

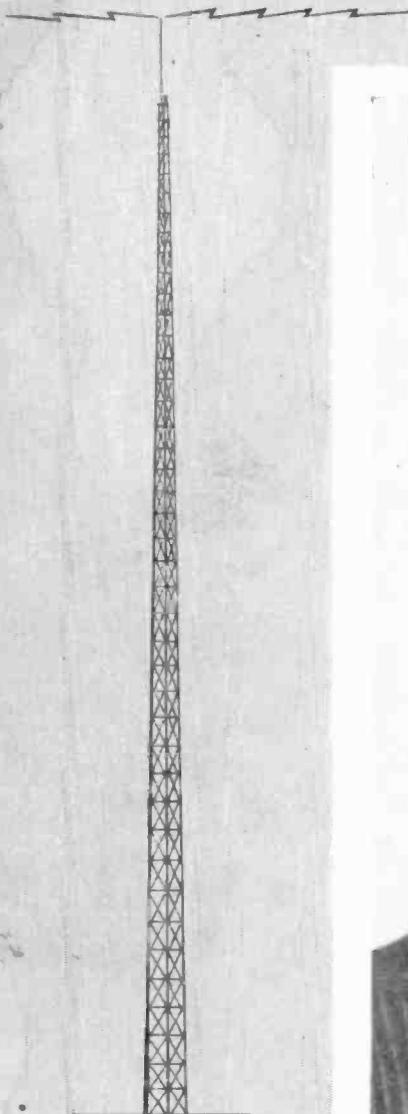
KWFT

January, 1949



620 ON YOUR DIAL

Listener



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WICHITA FALLS, TEXAS

The KWFT Listener

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The Listeners Corner

By Nancy

The Listener is only a few months old, but we are all looking forward to a bigger and better year in which we resolve to try to make it the best little magazine published. . . . that is our main resolution for the New Year. But in order to carry out this resolution, we'll have to have the help of all you listeners. Write us and tell us what you want us to write about each issue; let us know the people you would like to see pictures of; send us any questions you want answered or any comments you wish to make.

—o—

REPORT FROM DON BROWN

Dear Gang:

Last Friday, I was twirling the dial in an erstwhile manner when, lo and behold, what should I hear but Bill Michael extolling the many advantages of a ball point pen and pencil set, followed by an interlude of music entitled "Santa Claus is Coming to Town." Slowly it dawned, I was listening to the voice of Wichita Falls, The Texas-Oklahoma Station. You can imagine my unbounded joy. Well, despite the fact that no one seemed to share my enthusiasm, at least I know you can understand the feeling that was mine after hearing someone from the old stomping grounds. I have received two copies of the Listener and really have got a kick out of reading them over and over. I think you had better tell Leo to give up having his picture taken. . . . it might affect the radio audience. There are people who are squeamish about such things. The picture in the last issue looked as if he just realized he was playing the second record of a half hour show. (Ed. note—That has been done) See you next summer, I hope . . .

Baker College—Kansas

Don

We were just as excited as Don was about his tuning into KWFT and we do know just how he felt, as we were just as glad to receive his letter as he was to hear KWFT.

—o—

COMMENTS ON THE LISTENER

I have just received my first copy of the Listener and enjoy it so much. I am a shut-in and live alone. I am 81 years old and I like all of the programs and will know them better since getting the Listener.

Henrietta, Tex.

N.B.H.

I received the November issue of the KWFT Listener and I found only one thing wrong with it. On the front was Ida Red and the Kentuckians and I didn't know which was who of the boys.

Guymon, Okla.

Mrs. E. L.

Received my KWFT Listener and want to thank you. I think it is one of the best magazines. The only thing I could find wrong is it just isn't large enough. I could read on a magazine like this a whole month.

Cordell, Okla.

Mrs. R. B.

After reading over the letter from the shut-in in Henrietta, I thought of how nice it would be if all you folks who know shut-ins would send them subscriptions to the KWFT Listener. It would certainly help to fill many empty hours. Also, in answer to the letter from Guymon, Okla: we say we are very sorry that we confused the folks by not mentioning names of the Kentuckians on our November cover. It is our usual practice in group pictures to list the names reading from left to right. The November cover shows Glenn McCray, Sherman "Sugarfoot" Collins, Ida Red, Russell Gabbard, and Rusty Gabbard. Before my column runs out, I want to be sure and wish you a happy and prosperous New Year.

New Programs And Sponsors

As this column is written the program department is in the throes of making many changes in the schedule, the majority of which will be effective the first two weeks in January. Therefore, we thought it would be wise to call as many of the changes to your attention as possible.

FESTIVAL OF SONG, which has already established itself as a Sunday afternoon half hour of good listening, featuring the Choraliers with America's favorite songs, moved to 4-4:30 p.m. on December 26. In its place, the Longines-Wittnauer Watch Company has arranged for another half hour concert of familiar and well-loved classics. This new program, called **THE FESTIVAL OF MUSIC** presents a group of the world's finest musicians conducted by Mishel Fiastro. These two half hours are really perfect Sunday listening. 1:00-1:30 and 4:00-4:30.

Have you heard **YOUR LUCKY STRIKE** — the grand variety program of sparkling entertainment which gives talented entertainers their first real chance for fame and stardom? Be sure to listen daily. You may be called on the phone by Don Ameche. If so, you will have an opportunity to pick a winner and get a prize yourself. The important thing to remember is that, beginning January 3rd, the show changed time and is now heard from 2:30-3:00 p.m. Monday thru Friday. **THE HOUSE PARTY**, usually heard at that time, has been cancelled.

COUNTY FAIR—remember, you've been accustomed to hearing it on KWFT every Saturday afternoon at 1:00 o'clock? Effective January 5th, it moved to 8:00 p.m. Wednesday. Nothing has been changed about the program except the time. It's still the biggest show on the midway of fun with its hilarious contests and sensational new prizes all engineered and given away by Wm. Elliott, for the Borden Company.

Starting this month, another new dramatic program and also the very popular **FREDDY MARTIN SHOW** will be heard over KWFT. **STARS OVER HOLLYWOOD**, sponsored by Armour & Co. from 1:00-1:30 Saturday, presents your favorite movie stars in exciting roles and great dramatic stories. **THE FREDDY MARTIN SHOW** can be heard each week-day morning at 10:30. We believe you'll enjoy this program of popular music styled by one of the outstanding bandleaders of today. The Norge dealers would be happy to count you among their listeners.

ONE MOMENT AT MIDNIGHT

FAREWELL TO '48. AT KWFT

There is one moment at the hour of midnight, when Time seems to stand still . . . twelve seconds in which the clock is striking and a page of the Universe is being turned . . . twelve seconds, between the night and the morning when the mind is frantically scurrying, backward and forward, between the old year and its known failures and successes and the new one with its un-happened deeds and accomplishments. Even for radio people who respect the limits of a second, there

both day and night and a different coverage pattern, and we have KWFT FM with almost 10,000 watts power. (STRIKE TWO!) Those things mean that we reach more of you listeners; they mean that you have a clearer reception; they mean that you can get us on two different kinds of receiving sets; and they mean that the owners spent approximately \$100,000 for new transmitter equipment! (STRIKE THREE!)

