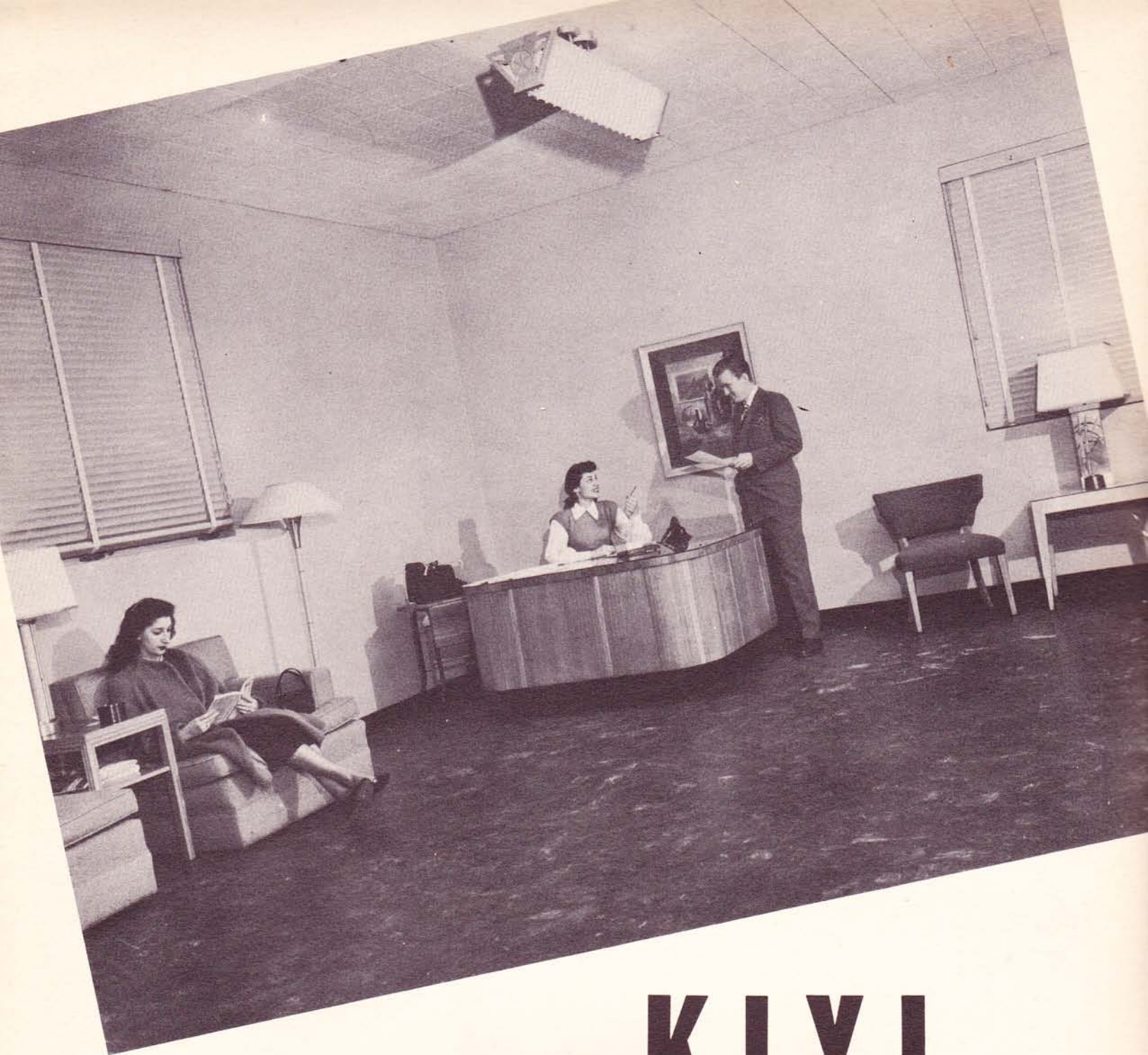


GOING FORWARD WITH
RADIO
As Presented By

KIXY
Radio Town

ABEL

FIRST ANNUAL RADIO TOWN SCRAPBOOK



KIXL

The studios of **KIXL** and **KIXL-FM** are located at 1401 South Akard Street in Dallas. As you enter this gleaming reception lounge the first person you meet will be our receptionist, **Hannah Webberman.**

Compliments Of:

KIXL-FM

KIXL

The Voice of Radio Town

. . . is truly an unique radio station.

Conceived by Lee Segall the station has, from its inception, called for lively, highly original programming. In order, however, to get a complete insight into the background of KIXL let's back up the calendar a few years.

Back in the early thirties, Lee Segall was the manager of one of Houston, Texas' largest dairy plants. Then in 1935, he got an idea for an entirely different type of radio program. He wanted to gather a group of unknown persons, place them before a microphone and let them try to answer a few well-known questions. But it was not an easy idea to sell. In fact it was nearly two years before candymakers Mars, Inc. finally bought the show and "Dr. I.Q." went on a coast-to-coast network.

This meant that "Dr. I.Q.", the grand-daddy of all quiz shows, was Lee Segall's first attempt in the fantastic field of Radio. Since then Segall has been the guiding hand behind many a successful network radio program, working with and producing shows for Eddie Howard, Carol Bruce, Henny Youngman, the incomparable Hildegard, Melvyn Douglas, Robert Taylor and others too numerous to mention. When Mr. Taylor flew in for the opening broadcast as KIXL hit the air at exactly 10:40 the morning of June Eighth . . . he had this to say:

"In Hollywood we have to work on entertainment that we think will please the whole country and try to hit a level . . . with KIXL you can reflect the tastes and thinking of Dallas and become an integral part of the community . . . it's a wonderful and challenging chance!"

Then, during World War II, Segall created a new Quiz idea for the U. S. Army called "What's your Name, Soldier"? It was during this time that Segall became acquainted with Tyrone Power (the photograph of the painting of Tyrone Power on this page was done by Norman Rockwell and presented by Mr. Power to KIXL) and that he conceived the idea for a post-war radio station right here in Dallas. Mr. Power liked the idea so well that he himself became a stockholder.

Finally, in June 1947, KIXL went on the air with KIXL-FM soon to follow and Dallas listeners have since been treated to uncommon radio fare. Now commonly known as "Your Daytime Good Time", the station brings to its already vast audience such new and different ideas as you will find expressed in this booklet.

The station wants to give you the kind of programs YOU want! If you want organ music at 8 o'clock in the morning — say so . . . classical music at noon — say so. If you want Bing Crosby in person — say so — but don't expect it! The staff at KIXL firmly believes that listeners should have the real voice in deciding what goes out over a radio station and KIXL and KIXL-FM will operate on that theory . . .



LEE SEGALL



TYRONE POWER



HERE IS SOMETHING TO THINK ABOUT...

You shouldn't be courteous to a person because HE is a gentleman . . . but because YOU are one!

In the old days . . . a man who saved money was a miser. In 1948 . . . he's a wonder!

It seems that on Dallas women . . . Skirts are getting so long nowadays . . . that men must learn to remember FACES!

January is a particularly dangerous month to gamble in!
Other bad months are . . . February . . . March . . . April . . . May . . . June . . .
July . . . August . . . September . . . October . . . November . . . and December!

A Dallas married man sent us this one:
There are two periods in a man's life when he doesn't understand a woman . . . BEFORE marriage . . . and AFTER marriage!

A KIXL listener who is evidently married sent us this one . . .
To be sure that you have the last word with a woman . . . APOLOGIZE!

Here's How Its Done



Here is something to think about.



Don't take life so hard . . . you'll never get out of it alive anyway.



Think it over!

Here's one way to look at marriage . . .
When a woman takes in washing for four dollars a day . . .
That's LABOR!
When she does it for nothing . . .
That's MARRIAGE!

This is one definition of faith . . .
The quality that enables people to eat blackberry jam on a picnic without looking to see if the seeds are moving!

Here's a word of encouragement to bald headed men . . . IT'S NEAT!

There are some people who . . . even in heaven . . . will complain that their cloud is damp . . . and their halo is a misfit!

A fashion expert in Dallas tells us that the 1948 bathing suits will be two bandannas . . . and a WORRIED LOOK!

If a man removes his hat in an elevator . . . it means two things.
One . . . he has good manners . . . and Two . . . he has hair!

Life must be worth living . . .
The cost has doubled . . . and we still hang on!

The wife who drives from the back seat usually is no worse than the husband who cooks from the dining room!

Whenever you begin to feel discouraged about the way things are going in this country . . . remember . . . that it's a striking coincidence that **AMERICAN** ends in . . . **I CAN!**

Money may buy the **husk** of many things . . . but not the **kernel**.

Money brings you **food** . . . but not **appetite**.

Money buys medicine . . . but not **health**.

Money brings acquaintances . . . but not **friends**.

Money buys servants . . . but not **faithfulness**.

Money buys **Days of Joy** . . . but not **peace** or **happiness!**

Take time to work . . . it is the price of success.

Take time to think . . . it is the source of power.

Take time to play . . . it is the secret of perennial youth.

Take time to read . . . it is the fountain of wisdom.

Take time to worship . . . it is the highway of reverence.

Take time to be friendly . . . it is the road to happiness.

Take time to dream . . . it is hitching your wagon to a star.

Take time to love and be loved . . . it is the privilege of the gods.

Take time to look around . . . it is too short a day to be selfish.

Take time to laugh . . . it is the music of the soul.

Take time to play with children . . . it is the joy of joys.

Take time to be courteous . . . it is the work of a gentleman.

