshine Limited" in Kansas had gathered

around a loud speaker and were listening to KTHS on the night of December 29. Music that night was by the Majestic Hotel Orchestra and featured Mrs. Harry A. Jones singing "Tea for Two" and "Kiss Me Again."

The biggest night for the new station and the new hotel came on New Year's Eve, December 31, 1924. A formal party celebrating the official opening of the New Arlington was broadcast from 9:30 P.M. to 1:00 A.M. More than 1,400 guests attended. A welcome greeting to the world was given by Governor-elect Tom T. Terral. Music was furnished by both the Meyer Davis Orchestra and the Howard Santry Cameo Record Orchestra. Prizes were given to out-of-town listeners. A code was broadcast each broadcast hour. Members of the Jaycees and merchants contributed prizes. Listeners who replied had to include the code for each particular hour. At midnight, the Meyer Davis Orchestra played the traditional "Auld Lang Syne." Both KTHS and the New Arlington were ready to head into their first full calendar year.

The parade of programs intensified in the new year. A daytime feature from 12:30 to 1:20 P.M. included the weather, markets, and road information. Cam Arnoux was striving to present a variety of talent. A contingent from Arkansas State Teachers College came from Conway to broadcast in early January. College President Burr W. Torreyson spoke on "The Relation of the Normal School to the State." There were musical selections by Professor Homer F. Hess, Mrs. William S. Little, and Mrs. Howard C. Johnston. A reading was given by Miss Glenn Kirkland. Letters were arriving from such distant places as Cuba, Canada, and Central America. Other out-of-town artists included Mrs. Virginia Laurie Coffman from Fayetteville; Mrs. Alice Heniger, president of the Little Rock Coterie; Mrs. Henry Wells Sanderson of Little Rock; Professor Wilbure Shoemaker of Little Rock; the Little Rock Conservatory of Music, directed by Effie Cline Fones; the Sunshine Quartet of Little Rock; and Dorothy Butler and Meriam Cummins, students at Henderson-Brown College at Arkadelphia.

A "Down on the Farm" program offered variety. Luke and Mack Hignight played oldtime hoedown tunes and French harp

selections. On other nights, there was music by the Ray Mullins Orchestra from the Jack O'Lantern Eat Shoppe, vocals by Mildred Cobb, music by the 153rd Infantry Band, an organ recital by Lawton Reed from the Princess Theatre, songs by the glee club and the male quartet of the Gus Blass Company of Little Rock, Fisher's Exposition Eastman Hotel Orchestra, and Phil Baxter and his Singing Orchestra from the DeSota Japanese Ballroom.

KTHS was named by the War Department as the official Arkansas National Guard station. All guardsmen in the state could be mobilized on short notice with announcements over KTHS.

Harvey Couch, an early Arkansas radio enthusiast, sent a message that he was listening to KTHS on the high seas enroute to Panama. He had once been in a position to appreciate receiving such a message, having been the original Arkansas radio station pioneer.

The Rotary Club Boys Band, directed by Charles Moscato, broadcast from the New Arlington auditorium. Arnoux demonstrated the fundamentals of radio broadcasting. He was described as "speaking in well-modulated tones and with perfect diction."

A new KTHS and Chamber of Commerce promotion was initiated. A trip to the city was awarded each month, including three days at the New Arlington. Tens of thousands of letters and telegrams were received. The first drawing won the trip for a listener in Omaha, Nebraska. A man listening in New York City got caught up in the KTHS promotion. He wrote:

Kurrents from KTHS
Kummunicate the Kall,
"Kum to Hot Springs." Your
Kommittee and the Kommerce
Klub are to be Kongratulated
on this Kontribution. I Kan
Konceive nothing Kinder than
Komplimentary Karriage from the

Kold Koast to Komfortable Arkansas.
Karry on, KTHS.

The outpour of talent continued to flow through KTHS microphones and transmitting equipment: Mrs. Ella Goodrow from Lonoke, composer of the hit waltz "Always You're Near"; the Dixie Harmony Four singing "My Wild Irish Rose"; Ruth Cooper, soprano; Mrs. C. B. Caldwell, contralto; Mrs. S. B. Steele, soprano; W. A. Bostick, tenor; Rena Stearns, soprano; Joan Wooton, soprano; Helen Lockwood, contralto; W. C. Brown, baritone; the Arthur Platz Octet, and the Pine Bluff Coterie. One program was presented by the South Dakota Tourist Club. People from that state broadcast news of their group back to the home folks.

During the latter part of February 1925, KTHS began broadcasting live music during the noon hour. A two-station hookup was made March 1 between KTHS and WHAD, the Marquette University station at Milwaukee. Featured was Frank Surges, a Milwaukee banker and former star of the Orphean Vaudeville Circuit. He was described as having a beautiful tenor voice. Another performer in early March was Tin Can Joe, an entertainer who could make novelty music with a tin can. The Sunday morning church broadcasts were originating that month from the Central Methodist Church, where the Reverend J.J. Stowe, D.D., was the pastor. During the month, a musical concert was presented by the Conservatory of Music from Henderson-Brown College in Arkadelphia.

Chamber of Commerce Manager F. Leslie Body announced that in two months 25,000 letters had been written to KTHS requesting information about Hot Springs National Park.

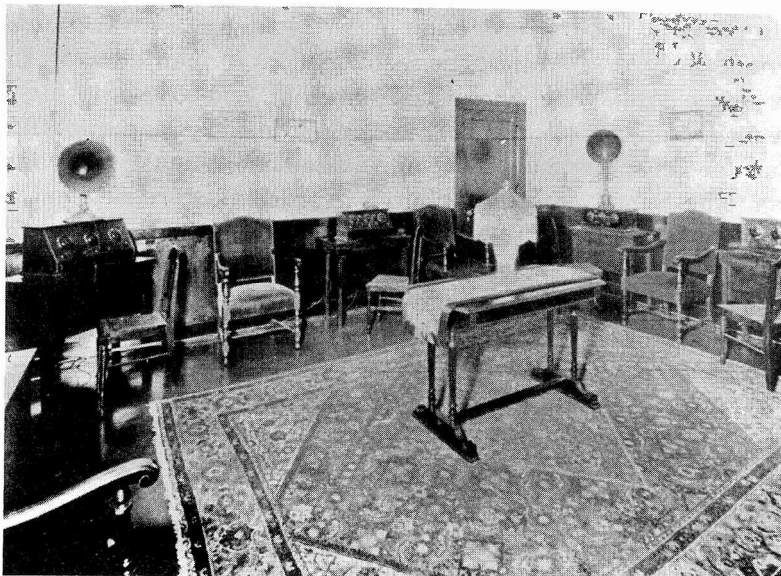
In those early days of radio, it was common for well-known announcers to refer to themselves on the air by their initials. Givens Campbell Arnoux often used G.C.A.

There was no letup in live talent on KTHS. A program was presented by the Methodist Church Quartet of Glenwood-on-the-Caddo, as it was listed in the program schedule. The Central College Girls Glee Club from Conway also sang on the station. Al Kunze played a saxophone solo. Hot Springs vocalist Mrs. Al

Belding was heard. An appearance was made by the College of the Ozarks Trio from Clarksville.

KTHS was given credit for helping to obtain more conventions for the city. Featured convention speakers usually spoke on the station. Members who could not attend could hear the speeches on the radio.

In early May, KTHS began giving baseball results from 9:00 to 9:10 each night. A new orchestra appeared on the station that month, the Wolverines from Ann Arbor, Michigan. They were playing a summer engagement for the DeSota Springs Company. A milestone was reached in June 1925. Response from all forty-eight states was achieved when a listener from Nevada wrote a letter. In the middle of the month, the noon hour program was stopped because of heat and static; but because of requests from neighboring states, the decision was reconsidered and the program was resumed.



The KTHS "Listening Room" in the east tower.

On June 30, 1925, KTHS's first announcer and first musician formed a lifetime team called Arnoux and Arnoux. Cam Arnoux

and Natalie Brigham were married. Since he was nationally-known as an announcer and she was heard frequently as a violinist, the event was widely reported by broadcast media publications. Many congratulatory telegrams were received from across the nation.

A new voice was heard on KTHS that summer as a substitute announcer. Steven Arnold Cisler, Jr., age 17, from Omaha, Nebraska, was in Hot Springs visiting his grandmother, Mrs. O. L. Parker, and his aunt, Mrs. John Morgan Proctor. He had been an announcer for two years on stations built by students in a radio class in his hometown. He was known on the air as S.A.C. In the fall, he enrolled at the University of Arkansas at Fayetteville. His association with KTHS would resume several years later.

The station acquired a public address system in order to be of extra service to the community. Also, fifteen receiving sets were placed in the east tower of the hotel so that visitors could hear other stations in the United States. Some of the set makes were Atwater Kent, Cleartone, Colin B. Kennedy, Sun Manufacturing, Andrews Radio Company, Blair, Freed Eiseman, and Dry Fan. KTHS assisted in the annual national balloon race by keeping the balloonists posted on wind and weather conditions. The race started in St. Joseph, Missouri. Twenty-nine stations cooperated in the contest. An entertainer named Elwood F. Carrigan appeared on the station. He imitated nine musical instruments and various bird and animal sounds.

In August 1925, KTHS began sharing time with KFRU, Barstow, Oklahoma, on 800 kilocycles. Hot Springs was on the air from 12:30 to 1:00 P.M. and 9:00 to 11:00 P.M.

Remote broadcasts began to originate from the Rainbow Garden atop the 555 Service Station in Little Rock in October. The first program featured the Rainbow Garden nine-piece orchestra. Also, that month, Cam Arnoux did a re-creation of the World Series between the Pittsburgh Pirates and the Washington Senators. Play-by-play reports were received by direct Western Union wire. Arnoux estimated that 100,000 listeners heard his World Series broadcast each day.

Remotes continued from the Rainbow Garden. There was music by Frederick's California Serenaders. "The Pooley Hour" from the same location featured the Pooley Company entertainers. The Pooley firm built cabinets for radio sets.

Music from Hot Springs included an organ recital by Louis Culp from the Princess Theatre, Bennie Ford's DeSota Orchestra, and the New Arlington Meyer Davis Orchestra, then conducted by Lon Chassey. A girls' double quartet from Galloway College in Searcy sang on a program while they were attending a state teachers convention. A group of oldtime fiddlers from Mt. Ida also entertained on the station. A football game between Ouachita and the College of the Ozarks was broadcast from McKee Field in Hot Springs Saturday, October 24. The Chamber of Commerce distributed copies of a booklet on KTHS to anyone acknowledging that they had heard the station.

In November, KTHS broadcast from the stage of the Conway Theatre in Conway. Music was furnished by the 153rd Regimental Band of the National Guard. A newspaper ad in Conway advised citizens that if they had never seen a radio broadcast, this would be their opportunity. Those who came to see the movie "Romula" that ran from 7:00 to 9:50 P.M. could stay and see the broadcast at no extra charge. Those who attended the radio program only were charged ten cents by the theatre.

In January 1926, a musical contingent from Hendrix College in Conway made the journey to Hot Springs for a program. Groups featured were the glee club, the band, and the quartet. Another early 1926 program was a "Farmers Chautauqua," presented by the Arkansas State Department of Education. The Ray-O-Vac Twins came to Hot Springs for a three-day radio engagement, representing the French Battery Company of Madison, Wisconsin. Sunday church services during January included those of St. Luke's Episcopal Church and the First Baptist Church. On one KTHS broadcast that month, local citizen Leon Numainville made announcements in Spanish. Other program features were "The Phantom Voice and His Bedtime Story," "Mena Night," under the auspices of the American Legion, Blake's Big Four Hawaiian Orchestra, and "Railroaders'

Night." KTHS performed a public service by broadcasting an announcement which helped to locate three lost persons. Special Easter Services Sunday morning, April 4 were broadcast from Kavanaugh Field in Little Rock. A famed broadcaster, Wendall Hall, billed as the "Redheaded Brunswick Recording Artist," appeared on one KTHS program. He had written the popular hit song "It Ain't Gonna Rain No Mo'."

Nobody in the studio gave the guest announcer of Sunday, May 30 any trouble. He was the Heavyweight Boxing Champion Jack Dempsey. He announced the oldtime fiddle tunes that his father, Hiram Dempsey, played. After the program, Arnoux declared that Dempsey was a good announcer. Of course, it is doubted that he would have said otherwise.

On July 5, 1926, KTHS suspended operation for four weeks for overhauling and general renovation. Engineer Ed Olds decided that after operating for more than a year and a half, some maintenance was needed. Programs were resumed August 2.

An Arkansas broadcasting breakthrough was realized the night of August 11, 1926, when KTHS broadcast the state election results of the Democratic primary. The Associated Press returns which came to the *Sentinel-Record* were put on the air by means of a special wire between the radio operating room and the newspaper office. The superintendent of the Southern Division of the Associated Press wired permission to KTHS to broadcast the election news, but he stipulated that it must be clearly announced that they were AP bulletins.

Cam Arnoux was a participant in the *Radio Digest* contest to determine the world's most popular radio announcer. The contest began in August, and he led for awhile. When the race closed in October and the 337,500 votes were counted, Arnoux came in third ahead of the famous Norman Brokenshire.

The versatile Arnoux was busy with sports re-creation in September and October. He announced the blow-by-blow results of the Dempsey-Tunney fight held in Philadelphia. The AP reports came through the *Sentinel-Record*. That was followed by the play-by-play accounts of the Dixie Series baseball games between Dallas and New Orleans. Then came the now historical

World Series matching the St. Louis Cardinals against the New York Yankees. The *Sentinel-Record's* AP service was again used.

Engineering honors came to KTHS in October 1926. It was designated as a "constant frequency" station by the Bureau of Standards of the U. S. Department of Commerce. It was the only station in the South to receive the recognition. The honor meant that the wavelength was kept at the proper reading and was constantly correct. KTHS had a Type B frequency which did not permit it to be more than one-tenth of a meter off its regular wavelength of 374.8 meters.

In November, a speech was made by Floyd Bennett, an aviator who had flown over the North Pole. A college football game between the College of the Ozarks and Arkansas College was broadcast that month. The Monameter Oil Twins did a program. Organ classics were played by Sybil Seamon from the Princess Theatre. The original KTHS artist returned for a program of violin music. Natalie Brigham Arnoux was accompanied by John G. Heyn. A program feature that was quite popular in the late Twenties was started that month. It was auction bridge by radio. The bridge hands and plays of games played by famous players were broadcast. Listeners could simulate the games at home with the same hands and plays.

KTHS personnel made a trip to Little Rock Tuesday, January 11, 1927, and broadcast the inaugural ceremony of Governor John E. Martineau from the capitol. The state road conditions became a regular program feature in the new year. The spring of 1927 was the time of the disastrous flood in the state, and KTHS raised about \$25,000 to help flood victims. A variety of musical talent was heard by KTHS listeners that season: Gracie Brown and her ukelele; the A.O.U.W. Banjokers from Little Rock; Clyde Foley and his Orchestra from the Como Roof Garden; Edward Barry, 1st tenor; Ross Graham, basso; and Charles Dornberger's Victor Recording Orchestra. A noon hour program featured Aunt Sammie's Chat and the Ozark Philosopher. A radio banquet was held for winners of an egg laying contest (at least, for the people who owned the hens).

KTHS raised its power to 1,000 watts June 15, 1927. The

wavelength was changed to 384.4 meters or 780 kilocycles. Inspector L.J.N. DuTreil calibrated the new wavelength. The broadcasting hours put into effect were 12:00 to 1:00 P.M. and nighttime starting at 8:30.

Cam Arnoux did a blow-by-blow report of the Dempsey-Sharkey fight in July 1927. Sports coverage continued in the fall with the Dixie Series between Wichita Falls and New Orleans. In September, it was another Dempsey bout, this time against Gene Tunney, a fight famous for the "long count" that occurred when Dempsey failed to go to a neutral corner after he had knocked his opponent to the canvas.

A major musical event began for KTHS in October 1927. The station began state sponsorship of the Atwater Kent song contest. The first night, fifteen young ladies competed on the air, and the following night twelve men tried for a place in the district contest. Miss Marie Thompson of Marked Tree was declared the winner in the female division, and Ross Graham received the top male honors. Graham was a native of Harmony Grove; and at the time of the contest, he worked as a teller in the Community Bank and Trust Company of Hot Springs. He was a member of the Junior Lions Club Harmony Four. KTHS and the nation's radio listeners would hear more from him.

The station helped to celebrate Navy Day with a speech by Rear Admiral Hugh Rodman.

KTHS celebrated its third anniversary December 20, 1927, with a big broadcast from 6:00 P.M. until 1:00 A.M. Federal Radio Commission Judge Eugene Sykes, who was a former judge of the Mississippi Supreme Court, was the honored guest. He predicted a bright future for radio.

With the coming of the new year of 1928, there was no letup on live programming: the Cock a Doodle Doo DeSota Orchestra; Jack Crawford's Orchestra; Miss Gladys Bagwell, blues singer; Al Reynolds with comedy stories; the Arlington Hotel Ensemble with Dan Lebow conducting; the Ted Weems Orchestra; the Romaine Singers; Mrs. Natalie Arnoux; the Harmony Four Lions Quartet; Mrs. Thomas Alvey, soprano; the Little Symphony; a Spanish concert; and "The American Hour Talk" with E. C. Appler.

A program series billed as "Americanization" was started and scheduled to run for thirty weeks. It was presented by the Key Men of America, listed as "a patriotic organization to foster Americanism—to combat undesirable immigration and the plots and counterplots of the Reds in America." The first program included a lecture by William McCombs, editor of *Dixie Magazine*. The members claimed support of the DAR, SCV, Civil Legion, ORA, American Legion, 40 and 8, and Sons of American Revolution. They disclaimed any connection with the KKK.

A Federal Radio Commission "test car" was brought to Hot Springs by Inspector Theodore G. Deiler in March. It was a Packard straight eight enclosed truck with equipment to measure a station's wavelength for accuracy and to trace illegal stations. KTHS was headquarters for the operation while the vehicle was in the area.

On April 1, 1928, KTHS was assigned the frequency of 600 kilocycles and ordered to share time with WBAP, Fort Worth.

A big announcement was made May 27, 1928. The New Arlington Hotel would give KTHS to the Hot Springs Chamber of Commerce. The hotel company did not desire to finance the station's operation any longer. It was also announced that the studio, operating room, and antenna would be moved from the hotel. It was stipulated that the Chamber must operate the station consistently for at least three years and that if the station was ever sold, the hotel company would receive \$25,000 of the purchase price. The announcement of the gift included the information that the station might accept commercial advertising.

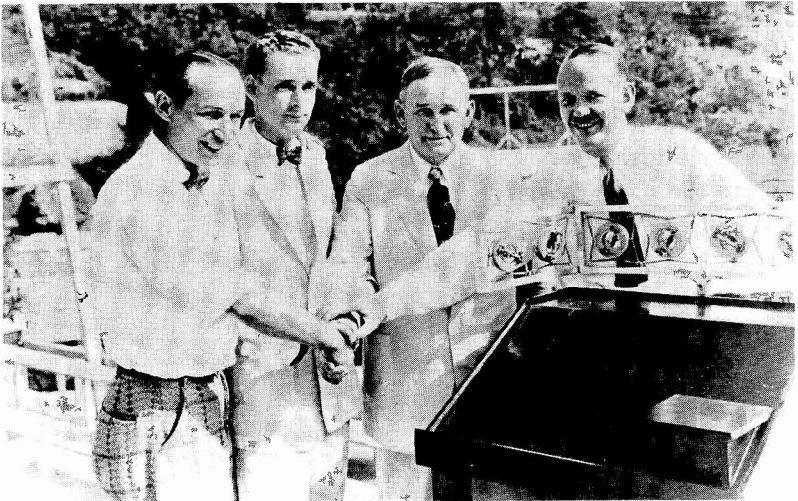
In June, KTHS began presenting "The News of the World" at 10:15 P.M. through the courtesy of the *Sentinel-Record*. In July, the Tunney-Heeney prizefight could not be carried because of time sharing with WBAP.

The station was silent the week of August 13 while the studio was being moved to the Chamber of Commerce Building at 135 Benton Street between the postoffice and the city hall. The transmitter and antenna were moved to the Hot Springs Country Club property on the Malvern Road, Highway 270, three miles southwest of town. The towers were just inside the

gate on a high knoll. They were 200 feet high and 384 feet apart. The ground system consisted of 15,000 feet of copper wire buried two feet deep.

The most significant broadcasting event in the young history of KTHS came on August 30, 1928. Arkansas Senator Joseph T. Robinson had received the Democratic vice-presidential nomination as Al Smith's running mate. It was the custom in those years to have an official "notification ceremony" in the candidate's home state. Hot Springs and KTHS were selected for the honor. Central Avenue was closed and benches were placed in front of the New Arlington Hotel. A crowd of from 20,000 to 25,000 attended the program, which was broadcast from 7:00 to 9:45 P.M. The networks sent announcers Ted Husing and Norman Brokenshire to cover the event along with local announcer Cam Arnoux. KTHS was the originating station for NBC and CBS.

Commercial programs began to appear on KTHS in



The KTHS broadcast which officially notified Arkansas Senator Joseph T. Robinson of his Democratic vice-presidential nomination. Left to right: Network Announcer Ted Husing, KTHS Manager Campbell Arnoux, Senator Robinson, and Network Announcer Norman Brokenshire.

September 1928. The National Republican Committee bought some political time. There were also commercial announcements for the Rea Patterson Milling Company.

The usual fall sports lineup brought broadcasts of two baseball series, the Dixie Series between Birmingham and Houston and the World Series matching the Cardinals and Yankees.

The station's ability to aid in a personal emergency was proved again in October. A man and his wife had been killed in a local accident. KTHS broadcast a message hoping to reach their daughter and son-in-law who were traveling in the Southwest. Arnoux gave a description of their car and the license number. The couple was told of the message by a listener in New Mexico.

Prior to the general election in November 1928, the Republican Campaign Committee, in a newspaper ad, invited listeners to hear "Honorable M. D. Bowers, Republican candidate for governor" on KTHS.

Another statewide Atwater Kent talent contest was conducted by Arnoux and KTHS. The winners were determined by listeners sending ballots, which counted sixty per cent, and the opinion of the committee of judges, which accounted for the remaining forty per cent. Votes were received from as far away as both coasts. Soprano Anna Marie Chandler from Fayetteville won her division, and Charles Henry, a tenor from Little Rock won in the male category. Miss Chandler later finished third in national competition.

The State Democratic Committee sponsored some political talks prior to the general election. The returns were broadcast on KTHS November 6 between musical selections. Other programs at the time included music by the Majestic Hotel Trio, Al Reynolds and his Negro dialect stories, the University of Arkansas Farm Extension program, and Earl Thurston at the Princess Theatre organ.

On November 11, 1928, KTHS officially passed into the hands of the Hot Springs Chamber of Commerce. The nationwide frequency allocation plan became effective at 3:00 A.M. Twenty-four stations were granted exclusive clear channel frequencies, one of which was KTHS at 800 kilocycles. The staff then consisted of Cam Arnoux, manager; Ed Olds, chief engineer;

Leonard Clippard, Jr., operator; and Leona Latone, staff accompanist. Time would still be shared with WBAP. A new transmitter was being completed for the 5,000 watts that had been approved. The plan for the new transmitter had been brought to KTHS by R. J. Rockwell, formerly an engineer with General Electric Company of Schenactady, N. Y. Olds had not been satisfied with the Piezo Oscillator method of keeping the frequency stable. He installed a crystal control with automatic temperature control that enabled the station to be on its assigned frequency at all times.

The clear channel frequency and 5,000 watts of power brought immediate response from forty-two states plus Canada, Mexico, Central and South America, and an ocean liner which was 2,400 miles away. Two large red warning lights were placed on the two steel towers at the request of the Aeronautical Department of the Department of Commerce. Listener response continued to increase. One night of programming brought 405 telegrams and long distance phone calls. The Chamber of Commerce was receiving 1,000 letters daily.

Programs included Estelle Harding, violinist; Louise Horner Shields, contralto; Vern Radley and his Radio Supper Club; the Lithox Oldtime Fiddlers; Dave Davidson, crooning trumpador; and the fourth anniversary program, which featured all local talent except Uncle Billy's Fiddle Band from England, Arkansas. The program brought response from every state in the United States and every province in Canada. A telegram was sent from Hilo, Hawaii.

Two major achievements were brought about in 1929—one in programming and one in engineering. On March 23, KTHS joined the National Broadcasting Company. The network had been incorporated September 6, 1926, by the Radio Corporation of America. It was officially launched with twenty-four stations on November 15, 1926, featuring a star-studded program which included Will Rogers, Weber and Fields, Opera Star Mary Garden, and the dance orchestras of George Olson, Ben Bernie, B. A. Rolfe, and Vincent Lopez. Merlin Hale Aylesworth was the NBC president. Headquarters were at 711 Fifth Avenue, New York. The national chain had both the "Red" and the "Blue"

networks. The names were chosen during a train ride between New York and Washington. RCA Chief Engineer Alfred N. Goldsmith and AT&T Operations Manager Elam Miller had some blank maps and were trying to determine which stations on the hookup would receive programs originating at WJZ and which WEAF would feed. They connected the WEAF group with a red line, and WJZ's outlets were linked with a blue line.

On June 1, 1929, KTHS went to a power of 10,000 watts, and the frequency was changed to 1040 kilocycles. Jack Parrish, who had been working at a Fort Worth station, joined KTHS as an engineer.

In September, the station added the NBC program "University of the Air" with Walter Damrosch. The fifth anniversary show December 20 pulled 1,000 telegrams of congratulations. A trip to Hot Springs was won by a couple in Calumet, Michigan. The telegram from the most distant point came from Honolulu, Hawaii. Scott Hamilton became manager of the Hot Springs Chamber of Commerce January 1, 1930. In this position, he had the overall responsibility of the operation of KTHS.

A technical change was made in 1930 when the FRC granted permission for KTHS to install an automatic frequency control.

The sixth anniversary program received extra publicity in 1930 because of the difficulty one musician had getting to it. A member of the station's string band got into a fight with his country cousin and hurt an index finger. On his way to the station, his car hit a cow resulting in a cut on his face. He was placed under arrest but finally arrived at the station before the show was over.

Cam Arnoux maintained a continuous search for talent. In 1931, his search led to a bonanza. Two young Mena businessmen had established quite a local reputation by entertaining the home folks with their blackface act. They were members of various civic groups including the Lions Club. Chester Lauck had been born in Allene, Arkansas, in 1902. Norris Goff had entered the world in 1906 at Cove, Arkansas. Both had moved to Mena while still young boys. Lauck (known to his friends as "Chet") had been at the University of Arkansas from 1922 to 1925. Goff had been

there during the first semester of 1923 before transferring to the University of Oklahoma. Lauck had majored in art and drama. He had wanted to become a cartoonist. After graduation he had studied art in Chicago. Both had returned to Mena after their formal education was completed. Chet managed an automobile finance business, and "Tuffy" (a nickname Goff had received when someone had commented about his football play, "He may be little, but he sure is tough.") worked with his father in the wholesale grocery business. He called on stores throughout the area. Someone had suggested that they get on the radio. In response to that suggestion, Mena citizens had been told that the two would be on the radio from Hot Springs and they could be heard in the Elks Auditorium where a loud speaker had been placed. A good crowd gathered and listened to the "program," only to have Chet and Tuffy walk downstairs and tell them that the mike had been upstairs and not in the Spa City.

Soon they were given an opportunity to make a real appearance on KTHS on behalf of flood relief. On Saturday morning, April 18, 1931, the two comedians, along with musicians Bill and Cliff Beavers and Olen Wilhite, left Mena en route to Hot Springs. On the way, they decided that since there were so many blackface acts (the most famous being Amos and Andy), they would portray two old rural characters. A few minutes before the 10:00 A.M. airtime, Arnoux asked them what they wanted to be called.

"I'll be Lum Edwards," Chet replied.

"And I'll be Abner Peabody," Tuffy added.

Shortly, Arnoux introduced them as "Lum and Abner."

After broadcasting for about ten minutes, technical difficulty developed, and the station went off the air. After repairs were made, Arnoux announced that the Mena program would be heard at 5:00 P.M., Sunday, April 26.

The same Polk County group, plus Cecil Cartwright, made the trip and successfully completed the broadcast. The four musicians played instruments made by J. B. Watkins of Mena. Arnoux announced that they would be back the following Sunday. A family who had lived in what they called the "Ouachita Highlands" wrote from Nebraska that it was good to

hear voices that brought back pleasant memories of their former homeland.

Audience response to Lum and Abner's country humor continued to be generous. After five Sunday programs, there was talk about an audition at NBC in Chicago. Arnoux began making arrangements for the network tryout. Back in Mena, a two-day Lions Club carnival was held during the latter part of May. A bit of hometown ribbing took place with an announcement that stated: "Lum and Abner, the celebrated radio entertainers, have been secured at enormous expense and will appear in costume each evening."

Their fame spread. Pictures of the two appeared in the *Arkansas Democrat* as well as in papers in Jonesboro, Springfield, Missouri, and Peoria, Illinois. In early July, they made an appearance at the Lyric Theatre in Mena and told of their upcoming trip to Chicago for an NBC audition July 10. They were accompanied on the trip by their wives. After the tryout, they were offered a sustaining (no sponsor) contract, which they refused. Then a thirteen-week contract with the Quaker Oats Company was obtained. They would replace the program "Jake and Lena," while the show's performers, Gene and Glenn, were on vacation. They would begin on Monday, July 27 and broadcast for two weeks. In the meantime, they headed back to Arkansas. Before reaching Mena, they stopped at Hot Springs and visited KTHS. Cam Arnoux put them on the air for a short time to tell of their experiences. Relatives and friends were in Hot Springs to meet them and travel with them the rest of the way home. They received high praise from the home folks and were referred to as Mena's most famous citizens. The *Mena Weekly Star* commented that they didn't "look or act a bit differently" as they walked on Main Street.

Tommy Nobles, son of early KTHS booster Milton Nobles, had joined the station as an announcer after graduating from high school. There was some talk about his going to Chicago to serve as their announcer, but the arrangement did not materialize.

Their network schedule provided for their programs to be carried on both the Red and Blue chains of NBC. They performed

in the network's studio on the nineteenth floor of the Merchandise Mart Building, which was then called the largest building in the world. At first, they were under the management of Bill Hay, who was the announcer and manager for Amos and Andy. Their first series included two shows per day, at 6:15 and 7:15 each morning. This schedule ran for two weeks. They were introduced as the "Quaker Early Birds." The work was fun but demanding. They arose at 5:00 A.M. to allow plenty of time to get to the NBC studio by 6:00 o'clock. During most of the day, they kept busy working on upcoming shows and business matters. Abner, who was a sports fan, had time to see only one major league baseball game. They stayed at the Medinah Athletic Club, described as one of the country's most elaborate places. Their rooms overlooked Lake Michigan. Chicago was on the "new-fangled" daylight savings time to which the two Arkansans had to adjust their schedule.

During the early network programs, Lauck portrayed a justice of the peace, and Goff played the part of a constable. Another radio program had a grocery store as its setting. It wasn't until that program left the air that Lum and Abner established the imaginary "Jot 'Em Down Store" in the fictitious town of Pine Ridge. The idea resulted from Goff's knowledge of rural and small-town stores he had gained by being a "drummer" for his father's wholesale grocery business. Lauck did the vocal characterizations of Cedric Wehunt and Grandpappy Spears. Goff did Squire Skimp and used his natural voice when playing Dick Huddleston. Later, Mousey Gray was added to his repertoire. After a few years, Dick Huddleston was seldom heard. They usually made reference to him in some of their conversations rather than actually having him in the scene. Freeman Gosden, who was Amos of the popular blackface team, had pointed out that Dick was so intelligent he would logically prevent their becoming involved in much of the conflict that made up the plot.

At first, the tune "Arkansas Traveler" was used as the program's theme song. When it was discovered that another show was using the same musical identification, Lum and Abner began using music entitled "Eleanor," a composition written by a

Cleveland song writer.

It was home again for Lauck and Goff after the first series ended. They stayed at Mena two weeks before resuming broadcasts for Quaker Oats. A big dance was given in their honor by Mena citizens. More than 100 people showed up in the parlors of the Elks Home to pay tribute to the network radio performers. Among those present were the parents of the two hometown heroes. The get-together lasted longer than had been planned. The musicians agreed to play an extra hour. Many people chose not to dance but had come only to visit with Chet and Tuffy. Just before midnight, a local cafe owner served Quaker Oats with cream free to all party goers. There were also souvenir programs with pictures showing the two as they were in real life as well as how they looked in character. When they returned to Chicago, going with them were their wives and the Lauck's baby daughter, Shirley May. Programs were started again on Monday, August 24, 1931.

By October 1, the radio team was on a Southern tour for their sponsor, broadcasting over WBAP, Fort Worth and WFFA, Dallas. They were on WBAP from 6:45 to 7:00 P.M. each Tuesday, Thursday, and Saturday. The WFFA shows were heard at 6:45 P.M. Monday and Wednesday and at 7:30 P.M. on Saturday. A short weekend visit to Mena was made in mid-October. They arrived early on a Sunday morning, driving a long white Auburn car which had been provided by their sponsor. On one side of the impressive automobile printed in black letters were the words: "Lum & Abner Quaker Oats Greeters." As the *Mena Weekly Star* put it, "The long white car sped around Mena's streets and it wasn't long before all of Mena knew that Lum and Abner were home again." They could stay for one day and night only since they had to be back for the Monday evening broadcast. Mrs. Lauck and her daughter stayed in Mena. She needed to attend to some matters in their home, which had been unoccupied since August.

Lum and Abner were being kept busy in the Dallas-Fort Worth area with various activities in addition to radio broadcasting. They had been appearing at the Texas State Fair and had made a personal appearance at the Dallas Salesmanship Club.

When they returned from Arkansas, they were the honored guests at the annual banquet of the Rotary Club.

After reporting back to Chicago, the team took on additional duties besides the "Lum and Abner" program on NBC. In February 1932, they became endmen "Chet" and "Tuff" for the popular "WENR Minstrels" on Saturday nights. The program was introduced on the air as "The Wiener Minstrels," instead of the announcer saying each call letter individually. It was only when this writer did research for this work some forty years later did he learn that the "Wiener" portion of the title was actually the call letters of the originating radio station.

By June 1932, the Chicago contract had expired, and they went to New York to seek a new assignment. The big city had nothing to offer at that time so Chet boarded a bus for Mena while the Goffs went to Fort Smith for a visit with Mrs. Goff's sister.

Arrangements were made to start the "Lum and Abner" program again, beginning Thanksgiving night at 6:15 on WTAM, Cleveland. Even an automobile accident didn't prevent their getting to the Ohio city in time for the first broadcast. They were traveling from Chicago to Cleveland. Chet was driving and Tuffy was asleep. The car skidded on icy pavement, but it was not damaged badly. Its occupants were not injured.

In May 1933, the Ford Motor Company turned to radio advertising for the first time with the sponsorship of Lum and Abner for its Ohio and Pennsylvania dealers. The 5:00 P.M. time slot, Eastern Standard Time, was too early for the Mena folks to hear, but they could bring in the "Lum and Abner Sociable" at 9:00 P.M. on Friday night. Guest artists were featured on that program.

The two native Arkansans were selected to stage a benefit entertainment performance in Cleveland Municipal Auditorium. Proceeds were to be used to send under-privileged children to camp for six weeks. They arranged for quite a lineup of talent. 10,000 people attended and contributed \$15,000.

The publication *Radio News* gave them some favorable publicity. Their picture was published and an article stated that the program showed signs of becoming a radio sensation. By

October, Mena friends were happy that they could hear the program over WDAF, Kansas City because of a special network circuit through Omaha.

During their stay in Cleveland, one fan and letter writer was William Horlick, head of Horlicks Malted Milk Company of Racine, Wisconsin. After the Ford contract expired in early 1934, they traveled to Racine and met Mr. Horlick, suggesting that his company sponsor their program. He agreed that the idea had merit. Inquiries were made to the two networks regarding available time. Neither CBS nor NBC had an across-the-board opening (the same time each night). However, time for the program was cleared on some large independent stations. During the latter part of 1934, this small hookup became the nucleus of the new Mutual Broadcasting System. Horlick sponsored the show for five years. Former actor Carlton Brickert was their announcer during that time.

Citizens of the nation were gangster conscious in 1934. In April, Minneapolis police received a tip that a young Southerner "very much resembling John Dillinger in speech and appearance" had registered at a certain apartment house with a redhaired woman. Staging an early-morning raid, they broke into the apartment with machine guns drawn. The two occupants were quite startled to be awakened by such an intrusion. It took the gentleman thirty minutes to convince the lawmen that he was Norris Goff, the Abner half of the radio team and that he and his wife were in town because a program for Horlicks Malted Milk was to originate from a Minneapolis radio station.

The program's coverage was expanded to both coasts on the Mutual Broadcasting System in January 1935. Mutual officials were highly impressed with what was called "almost unprecedented response." Mena listeners could hear the program at 6:15 P.M. over WGN, Chicago. In 1936, the Horlicks Malted Milk Company published the Lum and Abner Almanac. The writer of this broadcasting history quickly sent his box top and quarter for the booklet that is still among his radio souvenirs.

The radio character Dick Huddleston was based on a real person of the same name who ran a general store in Waters, Arkansas. In a tourist leaflet, he discussed his association with

the radio team:

Abner's father had been like a Daddy to me. He was in the wholesale grocery business up at Mena when I first started in business here years ago; and he always carried me through the hard times.

Lum's father was superintendent of a big lumber mill near here before the days of high powered cars and good roads and boarded with us. Chet Lauck used to come out with his father to the mill and Tuffy Goff called on me for some time representing his father's wholesale house. All of us naturally got pretty well acquainted. When the boys went on the air a country store was needed so of course we were glad to help out.

Of course, after the boys gave us so much publicity we received many letters asking if there really was a Pine Ridge. Then I thought it might be a good idea to change the name of our town to Pine Ridge. It would be treating the boys right since they had brought this section to public notice.

We sent a petition to our Congressman signed by all characters used in the Lum and Abner program and fifty others around here, asking the Post Office Department to change our town's name to Pine Ridge; telling them to inform Mr. Farley that if our request was refused he would be e-rupted by Grandpappy Spears for neglect of duty and that Lum, our justice of the peace, would sure "pour it on him" in court. That evidently had its effect for the change of name was granted.

On Sunday afternoon, April 26, 1936, the change became official when Lum and Abner broadcast a special program from the steps of the Arkansas Capitol from 3:00 to 3:30. Governor Marion Futrell also participated in the broadcast, which was in conjunction with the Arkansas Centennial.

Later Huddleston said that Arkansas was missing a good bet by not building better roads and bridging the creeks on the

way to Pine Ridge. He stated that five to seven out-of-state cars were seen in town each day and as many as thirty per day during the summertime.

The *Radio Guide* poll of 1936 placed Lum and Abner in the fourth spot among the nation's favorite comedians, topped only by Jack Benny, Eddie Cantor, and Burns and Allen. They finished ahead of Fred Allen, Amos and Andy, Pick and Pat, Fibber McGee, Easy Aces, Bob Burns, Phil Baker, and Frank Fay.

In 1937, the team and their families moved from Chicago to Los Angeles where they became friends with many Hollywood movie stars. They entered the motion picture medium while maintaining their regular radio schedule. During the summer of 1938, they left the air for a well-deserved vacation. The Laucks sailed for Europe with Movie Star Don Ameche and his wife. The Goffs went on a fishing trip to Canada. The Ameches had planned to accompany the Laucks to Mena upon their return to the states, but an emergency appendectomy on Don in Holland prevented the Arkansas visit. The Laucks and Goffs met at Mena before returning to California to resume radio broadcasts on Labor Day. In 1939, they began a three-year period under the sponsorship of General Foods.

They went to Little Rock in September 1940 for the world premier of their first picture, "Dreaming Out Loud." They were welcomed at the airport on Wednesday, September 4 by Secretary of State C. G. "Crip" Hall. A reception was held at the Albert Pike Hotel at 4:00 p.m., which was attended by Governor Carl Bailey and other state and county officials. The premiere was held the next day at the Capitol and Pulaski Theatres. Live appearances by the stars were made at 2:20 and 8:00 P.M. at the Pulaski and at 3:10 and 8:50 P.M. at the Capitol. They traveled to Mena September 6 for the showing of the picture at the Lyric Theatre. It had been a long entertainment journey since they had performed for the Elks and the Lions.

The Hawaiian Orchestra of Benton, directed by Lloyd F. Nickelous, broadcast on KTHS each Friday night in 1931. A national network program originated on the station in May when

the National Congress of PTA met in Hot Springs. Featured on the program was Miss Helen McBride, chairman of music.

The term "Fireside Chat" was used on a KTHS radio program two years before President Franklin D. Roosevelt used it on nationwide broadcasts. Bill Shepherd of Arkansas Power and Light Company in Pine Bluff made a weekly talk entitled "A Fireside Chat on Safety." A piece of pottery was given to the listener writing from the farthest point each week.

Ross Graham won the Atwater Kent auditions in 1931, receiving a \$500 cash prize and a scholarship. The state winners in 1932 were Dorothy Loudon of Pine Bluff and Ashley French of Forrest City.

Senator Hattie Caraway, who had succeeded her late husband, opened her 1932 campaign for re-election with a speech over KTHS in July. The station had a "broadcasting car" at the time called the "Silver Streak." Scott Hamilton took it to the Peach Festival at Forrest City in July and announced the events. The car also pulled the Hot Springs float with the theme "We Bathe the World." In September, Margaret West, who was known as the "Texas Cowgirl," came to town for a vacation and did a radio program.

In order to carry the World Series between the Yankees and the Cubs in October, KTHS used the special frequency of 970 while the games were on the air because of the time-sharing arrangement with KRLD, Dallas. The baseball event was carried by fifty stations with Graham McNamee as the announcer.

An NBC program originated on KTHS in November. The program was in observance of National 4-H Achievement Day.

The engineering half of the original two-man KTHS staff left the station in February 1933. Ed Olds went to the Naval Reserve unit in Hot Springs. Among his duties was the teaching of radio classes. He was succeeded as chief engineer by Moody McDonald, who had helped with the installation of the 10,000-watt equipment in 1929 and who had become an assistant to Olds in 1930. Also in February, Carl Britt of Morrilton joined the staff as an announcer. J. Clinton Norman went to work for the station as a control room operator. He had been a local radio serviceman since 1926. During the latter part of 1933, Norman

went to Dallas and passed the test for his operator's license. Frank Ridgeway also became a member of the engineering staff in 1933.

Ross Graham accepted a contract with "Roxy's Gang" in New York. The group broadcast over NBC and performed in the music hall shows at Radio City.

Late in January 1934, the remaining half of the original staff finished his KTHS tenure. Cam Arnoux accepted the job of manager of WTAR, Norfolk, Virginia. He later became president and general manager of WTAR, supervised the establishment of WTAR-TV, and served as president of the National Association of Broadcasters. He also served in many other broadcasting and civic capacities. In a letter to Milton Nobles, written May 13, 1966, he said in reference to a newspaper story about Nobles:

I meant to write and tell you how much I enjoyed the story and how it brought back to me so vividly the 10 years I was there, so full of activity in building a new radio station, courting and marrying Natalie, and founding a family. I thought of what a loyal and helpful friend you were all those years. I can hardly believe 32 years have passed since we came to Norfolk, the last 13 years of which were filled with the daily adventure of building and learning to operate a TV station. It was truly graduating into the big league. I retired in 1962....

Later in 1966, Cam Arnoux died at the age of 71.

Tommy Nobles became the chief announcer, and Chamber Manager Scott Hamilton had the direct responsibility of station management. He represented KTHS at the NAB convention in Chicago that year. In the fall, he accepted the position of manager of the Fort Smith Chamber of Commerce. He was succeeded by newspaperman Doug Hotchkiss. Engineer Jack Parrish left KTHS to build his own station in Pine Bluff. Young Cecil Suitt, who worked at a newsstand and also played saxophone with a local dance band, went to work as a control board operator. That year a Hot Springs lady began a poetry program called "Scripts and Scraps" that would endure for more than two

decades. She was Vera Blood Fletcher.

In the spring of 1934, KTHS was granted temporary authority by the FRC to move its frequency to 1060 kilocycles.

Since it was economically difficult for the Chamber of Commerce to operate a radio station during the depression years, it was necessary that operating expenses be kept at a minimum. Announcing help on a non-paying basis was sought at the local high school. Eight or ten boys were auditioned. Two were selected, and they became longtime announcers in Arkansas radio. They were Dick "Dippy" Alford and Jack Ridgeway. Alford later recalled that he was given a fulltime job in 1935 for \$65 a month. After three months, he was advanced to \$80. He took consolation in the fact that bank tellers at the time were getting no more. A mispronunciation penalty system that had originally been put into effect by Cam Arnoux could cause an announcer's net paycheck to be even less than the promised amount. A fine of twenty-five cents was levied for each classical music name that was aired incorrectly. Both a regular and a foreign language dictionary were in the studio.

By 1935, Ed Appler was working as both an announcer and a time Salesman. V. O. "Bill" VanDusen, who had studied engineering under Ed Olds at the Naval Reserve in Hot Springs, was added to the technical staff. Auctions at the auction houses were popular broadcast features at that time. Mary D. Hudgins, librarian at the Army-Navy Hospital and freelance Arkansas historian, had a quarter-hour program which featured book reviews and historical items. As a Christmas season feature, she wrote and broadcast Christmas card poems created for individual sponsors. At 12:30 during the noonhour, a familiar radio show of the day opened with "The Lightcrust Doughboys are on the air!"

One night about 10:45 in the early summer of 1935, Chief Engineer Moody McDonald entered the station and went directly to the control room. "Why are we carrying NBC instead of the band remote from the Belvedere Club?" he asked Cecil Suitt, the control board operator.

"We're not carrying NBC," Suitt replied.

"Who's that announcer?" inquired McDonald.

"Harry Jackson," Suitt answered.

Jackson was a local young man who had been attending the University of Illinois at Champaign-Urbana. He had done some part time announcing at a station in the college area and had asked to do the remote for KTHS while on summer vacation. Later as Alan Jackson, he became one of the best-known network news broadcasters. After leaving KTHS, he went to work for WLW, Cincinnati, then called "The Nation Station." (They paid only \$35 per week.) From there, he went to WHAS, Louisville, and on to WMC, Memphis in 1940, where the writer first heard him. Three years later, Jackson joined CBS and was assigned to the "CBS World News Roundup." Currently, he lives in Vermont and does CBS radio news on weekends only.

Extremely trying times had befallen KTHS by September 1935. Technical problems existed because of an inferior ground system at the transmitter site. Magnetic mineral deposits in the soil prevented the 10,000-watt output from achieving maximum coverage. Moving the transmitter and tower to a more suitable location seemed the best solution, but the estimated cost of \$25,000 was not available. Members of the Chamber of Commerce Board of Governors finally decided to conduct a drive for public support. They issued a brochure that expressed the advantages of having the station in the resort city. The publication also offered notes at a cost of \$100 or more that would pay seven per cent interest.

The search for a new transmitter site began. During the month of February and from March 15 to April 15, 1936, the FCC granted KTHS permission to operate a 50-watt portable transmitter on 1160 kilocycles from 1:00 to 6:00 A.M. for the purpose of determining a new site. A location near Benton was selected, but the Commission ruled that it was too far from Hot Springs. Circumstances were growing worse instead of better. The network contract had been renewed in February with an unprecedented thirty-day cancellation clause. The cost of the new site was undoubtedly going to be high.

Personnel changes in 1936 included Chief Engineer Moody McDonald's resignation to accept a position as assistant to R.J.

Rockwell at WLW, Cincinnati. Jim Moran, who had been McDonald's assistant, was elevated to the top position. Chief Announcer Tommy Nobles departed for a station in Chattanooga. His younger brother Gene became a KTHS staff announcer and soon followed brother Tommy to the Tennessee city. Later, his nighttime program for Randy's Record Shop on WLAC, Nashville would have a large listening audience in many states.

1936 was the centennial year for Arkansas. KTHS carried a centennial broadcast that emanated from five cities. It began at 9:15 P.M. from the stage of the Arkansas Theatre in Little Rock with a talk by Centennial Chairman Harvey Couch, music by the Little Rock High School Band and the KTHS Barn Dance Band, songs by Edith Hendrick (a future radio network singer), and songs by Lawrence Quattlebaum, a former NBC singer, who then owned a cotton plantation near Pine Bluff. At 9:30, the switch was made to Hotel Biltmore in New York, where the talent included former Arkansan Ross Graham, Pat Binford, Russ Morgan's Orchestra, and Jimmy Cash, an amateur contest winner who was then in New York. Washington was the next program scene. Senators Hattie W. Caraway and Joe T. Robinson made talks. From Los Angeles, Van Buren's Bob Burns and his bawooka and Dick Powell, formerly of Mountain View and Little Rock, were heard. Lum and Abner from Chicago ended the program at 10:00 P.M. The centennial feature was arranged by Music Director William Paisley, formerly of the University of Arkansas and the Arkansas Centennial Commission.

The Board of Governors of the Hot Springs Chamber of Commerce decided that the only way out of the financial difficulty was to sell the station. An agreement was made with Colonel T. H. Barton of El Dorado, president of Lion Oil Company. He then owned KARK, Little Rock and KELD, El Dorado. He planned to move KTHS to Little Rock and KARK to a town in Texas. The consideration was \$75,000 for KTHS. One-third of the amount would be paid as soon as the sale was approved by the Federal Communications Commission, and the balance would be paid at the rate of \$10,000 per year for five years. When the Arlington Hotel had given the station to the Chamber, the physical property was valued at \$26,000. It had

been agreed at that time that should the station ever be sold, the hotel company would receive \$25,000 of the sale price. Before Barton's offer was accepted, the hotel people had reduced their figure to \$15,000. That would have left \$60,000 for the Chamber. They planned to use the money for national advertising in newspapers and magazines.

In early May 1936, The Chamber's Board of Governors used a full-page newspaper ad to announce the sale of the station and to explain the reasons. The storm of protest was immediate and loud. Civic groups and individuals proclaimed their dissatisfaction. One hundred businessmen formed a group to preserve the "Hot Springs identity" of KTHS. Mayor Leo P. McLaughlin requested that the City Council send a resolution to the FCC asking that they not approve the transaction. The Commission sent a letter to the mayor saying that he would be notified when a hearing on the transfer would be held.

Soon after the outbreak of the controversy, the FCC received applications from two groups who wanted to establish new radio stations in Hot Springs. Associated Arkansas Newspapers, Inc., publisher of the Hot Springs *Sentinel-Record* and the *New Era*, applied for a 100-watt station on 1310 kilocycles. C. E. Palmer of Texarkana was the organization's president. The same facilities were also sought by Radio Enterprises of El Dorado of which Colonel Barton was president.

In September, Barton met with a committee of Hot Springs businessmen who had been appointed by Mayor McLaughlin to work for a joint ownership with Barton. He declined the partnership proposal but offered Hot Springs "perpetual free time" over the station. Also in September, the FCC received an application from the potential new owner for permission to change the KTHS frequency from 1040 to 1060 kilocycles, to operate on unlimited time, and to move the transmitter to McAlmont near North Little Rock. To support the move, it was pointed out that although KTHS was received in other states and some foreign countries, it did not serve Arkansas from the Hot Springs location. The citizens committee contended that modern equipment would remedy that situation.

The next step to try to stop the sale was a suit in Chancery

Court. The basis of the litigation was that the Board of Governors did not have the authority to enter into a contract to sell the station without approval of full Chamber membership. A court hearing was set for January.

Mayor McLaughlin and the City Council met in special session in November and sent a message to President Roosevelt requesting that he use his influence to stop the sale of KTHS. The letter stated that the President himself was interested in medicinal waters and that the government was the largest property owner in Hot Springs.

At a meeting held November 30, the Chamber of Commerce president and ten other officials, including all members of the Board of Governors, resigned. In a statement they said that for many years they had tried to serve faithfully but that they believed the interest of the members would be better served if other officials were elected. On December 5, a new board was elected. Postmaster S. A. Kemp was chosen *in absentia* as the new president. He was out of town at the time of the meeting. His first major achievement was the acquiring of a new network contract after a hectic three-day battle at NBC headquarters in New York.

After a hearing that lasted two days, the chancery judge upheld the sale of KTHS to Colonel Barton although the FCC still hadn't ruled on the transfer. The court said that the value of free broadcasting time the Chamber would be given would amount to more than the "total dues, assessments, and other annual income" of the Hot Springs Chamber of Commerce.

In July 1937, Jim Moran left the KTHS staff, and Clint Norman became chief engineer. He inherited the transmitter and ground system problems. In early September, Chamber President Kemp announced that Steve Cisler was being brought back to Hot Springs to manage KTHS. Cisler hired Howard Shuman to be his commercial manager. More money was raised by the Chamber from the sale of stock. Many changes were made in the engineering setup and in programming. Consulting Engineer Earl Cullum was brought from Dallas to study the technical aspects of the operation. His recommendations were carried out by Norman, Cecil Suitt, and Joe Chambers, who had

helped build the experimental 500,000-watt transmitter for WLW, Cincinnati. A new ground system on the same site was installed, and the transmitter was rebuilt. At the studio, complete new speech input equipment by Western Electric and RCA and a new volume amplifier were installed. KTHS's first disc recording machine was purchased. Reception reports indicated that the station's signal was much better.

Cisler and Shuman altered the programming policy to include several live hillbilly and western bands. Listener response shown by the bushels of pieces of mail was overwhelming. A "Country Store" feature was initiated. Admission to the performance was twenty-five cents. Some local listeners argued that the new policy didn't represent the kind of image that would attract visitors to the Spa City; but KTHS was "out of the red" financially, and the cries of the critics were ineffective.

The Humbarb Family, a group that featured evangelistic-style preaching and gospel singing, had a regular program on KTHS. One member of the family who would later attain wide fame in that particular field was teenager Rex Humbarb.

Promotional ads were run calling attention to the new and experienced personnel, the new equipment, better coverage, and additional programming: "10,000 watts on the clear channel of 1060 kilocycles. New programs and service features. Full day and night Associated Press news reports with emphasis on Arkansas happenings broadcast five times daily at 6:30 A.M., 9:00 A.M., 12:30 P.M., 5:30 P.M., and 10:00 P.M. Time service every fifteen minutes day and night. Weather forecasts eight times daily. New hours on the air. Weekdays 6:00 A.M. to 5:45 P.M. and 8:00 P.M. to midnight. Sundays 8:00 A.M. to 5:45 P.M. and 8:00 P.M. to midnight."

The fight to keep the station in Hot Springs continued. The Chancery Court's decision was appealed to the State Supreme Court, but the lower court's ruling was upheld.

During 1937, Engineer Frank Ridgeway left for a radio job in Toledo. A short time later, KTHS' Ardeth Annen, an office worker, joined him and became Mrs. Frank Ridgeway. Their next move was to Buffalo, New York, where he would have a

long broadcasting career. Bill Van Dusen transferred his radio services to Little Rock, and Dick Alford began working vacation announcing shifts in other cities before taking a regular announcing job in Little Rock. A person that would long be associated with Hot Springs radio, Jack Wolever, was brought from Kansas City as the KTHS program director. He had entered radio in the Missouri city after having traveled with a road show. He had seen a radio tower on top of a building, had gone in and asked for an audition, and had been hired. An opening had existed at the time because an announcer had just been discharged.

The Hot Springs Easter Sunrise Service was broadcast over NBC in April 1938, sponsored by the National Park Service. Singing was directed by Henry Wells Sanderson, Jr., choir-master of Trinity Cathedral of Little Rock. One night in December, the station broadcast the Polk County Possum Club banquet from the National Guard Armory at Mena from 9:00 to 10:00. During the year, KTHS began carrying some Mutual Broadcasting System programs while still retaining their NBC affiliation.

Governor Carl Bailey entered the KTHS sale issue by helping the local group obtain a Washington attorney for the FCC hearing, which was finally held in November 1938. Chamber President Kemp led a delegation of forty Hot Springs business and professional men that made the trip to Washington. Governor Bailey and twelve other witnesses testified for continued Chamber ownership. Also included among the witnesses was Congressman-elect W.F. Norell. On the second day of the hearing, Colonel Barton dropped his effort to buy the station. He was given the right to "an option or refusal to purchase or lease" the station should the Chamber of Commerce decide to lease or to sell it during the next ten years. Barton would have the option of meeting the best offer within ninety days after notice of the Chamber's intentions.

In December, KTHS asked the FCC for an extension of its special experimental broadcast authority to operate on 1060 kilocycles simultaneously with WBAL, Baltimore from 6:00 A.M. to local sundown daily, suspension of broadcasting until 8:00

P.M., and unlimited broadcasting from 8:00 P.M. to midnight.

President Roosevelt's son Elliot made the Chamber a proposal for the operation of KTHS in January 1939. He would form a management corporation to direct the station if they would increase the power to 50,000 watts. Estimated cost would be \$175,000. His company would pay the Chamber one-tenth of the power increase cost annually for ten years. At the end of that period, his group would return the station to the Chamber. The plan was never put into effect.

The idea of increasing the power to 50,000 watts arose again in September when a meeting of citizens endorsed such plans. Harvey Couch and C. Hamilton Moses of Arkansas Power and Light Company had become interested in KTHS and had talked with NBC officials in New York. The network had agreed to contribute \$115,000 toward the purchase of a 50,000 watt transmitter. Hot Springs would be asked to raise \$50,000. This plan didn't materialize either.

John I. Prosser succeeded Steve Cisler as manager of KTHS in 1939. Howard Shuman left the station to help organize KWFC in Hot Springs.

1940 saw a rekindling of the 50,000 watt hopes. The first transmitter site that was proposed to the FCC was eighteen miles from Hot Springs. This was opposed by the Civil Aeronautics Authority because "the huge tower would constitute a hazard for commercial aviation." FCC Commissioner James Fry told a Chamber of Commerce delegation that the only way the power increase would be granted was for the station to be completely separated from Chamber operation. At a mass meeting in August, members of the Chamber voted to comply with this instruction. A corporation would be organized to take over the station. Station Manager John Prosser reported that RCA had come down from \$115,000 to \$90,000 on the price of a new transmitter.

Since the previous negotiation with Colonel T. H. Barton specified that he would have the opportunity to participate in any future sale, he was asked to appear before the Board of Governors. He stated that he would buy stock in the new corporation and assume the \$30,000 debt the station had

incurred.

A court ruling in Chicago declared that pari-mutuel prices constituted a lottery. As a result, KTHS omitted the nightly racing summary until the issue would be finally settled.

Station personnel in 1940 included Ewald Kochritz as program director and Helen Jacobs Konig as director of women's programs. Announcer John P. Branch, Jr. was killed in a car accident in December.

In early 1941, the sale to Colonel Barton was ratified by the Chamber of Commerce, which again made the possible change of ownership subject to FCC approval. Barton would increase the capital stock from \$175,000 to \$225,000 since there would be greater expense than had been expected.

The NARBA frequency allocations March 29, 1941, put KTHS on 1090 kilocycles, a spot on the dial that would permit 50,000 watts. In July, under the corporate name of Southland Radio Corporation, Barton and his group, while still waiting for the transfer to be approved, asked the FCC for permission to increase power to 50,000 watts, operate unlimited time instead of sharing time with WBAL, install a new transmitter, and move the transmitter site to Wrightsville, Arkansas.

During the same month, the FCC eliminated the "off-the-air" period at night but forced the station to cut its power from 5,000 to 1,000 watts at night. The 10,000-watt daytime power was still in effect.

Manager John Prosser left KTHS in 1941. Hub Jackson took over the management duties.

No station transfer decision by the FCC had been handed down when 1941 ended, but during the year following U. S. entry into World War II, KTHS would be bought by private interests.

Radio listeners in Northwest Arkansas experienced difficulty receiving northern stations in early 1925. Stations to the south were not affected. The problem was described as a "magnetic blanket." At first, radio men thought the trouble was caused by the Northern Lights, but after they passed the condition still existed.

Over the nation, the problem of station regulation became

even worse in 1925. A court ruling had declared that the Radio Act of 1912 did not give the Department of Commerce authority to limit time and power. Many stations changed frequency and power without authorization. Mass confusion on the dial resulted.

Radio Inspector Louis J. N. DuTreil heard that an illegal station was operating in Camden, Arkansas. He had no idea where it was located in the city when he arrived to investigate. He checked into a hotel and soon discovered that the station was in the room next to his.

KFVC

The Bensburg Music Company, located in the 200 block of South Adams Street in Camden, obtained a license for KFVC on March 13, 1925. The authorized power was 10 watts, and the wavelength was 242 meters or 1240 kilocycles. The station stayed in Camden until August 25, 1925. It was then moved to Texarkana, Texas, and the call letters were changed to KFYO. The power and wavelength remained the same. It was re-licensed on January 26, 1926, to the Buchanan-Vaughan Company of Texarkana, Texas. On February 1, the frequency was changed to 1430 kilocycles. One year later, February 1, 1927, the station ceased operations.

KFVX

Ralph H. Porter is best remembered by citizens of Bentonville as the person who built radio receiving sets and erected aerials so that they could pick up distant stations. He also did a little radio broadcasting himself in 1925, but not many people seem to remember that phase of his radio work. The Radio Shop was located at 1211 South Main, just south of the town square and across the alley behind the old First National Bank Building. It was on the "sunny side" of the street.

In a recent letter, Ralph Lawson described an early Porter-made set:

It was a six dial affair with three places to plug in earphones. The radio required an A battery and various B+ and C- batteries. The old 1917 Model T Ford was parked

near the window where the radio was located to supply the A battery. The other batteries were placed on the floor beneath the set.

To tune the six dials went something like this: The first dial would squeal, the second would bring a whine, and the third would make a squawk. The next three, if you were lucky, would bring in programs.

By sharing two sets of earphones (two to an earpiece), as many as eight could listen on a cold, clear night.

In early June 1925, a license for KFVX was issued to Ralph Porter. He installed the station at the resort area of Bella Vista, about four miles from Bentonville, in the dance pavilion. KFVX had a power of 10 watts with a frequency of 1270 kilocycles. E. M. Pickens, recently graduated from high school at that time, was the first announcer. In a letter written in 1973, he recalled the first broadcast:

Lena Hildebrant played the piano. I was the announcer and had a hard time pronouncing those "longhaired" music numbers. I can remember saying, "We are broadcasting from beautiful Bella Vista, located in the heart of the Ozarks." I would mention the power also.

In a later telephone interview, Pickens said that while Miss Hildebrant was playing a selection, he would run out to the soda fountain area where there was a receiving set and listen, getting back to the microphone in time to announce (or attempt to announce) her next number. Several years later, Miss Hildebrant moved to California and became a professional pianist, accompanying such famous singers as John Charles Thomas. Another musician who played over KFVX was Miss Mary McGill. Over the years, she performed at almost every type of gathering in the Bentonville area.

In early October 1925, a baseball game was advertised to be played at the Bentonville Baseball Park between the Northwest Arkansas All Stars and the Western League's best players. Included in the ad was the information that Ralph Porter would broadcast the World Series game featuring the Washington

Senators and Pittsburgh Pirates by innings. It was not stated whether his report would be over a public address system at the baseball park only or would actually be broadcast over his radio station.

During the same month, Porter announced the opening of the new Radio and Electric Shop at 1316 South Main.

By late 1925, he allowed the license of KFBX to expire, and it was deleted in November.

A blackface act was heard on WGN, Chicago in 1926 that would become a top network show. Charles Correll, a former bricklayer and Freeman Gosden, a former tobacco salesman, had teamed up to form the act called "Sam and Henry". ("Hear Sam and Henry on 1010, WGN."). They changed stations in 1928 and had to change the name of their team because of an arrangement with WGN. They overheard a man greet two others as "Famous Amos" and "Handy Andy." The "Amos and Andy" program was born. It went coast-to-coast in 1929 and remained for thirty-two years.

In Arkansas, an elderly lady didn't fully understand the workings of a radio set her son had purchased. "Have it play 'In the Sweet Bye and Bye'," she said.

KGCG

The current population of Newark, Arkansas, is 849, but several hundred more people lived there in the Twenties. For awhile they had a radio broadcasting station. It seemed to his family and friends that Dan Moore, Jr. had always been interested in communication of some kind. As early as the age of twelve, he and some friends had constructed their own telephone hookup. Prior to World War I, he had attended the University of Arkansas, but his formal education had been interrupted by his entry into the Army. After his return to Newark, he had become a voice radio ham, operating 5AOY. His father and his uncle ran a general mercantile store, but Dan, Jr. decided he would like to try another type of business. He obtained a Ford dealership in 1922 and started Moore Motor Company. Model T's were assembled at the Ford plant in Memphis, and it was quite a trip

over the roads of those days to go to the Tennessee city and drive the new vehicles to Newark. The automobile dealership was successful for Moore, and he often sold more cars than dealers in nearby larger towns.

Although his business was cars, Dan Moore, Jr. retained his intense interest in communications. During the summer of 1926, Moore wrote to the Radio Service of the Bureau of Navigation, Department of Commerce at New Orleans for application blanks for a new radio station. When the forms were received he filled in all the required technical data and returned them to Theodore G. Deiler, Supervisor of Radio in New Orleans. He received the papers on August 18, 1926, and forwarded them to Washington.

An improved Hartely transmitter was obtained, which had two 50-watt tubes and two oscillators. The receiving set was an RCA. Steel towers for the antenna were acquired first, but they were broken during installation. Two tall cypress poles were brought from the Marked Tree bottoms. They were placed in the ground by an electric highline crew that was working in the area at the time. The poles were forty-five feet high and fifty feet apart.

Moore had a nice home on the present site of the Cities Service Station in Newark. He prepared a room in the house for the studio, and the transmitting equipment was installed in a building behind the house.

On August 24, 1926, the Commissioner of Navigation granted a license to "Moore Motor Company, Newark, Arkansas, Independence County, latitude 35 degrees, 35 minutes, 30 seconds; longitude 91 degrees, 25 minutes, 0 seconds, for Broadcasting Station KGCG, the purpose for which said station is licensed is general broadcasting for public information, instruction, amusement or entertainment. The wave length designated by the station as its normal sending wave is 234.9 meters, 1280 kilocycles. This license is issued pursuant to the Act of Congress August 13, 1912, and titled 'An Act to Regulate Radio Communication,' and is subject to the restrictions and regulations therein contained." The license listed the name of Herbert Hoover as Secretary of Commerce.

KGCG was authorized to operate with a power of 100 watts. Programs began immediately. Musical groups from many places came to Newark to get on the air. There were popular dance orchestras as well as hillbilly and western bands. News items were also broadcast. Another prominent feature was the Sunday morning remote control broadcasts of services from the Newark Methodist Church, located two blocks from the station. The Reverend Clarence Crow delivered the sermons. KGCG had some commercially sponsored programs. A portion of the advertising was placed by product distributors from other towns in the state. Younger brother Kendall Moore still remembers the first check that Dan, Jr. received from a sponsor.

The license renewal issued November 1, 1926, changed the wavelength to 239.9 meters or 1250 kilocycles. The next renewal listed the original 234.2 meters or 1280 kilocycles.

At that time, Arkansas' capital city did not have a radio station. A group of Little Rock businessmen appealed to Dan Moore, Jr. to move KGCG to the metropolitan center. They offered to supply the money needed to make the move and to buy forty-nine per cent of the station if he would go to Little Rock and operate it. While the offer was very attractive, Moore realized that his health was not good. He had long dreamed of advanced broadcasting achievements. Statements made by him that someday pictures would be sent through the air were received by many townsfolk with great skepticism. This was an attitude expressed about many people knowledgeable in the technical aspects of radio in those days.

Because of his physical condition, Dan Moore, Jr. declined the offer to move KGCG to Little Rock. In July 1927, the station was dismantled and the license was deleted July 25, 1927. Moore moved to Arizona to spend his final years. He died in 1935 at the age of thirty-seven.

In 1953, the writer, while manager of KNBV, Newport, made a trip to Newark and installed a remote amplifier in the home of Church of Christ Minister Eugene Britnell. When I remarked that his first talk would probably be the first radio broadcast that ever originated in Newark, Arkansas, he replied, "I think there was a radio station here at onetime." That was as

much as either of us knew about it then.

Both bizarre and significant happenings continued to occur on radio in 1927. A Philadelphia minister preached the funeral service for his mother over a local radio station while she was being buried in California. A Brooklyn woman who had knowledge of the technical aspects of radio was referred to as a "radio engineerette."

The second major network was formed in 1927. It was first called the Columbia Phonograph Broadcasting System. The new chain made its debut on the night of September 18. It was plagued by financial difficulty from the beginning. In Philadelphia, the son of a family who owned a cigar company had discovered that radio advertising greatly increased the sale of La Palina cigars. William S. Paley, only twenty-seven years old, bought controlling interest in the network and became its president September 26, 1928. The name was changed to the Columbia Broadcasting System.

On January 1, 1927, NBC made its first coast-to-coast broadcast. Graham McNamee announced the play-by-play account of the Rose Bowl football game from California.

1927 was the year the first AC "plug-in" radios were put on the market. Advertising both pro and con appeared as the result. An Atwater Kent ad read:

Electrified If You Like

Any Atwater Kent receiver can be operated from your electric light circuit—Just tell your dealer, battery power or socket power—It's merely a matter of equipment.

Another ad took the opposing side:

How much do you spend on radio power? Radio is better with battery power. The new Ray-O-Vac type "B" battery will give you better reception at less expense.

A major new technique was put into effect in another medium on October 6, 1927. The movie "The Jazz Singer" opened

on that date, and Al Jolson declared, "You ain't heard nothin' yet!" Then he burst into song, singing the familiar "Toot, Toot, Tootsie, Goodbye." The silver screen had learned to talk.

Little Rock figured in a test using radio for airplane navigational purposes. A plane with a crew of six officers left Little Rock to fly to the home base in Dayton, Ohio. The radio navigation equipment picked up a beam sent out from Dayton.

KLCN

Government radio records indicate that KLCN, Blytheville was first licensed August 15, 1927, but Arkansas radio pioneers are aware that radio broadcasting was done in the area several years prior to that date. In 1912, at the age of twenty-two, Charles Leo "Dutch" Lintzenich came from Shawneetown, Illinois, to work as a typesetter for the Blytheville *Courier News*, published by Lawrence M. Ross. Later, Lintzenich was advertising manager for the paper. No more than five feet, five inches in height, Dutch was proud of his nationality, often declaring at festive occasions, "Hurrah for the Dutch!" and "One Dutchman can whip fourteen Irishmen!"

During World War I, Lintzenich served with the radio division of the U. S. Signal Corps, where he developed an intense interest in radio. In 1919, he returned to Blytheville and resumed his work as a printer for the newspaper. In his spare time, he began tinkering with radio equipment, putting together a 3-watt transmitter with second hand radio parts. It was built as a 40-meter telegraph set. He also established a retail radio dealership and repair shop which he called Radio Sales. It was first located at 5th and Main. He installed the 3-watt transmitter at the same place and began broadcasting intermittently in 1922. Later, a newspaper reporter in Washington, D. C., reported that he picked up a 3-watt station in Blytheville, Arkansas.

Dutch used his radio ingenuity to install a radio in his automobile long before such devices became standard equipment. He put a loop antenna on top of the car and a horn speaker inside.

In 1925, Edgar G. Harris bought the *Courier News*. This

transaction accelerated the progress of broadcasting activity in Blytheville. Application was made by Harris and Lintzenich for a license for KLCN, the "L" standing for Lintzenich and the "CN" for *Courier News*. The grant was made August 15, 1927. Harris was listed as the major stockholder. The wavelength was 374 meters or 800 kilocycles. KLCN was authorized to operate with power of 50 watts. Radio Sales had been moved to Seventh and Main, also the site of the radio station. By March 1928, KLCN's wavelength was 285.5 meters or 1050 kilocycles.