But what of 1949? There will be more expansion, the plans are al-

your dial to 620 for programs that suit you best at that hour of the day.

(STRIKE SIX!) And what of 1949? We now have a twenty-four hour grant for broadcasting from the Federal Communications Commission. Who knows, before the year is over, the Staff members coming on duty may meet those who are going home to bed. We're allowed our dreams at midnight.

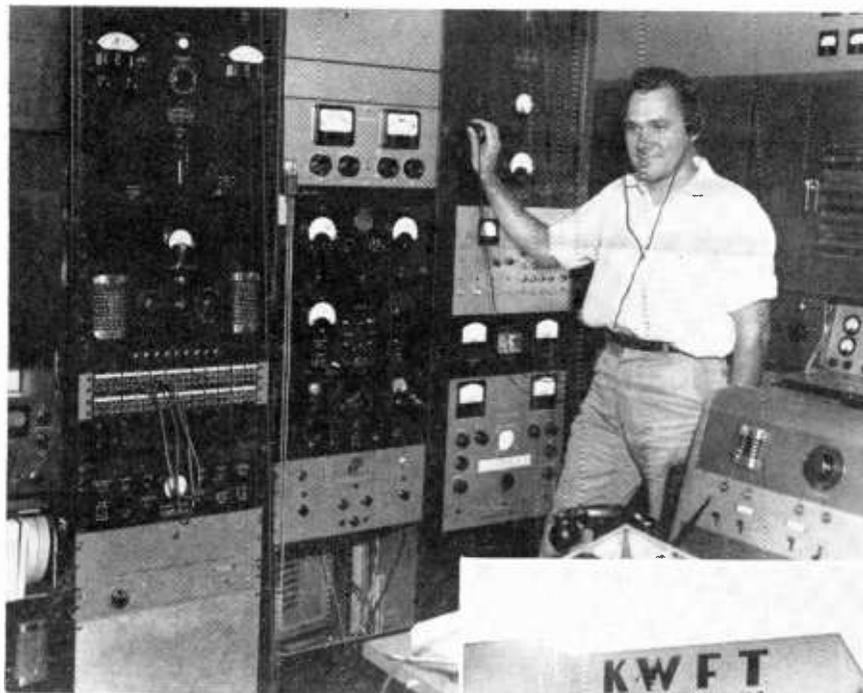
(STRIKE SEVEN!) How else has there been extension? We have extended the scope of our service to the public by procuring merchandise which may be sent directly to you, thereby saving you the bother of shopping. Innumerable useful articles, for the home, the farm, and the business are offered at bargain prices and sent to you thru the mail, for your greater convenience. (STRIKE EIGHT!)

What has this expansion and extension required? Addition and enlargement. We've added to the staff and enlarged the office space to take care of the extra people. Because of longer broadcasting hours, we needed more announcers and engineers; because of the home-shopping service, we needed a whole new mailing department. We have listened to the sound of hammer and saw and sniffed at the smell of paint, the entire year as our home underwent re-decoration.

(STRIKE NINE!) What more has taken place? Improvement. We have improved the scheduling of our programs, so that the people who are listening at certain hours of the day may find what they most enjoy. We have added such programs as that which comes from Texas A&M for the further benefit of our farm listeners and we have increased our staff of musicians, so that there are now several groups to entertain you and we have made available for them a wider selection of numbers. We have, for the first time, included shows for new groups of listeners, such as home-makers and sports fans, and we have acquired popular performers, such as Amos N' Andy and Jack Benny on our network offerings.

(STRIKE TEN!) What good have we done this year? No civic or charitable institution has appealed to us, in vain, for assistance. We have given (without charge) practical help in publicizing their needs,

(Continued on next Page)



KWFT TRANSMITTER (inside and Out) ENGINEER BILL HORN

is a kaleidoscopic mass of pictures which jam the mind on a clock stroke.

Let's re-live that moment at midnight, let's review that mass of happenings, in the light of the past and the future of KWFT, the Listener's Station.

(STRIKE ONE) It has been a busy year, a changeful one, and sometimes a little confusing. But we have never for a second stood still, and what have we accomplished? Quickly comes an answer, we have completed tremendous expansion. At the beginning of 1948, we had KWFT AM, only, with 5000 watt power day-time and 1000 watts at night. At the end of the year, we have KWFT AM with 5000 watts



ready in the making. We hope that within another year, we will have added thousands more of you listeners to our KWFT family.

(STRIKE FOUR!) What else have we accomplished? Extension. We have extended our time for broadcasting. We are now on the air from 5 o'clock in the morning until 12 at midnight, and on New Year's Eve, we didn't "shut 'er down" until 3 AM. (STRIKE FIVE!) This extension of time means that during all your waking hours you can turn

as only radio can do it. Sometimes we have gone far beyond their expectations. For instance, one day during the summer, KWFT's whole schedule was turned over to the city of Wichita Falls for the purpose

Bill Hood and Civic Leader Plead for Donations



THE BIG DRIVE

of raising funds to fight the threat of polio. The Kentuckians, the Saddle Pals, the Stamps Ozark Quartet, Jimmy Morgan and the entire staff of announcers at intervals during the day, stood in the boiling hot sun to give program after program from trucks parked on the streets. Crowds gathered to hear the programs, and money cascaded into the tin wash tub acquired for that purpose. For two hours in the evening, Bill Hood and our General Manager, along with various civic leaders, made air appeals for contributions. Thousands of dollars were

obtained . . . "Mission accomplished."
(STRIKE ELEVEN!)

And what of 1949? Our dreams are for better service to you, our listeners . . . programs that will please you more and that can please more of you . . . messages that will be of assistance to you and all who are deserving. . . that is our aim for the New Year (STRIKE TWELVE!) The moment at midnight is gone . . . the tried new year is beginning. Old applause and old criticism alike have turned into ashes of the past. Nothing we have accomplished and nothing at what we have failed need have a bearing upon tomorrow. The will and the burning desire to achieve echo with the last chimes of midnight, as during that minute crack in Time, we have projected ourselves into the FUTURE!