With righteousness in the heart . . .

there will be beauty in the character.

With beauty in the character . . .

there will be harmony in the home.

With harmony in the home . . .

there will be order in the nation.

With order in the nation . . .

There will be peace in the world.

When you marry him . . . love him.

After you marry him . . . study him.

If he is honest . . . honor him.

If he is generous . . . appreciate him.

When he is sad . . . cheer him.

When he is talkative . . . listen to him.

When he is angry . . . ignore him.

If he is noble . . . praise him.

If he is secretive . . . trust him.

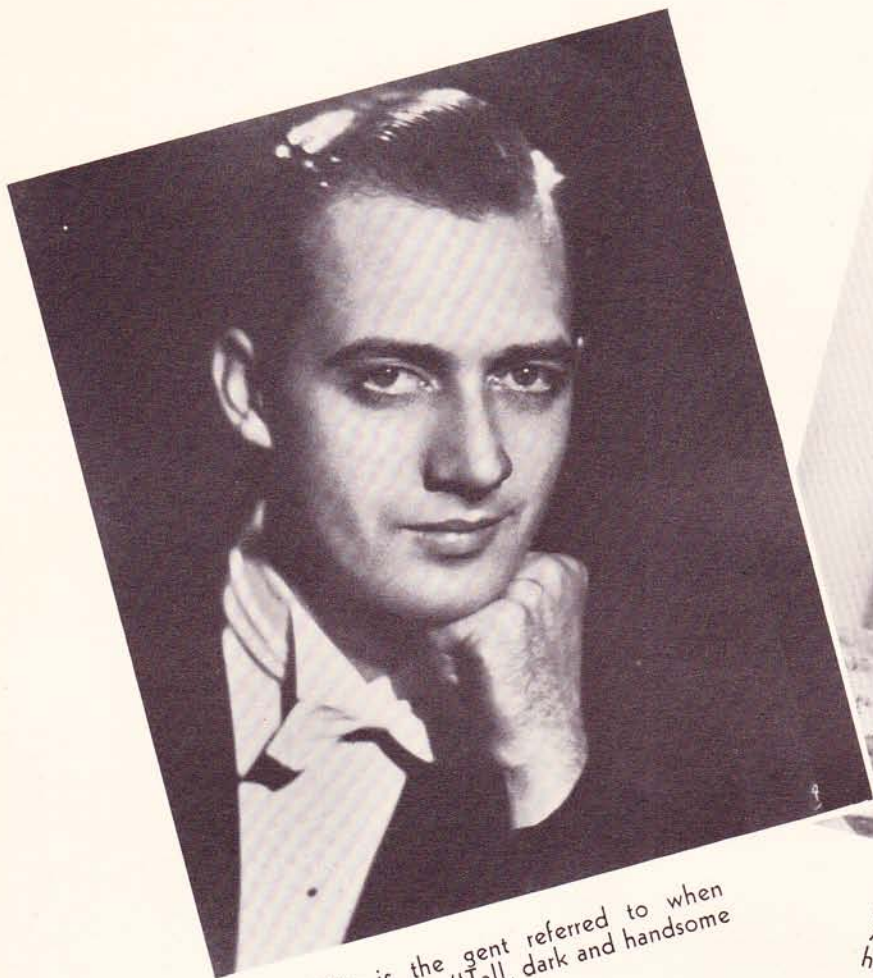
If he is jealous . . . cure him.

When he deserves it . . . kiss him.

Let him think how well you understand him . . . but **NEVER** let him know you **MANAGE** him!

... THINK IT OVER!

DENNY BECKNER



This is the gent referred to when people say "Tall, dark and handsome Denny Beckner".



This is the versatile Denny Beckner, pretending to score some music. Actually, there's a cross-word puzzle hidden back there.

... "Personality" is a word that was cooked up by lexicographers after they heard about Denny Beckner. But they were years late, because Denny has been wowing folks ever since he uttered his first "wow" in a San Antonio, Texas hospital.

... The nurses swooned and the doctor applauded (using one hand and one of Denny's cheeks) and Denny was so impressed, he waited only nine years before signing up with the famous Al G. Fields Minstrels. So that his parents wouldn't get lonesome, he arranged parts for them in the same show.

... He crowded a life-time of events in the next eighteen years — schooling at Marshall College in Huntington, West Virginia — tent shows, vaudeville, boxing, master-of-ceremonies and finally as band maestro, vocalist and entertainer.

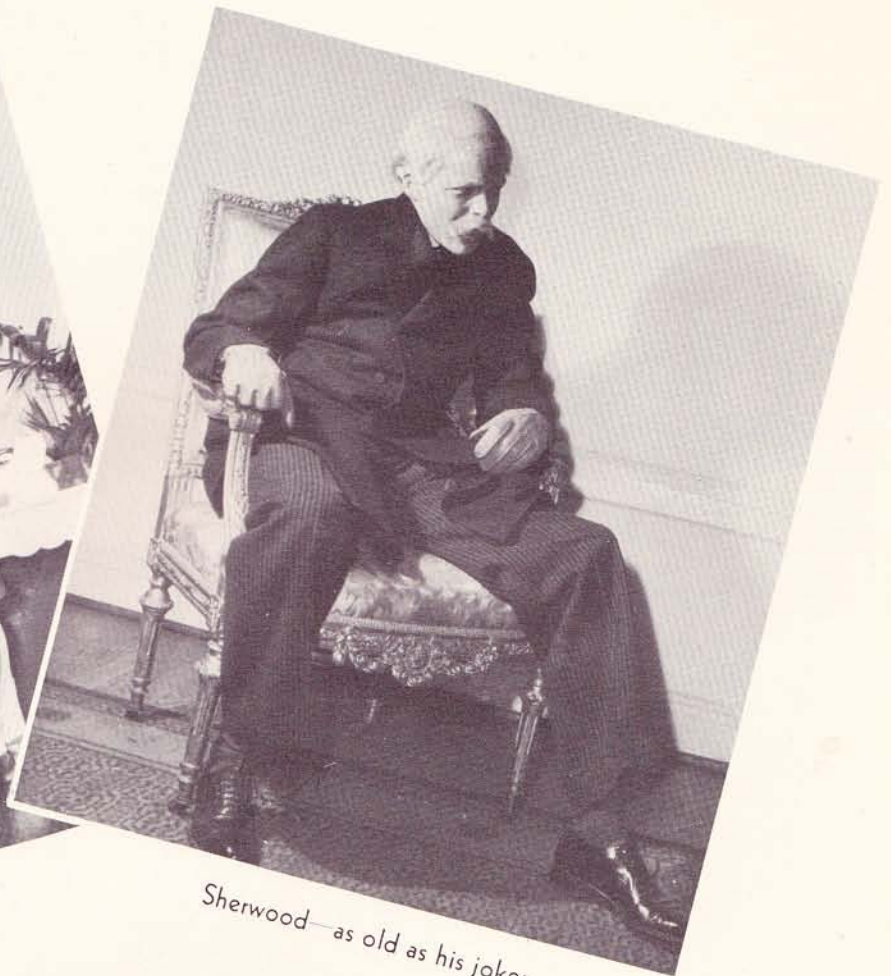
... Toss in six months devoted to a USO tour in the South Pacific and the Aleutian Islands and it brings events down to today and Denny Beckner's rightful claim to the title "One Man Show". And with such a background, Denny not only knows what the customers like — he knows how to give it to 'em. And does — on KIXL's Denny Beckner program Monday through Friday 3:30 to 4:15 p.m. That goes, whether it's on the zany side or for the so-called cultivated palates.

... "Way back when", Denny confessed to talent for plunking a bull fiddle, but it took up too much room in his airplane and besides, he prefers the company of his beautiful blonde wife, Doris. When Denny isn't cooking up new program ideas — he relaxes by writing song hits or watching a good wild and wooly horse opera. In fact, if he had it all to do over again — he'd like to be a cow-hand!

CHARLES SHERWOOD



"I have a lady, Doctor".



Sherwood—as old as his jokes.

The other day we asked Charles Sherwood to tell us briefly the story of his life. He was brief, all right. Here's what he told us:

When I was a little baby, my mother and father took me shopping with them. While mother was in the store, my father started to wheel away a carriage. Mother ran out of the store . . . screaming . . . "THAT'S NOT CHARLIE. That's THE WRONG BABY!" . . . My father said. "Shhh . . . quiet . . . IT'S A BETTER CARRIAGE!"

Things like that happened for nearly two hours and Charlie was still only 2½. We'd have been there yet if we'd let him bring us up to date.

Seriously though, Charlie has had a somewhat more than interesting career. Here are just a few of the highlights:

Charles Sherwood spent seven years of his eventful life in Hollywood as an actor doing free-lance work (meaning that he was attached to no particular studio) in Radio. He later left this lucrative field to go to the Trading Post Playhouse where they featured old-time melodrama. It was there that he got paid off every night with coffee and ginger bread. (So help us—it's true!)

Eventually tiring of that diet, Charlie headed back to the Middle West where he played the original showboat "Goldenrod" in St. Louis, doing leads in such unforgettable epics of the Eighties (these were return engagements—Charlie isn't really as old as he appears in the above photo) as "Lena Rivers", "The Fatal Glass", and "The Drunkard".

Then came another sojourn back into the Radio Field. Charlie became an actor and announcer at Radio Stations KXOK and KMOX in St. Louis. It was there that he wrote and produced his own show, "The Diary of Dan Dulaney."