The July 2, 1928, issue of the *Courier News* carried a box on the front page:

KLCN

"Voice of the Wonder City"

285.5 meters—1050 kc

Operated by the Daily Courier News and C. L. Lintzenich by authority of the Federal Radio Commission.
6:00-7:00 P.M.—D. Canale Co.—The D. Canale Hour

Dixie Stompers—an hour of dance music

9:45 A.M.—Market Quotations and Weather Forecast

12:00-1:00 Everyday—Musical Program

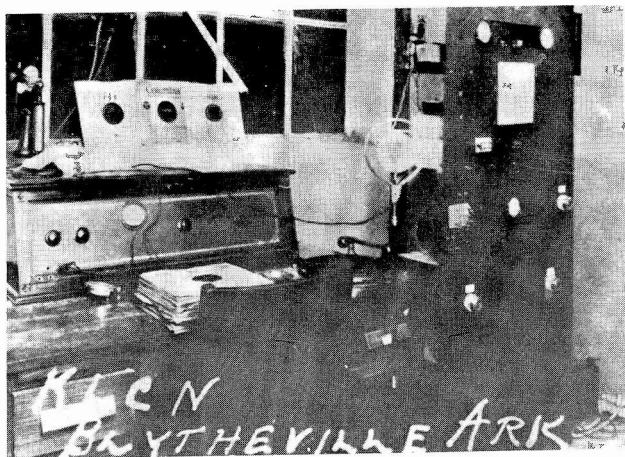
Dutch did most of the announcing for KLCN at that time. On July 18, the noonhour program featured Clayton Hunt and his Orchestra from Los Angeles. The July 26 sponsor for the 6:00-7:00 P.M. musical program was the Missouri Power Company. On August 6, the sponsor for the same hour was Grimes Lumber Company. Misses Gladys Mick and Elizabeth Haley presented a program of piano and vocal solos August 10.

The night of August 14, 1928, was an important milestone for KLCN. With the assistance of the newspaper, Democratic primary election returns were broadcast from 6:00 P.M. until all precincts had reported, which was at 9:00 A.M. the following day. Popular recordings were played to fill the time between reports. Some observers were surprised that the homemade generator and other equipment would operate for fifteen hours

without overheating.

Also in August, Mrs. Louis Stewart played for a program of request numbers from a special private studio in Hotel Noble. Listeners could call 825 and ask for their favorite selection.

The fall programming included Miss Marie Jaimeson, violinist, and Miss Jane Robinson, pianist, of the Robinson Piano Studios; Bob Smith, playing unusual music on the "banjolin" (Pre-program publicity said that he had played on various other radio stations and could probably be prevailed upon to play requests.); the Blytheville Colored Glee Club; and the Rust College Jubilee Singers, sponsored by Robinson Lumber Company.



KLCN in 1928. The widely-publicized experimental broadcast the following year was made with one UX210 tube in the power circuit, using four UX250 tubes as modulators, and a five-tube speech amplifier.

Also in the fall of 1928, Edgar Harris sold the *Courier News*. Dutch Lintzenich bought controlling interest in KLCN from him, taking charge November 8. J. A. Bass, who had held various county offices at one time or another, also became a stockholder. KLCN and Radio Sales Company were moved to Main and Division. (Division was the old Highway 61.) A single wire

inverted "L" antenna 100 feet long was erected. The transmitter was of the Hartely design. The mass frequency shift of November 11, 1928, switched KLCN to 232 meters or 1290 kilocycles.

A newspaper ad for Radio Sales in November listed:

Majestic 72—195.00

Majestic 71—165.00

Atwater Kent 40—122.00

Atwater Kent 42—137.00

Atwater Kent 44—165.00

Terms 1/5 down, balance in 12 monthly payments

The ad also gave the names of people who had bought sets in October.

The January 1929 programs included a cooperative effort between the radio station and the newspaper. A fullpage was run which had ads for twelve individual business firms. The copy in each ad suggested a different song title. The following Sunday afternoon, a program called "The Radio Test" was broadcast from 2:00 to 4:00. The songs were played. Listeners were to send a list of correct titles for cash prizes. Also, KLCN gave a ten-dollar prize for the phone call received from the farthest distance during the program.

KLCN received extensive publicity in January 1929. Experimental broadcasts using only 7½ watts of power were made after midnight January 13th and 14th. The broadcasts were powered by a single UX210 tube in the power circuit. Four UX250 tubes were used as modulators, and a five-tube speech amplifier was utilized. This technical information was sent by Lintenzich to the radio editor of the *Cincinnati Enquirer* and in 1970 was included in a story by Jan Lowry in *Broadcaster South*. The Federal Radio Commission ordered that the experimental broadcasts be stopped, but the two that were made brought more than 2,000 letters from forty states and as far away as 1,700 miles in Canada. The station was called "the mighty mite" and "the Arkansas midget." On February 6, the *Courier News* ran the following story written by Associated Press radio staff writer Alexander R. George:

Washington—(AP)—The feat of Station KLCN, Blytheville, Ark., which with only 7½ watts power sent its programs more than 1,000 miles to thrill distance fans in all parts of the country has attracted the critical attention of radio men here.

Engineers of the Federal Radio Commission, advocates of high power for stations on clear channels, admit the Arkansas station has done extraordinarily fine work, but they maintain the achievement does not strengthen the case of proponents of lower power for stations. The broadcasts of the tiny station, which leaped from obscurity to fame almost overnight, were conducted they assert, under unusual and exceptionally favorable conditions.

KLCN made its long distance records between 1 and 4 a.m. Listeners with sensitive sets here report that the station came in around 3 o'clock with clarity and strength. Atmospheric conditions at that time are the most favorable. Other broadcasters are off the air, and natural and man-made static is at a minimum.

Early in the evening after the sudden change from daylight to darkness and usually a drop in temperature the atmosphere is in a state of agitation which causes static. Hundreds of stations are sending out waves on nearby channels in the broadcast band, and street cars and other motors are setting up interference. By midnight peace reigns in the ether. The atmosphere has become stabilized. Industry is practically shut down and stations are off the air.

Radio weather conditions probably were perfect when KLCN shot its waves across the continent, the engineers point out....

While the lower power station with a clear road and ideal conditions will occasionally do the unexpected, high power is essential for maximum reception in good and bad radio weather, they maintain.

KLCN operates on a frequency of 1290 kilocycles. Reports of its reception have come from Canada and both coasts.

Lintzenich took KLCN off the air for a couple of days in May to improve the transmitter by making some additions to it.

A future Arkansas broadcasting personality joined KLCN and Radio Sales Company while still a junior high school student in 1929. Harold Sudbury's duties for Dutch included sweeping up, selling and installing radio sets, learning to repair sets and actually doing some repair work (He learned on the Majestic 72, a dynamic electric set with tuned radio frequency.), and doing a stint on the mike now and then. Young Sudbury was supposed to receive \$5.00 per week for his varied efforts, but he never actually collected the cash money. Instead, he settled for used radio parts, which he used to do some radio repair work for money on his own.

In the *Broadcaster South* story, Sudbury is quoted as saying of Lintzenich:

He was a genius in radio technology.... He was way ahead of his time, but he let time pass him by. With Dutch, radio was a toy. He violated every rule the FRC and the FCC ever formulated, and some they hadn't thought of. With him, radio broadcasting was never a business, but a series of challenging experiments. He'd work day and night with a problem. Once solved, he'd pull the radio plug and go play golf.

KLCN joined the long list of stations that broadcast radio bridge games in the late Twenties. Bridge hands were published in advance in the newspaper. Listeners were urged to play the hands then listen to the radio to hear how the experts had played them.

On January 2, 1930, Mississippi County Judge George W. Barham made a talk on KLCN, reviewing the previous year's work and praising agriculture.

A Blytheville group applied for a second Blytheville radio station. A date for a hearing was set by the Federal Radio Commission. Representatives of one Little Rock station and three St. Louis stations appeared to oppose the application. The Blytheville applicants didn't appear, and the matter was

dropped.

In March, Mrs. Zella Drake Harper from the Women's Radio Institute made a talk over KLCN on the subject of "Interior Decorations." It was sponsored by Congoleum Carpets and Hubbard Furniture Company, the local dealer.

On Sunday April 3, 1930, KLCN formally dedicated a "handsome new studio." It was in an addition of the Ward Building at Main and Division. The studio was of the latest soundproof design, completely shielded with Celotex. A new grand piano had been purchased for the studio. Music for the grand opening was furnished by Jimmie Boyd's Lucky Devils and bands from Ripley, Tennessee, and Bernie, Missouri. The entire station staff was introduced to listeners.

Borum's new drug store was opened in August, and a request program featuring phonograph records was broadcast by remote control each day from 10:00 to 11:00 A.M. and 4:00 to 5:00 P.M. Louis Greene, the radio repairman at Borum's Drug, did the announcing.

On August 12 and 13, the KLCN Election Party stayed on the air longer than it had the previous time. Since KLCN was a daytime station, special permission had to be obtained to stay on at night. Several telegrams were sent to Washington by Blytheville citizens asking that they be allowed to hear the election results. Permission was granted. The *Courier News* arranged for a special election service from United Press. The election party was broadcast by remote control from Borum's Drug Store. A P.A. system from Radio Sales Company was installed outside the store for the benefit of the crowd on the sidewalk and in the street. Featured artists during the program were Willie Trotter and Miss Jessalyn Paine (who later would be Mr. and Mrs. Bill Trotter); Loraine Le Sieur of Hayti, Missouri; the Alabama Crimson, a collegiate orchestra; Webb, Kinder, and O'Brien, the "Unholy Three"; and the Leachville String Band. The broadcast continued until noon the following day when fifty-two of the fifty-six precincts had reported.

Dutch Lintzenich's interest in golf was evident in July 1931. The "diminutive slugger" (as the paper called him) won the city golf tournament championship.

During the same month, prisoners in the Mississippi County jail bought a radio on the installment plan.

A new program made its debut by means of electrical transcription in August 1931. "The Sahara Singers" were sponsored by the Superior Coal Company.

During the early Thirties, Bill Trotter became an announcer on KLCN. He also continued singing on the air with his wife Jessalyn as his accompanist.

A former Arkansas governor made an address on KLCN in 1931. Dr. Charles R. Brough spoke over the radio and also at the high school auditorium.

Election returns in August 1932 were again broadcast from Borum's Drug Store, running longer than before. The broadcast didn't conclude until past noon the following day.

In February 1933, KLCN was authorized to move the studio and transmitter from the store location to the City Hall Building at Second and Walnut Streets. The station address was on the Walnut Street side at 218 Walnut. Power was raised to 100 watts, and the frequency remained at 1290 kilocycles.

The next studio move was made in August 1934, this time to the Noble Hotel at Broadway and Walnut. The transmitter stayed at the City Hall. Ottis "Ott" Roush joined KLCN as an announcer in 1934. In May 1935, the studio was installed in the rear portion of Borum's Drug Store at 205 West Main. Roush announced programs from the Borum location, and the Nipper Brothers sang gospel songs from a studio in the Noble Hotel. Harold Sudbury had finished high school in Blytheville in 1934 and had attended the University of Alabama for one year. His interest in radio broadcasting prevailed, and he joined the staff of KLCN on a fulltime basis. He became sales manager for the station in 1938.

The studio and transmitter locations remained unchanged until 1939. At a Blytheville City Council meeting in June of that year, it was revealed that KLCN would be sold to Fred O. Grimwood, consulting radio engineer from Mississippi. A resolution was introduced to lease to the radio station a small building located immediately west of the Mississippi County Courthouse near the railroad tracks at Railroad and Walnut

Streets. It would actually be a sublease because the city was leasing the property from the county. Before a vote was taken, information was given that KLCN would move both the studio and the transmitter to the site. It was also pointed out that the transmitter had occupied rent-free quarters in the City Hall Building for a number of years. The city had recently incurred a new debt of \$1,100. Proponents of the leasing resolution stressed that the monthly lease payment could apply toward the debt. The issue passed, stipulating that the operator of KLCN would pay \$25 per month, would maintain the city police radio station (except for parts), and would furnish an operator for the police station.

The sale of KLCN to Fred Grimwood was approved November 27, 1939. The studio and transmitter were moved to the new site. A Blaw-Knox 208-foot vertical antenna was erected near the railroad tracks. (It's still in use—by the city police.) In April 1940, the FCC authorized an increase in power to 250 watts. To achieve the new power output, the station installed its first "store-bought" transmitter—a Gates.

The NARBA frequency allocations March 29, 1941, shifted KLCN's spot on the dial to 1320 kilocycles. The same year R. H. "Bob" Conner joined the station's staff as an engineer. The *Radio Daily Annual* of 1941 listed Fred O. Grimwood, president; Cleo Garner, station manager; Algie Bishop, sales manager; and Melvin Unger, chief announcer. The station's news service was Transpress Radio.

KLCN's status as a major broadcasting force would later be achieved.

WLBN—KLRA

The U. S. Navy was the original influence that led eventually to Little Rock's first continuous radio station. William Evert Hiler had been in charge of all Naval Radio Shore Stations for the Ninth Naval District with headquarters at Great Lakes near Chicago. On December 18, 1926, while living at 339 South Homan Avenue, Chicago, he was granted a license for a portable station with the call letters WLBN. The power was 50 watts, and

the wavelength was 225.3 meters, 1330 kilocycles. Hiler operated WLBN at his home for awhile. The frequency was changed to 1470 kilocycles, 204 meters on April 27, 1927. This spot on the dial was used by many portable stations at the time. Hiler took the station to La Prairie, Illinois, June 11, 1927. A short time later, he moved WLBN to the Goldman Hotel in Fort Smith, Arkansas.

Before World War I, Roy Edward Stueber of Little Rock had sold Victrolas for Houck Music Company. In 1917, he had started a small, one-room tire store at 11th and Main. The phone number was 555. Stueber had enlisted in the Army when the war broke out, serving as a sergeant in the Quartermaster Corps. When he was discharged in 1918, he continued with his tire business. He was a great believer in publicity. By 1927, his company, known as 555 Tire and Service Company, occupied the large building between Second and Third Streets on Broadway. It was also the state distributor for Atwater Kent radios and had a display room on the ground floor on Broadway.

The week of October 10, 1927, would be Arkansas State Fair time at Fair Park in Little Rock. Roy Stueber put his promotion mind to work. He contacted H. E. Hiler in Fort Smith and arranged for him to bring WLBN to the fair to help publicize Atwater Kent radio sets and "The World's Largest Service Station."

The presence of a radio station at the State Fair received considerable publicity. Local entertainers who wanted to broadcast were urged to register at the 555 radio display room. Hiler brought the transmitter from Fort Smith on a Model T Ford truck. It was installed on the stage of Cinderella Garden, the dancing pavilion on the fair grounds. The studio was enclosed in a glass cage and was called the "crystal studio." Visitors to the fair could see the performers at the microphone and the equipment in operation. WLBN was then operating with an illegal power of 100 watts while still licensed for 50 watts. The frequency was still 1470 kilocycles. The radio department of 555, Inc. informed local listeners that the station could be heard at a point between 5 and 10 on the dial of Atwater Kents receiving sets.

The engineer for WLBN was H. B. Greene, a former marine radio expert and engineer for the Western Electric Company. The announcer, who was described as a professional, was C. H. Hays. Times of broadcast from the fair were 12:00 to 1:30 P.M., 5:00 to 7:00 P.M., and 9:00 to 10:30 P.M. Also, the station went on the air anytime there was something special to announce regarding events at the fair. The Hollenberg Music Company cooperated with 555 by sponsoring some of the programs and supplying all the musical instruments used in the crystal studio. Loud speakers were installed in the dance pavilion so that the crowd could hear as well as see what was happening inside the glass enclosure.

On Monday October 10, 50,000 people attended the State Fair. The Ozark Smile Girls from Fort Smith broadcast in the afternoon. Later in the week, the Peter Pan Orchestra that appeared at the New and Prospect Theatres in Little Rock broadcast from 5:00 to 6:00 P.M. In addition to musical programs, several speakers make talks on WLBN, including Governor Martineau.

It was a coincidence that the man who was in charge of the public address equipment at the fair that year would later become a veteran Arkansas radio engineer. Twenty-three-year-old Kermit F. Tracy from Wisconsin had the contract to furnish and operate the sound equipment. He had been a radio operator on boats on the Great Lakes, having grown up in a lake shore town. His early radio fascination had come from building the usual Quaker Oats box crystal set.

After the fair ended, W. E. Hiler took WLBN back to the Goldman Hotel in Fort Smith. A month later, he brought it back to Little Rock with the idea of making the Capital City its permanent home. It was placed on the eleventh floor, which was the top floor, of the A.O.U.W. (Ancient Order of United Workmen) Building (now the Union Life Building) at 210-212 Center Street. A test program was broadcast on Tuesday, November 29th. Thereafter, programs were broadcast daily although equipment and furnishings were not complete. Station Manager F.W. Rust reported that 138 phone calls were received

on Friday night, December 2 during a program featuring phonograph records put on the air by means of an "electric pickup." All listeners that reported said that reception was almost perfect.

The studio work was completed by Tuesday, December 6, and WLBN began broadcasting three times daily: 1:00 to 2:00 P.M., 6:00 to 7:00 P.M., and 9:00 to 11:00 P.M. It was reported that the station "tuned in sharply" at the zero end of the dial and had an effective radius of 150 miles. H. B. Greene was still the operator.

An Arkansas "first" broadcast was made on Wednesday night, December 7, 1927. Prizefights were carried from the Rainbow Garden, a dance pavilion atop the 555 Building. The small portable transmitter was taken to the scene of the bouts. Messages were received from around the state after the broadcast.

One of the earliest Little Rock sponsors was the Southern Radio Corporation. Their program was heard daily, Monday through Friday, from 10:00 to 11:00 A.M. and on Sunday from 2:00 to 3:00 P.M. The firm's manager, George B. Gray, directed the program. Featured were Jack, "The Sweet Singer of the West" (his surname wasn't given), and Vivia and her Melody Boys, Negro serenaders. On one program, the Goodfellows played requests for gifts for the Christmas fund.

WLBN broadcast the New Year's Eve dance from the Rainbow Garden. Again the portable transmitter was taken to the point of program origin. On one such occasion while it was there, pictures were made. The small transmitter didn't look impressive enough by itself so it was placed beside some utility meters to increase the amount of equipment in the pictures. Berlyn Baylor's Troubadors, the regular Rainbow Garden orchestra, played for the dance from 8:00 P.M. until 3:00 A.M., and WLBN stayed on the air during the entire time. Requests were received from "all over the state."

The 555 Company started a regular program from 6:30 to 7:00 P.M. Radio Sales Representative Frank Burke said that the program would be mostly "metallic."

Live talent programs increased. One featured Miss Neita Davis, soloist, and Mr. J. H. Heagen, pianist. W. E. Hiler announced that "Goof" Moyer and his New Yorkers, who were appearing at the Palace Theatre, would broadcast an hour over WLBN. George B. Gray said that the oldtime songs twenty years or older were more popular on the Southern Radio program than the present-day jazz. Jack, "The Sweet Singer from the West," accompanied by Miss Doris Hauser, sang "Where the Colorado River Flows" and "Honey, Stay in Yo Own Backyard."

The good news came January 18, 1928. WLBN would stay in Little Rock. Roy Stueber and some of his associates had purchased the station. Frank Rust, formerly with KMOX, "The Voice of St. Louis," would continue as manager, H. B. Greene would continue to be in charge of technical operations, and Mrs. Myrtle Rust would continue as program manager. Permission for transfer of control would have to be given by the FRC before the new owners could take charge.

The night of January 19 was billed as "North Little Rock Night." Local talent was featured from 9:00 to 11:00. Jack Rosenthal and his Nightowl Orchestra played. Also appearing were Billy Weed, piano soloist, and Joe Donegan, banjo soloist. The North Little Rock sponsors were the Times Printing Company, North Little Rock Electric Company, Citizen's Furniture Company, Argenta Building and Loan Association, Mayflower Dairy, White's Drug Store, Clark Ice Cream Company, Lindsey Coal and Ice Company, Hendershot's Cafe, Owens and Company, and Home Electric Company.

One of the city's most outspoken preachers on public and religious issues gave a talk on WLBN Saturday, January 21. Dr. Ben Bogard, pastor of the Antioch Missionary Baptist Church, spoke on the question "Man or Monkey, Which?" Oldtime religious songs were sung by the Antioch Choir.

The American Legion Band broadcast an hour program on January 29 as part of their organization's membership campaign. Legion Commander Lloyd Judd, who would later become a Little Rock radio station owner, directed the program.

By February 1928, WLBN carried remote broadcasts by direct wire. Russ Wildey and Billy Sheehem, billed as "Famous

Radio Twins," broadcast from the Rainbow Garden.

The top floor of the A.O.U.W. Building was renovated for the new WLBN owners. Actually, the eleventh floor was only about a half floor since it was behind the top portion of the auditorium, which occupied about a floor and a half of the building. There were two studios, one for solos and duets and one for larger groups. Both were remodeled in Celotex for soundproofing and acoustical effects. A Duo Art upright piano and a Vase grand piano were furnished by the P.K. Houck Company. The studios were completely furnished by Arkansas Carpet and Furniture Company. A reception room, offices, and an operating room comprised the remainder of the space.

On top of the building, two large steel towers were erected by the J. C. Bemberg Contracting Company of Little Rock. They were eighty feet high and eighteen feet square at the base. The tops of the towers were 203 feet from the ground, which was equivalent to a nineteen-story building. They were the highest points in the city. The skyline was changed considerably. The towers were especially noticeable to people driving across the Main Street and Broadway Bridges toward Little Rock.

The corporation name for the new owners was Arkansas Broadcasting Company. The frequency was 1470, and the authorized power of 50 watts was being used. Plans were being made to increase to 500 watts.

The formal opening of WLBN under the new ownership was held Monday night, March 26, 1928, from 6:00 to 12:00. Little Rock radio dealers bought a fullpage ad to announce WLBN's formal opening. Cam Arnoux from KTHS, Hot Springs was the guest announcer. The public was invited to come to the station to watch the program. Listeners could call 5427 and make requests or comment on the program.

Formal Opening Program Radio Station WLBN

6:00-6:30—Kempner Theater Orchestra
Overture, "Orpheus"
Fox Trot, "Rain"

- Valse Espagnole "Santiago"
Violin solo by Nathan Evans
- 6:30— Invocation, Reverend J. C. Glenn
- 6:30-6:35—Kempner Theater Orchestra (continued)
Selection "From Italy"
Cornet solo, "Mother Macree," R. B. Watson
"No, No Nanette," Dr. Wm. A. Harrod
- 6:55-7:00—Address, Mayor Ross W. Lawhon of North
Little Rock
- 7:00-7:30—Violin Solo Group, William Aldrich Harrod,
accompanied on the piano by F. C. Davis
"On Wings of Song"
"Ave Maria" and other selected numbers
- 7:30-7:35—Address, D. Hodson Lewis, Secretary-Manager
Little Rock Chamber of Commerce
- 7:35-8:00—The A.O.U.W. Four, Fred Weed, piano; Birch
Pitts, saxophone; Paul Dudek, drums; Stuart C.
Goetz, banjo
"Somebody and Me," "Diana," "Some of These
Days."
"Is She My Girl Friend?"
Balance of program telephone requests
- 8:00-8:30—Rust Conservatory of Music
"Bauree Bach"
"Arkansas Traveler"
"Juba"
Piano solos, Mrs. Bertha Kirby Nelson
"Minuet," "Ave Maria," "Mexicani"
Violin Solos, Miss Jeannette Greenshaw, accom-
panists, Mrs. Nelson and Henry Sanderson
- 8:30-8:35—Address, Governor Harvey Parnell
- 8:35-9:00—A Group of Russian and Modern Numbers
Miss Alma Colgan, pianist; Paul Moore,
baritone
- 9:00-9:30—Program by Henniger School of Bel Canto
"Sing, Sing Birds on the Wing"
Duet, Miss Toistine Haley and Miss Augusta
Turner, "Swiss Echo Song," and "L.Amour-

- Toujours-K'Amour"
 Vocal by Miss Sallye Galbreath, "A Song of Steel," "Dars a Meetin' Here Tonight"
 Vocal, Henry Finkbeiner, "The Robin's Song,"
 "The Heart That Sings Always"
 Vocal, Miss Florence Kruger, "One Fine Day,"
 "Kashmere Song"
 Vocal, Mrs. Charlotte Pegg, "Nocturn," "Sylvia"
 Vocal, Charles Henry "Serenade"
 Vocal, Miss Augusta Henry "In Violinia"
 Vocal, Miss Toistine Haley
 "Barcarolle" (Tales of Hoffman)
 Duet, Miss Sallye Galbreath and Miss Charlotte Pegg, Miss Alice Henniger at the piano
- 9:30-9:45—Highlights of the World's News, Courtesy of the Arkansas Gazette and the Associated Press
- 9:45-10:00—Solo group by Miss Lucy Marion Reaves and Louis Davis (winners of the 1927 Atwater Kent audition)
 Miss Reaves, "Caro Mio Ben," "Upon a Gay Morning" "Love's in My Heart," "Would God I Were the Tender Apple Blossom," "If You Would Have It So"
 Mr. Davis, "Together," "Among My Souvenirs," "Who Knows," "Sunrise and You"
- 10:00-10:30—Program by the Jewish Temple Choir
 Mrs. Theodore D. Ables, soprano and director
 Mrs. R. L. McKinney, contralto
 Stanley Brannen, bass
 Fred Nowlin, tenor
 Mrs. Guy Mathis, accompanist
 "A Brown Bird Singing," "Morning," "Come to the Fair," "Hail to Our Glorious Name," "Passage Bird's Farewell"
 Duet, Mrs. McKinney and Mrs. Ables, "Call Me No More"
- 10:30-11:00—Popular Program by Jack and Doris, Little Rock's Favorites, Jack Tucker, tenor, Miss

Doris Houser, accompanist

"Let a Smile Be Your Umbrella," "Was It a Dream," "My Heart Is in the Rose," "The Sunrise," "My Ohio Home," "There's Something about a Rose," "A Night of Love"

11:00-12:00—Popular Program by Ted Dougan's Arkansas Razorbacks and Miss Mona Todd, blues singer, Orchestra, "Give Me a Night in June," "Just Once Again," "I Ain't Got Nobody," "The Song Is Ended," "Tiger Rag," "Ida Sweet As Apple Cider," "So Tired," "Girl of My Dreams," "Among My Souvenirs," "Dream of Love," "Let a Smile Be Your Umbrella," "Washington and Lee Swing"

Miss Todd, "Is She My Girl Friend Clemantine," "Ding Dong Daddy from Dumas," "My Man," "Frosty Morning Blues"

More sponsors and talent were added in April. The Little Rock Gas and Fuel Company sponsored an hour of popular music. The Demolay Band and the Rainbow Girls presented a program. Talent on one program listed Paul and Ned. Baseball results were broadcast when the new season began. Harry L. Rushing of Clarksville did a "Better Homes Hour." Other talent included Frank C. Meeks and the Hawaiian Trio; the Nazarene Church Orchestra; Paul Cooper, popular song artist; the A.O.U.W. Banjo Band; Miss Emma Kare Wright, piano; L. H. Bacheller, violin; State Teachers Radio Club of Conway; Benny Hocott and his Rhythm Kings; Louise Murphy, violinist; Martha Barron, popular pianist; Genevieve Gilbert, soprano; Vera Graham, pianist; Mrs. Wright Lavender, saxophone; Fred Pennel, pianist; Katherine Barret and Ned Davis; Josephine and Garland Braswell, string duo; Miss Loraine Allen, "Queen of the Ivories"; J. P. Oldham, harmonica and guitar; and Alleene Roberson, pianist.

Bobbie Benedict and "Smokey Joe" Brown were billed as the "Musical Ice Men" on the "City Delivery Hour" from 6:30 to 7:00 each evening. They actually were ice delivery men.

Little Rock Mayor Moyer gave his annual report over WLBN as it was presented to the City Council. Dr. J.H. Scroggin made a talk on the station. His subject was "Care and Handling of the Baby."

At that time, a typical daily schedule was:

- 11:30-12:00—Little Rock Gas and Fuel Company Hour
- 12:00 —Weather Report
- 12:00- 1:00—555 Hour
- 1:00- 2:00—Scroggins Sanatorium Program
- 5:00- Weather Report
- 5:00- 5:55—WBLN Concert
- 5:55- 6:30—555 Program
- 6:30- 7:00—City Delivery Hour
- 8:00- 9:00—Sterling Stores Program, Presenting the New Pathe Phonograph Records
- 9:00- 9:30—Kelvinator Hour, courtesy of Southern Radio and Equipment Company
- 9:30- 9:45—Highlights of the World's News, courtesy of Arkansas Gazette and the Associated Press
- 9:45-10:00—R. R. Cook and his Melody Bunch
- 10:00-10:30—Local talent or talk

Roy Stueber announced that WLBN would increase its power to 500 watts, "advertising the City of Roses all over the United States." A 500-watt Western Electric transmitter would be used. Radio Engineer Jack Temple was brought in to make advance preparations. It was also announced that Frank L. Marx, who had been with stations in the Norfolk, Virginia, area, would be in charge of engineering for WLBN. H. P. Herbert, who had been with KPRC, Houston, was appointed advertising director.

Next, Roy Stueber hired a radio personality of considerable national renown. Ray Winters, twenty-five-years old, had been chief announcer and program director at WTAR, Norfolk. He had recently been interviewed by the famous Roxy of "Roxy and His Gang" over the young Columbia chain of stations. In Stueber's announcement, it was reported that Winters was

ready to make a change and that other stations were bidding for his services. "We felt, however," said Stueber, "that money was no object as we were anxious to give Little Rock and Arkansas the very best in radio broadcasting. Our next move is a big increase in power. We have already applied to the FRC for authority to use 100 watts. (The talk earlier had been of 500 watts.)

"Winters' voice possesses a certain quality of timbre that is essential in working before a microphone, and the articulation and enunciation of his announcing have been the subject of many favorable comments through the U. S. He also possesses a fine sense of showmanship and puts over his program in a genial, confidential manner.

"He is delighted with the WLBN studio arrangement. It is one of the best he has ever visited. He is confident he can put WLBN into the foremost ranks of the country's broadcasting stations."

Winters took charge of WLBN's programs and served as chief announcer. One of his first program additions was "Tiny Tots' Mother Goose Program" with Uncle Ray presiding at the mike.

Frank Cantrell, telegraph editor of the *Arkansas Gazette*, gave a gist of the news over WLBN each night except Saturday and Sunday.

The parade of talent continued in May: N. Lacy Tilgman, tenor; the Masked Contralto, vocals; Little Rock Boys Club Croonadors; Lucile Bailey, pianist, and Bertie Bailey, violinist; Mrs. J. Roddy Edwards, soprano, and Irene Roggin, pianist; Stanley Brown, baritone; the Mount Pleasant Male Quartet; Minnie Spitzberg, popular songs; Charles Harrison, pianist, and Ruth and Naomi Simmons, violinists; Miss Willie May Head, pianist; Brown Crenshaw, tenor, and Mrs. Strong, accompanist; Dale Crotchett, Hawaiian guitar; Madge McMurry, pianist; Toistine Haley, soprano; Beulah Ross, violinist; Evelyn Deshong, pianist; Percy Bennett, Hawaiian guitar; Hal Hoffer, pianist; the Wonder State Harmonists with Mrs. Stittman and Mrs. Williams in songs and piano numbers; Mrs. C. C. Paulette and Cyprian Paulette, violin and piano numbers; Vivia and her Melody Boys;

Aline Booker, soprano, and Mrs. R. C. Henniger, accompanist; R. W. Larkin and Fiddler Bob and his Music Makers; Claude Kennedy, pianist; Louise Murphy, violinist, and Aulton Dougan, pianist; Roy Cheney and Jack Mitchell, Hawaiian guitars; Jack Tucker, tenor, and Doris Howser, pianist; a sacred concert with Charolette Vann, contralto; Maurine Cuffman, soprano, and Mrs. Walter E. Strong, pianist; William A. Hightower, baritone; Miss Lulu Leighton, the unmasked contralto; David Tipton, piano and guitar; Robert Hinton, harmonica; Mrs. Gomer Jones and Mrs. Raymond Wilson, vocal duet; and Sue Farrier, pianist.

John Q. Adams, who had been with the advertising department of the *Arkansas Gazette*, joined the advertising staff of WLBN. A newspaper picture showed Jack Temple installing some new WLBN equipment. He was identified as a radio engineer from Chicago. Another children's program was started on the station. Jenny Garrett did "The Children's Story Hour with Aunt Jenny." It was announced that WLBN would broadcast bulletins of the Democratic Convention in Houston, courtesy of the *Arkansas Gazette* and the Associated Press.

In June 1928, WLBN received a notification that they had been heard on Madison Avenue, New York City, the longest distance a listener had acknowledged hearing the station. Beginning at 11:05 (EDT), the songs "Just a Memory," "Among My Souvenirs," "Ramona," and others were heard, followed at 11:57 by the sign off: "...bidding you a pleasant goodnight" and chimes.

The "Early Birds Club," featuring sitting-up exercises with Professor Full-O'-Pep, was added to the program schedule. Since 1928 was an election year, a political powwow was broadcast.

A major change was put in to effect at 7:00 P.M., July 8, 1928. The call letters were changed to KLRA (Little Rock, Arkansas).

The mid-summer talent lineup included Mario Rozzell, soprano, and Mildred Russell, pianist; Harry White, high baritone; Mrs. H. E. Colquette, soprano; Catherine and Angeline, vocal duet; Nettie Saurogot, soprano and pianist; Mrs. Ernest Farabee, soprano, and Mrs. Ella Elliot, pianist; Pearl Brookfield, violinist, and Mrs. Berty Kirby Nelson, accompanist;

Freddie Starnes and his Rhythm Boys; Mrs. C. W. Abrahams, imitator of musical instruments, with Robert Ritter at the piano; Dave Byrn, baritone, and Ethel Sevier, pianist; Glennie Miles Thomas, soprano; Oldtime Barn Dance from the A.O.U.W. Community Hall; Little Jack Little, famous radio recording artist, who was a headliner at the Majestic Theatre; Georgia and Ruth Colh, soprano and alto duet; Mrs. Sarah Haldeman, concert pianist; Mrs. Earl Glover, pianist; David McPherson, baritone; Robert Saenger, baritone; Gladys Dornblaser, violinist, and Marion Brown, pianist; and Vestal Hour of Roses.

In late July, KLRA carried a blow-by-blow account of the Tunney-Heeney championship fight as re-created from reports received at the *Arkansas Gazette*.

Another major addition to the KLRA staff was made in late August 1928. Archie Twiford, a radio tenor and church soloist, was brought from Norfolk to work as an announcer and a singer.

The 555 Safety Officer's daily talk at 5:55 P.M. received some impressive response. A lady called to report that she and her husband and children were shopping downtown when the man almost stepped in front of a car. The little girl said, "Daddy, you should always ABC." When he asked what she meant, she replied, "Why don't you listen to the 555 Safety Officer on the radio? That means 'Always Be Careful'."

Arkansas Senator Joseph T. Robinson had received the Democratic nomination for vice-president; and in early September, KLRA broadcast a program in his honor. It was climaxed with the singing of a song entitled "Al and Joe," which referred to Presidential Candidate Al Smith and the senator. The song had been composed by Miss Alma Colgan with the words by M. E. Dunaway. It was sung by the 4 Deuces Quartet of the AP&L Company. Members of the group were Francis Boyle, 1st tenor; W. J. Colburn, 2nd tenor; Wiley Bean, baritone; and Herbert Sutherland, bass.

The Majestic Orchestra broadcast a program over KLRA, under the direction of William A. Hoge. Fred Miller, popular vaudeville tenor and member of the Quixey Four, sang several numbers.

Engineer Frank Marx installed a device to help give

listeners the correct time each hour on the hour. He devised an original method of hooking a Western Union clock directly to the transmitter. A musical tone sounded each hour regardless of what was on the air. The time was that of the U. S. Naval Observatory at Washington, D. C.

Director-Announcer Ray Winters reported that telephone calls, mail, and other methods of listener response had greatly increased during the summer.

In September, KLRA was notified of how they would be affected by the frequency allocation plan on November 11. Their new spot on the dial would be 1390, 215.8 meters, a frequency that would permit 1,000 watts. The new plan would also make it necessary to share time with KUOA, Fayetteville.

Ray Winters was the subject of a feature story in the *Arkansas Gazette* September 30, 1928. He was quoted as saying:

“The slogan in every broadcasting station is, ‘The program must go on.’ Nothing is allowed to interfere if it is humanly possible to forestall it. While in the East I witnessed a fire in one studio, but the quartet before the microphone never budged while attendants were squirting fire extinguishers all about them. The listeners were none the wiser.

“Here in Little Rock I have yet to find a temperamental artist. They realize they are getting worthwhile publicity and at the same time helping to spread the fame of Little Rock and Arkansas throughout the country.

“Distance? Station KLRA, with power of only 100 watts, has been heard during the last few weeks in Michigan, Missouri, Illinois, including Chicago, New Mexico, Florida, New York, Connecticut, and Montreal, Canada. Naturally, the station is not picked up in those places consistently, but when KLRA’s power is increased to 1,000 watts on November 11 every state in the country should be able to tune in the local station regularly.”

The story continued:

"A sum of \$12,000 is now being spent for new equipment at Station KLRA," Mr. Winters announced. "All broadcasting equipment now in use will be scrapped when the increased power is turned on November 11. New transmitter, generators, amplifiers and other pieces of electrical apparatus are arriving daily, and it is hoped to have everything in order for three special days here November 11, 12 and 13.

"We are planning programs on those days extending from 5 p.m. to 3 a.m., and we are already contracting talent for the event," Mr. Winters said. "We will remain on the air until the late hour so that all sections of the United States will have an opportunity to hear us without interference from other stations."

Mr. Winters has talked frequently with radio dealers in Little Rock, and he estimates there are 10,000 receiving sets in operation in Little Rock with a regular audience of from 25,000 to 40,000. In this connection, Mr. Winters quotes statistics which show that 50 per cent of the population of the United States listens regularly to radio programs.

"I am often asked who pays for radio broadcasting," Mr. Winters continued. "There are no Santa Clauses in this business—somebody must foot the bills. In Little Rock, as in most cities, business men make it possible for the station's existence by purchasing time and presenting programs, directly and indirectly creating a public consciousness of their concerns and fostering a demand for their products."

Station KLRA has adopted the slogan, "Voice of the Wonder State," and will devote time regularly, when the time is increased, to extolling the virtues of Little Rock and Arkansas, hoping in this manner to attract tourists and to interest industries in the state's possibilities as a manufacturing center.

"Arkansas," Mr. Winters points out, "has merits and qualifications that are not known outside the state, and Station KLRA will do everything possible to acquaint other sections of the country with the benefits to be derived from living, working or investing capital in Arkansas."

Asked whether Station KLRA would sign for chain features, Mr. Winters said, "It is our intention to join the national 'hook-ups' for outstanding events, if the Federal Radio Commission will allow it. As matters stand now, KLRA will present the inauguration of the next president of the United States to listeners in this vicinity as one of its first chain programs.

"The biggest radio season in history is ahead. The sale of receiving sets is no longer a sideline with merchants—they are finding the demand great enough to take up their full time....

"Political aspirants are leaning more and more on the radio for expounding their views on public questions. But good radio voices are scarce among office seekers, and the parties and factions will do well to see that their candidates have this important attribute in the future," he said.

Station KLRA has eight persons actively engaged in its operation. They are Mr. Winters, director and chief announcer; Archie Twiford, staff tenor and announcer; Alleene Roberson, program director and staff pianist; Frank Marx, operator and assistant announcer; Philip Fischer and H. R. Wells, who comprise the advertising staff; "Aunt Jenny," who is Mrs. Jenny Garrett, children's entertainer; and Duke Messer, in charge of the Children's Safety Club.

Officers in the Arkansas Broadcasting Company, owner of Station KLRA, are Roy E. Stueber, president; and Frank Burke, secretary and treasurer.

In October 1928, the Bureau of Census estimated that Little Rock had a population of 79,200, not including North Little Rock.

The highlight of October's programming was the play-by-play report from the *Arkansas Gazette* of the World Series between the New York Yankees and the St. Louis Cardinals. Musical features during the month included Tom Wood and his Orchestra; Bill Tiller's Troubadors; Frank Huckleberry and his Musical Saw; Johnny Thomas, harmonica; guitar, and musical saw; Fred Sullivan, Casey Jones, and Frankie Westerman, novelty entertainers; Claud Kennedy,

pianist; Ned Davis, tenor, and Anita Ford, pianist; Roy Chaney and Jack Mitchell, Hawaiian duet; Tommy Scott and Aleene Roberson, piano duet; Alvin Roper, concert pianist; the mysterious blues singer; Wilbur Shoemaker's School of Music Orchestra; Pierce McCarroll, tenor; and Linda Wiles, pianist.

A broadcast was made by Lloyd Judd on behalf of the Democratic Veteran's Organization of Arkansas. The Radio Drama Olga Worth Players did scenes from "The Patsy." Stage and Screen Star Clara Kimball, appearing at the Majestic Theatre, did a broadcast. A nightly one-hour remote of dance music was carried from the redecorated Rainbow Garden. The Rose Kindergarten Orchestra appeared on the "Children's Hour" program. KLRA signed off each night with the playing of "Taps."

When the frequency change was made November 11, KLRA was not ready to increase power to 1,000 watts. A few more months of engineering work would be required. The routine three-months license renewal made December 1 showed a power of 500 watts.

In early November prior to the election, J. C. Stark gave a radio talk on "How the Associated Press Covers the Election."

Ray Winters started a "Correct Time by Gruen" feature. Each night at 8:00, he would say, "Just one minute and we will sound the gong giving you Gruen precision time. This service is made possible by the Charles S. Stiff Company of Little Rock, exclusive representative of Gruen Watches. Make this service a standard in maintaining your timepiece. Just about three seconds now and the gong will sound." Ding dong. "It is exactly ----- by the Gruen precision."

KLRA began the popular "Bridge by Radio" that was on many stations. Hal Hoffer began regular remote broadcasts of organ music from 11:00 to midnight from the Capitol Theatre. Other program features were Aline Booher, soprano, and Wilson Gowin, pianist; Charles Cook, violinist; Eugenia Schriver, soprano and pianist; Lucille Owen, violinist, and Mrs. R. Galehouse, accompanist; Alice Brookfield, pianist; Mrs. Harry Wineberg, contralto; Elton Carpenter, baritone; Pearl Brookfield, violinist; Charlotte Vann, contralto; Elizabeth Carman, pianist; Estelle Harding, violinist; Lorraine Allen, (now

listed as the "original" Queen of the Ivories); Mrs. James McGill, pianist; Kenneth Graham, tenor from Conway; Louise Murphy, violinist; and Alton Dougan, pianist. The Olga Worth Players acted scenes from "The Whole Town Is Talking." Miss Estelle Lewis read "Jack and His Playmates." Dr. Charles Elmer conducted a religious devotions program.

Frank Burke, KLRA secretary-treasurer and manager of the retail division of Atwater Kent for 555, Inc., ran an ad stating "the reasons why people buy radio sets":

1. All around entertainment, amusement and educational features for the entire family
2. Husband radio enthusiast but wife not (or vice versa) sometimes leads to family rows, but once the radio is installed the "radio bug" usually bites the entire family and there is something for everyone to enjoy
3. Arkansas Gazette news at 10:00 P.M. every night on KLRA, "Voice of the Wonder State"
4. Recent sinking of *Vestris* in Atlantic Ocean, reports coming in on radio through entire night, had sympathetic interest of entire world
5. Real thrill when big news event breaks and is flashed by U. S. stations
6. Traveling man away from home wants family to have comfort and entertainment by radio
7. Radio wonderful companion to invalids
8. Radio played important part in presidential campaign of Hoover-Smith
9. Thousands of bridge fans listen to broadcasts of bridge games by experts all over the U.S. every Tuesday at 9:00 P.M.
10. Children's programs (such as 555's Safety Club by D. V. Messer)

KLRA printed a rate card and contract form to take effect November 11, 1928:

**DAYTIME PROGRAM
KLRA**

"The Voice of the Wonder State"

Operated by the
ARKANSAS BROADCASTING CO.
1390 Kilocycles. 1000 Watts.

Studio, Offices and
Transmission Plant:
Top Floor A. O. U. W. Building
Telephones, 5427 and 2-1439

TIME: 7:30 a. m. to 6:00
p. m. every week day.

TALK: 150 words.

PROGRAM: Musical selections
precede and follow each talk
without expense to Advertiser.

NOTE: (1) Discounts apply
only to consecutive broad-
casts.

(2) No two competitive
firms accepted on this pro-
gram during same hour.

(NOTE.—We recommend not less than 8 week contract for best results.)

CONTRACT

The undersigned hereby subscribes to the Daytime program
over KLRA, taking..... Talks per week, beginning on.....
..... for a period of..... weeks, said
talk to be given between the hours of 7:30 a. m. and 6:00 p. m., a
maximum of 150 words.

The undersigned hereby agrees to pay KLRA, the sum of
..... DOLLARS,
payable weekly in advance. All discounts allowable at termination
of Contract.

The daytime program of KLRA cannot be bound by any state-
ment of facts made by a salesman or other representative, not con-
tained in the above statement of facts and in the body of this contract.

Station KLRA reserves the right to refuse to broadcast any and
all commercial programs or announcements which do not, in its esti-
mation, maintain a level of quality and character creditable alike to
the Station and the Advertiser, or which do not conform to what it
believes to be the wishes of the radio public.

**SCALE OF PRICES
KLRA Shoppers' Radio Hour
(In Effect November 11, 1928)**

	No. of Talks	No. of Weeks	No. of Months	Discount	Net Price	Cost of Talk
2 Talks Per Week	2	1			\$ 8.00	\$4.00
	8	4	1	3%	31.04	3.88
	24	12	3	5%	91.20	3.80
	48	24	6	6%	180.48	3.76
	104	52	12	8%	382.72	3.68

4 Talks For Week	4	1		2%	\$ 15.68	\$3.92
	16	4	1	5%	60.80	3.80
	52	13	3	7%	193.44	3.72
	104	26	6	9%	378.56	3.64
	208	52	12	11%	740.48	3.56

6 Talks Per Week	6	1		3%	\$ 23.28	\$3.88
	24	4	1	6%	90.24	3.76
	78	13	3	8%	287.04	3.68
	156	26	6	10%	561.60	3.60
	312	52	12	12%	1098.24	3.52

This entire contract is subject to the wishes of the Federal Radio Commission and the schedule of the Chain Broadcasting Systems.

Talks will be accepted only where subject-matter is, in the opinion of Manager of this Station, of genuine public interest.

Signed this _____ day of _____ 192____

Per _____

Accepted: ARKANSAS BROADCASTING CO.

Per _____

CENTRAL PRINTING CO. LITTLE ROCK

KLRA did its first remote play-by-play broadcast in December, carrying the state championship football game between Henderson-Brown and Arkansas Tech from Kavanaugh Field. On Sunday night, December 9, KLRA broadcast a program of Vitaphone music from the Royal Theatre from 5:30 to 9:30 P.M. Al Jolson's songs from the talking picture "The Singing Fool" were among the selections. On the following Thursday night, the musical accompaniment to the movie "Wings" was broadcast.

On December 19, the announcement that KLRA would join the Columbia Broadcasting System after the first of the year was made. Ray Winters said that arrangements had been made by telephone with William S. Paley, CBS president. At that time, work was underway changing the studio and transmitter facilities. Kermit F. Tracy had joined KLRA as chief engineer. He would stay a very long time. Consulting engineer R. J. Rockwell had been brought in to supervise the technical improvements. Equipment was being added that would enable the station to maintain the correct wavelength automatically. Also, the towers on top of the building were being raised fifteen feet.

In December, the 555 Company advertised a new electric radio-phonograph combination.

KLRA programs that could have been picked up on the radio portion of one of those sets were the Bosch Radio Hour; the Sunny South Male Quartet; "Arkansas in Song and Story" with Mrs. Sayre Leach; Emmett McMurry, tenor, and Lillian Barnes, pianist; Dale Crotchett, who had recently returned from a

vaudeville tour, Hawaiian guitar; Ted Wood's Orchestra; Byron Schriver and Charles Cook, violinists, and Eugenia Schriver, pianist; a musical program directed by Mrs. Joe Sexton of Walnut Ridge; a Victor Orthophonic recording made at the La Scala Opera Company in Milan, Italy, of Verdi's "Rigoletto"; a cantata broadcast by the First Methodist Choir; and the program "The Four Yellow Jackets," sponsored by the K. A. Krekorian Oriental Rug Company.

Beginning Sunday, January 6, 1929, KLRA became a member of the Southern Network of CBS, signing a one-year contract. KLRA brought the number of CBS stations to fifty. At first, five one-hour broadcasts per week would be carried from 8:00 to 9:00 P.M. The full network program schedule was to be carried after a few months. AT&T engineers had completed testing the equipment at St. Louis on Saturday night prior to the airing of the first show, which featured Ruth Etting and Eddie Cantor with Arnold Johnson's Majestic Orchestra. Songs from Cantor's Broadway production "Whoopee" were the highlight of the program. Ray Winters said that the program was a success, and he announced that the next CBS show on KLRA would be Tuesday night, featuring Guy Lombardo and his Royal Canadians.

KLRA's 555 Service Officer awarded the first "distinguished service button" to Margaret Flanders, age eight, for saving a three-year-old boy from being struck by a car. He had been running across the street when the girl saw a car "bearing down on him." She pulled him out of the path of the car just in time to save him.

Local and state talent on KLRA during the winter included James Bryant's Peppers; the Ouachita College Male Quartet, directed by Professor A. E. Hall; the Cantabile Male Quartet, and Charles Stuck, violinist; the Mo Pac Saxophone Band; Chief Hotan with Indian songs and stories; the Serenading Service Men with Royce Colon; the Lipes Brothers with oldtime barn dance music; and Miss Ruby Luker, a vocalist from Newport.

Through the cooperation of KUOA, Fayetteville, who agreed to trade 8:00 to 9:00 P.M. on Tuesday nights for the same hour on Wednesdays, KLRA started carrying the music of Paul

Whiteman from CBS each week beginning in February. A significant CBS feed was the presidential inauguration of Herbert Hoover on March 4. His name had been on the early radio licenses as the Secretary of Commerce.

Little Rock Traveler Baseball Pitcher Charles Eckert began a weekly radio program which was heard on Saturday nights. His musical talents included the playing of the accordion and the harmonica. The opening number of his first program was the appropriate "Take Me Out to the Ball Game."

The proverbial "hometown-boy-makes-good" story came to KLRA in March. Eugene Staples, known professionally as "Blue Steel," had left Little Rock seventeen years before and had achieved fame as a bandleader. During his visit to Little Rock, he and his Victor Recording Orchestra were featured for an hour on that station.

Amos and Andy were listed in the KLRA-CBS program schedule in late March.

The license renewal of March 23, 1929, included 1,000 watts for KLRA. The station remained silent on Sunday, March 24 in order to rush the completion of equipment installation and studio remodeling. In addition to the work in studios A and B on the eleventh floor, \$1,000 was being spent on a new studio on the second floor. A 1,000-watt, water-cooled transmitter had been bought from KPRC, Houston. Handling the sale for the Texas station had been Ed Zimmerman, who would later become a Little Rock radio executive.

In the programming category, North Little Rock Mayor Ross Lawhon, who was a candidate for re-election, reviewed his accomplishments during the twenty-four months he had been in office. A "Vaudeville Hour" show was started. It was broadcast on Tuesday nights from 10:00 to 11:00 and featured was William Hoge and the Greater Majestic Theatre Orchestra. Also on the program were Milton Douglas and his sister Lillian. They had been featured in the "Texas Guinan Padlocks of 1928." Other local musical programs were "555 Dinner Music" with Joseph Dunn's Marigold Orchestra; the Al Amin 60-piece Shrine Band under the direction of R. B. "Scrubby" Watson; the Rose Garden Orchestra from White City; Fredericka Chappell, violinist,

and Florence Federer, pianist.

Music week was observed with radio programs sponsored by the Little Rock Community Music Association. Paul Moore presented a "Night of Opera," featuring Misses Gracie and Elizabeth Scherer, sopranos; Billy O'Brien, boy alto; and Conrad Farrell and chorus. The Little Rock Conservatory of Music was presented by Mrs. Effie Cline Fones. Mrs. I. J. Steed directed the Winfield Methodist Choir.

Dr. Charles H. Brough of Conway gave a program entitled "Arkansas, Treasure Hour of Literature."

KLRA brought in a new commercial manager from WBRC, Birmingham. He was D. J. Connolly, who had been associated with various phases of radio since 1914. He spoke to the Ad Club on the angles of radio advertising.

A Little Rock girl, Dorothy Harkey, age seventeen, used one of the KLRA towers to prove to a professional stunt man that she had the nerve to be a stunt girl. She climbed to the top of the tower and stayed for several minutes, holding on with only a foot and a hand.

The all-night formal dedication program to celebrate the increased power and remodeling that had originally been planned for the preceding November finally came about on Saturday night, May 18, 1929. It lasted until 5:00 A.M. Sunday. Test programs had been heard in almost every state. One letter had come from a man who had heard KLRA while riding in the observation car of a train in Southern Alabama. On the special program, short speeches were given by former Governor Dr. Charles Brough; Little Rock Mayor Robinson; and D. Hodson Lewis, manager of the Little Rock Chamber of Commerce. Ray Winters supervised the program and was relieved as announcer at various times by Cam Arnoux of KTHS, Hot Springs; Ed Appler, assistant announcer at KTHS; and Hoyt Wooten, owner of WREC, Memphis. Bands and orchestras played from the new studio C on the second floor. Seven hundred telegrams and telephone calls had been received by midnight. One thousand dollars in prizes were given to listeners who responded from the farthest distances.

Another new staff member was added to the KLRA list of

personnel. Royce Colon, who was originally from Little Rock, was employed as a business representative and "crooning tenor." He had been with WGHP, Detroit.

Two of KLRA's best-known personalities, Ray Winters and Archie Twiford, left for Los Angeles July 1, 1929. They had no definite plans but hoped to stay in radio.

Sheldon C. Vinsonhaler was employed by 555 at the time. He travelled the state instructing Atwater Kent radio dealers on setting up financing for the sale of their sets. One night in early July 1929, he was staying at the Mayflower Hotel in Searcy. There was a knock at the door, and a porter informed him that there was a phone call for him in the lobby. (There were no phones in the rooms.) Vinsonhaler dressed and went to the lobby.

His boss, Roy Stueber, was calling from Little Rock. "How would you like to get in the radio broadcasting business?" Stueber asked.

Vinsonhaler was caught by surprise and didn't give much of an answer, but it was enough for Stueber to tell him to report back to Little Rock and take charge of the station.

To achieve program variety, KLRA began broadcasting programs by a mentalist. Each night at 9:00, "Marjah the Mystic," who was appearing at Cinderella Gardens, answered questions over the air for listeners who sent a letter or a telegram. Advance publicity promised: "He will see all, know all, and will tell all."

On August 5, 1929, KLRA added another network, a chain called ABC, which originated in Seattle (not the American Broadcasting Company of today). Roy Stueber announced that two "electric typewriters" (teletypes), a new invention, would be used to send messages between KLRA and network headquarters. KLRA was the group's fourteenth station. The first day, the programs were "Warren Anderson's Olympic Rangers," "Anthony Evwer, the Philosopher of the Crossroads," and "The Funniest Things," with Cecil and Sally.

During the first week of September, the A.O.U.W. sponsored a series of "educational" radio programs: Earl Page, Commissioner of Mines, Manufacturers, and Agriculture; David

A. Gates, Commissioner of Insurance; Dwight W. Blackwood, Commissioner of Highways; Facts and Figures about Arkansas by the "unknown" statistician; Music by the Mo Pac Band, directed by J. Roger Gould; a Community Singing at the A.O.U.W. Hall; Physical Culture Talk by Mrs. John R. Frazer; a Variety Program by the A.O.U.W. juveniles; Music by the A.O.U.W. Oldtime Fiddlers Band; and a Bible Talk by John R. Frazer, A.O.U.W. president.

KLRA expanded its CBS program schedule beginning November 7. The announcement was made by Sheldon Vinsonhaler at a meeting of the newly formed Little Rock Radio Trades Association, composed of local dealers and distributors.

KLRA Program Schedule, November 7, 1929

A.M.

- 7:00—Organ Reveille (CBS)
- 7:30—Morning Devotions (CBS)
- 7:45—Something for Everyone (CBS)
- 8:30—Just a Little More of Something for Everyone (CBS)
- 9:00—Musical Program (CBS)
- 9:30—Morning Merry Makers (CBS)
- 10:30—Morning Devotions and Weather Forecast (local)
- 10:45—Columbia Club (CBS)
- 11:30—Yoeng's Restaurant Orchestra (CBS)

P.M.

- 12:30—(KUOA)
- 1:15—Patterns in Print (CBS)
- 2:00—Columbia Ensemble (CBS)
- 2:30—For Your Information (CBS)
- 3:00—Musical Album (CBS)
- 3:30—Team Timers (CBS)
- 4:00—Ebony Twins Piano Duet (CBS)
- 4:15—Ambassador Tea Dance (CBS)
- 5:00—(KUOA)
- 5:55—Children's Story Hour with Aunt Jenny (local)
- 6:15—Paul Specht's Dinner Orchestra (CBS)
- 7:00—Razorback Ramblings (local)

8:00—A.O.U.W. Community Sing (local)
8:30—Studio Program (local)
9:00—Howard Fordham's Gold Derby Orchestra from Rainbow
Garden (local)
10:00—Dream Boat (CBS)
10:30—Hotel Paramount Orchestra (CBS)
11:00—Weather Forecast—Taps (local)

News was received at KLRA that Ray Winters was associated with KFI, Los Angeles and Archie Twiford was singing frequently on the station.

Although KLRA carried a heavy CBS schedule, local talent was still used. Lee Smith's Night Hawks played for a program in November, and Mrs. A. R. Brinson and Joseph Triebel of North Little Rock broadcast a German program.

By January 1930, the expansion of program time on the air had made it necessary to employ another operator. Andy Crockett was hired as an assistant to Chief Engineer Kermit Tracy. KLRA applied to the FRC for permission to broadcast fulltime without sharing time with KUOA. E. W. Logan from Conway joined the KLRA staff as an engineer. A new air personality also came to KLRA in January. George Ellis came from the Pacific Coast, where he had worked for several leading stations. He started the "New Idea Man's Breakfast Club," and soon the show had a large listening audience.

A record entitled "Goodnight" was becoming associated with KLRA programs. A listener in Long Beach, California, called to ask whether or not it would be played on a particular night.

A CBS program carried on KLRA received letters from hundreds of listeners reporting that they were hearing birds along with Bernhard Levitow and the Commodore Ensemble. The reply was that four cages of canaries had been placed purposely near the microphone during the broadcasts.

In April, KLRA carried a CBS program which originated in Chile, Uruguay, and South America and was transmitted to the U. S. by short wave.

Manager Sheldon Vinsonhaler attended a hearing in

Washington on the request of KLRA for fulltime operation without sharing time with KUOA. University President John C. Futrall opposed the first provision of the KLRA plan, which called for fulltime broadcasting on 1390 kilocycles or a fulltime schedule on another frequency.

Little Rock Mayor Robinson delivered a radio address May 1 about the airport situation. The city was seeking to purchase 583 acres known as Fourche Dam Field.

Dr. Julius Klein, assistant Secretary of Commerce, scheduled a series of talks on CBS. Sheldon Vinsonhaler sent him some statistics on Arkansas and suggested that he devote some time to the state. Two programs resulted, one about National Parks and Playgrounds in Arkansas and another about the Arkansas Highway Department.

In August, former Governor Charles H. Brough took to the ether waves on behalf of the incumbent, Harvey Parnell. His talk was entitled "Governor Parnell and State Progress."

Popular Announcer George Ellis left KLRA in August and joined WREC, Memphis. The contract with the Tennessee station was reported to be quite lucrative.

In September 1930, the name of the A.O.U.W. Building was changed to the National Standard Life Insurance Building. It was announced that the insurance company would continue its weekly radio program under the direction of Mrs. J. E. Elred.

Former Heavyweight Boxing Champion Jack Dempsey refereed an exhibition fight at the Legion Stadium. Prior to the fight, he was interviewed on KLRA from 6:15 to 6:45.

Doctors Hale and Tena S. Murphy, chiropractors, signed a contract with KLRA in 1930 and broadcast their "Health and Happiness" talks for twelve years.

Sheldon Vinsonhaler was promoted to vice-president of KLRA in November 1930.

1931 was a depression year. Vinsonhaler said later that the economy was so bad that employees were often on half pay. T. Roy Reid, Jr. was a member of the spring graduating class at Little Rock High School. He auditioned for a summer announcing job at KLRA and was told that they could use him but that it would have to be without pay. He accepted the job on that basis

for the experience to be derived from it. That fall, he entered the University of Arkansas, and the experience paid off. He got a job on the Fayetteville station, which helped him make it through to graduation.

During the early part of the year, eleven stations, including KLRA, that were associated with CBS formed the Dixie Network. WBT, Charlotte, North Carolina, was the key station. Arkansas Senator Joe T. Robinson saluted the new chain with a five-minute talk from Washington March 23.

One morning when Chief Engineer Tracy was in Wisconsin on vacation, E. W. Logan discovered prior to sign on time that there was trouble with the transmitter. He had it disassembled with parts scattered over the floor when another staff member arrived. Seeing the situation, the just-arrived member asked, "Shouldn't I go on the air and tell the listeners that we will be late coming on the air this morning?"

Regardless of the bad economic situation, plans were announced in June to move KLRA's studios from the National Standard Building to the mezzanine floor of the Albert Pike Hotel on the southeast corner of East Seventh and Scott Streets. Extensive decorations were made in the two rooms to be used as studios in addition to the office space. Soundproof material was placed on the walls. There were attractive drapes both inside and outside the studio. A large double-plate-glass window enabled spectators to watch the performers during a broadcast. The FRC officially approved the studio July 16, 1931. Bert Parker's Orchestra, imitating Guy Lombardo, played in the new studio. Bill Fortson was a member.

After studios and offices were moved from the National Standard Building, the transmitter and towers remained until work could be completed for their removal to a new location. Kermit Tracy announced that after careful tests had been made and extended research had been done, a site had been selected in North Little Rock at 17th and Hickory Streets in the Dark Hollow area. He said that it was the most desirable spot in the two cities for a radio plant. Total cost of the new installation would be \$70,000, which included \$50,000 for the equipment. The building would be forty by twenty-four feet in size and would be

built high off the ground because of flooding in the Dark Hollow area. The towers would reach 125 to 130 feet in height. The North Little Rock Electric Company had to extend power lines to provide electricity for the new radio plant. A transmission line was run from 11th and Locust Streets, a distance of eleven blocks. Forty new poles and 1,200 feet of wire were required for the extension.

In late summer of 1931, Roy Stueber met Louis Cohen on the sidewalk in downtown Little Rock. Cohen had been working out of state, but he had been with one of the early Little Rock advertising agencies after World War I. The radio station owner asked him to join KLRA as commercial manager to "straighten out the sales department." Cohen decided to "give it a try," and he spent the remainder of the Thirties in Little Rock radio. In December, he was the radio Santa Claus in addition to his sales duties.

A KLRA announcer at the time was Hal Moore. He often called the cigar store in the hotel lobby and precisely asked the clerk to send a package of chocolate-covered brazil nuts to the studio. Moore possessed a superior voice and later joined a network and also narrated movie newsreels. Manuel Shue joined KLRA as an announcer and singer during the year. He would become a veteran KLRA staff member.

In early January 1932, the station broadcast an exciting and innovative program that lasted for six consecutive nights. It was a drama about a fictitious murder case entitled "The Trial of Vivienne Ware." Former KLRA announcer George Ellis returned to direct the program, which had been written by his brother Kenneth Ellis of New York. The radio actors were local people. The *Arkansas Gazette* and KLRA sponsored the series. The cast included:

Judge—Richard M. Mann, eminent Arkansas jurist
Prosecutor—R. E. Wiley, Little Rock lawyer
Counselor for Defense—W. Henry Donham and Martin Fulk
Night Club Dancer—Kathleen Stocklein, Little Rock actress
Night Club Owner—Charles M. Simon
Victim's Neighbor—Mrs. R. B. Williams

Victim's Butler—Sheldon Vinsonhaler, KLRA manager
Coroner—Dr. Samuel Boyce
Officers—W. T. Dungan, Thomas Southerland, and Bill
Allsop
Star Gazette Reporter—George Ellis
Chauffeur—George Vinsonhaler
Lady—Mrs. R. C. Johnson
Maid—Mrs. Jenny Garrett, KLRA's "Aunt Jenny"
Trial Announcer—George Ellis
Jury—the radio listeners

The writer of the drama faintly heard the second broadcast in New York.

As the make-believe trial progressed each night, listener interest became intense. Curious persons crowded the KLRA studios in the Albert Pike Hotel to watch the drama. Telegrams and telephone calls were numerous. Hundreds of letters were received. The majority of listeners declared a "not guilty" verdict. One listener wrote: "This is the best program KLRA has ever put on the air since the station was built. We sincerely hope you will have more of the same kind of programs." This approval was not shared by everyone. The Executive Committee of the American Bar Association officially frowned upon radio broadcasting of real criminal trials. A local PTA group sent a letter of protest. They considered it detrimental to proper character building of children.

The radio drama presentation proved to be so popular that a second series was broadcast a week later. This time "Dolores Divine" was tried for the same murder. The cast was changed somewhat:

Judge—Marvin Harris, 3rd Division Circuit Court
Prosecutor—M. Drew Bowers, Assistant U. S. District Attorney
Defense Attorneys—State Senator Edward B. Dillon and Sam Robinson
Dolores Divine—Kathleen Stocklein
Night Club Owner—Charles Simon, Jr.

Star Gazette Reporter—Hal Moore, KLRA announcer
Coroner—Dr. Clarence Young
Maid—Mary Alice Duncan
Court Officer—W. T. Dungan
Ballistics Expert—L. E. Fabian
Neighbor—Mrs. R. B. Williams
Butler—Sheldon Vinsonhaler, KLRA manager
Detective Captain—Louis Cohen, KLRA commercial
manager

Another “not guilty” verdict was rendered by the listeners, but the strong summation of the state’s case by Drew Bowers resulted in a closer decision than before. The story was sold to Fox Pictures, and it later starred Joan Bennett as Vivienne Ware.

Roy Stueber decided to sell KLRA. Hoyt Wooten, owner of WREC, Memphis spent some time at the station in the role of prospective buyer, but the transaction was never completed. General Manager Vinsonhaler was interested in finding a buyer who would permit him to obtain some stock in the station. He heard of A.L. Chilton in Dallas, who was in the advertising agency business and who operated KRLD for the *Dallas Times Herald*. Vinsonhaler remembers that when he and Stueber travelled to Dallas in the latter’s 12-cylinder Lincoln, the vehicle used 108 gallons of gasoline and 6 quarts of oil. The station deal was made with Chilton, and he became the principal owner of KLRA. R. G. “Tubby” Terrell was brought from Dallas as a time salesman.

KLRA’s CBS program schedule in 1932 included such talent as Bing Crosby, the Boswell Sisters, Morton Downey, Singing Sam, Kate Smith, the Mills Brothers, Guy Lombardo, Easy Aces, and Ben Bernie. In June, the Democratic National Convention that selected Franklin D. Roosevelt as its presidential candidate was broadcast. Many speeches by local and state candidates were carried during the summer. Election returns were broadcast the night of August 9.

Political programs were not the only local features that summer. Band concerts presented by the Little Rock Community

Music Association were picked up from the City Park band shell.

The *Arkansas Gazette* late night news flashes on KLRA resulted in the apprehension of a car thief. Two deputy sheriffs heard the report of a stolen car on the news, spotted the vehicle, and made the arrest.

KLRA educational programming featured Little Rock Junior College announcements three days prior to the opening of the fall semester in September.

More local radio drama was heard on KLRA in December 1932. The Albert Pike Hotel sponsored the series dealing with the early history of Little Rock. The cast for the productions included W. T. "Billy" Briggs, manager of the hotel; KLRA Program Director Alleene Roberson; Louis Cohen, KLRA commercial manager; Manuel F. Shue, KLRA announcer and singer; and Oden S. Williams, KLRA salesman.

In early 1933, a sign of the depression was the method of payment for radio time used by nationally-known Evangelist Mordecai Hamm while preaching for a revival in Little Rock. Each day, he paid KLRA with coins collected at the meeting the night before. A depression-oriented activity was broadcast by KLRA twice daily in March 1933. It was a step-by-step description of a walkathon.

Former Little Rock Singer Dick Powell appeared on a CBS show called "California Melodies." He sent his parents, Mr. and Mrs. Ewing Powell, a telegram telling them that he would be on the program.

Wilbur Speier was a member of the KLRA announcing staff during a portion of the early Thirties. He went to work shortly after graduation from high school. Eventually, he would be a radio advertising agency executive in New York under the name of William "Bill" Spire.

In late 1933, KLRA carried the broadcasts of Admiral Byrd direct from his flagship during his Antarctic Expedition. Grape Nuts cereal sponsored the broadcasts.

The station's 1934 programming billed Singer Jay Burnette from Pine Bluff as "The Song Fellow."

Little Rock Traveler baseball became an important part of the schedule in the spring of 1934. Ben Epstein, sports editor of

the *Arkansas Gazette*, had a program entitled "Sportsslants." He was assisted by Louis Cohen of KLRA. Epstein interviewed Traveler players on each Thursday's program. KLRA broadcast out-of-town Traveler games during the season. Odie Williams re-created the action from brief Western Union reports. Later, Benny Craig became prominent in Arkansas sports circles by broadcasting the baseball games on KLRA as the "Colonial Bread Man." Craig's acquaintances report that he really believed his familiar line, "It doesn't cost an extra cent to be a good sport."

James "Uncle Mac" MacKrell joined the KLRA staff in May 1934, working primarily as a salesman for \$25 a week. In order to give him some on-the-air exposure to aid in his sales work, he began reading the *Arkansas Gazette* comics each Sunday morning at 8:30. In the evening, he did a program called "At the Close of Day." At 6:45 P.M., he was listed as Mac MacKrell, "The Adcaster." By mid-July, he had formed a booster club on his Sunday morning funny paper program.

Dear Booster:

Now we are all set for the biggest and best boys' and girls' club in Arkansas. You'll certainly want to be a member and we'll have more fun. You just watch, and you just listen. Briefly, the rules are as follows.

1. Get your Arkansas Gazette funny paper and then get right down on the floor in front of your radio every Sunday morning at 8:30. Uncle Mac will read the funnies to you, and what a lot of fun that will be.
2. Ask all your friends to get a Gazette funny paper and tune in too. If they do not have a radio invite them over to your house to listen with you.
3. Read Uncle Mac's column each Sunday morning for the latest happenings and news of the club.
4. Endeavor to secure all the new subscribers for the club that you can. Of course, if you're not a member you'll want to join at once, and we have a nice surprise for every member.

I've had more fun this week than you can imagine. I cer-

tainly do thank all of you for writing to me, and reading your letters has been a treat.

We're going to have a lot of fun this Sunday morning for we have a host of new members to take into the KLRA-Arkansas Gazette Booster Club.

A remote control broadcast in May welcomed Hollywood celebrity Andy Devine at the airport. He was in Little Rock to participate in the Cotton Festival.

KLRA made a significant daytime power increase to 2,500 watts on May 18, 1934. The nighttime power remained at 1,000 watts.

Veteran KLRA Announcer Ed Hannan left the station to join WREC, Memphis as an announcer-salesman.

KLRA auditioned girls in July for the CBS show "Hollywood Hotel." Each contestant sang a song and read part of a script. The local winner would compete in regional auditions in Chicago. The national finals would be in New York, and the eventual winner would get a radio role in the series opposite Dick Powell. KLRA's Alleene Roberson and Manuel Shue conducted the local contest. The winner was Miss Marijes Spellman of Pine Bluff.

