

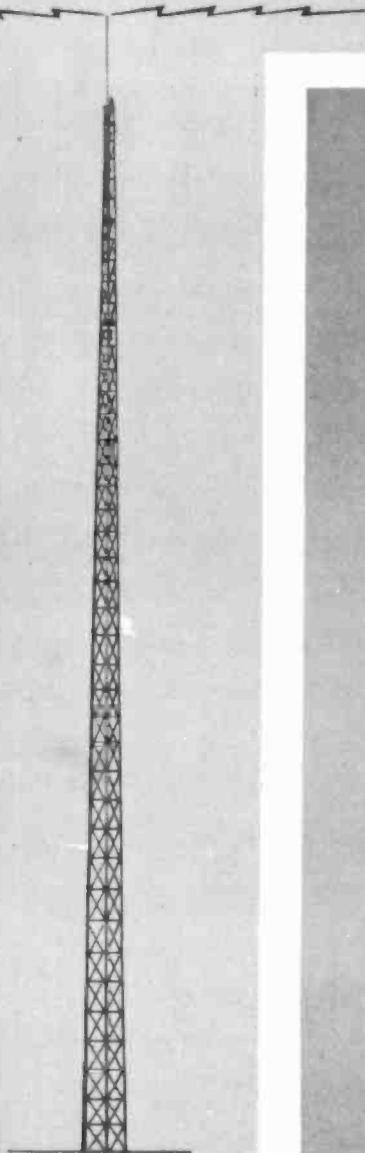
KWFT

November, 1949



620 ON YOUR DIAL

Listener



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WICHITA FALLS, TEXAS

The KWFT Listener

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The Listener's Corner

By Nancy

It has been a wonderful month for the Bakers. We finally moved into the house we bought. It's not a new house and there's still quite a bit of fixing to do, but Jimmy, Linda and I are pretty well settled and so very happy. I know, from your many letters, just what the majority of you listeners have been doing—pulling cotton—one woman wrote me she celebrated her 17th wedding anniversary in the cotton patch. Quite a few of you are still canning, but I do hope that you find time to drop Nancy a few lines. You see, as we have said so many times before, this is your page. It cannot be written unless you listeners send in letters for me to print. And when the mailman doesn't treat me so good, the editor thinks well maybe we had better drop that Listener's Corner. We wouldn't want that to happen, would we? Here are some of the interesting letters the "corner" received this month:

LISTENER CONTEST

"When I first started on my entry I thought that I could easily have it in the mail within a few days, but I found that completing the task required three weeks working every spare minute of the day and until late hours at night, after I had put my twin babies to bed. In doing this work, I "wore out" two hard-lead 9-H pencils, two packages of razor blades (for sharpening pencils), a good set of eyes, and my family's patience!

Avoca, Texas

M. G. B.

This is just one of the many clever letters received with the Listener entries. We wish that everyone of you who worked so hard on your entries could have won, of course that is impossible, but we know that you will enjoy the Listener for the coming year.

THE LISTENERS SUGGEST

"I never did like to complain, but KWFT is running the hillbilly record-

ings into the ground. I like to listen to some of it, but every time you turn the radio on that is all you can hear. Why can't we have Winner Take All and Beat the Clock back?"

Quanah, Texas

Mrs. D. A.

The main reason we program so much in the way of hillbilly recordings is that we have found from past surveys that that is what the majority of you listeners want. How about your comments, hillbilly fans? Are you getting too much? As for the programs mentioned they were both canceled by the network, therefore we had nothing to do with this.

"I can hardly wait until time to get the Listener. Why not have a picture of Ida and the Kentuckians in the next month's issue. The picture of Carl Gabbard and family was a very nice one."

Benjamin, Texas

M. J. B.

You will see some very good pictures of Ida and her boys taken at the Texas & Oklahoma Fair in this issue.

"Here's a suggestion. How about putting Pat Garner's picture on the cover. He would make a swell cover boy."

Wichita Falls, Texas

N. J. S.

In answer to many requests, Pat's picture appears on the cover this month.

"How about a few more pictures of Bill Sharpe and his family? Nancy, how about a picture of you and your baby and husband?"

Wichita Falls, Texas

Mrs. M. F.

We tried several times, unsuccessfully, to have Linda's picture taken—she seems a little camera-shy. And her daddy is just as bad, but maybe we can all get together a little later on for a family shot.

"I have a suggestion to make. Cut out the program schedule for good, be-

cause whenever you get the schedules, the programs have changed. Also have more pictures and stories each month. Say, how about each month having the words to a hillbilly song in the Listener?"

Oklahoma City, Okla.

N. L. N.

We attempt to keep the program schedules as up to date as possible, but the schedule has to meet the printer's dead-line, just like the rest of the magazine. In radio changes occur so often and so suddenly, that it is almost an impossibility to be 100% correct. But we do try to have our schedules as accurate as possible. About the words to a song—we would like to do that but copyrights prohibit.

ON THE OCTOBER ISSUE

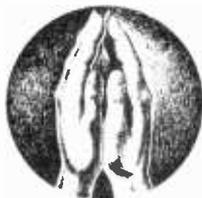
"Received my first copy of the LISTENER yesterday, the Birthday issue. I think it is GRAND! It's going to be nip and tuck trying to pick the prettiest girl from those six contestants (the 15-year old Lux beauty contest winners, pages 8 & 9—you listeners will have the job of doing that, ask about it at your Lux dealer's store)—My little girl is real proud of the Carl Gabbard family picture (page 6) she says when she grows up and Ida Red quits, she is going to take over the Kentuckians and be Ida Red. Her name is Brenda Joy and she is only five years old, so Ida won't have to worry. I think I'll include pomander balls in my Christmas packages (page 14 . . . that's a good idea!) I wouldn't be surprised if it wasn't Mott's brain that made the squashy squeak (page 11, col. 1). I've heard that some people wear them in their heels—me for instance. (We wouldn't be surprised if Mott's brain did squeak and bang too, he has so much on his mind all the time, but his wife tells us that there is no squeak when he takes his shoes off, so we'll just have to write Santa Clause to bring him a GOOD pair of shoes!) I had not heard of the airplane accident that took Buddy Clark from us (page 14) and am awfully sorry to hear of his death . . . we will miss him. I hope no one takes exception to this nonsense. I like everything and everybody at KWFT."

Rule, Texas

Mrs. M. S.

We love it. See that's what we mean by writing us.