Bill Hood and Mayor Harold
Jones Receives Donations

" . . and Happy New Year"

(Pictures on Pages 8 and 9)

WE HAD A PARTY! And did we have fun! Or, more formally: on the evening of December 14, Mr. and Mrs. Kenyon Brown entertained KWFT Staff members and their guests with a buffet supper at the Wichita Falls Country Club. But that doesn't tell how the family-like get-together promoted the close friendliness of Christmas and the immense good-will of New Year. It doesn't tell of the gracious informality of our hosts and Mr. and Mrs. Mott Johnson, who immediately put everyone in the spirit for fun. It doesn't tell of how cleverly everything was planned by the committee, headed by Willie Lowrance and Joan Farrell . . . the jumbled place cards, the Christmas tree, loaded with crazy gifts, tagged with wacky rhymes and distributed by a wise-cracking Santa Claus, and the bingo games with their mirth-provoking prizes. Take a look at the pictures on pages 8 and 9, and see if you can imagine it all. Reading from left to right, 1, Jean (Mrs. Dick) Cotter and Kenyon (General Manager) Brown; 2, Mary (Mrs. Mott) Johnson; 3, Wanda (Mrs. Bill) Sharpe; 4, Ruth (Mrs. Kenyon) Brown, Leslie (Assistant Manager) Pierce, and Gladys (Mail Dept.) Riley; 5, Johnny (Salesman) Edwards and Bill (Platter Party) Michael; 6, left row, Nancy (Mail Dept.) Baker, Paul (Announcer) Noe, Virginia (Mrs. Leslie) Pierce, Fete Powers (guest); right row, Earl (Mr. Book-keeper Willie) Lowrance, and Louis Gernoetz (visiting engineer); 7, Mr. Brown, Durwood (Engineer) Little, Hugh (Mr. Lillie Mae) Comiskey, Gernoetz, and Santa Claus; 8, Chris (Announcer) Kenyon; 9, Jane (Mrs. Paul) Noe, Pierce, Eill (Engineer) Horn, and Santa Claus, in person (Mr. Frank Lynch of KBYE, Oklahoma City); 10, Billy (Mrs. Johnny) Edwards, Bill (Traffic) Schnautz, Ruth (Mrs. Jack) Young, and Bud Andrews (guest); 11, Dick (Engineer) Cotter, Mrs. Brown, Jimmy (Mr. Nancy) Baker, and Phoebe (Mrs. Bill) Michael; 12, Leo (Announcer) Daugherty, Joan (Continuity) Farrell, Cleo (Mrs. Herbert) Wiley, Santa and Lillie Mae (Musical Director) Comiskey; 13, Willie (Book-keeper) Lowrance, Mott (Station Manager) Johnson, and Bea (Mrs. Leo) Daugherty; 14, Noe, Herbert (Technical Supervisor) Wiley, Stella (Mrs. Bill) Horn, and Jack (Engineer) Young; 15, H. E. and Ginger (Receptionist) Crocker and Eill (Announcer) Sharpe.

FARM NEWS

TEXAS

By D. A. Adams, Extension Radio Editor, Texas A&M College

The other day we received a copy of Zack Jagers' (the County Agent of Hansford county) Farmitorial, the news letter from his office to the farmers of his county. In it was a conversation item and it said—"Here is the Eleventh Commandment as Moses might have written it—Thou shalt inherit the holy earth as a faithful steward, conserving its resources and productivity from generation to generation. Thou shalt safeguard thy fields from soil erosion, thy living waters from drying up, thy forests from desolation, and protect thy hills from overgrazing by thy herds, so that thy descendents may have abundance forever. If any shall fail in this stewardship of the land, thy fruitful fields shall become sterile, stoney ground, and wasting gullies, and thy descendants shall decrease or be destroyed from the face of the earth."

Something to think about—I'd think. Too, a reminder that it is our responsibility to develop a sound soil conservation and soil building program. Such a program will not only make us a faithful steward of our land—but it pays in cash now and you know, soil building builds people, families and communities, too. Why not do something about it in 1949. There are lots of people who'll help if given the opportunity—your soil conservation district supervisors, the Soil Conservation Service, the Agricultural Conservation Program of the Production and Marketing Administration, the Vocational Agriculture teachers and county Extension Service agents and experiment stations of the Texas A&M College. Then there are water and irrigation districts, River Authorities and organizations of business people—there's just no end to the available help.

So why not gather your family around the conference table with a pencil and a piece or two of paper, talk over the situation on your farm or ranch. What does the farm or ranch need? . . . What does the family need? . . . What would you like to have? . . . then from this develop a program of work. Then, decide what you can do yourself—figure out where you'll need help and then put the agencies to work that can be of most help to you and your family. The stewardship of the soil is important—we think.

OKLAHOMA

By Eurnis Arnold, Extension Radio Director, Oklahoma A&M College

"How do they do it?" That was the question we were asked, time after time, at the recent National 4-H Club Congress and International Livestock Exposition which we attended in Chicago as the boys and girls from Oklahoma did their usual good job in representing the Sooner state.

It is not our intention to turn this into a brag session, but although we did not show the grand champion steer at the world's greatest livestock event as we did in 1946 and again in 1947, our animals placed well up to the top. But what was of even greater consequence, Oklahoma A & M's judging teams in the livestock, meats, and crops division brought home the top honors in collegiate competition, with the poultry judging team placing seventh.

The Oklahoma 4-H poultry judging team, composed of Kenneth Singleton, Pat Booher, and Lonnie Boyer of Oklahoma county, won the national junior poultry judging contest in the windy city during the same week. In addition, five boys and girls were declared national 4-H champions in various phases of their work. They were: Raymond Luckenbill, Logan county, field crops; Porter Lee, Jr., Okmulgee county, tractor maintenance; Dorothy Groneman, Garfield county, farm safety; Marjorie Eall, Canadian county, gardening; and Audell Murray, Custer county, girls record.

Bernice Conner, state 4-H health champion from Ottawa county, made a mighty pretty picture on television during a special broadcast and Jo Ann King of Beaver county was featured on CBS by awarding Gene Autrey an honorary membership in Oklahoma's 4-H club federation. We're proud of all of these accomplishments. And no wonder the folks from other states were asking the question, "How do they do it?"

Well, after so long a time we've finally got a little moisture to help the wheat and other fall-planted crops. The northwest part of the state has received occasional showers and one light snow during the past two months which have produced some winter pasture. However, the southwest hasn't been so fortunate. Many cattlemen are feeding supplemental protein where the green pasture is so scarce.

Extension entomologists in Oklahoma are working closely with farmers at the present time to cut

Family Album



Who Is It?

Being sort of superstitious people, we carefully observed all the old New Year customs . . . you know, like eating black-eyed peas on New Year's Day and spending some time on New Year's Eve looking backward over the departing year. Well, sir, when we got to this looking backward business we just got going and couldn't stop . . . we went practically back to the dark ages. That was on account of we got hold of the old family album.

