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COMBINED

FAMILY ALBUM

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Norvell and Little Willie



Kids hurry home to the radio to hear Norvell (left) and Little Willie present their fun-loving program of songs and stories. Willie has been a favorite with children over the Southwest for ten years but never seems to become any older than the 13-year-old colored boy characterized on the air. Norvell Slater acts as "straight man" for Little Willie's countless boyish pranks.

Five and Fifteen Group



THE FIVE AND FIFTEEN GROUP—takes the air! This popular Fort Worth group is composed of five musicians playing fifteen different instruments. No, Waldo, not at once! Left to right: Faye Smith, Red Woodward, Ted Graves, Gene Baugh and Wayne Dunlap.



WILBUR ARD is known to thousands of listeners as *The Songweaver*, a character in which he appears as singer of old heart songs, hymns and ballads, together with bits of his own poetry and philosophic prose. As *The Songweaver*, Wilbur appeals to folks who love a down-to-earth type of program.



MARION ROBERTS — youthful pianist and recent winner of the G. B. Dealy Award. Mr. Roberts calls Fort Worth and Lubbock his home towns although he spends much time playing his favorite instrument in the Fort Worth-Dallas area.



THIS SMILING GROUP forms the cast of *The Kings and a Queen*, the musical show that swings through a happy, peppy program of songs, old and new. The Kings are (left to right, back row):

Dell Gibbs, who writes and announces the show, and Musicians Ed Hagan, Wilbur Ard, Freddie Martin, Johnny Thompson and Bert Dodson. In front are Queen Catherine Prince and Pianist Craig Barton.



NEWSCASTER PORTER RANDALL takes a ground school lesson in the art of handling a United States Air Corps Primary Training Ship at Hicks Field, near Fort Worth. Maj. B. S. Graham, field director, is the instructor.



MARIUS THOR—(Top right)—eminent Forth Worth Violinist—frequently heard as a soloist and as a member of various symphony orchestras. Mr. Thor teaches violin at Texas Wesleyan College and plays first violin in the Pro Arte Quartet.



HERE IS THE SINGING UTAH COWBOY, one western singer who knows how to mount a horse from the correct side—and stay in the saddle. Utah grew up on a picturesque ranch near Buffalo Gap in West Texas, taught himself to play the guitar and now he's a favorite on the radio with his songs of the Old West.

THE CAMPUS EDITOR—(Lower left)—otherwise known as Milton Atkinson, appears on the 570 ether scene weekly with news and gossip from nearly 20 college and university newspapers of Texas. Mr. Atkinson graduated from Texas Christian University in 1940. He's newly married.

ELMER BAUGHMAN has experienced every sort of an announcing chore during his eight years on the air. This background and his friendly personality enables him to quickly enter the proper mood for any type of program, whether it is



a group of hill-billy musicians or a concert orchestra. Elmer once roomed at college with Movie Star Tyrone Power and still corresponds with him. When not busy with announcing duties, he likes to go swimming—if the water isn't too cold.



DAVE BYRN — Announcer: Likes to work on Sundays. Is a gentleman farmer with a chicken ranch near Fort Worth. Is married.



Perry Dickey decided there was a great future in broadcasting shortly after he completed high school in Colorado Springs, Colo. After gaining some practical experience in radio, he went on to further his education at the University of Texas at Austin, later the University of Mexico. Perry is now a newscaster, editing and announcing several news programs daily.



GENE REYNOLDS — Fort Worth announcer—usually heard on early morning shows such as Boh and Mr. Reynolds is an expert ad libber.



THIS STRIKING GIRL is Nancy Jane Gates, a singing sensation on the air while still in her 'teens. Her beauty and talent has already attracted the attention of Hollywood movie scouts but she is most interested

at present in a broadcasting career. Nancy Jane is heard on a program of her own with the accompaniment of Guitarist Johnny Thompson and Pianist Craig Barton.



BEWLEY'S CHUCK WAGON GANG—one of radio's most popular mixed quartets. They've been singing hymns, popular and semi-classical numbers for more than ten years. They're members of the same Fort Worth family. Left to right: Dad, Anna, Rose and Jim. All are married. Radio is their hobby and profession, when not singing their way down the Lone Star Chain.