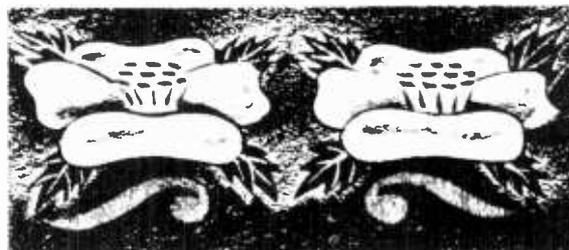
Thanksgiving



Prayer

We give thanks . . . for the old, sweet fashions of nature . . . for the blessed ritual of the four seasons . . . all the stores of material Thou hast created for our use; for the eternal sky over all, which deepens, as we gaze, into the imaginary vistas of that Heaven which lies within . . . and which widens into distances beyond infinity or conception of the human mind. ☼ • ☼ We give thanks . . . for the ancient road along which we travel; for the flowers of divine grace and human kindness we find along the way; for the discipline and tasks which train us for strength and honor; for Thy eternal light which ever leads us . . . for Thy infinite love that heals our wounds and the mercy that lifts us when we are fallen.

‡ We give thanks . . . for our country, its laws, our home, our family, our deep love of friends, the sorrows that subdue us, the understanding of pity and justice which lies in the hearts of all men . . . for Thy prophets who have given us the divine interpretation of the way and will of the Eternal. ‡ We give thanks . . . for the fellowship of Man in the spiritual faith . . . moral endeavor . . . the quest for the Truth. For the dream that love will one day prevail everywhere to the confounding of all unkindness; for our God, the Father of us all . . . the meaning of all life . . . the home of our souls . . . the ever-living hope that "love can never lose its own". ☼ Amen.



**TEXAS PLAYBOYS
BROADCAST FROM KWFT**



**MOTT JOHNSON, BOB WILLS
and the Playboys broadcasting**

Bob Wills and the Texas Playboys originated their 12:45 network broadcast from KWFT on two days during the month of October. The boys were playing dance engagements in the vicinity and found it more convenient to come to Wichita Falls than to return to Oklahoma City where they usually originate their program.

The band filled our studio A to capacity—there wasn't space to have an unscheduled thought without disturbing the next man's thinking—and when the boys let go with their blast of music (as they do with so many instruments) the "joint was really



More of the Texas Playboys

jumpin'." People in the outlying areas called in to ask if there had been a slight earthquake tremor.

Tex Wylie, KWFT's Chief Engineer, spent the whole morning stringing the AM and FM control rooms with enough wires to service a city powerhouse and there were so many mysterious "hook-ups", "plug-ins" and switches that everybody was completely bewildered—except Tex. Mott Johnson skipped his lunch to emcee the network show. Bill Sharpe and Chris Kenyon handled KWFT, and Frank Boardman and Leslie Pierce were called in to "ride" the net. The lobby was jammed with people trying to see the broadcast and everybody had a wonderful time. We hope the Texas Playboys visit us as often as possible, especially after we get a "bigger house".

"THE KIDS BREAK THROUGH"

IN

**HORACE HEIDT YOUTH OPPORTUNITY SHOW
MEMORIAL AUDITORIUM, WICHITA FALLS, TEXAS, OCTOBER 14**

PICTURED ON OPPOSITE PAGE

1. **KENYON BROWN** and **HORACE HEIDT** have a friendly chat about show business before curtain time. Mr. Brown, beside being Executive Vice President of KWFT, Inc. (sponsors of Heidt's local show) is a member of the Board of Directors of the Columbia Broadcasting System which carries his radio show.

2. **BEA JAY, MRS. HORACE HEIDT, and RALPH SIGWALD.** Bea Jay (the phonetic spelling of the initials of her real name) is the 265 pound, twenty-six year old mother of four girls who started with the Heidt show in California and won all of the semi-final air auditions until reaching Kansas City (October 23) when an Oklahoma University student superceded her. However, Heidt is so impressed with her lusty voice and appealing personality, he intends to keep her with the troupe. Mrs. Heidt does an act with her husband in the show, helps with business and publicity management and is Educational Director of the organization (they have so many under-age members that they have to have classes on the bus while riding between towns). Ralph Sigwald (billed as the star of the show) is the former school janitor who has been hailed as the "Caruso of the South."

3. **COLLEEN LEWIS** of Electra, Texas, (home-maker and mother of a little girl) who won in the preliminary auditions and third place in the semi-finals.

4. **ERNIE CAMEROTA,** four-year old song stylist (a regular member of the cast) whose mother and father accompany him on the guitar and accordian, respectively. Ernie also plays the trumpet and is learning accordian from his mother.

5. **JERRY SINGER** and **DON McILVAINE.** Jerry lost a leg in the battle of Okinawa and has done much to encourage other war amputees with his expert use of an artificial leg in tap dance routines. Red-headed, twenty-year-old Don is a comedian in the stage show and commercial announcer (one of the youngest) on the CBS radio show.

6. **TOMMY CHECK,** ten-year-old child prodigy from Allentown, Pennsylvania, who was the first quarter-final winner in 1949 and compares favorably with adult drummers at the top in show business.

7. **The MUSICAL KNIGHTS** and **Tambourine Chorus.**

8. **LESLIE PIERCE** and **PIERCE KNOX.** Leslie is KWFT's Assistant Manager and

was in charge of the preliminary Heidt auditions. Knox learned to play the xylophone by using the Braille system and has proven that no handicap is too great for a real artist.

9. **TINY HUTTON** (325 pounds) a former radio sports announcer shows his flair for comedy in the burlesque beauty contest.

10. **NINO TEMPO,** 15 year old clarinet player (he speaks Spanish, Italian and good English but he has to go to school while on tour). **EUGENE (LUIGI) FACCUIDO,** dance director, **FRANK BOARDMAN,** who as Emcee of KWFT's Platter Party, speaks the same language as the "Kids"—**DON SKY,** one of the Horace Heidt Steppers. The plaid caps (worn by all the "Kids" off-stage) are an indication of membership in the Borace Be-Bop Heidt Club, organized by Heidt for the bee-bop crowd.

11. **OATUS ROBERTS,** Lamesa, Texas Junior Chamber of Commerce entry in the auditions and winner of first place for local contestants.