Suddenly it occurred to us that you listeners might like a peek into this album, so we're going to print each month, one of these old pictures (some of them were taken forty or fifty years ago). You know these people; we've used photographs of them, as they look today, in the Listener, and many of them you have seen in person. But can you recognize them from their kid pictures? We promise you we won't pull any tricks . . . each one will be that of a member of the KWFT staff or talent group. If you think you recognize them, write Nancy of the Listener's Corner, then we'll tell you in the following issue of the Listener who it was.

down the losses of livestock and meat and dairy products from cattle grubs. They're still recommending the use of derris dust and rotenone in the grub control program. Details on the use of these materials are obtainable from the county agent's office.



BY PROF. A. F. EDWARDS

As one hot spot in the world cools off another warms up. The Palestine question seems quieter now, while the Dutch-Indonesian problem has flared up. China is still seething with civil war, and the Berlin blockade is strong as ever. I will take up each of these topics in turn.

The Jews seem to be getting the better of the struggle in Palestine all the while. They are better educated, better organized, and act more in unison in their struggle for their homeland. The Arabs are more numerous, and have the backing of Great Britain more or less, but they are divided among themselves, while the rank and file have no heart for a fight with anybody. In fact, many of the poorer Arabs like the Jews, because the Jews pay better wages than the Arab task masters, and give them good jobs.

Israel, the new state in Palestine, hasn't been admitted to the UN yet, but probably will at the next session of the General Assembly in April. They may get most of the Negev desert to the south, for they know how to irrigate it and make it productive. But they will have to give up some of Gallilee, which they had also conquered. Old King Abdullah of Transjordan says he is going to annex all of the Arab part of Palestine. This has angered the other Arab states, especially Egypt, which has been doing some of the fighting against the Israeli.

The trouble in Indonesia, in the Dutch East Indies, seems to be a part of the age old struggle of imperialism, mixed somewhat with Communist aggression. The struggle was pretty hot a year or so ago when the natives set up the Indonesian Republic. Recently the Netherlands government, or Holland, the home of the Dutch, accused the Indonesians of aggression, tainted with Communism. The Dutch moved in and reported that they had captured the Indonesian president, premier, and capital. We have been able to get very little from the other side, but they, too, claim some victories. The United States has asked the Security Council of the UN to halt the fighting and settle the problem peacefully, and this is being considered.

Neither the UN meetings in Paris

nor any other talks have been able to get Russia to lift the blockade in Berlin. Russia has an advantage because they control the territory all around Berlin, and because they have many more troops than the Allies have in the area. The recent election in the Allied sector of Berlin showed very little Communist sentiment among the Germans, but this seems to mean nothing to the Soviet sector, which has a puppet Communist regime in control, maintained by force of arms.

The airlift, that is, transporting supplies to the blockaded sector by large airplanes arriving every three minutes, although very expensive, is succeeding. It has won the admiration of Europeans generally, and may have strengthened our position with Central Europeans materially. Nothing succeeds like success. If they believe we are able to protect them from the Communists they will stick with us. Another thing that has helped their morale is our support of the Western European Alliance, composed of England, France, Belgium, Netherlands, and Luxemburg. Italy may be admitted later, when her government is more secure. This should prevent Russia from taking any more aggressive steps in Europe. The Marshal plan is a great success. Even its former opponents in Congress now favor it, and it is certain the Democratic administration will continue it.

Altho Prof (Dr. A. F. Edwards, to use his academic title) is always accurate and precise in his analysis of world affairs, he is really just the absent minded professor.

One time Prof went to Austin to attend the Texas Intercollegiate Press Association banquet (he was faculty sponsor for the Hardin College newspaper at that time). Arriving a little late, he quietly took a seat near the door and began looking around. He thought the faces of the guests were a little strange. Finally a man came and whispered in his ear. Prof's face turned red, but he didn't make a move until the band, furnishing the entertainment started to leave. Furtively Prof ducked into their midst and sneaked out of the banquet hall. You see, he had presented himself at a fireman's con-

From the News Room

Well, folks, the little kid with the diaper and big safety pin has come around again while the old man with the great long beard and scythe is slowly hobbling his way over the horizon. Which means a brand new year is starting for us all—may it bring much happiness and success to each and every one of you.

Folks have written in inquiring as to how the news from all over the world is collected, edited and condensed and presented to you by radio and newspaper. I'd like to explain as briefly as possible how this is done.

All major news services such as United Press, which we use, Associated Press, International News and a few others have reporters stationed in all foreign countries at all times. That is, countries where they are allowed, the exception being Russia and her satellites. So you see, when important news is breaking they can move right in to cover it. They, in turn, cable or radio it back to their respective bureaus here at home where it is then put on the teletypewriting wires which in turn, print it out in typing form at location—which are the radio stations and newspaper press rooms.

As for national news coverage (also local and regional) all radio and newspaper news bureaus have official and un-official reporters for their respective news service wires.

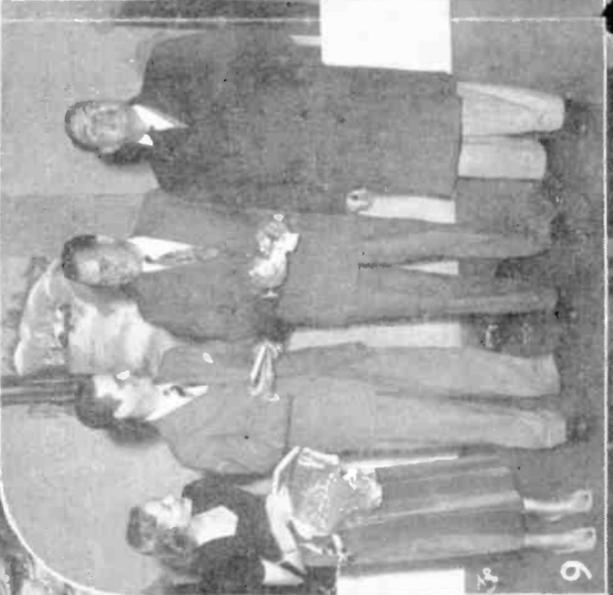
For instance, if I should learn of some event happening here, I would write it up and telegraph or phone it into the UP office at Dallas, which covers our district. They, in turn, would put it on the wire where it would be sent over the entire nation.

So you see it isn't so complicated after all—this is, if you can understand my mixed up way of explaining it to you. Well, the old clock on the wall is waving both hands at me so will have to say "30" for this time. Happy New Year, everybody.

—Bill Sharpe.

vention and they were preparing to introduce him as the visiting fire chief from Waxahachie, Texas. Another time, Prof was trying to attend a Texas Exes banquet here in Wichita Falls on a Monday night. Mrs. Edwards happened to be with him and insisted that he investigate the peculiar look of affairs before they went in. They found out that they were crashing a private club dinner and that the banquet they wanted to go to had taken place the Saturday night before. Yes, without a doubt, Prof needs a guardian.