In late July, Uncle Mac's Booster Club was expanded to each evening at 6:30, and talented members were permitted to perform. The program originated from the Pulaski Theatre the first Saturday in September. Young Colleen Cart became a regular singer on the program and later was an assistant to the M.C. It was another step for her in a long career as a popular vocalist. Uncle Mac's Sunday morning funny papers program was increased to thirty minutes, 8:15 to 8:45.

KLRA began receiving news from Transpress Radio. Chief Engineer Kermit Tracy received the news items by radio code. He drew upon his previous experience as a ship's operator on the Great Lakes. The news was broadcast each evening at 6:30.

CBS President Sam Pickard visited Little Rock and KLRA. He was the house guest of KLRA General Manager Sheldon Vinsonhaler.

A program called the "Haverty Players" made its debut on the station in November 1934. It was aired each Sunday night. A

new play was promised for each week. "Grandfather's Clock" was the initial presentation.

A widely distributed patent medicine program, "The Willard Messenger," was carried by KLRA in 1935. Since the station had a busy network schedule, there wasn't much time for local talent, but some was listed. Pauline Cole Ussery from Conway was a pianist. There were songs by Frank Ashcraft. The Hollywood Ramblers started the day at 6:30. Later in the year, the Utah Cowboy had that time slot. Manuel Shue and the Southern Belles were on at 4:00 P.M. M. M. Cohn presented the Candlewick Girls. One especially catchy program title was "Kroger's Cheerful Earful." The Reverend M.L. Moser, who would be a longtime Little Rock radio preacher, was heard regularly on the station. Arthur Mills was billed on the air as "Accordion Sam." Jimmy Heagan played the piano on the station and offered to teach listeners how to play in his particular style.

"With a heavy heart," Uncle Mac MacKrell said goodbye to his Booster Club on Sunday, April 28, 1935. He moved to Jonesboro to operate a service station and also did a similar program in the Northeast Arkansas city. The program continued on KLRA for awhile with a different Uncle Mac. In December, "Brother Bill" Goodrich took charge of the Booster Club.

KLRA moved to a different studio location May 19, 1935. They went to 115½ West Fourth, which was upstairs at the AP&L Building.

Frank Hennessey became the chief announcer at KLRA during the year.

The 1936 programming included "The Women's Magazine of the Air," heard each weekday at 9:15 A.M. It was conducted by Rita White, who was from Monticello. She also sold advertising for the program. She had been a copy writer for a local store before joining the sales staff of KLRA. Bill Goodrich had an all-request organ program from 8:45 to 9:15 A.M., Monday through Thursday, sponsored by Black and White Grocery Store. Uncle Mac MacKrell returned to KLRA in July with a program entitled "Union Life Insurance Company Presents Uncle Mac." KLRA was again doing re-creation broadcasts of the out-of-town Traveler games. Doctors Murphy and Murphy were still on the

air with their "Health and Happiness" program.

On December 15, KLRA was given permission to increase daytime power to 5,000 watts. The improvement would be made during 1937.

KLRA and its sister station, KGHI (which A. L. Chilton had acquired in December 1934), began broadcasting from the Gazette Building, on the northeast corner of Third and Louisiana Streets, April 7, 1937. The newspaper had purchased an interest in the Arkansas Broadcasting Company. It billed KLRA in their columns as "The Voice of the *Arkansas Gazette*." Quarters for both stations were established on the building's third floor. KLRA had two studios and a control room. One studio was large enough for a fifty-piece band. The control room was equipped with improved Western Electric speech amplifiers and transmission devices. Both studios and the control room were soundproofed with attractive tooled Masonite of a black and tan color scheme. Furnishings of leather and chrome plate were in the modernistic trend of the time. Both stations had a combined total of twenty-four fulltime employees in addition to musicians and part time employees.

KLRA's daytime power increase to 5,000 watts went into effect May 12, 1937, with the broadcast of an auspicious program—the coronation of King George of England from 3:15 to 8:45 A.M. The King's address was delivered and broadcast from 12:15 to 1:00 P.M.

The "Major Bowes Amateur Hour" saluted Little Rock October 28. The telephone exchange for receiving votes in the area was in the basement of the Woodlawn exchange at 515 Elm Street. A staff of eighty-seven people was employed to handle the set-up. Included were seventy-two telephone operators, two relief operators, four pages, a radio operator, an assistant director, and two technicians. The program originated in New York, but listeners in Arkansas could call 3611 in Little Rock to cast their vote. Ralph Mashburn, who sang and played the guitar, and bass-baritone Everett Young represented Little Rock on the show.

E. W. Logan joined WMC, Memphis after a seven-year stint as an engineer at KLRA. Art Beem, who had been an engineer at

KGHI since its early days, switched his duties to the KLRA transmitter. Chief Announcer Frank Hennessey left KLRA in April 1938 to join WMC. His leaving led to another vacancy on the KLRA staff in December. Rita White became Mrs. Hennessey. She was replaced as head lady of "The Women's Magazine of the Air" by Theda Mae Drennan of Little Rock. She was described as "small, saucy, and crowned with curly hair." Her previous microphone experience had included the conducting of the Little Rock Boys Club "Story Club" over KGHI and book reviewing on the University of Oklahoma radio station where she was known as "Miss Bookworm."

Announcer-Technician Earl Rodell did some public relations work for the station. He spoke to the Little Rock Business and Professional Women's Club, explaining the operation of the station and demonstrating a loudspeaker and a microphone. Commercial Manager Ray Lang took a vacation to his parents' home in Sheboygan, Wisconsin, in December. Weatherwise, he was greeted with eighteen inches of snow and an eighteen-below-zero temperature.

Pine Bluff High School Band Director R. B. Watson had an original musical composition introduced on KLRA. It was entitled "So Heavenly to Me." The lyrics were by his daughter Mildred. It was played on the air by the WPA Orchestra, directed by Floyd Sherrod, Jr.

KLRA put the Little Rock Municipal Zoo on the air in 1938. Three programs originated from the cat and monkey houses. Featured were stories about the animals in the zoo, their habits, the food they ate, and other facts.

Leonard Coe, who would eventually be KLRA's owner, came from Dallas to take the job of time salesman.

KLRA originated a brief portion of the "Lux Radio Theatre" over CBS in January 1939. The feature from Hollywood was the radio adaptation of the movie "The Arkansas Traveler." Bob Burns, formerly of Van Buren, starred in the title role. He had often mentioned Hugh Park, editor of the Van Buren *Press Argus*, on his radio broadcasts. Park was chosen to make a three-minute talk on small town and country newspapers during a break in the radio drama. Park had been invited to go to

Hollywood for the broadcast; but because of a recent illness, he chose to broadcast from the Little Rock CBS station.

The Reverend James MacKrell (He had given up trying to live down the nickname of "Uncle Mac.") reached a record high in Bible distribution over the radio in February. He mailed out 350 in one day. His 6:30 A.M. daily program over KLRA had pulled mail from thirty-six states and several islands. At the time, he was serving as pastor of the All Souls Community Church at Scott.

KLRA carried a nightly remote broadcast at 10:30 from the Westwood Club, which featured a unique dance orchestra, Herbie Maul and his Medleys.

Some CBS programs carried by KLRA in 1939 featured Vocalist Edith Hendrick of Little Rock, who had started in radio on KLRA. She had a husky voice that was popular in that era. Sheldon Vinsonhale had used the station's CBS affiliation to help her land the network job. She sang on the CBS shows "Rhythm Rascals" and "Patterns in Swing." Another local girl was also heard on CBS and KLRA. A nationwide talent search by motion picture producer Jesse Lasky brought him to Little Rock. He selected Juanita Keys for radio roles on the "Gateway to Hollywood" program.

"Happy Dan's Radio Folks" were greeting KLRA's early morning listeners at 6:30.

Commercial Manager Ray Lang, who had experienced a sub-zero vacation in the North the year before, changed direction in 1939 and took a pleasure trip to Caribbean and Gulf of Mexico ports. Frank Keegan, who would later be known for his radio school in Memphis, was a salesman for KLRA during this period.

The KLRA staff band was called the "Goldcrest Five." It was a five-piece group led by Harris Owen. Mrs. Owen, known professionally as Mina Madden, was persuaded to come out of retirement to join the group as a vocalist when the sponsor proved to be selective in the matter of talent. A native of Pennsylvania, she had married saxophonist Owen while they were members of the same orchestra. Another member of the KLRA staff group was Tommy Scott. Harris Owen also served as the station's studio manager.

Josephine Aydelotte became the bookkeeper for the combined KLRA-KGHI operation in 1940. Fred Schmutz returned to his hometown from show business activities in California and joined KLRA as an announcer and program director. The Humbard Family switched their religious radio program from Hot Springs to KLRA. The group consisted of the Reverend and Mrs. A. E. Humbard and their children, Rex, Ruth, Leona, Clement, Mary, and Juanita. They were scheduled at 7:15 A.M. daily on KLRA.

The CBS "Good Morning" show saluted Little Rock in March 1940. Again, former Little Rock citizen Edith Hendrick was heard as the vocalist.

Senator Joe Martin, Jr., Republican from Massachusetts, spoke to the State Republican Convention at Hotel Marion in May 1940. The speech was fed to CBS by KLRA from 11:30 A.M. to 12:00 noon. Later in the summer, Martin would be the chairman of the Republican National Convention.

When Chet Lauck and Norris Goff (Lum and Abner) appeared in Little Rock in September 1940 for the premiere of their first movie, "Dreaming Out Loud," their wives, along with producer Jack Valon, were interviewed by Theda Drennan on the "Women's Magazine of the Air."

A month later, Miss Drennan's ideas on radio were printed in an *Arkansas Gazette* article:

Radio is the craziest game in the world, but we love it. Radio today requires a strong mixture of ability, training, temperament, determination and just plain luck combined with plenty of honest-to-goodness hard work....But even all of these things do not guarantee success. Sometimes a radio celebrity is made overnight.... Perhaps it is the feeling of ever-impending adventure that gives radio its glamorous intangible allure. It's that old success story of the ladder.... build one rung at a time until you reach the top.... There is discrimination in radio, but discrimination is based on ability, not sex.

On October 18, 1940, KLRA boosted its nighttime power to

5,000 watts to equal the daytime output. A new 300-foot Truscon vertical tower was installed at the transmitter site.

Lester Harlow came from a station in Muskogee, Oklahoma, in January 1941 to join KLRA's engineering staff. Announcer Dave Banks was doing the "B.C. Sports Review" at the time. ("This is D.B. for B. C.")

KLRA Vocalist Mina Madden was selected to make a guest appearance over CBS January 31, 1941. Her pleasing contralto voice was heard on the "Al Pearce Camel Show" from Hollywood.

The CBS feature "Your Marriage Club" originated from Robinson Auditorium in Little Rock Saturday night, February 8. "Meyers Kiddie Club Jamboree" was a popular Saturday morning feature on the station at the time.

If there had been a local Louella Parsons at KLRA, she might have reported that a light studio romance of the hand-holding variety had developed between teenagers Rex Humbard of the Humbard Family and KLRA Singer Colleen Cart.

The NARBA frequency allocations which took effect March 29, 1941, moved KLRA's spot on the dial from 1390 to 1420.

When KLRA broadcast a public service announcement urging motorists to drive safely, the announcer was probably able to say it with extra conviction. A vehicle backed into a pole in downtown North Little Rock, and power to their transmitter was cut off, resulting in a loss of about two hours of air time.

More significant changes would occur at KLRA during the war years that were soon to follow.

One advantage of having a radio set in the home for some people in 1928 was that it helped to solve the servant problem. Households reported that making a radio available to servants helped to get and keep household help.

A lady in Santa Barbara, California, was cooking a pan of beans on an electric range when she heard an announcer's voice followed by the strains of "Ave Maria." There wasn't a radio in the room. She stirred the beans vigorously, but the reception continued. Radio men were puzzled by the freak pickup. They

examined the pan and explained that the bottom might have worked as a diaphragm and picked up a radio station by induction from the electric power line.

A radio announcer's voice scared the attacker of a housewife in North Carolina. He was struggling with the woman when the booming sound of a voice came from the radio. The attacker fled.

The U.S. Weather Bureau had to reassure some people that radio had no effect on the weather. Complaints had been received stating that the millions of electric waves sent through the air by radio stations caused extreme weather.

Radio fans in a town in Iowa took their radio listening seriously enough to have a law passed against interference. An ordinance was passed stating that housewives must avoid operating electrical appliances after 12:00 noon, leaving the afternoons and evenings clear for radio reception. The only exception was doctor's use of X-ray machines in cases of emergency. The maximum penalty for violation was a fine of \$100 or 30 days in jail. Little Rock considered a similar ordinance, but it didn't pass.

Radio listening continued to be the subject of some cartoons. A father home from work and standing beside a radio said, "No, I don't want to play bridge. I'm tired. I want to relax and read the paper and listen in on that big concert on the air tonight and..."

His daughter said, "Oh Daddy, I'm sorry. Didn't mother tell you—we had the radio goin' all afternoon then—the battery went dead!!!"

The caption read: "Another reason why fathers go mad."

An ad for Atwater Kent AC electric radios run by 555, Inc. suggested a way to solve that type of problem: "Why wait...The electric current costs only a fraction of a cent an hour. Broadcast programs are at their best right now. Let us demonstrate it in your home." Another Atwater Kent ad promoted the cabinet-type set with receiver and speaker combined.

While ads for the advanced sets were being published, two farmers argued the advantages of both the earphone and the loudspeaker. The supporter of the headpiece contended that a person could listen privately without disturbing others. His friend praised the large speaker because of the clarity of

audibility.

Radio fans enthusiastically approved the frequency allocations of 1928. The Federal Radio Commission received many messages of praise. The *Arkansas Democrat* offered a Radio Atlas for 25 cents that listed all the changes.

In Little Rock, the Haverly Furniture Company exhibited an unusual window display of Crosley radios. In the center of the display was a small dance floor with couples dancing to music played by a popular orchestra over a radio. It attracted the attention of several passersby.

A demonstration of a radio-driven car was held in Little Rock. The driverless "Phantom Gardner" obeyed radio signals given from another car. It operated through traffic, including switching lights off and on and sounding the horn.

One newspaper ad showed the picture of a radio announcer in New York praising a certain brand of cigarettes for protecting his voice.

Effective August 1, 1928, the rule went into effect that assigned "K" as the first letter of the call letters of all new stations to go on the air thereafter west of the Mississippi River and "W" to those located east of the river. Existing call letters would not be changed such as KDKA, Pittsburgh and WOAI, San Antonio.

KGHI

A considerable amount of non-Biblical conversation usually takes place in a men's Bible class. Often, some worthwhile ideas emerge. At least one did in the Berean Bible Class of the First Baptist Church, 1201 Louisiana, Little Rock. Some members thought the church should have a radio station. Class President Otho A. Cook and others pursued the idea and took positive action. An application was filed with the FRC. Cook later credited Judge Eugene Sykes, the only Southern member on the Federal Radio Commission, with helping them to obtain a permit. The grant was issued March 27, 1928, for KGHI, 1150 kilocycles, 260.7 meters, with an output of 15 watts.

The services of Raymond Beem, one of Little Rock's first radio engineers, were enlisted. He and the Crow Burlingame

Company had opened The Radio Shop, dealer and distributor for Spartan radios, the previous October at 403 West 3rd on the ground floor of the Rector Building. Beem began installing the equipment in the basement of the church, which is now the older church building on the southeast corner of Twelfth and Louisiana and now called the Sipes Building in honor of Dr. L. M. Sipes, who was the church pastor at the time the radio station was established. His son, Leon, who was still in high school, developed an interest in radio broadcasting because of the activity in the church. He later worked at the station during summer vacations while in college. After graduation, he started his fulltime radio career as a quality announcer and broadcasting executive. The main building of the First Baptist Church is now on the southwest corner of the intersection.

Since the transmitter output was only 15 watts, the generator was larger than the transmitter. Two 80-foot towers were erected on top of the building. The antenna consisted of four wires. Total cost of the equipment ran between \$7,000 and \$8,000.

KGHI officially went on the air at 7:00 P.M. Friday, April 27, 1928. The opening program was sponsored by the "Club of Hearts" of the Berean Bible Class, a division of the Pulaski County Baptist Brotherhood. The public was invited to watch the elaborate first program. O. A. Cook served as the official announcer.

Missouri Pacific Quartet—L. S. Spann, first tenor; B. M. Gipson, second tenor; E. L. Hunt, baritone; and L. L. Gipson, bass

Miss Mamie Jones, expression teacher—a reading

Henry Donham, a deacon, former prosecuting attorney, and banker—25 minute address: "The Layman's Responsibility to His Church."

Claude L. Durrett—25-minute address: "The Relationship of the Church to the Denomination"

Mrs. L. P. Coleman—sacred songs

Lloyd Hemphill and his Entertainers—Mrs. W. B. Gietz, piano; Lloyd Hemphill, tenor banjo and tenor guitar:

"Let a Smile Be Your Umbrella," "Beautiful," "Girl of My Dreams," "Maple Leaf," "Rain," "When Day Is Done," "My Ohio Home," "On the Go," "Smiles," "Charmaine," "Some of These Days," "The Beggar," "Diane," "Thinking," "Dainty Miss," and request numbers

Pulaski Heights Christian Church Choir, A. L. Woolfolk, director; Mrs. Weldon Crawford, soloist

First Baptist Church Double Quartet, under the direction of Miss Martha McAnich—Miss Eleanor Strong and Miss Vera Wyatt, soprano; Mrs. L. M. Sipes and Miss Ruth Neile, alto; W. C. Ware and W. E. Rhodes, tenor; H. S. Hale and M. Audrey Blankenship, bass: "Come to My Heart, Lord Jesus," "Break Forth into Joy," and "Turn Ye Ever to Me"

After the opening program, the broadcasting schedule included church services Sunday morning and evening and other programs at noontime Monday, and Tuesday and Thursday evenings. On Thursday night, June 14, the entire program was sponsored by Hamphill and Sons Grocery:

- 7:15—Mrs. L. P. Coleman, songs
- 7:30—P.D. Haley Manufacturing Company—Lloyd Hemphill and Maurice Finnegan, banjo duet
- 8:30—Orris Flour Hour—Miss Martha Barron, piano solos
- 9:30—Swift and Company Hour
- 10:30—American Company of Arkansas Hour—Mrs. W. B. Goetz and Lloyd Hemphill, piano and banjo; Miss Sue Bearnoff, solos

Other KGHl programming included "The Sleepy Time Hour" by Aunt Grace; Miss Cummings, soprano soloist; Miss Helen Moody, soloist, accompanied by Miss Lurlene Moody; Miss Dorris Riley, piano; Mrs. Perry Snell, violinist; Henry Wells Sanderson, Little Rock Conservatory of Music, pipe organist, with Miss Sallie Galbreath singing popular songs and requests; Billy Sprague, piano solos; Leroy Rosenthal and his Night Owl

Orchestra; Toistine Haley, vocalist; Mrs. Pearl Clemens, popular numbers; old Irish ballads and "never-to-be-forgotten" songs by Miss Elizabeth Cassinelli, J. Frank Smith, and Angeline Kaczka; and the Sunshine Girls from the Sunny, Sunny South.

On July 26, 1928, KGHI broadcast the blow-by-blow account of the Tunney-Heeney heavyweight champion prizefight as received by the *Arkansas Gazette*. Pre-program publicity promised that Claudia, Bertha, and J. Frank Stewart would give KGHI listeners some popular and snappy entertainment after the fight.

Primary election returns were broadcast throughout the evening during regular programs on August 16. Also that month, KGHI claimed the honor of being the first station in Arkansas to broadcast a wedding. The September broadcasting schedule for Sunday listed the Berean Bible Class at 10:45 A.M. and church services conducted by Dr. L. M. Sipes at 11:00 A.M. and 7:45 P.M.

The KGHI early fall talent lineup included Percy Bennett, guitar player, and his gang; Mrs. A. C. White, pianist; and performances by singers and musicians who had appeared on the station previously.

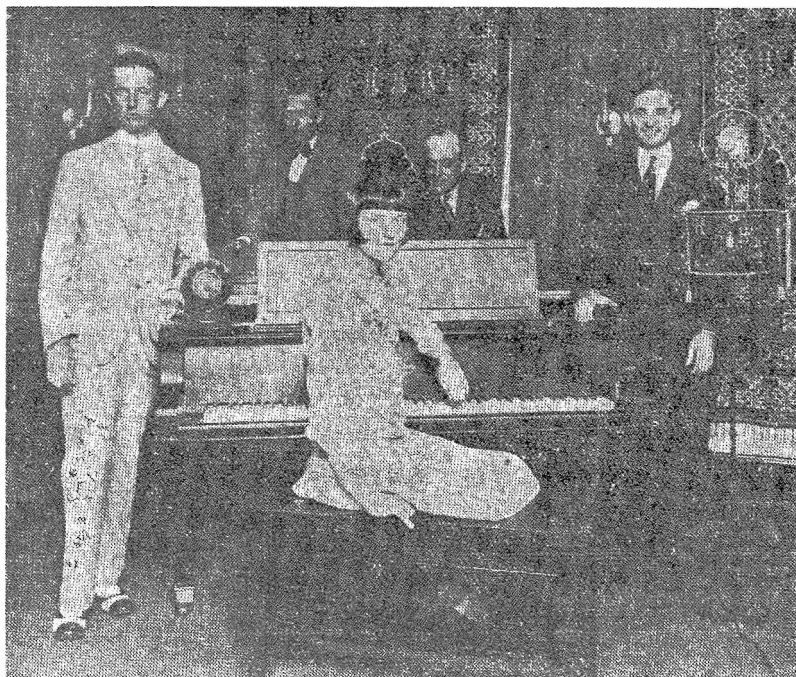
Dissatisfaction with the station operating in the church arose among some church members and officials. Some of the criticism came because of the non-religious programming. A sum of \$4,000 was still owed on the original installation. O. A. Cook of Cook Auto Company, the Studebaker dealership at 10th and Main, agreed to assume the debt and move the station to the Marion Hotel on the northwest corner of Markham and Louisiana. The final broadcast from the church was Thursday, October 25, 1928. The station was moved between Saturday, October 27 and Monday, October 28. Arthur Beem, Raymond's younger brother, was employed as the KGHI engineer and was in charge of the move, which government radio records indicate was made without FRC authority. A license for the change of site was granted January 31, 1929.

A reception hall, office, and studio occupied the space of Room 614 of the Marion Hotel. It had been a large sample display room. Rose-colored drapes were hung on the studio

walls, and it was named the "Rose Room Studio." The heavy cloth material prevented studio echoes, but it also caused sounds to lose all high pitches. A fan with extra large blades was attached to the ceiling.

The transmitting equipment was installed on the 8th floor of the hotel in Room 850. Since the elevator didn't go that high, it was necessary for employees and visitors to take the steps one flight to the last floor. Two towers on top of the Marion held the 150-foot aerial.

O. A. Cook was listed as KGHI's director-announcer. Fletcher E. Bolls, who had been a factory representative for Studebaker, was appointed assistant director-announcer. Since Cook's automobile business required most of his time, he soon assigned the managerial duties to Bolls. Pianist Martha Barron became a



KGHI's Rose Room Studio in Hotel Marion in 1929. From left to right: O. A. Cook, owner; J. Swayne Wilson, singer; Martha Barron, program director; Edmund G. Hilger, advertising manager; and Fletcher Bolls, station manager.

regular staff member. She was the program director and accepted requests when she was on the air. She was billed as the "Queen of the Ivories," and this led to a mild controversy. Lorraine Allen, who played occasionally on KLRA and who had performed on KUOA as the "Queen of the Ivories" while she was at the University of Arkansas, was being listed as the "Original Queen of the Ivories" on the rival station.

Otho Cook called the receiving set in the engineering room "three barrels on a board," referring to the tuning dials on the front of the set. When a person's finger was used to touch the dials, static and squeals emitted. To avoid such undesirable sounds, the rubber end of a lead pencil was often used to make contact with the dials.

The first KGHI broadcast from the Rose Room Studio was at 7:00 P.M., Tuesday, October 30, 1928. Many visitors watched the opening broadcast from the new location.

At one time during the early days of KGHI, there was discussion about a station slogan to represent the call letters. One person suggested "Keep Going Honest Injun," but it was not adopted. Apparently, no bonafide choice was ever made.

KGHI's programming became more varied. Wrestling matches were broadcast from the open-air arena at 9th and Spring. The 1928 presidential race was becoming intense, and Otho Cook donated the services of the station for a debate at 9:00 P.M., Sunday, November 4. Lloyd Judd took the pro-Al Smith side and was opposed by the Reverend Ben Bogard. Live musical talent on the station included Jack Majors, pianist; Lester Garrett, soloist; juvenile artists presented by Roy Blacklock; Mr. and Mrs. Carl Blacklock playing the saxophone, the clarinet, and the xylophone; the H. A. Kelly Gospel Singers with Miss Loraine Carson accompanist; Leroy and Jack Rosenthal and Joe Lofner featured on two strings and a drum; the City Delivery Musical Ice Men; and Henry Martin, "the one-finger oldtime fiddler."

The November 11 frequency change placed KGHI at 1500 kilocycles, 200 meters. Application was made for permission to increase power to 100 watts. The license renewal of January 31, 1929, covered the power increase.

Live talent continued to flow freely: Lucy Evans, singer;

Baily Fitzgerald, soloist; Lillian Emerson, pianist; Dixie Farior Jones, soloist, with Mrs. Henry Simpson accompanist; the Arcadia Orchestra; Miss Milton Eix, soprano; W. Hyatt Holt, soloist; Joe and Jack the banjo twins, Cyprian Paulette, tenor, accompanied by Mrs. C. C. Paulette; Fred Perry, harmonica king; Percy Bennett and his gang; Jack and Imogene Wilson, vocal duet; Mrs. Tom Massey, pianist from Morrilton; Miss Jonilee Fisher, a reader; Miss Minnie Spitzberg, "KGHI's Personality Girl"; the MoPac Saxophone Band, directed by George F. Hitch; Ben Griffin, tenor; Miss Helen Wicksman, pianist; Mrs. Harry Weinberg, soprano; Uncle Billy's Fiddlin' Band from England, Arkansas; J. Frank Stuart, gypsy tenor; Jimmie Gilbert, soloist from Los Angeles; Neely and his Arkansas Travelers; Lefty Broadway and Bill Young, vocal duet; Archie Craig, violinist; Hubert Craig, guitar; Harry White, baritone; the Hendrix College Troubadors, a 22-piece band; Bob Larkin, oldtime fiddler; W. H. Ellis, guitar; George Finch, banjo; and the Clark Carbon Paper Quartet, Donald Dinty, 1st tenor; Harry Wigenton, baritone; Bob Benedict, 2nd tenor; and Virgil Ward, basso.

Engineer Art Beem was listed in a schedule for a ten-minute program of saxophone music. He said recently that he didn't remember actually doing the program; and besides, he contended that he wasn't really good enough. Beem told a story about a crystal missing from the plug in the crystal holder of the transmitter. Some resourceful operator had inserted a candy wafer which worked just as well.

On Saturday, November 17, complete details of the Princeton-Yale football game were received by direct wire and broadcast to sports fans in the area.

During early January 1929, a "Radio Artists Revue" was broadcast from the East Side Junior High School, sponsored by the Rock Island Athletic Association. Fletcher Bolls announced each act from the studio by means of a special hookup device.

The Clendenin School Kindergarten Orchestra of North Little Rock, directed by Miss Mildred Oates, broadcast a program over KGHI in January. Others on the air during the month were Dr. T. M. Fly, Uncle Remus readings; Albert

Deming, pianist; the Pulaski County Singing Club; Eula Woods, reader; David Byrn, billed as "KGHI's Golden Voiced Baritone"; the juvenile artists of Mrs. Lillian Paulette; Dallas Pipkin, steel guitar, and Vick Mahoney, violin; Jim Fowler, tenor; Sherman Shaw, the Chester Street Drug Store's Official Harmonica King; Jack and his Playmates; the Arcadian Dance Orchestra, directed by Eddie Matowitz; and Lee Smith and his Nighthawks.

The KGHI talent parade kept on the march in February: Ambrose Haley (whom the writer remembers hearing in the mid and late Thirties on Pappy Cheshire's "Barnyard Frolics" over KMOX, St. Louis) crooning with his guitar; Jack and his Cornhuskers (former Playmates); and the Arkansas Boll Weevils.

The Men's Bible Class of the First Presbyterian Church presented musical programs under the direction of C. G. Butler over KGHI by remote control from the church in the morning and evening Sunday, February 3. The chorus was composed of Charles Gribble, Edward Wright, Perry Machin, Robert Sanger, Sam Owens, Fred Shelton, S. B. Mosely, J. F. Melton, J. E. Jones, Walter Smith, Gus Daniels, Edward Menees, J. H. Cooter, W. E. McClure, F. Massie, J. J. Branch, S. L. Massie, A. Adler, H. O. Toph, T. E. Melton, and R. B. Keltner.

Among the regular programs on KGHI in February was the "Brokerage Program" at 9:45 A.M.

An addition was made to the staff in March. Edmund G. Hilger, who had worked for KMOX and WIL in St. Louis and who had been one of the originators of the feature called the "Shoppers' Radio Service," was employed.

In March, Moses Melody Shop sponsored a program on Sunday afternoons from 4:00 to 5:00. Other program features were Porter Meredith, harmonica; Morris Rosenbloom, tenor; William Dawson, Hawaiian guitar, and Mr. Chaney, Spanish guitar; the Masked Contralto; a Radio Community Sing, directed by Mrs. W. D. Jackson, with soloists Mrs. Maud R. Brown, Miss Ruth Kirby, Homer Craig, Arthur Jones, and Cleveland Reid, accompanied by Edward Martin; Jimmie Thornton, Jr. of Mena, violinist, accompanied by Miss Kelsey Dorsey; June Shilcutt, tenor, Katherine Plunkett, accompanist; Uncle George Clayton, harmonica; Glenn Zimmerman and his Southern Serenaders; and

another Radio Community Sing, featuring soloists Mrs. Frank Fredeman, Mrs. Lloyd Passeur, H. Sutherland, J. Swayne Wilson, and Harry Wiginton, with Mrs. M. Hinkle accompanist.

An unusual happening occurred in the studio of KGHI one night during a guest appearance by a man and his wife. She was an extremely large person. They were scheduled to sing and play the fiddle and guitar. Fletcher Bolls, with his back to them, announced their number from the desk where he was sitting. He didn't hear the song begin. Turning, he saw the woman walking across the studio toward the microphone with a chair stuck to her. Bolls managed to restrain his desire to laugh, but the audience watching through the glass from the reception room didn't show as much reserve. Boll's conclusion was that the station would have to get larger chairs or smaller artists.

The Agriculture Extension Service broadcast a program each Friday with T. Roy Reid, Sr., assistant director. The Weaver Brothers (Abner and Cicero) and Elviry, who later attained rural comedy fame in the movies, appeared at the Majestic Theatre in April and also performed on KGHI. Local performers on the station that month were the pupils of Mrs. J. W. Weed of North Little Rock; Miss Doris Grisham, reader; Don Hawkins, tenor; Billy Weed, pianist; Ralph Mara, tenor; the Irish Hawaiians; Doris and Billy Dees; and Russell Light and his Hawaiian Musicians.

Music Week was observed in May with programs on KGHI. Mrs. W. D. Jackson, general chairman of Music Week, presented a group of "Mother" songs. Singers were Miss Charlotte Pegg and Mrs. L. K. Fisher, accompanied by Harrison Howe. Other performers during the special week were Miss Clara Ellis, soprano; Miss Kathryn Lincoln, pianist; Miss Kate Bossinger, pianist; Mrs. G. H. Mathis, pianist; Mr. and Mrs. Arthur Ax presenting Miss Estelle Hardin, violinist; Miss Alice McDuffie, pianist; the Robbins Trio composed of Misses Mary Elizabeth, Alice, and Betty Jane with violin, cello, and piano selections.

A "Midnight Frolic" was broadcast starting Saturday at 6:30 P.M. and lasting until 2:30 A.M. A community sing was featured during the first portion with J. Swayne Wilson as soloist and W. H. Ellis as a "1-trip" string band. The 1:00 A.M. special was a

“realistic” Negro sermon by W. H. “Henry” Ford, plus songs by Ben Griffin, tenor, and Miss Lillian Emerson, pianist. The concluding phase was music by the Corn Huskers Dance Orchestra.

Cyprian Paulette, who had made his radio debut on Little Rock stations, returned in June from Cincinnati where he had been a staff singer on WLW. He made some appearances on KGHI after returning home.

The “Midnight Frolic” proved to be a popular feature. In August, Jan Campbell and his Washington and Lee Collegians were featured along with Little Rock Traveler Baseball Pitcher Charles Eckert on the harmonica and accordion.

In early September, Arkansas’ first radio receiving set show was held in the ballroom of the Lafayette Hotel. “An array of gorgeous splendor—dazzling displays under one roof of radiodom’s most scientific and beauteous creations.” KGHI broadcast a musical program each night from the floor of the show. In pre-show publicity, KGHI’s staff was listed as F. E. Bolls, manager, announcer, and director; Harry White, baritone; Martha Barron, pianist; Cyprian Paulette, tenor; Arthur Beem, operator; J. W. Bradberry, assistant operator; and Letha McNeely, secretary. On September 15, Alan Frey became an announcer and assistant director for KGHI.

In October, the station began regular remote broadcasts from the Pair-O-Dice night club on Markham between Main and Louisiana from 9:00 P.M. till. Music was by Howard Fordham and his Galloping Dominoes. Another act was Marino and Camille. The M. C. was Eddie Black.

By November, Cyprian Paulette had gone to Los Angeles and was singing nightly over Paramount’s Radio Station KNX. Hal Hoffer, who had formerly been an organist at the Capitol Theatre in Little Rock, was his accompanist.

Meanwhile, back at KGHI, programs continued to feature live talent: Dr. Smith’s Champion Hoss Hair Pullers and Hillbilly Singers, Victor recording artists; F. O. Weed, pianist; Leroy Rosenthal and his Night Owl Orchestra; and Professor Ben Sterling, psychologist.

In early December, Cyprian Paulette’s mother, who lived in

North Little Rock, reported that her son had obtained a part as a singing sailor in a motion picture in Hollywood.

With the Christmas season approaching, KGHI broadcast musical Santa Claus programs from the Sterling Department Store.

Carl Britt of Morrilton joined the KGHI staff as a baritone and assistant announcer. The previous year as a high school student, he had won second place in the state high school voice contest. He was labeled "The Singing Announcer" on the station.

KGHI started the new year of 1930 with a broadcast by Senator Joe T. Robinson from Hotel Marion prior to his sailing for London to attend a Naval Conference. He was introduced by Dr. Charles H. Brough. Musical entertainment was given by Mrs. Fred Isgrig, soloist, and Miss Lillian Hughes, pianist. A. W. Sharpe served as special announcer.

By February, KGHI's daily schedule was from 9:45 A.M. to 10:00 P.M. On February 21, KGHI was authorized to change frequency to 1200 kilocycles. In the programming department, the Saline County Cotton Choppers made an appearance, and Ethel Sibbald was being billed as "KGHI's Blues Girl."

Several area listeners heard Cyprian Paulette sing on a half hour program over KFI, Los Angeles. Ray Winters, formerly with KLRA, was the announcer.

Mrs. C. C. Paulette and KGHI came to the musical rescue of a couple ready to be married. Shortly before the ceremony, they realized that they had forgotten to get a pianist. KGHI was called, and Mrs. Paulette rushed on the air playing Mendelssohn's "Wedding March." It was tuned in at the scene of the ceremony.

The sign off time was extended to 11:00 P.M. in March. K. W. Griffith of Little Rock joined the station as relief operator and announcer in April. He had operated a radio service shop. Manager Bolls announced that they would join the U. S. Broadcasting Company May 1. It was known as the "Wax Chain." Programs were sent out on Vitaphone discs instead of over telephone wires. It had been in operation seven months and had seventy-two stations. The first program received by KGHI was "Tom and Wash," a Negro dialect skit heard six days a week.

Two musical groups to appear on the station in May were Ted Dougan and his Arkansas Razorbacks and Charlie Galloway and the Happy Harvey Yodelers. Cyprian Paulette came back home for a visit in August and sang over KGHI. When he returned to California in September, his mother went with him for a short stay. Henry J. Miller directed a Boys Club program in September. Harry Castleberry, billed as "KGHI's Dark Ray of Sunshine," did a program. Later in the month, a musical group that would become an area tradition, Tommy Scott's Orchestra, played a program. Harry Castleberry was joined by two other ex-minstrels, Harry Files and Charles Cory, on a program. Wrestling matches were broadcast from the open-air American Legion Stadium at 9th and Spring. Fletcher Bolls often became quite excited while doing the description of the grunt-and-groan struggles. Jack Dempsey refereed a prizefight from the same location. A regular weekly program began that month, the "Little Artiste Program," featuring Bettye Louise Goldberg, Billy and Jerry Boster, and Lester Sharpe. Roy W. Cain, known as the "Southern Baritone," aired a show on the station. Manuel Shue joined KGHI as an announcer-singer when Leon Sipes returned to college in the fall.

KGHI broadcast the gala opening of the Arkansas Theatre in late September. Talks were made by Arkansas Governor Harvey Parnell and D. Hodson Lewis of the Chamber of Commerce. Lane Knight of Chicago and Fletcher Bolls announced the arrival of prominent Little Rock citizens in a premiere-style manner.

Mrs. Bailey Allinder presented several of her pupils on the "Kiddies Hour" on KGHI in January 1931. A. W. Sharpe was the announcer for the program. Vocalist Ruth Royal had several sponsored programs on the station. Singer Ralph Mashburn made regular appearances on KGHI. He had returned from a hitch in the Navy. On a few occasions, he was joined by C. S. White, Jr., and they were called the "Radio Harmony Boys."

After a parade had ended in downtown Little Rock, Announcer Manuel Shue conversed with the owner of an "educated" horse. He offered to take the owner and the trained animal to the studio for an interview. The man thought the

announcer was kidding, but Shue proved him to be wrong. The Arkansas Legislature was in session, and the lobby of the Marion was crowded with politicians. (Most citizens thought that more legislative business was transacted there than at the State Capitol.) Among the occupants of the hotel lobby marched the two men and the horse, making their way toward the elevator. Ladies dressed in long gowns and heading for some social function were shocked at the sight of the four-legged animal in their midst. Neither state representatives, nor senators, nor socialites impeded Shue's mission. After the six-floor ride upward, the trio left the elevator and advanced to the Rose Room Studio. Shue's interview with the horse resulted in only taps of its foot on the carpeted studio floor, but the proud owner was able to provide the listening audience with more lucid information.

Station management at first considered terminating the employment of the adventurous announcer; but later they reconsidered, probably remembering the adage, "You don't have to be crazy to be an announcer but it helps."

On Sunday, June 7, 1931, KGHI ran a large ad in the *Arkansas Democrat* to announce the results of a radio station popularity contest conducted by *Radio Digest*:

Announcing KGHI As "The Most Popular Radio Station" in Little Rock, by National Acclaim, and Voted SECOND Place among ALL Broadcasting Stations in the Entire State!

Reflecting popular sentiment of radio listeners in Little Rock and throughout the state, as determined by the popularity contest conducted by *Radio Digest*, radio station KGHI wins first place in Little Rock, as the best and most popular broadcasting station, and in the entire state, second only to KTHS (Hot Springs).

This national acclaim through an unbiased survey in which the radio listeners themselves decide the issue is irrefutable evidence of KGHI leadership in this field...both as an entertainment and advertising medium.

KGHI in Little Rock, Arkansas, was one of three stations of equal power in the United States to win recognition

in this unbiased popularity contest.

KGHI's vast listening audience is a fertile field for your advertising message. You can contact the greater number of interested listeners in Little Rock through the most popular radio station...KGHI.

A picture of Manager Fletcher Bolls was in the ad, and P. E. Denton was listed as advertising manager.

O. A. Cook assumed full ownership of KGHI October 23, 1931.

The political races were hard-fought in 1932, giving radio stations some much-needed extra revenue during that depression year. Otho Cook's father, R. A. "Bob" Cook, ran for county judge and was successful. The younger Cook made speeches in his behalf. KGHI broadcast a rally from North Little Rock High School in August, or at least they broadcast about half of it. During Bob Cook's talk, someone tampered with the remote wire and cut the broadcast off the air.

Remotes which were less controversial came from the Foster Bandshell in City Park where band concerts were performed.

Sports Announcer Wayman Ramsey and Engineer Gladman Upchurch joined the KGHI staff in 1932. Upchurch recently recalled a unique method that was used to bring about an improvement in the station's flat top antenna. It was decided that an extra wire from the top of the Marion Hotel to the top of the McGhee Hotel (now Grady Manning) a block away would be beneficial. There was the problem of getting the wire above electric lines between the two buildings. Someone on the staff possessed the ingenuity to think of using a bow and arrow to shoot the single wire over the utility lines.

KGHI's basic programming consisted of popular music, which was abundant in those low economic years. Financial adversity seems to spur creativity.

Thanksgiving 1932 was observed with a program by the Junior String Ensemble of the Little Rock Public Schools.

KGHI had a new owner in early 1933. Lloyd W. Judd bought the station January 14, and the transaction was approved by the

FRC February 28. Judd had been an early bloomer in the local real estate business. By the time he was twenty years old, prior to World War I, he had built more than 100 homes and business establishments. After serving in the American Expeditionary Force in Siberia, he had resumed his real estate activities and also entered the insurance business. He was very active in veterans' organizations and politics, and many considered him to be one of the better speakers in the state. Upon taking control of KGHI, Judd announced that Bish Mathis would be the station's new director. The new ownership was granted a daytime power increase to 250 watts, retaining the 100 watts at night. The change went into effect May 19, 1933.

Touches of the bizarre entered KGHI programming during the year. Thomas Morrisey's Gypsy Violinists were heard in recital. Astrologer El Haren was featured twice daily except Sunday at 10:00 A.M. and 8:00 P.M. ("Ask El Haren. He will help you as he has helped thousands of others throughout the entire world. Consult him now.")

In early September, former KGHI Staff Vocalist Cyp Paulette had a small role in "Hollywood on Parade," a moving picture at the Rialto Theatre in North Little Rock.

Before 1933 ended, T. Arthur McAmis was appointed manager of KGHI. A native of Alabama, he had previously worked in New York as the Eastern Sales Manager for a furniture company. He would later serve a long tenure as the executive secretary of the Arkansas Game and Fish Commission.

On January 5, 1934, KGHI moved from the Marion Hotel to the Pyramid Life Building at 319 West Third (not the same Pyramid Life Building that is now located at Third and Center, but the one that was later known for many years as the Southern National Building). The station was on the top (seventh) floor, which was not a fullsize floor. The radio offices and those of the Lloyd Judd Company were on the sixth floor, which was where the elevator stopped. Steps led to the penthouse-type area which housed the station.

During the spring of 1934, the KGHI management tried to obtain the rights to broadcast Little Rock Traveler baseball games. Another station was given permission to carry out-of-

town games. KGHI didn't take the denial "sitting down." When the season started, they began broadcasting the Travelers Field games from a tree beyond the outfield fence. An *Arkansas Gazette* story captured the scene very well:

Baseball Situation Really Put This Radio Station "Up a Tree"
KGHI, unable to Obtain Permission to Broadcast
Games From the Field, Rigs Up Tree-top Studio, And
Furnishes Even the "Atmosphere."

Ladies and Gentlemen of the radio audience, those breathless and sometimes unintelligible accounts of the Traveler's home games have been coming to you daily through the courtesy of a sturdy oak tree on the corner of Eighth and Madison Streets.

Said oak tree dominates the "center field bleachers" of Travelers Field, and from its leafy upper reaches radio station KGHI's sports announcer, Wayman Ramsey, has been broadcasting each day a literal bird's eye view of the game.

Ramsey's agility to shinning up the trunk of the tree, now worn smooth, and clinging to his swaying perch with a microphone in his hand, has earned him the nickname, "Tarzan," from the "regulars" who cluster thickly in the surrounding trees and even in the "studio" itself.

When Tarzan's voice rises high with excitement, it may be because of a dramatic situation in the ball game, or because a high wind is playing rock-a-bye-baby with the improvised cradle in the tree top.

Unused—One Ticket

KGHI hasn't taken to tree-climbing because it can't afford the price of a ticket to the game. It buys a ticket every day for Tarzan Ramsey, but he never presents it at the gate. The Little Rock Baseball Association won't permit KGHI, or any other station, to broadcast home games from the grandstand, on the theory that the customers might stay in even greater droves than usual and listen to the game over a glass of water and free pretzels in a convenient sandwich shop or in their homes.

KGHI joined the centerfield bleachers this year to cop a peek—and relay to its listeners—from an arboreal studio, because the baseball club sold the right to relay and broadcast out-of-town games to a rival station, KLRA. Cut off both at home and abroad, KGHI found itself up a tree.

The tree they found themselves up happened to be only a matter of 500 feet or so from home plate, so they hooked a a mike onto a telephone in a house across the woods and began broadcasting what they could see by remote control—and remote vision.

The ball club has debated whether to get an injunction or to get an ax, but so far it has done neither, for the tree studio is on private property, and the station claims to have leased the right to climb all trees on the lot.

Unusual Interference

Once or twice radio listeners have been startled to hear an “off-stage” voice remark:

“Blankety-blank! Look at that such-and-such run!”

That would be one of the “guests” in the tree-top studio, momentarily forgetting himself in the excitement of the game. Business Announcer Leon Sipes, who takes over the mike between innings to ballyhoo the station’s advertisers, has had to request one or two such profane fans to “leave the studio.”

Announcer Ramsey has not yet mentioned to the radio audience that he is broadcasting from a tree-top just outside the centerfield, and although he seldom uses field glasses, he calls ’em—“Ball, a little wide” and “foul tip, strike two”—with as much assurance as though he were sitting on the umpire’s shoulder.

Nevertheless, baseball fans listening to his accounts over the radio have been inclined to suspect that Announcer Ramsey was not quite as intimate with the game as he pretended to be. The players themselves have called up the Gazette sports editor to demand:

“How come you saying I scored on the catcher’s error. That was a homerun, you chump.”

The ball players were catching up with the radio reports of the game and had to jump on somebody for it.

Portable Controls

The remote equipment arrives in an automobile at the oak tree about 3 p.m. with Gladman Upchurch, engineer, in charge. He lays a couple of wires from the car to the house about 100 yards away which supplies telephone facilities.

While he tinkers with tubes and things set up in the back seat of the car, Tarzan hunkers up the tree trunk until he can reach the lowest branches. The he reaches down for the microphone, attached to about 50 feet of wire cord, and climbs to the broadcasting "room" at 30 feet.

There are two boards there, laid between limbs. One serves as a seat and another as a work bench. Above and below are other boards for the convenience of the "guests." There are similar rigs in a dozen other surrounding trees, and these begin to fill about 3 p.m., many of the climbers arriving in automobiles.

An enterprising soft drink vendor, W. R. Parks, has rigged up a swinging bucket attached to a long pole, and with this he serves his tree-top customers. He sends up peanuts and pop in the bucket and they send down the coins to pay for them. He sells three or four cases of cold drinks each day, he reported.

As 3:30 p.m. approaches, Engineer Upchurch calls:

"All set, Tarzan?"

"All set up here. Give us a test."

The engineer tests with the downtown studio and yells treeward:

"O.K. Take it away."

And Tarzan Ramsey goes into action, giving a play-by-play account of what is transpiring in the park 500 feet away.

Ramsey was an excitable sports announcer, and Upchurch observed that on an active play, he would almost fall out of the tree. In an endeavor to confuse the announcer, the players began switching uniform numbers to make identification more difficult.

Pathe' Movie News showed up one day and shot some footage that was shown on theatre screens around the nation.

On May 9, 1934, Lloyd Judd, in answer to a suit filed by the Little Rock Baseball Association to restrain the station from broadcasting the games, raised the question of freedom of speech. He had previously agreed to suspend the broadcasts until the suit was settled. His answer included the opinion that the broadcasts increased, rather than decreased, attendance at the games. Nevertheless, game descriptions never resumed from that particular vantage point.

Little Rock resident Tommy Plaster joined the KGHI staff as an announcer-operator in 1934. As a high school boy, he had "hung around" KLRA when that station's studio was in the Albert Pike hotel. Announcer Manuel Shue, who had moved from KGHI to KLRA, finally suggested to his mother that she send him to Draughon's to study radio engineering. During this period, KGHI Announcer Emmett McMurry was known for his poetry reading.

The station carried a heavy remote schedule during the first week of December from Blass Department Store. The occasion was the opening of the Blass Radio Center. Broadcasts featuring live talent were aired at 12:30 P.M. and 3:00 P.M. daily, and the "Radio Jamboree" originated from the store at 7:30 P.M. The entertainers were Hubert Ashley, Eugenia Schriver, Arlyss Glynn, Ned and Scottie, Thomas Morrisey, Jean Archer, and the Southerners Quartet.

On December 11, 1934, the sale of KGHI by Lloyd Judd to the Arkansas Broadcasting Company, Inc., owners of KLRA, was approved. Leon Sipes was elevated to the manager's job. Sheldon Vinsonhaler, vice-president and general manager of KLRA, was the Little Rock director of both stations.

Sipes was on the program at the monthly meeting of the Little Rock Council of the PTA in January 1935. He and six high school students held a radio forum to determine the favorite types of programs enjoyed by young people. The conclusion: 1. Popular dance music 2. Football broadcasts 3. President Roosevelt's Fireside Chats.

KGHI Sports Announcer Wayman Ramsey left the station

in January to become the matchmaker and promoter for the Stadium Company's wrestling matches.

Late night dance band remotes from night clubs were in vogue in the Thirties. KGHI picked up Benny Kaye's Orchestra from the American Club from 10:00 to 10:30 P.M. in 1935. The radio listening admission was free, but the price for those who showed up at the club was twenty-five cents for men and ten cents for women.

During the latter part of 1935, R. G. "Tubby" Terrill became KGHI's manager.

Back in the late Twenties, Robert "Bob" Buice had appeared in several musical presentations at North Little Rock High School. In 1929, he had the leading role in the senior play, "Whoopee Freshman." He and a young lady sang a popular song of the era, "Makin' Whoopee." After graduation, Buice went to work in the parts department of Bale Chevrolet and continued his study of voice with a private teacher. When Arkansas' Centennial arrived in 1936, he entered the statewide talent contest and took top honors. This achievement won him a trip to New York and a guest appearance on Fred Allen's network radio show in March. In his conversation with the show's host, he told about the Arkansas Centennial and invited listeners to visit the state during the celebration in June. He also sang his prize-winning song, "Wagon Wheels." Upon his return home, he told the folks that he had enjoyed a "swell" time in the East. He resumed his parts department duties, thinking the appearance was the end of his radio experience. A few days later, KGHI's Manager Tubby Terrill came to see him at his place of work, saying that he had heard Buice on the network program and thought that he could make a radio announcer. Bob went to the studio and nervously read a few pieces of copy as an audition. He has been a vital part of the Little Rock broadcasting scene since that day.

Ruth Lawrence was listed as staff pianist and singer at KGHI in 1936.

Reading and listening to the radio were good economical home pastimes in the Thirties. KGHI's programming included a Monday night feature called "New Books Too Good to Miss." The

reviews were by Miss Grace Ferguson through the auspices of the Little Rock Public Library and were sponsored by the Pyramid Life Insurance Company (KGHI's landlord).

James "Uncle Mac" MacKrell, who had started his Booster Club program on KLRA in 1934, returned from Jonesboro and started a Kids Club on KGHI. Later, when Uncle Mac returned to KLRA, Bob Buice took over the program and called it "Uncle Bob and the Kiddies."

At 11:45 P.M. on Christmas Eve 1936, KGHI broadcast midnight mass from Our Lady of Good Counsel Church. It was read by the Reverend E. Y. Yeager.

After five years on the engineering staff of KGHI, Gladman Upchurch went to KARK in January 1937.

Joe Duerson, who at the time was in the typewriter business in England, Arkansas, came to Little Rock periodically and did a character called "Uncle Mose" on KGHI. The philosophy was similar to that expressed by Joel Chandler Harris' "Uncle Remus."

On April 7, 1937, KGHI, along with its sister station, KLRA, began broadcasting from new studios on the third floor of the Gazette Building, located on the northeast corner of Third and Louisiana. The newspaper had acquired a minority interest in the two stations. Each had separate studio and control room setups. A hall separated the two divisions. KGHI had installed a new 175-foot Wincharger vertical radiator on top of the building while KLRA's transmitter and tower were still in the Dark Hollow area of North Little Rock. KGHI carried a few CBS programs at times when KLRA had other features scheduled.

V. O. "Bill" VanDusen came to KGHI from Hot Springs to work as an announcer-operator during the fall of 1937. He was followed from the same town a little later by Announcer Dick "Dippy" Alford. When Van Dusen came to KGHI, Engineer Art Beem ended his nine-year stay with the station and moved his duties to the KLRA transmitter site.

A nightly religious program on KGHI was the "Country Church" with Wesley Pruden. His opening consisted of the illusion of a rural preacher driving his horse and buggy down the road and saying "howdy" to folks, then pulling up at the church.

Other KGHI program features at the time included an all-request program of organ music with Louise Ahring, "Jungle Jim," the Benedictine School of Music, Billy Halloway, Wrestlers Interview, the Tate Loan Cowboy, the Reverend M. L. Moser, "Keeley's Jewelry Parade," "Fireside and Home," the WPA Orchestra, Frances Mattingly at the Organ, "Ed King's Rippling Ramblings," popular songs by Norman Mills, Lyric Tenor Emmett Wilson, the song interpretations of Margie Stowers, and Wrestling at the American Legion Stadium. KGHI carried out-of-town Traveler baseball games when KLRA had a network commitment. A speech by Postmaster General James Farley was carried from the Marion Hotel in June 1937.

Names on the 1938 program listing included the Reverend Al Ragsdale, Vocalist Colleen Cart, J. W. Halbrook, and Troy Watkins. A weekly program was broadcast from the Little Rock Boys Club.

High School Student Jimmy Woodard was walking along the sidewalk in downtown Little Rock one day when he was approached by a man holding a microphone. KLRA's Ray Lang was conducting a "Man-on-the-Street" program. The two chatted, and Woodard went on his way. KGHI Manager Terrill called Jimmy, told him he had heard the interview, and offered him a part time job on the announcing staff. He started by doing a nighttime disc jockey show, catering to the younger set. He also began broadcasting play-by-play accounts of the out-of-town high school football games of Little Rock, North Little Rock, and Catholic High. Wrestling and boxing matches, American Legion baseball games, and softball games were added to his sports schedule.

As a drama student at Little Rock Junior College, Dorothy Weise had appeared on KGHI on behalf of the school. She was working in the college library in 1939 when she heard there was an opening for a women's director at the station. She applied for the position and was accepted. She presented "Things in the Women's World" at 9:00 each morning. She also conducted the "Lullaby Hour," recognizing the newly born of the listening area. Other assignments included helping with the Boys Club program and writing commercial copy.

KGHI's talent list showed "Ivory Magic" with Ed King, Ruth Jiles and Edward Harris, Uncle Bob, Bob Stacks and his Melody Boys, Willie Wana Ramsey, and Red Pulliam and the Texas Bar Ranch Boys.

Jay Freeman joined the sales staff of KGHI in 1939 after attending Ouachita College. He did some air work, usually when he sold a program and nobody else was available to do it. He billed himself as "Uncle Jay" on a kiddies search-for-talent program sponsored by Holsum's Snow White Bread. Another program listing showed "Meditations" with Martha Maryman and Jay Freeman from 9:45 to 10:00 P.M.

Little Rock High School Student Al Shirey began "hanging around" KGHI in 1939 and was soon employed as a control board operator. He had become interested in radio through the program conducted by his church, the First Church of The Nazarene, on KARK. Another employee to join KGHI in 1939 was Announcer Hugh Mitchell. He came from Jonesboro, where he has received his first radio experience.

The *Variety Radio Directory* of 1938-1939 listed A. L. Chilton, president and owner; R. G. Terrill, station and commercial manager; Arthur Beem, chief engineer; Henry Frick, artists bureau head, Ruth Lawrence, musical director; and Bill Barnes, publicity director.

On September 6, 1939, KGHI was authorized to raise its nighttime power, which had been 100 watts, to 250 watts to equal its daytime output.

Don Corbet returned home from Kansas State College, where a course in radio had been a part of his subject schedule, and went to work as an announcer for KGHI in January 1940. Joe Slattery had attended Catholic High in Little Rock and gone to Notre Dame University in 1939. He was a part time student at Little Rock Junior College in 1940 and was also doing some flying at Adams Field. KGHI Engineer-Announcer Tommy Plaster did aircraft radio work in addition to his broadcasting duties downtown. Plaster suggested to the redheaded flyer that he apply for a job as a radio announcer at KGHI. Joe's audition led to the beginning of a broadcasting career that eventually led to the network level.

Jimmy Woodard accepted a job as sports announcer at a station in Charleston, West Virginia, in September 1940.

National celebrities were heard on KGHI in 1940. Jack Dempsey, who was in town to referee wrestling matches, was interviewed by *Arkansas Gazette* Sports Editor Ben Epstein. The station broadcast the music of Louis Armstrong from Robinson Auditorium in November.

KGHI ceased being the city's only independent station when it joined the Mutual Broadcasting System Sunday, January 12, 1941. The NARBA frequency allocations of March 29 changed KGHI from 1200 to 1230 kilocycles.

LRJC again proved to be a source of KGHI personnel when Frank Wills pulled an announcing shift in addition to his studies. Later, Jim Terrell, who was also a student at LRJC, filled the slot when Wills left. Ted Lamb also worked as an announcer. He and Wills would later be in the advertising agency business together.

Managers of most radio stations hope that people on the air will handle the English language adequately, but apparently the KGHI management wasn't content to broadcast programs in the English language only. Starting in July 1941, talks in Esperanto, the international language, were conducted each week by F. A. Post.

The *Radio Daily Annual* of 1941 listed R. G. Terrill, manager; Dorothy Weise, program director; and V. O. Van-Dusen, chief engineer.

Since KGHI had mostly a young staff, the outbreak of World War II would cause many changes in its personnel.

KGJF—KARK

1928 was a banner year for members of the First Church of The Nazarene in Little Rock. They moved into a new church building at Maryland and Battery, and they started a radio station. Application had been made in December of the previous year, and a construction permit was issued March 27, 1928. In mid-April the Reverend R.W. Sharpe came from San Antonio, where he had been engaged in radio work, to be the station's director and operator. Radio Engineer L.T. Kidd followed him a

week later, and construction of the station at the church began. The "motor and battery" rooms were on the first (basement) floor. The studio was on the third floor (balcony level) directly beneath the wooden antenna towers on top of the building. Joe E. Phelps of Little Rock also assisted with the installation. He had enlisted in the Navy in 1917 and had served as a wireless operator on a submarine chaser and on the Battleship *Nevada*.

The pastor of the church at the time was the Reverend M.E. Borders, and the associate pastor was the Reverend L.H. Bachelor.

By June 19, 1928, the station was ready for its first test broadcast. Church Member Carl Reed, a young bank employee, was a church quartet bass singer. He was called to come to the studio to be the first announcer. Reed recalled recently that classical records were played on the first test program.

The FRC granted a license for KGJF on July 6, 1928, on 1080 kilocycles, 277.6 meters, with a power of 250 watts. News of the grant was received in Little Rock on Friday night, July 13, and KGJF made its official debut the following day, Saturday, July 14. Arrangements had been made with the *Arkansas Democrat* to use news and market bulletins from the paper's Associated Press wire service. These were broadcast the first day, and the opening day's program ended with a dinner hour concert and studio program. T.W. Sharpe was the announcer, and Joe Phelps was the station's operator. KGJF was silent on Sunday, July 15, but programs were resumed on Monday. At 9:30 A.M., the opening New York markets, local weather report, road reports, and news items were broadcast. At 12:00 noon, market reports, news items, and an hour of music were broadcast. At 2:30 P.M., the closing markets, news items, and another hour of music were put on the air. A 6:30 P.M. program featured news items, weather reports, baseball results, and a dinner concert. A studio program, "The D.D. Shoe Store Hour," was heard at 8:30 P.M. At the same period on Tuesday night, the sponsor was the Electric Construction Company. At 9:30 P.M. Tuesday, the Nazarene Orchestra and Choir performed. The choir was composed of 100 voices. The orchestra had 60 pieces, including a violin quartet.

KGJF's formal opening publicity listed the Reverend M.E. Borders as church pastor, the Reverend L.H. Bachelor as associate pastor and radio station manager.

On July 28, 1928, the first Sunday on the air, KGJF broadcast the following program schedule:

- 11:00 A.M.—Preaching at the 1st Church of The Nazarene
by the Reverend T.W. Sharpe, associate pastor
- 6:00 P.M.—Organization of the KGJF Radio Bible Class
- 7:30 P.M.—An hour of music by the church orchestra
- 8:30 P.M.—Preaching by the Reverend M. Edward
Borders, pastor
- 9:30 P.M.—A special service, including a message by the
Reverend Borders
- 10:00 P.M.—The Back Home Hour, special music and
singing, people's service

Beginning at 8:30 P.M., Tuesday, July 24, a studio program by the Reverend Bachelor, featuring either all or a portion of his orchestra, became a regular presentation of the station.

On Monday, August 2, KGJF's hours of operation were changed. Sign on time was 10:30 A.M. with a program until 11:30, which included the local weather report, opening New York markets, the Kansas City livestock reports, and a road report. The next broadcast period was from 1:30 to 7:30 P.M.

By Sunday, September 16, the KGJF schedule was:

- 11:00 A.M.—Religious Service of 1st Church of The
Nazarene
- 6:00 P.M.—KGJF Bible Hour
- 7:45 P.M.—Church orchestra
- 8:00 P.M.—Preaching
- 8:30 P.M.—Borders' Hour
- 10:30 P.M.—Back Home Hour
- 12:00 P.M.—Sign Off

Schedule for Tuesday, September 25, 1928

- 7:00- 8:00 A.M.—Musical Program

10:00-10:30 A.M.—Arkansas Democrat News Items
2:30 P.M.—Arkansas Democrat News Items
2:30- 4:40 P.M.—Musical Program
6:30 P.M.—Arkansas Democrat News Items
Until 7:30 P.M.—Musical Program

During October, KGJF broadcast a series of lectures sponsored by the Arkansas Medical Society. One program featured an address by Dr. S.F. Hoge, who spoke on the subject, "Cancer Is Not Hereditary."

The station's program schedule was constantly changing. KGJF became a member of a regional broadcast chain that carried speeches. The program log for Tuesday, October 30 reflected several changes:

7:30- 8:30 A.M.—Studio Program
10:30 A.M.—Arkansas Democrat News Items and
Market Reports
12:00- 1:00 Noon—Luncheon music
2:30- 3:30 P.M.—Studio program
5:30- 7:00 P.M.—Dinner concert program
7:00- 8:00 P.M.—Speech by Senator Carter G. Glass from
Chattanooga (through chain)
8:00- 9:00 P.M.—Anti-Revolution Rally by the Reverend
Ben Bogard Committee
9:00 P.M.—Republican National Committee Speaker

A speech by Senator R.M. Owens of Oklahoma was carried from the high school auditorium from 7:00 to 8:00 P.M. October 31. A talk by Herbert Hoover, Republican candidate for president, was carried on the thirty-station chain November 2. KGJF was the key station for a chain of fourteen stations November 5 when they broadcast a speech by Arkansas Senator Joe T. Robinson, Democratic vice-presidential candidate. On election day, November 6, KGJF broadcast the returns, courtesy of the *Arkansas Democrat*.

The November 11, 1928, general frequency shift changed KGJF's spot on the dial to 890 kilocycles, 337 meters. Jack

Martin, who had studied engineering at the Gulf Radio School in New Orleans, had become the station's operator by that date. Alan Frey joined the staff and soon gained popular acceptance from the local radio public.

Although national politics were over for the year, a local campaign for mayor was yet to be settled. KGJF broadcast a speech by Candidate Pat Robinson from the Rainbow Garden.

Station Director T.W. Sharpe announced in early December that the services of the McMahon Institute of Financial Research of New York had been acquired. The latest suggestions and comments on the stock market would be broadcast each Monday, Wednesday, and Friday at 7:00 P.M. Other programming included "Cancer Clinic Talks" by Dr. H. Fay Jones and Dr. Frank Vinsonhaler and "The Jolly Three" musical group composed of Smith, Bailey, and Files with oldtime music. Letters to the station were received from as far away as Concord, New Hampshire; Buffalo, New York; and Belvidere, New Jersey.

An *Arkansas Democrat* featured story depicted the sign-on procedure for KGJF personnel:

Radio World has its own backstage. Fans little realize the hard work that makes it all possible.

KGJF

Announcer T.J. Sharpe (Manager Sharpe's son)—It's 10:30, Jack. Let her go!

Click! A button is pushed. Two switches are thrown. A quick-acting person turns dial, now to the right, now to the left. Now it's stationary.

Operator Jack Martin (John Henry Martin)—All right, you're on.

Announcer Sharpe—Good morning, radio listeners. This is Radio Station KGJF at Little Rock, transmitting on a frequency of 890 kilocycles, taking the air at exactly 10:30, Central Standard Time, to give the opening markets, weather forecast, and late news bulletins through the courtesy of the *Arkansas Democrat*. We

now turn the microphone over to the Democrat reporter.

Reporter—Good morning, everyone. To begin with, we have an Associated Press....

As the year 1929 got underway, religious features and health talks continued to be a part of KGJF's programming. On Sunday night in January, four-year-old Clara Ruth Wilkerson was presented on the air by the Upstreamers Class. The Pulaski Medical Society gave a program on the topic of influenza. Dr. Watkins, professor of surgery at the University School of Medicine, spoke on "The Curability of Cancer." The Reverend Ben Bogard began a series of lectures on "The Bible Made Easy."

KGJF's biggest (and longest) broadcast day came on August 6, 1929. The studios were moved from the First Church of The Nazarene to the fifth floor (Room 540) of the Federal Bank and Trust Building (now the Waldron Building) at 7th and Main. The transmitting equipment remained at the church location. Charlie Rush was the station manager by then and also did some announcing. His wife was a station employee, too. To celebrate the opening of the new studio, a twenty-four-hour broadcast was presented:

A.M.

6:00—Special opening program

7:00—Ex-Governor George W. Donaghey, Mayor Pat Robinson, Judge Newton, Dr. Newell Gann, Miss Eric Chambers, The Reverend M.E. Borders, music arranged by Mrs. L.P. Hutton

9:00—Mrs. Ernest Farabee, soprano; Buster Crawford, violinist; Miss Ella Elliot, pianist

9:45—The Reverend Borders, Devotional Hour

11:00—News Items

11:15—Radio Brokerage, featuring Jack Morgan and the Diamond Tire Boys

P.M.

12:15—Miller Gewin, pianist

12:30—Hyatt Holt, Melody King

- 1:00—Mrs. M.E. Morgan, soprano
 1:30—Curtis Blaylock, tenor; Emma Stinson, piano
 2:00—Eugenia Schriver, pianist
 2:30—Mrs. Ethel Sibbald, contralto; Evelyn Honbach,
 piano
 3:00—Dude and Bud, guitars
 3:30—Dora Mae Garner, contralto; Lenora Hobbs, piano
 4:00—Dorothy Donaldson with her pupils
 5:00—Mrs. Fred Pickens, soprano; Mrs. Edward Herring,
 piano
 5:30—F.O. Weed and his piano pupils
 6:30—Radio Brokerage
 7:30—Diamond Tire Boys with their banjos
 8:00—Pine Bluff Hour
 9:00—Hendricks Trio
 10:00—Ambrose Haley, crooning with his guitar
 10:30—Just Jackie; Dorothy Donelson, piano
 11:00—The Three Jokers
 11:30—The Masked Contralto and Jack Morgan
 A.M.
 12:00—Jack and his Cornhuskers
 1:00—Mrs. Cecil Wright, soprano; Mrs. H.G. Peacock,
 piano
 1:30—The Revelers Orchestra
 2:00—Ben Sterling, psychologist
 4:00—Ralph Morah and Doris Dees
 5:00—Our Gang
 6:00—Sign Off

Later programming featured additional artists: Buddy Culpepper, tenor; Elizabeth Crawford, soprano; Leota Mae Dupey and the Harmony Boys; Herbert and Scottie; and Louise Lockett, singing with her uke. The largest amount of mail was received by Jack Morgan, blind pianist, who was featured three time weekly on KGJF. Mrs. Agnes White Diffie became the associate pastor at the First Church of The Nazarene and would soon be heard often on the station.

On Sunday morning, March 3, 1930, Radio Engineer Dan

Winn arrived in Little Rock by train. (It was only a rumor that he rode the rods.) The Gulf Radio School in New Orleans had told him there was a job opening at a Little Rock station. Jack Martin, a former student at the same school, had gone to Paragould to work for a new station that would soon go on the air. Winn told a cab driver at the depot to take him to the radio station. Dan had developed an interest in radio in the early Twenties, building sets and a ham station. In 1928, he had repaired Atwater Kent sets for a drug store in his hometown of Gilmer, Texas. Later that year, he enrolled in the Tyler Commercial College in Tyler, Texas, to study radio. The next year he transferred to the New Orleans school. Since he knew radio code, an arrangement was made for him to teach a course in code in return for his room and board while he took other radio engineering courses. In early 1930, a station in Greenville, Mississippi, needed someone to fill the position of operator temporarily. He worked there for awhile. After completing that assignment, he accepted the Little Rock job for thirty-five dollars a week.

The taxicab pulled up at the A.O.U.W. Building at 212 Center Street. Dan Winn reported for work to the radio station inside—KLRA. Engineer E. Warren Logan was surprised that another radio engineer had appeared on the scene for duty. He expressed that he had no knowledge of KLRA's needing or hiring a new employee. "Are you sure this is the right station?" Logan asked.

"I don't know," Winn replied. "They just said to report to the radio station in Little Rock."

"I'll bet it's that little church station," said Logan.

His guess proved to be right. After a call was made to KGJF, Manager Charlie Rush came and picked up Winn and took him to the transmitter site at the First Church of The Nazarene, where Sunday morning services were in progress. They walked through the church auditorium while the Reverend Borders was delivering his message and on to the equipment room. It was quite an entry to the city where he would eventually become the dean of active Arkansas radio engineers.

Some of the artists and programs on KGJF during the year

were Bernal H. Walters, yodeler; Captain Harry Files; the 153rd Infantry Band, directed by Charles A. Bush; the Happy Landers Orchestra; W.E. Kinney, "The Arkansas Woodchopper"; Richmond and Moore, "The Aristocrats of Oldtime Music"; Mrs. M.J. Barnett, "The Arkansas Linett," with Miss Nell Dyer, accompanist; Curtis Blaylock, KGJF staff tenor; the "Wide-Awake Businessmen's Club"; the Progressive Merchants' Program; "College Chatter Program" by students of Little Rock Junior College; Buford May, tenor; Thurman Hearn and James McAdoo, "The Hired Hands"; the "Morning Meeting of the Ho-Hum Nut Club"; Professor Off-Cast; "For Your Information"; "Physical Culture," by Mrs. Florence Frazer; J.R. Scott, pianist; R.S. Corder, tenor; the Harmonica Band; Margaret Bean and her Entertainers; and the Fortson Family.

In mid-1930, John R. Frazer, Grand Master Workman of A.O.U.W., the fraternal insurance organization, made arrangements with the First Church of The Nazarene to operate KGJF. Donald E. Bennett became station manager. Transfer of control was never approved by the Federal Radio Commission; but the station did, in effect, go under different supervision for awhile.

By mutual agreement, the church continued to broadcast its regular programs over the station at no cost.



KGJF Chief Engineer Dan Winn displays his unique spare-tire-cover station promotion in 1931.