Finally, in June 1947, Charlie came here to KIXL. And that's the reason that things go "From Bed To Worse" each morning on KIXL from 7:30 until 8:00.

Here is one of Charlie's favorites from our "Think It Over" files:

Whether you're rich or poor, it's nice to have money.

CONFUSION REIGNS IN STUDIO "A"



As you sit by your radio serenely enjoying one of the many shows originating in KIXL'S Studio "A", you'd never dream of the "confusion" and "excitement" that's going on backstage. Now don't get us wrong—our staff is really very calm about the whole business. It's this studio of ours (see photo)—it just won't stand still. You see, every time one of our announcers starts emoting, one of those large cylinders gets excited and begins to quiver. Then when someone strikes a note on our Hammond, another cylinder starts quivering. As a matter of fact, when a full orchestra goes to work in there, the whole studio gets as jumpy as a Senator during election year.

Of course, all this is all right with us. In fact, we persuaded the famous Dr. Wayne Rudmose (inset) to spend a lot of time and effort designing a studio that would do just the things we've been talking about and give us the final desired result: sounds that are full-bodied without being "mushy". And here are a few of the items he had to take under consideration: The room had to "float." And it does, too! It's completely cushioned by steel springs and some "spongy" materials. Even the doors had to float—and they weigh 145 pounds each. It had to be completely unsymmetrical—each one of those large "cylinders" is a different size.

It had to have as many right angles as possible.

Each "cylinder" had to be made individually.

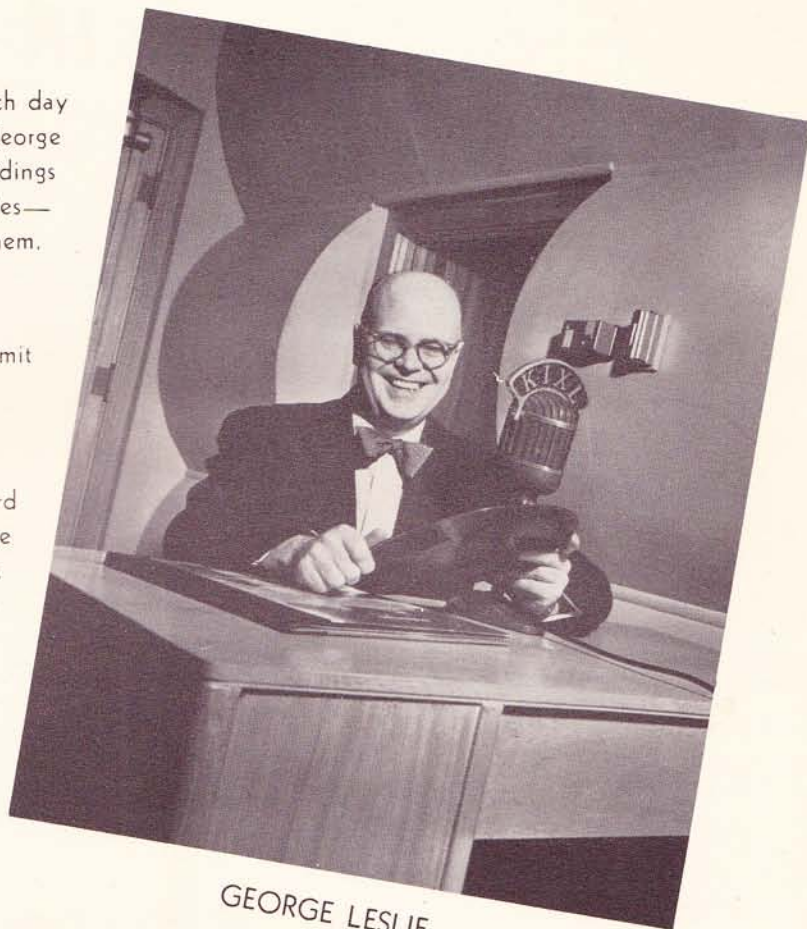
And finally, it had to be the only studio of it's kind anywhere. So what happens? The poor sounds are so diffused, confused and broken up that they just lie down and quietly die without leaving behind any unwanted echoes. That's why, when music from our studios finally reaches your ear, you hear the full rich tones almost exactly as you would hear them if you were sitting right here with us at KIXL.

ODDS AND ENDS ABOUT ODD RECORDS

The man who picks and chooses the recordings you hear each day except Saturday on KIXL's "Midday Masterpieces" is George Leslie who, during his many years of association with recordings and recording studios, has gathered together a wealth of stories—stories of and about records and the people who make them.

Unfortunately our space here is limited, but herewith we submit a few of the stories we think you may enjoy.

A few years ago a major recording company decided to record the love duet from "Madame Butterfly" starring two of the favorites of those days — Enrico Caruso and Geraldine Farrar. Everything was in readiness save for the great Caruso himself— for some reason he simply had failed to show up. So the remainder of the cast waited — and waited. Miss Farrar became more and more exasperated. However Caruso finally arrived and the recording was made. It was good too — except for one phrase inserted by Miss Farrar that went unnoticed for over three years. Instead of "Si Per La Vita" toward the end of the number she slyly managed to slip in the words "He's had a highball."



GEORGE LESLIE

Too numerous to mention are the stories about various artists ad-libbing their way through a recording (Gertrude Neisen and Bing Crosby have done it often) and pianos suddenly going flat half-way through a performance. But the story of the fabulous Florence Foster Jenkins is one that must be retold.

For many years Florence was forbidden by her mother to sing professionally, however, after her mother's death, she decided to give it a try, donating all her profits to a charity. Whether she knew it or not is still a question but there is no doubt about the fact that Florence just couldn't sing! As a matter of fact on one twelve inch recording of the aria "Queen of the Night" from Mozart's opera "The Magic Flute", she managed to hit just one note exactly on pitch. Nevertheless, surprisingly enough, whenever Florence was scheduled for a performance, every ticket was sold out far in advance. Many of the patrons were often known to laugh until they cried; but Florence, not to be discouraged, simply stated that her audience had been touched to the point of tears.

Furthermore Miss Jenkins never stopped singing. Two nights before her death — veritably on her last breath — she cleared three thousand dollars from a concert at Carnegie Hall.

In London in 1902, Emma Calve was recording a selection from "Carmen". She did an excellent job until she reached the final high note which fell very flat. Of course, all the efforts of the musicians were for nought because Emma stopped short and in a terrified voice exclaimed, "Mon Dieu, c'est terrible".

Which reminds us, during the making of another recording in London, Sir Thomas Beecham was unable to hear the percussion instruments which, as you may know, are situated at a considerable distance from the conductor. He therefore suddenly stopped the orchestra and fairly screamed, "I say, what's cooking in the kitchen department?"

Another recording company recently released a disc made by the London Philharmonic Orchestra directed by Sir Thomas Beecham of Berlioz' "Damnation of Faust". If you own this recording, you've probably heard Sir Thomas step down from the podium and remark "Thank you very much, Gentlemen."

JOHN WILSON



You'll hear John Wilson regularly on KIXL reading your favorite poetry. This is his favorite:

"I love you not only for what you are, but for what I am when I am with you.

"I love you not only for what you have made of yourself, but for what you are making of me.

"I love you for the part of me that you bring out.

"I love you for putting your hand into my heaped-up heart and passing over all the foolish and frivolous and weak things that you can't help dimly seeing there, and for drawing out into the light all the beautiful radiant belongings that no one else had looked quite far enough to find.

"I love you for ignoring the possibilities of the fool and weakling in me, and for laying firm hold on the possibilities of the good in me.

"I love you for closing your ears to the discords in me, and for adding to the music in me by worshipful listening.

"I love you because you are helping me to make of the timber of my life not a tavern, but a temple, and of the words of my every day not a reproach, but a song.

"I love you because you have done more than any creed could have done to make me happy.

"You have done it without a touch, without a word, without a sign.

"You have done it first, by being yourself."

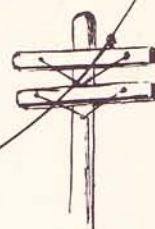
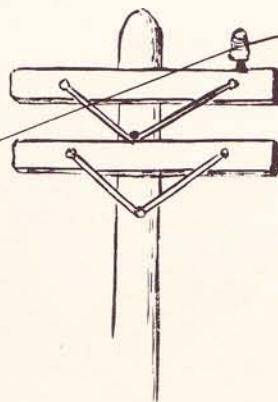
After all, perhaps this is what love means.

One of my favorite stories springs from something that happened when I was doing the "John Q. Public" broadcast from in front of a downtown theatre. I was talking to a pretty young girl, about sixteen, and asked her if she had ever met a movie star. She said she hadn't. Then I asked who her favorite was. Luckily for me, she said Tyrone Power. Then I asked, "What would you do if you turned around right now and Tyrone Power walked up and said "Hello" to you. She beamed at me, "Why I'd just naturally faint dead away!" Unknown to the young lady, I had Tyrone Power waiting in a car parked right there at the curb, where, he could hear every word over the car radio. When he heard his "cue" he walked up behind my young friend and said . . . "Well, Hello, Betty . . . how are you!" Betty turned red . . . then white . . . then started to shake, but not one word could she manage. Ty asked her if she didn't want to welcome him to Dallas, and all she could muster was a nervous but enthusiastic shake of her head. When Ty left, I tried to ask Betty how she felt when she met a movie star, but she looked at me with stars in her eyes, and stunned silence which wasn't exactly the thing a microphone picks up best.