... and
**HAPPY
NEW YEAR!**



GREETINGS



Henry (Sleep-walker) Slaughter—**Hank (Old Man Henry) Slaughter** of the Stamps Ozark Quartet has his own program of piano music, now on Tuesdays and Thursdays at 1 p.m. **Ida Red** has recovered from her recent illness. **Rusty** is forming his own organization (time for broadcast to be announced later) and a new **Gabhard** (Cal. pictured) has been added to the Kentuckians. Tune in on their programs to get the details; and they all say "Happy New Year!"



Carl (Ida Red's brother) Gabhard

PARADE OF PORTRAITS

(see cover) — **BILL SHARPE**

Bill (William, Dinnerbell Jamboree, Smoky Joe, Saddle Tramp) Sharpe is a very versatile guy, as the list of names which he has bestowed upon himself shows and as you KWFT listeners know.

At 11:30 in the morning, he has a quarter-hour of hillbilly recordings accompanied by off-the-cuff chatter; at 12:15 the very important noon news (news is his best love); at 12:30, perhaps an ad lib session with people on the street; at 1, you have heard him plunking his own guitar and giving out with sweet love songs in an Eddy-Arnoldish baritone; at 4 o'clock, comes the disc jockey deal, called Hillbilly Matinee, and at 5:45, the news again. All of this is done by just one man!

But Bill has had the training and experience necessary for such diverse activities. He has been in radio sixteen years (yet there's not a gray hair in those curly raven locks) and he started in the early days when they had only a skeleton staff and every man had to know how to do everything.

And Bill was preparing for a radio career even when he was a small boy. In Shawnee, Oklahoma, where he was born, they had only a few receiving sets (which they called "wireless") and they would call all the neighbors in to hear any program they were lucky enough to get. Bill was always among those present and he became fascinated with the mechanics of the thing. He gathered all the knowledge he could and eventually wheedled enough money out of Dad to buy materials to make his own set (Dad thought anybody connected with radio was crazy, and he never changed his mind). Anyway, Bill's inventiveness had varied results: he began to learn about control operation but he also killed nearly all of his mother's chickens. You see, he found out that by running an electric wire up in the air when they started to drink. That was when Mother allied herself with Dad against this "radio business."

In the face of such formidable opposition, Bill decided he had better just settle for being a musician. But Dad thought professional musicians were a little off too, so Bill bought himself a clarinet and learned the hard way. Then he graduated to a tenor guitar, and the singing job he got in the local station while he was still in high school was a big help. The rough going got easier when he got a job with a dance orchestra to supplement his radio work. Finally, a station manager in Ada, Oklahoma realized that Bill's smooth resonant voice would be good for announcing too, so he became a regular staff member with a living wage. From then on Bill climbed steadily upward in various Texas and Oklahoma stations . . . singing, announcing and, beginning in 1933, newscasting. He has specialized in news since then.

Bill can tell some colorful stories about his years in the radio business. There was the time, in Abilene, Texas, when he was reading news, that he locked down and discovered a little mouse perched on his knee watching him with bright eyes (the news blew up); there was the time in Corpus Christi, Texas, when a hurricane came hit the town. The ships at sea were committed to war-time radio silence, the hurricane was traveling up the coast; the land station must go on the air to send out warnings to others; the key to the station was at the transmitter four miles from town, the wind was blowing eighty-five miles an hour and rain was coming down in torrents. Bill started for the transmitter in a car, the car drowned out, but the people up the coast must be warned . . . so Bill walked the rest of the way, thru wind and rain. He got a little wet, but he made it!

Bill is married and has three children who are the pride of his life. He loves to hunt and fish, but seldom has time for it. He is good-natured, always ready with a joke or wise-crack and has never been known to lose his head in an emergency. Give Bill a call around around to see him, he likes people and counts you among his friends.

The Boss's Secretary Speaks



HERBERT "TEX" WILEY

Seems as tho I have fallen heir to this column and I think the name should be changed. Call it the "Bookkeeper's Ledger" or something.

Now if it were a ledger, I would start out listing the assets, and the first one would be Herber Tex Wiley, our Technical Supervisor. And as for gadgets, transistors, amps, um ps and what-have-you, Herbert just lives and breathes them. Maybe that's the reason it's so hard to understand him when he's trying to carry on an ordinary conversation. He always starts in the middle of the sentence and you have to ask a dozen questions before you find out what he is trying to tell you . . . that is, if you're not talking about amps and umcs, and most of us ordinary mortals are not.

I can't tell you anything about Herbert's work (let him tell you himself in his "Technicalities" column) except that he planned and super-

vised the intricate and tremendously important additions and revisions necessary for KWFT to change coverage pattern, add FM, and increase wattage (whatever all that means). And I do know that to do all that he had to possess a staggering amount of technical knowledge and experience.

On the personal side, Herbert was born in Wichita Falls. When Mama and Papa Wiley were naming him, they left out the middle name, so Herbert could choose that for himself. He always wanted to be a Texas Ranger so when he was quite small he named himself "Tex."

He has a wonderful disposition and everyone likes Herbert, even tho, they sometimes get the impression that his mind is off somewhere wool-gathering, when they're talking to him. His chief concern is his little daughter, Cheryl Ann who, he says, tells him what to do, instead of it being the other way around. Cheryl Ann is like Daddy—mechan-

Good Morning! KWFT!

KWFT treats their visitors and telephone callers right. Pictured with Western Union messenger is our new receptionist, Ginger Crocker. Ginger's is the voice with a thrill in it that greets you on the phone with "Good Morning! KWFT!" And Ginger's is the smile that be-dazzles you when you stop by to ask when the next show is or how does anybody get on the radio. Ginger has to know the answers to a million different questions. Some of them go like this: "What was that song they played over your station . . . or maybe it was another station . . . anyway, they played it at 4 o'clock in the afternoon . . . or maybe it was at 11 o'clock in the morning . . . and I think it was one day about two weeks ago . . . or maybe it was last year?" And she has to know where every member of the staff is, if people want to see them, even if they're not in their offices and

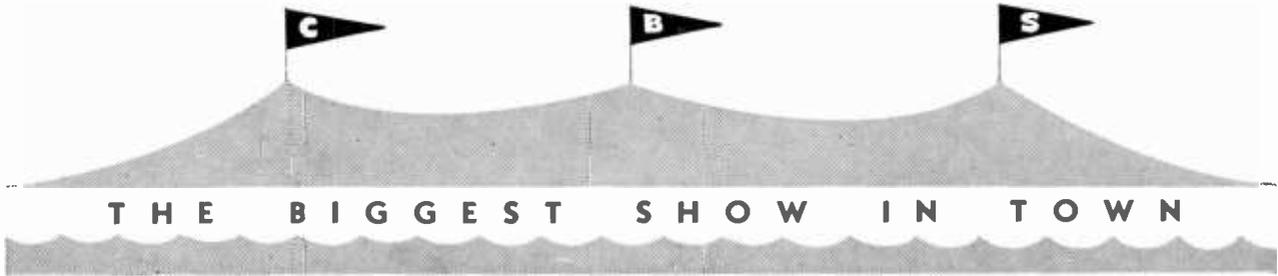


didn't tell her where they were going. But Ginger loves it, just as we all love our contacts with you.