The KGJF engineering log for March 4, 1931, showed that Dan Winn signed on the log at 7:40 A.M. and put the station on the air at 7:45. The plate voltage read 2000, the total plate current 210, the antenna current 2.5, and the frequency check 890. The program portion of the log revealed that the First Church of The Nazarene program at 10:00 A.M. included a Bible talk by Mrs. Agnes Diffie and songs and piano music by Mrs. Victor Gray. The church violinist, Guy "Buster" Crawford, also appeared on many of the programs. One day as broadcast time approached, Mrs. Diffie had not arrived. Mrs. Gray told Buster that he would have to announce the program. At that moment they were on the air, and Buster excitedly said, "This is the First Church of The Nazarene program coming to you from KGJF, 890 motorcycles." As anyone who has ever been on the air knows, the thinking process does play tricks on you sometimes. For Buster, kilocycles quickly became motorcycles.

Dan Winn had brought his brother Walter to Little Rock to also work as an engineer. He was the logkeeper on the March 4 date from 5:00 to 9:00 P.M., sign off time.

KGJF was sold in October 1931. At 5:00 P.M., October 31, the new owners assumed control. The corporate name of the group was the Arkansas Radio and Equipment Company. Its members were Stanley Andrews, J. A. Flotner, and H. Laub. Andrews, who would be the station's director, was editor of the *Arkansas Farmer* newspaper, which was owned by Colonel T.H. Barton, president of Lion Oil Company of El Dorado. Colonel Barton had bought the paper to use as an advertising medium for the company's grease and oil products. Personnel additions to the staff were Edward Hannan, announcer; Mrs. Dixie Farrow Jones, musical director; and J. A. Odell of Dallas and E. C. Simmons of Little Rock, advertising sales. As the new owners took over, new equipment was being installed.

As a part of the sales agreement, The First Church of The Nazarene retained the right to broadcast its established programs for a period of ninety-nine years. Later, the Federal Communications Commission ruled that the arrangement placed too much program control into the hands of a non-owner and that the licensee would not completely control the operation of the

station. After much negotiating over a considerable length of time, the number of years was reduced to twenty-five. During the year of 1931, Sister Diffie had become the church pastor and would be identified by radio listeners as the integral member of the church radio programs during the years specified in the broadcast ruling. Mrs. Victor Gray, Buster Crawford, Choir Director J. A. Reed, and many others would also continue to play important roles in the radio ministry.

A significant change was authorized by the Commission on November 19, 1931. The station's call letters were changed to KARK, an identification that would remain for forty years and three months. KARK boasted of carrying the full leased wire of the United Press, which was considered to be quite a luxury at that time. News flashes were given every thirty minutes.

Colonel T. H. Barton bought the one-third interest owned by H. Laub in January 1932. This was his first venture into the radio broadcasting business, but it would by no means be his last.

KARK's 1932 program log was saved by Dan Winn, and it has proved to be a good source of program information for this report. The log was actually a "Daily Reminder" book for the year 1932. The program times and titles were written in pencil. Some of the entries for January were Organ Records from transcription; Gabriel Chiaros, accordion; Scottie; News Views; Beulah Willis, reader; Plantation Melody Boys; The Two Paulines; Bill and Fred Weed; Mary Jane Satterfield, soprano; the Yodeler; "Scrapbook Gold"; Chamber of Commerce; Willa Davenport; Leroy Rosenthal's Night Owl Orchestra; Leland Stanford, baritone; Larry Hill, piano and song; Bert Steeley, baritone; Charles Griffith and Evelyn Pittard; Mrs. Curtis Stout; Austin Burns, violinist; W. D. Meux, Goodwill Industry; The Stept Sisters Trio; KARK Boys and Girls Club; C. P. Newton, Educational Talk; Christine and Mildred, blues singers; and Shut-in Bible Class.

A key addition was made to the KARK staff in February 1932. Howard Shuman came from a radio station in Kansas. At first, he worked primarily in sales and later became station manager. Stanley Andrews remained the overall supervisor of both the *Arkansas Farmer* and KARK. In a recent telephone

conversation with Shuman from his home in California, he revealed that the February billing was \$267. Station staff members had various "trade-out" deals with business firms in the city for meals and other merchandise. One of Shuman's first official acts after he was given the authority was to cancel all such arrangements. He set a policy that called for all radio advertising to be on a normal business basis. Advertising revenue began to increase gradually. He recalls that they were "out of the red" in about six months. Prosperity was not "just around the corner," but conditions would eventually improve considerably.

Additional artists and programs were heard in February: Olan Smith; Ben Holland; the Happy Family Program; City Federation Women's Club; Missionary Baptist Young People; Fred and Jess, Hawaiian guitars; the Ragland Family; Air Stories by transcription; Doris Dees, piano; Rudy Vallee Program on records; Modern Melody Boys Orchestra; J. D. Woodall, harmonica; Arkansas Fiddle Band; Opera records; Little Theatre of Little Rock; Harry Files and Mr. Rogers; Physical Culture Exercises; J. R. Scott and Arnold Norman; Child Welfare; Mrs. Walter Strong, tap dance; Russ Columbo on records; C. W. Linthicum; Dairy Council Representative; Lucy Evans and Ruth Tatum; Crazy Water Man (Crazy Water Crystals); Fred Weed and Ralph Mara; Depression War on record; Flora Dell Shepherd, piano; Mr. Niozer, foot specialist; Buddy DeWitt, yodeler; Jimmie Rodgers records; Early Williams, harmonica; Aces Program; Cornelia Wisener, blues singer; North Little Rock Glee Club; Mrs. Bernie Babcock, "Memories"; Lillian Plummer; Blind School Program; and Princess Esther.

A move of the KARK studios was authorized on March 12, 1932. The new location was the eleventh floor of the National Standard Building (formerly the A.O.U.W. Building and now the Union Life Building) at 212 Center Street. KARK occupied the same studios that had housed KLRA before their move to the Albert Pike Hotel. The studio move was completed April 11, 1932, but the transmitter remained at the First Church of The Nazarene. It was later moved to the studio location.

The station received complaints from listeners that it was interfering with the reception of other stations. The problem was taken to the Federal Grand Jury, who submitted a resolution to the FRC requesting that the KARK's frequency be investigated.

Additional programming in the spring included Olive Smith; a request program; Eva Pederson of Pfeifers; Jack Major, piano; Frank Arnold, tenor; League of American Pen Women; New Seville Orchestra; Olin Smith, guitar and song; Poe and Nye Literary Society; the Reverend Ben Bogard; Stephen Foster Melodies on record; Philco Program; Sunshine and Midnight Joymakers; Wayne Foster; Daughters of American Colonists; Henry Ford; Watch Tower Program; Nut Crackers; Pine Bluff Band; Mrs. Frank Fuller; Pa Haskins; Parents Forum; Gasoline Tank Lock Program; Arkansas Music Company; Mrs. John Selle; Bill Hughes; Coon Hollow Serenaders; Assembly of God; W. O. Foster; Mrs. Lawson Harris, piano and song; Huey Boys from Caddo Gap; Copeland Quartet; Singing Bill; Ted Jennings; Barn Dance; Harmony Girls; Roda Nichols; Little Rock Boys Club; Dance from Community Hall; Benton Program; Ted Dougan; and Eugenia Schriver.

On April 20, 1932, KARK began broadcasting out-of-town Arkansas Traveler baseball games. Abbreviated details of the games were received in the studio by a Western Union operator, and the announcer handled them in a manner that gave the illusion that he was actually viewing the game.

In later years, Arkansas radio listeners would know Benny Craig as the Colonial Sports Reporter; but in 1932 he sang and played a ukelele on KARK and was billed as "The Little Indian."

Late spring programs included Frances Lee Andrews; Ralph Mashburn; Charlotte Harris; W. P. Foster, baritone; Hilo Hawaiians; Four Vagabonds; Bobby Allen; North Little Rock Boys Club; Tommy Scott's Orchestra; Jimmy Hagan, piano; American Legion Drum and Bugle Corps; Caperton Twins; Dr. Curl; Georgia Richardson; Chorus from Baptist Hospital; Mac Higginbottom; Tommy Morrissey; Jimmy Ward and Gene Boerner; Doyne and Florine Williams; Tony Bernardi's Yellowjackets; Olin Smith; Mrs. R.S. Noland, whistler; Seth Parker; Lorene Montgomery; Betty and Bob, monologue; Slim

and Slew; Miss Jeffie Mitchell, piano; Miss Jessie Latham, piano; Mildred Riddle, singer; Ted Dougan's Orchestra; Frances Henley, piano; Finley Turner Program; Tillie Spurlin; Sleepy's Cowart's Orchestra; Paul Belding; Madison Smith; and Milly Riddell.

KARK's difficulties in 1932 were not limited to financial matters. Other groups were attempting to get permission from the Federal Radio Commission to take over the 890 frequency. Edmund G. Hilger applied for permission to install KGOP, "The Republican Voice of the South." FRC Examiner R. H. Hyde recommended that it be denied because it didn't seem to him that funds were available. The grant was not made. KARK applied for a license renewal and a daytime power increase to 500 watts. Commissioner Hyde recommended that the increase be granted. KFNF, Shenandoah, Iowa, also operating on 890 kilocycles, objected to the power increase. On April 26, 1932, the FRC granted the increase but cancelled the authority on May 6. After the initial grant, Stanley Andrews contracted with American Radio Laboratories of Hot Springs to build a new 500-watt transmitter. Work on it had started when the withdrawal news was received. A hearing was set by the Commission for reconsideration of the power increase application.

Colonel Barton purchased J. A. Flotner's stock in May 1932, making him two-thirds owner of KARK.

KARK Manager Donald Bennett left the station July 1 and filed an objection with the RFC to the license renewal and power increase request. Later, he headed a group that filed for a new station to be called KNEW on KARK's facilities. The application was made under the name of the Arkansas Radio and Recording Company. It was eventually denied.

1932 was a political year, and KARK derived important revenue during the depression summer from speeches by candidates and their supporters. Such broadcasts often made the difference as to whether or not payrolls were met.

Little Rock Days were celebrated in late June. KARK broadcast a remote control from Third and Center Streets, featuring bands from Cabot, Newport, England, and Russellville, and the Arkansas Boosters Band.

The station carried the prizefight between Max Schmeling and Jack Sharkey on the night of June 21. Other summertime program titles included in the informal program log were the Dixie Trio from Conway; German Band; John Murray, piano; Del Monte Orchestra; Uncle Al and his Mayflower Fiddle Band; Honey Boy's Orchestra; Harmonizers Quintet; Mrs. Sam Jones; Mildred Thompson, piano; Walter Lamon and his music; Arkansas Farmer Program; Fred Laymon Orchestra; Whit Thornton's Orchestra; Howard Miller, yodeler; Farmers Forum; Kathleen Roberts; George Morrison's 12-piece Colored Orchestra; 12th Street Melody Boys; Jimmie McMullen, yodeler; Gladys Wilson, piano; Billingsley Boys; Bernice Grantham and Louise Johnson; Parents Magazine Program; Texas Bluebonnets Orchestra; Mrs. Cecil McSwaim; Nellie Wace and Brother Holcomb; Rajpur Program; Rita LeFevre, contralto; Sammy and Earl, banjos; Joe Neblett's Orchestra; Alton Dougan, piano; M. E. Dunnaway, reading; Sunny Clapp Orchestra; Gray Gone Program; Dairyland Quartet; Gene and Buddy, accordion; and Boys from Roland.

KARK carried the primary election results following the baseball broadcast on the night of Tuesday, August 9. They stayed on the air until 2:00 A.M. With politics over, it was mostly normal programming with a stream of local talent continuing to flow to the studios on the eleventh floor: Z. T. Brandon; St. Cecilia's Music Class from Hazen; David Huddleston, singer; Cabot Nursery Quartet; Shopping with Irene; and the Merry-Go-Rounders Quartet.

The professional orchestra of Earl Hines came to town to play for a dance at Cinderella Garden and also played for a program on KARK August 19. The 1932 program log showed other program titles of interest: California Hillbillies; Radio School of Philosophy; Percy Simer's Yama-Yamas Orchestra from Humphrey; Hagenback-Wallace Circus; Olca Train, readings; John R. Frazer; Cobb's Serenaders; Gayno Pruett; Erma Smith of El Dorado, piano; Barron Pitts; Krispy-Kream Donut Program; Loraine Montgomery; Little Rock Firemen's Band; Ozark Mountaineer; Burch Pitts; Louise Duckert and Maxine Walker; Leon Robinson, jazz piano; Oliver's 11-piece

Orchestra; Allen Withee, jazz piano; Freda Ward and Speedy Quick; Durant Allen, jazz piano; Guy Amsler, State Game and Fish Commission; Dolores Kojeski, child star; Bob Halliburton, piano and song; Al Priddy with Sonia; Arthur Mills, accordion; and the Rodeheaver Program.

The Nossek Department Store began sponsoring a program on KARK, featuring the singing team of Benny Craig and David Huddleston. They were billed as "The Nossek Twins." Another Benny Craig assignment was the handling of remote broadcasts from Bernardi's Venetian Club, featuring Chili Morris and his Seven Peppers. Craig's nightly pay was one dollar and his supper.

The 1932 KARK program parade continued its march through the year: Bost Toothpaste Program; Sherman Shaw, harmonica; Ceidel Hammons, guitar; Sid and Murray from Penney's; Two Monkey Glands Program; Liberty Store Program; Tony Mac from Little Italy; Musical Coterie; Lew Conner's Orchestra; Charlotte Harris; Ethel Sybil, blues singer; Police Report; Sidney Freeman; Helen Wicksman, Searcy Program; Lion Oil Program; Bert Futrell Orchestra from St. Louis; Charles Smith, baritone; Dreamer of Dreams; Charlotte Colburn; Harry Hamner; Cook and Forman, Hawaiian guitar and mandolin; Sterling Casualty Company; Do It Yourself Program; Library Program; Stuart Perryman; Black and White Melody Boys; Dorothy Williams; Tolerable David Burrough; Stuttgart Program; Tom Campbell; Cox Children; Charles Summerfield; Frank Smith Players; Beth Crawford; Bulova Girls; Mrs. Hamp Williams; Frank Bird; and Bean's Orchestra.

On October 7, 1932, KARK broadcast from the Arkansas State Fair. Election returns were broadcast until 1:00 A.M. Tuesday, November 8, when Franklin D. Roosevelt was elected president the first time.

Programs during the final portion of the year included Orta Januson, pianist; Shopper's Guide; Tate Loan Shop Program; Duck Hunter's Guide; McKinney Cotton Pickers; Cleo Boles of Russellville, vocalist; Mary and Joe; Billy of Arkansas; Salon Orchestra; Four Joymakers; Radio Romances; Miss Birdie Kirkland and Stanley Andrews; Democracy's Dollar Days

Program; Rock Island Railroad's 81st Anniversary Program; The Apothecaries, Little Rock Independent Druggists; Y.M.C.A.; Mary Jefferson; Palmer Patterson; Little Rock on Parade; Will Rogers Laboratories; Hartsil Jones; Thomas Wright; Skeeter Kell's Orchestra; Sterling Santa Claus; Boswell Sisters records; Francis Lee Andrews; Skeeter Kell Players (comedy); Ralph Brown's Orchestra; Ruth Kirby, soloist; Leo Lynch's Boys; Arkansas Federation of Labor; E. L. Schwarz, pianist; Aunt Dinah's Quilts; Vita Jamison; The Four Aces; Miss Erle Chambers; and M. C. Patter, accordion.

KARK's application to increase power to 500 watts was again denied, but the license renewal was granted. The new 500-watt transmitter was finally put to use on May 18, 1934. Nighttime power was still 250 watts. Howard Shuman was station manager. In the fall, he was at North Little High School's football stadium broadcasting (or attempting to broadcast) a game. His accuracy of player identification and type of play from his sideline vantage point was sometimes questionable. A young man standing nearby seemed to Shuman to have a good knowledge of the action on the field. His comments offmike appeared to be authoritative. He was Dale Alford, who was a student at the University of Arkansas Medical School. His father, T. H. Alford, was the North Little Rock Superintendent of Schools. Shuman made a wise decision. He handed the mike to Alford and told him to do the play-by-play. The medical student finished the game and became KARK's sports announcer, working during the remainder of his college years.

In October 1934, KARK announced that the Lion Oil Company would sponsor all out-of-state Arkansas Razorback football games. Colonel T. H. Barton said, "This is the first time in history that arrangements have been made by an Arkansas company to sponsor the broadcasting of the games play-by-play, and we are glad to cooperate with University officials and station KARK to this end." Chief Engineer Dan Winn had to go early to a stadium where an out-of-state game was to be played and hire carpenters to build a temporary broadcast booth. After Alford completed the broadcast, Dan gave the lumber to the carpenters as payment to tear down the booth.

On January 4, 1935, KARK joined the American Broadcasting System (not to be confused with the current American Broadcasting Company). The chain had twenty-four stations at the time. The following program schedule was offered to local listeners by KARK after the affiliation:

A.M.

- 8:00—Top o' the Morning
- 8:30—Rhythm Melodies
- 8:00—Sagebrush Harmonizers
- 9:15—Press Radio News
- 11:45—Hotel New Yorker

P.M.

- 12:30 Meadows Beauty Forum
- 2:30—Today's Winners, Sports
- 3:45—Women's Page of the Air
- 5:00—Press Radio News
- 6:45—One Man Minstrel
- 7:15—Five Star Final, Lion Oil
- 8:45—Prize Fight from Detroit
- 10:15—Bob Martel Orchestra
- 11:00—Ted Brown Orchestra
- 11:30—Day's End with Betty Gould and Larry Reilly
- 12:00—Sign Off

"Five Star Final" was a dramatization of the day's most exciting and most important news events.

KARK gained a competent commercial manager in January 1935. Cecil K. Beaver came from WOW, Omaha. Someone had asked him in 1929 whether he knew how to sell radio time. His reply was: "I didn't know you sold it." Apparently, he soon learned. He sold it for many years. Beaver recalls that after he went to work for KARK, his best account was Montgomery Ward. They paid every Friday.

Colonel Barton established KELD in his hometown of El Dorado in the fall of 1935. This gave Lion Oil a two-station hookup for the Razorback football broadcasts. It was the beginning of the Arkansas Network. More stations were added

later. Dale Alford was assisted in 1935 by Norman Hall, an employee of Lion Oil in El Dorado.

A future longtime employee went to work for KARK in January 1936. Mrs. Oda Sharpe worked in the office part time for a week and then began fulltime duty. Among the staff members she still recalls from that era were John Stedman, announcer and engineer; Jack Lewis, program director; C. K. Beaver, commercial manager; Howard Shuman, station manager; Mrs. Shuman; Larry Meinert, business manager; Dan Winn, chief engineer; Bob Greer; and Art Taylor.

Effa Laura Wooten, who had gained copywriting experience by writing a series of broadcasts for the public speaking class at Little Rock Junior College, became a script writer for KARK in May 1936.

Howard Shuman left KARK in 1936. In a recent interview, he reported that the station's monthly billing climbed to \$3,600 during his tenure. He would soon spend several years in radio at Hot Springs.

KARK had made overtures to NBC for several years to acquire a portion of the network's programs. Colonel Barton tried again in 1936. He made a trip to New York. The man in charge of the network's station relations department had served in the Army Signal Corps in World War I, had later worked for WFFA, Dallas, and had installed KFDM, Beaumont and KPRC, Houston. The Colonel didn't sell him on the idea of letting KARK join NBC, but he did succeed in hiring him to manage the station. George Edmund "Ed" Zimmerman came to Little Rock to help develop KARK into a first-rate radio station.

Significant technical improvements were made. The transmitter site was changed to Jackson Boulevard (U.S. Highway 67), North Little Rock, a low-lying area. A new RCA high fidelity transmitter was installed. A new 315-foot vertical radiator was erected. At this writing, its still in use. On March 24, 1936, the new facility was put into effect, along with a power increase to 1000 watts daytime and 500 watts nighttime.

Louis Cohen came over from KLRA and joined the sales staff. Vocalist Colleen Cart had a program on the station sponsored by Pfeifers, which was quite an achievement for a

ten-year-old. KARK continued to originate the football broadcasts of the University of Arkansas Razorbacks, sponsored by Lion Oil Company.

After Ed Zimmerman became manager of KARK, he didn't hesitate before making a trip back to New York and Radio City. His goal was to persuade his successor in NBC Station Relations to grant network affiliation to KARK. At first, Zimmerman was told that there was absolutely no possibility of that concession because national advertisers were not interested in the Little Rock market. Finally, the negotiations reached a personal, man-to-man basis. The result was that the network official said he would do it for Zimmerman even if it meant his own job. At 6:00 A.M., January 1, 1937, KARK began receiving programs from both the Red and Blue Networks of NBC. The chain transmission came through Kansas City.

A favorite local program at the time featured Happy Jack and his Ward Ramblers (sponsored by Montgomery Ward). They were heard from 9:00 to 9:30 A.M. and 7:15 to 7:45 P.M.

In February, Ed Zimmerman, then listed as vice-president and general manager, testified before the FCC in Washington that KARK needed 1000 watts at night to overcome interference from a Mexico City station. Opposition argument was submitted by KFNF, Shenandoah.

An important business step was made when Edward Petry and Company became KARK's national advertising representative. It would mean a great increase in national advertising accounts.

Engineer Gladman Upchurch went to work for KARK in January 1937. He soon "felt at home" at the station's transmitter. He was caught out there during a flood and stayed for a week without leaving. His car also was a victim of the high water.

Doug Romine, who would later hold key positions at KARK, joined the announcing staff in September 1937. He had announced during the summer at KLZ, Denver. David Byrn became chief announcer at KARK in 1937.

In addition to his handling the Razorback games in the fall, Dale Alford did the "Pigskin Parade" at 8:15 P.M., sponsored by

Patrick Henry Beer. The University games were carried on KARK, Little Rock, KELD, El Dorado, and KBTM, Jonesboro.

The broadcasting agreement with the First Church of The Nazarene, made at the time of the station sale, was still in effect in the late Thirties and considerable use of the time was made. Young church members were heard on Saturday mornings, Sunday afternoons, and early Sunday evenings. Among the many participants were Jane Gray, who did much of the announcing; Dorothy Mae Shirey; Raymond Mills; Kenneth Blessing; Rose Harrison; and David Harrison. The "Back Home Hour," conducted by Vick Gray, was on at 10:30 Sunday night. Sister Agnes Diffie, assisted by Mrs. Vick Gray, Buster Crawford, and others, continued the regular daily and Sunday broadcasts.

David Byrn left KARK in 1938 to accept a job at WBAP, Fort Worth. KFPW, Fort Smith was added to the list of stations carrying Razorback football games in 1938.

KARK had a licensed remote relay broadcasting station. It was called KILU (humorously referred to as "Kill You").

Power was raised to 1,000 watts at night on February 20, 1939, giving KARK a fulltime 1,000 watt output. The Blue Network affiliation was discontinued in 1939, making the station an exclusive NBC Red Network outlet. The next power boost was to 5,000 watts. This increase was licensed October 22, 1940. A new RCA transmitter and an additional tower were acquired for the increase.

One day an evangelist emerging from the KARK business office, elated that he had been able to acquire some program time, suddenly met Dan Winn in the hall. "Young man, are you a Christian?" he asked excitedly.

Dan, misunderstanding the question, replied, "No, I'm an engineer."

The *Variety Radio Directory* of 1938-1939 listed G.E. Zimmerman, vice-president and general manager; Larry Meinert, station manager; C. K. Beaver, commercial manager; Jack Lewis, program director; and D. L. Winn, chief engineer.

Bob Buice was an announcer at KGHI in 1940 when he received a call from Ed Zimmerman. The KARK official told him

that he had been listening to him, was impressed with his air work, and wanted him to come to work at KARK. Bob was quite thrilled at the thought of becoming a part of the city's NBC station. Live talent was usually heard on stations during the early portion of the broadcast day. Bob was assigned to the early morning shift. He introduced Curly Fox and Texas Ruby, a well-known fiddle and vocalist Mr. and Mrs. team in the South, at the sign on time of 6:00 o'clock. They were followed at 6:15 by the Stamps-Baxter Melody Boys, a popular gospel quartet. Working informally with groups such as those, Bob developed a friendly, personal style on the air.

Joe Hogan came to KARK in August 1940. He had started in radio on WEW, St. Louis. He did KARK's 10:00 P.M. news and soon became the chief announcer.

The 1940 Razorback football schedule took Dale Alford to the Polo Grounds in New York, scene of the game between the Razorbacks and Fordham. Network Announcer George Hicks served as Alford's color man on the broadcast. In December 1940, having completed his medical training, First Lieutenant Thomas Dale Alford, Medical Reserve, reported to the Army-Navy General Hospital in Hot Springs for duty.

Julian Haas (pronounced Hays) joined the sales staff of KARK in 1941, bringing with him an extensive background in newspaper reporting and advertising selling. As a reporter for the *Shreveport Times*, he had covered the killing of Clyde Barrow and Bonnie Parker by a sheriff's posse near Arcadia, Louisiana, in May 1934. His previous radio experience had been reporting the 10:00 P.M. news at the newspaper's remote studio over KWKH. Prior to his coming to KARK, he had been in general sales work in Little Rock since 1935.

In March 1941, KARK purchased the Hollenberg Building at 114-116 East Capitol for approximately \$100,000, and work was started to convert the third floor into new quarters for the radio station.

The NARBA frequency allocations, which went into effect March 29, moved KARK to 920 kilocycles. The *Radio Daily Annual* of 1941 listed Paul Godt, program director; Gene Weil, publicity director; and Henry Orback, news editor. Announcer

Hugh Mitchell moved to KARK from KGHI in 1941.

In the fall, the building, with the name changed to Radio Center, was ready for occupancy. On October 20, 1941, KARK began broadcasting from the new studios, which, along with the office space, filled the entire third floor of about 7,000 square feet. It was completely air conditioned (quite a feature in those days for a radio station). The studio area included a large ensemble studio, which would seat 100 persons, a smaller studio, and an announcer's studio. A large audience observation foyer enabled visitors to watch programs. All equipment and furnishings were new. The principle of sound diffusion was used in the studios. KARK was one of the first stations to install that type of sound construction. All rooms had fluorescent lighting, and white linoleum was used as a floor covering. New pianos and a Hammond organ were acquired. New RCA dual speech equipment was installed.

From a humble beginning, KARK had grown into a prestigious broadcasting facility.

KGHG

Charles W. McCollum of McGehee went into the radio business in various ways in 1928. He opened a new radio shop and built a new radio station. A construction permit was issued by the Federal Radio Commission for KGHG March 27, 1928, with a frequency of 1350 kilocycles, 222.1 meters, with a power of fifty watts. He began building a transmitter and also making preparations to open a radio shop on Highway Street next to Peoples Dry Good Store. A license for KGHG was granted August 1, and McCollum began test programs during the noon hour and at night September 1, 1928.

The radio shop, under the name of McGehee Radio Company (phone 36), opened Thursday, September 20 and featured radio repair, receiving set building service, and a line of new RCA Radiolas and Majestic all-electric radios. The formal opening of KGHG was Monday, October 15, 1928, at the Southeast Arkansas Fair at McGehee. Although the station was authorized for 50 watts of power, it came on the air with only 15 watts.

Talent from the fairgrounds on the initial program included music by the Slayer Carnival Company Band and students from the Dermott Academy for Negroes and the McGehee Training School for Negroes singing spirituals. During the week, other musical concerts as well as horseracing results were broadcast.

The frequency shift which was ordered for many stations November 11, 1928, put KGHG on 1310 kilocycles. Senator Scott McGehee headed a civic drive to raise the necessary money for the transmitter to be enlarged to a 50-watt output. The City Council donated \$50. After the money was obtained, there were further delays in getting delivery on added equipment. A frequency meter arrived in January 1929, but it would still be several weeks before the increase could be put into effect.

KGHG could not broadcast on Sunday, January 27 because McCollum was called out of town. He sold the radio shop that month since he didn't have enough time for both the shop and the radio station. The station was moved to the American Legion Hut. During the same period, the McGehee Business Men's Club sent a resolution to the FRC protesting the application for a station in Bastrop, Louisiana, on the same frequency that KGHG used.

KGHG began operating with 50 watts of power at 5:15 P.M., Sunday, March 10, 1929. The program was presented by the McGehee Academy of Fine Arts under the direction of Miss Emile Schellinger, assisted by Mrs. J. S. Tillar and the Edmunds Quartet. Miss Gertrude Rogers sang "Makin' Whoopee." The quartet sang several selections, including "Bill Bailey's Battering Billy Goat." A piano trio composed of Misses Dorothy Richey, Gertrude Rogers, and Anna Catherine Winburn performed. Miss Sarah Kate Morrison gave a reading entitled "Mrs. Rastus Johnson at the Wedding." Mr. Edmunds sang a basso solo. A violin solo, "Melody in F," was played by Miss Schellinger. A piano duet featured Dixie Flynn and Ione Farrel. Joy Griffing played "Shepherds All and Maidens Fair," as a piano solo. Mary Kathryn Tracey sang "I Love You Now And I Loved You Then." Misses Geneva Cook, Ione Farrell, and Joy Griffing formed another piano trio.

McCollum announced that KGHG would broadcast daily

from 12:30 to 1:00 P.M. and would begin again at 7:00 P.M. On the following Tuesday during the noon program, Miss Olivette McKenzie gave vocal numbers, and Miss Mae Linaker rendered piano selections. The Sunday program featured musical readings and piano numbers by Hazel Edington and Fern Cowan of Dumas. On Sunday night, Announcer A. C. Isch dedicated a "Sweethearts" program to "all lovers in and around McGehee." He also announced that it would be a regular feature of the station.

On Thursday night, May 9, residents of Tillar broadcast a musical program at 8:00 o'clock. National Music Week was observed with programs featuring talent from Dumas, Tillar, Monticello and Lake Village, in addition to the Glee Club of the Baptist Academy of Dermott and the McGehee Orchestra.

Other programs in May included a talk by Miss Virginia Arlene, Desha County Home Demonstration Agent; the Applesauce Twins with Horace Miller and Company, banjo and singing; piano and vocal selections by Mrs. A. E. Miller and Mrs. W.S. Smith; the Tonsorial Artists Program; oldtime music; and "Ask Me Another," featuring Professor Noall, billed as a "prominent member of the intelligentsia." It was announced that this would be a regular feature at Thursday noon.

In early June, KGHG shut down temporarily while the studio and transmitter were moved. The American Legion Hut was to be converted into a skating rink. The radio station was installed on the third floor of the Cook Building on South First Street. One forty-foot tower was placed on top of the Cook Building and another was put on the Siegle Theatre Building to hold the antenna. Broadcasting was resumed on Monday, July 1, 1929, with programs scheduled for noontime, afternoon, and night. R. F. Maupin and L. E. Brundage appeared on the station the first day at the new location.

KGHG's license was renewed from July 31 to October 21, 1929. The station was deleted from government records at the end of the license date.

Americans plunked down \$843,000,000 for radio sets in 1929. Most citizens who didn't buy a set and who didn't already have

one went visiting to hear a radio that belonged to someone else. The writer remembers that on a cold night in Northeast Arkansas there was a knock at the door. When it was opened, a man who was a stranger said, "We came over to listen to the radio." After an invitation to come in was offered, he and his wife and four children entered and stayed until almost midnight.

Little Rock radio dealers took a cue from other cities and held a "\$100,000 bonfire" in City Park on Armistice Night, November 11, 1929. Old battery-type radio sets and speakers were burned on the baseball field to promote new electric sets. The \$100,000 figure was based on the selling price of the sets when they were new. Several people asked why the sets were not given to poor people. The reason given was that it would cost about \$30 for batteries, parts, and an outside antenna to make them operative. Anyone who could pay that amount could have an old set free.

Draughon's School of Business added radio to their curriculum in 1930. Students could study radio repair, or they could pursue a course which helped to prepare them to obtain an operator's license.

Pfeifers Department Store in Little Rock received the city's first carload of Majestic's new electric radios that were promoted as "Quiet, no AC hum, no oscillation, a brand new thrill in radio. Uniform amplification automatically at any point on the dial." A spokesman for 555, Inc., the Atwater Kent distributor, stated that most radio fans wanted sets built into cabinets instead of table models. That year, Mrs. Ada E. Rimmel presented the YMCA men's social room with an Atwater Kent cabinet radio. She had originally furnished the room in memory of her brother, the late H.L. Rimmel. The radio set was received enthusiastically by the men who frequented the room. In North Little Rock, a built-in radio desk was a feature of a model home. A combination writing desk and radio compartment was built beneath the built-in bookcase.

The *Arkansas Gazette* ran a three-frame cartoon depicting the words of a radio announcer and the thoughts of his wife in response to what he said. In the first section, she heard her husband say on the radio, "He will favor us with the very

beautiful song, 'Sweet Ladybird Come Back to Me.'

Her response; "That's the song he says he detests. He's heard it a million times. He said if he ever heard that song again, he'd either sue or shoot. I can imagine him sitting there frothing at the mouth. He's heard that song every night for a year. Sometimes two or three times. He says its getting on his nerves. He hears it in his sleep."

An hour later the announcer said, "Ladies and Gentlemen, it gives me great pleasure to announce that the quartette will sing for its next selection 'Sweet Ladybird Come Back to Me'."

That time the wife thought: "Wow! Poor Fred. Here comes that song again. I don't think that popping sound is static. I think it's Fred taking pot shots at the quartette."

Finally she heard him sign off the station: "...on the air again at 9:00 A.M. This is Fred Gedunkus announcing. Good night."

Her reaction: "His tongue just drips honey when he says 'Good night.' I'll bet he's as mad as a hornet. I dread to face him when he gets home."

Ten million homes in the United States had radios by 1930 as compared to an estimated 60,000 in 1922. The Census Bureau reported that only 9.2% of Arkansas families owned sets—40,248 out of 439,408.

Although there had not been a radio station at Henderson-Brown College at Arkadelphia since 1925, there was some training activity in the subject during the late Twenties and early Thirties. In a recent letter, Dr. Jerry H. Service, who was professor of physics at the college from 1928 to 1932 wrote:

During my four years at Henderson my boys and I played with electronics and built amplifiers, receivers, transmitters, etc. We set up a transmitter and broadcast pretty well to the limits of the County. For one thing at first, one of the boys would sit down in the lab and read passages from the Sears and Roebuck catalog, while the other boys would scurry around the County and listen in on peoples radio receivers.

The good thing we did was during those fine musicals up in the chapel. The boys and I would plant microphones

around the stage, have a transmitter set up in the lab, and broadcast the music around the County. I recall that at one of the concerts, Dr. Frederick Harwood was sick at home and listened at his radio to our "broadcast." So far as I can remember, comments were generally favorable.

Dr. P. G. Horton was chairman of the Chemistry and Physics Department, having come to Henderson in the fall of 1930, one year after it became a state school. He recalls that the transmitter tube of Radio Station KFWD (originally WOK) was still in the physics lab for several years after he arrived. It was a De Forest vacuum tube about three inches in diameter and about ten inches long. Dr. Horton personally put the tube in the Henderson Museum.

Arkansas radio stations could be monitored by the RFC at anytime in 1930. An extremely sensitive giant receiver was installed in the Customs House at New Orleans to police and maintain order on the air channels of seventy-three stations in the Fifth District. Five antennae of different types were placed on top of the building. The receiver was built in the laboratory of Theodore G. Deiler, RFC Supervisor for the district. The frequency, modulation, and general operation of stations could be determined. It was possible to measure the frequency of any station with an accuracy of one part in 1,000,000. The equipment included a tuner with interchangeable coil which was capable of receiving all classes of radio signals from 100 to 1,500 kilocycles and another capable of covering the band from 1,500 to 30,000 kilocycles. A 30-kilocycle quartz plate, kept at a temperature constant within one-hundredth of a degree centigrade in an insulated chamber, did the actual measuring of frequencies. Four multi-vibrators transformed the standard frequency into frequencies suitable for measurement. An audio oscillator controlled by the quartz plate and having a range of 0 to 5,000 cycles was used for making the final measurement. Listening was carried on nine hours each day.

Students at Scott School in Pulaski County in 1930 were believed to be the first in the county to have a radio available for educational purposes. The set was a gift from Mrs. E. P Steele.

On the national scene, Floyd Gibbons of NBC, the former war correspondent who was later seen in movie newsreels wearing a patch over one eye, set a record for the most words spoken in a given period of time. He articulated 217 per minute and 2,930 in 13½ minutes. Prospective announcers for NBC had to pass a rigid audition: "Sufficeth us....The bleak breeze blighted the bright broom blossoms. He sawed six sleek slender saplings. Next we will hear some of the works of the following composers: Richard Wagner, Ludwig Beethoven, Jules Massenet, Georges Bizet, Pietru Mascagni, Ruggiero Leoncavallo, Wilhelm Mingleburg, Serge Rachmaninoff, Cesare Sodero, and Enrigue Granadoe." These sentences constituted only a minor portion of the test.

All of this rapid talk and tongue-twisting enunciation was too much for one Greenwich Village listener in New York. To escape "the incessant blare of radio loudspeakers" which annoyed him all day, he walked out into the Central Park Lake until the water was over his head. A boathouse employee rowed out and pulled him into the boat. He was then taken to Bellevue Hospital.

Radio was made a "whipping boy" in other instances, too. Radio loudspeakers were blamed for driving hundreds of couples into divorce courts because no two members of a family wanted to hear the same program. Supposedly, what was music to one was a neurosis-producing racket to the other.

One radio announcer of that year was asked what he did when he had to sneeze. "I just stick my head under the desk," he replied.

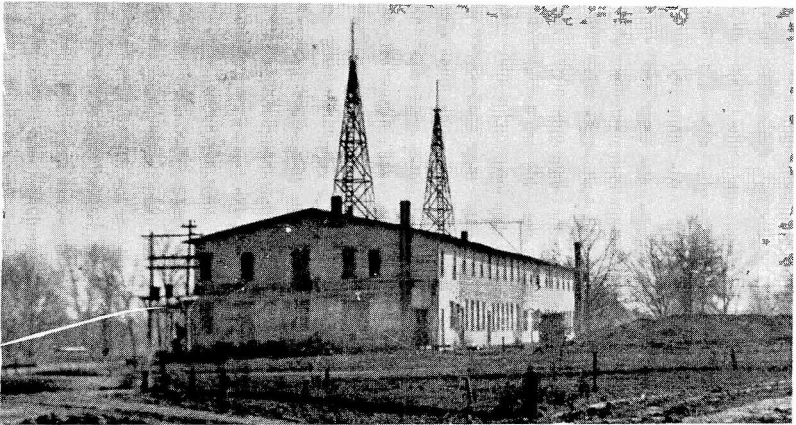
"Radio while you roll" was used to advertise car radios, but not all authorities agreed that the driver should have that extra service. The motor vehicle commissioner in New Jersey asked the State Legislature to pass a law to ban car radios on the grounds that they distracted the driver causing accidents. The police commissioner of New York City declared that new taxicabs with radios would have to eliminate that feature before he would approve them because there was too much noise in the city, the passenger had no control over the radio, and it might distract the driver.

KFPW

The Reverend Lannie W. Stewart, 233 North Kane Avenue, Cartersville, Missouri (near Joplin), was granted a license for KFPW on April 17, 1924. He installed the station in St. John's Methodist Church, South, which was located at 120 West Main Street in Cartersville. The Reverend Stewart was both the announcer and the operator for the 10-watt station, which had a frequency of 1120 kilocycles. KFPW was used largely in connection with his evangelistic work. In early 1925, the frequency was changed to 1160 kilocycles, 258.5 meters, and the power was raised to 20 watts. On June 1, 1927, the power was increased to 50 watts, and the frequency was changed to 1140 kilocycles, 263 meters.

The Reverend Stewart left Cartersville in May 1928 to accept a position on the faculty of John E. Brown College at the Sulphur Springs, Arkansas, campus. He brought the KFPW transmitter with him and installed it in the big Mountain View Hotel in Sulphur Springs.

He transferred to the college's Siloam Springs campus in the fall of 1928 to teach radio classes. On October 23, 1928, he received



The KFPW towers on the White Building of John E. Brown College. The frame on the roof below the towers holds a 25-wire counterpoise.

permission from the Federal Radio Commission to move KFPW to Siloam Springs. The frequency allocation plan of November 11 changed the frequency to 1340 kilocycles, 223.9 meters. The move to Siloam Springs was completed November 14, 1928, with installation in the college's White Building. Two 35-foot wooden towers and a counterpoise were erected on top of the building. Several storage batteries supplied the power. They were recharged when the station was off the air.

The Reverend John Brown, the school's president, broadcast religious talks on KFPW during the early morning hours. At that time of day, the station had good coverage; but after daylight, the listening audience was very limited. The Reverend Brown is credited with originating the call letters slogan "Kind Friends Please Write." In addition to the college head's messages, the programming consisted of daytime chapel services, phonograph records, and music performed by various student groups. Some of the students who helped operate were Frank Treadway, John Teel and Jesse L. Miller. The Reverend Stewart installed a new modulation system in an effort to improve coverage.

The station's founder returned to Carterville in July 1929 leaving KFPW at Siloam Springs. On June 9, 1930, the John Brown Schools acquired outright ownership of the station but didn't keep it long. John England, manager of the Southwestern Hotel Company's Goldman Hotel in Fort Smith, and Jimmie Barry, a Fort Smith radio dealer, had attended a hearing on May 3, 1930, before Federal Radio Commissioner Judge Eugene O. Sykes in Washington. They had presented a case for the granting of a license for a station in Fort Smith. After authorization was given, negotiations to acquire KFPW were completed. The Southwestern Hotel Company would become the new owner and move the station to Fort Smith. John Brown Schools would reserve the right to broadcast an hour each day. (Because of the distance, this privilege was seldom used.)

Jimmie Barry was named station manager, and Jesse Miller accepted a job as engineer with the new owners. In early July 1930, Miller and a helper took a truck to the college campus to get the transmitter and other equipment. With the help of student Lester Harlow, they loaded it on the truck and hauled it to Fort

Smith. The task of installing the equipment on the top floor of the hotel began immediately. The suite included a studio, transmitter room, reception room, and office. Two steel towers were erected on top of the hotel.

The first test program began at 1:00 A.M., July 16, 1930, and featured three hours of phonograph music. Response came from Wisconsin, Illinois, and Oklahoma. Regular programs were put on the air beginning Sunday, July 27. Until spare parts were received, broadcasting was limited to three hours daily—7:00 to 8:00 A.M., 12:00 to 1:00 P.M., and 6:00 to 7:00 P.M. Later, the schedule was increased to seven hours daily—7:00 to 9:00 A.M., 11:00 A.M. to 2:00 P.M., and 5:00 to 7:00 P.M.

KFPW went on the air in time to capitalize on the political campaigns of the summer of 1930. For a new station, this was much-needed revenue. In early September, they rendered a public service by broadcasting a message for a man on a fishing trip. His wife had become critically ill. He was located on Lee's Creek by a farmer who had been listening to KFPW.

An important addition was made to the station's staff on September 20. Dorothy Gibson was hired to be the program director and staff organist and pianist. During the month, the St. Cecilia Music Club of Paris, Arkansas, composed of violin and piano pupils, became regular performers on the station.

The program schedule of "The Voice of Fort Smith" had developed considerably by Saturday, September 27, 1930:

A.M.

7:00—Breakfast Hour, Musical Program

9:00—Opening Cotton, Grain, and Stock Exchange Reports

9:10—Musical Program

P.M.

12:00—Feature Program

12:05—Southwest-Times Record Newscasting

12:15—Entertainment and Educational Features

5:30—Closing Markets

5:40—Musical Program

6:00—Southwest-Times Record Newscasting

- 6:10—Motor Safety Program
- 6:15—Feature Program

In another week, much more progress had been made in programming:

A.M.

- 7:00—Ozarkian Orchestra
- 8:00—Charles McGill and Quartet
- 8:15—Nick George, pianist
- 8:45—Fred O'Baugh, marimba
- 9:00—Billy Beard, soloist
- 9:15—Joe Leming, Jr., pianist
- 9:30—Mrs. Ward Muris
- 9:45—Laura Schmuck, soloist
- 10:00—Bob McDowell, guitar
- 10:15—Louise Clark, pianist
- 10:30—Ralph B. Jones, soloist
- 10:45—Leo Maestri, violinist

P.M.

- 12:35—Southerners Orchestra
- 1:30—World Series between St. Louis Cardinals and Philadelphia Athletics
- 3:30—Ridge Runners, String Band Orchestra
- 3:50—Charles Harrison and Wilson Castleberry, pianist and soloist

Forty pupils of the music and expression class of Paris High School broadcast over KFPW in October.

In January 1931, more area talent appeared on the station. The Greenwood FFA Stringed Orchestra broadcast its first program and continued on a weekly basis. Leo Maestri, a Greenwood violin teacher, also began a weekly series of programs. In July, a group of entertainers from Mena broadcast over KFPW. Included in the list of talent were a couple that would soon go to Chicago and then on to national radio fame. Lum and Abner were among those present that day. Music was furnished by the Home Made Orchestra, composed of Josh Clark, Hammond

Watkins, Bill Clark, Tobe Stafford, Taylor Lacefield, and Nick Martin. Their stringed instruments had been manufactured in Mena by J.B. Watkins.

Willard Doan became KFPW's chief engineer on December 28, 1931. Announcer Henry C. Wood was added to the staff the following year. He had previously worked at WIL, St. Louis and KGJF, Little Rock.

In January 1932, KFPW broadcast the sixteenth anniversary program of the Fort Smith Rotary Club from its meeting room in the Goldman Hotel. KFPW Chief Announcer J. Paul Thompson was the featured singer on the program, accompanied at the piano by Program Director Dorothy Gibson.

KFPW was literally blown off the air at 1:30 P.M. one day in late January. The south tower atop the Goldman Hotel was felled by a strong wind, knocking a hole in the skylight. Announcer James Dibrell told the press that a temporary tower would be erected by late afternoon. Broadcasting was resumed at 4:30 P.M.

The Southwestern Hotel Company arranged to take over the operation of KUOA, Fayetteville in March. John England and J. Paul Thompson completed the details of the transaction during a trip to the University campus. The original arrangement was in the form of a lease agreement. They later purchased the station.

Among the features on KFPW's March program schedule were a thirty-minute piano presentation by Mrs. Ward Murta and a daily morning show by the Oven Ready Quartette entitled the "Canned Biscuit Program."

Permission was granted in April for KFPW to double its power to 100 watts and to change frequency to 1210 kilocycles. Another important part of the grant was the extension of the broadcast day to include the nighttime hours. The changes were made in May 1932.

A KFPW radio party in cooperation with the Young Businessmen's Club helped to open the season ticket drive for the Fort Smith Grizzlies' football team in September. The program included the broadcasting of the first ticket sale at 8:45 P.M. and a dance with music by Eddie Simon and the Goldman Hotel Orchestra from 9:00 P.M. to midnight.

The broadcasting of the first World Series baseball game

between the Chicago Cubs and New York Yankees in late September by KFPW brought several hundred listeners to the grounds of the Federal Building across from the *Southwest Times Record* office where an RCA Victor Radio had been installed through the courtesy of the Arkansas Radio Sales Company. Chairs were rented to the sports enthusiasts by members of the Women's Auxiliary of Sparks Memorial Hospital.

The station's coverage exceeded the personnel's expectation one night the same month. Myron Waddell, a singer appearing in Fort Smith with Eddie Simon's Orchestra, dedicated five songs to his family in Dolton, Illinois, but doubted that they could hear him. The next morning he received a message stating that they had picked up the broadcast. Unseasonably cold weather was credited with the unusual thrust by the 100-watt station.

KFPW assisted with the city Community Chest campaign in October by presenting speakers nightly for a week and performing radio skits on the subject.

At the beginning of 1933, Jimmie Barry decided that he could be more beneficial to KFPW by concentrating his efforts on the advertising phase of the operation. He formed a partnership with Advertising Manager Louis B. Pringle to establish a general advertising business in Suite 116 of the Goldman Hotel. The agency would be in charge of the acquisition of advertising for KFPW. J.F. Willson was named station manager to succeed Barry. He had been manager of the company's KUOA in Fayetteville. Prior to that job, he had worked for KARK, Little Rock and a Texas station. Willson would retain his position with KFPW until 1936. Others listed as performing administrative duties during that period were J. Paul Thompson, Dale Scanlon, and Herbert Southard.

Future KFPW Announcer Frankie Taylor began as a singer on the station in May 1933, billed as the "Singing Messenger Boy." During the same year, a person who would stay a long time joined the staff. Afton L. "Gappy" Blake became the transcription music librarian and director of transcribed programs. He also did a daily program of piano music. He was a graduate of the Arkansas School for the Blind and was visually

able to perform his duties in a manner that drew praise from his fellow staff members. In the years that followed, he handled and catalogued thousands of transcriptions. Later, the station had two transcription services, and two to three hundred new tunes were received each month. Blake could pick out almost any number without reference to files. In October, Roger Moody, billed as the "Baritone Balladeer," began his radio singing career on KFPW.

The station's participation in the Community Chest drive became an annual feature. A "Radio Jamboree" to bring cash to the chest was broadcast, featuring the Miller-Dibrell Orchestra and Jimmy Grace's Ozarkians. Jimmie Barry was the M.C. KFPW's community public service programming continued in April 1934 with a series of talks during fire prevention and clean-up week in cooperation with the Chamber of Commerce. In June, a special courtesy broadcast for Fort Smith originated in the studios of KFPW and was also carried by stations in Oklahoma City and Tulsa. Chamber of Commerce officials and station personnel arranged the program, which was sponsored by the Oklahoma Gas and Electric Company.

KFPW celebrated its fourth anniversary Friday, July 27, 1934, with a special broadcast schedule featuring Alice Joy, radio's "Dream Girl" from KTUL, Tulsa; the Lane Hotel String Trio from Rogers; more than twenty local artists; and an address by Mayor J.K. Jordan.

A.M.

6:00—Farm Program

6:15—Ramblin' Ray, vocalist and guitar

6:30—The Frog Hunters, string band

6:45—Farm Flashes

7:00—Bob and Henry, London Woolen Company

7:15—Morning Devotional Service, Immanuel Baptist Church

7:30—Ed and Zeb; Border City Coffee & Grocery Company

7:45—Smiling Stamps Brothers, Clifford and Weldon;
Piano Service Company

8:00—Announcements

8:15—World Book Man
8:30—Silver Strains (WBS, World Broadcasting Service,
transcribed music)
8:45—Delmaya Dorough; Henry Bollinger MR Store
9:00—Market Reports; OK Feed Mills, Inc.
9:15—Melody Time (WBS)
9:30—Lane Hotel String Trio
9:45—Feminine Foot-Notes
10:00—King Henry VIII; King Clothing Company
10:15—Edna Wheeler; The New Pollacks
10:30—Harlon McIlroy; Fred Hummel, plumber
10:45—Mrs. Ward Murta; C.R. Bollinger Company
11:00—Immanuel Baptist Church Organ, remote broadcast
11:30—Lane Hotel String Trio
11:45—Cooley Drug Company Program (WBS)

P.M.

12:00—Boss Motor Company Program
12:15—Cecil and Sally; Griffin Grocer Company
12:30—The Baritone Balladeer; Gabel's One-Stop Service
Station
12:45—Business Briefs; Okla. Gas & Electric Company
1:00—George Hasney; Howe Drug Company
1:15—Bouquet of Melodies; Freeman's Flowers
1:30—Frankie Taylor; Slack's Drug Company
2:00—Off The Air
5:00—Wilson Castleberry, baritone
5:15—Jerry Snowbird; Friend's Drug Company
5:30—Three Buddies
5:45—Bob and Tony; London Woolen Company
6:00—Ethical Products Program
6:15—Announcements
6:30—Gibson Mountaineers; Gibson Oil Company
6:45—Announcements
7:00—Eads Brothers Furniture Program
7:15—Rhythm Time (WBS)
7:30—Boston Store Program
7:45—Melody Jewel Box with Heine Orchestra; Fink

Jewelry Company

- 8:00—Yantis-Harper Program (WBS)
- 8:15—Janie Hamm; London Woolen Company
- 8:30—Fort Smith Radio Company Program (WBS)
- 8:45—Elizabeth Rothgerber, pianist
- 9:00—Mayor J.K. Jordan Address
- 9:15—"The Feel of the Ford at the Wheel" Quartet;
Sheridan Motor Company
- 9:30—Alice Joy, Radio's "Dream Girl"; Continental
Petroleum Company (also broadcast over KTUL,
Tulsa)
- 9:45—Goldman Hotel Salon Group and KTUL Stars (also
broadcast over KTUL, Tulsa)
- 10:15—Ferne Smith; Godi Brothers Drug Company
- 10:30—Rhythm Makers Orchestra
- 11:00—Ralph Nicholson, baritone
- 11:15—Neopolitan Quartet
- 11:30—Dance Music (WBS)
- 12:00—Off the Air

The Community Chest broadcast in November 1934 had a Hollywood premiere touch. It originated from the Joie Theatre and featured music by Jimmy Grace's Orchestra. Spotlights outside were turned on prominent citizens as they arrived at the theatre.

In January 1935, Jimmie Barry ran a newspaper ad saying that Jimmie Barry Advertising was the authorized advertising representative for KFPW.

The station announcing staff continually played the game of catching their members making mistakes on the air. One (referring to the President Roosevelt Birthday Ball) said, "Don't fail to miss this ball." Harry Wood, the chief announcer, declared convincingly, "The meal is ground flesh every day." Gene Reynolds announced, "The pipe orphan program is from the Immanuel Baptist Church." Another time, he was caught saying, "We conclose this pipe organ program." He also said, "We join the transcription sificilties of the World Broadcasting System." Copywriter Nellie Baine, who had worked at KFPW since 1933,

was accused by the announcers of doting on the word "sparkling." They good-naturedly contended that she used it in copy for everything from a circus to motor oil.

The parade of local outside and staff talent continued during 1935; the men's quartet from College of the Ozarks; Three Maids and a Melody; the Green Valley Serenaders; Fort Smith High and Junior College students; Paul Crossland, guitarist and vocalist; the Dixie Trio; Haskell Johnson's Hillbilly Band; Margaret Carrotte; Singer Tommy Beard; Tommye Green and her piano-accordion; the Smiling Stamps Brothers, Clifford and Weldon (Weldon also did some announcing); Fort Smith area Boy Scouts; Delmaya Dorough, soprano, with patriotic songs on George Washington's birthday; Herbert Allen, young tenor; the Ranch Riders; Future Farmers of America; Glen Fountain, the Wandering Serenader; Vestal Murta; Frankie Taylor and Roy Campbell, vocalists; Ferne Smith and Roger Moody, vocalists; Elizabeth Rothgerber, piano classics; Percy Carson's Orchestra at the Goldman Hotel; Lorraine Slater, vocalist; Betty Boatright, popular songs; Lucy Ledbetter, vocalist; Doyne Wilson and Dale Lawson; Gus Howard, pianist; the Cookson Cowboys; the Arkansas Corn-Dodgers; the Faulkner Sisters; Gwynne Raymond; Eddie Fleetwood; and Tommy Starcher's Orchestra.

Mrs. Ella Allen conducted the "Old Folks at Home" program each week. It was written especially for shutins and elderly people. She was also in charge of the KFPW Kiddies featured on "Children's Corner." The program was discontinued during the summer while she was at Denver doing a similar program on KOA. One of her songs, "Dance, Lady, Dance," was played on the air by the Golden Hotel Salon Group, which included Hallie Matthey, first violin; Kathryn Halstead, second violin; Dovie Halstead, cello; Wilbur Cotton, viola; and Dorothy Gibson, piano.

George Hasney had a program entitled "Out of the Dusk to You," a cycle of songs. A transcribed program featured Bill, Mack and Jimmie on a program called "Round-the-World-Trip." "The Sidewalk Reporter" was heard each day at 12:00 noon. Royal S. Barnes, baritone, presented "Beautiful Thoughts in Song." The Daughters of the American Revolution presented a special George Washington program, and the station prepared a

Lincoln Day program. Alton Blake was featured on the show, "Piano Variations in Modern Harmony." Elizabeth Rothgerber and Dorothy Gibson had a piano duet program called "Twenty Fingers in Classical Harmony." Dorothy was known as Betty Lou Dean on "Feminine Footnotes." In March, KFPW carried remote broadcasts from the Auto Show Building. A new transcribed feature, "Comedy Capers," included a character called Bill Ozark, "The original slow brain through Arkansas." The part was played by Bob Burns of Van Buren.

Leland Willard Doan, whose principal duties were those as chief engineer, was known as the "World Book Man" on the air. He received more mail than anyone else on KFPW. The traffic manager often typed "Book Worm" on the program log as a joke. Doan didn't appreciate that corruption of his title. His manager, J.F. Willson, was impressed with his technical ability saying, "When better kilocycles are built, Willard will build them" (based on Buick's slogan at that time). Operator John Edward Riley sometimes filled in as the assistant World Book Man.

James Dibrell conducted the "Camera Club." Noted rodeo (not radio) announcer George Elliot spoke daily on KFPW leading up to the date of a rodeo. Fort Smith Newspaperman Pat Garner conducted Pawnee Bill rodeo broadcasts and also wrote a short radio play which was presented on "Poppy Day," held for veterans' benefits. Albert V. Maurer did a pipe organ program from the First Lutheran Church. The Holsum Gospel Singer was heard daily. Requests were made directly to his sponsor, the Shipley Baking Company. The Boston Store sponsored a series of programs entitled "The History of Fort Smith." The speaker on the first program was Newspaper Editor C.F. Byrnes. One of the most popular programs on the station was Robert T. Hillard's mid-morning concert from WBS entitled "Let's Go Places," a musical fantasy. News at 11:30 A.M. and 9:15 P.M. was read from the newsroom of the *Southwest Times Record* by a newspaperman.

T. Roy Reid, Jr., who had formerly been a KFPW announcer, did a guest announcing shift on a Saturday night in February 1935. He was the announcer who had been on duty the night the studios of the company's KUOA in Fayetteville burned.

KFPW renewed its contract with World Broadcasting Service. The new agreement called for three hours of program service daily and thirty-two new songs each month.

Dr. Heerwagen, an acoustic engineer, was brought to Fort Smith to design and construct a new studio. Its "voice box" ceiling and a new mike added to the depth and naturalness of the voice. The air conditioned studio was considered to be one of the best in the Southwest. In November 1935, KFPW bought the latest type of Universal recording equipment for making lateral records and transcriptions (with lateral grooves in contrast to the vertical grooves of World transcriptions).

Chief Engineer Doan took on an outside chore. He built and assembled a transmitter and other equipment for Fort Smith's first police radio station. Money for the project had been raised by the Lion's Club.

Chief Announcer Henry Clay Wood left KFPW in 1935, but he would return after making the occupational rounds of several stations. A National Guard program was broadcast in January 1936. It opened with a bugle call, which was followed by a song and a talk by a veteran, and was ended with the playing of "Taps." Ella Allen began the "Popeye Club Amateur Hour" from the stage of the New Theatre on Saturday mornings at 10:00 o'clock. Two Salisaw, Oklahoma, youngsters were the winners on the first show. Mary Lee Riggs won a Shirley Temple doll for singing "Whose Sweetie Are You?", and Charles Lowery won a Popeye exerciser for singing "Prairie Moon." After the radio stage show, Popeye cartoons were shown.

A new Kilgen master pipe organ was installed at KFPW in March 1936, and Manager Willson had the honor of playing it on the air the first time. The six-stop instrument was located in the main dining room of the Goldman Hotel, occupying a room 12 by 10 by 12 feet. It was tuned especially for broadcasting.

In April, the York Conservatory inaugurated a series of weekly broadcasts featuring advanced students. Another performer that month was Lawrence Edward Kelly, a vocalist. KFPW was "up in the air" the following month. For the first time in Fort Smith, a demonstration of radio communication between airplanes was held. It was picked up by short wave and

rebroadcast by the station. Planes of the 154th Observation Squadron, Arkansas National Guard, were piloted by Lt. Hopson and Lt. Halbert. They talked by short wave to T. Roy Reid, who had rejoined the KFPW announcing staff.

KFPW broadcast a "Rotary Radio Riot" from the Masonic Temple Auditorium in May. The occasion was the 15th District Rotary convention. Thirteen clubs presented talent numbers. Another program feature during the month was *Times Record* City Editor J.E. "Pat" Garner's original monologue of "The Story Behind the Little Red Poppy," a tribute to veterans' Poppy Day.

KFPW broadcast President Franklin Roosevelt's address from Little Rock in June 1936. T. Roy Reid represented the station during the centennial celebration in the Capital City.

The heat wave in July 1936 prompted the U.S. Weather Bureau at Fort Smith to broadcast the temperature every two hours during the daytime. Forecaster Walter C. Hickman said there were so many calls to both the weather bureau and the radio station requesting the temperature that the special service was started.

Vocalist Henry Sutherland of Little Rock made appearances on KFPW during the summer, accompanied by Francile Harrison McGill.

Presidential politics were on the air across the nation in the fall of 1936. Republican Alf Landon was trying to unseat Roosevelt in his bid for a second term in the White House. Arkansas Senator Joe T. Robinson, the Senate majority leader, spoke for Roosevelt over a group of Arkansas stations including KFPW.

On December 1, 1936, James Freed Willson left KFPW to take the job as manager of a station in Big Springs, Texas. Dorothy Gibson was selected to take his place as station manager. Jimmie Barry remained in his general supervisory capacity as well as the station representative with his advertising agency.

Fort Smith Senior High School presented a series of programs in the spring of 1937. In May, Pat Garner again dramatized his special Poppy Day program, which was becoming a tradition. Also on the program were Pianist Dorothy Gibson,

Violinist Hallie Matthey Triplett (with a new last name added), and Vocalist Roger Moody. The May program lineup also included baseball scores six times during the afternoons sponsored by Silbernagel and Company. A new show also made its appearance that month. "The Adventures of Ace Williams" began its daily transcribed run.

"The Phyl Coe Radio Mysteries" debuted in September. Philco sponsored a nationwide \$50,000 cash radio mystery contest. The show's local sponsor was Eads Furniture Company. The Razorback football broadcasts began on KFPW in early October, sponsored by Lion Oil Company.

Several special programs were heard on Christmas Day 1937: a broadcast from the First Lutheran Church; "Words and Music in the Yuletide Spirit," NBC Christmas music; "Wanted, a Santa," WBS; "Christmas Carol," an NBC dramatization; "David, Star of Bethelam," a WBS drama, along with greetings from the KFPW staff; and a play-by-play re-creation report of the football game between Arkansas State Teachers College and Fresno State College played at Los Angeles. Telegraphic reports were sent from the stadium to a telegraph operator at KFPW, and the action was announced from the studio.

Staff additions in 1937 included Engineer David Holt, who had learned radio in a CCC camp, and Florence Kusewitt, secretary to Jimmie Barry.

Programming and talent highlights in 1938 included Hiron Kessler's piano and accordion broadcasts, assisted by his accordion pupils and sponsored by Jenkins Music Company; the KFPW Swingsters playing for a dance at Joyland Hall; Ella Allen's presentation of the "KFPW Kiddie Kabaret" from the stage of the Joie Theatre in connection with the movie "Coconut Grove"; state political speeches; a series of programs by the American Legion "to acquaint the public with the ideals, history, and achievement of the Legion"; the KFPW Playhouse; and Razorback football broadcasts.

KFPW had significant additions to its staff in 1939. General Manager Jimmie Barry announced in January that Pat Garner, veteran newspaperman, would become manager of the KFPW news department and that Bill Slates would be production

manager. In February, D.W. Hoisington became the station's chief engineer and also did some announcing. Harvey E. March joined the announcing staff after his graduation from Ouachita College. C.H. "Doc" Miller was hired as a member of the advertising staff in May. Before the baseball season was over, Paul Williams left to become a sports commentator for WJZ, Detroit, and Bill Slates began doing play-by-play. E.H. Patterson was added to the advertising sales staff in August. Henry Wood returned after a four-year absence. He specialized in commercial announcing and was described as "good in characterization."

A popular program feature in 1939 was "What's New in Fort Smith?" conducted by Judy Jive (real name Judy Goslin). It was a twenty-five minute daily show with music and local happenings. That year KFPW often broadcast live dance music from Swingland.

The station's staff was very public relations conscious. Pat Garner made speeches to the Friendship Class of the Central Presbyterian Church and to the Kiwanis Club. Jimmie Barry made several appearances before various groups. He spoke on the growth of radio to the new Civics Club, pointing out that there were 40,000,000 home receiving sets in the U.S. as well as 6,000,000 cars that had sets. Pat Garner was on the same luncheon program, broadcasting the 1:00 P.M. news from in front of the group. Staff Members Louise Sewell, violinist, and Dorothy Gibson, at the pipe organ, entertained. At a meeting of the Rotary Club, Barry again discussed radio, Pat Garner broadcast the news, Misses Sewell and Gibson again performed, and Chief Engineer D.W. Hoisington gave a demonstration on "seeing electricity." A repeat of the entire program was given for the Lion's Club.

In July 1939, Bob Burns broadcast his CBS program from the Bob Burns Theatre in his home town of Van Buren. After the radio show, the world premiere of his picture "Our Leading Citizen" was held. KFPW could not broadcast the network program, but they did broadcast from a glass booth. Bill Slates handled the local program.

Power and frequency changes were authorized for KFPW in 1939. They were put into effect Sunday, April 14, 1940. The

power was raised to 250 watts, and the frequency was switched to 1370. A new transmitter was installed on Albert Pike, a block off Kelly Highway. A new Blaw-Know 180-foot vertical radiator was erected on the site.

1940 staff additions included Ann Rowlett in January as bookkeeper-receptionist and Vivian Rue, secretary to Jimmie Barry, in March. A.E. Osborne became the chief at the U.S. Weather Bureau early in the year and took over the weather reports on KFPW.

The station celebrated its tenth anniversary in Fort Smith on July 27, 1940. A special edition of the *Fort Smith Tribune*, honoring John England, was printed to help celebrate the occasion. At the time, the business office consisted of Vivian Rue, Florence Kusewitt, Ann Rowlett, E.H. Patterson, Bess Bohlinger, C.H. "Doc" Miller, and Jimmie Barry. Dorothy Gibson was station manager and staff organist. The announcers were Henry Wood, Bill Slates, and Harvey Marsh. The engineering staff consisted of Duane Hoisington, chief, and Carl B. Adams, John M. "Boots" Van Horn, and David Holt. In the news department were Pat Garner, news editor, and Prestridge Ellington. Afton Blake was the transcription librarian. Young Donald Evans was "Reddy-Kilowatt." Paul Lewis and his Arkansas Ramblers were regular performers on the station.

While an early call letters slogan was "Kind Friends Please Write," later staff members had their own versions. One carried the connotation that the station hired attractive ladies: "Known For Pretty Women." Another was a depression-type expression: "Known For Poor Wages."

Although KFPW's first decade in Fort Smith had not been a period of national economic prosperity, significant achievements in the field of local radio broadcasting had been reached.

KBTM

Various circumstances have led to the establishing of radio stations. An effort by a young man to earn a Boy Scout merit badge in radio was the impetus that brought about Paragould's first station. In 1924, Jay Palmer Beard was searching hobby

magazines looking for a circuit diagram of a radio receiving set when he found a drawing of a low-powered radio transmitter. His father, W.J. Beard, had established Beard's Temple of Music in Paragould in 1903, and in 1924 he was considering adding radio to the line of musical merchandise.

Jay built the small transmitter and tested it in the back room of their home. Some friends came in from a few blocks away and said, "We hear you as clear as a bell." His parents were thrilled by his accomplishment. His father wanted to go even further with the project. Allan Grace, a friend and former employee of the music store, had built his own short wave station in Jonesboro. He was hired to build a more powerful transmitter. Jay's father operated the unit on Sunday afternoons on an irregular, unscheduled basis.

An application for a licensed radio station was filed with the Federal Radio Commission in 1928. Times were good then and it seemed a wise enterprise. The FRC was a newly created body at that time, and they weren't handing out licenses for new stations on a wholesale basis. To receive a permit, the applicant had to show that he was financially able and technically capable of operating a station to serve the "Public Interest, Convenience and Necessity." Jay and his father collected thousands of notarized signatures. Accompanied by a notary public, they attended gatherings such as Fourth-of-July picnics, Labor Day celebrations, political rallies, carnivals, and singing conventions. Names were obtained from all economic and age groups. These lists, along with personal letters from public officials, professional people, and other individuals, were sent to the Commission as proof that a radio station was desired by the potential listening audience. As the poet once expressed, "The best laid plans of mice and men often go astray" (modern translation). The Post Office Department returned a partially-burned envelope containing about 1,500 signatures. A mail plane had crashed and burned in Virginia. Fortunately, enough letters and signatures had already been sent to make a favorable impression on the Commission members. On October 29, 1929, the stock market crashed, and the "Great Depression" was launched. Twenty-two days later, November 20, 1929, a

construction permit was granted for the station. The financial status was rapidly changing. Pianos and other musical instruments were not exactly considered to be essential necessities of life.

Regardless of the darker economic picture, plans for station construction were made. Ed L. Olds and William Clippard, Jr., engineers at KTHS, Hot Springs and also operators of American Radio Laboratories, were hired to build a 100-watt transmitter. The original permit had assigned KGKZ as the call letters. On December, a request was made for a change to KBTM (Beard's Temple of Music). The new call letters were assigned December 14. The station's frequency would be 1200 kilocycles. W.J. Beard, the station's licensee, announced that he hoped the new station would "contribute to the upbuilding of the Crowley's Ridge region in Northeast Arkansas and Southeast Missouri."

In early March 1930, John R. "Jack" Martin, who had been working at KGJF, Little Rock, was hired as chief engineer. The studio and transmitter were located in the music store building at 217-219 South Pruett, which was Paragould's principal business street. The station's address was listed as 219 South Pruett. The radio area consisted of a small room for technical equipment, a studio approximately 20 by 20, a small reception office, and a glass-panelled room for visitors.

The other station employee, besides the chief engineer, was the owner's son, twenty-one-year-old Jay, who would work as the announcer and advertising salesman. A test broadcast was made on Sunday, March 16, 1930, just prior to starting the regular schedule. Music was furnished by Potter's Orchestra of Paragould. Among the group's members were Carl Potter on the drums and his sister Wirta at the piano.

Regular weekday broadcasting hours were 8:00 A.M. to 1:00 P.M. and 4:00 to 6:00 P.M. After the station went silent at 1:00 P.M., the two staff members ate a quick lunch and began performing off-the-air duties. Jack Martin serviced the equipment, and Jay hit the street to try to sell enough advertising to justify the next day's operation. On one occasion, Jay sold some spots to a used car dealer. He rushed back to the station in time to write the copy and get it on the air after the

4:00 P.M. sign on time. Jay enthusiastically announced, "At these low prices, these cars won't last long!" The dealer, who was listening, didn't interpret the meaning as the writer had intended. The result was an irate phone call.

On Sundays, the on-the-air time was continuous from 7:00 A.M. to 6:00 P.M. Live talent was used all day. Groups came from many towns in Northeast Arkansas and Southeast Missouri to perform. A record was played between programs so the studio could be cleared for the next group. Since the studio was small, the atmosphere soon became "close." A blower was turned on to bring in some fresh air while the record played and the new performers took their places. The transition process cut the actual program time by at least two minutes. A very popular Sunday morning program was the Dr. Pepper Quartet, heard from 8:00 to 9:00. The first M.C. was A.B. Stamps. Arvin "Red" Reynolds later became the quartet's spokesman.

A daily performer on KBTM during its early years was "Dizzy" Jack Morgan, a blind person who played piano and saxophone. He had been in radio in Little Rock prior to his coming to Paragould. In addition to his program, he also tuned pianos and repaired musical instruments. His show was called the "Coconut Club," and his theme song was "You're Bound to Look Like a Monkey When You Grow Old." Listeners could obtain a club membership card, which enabled them to receive a ten per cent discount from the show's sponsors. Among Morgan's piano talents was his ability to play with a scarf covering the keyboard.