John Wilson comes to KIXL as Production Manager via CBS and two of the largest advertising agencies in New York where he was writer-producer for Ted Malone, and was associated with such shows as *We, the People*, *Harvest of Stars*, *Vox Pop*, *Grand Central Station*, *Men of Vision*, and many others. John is heard on several KIXL broadcasts including his popular "Sentimental Journey" from 11:00 to 11:15 daily.

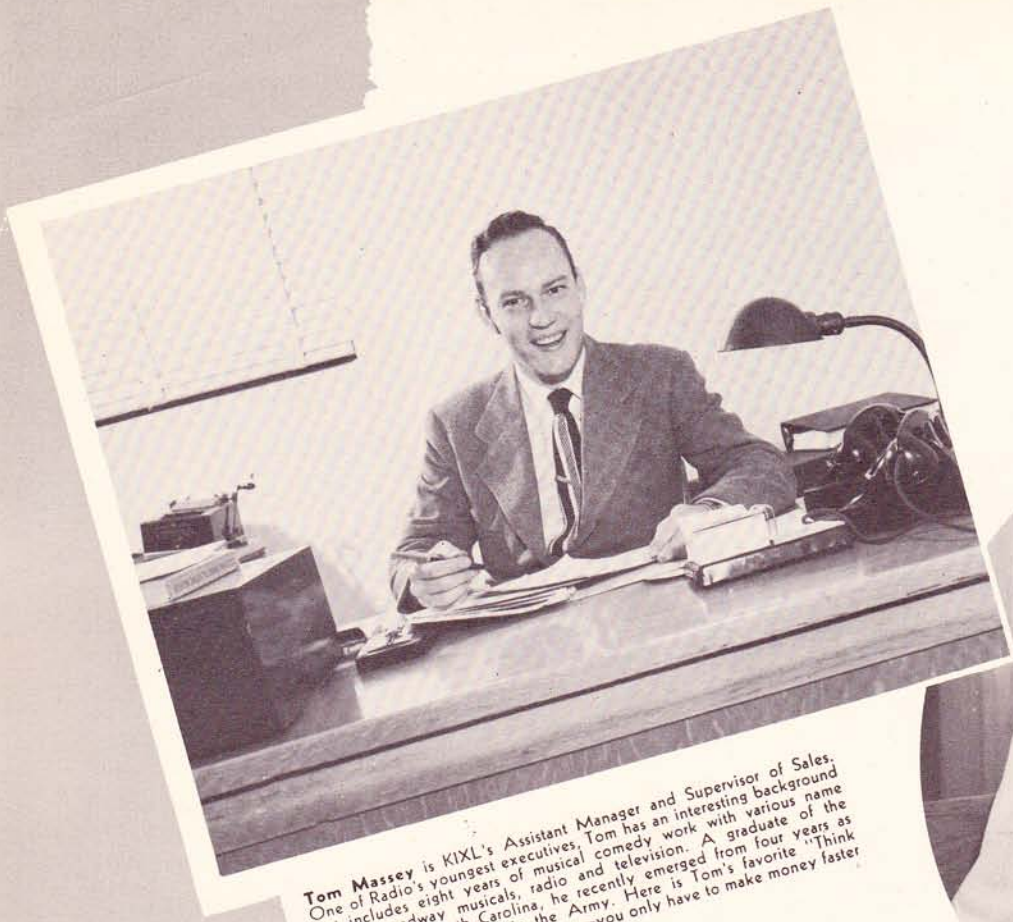
KIXL

DON'T SAY "HELLO"



Almost since the time Alexander Graham Bell invented a gadget called the telephone, English-speaking peoples all over the world have been answering the almighty instrument with a single word: "Hello". Ah, but that's no longer so here in the Dallas area. Oh, No! They're not taking any chances. And the above photo shows why. Had the young lady pictured simply said the word "Woosie" when she picked up the receiver, she would have been the proud recipient of a goodly sum of money. But, since that isn't the case, the announcer adds another dollar to the evergrowing "Woosie" jackpot.

BACKSTAGE



Tom Massey is KIXL's Assistant Manager and Supervisor of Sales. One of Radio's youngest executives, Tom has an interesting background that includes eight years of musical comedy work with various name bands, Broadway musicals, radio and television. A graduate of the University of North Carolina, he recently emerged from four years as Special Service Officer in the Army. Here is Tom's favorite "Think It Over": Saving is a simple matter—you only have to make money faster than you spend it.



Ted Strauss of the Sales Department makes a last minute change in one of the sponsor's commercial announcements.



William Smith and **Ray Carpenter** of KIXL's Sales Department hold a discussion before the all-important blackboard showing the station's program schedule. From this schedule these men can tell at a glance what periods are still open for sponsorship.



The members of KIXL's Continuity Department develop entire programs from a single idea. They are, left to right: **Shirley Harris** of "Household Harry" fame; **Helen Barnes Bassett**, a graduate of Northwestern University; **Betty Moore**, who holds a degree in Musicology from Cornell University; and **Bob Schultz**, a professional Best Man before entering Radio.

AT KIXL



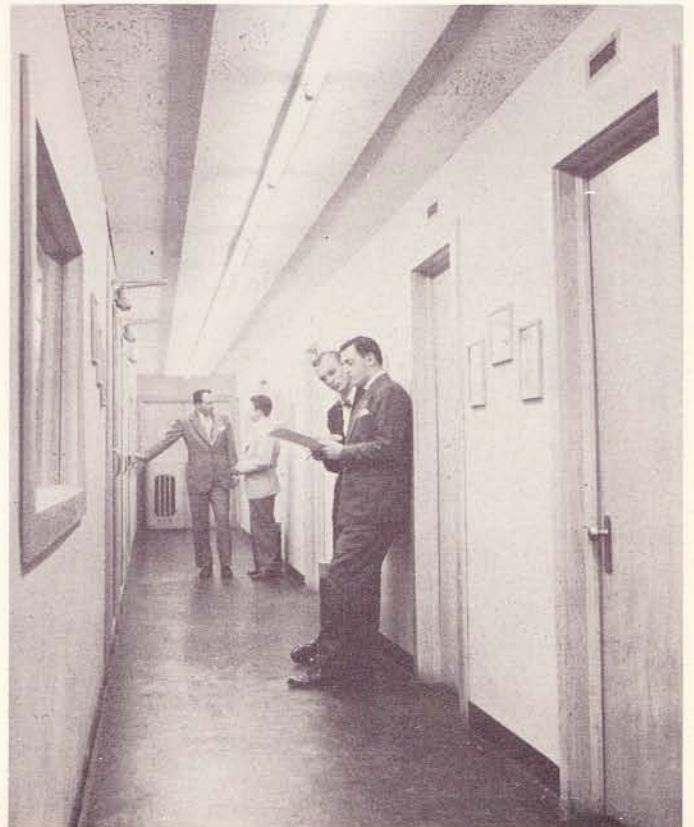
Charles Payne is our Program Director. Like many other radio people, Charlie's family wanted him to be a doctor; but he had other ideas. Working hand and glove with the Production Manager, he supervises all music, and creates formats for new shows.



KIXL's Traffic Manager, Helen Wilensky (left) works out a day's schedule with the Program Director as **Frances Faires** copies the various entries.



KIXL's Mobile Broadcast Unit is made ready for an out-of-the-studio program by the station's porter, **Ozell Franklin**.



This is KIXL's famous Corridor of Celebrities. Along these walls hang photographs of some of Radio's most famed artists and directors—people whose good wishes were with the station from its inception.

BEHIND THE MIKE...