12. **BLAINE CORNWELL** (KWFT Program Manager) interviews Heidt on the air before show time. In the course of the interview, Heidt said that after he had retired from show business he was not content. "A band leader," says Heidt, "spends all of his life in trying to reach the top and no matter what measure of success he achieves, a few months out of the lime-light and he is forgotten—while an architect or an artist leaves behind him a building or a work of art that is a monument through the ages. I wanted to do something that would be of benefit to future generations. These kids are my building—if I can just have one or two big stars of the future say, 'Horace Heidt gave me my chance'—that is all I want out of life." The proceeds from the Heidt radio show go into a fund which shall be used for the benefit of ambitious kids in the future, and Heidt spares no effort to place the talented ones he contacts in the present—he has even organized and financed a recording company to give them further opportunities.

13. **ADDISON THOMPSON,** Wichita Indian from Bacone College, Muskogee, Oklahoma, entered by the Lawton, Oklahoma Chamber of Commerce, and winner of second place in local auditions.



The KWFT Listener Contest

**WINNER
FIRST PRIZE**
1950 Console Model
Philco Radio-Phonograph

**WINNER
SECOND PRIZE**
Firestone Electric
Ice Box

**WINNER
THIRD PRIZE**
Maytag Washing
Machine

**WINNER
FOURTH PRIZE**
3 Dearborn
Circulating Heaters

**WINNER
FIFTH PRIZE**
4 Goodyear
Super-Cushion Tires



ROBERT EATON
Spoke Plant, Arkansas



WILLIAM D. WALKER
Lawton, Oklahoma



MRS. INEZ FORBES
McCaulley, Texas



MRS. GENE WILLIAMS
Indiahoma, Okla.



MRS. L. B. JONES
Wichita Falls, Texas

"Folks, you have seen stars in the skies—In like numbers, I have 'K's' in the eyes!" These opening lines of a jingle sent in by one of our readers seems to describe the symptoms of a malady that has been sweeping the KWFT area lately. Fortunately the disease was easily diagnosed and cured. Any self-appointed "doctor" could tell that a "patient" who complained of seeing "K's" had entered the KWFT Listener contest and had spent many tedious hours squeezing letters into a two-inch square.

Many and excellent were the entries received and sometimes comic and sometimes tragic were the incidents surrounding them. One entry from Burkburnett, Texas was post-marked in Wichita Falls, 11:55 P. M., October 8—the deadline was 12:00 M., October 8! One entry, sent in by an expert mathematician, employed permutation combinations and formulas (so the letter said—we wouldn't know). According to the contestant, his two-inch square contained 11,449, 000,000,000,000,000,000 "K's". Needless to say, the judges were completely bewildered — they couldn't even read the figures of the total number, let alone pick out "K's" in the maze of lines. And finally, there was the heart-touching incident: A tragic automobile accident in which all the occupants of one car were killed, occurred on a highway near Wichita Falls. Later we were notified that, among the victims' possessions which were scattered over the highway, there was found an entry to the KWFT Listener Contest. It was folded inside a small box and, no doubt intended for delivery to the Station.

But all in all, it was a good contest. And, while there could be no question as to the winners in such an exact test of skill, the six judges were extremely reluctant to discard some of the efforts on which much time and thought evidently had been spent. The final judging started at 4,000

"K's" and the top prize winners all had more than that number. The successful entries were made on glazed, hard-surfaced paper, with a hard lead pencil which was kept sharp by rubbing it frequently over an emery board or a piece of fine sandpaper. Some of the winners used magnifying glasses while they were working to keep from straining their eyes.

Some of the top prize winners we were able to contact in person. Others we shall have to introduce to you through their letters. Winner of the first prize, (a 1950 Philco console model radio photograph obtained through Matthews Brothers Appliance Company of Wichita Falls) was Robert Eaton, Spoke Plant, Arkansas. Mr. Eaton writes: "The news that I had been awarded first prize in the Listener contest was no ordinary thrill. My neighbors have been joking me about my entry and, in turn, I have been trying to sell them my chance of winning. Boy! the joke would have been on me if I had sold my chance! I am forty years old and live on a little farm high up in the Ozarks—most of which sits up edgewise. I listen to KWFT often, especially in the morning and evening hours. Many time I have my dial set at 620, waiting for that Johnson's 'Good Morning' (the Mott Johnson Show, 5:00-6:30 A. M.)—even when it is said without benefit of light as it was some 3 weeks ago (the control room lights went out but Mott didn't). After hearing him tell of the contest, it sounded so simple, I decided to try. I wrote my entry in about 10 hours and found it an interesting and fascinating pastime—and it seems that it was also a profitable one. I am looking forward to many enjoyable and profitable hours in tune with KWFT and in reading the 'Listener'."

Mr. William D. Walker (winner of the 8 cubic foot Firestone electric ice box, obtained through the City Tire and Supply Company of Wichita

Falls) is from Lawton, Oklahoma and was able to pay us a visit at the Station. Mr. Walker is a good-looking blonde young man with a pleasing personality and a quick wit. When asked if he subscribed to the Listener before this contest, he replied, "No, but I have been reading it since you started publishing it—you see I am a rural mail carrier! But," adds Mr. Walker, "I am glad to have one of my own—now I can save the copies"

Mr. Walker said he had to enter the contest to keep peace in his family. You see, Bernice (Mrs. Walker) has a way of gently, but repeatedly, reminding him about things she wants him to do (isn't that the way of all wives?). Finally the suggestions get so monotonous he has to do something about it (isn't that the way of all husbands?). That's the way Mrs. Walker got her rose garden weeded and her house re-decorated, so when she started in on the Listener contest, Walker knew he was whipped.

It took him about fifteen hours to complete the entry and he could have put more "K's" in his square—only he got in a hurry to go to a football game. The Walkers have three boys—Keith, 11; Larry, 8, and Grey, 2. Mr. Walker was going to get them all bicycles for Christmas, but now he thinks he'll just give them the ice box!

Mrs. Inez Forbes of McCaulley, Texas (winner of the Maytag Washing Machine, obtained through Paulk Tire Company in Wichita Falls) writes: "I was thrilled beyond words when I heard over the radio that I was the third place winner. I am 26 years old and have three girls, 3, 8, and 10, and one boy, age 5. I became interested in this sort of contest last year when I entered the 'Southern Farmer' and 'Family Times' contests. I worked like mad in the Listener contest hoping to win one of the money prizes—never dreaming it would be a top prize. I think the Listener is tops. To

(Continued on Page 14)



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



BING CROSBY

There are many heartaches and real-life dramas in show business. Rising to the top is usually slow, tedious business and staying at the top is equally as hard. Think of the bright stars who flashed briefly before our eyes and faded into obscurity again . . . because they were not quite good enough. But one of the really great stars, whose name has remained on top billings is Bing Crosby, star of **THE BING CROSBY SHOW**, sponsored by Chesterfield Cigarettes and heard over KWFT every Wednesday night at 8:30.