Another regular on the station was Earl Carpenter, billed as "The Boy from Back Home." He played the guitar and sang mostly hillbilly and western songs.

Several of KBTM's programs featured people from the larger town of Jonesboro, located twenty-two miles away. On April 1, 1930, Jonesboro Roller Miller Mills sponsored a program of music by the Ralph Matthews Orchestra. F.C. Mullinix announced the numbers and made a short talk. Later, Jonesboro programs were sponsored by Royal Pharmacy and Martin Cash Stores. Programs were also presented by the Business Women's Club of Jonesboro, Arkansas State College, and the Jonesboro

Public Schools.

In early May, Everidge Smith, a youth from Childress High School near Monette, sang and played the piano. He would soon become a longtime KBTM performer and advertising salesman.

During their first summer on the air, KBTM requested permission to operate at night, but the application was denied.

One particular program in July kept the talent in the family. Mrs. Pearl Grady Dyer visited her aunt, Mrs. W.J. Beard, in Paragould. She was the staff organist and pianist at KFJF, Oklahoma City and had been broadcasting on various stations for eight years. She played for a program over KBTM on a Sunday afternoon.

A popular Sunday afternoon program on KBTM was sponsored by the Mellow Moon Bottling Company of Walnut Ridge. Forrest Grimes, the company's owner, did the announcing, advertising Redheaded Sweetheart Cola. Lee Anderson and his wife were known as the "Singing Sweetheart Salesmen." Later Everett Ensor sang on the program. Calliope music served as the show's theme, but this was not a simple achievement. Grimes would park the calliope behind the studio near the railroad tracks and beside the air vent. The instrument was loud enough to be picked up by the studio mike. One feature of the program was a weekly contest. Listeners were invited to send letters telling why they liked the sponsor's product. Writers of the best letters received a case of Redheaded Sweetheart Cola and had the pleasure of hearing their favorite song on the program. The writer, who was eight years old, lived in the KBTM listening area. With composition assistance from his father, he submitted a letter (stating that he too was redheaded), which was announced as a winner the following Sunday afternoon. The favorite song, "Springtime in the Rockies," was rendered. During the following week, a big soft drink truck pulled up in front of the house with the prize.

Although it was the worst part of the depression, enough station progress had been made by 1931 to enlarge the staff by one employee. Floyd R. Barnhill had become an employee of Beard's Temple of Music in 1929, working the phonograph and record department. There were five or six listening booths in the

record room. Songs by Jimmie Rodgers, "The Singing Brakeman," were the best sellers. Other favorites were the Carter Family and Gene Austin. Barnhill was assigned to do some announcing to relieve Jay during the day.

A popular orchestra heard regularly on KBTM was the Linger Long Night Hawks from Cardwell, Missouri. During one broadcast, Jay noticed that the needle on the control board's VU meter kept jumping all the way to the right "into the red." After close observation, he noticed that the drummer was patting his foot hard against the floor as he played. Jay placed a pillow under his foot, and the audio problem was corrected. Other talent of the time included the Harmony Girls from Senath, Missouri, who sold their own program time, and the Ozark Troubadors from Hardy, Arkansas.

Regardless of the economic struggle, there was occasionally time for radio by-play. That was the period of yo-yo popularity, and a particular "character" was very adept at manipulating the device. Jay told him they would be happy to broadcast his yo-yo handling over the air. He was taken to the studio where two microphones were carefully placed to "pick-up" all the action. Upon receiving the signal from the announcer, the expert went through his entire repertoire. The next day, after friends had explained the practical joke to him, he was ready to whip somebody at the radio station.

A celebrity vocalist appeared on KBTM in May 1931. Carl Farmes, an operatic baritone from Chicago, was spending the summer at Crowley's Ridge and performed for the Paragould station.

Improvements of power and frequency continued to be sought. An application to increase power to 500 watts and to change frequency to 990 kilocycles was denied. A major expansion of the station's business potential was made in 1932. A remote studio was established in Hotel Noble in Jonesboro where daily programs originated.

One day the same year, Floyd Barnhill was working on a window display for the music store when he saw a car park at the curb. An attractive young lady got out and started walking toward the radio station entrance. Floyd realized she was there

to present a program. He suddenly decided to announce her program. At that moment, Jay Beard came by and also saw her. Floyd told him he was going to handle her program. Jay replied, "Never mind. I'll take care of it." She was Miss Veda Pruitt from Dexter, Missouri, who was a regular singer at church, school, and social activities in her hometown. She had also held the title of Miss Dexter. After the radio broadcast, Jay suggested that they go across the street for a soda. She accepted, and this began a courtship that led to her becoming Mrs. Jay Beard and an active participant in the operation of the station.

Dick Potter of Paragould became a member of the KBTM announcing staff. The next addition was a young man who had show business ambition. He was Bill Justice of Paragould. His ambition was later realized when he made movies in Hollywood under the name of Richard Travis. The culmination of his film career came in 1942 when he appeared opposite Academy Award Winner Bette Davis in "The Man Who Came to Dinner."

Payroll and other financial obligations were not always easily met by "The Voice of Crowley's Ridge." Of course, this condition was not limited to one station during those years. Sometimes on payday, Jay would call the employees into his office and tell them how much money he had and that it would be necessary to prorate it among them. They were cooperative since better jobs were usually not available.

Because Jonesboro was about twice as large as Paragould, the decision was made to move KBTM to the Craighead County location and to operate a remote studio from Paragould. The original permit for the move was made by the Federal Radio Commission November 21, 1933, and it was modified April 6, 1934, after a different transmitter site was selected in Jonesboro. On May 17, the final broadcast was made as a Paragould station. Four days later, May 21 at 1:00 P.M., KBTM's programs started from KBTM, Jonesboro. Studios were in the Noble Hotel, and the transmitter was east of Arkansas State College on State Highway 1.

Kenneth Riddle, who had been a student at Arkansas State College, joined KBTM as an advertising salesman. He later became secretary of the Jonesboro Chamber of Commerce. Bill

Trotter worked as a KBTM announcer, prior to his having a long radio career in Memphis. He was also a singer on KBTM, accompanied by his wife Jessalyn. They had previously worked at KLCN, Blytheville.

This was the KBTM program schedule for Friday, January 10, 1935:

A.M.

- 6:30—KBTM Barn Dance, Hickory Corners Radio Station
- 7:00—Breakfast Parade
- 8:00—Good Morning
- 8:30—Morning Devotions (Paragould studio)
- 9:00—KBTM Kitchen
- 9:30—What's on the Air
- 11:00—Hank and Honey
- 11:15—Inspirational Hour (Paragould)
- 11:30—Farm Service Hour
- 11:50—Daily Tribune News
- 12:00—Organ Moods, Strand Theatre, with Program
Director James Alden Barber
- 12:30—Bill & Jessalyn Trotter (Paragould)
- 1:00—The Parent Forum
- 1:15—Aloha Serenaders
- 1:30—Romance Under the Waters
- 1:45—Let's Play Bridge
- 2:00—Afternoon Musicale (Paragould)
- 2:30—KBTM All-Request Hour
- 3:30—Fads, Facts, and Fancies
- 3:45—The Tune Tossers
- 4:00—Daily Tribune News Flashes
- 4:15—End of Day
- 4:30—Sign Off

Sunday programming in January 1935 included the Invincible Quartet; the Red-Headed Boy Friends (Paragould); Joe Palmer, vocalist; Pat and Sisie Burns; Margaret Edwards, dramatic readings; the Little German Band (Paragould); Jimmy Brown, pianist; Rod O'Conner, popular songs; and Minnie B. Cobb, readings. Other daily programs included Brooks and his

Buddies (Paragould); Maury Hall, poetry readings; Pocahontas Progress Parade; and Arkansas State College students.

Additional KBTM programs during the winter and early spring of 1935 were Better English Program (Paragould); Bing Crosby (Paragould); Cecil Vaughan, pianist (Paragould); Fuhr Preparatory School; Earl Carpenter; Hope Marsh, blues singer; Charles Lacewell, singing with guitar; Crazy Water Crystal Program; Shut-in Sunday School with Mrs. Price Barton; Herbert Findley, gospel songs; the Backyard Fence; and Billy Wyatt, popular songs.

In April 1935, a former Little Rock radio personality moved to Jonesboro. James "Uncle Mac" MacKrell came to operate a Standard Esso service station; but a few days after he arrived, he was back on the radio doing his Booster Club Program, this time for KBTM and the Jonesboro *Daily Tribune*. By the end of May, the popularity of the program had grown so much that it was necessary to have a police officer present to maintain order while Uncle Mac read the funnies.

A new federal regulation regarding towers forced KBTM to leave the air temporarily beginning May 17, 1935. The new policy called for the use of a vertical radiator. Most stations did not meet the specification at the time, but early action was taken on KBTM's situation because of their recent move from Paragould and their change of tower site. Jay Beard rushed to Washington to confer with officials at the Federal Communications Commission (which had been established in 1934). He obtained permission to continue to operate until a new tower could be completed. The station resumed broadcasting at 1:00 P.M. on May 21.

During the summer, a series of historical dramatizations were presented, sponsored by C.A. Stuck and Sons Lumber Company. National Railroad Week was observed with a talk by Attorney E.L. Westbrooke, Jr. Other programs included "The Adventures of Flash Gordon"; Hunter Kimbro, popular songs; Virginia Fulenwilder, vocalist; and Manfield Barrow, vocalist. It was becoming traditional for KBTM announcers to also have a singing show. Bill Trotter had started the trend. Dick Crane, who was still a high school student, had a vocal program entitled

"Sweetheart Melodies." David Banks called his show the "Street of Dreams." Announcer Marvin Cloyd also did a program of popular songs. When Cloyd left KBTM, Ott Roush, who had been working at KLCN, Blytheville, took his place as an announcer.

KBTM installed a remote studio in the R.E. Wilson Hall at Arkansas State College when school resumed in the fall. The location on campus enabled them to broadcast chapel programs. Plans were also made to carry the ASC-Magnolia A&M football game. The station also announced that it would carry afternoon high school games.

Because of the growth of the station's staff and improving economic conditions, KBTM needed larger quarters. The offices and studios were moved to 104½ West Washington, an upstairs location across the street from the courthouse.

The installation of a new 200-foot vertical red and white all-steel tower was completed in November 1935. KBTM was the fifth station in the nation to install that type. Twelve thousand pounds of cement were used to construct the tower's base, which was sunk several feet underground. Six miles of copper wire were bedded beneath the concrete to serve as the ground system. Insulators, weighing 100 pounds each and made of glass from China, were located a few feet above the ground. Six red lights were placed on the tower as a warning to aviators. A special program was arranged for the official dedication of the new tower. A local boy broadcast for fifteen minutes from the top of the tower, describing the distance he could see and his views of the surrounding territory.

KBTM installed a microphone and remote amplifier in the Jonesboro Police Headquarters on Tuesday, February 1936, and immediate results were accomplished. Daily broadcasts at 10:45 A.M. were scheduled; and at any other time the police had an important announcement, they could interrupt the regular program. Police Chief Tom Lane and Jonesboro Mayor Herbert Basler spoke during the inaugural broadcast. The description of a man wanted in Marked Tree on a shoplifting charge had been telephoned by the sheriff to the Jonesboro police. The chief of police at Trumann heard the description on the broadcast; and within a half hour, he had the man in jail.

Remote control equipment was also placed in the office of County Agent A. Raybon Sullivan for a daily broadcast at 11:45 A.M. It was the first county agent's office in the state to have remote control facilities.

A major step in KBTM baseball coverage was taken during the spring of 1936. Arrangements were made with General Mills for Wheaties to sponsor re-creations of St. Louis Cardinal home games. KBTM was the first station south of St. Louis to have that feature. Announcer Dick Altman handled the play-by-play re-creation. He had been a Jonesboro High School football player who had started "hanging around" when the remote studio had been placed in the Noble Hotel. When the station moved to Jonesboro, he became a staff member. Reports of the games were received by a telegraph operator in the KBTM studio. With the aid of crowd noise sound effects from the control room and the hitting of two pencils together to simulate the crack of the bat, realistic broadcasts were sent out over the air. Many listeners came to the studio to see how the illusion was created. At the end of the season, the sponsor awarded wrist watches to the announcers who were credited with promoting the largest attendance at the games in St. Louis. Altman was a winner. The sale of Wheaties had increased 300 per cent in the Jonesboro area.

KBTM was one of the state's radio stations to broadcast the Arkansas Centennial address by President Franklin Roosevelt from Little Rock June 10, 1936, from 6:00 to 6:30 P.M. Four sponsors, the Lone Star Company, the Mercantile Bank, AP&L, and C.A. Stuck and Sons, paid twenty dollars each to cover the special leased wire charges.

Arkansas Senator Joe T. Robinson made a speech in Jonesboro one night in August. KBTM requested permission from the FCC to stay on the air that night to broadcast the speech. Permission was granted. FCC officials no doubt realized that the legislative branch of the federal government was important to their well-being, especially when it came time for monetary appropriations.

Ott Roush transferred to a station in Jackson, Tennessee, in September 1936; and his place was taken by Bob Mimms, who

had worked for stations in the southeastern part of the U.S.

Trice Brothers Furniture and Fletcher Furniture, local Crosley dealers, sponsored a series of amateur contests during the fall. Bob Mimms was master of ceremonies. Contestants from Nettleton, Leachville, Hickory Ridge, Harrisburg and Jonesboro appeared on the first program.

In September, Dick Altman broadcast a play-by-play description from telegraphic reports of the Jonesboro High School football game at Hot Springs. A pep rally was carried on Altman's sports program at 6:00 o'clock the preceding evening.

On a special advertising program in October, Ralph Matthews took an imaginary automobile trip around town, mentioning a number of firms and individuals.

Jay Beard was chairman of the program committee for the Fall Festival held in late October. KBTM broadcast a large portion of the program from the stage of the Community Center Building:

Friday A.M., October 30

10:00-10:30—The Festival Four, a quartet

P.M.

12:45- 1:00—Lightcrust Doughboys

2:00- 3:00—Jack Jackson's Aristocrats of Rhythm, 14-piece
Negro Orchestra

4:15- 4:30—Rosecrans School of Dance

Saturday A.M., October 31

10:30-11:00—George Graves Jonesboro & Earle Bands

P.M.

12:45- 1:00—Lightcrust Doughboys

1:45- 2:00—KBTM Inquiring Reporter

2:00- 2:30—Arkansas Playboys

3:00- 3:30—Old Fiddlers Contest

In early December, the Christmas Seals Committee presented a playlet on KBTM. Arrangements were made for

pupils in the public schools to hear the broadcast.

At 11:45 P.M. on Christmas Eve, KBTM broadcast the midnight Mass conducted by the Reverend Father W.J. Kordsmeier. Special permission was given for the nighttime broadcast.

KBTM carried the music of the Hotel Peabody Dance Orchestra in early January 1937. It was rebroadcast from WREC, Memphis.

That month, KBTM rendered its greatest public service with its coverage of a disastrous flood in Northeast Arkansas and Southeast Missouri. Excerpts from KBTM newscasts were included in an article written by Jay Beard for the Craighead County Historical Society's publication:

January 15: A levee break has occurred near Rombauer, Missouri. About two miles of the Frisco Railroad has washed out in that area...Spreading water pouring through broken levees in Southeast Missouri is presenting a serious situation. The War Department Engineers have over 1,000 men working along a fifty-mile stretch of the river.

January 18: Lester, in Eastern Craighead County, is covered with water. The first drowning to be reported in the current crisis was near Neelyville, Missouri, when a man fell from a truck after being taken from the flood. Tonight, Army Engineers will have guards patrolling the St. Francis River levee on the west side in Craighead County to the Poinsett line. The river gauge at Lake City registers 11.5 feet. Highway traffic cannot pass through Trumann because the railway underpass is flooded. Traffic between Jonesboro and Marked Tree is now being directed by Harrisburg.

January 19: The White, Black, and St. Francis Rivers have flooded thousands of acres of rich farm land throughout the large area. Thousands are now homeless.

BULLETIN: The Army Engineers have informed KBTM that a new break in the St. Francis River has occurred near Cardwell, Missouri. Water from the break is now pouring into Scenica Slough, and it is feared the water will continue on west of Monette and down through the Caraway section.

The engineers expect the water to flow through Cockeburr Slough to the east of Monette, and a great amount of acreage will be inundated. Since the rain is continuing in a heavy, steady downpour, the St. Francis River is continuing to rise at Lake City, and it is feared by some that the levee may not hold in that area. Engineers report that with the continual downpour, anything is likely to happen. Merchants in Lake City are using special precautions to protect their stocks of merchandise. The river gauge there now registers 12.8 feet, the highest in history. BULLETIN: Sheriff Tom Lane says that help is needed in the vicinity of Rogers School east of Prospect. Levees on the Little Bay Ditch have collapsed. Some families are marooned. Men with boats and motors are urgently needed. Report to the Jonesboro courthouse. Judge Otto Rankin is arranging for county trucks to haul boats to the scene.

By January 22, KBTM was being used as a police radio hookup. Cars equipped with radios received messages to pick up food and clothing from donors. The telephone at the station rang continually with calls offering donations. Dick Altman, Dick Crane, and Jay Beard stayed at the microphones at the station. Floyd Barnhill came back to help, too. From 12:30 to 12:45 P.M. on January 22, the nation heard details of the flood through CBS and KBTM. The broadcast was relayed from Jonesboro to Blytheville and on to WREC, Memphis, where it was fed to the Columbia Broadcasting System.

The local news reports continued:

January 22: Weather report. Cloudy, preceded by freezing rain and rain and sleet in east portion of Arkansas tonight. Colder with temperatures 10 to 18 in the north. Today KBTM requested authority of the Federal Communications Commission in Washington to operate continuously until flood danger is past. The station cancelled all commercial activity and regular programs to broadcast public service announcements. Continuous 24-hour operation starts. BULLETIN: A doctor is needed immediately at the bridge

at Lake City. A house caught in the swirling waters has a pregnant woman on the roof. Men are attempting to reach her. An ambulance from Gregg's has been rushed to the scene. It is feared that birth may be immediate. A report from Bay says that water is two feet deep in some parts of town and rising one inch an hour. All roads leading to Caraway are closed. The town can be entered only by boat, and more boats with motors are needed. Monette also is completely isolated. Train service stopped two days ago. January 23: All communications with Caraway are out today. Water is seeping into store buildings. Boats and men are urgently needed in the area of Bunny, south of Caraway. From Lake City, boats should follow Fletcher's Ditch to Black Oak where Deputy Sheriff Wes Mooneyham should be contacted for instructions. There are now 2,500 refugees in Jonesboro at Tent City on the Jonesboro Baptist College grounds. Supplies are urgently needed. Heating stoves, burning oil or wood, bed ticking, dry rice straw, hay and clothing. If you can supply any of these, please bring them immediately to the Jonesboro courthouse.

January 25: Today more than 500 refugees have been brought to Jonesboro on a Frisco work train from Tulot and Trumann.

January 26: Public Health officers urge everyone in the flooded area to boil drinking water before using it. This is most important.

The *Jonesboro Sun* carried the following story in its issue of January 25, 1937:

On the air over eighty hours up to press time and still going strong, Radio Station KBTM is continuing its good work of broadcasting the flood situation and issuing calls for relief aid. KBTM has hooked up with the Columbia Broadcasting System through WREC many times sending reports of Craighead County's greatest flood to all parts of the U.S. Through shortwave station W5DZK Paragould and W5FOF Osceola, the local broadcasting station has been in

constant communication with the flood situation in all N.E. Arkansas.

There is no possibility of a correct estimate of the number of messages, relief calls and announcements which have been broadcast over the station. A conservative estimate would place the number somewhere in the neighborhood of 50,000. Working a crew of between 15 and 20 in the daytime and 6 or 7 at night, KBTM has been the focal point of all relief work, the central location of all donations, cash or material. This morning the station was again connected with WREC broadcasting an appeal for Red Cross contributions for surrounding communities. Hundreds of telegrams and long distance calls have kept the phones in the studio busy constantly.

The local radio station has been broadcasting appeals for Red Cross contributions and to date approximately \$3,000.00 cash has been raised for the relief of flood victims. Thousands of articles of wearing apparel, blankets and other necessary commodities have been secured through the efforts of the station, not to mention the immense amount of food which has been secured through the efforts of KBTM.

Much success has been obtained in the sending of rescue parties to marooned families. The station broadcasting the position of people held at bay by the flood has secured rescue through motorboat parties. Thousands of messages seeking to learn the whereabouts of some member of the family or to announce the safety of parties caught in the flood have been read over the station.

By January 27, \$4,194 had been subscribed through KBTM in donations for flood relief. The Jonesboro *Daily Tribune* gave a testimonial dinner in tribute to KBTM for winning national honors with its flood broadcasts. In the entire history of KBTM, before and perhaps after that time, it was probably the station's "finest hour."

Regular programming resumed. There were songs by George Arrington, Virginia Purvis, Margaret Puryear, the Dixie

Rhythm Boys, Dick Crane, David Banks, Carl Freed's Harmonica Band (rebroadcast from WLW), the Lightcrust Doughboys, the Palmer House Ensemble (rebroadcast from WGN), the WPA Music Project Program, Carolyn Weatherton, Imogene Baker, Jimmy Wilson, Jean and her Organ Melodies from the Strand Theatre, and the Alladin Mantel Lamp Program. The Eastern Arkansas Young Men's Club sponsored a series of programs entitled "Eastern Arkansas Marches On." Clubs in Jonesboro, Newport, Forrest City, Brinkley, Augusta, Cotton Plant, Marvell, Lepanto, Earle, and Clarendon comprised the sponsoring group.

Seventeen-year-old Dick Crane decided to accept a job with KMLB, Monroe, Louisiana. He had started announcing and singing on KBTM in 1935 while he was a student in high school. After graduation in 1936, he became a regular employee. The crooner's program, "Sweetheart Melodies," was one of the station's most popular features. His popularity was shown by the fact that the announcement of his leaving was printed with his picture on the front page of both Jonesboro newspapers. Although he would be away for several years, Jonesboro radio had not heard the last of him.

Dick Altman broadcast the Cardinal baseball games again for Wheaties in 1937. Other programs included Homer Rodenheaver's Neighborly Songs and Poems; Joe Dumond; songs by Mildred Berkshire; True Detective Mysteries; a program by the radio speech class of Arkansas State; Rice Ramblings; Clyde McCoy's Orchestra from Hotel Peabody (rebroadcast from WREC); George Arrington, "The All-State Melody Boy"; and the American Family Album (World Broadcasting System).

KBTM had nine newscasts each day at five minutes before the hour with news received from Transradio. Phil Williams took the short wave reports from New York. Teletypes leased by the regular news services were still too expensive for the budget of most small stations in Arkansas.

A concert by the Jonesboro Public Schools' Bands was broadcast from the Elks Club Ballroom. Funds were solicited to enlarge the schools' band program. High School Principal Lloyd

Goff gave a short address.

KBTM broadcast the State High School Basketball Tournament in March 1938. Dick Altman had left KBTM after the previous baseball season and had worked in Jackson, Mississippi, where he announced all the games played by Ole Miss and Mississippi State. He rejoined KBTM in time to handle the tournament.

Hospital Day was observed with a broadcast in May. State Senator C. B. Gregg made a speech from his hospital bed at St. Bernard's Hospital in Jonesboro.

In August 1938, KBTM's license became the Regional Broadcasting Company. Jay P. Beard assumed control of the station, replacing his father, W.J. Beard, in that capacity.

State elections were a big source of news during the summer of 1938. U.S. Senator Hattie Caraway of Jonesboro made a speech in August, the night before the primary election. It was carried over a state network from the KBTM studios. The station also carried the election returns. Assisting the regular radio staff was a young newspaperman who had graduated with a degree in journalism from Arkansas State College. Clarence Adams would soon become a radio newsman for KBTM and would eventually become the station's oldest employee in the number of years with the station. His delivery of local happenings on the "Morning Herald," the "Daily Journal" during the noonhour, and the "Arkansas Traveler" in the afternoon became familiar to most of the inhabitants of the KBTM listening area.

KBTM undertook an important step in presenting live dramatizations on the air in 1938. The Stuck Brothers Lumber Company sponsored the series entitled "The History of Craighead County." The script was written by Staff Announcer Maury Hall from materials furnished by Charles Stuck. Local actors comprised the cast.

KBTM's sports coverage increased in the fall of 1938. The station became a member of the network that carried the Arkansas Razorback football games, sponsored by Lion Oil.

Jay Beard was given an opportunity to tell the story of radio in late November when he was invited to speak to the Lion's

Club at their meeting in the Cafe La Rue of Hotel Noble. He discussed the growth of radio from its beginning and gave his outlook on the industry's future.

Before the end of 1938, Dick Altman accepted the position of chief announcer and program director at a station in Johnson City, Tennessee.

The *Variety Radio Directory* for 1938-1939 listed Martha Jean Booker, program director; J.C. Warren, chief engineer; Phil Williams, merchandising director; and David Banks, continuity and publicity director.

Live music and vocal talent continued to be a vital part of KBTM's programming in 1939. C.E. Means, tenor, and Ruth Hardy, pianist, presented a series of programs. Cooperation with schools also continued. The Arkansas Education Association presented a program each week. Miss Annie Camp of Jonesboro, a member of the radio committee of the AEA, arranged for the time. The first program was entitled "Our Arkansas Schools." It contrasted the old and the new. During the summer, KBTM broadcast music to the city playgrounds, which were supervised by paid employees through the cooperation of the WPA. "Clem and Tena," a comedy adventure show sponsored by Faultless Starch, was heard three days each week. KBTM did three broadcasts from the annual Crowley's Ridge Peach Festival at Forrest City. They also originated two hours of broadcasting from the Lake City Watermelon Festival, describing the parade and the beauty pageant. An incident in nearby Nettleton that gained national publicity resulted in a KBTM interview. A young housewife was arrested for wearing shorts on the street and was fined fifty dollars. Seven hundred newspapers were given her picture by the Associated Press. During a ten-minute interview on KBTM, she stated that she wore the shorts only while going to a neighbor's house two doors from her house.

Some rapid communication and transportation prevented KBTM from losing more than just a few hours of air time. At 1:35 P.M. on Friday, June 10, 1939, the main transformer went on the blink. The nearest replacement was in Chicago. A telephone call was made to the Windy City, and the part was put on an express train. A KBTM staff member met the train at Memphis at 1:00

A.M. Saturday. The station was back on the air at 8:50 A.M., only twenty minutes late.

Sports coverage continued on KBTM in the fall of 1939. Razorback football games were heard at the 1200 spot on the dial. An unusual arrangement was made with KELD, El Dorado to carry the pep rallies of both Jonesboro High School and El Dorado High School, the competing schools in a football game. At 10:30 A.M., KBTM fed the Jonesboro rally to KELD where it was carried and heard by El Dorado students. At 10:45, KELD sent their school's pep rally to KBTM, enabling the Golden Hurricane students to hear the enthusiasm of their opponents.

In late 1939, significant increases were made in KBTM's power and broadcast time. The power was increased to 250 watts during the daytime, and the schedule was extended to nighttime broadcasting with 100 watts. On Sunday, December 17, a special program was presented in celebration of the new transmitter and improved coverage. During the morning, the transcribed voices of former KBTM Staffers Dick Crane, Eldon Campbell, and James Alden Barber were heard. At 12:15 P.M., the station broadcast a salute from WREC, Memphis. The voice of the president of the Gates Corporation, designers and builders of new radio equipment, was heard at 1:15 P.M. during a program feature entitled "Salute from Hollywood."

During the December holiday season, a Santa Claus broadcast was heard daily from 3:45 to 4:30 P.M.

The NARBA frequency allocation plan, which took effect at 3:00 A.M., Saturday, March 29, 1941, changed KBTM's frequency to 1230 kilocycles. In May 1941, KBTM carried one of President Roosevelt's Fireside Chats over the Mutual Broadcasting System; and on September 22, the station became a regular member of that network.

Although there was conflict in many parts of the world, KBTM was working toward even better broadcasting facilities and services for the future.

Humorist Will Rogers broadcast from a private room in Hotel Marion in Little Rock January 22, 1931. It was part of an NBC program on behalf of the Red Cross in its campaign for

drought-stricken farmers. Among other personalities who appeared on the program from various cities were former President Calvin Coolidge, Amos and Andy, Alfred E. Smith, and Mary Pickford. No outsiders were permitted in the room while Rogers was on the air. He returned to the state in February for a benefit appearance.

The owner of an electrical store in Jonesboro was arrested in June 1931 for operating illegal commercial Radio Station KBES from his store. It was the same station that had received newspaper publicity the previous year, including details of power, frequency, and sponsorship of programs. Other stations, both inside and outside the state, had complained that it was interfering with their signals.

At Hope, Arkansas, a farmer picked up more than he had planned with his aerial. Lightning destroyed the aerial and lead-in wire but did not damage the radio set.

The Republicans were trying to get a radio station in Arkansas in 1931. They wanted to buy an existing station but would build their own if they could get permission from the Federal Radio Commission. If they had succeeded, they would have used it to disperse party propaganda between musical numbers. Permission was not granted.

The first issue of the trade magazine *Broadcasting* was published October 15, 1931.

The FRC enforced the zone and state quota system of station allocations in November by forcing two Chicago stations to leave and air and assigning the frequencies to Gary, Indiana. The Commission ruled during the year that stationbreaks had to be made only every thirty minutes and that license grants could be made without hearings. During that period, more than half of the stations in the nation were operating without profit.

Paul Heinecke formed SESAC, Inc. in 1931. It was a music performing licensing organization to make European music available in America.

The Jonesboro man who had been arrested in June 1931 for operating commercial Station KBES without a license was indicted by a federal grand jury in March 1932. He was tried in November and was acquitted by the jury. It was the first trial of

its kind in Arkansas and one of the first in the United States.

NBC and CBS went on an around-the-clock schedule in March 1932 to cover the Lindbergh baby kidnapping. It was radio's largest on-the-spot coverage up to that time. KTHS, Hot Springs was the NBC station in Arkansas, and the CBS outlet was KLRA, Little Rock.

In September 1932, newspaper stories began carrying news about various programs to be heard on KCOB, El Dorado. Among the programs publicized were an appearance by the Crossett Cattle Quartet and the first in a series of "All-American Music" presented by the El Dorado Musical Coterie in conjunction with a nationwide coterie movement. In November, two men were indicted for operating the unlicensed station. The station's announcer was arrested but not indicted. Information on the disposition of the case was not learned by the writer.

KCMC

Songs have been sung and and jokes have been told about the two-state complexion of Texarkana. Eddy Arnold sang about his "Texarkana Baby" whose paternal parent came from the Texas side of the city and whose mother had resided in the Arkansas sector. A longtime story had an Arkansas politician working all day campaigning across the line in Texas territory. Mississippi even got into the act regarding a Texarkana radio station. In early 1930, WQDV was established in Tupelo by W. A. Blair and John R. Anderson, doing business as the North Mississippi Broadcasting Corporation. The station's frequency was 1500 kilocycles, and the power was 100 watts. Call letters were changed to WDIX in August 1930. An application was made to the Federal Radio Commission in July 1931 for permission to move WDIX to Greenville, South Carolina. The two men also asked for authority to build a new station in Texarkana, Arkansas. Both requests were denied; but in late 1931, the owners were given permission to move WDIX to Texarkana and change frequency to 1420 kilocycles.

Engineer Jesse Miller, who had moved KFPW from Siloam Springs to Fort Smith the year before, was hired to install the

equipment, which needed much repair and rebuilding. The transmitter site was on the Arkansas side at 2600 Locust Street, a residential area in the east side of town. The transmitter was installed in a wooden house. The five-wire cage antenna was strung between two 90-foot poles. The studios were placed on the mezzanine of the Grim Hotel, Third and Stateline, in Texas. Since the transmitter was in Arkansas, it was listed as an Arkansas station. The new call letters were KCMC, honoring Charles M. Conway, president of Grim Hotel. The choice of call letters was made without Conway's knowledge and came as a surprise to him. J. M. Temple was the KCMC manager.

Broadcasting from Texarkana began Friday, February 26, 1932, at 6:00 P.M. and continued for thirty minutes. A gala opening celebration included a dinner dance at night and a luncheon and a dance in the afternoon. Among the guests were Arkansas Governor Harvey Parnell, Texas Governor Sterling, and O. L. Bodenhamer of El Dorado, former national commander of the American Legion.

By mid-1933, KCMC was owned by the *Texarkana Gazette* and the *Texas Daily News*. Studios were moved from the Grim Hotel to the Texarkana Bank by 1936. The corporate name was changed to KCMC, Incorporated. A construction permit was issued September 24, 1936, for the station to install a new 197-foot vertical radiator on top of the *Gazette-News* Building, 317 Pine Street, Texarkana, Texas. On November 10, 1936, this site was the location of both the studios and the transmitter; thus, KCMC became a Texas station. The change of state was not official until April 1937 when the city of licensee was changed. Daytime power was raised the same year to 250 watts with the nighttime output remaining at 100 watts.

By mid-1938, the president of KCMC, Incorporated was C. E. Palmer, and the general manager was Foster W. Fort. The station's slogan was "Serving Texarkana and the Four-State Area with News of the World Hours Ahead." In late 1938, Henry Humphrey became KCMC president. The station joined the Mutual Broadcasting System and the Texas State Network. By 1941, nighttime power was raised to 250 watts. C. E. Palmer was again listed as president, and Cliff Tatom was the general

manager. The NARBA frequency allocations moved KCMC to 1450 kilocycles.

An Arkansas farmer sat at the lunch counter of a cafe in a small Arkansas town in 1933 listening to a radio farm report during the noonhour. "You can learn something listening to that thing," he said, implying that he didn't have a radio at home.

Newly inaugurated President Franklin Roosevelt made his first radio "Fireside Chat" on March 12, 1933, declaring a bank holiday. The first radio "soap opera" came on the air in 1933. WLW, Cincinnati originated "Ma Perkins." It would continue for twenty-seven years with Virginia Payne in the title role for its entire run.

NBC moved its New York network operation to Radio City in 1933.

The Little Rock City Council created a radio department in December 1933 to install, maintain, and operate a city police radio station. Veteran Radio Engineer Conrad Harrington was appointed as the technician, and Donald S. McIlwain got the job as operator. The station began operating Saturday, January 7, 1934, at 3:00 P.M. Atwater Kent ads declared that the new Little Rock police short wave station could be heard on all of their 1934 models at 2340 kilocycles: "Get yours and enjoy this new thrill."

Amos and Andy made one of their famous broadcasts from the Pulaski Theatre in Little Rock in April 1934. The theatre paid the line charges that were necessary to feed the program to the point of network origin. The total tab was \$866.40.

Also in April, Ben Boren, Sr., president of Boren Bicycle Company of Little Rock, was one of 500 Crosley distributors invited by Powell Crosley, Jr. to attend the ceremonies of the completion of WLW's new 500,000-watt transmitter in Cincinnati. The FRC had granted special permission for the station to use the world's most powerful transmitter during an experimental period.

A stringent rule was put into effect by the FRC on June 1. Each recorded musical selection had to be identified as an electrical transcription. The Commission was opposed to the use of "canned" music on the air.

The Communications Act of 1934 created the Federal Communications Commission. The seven-member body officially began functioning July 1.

The Mutual Broadcasting System came into being on October 15, 1934. The impetus for its organization came from the producers of a local show in Detroit who wanted expanded coverage. The show was "The Lone Ranger."

Poor economic conditions in broadcasting were not confined to the United States in 1934. Employees at a station in Mexico went on a hunger strike for back pay.

KOTN

Jack Parrish built a crystal radio set in 1920 at the age of twelve at his home in Texas. He went to KTHS, Hot Springs in 1929 as an engineer after having worked at KTAT, Fort Worth. Occasionally, he travelled through Pine Bluff on the way to his wife's hometown, Monroe, Louisiana. He saw Pine Bluff as a potential radio market. He began putting together an organization which included, in addition to himself, William F. Chaplin, who was associated with a station in Rome, Georgia, and his brother-in-law, State Senator James A. Noe of Monroe. Application was made, and a construction permit was granted for a 100-watt station on 1500 kilocycles December 22, 1933. Chaplin was listed as the corporation's president.

Parrish made two attempts to get call letters approved, only to learn that his choice was already in use. One day he was in the Pine Bluff Chamber of Commerce office in the basement of the Pines Hotel on Main Street where he saw a sign that read: "Biggest Cotton Center Between Memphis and Dallas." The key word seemed to jump out at him in the form of call letters: KOTN.

He brought John R. "Ranny" Whitworth with him from Hot Springs to be the station's engineer. Installation work began in January 1934 in three rooms of the mezzanine floor of the Pines Hotel. The largest room, which had been the hotel's parlor, was 16 by 30 feet. It was made into KOTN's studio by adding acoustic Celotex and a double-glass window. A grand piano especially for

radio use was provided. Microphones were the latest made by Western Electric.

The transmitter and control room adjoined the studio. It consisted of a speech input panel, frequency monitoring apparatus, power supply panels, and the transmitter. The vertical radiator was on the hotel roof, rising 200 feet above the ground.

Jack Parrish was KOTN's manager. W. F. Chaplin served as business manager. R. W. Etter of Pine Bluff was hired as the advertising manager. Ranny Whitworth did some announcing in addition to his engineering duties.

When asked in recent years why he decided to start a radio station during a period of economic depression, Jack Parrish replied, "Youthful enthusiasm."

KOTN officially went on the air at 12:00 noon, Monday, March 12, 1934, with the broadcast of a dedicatory program from the main dining room of Hotel Pines. This was followed by a broadcast of the regular weekly luncheon meeting of the trustees of the Chamber of Commerce at 12:30. The meeting was open to the public with the purchase of the meal for sixty cents. Speakers on the program included Fred H. Moulton, Chamber president; George C. Merkel, Chamber secretary; Mayor H. I. Holderness; County Judge R. H. Williams; A. G. Whidden, representing the Rotary Club; H. O. Hinton, president of the Kiwanis Club; Walter M. Turlock, president of the National Bank of Commerce; and Louisiana State Senator James Noe, station representative. Tommy Nobles announcer for KTHS, Hot Springs, who had worked with Jack Parrish, was called on to make a brief talk. He also served as a guest announcer on a regular program during the day. Music was played on the dedicatory program by the Aristocrats, a local orchestra.

The first full day of broadcasting was Tuesday, March 17.

A.M.

6:30—CWA Broadcast

7:00—Craig and Clegg Cutrell

7:30—Morning Devotions

8:00—Erskine White and Holly West

8:15—Evelyn Smith and Holly West
8:30—Daily Graphic News of the Air
8:45—Household Chats
9:00—Muldoon Johnson
9:15—Louise and Maxine Duckett
10:15—Hattie King
10:30—Farm Flashes
10:45—Popular Recordings
11:00—Haschall Pearson
11:30—Recordings

P.M.

12:15—Coca Cola Jim
12:30—Recordings
12:45—Carrie Mae Norton
1:00—Indian Maidens
1:15—Clyde Glaser
1:30—Hattie King
1:45—True Gospel Singers
2:00—Louise and Maxine Duckett
2:15—Mrs. Butler Piano School
2:30—Off the Air
4:00—Daily Graphic News and Views
4:15—Evelyn Smiley and Holly West
4:30—Erskine White and Holly West
4:45—Robert Reed
5:00—Muldoon's Syncopaters
5:15—Reed Sisters
5:45—Sign Off

Additional talent in March included Chicken Rhodes, Clyde Mosley, Mrs. Paul Caperton and Mrs. Atkinson, Tom Duncan and Spider, Stoudarmiere, George Curlin, Clair Tovey and Morton Hale, St. Louis Cracker Jacks, Melody Boys, Josephine Knox, Eroylene Childress, Gail Ann McCuskey, Haskell Pearson, Annette Madding, Mary Kate Chaplin, Mary Gammill, Dee Green, Clyde Wilson, Mildred Stidham, Marine Aull, Cloyes Cutrell, Cotton Belt Quartet, Helen Sheffield, Mrs. Giroir's

Review, Jelly Frazier, the Royal Hawaiians, Buddy DeWitt and the Hamlin, the Mountaineers, and Marguerite McDonald.

The young people of the First Methodist Church broadcast Easter services at 7:00 A.M. April 1. Appearances were also made on KOTN during April by Billie Smithey, Guy Jones, W. C. Goad and Cleed Cutrell, Dee Greene, Ed Lawrence and his Two Dark Worries, L. L. Harris Orchestra from Rison, Moscow Quartet, Martha Francis Grothe, Providence, Arkansas, Band, directed by E. D. Branch, Pine Bluff Quartet, Moody Moore and John Hohman, Francis King, Mrs. C. Z. McClain's Violin Ensemble, Jefferson County Quartet, V. S. Huett, S. R. Thomas, the Lonesome Singers, Household Cat, Edna Johnson, Mrs. Guy Gill, Penn Tucker, Gates Collegians, Carl Hamlin and Edna Earl Rives, Mrs. A. R. Cooper's Kindergarten, V.F.W., Mrs. H. M. Jackson, J. A. Simpson, Rainbow Quartet, Marguerete Rannenbergl, Paul and Marion Caperton, Pee Wee Gardner, Norton's String Band, the Tan Ditters, Virginia Long, Lee Montague, Bob Etter, Mary Roland, Mary Ann Chop and Josephine Russo, Joe Laurich, and the Southernaires Orchestra.

A "KOTN' Revue" was held at the Pine Bluff High School Auditorium for the benefit of the student aid fund. Twenty-five artists who had been appearing on the station and the high school band were featured. Some other programs in April were Barre's Department Store Revue; Teller of Tales; Faultless Washer Empire Minstrels; and Dolph Kastor, popular tenor who had been featured with Al G. Fields Minstrels. The opening of the Pine Bluff Judges baseball season in the East Dixie League was celebrated with "The Judges on the Air." Players were interviewed, and music played by the Aristocrats Orchestra. It was advertised as "45 minutes of sparkling entertainment."

Programs and talent during the following spring and summer season included Doctors Gourley and Gourley; Sara Mins; Graphic News and Views by Ed Campbell; Dug Jennings; Mrs. Jess Spellman; Mr. and Mrs. Edgar Ammons, classical piano duet; Bruton Singers; Breakfast Club; Derwood Harris; Cotton and Grain Markets; Famous Orchestra Program; Three Pals; Beattie Hinton's piano pupils; Hazel Jackman; Three Jacks; and Around the Town.

A series of radio talks leading up to the President Roosevelt Ball on behalf of infantile paralysis was given in January 1935. Among the speakers were E. W. Brockman and Mouria Reinberger. A weekly amateur radio show started in February. It was broadcast for an hour beginning at 11:00 A.M. on Saturday from the stage of the Community Theatre. A technicolor Bosco cartoon entitled "Toyland Broadcast" was also shown, and the music from the film was broadcast over KOTN. Admission was "ten cents to all." The audience in the theatre heard the film music over a radio rather than directly from the movie soundtrack.

A change of corporate ownership occurred in February 1935. Articles of Incorporation were filed for Universal Broadcasting Corporation, which listed Jack Parrish, his wife Gladys, and James A. Noe. Parrish was designated as the resident agent. Apparently, political rumors were associated with the transfer of station control. When a reporter asked Parrish whether or not he intended to operate the station as a political weapon for Louisiana Senator Huey Long, he denied the rumor emphatically.

KOTN celebrated its first anniversary March 12, 1935, with special programming beginning at 12:00 noon. They left the air at 11:00 A.M. to make final preparations.

12:00—Music by the Aristocrats, directed by Everett Stanley

12:30—John A. Simpson Furniture Program

12:45—Rotary Club Program, R. J. "Ranny" Whitworth, announcer, Arranged by Miss Carrie Maye Norton, program director, and W. W. Etter, commercial manager

Rotary speakers: H. F. Dial, Rotary President; Fred H. Moulton; H. I. Holderness, mayor; Leslie E. Leas, Kiwanis president; R. Bly Wagner, Chamber president; and Walter Turlock

1:00—Mrs. J. S. Jenkins, president of City Federation of Women's Clubs

1:15—Carrie Maye Norton, pianist

- 1:30—Mrs. D. T. Sheffield
- 2:00—Sheridan Program, featuring McCool Melody Boys,
male quartet
- 2:30—Mr. Hewitt, string band
- 3:00—Mary Gammill, pianist
- 3:15—Phil Harris Orchestra, transcribed
- 3:30—Larry Hays, Clyde Triplett, and Carrie Maye Norton
- 4:00—Jan Garber Orchestra, recorded
- 4:15—Mamie Christopher
- 4:30—Paul and Mary Caperton
- 4:45—Dorothy Loudon
- 5:00—George Curlin
- 5:15—Edith Perrin
- 5:30—Orchestra Program
- 5:45—Carl Hamlin

Visitors to the studio during the first anniversary programs were so enthusiastic in their "Happy birthday to you" chants that Jack Parrish often had difficulty making announcements.

State Representative Carlton Harris was heard in a weekly series of talks on KOTN during the winter and spring.

KOTN's programming continued to be developed. Southern Coffee Mills, makers of Socomi Coffee, began a series of programs from 2:25 to 2:45, featuring Mrs. Mamie Christopher, Miss Dorothy Loudon, Mrs. Margie Bell Galligher, and Clyde Triplett. Miss Margaret-Rourke White, one of the world's outstanding photographers, spoke over the station, a presentation of the Universal Broadcasting System. Andrew Quattlebaum, who had been featured on NBC and CBS shows, was heard on KOTN three times each week, sponsored by the John A. Simpson Furniture Company. George Kastor, a tenor and teacher of voice at Memphis College of Music, sang on the station, accompanied by Miss Stacy Wiley.

An addition was made to the KOTN staff in April 1935. E. M. "Gene" Holden was hired as a commercial salesman. He had worked at KCMC, Texarkana and at several other stations in the Southwest. He also had spent several years in the legitimate theatre and vaudeville as a comedian and song and dance man. In

addition to his sales duties, he would direct several program features for KOTN.

Parrish decided that KOTN should enter the field of baseball broadcasting. Permission to broadcast the home games of the Pine Bluff Judges of the new Cotton States League could not be obtained because of the attendance factor. The question is as old as broadcasting, whether or not play-by-play accounts help or hinder the number of ticket buyers. Out-of-town games re-created from telegraph reports were planned. The next requirement was a sportscaster who could make the games sound somewhat realistic. Among the parade of local singers who had been on the station since its opening was George Curlin, a Cotton Belt Railroad employee. He informed Parrish that he believed he could do it. His confidence proved to be correct. He remained the station's sportscaster on a part time basis for many years. He was assisted by others at various times, including AP&L's Bill Shepherd and Newspaperman George Heister.

The sports theme continued into the winter of 1936 with the "Henry Marx Company Musical Review," which included a report on the upcoming baseball season and the Pine Bluff Judges. Dolph Kastor sang "Moon Over Miami" and "Alone" from the movie "A Night at the Opera," which was showing at the time in Pine Bluff, starring the Marx Brothers (no connection with the sponsor). Also on the radio show was Marijes Spellman, billed as the Marx Melody Maid; the Marx Concert Cello; and the Marx Silver Strings.

The KOTN program schedule in early 1936 included Universal news, Songs of Yesteryear, Ed and Zeb, Guy Lombardo music, Hughesreel, the Doughboys, Cecil and Sally, and Classical Favorites. KOTN radio artists presented a Kiwanis Club program in July. The vocalists were Haskell Johnson, Marie Zangeri, and Viva Geurrin. Mrs. Clyde Triplett played the violin, and Mary Gammill played the piano. KOTN received special permission to stay on the air election night in August to broadcast the returns from the editorial office of the *Daily Graphic*. The baseball season was highlighted by the broadcasting of the World Series between the two New York teams, the Giants and the Yankees. The games were made

available through special arrangements with CBS. The 1936 Christmas season was climaxed with the broadcasting of pipe organ music on Christmas Day through the courtesy of Arkansas Power and Light Company.

In February 1937, the *Daily Graphic*, the Saenger Theatre, and KOTN cooperated in the sponsorship of a movie for the Red Cross flood benefit.

March 21, 1937, was moving day for KOTN. The new quarters were on the second floor of the Simmons National Bank Building at 505 Main Street. The new studios were soundproof and air conditioned. The deciding factor for making the move was the placement of the tower on top of the eleven-story structure. The Truscon vertical radiator rose 300 feet above ground level.

A talented reader, Mrs. Irvin NaVraill of Dallas, read from the new studios in June. The following month, a familiar radio feature of the era began as a daily broadcast by transcription. "Singin' Sam" was sponsored at 12:15 by the Coca Cola Bottling Company.

Pine Bluff Citizen Harvey Couch was honored at Siloam Springs in October 1937 as chairman of the Board of Directors of the Kansas City Southern Railroad. The ceremonies were broadcast over a southern network which included KOTN.

Congressman John McClellan made a speech in Pine Bluff on flood control, which was carried by KOTN. It was sponsored by the City Federation of Women's Clubs through the cooperation of the problems of democracy classes at the high school. A speaker heard later on the station in the series of talks was Hendrix Rowell, whose subject was "The Good Neighbor Policy of the New Deal."

KOTN increased its news coverage in September 1937 by subscribing to the fulltime radio news service of Transradio Press Service, which supplied more than 300 stations. Edwin Pierce, an experienced newsman, was hired to receive the high-speed wireless telegraphy. Newscasts were scheduled at 7:30 and 9:30 A.M. and at 12:30, 2:00, and 5:15 P.M.

A local vocalist, who had gained her original radio experience with several appearances on KOTN, was heard daily on

KWKH, Shreveport by November 1937. She was Dorothy Davis, who would later sing as Janette Davis on regular programs on WLW, Cincinnati and who would eventually be a member of the "Arthur Godfrey Show" on CBS.

A Story Hour Program, presented in cooperation with the Pine Bluff Library, was started on KOTN in late 1937 under the direction of Mary Hightower. On the initial broadcast, the featured story was "Little Man with One Shoe." Mrs. J. O. Mead was in charge of the Christmas program of the series.

Former FFA and Home Economic Club members of Watson Chapel High School regrouped to present a radio broadcast sponsored by the school's vocational department in December 1937. Also on KOTN during the holiday season was Dr. E. C. McMullen, who discussed the medical work that was done with funds from the Christmas Seals sale.

A famous gospel group, the Frank Stamps Quartet of Dallas, sang on KOTN in January 1938 in conjunction with a personal appearance in the area. The station inaugurated a series called "Parade of Progress" in March. Fifteen local firms participated in sponsorship. Goodrich Silvertown Tires brought the eerie laugh of the mystery man of radio, "The Shadow," to KOTN in April. During the summer, the National Council of Women started a series entitled "The Warren Family." Parts were played by Mrs. W. E. Burnham and Jane Gurney. Political speakers utilized KOTN's radio facilities. One was State Senator W. F. "Bill" Norrell, a candidate for U. S. Representative. George Curlin was active in August with the Cotton States League playoff games between Greenville and Monroe. Fall football broadcasts soon followed. The pupils of Mrs. Wallace Primm's School of Expression helped in the 1938 Christmas Seal drive with a radio presentation called "You Can Never Tell."

KOTN enjoyed a captive audience in March 1939 when the entire student body of Pine Bluff High School assembled in the auditorium to hear a broadcast by the FFA and Home Economics Club. Talks were made and musical selections were presented: "You're the Only Star in My Blue Heaven," "Standing in the Need of Prayer," "The Sleepy Rio Grande," "Little Sir Echo," "Ah, Sweet Mystery of Life," and "Put on An Old Pair of Shoes."

A series of radio dramatizations of the history of Pine Bluff entitled "Pioneer Past to Progressive Present" was sponsored by AP&L beginning in April 1939. "The Parade of Business," a weekly review of business highlights and sidelights, made its debut on KOTN in April also. George Curlin was busy again with baseball broadcasting during the summer, which was climaxed by the playoffs between Greenwood and Hot Springs. He switched sports in late September by making the journey to Blytheville to broadcast the game between the Zebras and the Blytheville Chicks. Technical adversity at the station prevented the broadcast from getting on the air at kickoff time. A few minutes before broadcast time, lightning hit the KOTN tower, knocking the station off the air. It was about forty-five minutes before a temporary antenna could be strung. About \$500 in damage was done to the structure.

In the fall of 1939, KOTN signed a contract with United Press, and a regular news teletype replaced the short wave equipment that had been the method of receiving news stories.

In January 1940, Pine Bluff Heavyweight Fighter Bob Sykes made his debut in the bigtime with a bout in Chicago, and the blow-by-blow account was broadcast over KOTN.

On August 5, 1940, the radio station increased its own power punch to 250 watts. Station employees at the time were Jack Parrish, Ranny Whitworth, Mrs. Frederica Whitworth, R. W. Etter, C. C. Brookings, and "Tommy" J. L. Thompson. The KOTN program schedule for Monday, August 5, 1940 read:

A.M.

7:00—Over Coffee Cup

7:30—Barre's Department Store News

7:40—Devotional

8:00—Stockyards Program

8:30—Jefferson County Program

8:45—City of Pine Bluff

9:00—Koberlein Bakery

9:15—Riley Building and Material Company

9:30—News

9:45—W. T. Grant Company

10:00—Are You Listening, Real and Crawford Furniture Company, Fox Brothers Hardware Company, Cohens, Arkansas Baking Company, O.K. Ice Cream Company

11:00—Markets, Weather Forecast

11:15—Pine Bluff Monument Company

11:30—Lincoln County Program

11:45—Guy Lombardo Orchestra

P.M.

12:00—Glenn Miller Orchestra

12:15—Riley Butane Gas

12:30—Gulf News, Good Gulf Service Stations of Pine Bluff

12:45—Governor Carl Bailey

1:00—Refreshments on the Air, Coca Cola

2:00—News

2:05—All-Request Program

3:00—Songs of Yesterday and Today

3:30—Variety

4:00—Sterling Young Orchestra

4:30—Stamps Quartet

5:00—Pine Bluff Tire and Rubber Company

5:15—Rosenzweigs News

5:45—KOTN Kwiz

6:00—All-Request Program

6:30—Wheel of Fortune, Walker Furniture Company, Redds Drug Company, George Hestand, Socomi Coffee, Levine Brothers, Mel-O-Toast Bakery

7:00—Southeast Arkansas Freight Lines

7:15—Airport Questions

KOTN and the *Daily Graphic* again held the election party from the paper's newsroom in August.

A special sports feature began in the fall of 1940. The Henry Marx Company sponsored descriptions of some of the greatest boxing bouts in history, which was called the "Florsheim Squared Circle." Former Fighter James J. Jeffries gave a re-enactment of such fights as Corbett versus Fitzsimmons and

Jeffries versus Fitzsimmons.

Network broadcasting came to Pine Bluff on Sunday, January 12, 1941. KOTN joined the Mutual Broadcasting System. Their affiliation had come earlier than expected, but the opportunity arose to get on the Southern Round Robin being organized by Mutual. The first network broadcast on KOTN was the BBC News at 9:00 A.M.

The "KOTN Better Living Exposition" opened April 1, 1941, at the American Legion Stadium in a gaily decorated exhibition hall. A cooking school was one feature. Almost every kind of local business participated. Several orchestras and bands provided the entertainment. The programs were broadcast from a remote control station at the hall.

Radio stations and newspapers had been natural competitors since the broadcasting industry began accepting advertising and broadcasting news. Because of this prevalent condition, it was somewhat surprising when the Pine Bluff *Daily Graphic* printed its reasons in May 1941 for including the KOTN daily program schedule in the paper:

Radio has come to be a most important element of American life, performing a vastly useful public service in the dissemination of information and in the broadcasting of musical, informational, and cultural programs of wide variety.

Along with the movies, baseball, bottled drinks and corn on the cob, it has won a place as a distinctive and thoroughly legitimate commodity. It has fathered another American industry which has provided employment for thousands of people.

Station KOTN has been developed from quite modest beginnings into a station comparing quite favorably with any in the state.

Because many readers will be wanting to know about the schedules, the *Graphic* will print them at no cost to the station, but as an additional service to subscribers.

KOTN originated its first network broadcast at 2:00 P.M., May 24, 1941, with the dedication ceremonies of Pine Bluff's new airport, Grider Field, located six miles southeast of town. The new \$200,000 municipal project was also a basic training center for the U. S. Army Air Corps. The thirty-minute broadcast by KOTN was fed to the Mutual Broadcasting System.

Fire caused by a short circuit in KOTN's power transformer resulted in minor damage to the station's equipment at 9:30 P.M., October 15, 1941, thirty minutes before sign off time. The transformer was destroyed. The fire spread to the oil-filled condensers and filters in the transmitter causing them to explode. After a hectic night of repair and replacement, programs resumed the following day. That small catastrophe was only a prelude to the imminent wartime broadcasting handicaps for all stations that would follow in a few weeks.

During the afternoons of hot summer days in 1935, small groups of men and a twelve-year-old boy gathered on the porch of a home in Northeast Arkansas listening to the loud volume of a console radio inside the house. The broadcasts were the play-by-play accounts of Cardinal baseball games from Sportsman's Park in St. Louis on KMOX of that city. Most of the time, the voice of Sportscaster France Laux could be heard above the static, but occasionally the nerve-grating noise won out.

In September, Gunn Distributing Company of Little Rock was advertising "the astounding new RCA Victor radio—magic brain—magic eye—RCA all-metal tubes."

In 1935, Major Edwin Armstrong perfected frequency modulation broadcasting (FM) while on the staff of Columbia University. It would be five years before a commercial FM station would be on the air in the nation and twelve years before an FM station would be licensed for Arkansas.

A federal judge in Seattle ruled that after news had been published in a newspaper, it could be broadcast by radio stations. On May 15, 1935, United Press and International News Service made its news available to radio stations.

KELD

Colonel T. H. Barton, president of Lion Oil Company, owned KARK, Little Rock, and he decided that his hometown of El Dorado should also have a radio station. He applied to the FCC, and a construction permit was granted January 22, 1935, for a new station with 100 watts on 1370 kilocycles. While the station was being constructed at the Country Club, 1½ miles north of El Dorado on the Smackover Highway, offices were maintained in the Lion Oil headquarters in the Exchange Building downtown. Engineer "Pop" Deane of KRMD, Shreveport built the transmitter and was in charge of installation. Fletcher Bolls, who



KELD's first transmitter, which was put on the air in 1935.

had earlier been manager at KGHI, Little Rock, was named KELD manager. Leon Sipes, who had started in radio on KGHI while still in high school, was the chief announcer and assistant manager. Charles Mathis, who had worked at KCMC, Texarkana, held the job of chief engineer. Eddie LeCaptain was the Transradio operator and news reporter. Paul Thompson was the KELD sales manager. A few months later, Mary Gideon joined the staff as secretary.

KELD went on the air at 7:00 A.M., Monday, October 7, 1935, with a variety of programs until 11:30. At that time, members of the staff were introduced to the listening audience. At 12:45 P.M., a switch was made to the Randolph Hotel Banquet Room, and the fall meeting of the Junior Chamber of Commerce was put on the air. The featured speaker was Arkansas Senator Joe T. Robinson. A five-minute address was given at 1:45 by P. L. Deutsch, president of the World Broadcasting System, a transcription service. City and county officials and various civic leaders appeared on a program beginning at 2 o'clock and lasting until 4:30. From then until sign off time at 9:00 P.M., a musical program featuring several local vocalists and musicians was presented.

Manager Bolls began broadcasting a Saturday night program called the "Fiddlin' Bunch" from the Country Club lawn outside the station. So many people attended the live program that residents of the area complained of the noise, forcing cancellation of the broadcasts.

In the summer of 1936, KELD began broadcasting the baseball games of the El Dorado club in the Cotton States League. Fletcher Bolls did the play-by-play. Fans called him "Major" Bolls, adopted from the radio network personality Major Bowes. Leon Sipes handled the game color and commercials. Out-of-town games were re-created in the studio from Western Union reports.

In June 1936, the KELD licensee became Radio Enterprises, Inc., which was owned by Colonel Barton. R. E. "Dutch" Meinert was an officer in the corporation.

In the fall, El Dorado High School Wildcat football games were carried. Wayman Ramsey joined the station as a sportscaster. Another staff addition later was Mel Cooper. A high school student named Wilfred "Mac" McKinney was fascinated by radio broadcasting and began spending as much time at the station as possible. Engineer Mathis let him give a stationbreak one day, and he was hooked on radio in general and KELD in particular for life.

Rodney Smith became a member of the staff and served as piano player, announcer, and program director. He and Wilfred McKinney concocted clever program titles such as the "Monkey Club" and the "Middle Name Club." They required an unusual middle name for membership. Two charter members were KELD Staffers Rodney Lennel Smith and Charles Cosbin Mathis.

Joe Duerson was doing his philosophical "Uncle Mose" program on KELD in the late Thirties.

KELD increased its power to 250 watts in 1939. The station's tower was a 184-foot Blaw-Knox vertical radiator.

In November 1939, Leon Sipes joined the parent company, the Lion Oil Company, as advertising manager and an assistant in sales promotion. Ewing Canaday was hired as an announcer and assistant manager. Charles Mathis left the staff to build a new station in Greenville, Mississippi. John Riley became KELD's chief engineer.

The NARBA frequency allocations in March 1941 changed the KELD spot on the dial to 1400. Bill Hearin joined the station that year as an engineer-announcer. J. R. "Red" Gordon, a Lion Oil employee, was doing the football broadcasts with John Earl Ferguson handling the commercials.

A prologue to the nation's wartime conditions that would soon come occurred at KELD Tuesday, September 3, 1941. The U. S. Army "captured" the station and operated it during a day of maneuvers. The project was carried out by the Second Army Radio Relations Department. It was believed to have been the first time the military had taken over a standard broadcasting



The U. S. Army "take over" of KELD September 2, 1941.

station. The major portion of the regular schedule was not disrupted; but the announcers were sent home, and the engineers were told to go fishing. Manager Bolls remained in his office. Most of the Army personnel had worked for large stations or networks. One sergeant conducted a household hints program, talking about garden bulbs and the raising of children. A lieutenant read the stock market reports, saying that he was selected as the financial expert because he knew how to get along on a shavetail's salary. A request came from a lady who worked at the El Dorado City Hall. She asked that they come down and capture her building so that she could get the day off.

After the one-day indoctrination, KELD was ready for the imminent wartime broadcasting restrictions.

1936 was the year of the great drought, but a considerable amount of water was poured on radio ground rods in an attempt to improve reception.

The FCC relaxed the rule that called for each recorded song to be announced as such. The new regulation required the recorded announcement to be made only once each fifteen minutes. President Roosevelt signed a bill repealing the amendment that required an equal distribution of radio stations among five zones of the nation and among each state in each zone. Major Armstrong attempted to "sell" the FCC on his FM radio as being "static-free, noise-free, uniform day and night through all seasons, and possessing greater fidelity of reproduction."

A listener in Russellville wrote a letter to the *Arkansas Gazette* complaining of the music heard on the radio in 1936:

Feller can't tune in on anything these days without gettin' a program that's at least 90% croonin' and booboo-po-doop-in, with the rest o' th' program featurin' such high class creations as "I Am a Rovin' Cowboy" or "Mountain Music".... Maybe Congress could at least fix it so's a feller could get th' weather report an' sumphin on th' crop conditions in peace.

Another letter writer suggested that the voters retire President Roosevelt from public office in November so that he would have "a chance to display his talent where it belongs, and that is in radio announcing. He should be able to get places in this profession." Only two of the forty-eight states agreed with the letter writer.

A farmer put a radio in his barn in January 1937 to listen while he milked the cows. Soon he discovered that after the radio was installed, each cow's production increased from three to five gallons daily. Also, because the cows turned away from their feed to listen to the radio, they ate only about half as much.

On August 1, 1937, the man who had played the biggest part in starting it all died. Guglielmo Marconi, 67, suffered an attack in Rome.

A man drove his car down the street in 1938 on the way home after seeing his dentist. As he drove, he listened to radio music. Suddenly, he realized that his car had no radio. After further investigation, he discovered that his tooth filling was tuned to the frequency of a local radio station.

On July 1, 1938, the Bureau of Labor Statistics announced that the average weekly wage of people who worked in radio broadcasting was \$45.12, the highest of all U. S. industries.

KLRA, Little Rock and other CBS stations across the nation carried a program Sunday night, October 30, 1938, that scared many listeners. A few even committed suicide. It was Orson Welles' "Mercury Theatre of the Air." That particular episode was entitled "The War of the Worlds," better known later as his "Men-from-Mars" broadcast.

The makers of Philco radios advertised that their new sets had "no stoop-no squat-no squint."

The FCC gave stations some license renewal relief in 1939. The time was extended from six months to one year.

A fourteen-year-old girl who held a third class operator's license visited the control room of KLRA in April 1939. Carolyn Coyne had taken the examination while New Orleans FCC Inspector L. J. N. DuTreil was in Little Rock. Her parents operated the short wave set for the Little Rock Water Department at Lake Winona. They had told her she was too young to take the test, but DuTreil suggested that she take it. After "cramming" for a day, she scored 83 out of a possible 100, one of the highest grades in a group of fifty. She became the second female in Arkansas to hold a third class license. She was not frightened by the large number of buttons, dials, and needles on the KLRA control board, but she admitted the board was "a lot bigger than the set at the reservoir."

The first commercial FM station in the U. S. went on the air in 1940. In March that year, it was reported that there were 45,000,000 radio sets in the nation. A listener turned on his radio to hear the Democratic Convention in July 1940. When the set warmed up, a rousing address was on the air. After a few seconds, the radio sputtered and burst into flames.

KWFC

Howard A. Shuman had come to Hot Springs in 1937 to work for KTHS. In May 1939, he and Clyde E. Wilson, a South Hot Springs furniture dealer, applied to the FCC for a new station. Authorization was granted July 26, 1939, for the station to operate at 1310 kilocycles with a daytime power of 250 watts and a nighttime output of 100 watts. The call letters KWFC (Wilson Furniture Company) were assigned in September. Construction was underway at the studio and transmitter site, 819½ Central Avenue. The tower was a 200-foot Blaw-Know vertical radiator.

KWFC went on the air Friday, June 21, 1940. Shuman was the station manager. Frank Rough was the commercial manager, Jack J. Wolever held the position of program director and chief announcer, Ward Hatcher was production manager, Doc Warren performed the duties of musical director, and James Beall Eschwege worked as the chief engineer. The first programs were for the purpose of raising funds for flood sufferers.

KWFC became an affiliate of the Mutual Broadcasting System on January 12, 1941. The NARBA frequency allocation plan of March 29, 1941, authorized the station to broadcast on 1340 kilocycles. Nighttime power had been raised to 250 watts, the same as its daytime power.

The major portion of KWFC's service to listeners in the Hot Springs area would come in the years after the outbreak of hostilities starting World War II.

Radio broadcasters started the year 1941 faced with the ASCAP (American Society of Composers, Authors, and Publishers) ban. Only songs in the public domain could be played on the air. Suddenly, Stephen Foster's "I Dream of Jeannie with the Light Brown Hair" seemed to be number one. Even church broadcasts had to delete such songs as "The Old Rugged Cross" and "In the Garden."

Broadcasting became a weekly publication January 13, 1941.

Dr. Frank Conrad, who had started pioneer Station KDKA, Pittsburgh, died December 15.

KFFA

During the school year of 1939-40, Sam W. Anderson was the superintendent of schools at Dyess in Mississippi County near Wilson. It was one of the best school jobs in the state, paying \$3,600 annually; but Sam began thinking about his financial future. When he was school superintendent at Nettleton near Jonesboro, he had become a friend of Jay Beard, owner of KBTM. The radio broadcasting business looked promising to him. He looked around for a possible site for a new station and decided that Helena (sometimes referred to as "Arkansas' outlet to the sea") was a good potential radio market.

Sam Anderson organized the Helena Broadcasting Company, which included John Thomas Franklin, J. Q. Floyd, and himself. Their application for a new station on 1400 kilocycles with 250 watts of power was approved. Consulting Engineer Fred Grimwood was hired to install the equipment at 215 York Street. The call letters KFFA (Franklin, Floyd, Anderson) were assigned.

The station went on the air November 19, 1941, with Anderson as the active partner and general manager. J. C. Warren was the chief engineer. Bob Lee, who had worked at WTAD, Quincy, Illinois, was the program director.

One of KFFA's first programs was "King Biscuit Time," heard daily from 12:15 to 12:30 P.M. It would become the station's longest running program and would eventually influence the trend of popular music on a worldwide basis.

Eighteen days after KFFA went on the air, the Japanese bombed Pearl Harbor. The fledgling radio station was immediately faced with the problems of wartime broadcasting.

PART TWO

WARTIME BROADCASTING

It hit the news teletypes at 1:25 P.M. Arkansas time, Sunday, December 7, 1941: "White House says Japs attack Pearl Harbor."

The bulletin was on the networks almost immediately. Stations that did not belong to a network and network members that were not carrying a network program at the time aired the news as soon as the announcer discovered it on the teletype. KLRA, Little Rock was on CBS with "Spirit of '41." KGHI, Little Rock was broadcasting "This Rhythmic Age," a non-network show, but joined Mutual at 1:30 for "This Is Fort Dix." KARK, Little Rock had on "Southwestern Stars," which was not from the network, but joined NBC's Blue Network at 1:30 for the "University of Chicago Roundtable." KTHS, Hot Springs had the non-network "Church of the Air" and went into their own newscast at 1:30.

The bureau chief of one of the news services in Little Rock couldn't be located. He was playing golf somewhere.

The next day at 11:35 A.M., Arkansas time, the largest listening audience in radio history up to that date heard President Roosevelt address a joint session of Congress: "Yesterday, December 7, 1941—a date which will live in infamy—the United States of America was suddenly and deliberately attacked by the naval and air forces of the enemy of Japan."

The following day, he placed all of the nation's radio facilities at the disposal of the Army and Navy for "use, control, inspection, or closure." There was a hasty explanation that this did not mean general commandeering of radio stations.

Neville Miller, president of the National Association of Broadcasters, urged all stations to exercise "unusually careful editorial judgment in selecting news." He said it was important that announcers and newscasters report war news calmly, slowly, and deliberately so as to avoid horror, suspense, and undue excitement.

As early as June 1940, the FCC had ordered 100,000 radio operators to give proof of their citizenship. Both amateur and commercial license holders had to submit affidavits, finger prints, and photographs by August 15 of that year.

In 1941, the FCC had established a monitoring station in Sylvan Hills near North Little Rock. A monitoring officer, two assistant monitoring officers, and four operators lived at the station, which was a five-room house. This was one of eleven such monitoring stations in the South. They maintained a twenty-four hour watch schedule with nine-hour shifts. They listened for distress calls from ships and airplanes that had lost contact with their bases and ships that were under attack.

On January 16, 1942, Censorship Director Byron Price issued regulations to the radio industry covering wartime broadcasting. It was a code of practices designed to prevent the enemy from receiving useful information through broadcasts. The airing of weather forecasts and other weather information was banned for the duration because many stations were heard in areas outside the United States. Man-on-the-street broadcasts and other programs that called for impromptu interviews in public places were also restricted. This program category included quiz shows. No musical numbers were to be played in response to telephone or telegraph requests. This was to prevent music being used as a prearranged code.

Beginning in March 1942, the War Production Board ordered that no more radios and phonographs were to be manufactured for civilian use. The entire facilities of the industry would be converted to war production. Radio construction of standard radio stations was frozen in April 1942 for the duration. FCC Chairman James L. Fly said, "Public interest demands that the requirements of the armed forces be met before materials and skilled personnel can be used for the expansion of existing or

the construction of new broadcast services." In June of 1942, the manufacturing of radio tubes for civilian use was suspended.

Fred Grimwood, owner of KLCN, Blytheville, heard about a college that had a used Western Electric transmitter like theirs. He arranged to trade a half dozen RCA Junior velocity microphones for the tubes from it to be used as spare parts.

In June 1943, it was announced that "victory" radio set parts would be manufactured, which would enable householders to keep their radios in repair regardless of make or age. The number of types of tubes would be reduced from 700 to 114 and would include enough types to substitute for almost all that had previously been in use.