So call or come by any time it is convenient and Ginger will try to find the person you want or the answer to your question.

ical-minded. She always tears her toys up to see how they are made. Herbert collected so many gadgets that there was finally not room for them and his wife in the same house. So he built another house for his second love, and this he calls his laboratory. And he can certainly tell when Mrs. Wiley or Cheryl Ann has moved one little thing there. Anything mechanical is very dear to our Herbert.

—Willie Lowrance.



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

The biggest show in town has one of the biggest names in town up on its marquee. The show always has the SRO sign out for its studio audience, but never to you who will hear it every Sunday night from 6:00-6:30 over KWFT. The leading



JACK BENNY

man keeps 30,000,000 fellow Americans in stitches every Sunday by having the comic rug pulled out from under him. Of course, it's **JACK BENNY!**

Jack Benny has had an illustrious career since his birth in Waukegen, Illinois, fifty some odd years ago. His family wanted him to be a musician and at the age of eight, he was giving local violin concerts. At 13, he was a fiddler in Waukegen's leading dance orchestra. Jack quit school before he was 17 to team up with a vaudeville pianist. By 1921, he had hit the big boards in New York. Our Jack Penny made a movie debut as auspicious as that in radio.

The Jack Benny we knew as a comedy star on CBS back in 1932 and 1933 has changed little, if any. His comedy situations have a familiar ring in today's hilarious "Jack Penny Program", which is heard at the same time you have been hearing it on another network—sponsored by Lucky Strike.

Did you ever think your radio had blown a tube when you tried to listen to KWFT from 9:30-10 p.m. Fridays? You might well think so because that's when Spike Jones and his hand-picked musical wrecking crew have been hitting the 620 airwaves with their SPOTLIGHT REVUE for Coca Cola. Even though the program has moved to a new day and time, it will continue to amaze you and make you laugh yourself silly. The new time is 5:30 to 6 Sunday—just preceding Jack Benny.

Spike Jones, who leads the "City Slickers" thru all their zanny antics, gave the American people laughs when they needed it most. On September 17th of the fateful year 1942. Spike broadcast the first musical razzberry in radio history—"Der Fuehrer's Face." The rest is history.



DOROTHY SHAY - SPIKE JONES

The brand of vaudeville Spike displays and modestly calls "corn" actually includes some of the shrewdest satire you will hear anywhere.

Dorothy Shay, featured on the program as the "Park Avenue Hillbillie" is a radio cinderella whose story will be related in a future issue of the "Listener."

—o—

As much a part of the Southwestern scene as cactus, sage brush,

sand storms and famous hospitality is Gene Autry, a local boy born in Tioga, Texas. Gene is perhaps the most famous cowboy in the world—his fans ranging from England's Princess Elizabeth to our South American neighbors who call him "Gran Gaucho". This most famous of cowboy troubadors has opened the gates of his MELODY RANCH on a new day and time—Saturday at 7:00 p.m.

Many of you friends undoubtedly met and knew Gene personally thru his cow-punching activities in Texas and Oklahoma. It was while our CBS star was working as a telegraph-telephone operator at Ravia, Oklahoma, that a stranger came in one one of his impromptu song sessions and told him that his voice would take him a long way. The message the stranger gave Autry was signed, "Will Rogers." Encouraged by the comment of the famous Will, Gene got some needed experience. In 1934 Hollywood got word of Autry and signed him for a lead part.

Though he is the world's richest cowboy, Gene and his wife—a former Oklahoma girl he married while working for the railroad—prefer to live simply on their California ranch.



GENE AUTRY

Gene Autry Show is sponsored by the Wm. Wrigley Company.

Musically Speaking

When the 'Old Year' is leaving us, it is natural to let our thoughts drift back over not only the past year, but any number of years. There will come to mind many pleasant memories, and you wish that you could turn back the clock to relieve those happy moments, for "Auld Lang Syne!"

Old songs, like fond memories, will live forever, and altho we must live for the present and future, our 'folk songs' will be sung and enjoyed just as much by the future generation as they were by our grand-

Songs of the past are still making the number one spot on our national hit parade. Songs such as 12th Street Rag, and Down Among The Sheltering Palms, for they ARE new to the present generation. I remember that not so many months back, Nancy of the front office came in one day and said, "Oh Lillie Mae, I just heard the finest new song that I want you to get, it's called 'Four Leaf Clover' and you MUST play it for me" . . . And she was real thrilled when we went straight in to the organ and did same. I tried

PLATTER CHATTER

Me thinks life has dealt me a cruel blow! So help me, if I hear the "Cuckoo Waltz" once more I think I'll go nuts, but then I guess that's why disc jockeys get blue ribbons. You name 'em, we play 'em. Then on the other hand, who wants a blue ribbon? I ask ya who? I'll answer that.—I do, I'm a bit low on neckties!

Seriously, folks, I've been trying to get my two cents in this rag that we lovingly call the KWFT Listener, for quite some time. I just want you to know that I really enjoy spinning those platters for you. Incidentally, I get a big bang out a 'that chewin' gum I've been getting lately, especially the double bubble—makes a louder noise, (get it! a big bang, double bubble), oh well. I guess that is stretching things a bit!

What I really wanted to speak to you about is this: What you can expect to find in the "platter chatter" column!

First of all, I'll try to keep you posted on the most popular tunes of the month (sounds like a New Year's revolution; or is that resolution). Once in a while I'll be able to tell you how and why some of the hit tunes were written. There are some interesting stories behind these tunes you request. I'd also like to tell you about the histories of your present day band leaders, vocalists, musicians and such.

Well, I don't have much space left, but I do want you to know I do and will enjoy writin' this little column and I hope that you enjoy deciphering it! And remember this, folks, if you are not absolutely satisfied, your sanity will be cheerfully refunded. So until we meet again, this is your ole buddy sayin', so long, be good, be safe—and see ya, then.
—Bill Michael.



"SONGS OF YESTERDAY"

parents, and as we today enjoy them.

The traditional New Year's song is of course, "Auld Lang Syne" (old time sake) and was written in the year 1786 by the Scottish poet, Robert Burns, one of the best loved poets of all time. Wherever a group of friends gather, this song will be sung usually in a "Barber Shop Quartet" fashion, as this type of group singing is again in the limelight.

In the past few years a national organization has been organized that is known as "The Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America," and just about every town and city in America has it's quartet that belongs to this club, for an evening spent with music is not wasted, (even if our harmonies are a shade TOO close), and who doesn't like to TRY and harmonize anyway?

not to look TOO much like a 'Grandmother' when I told her it was popular "Way Back When"!