KIXL

Here is Maury's idea of a perfect announcer

A voice like Harlow Wilcox

A Master's Degree in Radio and Speech

A B. A. in Music . . . Must also play piano

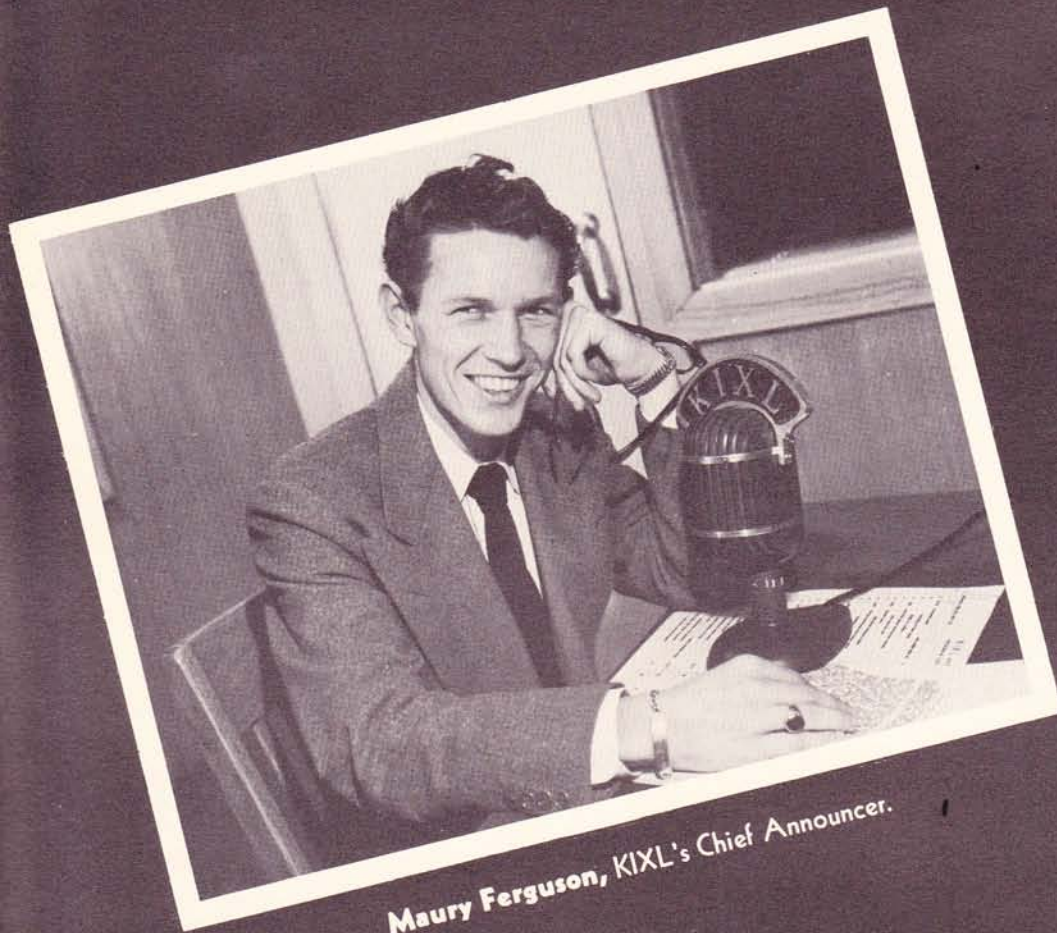
Can quote FCC verbatim

Able to operate control board in engineer's absence

Live graciously and dress like Clark Gable
\$50 per week

Can work seven days a week, Christmas and New Year's Day

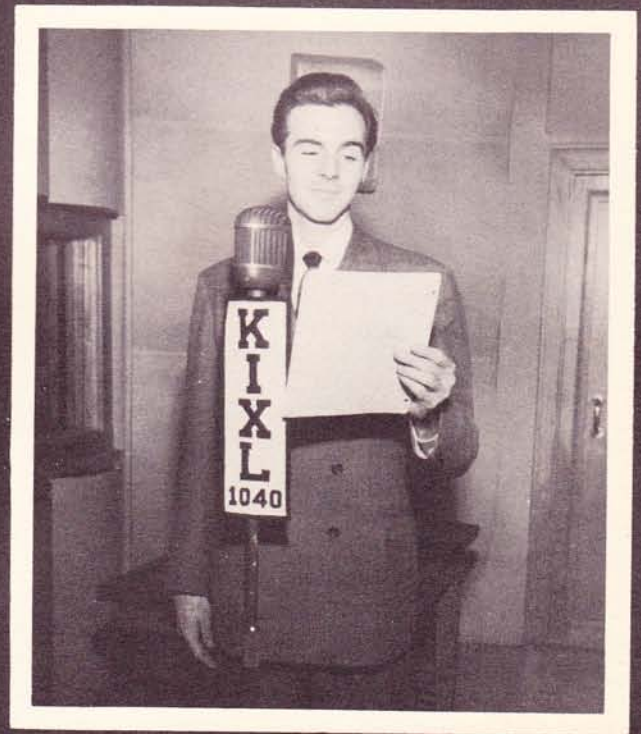
If you know of such a man . . . air mail to Radio Town for a two week trial period.



Maury Ferguson, KIXL's Chief Announcer.



Charles Sherwood, featured on "From Bed To Worse".

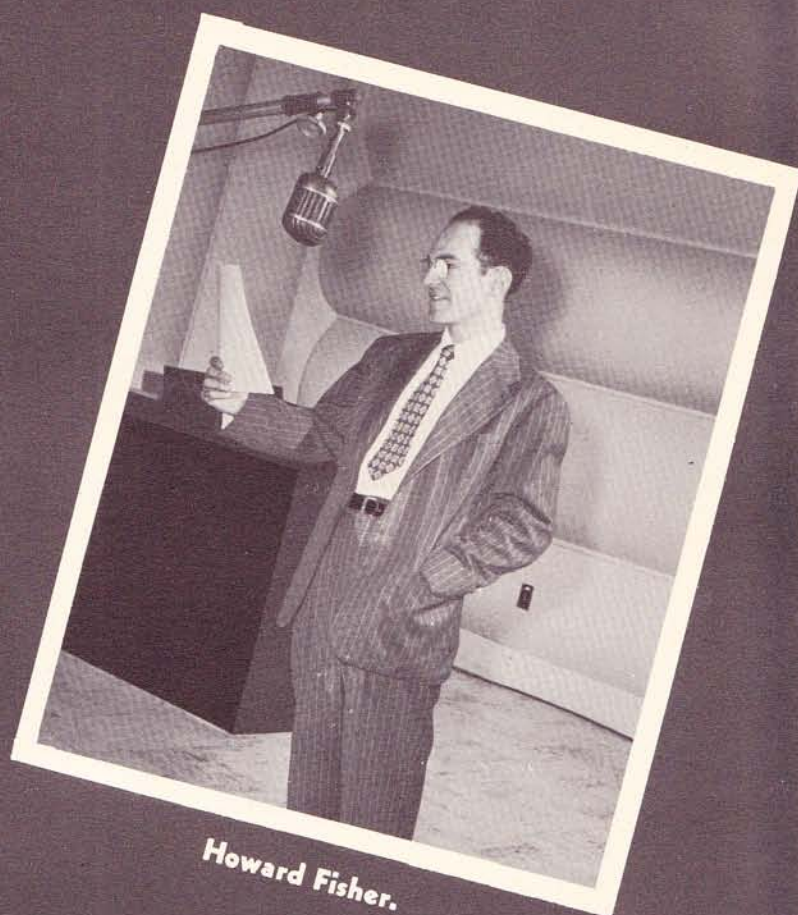


Brad Olson.

24 HOURS A DAY...ON...



Charles Proctor.



Howard Fisher.

AND KIXL-FM



Mel Parks.



Al Mann.



David Key.

Lee Segall, who owns Radio Station KIXL, is the man who invented the now-famous "Dr. I. Q." program, and who still writes the majority of the questions submitted for use on the program. We therefore submit here a list of the best questions used on that show during the past ten years, as selected by Mr. Segall. If you're planning a party soon, see if you can stump your friends with a few of these dizzy mental-spinners. But you'd better try them on yourself first. You'll find the correct answers on the last page of this album. Ready? Let's go!

- 1—To start off with a chuckle, ask a person to say three times real quickly . . . remember, insist they say three times **real quickly** this sentence: Chew Chew till your jaws drop!
- 2—This next question usually gets a wrong answer:
How many fingers on your right hand?
How many fingers on your left hand?
How many fingers on both hands?
(now ask real quickly) How many fingers on ten hands?
- 3—Does a phonograph record revolve around the needle, or does the needle revolve around the record?
- 4—Technically speaking, what is the main reason why the first day of the week should not be called **Blue Monday**?
- 5—When a baseball is thrown in a **straight line** from third base to first base, will the ball pass behind, in front of, or directly over the pitcher's box?
- 6—If the tomorrow of day before yesterday was yesterday, when is the yesterday of the day after tomorrow?
- 7—Why will a female cricket never chirp in a month that has 31 days?
- 8—How much is 25 divided by $\frac{1}{2}$?
- 9—There are five flowers in a vase. Two of them are like one of the others. The remaining two are different from the first two, but are like each other. How many different types of flowers are in the vase?
- 10—What is Mussolini's first name? What is Hitler's first name? What is Napoleon's first name?
- 11—This is easy. Just count from ten to one **backwards**.
- 12—How many months in the year have 28 days?
- 13—Ask your friend to count with you. How much is one thousand and twenty added to one thousand and twenty? That's right . . . two thousand and forty! Now add twenty to two thousand and forty. Now add twenty to two thousand and sixty. Now add twenty to two thousand and eighty. Huh?
- 14—If you go to sleep tonight at 7, and have set your alarm clock to awaken you at eight in the morning, how many hours' sleep will you get . . . lets assume that you do not have to get up during the night (regardless of the reason) and that you sleep all the way through . . .

Q.'s DOCTOR!

15—If you had an empty wooden barrel that weighed 60 pounds, with what would you fill it to make it weigh 25 pounds?

16—Listen very carefully to this one as I cannot repeat:

Let's suppose that **YOU** were driving a bus, and you stop and pick up eight passengers; you stop again and pick two and let out four; at your next stop you don't pick up any but let out three . . . the next stop sees seven get on and nobody gets off . . . at the last stop everybody gets off . . . what's the name of the bus driver?

17—Real quickly, how many outs are in an inning of baseball?

18—Now this one is so easy, that I am ashamed to insult your intelligence by asking it . . . but anyhow I'll do it . . . I am going to ask you **FOUR** questions, and I want you to answer all four of them **wrong** . . . for example if I ask you, how old you are, and you're thirty, I want you to say 40 or any age that isn't true . . . understand? Answer all four of 'em **wrong** . . . who is president of the United States?

What day is this?

Where are you standing right now?

Now lets see, that makes three I've asked you doesn't it?

19—If an electric train is going **EAST** at 60 miles an hour; and the wind is blowing **WEST** at 30 miles an hour, in which direction will the smoke from the electric train blow?

20—If you went into a dark room on a very cold night by yourself . . . and you had only **ONE** match, **ONE** cigarette; and a stove, and an oil lamp . . . which would you light first; remember—its pitch dark, its very cold, and you're very lonely—you have only one match, one cigatette; an oil lamp and a stove—now which would you light first?

21—People in a theatre audience always rise when the Star Spangled Banner is played . . . there is one more thing for which they always rise . . . what is that?

22—In the United States, a seeing-eye dog is allowed any place, but what is the only dog which is allowed to have his evidence presented in a courtroom?