Some restrictions in the U. S. weren't as severe as those in England. The BBC banned some popular songs for reasons of morale. Calling them "sentimental slush," officials would not allow the playing on the air of such songs as "Miss You," "Homecoming," "I'll Just Close My Eyes," "Moonlight Cocktails," "You Walk By," "Autumn Nocturne," "Mandy Is Two," and "Goodnight Daddy."

It was the responsibility of radio stations to prevent the public from having access to broadcasting equipment and facilities. Mrs. Oda Sharpe recalls the security measures at KARK. The receptionist, who sat near the elevator, had control of a button that unlocked the door to the area of the control room.

Storm Whaley, manager of KUOA, remembers another regulation regarding broadcasting equipment during World War II:

Every radio station had to have on hand means of self-destruction that would be more or less permanent.... Our system for self-destruction was a bag of salt, which was to be dumped into the water cooling system, if, and when the storm troopers found us. I have always had a hankering to try the system, but could never justify having the transmitter out of service for 30 days.

Another potential problem that broadcasters had was a shortage of products to be advertised. With the tremendous

shortages of new materials and foodstuffs that resulted from the all-out war effort, there wasn't much to sell. A demand did not have to be created for what was available. Jack Parrish, manager of KOTN, stated later that his station lost eighty per cent of its revenue within six weeks after Pearl Harbor. He decided that a different approach was necessary. His sales staff began concentrating on services and used equipment. After six months, the station's billing was fifty per cent higher than it had been before the war. Arkansas stations discovered that many firms continued to advertise although their products were not available at all or only in limited quantities. They wanted to keep their name before the public until they would again need business. C. K. Beaver, commercial manager for KARK, had just obtained a good contract from Coca Cola when the war started. He offered to bet Manager Ed Zimmerman that the account wouldn't last a week. It never went off the air. Jay and Veda Beard of KBTM recall that the advertising situation soon became stable and most schedules were maintained. Sam Anderson, who had just opened KFFA, went to New York and made the rounds of Madison Avenue advertising agencies. He came back with some lucrative national accounts.

One of the biggest problems of wartime broadcasting was that of keeping qualified personnel. The draft and volunteer enlistments took many experienced employees. Often their replacements had to be young people still in school or those who were draft exempt because of physical, family, or age reasons. Also, when wages were frozen by the federal government, a small Arkansas station could not compete with stations in a large market where the salary level had been higher at the time of the freeze. It would be absolutely impossible after such a long time for the writer to determine the names of all employees who left Arkansas radio stations to go into the service, but a partial list will serve to show the trend of the times.

Al Shirey, control board operator for KARK, enlisted in the Marines immediately after Pearl Harbor. Jay Freeman of the KLRA-KGHI combination joined the Army Air Corps January 7, 1942. Joe Slattery of KGHI, who was already a trained pilot, also became a member of the Army Air Corps. KLRA Engineer

Lester Harlow had previously been called into the Navy. Dick Alford left KGHI and worked at KWTO, Springfield, Missouri, for awhile before going into the service. Ralph Kennedy of KUOA became a flyer in Naval Aviation instead of an announcer in June 1942. Later, KUOA's Cecil Smith had Naval radar duty. Don Corbet of KLRA went into the service in 1942. Jimmy Woodard, who had been a sportscaster at KLRA for almost two years after returning to Little Rock from Charleston, West Virginia, became a Naval Aviation cadet during the summer of 1942. In November, he was selected by Warner Brothers as the "typical Naval Aviation cadet of America." They featured him in a motion picture filmed at various pre-flight schools. The purpose of the film was to depict the life of a Naval cadet. Prior to the picture, Woodard had broadcast some football games between pre-flight teams. Longtime Little Rock Sportscaster Benny Craig joined the Marines at the close of the 1942 Southern Association baseball season. Wilfred McKinney of KELD entered Army service.

The military draft resulted in a few women taking over radio management positions. Jay Beard of KBTM became a member of the Army Air Corps in October 1942, and Veda Beard became the second woman in the U. S. to be issued a "Power of Attorney" by the FCC to act as a station licensee in the absence of the assignee. The document stated: "Veda Beard, attorney in fact, for a period not to exceed six months after cessation of hostilities or licensee's separation from armed forces of the U. S. whichever is earlier."

Bob Buice of KARK was accustomed to getting up early as a morning announcer. This habit came in handy when he went into the Army in 1942. Dorothy Weise sold herself with her own copy. As KGHI's program director, she urged young women to join the Women's Army Auxiliary Corps (WAAC—later changed to Women's Army Corps—WAC). On November 6, 1942, she took the oath and became a member.

KLRA's announcer and staff musician, Harris Owen, donned the Navy blue in 1943. Jim Terrell of KGHI also changed his status to that of a serviceman that year. Sam Anderson of KFFA received a commission in the Navy, and his wife became the

second Arkansas woman to assume a radio managerial role. A future Arkansas station owner received his first radio experience while stationed at Helena. Russ Horne did part time announcing on KFFA.

By January 1944, some 6,000 of the nation's radio station and network employees were members of the armed forces. This figure represented about one-fourth of all broadcasting personnel employed at the outbreak of the war.

Radio stations played an important role in drives to collect scrap metal, rubber, and other materials where shortages existed. After "lend-lease" to allied nations that were already in the war began, such drives were held, even before our entry into the conflict. KOTN assisted the Jaycees in their collection of aluminum in July 1941 as the result of a defense proclamation issued by President Roosevelt and Pine Bluff Mayor Lawrence Blackwell. KOTN's Jack Parrish conducted an appeal on the air. More than 200 calls were received offering aluminum. Jaycee members went to the homes and picked it up. Then they deposited it in a large wooden crate in front of the Jefferson County Courthouse. The container was filled to over-flowing.

Arkansas stations broadcast programs that were designed to boost the morale of service men and women, as well as war workers and other civilians. KBTM carried musical shows from the stage of the Strand Theatre in Jonesboro performed by cadets from an Army Air Corps Basic Flying School. Various members of the Army Administration School at Arkansas State College also played pipe organ solos on KBTM. KGHI broadcast an Army skit entitled "Arkansas Men in Uniform" direct from the Camp Robinson Reception Center. Musical numbers were given by the center's chorus and orchestra. Private Bob Buice, the former Little Rock announcer, helped to arrange the program. KLRA extended its program schedule to 2:00 A.M. beginning in August 1943 so that workers on the "swing shift" could hear radio music. Jonesboro Police Chief Louis Williams urged the citizens of his town to turn down the volume of their radios so that the people who worked at night could sleep during the daytime.

Radio stations played a significant role in helping to

persuade listeners to invest their money in war bonds. KGHI became a member of the Blue Network at 8:00 P.M., Saturday August 29, 1942, and opened with a seven-hour network broadcast to 3:00 A.M., urging people to purchase war bonds and stamps. The "I Pledge America" program featured stars of radio, screen, and stage. Listeners were asked to telephone, telegraph, or mail bond orders to the nearest network station. KGHI also kept its affiliation with Mutual and broadcast highlights of both chains. One very popular show that they acquired from their new affiliation was the "Breakfast Club," which featured Don McNeil as the host. Jack Baker, formerly of Arkadelphia, was the show's male vocalist.

Widely-known Radio Broadcaster Ford Bond came to Arkansas in April 1943 to be master of ceremonies at an Army-Navy "E" presentation at Maumelle Ordnance Works. The award was given during the war for "excellence" in production of essential war materials. The program was carried from the Marche plant site by KLRA, KGHI, and KARK.

Captain Maurice "Footsie" Britt, a Razorback football star in 1939 and 1940 (and a future Arkansas lieutenant governor), received the Congressional Medal of Honor for gallantry in Italy. The presentation ceremony was heard on CBS and KLRA from Lawson General Hospital in Atlanta on Sunday, April 18, 1944. He was interviewed by War Correspondent Quentin Reynolds. In July of the same year, Britt's life was dramatized by the Treasury Department as part of the Fifth War Loan. The program was broadcast over KARK.

A farmer discovered a method of utilizing radio to conserve grain in 1942. He found that a radio playing in his corn crib frightened the rats away.

In addition to the wartime handicaps of radio broadcasting, KUOA had weather troubles in the spring of 1942. A tornado bent the tower over the top of the guy wires.

As KTHS started the year of 1942, the question of who would buy the station still lingered. Colonel T. H. Barton was notified by the FCC that they would not ratify a sale to him because he already owned two stations in the state. The station's nighttime power was reduced to 1000 watts to protect the signal

of a station in Baltimore. A deal was made March 19, 1942, and approved by the FCC June 16 to sell KTHS to private interests. A group of Shreveport businessmen paid \$177,650 to the Hot Springs Chamber of Commerce. W. E. Chester and the Arlington Hotel received \$25,000 of the amount, which was a condition of the original agreement that gave the station to the Chamber. The new owners were George B. Wray, P. E. Furlow, Allen D. Morris, and John C. McCormack. They pledged to try to restore nighttime coverage to 10,000 watts. They also talked of going to 50,000 watts after the war. Kenneth Kellum became the KTHS manager.

KTHS carried the Razorback football games in the fall of 1942. Chief Engineer Clint Norman accepted a job with the Signal Corps in Washington the following January. Cecil Suitt was elevated to the position of chief engineer. He and young Bob King, who had joined KTHS in the spring of 1942, were the only engineers. One of them had to be on duty at all times at the transmitter. Studio maintenance had to be done, also. The station switched from the NBC Red Network to the Blue Network, which was renamed the American Broadcasting Company June 30, 1943, after the FCC had forced NBC to cease ownership of both chains.

The FCC also adopted a Duopoly ruling in late November 1943, stating that an owner could have only one station in a market. The new order would go into effect May 31, 1944. John D. Ewing, Sr. and family owned two stations in Shreveport, KWKH and KBTS, in addition to the *Shreveport Times*. A deal was made August 25, 1944, with the owners of KTHS to trade KTBS for the Hot Springs station. It was an even trade with no money changing hands. The arrangement was approved by the FCC, and the exchange officially took place in October. Hot Springs Broadcaster Jack Wolever was appointed manager of KTHS in 1945. Gus Dickson, who would become a longtime radio figure in the Spa City, joined the station that year as a salesman.

The Army-Navy Hospital at Hot Springs had its own small station. Doc Warren left KTHS to operate it. The call letters were KANH (Army Navy Hospital).

KLCN had a permit before restrictions were placed on

stations to increase power to 1,000 watts, change frequency to 900 kilocycles, and install a new vertical radiator. The tower was literally "built on the ground" by Bill Angle, using a steel drill and bolts at the new transmitter site at Armorel, located between Blytheville and the Mississippi River. The improved facilities were put into operation in March 1942.

Harold Sudbury was KLCN's manager. In late 1943, he arranged to buy the station from Fred Grimwood. FCC approval was given, and the license for the change of ownership was issued June 19, 1944. By January 1, 1944, KLCN's studios had been moved to a former location, Hotel Noble at Walnut and Broadway. The founder of KLCN, C. L. "Dutch" Lintzenich, had died at Fort Roots Veterans Hospital in North Little Rock on March 14, 1944.

J. T. Sudbury, Harold's brother, did both announcing and sales work for the station. Bob Conner was the chief engineer. As the broadcasting days went by, he hoped that the equipment would last until the war was over.

Engineer Blande Perry went to work for KLRA in 1942. The station received authority on June 8, 1942, to operate on 1010 kilocycles with 10,000 watts daytime and 5,000 watts at night. Permission was also given to move the transmitter to a site on Highway 70 east of North Little Rock, which was seven and a half miles from the studio, and to install a directional antenna array. Work was started, and in early October the station was granted special authority to broadcast on two frequencies while the directional pattern was being worked out. KLRA broadcast with 5,000 watts on 1420 kilocycles both day and night and also broadcast with 10,000 watts on 1010 kilocycles during daylight hours. In late February 1943, they switched completely to 10,000 watts on 1010. Engineer Earl Hodges joined the station, and Engineer Ed Beck left and moved to California.

The FCC Duopoly made it necessary for KLRA and KGHI to go under separate ownership. In April 1944, the owners of the *Arkansas Gazette* purchased A. L. Chilton's Majority holding in KLRA, receiving 24,000 shares (about 64.5%) of outstanding stock for \$275,000. The transfer of control took place June 1, 1944.

Josephine Aydelotte, KLRA's bookkeeper, left during the year and was replaced by Eunice Trew. Ray Winkler was the station's sportscaster at the time. Franklin Page was an announcer on the staff, and Wilson Hurst moved across the hall from KGHI to announce for KLRA in October. Roy Judge, a Little Rock accountant, was named manager of KLRA, effective January 1, 1945. Miss Rece Saxon, a former Little Rock vocalist, appeared with Nelson Eddy on "The Electric Hour" from Hollywood. The CBS show was carried by KLRA.

Late in January 1945, the newspaper hired Edward V. Murphy as an advertising specialist. His position also included duties as a radio executive of KLRA. He had once worked as a radio research and market analyst in Chicago. Bob Fulton was heard on "The Sports Parade" on KLRA in 1945. By autumn, Jimmy Woodard had returned from service, and he and Fulton broadcast the Razorback football games.

KGHI had dropped its affiliation with Mutual by June 1944 and had retained its membership with ABC (formerly the Blue Network). The FCC Duopoly ruling separated the station from KLRA June 1, 1944. A partnership which included A.L. and Lenore Chilton and Sheldon Vinsonhaler was formed as KGHI's ownership. Bob Rives was station manager. Wilson Hurst came from Hot Springs and joined the announcing staff. Wed Howard, who would later do network announcing, came from Dallas. Al Shirey was discharged from the Marine Corps in October 1944 and went to work as an announcer at KGHI. Studios were moved to 306 West 3rd, the Annex of the Union Life Building, September 15, 1945. Sheldon Vinsonhaler said that the station was moved so that it might keep abreast of the expanded future of radio in larger quarters.

A serviceman named Joe "Buddy" Deane began observing the announcers at KGHI during his off-duty hours. He would be heard from again. Richard Tuck was on the announcing staff at the time. Chester Pierce began his radio career as an announcer at KGHI in December 1945 after returning from the service. Herbie Byrd, still in high school, began working a parttime announcing shift.

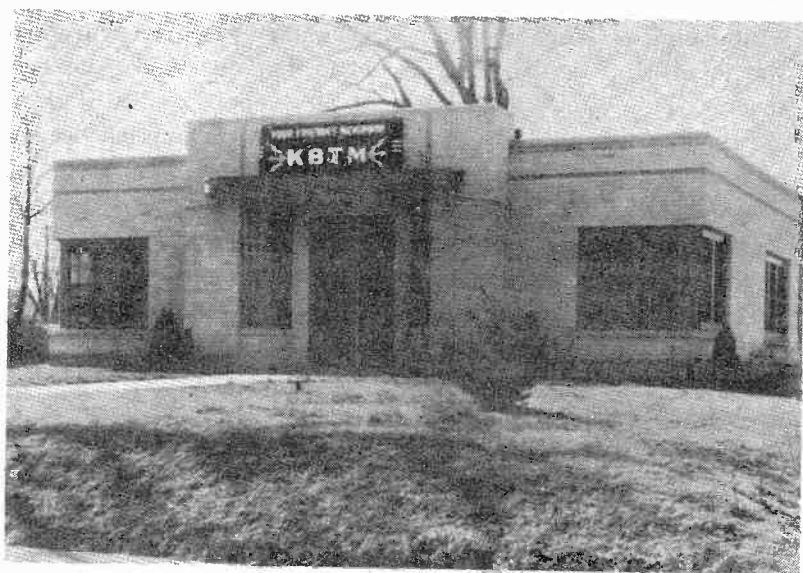
The FCC adopted a rule in December 1944 that required

sponsorship identification of programs and announcements. This prohibited "teaser" spots.

Since KARK was a member of NBC's Red Network, it kept its affiliation with NBC after the two divisions were forced to separate. Carolyn Frazer was in charge of KARK's programs during the early Forties. A. C. "Ace" Dowden joined KARK as an announcer in 1942. Day News Editor Henry Orbach accepted a position with NBC in Los Angeles in 1944. He was succeeded by Night Editor Jack Woolridge. Clyde E. Johnson was hired as the new night editor. Commercial Manager C. K. Beaver went to WOAI, San Antonio as assistant general manager in October 1944. He was succeeded by KARK Salesman Julian F. Haas. Frank Wills joined the announcing staff that year. He had worked in NBC's production department in Chicago after graduating from Northwestern University. Wed Howard moved over to KARK from KGHI. On June 19, 1945, Doug Romine rejoined KARK as studio manager. Les Bolton was added to the announcing staff that year. T-3 Bob Buice was discharged from the Army in October and resumed his duties as the early morning man. Pfeifers Department Store sponsored a "Welcome Home" program on KARK. Each week a returning service man or woman was interviewed about military experiences.

Veteran Fort Smith Broadcaster Jimmie Barry left KFPW in 1942. Pat Garner became the station's general manager. Ed Hicks, newspaperman and free lance writer, went to work for KFPW in 1943. He performed the duties of news gathering and later became an advertising salesman. KFPW joined the Mutual Broadcasting System December 21, 1944.

KBTM moved into an ultra modern new building at 603 Madison, Jonesboro, on January 1, 1942. Earl Hodges was hired as an engineer. Morning Announcer Marvin Cloyd, who had rejoined the staff, signed on February 4, 1942, and announced three programs, or thought he did. It was then that Chris Kenyon told him that a telephone wire had broken between the studio and transmitter during a wind storm the night before. Program copy, phonograph records, and the announcer were hustled to the transmitter site, and broadcasting was done from there until the line was repaired. Roland Hughes, who had



The new KBTM Building occupied in January 1942.

owned a radio station in Clarksville, Tennessee, became KBTM's commercial manager in early November 1942. On November 25,

1942, the station's nighttime power was increased to 250 watts, making it equal to the daytime output. When Marvin Cloyd went to California in 1943, Neal Bunn worked as an announcer for a short time before entering the service. Veda Beard's father, Mr. Pruitt, obtained a third class license that permitted him to stand transmitter watches.

KBTM was notified, through a previous arrangement, that during the early morning hours of June 6, 1944, the Allied invasion of Europe was underway. Newsman Clarence Adams telephoned Jonesboro authorities, who arranged for the blowing of plant whistles, the ringing of church bells, and the sounding of the fire alarm to notify Jonesboro residents of the historic event. KBTM went on the air at 2:30 A.M., joining Mutual to broadcast the full story.

Johnny Eads Douglas came out of the service and started to work as KBTM's chief engineer August 1, 1944. Jonesboro High School Student Bob Hess called a friend, Announcer Roger Wright, at the studio in 1944. Manager Veda Beard answered the phone and relayed the call to the control room. Later, she told Wright that the caller sounded as though he might make an announcer. Hess was given a job. He also became authorized to stand transmitter duty. He rode his bicycle out to the site beyond Arkansas State College. In the spring of 1945, he announced in a sportscast that there were twenty-eight players on the St. Louis Cardinal "rooster," having never heard of the word "roster" at that time. Mrs. Beard drew a picture of a large male chicken and placed it in the control room in front of him. It was captioned: "Bob's rooster." KBTM Chief Announcer W.H. Rutledge left July 1, 1945, to take an announcing job at KARK.

KBTM received an award in national competition among the nation's network-affiliated stations for local promotion of the "Tom Mix" radio show. Veda Beard received the award in 1945 at a three-day event conducted by *Billboard* magazine in New York. KBTM had presented special programs at each Jonesboro school, and the final phase of the promotion was held at the Community Center Building. It was a large, city-wide amateur show, which drew 2,000 young people.

President Harry Truman announced at 6:00 P.M., Central

War Time, on August 14, 1945, that Japan had accepted the surrender terms offered by the Allies. KBTM stayed on the air all night with continuous coverage.

Ted Rand, who was from Albany, New York, went to work as an announcer at KBTM after being released from the Army Air Corps. He had married at Jonesboro while stationed at Walnut Ridge. The future of Arkansas radio looked good to him. He decided to stay in the state.

KOTN Manager Jack Parrish and Sportscaster George Curlin showed determination of the times in the fall of 1942. A football game between arch rivals, the Pine Bluff Zebras and the Little Rock Tigers, was scheduled for Quigley Stadium in Little Rock. During the middle of the week, the two radio men made the trip to Little Rock and requested that the school's athletic director (for whom the stadium had been named) permit them to broadcast the game. The request was denied. Parrish spotted a two-story house on 14th Street across from the stadium that would be ideal for a location to do a play-by-play broadcast. Arrangements were made to rent a front room on the second floor for Friday night. As soon as the athletic director discovered what was about to happen, he ordered that a large tarpaulin be stretched between two poles to obstruct the announcer's view. After this was done, Curlin climbed to the roof with a microphone and proceeded with the account of the game. Parrish stayed at the controls in the room and delivered the commercials. After the game, the school official declared that if it ever happened again, he would drop the Pine Bluff school from the Tigers' schedule.

Fletcher Bolls left KELD and the field of broadcasting in 1942. He was succeeded as KELD manager by Ewing Canady. The station became an affiliate of the Blue Network that year. In 1943, Leon Sipes returned to KELD from Lion Oil, accepting the position of general manager. Joe Duerson, who had appeared on the station with his "Uncle Mose" characterization, became a fulltime employee in 1943, working as an announcer-salesman. Sarah McClarty, who would eventually become the KELD employee with the longest period of continuous service, began keeping the station's books in June 1943.

Clyde Wilson, principal owner of KWFC, Hot Springs, entered into a contract for Elliott Roosevelt and Associates to act as consultants and managerial counsellor of the station in November 1942. H. A. Hutchinson, general manager of the Roosevelt enterprises, and Frank O. Myers, who was affiliated with Roosevelt, would participate actively in the management of KWFC. The Roosevelt organization owned a network of stations in Texas.

High School Student Wilson Hurst began his radio career as an announcer at KWFC in 1942. One of his associates on the announcing staff was future Network Announcer Dennis James, who was spending some time in Hot Springs. On October 19, 1943, Clyde Wilson bought out his partner, Howard Shuman, for \$49,000 at a public auction. Bob Choate became station manager.

KFFA, Helena established a remote studio in Clarksdale, Mississippi, shortly after going on the air in November 1941. After Sam Anderson went into the Navy, Mrs. Anderson became manager. The KFFA front office wasn't the only division of the station where a woman held a responsible position. Donna Anderson (no relation to the owners) held a first class license and was employed as chief engineer.

The death of President Roosevelt April 12, 1945, was observed by the nation's radio stations with the elimination of commercials and the broadcasting of only news and music. He had been the first chief executive to recognize and fully utilize radio as a great medium for reaching people and persuading them to become active in a cause, whether it be the fighting of a depression, a war, or something else.

With the cessation of hostilities in August 1945, broadcasting restrictions were lifted, and the FCC announced that it would start acting on applications. In October, the Commission's personnel began processing 1,000 applications for radio stations that had gathered during the wartime freeze.

PART THREE

THE POSTWAR BOOM

At this stage, the approach to this broadcasting record becomes more personal. Since the writer became a part of the Arkansas radio scene during the postwar period, discussions of people and events will often be based on firsthand knowledge. The usual third person reference to "the writer" will give way to what has sometimes been called the "perpendicular pronoun", the capital letter "I".

During the first two calendar years following World War II, more new radio stations came on the air in Arkansas than the number already broadcasting at the beginning of that period. Twelve stations were on the air at the end of World War II. Four new outlets began broadcasting in 1946, and ten started in 1947. The same trend nationwide was depicted in a cartoon that showed two men observing a field with many towers. One asked whether or not they were oil wells. The other replied in the negative, adding that they were radio stations.

The FCC decided to adopt a "get tough" policy on programming in March 1946. They issued a 139-page report nicknamed "The Blue Book," which included guidelines on public interest programs and excessive advertising practices.

Many network radio executives were startled in the fall of 1946 when ABC produced the weekly "Bing Crosby Show" on transcription. Prior to that time, anything except live network programming had been strictly verboten.

The Census Bureau reported in 1946 that 90.4 per cent of the nation's homes had radios.

Little Rock Advertising Agency Executive Phil Back had

thought there was room for radio expansion in the Greater Little Rock area in 1945. He began organizing a group to establish a new station in North Little Rock. The result was the formation of a company with Newspaperman John F. Wells as president, Attorney Beliot Taylor as vice-president, and Back as secretary-treasurer. The other stockholder was Maurice Moore. They received a construction permit for KXLR.

Studios were installed on the second floor of the Cotton Belt Building at the foot of the Main Street Bridge in North Little Rock. The tower was placed between the levee and the Arkansas River. Mel Spann, who had recently been discharged from the Signal Corps, was hired as chief engineer. Previously, he had worked at KARK and KWFC. While working at KARK, he had also taught a trade school course in radio. One of his students had been Earl Butler. Later, in 1942, Spann had brought Butler to KWFC. Butler was hired by Spann again, this time for KXLR. A third engineer was Vernon Dillaplain, who had been stationed at Camp Robinson.

As time to go on the air drew nearer, a mysterious technical difficulty occurred. Finally, it was discovered that someone had driven a spike nail in the lightning gap at the base of the tower. This extra difficulty added to the problems of getting equipment so soon after the war didn't result in an easy installation.

On Sunday, April 14, 1946, KXLR went on the air as the first postwar station in Arkansas. The power was 250 watts, and the frequency was 1450 kilocycles. The station was an affiliate of the Mutual Broadcasting System. Partner John Wells served as station manager. He was later replaced by Emil Pouzar, who was a civil engineer. Bobbie Forster, who had worked for Wells at the Quapaw Printing Company, was brought in to head the news department. Al Shirey came over from KGHI as an announcer. Herbie Byrd did likewise on a part time basis. When he graduated from Little Rock High School that year, he became a fulltime employee. A formal dedication program was broadcast the opening day. A special Cotton Belt railroad car brought Judge Berryman Henwood, a railroad trustee, and C. C. Rodenback, a railroad industrial commissioner. North Little Rock Mayor Neeley, Little Rock Mayor Dan Sprick, and Pulaski

County Judge L. A. Mashburn also appeared on the program. Hollywood Actor Dick Powell had sent a transcribed message. His radio program, "The Rogue's Gallery," was heard on Mutual each Tuesday night.

Later in the year, Bill Hadley joined KXLR as program director. Also, Winston Joseph "Buddy" Deane, who had received his Army discharge, was hired for his first radio job as an announcer.

Johnny Wells' interest in the University of Arkansas Razorback football team went back to his college days when he had been the *Arkansas Gazette* correspondent for the Razorback games. Now that he was manager of a radio station, he wanted to broadcast their games. Rights to the broadcasts were held by the Humble Oil Company of Texas. In previous years, they had broadcast only selected conference games. Wells envisioned broad coverage of the entire schedule. Humble agreed to relinquish the rights in favor of their sister firm, Esso, if a statewide network could be formed. Wells organized the Razorback Network, lining up most of the stations that existed in the state at that time.

As the football season drew nearer, new Head Football Coach and Athletic Director John Barnhill declared that he thought competitive bids should be taken to decide which station would broadcast the games, contending that KXLR didn't have enough power. Wells argued that they had a statewide network ready to carry the games and that the power of his station was not an important factor. Meanwhile, Esso withdrew its proposed sponsorship. Finally, the Razorback network regained the broadcasting rights but was faced with the task of getting a sponsor. Wells had wanted Esso because they and Humble could work together well, especially with Razorback games played in Texas. The Reynolds Metals Company had just come to Arkansas. Wells remembered that he had met a company official in Washington. The company was offered the games, and they accepted. (Esso became the sponsor in later years.) Humble recommended Sportscaster George Mooney. He was hired. Bob Fulton was brought in to assist him. They were ready to bring Arkansas fans details of games that led to a co-conference championship for the

Razorbacks.

Bobbie Forster kept quite busy as news editor. She did newscasts at 12:00 noon and 6:15 P.M. She also did a morning show at 8:30 for Imperial Laundry. When the Legislature was in session, she did the "Legislative Digest" direct from the capitol, using the long room which served as space for the secretarial pool. Marjorie Crabaugh of Russellville reported on activities of the Senate. At the station, Bobbie rewrote most of the United Press news for the newscasts done by the announcers.

Three more stations went on the air in Arkansas in 1946. Effort had been made to get a station for Camden during the war. A group which included Lieutenant Colonel Elliott Roosevelt and Major Walter Hussman had filed for a station in December 1944. The C.E. Palmer newspaper interests succeeded in getting a permit for KAMD soon after the war. The station went on the air June 19, 1946. A used Navy transmitter and antenna had been obtained. Randy McCarroll, who had worked at a station in Paris, Texas, was the local manager. Frank Myers of Texarkana was the general manager for the Palmer radio holdings. Roland Denney was an announcer.

Next was Harrison. The KXLR-Razorback Network owners decided to expand. Also included in the Harrison group were Roy Milam and Bob Wheeler. Wheeler, a Harrison resident, later became the principal owner. KHOZ went on the air September 28, 1946. Mel Spann of the parent station had done the installation. Charlie Siefert, who had worked at KWTO, Springfield, Missouri, was the first manager. Wilson Hurst had the position of program director. After leaving Little Rock radio, he had worked at KWKH, Shreveport, and had spent several months at Northwestern University attending a special radio institute on a scholarship. The Longfellows, Tom and Wannie, began working at KHOZ the following year. She heard a spot on the station advertising for a continuity writer. She got the job; and a few months later, Tom joined the staff as an announcer.

KGRH, Fayetteville (later called KHOG) came in time for Christmas. It went on the air Sunday, December 15, 1946, with 250 watts at the 1450 spot on the dial. Both the studios and the transmitter were located at 922 Leverett Street. KGRH was a

Mutual affiliate. The original station personnel were Russell Bennett, manager; George Dotson, chief engineer; Lee Belding, program director; Peter Harkins, production director; Chester Pierce, announcer; Alton Collier, sales manager; and Roscoe Parker, engineer. Fred Stevenson was a later KGRH manager.

Established Arkansas stations began returning to more normal broadcasting conditions in 1946. Many returning servicemen resumed their radio work. Ralph Kennedy came back to KUOA, Siloam Springs and began working as program director. Engineer Cecil Smith also returned from the service. The station joined the Mutual Broadcasting System. KUOA operated a remote studio from the Washington Hotel in Fayetteville. Bob Wimberley was the Fayetteville manager from 1946 to 1948 and did daily commercial broadcasts. During the day, anytime the Reverend John Brown decided to go on the air in Siloam Springs, Wimberley's program from Fayetteville was temporarily cut off.

KTHS was still trying to move from Hot Springs in 1946. An FCC hearing was held in May on their application to move to West Memphis and raise power to 50,000 watts. They proposed to build a smaller station in Hot Springs. 1946 was a torrid political year in Garland County. Returning Marine Officer Sid McMath battled the established political group to win the job of prosecuting attorney. KTHS staff members Jack Wolever, Bill Bailey, Jack Ridgeway, Cecil Suitt, Bob King, Gus Dickson, and others were kept busy with campaign and election coverage. Announcer Wilson Hurst returned to his hometown, joining KTHS.

KLCN, Blytheville was ready for a new transmitter at the end of World War II. They backed a truck up to the factory loading dock and got the first transmitter that Gates built after the war. It was a Gates BC1E. Another studio move was made in 1946, to the second floor of the Sudbury Building in the two hundred block of Main Street. Russ Hodge had joined KLCN as an announcer after the war. During the summer, he accepted a job at WMC, Memphis. Other announcers on the staff at the time were Bill Garrett and Gene Bennett. The station's programming included several hillbilly and western bands. One followed

another on the air for several hours during the day. Members of the studio audience roamed in and out as one band replaced another at the microphone. One group later made it to the "Grand Ole Opry" in Nashville—Wilma Lee and Stoney Cooper.

Dick Alford went to work for KLRA after getting out of the service. Soon he was being referred to as "Little Rock's Arthur Godfrey." Dick said later that he hadn't heard Godfrey and wasn't familiar with his style when he returned to radio. He had decided that he would make his show more informal after the war.

KLRA was broadcasting the "Arkansas Jamboree" at 10:15 on Saturday nights in early 1946. It originated from the lecture hall of Robinson Auditorium.

Don Corbet returned to KGHJ after his military service and took the job of sales manager-announcer. The station moved its transmitter to Cantrell Road in 1946.

Bob Buice had started his early morning "Trading Post" program on KARK by 1946. He received a letter from a woman saying that she and her children didn't know the whereabouts of her husband. They had been parted because of the war. She asked Bob's help in trying to find him. He read the letter on his program. The man, who was still in the service, heard the broadcast as he drove to his base in Oklahoma and called Bob at KARK.

As the first postwar year started at KBTM, Jonesboro, Jay Beard had returned from the service to resume his managerial position. Veda Beard worked at her regular station duties, which included bookkeeping. I made my appearance at the station in early March 1946 for the purpose of applying for an announcing job. I had returned from the South Pacific where I had been skipper of a Naval LCT. After being released from the Naval Reserve at Great Lakes, I had stayed in Chicago for a short time taking an accelerated course at the School of Radio Technique. Jay informed me that the announcing staff was already filled with Paul Harvey (not the current ABC news commentator), Bruce McClain, and Ed Coughlin; but he also mentioned that there was a new training provision in the G.I. Bill called on-the-job training. He would be willing to accept me on that

plan. I readily accepted the opportunity. On March 12, 1946, I made my debut on the air with a station break between two Mutual shows. Ed Coughlin even typed a script in advance for me: "KAY BEE TEE EM, Jonesboro...a transcription." I think I said it all, but I'm not really certain.

Clarence Adams was still the KBTM news director, and he also did a half-hour remote broadcast each day from the Jonesboro Stockyards. I went with him to observe, and he let me interview one farmer on each program. One day a former college roommate of mine, Ralph Dobbs, who was still in the Marine Corps, was visiting me. Since he had been a vocational agriculture major in college, I interviewed him on the program. He had known of my radio ambition while in college. He and I once did a skit imitating Lum and Abner before a group of farm people who were meeting at the college. On another day at the stockyards, a worker put a terrapin in my raincoat pocket while I was doing an interview. I continued talking, but I probably cut the interview short and turned the mike back to Clarence Adams.

Other staff members at KBTM at the time were Eleanor Lane, program director; Bill Cate, commercial manager; John Hitt, chief engineer; and Wesley Bell, engineer. Ed Coughlin, who also served as copy writer, was away one day, and I noticed some notes in his typewriter. I asked Bill Cate, "I wonder whether they'd care if I wrote that copy?"

"I imagine they'd raise ole billy hell," he replied, implying that nobody complained when you did extra work.

My other limited duties during the training period included reading the baseball scores on the hour and relieving a regular announcer if he needed to get off for some good reason.

Bob Hess switched from KBTM to KOTN, Pine Bluff in early 1946.

Wilfred McKinney returned to El Dorado from the Army with the hope of owning a station. He purchased KELD from Colonel Barton, taking over in April 1946. By late May of that year, I was eager to find a fulltime announcer's job. I mailed letters to several stations in the state. KELD Manager Leon Sipes replied June 3 with a telegram: "Send soon as possible

recording your announcing work. Have opening KELD for right man." I wasn't sure whether or not I was the right man, but I knew I didn't want to take time to record an audition and put it in the mail. I took a bus that afternoon and rode to Little Rock, where I had a lay-over until late that night. I arrived at Arkansas' Oil Capital after midnight. I found a hotel room and slept the rest of the night. The next morning I started out to find the radio station. When I asked a man about its location, he pointed northward. I excitedly assumed that he meant only a few blocks. I proceeded to walk all the way to the Country Club site out on the Smackover Highway. Leon seemed surprised that I had come in person rather than sending an audition. I was given some copy and sent to the studio. Engineer Bill Hearin put an acetate disc on the recording machine in the control room as Leon Sipes and Wildred McKinney stood nearby to listen. After I finished reading, they discovered that the recorder wasn't working properly. They were happy that they had become aware of the trouble before time to transcribe some shows from ABC during the noonhour. Leon said that they had heard enough on the control room monitor to get an idea of my work. I got the job but wasn't to report until July 15, the date a summer announcer would leave before returning to college.

The morning announcer at KELD was Rodney Smith, I would work the afternoon shift, and Ed Gideon was the night man. Gene Eckhardt, who had been a radio operator in the Merchant Marines during the war, was the chief engineer. Sarah McClarty was the bookkeeper, and Joe Duerson was the station's salesman. He was still doing his "Uncle Mose" program. The late afternoon show was "Grapevine Partyline." It was my first request program. When two very young ladies who lived near the station brought my first fan letter, which said the program was "tops," I thought I was well-established as an announcer. In the late summer, Rodney Smith left the station to devote fulltime to his grocery business, and I took over the morning shift. Paul Norton was hired as the afternoon announcer, and Martha Craig was added to the staff as music director.

At 7:15 each morning, I put on the "Singin' Sam" show,

which was on a sixteen-inch transcription disc. The pickup arm of one of the turntables in the small control room extended out a few inches into the aisle. The station clean-up man always came into the control room while the quarter-hour program played. I went to the lobby to escape the dust of his broom. I warned him about the pickup arm. When the program was about halfway through one morning, I heard on the lobby speaker, "rrrrriiiiiipppp!" He had hit the arm and sent the needle scoting across the disc. I rushed in and replaced the needle at about the point where I thought it should be.

Harlan Wood joined the KELD staff as an engineer before 1946 ended.

Ted Rand and Johnny Eads Douglas began talking about a new radio station in late 1945 when they both worked at KBTM, Jonesboro. Paragould, twenty-two miles away, looked like a good location. Rand's father-in-law, T. M. Self, who had been in the general mercantile business for many years, became the third member of the company. An application was filed for a station at Paragould in early 1946, and a permit was granted in May for KDRS (Douglas, Rand, Self).

A setback occurred in their attempt to get on the air as soon as possible. There was a shortage of radio equipment. They had purchased some and had it stored in a nearby barn while the new building was under construction on Highway 25 in the eastern part of town. A fire destroyed the barn and the equipment. Douglas came out to the construction site a few days later and said, "Downtown some people are saying that KDRS stands for 'Kinda Doubtful Radio Station'." This kind of thinking didn't "sit too well" with Ted. He later said that it spurred them to work even harder to get on the air.

Their objective was reached January 1, 1947. KDRS began broadcasting with 250 watts on 1490 kilocycles. Ted Rand was the manager, Johnny Eads Douglas was the chief engineer, and T. M. Self served as business manager. Early employees included Bill Driskell, engineer-announcer; Claude Roper, engineer-announcer; Russ Schwamb, announcer-salesman; Roger Wright, announcer; Bill Bennett, announcer; and Maxine Rand, secretary.

Ted Rand practiced the concept of community radio. The station's slogan was "The Radio Station Next Door." Programming emphasis was on coverage of local events. Also, KDRS was one of the first stations to carry games on the St. Louis Cardinal Baseball Network with Harry Caray doing the play-by-play, starting with the 1947 season.

In 1939, the Pine Bluff Police Department and the Jefferson County Sheriff's Department had decided to operate jointly a two-way radio system. Local Radio Technician Kenneth Kesterson was hired to install the equipment in the courthouse. He recommended Charles Penix, who had been working in radio for the Arkansas State Police, for the job of operator. Penix went to Pine Bluff in November 1939. In February 1940, both men installed two-way sets in the cars of both departments. Kesterson's original radio interest as a youngster had come when David Sarnoff stayed on duty at a shore station for long hours in conjunction with the sinking of the ship *Titanic*. At Pine Bluff High School, he was later in a radio class taught by Jessie Crump, who had a degree in engineering. When the U. S. entered World War II, Kesterson went to work for the Signal Corps at the Pine Bluff Arsenal, and Penix went into the Army as a radio operator.

After the war, Kesterson and Penix met again, and the idea of another radio station in Pine Bluff was born. Their application, filed in early 1946, resulted in an FCC hearing because another application was made for the same frequency. Also, their financial ability to operate a station was questioned by the hearing examiner. A loan sufficient enough to satisfy that requirement was obtained. Because they were young men and Penix was a returning veteran, they received the permit. A site for the station was acquired at 3010 West 28th, but materials for a building were difficult to buy. Equipment was also hard to get. They paid for the extension of a city water main to their property and took up donations from residents in the vicinity to pave 28th Street out in that direction.

In December 1946, they were plowing furrows in the area around the new tower to install the ground system. Freezing rain was falling, and ice formed on their clothing. An old farmer

came walking along the road. He stopped and observed their work. Finally, he said to Kesterson, "Pardon me, captain, but would you tell me what you're gonna plant this time of year?"

The tower was lighted December 25, 1946, and they called it their Christmas tree. KCLA went on the air January 16, 1947, with 250 watts on 1400 kilocycles. Clyde Martin, who had been working in newspaper advertising in Pine Bluff, was the station's first salesman. He successfully sold the idea to businessmen to "Keep Covering Larger Audiences" (KCLA). Veteran Pine Bluff Sportscaster George Curlin did play-by-play sports broadcasting. The football games of Pine Bluff High School and AM&N College were carried. Re-creation from telegraph reports of the away-from-home games of the Pine Bluff baseball team in the Cotton States League was also done. KCLA gave the 11:00 A.M. to 12:00 noontime on Sundays to four churches, each alternating with remote broadcasts on successive Sundays.

The KXLR-Razorback Network people extended their interests again, this time to West Memphis where they furnished the radio know-how for a local group to establish KWEM. Intense effort was made to get on the air before the end of 1946, but the usual equipment problems delayed the opening. Tests were made during the second week of January 1947, and the station's formal opening was held on Sunday, February 23. Studios were on Broadway in the west side of the Merchants and Planters Bank Building. The tower and transmitter were south of the viaduct between the Harahan Bridge and the U. S. Engineers Office. KWEM was a daytime station with 1,000 watts on 990 kilocycles. George Mooney, sportscaster for the Razorback Network, was the manager. Other staff members were Bill Trotter, commercial manager; Frank Keegan, program director; Vernon Dillaplain, chief engineer; Erie Cutrer, salesman; Bill Garrett, announcer; Hal Hill, announcer; Douglas Clark, announcer; Johnny Kenlo, announcer; James Klaser, in charge of production; Betty Dabbs, receptionist; Jean Mooney, traffic director; and Ed Beck engineer. Later, Franklin Page of Little Rock was added as an announcer.

Officers of KWEM included, J. C. Johnson, president; J. W. Rich, vice-president; J. C. McCaa, secretary; Melvin Dacus,

director; and John Cooper, director.

KXRJ, Russellville (later changed to KARV) went on the air February 25, 1947. It was a Mutual station with 250 watts on a frequency of 1490 kilocycles. Open house was held Saturday and Sunday, March 1 and 2. Jerrell Shepherd and Clyde Russ Horne were the owners. Randy McCarroll was the commercial manager. The engineers were John E. Riley and Bill Sneed. Roland Denney was an announcer. Betty Bruce worked as receptionist and traffic manager. Later, L. L. "Doc" Bryan, who would be a longtime employee, joined the staff. KXRJ was located on the campus of Arkansas Tech. The 150-foot tower was west of the Fine Arts Building.

Donald W. Reynolds, publisher of the *Southwest American* and *Times Record* in Fort Smith, received a construction permit in late 1946 for a daytime station with 1,000 watts on 950 kilocycles. KFSA ("Know Fort Smith, Arkansas") went on the air from 920 Rogers Avenue on Monday, March 3, 1947, as an affiliate of the American Broadcasting Company. Jay Anderson was the station manager. Pat Porta, who had done some announcing while in Fort Smith Junior College during World War II, was an announcer. Later in 1947, KFSA was authorized to extend its schedule to nighttime coverage, using 500 watts and a directional antenna system after local sunset.

The Arkansas-Oklahoma Broadcasting Corporation put KRKN on the air at Fort Smith in late May 1947 on North Street. Clyde B. Randall was president, and R. A. Young, Jr. held the position of secretary-treasurer. KRKN was a 250-watt station on 1230 kilocycles. Before the end of the year, R. G. Hines was named general manager.

Theatre Owner and Banker Cecil Cupp established KVRC, Arkadelphia, which went on the air officially at 6:00 A.M., Thursday, September 25, 1947. Studios were in the Radio Theatre Building at 506-508 Main Street. The transmitter and the 165-foot tower were located on old Highway 51, just south of town. The station manager was John Malcolm "Bugs" Moore, an Arkadelphia native who had been commander of a POW camp at Battle Creek, Michigan, during the war. Other staff members were listed as Bob King, chief engineer, who built the station;

Bill Deaton, program director; William Lambert, announcer; J. D. Luton, announcer; E. N. Summers, engineer; Paul Weland, engineer; and Mrs. Robert Nelson, office manager. KVRC carried a speech that Senator J. W. Fulbright made to the Lions Club October 31. The station had become a member of Mutual October 1, 1947. The football games of Ouachita College and Henderson State Teachers College were a feature of the fall program schedule.

It was appropriate that the oldest AM station still in existence in Arkansas at the time was the first to add an FM station. KUOA-FM, Siloam Springs became a reality October 11, 1947. For the benefit of people who possessed no knowledge of radio engineering, station promotion used a pitcher throwing baseballs to illustrate the difference between the working of an AM and an FM transmitter:

Think of the transmitter as a baseball pitcher throwing balls, which represent radio waves, against your house. In one case, he throws them at perfectly timed intervals, or frequencies—but he uses more force with some throws and less with others. These differences in power cause the varying sounds of the ball hitting your house. In the same way, AM broadcasting uses differences in strength of electromagnetic waves to carry sound.

At another time, the pitcher becomes almost a robot, throwing each ball with just the same force. This time, however, he varies the time between each pitch—he modulates the frequency, in fact—while maintaining the same power for each throw, just as FM broadcasting.

A few weeks after KUOA-FM went on the air, Manager Storm Whaley estimated that there were about 250 FM receivers within a radius of twenty miles of the transmitter. Kenneth Maxwell was the station's chief engineer.

The third new Fort Smith station of 1947 began broadcasting November 22 at 8:00 P.M. KWHN operated with 5,000 watts at 1320 on the dial. A fifteen-piece Variety Club Orchestra played for the opening program and open house. KWHN was located in

the new Radio Center Building at 421-423 Garrison Avenue. It was a two-story building with a fifty-foot frontage. The first floor was separated by a long arcade leading into the studio lobby at the rear of the building. A circular stairway from the lobby led to the main studios on the second floor. They were described as "suspended studios." The KWHN manager was Cliff Goodwin, formerly with WMC, Memphis. E. D. Harvey, who had worked for WBAL, Baltimore, was the program director. Bruce Dennis held the position of chief engineer. Jack Clark was the farm director. Station officers were Allen Whiteside, president; Dr. Arthur Hope, vice-president; and Hiram S. Nakdimen, secretary-treasurer. Other stockholders were A. E. Miller, Morris Bershoff, J. E. Friedman, G. Love Grant, and Gus Crane.

Hope Newspaper Owner Alex H. Washburn established KXAR, Hope December 12, 1947, with 250 watts on 1490 kilocycles. L. B. Tooley was the chief engineer and later became station manager.

In 1947, KGHI, Little Rock was authorized to raise daytime power to 1,000 watts and the nighttime output to 500 watts with a directional antenna system to be used after dark. The KGHI frequency was changed from 1230 to 1250.

After seventeen years in the Goldman Hotel, KFPW, Fort Smith moved its studios to a two-story residence at 2817 Rogers Avenue. R. E. Rives was named station manager.

KELD, El Dorado moved into modern, quality studios upstairs in the Home Finance Building at 208½ North Washington in April 1947. The main studio wall had a horizontal curved, small half-logs effect for about four feet from the floor. Large vertical curved panels extended the rest of the way to the ceiling. The studio mikes were the large RCA type. In the control room, there was a new two-channel Collins control board. Since I was the KELD morning man, I had the privilege of doing the first broadcast from the new quarters.

Joe Leroux, who had attended the University of Arkansas after serving with the Army in Germany, returned to his hometown and joined KELD in 1947 as a local news reporter. One morning between newscasts, as he was coming out of a business establishment, he fell and broke his arm. Thereafter,

while his right arm was in a sling, all news copy was held in his left hand.

Leon Sipes brought what seemed to be a brown box into the control room. It was a Brush tape recorder, the first we staff members had ever seen. We were amazed that the magnetic tape could be used time after time. Compared to later professional machines, it was in the classification of a home recorder; but to us it was a modern electronic miracle.

I retain a few memories on the light side from KELD. My wife contends that on a commercial for a poultry medicine when I should have said, "Keep your birds worm free," I actually said, "Keep your worms bird free." One day Paul Norton was on the board. I thought I detected from listening to the lobby speaker that he had a 78 rpm record on 33 1/3 speed. I entered the control room and mentioned the possibility.

"No," he replied, "it'll build up to a crescendo."

Joe Duerson, on a spot for a shoe store, declared that they had "plenty of sparking space." Often, when Manager Leon Sipes was ready to leave the station at the end of the day, he would say



New KELD studios in 1947. Announcer Paul Norton is at the controls.

humorously, "Well, if you can't make it sound pretty, make it sound loud."

In October 1947, an opening occurred on the announcing staff of KBTM, Jonesboro (where I had trained), and I returned to the Northeast Arkansas area. Earlier in the year, Dick Crane had become KBTM's commercial manager, and Ted Harding had been hired as program director. Both had been working at WHHM, Memphis. Crane had worked at KFI, Los Angeles before going into the Army. Harding had been on the announcing staff of WWL, New Orleans during the war years.

KFFA, Helena increased power to 1,000 watts in 1947 and changed frequency to 1360 kilocycles.

A few Arkansas broadcasters attended a district NAB meeting in Biloxi, Mississippi, in 1947. Among them was Sam Anderson of KFFA and Julian Haas of KARK. That's when the first talk occurred about the possibility of organizing a state broadcasters association. A preliminary meeting was held in Little Rock, which led to the formation of the Arkansas Broadcasters Association at the Marion Hotel November 15, 1948. Representatives of twenty-eight stations attended. Ed Zimmerman, manager of KARK, was elected the first president; Sam Anderson, manager of KFFA, was chosen as vice-president; and Al Godwin, manager of KFPW and KFPW-FM, was selected as the first secretary-treasurer. Other members of the ABA board of directors were Bob Choate, manager of KWFC; Leon Sipes, manager of KELD; Jack Wolever, manager of KTHS; David Crockett, manager of KAMD; Harold Sudbury of KLCN; and Ted Rand, manager of KDRS.

An organizational meeting of the Arkansas Associated Press Broadcasters was held at the same time. Leon Sipes, KELD, was elected president, and Al Godwin, KFPW, was given the office of vice-president. Directors were Sam Anderson, KFFA; Bob Choate, KWFC; and Jay Beard, KBTM. A "continuing study" committee was also selected: Paul King, KARK; chairman; Ted Rand, KDRS; Deno Nichols, KLRA; Pat Garner, KFPW; and Bill Deaton, KVRC. Justin R. "Andy" Anderson was the AP bureau chief for Arkansas.

The original slate of ABA officers (except one) served until

February 10, 1950, when another association meeting was held at Hotel Marion. During the interval, Al Godwin moved from the state, and Ted Rand of Paragould was appointed to the post of secretary-treasurer. I was Ted's assistant manager at KDRS by then, and we came to Little Rock a day early so that he could confer with Ed Zimmerman and complete arrangements for the ABA meeting. The ABA headquarters area was the hotel's presidential suite, which had received its name after President Harry Truman occupied it during his visit to Little Rock to participate in the reunion of his 35th Army Division in May 1949. Since the ABA secretary-treasurer was in charge of handling most details of association business, Ted and I were assigned to the sleeping quarters of the headquarters suite. We discussed the point that since there were two beds in the room, we don't know which of us slept in the one the President had used; but we did take consolation in the fact that there was only one bathroom.

The new ABA officers for 1950 were Sam Anderson, KFFA, president; Fred Stevenson KGRH, vice-president; and Ted Rand, KDRS, secretary-treasurer. The board consisted of Ed Zimmerman, KARK; Harold Sudbury, KLCN; Leon Sipes, KELD; Sheldon Vinsonhaler, KGHI; Jack Wolever, KTHS; and John England, KFPW. The new president of the Associated Press Broadcasters was Leon Sipes, and the vice-president was Ted Woods, manager of KOSE, Osceola. I was appointed chairman of the continuing study committee.

The ABA meetings served as a means of exchanging ideas on successful programming, promotions, and technical procedures. Broadcasters seemed to return to their stations with renewed enthusiasm to try to do a better broadcasting job. It also enabled them to get away for awhile and view their stations more objectively. Practical jokes played on various members soon became a familiar part of each get-together. The popularity of the organization was shown when the membership approved the motion to increase the number of meetings from one to two annually. In August 1950, the scene switched to the Jack Tar Motel in Hot Springs.

It was back to the Marion Hotel in Little Rock in February

1951. Fred Stevenson of KGRH became the new president. In the AP meeting, I presented a report from the continuing study committee, recognizing that the flow of regional and state news on the wire had increased after this need had been expressed in the previous report. Bill Hutt, manager of KLRA, was elected AP president, and I was chosen for the position of vice-president. Julian Haas, KARK; L. L. "Doc" Bryan, KXRJ; and Leon Sipes, KELD, were selected as new directors. John Haslam, manager of the United Press in Arkansas, conducted a meeting with members whose stations had the UP news service. In August 1951, the meetings were again held in the Spa City.

Seventy-five broadcasters, representing thirty-six stations, were on hand at the Marion in March 1952. Storm Whaley of KUOA was elected ABA president. KLRA's Bill Hutt was awarded the second spot, and Wilfred McKinney of KELD became the new secretary-treasurer. During the Associated Press meeting, Oliver Grambling, assistant AP general manager from New York, commented that the recent switch from Memphis to Little Rock as the state news filing point was working out very well. The move had been one of the original objectives of the AP Broadcasters. I was honored with the office of AP president for 1952, and Mark Weaver of KLRA was elected vice-president.

The practical jokers were busy during the 1952 ABA meeting. A large sign was put in the Marion lobby at the mezzanine level reading: "Hutt for Governor." Bill Hutt of KLRA was amused and pleased, but he had reservations about the prank. One of his best advertisers was seriously considering running for the state's highest office. He feared that it might in some way jeopardize the account.

A few months later, I became manager of KNBY, Newport, which was a member of the United Press, thereby relinquishing the top AP office to Mark Weaver. Clem Brossier had just replaced Andy Anderson as the state bureau chief, and he lamented that it was necessary to change horses so soon after he arrived. His concern wasn't necessary because Weaver was a very capable newsman and broadcaster.

The 1953 slate of ABA officers included Bill Hutt, KLRA,

president; Wilfred McKinney, KELD, vice-president; and Ted Woods, KOSE, secretary-treasurer. The following broadcasters served as president in later years:

Wilfred McKinney, KELD, El Dorado—1954
L. B. Tooley, KXAR, Hope—1955
Mel Spann, KWAK, Stuttgart—1956
Ted Rand, KDRS, Paragould—1957
Jack Parrish, KOTN Pine Bluff—1958
C. R. "Russ" Horne, KXRJ, Russellville—1959
Kermit Richardson, KBOK, Malvern—1960
Julian Haas, KAGH, Crossett—1961
J. C. Willis, KVOM, Morrilton—1962
Hi Mayo, KBRI, Brinkley—1963
Don Whitney, KOSE, Osceola—1964
Bob Wheeler, KHOZ, Harrison—1965
Lee Bryant, KARK, Little Rock—1966
J. A. "Sonny" West, KDMS, El Dorado—1967
Adrian White, KPOC, Pocahontas—1968
Preston Bridges, KGKO, Benton—1969
W. N. "Bill" Cate, KRLW, Walnut Ridge—1970
W. J. "Dub" Wheeler, KHOZ, Harrison—1971
Jack Freeze, KFPW, Fort Smith—1972
Mike Horne, KARV, Russellville—1973
Ted Snider, KARN, Little Rock—1974

There was an electronic development in 1948 that would eventually revolutionize much radio equipment—the transistor.

Leonard Coe, who had been commercial manager of the Texas State Network after leaving KLRA, put a new station on the air in Little Rock. Z. Bensky of Little Rock and H. Bensky of Memphis owned 65 per cent, Coe had 33 per cent, and the remaining 2 percent belonged to E. R. Parham. KVLC (selected for Coe's daughter, Virginia Lynn Coe, and later changed to KMYO) went on the air Saturday, February 21, 1948, with 1,000 watts on 1050 kilocycles. It was a clear channel daytime station and Little Rock's only independent. Studios were in the Southern National Insurance Building at 319 West 2nd. The

business offices were on the sixth floor, and the studios occupied the penthouse, which was reached by stairs since the elevator didn't go beyond the sixth floor. The KVLC transmitter and 300-foot tower were located one mile east of North Little Rock on Faulkner Lake Road. A young lady started with the station and would remain in Coe's employment for a longtime as an administrative assistant in various cities and with various stations. She was Anne Lumpkin. Some early announcers on KVLC were Ernie Howard and Marshall Hendrix. Salesmen during the early years included Glen Robertson and Jim Gatens.

Another station was added to South Arkansas when KVMA, Magnolia went on the air in April 1948. It was a 1,000-watt daytimer on the low frequency of 630 kilocycles. Future Manager Bill Bigley was one of the original employees. He had played bit parts on network shows such as "Jack Armstrong" during his days as a student at Northwestern University in the late Thirties.

The KXLR-Razorback Network group made its final new station venture when it opened KWAK, Stuttgart on May 14, 1948. Mel Spann, who later became the station's owner, was the manager, assisted by his wife June. KWAK had 250 watts on 1240 kilocycles. It came on the air as a member of the Mutual Broadcasting System.

KLCN-FM, Blytheville went on the air in 1948 as a sister station to the veteran KLCN.

Leroy Garrett joined KLRA as an announcer in 1948. Among the others on the staff at the time were Gene Goss with his "Platter Party" show, Announcer Roy Mitchell, Sportscaster Deno Nichols, Program Director Harris Owen, Chief Engineer Kermit Tracy, Engineers Art Beem and Blande Perry, Bookkeeper Eunice Tr ew, and Manager Ed Murphy. Engineer Earl Hodges left the station that year after a five-year stay.

T. K. Barton, a son of Colonel T. H. Barton, became active in the operation of KARK, Little Rock in 1948, assuming the position of vice-president. Bob Hess had joined the announcing staff, having left KOTN, Pine Bluff. Wilson Hurst and Jim Terrell were also added to the staff of talkers.

Bill Crews took my place as morning announcer at KBTM,

Jonesboro when I went to KDRS, Paragould in March 1948. Later, that year, Neal Bunn came to KBTM as program director, replacing Ted Harding, who went to a station in Norfolk, Virginia. Harvey Stegman became a KBTM announcer and also did play-by-play sports. Later, he took a job with WREC, Memphis as a sportscaster.

Dick Alford transferred his individual air style to KXLR, North Little Rock in 1948. "Strolling with Alford," with the theme song "Sunnyside of the Street," was a familiar morning sound in the twin-cities area.

I joined KDRS, Paragould March 1, 1948, and became program director after a few months. The station's major league baseball coverage was heavy that summer. There were still many daytime games in 1948. When the Cardinals didn't have a day game scheduled, Ted Rand and I selected a game of a Cardinal rival such as the Boston Braves or Brooklyn Dodgers and did a re-creation from Western Union reports. It was the only major league broadcast on the air during the afternoons the Redbirds were idle. Calls came from what we considered to be distant points for our 250-watt coverage. One came from Old Joe in North Central Arkansas, which meant our signal travelled over much hilly terrain on a sultry, static-prone summer day. We used an off-mike snap of the fingers to indicate bat striking ball. Crowd noise was handled from the control room, the intensity varying with our hand signals to the operator.

The Major League All Star game was scheduled for Sportsman's Park in St. Louis July 13, 1948. Ted suggested that we attend and record interviews. The idea of a 250-watt Arkansas station covering a national sports event seemed overwhelming to me. The St. Louis Browns were the host team. Ted's wife had known the family of the Browns' publicity director during the war years. Ted wrote him a letter requesting permission to tape interviews, and the request was granted. He and I boarded the train at Paragould the night before the game and rode a day coach to St. Louis, accompanied by the early-style recorder. We reported to the park the next morning, and the publicity director took us to the National League dressing room. We alternated doing interviews while the players dressed for the

game. Finally, Manager Leo Durocher politely informed us that it was time for his pre-game meeting. We then set up the recorder in the American League dugout, being careful to place the detachable lid in a position so that "KDRS, Paragould, Ark." could easily be seen. We continued to interview players until game time. Our final recorded lineup included Leo Durocher, Yogi Berra, Joe Dimaggio, Dizzy Dean (a dugout visitor), Ted Williams, George Kell, Johnny Sain, Enos Slaughter, Bob Elliott, Bob Lemon, Al Zarilla, Buddy Rozar, Hoot Evers, Lou Boudreau, American League Manager Buck Harris, and St. Louis Cardinal Manager Eddie Dyer.

James E. Clayton, a former KARK engineer, had applied for an AM station in Conway prior to 1949, but an application for the same frequency by out-of-state interests held up the grant. While he was waiting, he put FM station KOWN on the air at 3:00 P.M., Saturday, March 5, 1949. It was located on the Arkansas State Teachers College campus. KOWN operated on a frequency of 97.7 megacycles (channel number 249). It was the first FM station in Central Arkansas. Opening publicity stated: "FM is characterized by the complete absence of static, noise, and interference from other radio stations. It possesses a naturalness of sound that is unequalled by any other method of broadcasting. A full frequency range from the lowest bass notes to the overtones of the highest notes contribute to the clearness and brilliance of programs." John E. Lyon, Jr., chief member of the department of physics at Hendrix College, began working about twenty hours each week as an engineer. Bradford Govan, a Hendrix senior, was advertising salesman and program director. ASTC students were used for the beginning announcing staff. The station featured music from the NBC music library and broadcast news from United Press.

The second FM station in Central Arkansas went on the air Sunday, April 24, 1949, when KVLC added a frequency modulation outlet on 94.1 megacycles. Both KVLC and KVLC-FM carried programs from the Liberty Network, a Gordon McClendon enterprise from Dallas. Most of the network programming was "canned" with attempts made to simulate live broadcasts. During the summer, Liberty broadcast major league

baseball in the afternoon, mostly by the re-creation method.

KXJK, Forrest City did its first official broadcasting April 29, 1949 with 1,000 watts on 950 kilocycles. Bill Fogg was the manager.

Another broadcasting signal made its appearance at 6:45 P.M. on Monday, September 5, 1949, in Northwest Arkansas. KBRS, Springdale had a power of 250 watts and a frequency of 1340 kilocycles. The station was located north of town on Highway 71. Open house with free souvenirs to all visitors was held during the first week. The Donrey Media Group was the owner, and William F. Hession was the manager. Walcott H. Wyllie worked as sales representative, John Latham was the chief engineer, and Betty Schefers worked as production manager. KBRS told listeners the station was "Broadcasting from the Heart of the Ozarks."

KBTM-FM was added to the radio dial in Jonesboro, September 20, 1949, operating with 8.1 kilowatts on 101.9 megacycles. Elmer Skaggs worked as the FM announcer. Harold Gregson, who had been working in sales and announcing at KDRS, Paragould, joined the Jonesboro stations.

After more than two decades, a second station was established in Mississippi County when KOSE, Osceola went on the air Monday, October 10, 1949, with 1,000 watts daytime on 860 kilocycles. Studios were in the Mears Building on Highway 61. The transmitter and the 280-foot tower were located five miles south of town. The equipment was by RCA. Ted Woods, formerly with KFFA, Helena, was the manager, assisted by his wife Betty. Other staff members were Harold Jones, chief engineer; Earl Roberts, announcer; and Mrs. Ann Edrington, receptionist. Osceola Mayor Ben F. Butler made a talk the first day during open house festivities. KOSE began with a heavy sports schedule. Johnny Fox taped the local high school football games for playback at 9:00 A.M. Saturday. Razorback games were also carried on Saturday, and professional games from the Sports Broadcast Network were aired on Sunday afternoon.

Charles Craft, who was in the general mercantile business in Bono, decided that Newport would be a good town for a new radio station. He made application; and before the permit was

granted, Harold Sudbury, owner of KLCN, Blytheville, bought fifty per cent of the company. KNBY, "The Voice of the White River Valley," went on the air Tuesday, October 11, 1949, as a daytime station with 1,000 watts on a frequency of 1280 kilocycles. The station was located in Cherokee Acres north on Highway 67. A new 30 by 70 tile and brick building housed the offices, studios, and transmitter. A 225-foot tower was erected behind the building. Dick Weithan, a former announcer at KLCN, was the station manager. Gene Howe, a recent journalism graduate at Arkansas State, was hired as the advertising salesman. J. C. Clayton was the chief engineer, and Army Veteran Anson Clark was his assistant and later became chief. Carlton Garner was an early KNBY announcer.

KRKN, Fort Smith ceased broadcasting because of economic reasons March 15, 1949. KFSA, Fort Smith acquired the station's physical facilities. H. Weldon Stamps became KFSA's manager. KFPW, Fort Smith gained assignment of the KRKN frequency of 1230 kilocycles.

KTHS, Hot Springs was granted authority to move to West Memphis and increase power to 50,000 watts in March 1949; but after various protests, including that of former Arkansas Governor Carl Bailey, the FCC rescinded the approval.

KBTM, Jonesboro originated the Indian Sports Network in 1949 to feed games played by Arkansas State College to stations in Northeast Arkansas and Southeast Missouri. Newly established KBTM-FM was used as a relay station.

Clyde E. Wilson sold his majority interest in KWFC, Hot Springs to N. B. Burch of that city in March 1949. Frank A. Brown became KWFC's general manager.

Jim Risner began his radio career as an announcer at KGRH, Fayetteville in 1949.

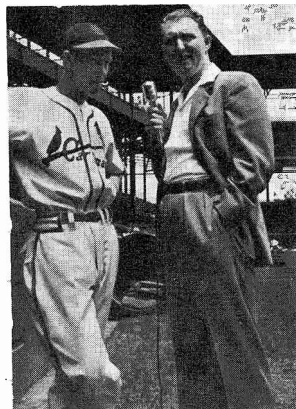
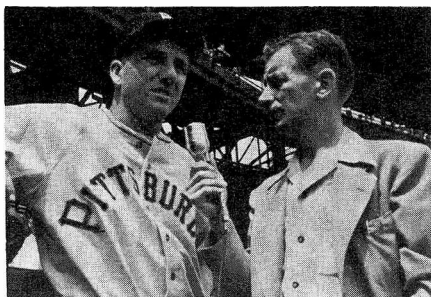
Bill Bigley joined KFFA, Helena in the fall of 1949 as commercial manager.

Ted Rand and T. M. Self purchased the one-third interest of Johnny Eads Douglas in KDRS in 1949. Salesman-Announcer Bob Grossman left KDRS, returning to his hometown of St. Louis to work for WIL. Future Arkansas Station Owner Adrian White took his place. He had been conducting the veteran's

training program in Paragould. Joe Nearns came from KFFA, Helena to work at night in conjunction with his daytime attendance at Arkansas State College at Jonesboro. Ted and I made the trip to St. Louis again, this time recording interviews with Cardinal players. We had the privilege of broadcasting a baseball game featuring a team of major league players in October 1949. Harry Walker's All Stars played the semi-pro Jonesboro Red Sox at Cardwell, Missouri.

Ted started the Rotary Radio Auction on KDRS to help his service club raise funds. Merchandise donated by businesses was auctioned on the air at night. The plan spread to become a nationwide fund-raising method for Rotary Clubs.

Vernon Dillaplain, who had been manager at KWEM, West Memphis, returned to an engineer's job at KXLR, North Little



KDRS interviews at Sportsman's Park, St. Louis, in 1949. Upper left: Ted Rand talking to Pittsburgh Pirates Slugger Ralph Kiner. Upper right: Ray Poindexter interviewing St. Louis Cardinal Infielder Red Schoendienst. Lower left: Ray Poindexter and Cardinal Star Stan Musial.

Rock. Euel "Lank" Lancaster became sales manager for KXLR. Emil Pouzar was the manager at the time.

Engineer-Announcer Marv Heffington joined KWAK, Stuttgart in 1949.

Mena, the town that Lum and Abner had made famous as the "County Seat," got a radio station in February 1950 when KENA went on the air. R. B. Bell was the owner-manager. Tom Longfellow was the program director, and wife Wannie was the copy writer.

A second station went on the air at El Dorado May 8, 1950. Texarkana Broadcaster David M. Siegel put KDMS (the owner's initials) into operation with 1,000 watts on 1290 kilocycles. It was located in the Randolph Hotel. Leo Howard was the KDMS manager.

KBTA, Batesville joined the list of Arkansas stations June 30, 1950. The owners were Newspaperman and former Batesville Mayor Jared Trevathan; Jim Higginbottom, operator of the Oklahoma Tire and Supply Store; and Albert West of AP&L. KBTA had 250 watts on 1340 kilocycles. Later, Higginbottom bought the interests of the other stockholders.

A forerunner of what was to come in radio made its appearance in Arkansas September 20, 1950, when KNEA, Jonesboro (Northeast Arkansas) went on the air with "format programming." It was the "Hit Parade" all day long. Mostly top tunes of the day, played and sung by big bands and pop vocalists, were featured. At first, some of us in the area who were programming "a little of this and a little of that," referred to the new station as a "glorified jukebox." Actually, KNEA, Manager Dick Crane used the public's response to that type of musical dispenser to support the top tune theory. Owners of nickelodeons had said that people kept feeding coins to the machine for the same few songs time after time. These favorites were soon replaced by newer hits. Virtually the same principle was used by Program Director Neal Bunn to program the new station. There were numerous stockholders in the new broadcasting venture, including Crane and Bunn. KNEA had 1,000 watts daytime power on a frequency of 970 kilocycles. Quality studios were located in the Noble Hotel. To make certain

that the station had a different sound during the early months, only out-of-state announcers were hired. I remember hearing one announcer give an Indianapolis stationbreak by mistake. Some of the early announcers were Phil Moss, Paul Barnett, Chad Lassiter, and Fred Phaler. Charlie Quinton was the copy writer, and Doris Birkhan kept the books.

The application of KCON, Conway on 1230 kilocycles had been made as early as 1947, but another application for the same frequency had delayed the grant until July 1950. After construction and the usual tests, the 250-watt station officially went on the air with regular programs Thursday, November 16, 1950. Shortly thereafter, KOWN, the FM station that had been put on the air in March 1949 to provide radio coverage for Conway while the AM application was pending, was deleted. James E. Clayton, a Conway native, headed a group of twelve stockholders and was the general manager. Herman G. Stermer was the chief engineer. The studios and offices of KCON were located in the Administration Building of Arkansas State Teachers College (later named State College of Arkansas). The transmitter was in a building on the south side of the campus. The station joined the Liberty Network and carried a large portion of its daily programs.

Adrian White, who had worked at KDRS, Paragould, put KPOC, Pocahontas on the air November 15, 1950. Engineer Earl Hodges had done the installation work. It was a 1,000-watt daytime station on 1420 kilocycles. The station was located north of town on Highway 67. A little later, KPOC-FM was added to provide nighttime coverage. After a few years, the FM station was deleted.

William V. "Bill" Hutt became general manager of KLRA, Little Rock in 1950, replacing Ed Murphy. Hutt was a Pine Bluff native who had been in advertising sales at WKY, Oklahoma City. Several new staff members were brought to KLRA during the year, including Administrative Assistant Joe Myers, Salesman Oscar Alagood, and Newsman Mark Weaver, all from WKY. Announcer George Moore came from the same station in December. Bob Hicks came from Wichita in September. Bill Fountain, who later did network announcing, was hired. Johnny

Holmes was obtained from a station in Cedar Rapids to work as the KLRA Farm Director. Millie Berg became secretary to the manager. Weaver, Gene Goss, and Jerry Reuter were responsible for KLRA news. Bob Hess came over from KARK. During this period, the Saturday night show "Barnyard Frolics" was broadcast from Robinson Auditorium. Bob Hess served at the show's announcer. Later, Al Dent did the "talking." Pine Bluff's Jim Edward and Maxine Brown made several appearances on the show before making it to Nashville's "Grand Ole Opry."