KWFT'S new program "Songs of Yesterday" will feature old familiar songs that are loved by everyone, and can be heard Monday through Friday at 1:15 to 1:30, so be sure to have that dial set at six-twenty for a real treat. (See accompanying picture.)

So for "Auld Lang Syne" I want to add my name to the list that has wished you a HAPPY NEW YEAR!

—Lillie Mae.

Ford Keith, Emcee for the Stamps Ozark Quartet, reports the fastest case of "lost and found" on record. Recently when the Quartet gave a concert in a town far from home base, they had to spend the night there. Ford went to the concert, leaving his "other suit" in the closet of his hotel room. When he return-

ed he discovered that his suit and tie were missing. He hurried down to the sheriff's office to report the theft. There, in custody of the Sheriff, being booked on another charge, was a man wearing Ford's pants! The felon graciously offered to get the rest of Ford's clothes, "if the sheriff would let him out." Ford got his clothes, but the man stayed behind.

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

THE STARTERS

Well, here it is another brand new year. The offices look bare with no more Christmas cards decorating the walls . . . we surely enjoyed all those beautiful cards from you listeners.

With each new year comes resolutions and I have so many that, if I kept them, I would be the perfect one! But my most important resolution is to get up promptly when my alarm rings. You see, I set my clock ahead fifteen minutes and when the alarm sounds, I just switch it off and go back to sleep, thinking I have fifteen more minutes. Well, it never turns out that way, when I do wake up again, I have only ten minutes to dress.

As for the others, Nancy (Listener's Corner) resolves to stop talking about her baby during working hours; Johnny (salesman) Edwards firmly resolves to have a new automobile by next Christmas; Herbert (Technical Supervisor) Wiley resolves to quit disrupting office decorum by bringing in all those gadgets which he buys for his little girl and which we all want to play with; and our Gerry resolves to hit us all over the head if we don't get our columns in for the Listener on time. Not much space this time—so see you later.

—Joan Farrell

THE FINISHERS

The boys in the control room (the voice you do hear on the air) refuse to commit themselves as to the New Year's resolutions they have made because they don't want us all checking to see if they are keeping said resolutions. There are some bits of news about a few of them tho.

Bobby Cook has come back from his extended vacation in West Virginia and has gone on full time announcing duty. Chris Kenyon has not yet found an apartment big enough to hold the dining room suite he and his wife got for wedding present and never could use because they never could find an apartment big enough to hold it. Bill Michael is wearing a hunting cap with built in ear muffs and elongated bill, not because it is warmer but because it covers most of his face and he hopes somebody will think he is a celebrity in disguise. Bill Sharpe has been auctioning off the Christmas candy that his Dinnerbell Jamboree listeners sent him . . . two cups of coffee will almost always get you one big

Notes From Gerry's Kitchen

Hello out there neighbors, may I come into your kitchen? I think we're all a little weary of rich foods, so let's talk about something simple—eggs, for instance.

I have a little invention of my own for cooking eggs—we call them "froached." I use a small enamel frying pan with a tight-fitting lid; melt a tablespoon of butter in the pan, slowly, and gently slide the egg into the melted butter; sprinkle with salt and pepper and put a tablespoonful of cream on top. The result is that the egg is not fried—not poached—just "froached".

Some of you may have noticed that I stepped out of my kitchen for a quarter hour one day last month to interview a lucky winner in the home-maker's contest on the CBS show "Hint Hunt" (sponsored by Armour & Co.) She was Mrs. Albert

Weist of Henrietta, Texas. You can see us, along with the Armour and Company representative in the picture below. One of the home-making hints with which she won the deep-freeze was this: delicate garments which can not stand laundering in the usual way can be placed in a fruit jar full of water, in which soap has been dissolved, and shaken clean. Of course, she mentioned using Chiffon soapflakes (an Armour product) and it was all I could do to keep from saying, "If you will add Perflex to the water, it will take the hard work out of the shaking!"

Those of us who write regular columns for the Listener are cutting short our chatter this month in order to make room for the New Year features, but we'll all be back in full force next month. Until then. Happy New Year.—Gerry.



MRS. ALBERT WEIST — GERRY — MR. GENE FISHER

piece of home-made candy. And Leo Daugherty has made Phi Theta Kappa at Hardin College. Now, in case you haven't run across that name before, it is the Junior College version of the Phi Beta Kappa, a very exclusive honor society, admission to which is obtained only by making very high grades. You know we told you once that Leo was broadening his education by taking some extra courses at Hardin, but we

didn't know ourselves that he was such a brilliant boy. You see, he had to make a 3.5 (almost all A) average for two years to be admitted to this society. Most of us are afraid to talk to him since we found out what a genius he is . . . we just listen with our mouths open. That is all, except we hope this nice new year we've all fallen heir to will prove the very best one for you and yours.

Christendom Looks Toward Calvary

A NEW YEAR'S MESSAGE BY DR. E. F. WEBBER

Text: 1 Corinthians 1:18, "For the preaching of the cross is to them that perish foolishness; but unto us which are saved it is the power of God."

Christendom must face Calvary in 1949! There is no other way for the true Christian to face, and remain a Christian. This is the look that lives; it is the vision of splendor. Christendom looks toward Calvary in 1949 on account of certain definite interests and renewed emphasis in that direction. The renewed emphasis must be upon the person of Christ, and a renewed emphasis upon the power of the Cross.

Christ, truthfully declared, is the same yesterday, today, and forever. Christ never changes. Modern man cries, "Move forward!" The Christian cries, "Back to Christ!" because Christ's path is the only true path of progress.

Today many Christians are demanding to hear the message of Christ. Modernism has failed; its foundation is the shifting sands—people want the true foundation.

This world will never outwear or outlive the precepts of Christ. Today the Gospel has brightened with a new radiance and shines with new royalty. Jesus, the Son of God, the Son of Man, has outdistanced all time; He has outstripped all contestants. He leads the caravans of the centuries.

The one thing that will always keep Christianity fresh is the constant emphasis on a suffering God. This leads us right to the gates of Golgotha, through the portals of Calvary. It leads us to a hill outside the city walls—to a small mountain in physical content, but a mighty mountain in spiritual content. We stand at attention before Mount Calvary. Let Calvary speak to us its claims—show us our Christ!

Christ was at home in the hills; he was born among them. He lived in the hill country. He was a mountain-minded man. Reared in a valley town. He often went to the mountains round about Him. He left the pathways of the valley for hill tops and mountains. Then, at last, He was compelled to climb a mountain which the world calls Calvary. Most of His great experiences happened on a mountain top. He

A New Year's Message by
Dr. E. F. Webber



was tempted of the Devil on a high mountain; He preached earth's greatest sermon from the mountain; His transfiguration took place on the mountain; for privacy and prayer. He went to the mountain. How often in the sacred record we read, "... coming down from the mountain-side." His last place of abode was on Olivet; His last earthly words were spoken from there.