The full "monicker" of "Der Bingle" as he is affectionately called by millions, is Harry Lillius Crosby, Jr. His parents wanted him to be a priest and he wanted to be a lawyer, but during his second college year, he decided he was more interested in the musical bar than in the legal bar.

In 1930, Bing's unique solo quality was recognized and in 1931, he signed with CBS for \$600 a week. Somewhere along the line, Crosby profited by an accident. He knocked the music manuscript off the stand. Since he didn't know the words to the song, he filled in with "Bub-bub-bub-boo" and a new singing style was born. In 1933, Bing rated among the screen's ten most powerful box office attractions, and his alliterative multisyllabic banter captured the public fancy as much as his intimate, informal singing style.

Crosby is as unaffected in his home life as he is professionally. If one of his four sons, whom he calls the "Irishers" gets out of hand he doesn't

hesitate to administer an old-fashioned spanking. KWFT is proud to have **THE BING CROSBY SHOW**.

There's a saying that old friends are the best friends. That may well be true. Take George Burns and Gracie Allen for example—two more stars heard on Wednesday night (9:00-9:30, sponsored by Amident Toothpaste and Powder). Burns and Allen, with their hilarious domestic comedy in which George bears the brunt of Gracie's well-intended but back-firing plans, have been American favorites for seventeen years.

After gaining stage experiences as youngsters, Burns and Allen met and played vaudeville circuit together for three years. George became convinced that he wanted Gracie for a life partner as well as a stage partner. He courted her, but Gracie just couldn't make up her mind. On Christmas Day, 1925, he gave her ten days to make up her mind. She waited nine days, then said "yes". They were married in Cleveland. "I owed Gracie \$20," George wisecracks, "so she had to marry me to get it."

Gracie has made a smart thing of acting dumb. She has confounded experts on "Information Please," covered political conventions, written syndicated articles for newspapers, and painted surrealist pictures. Yes, Gracie's scatter-brained ideas are tough on George, but they are fun for KWFT listeners.



GEORGE BURNS and GRACIE ALLEN



MOLLY BERG—"THE GOLDBERGS"

No one thinks of **THE GOLDBERGS** without thinking of Molly Berg too. As a matter of fact, it's pretty hard to tell the difference between Mrs. Berg, the author and Molly Berg, the leading character in the radio series presented every Friday night at 7 P. M. over CBS and KWFT by General Foods for Sanka Coffee. Sometimes Molly herself even gets confused.

In New York, in the mid-twenties, Mrs. Berg, the mother of two children, began to employ her spare time exploring outlets for her writing and acting abilities. Just when her morale was at its lowest ebb, she came up with the idea for a simple story about a Bronx mother and father and their attempts to improve the lot of their family. On November 20, 1929, "The Rise of the Goldbergs" went on the air without fanfare.

In 1931, the show got its first sponsor and Mrs. Goldberg is said to have fainted when she was told that the company wouldn't pay "a cent more than \$2,000 a week."

The wise philosophical Molly and her brood have for seventeen years been real life personalities to the millions of Americans who are vitally concerned about their problems and joys.

Since beginning, Mrs. Berg has written all her scripts in long hand because she dislikes a typewriter. She is said to have written about six million words. Be waiting for Molly's famous opening phrase—"Yoo hoo, Mrs. Bl-o-o-m!"—every Friday night at 7:00 o'clock.



Heigh Ho!

Come To The Fair!

When the big round harvest moon shines high and the fields of grain have turned to gold, when the cotton stalks burst into white, and the canning and preserving have been laid by, friends and neighbors from all over the countryside, gather up their families and samples of their year's labors and go to the fair.

Members of the KWFT staff visited the Texas-Oklahoma Fair, in Iowa Park, Texas, in full force. The Kentuckians and the Stamps Ozark Quartet put on broadcasts from the grounds. All of us met our friends, the listeners, and learned first hand more about the things we have to be thankful for, in this the month of Thanksgiving.



GERRY WRIGHT, of course, made for the home-maker exhibits. The young lady with Gerry is Eva Nell Clements, a 4-H Club girl from Iowa Park, Texas.

THEY'RE FARMERS AT HEART

(1) The Stamps Ozark Quartet (L. to R. Henry Slaughter, Pat Garner, Charles Bartlett, Ford Keith and Fred Bennett) inspect the fruits of the land while Chris Kenyon (extreme R.) tries to look intelligent about it all.

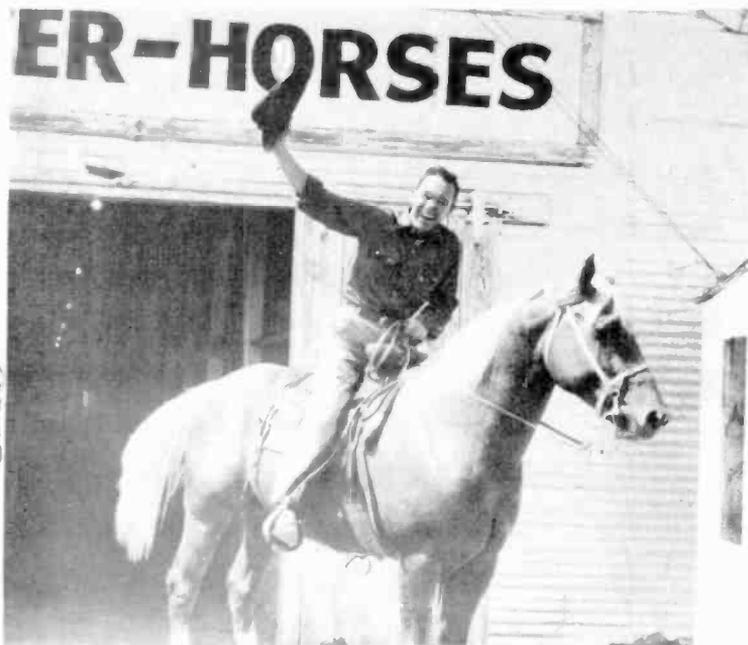


"THE THREE HORSEMEN"

(1) Sugarfoot Collins is "ridin' high" on "Little Gold Digger," Grand Champion Palomino stallion owned by C. A. Dittmore and shown by Frank Wilcox, both of Cisco, Texas.