After twenty years of ownership, the Southwestern Hotel Company sold KFPW, Fort Smith December 31, 1950. The new owner was the Tulsa Broadcasting Company, licensee of KTUL, Tulsa.

Jim Risner moved from Fayetteville to go to work at KBTM, Jonesboro in 1950.

Ken Parsons finished the radio course at Draughon's in Little Rock and joined KOTN, Pine Bluff, in August 1950. Jack Parrish was still the owner-manager. Joe Wallace was commercial manager.

Dick Covington, who had originally started in Arkansas at KWEM, West Memphis, left KDRS, Paragould to accept an announcer's job at WHBQ, Memphis. Later, he was a disc jockey at WITH, Baltimore. A few months after Covington left KDRS to go to WHBQ, Announcer Mark Forrester also went from Paragould to the same station. A young lady went to work at KDRS after high school graduation in 1950. She would stay a long time. Her name was Wilma Wheelis. Doyne Bateman became KDRS sales manager when Adrian White left to establish a station at Pocahontas.

In the fall of 1950, Ted and I made the trip to Mississippi to broadcast the Arkansas State-Mississippi State football game from Starkville for the Indian Network. About ten Northeast Arkansas and Southeast Missouri stations carried the game. Ted was to be the play-by-play man, and I was slated for the color and operator slots. By the beginning of the second half, it appeared that Ted was not feeling well. During the third quarter, he motioned for me to take over as he eased out of the broadcasting

booth. I had not endeavored to keep up with the individual players and their positions. My duties had been pausing for stationbreaks and conducting a halftime interview. Suddenly, I was the key man of the network broadcast. The fake authority must have been adequate. No adverse comments were heard from anyone along the line. On my next "lack-of-knowledge" sports broadcast, I had ample notice beforehand; but that didn't help much. I was assigned to describe a night of college wrestling matches between Arkansas State and Indiana University. College wrestling, as contrasted to professional "rasslin'," is scientific—not showmanship. A member of the college team served as my spotter. I had in front of me a list of the various holds. When one particular hold was achieved by a participant, the spotter would point to that term on the list. Then I would duly report the action as authoritatively as possible.

Six more Arkansas stations made their audible appearance in 1951.

KAGH, Crossett went on the air in January with 100 watts on a frequency of 1390 kilocycles.

KRLW, Walnut Ridge was put on the air June 29, 1951., by Dr. H. E. Williams, president of Southern Baptist College. It was a daytime station with 1,000 watts at 1320 on the dial. Earl Hodges installed the equipment and stayed on as chief engineer. Daniel Combest was one of the original announcers. The station was located on Highway 25 east of town.

KDAS, Malvern (later changed to KBOK) was established by the Cotton Belt group of stations with David M. Segal as president. It's on-the-air time was 12:00 noon, Tuesday, August 28, 1951. KDAS had 1,000 watts on 1420 kilocycles. Bob Choate, formerly with KWFC, Hot Springs, was the manager. Jack Ridgeway, who had started with KTHS, Hot Springs and who had worked more recently at KDMS, El Dorado, was the program director. Other employees included Art Romine, announcer; Fred Parks, chief engineer; Preston Bridges, engineer; and Mrs. Pat Lightfoot, secretary. Studios were in the Elmo Young Insurance Building, and the transmitter and tower were on Highway 67. KDAS began as a member of the Liberty Network.

KWCB, Searcy (later changed to KWCK) was put on the air by Carl Dodd, a Searcy businessman, August 25, 1951. He also served as general manager. Don Jones was the commercial manager. KWCB came on as a daytime station with 1,000 watts on 1300 kilocycles.

KVLC-FM didn't find it economically feasible to operate because of lack of set saturation and the station left the air August 31, 1951.

KOSY, Texarkana joined the Arkansas list of stations as it came on the air Thursday, November 15, 1951. It was located at State Line and East 6th Street. Its power output was 1,000 watts daytime and 500 watts at night. It had a low frequency of 790 kilocycles.

The citizens of Morrilton received an extra Christmas present on Christmas Day 1951. KVOM was established by J. C. Willis, formerly of KXRJ, Russellville. It had 250 watts of daytime power at 800 on the dial. Studios and transmitter were located on Highway 64 east of town.

Bob Hicks at KLRA had a record show during this period that featured a panel of judges who attempted to evaluate the future success of new records. One panel member was Pianist-Vocalist Betty Fowler, who would soon assume significant roles on the local broadcasting entertainment scene. Later, the advance team for an all-girl network show sponsored by Hormel Ham came to town to audition singers for a guest performer to appear on a show that would originate from Little Rock. Betty was hired to accompany the hopefuls. At the conclusion of the auditions, it was suggested that she also make a tape to be sent to Los Angeles for consideration. She was declared the winner and performed on the show, which was broadcast from Little Rock High School Auditorium. She was invited to join the regular cast; but being a rather recent bride, she declined.

A popular feature on many Arkansas stations during this period was the recorded stories of Tom Mull, educational director of the Arkansas Game and Fish Commission.

Bill Cassaday joined KBTM, Jonesboro as an announcer in July 1951. Hugh Frizzell was an announcer-sportscaster with the station. He and I would sometimes team-up on a two-station

hookup of KBTM and KDRS to broadcast high school basketball tournament games at Arkansas State.

Tom Longfellow transferred to the metropolitan scene when he joined the KXLR, North Little Rock announcing staff in the spring of 1951.

Arkansas Radio Veteran Leon Sipes left KELD, El Dorado in 1951 to work in the public relations field. Owner Wilfred McKinney became the KELD general manager.

BMI (Broadcast Music, Incorporated) held a program clinic at the Lafayette Hotel in Little Rock in April 1951. BMI President Carl Havelin attended. Informative speakers from some of the nation's top stations gave information on programming techniques designed to reach more listeners.

A new corporation was formed in Paragould October 1, 1951, which placed KDRS and the Paragould *Daily Press* under joint ownership. Ted Rand moved his office to the newspaper building and became the publication's editor. I was appointed manager of KDRS. My general duties at the time included the broadcasting of "The Roving Mike," a daily man-on-the-street type program. One day I interviewed Mrs. Carl North from Cardwell, Missouri. Next I ad libbed a short commercial and then greeted a man who was walking along the sidewalk. His name was Floyd South. A newspaper item that afternoon suggested that I didn't know whether I was coming or going. Copy Writer Ruby Houston returned to her hometown of Memphis to do radio work. She was succeeded by Joan Breshears, a recent high school graduate, who would later have a program on WMPS, Memphis.

Bill Mitchell made his entry into Arkansas radio in 1951 when he joined the announcing staff of KVRC, Arkadelphia.

KWEM, West Memphis was sold in 1951; and shortly thereafter, permission was granted to the new owners to move the station to Memphis and to change the call letters to KWAM. The transmitter remained in the flood area on the Arkansas side of the Mississippi River. The station was permitted to retain its "K" call letter although the move made it a Memphis station located east of the river. Several years later, power was increased to 10,000 watts, and a religious format was adopted.

Harold Gregson, who had been in advertising sales at KNEA, Jonesboro, became manager on KNBY, Newport in 1951.

Bill Bigley began his longtime stint as manager of KVMA, Magnolia in 1951.

Haskell Jones joined KXAR, Hope the same year. Among his duties was broadcasting sports events.

Lloyd Denney started his radio career with KWHN, Fort Smith in 1951.

KNEA, Jonesboro covered the spring training camp of the New York Giants football team held at Arkansas State. Neal Bunn provided interviews for ABC, which were fed to the network through WMPS, Memphis. One night Neal took some of the players in his car to various spots in the area. The next day, he discovered that the car had several broken spring leaves as a result of overloading. At about the same time, a youngster named Dave Godwin began "hanging around" KNEA wanting to be an announcer. He later worked for Arkansas stations at Paragould, Newport, and Walnut Ridge. Eventually, he became news director for KLAC, Los Angeles. Another KNEA trainee, Don Nelson, became general manager of WIRE, Indianapolis.

In February 1951, Walt Lawson, who had been at KDRS, Paragould, joined KPOC, Pocahontas as chief engineer and announcer.

There was a lull in the appearance of new Arkansas stations in 1952 with no additional outlets, but it was a respite. An avalanche would hit the ether waves the following year.

KARK Program Director Doug Romine was elevated to the position of station manager in 1952. Longtime Manager Ed Zimmerman had been forced into retirement because of bad health. He died in March 1953. Announcer Ernie Howard succeeded Romine as program director. A. C. "Ace" Dowden, who had transferred from KARK's announcing staff to the sales force, became commercial manager when Julian Haas bought the Crossett station. Tom Longfellow moved across the river from KXLR and joined KARK's announcing staff.

Marvin L. Hull became general manager of KWFC, Hot Springs in 1952. During the year, Randy McCarroll joined the station in an administrative capacity.

Engineer Earl Hodges became chief engineer at KFFA, Helena, where he would have a rather lengthy tenure.

Herbie Byrd had gone into the Army in 1950. After serving two years with the military, he rejoined KXLR in 1952.

Two disc jockeys at KDRS, Paragould displayed radio audience drawing power in early 1952. Joe Nearn (known on the air as Joe Bleaux, the last syllable pronounced as a long "o"), who ran "Musical Roundup," and Ted "Beanhead" Porter, host of "Hillbilly Jamboree," waged a popularity contest on behalf of the March of Dimes drive. Votes were a dime each. The loser would have to pull the winner down the street in downtown Paragould in a little red wagon. Interest raged as the closing date grew nearer. Three thousand dimes were received. On a cold, rainy Saturday afternoon in February, an estimated crowd of 5,000 enthusiastic listeners lined Pruett Street for several blocks to see the simple procession. A few months later, Nearn transferred his talent to KWFC, Hot Springs.

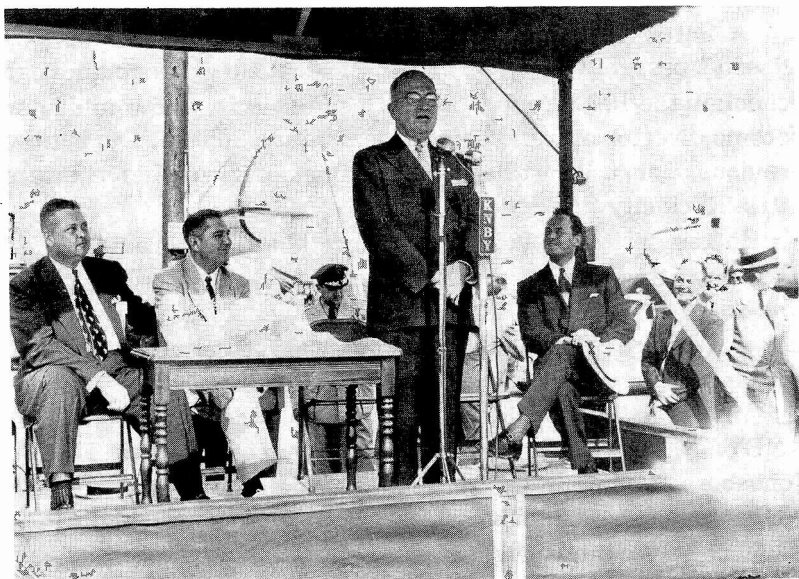
A Saturday morning feature on KDRS was the "Campus Digest," presented by journalism students of Paragould High School. In the 1952 group was Charles Raspberry, who would later become director of radio at Arkansas State College. During the previous year, the cast had included Jack Meriweather, a future Little Rock city manager.

In the spring of 1952, I "borrowed" an idea from KDKA, Pittsburgh and started a program called "Back Fence." (Theirs was called "Party Line.") It was a talk show before the concept of talk shows was widely programmed. The KDRS version is still on the air.

In May 1952, I left Paragould to accept the manager's job at KNBY, Newport when Harold Gregson returned to KNEA, Jonesboro as commercial manager. Doyme Bateman became the KDRS manager. Announcer George Kirby was assigned to the "Roving Mike" interviews.

1952 was quite a year at KNBY, "The Voice of the White River Valley." Joe Nearn, my former associate at Paragould, was brought from Hot Springs. Mrs. Mary Ellen McDonald was hired for traffic and secretarial duties. Both the Miss Arkansas Pageant and the American Legion state baseball tournament

were held in Newport. KNBV covered each event. But the "biggie" broadcast was an exclusive speech by President Harry Truman July 2, 1952. Plans had been made for him to dedicate Bull Shoals and Norfolk Dams in North Arkansas. After the ceremony, he would ride the train down to Newport, where he would board a plane for the return trip to Washington. The Newport Chamber of Commerce arranged for him to make a speech at the airport. Several days before his arrival, Secret Service agents came to Newport to formulate plans with Chamber, press, and radio officials. The small area between the railroad and the depot parking lot was examined for its suitability as a place for presidential walking. KNBV broadcast the President's airport speech, which was made before more than 7,000 people. Arkansas Governor Sid McMath, Congressman Wilbur Mills, and Newport Mayor Judson Hout were also on the speaker's stand.



An exclusive KNBV broadcast of a speech by President Harry S. Truman at the Newport Airport July 2, 1952. From left to right on the platform: Newport Mayor Jud Hout, Congressman Wilbur Mills, President Truman, and Arkansas Governor Sid McMath.

Arkansas radio was credited with electing a governor in 1952. Francis Cherry, a chancery judge from Jonesboro who was little-known around the state, used the radio "Talkathon" method of campaigning. The broadcasts originated from various towns in the state and were carried on a statewide network. Candidate Cherry answered questions that were called in by listeners or asked by members of the audience. Bill Crews took a leave of absence from his announcing duties at KVLC, Little Rock to help with the "Talkathon" campaign. One of the sessions was held at Newport and fed to the state network by KNBV. Incumbent Sid McMath was trying for a third term. Several other candidates who were better known than Cherry were also in the race. Cherry emerged as the victor, and radio was recognized for its role.

In the fall of 1952, the REA (Rural Electrification Administration) attempted to make Jackson County a public utility district. The issue was put on the election ballot. If the voters approved, the REA would serve all electrical customers in the county, including those that were being served by Arkansas Power and Light Company. The battle was hard and bitter. AP&L didn't want to lose the territory; and they knew if they lost, it would encourage other areas in the state to try the same procedure. AP&L President C. Hamilton Moses came to Newport and used the radio "Talkathon" method that had recently worked for Francis Cherry. Bob Wimberley and Joe Leroux of the AP&L advertising department made the broadcast arrangements. KNBV's remote equipment was set up in the lobby of AP&L's Newport offices. Moses told the listeners that a more important question had not been submitted to the people of Jackson County since Reconstruction days. Dick Wiethan, the first manager of KNBV, was brought back by the REA to campaign for their side. His activity included a series of transcribed radio announcements. Jackson County citizens voted to "keep things as they were," and the hectic conflict ended. By that point in 1952, I felt that I had experienced enough important broadcasts in less than a year to last for a decade. Even my returning to the sidewalk to begin another "Man-on-the-Street" series and my interviewing Cowboy Comedian, Singer, and

Composer Smiley Burnette seemed an anti-climax.

An incident occurred on a "Man-on-the-Street" program that would be considered mild in these days of permissive broadcast speech, but it was somewhat shocking then. I began talking to a character-type and learned that he was from Rosie, which is between Newport and Batesville. "How many folks live in Rosie?" I inquired.

"Damned if I know," he replied.

All I could do is pretend that he hadn't said it. Some of the fellows around town commented about "what that guy said to Ray Dexter on the radio." (Ray Dexter was my radio name in those days.)

Lloyd Denney moved from Fort Smith to join KXJK, Forrest City in 1952.

Alan Hurst (Wilson's brother) started in radio at KDAS, Malvern that year.

Jim Risner became manager of KRLW, Walnut Ridge.

Julian Haas, commercial manager for KARK, decided to seek smaller town living conditions and station ownership in October 1952. He purchased KAGH Crossett and received permission to raise the power to 250 watts. Later, he abandoned nighttime service and switched to the better frequency of 800 kilocycles for daytime coverage. Al Shirey from Little Rock became program director when Julian Haas assumed control.

Eight new stations swelled the Arkansas radio ranks in 1953. In January, KBLO, Hot Springs (named for Robert S. Bielow) went on the air at 1011 Central Avenue with a daytime power of 1,000 watts on 1470 kilocycles. President of the Hot Springs National Parks Broadcasting Company was Herman H. Wommack, Jr., who owned fifty-one per cent. Bielow, the station manager, owned the remaining stock. In October, Bielow became the principal stockholder.

KBHS, Hot Springs was heard for the first time officially on Monday, February 9, 1953. The Resort Broadcasting Company consisted of Ishmael Alexander Cain, company president, with twenty per cent; Ovid Iuer Bayless, twenty per cent; H. E. Williams, ten per cent; Earl Hodges, ten per cent; and others. The KBHS frequency was the lowest in the state at 590

kilocycles (the lower the frequency, the better the coverage in most cases). Marvin Hull was the first manager.

Arkansas Twin Lakes country got a radio station on Saturday, May 30, 1953, when KTLO, Mountain Home went on the air with 250 watts at 1490 on the dial. Bruce Washburn was the manager. Other personnel included Everett Horton, commercial manager; Jim Laffoon, announcer; Tom Barnett, engineer-announcer; and Patricia Raymond, who had been working at a Memphis radio station, continuity writer. KTLO's slogan was "The Voice of the Twin Lakes." The station began as a member of the Mutual Broadcasting System and the St. Louis Cardinal Baseball Network.

Arkansas Broadcaster Richard Tuck selected Benton as a site for a new station. The Benton Broadcasting Service, Ltd. was formed with four partners—Tuck, Levelle Langley, Roy Fish, and James Branch, Jr. KBBA ("Keep Building Benton, Arkansas") signed on the air June 26, 1953. Tuck was the manager, and Langley was the commercial manager. The station's 250 watts on a frequency of 690 kilocycles put out a good signal for that size station.

Southeast Arkansas listeners were able to hear additional radio broadcasting when KVSA, McGehee ("Voice of Southeast Arkansas"), located on Highway 65 halfway between McGehee and Dermott, went on the air Monday, June 29, 1953. The ownership group included Abbott Kinney of Dermott, president and manager; D. C. Loyd of McGehee, vice-president; W. F. Pierce of Dermott, secretary-treasurer; and directors John Baxter, Dr. W. H. Thomas, and T. C. Trigg of Dermott; and H. B. Fraser of McGehee. KVSA had a daytime power of 1,000 watts on 1220 kilocycles. In addition to Manager Kinney, the staff included Herschell E. Parent, program director and chief announcer; Thomas O. Graves, chief engineer; Robert L. Padgett, engineer-announcer; Frank Ross, sales representative; and Mrs. M. F. Kinney, accountant.

The opening day ceremony featured the recorded voice of Gail Davis, who was then playing the role of Annie Oakley (Miss Davis' real name was Betty Jean Grayson, and she was formerly of McGehee.); Joe Duerson from KELD, El Dorado and a former

McGehee resident; Composer Ray Stanley, formerly of Dermott, who later wrote the million record song "Glendora"; and much area talent. The "Platter Party" show was started that day, and the number one song was "Vaya Con Dios."

Hot Springs' third station of 1953 went on the air as KRCH in midyear with 1,000 daytime watts on 1270 kilocycles. Studios were at 873½ Park Avenue. Garland Radio Corporation with Leonard P. Frankel as president had bought the construction permit from the Hot Springs Broadcasting Company before KRCH went on the air. Patt McDonald was the general manager, and C. J. "Gus" Dickson was the commercial manager.

In late 1952, the FCC had granted authorization to Leo Howard to build a new station at Camden. Before the station went on the air, voluntary assignment of the permit was granted to D.R. James, Jr. KPLN, Camden went on the air in mid-1953 on 1370 kilocycles and a daytime power of 1,000 watts. The station was located on Stephens Road. C. T. Mullins was appointed general manager.

KWRF, Warren was the final new station to go on the air in the state in 1953, making its appearance August 16. State Senator Lee Reaves was the general manager and part owner. The other owners were John Rye and Paul Piser, both of Russellville. KWRF had 250 watts on 860 kilocycles.

A program started on KGHI, Little Rock in 1953 that would become the longest-running, continuous program of its type in the Little Rock area. The Reverend W. A. Blount's daily "Pastor of the Air" presentation was later heard on various stations, but it has never left the air.

Bill Cassady left KBTM, Jonesboro and joined the announcing staff of KLRA, Little Rock in 1953.

Announcer Les Bolton was advanced to the position of chief announcer at KARK that year.

Bill Crews left KVLC to accept a sportscaster's job in Quincy, Illinois. The assignments included professional baseball play-by-play.

Jim Risner left KRLW, Walnut Ridge in 1953 and bought a station at Osage Beach, Missouri. Neal Bunn, who had been program director at KNEA, Jonesboro, became the KRLW

manager.

1953 was still a time for mail pull, at least for some stations that had request-type programs. In July, I made a mail survey at KNBV, Newport, and the result for a 1000-watt daytime station on 1280 kilocycles was quite impressive. It was not an effort to draw mail that particular month but just the normal flow. Letters were received from 145 towns in Arkansas and 14 in Missouri. The range was from West Helena, Arkansas, to West Plains, Missouri. One program was responsible for a majority of the mail. It was an hour program during the mid-morning called "The Old General Store," which featured recorded gospel singing. Jim Newton conducted the program at that time. He later worked in larger markets such as Little Rock, Dallas, Tulsa, El Paso, and Albuquerque. Melbourn Brooks, a knowledgeable newscaster, also joined the KNBV staff in 1953.

After eighteen years, Storm Whaley left KUOA to become an assistant to Senator J. W. Fulbright. He later went into the health field as administrator of the Medical Center in Little Rock. Cecil Smith became the KUOA manager.

After more than thirty years of Arkansas radio, the state finally got a 50,000-watt station. KTHS moved from Hot Springs to Little Rock and began broadcasting with the increased power on Tuesday, March 24, 1953. The frequency was 1090 kilocycles. Studios were located on the fifth floor of the old Blass Building at 313 South Main. The transmitter and towers were placed at Wrightsville, southeast of Little Rock. A directional antenna system with three towers 511 feet high, producing a figure-eight pattern, was used for nighttime broadcasting. B. G. Robertson from Shreveport was the general manager. He had been in radio since the early Thirties, having seen an announcer's school advertised at that time and deciding that was for him. W. H. Bronson was president of the organization. Jack Wolever came from Hot Springs and took the position of program director. He also continued his program "Serenade to a Housewife." Cecil Suitt transferred from the Spa City as chief engineer. The news staff consisted of Bill Neal, director, and Joe Fomby and Steve Rowan, reporters. Marvin Vines was the farm director. Al Pickworth did the sports reporting. Cecil Bland was production

manager. Ed Engle, Mike Murphy, and John Holiday were on the announcing staff. Bob Brown was in charge of station promotion and also did the "Bob Brown Boogie" show from 4:00 to 5:00 P.M. Byron Kearbey and David Crockett comprised the sales department. Vernon Dillaplain was studio supervisor and maintenance engineer. Transmitter engineers were Clarence James, Lyle Ruble, and F. James McDonald. Control operators were Charles Van Pelt, Mel Scott, Bob McClellan, and J. C. Bennett.

Other employees were Mary Smart, continuity; Michael Shrivanos, traffic; Pat Schwartz, music librarian; Helen Henly, receptionist; Ganelle Boroughs, accountant; Frances Gabriel, promotion department; Johnnie DeShazo, program department; and Louise Breeding, secretary to the manager.

Julia Kuhn was heard on the "Julia Kay Show" from 10:00 to 10:30 A.M. Country Singer Tommy Trent was the early-morning M. C. Bill Apple did a weekly fishing and hunting program. Vera Blood Fletcher continued her "Scripts and Scraps." Dorothy Ross Lawhon conducted "Decoratively Thinking." KTHS made another significant step Monday, June 15, 1953. It became the CBS affiliate in Little Rock. Announcer George Moore followed the network from KLRA to KTHS in July 1953.

KLCN, Blytheville boosted its power to 5,000 watts August 31, 1953. The frequency was 910, a slight change from the former 900 spot on the dial.

After having been a CBS station since early 1929, KLRA went independent in June when the network chose the more powerful KTHS.

KWFC, Hot Springs joined the American Broadcasting Company in March 1953. Walter E. Hussman became president of the KWFC organization, and Patt McDonald was appointed general manager.

Southern National Insurance Company had bought the controlling interest in KVLC, Little Rock in the early Fifties. The station was already located in the company's building. Leonard Coe, KVLC's founder, had established stations in Denver and Dallas. Glen Robertson had succeeded him as KVLC manager. I was doing my "Man-on-the-Street" program in Newport one day in October 1953 when I noticed a Cadillac pull

up at the curb. The man in the car waited until I finished the broadcast and then got out and introduced himself as Robert M. Saxon, president of Southern National Insurance Company. In a conversation that followed later in the day, he said that Glen Robertson was joining Coe in Dallas and he was looking for a manager for KVLC. An agreement was reached, and I reported to the Little Rock station in November 1953. KNBV Salesman Gene Howe took my place as manager at Newport.

PART FOUR

THE BIG TRANSITION

A new medium reared its head in Arkansas in 1953, and things were never the same. A natural rivalry immediately developed between radio and the box with the picture. The competition for audience and revenue was on. Around the state, some radio station managers had a small sign on their desks which read: "Help stamp out TV." Although significant set saturation in homes was still a few years away, most businessmen had one; and they imagined that everyone else was watching, too. Some Arkansas radio managers concealed TV antennas in their attics instead of putting them on rooftops so that it wouldn't be known they owned sets. One radio station owner was considerably displeased when he learned that his manager was a viewer. The coming of television to the state preceded by two years what would be a music upheaval that would grossly affect radio programming policies.

KRTV, a UHF (ultra high frequency) television station owned by Little Rock Telecasters, Inc. made its debut at 2:00 P.M., Easter Sunday, April 5, 1953, in the old Prospect Theatre Building at 620 Beech Street (just off Kavanaugh). A test pattern had been sent out the preceding day from 4:14 P.M. to 10:00 P.M. and on Sunday from 7:00 A.M. to the 2:00 P.M. airtime. Regular VHF sets required a converter to pick up KRTV's channel 17. The station's 335-foot tower, which held a 54.3-foot antenna, was located behind the building. Complaints by area residents had failed to halt the tower's construction. Kenyon Brown was president of the KRTV organization. Patt McDonald was station manager. Other personnel included Van Beuren W. DeVries,

program director; John Fugate, sales manager; J.S. Stuart and Thomas Goodgame, salesmen; Mrs. Annie Howard (who had worked in Little Rock radio at KLRA and KARK since 1941), traffic manager; Bob Lawrence, formerly with KVLC, announcer; Leroy Garrett, formerly with KGHI, announcer; and Hugh Mitchell, newscaster. Garrett soon became a director.

Announcer Bob Lawrence was the first person seen on an Arkansas television station. He introduced the opening program, "Salute to Little Rock." The invocation was given by the Reverend R.D. Nolen of the First Presbyterian Church in North Little Rock. Speakers on the initial program were Kenyon Brown, Governor Francis Cherry, Little Rock Mayor Pratt Rempel, Cammack Village Mayor John Cornyn, Senator John McClellan, Congressmen Brooks Hays, Oren Harris, William Norrell, Jim Trimble, and E.C. "Took" Gathings.

The talent portion featured Alva Jean Trout, dancer; Virginia Brannon, vocalist; J.E. and Maxine Brown, vocalists; Charlie Stewart's Band; seven finalists of the Rose Festival Queen Contest, escorted by members of the Army, Navy, Air Force, and Marine Corps; and a fashion show.

Regular programming started at 3:30 P.M. Since there was no coaxial cable to Little Rock, all network programs were on film. Video tape and color TV were in the future.

- 3:30—Omnibus, CBS
- 5:30—Cisco Kid
- 6:30—Private Secretary, CBS
- 7:00—Toast of the Town, CBS
- 8:00—General Electric Theatre, CBS
- 8:30—Hill Number 1, Easter film starring Ruth Hussey
- 9:30—The Big Picture, Army program
- 10:00—News and Weather
- 10:15—The Triumphant Hour, Family Theatre Easter film
- 11:15—Sign Off

Beginning the following day, KRTV's regular program schedule was from 4:30 to 11:15 P.M.

Former KLRA Announcer Bob Tucker joined KRTV and

conducted a "disc-jockey" show, playing music from film clips. He asked Pianist Betty Fowler to come out to the station and play his theme song live. This led to Betty's becoming a member of the staff and a regular on Arkansas Louisiana Gas Company's "Blue Flame Show." She later did a quarter hour of songs and piano selections on the somewhat sophisticated side. Station management was surprised when most of her mail response came from kiddies. Carroll McGaughey, who had left the *Arkansas Gazette* to work for the TV station, was told to design a children's show for Betty. The result was the popular "Betty's Little Rascals." Youngster Earl Winfree was a regular helper.

Bill Hadley joined KRTV as a newscaster. Sales Manager John Fugate was appointed station manager during the year. Morris Noland joined the staff as a salesman in August.

KFSA-TV, Fort Smith, UHF channel 22, went on the air at 4:22 P.M., Sunday, July 19, 1953. Donald W. Reynolds, publisher of the *Southwest American, Times-Record, and Southwest Times* was the owner. Weldon Stamps held the position of station manager. Pat Porta was the program director. Charlie Jones, who later gained renown as a network television sportscaster, was an announcer. Joe Elder was the engineer. Jones and Elder often were the entire night staff on duty. Appearing on KFSA-TV's first program were Mayor H.R. Hestand, City Commissioners Jack Hough and Jay Medico, Senator John McClellan, and Representative Jim Trimble.

KATV, Pine Bluff was the state's first VHF (very high frequency) television station. It went on the air at 7:00 P.M., Saturday, December 19, 1953, on channel 7. A test pattern had been shown the previous evening from 7:00 to 7:30 P.M. KATV was owned by Griffin-Leake TV, Inc. Don Curran was the general manager. Herb Herrin and Wally Briscoe were in advertising sales and also appeared on the camera. Britt Moore, formerly of KVLC, Little Rock, was an announcer. Tom Sansing joined the announcing staff a little later, having worked at KAMD, Camden and KVLC, Little Rock previously.

KRTV, Little Rock was purchased by the owners of KATV in March 1954. The UHF station was deleted April 1, 1954, and KATV began telecasting programs from the Little Rock facility

in addition to those originating from Pine Bluff. Later, it was recognized as a Little Rock station.

One new radio station went on the air in Arkansas in 1954. KAMO, Rogers (Arkansas, Missouri, Oklahoma) became an official member of the growing group at noon, Thursday, September 16, 1954. It was owned by Don Thompson, former program director at KOTV, Tulsa, and Leon ("Take it away, Leon.") McAuliffe, western band leader, who had started his career with Bob Wills' musical organization. Thompson was the station manager, and Gene Burroughs was the commercial manager. The KAMO studios were located in the American National Bank Building in Rogers. A remote studio was placed in Bentonville. The transmitter and 300-foot tower were on Highway 71, midway between the two towns. KAMO was a daytimer with 500 watts on a frequency of 1390 kilocycles. The station's first broadcast was from the Benton County Fair. Leon McAuliffe and his Western Swing Band were featured. A free public street dance was held in Bentonville that night in celebration of the new station. Again, music was furnished by the McAuliffe group.

Bill Hutt became KTHS's commercial manager in 1954. Glen Robertson returned from Dallas to take the manager's job at KLRA. The station became an affiliate of ABC, leaving KGHI as an independent station.

After having been owned by members of the Beard family for twenty-four years, KBTM, Jonesboro was sold in 1954. Harold E. "Hal" King assumed control February 1. Jay and Veda Beard went into early retirement.

Gus Dickson became manager of KWFC, Hot Springs in 1954.

Emil Pouzar, manager of KXLR, North Little Rock, died in 1954. The station was later sold to Sanders Advertising of Dallas. Euel Lancaster became manager. Roy Nichols was program director. Joe "Cottonseed" Jones worked as an announcer and did a country record show. Bobbie Forster was still news editor. Dick Alford continued to "stroll on the sunny side of the street." Al Allen was on the staff as one of the area's early ebony disc jockeys.

An established program at KVLC, Little Rock was the "Kitty V. LaCall Show," the title having been designed to capitalize on the station's call letters. Dorothy Wimberly, from KMLB, Monroe, Louisiana, had started her Little Rock radio career as the show's hostess in 1951. Pat Fontaine took over as the program's female personality in 1953. She, along with Announcer Jay Roberts, did a mid-morning program for the Safeway Stores. One day Frank Wills, whose advertising agency handled the company's account, and Bob Hess, who was Safeway's advertising manager, suggested that they have coffee with Pat and me. The real purpose of the get-together was an opportunity for them to see her and to determine whether her appearance might be suitable for their television commercials. Apparently, she passed because she began doing some Safeway commercials on the tube. One TV executive didn't prove to be prophetic. He commented to me at an Ad Club meeting that he would hire her if it weren't for the fact that taking care of her four rather small children would probably prevent her from maintaining proper personal grooming for the TV cameras. Later, she became a regular member of NBC-TV's "Today" show, having worked at television stations in Little Rock and St. Louis before going to New York.

Jay Roberts had worked at KXAR, Hope and KNEA, Jonesboro before coming to KVLC. The native of New York State later worked at KTHS before starting a long tenure at WJR, Detroit.

KVLC's transmitter and tower were moved to River Road in North Little Rock in 1953. The complete project was a one-night endeavor.

In the spring of 1954, I learned that a promoter was at a Little Rock hotel buying radio time to publicize an RCA Victor Caravan show that was coming to Robinson Auditorium. I quickly showed up at the suite and "got in line." When my turn came, he introduced himself as Colonel Tom Parker and began the usual attempt to get the lowest possible rate. "Just another show promoter," I thought. I never expected to hear of him again. It was my time to be wrong. Shortly, he would become the best-known musical promoter in the business. KARK's Wilson

Hurst received a silver disc from RCA at the Caravan show for his D.J. activity. Later in year, Hurst took his talent to Oklahoma City.

A KVLC promotion during the summer of 1954 received more than average recognition. Little Rock Zoo Director Raymond Squires was asked what specimen the zoo didn't have that it needed. After careful consideration, he said that a cassowary bird would be a worthwhile addition. One of its characteristics is that its harsh, guttural voice can be heard several miles away (probably a suitable representative for a radio station). The station bought one for \$500, and it was accepted for the city by Mayor Pratt Rimmel. A station promotion was developed whereby listeners could register a name for the creature at participating sponsors' locations. A total of \$2,000 in prizes was offered. KVLC Salesman Wally Geiger and Program Director Dale Mahurin were in charge of carrying out the plan. The "Our Town" columnist for the *Arkansas Gazette*, Carroll McGaughey, devoted a day's column to the project. He closed by quoting a few lines he had learned during his boyhood:

It was a cassowary
On the plains of Timbuktu,
Swallowed up a missionary,
Body, bones and hymn
books, too.

A very popular show on KVLC was the "Western Caravan." I had brought Jim Newton from Newport to run it. When he went to KLRA, "Cousin" Lou Williams was hired to succeed him. The two had worked together in the Armed Forces Radio Service.

Richard Tuck's interest in KBBA, Benton was purchased by Stockholder Levelle Langley in late 1954.

The daughter of KVSA, McGehee Manager Abbott Kinney, Colleen, began a program on the station in 1954 called "A Date with Colleen." It ran for eight years. At the end of that period, another daughter, Joyce, took over with "Journey with Joyce."

She was succeeded by younger sister Rosemary five years later with "Rendevous with Rosemary."

Because of an unstable financial condition, KRCH, Hot Springs left the air and was deleted by the FCC on June 15, 1954. Physically, the station merged with KBHS, Hot Springs. Randy McCarroll came from KRCH to manage KBHS. He was succeeded the following year by Ed Appler.

KPLN, Camden changed hands in 1954, going to the Southern Broadcasting Company. C.T. Mullins remained as general manager.

KARK-TV, channel 4, was the first VHF television station licensed for Little Rock. It went on the air April 15, 1954. The station was installed in the former Louis Welling Motors Building at 10th and Spring. It had been elegantly remodeled. The coaxial cable from Memphis was shared with KATV. About half of the network programs were live; the others were carried by Kinescope, the process by which live shows were filmed and distributed to outlets. KARK-TV was affiliated with NBC-TV and also carried shows from DuMont.

A large staff headed by T.K. Barton, vice-president and general manager, was assembled. Douglas J. Romine served as assistant general manager for both TV and radio. Dale Hart, who had started his career at KGRH, Fayetteville and who had come to Little Rock from WBAP-TV, Fort Worth, was the program director. Fred Buschmeyer was in charge of the production department. He had worked in Washington and Hollywood. His staff included Frank Fredeman, Jr., Ernest Byrne, Bob Tabor, Tillmon Dandridge, Nick Vidnovic, Jack Bomar, Sidney Jewell Palmer, and Jim Tuley. L.C. "Champ" Smith held the position of chief engineer. He had worked at WBAP-TV. Fred H. Schmutz, who had been program director at KVLC and who had taught at Little Rock Junior College, and J. Clyde Parker, formerly of WFFA-TV, Dallas, were producers. H. Lee Bryant was commercial manager. Also on the sales staff were John H. Pounders, salesman and Nancy Lee Childers, secretary.

Chris Button performed the duties of chief news and sports photographer. His assistant was Louis J. Oberste, Jr. Les Bolton headed the announcing staff as supervisor. Claude "Bud"

Campbell, who had participated in the play-by-play broadcasting of the Chicago Cubs baseball games with Bob Elson, Northwestern University football games, and the professional football games of the Chicago Bears, was the KARK-TV sportscaster. Other announcers included Frank J. Dill, Wilson B. Hurst, Marion Tom Longfellow, Meydon "Mel" Lymberry (known on the air as Mel Lynn), and Leo E. "Mike" Murphy. Robert L. "Bob" Kemp was the chief news editor. Also in the news department were Edgar F. Chesnutt and James Elmer Webb. The engineers in addition to the chief were Donald Beem, Homer Denton Clampitt, Jeral Dean Howard, Rubin Lee Masters, Louis C. Muller, Jr., Fred Abbott Parks, John Franklin Rinehart, Ralph E. Rounsavall, and Edsel Ralph Smith. The television transmitter watchman was Fitzhugh Lee.

On the administrative staff were Mrs. Oda Sharpe, executive secretary; Larry Meinert, who had come to KARK radio in 1936, office manager; Robert L. "Bob" Buice, director of public relations and farm director; Shirley P. Kennedy, promotion manager, Mrs. Mary Stroope, music librarian; and Mrs. Francis Schneidau, receptionist. In the traffic and continuity department were Mrs. Carolyn Pierce, continuity writer, and Mrs. Charlene Young, traffic manager. Film editors were Mrs. Grace L. Mitchell and Mrs. Rosemary Fry Wampler. Francis Ann Doerr was secretary to Dale Hart. Pat Fontaine, who came over from KVLC, conducted a children's program and performed other telecasting and broadcasting duties.

One of the first programs on KARK-TV was "Little Rock Today," patterned after NBC's "Today" show, which was then conducted by Dave Garroway. Master of ceremonies for the local version, seen from 12:00 to 12:30 P.M., was Frank Dill. Bud Campbell later was the show's host. Pat Fontaine was also on the program. Bob Buice reported the farm news during the half hour. A daily program called "What's Cooking" was presented by Mrs. Julie Burdick, assisted by Announcer Tom Longfellow. Cactus Vick hosted "Six-Gun Theatre" each afternoon at 5:30. Pat Fontaine's children's program each day included young guests. Another feature of the show was "Billy, the Boom Mike," a microphone that talked back. Clown Lorenzo (Gerald Wheeler)

was another feature on the show. Pat also did a KARK radio show under the name of Ann Allen. Tom Longfellow also helped with the chatter. Later, Longfellow served as the KARK-TV weatherman for many years. The announcers worked half of their time during the broadcast day on radio, and the remainder was devoted to television.

KARK radio was also located in the building at 10th and Spring. It was the fifth move for the station since it began in 1928 at the First Church of The Nazarene.

Les Bolton reported the news on television at 6:00 and 10:00 P.M. Mike Murphy was the reporter on weekends. Frank Fredeman delighted in being the practical joker. Once he put oil of mustard in Mike's chair just before airtime. It was a hot seat for Mike. Another time Frank placed a snake on the desk during a newscast.

Bill Haley and the Comets actually started it with "See You Later, Alligator" and continued with "Rock Around the Clock," but it took a boy who had moved to Memphis from Tupelo, Mississippi, to perpetuate the new rock and roll music. While working as a delivery truck driver, he stopped by Sam Phillips' Sun Record Company and made a record for his mother to hear. Phillips took a copy of the recording to his nephew Dewey Phillips (who later worked at KXLR, Little Rock), who had a show on WHBQ, Memphis. He played it on the air and asked for response. The new style was enthusiastically received. Elvis Presley began recording for Sun Records, singing such songs as "There's Good Rockin' Tonight," "Blue Moon of Kentucky," "That's All Right, Mama," and "Heartbreak Hotel." Memphis Announcer Bob Neal was his first manager. When Elvis appeared at Robinson Auditorium in Little Rock on Sunday afternoon, February 20, 1955, he was a member of the KWKH's "Louisiana Hayride" in Shreveport. I took my wife and seven-year-old daughter to see the singer who was becoming a sensation in the Mid-South. My evaluation was that his style was a novelty that would soon run its course. (Wrong again.) Soon afterwards, Sam Phillips sold his recording contract to RCA Victor. Colonel Tom Parker became his manager. By mid-summer 1955, Elvis Presley had a Hollywood movie

contract.

KVLC, Little Rock, was the first station in the state to program rock and roll music on a regular basis using the top-forty formula. It was characterized by a more rapid rate of speech by the d.j., no pauses or dead air, and frequent station promotion jingles. Dale Mahurin had become manager of KVLC when Wally Geiger and I had attempted to establish an out-of-state station. (Promised financial aid didn't materialize.) Henry Steele had been brought from Dallas to replace Geiger as commercial manager. Herbie Byrd had joined KVLC as a newsman, using the state's first mobile news unit to give news coverage a sound of active immediacy. Listener ratings spiraled almost overnight. The station's salesmen made even the smallest business firms Hooperating conscious. Some of the KVLC disc jockeys during this period were Dan Crawford, Lou Williams, Lloyd Denney, Al Dent, and Charley Sims.

Hal King, who owned KBTM, Jonesboro, bought KGHI, Little Rock from A. L. Clifton and Sheldon Vinsonhaler, taking over August 1, 1955. I was working at KGHI. Bill Hart came from Jonesboro as the new manager. Sales Manager Kermit Richardson returned to his hometown of Malvern to manage KDAS. KGHI was a non-network station, and we were still playing Tommy Dorsey, Guy Lombardo, et cetera. In our sales pitch, Rex Parnell, Sonny Parnell, and I emphasized that the adults with buying power didn't listen to rock and roll music. One day I called on a downtown beauty shop, saying to the owner that her customers didn't like "Rock Around the Clock." A lady at least fifty years old sitting in a nearby booth said emphatically, "I like 'Rock Around the Clock'!" I folded my briefcase and gently slipped away.

The fad didn't fade as the months passed. By the spring of 1956, KGHI's management decided to utilize our fulltime facilities and go to the top-tunes format. KVLC was a daytime station, so we went "all-out" and extended our schedule to twenty-four hours daily, which was unusual in those days. On April 1, 1956, we put the format change into effect, calling ours the "Top Fifty"-in fact, "The Top Fifty on 1250." Call letter identification was constant: "KGHI time, 8:00 o'clock. KGHI

temperature, 76 degrees. In just one minute, number 16 on the KGHI top fifty survey--Jim Lowe with "The Green Door'."

Sales increased significantly. The fulltime sales staff consisted of Rex Parnell, Al Shirey, and Winnie Shanks. Later, Ross Filion joined the sales staff. I was the morning announcer and did parttime selling. Manager Bill Hart also served as commercial manager. Almost daily, the sales people were sent out with brochures containing new presentations.

After only a few months, our Hooperating rose to the over-all number one position. I was the "old man" of the announcing staff at thirty-three, but that didn't seem to hurt the morning rating. The format was the dominant factor. On one survey, at 7:00 A.M. I had a 25.6 share of audience. Other stations showed 19.4, 18.1, 13.8, 9.4, 8.8, and 5.0. Hugh Brown had the afternoon shift, and he maintained a lead during most of his hours. After two daytime stations left the air at sundown, our lead went up even more. Chester Pierce was on the air during the evening until ebony personality Curtis "Choo Choo" Johnson came on with his "Midnight Ride." Millie Berg's "Meet Millie" was a feature during a mid-morning segment. Later, Marv Heffington, Boyce Wilkerson, and Ray Green worked the format.

The following year, KXLR, North Little Rock, with 5,000 watts daytime and 1,000 watts at night, became a top-tunes format station. Euel Lancaster was station manager. Jim Gatens was commercial manager. Roy Nichols continued as program director. John Holiday came from television as a newsman. Tom Sansing was on the sales staff. Among the disc jockeys were Bud Connell, who had started in radio at KGHI; Don Foreman, who had worked for KTHS; and Al Allen. Hugh Brown joined the announcing staff later. With the new format, KXLR's popularity was off and running.

And so the story continued to go, especially in multi-station markets. More homes were getting television sets. TV stations were acquiring larger audiences and more sponsors. Radio station owners, managers, and program directors often vacillated from one type of programming to another, hoping to hit upon a method that would bring almost instant success.

New stations, both radio and television, kept coming. KHBM, Monticello came into being in April 1955 with 1,000 watts daytime on 1430 kilocycles.

Little Rock gained another television station at 3:00 P.M., Sunday, November 27, 1955. KTHV, channel 11, was owned by Arkansas Television Company. Radio Broadcasting, Inc., which owned KTHS, was the principal stockholder with forty-two per cent. The *Arkansas Democrat* owned thirty-two per cent, K.A. Engel had ten per cent, and C. E. Lowry of the National Equity Life Insurance Company had sixteen per cent.

B. G. Robertson served as general manager of both radio and TV. The officers were W. H. Bronson, chairman of the board of directors; K. A. Engel, president; Henry B. Clay, vice-president; B. G. Robertson, secretary; and C. E. Lowry. KTHV was located at 313 Main Street with KTHS. The tower and transmitter were situated on Shinall Mountain, fourteen miles west of Little Rock. Programs from CBS and ABC were carried.

Bill Hutt was commercial manager for radio and TV. Cecil Suitt was the chief engineer for both stations. Vernon L. Dillaplain was the assistant chief. Cecil Bland held the position of program director. The production manager was Ernest G. Byrne. Robert E. Brown was promotion manager. Jack Bomar performed the duties of film director. KTHV news cameraman was Tom Johnson. Other employees included William R. Moore, Clarence E. James, Lowell Duty, and Carvel Stanford, engineers; Tom Walker, sales representative; Mrs. Peggy Hines, traffic director; Ola Elliott, accountant; Geraldine Fithen, Mrs. Kathleen Mauge, Faye Stringfellow, and Mrs. Mary Young, secretaries.

KTHV's opening program was entitled "A Salute to the Armed Forces of the United States." A combined band with members from the Army, Navy, Air Force, and Marines marched in a short parade down Main Street and was televised by a camera from an upstairs window. Narration was by KHTV Announcer Ray Bartlett. Among the guests invited to the premier were Little Rock Mayor Pratt Rimmel, Mayor-elect Woodrow Mann, North Little Rock Mayor A. C. Perry, Governor

Orval Faubus, Congressman Brooks Hays, and Pulaski County Judge Arch Campbell.

The first regular program on opening day was Edward R. Murrow's "See It Now." The program schedule beginning the following day was from 5:55 to 10:45 P.M. weekdays and from 4:00 to 10:45 P.M. on Sunday.

Cy Deese, who had been a member of the advertising department of the *Arkansas Gazette*, became manager of KLRA in 1955. KLRA Disc Jockey Cliff Ford gained publicity with unusual on-the-air antics in the mid-Fifties. He stayed atop a tower at the War Memorial Park swimming pool for eight days and nights and broadcast his show from there. Later, he stayed awake for 115 hours at the Arkansas Livestock Show. Dorothy Wimberly Sansing began a woman's program on KLRA in 1955.

KRBB-TV, El Dorado (Rushton, Blewster, Bigley), channel 10, went on the air December 3, 1955. Later, visual power was increased to 316 kilowatts and aural power to 63.1 kilowatts. The nation's second tallest tower was installed. The actual structure was 1,320 feet high. After the increased coverage, the station was recognized as representing El Dorado and Monroe, Louisiana. Future owners changed the call letters to KTVE.

KFPW, Fort Smith moved its studios to 2415 Albert Pike Road in 1955. The station ceased its affiliation with Mutual and became a member of CBS.

KWFC, Hot Springs was authorized to raise its daytime power to 1,000 watts and increase at night to 500 watts in July 1955, and to change frequency to 1350 kilocycles. Alan Hurst joined the staff as an announcer.

Harold Gregson, who had been managing a station at Malden, Missouri, returned to Jonesboro to manage KNEA. Bill Blackwood was on the staff at the time.

At KFFA, Helena, the long-running "King Biscuit Time" was still on the air. Through the years, the program featured such personalities as Sonny Boy Williamson, Muddy Waters, Dudlow, and Peck Curtis. All became national recording artists, the most famous being Sonny Boy Williamson. He toured Europe and was heard by some young musicians who called themselves the Beatles. British Broadcasting Corporation personnel later

told KFFA Manager Sam Anderson that the group was so impressed that they began imitating Williamson's style. The rest is musical history.

KARK-TV, Little Rock televised the baseball World Series in color, beginning September 28, 1955. A few other programs were also shown in color that fall.

W. H. "Bill" Cate purchased KRLW, Walnut Ridge in 1955 and became the station's general manager. A future Arkansas station owner went to work as a part time announcer at KRLW that year. Johnny Shields worked while attending Arkansas State College at Jonesboro.

The FCC denied license renewal for KPLN, Camden in 1955, and the station ceased broadcasting on April 30. A hearing was held, and the Commission ruled that the transfer of control to D.R. James, Jr., before the station went on the air had not been authorized. The Southern Broadcasting Company, the KPLN owner at the time of deletion, applied for permission to construct a new station with the same power and frequency, but this request was denied.

J. W. "Bill" Slates became general manager of KFSA, Fort Smith in 1955. The station joined Mutual, also retaining its ABC affiliation.

Weldon Stamps had left KFSA to establish KTCS, Fort Smith. It went on the air in March 1956 with 1,000 watts daytime and a frequency of 1410 kilocycles.

Grassroots radio came to Northern Arkansas in 1956 when a construction permit was granted March 13 to KAMS-FM, Mammoth Spring. The 310-watt station was a sister station of KALM, Thayer, located just across the Missouri-Arkansas border. Both stations were owned by Bob Neathery of West Plains, Missouri. KAMS-FM was basically a one-man operation with Carlie Hamilton performing the duties of announcer, copy writer, and almost everything else, including woodcutter. The studio was heated by an old wood cook stove. Hamilton had to take time out from other chores to stoke it. The packing crate which had contained the transmitter was utilized as an outhouse. (In some stations, this area has been referred to as studio "J.")

KMTL, Marked Tree (later changed to KPCA) went on the

air June 16, 1956. It had 250 watts of daytime power at the 1580 spot on the dial. The station was owned by Earl Daily of Memphis. The following January, KMTL was sold to the Poinsett County Broadcasting Company.

KDQN, DeQueen made its appearance at 2:00 P.M., Sunday, August 5, 1956. Studios were at 1925 South Fourth Street. KDQN had 500 watts on 1390 kilocycles. The station owner was Robert McKeever, who had been in the appliance business for twenty-five years. Carl McCauley of DeQueen was station manager. J. T. Bagwell, who had worked at KXAR, Hope, and KVRC, Arkadelphia, was an announcer. Miss Jackie Foster, former program director at KENA, Mena, was the traffic director.

KWYN, Wynne made it on the air in time to broadcast the Wynne-Marianna football game from Marianna Friday night, September 28, 1956. Sign on time was 6:33 P.M. The power was 250 watts on 1400 kilocycles. KWYN was owned by East Arkansas Broadcasters, Inc., composed of Johnny Eads Douglas, former part owner of KDRS, Paragould; L. V. Pillow of Kennett, Missouri; Bill Meriwether, Paragould hardware store owner; Odis Raley of Paragould; Mack Stacy, power company engineer of Wynne; State Representative J. L. Shaver of Wynne; T. B. Murray, Jr., Wynne car dealer; and Raymond O. "Bud" Raley, KWYN general manager. Other staff members were Earl Hodges, chief engineer, formerly with KFFA, Helena; Miss Onalee Brawner, program and traffic director; Art Rogers, news director (and later chief engineer), formerly with KDRS, Paragould; Jimmy Haggett, announcer, formerly with KBOA, Kennett, Missouri; Curtis Hodges, announcer; and Gene Humphries, announcer. The station was located on State Highway 1 North.

Arkansas' first ebony radio station was established in 1956. KOKY, Little Rock went on the air at 9:00 A.M. Monday, October 8 with 1,000 watts daytime power on 1440 kilocycles. KOKY studios were at 1604 West Fourteenth Street, and the transmitter and tower were located on Arch Street Pike. John M. McClendon was the owner. The station programmed rhythm and blues and gospel music and was billed as the "Greater Little

Rock Ebony Station." KOKY personnel included Howard Peters, manager; William Veidt, commercial manager; S. C. Tuley, chief engineer; Miss Mari Jo Risen, office manager; Mrs. Margaret Lyle, women's director; the Reverend Hardy Bass, religious program director; and William "Joy Boy" Jackson, George "TNT" Trueheart; and Lloyd Armen, disc jockeys.

VHF television came to Fort Smith when KNAC-TV, channel 5, went on the air December 3, 1956.

KTHS and KTHV moved into a new radio-television building at Eighth and Iazard, Little Rock in February 1956. Evelyn Elman, who had been doing TV spots for AP&L, joined the stations. Bob Hicks moved over from KLRA that year.

Connie B. Gay purchased KLRA, Little Rock from the Gazette Publishing Company on July 5, 1956. Studios were moved to the transmitter site on Highway 70, east of North Little Rock. An all-country music format was put into effect. Earl "Pappy" Davis from Kentucky came to KLRA to help carry out the new program plan. Later in the year, he went to KTHS. A few months after the change of ownership, Kermit Tracy, who had been KLRA's chief engineer for twenty years, was named manager. The KLRA program schedule for Monday, August 20, 1956, included for the first time an air personality that would soon become Little Rock's best-known radio performer: Hal "Brother Hal" Weber, who had been working at KXJK, Forrest City. Ken Parsons also joined the station during the year as an announcer-engineer. He was assigned the midnight till morning shift, which on one occasion almost proved to be beyond the call of duty. As he got out of his chair at 6:00 A.M. to turn the control board over to the next announcer, a bullet came through the window, passing over the chair and striking the copy book on the top of the control board. If this shot had come a few seconds earlier, he would have been in the line of fire. An investigation by police revealed that people in a car had been on general shooting spree out East Broadway in North Little Rock and Highway 70. Engineer Lowell Duty refused to work anymore until a metal plate was placed over the window.

Two Little Rock announcers switched to KARK and KARK-TV in 1956. Bill Cassaday came from KLRA, and Lloyd

Denney switched from KVLC. Both would find a longtime stay awaiting them at the 920 radio frequency and TV channel 4. Cassaday ran an afternoon drive time program on radio called the "Road Show." Denney would become "Captain KARK" on television.

At KNBY in Newport, an announcer started on a part time basis who would soon make the move to the Capital City. He was Steve Stephens.

KBLO, Hot Springs was acquired by Bullard Enterprises in 1956. J. Carl Bullard was the president, and Gus Dickson was named general manager. The following year, Hot Springs Broadcasting, Inc., with Dickson as president, bought the station. KBLO became a member of the Mutual Broadcasting System.

KBHS, Hot Springs was bought by A. M. McGregor in March 1956.

I entered into a new broadcasting venture January 2, 1957, establishing the Little Rock School of Broadcasting (later changed to Arkansas School of Broadcasting). It occupied two small rooms in the Rector Building (now called the 300 Spring Building). The first class had eleven students. To enlarge the facilities and to offer a more comprehensive program, the school merged with Capital City Business College at 8th and Main Streets. One major step in the development of the broadcasting division was acquiring approval for veterans' training under the G. I. Bill. Cullen Hendrick, Capital City's president, was able to obtain approval without the usual three-year waiting period after the school became a part of the older school. The business college later moved to 8th and Louisiana.

KLYR, Clarksville was put on the air by Roy Forrester on March 18, 1957.

The second station with a North Little Rock identification made its debut at 5:45 A.M., Friday, April 19, 1957, when KNLR (later changed to KDXE and KEWP) went on the air with 1,000 watts daytime on 1380 kilocycles. It was located in the Independent Life Insurance Company Building at 16th and Main. The transmitter and tower were in Dark Hollow. Roger Luker was president of both the insurance company and the radio

station. Ray Bartlett, formerly of KTHS and KTHV, was the manager. Other employees included James R. Smith, chief engineer; Ed Bailey, program director; Phil Sklar, salesman; George Dickenson, salesman; Mrs. Marlene Mussung, traffic manager; Mrs. Helen Aue, secretary-bookkeeper; and Kirk Justice, announcer. Eddie Powell and Betty Phillips, students at North Little Senior High School, came in after school and ran a rock and roll show. Louise Porter conducted a Saturday morning interview program called "Studio Party."

The first educational radio station in Arkansas went on the air May 17, 1957, when Arkansas State College at Jonesboro established KASU, an FM station with 760 watts of effective radiated power. The entire station was located in two classroom-studios on the third floor of R. E. Lee Wilson Hall. The transmitter was a used Western Electric model. A one-bay antenna was mounted on a pole on top of the building. John Ed Cramer, a college speech teacher, was the director. KASU was used to provide student training and to give additional radio coverage to the Jonesboro area. When the original application was made, the call letters KASC were requested. College officials were informed that they were already being used by Arizona State College. KASU was the next choice. The Arizona school became a university in 1958 and asked the Arkansas State station to trade call letters. The prophetic decision was made to keep KASU. In 1967, university status was assigned to Arkansas State, and the call letters were then accurate.

Bob Howe served as director of radio at Arkansas State from 1958 to 1961. Difficulty with equipment and other problems forced the radio operation to become an intermittent campus carrier current station. Charles Rasberry was hired for the position of director of broadcasting in 1961. A new transmitter was purchased. Regular broadcasting hours were put into effect. Rasberry began developing a strong academic program in broadcasting. KASU was on its way to becoming a powerful, significant educational broadcasting facility.

Fayetteville received its second postwar station when KFAY went on the air Sunday, June 30, 1957. The station was scheduled to sign on at 7:00 A.M. the first day; but lightning

struck, and they didn't make it until midday. KFAY had 500 watts on 1250 kilocycles. It was a Mutual affiliate. The station was located near Highway 16 West at Lewis Avenue. The owner was Weldon Stamps, who also owned KTCS, Fort Smith.

The "KGHI Treasure Hunt," a major promotion of the year, was held in 1957. A certificate worth \$10,000 was buried in the Greater Little Rock vicinity. Progressively easier clues were given on the air each day. During the latter part of the promotion, hundreds of listeners waded mud and water looking for the valuable piece of paper. After a certain date, the value dropped to \$1,000, which was the amount finally awarded.

Another radio signal began emanating from Pine Bluff October 16, 1957. KPBA (Pine Bluff, Arkansas) had 1,000 watts daytime and a frequency of 1590 kilocycles. A gimmick by Announcer Ken Parsons made listeners in the area aware of the new station. Manager Howard Peters instructed him to sign on at 6:00 A.M. the first day and start playing Stan Freburg's recorded imitation of Lawrence Welk ("Wunerful, Wunerful," etc.). Parsons played it continuously until mid-morning. A crowd gathered and police came to investigate. Most people knew by then that there was a new station in town.

After twenty years with KGHI, Engineer Bill VanDusen went to KXLR, North Little Rock in 1957 as chief engineer. The station's rock and roll format was very popular at the time. An executive of the Storz Broadcasting group was visiting Hot Springs and heard KXLR's Bud Connell. The company owned several metropolitan stations that featured format programming. Connell was hired and became one of their top disc jockeys and program directors in such markets as Omaha and New Orleans.

I did some part time work at KXLR in 1957 while operating the school of broadcasting. One Sunday afternoon, a young man visited the station. He had been working at KCON, Conway since late 1955 in conjunction with his attendance at Arkansas State Teachers College. Tom Bonner was already looking forward to working in the Little Rock area after graduation. He would make it.

Sam Anderson of KFFA, Helena increased his ownership to

two-thirds of the stock in 1957 when he bought the equity of J. Q. Floyd. The preceding year, J. T. Franklin had died, and his interest was acquired by his wife, Deasdia A. Franklin.

The broadcasting operation and facilities of KDRS, Paragould influenced the making of a movie in 1957. Warner Brothers selected Piggott, twenty-five miles north of Paragould, as the site for the filming of "A Face In the Crowd," the story of a singer's rise to stardom. Bud Schulberg, the movie's writer, and Elia Kazan, the director, spent a few days at KDRS observing the small town station routine for the purpose of making the story more believable. They conferred with KDRS Manager Ted Rand and were interviewed on the air. (Ted was seen briefly in the picture operating a remote amplifier.)

Clyde E. Wilson sold his remaining twenty-five per cent interest in KWFC, Hot Springs in July 1957 to Harmon I. Moseley II, who became the station's president and general manager. The following year, the Phoenix Company, Inc., headed by Moseley, acquired the station from SPA Broadcasting Company for \$48,000, which represented rental for station equipment for five years.

E. J. "Gene" Kelly became manager of KBHS, Hot Springs in 1957.

A very popular local television show began on KTHV, Little Rock in 1957. Steve Stephens joined the station that year. Jack Bomar originated the idea for a teenage dance show. The name "Steve's Show" was selected, and it was put on the air. It took a few days for the show to become established and attract participants. In the meantime, "invited" teenagers appeared on camera.

Little Rock became the hub of the nation's news coverage in September 1957 when the integration crisis occurred at Central High School. Local stations were deluged with requests for feeds. Herbie Byrd recalls that he sent reports by telephone to every state. Network newsmen came to town to cover the happenings. John Chancellor made KARK and KARK-TV his headquarters for NBC coverage.

There was somewhat of a lull in new Arkansas stations in 1958 with only two going on the air. A sizable influx was just

around the corner.

KTCN, Berryville appeared in February 1958. It had 1,000 watts daytime at 1480 kilocycles. The first manager was Pat Goolsby. Fred Ward and Dan Patterson were engineers. Later, Mel Lymberry (Mel Lynn), who had worked at KHOZ, Harrison and KARK-TV, Little Rock became the manager and part owner. The other stockholder was Tom "Buck" Rogers.

The other 1958 entry was KFDF, Van Buren. Its first appearance was made at 6:45 A.M., Monday, November 24. The frequency was 1580 kilocycles, and the power was 1,000 watts daytime. The owners were Jack Dennison, Harry Fischer, and Paul Freeman. Charley Cruce was the program director. Other employees included Terry White, James Shaver, Verna Moore, and Bill Magin. The station featured jazz music in much of their programming.

In the late Fifties, a tribute to the disc jockey was being printed:

Some call him "disc jockey." Others prefer "personality."

Both designations are too limiting. He's more:

He is friend, companion, confidant.

He is teacher, companion, shopping guide.

He is entertainer, public servant.

He serves the housewife, the handicapped, those who toil by night.

Apart from his air salesmanship, he is often a talent in his own right.

His audiences accept him as one of the family.

They write to him; they hang on his words.

He has a great responsibility.

He lives up to it.

George Moore had worked in Kansas City for a couple of years when he returned to Little Rock in June 1958 to resume his employment at KTHS and KTHV. He served as program manager and began his television career by reporting news on the weekends.

Earl "Pappy" Davis ran a late night show on KTHS called

"Razorback Roundup." Its wide coverage and popularity earned him *Billboard's* fourth most popular disc jockey ranking. The show was carried simultaneously on KTHS and its sister station, KTHS, Shreveport for awhile. At 1:30 A.M., he would say to his wife, "Put the coffeepot on, June. I'm coming home."

Lonnie Gibbons entered the Little Rock market in 1958, joining KARK and KARK-TV as an announcer. He would have a fourteen-year tenure with that group. He came from a TV station in Alexandria, Louisiana.

Leonard Coe bought KLRA in April 1958. He had worked there as a salesman in the late Thirties and early Forties. The country music format was dumped, and big bands and popular vocalists were restored. Brother Hal turned "straight" for awhile until listeners proved that they wanted to hear his special brand of humor and philosophy. Marv Heffington had started what would be a long stay with the station in March of that year.

KGHI, Little Rock moved its studios to 618 West 7th in 1958. Rex Parnell, who had been in Florida managing a new station for KGHI owner Hal King, returned to KGHI as manager. The station dropped its top-fifty format and began playing easy listening music. AP&L's Bill Shepherd approved his company's sponsorship of the "Live Better Electrically Hour," believing that there was still an audience for that type of music. Al Shirey, who had been commercial manager, was promoted to manager in September. Parnell had returned to Florida. "Uncle" Boyce Wilkerson was one of the announcers who played the adult type of music.

KFPW, Fort Smith was purchased by George T. Henreich in May 1958.

KBTM, Jonesboro was bought by the Patteson brothers in January 1958. Alan Patteson, Jr., became the general manager. Clarence Adams was station manager.

Bill Mitchell, who had worked at Texarkana and had served a hitch in the Army after leaving Arkadelphia, began working at KWFC, Hot Springs. He did some remote broadcasts featuring big bands such as Jan Garber.

George Faulder, who had come from WMPS, Memphis, was the manager of KXLR in 1958. The station had a high listener

rating with its format programming.

Ed Hicks, who had started in Fort Smith radio in 1943, joined KFSA and KFSA-TV in 1958.

Pat Fontaine left KARK-TV in 1958 to become a weather girl on a St. Louis TV station. She was succeeded by Betty Fowler, who joined Bud Campbell on the noontime "Little Rock Today" show. Later, Betty also did an afternoon disc jockey show on KARK radio. Campbell started a television program in the fall of 1958 that would enjoy immense popularity and longevity. "The Frank Broyles Show" became a Sunday afternoon fixture.

A future manager of KCON, Conway began working at the station in September 1958 while he was a nineteen-year-old student at Arkansas State Teachers College. Bill Johnson didn't imagine that the turn of events would bring about his managerial position within four years. Tom Bonner was still an announcer at KCON as he began his senior year at the college.

Preston Bridges, who would later be an Arkansas station owner, had a financial interest in KBBA, Benton by 1958.

KWRF, Warren was sold to Weldon Sledge December 31, 1958.

KBHS, Hot Springs increased power to 5,000 watts in early 1958. Announcer Alan Hurst, who had passed the test for his first class ticket the year before, joined the station.

Ed Phelan became manager of KOKY, Little Rock in 1958.

Chester Pierce assumed control and active management of KNLR, North Little Rock that year. He had been selling at KLRA. I took the position of morning announcer in September, while retaining some instructional duties at Arkansas School of Broadcasting. Pierce dramatized the station's switch to easy listening music on New Year's Day 1959. He threw the rock and roll records (a portion of them) from the Main Street Bridge into the Arkansas River while newspaper photographers snapped pictures.

An intensified flood of new stations began in 1959 that would continue into the Sixties until the AM freeze was declared. Then increased FM signals would start showing up on that band.

KCCB, Corning was put on the air by E.W. Cochran, a local

merchant, on Wednesday, February 18, 1959. The 500-watt station on 1260 kilocycles was located on the south end of West Second Street. W. H. "Hi" Mayo, who had been commercial manager at KPOC, Pocahontas and KWYN, Wynne, was the manager. Other staff members included Bobby DeMay, chief engineer; James Reedy, a Corning teacher, program director; Walter Bailes, announcer; and Bill Crawford, a recent student of mine at Arkansas School of Broadcasting, announcer and traffic manager.

KOTN, Pine Bluff added FM in March 1959.

KBHC, Nashville (Keep Building Howard County) was first heard Friday, May 1, 1959. It was located south of town on the Mineral Springs Highway and broadcast with 500 watts at the 1260 spot. The owner was H. B. McKeever, who also owned KDQN, DeQueen.

Kermit F. Tracy put KBJT, Fordyce on the air August 1, 1959, but retained his job at KLRA. The manager of the 250-watt daytime station on 1570 kilocycles was Edwin Zoch. Other employees were Jay Bagwell, program director and major stockholder; Mrs. Bagwell, continuity director; Jimmy Kelley, announcer and farm director; and Rondell Harrison, weekend announcer.

KCCL, Paris made its appearance August 18, 1959, with 500 watts daytime on 1460 kilocycles. It was the property of E. W. Cochran, who had established KCCB, Corning earlier in the year.

KBRI, Brinkley came into being Sunday, October 25, 1959, with 250 watts daytime at 1570 on the dial. Mason Clifton was the owner. Hi Mayo came from Corning to be the manager. The chief engineer was Ed Travis. Vernon Kuehn was KBRI's salesman, and a Miss Libby was program manager and secretary.

E. W. Cochran brought on his third new station of the year with KTPA, Prescott, which went on the air December 1, 1959. It had 500 watts power daytime on 1370 kilocycles. The manager was Jimmy Sizemore, who had gained considerable national recognition as a youngster with his father when they were the radio singing team "Asher and Little Jimmy."

Don Reynolds, who owned KSFA-TV, UHF channel 22, in Fort Smith, bought KNAC-TV, VHF channel 5, Fort Smith on January 8, 1959. He had purchased an interest in KNAC-TV the previous year. With the acquisition of the VHF station, he shut down KFSB-TV.

Gene Goss joined KATV's news staff that year.

Art Beem, who had been a Little Rock radio engineer for thirty-one years, retired from that field in 1959 and entered radio parts sales. He was succeeded as KLRA chief engineer by Blande Perry, who had been with the station seventeen years. Herbie Byrd, who had been working as a newsman at KATV, joined KLRA in 1959 as news director. Jerry Hendrix also began a long stay at the station that year.

The rock and roll format was re-established at KGHI, Little Rock in early 1959. Tom Bishop was hired as manager to put it into effect. AP&L's "Live Better Electrically Hour" was moved to KARK. On June 15, KGHI was sold to Helmer, Inc. Michael J. Heller became the station's president and manager. The call letters KGHI, which had existed since the station's inception thirty-one years before, were changed to KAJI. Pat Walsh, Jr., became the commercial manager.

KELD, El Dorado had dropped its ABC affiliation in the mid-Fifties, and in June 1959 it joined CBS.

After nineteen years, KWFC, Hot Springs had a call letters change. In January 1959, the station became known as KAAB. It joined both CBS and ABC. Some big band late night remotes from the Embers were fed to CBS. Studios remained at the original location, the Malco Theatre Building at 819½ Central Avenue.

Little Rock Attorney Claude Carpenter bought KNLR, North Little Rock and changed the call letters to KDXE (K-Dixie). Cliff Ford became the station manager. Al Shirey was a salesman.

Beginning in the fall of 1959 and continuing through the Sixties, my broadcasting activities were on a part time basis while I taught English and speech at North Little Rock Senior High School, finally putting to use the teaching certificate I had been granted in the early Forties at Southwest Missouri State

Teachers College, Springfield, Missouri. During the decade, I worked on a limited schedule at KDXE, KAJI-KALO, KGMR, KXLR, KMYO-FM, KRAA, and KGMR-FM.

Roy Nichols was manager of KXLR, North Little Rock in 1959. Al Shirey was hired as sales manager. Ray Green and Tom Clark were also on the sales force.

KOSE-FM, Osceola went on the air April 12, 1960, joining the AM station and offering nighttime coverage.

AM station number four appeared in Pine Bluff August 16, 1960, when KADL went on the air with 5,000 daytime watts at the 1270 spot on the dial. The station was licensed to Jefferson County Broadcasting Company. Chester Pierce was the manager.