23—Here is a little pronouncing test:

r-u-s-t-y (pause) b-e-d is pronounced rustybed; how do you pronounce r-e-s-t-y (pause) l-e-d?

24—Here is the way to tell the age and how much change your friends have in their pockets. Tell your friend to write down his age on a piece of paper where you can't see it. Now tell him to multiply his age by 2. Tell him to add 5. Now multiply that total by 50. Now subtract 365. Tell him to count the change in his pocket under \$1.00. If he has more than \$1.00, count only the amount of change (for example, if he has 43 cents, he'll add 43.) Now tell your friend to tell you what his total is. When you get the total, you add 115 to it . . . the first number will be his age, and the next two numbers will be the amount of change. If he is 10 years old, or older, use the first two numbers for his age, and the last two for the amount of money in his pocket. (Don't let your friend see what you add.) Here's an example: Age—9, Multiply by 2—18, Add 5—23, Multiply by 50—1150, Subtract 365—785, Count change in pocket under \$1.00—72—857.

TECHNICALLY

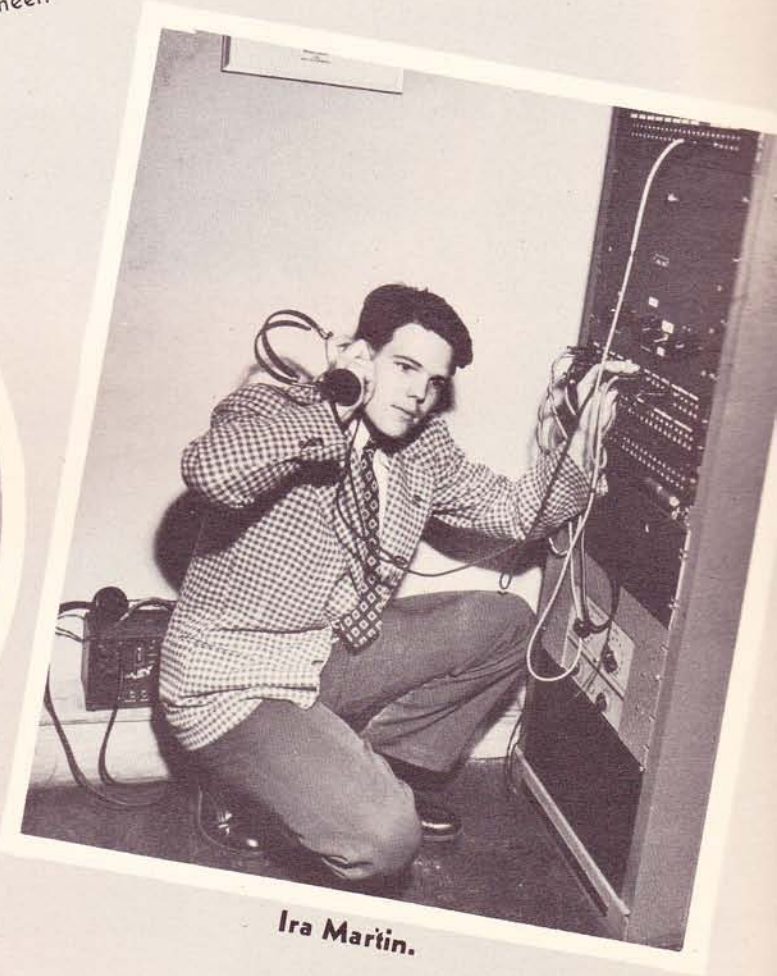
When we approached **Bob Tripp**, Chief Engineer, on the subject of Radio Engineering, he was silent as a clam. You see, talking is not included on the Chief Engineer's agenda; but that's about all that is omitted. Routine jobs, such as are pictured on this page, are only a portion of his work. He must be prepared for any emergency that may suddenly arise. He must know the ins and outs of the intricate and complex wiring system **behind** the panels which he works. In short, like a housewife, an Engineer's work is never done.



Robert Tripp, Chief Engineer.



Al Hays.

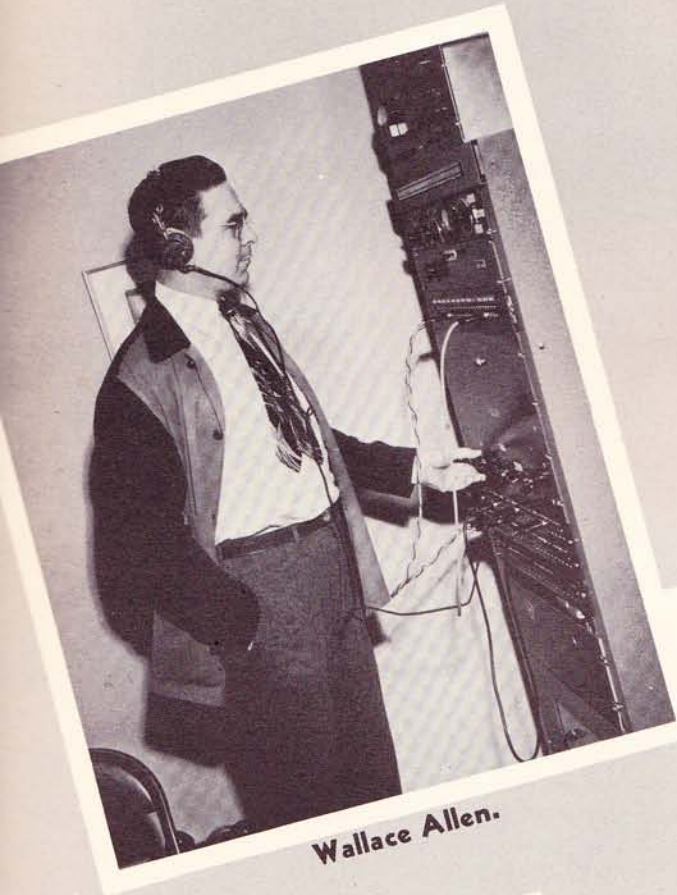


Ira Martin.

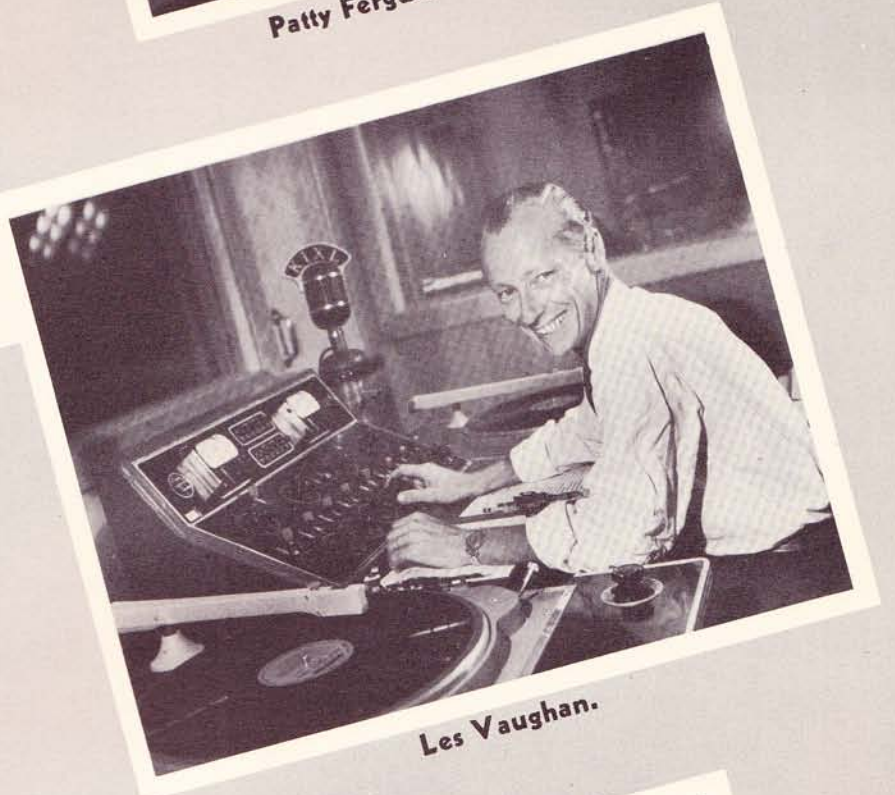
PEAKING...



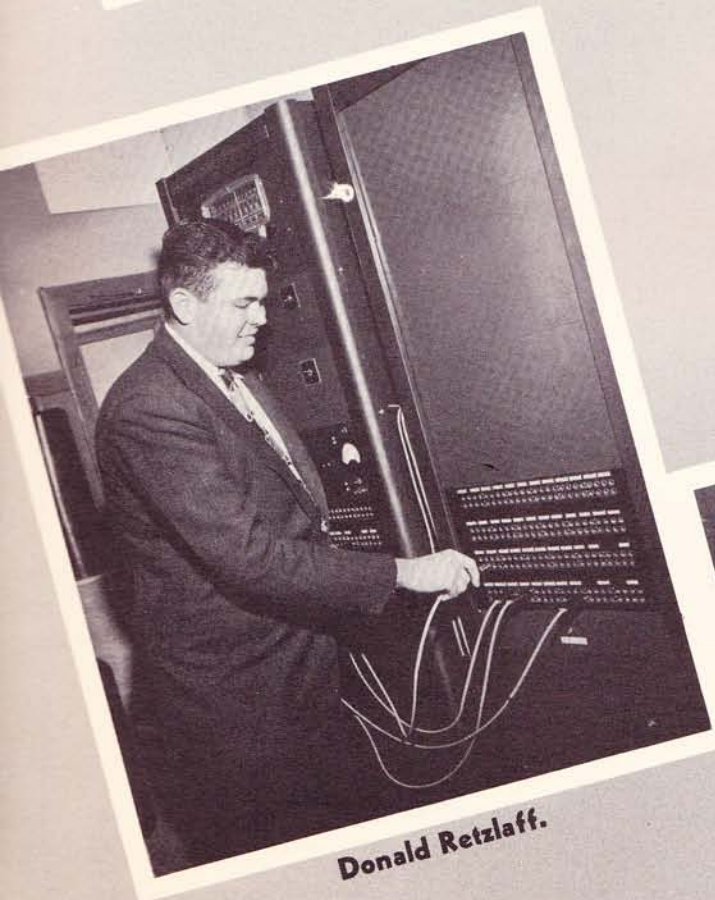
Patty Ferguson with her husband Maury.