HERE ARE THE RANGE RIDERS, all tuned up and ready to go with a program of western roundelays, yodeling songs and musical numbers. This gang, which features only string instruments, includes (left to right) Garr, Doc, Shorty, Elmer, Red and Tooter. Proud as they are of their music, the boys are even more proud of their fan mail which comes from all over the United States, many places in Canada and Nova Scotia and from as far distant as Puerto Rico.





Pointing like a silver needle into the sky, the WFAA-WBAP 653-foot vertical radiator has the distinction of being the tallest man-made structure in the Southwest. As an added example of its great height, the tower is 98 feet higher than the famous Washington monument. This 170,000-pound structure rests on a porcelain insulator only 12 inches in diameter, and is held erect by supporting guy wires that will enable the tower to withstand a wind velocity

of 110 miles an hour. As a warning for airplane pilots, the tower is lighted with red lamps, placed at 100 foot intervals, with a flasher beacon at the very top which winks 40 times per minute. Due to this fine tower, its ideal geographical location near Grapevine, Texas, superpower and clear channel, WFAA-WBAP has the largest 50,000 watt primary coverage area in the United States.



THESE CANDID SHOTS show the Tin Type Theater in action with one of the mellerdrammers. The plays give young actors and actresses a great opportunity to obtain valuable radio dramatic experience. Dramatics Director Cecil Hale (top left) supervises the plays, handling the sound effects and often plays leading roles.



D e d i c a t i o n

We humbly dedicate this effort to you, the reader — and — we trust, another member of the ever-increasing WFAA-WBAP-KGKO Listening Family!

On each of the following pages you'll find a sincere effort to acquaint WFAA-WBAP-KGKO listeners with the men and women who work untiringly to make your radio hours happier and more profitable.

And as we finished page after page and sent them to the printers we could not but help feel a certain amount of pardonable pride realizing the strides THIS THING CALLED RADIO has taken in but a few short years.

Just 19 years ago a few daring pioneers tickled their crystal sets with a "cat-whisker" and through a pair of head phones heard "music" and "speech" from as far distant as 100 miles. Later, the radio vacuum tube came into prominence and folks heard the Sunflower Girl, the Hired Hand, Adams Colhoun, Peg Moreland, the Two Black Crows and other immortals from a distance several times greater than one hundred miles.

Today, just 19 years later, we can flood the room with the history-making speeches of besieged royalty, fill the living room with the wail of air raid warnings, or relax to the high fidelity reproduction of a Toscaninni Symphony or a Metropolitan Opera performance. But—who made these strides possible? You—the listener—of course —and that's why we dedicate this work to you!

Respectfully,
The Staffs
WFAA-WBAP-KGKO

The Texas Quality Network

THE TEXAS QUALITY NETWORK offers Southwestern listeners the facilities of one of the most important regional networks in the nation. TQN, as it is known to thousands, links into a broadcasting chain Stations WFAA, Dallas, WBAP, Fort Worth, KPRC, Houston, and WOAI, San Antonio.

Plans for the network were inaugurated early in 1934 and after careful preparation, the first TQN program was broadcast on September 10th of that year. From that date, high quality telephone lines contracted for on a twenty-four-hour basis have kept the four stations knitted together into a unit that is heard several times daily on every day of the week.

Programs presented on the Texas Quality Network are heard regularly over most of Texas and large portions of Oklahoma, Arkansas, Louisiana and New Mexico. This tremendous coverage is due largely to the great signal strength of the network stations.

Stations WFAA-WBAP, whose mutual transmitter is at Grapevine, midway between Dallas and Fort Worth, speaks with 50,000 watts power on an excellent frequency. Station WOAI's 50,000 watts gives its territory prime service and complete coverage from San Antonio. Station KPRC speaks from Houston with 5,000 watts daytime and 1,000 at night. This gives TQN a total strength of 105,000 watts.

To millions of listeners throughout the Southwest, the Texas Quality Network is a true expression of its title — programs of the highest quality for the finest listeners in the nation.