(2) Engineer Tex Wiley is not sure he likes this seat. If your big hat is borrowed and you have no boots, you can't be much of a cowboy, can you?

(3) Jimmy Young is playing it safe. He decided to do his "bronc bustin'" on the merry-go-round.



REAL CATTLE LOVERS

(1) We're not sure whether Russ and Carl Gabbard are more interested in the steers or in the young lady showing them. She is Joyce Brush of Electra, Texas.

(2) Ida Red makes the acquaintance of Sparkling Wonderful Lee, a prize bull owned by Ed French of Bellevue, Texas.



Family Album



WHO IS IT?

He gives an account of each second
of the day,
And his schedule we follow, or there's
"old ned" to pay.
To most folks "traffic" means cars
on the street,
But to this fellow it means OUR
DAILY WORK SHEET.

Well there it is—Lillie Mae's jingle
giving clues to this month's "who is
it?" Does it mean anything to you?
Write us your guess.

We are most impressed with the
outcropping of jingle writers among
our readers. We like 'em whether the
answer contained in the lines is cor-
rect or not. For instance here is a
very clever jingle with the wrong
"guess":

"Though she keeps things well
balanced,
Stays out of the "red",
And over the ledger she worries
her head,
She's sweet and adorable, what e'er
she bedecks
And I think it's Nancy who hands out
your checks."

Mrs. Martin Shepherd, Rule, Texas

And here are two with the right
"guess":

"It's no crime to make a mistake,
But to figure out the baby, makes my
head ache;
And if I'm right, I guessed it by
chance,
I think the baby is Willie Lowrance."

Mrs. W. E. Stovall, Munday, Tex.

"Although now, she is quite grown up,
She was a small 'tyke' when the
picture was 'took' . . .

(Continued on Page 14)

Parade of Portraits

PAT GARNER

(See Cover)

He's big, he's even-tempered, he's good looking and he's shy—this Pat Garner whose high sweet singing voice adds so much to the beauty of the harmonies produced by the Stamps Ozark Quartet, over KWFT at 7:00 A. M., 12:00 noon and 1:45 P. M., each Monday through Friday.

Pat is very unselfish and obliging—he'll run an errand for you or loan you his last dime; he has a ready sympathy and a keen sense of humor—his long-lashed eyes will cloud over at the story of somebody's sad plight and his dimpled smile will pop out at the slightest sign of wit. But when it comes to giving out information about himself, Pat just "won't talk."

"There's nothing to tell about me," is his answer to a whole barage of questions thrown at him. "Well yes, I was born and I guess it did have to be somewhere—as a matter of fact, I was born on a farm near Amity, in the hills of Arkansas. But there's nothing interesting about my early life. I was a plowboy and spent most of my days looking at the backsides of an 'ornery' old mule. Well, yes, I did go to school some—the school had one room and one teacher and it was three miles from my father's farm. I walked back and forth every day when the school was going on."

"But, Pat, didn't you take part in any sports or do something beside go to school and plow?" we ask him.

Then his eyes light up and a sudden interest quickens his voice. "Oh yes, I played baseball and wanted to play football but my mother wouldn't let me—she thought it was too dangerous. As a matter of fact, it was because I couldn't play football that I finally left home. And," he adds after a few minutes of hard thinking, "we used to go hunting and fishing—there are seven kids in my family and we sorter had a bunch at home—I still go hunting and fishing whenever I go back to Arkansas."

After hours more of questioning we learned that Pat left public school and started to singing school, paying his tuition by working in a sawmill and picking peaches in between sessions. He finally got a job with a quartet, with the help of his brother, Clyde (whom you have heard with the Stamps All-Star Quartet) and there followed some pretty lean days during which a hamburger looked like a turkey dinner to the boys. But a series of radio engagements in Little Rock and Hot Springs, Arkansas and Raleigh, North Carolina gradually brought better times for Pat and his pals until, when they landed at KWFT, he looked as well-fed and happy as he does today.

Pat is thirty years old and has never married ("never could get anybody to have me," is the way he explains that). He loves good clothes (tries to stay away from stores so he won't buy more than he needs) and he wouldn't trade his way of living for any other in the world. He is completely happy only when he is singing. "And," he adds, "the way we go around all over the country, we meet such nice people—people we would never meet any other way, and they're so nice to us—I'm just crazy about them."

So all of you listeners remember Pat is "just crazy" about you and don't pass up any opportunity you may have to speak to him in person.

Short Shots

THE BEULAH SHOW

KWFT-CBS, 6 P. M., Mon. through Fri.

Beulah: "I always gives my boy friend, Bill, plenty of rope but he jes' natcherly refuses to tie de knot."

YOU BET YOUR LIFE

KWFT-CBS, 8 P. M., Wednesday

Groucho Marx: "People constantly ask me how old I am. Actually there's no one my own age left (you can't count Jolson). I won't tell you how old I am but I'll give you a clue. I fought at the Battle of Gettysburg. I fought valorously until Pickett's charge. Being a good union man, I refused to cross the Pickett line!"

THE ARTHUR GODFREY SHOW

KWFT-CBS, 9:15 A. M., Mon. through Fri.

Godfrey: "I don't know why a chicken crosses the road—fact is, I can't even figure out why they cross their legs!!!"

THE JACK BENNY SHOW

KWFT-CBS, 6 P. M., Sunday

Benny: "You can kid me all you want to, but I'll have you know I come from a very educated family. In fact, my cousin's a lawyer. He's so successful, he's got his own ambulance!"

THE GOLDBERGS

KWFT-CBS, 7 P. M., Friday

From Molly Berg's philosophical utterances: "The world would be a wonderful place to live in if people only had the courage to act as good as they really are" . . . (In answer to a complaint about hard times and the high cost of living) "Better a crust of bread and enjoy it than cake that gives you indigestion."

AROUND THE STUDIOS

KWFT—All Hours

Ford Keith (to Henry Slaughter): "Henry, I'd like to see you get to be one of the biggest stars in the country. I'd like to see you become a world famous piano player. I'd like to SEE you!"

Joan Farrell's latest joke (which she has to tell three times before she gets the point right): "And there were this boy and girl standing in the park just looking at each other. He got a load of her and she got a load of him and there they stood—both loaded!"