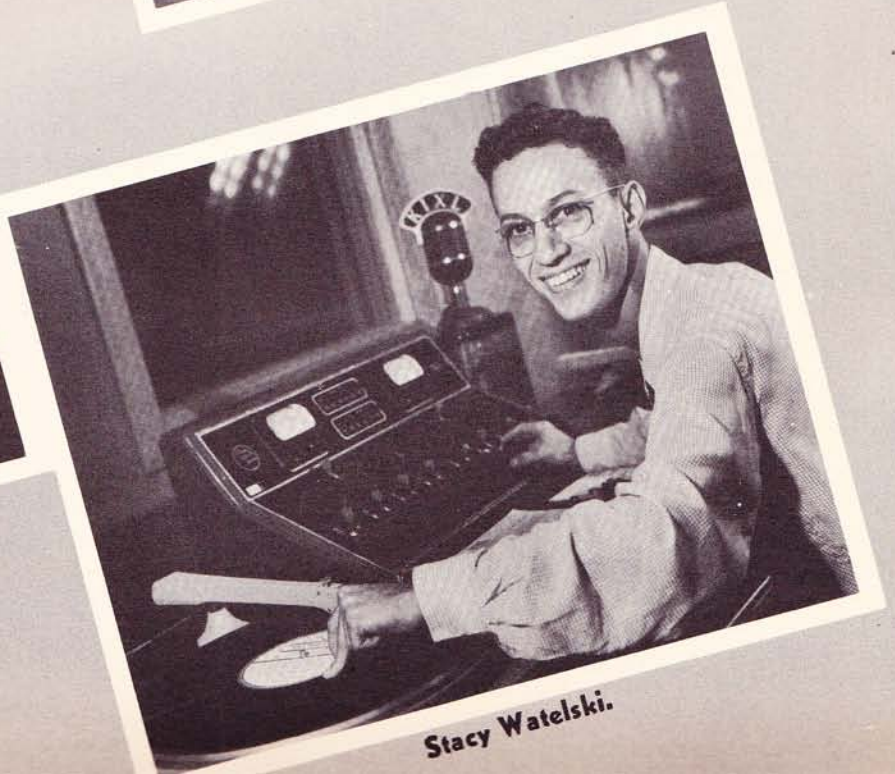
Wallace Allen.



Les Vaughan.



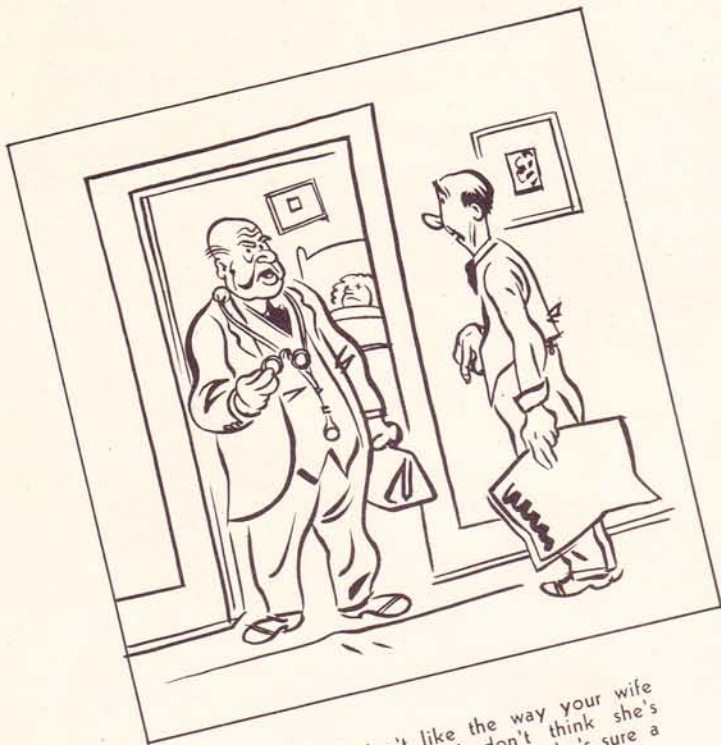
Donald Retzlaff.



Stacy Watelski.

THE RADIO TOWN MIRROR

"Dallas' only Radio Newspaper"



Doctor: "I don't like the way your wife looks". Husband: "I don't think she's much of a looker either, but she's sure a good housekeeper."

This little cartoon, depicts the travels of one of the old boys, from the wild and wooly West, who never had been off the ranch in all his life, until he took a trip to New York. He's shown here, just as he returned to the old homestead, after visiting New York City. In answer to the many questions, he says, "Well, to tell the truth there was so much goin' on 'round the depot I never did get up to the city."

Here's a short story of the panhandler and the man on the street. The moocher sidled up to the gentleman, and asked for a handout. The gentleman remarked, "I never give money to people on the street." . . . "What do you want me to do—open an office?" said the panhandler.

Here's a cartoon of a courtroom scene. The standing defendant is quiet while the judge speaks: "Tell the court how you came to take the car" . . . The accused turned to the jury and said sincerely, "Well, the car was standing in front of a cemetery and I thought the owner was dead."

This one shows a tourist couple on a fishing trip in the Ozarks. They have stopped to purchase some gasoline at a small, dilapidated station, miles from anywhere. The woman, curious to know how the proprietor could make a living, asked, "Are you making a living?" . . . "No, mam, but I'm a livin' on what I'm a makin'."

There's a story about an old lady in church who was seen to bow whenever the name of Satan was mentioned. One day after the service, the minister asked her the reason. "Well," she replied, "politeness costs nothing, and you never can tell."

Nine editions daily of the RADIO TOWN MIRROR are broadcast from KIXL and KIXL-fm. Presented page by page by the announcer, the RADIO TOWN MIRROR verbally represents the printed newspaper to an amazing degree, with regular features including "Household Harry", "The I.Q. Corner", "Listeners Mail-box" and "cartoon page." The cartoon page is a "verbal drawing" and herewith are some which have given listeners the biggest chuckles:

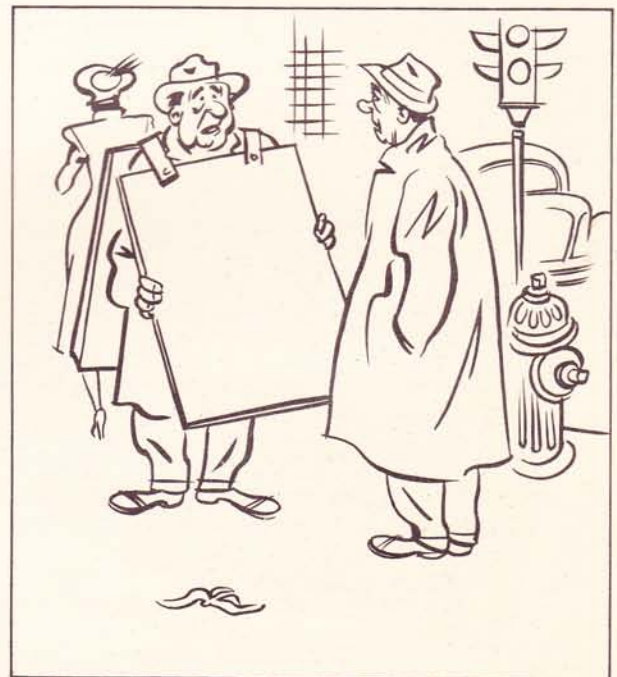
This one shows a small boy swinging on the front gate. A passer-by stops and inquires: "How old are you, little man?" "I don't know, sir, my mother was 26 when I was born, but now she's only 24."

This one pictures a meek little man in the doctor's office. He is asking the doctor's advice about living to be 100 years old. "If I give up drinking, smoking, and staying out late, Doctor," said the patient, "will I live to be a hundred?" "No," replied the Doctor, "but it will seem like it."

This one pictures a young bridal couple, just leaving the church after the ceremony. The happy groom turns to the beautiful bride and says: "I know I'm not really much to look at." "Oh, well," replies the new wife. "You'll be at the office most of the time."

Here is a story of the thoughtful gentleman who had been married for 32 years, and wired his wife \$32 on their anniversary, with this message: "Congratulations from your only husband. Here's \$32; would you like to try for \$64?"

This one shows a big truck which has obviously knocked down a pedestrian. After brushing himself off, the disgruntled man turned to the truck driver and said: "What's the matter, ya' blind?" "What d'ya mean, blind? . . . re-torted the driver, "I hit you, didn't I?"



PASSERBY: "What are you advertising?"
SANDWICH MAN: "Nothing yet, I'm just learning the business".