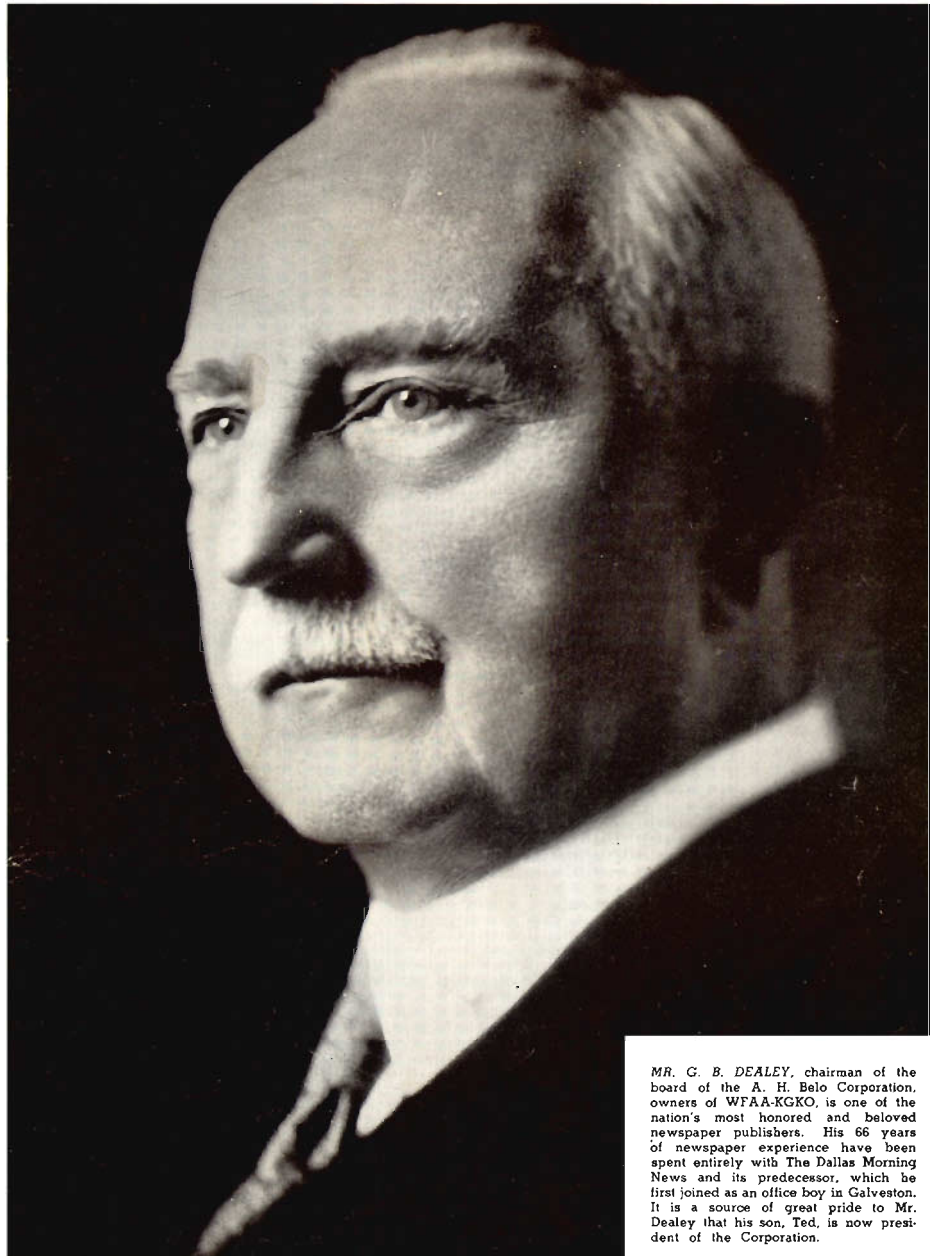
The Lone Star Chain

"LSC," as it's affectionally known in the Southwest, was dedicated September 15, 1939 with a quarter-hour broadcast by the Bewley Mills' Chuck Wagon Gang, under the verbal guidance of Cy Leland.