Frank Boardman: I'll have you know I have a brother at Harvard. He's in a bottle in the medical lab."

Blaine Cornwell: "The reason I'm always scratching myself is that I'm the only one who knows where I itch."

Program Personals

EDWARD MCHUGH

"Hour

Gospel Singer"

3:30 P. M.
MONDAY Through FRIDAY



"A hymn is not just an excuse for music," says Edward McHugh whose beautiful and stirring voice, making the words of the cherished old gospel songs come alive, can be heard over KWFT each week-day afternoon at 3:30. "A hymn," continues Mr. McHugh, "is a message. It has a philosophy that strikes home, a philosophy that helps people as much as fresh air, sunshine or any of the vital things in life."

Mr. McHugh should know. During the ten years in which he has been singing sacred songs over the air, he has received countless letters from listeners, telling how he has helped them bear their heaviest burdens and to find a new lease on life.

"It is because I think the singing of Gospel hymns really helps people to be happier and more peaceful in spirit," Mr. McHugh adds, "that I also feel the words of a hymn are just as important as the music. And I am never satisfied with the reports of my broadcasting until these reports confirm the fact that each word can be distinctly heard and understood." This confirmation is inevitable forthcoming from the Gospel Singer's broadcast reports. He is said to have the most perfect diction (without sacrificing warmth) of any singer on the air. Perhaps that is in part due to the fact that he is Scotch. A British Broadcasting Company official once declared that a well-educated Scot makes the best announcer of them all. McHugh once corrected the great Caruso on the phrasing of an English song and Caruso had thousands of dollars worth of records destroyed so that he could re-make them and follow the Gospel Singer's suggestions.

Mr. McHugh does not believe that the love of Gospel music is confined to people who are nearing the end of life nor even to those who have travelled half-way along a weary road. He says he knows that the younger generation responds as sensitively to the stirring messages as do their elders. "Youngsters are not all swing mad," he declares, "over a fourth of the letters which are written to thank me for my songs come from teen-agers and their older brothers and sisters."

But it is an indisputable fact that old and young alike recognize the worth and beauty of the Gospel Singer's programs and are convinced of his sincere desire to spread as much sunshine and inspiration for better living as is possible in the short time in which he comes into their homes each day.



BY PROF. A. F. EDWARDS

Chinese Communists are still on the march, having driven the Nationalist regime to Chungking, where they have established headquarters in the war time capital. However many of the leaders have fled to the island of Formosa, where they hope to make a final stand against the Communists. There is still much speculation as to how much Russian influence predominates in China. General Mao seems to be an out and out Stalinist, but many of his followers know little and care less about Communism as such. What they are interested in and are fighting for is a better chance against the greed of their former landlords and taskmasters. Maybe they have jumped out of the frying pan into the fire.

Yet it remains a fact that no one has ever conquered China without being swallowed up. They resent outside interference, and if Russian influence becomes too evident we may expect that it will be thrown off. In that case there will be little to fear from China, or from the spread of Communism. But until this is established there is a danger that Soviet influence may spread all over Asia, including India.

Russia is making more trouble in Germany. She has made quite a gesture of friendship to the German people by withdrawing her army from Eastern Germany and setting up a government there. The catch is that they have trained a purely Communist army which they have left in control. Also they set up a puppet government thoroughly subservient to Moscow. This sector is mostly agricultural, so does not produce many things Russia needs. Therefore Russia will seek to gain control of West Germany, recently set up with a capital at Bonn.

East Germany is economically much worse off than West Germany, but Russia will do her best to reverse that now, with the hope that they will win over West Germany to their side. Russia thought they could elbow us out of Berlin, but the Airlift foiled them.

Now they are driving for bigger stakes. It is up to America to save West Germany from the Soviet grasp.

Economic distress still exists in England and France, two of our best customers and friends. Only the Marshall Plan is keeping them going now, but it is not enough. England is having to tighten her belt and live on less and less, until they can develop their export markets. Countries that have been as badly shocked as they have by two destructive wars in the same generation cannot be expected to recover overnight. The English are taxing themselves very heavily and working hard to come out of it. If they can hold out three or four more years they may pull through.

France is still having trouble trying to form a cabinet. If they had just two parties like we have it would be easy for one to get a majority. But they have ten to fifteen parties fairly evenly divided, which makes it impossible to get a majority except by coalitions. These are usually short lived, which makes for constant instability. France has very serious labor and financial problems, and a lot of Communists who are agitators. They are doing their best to plunge France into bankruptcy, for Communism thrives on chaos, poverty, and distress.

The Communist trials in Judge Medina's court in New York resulted in the conviction of all eleven on the ground that they have conspired to overthrow the government of the United States. Labor unions in the United States are working hard to get rid of all taint of Communism, realizing that it is a poison in their ranks. The CIO has been especially diligent in weeding out the Communists in their various unions, and have just about succeeded. The result of the trials in Judge Medina's court should make it easier now to get rid of these pernicious influences in all forms of American activity.

NEWS-bits FROM THE NET

Eddie Anderson, Jack Benny's ROCHESTER to you, reports he has found the greatest reducing secret of them all—it's dancing. Rochester had to dance three exhausting routines on his personal appearance tour this summer and when he returned, he found he had lost 15 pounds! Although his appearance with Jack Benny on Sundays doesn't necessitate dancing, he keeps it up every day at home.

CHARLIE McCARTHY'S wardrobe now includes more than 60 suits, ranging from a Pilgrim Father getup to a uniform of the French Foreign Legion.

ROBERT Q. LEWIS has become one of the most famous knitters in history and will also probably be one of the warmest ones. While he was substituting for Arthur Godfrey this past summer, he completed two sweaters, knitting while he was on the air. When fans heard him speak of knitting, they deluged him with knitted apparel. He now has seventy-eight sweaters, fourteen scarves, two quilts, nineteen pairs of gloves and five ties, to say nothing of fourteen pair of booties—a slightly embarrassing item for a bachelor.

GENE AUTRY is spending the time between broadcasts and radio appearances these days rushing back and forth from New York and Hollywood to WICHITA FALLS, TEXAS. Gene and Jack Dempsey are taking a flyer in "black gold". Although both famous gentlemen are traveling incognito while viewing the sites of their oil wells, whenever you see knots of people gathering on the streets or in hotel lobbies, you know somebody has recognized them.