Little Rock got an FM station for the first time since 1951 when KMMK(FM) went on the air in the Tower Building at Fourth and Center at 7:00 A.M., Wednesday, October 27, 1960. The station's towers rose sixty-nine feet above the eighteen story building. Oscar Alagood, who had been a newscaster and salesman for KATV, and Jimmy Moses, owner of Moses Melody Shop, were the owners. Joe Elder, who had been with KATV, was the chief engineer. A "good music" format was used. Later KMMK announcers were Gerald Williams and Bob Walters.

Bill Mitchell moved from Hot Springs to KTHS, Little Rock in 1960. One of his shows on the 50,000-watter was "Date with Dixie," a Sunday afternoon jazz feature. Response was good. Bill received mail from many places. The president of the New Orleans Jazz Club, the city where it had all started, acknowledged hearing the program. Advertising Salesman A.C. Dowden also joined KTHS in 1960 after an eighteen-year stay at KARK.

The home games of the Little Rock Travelers had never been broadcast. Only out-of-town games using the re-creation method had been heard. The city hadn't been represented in professional baseball in 1959. Its former league entry had been dropped. In the spring of 1960, considerable enthusiasm to re-establish the team arose. Private ownership had controlled the organization previously. This time, a fan-owned franchise was obtained, and home games, as well as away, were put on the

air on KARK. Sportscaster Bud Campbell did the play-by-play. Jim Elder, who had been a minor league umpire for several years after World War II, served as the statistician. Later, he filled in on the mike occasionally when Bud had other assignments.

KBFC (FM), Forrest City was established as an affiliate of KXJK September 22, 1960.

A group from Mississippi headed by Wally Hoy bought KDXE, North Little Rock in late 1960. Hoy became general manager. A country music format was adopted. Several former students of mine at Arkansas School of Broadcasting became disc jockeys at KDXE. They were also singers and musicians. Included were Bill Dixon, who had worked at KNLR previously; Jim and Bob Morgan, who had worked at KXLR and KAJI and who had done some recording for RCA Victor; Ken Powers; and Dewayne "Butch" Garner.

After World War II, Winston Joe "Buddy" Deane had stopped by KOTN, Pine Bluff and auditioned for an announcer's job. Manager Jack Parrish was impressed with his potential ability but didn't have an opening at that time. In late 1960, Deane bought KOTN and took control January 1, 1961. He had started in radio at KXLR in 1946 before going to KGHI. From there, he went to WHHM, Memphis. During a remote broadcast of Ray Anthony's Orchestra, he mentioned to the bandleader to be on the lookout for a job for him in a larger city. He was surprised when he received a call from WITH, Baltimore. Deane's debut in the Maryland city was not exactly spectacular. Before going on the air to start his first disc jockey show, he read the news at five minutes before the hour. After he finished, the announcer said, "Ladies and gentlemen, the next newscast you'll hear on this station will be in English." This introduction didn't deter Deane's progress. Soon he was the number-one-rated radio personality in the city. Later, he accepted a two-hour, six-day-a-week television variety show on WJZ-TV, Baltimore, featuring dancing, interviews, and disc jockey chatter. The "Buddy Deane Show" was one of the highest rated local TV shows in the nation. It ran for seven years. He was selected by CARE as one of the ten local radio and television personalities to tour Europe at the time of the Hungarian uprising. The group

interviewed refugees at the iron curtain as they escaped into Austria. As a result of this program, more than one million dollars was raised for CARE. Deane received a personal letter from President Eisenhower. He was also selected as one of the ten local air personalities for a three-week tour of Europe with the USO in 1959. In 1962, he was named the number one disc jockey in America. He was one of eight local radio and TV personalities to be signed for a minor role in a Universal movie with Rowan and Martin. He was the subject of numerous stories and articles in national publications such as *Life*, *Pageant*, and *Radio and TV Mirror*. Deane assumed active management of KOTN in 1964.

Bill Crews, who had been doing sports on KMOX and KTVI, channel 2, St. Louis, accepted a job with KFSA, Fort Smith in 1960. The move had been prompted by his desire to get into management. The following year, Crews was named manager of KFSA.

Carl Livingston started his Arkansas radio career at KAGH, Crossett in 1960.

Haskell Jones was elevated to the manager's job at KXAR, Hope in January 1960, succeeding L. B. Tooley.

An involuntary sale of KBLO, Hot Springs occurred in 1960 with Stan Morris taking over as trustee and general manager. The following year, it was sold to George T. Hernreich, and the call letters were changed to KZNG.

KNEA Manager Harold Gregson died in November 1960 at the age of thirty-six. He was succeeded by commercial manager Deloss Walker, who had started in radio at KRLW, Walnut Ridge.

Johnny Towell had started visiting KRLW with Bill Cate, Jr., the owner's son. Later, Towell usually stopped by the station during the afternoon about the time the "Swap Shop" was on the air. He began doing that program and went to work for the station fulltime in 1961.

KFOY-TV, Hot Springs, channel 9, was first seen at 5:00 P.M., February 1, 1961. It was another Don Reynolds enterprise. He was president of the Donrey Media group. Studios, transmitter, and the 317-foot tower were located at 106

Whippoorwill on the side of West Mountain. Harold E. "Hal" King was the general manager. Other staff members included Arie Landrum, program director; Albert W. Scheer, Jr., chief engineer; Bryan T.E. Bisney, production manager; Gus Dickson, commercial manager; Chad Lassiter, newscaster; Joe Wall, cameraman; Valerie Matthews, set designer; Tom Nichols, weatherman; Gloria Milton, receptionist; and Lillian Robbins, continuity writer and secretary.

KFOY-TV had no network affiliation when it opened. Programming consisted of syndicated shows, local productions, and local events such as parades. Many prominent entertainers appeared on the station while they were working at the night clubs. Fan Dancer Sally Rand, who had originally gained fame at the Chicago Exposition in the mid-Thirties, did an exercise program on the station during her stay in town.

KVEE, Conway went on the air May 26, 1961, as the second station in town. The power was 500 watts daytime on 1330 kilocycles. J. C. Willis, who owned KVOM, Morrilton, established KVEE.

KZOT, Marianna signed on for the first time at 2:00 P.M., September 25, 1961, with 500 watts daytime on a frequency of 1460 kilocycles. The initial staff consisted of Marvin Jones, general manager; Fred Campbell, chief engineer and announcer; Jimmy Holt, announcer; Lee Harbin, engineer; and Miss Jamie Neal, secretary.

Veteran Arkansas Broadcaster Harold Sudbury put KSUD, West Memphis on the air December 1, 1961. It had 250 watts daytime on the low frequency of 730 kilocycles.

The offices of KLRA, Little Rock were located in the Union National Bank Building at Fourth and Louisiana in 1961, but most of the broadcasting was still done at the transmitter site on Highway 70, east of North Little Rock. Newsmen Herbie Byrd originated his reports from the downtown location.

KVLC, Little Rock was acquired by Victor Metals in 1961. Studios were moved to 4015 West Capitol. Henry Steele became the manager. Early the following year, the station adopted a policy of using only females on the air. This plan was later abandoned. Earl Davis was named manager. Al Shirey was on

the sales staff.

KBTA, Batesville increased its power to 1,000 watts in 1961. After the permit to increase was granted, the station held a promotion contest. Listeners were invited to submit guesses of the exact time that the power increase would be put into effect. A \$1,000 cash prize was given, representing the 1,000 watts.

James E. Clayton, general manager of KCON, Conway, died July 15, 1961. Ed McClendon, who had been a member of the staff since the mid-Fifties, was named to succeed him. Bill Johnson, who started there as a student announcer in 1958, had returned to KCON as a salesman-announcer after a brief teaching experience. When McClendon moved to California the following year, Johnson was appointed manager.

Larry Dean began his radio announcing career at KWRF, Warren in June 1961.

Ernie Howard, who had been at KARK, acquired KTCN, Berryville in 1961 after Mel Lymberry died. Howard also became the general manager.

Tom Bonner joined KARK and KARK-TV in 1961. He had served six months in the Army prior to his coming to Little Rock.

Bill Mitchell went to work for KATV in 1961.

Bob Cheyne was doing the broadcasts of Razorback games on the Arkansas Sports Network during this period. He had succeeded Wally Ingalls. Bud Campbell would handle the games later.

George Moore was promoted to managing news editor at KTHV in March 1961. He began reporting the 6:00 and 10:00 P.M. news on channel 11, wearing a boutonniere in his lapel and closing with, "And that's the news, by George." He personally wrote all of his own news copy and edited all the news read by other reporters. As the managing editor, he was known by the staff for wielding the black pencil.

Donrey Media transferred Bill Crews from Fort Smith to manage KFOY-TV, Hot Springs in 1962.

No new stations appeared on the Arkansas scene in 1962, but nine would show up the following year.

KTHS, Little Rock was bought by Lin Broadcasting Corporation in July 1962, the new owner officially taking over

August 1. Call letters were changed to KAAV, and the station was referred to in station promotion as the "Big K." George Jennings, who had worked at WRR, Dallas, was the first to sign on with the new call letters. He would remain at the station to become an established Little Rock radio newsman. The CBS affiliation was soon dropped, and the 50,000-watt station instituted a rock and roll programming format. Tom Bishop was named station manager. Pat Walsh, Jr., was commercial manager. Later, he would become station manager, succeeding Len Carl. Standard disc jockey names were designated for various on-the-air shifts, and the name usually remained the same when the individual moved on and was replaced by a newcomer. Power in wattage, plus power in vocal, musical, and sound effects projection boosted the station into a dominant position among Arkansas outlets.

Bob Hicks, not fitting the new KAAV format in individual announcer style, transferred to KTHV. Alan Hurst, who had joined KTHS in March, also left the station, going to KLRA.

Up in Berryville, Ernie Howard decided to capitalize on the venerable KTHS call letters. With FCC approval, KTCN became KTHS, Berryville. Observers viewed the change in different ways. Some thought that he had added prestige to his small town station. Others thought the call letters should have been retired like the number of an old star ball player.

Glen A. Harmon came from Louisville, Kentucky, and acquired KAJI, Little Rock November 1, 1962. Call letters were changed to KALO (Kovering Arkansas, Land of Opportunity). The modern musical style continued, except for my six hours of gospel quartet recordings on Sunday morning. Jim Elkins was the program director. Dale Mahurin was the commercial manager, later succeeded by Bill Trotter from Memphis. Among the parade of disc jockeys were Gary Weir, who later would become the kiddies' TV idol as "Bozo the Clown" on KATV; Jerry Sims, who would later join KTHV; and Charlie Scarborough, who would remain on the Little Rock radio scene.

1962 seemed to be a year of power changes.

KFPW, Fort Smith raised its power to 1,000 daytime and 250 watts night.

KELD, El Dorado also increased its daytime power to 1,000 watts while remaining 250 watts at night.

KAAB, Hot Springs reduced power to 500 watts daytime and 250 at night.

KWYN, Wynne stepped up to 1,000 daytime with 250 at night.

Veteran Engineer Earl Hodges participated in a power change, but he did it out of state. He engineered an increase to 50,000 watts for a station in Jackson, Mississippi.

KZNG, Hot Springs became a CBS affiliate in 1962. The following year, Bob Choate was appointed general manager of the station.

KBHS, Hot Springs was purchased by Tim, Timotny, Inc. in February 1962. It became a Mutual affiliate the following year and remained with that network until 1967.

Bob Ginnaven, who had been an actor in New York, joined KATV as announcer in 1962. Also that year, Dale Nicholson, who had been with Plough Broadcasting in Memphis and Atlanta, went to work at channel 7.

KFOY-TV, Hot Springs, channel 9, left the air in 1962. Bill Crews returned to KFSA, Fort Smith. Although it was a VHF station, coverage had been a major problem because of its location. Some people have expressed the opinion it might have been the only VHF station to go black because of being in the red. The following year, the equipment was sold to the proposed educational television station.

PART FIVE

THE LEVELLING OFF

By 1963, television had been in Arkansas for ten years. Rock and roll music was firmly entrenched in much of the radio programming. The state's only 50,000-watt station was using that formula. Those of us who had originally thought it was a temporary novelty that would go away were beginning to realize that it would probably be around for a long time in one form or another. A degree of normality was returning to the medium that had been hit hard by sudden changes, and Arkansas radio was beginning to right itself and regain its equilibrium. There must have been financial confidence in radio. No new stations had gone on the air in Arkansas in 1962, but nine came along in 1963, plus one new TV outlet.

Three AM stations added FM affiliates. KHOZ-FM, Harrison went on the air March 25, 1963.

Both El Dorado stations made the addition the same month. KELD-FM made its appearance December 9. KDMS put KRIL (FM) on the air December 23.

KCAT, Pine Bluff featuring all-black programming, was first heard May 2, 1963, with 1,000 watts daytime on 1340 kilocycles.

Preston Bridges, who had sold his interest in KBBA, Benton to Levelle Langley, established KGKO, Benton May 5, 1963. It had 1,000 watts daytime at 850 on the dial.

A second station returned to Camden when KJWH went on the air August 8, 1963, with 1,000 watts daytime on 1450 kilocycles.

KGMR, Jacksonville (Good Music Radio) went on the air

August 24, 1963, with 1,000 watts daytime on 1500 kilocycles. Melda Rice was the principal stockholder with fifty-one per cent. Other owners were Pat Wilson, Fred Thompson, and C. S. Dupree. The KGMR manager was Jimmy Sizemore. Other employees were Joan Sizemore, program director; Frank Jenkins, chief engineer; and Robert Hill, announcer.

KTMN, Trumann appeared October 7, 1963, with 250 watts on 1530 kilocycles. The station was located on Highway 63 South. Adrian White, owner of KPOC, Pocahontas, was the owner. KTMN personnel were Pat Buford, manager; Ted Pyland, announcer-salesman; Larry Don Gillilan, announcer-salesman; Jack Wilson, engineer; Scott Minturn, engineer; and Betty McCarther, traffic manager.

KAIT-TV, Jonesboro, channel 8, was launched Monday, July 15, 1963. The owner was George T. Hernrieck. Rubin Masters was the station manager.

KBTM, Jonesboro increased its daytime power to 1,000 watts in 1963, retaining 250 watts at night.

KAAB, which was originally KWFC, Hot Springs, left the air June 20, 1963, because of financial and technical difficulties; but the licensee retained the privilege to resume broadcasting when conditions improved. In 1966, the FCC didn't renew the license, and KAAB was deleted.

Bill Summers (real name Stracener) started his radio career at KVLC, Little Rock in 1963. He had studied radio engineering at Draughon's; and prior to that time, he had practiced reading commercials from a Sears and Roebuck catalogue at his home (or behind his home) in Conway County.

Tom Bonner returned to KARK and KARK-TV in 1963 after another tour in the Army (this time ten months). Earl Davis had filled his slot while he was away. Bonner began telecasting the weather on the Sunday 10:00 P.M. news. This was a prelude to more intensive weather reporting activity that would come later.

Gene Goss became an assistant to Congressman Wilbur Mills.

Cliff Ford became manager of KVLC, Little Rock in 1963. The station's call letters were changed to KMYO (Cameo). Bill Mitchell did some part time work in addition to his duties at

channel 7. He ran the morning show, which he called "Just Plain Bill." (Any similarity to the old soap opera title was purely intentional.) He also reported traffic conditions from the KMYO helicopter at various times.

Carl Livingston came into Little Rock radio in 1963 when he joined KDXE.

KCAB, Dardanelle started broadcasting at 10:00 A.M., Wednesday, March 25, 1964, with 1,000 watts daytime on 980 kilocycles. The location was 103 Locust Street. James Harrell was the manager. Among the other staff members were Mike Day, program director; Dyke Partee, announcer; Scott Douglas, announcer; and Mary Jo Wade, receptionist and secretary.

The on-the-air date for KTCS-FM, Fort Smith was August 15, 1964.

KBIB, Monette made its appearance in September 1964 with 250 watts daytime at 1560 on the dial.

KKEG (FM), Fayetteville, an affiliate of KFAV, signed on the air October 16.

KMAG (FM), Fort Smith got on the air just under the wire by going on the air with 100,000 watts stereo December 31. The studios were on the top floor of the Ward Hotel, and the transmitter and tower were 49.2 miles away on Mount Magazine, the highest point in the state. The microwave distance was the longest in the United States. Soon after the station went on the air, Major Calvin Collier became the manager.

KLCN, Blytheville had a studio fire in 1964, necessitating a move around the corner to 125 South Second.

KFFA, Helena acquired new studio equipment and moved to the Helena National Bank Building in 1964.

Dale D. Mahurin bought KDXE, Little Rock in January 1964. The country disc jockeys that had come to the station earlier remained under the new management. Pappy Davis joined the group. Al Shirey came from KMYO as a salesman.

Bill Mitchell joined KTHV as a salesman and also did some work on camera.

Carl Livingston went to KVLC after having worked for awhile at KLRA.

KAMS-FM, Mammoth Spring was granted permission to

increase power to 6700 watts June 1, 1964.

KBHS-FM, Hot Springs was the only new Arkansas station in 1965, going on the air June 18.

KAAV, Little Rock moved to new studios at 1425 West Seventh in 1965. Sonny Martin joined the announcing staff. He would broadcast from the 1090 spot for a long time.

The legal ownership of an announcer's on-the-air name was determined by a judge in 1965. Howard Watson had been working as the night announcer at KAAV, using the name Ken Knight. He accepted a job as morning man at KMYO and continued to call himself Ken Knight. KAAV officials obtained an injunction which prohibited his further use of the name. Watson capitalized on the proceedings by holding a contest to let listeners choose a new name. "Len Day" was the winning monicker. He established a series of political satire skits on the program that received considerable attention. The segment was called "Zots Playhouse."

KARK's Tom Longfellow was conducting a popular telephone talk program each afternoon called "Open Line." It was later assigned to Announcer Bill Dietz.

KALO, Little Rock moved its studios to 2919 West Markham in April 1965.

KCON, Conway increased its daytime power to 1,000 watts in 1965, keeping 250 at night. Manager Bill Johnson purchased a thirty-five per cent interest in the station.

In Fort Smith, Ed Hicks retired in 1965 to devote more time to his writing after working twenty-three years in radio.

After a let-up in 1965, station-building momentum picked up once again in 1966 when eight new outlets made the radio scene. KCAB-FM Dardanelle was the first, appearing on January 26.

KDDA, Dumas followed on April 21, 1966, with 500 watts on 1560 kilocycles. It was owned by Alan Eastham and Thomas Graves. The latter was also the chief engineer. Other staff members were Bill Crawford, who had come from KAAV, announcer; George Boyd, salesman; and Mrs. Beatrice Simmons, receptionist.

A second station came to Springdale when KSPR went on the air July 15, 1966, with 500 watts daytime on 1590 kilocycles.

Studios were at 804 Quandt.

KNBY-FM, Newport joined the established AM station September 1, 1966.

KNWA (FM), Fayetteville went on the air without AM affiliation October 1 with 800 watts.

KXOW, Hot Springs joined the Spa City lineup October 6, 1966, with 5,000 watts daytime on 1420 kilocycles. It was located on Buena Vista Road, one-half mile off Highway 7. Forrest Eddy was the owner and general manager. Other staff members included Bob King, chief engineer; the Reverend Wallace Renegar, news director; and Phillip Bradshaw, chief announcer.

KASC (FM), State College of Arkansas at Conway went on the air as the state's second educational station October 10, 1966. It had 10 watts.

KMYO-FM also went on the air in 1966.

John Starr replaced Keith Fuller as state AP manager that year.

The first step that had eventually led to the establishing of an educational television station in Arkansas was the passing of Act 359 by the State Legislature in 1959. This created a nine-member commission to study the feasibility of educational television for Arkansas. T. E. "Tom" Tyler was the committee chairman. After an enormous amount of study, planning, legislating, and fund raising, KETS, Channel 2, went on the air December 4, 1966, from studios at 350 South Donaghey in Conway. Three acres of land had been given by State College of Arkansas for the site. The transmitter and tower were located on Highway 65 at Jefferson between Little Rock and Pine Bluff. This equipment had been a gift from KATV. The Conway City Council had donated \$61,000 and local businesses had added \$2,697 to pay for the microwave relay system between the studios and transmitter. Lee Reaves was the general manager of KETS. Fred Schmutz held the position of program director, and Vernon Dillaplain was the chief engineer.

Bill Hutt, commercial manager for KTHV, died in January 1966 while on a trip to New York to make the rounds of advertising agencies.

KARK, Little Rock, after having been owned by the Barton

family since the early Thirties, was sold, along with KARK-TV and KARK-FM, to John C. Mullins January 19, 1966, for \$3,750,000. Ted Snider became the manager of KARK. On the television station that year, Tom Bonner increased his weather reporting duties by doing the 6:00 P.M. weather news.

Bud Campbell switched his sportscasting to KATV. Jim Elder took over the play-by-play reporting of Traveler games and became a fulltime employee of KARK.

KATV's Bob Ginnaven entered the advertising agency business.

The Arkansas Power and Light Company's advertising department had become interested in expanding their "Live Better Electrically Hour" by placing it on other stations in addition to KARK. After examining the possibilities, Joe Leroux and other members of the AP&L advertising department decided that line charges would be prohibitive. Mrs. Wannie Longfellow, who was then employed by the S. M. Brooks Advertising Agency, remembered that Chief Engineer Dan Winn had set up an FM relay plan for national emergency purposes when she was a copy writer at the station. Winn worked out the reception method for four stations, and the AP&L program began over the small network in January 1966. The following year, KARK Manager Ted Snider originated the idea of turning the system into a news network, also. In June 1967, it started with nineteen stations. Tom Longfellow was manager of the network. By the end of 1973, the Arkansas Radio Network (ARN) had grown to sixty-nine stations:

- KMLA-FM, Ashdown
- KVRC, Arkadelphia
- KMCW, Augusta
- KTHS, Berryville
- KLCN & KLCN-FM, Blytheville
- KBRI & KBRI-FM, Brinkley
- KJWH, Camden
- KLYR, Clarksville
- KAGH & KAGH-FM, Crossett
- KCCB, Corning
- KDEW & KDEW-FM, DeWitt

KDQN, DeQueen
KDDA, Dumas
KDMS, El Dorado
KNWA (FM), Fayetteville
KBJT, Fordyce
KFDF, Van Buren
KHOZ, Harrison
KAWW & KAWW-FM, Heber Springs
KCRI (FM), Helena
KARK, Hope
KBHS & KBHS-FM, Hot Springs
KARN & KARN-FM, Little Rock
KVMA & KFMV (FM), Magnolia
KBOK, Malvern
KZOT, Marianna
KPCA, Marked Tree
KENA & KENA-FM, Mena
KBHM & KBHM-FM, Monticello
KVOM, Morrilton
KLTO-FM, Mountain Home
KBHC, Nashville
KNBY & KNBY-FM, Newport
KOSE & KOSE-FM, Osceola
KZRK, Ozark
KCCL, Paris
KPBA & KCAT, Pine Bluff
KPOC & KPOC-FM, Pocahontas
KTPA, Prescott
KAMO & KAMO-FM, Rogers
KARV, Russellville
KWCK, Searcy
KUAO & KUAO-FM, Siloam Springs
KWAK, Stuttgart
KATQ & KATQ-FM, Texarkana
KTMN, Trumann
KRLW, Walnut Ridge
KSUD, West Memphis
KAMS, Mammoth Springs

KAMS, Mammoth Spring
WJPR, Greenville, Mississippi
KALM, Thayer, Missouri

In January 1974, Tom Longfellow was elected president of the National Association of State Radio Networks at the group's first meeting.

At channel 7, Bud Campbell continued "The Frank Broyles Show." He and Judy Pryor, who had come from Tulsa television in 1966, also did a noontime show. Judy later had a morning program on KATV, which lasted for five years. She eventually turned to TV news reporting.

Evelyn Elman left KTHV in early 1966 to join the staff of the State Republican Party, the year Winthrop Rockefeller was elected governor. She was replaced at channel 11 by Mary Connell, a former Little Rock resident who had done radio work in several cities. Bob Hicks and Miss Connell took over the noonhour show, "Eye on Arkansas," which had originally been handled by Steve Stephens and Evelyn Elman. It later became the top-rated local TV show in the state. Celebrities who came to the Little Rock and Hot Springs areas were featured, along with many local people.

KALO, Little Rock was sold to the Arkansas Broadcasting Company June 1, 1966. Thomas K. Barton was the company's president. Doug Romine and Lee Bryant were also members of the organization. Later in the year, KALO adopted an all-Negro programming format. Al Perkins was the chief announcer. Others were Larry Hayes, Larry Wynn, and R. C. Martin.

KXLR, North Little Rock had located their studios at the Prothro Junction transmitter site by then. Frank Lynch was the owner and general manager. Paul Denton was commercial manager. "Cousin George" Goan came from Tennessee to be program director. Bill Dixon was an announcer. Larry Dean and Bill Summers joined the announcing staff in 1966. Kay Risser was traffic director. Pappy Davis came as a salesman-announcer in February 1967. Chief Engineer Bill VanDusen, who had been with the station ten years, left to become a transmitter engineer at KAAY.

KASU (FM), Arkansas State College moved into a new

building in 1966. The new structure housed the radio station, the academic program in broadcasting, and television studios. Power was increased to 3,500 watts. A four-bay antenna was attached to the 160-foot tower. KASU's programming service also was expanded with more emphasis being placed on providing an educational, informational, and cultural schedule for the audience the station served.

Three more AM stations added FM in 1967: KAGH-FM, Crossett, March 16; KVEE-FM, Conway, June 1; and KHBM-FM, Monticello, September 1.

The only new AM station of the year was KAWW, Heber Springs, which went on the air July 16, 1967. It had 1,000 watts of power daytime on 1370 kilocycles. Harold Sudbury was the owner.

Charlie Scarbrough joined the announcing staff of KAAY that year.

Ted Rand, general manager and half-owner of KDRS, Paragould, died in November 1967 at the age of 51. The Arkansas Broadcasters Association established the "Ted Rand Memorial Scholarship" at Arkansas State University at Jonesboro. The scholarship was to be awarded to a high school senior who planned to major in broadcasting. Rand was succeeded as KDRS manager by Lloyd Emmert.

KZNG, Hot Springs changed frequency to 1340 kilocycles, which had been vacated by KAAB, and reduced power temporarily to 250 watts. Late that year, daytime power was raised to 1,000 watts, and the studios were moved to new quarters at "Radio Plaza."

Tom Bonner became a member of the KARK-TV noontime show in 1967. A future feature of the program would be "Dialing for Dollars."

There were three new AM's and four new FM's in 1968.

KDEW, DeWitt signed on March 1 with 500 watts daytime on 1470 kilocycles. Edward Moory was the president and general manager.

KADO (FM), Texarkana went on the air as an Arkansas station June 11. It was a sister station to KATQ, Texarkana, Texas.

KMCW, Augusta went on the air September 3, 1968, with 250 watts daytime at the 1190 spot on the dial. The owner was Service Communications, Inc., which included L. V. Ritter, Jr., Jim Ford, Jim Singleton, and Carlton Garner.

Three new FM stations in 1968 were the properties of existing Arkansas AM's: KSPR-FM, Springfield, September 19; KWEH (FM), Camden, December 1, owned by KAMD; and KFMV (FM), Magnolia, owned by KVMA.

L. L. "Doc" Bryan, manager of the Russellville station (originally KXRJ), left after twenty years of employment. He became manager of Capital City Business College in Russellville.

KOTN, Pine Bluff raised its daytime power to 1,000 watts in 1968 while keeping 250 watts at night. KOTN's studios were moved from 408 Simmons Building to "Broadcast House," 920 Commerce Road.

Ed Phelan became manager of KALO, Little Rock in 1968.

A group headed by Johnny Shields, former commercial manager of KRLW, Walnut Ridge and recent owner of a station in Haynesville, Louisiana, bought KGMR, Jacksonville in January 1968. Others in the group were Warren Smith, Don Davis, and Johnny Towell. The latter had been with Shields in Walnut Ridge and Haynesville. Towell had received his first class license between the Haynesville and Jacksonville jobs. Shields became KGMR's general manager, and Towell held the positions of chief engineer and program director. Ken Powers was hired to run an afternoon country disc jockey show. Later announcers were Bill Taylor and Gerald Williams. A permit for an FM station was part of the purchase agreement.

German Physicist Heinrich Hertz, whose work had predated that of Guglielmo Marconi, was belatedly honored by the broadcasting industry in 1969 when it began referring to frequencies in terms of kilohertz and megahertz instead of kilocycles and megacycles. In 1887, Hertz had sent electromagnetic waves through space, thereby creating a spark gap with broken coils.

KZRK, Ozark started the 1969 parade of new stations in January. It was located at 207 North 3rd and had 500 watts daytime on 1540 kilohertz.

Fayetteville was the site of a new television station when KGTO-TV, channel 36, went on the air February 9, 1969.

KGUS (FM), Hot Springs was established by Gus Dickson in February.

KSWH (FM), Henderson State College at Arkadelphia was the state's third educational radio station when it went on the air September 5, 1969, with 10 watts.

Five existing AM stations added FM in 1969: KBRI-FM, Brinkley, April 15; KPOC-FM, Pocahontas, April 25; KWYN-FM, Wynne, May 15; KGMR-FM, Jacksonville, October 12; and KENA-FM, Mena, November 25.

Julian Haas sold KAGH and KAGH-FM, Crossett to W. Barry Medlin in August 1969. Haas retired from the radio field. He had been the first and only Arkansas broadcaster to serve on the NAB board from the 6th district. He had also served a two-year term as an FM director as well as two years on the first small-market committee.

KDQN, DeQueen was purchased in June 1969 by Charles Mathis, who had been KELD El Dorado's first chief engineer in 1935.

KMMK (FM), Little Rock was acquired by J. C. Stallings, owner of stations in Nacogdoches, Texas, in November 1969. Call letters were changed to KRAA. A format featuring mostly big bands and popular vocalists of the past was put into effect. Morris Noland was the station manager. Vic Schedler, who had previously worked at KMYO, was the program director.

Joe Duerson, commercial manager of KELD, El Dorado, died in 1969.

Charlie Scarbrough began working at KMYO in 1969.

Dewitt Waites joined KXLR and did the play-by-play of Arkansas Traveler baseball games in 1969 and 1970.

The only new station to make an appearance in 1970 was KDEW-FM, DeWitt, which was first heard September 1.

KUOA, Siloam Springs became an independent station in 1970 by terminating its affiliation with Mutual.

Wilfred N. McKinney, owner of KELD, El Dorado, died in 1970. He was succeeded as KELD president by his wife, Mary N. McKinney.

twenty to more than forty-five per cent.

KLAZ (FM), Little Rock was launched with 100,000 watts on July 7, 1972. It was owned by Tower Communications. Joe Dickey was the general manager. He had been on the sales force of KAAZ. KLAZ had a "mod" format patterned after West Coast "underground" stations. It had no AM affiliation.

KISR (FM), Fort Smith went on the air August 16, 1972, with 61,000 watts. Fred Baker was the owner and general manager. It was an independent FM station with no AM ownership.

KAWW-FM, Heber Springs appeared September 1.

In February 1972, KARK, KARK-FM, and the Arkansas Radio Network were purchased by Ted L. Snider and Associates for one million dollars. At the same time, KARK-TV was acquired by Combined Communications Corporation for 13.1 million dollars and the assumption of 9.4 million dollars in debts. Because the radio and television stations were no longer under the same ownership, the radio call letters were changed. KARK, which had been the station's call letters for forty years (replacing the original KGJF), became KARN (Arkansas Radio Network). KARK-FM made the same change.

George Moore ended his long tenure as a KTHV newsman in 1972.

KDXE, Little Rock was sold to Jimmy Moses in February 1972. The station's call letters were changed to KEWP (kewpee). Ed Phelan was appointed manager. Ben Hogan was manager later.

Wilma Wheelis became manager of KDRS, Paragould in July 1972.

KBHS, Hot Springs was purchased by the KBHS Broadcasting Company in January 1972. David Mackey and Lyle Foy of Hutchinson, Kansas, were the principal stockholders.

KARN listeners began hearing Charlie Scarbrough in 1972.

Paul Heinecke, founder and president of SESAC, Inc., died in December 1972 at the age of 87.

Three new FM stations in 1973 were put on the air for educational purposes.

KLRE (FM) was established by the Little Rock Public

Schools in January. It was located in the Metropolitan Vocational-Technical Center at 7701 Scott Hamilton Drive. KLRE came on the air with 3,500 watts. Mrs. Ruth Steele was director of the educational radio project.

Radio broadcasting returned to the University of Arkansas campus at Fayetteville after some forty years with the installation of KUAF (FM) January 15, 1973. It began operating with 10 watts from its studios on North Duncan Avenue, just south of Dickson Street. The tower was on top of Yocum Hall.

KHDX (FM) Hendrix College in Conway also went on the air in 1973.

KWCK-FM, Searcy went on the air in October.

Two Little Rock FM stations changed call letters in 1973. KRAA was purchased in March by Bernard Mann, president of Mann Media (owner of KALO). The call letters were changed to KEZQ. The studios of KEZQ and KALO were later moved to 5127 Rebsamen Park Road.

KARK-FM became KKYK (FM) December 17, 1973.

KELD and KELD-FM, El Dorado were purchased by the Noalmark Broadcasting Corporation in 1973, assuming control in August. William C. Nolan, Jr. was the company president.

Because of its programming designed to reach the general public, KASU, Arkansas State University became qualified for support from the Corporation of Public Broadcasting, a private, non-profit organization. Several grants were received by KASU. Also, a major grant of \$69,000 from the Health, Education, and Welfare Department enabled the station to increase power to 100,000 watts and to add stereo in 1973. The improvements included the construction of a 500-foot tower and the installation of a 12-bay antenna.

I began utilizing a vocal gimmick when giving the address of one of my sponsors that brought more listener comment than anything I had ever done before. The location of Russell Brothers Furniture is Old Conway Highway and Mundo Road. My prolonging, stretching, and elongating of the word "Mundo" resulted in numerous imitators of all ages. The same sponsor began presenting reruns of the old "Lum and Abner" shows on March 1, 1973. The following month, a new division of the

furniture store was opened; and one of my broadcasting highlights occurred when Chet Lauck appeared on my remote broadcast from the store. During the interview, he pointed out that his former partner, Norris Goff, who played Abner, was still living. Many people thought that he was deceased, but Lauck said that he had visited him in California only a short time prior to the broadcast.

Two Little Rock female TV personalities entered the advertising agency business separately in 1973. Judy Pryor left KATV, and Mary Connell terminated her employment at KTHV.

Former newscaster George Moore joined the KTHV sales staff.

After twelve years as a KAAV newsman, George Jennings left to form a company to produce radio dramas in January 1974.

Bruce Smith, who had been in KATV sales and promotion for fifteen years, and Dale Nicholson, who had spent twelve years in announcing and sales with the station, left in February 1974 to form an advertising agency.

John W. Harrell, general manager of KJWH, Camden, died in January 1974. He was 62.

Cliff Ford, general manager of KMYO and KMYO-FM, Little Rock, became the new owner of the stations in early January.

Rusty Gold of Dallas was appointed general manager of KKYK (FM), Little Rock that month. Miss Valerie Boeringer had been named sales promotion director of the station the previous month.

KFIN (FM), Jonesboro went on the air Monday, March 4, 1974, with a power of 100,000 watts on 107.0 megahertz. The studios, transmitter, and 500-foot tower were located on Neely Lane, six miles southwest of Jonesboro. KFIN was owned by the Snider Broadcasting Corporation, Ted L. Snider, president. The station was installed by Dan Winn. Lynn Farr, former manager of KHIG, Paragould, was named general manager.

As another year got underway, the business of the Arkansas Broadcasters Association was being conducted from the state offices at 1420 Cantrell Road, Little Rock. Dale Wilson was the executive secretary, and Pat Willcox was the assistant executive

secretary. Rita Newsom, who had worked at KNLR and KOKY before becoming an employee of the ABA, returned to homemaking duties. On February 15, 1974, members of the Arkansas Broadcasters Association set sail from Miami aboard the cruise ship *S.S. Emerald Seas* on a journey to Nassau, Bahamas. It was a long way from the Marion Hotel and the first ABA meeting November 15, 1948.

PART SIX

NOW

Total stations of all types in Arkansas have had a 1,092 per cent increase since the end of World War II. The number of outlets on the air has gone from 12 to 143. There are 82 commercial AM stations, 45 commercial FM's, 6 educational FM's, 8 commercial television stations, and 1 educational television station. Several FM applications and permits are pending.

Musical programming is usually specialized rather than diversified, especially in multi-station markets. Stations go for a particular audience segment. The general categories are contemporary, country, gospel and easy listening, although there are various shades of each type. Programming experts say there are different kinds of music that are labelled as contemporary. They discuss such terms as middle-of-the-road (MOR), adult rock, hard rock, acid rock, and soul; but to the ears of the non-advocate, it's usually either rock or it isn't.

Commercial Radio Stations

Arkadelphia

KVRC 1240 khz; 250 watts. Arkansas Broadcasting Co. Bill Deaton, general manager; John M. Riggle, chief engineer.

Ashdown

KMLA (FM) 103.9 mhz; 3,000 watts; antenna 210 feet. Ashdown Broadcasters, Inc. Arkansas Radio Network (ARN). Format: country & western (C&W), contemporary. Special programming:

fishing, sports, and special events. Jim McCollum, president; Steve Pierce, general manager; Ronn McKay, operations manager; Linda Withem, business manager; Dan Wiese, news director; Arthur Wright, chief engineer.

Augusta

KMCW

1190 khz; 250 watts daytime. Service Communications, Inc. Format: C&W. Network: ARN. Carlton Garner, VP & general manager; Wayne Wright, commercial manager; Jackie Dailey, program director; Donny Cox, chief engineer.

Batesville

KBTA

1340 khz; 1,000 watts daytime, 250 watts night. White River Valley Broadcasters, Inc. Format: C&W, MOR, variety. J. F. Higginbottom, president and general manager; Roy Henderson, station & commercial manager.

Benton

KBBA

690 khz; 250 watts daytime. Benton Broadcasting Co. Network: Keystone. Winston Riddle, owner, manager; Edwin Zoch, program director; John W. Riddle, news director.

KGKO

850 khz ; 1,000 watts daytime. Bridges Broadcasting Co. Preston Bridges, owner-manager; Erma Bridges, news director.

Berryville

KTHS

1480 khz; 1,000 watts daytime. KTHS, Inc. Maurice F. Dunne, Jr., president; Charles C. Earls, general manager; Carroll Autry, station manager; Dan Patterson chief engineer.

Blytheville

KLCN

910 khz; 5,000 watts daytime. Sudbury Services, Inc. Format: block. Harold Sudbury, Sr., president & general manager; Harold Sudbury, Jr., commercial manager; Wayne Toombs, program & music director; Bill Young

- news director; George Hicks, chief engineer.
- KHLS (FM)** 96.1 mhz; 50,000 watts horizontal, 100,000 watts vertical; antenna 350 feet. Duplicates KLCN 10%.
- Brinkley**
KBRI 1570 khz; 250 watts daytime. Tri-County Broadcasting Co. Network: ARN. W. G. Elledge, general manager.
- KBRI-FM** 102.3 mhz; 3,000 watts; antenna 190 feet. Duplicates KBRI 70%.
- Camden**
KAMD 910 khz; 5,000 watts daytime, 500 watts night. Camden Radio Inc. Network: MBS. Format: C&W. Walter E. Hussman, president; Donald Cathey, general manager; Cal Carter, program & news director; Larry J. Weeks, chief engineer.
- KWEH (FM)** 97.1 mhz; 39,000 watts; antenna 185 feet. Programs separate from KAMD. Format: contemporary day; rhythm & blues night. Wayne Brewies, program director and commercial manager.
- KJWH** 1450 khz; 1,000 watts daytime, 250 watts night. Ouachita Valley Radio Corp. Network: ARN. Alice Harrell, general manager; Pat McNulty, chief engineer.
- Clarksville**
KLYR 1360 khz; 500 watts daytime. Special programming: C&W 15 hours weekly. Ray Forrester, president.
- Conway**
KCON 1230 khz; 1,000 watts daytime, 250 watts night. Network: MBS. Format: MOR. Madge W. Clayton, president; Bill F. Johnson, general manager; Paul Price, news director; Robert Kay, music director; Richard Lantrip, commercial manager.
- KVEE** 1330 khz; 500 watts daytime. Communications

- Media. Format: C&W. Richard Osborne & Lloyd Stone, owners; Jack Miller, general manager; Linda Roberts, commercial manager; Herb Baker, music director; James Sutton, chief engineer.
- KVEE-FM** 105.1 mhz; 28,500 watts; antenna 320 feet. Duplicates KVEE 100%.
- Corning**
KCCB 1260 khz; 1,000 watts daytime. Network: Keystone. Eulis Cochran, owner; Doll Cochran, commercial manager & program director; Bob Cochran, general manager; Ray Dawson, program manager; Fred Martin, chief engineer.
- Crossett**
KAGH 800 khz; 250 watts daytime. Ashley County Broadcasters. Network: ARN. Format: contemporary, C&W, and variety. W. Barry Medlin, president & general manager; Dee Smith & Mac Session, commercial managers; Marshal Roan, program director; Bob Mitchell, news director; Mark Self, sports director; Jack Reynolds, chief engineer.
- KAGH-FM** 104.9 mhz; 3,000 watts; antenna 275 feet. Duplicates KAGH 80%.
- Dardanelle**
KCAB 980 khz; 1,000 watts daytime. Arkansas Broadcasting Co. Network: ABC/C, Keystone. Format: C&W. G. Ronald Rye, president; Don Sammons, manager; Dennis Lee, program director; Boyd Hodges, chief engineer.
- KCAB-FM** 102.3 mhz; 3,000 watts; antenna 260 feet. Duplicates KCAB.
- DeQueen**
KDQN 1390 khz; 500 watts daytime. Radio DeQueen. Network: ARN. Format: MOR, gospel, C&W, Top 40. Charles Mathis, Jr., president, general and commercial manager, and chief engineer; Mrs. Edna Mathis, program & music director.

- DeWitt
KDEW 1470 khz; 500 watts daytime. DeWitt Broadcasting, Inc. Network: ARN. Format: C&W, easy listening. Edward Moory, president and general manager, Mary Clemons, assistant manager; Maxie Davis, program director, Darryl Vansandt, chief engineer.
- KDEW-FM 96.7 mhz; 3,000 watts; antenna 145 feet. Duplicates KDEW 75%. Format: easy listening after AM signoff.
- Dumas
KDDA 1560 khz; 500 watts daytime. Format: variety & block. Special programming: Black 13 hours, C&W 36 hours, gospel 8 hours weekly. Alan Eastham, Sr., president and general manager; Alan Eastham, Jr., commercial manager; Tom Graves, chief engineer.
- El Dorado
KDMS 1290 khz; 5,000 watts daytime. El Dorado Broadcasting Co. Network: ABC/C, ARN. Format: contemporary. J. A. West, Jr. president and general manager; Paul Meacham, station and commercial manager; Bill Branton, news director; Randy Davis, music director.
- KRIL (FM) 99.3 mhz; 2,950 watts; antenna 300 feet. Network: ABC/FM. Format: oldies.
- KELD 1400 khz; 1,000 watts daytime, 250 watts night. Noalmark Broadcasting Corp. Format: MOR. William C. Nolan, president; Jerome Orr, general manager; Sarah Durrett, assistant manager; Ken Smith, commercial manager; Troy Eddins, chief engineer.
- KELD-FM 103.1 mhz; 3,000 watts; antenna 200 feet. Duplicates KELD. Stereo.
- Fayetteville
KFAY 1250 khz; 1,000 watts daytime. Big Chief Broadcasting Co. Format: mod country. Jack Beasley, president; Pat Demaree, station man-

- ager; Ray Plack, sales manager.
- KKEG (FM)** 92.1 mhz; 3,000 watts; antenna 190 feet. Same license as KFAY. Format: Top 40.
- KHOG** 1440 khz; 1,000 watts daytime; Broadcasting Associates, Inc. Raymond Ruff, president; Ed Gideon, general manager.
- KNWA (FM)** 103.9 mhz; 800 watts; antenna 510 feet. Network: ARN. Format: good music. Paul E. Van Hook, E. H. Froning, & Harold R. Lindsey, owners; Jerry Barnett, program director.
- Fordyce**
- KBJT** 1570 khz; 250 watts daytime. KBJT, Inc. Network: Keystone. Special programming: Black 2 hours weekly. Mark R. Smith, president; Jay Bagwell, general manager; Jesse Smith, commercial manager; Melrose Bagwell, program director; Bob Schuler, chief engineer.
- Forrest City**
- KXJK** 950 khz; 5,000 watts daytime. Forrest City Broadcasting Co. Network: Keystone. Special programming: C&W 15 hours weekly. William Fogg, general manager; Earl Black, Jr., commercial manager; Joe Henden, program director; David Adamson, chief engineer.
- KBFC (FM)** 93.5 mhz; 3,000 watts; antenna 225 feet. Same license as KXJK. Format: C&W.
- KWHC (FM)** 102.3 mhz; 3,000 watts; antenna 215 feet. Douglas E. Eddy. (Pending. Not on air as of 3/31/74.)
- Fort Smith**
- KFPW** 1230 khz; 1,000 daytime, 250 watts night. KFPW Broadcasting Co. Network: CBS. Format: MOR. George T. Hernreich, owner; John Whitt, general manager; Joe Roppolo, program director; Ron Wilson, music director; Dave Henderson, news director; Willard Maten, chief engineer.
- KFSA** 950 khz; 1,000 watts daytime, 500 watts night.

Fort Smith Broadcasting Co. Network: ABC/I. Format: contemporary. Joe McMurray, president; George Glover, general manager; Tom Boling, commercial manager; Jim Carter, program director; Bill Shell, news director; Jerry Tucker, chief engineer.

KISR (FM) 99.1 mhz; 100,000 watts; antenna 2,000 feet. amedia. Format: contemporary. Stereo. Fred Baker, Jr., general manager; Rick Pope, commercial manager; Ed G. Hopkins III, program director; Bernie Baker, chief engineer; S. D. Wofenhauser, news director.

KMAG (FM) 99.1 mhz; 100,000 watts; antenna 2,000 feet. Format: MOR. Management same as KWHN.

KTCS 1410 khz; 1,000 watts daytime. Big Chief Broadcasting Co. Format: C&W. Jack Beasley, president; Bill Harper, general manager; Pat Demaree, commercial manager and chief engineer; Jim Carter, program director; Joe B. Steel, news director.

KTCS-FM 99.9 mhz; 36,000 watts; antenna 225 feet. Duplicates KTCS.

KWHN 1320 khz; 5,000 watts. KWHN Broadcasting Co. Format: contemporary. Special programming: Spanish 12 hours, C&W 1 hour weekly. Horace C. Boren, president; James Inman, commercial manager; Lee Stollard, promotion manager; Bob Britton, program director; Bill Agler, news director; Glenn O'Neal, general manager; Raymond Armstrong, chief engineer.

Harrison

KHOZ 900 khz; 1,000 watts daytime. Harrison Broadcasting Corp. Network: ABC/E, ARN. Format: contemporary 28 hours, C&W 39 hours, talk 12 hours, all weekly. Robert S. Wheeler, Jr., president; W. J. Wheeler, general manager; Everett Horton, commercial man-

ager; Marc Williams, program director; Don Horn, news director; Ralph Skaggs, promotion manager; Charles Bushong, music director; John Saxon, chief engineer.

KHOZ-FM 102.9 mhz; 10,000 watts; antenna 630 feet. Programs separate from KHOZ. Network: ABC/FM. Format: easy listening, contemporary.

Heber Springs

KAWW 1370 khz, 1,000 watts daytime. Newport Broadcasting Co. Network: ARN. Format: contemporary. Harold Sudbury, president; Samuel E. English, general manager; Sherlon C. Martin, chief engineer.

KAWW-FM 96.7 mhz; 3,000 watts; antenna minus 145 feet. Duplicates KAWW 67%

Helena

KFFA 1360 khz; 1,000 watts. Helena Broadcasting Co. Network: MBS, Keystone. Special programming: Spanish 20 hours. Black 10 hours, C&W 18 hours weekly. Sam W. Anderson, general manager; Wendell Atchison, commercial manager; Katherine M. Kizer, promotion manager; Bill Holland, news director; Sylvester Huling, chief engineer.

KCRI (FM) 103.1 mhz; 3,000 watts. Radio Helena, Inc. Lester Ward, general manager; Ralph Walker, program director and chief engineer.

Hope

KXAR 1490 khz; 1,000 watts daytime, 250 watts night. Network: ARN. Format: Black, C&W, MOR, rock. A. H. Washburn, president; Haskell Jones, general manager; Jane Whiteherd, commercial manager; Norman Bradford, chief engineer.

Hot Springs

KBHS 590 khz; 5,000 watts daytime; KBHS Broadcasting Co. Network: ARN. Format: C&W.

David Mackey, president; Dewayne Garner, station manager; John Bradley, program director; Mike Shawn, music director; Bill Maddox, news director; John Tatum, chief engineer.

KBHS-FM 96.7 mhz; 2,600 watts; antenna 320 feet. Duplicates KBHS 100%.

KGUS (FM) 97.5 mhz; 36,000 watts horizontal, 16,000 watts vertical; antenna 480 feet. Stereo. Format: easy listening. Special programming: C&W 1 hour, Greek 1 hour weekly. S. S. Hollan, president; C. J. Dickson, VP, general manager, and commercial manager; Doyle Hawkins, program director; Pat McGuire, promotion manager; Frances G. Forsberg, news director; Robert King, chief engineer.

KXOW 1420 khz; 5,000 watts. Christian Broadcasting Co. Application pending for sale to Noalmark Corp.) Network: MBS. Format: modern country. Forrest C. Eddy, president; Bob Gipson, general and commercial manager; Allen Lee Johnson, news director; Buddy McLelland, chief engineer.

KXOW-FM 106.3 mhz; 3,100 watts; antenna 790 feet. Format: gospel.

KZNG 1340 khz; 1,000 watts daytime, 250 watts night. Network: CBS. Format: MOR. George T. Hernreich, president; Tom Nichols, general manager; Arthur Hightiaan, commercial manager; Ron Trull, program director; Wayne Barnes, music director; Larry Douglas, news director; Edward Powers, chief engineer.

Jacksonville

KGMR 1500 khz; 1,000 watts daytime. Radio Jacksonville, Inc. Format: Religious. John J. Shields, president and general manager; Lloyd Millwood, commercial manager; Ron Davis, traffic manager; Johnny Towell, program director

- and chief engineer.
- KGMR-FM** 100.3 mhz; 25,000 watts; antenna 195 feet. Format: gospel music. Programs separate from KGMR.
- Jonesboro**
- KBTM** 1230 khz; 1,000 watts daytime, 250 watts night. Alan Patteson, Jr., general manager; Clarence Adams, station manager.
- KBTM-FM** 101.9 mhz; 8,000 watts; antenna 200 feet. Duplicates KBTM 20%. Stereo.
- KFIN (FM)** 107.9 mhz; 100,000 watts; antenna 500 feet. Format: easy listening. Ted L. Snider, president; Lynn Farr, general manager.
- KNEA** 970 khz; 1,000 watts daytime. Radio Jonesboro, Inc. Harold Baker, manager.
- Little Rock**
- KAAY** 1090 khz; 50,000 watts. KAAY, Inc. (Application pending for sale to Multimedia, Inc.) Format: contemporary, progressive, Top 40. Pat Walsh, president, general and commercial manager; Wayne Moss, program director; Carolyn Metheny, promotion manager; Sonny Martin, music director; Mitch Michaels, news director; Felix McDonald, chief engineer.
- KALO** 1250 khz; 1,000 watts daytime, 250 watts night. Network: ABC/C. Format: Black. Bernard Mann, president; Ira Hatchett, general manager; Bobby Baker, program director; Stan Corey, news director; Dave Phillips, chief engineer.
- KARN** 920 khz; 5,000 watts. Snider Corp. Network: NBC, ARN. Format: MOR. Ted L. Snider, president; Harris Owen, operations manager; Louis Seymore, adm. VP; Fred Gooding, program and music director; Larry Duke, commercial manager; Don Corbet, news director; Lynn Rockenbach, chief engineer.
- KKYK (FM)** 103.7 mhz; 95,000 watts; antenna 1,510 feet.

Format: adult rock. Stereo. Programs separate from KARN. Rusty Gold, general manager; Valerie Boeringer, sales promotion director.

KEZQ (FM) 94.1 mhz; 31,000 watts; antenna 275 feet. Format: beautiful music. Bernard Mann, president; Rick Brady, general manager; John Dokken, program director; Marlin Taylor, music director; Dave Phillips, chief engineer.

KLAZ (FM) 98.5 mhz; 100,000 watts; antenna 880 feet. Tower Communications. Format: contemporary. Joe Dickey, Jr., general manager; Harry Wood, program director.

KLRA 1010 khz; 10,000 watts daytime, 5,000 watts night. KLRA, Inc. Network: CBS. Format: C&W. Leonard Coe, president and general manager; Marv Heffington, program director; Anne Lumpkin, admin. asst. to president; Herbie Byrd, news director; Kathy Evans, promotion manager; Jay Smith, music director; Blande Perry, chief engineer.

KMYO 1050 khz; 1,000 watts daytime. Dynamic Productions, Inc. Format: MOR. Cliff B. Ford, president and general manager; Guy J. Willcox, commercial manager; Bob Davis, chief engineer.

KMYO-FM 95.7 mhz; 26,400 watts; antenna 297.5 feet.

KOKY 1440 khz; 5,000 watts daytime. Brien-KOKY, Inc. Network: MBS/Black. Format: Black. Cleve J. Brien, president and general manager; Gene Moorehead, VP; R. C. Martin, program director; Jeff McDaniel, sales manager; Clarence Guy, music director; Mickey Cade, news director; Herman Milam, chief engineer.

Magnolia

KVMA

630 khz; 1,000 watts daytime. Magnolia Broadcasting Co. Format: contemporary. Dr. John

Wilson, president; Bill Bigley, general manager; Bill Merrill, commercial manager; I. Daugherty, traffic and promotion manager; Charles Price, chief engineer.

KFMV (FM) 107.9 mhz; 53,000 watts; antenna 290 feet. Same licensee as KVMA. Format: Black.

Malvern

KBOK 1310 khz; 1,000 daytime. Malvern Broadcasting Co. Kermit L. Richardson, president and general manager; Gerald Ponder, commercial manager; Geraldine Richardson, program director; Jean Cox, promotion manager; Garrell Doggett, news director; Robert Padgett, chief engineer.

Mammoth Spring

KAMS (FM) 95.1 mhz; 75,000 watts; antenna 97 feet. Format: C&W. Duplicates KALM, Thayer, Mo. 75%. Robert Neathery, president; Carlie Hamilton, general manager; Robert Hamilton, commercial manager; Marie Kisse, program director; Paul Lierman, chief engineer.

Marianna

KZOT 1460 khz; 500 watts daytime. Robert B. Whitaker, Sr. Network: ARN. Format: C&W. Sylvester Huling, general manager; Dixie Lewis, commercial manager; Harold Baker, program director and chief engineer.

Marked Tree

KPCA 1580 khz; 250 watts daytime. Poinsett County Broadcasting Co. Network: NBC, ARN. Format: C&W. Jap Singleton, president; Dewitt Waits, general and commercial manager; Dale Sanders, program and news director; Chuck Bishop, music director; Mack Howerton, chief engineer.

McGehee

KVSA 1220 khz; 1,000 daytime. Southeast Arkansas Broadcasters, Inc. Network: Keystone. Ab-

bott F. Kinney, president and general manager; Mrs. Dorothy J. Kinney, commercial manager; James S. Hunt, chief engineer.

Mena

KENA

1450 khz; 1,000 watts daytime, 250 watts night. Mena Broadcasting Co. Network: ARN. Format: C&W, MOR, variety. Jack R. Reeves, partner and general manager; Dwight L. Douglas, commercial manager; Bob Biggs, chief engineer.

KENA-FM

101.7 mhz; 3,000 watts; antenna 62 feet. Format: easy listening. Duplicates KENA 60%.

Monette

KBIB

1560 khz; 250 watts daytime. Buffalo Island Communications, Inc. Format: C&W. William M. Platt, president and general manager; Margarete Reed, commercial manager; Charles Campbell, chief engineer.

Monticello

KHBM

1430 khz; 1,000 watts daytime. Baker Broadcasting Co. Network: ARN. Special programming: C&W 14 hours, gospel 18 hours weekly. Keith Baker, general and commercial manager; Evelyn H. Baker, program director; George Hughes, news director; Ray Dawson, chief engineer.

KBHM-FM

93.5 mhz; 3,000 watts; antenna 205 feet. Duplicates KHBM 90%.

Morrilton

KVOM

800 khz; 250 watts daytime. Format: MOR. J. C. Willis, owner and manager; Harold Nichols, time salesman; Loretta Paladino, program director; Stanton Willis, promotion manager; Hugh Jones, chief engineer.

Mountain Home

KTLO

1240 khz; 1,000 watts daytime; 250 watts night. Mountain Home Broadcasting Corp. Network: ABC/E. Format: MOR. A. Strick-

- len, president and general manager; Bob Knight, commercial manager; Arthur C. Hill, news director; Kenneth Wilkins, chief engineer.
- KTLO-FM** 98.3 mhz; 1.40 kw; antenna 420 feet. Network: ABC/FM. Format: MOR. Stereo. Programs separate from KTLO.
- Nashville**
- KBHC** 1260 khz; 500 watts daytime. Annie Gathright, owner and general manager; Dianne Thomas, program director; Clarence Musgrave, news director.
- Newport**
- KNBY** 1280 khz; 1,000 watts daytime. Newport Broadcasting Co. Harold Sudbury, president; Al Evans, general and commercial manager; Rex Rasberry, news director, Joe Long, chief engineer.
- KNBY-FM** 105.5 mhz; 3,000 watts; antenna 220 feet. Duplicates KNBY 50%
- North Little Rock**
- KEWP** 1380 khz; 1,000 watts daytime. Moses Broadcasting Co. Format: MOR. James A. Moses, president; Duncan Mousey, general manager; Dave Philipps, chief engineer.
- KXLR** 1150 khz; 5,000 watts daytime, 1,000 watts night. Network: ABC/E. Format: C&W. Peter H. Starr, president; Robert W. McDermott, VP and general manager; W. C. Benson, commercial manager; Larry Dean, program director; Elmer O. Hurst, Jr., promotion manager; Jim Elder, sports director; Calvin Babcock, chief engineer.
- Osceola**
- KOSE** 860 khz; 1,000 watts daytime. Osceola Broadcasting Corp. Network: ARN. Format: contemporary and C&W. Special programming: Black 4 hours weekly. Don Whitney, exec. VP,

general and commercial manager; Mrs. Edythe Bandy, program director; Mary Jo Gibson, music director; H. M. Jones, chief engineer.

KHFO (FM) 98.1 mhz; 5,500 watts; antenna 265 feet. Duplicates KOSE 10%.

Ozark

KZRK 1540 khz; 500 watts daytime. Ozark Broadcasting Co. Network: ARN. Format: contemporary. Leo J. Weiderkehr, VP; Wayne Duncan, general and commercial manager, and chief engineer; Tim Bass, news director.

Paragould

KDRS 1490 khz; 1,000 watts daytime, 250 watts night. KDRS, Inc. Format: MOR. Special programming: Annual Kiwanis "K" Day, nostalgia shows of past decades. Maxine Rand, president; Wilma Wheelis, general manager; Joe Long, commercial manager; Perry Boxx, music director; Jerry Jay, news director; Chuck Campbell, chief engineer.

KHIG (FM) 104.9 mhz; 3,000 watts; antenna 255 feet. Network: ABC/C. Format: contemporary. G. I. Higgins, president; David Yates, general manager; Roy Barnhill, chief engineer.

Paris

KCCL 1460 khz; 500 watts daytime. Logan County Broadcasting Co.

Pine Bluff

KADL 1270 khz; 5,000 watts daytime. Jefferson County Broadcasting Co. Format: C&W. Chester Pierce, general and commercial, and chief engineer.

KADL-FM 94.9 mhz; 25,000 watts; antenna 145 feet.

KCAT 1340 khz; 1,000 watts daytime, 250 watts night. Format: Black. J. B. Scanlon, president; William E. Kraut, chief engineer.

KCLA 1400 khz; 1,000 watts daytime, 250 watts

- night. Format: C&W. Special: Black 3 hours weekly. Johnnie K. Hill, president; Shelby Cooper, VP; A. J. Lindsey, general manager; Larry Monk, program director; Wanda Shingleur, office manager.
- KOTN 1490 khz; 1,000 watts daytime, 250 watts night. Joellen Broadcasting Corp. Format: Top 40. Winston J. (Buddy) Deane, president and general manager; J. Larry Hart, program director; Mike Nail, news director; Arthur G. Kesterson, chief engineer.
- KOTN-FM 92.3; 27,000 watts; antenna 115 feet. Format: contemporary pop. Programs separate from KOTN.
- KPBA 1590 khz; 1,000 watts daytime. Radio Pine Bluff, Inc. J. C. Noble, president; Bruce Gresham, general manager; Ralph Taylor, station and commercial manager; Levelle Langley, program and news director; Jerry Kesterson, chief engineer.
- Pocahontas
KPOC 1420 khz; 1,000 daytime. Network: ARN. Format: adult. Adrian L. White, president, general and commercial manager; Tom Arnold, program director; Jack Wilson, chief engineer.
- KPOC-FM 103.9 mhz; 3,000 watts; antenna 145 feet. Duplicates KPOC 100%.
- Prescott
KTPA 1370 khz; 500 watts daytime. Newport Broadcasting Co. Network: ARN. Harold Sudbury, president; Rob Hill, general manager; Joyce Westmoreland, program director; Tim Hill, chief engineer.
- Rogers
KAMO 1390 khz; 1,000 watts daytime. KAMO, Inc. Leon McAuliffie, president; W. E. (Smoky) Dacus, general manager; Clarence Beaver, commercial manager; Kenneth Mason, chief

- engineer.
- KAMO-FM** 94.3 mhz; 2,800 watts; antenna 310 feet.
Russellville
- KARV** 1490 khz; 1,000 watts daytime, 250 watts night. Horne Industries, Inc. Network; ARN. Format: talk, news, and information. Michael Horne, president; Bill McKenny, operations manager; Kermit Womack, commercial manager.
- Searcy
- KWCK** 1300 khz; 1,000 watts daytime, KWCK, Inc. Format: MOR. Michael Horne, president; John Paul Capps, VP and general manager, Dudley Williams, program director; Ron Price, news director; Roy Cole, chief engineer.
- KCWK-FM** 99.3 mhz; 300 watts. Format: C&W daytime, easy listening night.
- Siloam Springs
- KUOA** 1290 khz; 5,000 watts daytime. KUOA, Inc. Network: ARN, Keystone. John E. Brown, Jr., president; Cecil E. Smith, general manager and chief engineer; Carl McQuay, commercial manager.
- KUOA-FM** 105.7 mhz; 34,000 watts; antenna 410 feet. Programs separate from KUOA. Stereo.
- Springdale
- KBRS** 1340 khz; 1,000 watts daytime, 250 watts night. Northwest Broadcasting Co. Network: ABC. Donald W. Reynolds, president; H. Phil Phillips, general manager; C. C. Hornor, Jr., commercial manager; Howard Cook, program director; Mike Mohney, news director; David Webb, chief engineer.
- KSPR** 1590 khz; 500 watts daytime. Johnson Communications, Inc. Format: MOR, contemporary. Dewey Johnson, president, general manager, and chief engineer; Larry Barnes, commercial manager; Randy Johnson, pro-

gram director; Tim Bonner, music director.

KSPR-FM 104.9 mhz; 3,000 watts; antenna 130 feet. Duplicates KSPR 100%

Stuttgart

KWAK 1240 khz; 1,000 watts daytime, 250 watts nights. Stuttgart Broadcasting Corp. Format: C&W, MOR, Top 40. Melvin P. Spann, exec. VP; June S. Spann, VP; C.R. Sandine, station manager and chief engineer; Tom Spann, commercial manager.

Texarkana

KADO (FM) 107.1 mhz; 3,000 watts; antenna 160 feet. KATQ Radio, Inc. Network: Black Audio. Format: Black. Floyd Bell, president and general manager; W. Andrew Griffin, station manager; John H. Bell, chief engineer.

KOSY 790 khz; 1,000 watts daytime, 250 watts night. Gateway Broadcasting Co. W. Decker Smith, president; James K. Smith, general and commercial manager; Paul Brown, program director; Bob Stewman, chief engineer.

Trumann

KTMN 1530 khz; 250 watts daytime. Trumann Broadcasting, Inc. Network: ARN. Format: C&W. Jerry Lumpkin, general manager; Kathy DeLoach, program director; Jack Hollis, program manager; Hayden Sadler, news director; Mack Howerton, chief engineer.

Van Buren

KFDF 1580 khz; 1,000 watts daytime. Broadcasters, Inc. George Domerese, general manager.

Walnut Ridge

KRLW 1320 khz; 1,000 watts daytime. Lawrence County Broadcasting. Network: ABC/I. Format: MOR. W.H. Cate, president; Dan Coker, general manager; Dan Sears, program

director; James Briggs, news director; Leonard Ringle, chief engineer.

Warren

KWRF

860 khz; 250 watts daytime. Pines Broadcasting Co. Format: contemporary. Special programming: Black 6 hours, C&W 8 hours weekly. Weldon Sledge, president and general manager; Allen Weise, commercial manager and chief engineer; Jane McDonald, program director; Paul Callaway, music director.

West Memphis

KSUD

730 khz; 250 watts daytime. Newport Broadcasting Co. Format: gospel. Harold Sudbury, president; Harold Penn, general and commercial manager; Bill Pride, program director; Ed Beck, chief engineer.

Wynne

KWYN

1400 khz; 1,000 watts daytime, 250 watts night. East Arkansas Broadcasters, Inc. Format: MOR, C&W, rock, talk. Mrs. Hanna Bean, president; Bob Caldwell, general manager; Ken Bock, commercial manager; Onalee Brawner, program director; Chuck Comer, promotion manager; Keith Powers and Bill Goodwin, production; Art Rogers, chief engineer.

KWYN-FM

92.7 mhz; 3,000 watts; antenna 300 feet. Duplicates KWYN 30%. Stereo.

Educational FM Stations

Arkadelphia

KSWH

(FM) 91.9 mhz; 10 watts; antenna 70 feet. Henderson State College. Network: ARN. Format: contemporary, Top 40, variety. Dr. Donald J. Pennington, general manager; Jerry Davis, news director; Gary Brewer, chief engineer.

Conway

KASC (FM) 91.5 mhz; 10 watts; State College of Arkansas. Network: IBS, NAES, NER. Format: educational, easy listening. Dr. Glenn Smith, faculty advisor; Robert Sebourn, general manager; Hollis Duncan, chief engineer.

KHDX (FM) 89.1 mhz; 8 watts. Hendrix College. Mark McMalman, manager; John Brejot, asst. manager; Larry Lowman, music director; Peggy Stowe, program and traffic director; John Arms, advisor.

Fayetteville

KUAF (FM) 88.9 mhz; 10 watts; antenna 255 feet. University of Arkansas. Format: progressive. Special programming: French 2½ hours, Spanish 2½ hours, Black 12 hours, C&W 3 hours, classical 9 hours, R&B 6 hours weekly. Dennis J. Oneal, faculty advisor.

Jonesboro

KASU (FM) 91.9 mhz; 100,000 watts, antenna 500 feet. Arkansas State University. Indian Sports Network. Format: variety in music, agriculture, information, education, news, and sports. Charles Rasberry, director of broadcasting and general manager; Richard Carvell, operations manager; Doug Rogers, news director; Tommie Holmes, traffic director; Darrel Cunningham, promotion director; Roy E. Barnhill, chief engineer.

Little Rock

KLRE (FM) 90.5 mhz; 3,600 watts; antenna 265 feet. Little Rock School District. Format: variety in music, drama, and education. Mrs. Ruth Steele, director of educational radio; Phil Pruitt, instructor in programming; Robert Kreimeyer, technical instructor.

Commercial Television Stations

El Dorado

KTVE Channel 10; 316 kw visual, 63.1 aural; antenna 1,320 feet above average terrain/1,348 feet above ground. KTVE, Inc. Network: ABC/TV, NBC/TV. James H. Gray, president; James S. Tighe, VP, general manager, and film buyer; Bob Weaver, sales manager; Lou Slaughter, program director; Mike Dumas, news director; Pete Sparks, chief engineer.

Fayetteville

KGTO-TV Channel 36; 1,450 kw visual, 148 kw aural; 850t/450g. Noard Broadcasting, Inc. Network: NBC/TV, ABC/TV. Paul W. Milam, Jr., VP, general manager, and program director; Don McKinney, chief engineer.

Fort Smith

KFPW-TV Channel 40; 811 kw visual, 162 kw aural; antenna 424t/496g. KFPW Broadcasting Co. Network: CBS/TV, ABC/TV. George HERNREICH, president; John Whitt, general manager; Pat Porta, promotion manager.

KFSM-TV Channel 5; 100 kw visual, 12.7 aural; antenna 1,260t/1,173g. Buford Television, Inc. Network: NBC/TV, ABC/TV. Robert P. Buford, president; William Carter, general manager; Gordon Brown, sales manager; Don Holley, program director, promotion, and film buyer; Ralph Coleman, news director; Jim Anhalt, chief engineer.

Jonesboro

KAIT-TV Channel 8; 141 kw visual, 28.2 aural; antenna 420t/342g. Network: ABC/TV. Robert HERNREICH, president and general manager; Darrell Cunningham, assistant manager; Al Blanks, sales manager; Mary Smith, program director; Don Vest, chief engineer.

Little Rock

KARK-TV Channel 4; 100 kw visual, 20 kw aural; antenna 1,650t/1,175g. Combined Communications Corp. Network: NBC/TV. Robert L. Brown, president and general manager; David Jones, sales manager; Jim Tuley, program director; Sue Licato, promotion manager; John Reeder, news director; Roy Mitchell, news reporter; Tom Bonner, weather reporter; Dave Woodman, sports reporter; Dean Howard, chief engineer.

KATV Channel 7; 140 kw visual, 47.9 aural; antenna 1,940t/2,000g. Leake TV, Inc. Network: ABC/TV. Robert Doubleday, president; Eric Nelson, general manager; Marilyn Lanford, promotion manager; Jim Pitcock, news director; Fred DeBrine, news reporter; Vic Schedler, weather reporter (with "Gusty" cartoons); Bud Campbell, sports director; Cal Dring, program host; Rudy Garrett, chief engineer.

KTHV Channel 11; 316 kw visual, 38 kw aural; antenna 1,760t/1,175g. Radio Broadcasting, Inc. Network: CBS/TV. C.E. Lowry, president; B.G. Robertson, VP and general manager; Jack Bomar, program director; Charles Kelly, news director; G. Blair Robertson, promotion manager; James Craig, news reporter; Bob Bray, weather reporter; Walter Lloyd, sports reporter; Cecil Suitt, chief engineer.

Educational Television Station

Little Rock (studios in Conway)

KETS Channel 2; 100 kw visual, 20 kw aural; antenna 1,780t/2,000g. Arkansas ETV Commission. Network: PBS. Mrs. O.P. Hammons, chairman; Lee Reaves, general manager; Fred H.

Schmutz, program director; Elbert Hardcastle, program host; Vernon L. Dillaplain, chief engineer.

The current energy crisis, which as led to other shortages, and numerous additional problems that exist today offer challenges to Arkansas broadcasters. When demand for certain products is greater than supply, advertising revenue is affected. In some states, utility companies have been forbidden to advertise. At this time, the question is being debated in Arkansas. The outcome is yet to be decided by the Public Service Commission.

Growth in the broadcasting industry, although temporarily impeded at times, has never stopped since its inception more than fifty years ago. Problems, economic and others, have been solved. Necessary adjustments have been made to meet changing conditions. By exercising the same type of determination, perseverance, and foresight, Arkansas broadcasters of the future should experience a sound and healthy survival.