This mountain-minded Christ; this inhabitant of the hills, was called by God one day to climb a mountain. It was Calvary's crest! The crusades of His innermost soul had been fought on mountain peaks. Now He is called to another mountain, Golgotha. Would He go? Therein lies the battle of the centuries. The call of Calvary was in His ears; it reached His heart; it arrested Him in the path of progress—what else could He do but go? His answer is proof of His divinity.

This is the reason why men stop to restudy Jesus. On Calvary Jesus was God manifested to perfection. In Bethlehem, in the midst of the song of the angels, He was God, but it took the trail of thirty-three brief years climaxed by Calvary, for a complete manifestation of His perfection in God. None but God in Christ and Christ in God could answer Calvary's call. Men cry, "Show us God" as did Philip, and we im-

mediately show them Calvary's Christ.

Christendom also faces Calvary in 1949 because of Calvary's Cross. Paul had one text—Christ. But, the heart and soul of that text was the Cross of Christ. This Cross halted Paul in his evil pathway, and turned a dusty path into an altar of peace and pardon. Paul's Gospel without the Cross was bankrupt; so is mine and so is yours. If there is no Cross in your Gospel, there is no power; there is no passion; there is no progress, and that means loss, defeat, calamity, and ruin. It is the Cross or chaos. That is why you can hear Paul announce his text at Corinth: "For the preaching of the cross is to them that perish foolishness; but unto us which are saved it is the power of God." Paul's sermons were filled with noble reference to the Cross. Toward the end of his victorious career he shouted, "God forbid that I should glory save in the Cross of our Lord, Jesus Christ."

The Cross is more than just an emblem; it is an experience. It is the Cross in our thoughts and devotions that bring us near to the heart of God. To the Christian the Cross is not fixture, but force; not just an emblem, but an experience; not just a decoration in a Church, but something which though unseen, is experienced.

There is only one common ground in all the world where all Christians can unite—the Cross of Calvary. We often sing "The Old Rugged Cross". Friends, it is easier to sing about a cross than to bear it. Yes, it is more delightful to the eye to look at a cross, than to see the Son of God dying on it; and then, like Him, for you to take up your cross and follow Him.

My friends, there is nothing attractive about the crude wooden cross that Christ hung on. You might just as well paint war as glorious, but those who fought in it know that it is gore and horror. Calvary was war at its height; bloodshed at its worst, and Hell let loose in fury. The power of the Cross is undeniable; it is God's great proof of His love and power to save to the uttermost.

KWFT Program Schedule

AM 620 KC --- FM 99.9 MC

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

Monday Through Friday	MORNING Saturday	Sunday
5:30—Oklahoma A&M Program	Oklahoma A&M Program	
5:45—Sunrise on Range	Sunrise on Range	
6:00—Rusty Gabbard and the Valley Boys	Rusty Gabbard and the Valley Boys	
6:15—Rusty Gabbard and the Valley Boys	Rusty Gabbard and the Valley Boys	
6:30—UP News	Texas A&M Farm Review	
6:45—Merit Millers	Texas A&M Farm Review	
	Wichita County Farm Director	
7:00—Stamps Ozark Quartet	Stamps Ozark Quartet	Moning News
7:15—Rusty Gabbard (Mon.), Wiley and Gene (Tues. thru Thurs.)	Wiley and Gene	Dr. Copeland
7:30—News	News	Carolina Calling
7:45—Sugarfoot Collins	Sugarfoot Collins	Carolina Calling
8:00—Dr. Webber	Dr. Webber	UP News
8:15—Dr. Webber	Dr. Webber	Hymns We Love
8:30—Back to the Eible	Eack to the Bible	Old-Fashioned Revival Hour
8:45—Back to the Eible	Eack to the Bible	Old-Fashioned Revival Hour
9:00—Gerry's Kitchen	Gerry's Kitchen	Old-Fashioned Revival Hour
9:15—Gerry's Kitchen	Gerry's Kitchen	Old-Fashioned Revival Hour
9:30—Arthur Godfrey	Saturday Morning Roundup	Dr. Webber
9:45—Arthur Godfrey	Saturday Morning Roundup	Dr. Webber
10:00—Arthur Godfrey	Warren Sweeney, News	Warren Sweeney, News
10:15—Arthur Godfrey	Let's Pretend	Let the Bible Speak
10:30—Freddy Martin Show	Junior Miss	Let the Bible Speak
10:45—Ida Red and Kentuckians	Junior Miss	UP News
11:00—Wendy Warren and News	Armstrong's Theatre	First Baptist Church
11:15—Aunt Jenny	Armstrong's Theatre	First Baptist Church
11:30—Dinner Bell Jamboree	Grand Central Station	First Baptist Church
11:45—Ida Red and Kentuckians	Grand Central Station	First Baptist Church

Monday through Friday	AFTERNOON Saturday	Sunday
12:00—Stamps Ozark Quartet	Lillie Mae, Organ	World's Honored Music
12:15—Phillips Reporter	Phillips Reporter	World's Honored Music
12:30—Man on the Street	Give and Take	Tell it Again
12:45—Joy Spreaders	Give and Take	Tell it Again
1:00—Shorty, Sue, Sally (Mon., Wed., Fri.) Henry Slaughter (Tues and Thurs.)	Stars Over Hcllywood	Festival of Music
1:15—Song of Yesterday	Stars Over Hcllywood	Festival of Music
1:30—This is Ncra Drake	Country Journal	World Affairs
1:45—Stamps Ozark Quartet	Country Journal	Errand of Mercy
2:00—Rusty Gabbard	Report from Overseas	N. Y. Philharmonic
2:15—Hilltop House	Adventures in Science	N. Y. Philharmonic
2:30—Your Lucky Strike	Cross Section, U. S. A.	N. Y. Philharmonic
2:45—Your Lucky Strike	Cross Section, U. S. A.	N. Y. Philharmonic
3:00—Hint Hunt	Stan Daugherty Presents	N. Y. Philharmonic
3:25—UP News	Stan Daugherty Presents	N. Y. Philharmonic
3:30—Valley Boys	Treasury Bandstand	Skyway to the Stars
3:45—Valley Eoys	Treasury Bandstand	Skyway to the Stars
4:00—Hillbilly Matinee	Saturday at the Chase	Festival of Song
4:15—Hillbilly Matinee	Saturday at the Chase	Festival of Song
4:30—Lillie Mae, Organ	Make Way for Youth	Strike It Rich
4:45—Platter Party	Make Way for Youth	Strike It Rich
5:00—Platter Party	News From Washington	Family Hour of Stars
5:15—Platter Party	Memo from Lake Success	Family Hour of Stars
5:30—Herb Shriner Time	Saturday Sports Review	Spotlight Revue
5:45—UP News	UP News	Spotlight Revue
5:55—Sports Shorts	Sports Shcrts	

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

(Continued on Page 16)