WICHITA FALLS MAN WINS PRIZE ON "HIT THE JACKPOT"

Mr. Richard F. Morris of 1000 10th Street, Wichita Falls, Texas, won a prize, Tuesday night, October 18, when he was telephoned by Bill Cullen, emcee of the KWFT-CBS show, "Hit the Jackpot". Although Mr. Morris was unable to identify the "secret saying" which would have won him a giant jackpot of valuable prizes, topped by a new DeSoto Sedan, he was given a Benrus watch for playing the game.

NEWS-bits FROM THE STUDIO

What would happen if . . . Lillie Mae lost all her music? Gerry lost her recipes and household hints? Jack lost his mailing list? Continuity department lost its files? Willie lost her ledgers? Mott lost his storage bags and merchandise? Bill Schnautz lost his book of accounts and schedules? Nancy lost her mail reports? Leslie his National and Regional correspondence? KWFT Listeners had no KWFT radio station to listen to? All of us had occasion to think seriously about that when the hotel manager came running down to the office late one day to see if we detected anything burning. We're thankful that the "something burning" in the hotel was a false alarm . . . and we know you are too!

Who's the weaker sex? Ask Leo . . . he'll tell you how Gerry went flying into the control room one night, hair standing on end, eyes wide as saucers, and raving madly that she heard noises in the office next to hers while she was working and someone was after her. But then, ask Gerry how long Leo waited before he went back to investigate . . . long enough to give any intruder time to leave! However, both Gerry and Leo felt more at ease when they discovered "the noises" had been the falling of storage bags.

Les Pierce is cracking up . . . imagine his surprise when after dialing an outside number on his office phone he hears Joan's cheery "good afternoon, KWFT." Poor boy, in his delirium had dialed the station's number. In questioning, he put up no excuse.

Mott Johnson and Jack Young proved that two milk shakes can be downed at one sitting . . . but don't ask 'em how they felt afterwards. Seems as tho' Lillie Mae and Nancy lost football wagers to these two gentlemen, and had to pay off with milkshakes. They drank every drop too!

What announcer's wife has to come to the studios to wait for her husband to get off duty then escort him to a barber shop? Ask Lyle Kenyon . . . she'll tell you. Chris just hates to go to the barber by himself, and won't go unless Lyle makes him do it.

October 14th . . . a red letter day for Nancy who received a dozen red roses from hubby . . . their Fourth Anniversary!

TYPICAL TYPES

BILL SHARPE: "Hi, you luscious hunk of femininity."

GERRY: "Where's your Listener column . . . it was due yesterday?"

LES PIERCE: "got your tickets to Horace Heidt?" (now that this show has been and gone, he'll have somp'n else for next month along the same order . . . Burl Ives show probably.)

HERBERT: "What's the matter with the air conditioner? I'm not cold."

BOARDMAN: "If I were running this station I'd . . ."

(Continued on Page 14)

BLAINE CORNWELL—P. M.



BLAINE CORNWELL

We would like to introduce you to Blaine Cornwell, who recently came to KWFT to take over duties as Program Manager. In this position he will be responsible for bringing to you listeners a greater variety of radio entertainment.

He is well qualified for this, having been in radio over twenty years. This experience includes positions with some of the nation's outstanding stations, and he is well versed in every phase of station operation and every type of program presentation.

Blaine prepared originally for a musical career, studying voice for five years and the violincello for three years. He has eight years of professional singing experience behind him. We haven't heard him sing yet, but we do know he plays a mean honky-tonk piano. Maybe you'll be hearing his vocal talents in the future.

His first job, on a Washington, D. C. station, came about through his singing ability. A friend of his persuaded him to take an audition one day and he has been in the business ever since. After "basic training" on this station, which included singing, announcing and copy writing, he went to work in Baltimore as a disc jockey (one of the first), actor, singer, writer and producer.

Along about this time he left radio to take a sales job which eventually ended in an incipient ulcer. Returning to the fold he found himself on the staff of a Tulsa station which also included another young announcer, Kenyon Brown, whom you know as Vice-president and General Manager of KWFT. From Tulsa, Blaine went to St. Louis where he directed the St. Louis Municipal Opera broadcasts featured on the Columbia Broadcasting System and held down a job as Production Director for the CBS station.

Uncle Sam took charge of things in 1944 and Blaine responded to the call. After a brief time in anti-aircraft, infantry, ordnance and field-artillery units he ended up, of course, in the Armed Forces Radio division, and was heard regularly on Radio Okinawa.

Blaine was discharged in 1946, went back to St. Louis, decided in a few months he had had enough of big cities . . . and . . . here he is with us.

Blaine is married to a former Bob Crosby vocalist, Virginia Wood (known professionally as Bonnie King), and has two children, Peggy Ann, seventeen, and Virginia Blaine, two

(Continued on Page 14)

Notes From Gerry's Kitchen

Hello out there, neighbors, may I come into your kitchen? I suspect it's rather a bustling place, this season of the year. Getting ready for Thanksgiving, aren't you? There's quiet a bit of argument abroad about what should be served for Thanksgiving dinner—turkey, of course, but what for vegetables—Irish potatoes or sweet potatoes, or both? And what for desert—pumpkin pie, mince pie or plum pudding? And should the dinner be just ample or is it necessary to have so much to eat that everybody staggers when he gets up from the table?

It might be interesting to know what our grandmothers did about it all. I have a copy of a letter about a Thanksgiving dinner that was written by a Connecticut lady in 1779—more than one hundred and fifty years after the first Thanksgiving dinner when the Pilgrims sat down with the Indian friends and gave thanks for their safety after that first difficult winter. It reads, in part: "Dear Cousin Betsy, This year it was Uncle Simeon's turn to have the dinner at his house, but of course we all helped. All the baking of pies and cakes was done at our house and we had the big oven filled for three days before it was all done. Neither love nor money could buy raisens but our good red cherries dried without pits did almost as well.

"Of course we could have no Roast Beef. None of us have tasted Beef these three years back as it all must go to the Army and too little they get, poor fellows. But Mayquittymaw's Hunters were able to get us a fine Deer, so that we had a good haunch of Venison on each table. These were balanced by huge Chines of Roast Pork. Then there was on one a big Roast Turkey and on the other a Goose and two big Pigeon Pasties. There was an abundance of vegetable of all sorts and one which I do not believe you have seen. Uncle Simeon had imported the seeds from England before the War began. It is called Sellery and you eat it without cooking.