"LSC" consists of six star regional stations and affords holeproof coverage from the Texas Panhandle on the North to the Rio Grande on the South, and from Shreveport on the East to Lubbock on the West. Intensive coverage is made of such wealthy and ever-growing cities as Dallas, Houston, Fort Worth, Amarillo, San Antonio, Waco, Austin, Weslaco, Wichita Falls, Corpus Christi, Brownwood and Mineral Wells.

Stations, their location, frequency and power follow: KGKO, Fort Worth-Dallas, 570 kilocycles, 5,000 watts day, 1,000 watts, night; KGNC, Amarillo, 1410 kilocycles, 2,500 watts day, 1,000 watts night; KRIS, Corpus Christi, 1330 kilocycles, 500 watts; KXYZ, Houston, 1440 kilocycles, 1,000 watts; KTSA, San Antonio, 550 kilocycles, 5,000 watts day, 1,000 watts night, and KRGV, Weslaco, 1260 kilocycles, 1,000 watts.

And so, kind readers, the next time you hear an announcer on one of these stations say: "This is the Lone Star Chain!" you'll know whereof you listen!



MR. G. B. DEALEY, chairman of the board of the A. H. Belo Corporation, owners of WFAA-KGKO, is one of the nation's most honored and beloved newspaper publishers. His 66 years of newspaper experience have been spent entirely with The Dallas Morning News and its predecessor, which he first joined as an office boy in Galveston. It is a source of great pride to Mr. Dealey that his son, Ted, is now president of the Corporation.



“We’re the Light Crust Doughboys From the Burrus Mills”

—so they sing every weekday from Fort Worth along the Texas Quality Network. Left to right: Zeke, Cecil, Bashful, Parker Willson, Abner, Snub, Junior and Knocky. All the boys are talented musicians, several having played previously with big name dance orchestras. Willson, program emcee, sings in a rich baritone and is a former member of NBC’s Chicago dramatic staff. For further details —write Mr. Willson.

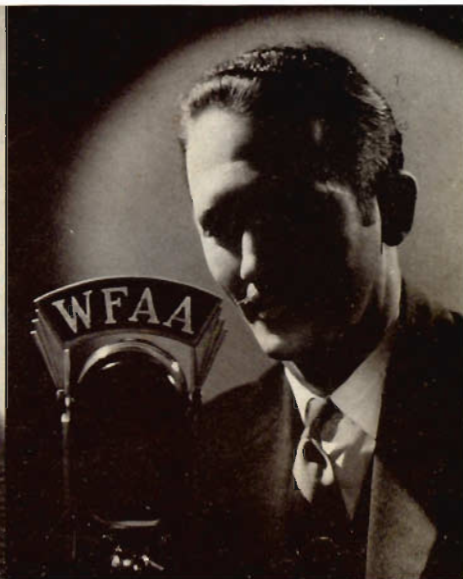
Mrs. Tucker's Smile Program



(Left) *THESE FRIENDLY FOLKS* are Lou, Sue and Elmer (left to right), the Tucker Trio, who appear regularly on the Mrs. Tucker's Smile program. This versatile group brightens Smile Time with popular western tunes, old familiar favorites and ballads your mother sang.



MARY TUCKER, Smile Girl of the Southwest, has been the featured star of Mrs. Tucker's Smile Program since its first broadcast in February, 1933. With the ten fastest fingers in radio, she has earned her place as one of the favorite pianists on the air.



THIS IS YOUR FRIEND, BILL WEBB, poet, philosopher and dealer in simple truths. His sincere and comforting voice is known and loved by many thousands of Southwestern listeners. Bill's words of wisdom bring sunshine into the home.



THE TEXAS COWGIRLS—have Phil Spitalny's all-girl combination whipped a mile when it comes to range ballads, so say Cowgirls listeners. Typifying Fort Worth's slogan, "Where the West Begins," these gals are not only talented musicians but they are expert horsewomen. Left to right: Bess, Sue,

Sally, Margie and Bertie. All are single (at present writing), three are teachers of their respective instruments; they like making personal appearances around the countryside; hobbies range from sewing to roping. Favorite dish: fried chicken.