"There was no Plum Pudding, but a boiled Suet Pudding, stirred thick with dried Plumbs and Cherries, answered the purpose. All other spice had been used in Mince Pies, so for this Pudding we used a jar of West India preserved ginger which chanced to be left from the last shipment.

"The day was bitter cold and when we got home from meeting, we were glad eno' of the fire in Uncle's Dining Hall, but by the time the dinner was one-half over, those of us on the fire side of the table were forced to carry our plates around to the far side of the other table, while those who sat there were glad to bring

their plates around to the fire side.

"We did not rise from the table until it was quite dark and when the dishes had been cleared away, we all got around the fire and cracked nuts and sang songs and told stories. My father said it was a goodly custom to hand down all worthy traditions from father to son as the Israelites were commanded to do at the Passover and as the Indians have always done . . ."

Well there it is . . . that was one of those "staggering" dinners, wasn't it? But the spirit of Thanksgiving was certainly there as it will be at all of your tables this year of 1949. Regardless of what food is placed upon them, I am sure that hovering over all the festive boards, there will be the tradition of thankfulness, the joy of family reunion, the affection of friends and the spirit of generosity that is so typically American. My prayers and best wishes for your happiness will be with you on that day.

—Gerry

TYPICAL TYPES—

(Continued from Page 13)

NANCY: "Let me tell you what my little daughter did last night."

BILL SCHNAUTZ . . . (at 3 P. M. in the back office): "going to press" (as he runs off the daily schedules)

WILLIE LOWRANCE: "I'll buy you a new pencil sharpener for Christmas."

JEAN FINN (after buying a new hat): "do you like it? Should I take it back?"

NEIL TERRELL: "Is Jack and the car here, or do I have to walk to Barrow-Grace again?"

LILLIE MAE: "Where have I hidden the oil for the organ?"

JOAN (Director of Birthday Activities): "When is your birthday, Blaine?"

ALL OF US AFTER HORACE HEIDT'S SHOW . . . "Wasn't it just the best show you've seen? The best in many a moon!"

FAMILY ALBUM—

(Continued from Page 10)

On guessing her name, I'll take a chance,

The "Who is it?" is bound to be Willie Lowrance."

Mrs. I. C. Strickland, Erick, Okla.

Others who recognized the October baby are: Miss Ethel White, Mangum, Oklahoma; Mrs. H. A. Bush, Olustee, Oklahoma; Miss Luvenia Blankenship, Walters, Oklahoma; and Mrs. B. E. Wigley, Wichita Falls, Texas.

Be sure and get your guesses to us as soon as possible so we can meet the Magazine "deadline".

KWFT CONTEST—

(Continued from Page 6)

see the pictures alone is worth \$1.50 per month."

Mrs. Gene Williams of Indianahoma, Oklahoma (winner of the three Dearborn circulating heaters, obtained through B. L. Trevathan Appliance Store in Wichita Falls,) writes: "Needless to tell of my thrill and excitement on hearing my name announced as a winner in your contest. Please accept my thanks and appreciation to all Staff members of the Listener. There is not much to tell about me. I am the wife of a farmer, 38 years old and mother of two girls—Carroll, 6 and Sharie, 4. Unfortunately I do not have gas but will keep the heaters hoping that it may soon become available."

Mrs. L. B. Jones of Wichita Falls won the four Goodyear super-cushion tires obtained through Paulk Tire Company at the Busy Corner in Wichita Falls. The tires served as a wedding anniversary present for the Jones'. Mr. Jones came down to see us first. Nancy, upon being informed who he was said, "Sonny did your mother enter the contest for you"—which of course was a big insult for a man of 21 with a year old son. But Nancy can not be blamed for her mistake, for both Mr. and Mrs. Jones look like high school students . . . and very attractive ones.

Mrs. Jones said she worked two days and nights on the contest. Mrs. Jones' mother says she worked too, because she kept baby, Stevie, while Beverly made "K's". Mrs. Jones is glad to get the tires but she wishes it had been a trailer house because, having a child, they can't find a place to live in Wichita Falls. Mr. Jones does not agree. He points out, "Now that we have good tires on our car and can go anywhere, maybe we can go to a town where they don't object to people having children."

We repeat—it was a good contest. We're sorry everybody couldn't win but we do hope you enjoy your Listener throughout the coming year.

BLAINE CORNWELL—

(Continued from Page 13)

He says this of his new association: "I like KWFT. I like the city of Wichita Falls and Texas and the Southwest, too. I hope it will be a mutual attraction. When my wife and the girls get here, the Cornwell family will be at its best. I can show off the distaff side and people will never notice my shortcomings because the girls outshine me two for one. Girls are always prettier than boys though . . . I'm happy I married one."

We are afraid that Blaine will be noticed regardless as he is a blond, six foot, two-hundred pounder. He also wears loud shirts.

Blain will be heard on KWFT from 4:30 to 5:30 P. M. each week-day and we know you will like him because we do!

KWFT Program Schedule

AM 620 KC -- FM 99.9 MC

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

MORNING

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

AFTERNOON

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

(Continued on Page 16)

KWFT LISTENER

(Continued From Page 15)

EVENING

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

Mrs. G. P. Golden,
 Rt. 2,
 Vernon, Tex.

Monday

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

Tuesday

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

Wednesday

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

Thursday

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

Friday

- Beulah Show
- Jack Smith Show
- Club 15
- Edward R. Murrow, News
- The Goldbergs
- The Goldbergs
- My Favorite Husband
- My Favorite Husband
- Joan Davis
- Joan Davis
- Abe Burrows
- Abe Burrows
- Young Love
- Young Love
- Capitol Cloak Room
- Capitol Cloak Room
- News
- Stars Over Texas
- Dance Orchestra
- Dance Orchestra
- Weather and News
- Dance Orchestra
- Dance Orchestra
- Dance Orchestra

Saturday

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

" THE FIRST NEWS "

6:30 - 6:40 A. M.

MONDAY THRU SATURDAY

AMALIE OIL COMPANY

Sunday

- 6:00—Jack Benny
- 6:30—Amos & Andy
- 7:00—Charlie McCarthy
- 7:30—Red Skelton
- 8:00—Corliss Archer
- 8:30—Horace Heidt
- 9:00—Contented Hour
- 9:30—Old Time Revival
- 10:00—News
- 10:15—Police Program
- 10:30—Dance Orchestra
- 11:00—Weather and News