HOUSEHOLD HARRY

Now we turn to the ladies' page of the Radio Town Mirror . . . where we find the latest **Helpful Hints From Household Harry**. This page is edited especially for KIXL listeners by Shirley Harris. Sometimes known as Household Harris, Shirley is shown at right in a none-too-helpful mood. She has just reached the end of a busy day of reading, experimenting and looking over her daily flow of mail from faithful listeners. Here are a few of the best suggestions gleaned from the Radio Town Mirror during the past few months.



To clean mirrors . . . mix a little powdered bluing with alcohol to form a thin paste. Then rub the surface of the mirror with this solution on a small rag or sponge . . . and before the alcohol evaporates . . . rub off the mixture. Polish with a silk or very soft cloth.

Spirits of camphor or ammonia will remove white spots on furniture caused by putting a wet glass on the surface. If the stain is on a mahogany table . . . rub in oil, and then pour a little spirits of wine over it. Shine the spot with a dry soft cloth . . . and it'll look like new!

You won't have to worry about having trouble when you cut the meringue on a fresh pie if you just remember to grease the knife first. Use a knife that is lightly coated on both sides with butter . . . and you'll be able to cut right through the meringue neatly and easily!

To remove soiled rings from bathroom porcelain . . . use a few drops of kerosene in a solution of soapy water. It'll do the trick!

Try soaking bacon in cold water for just a few minutes before putting it into the frying pan. It will shrink and curl less while cooking!

To remove a scorch from a washable fabric . . . expose the surface to direct sunlight. If the scorch remains . . . moisten with lemon juice and return to the sunlight!

When you're washing greasy dishes . . . just add a few drops of vinegar to the dish water . . . and the grease will be cut. It'll make your task much easier!

Don't throw that favorite vase or flower bowl away when it develops a small crack. Instead . . . line or coat the inside with a thick layer of paraffin. Unless the crack is too bad . . . the container can then be used indefinitely!

Here's a precaution for your silver. Don't ever store salt shakers with salt in them. The salt will corrode the silver. AND don't place rubber bands around your silver pieces because the sulphur tarnishes.

Here's a suggestion for homemakers who have difficulty in separating the whites and yolks of eggs. Next time . . . remove the eggs from the refrigerator about half an hour before separating. Try doing this and see if it doesn't solve the problem.

To clean your leather furniture in the den or playroom . . . add a little vinegar to warm water . . . and brush over the leather with a clean cloth.

When food burns in its cooking pan . . . set the pan with its contents immediately into another pan containing cold water. Do not attempt to scrape it at once. The above method loosens burned food and takes a great deal of the burned flavor out of it.

Strange as it may sound . . . to keep linens that you are storing from turning yellow . . . just paint the inside of your linen closet a medium blue.

Try this for a new and different flavor the next time you bake a cake. Add two teaspoons of left-over coffee to your chocolate frosting. It's especially tasty on a cinnamon cake.

If you're boiling eggs and you want to prevent cracking . . . wet the shells thoroughly in cold water before dropping them in the pan to boil.

One good method to keep brown sugar from becoming hard . . . is to place a small piece of apple with the peeling still on it in the sugar jar. Try it!

OUR CORRIDOR OF C

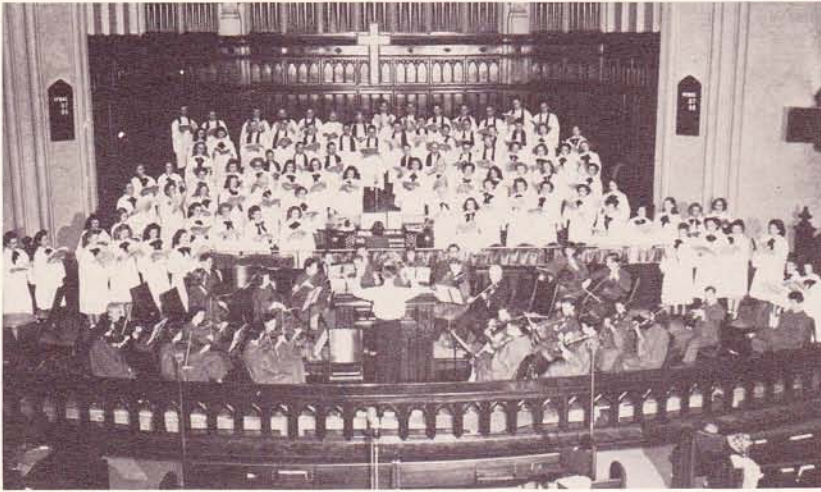


CELEBRITIES

Along the luxuriously-appointed, well-lighted corridor leading to the many studios and offices of KIXL are hung personally autographed photos of some of the nation's best known theatre and radio stars. We are proud of the congratulatory messages these people have sent us; and you can be proud of yourself if you can identify **all** of their pictures. Answers may be found on the last page of this album.



KIXL-YOUR DAY



MESSIAH: Broadcast direct from the First Methodist Church in Dallas with a symphony orchestra, chorus of 120 . . . two hour broadcast.



"WILLIAM H. SMITH, Jr., nicknamed 'Flash,' was formerly head of the college radio station, KSMU. He now represents KIXL not only as salesman but as liaison man for the station in connection with college activities."



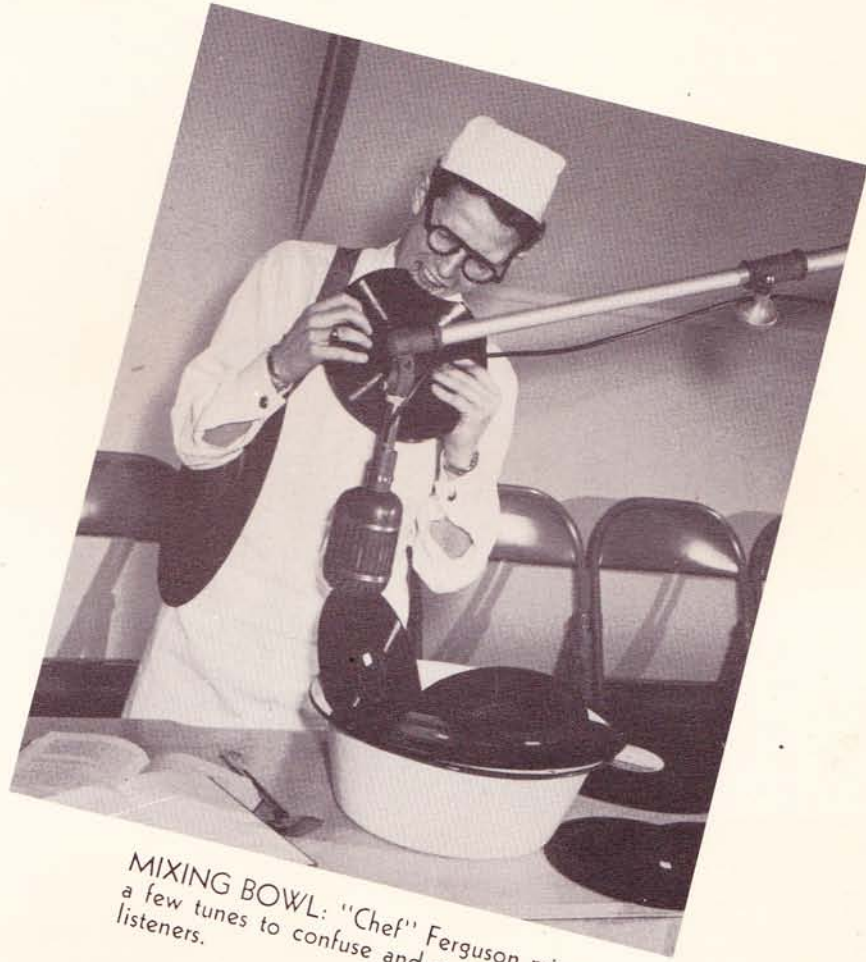
HI! FROM THE "Y": Above and right: Broadcast every Saturday direct from the boy's clubroom of the Central YMCA with Ralph Randle, boys director as MC, to give a look-in at the fun the boys have at the "Y".



ME GOOD TIME



WHEN NOT BEHIND THE MIKE, our Mr. Hall is a very shy young man. It took the United States Army to get him to sit for this picture. Russ is heard daily analyzing the sports events and highlighting the KIXL schedule with his disc jockey show.



MIXING BOWL: "Chef" Ferguson mixes up a few tunes to confuse and amuse his hungry listeners.

DALLAS NEGRO A CAPELLA CHOIR: Broadcast every Sunday morning . . . this group under the direction of Jerry Campers is well known for concerts throughout the Southwest.



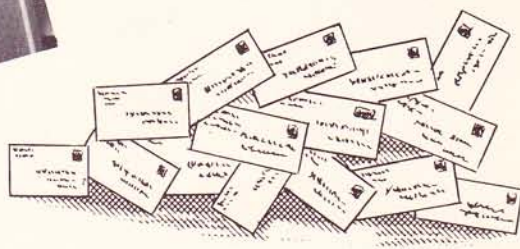
SURPRISES FROM THE KIXL

MAILBAG--



The mail received by a radio station contains an astounding hodge-podge of information . . . amazing odds and ends that we have collected from the thousands of letters we've received . . . we thought you would enjoy these items:

One listener informs us that it is unlawful to carry a cane in Texas (we can't recall seeing anyone arrested however for doing it, can you?)



Eight of the most difficult words for the average person to spell are: irascible, plebiscite, dirigible, mementoes, incorrigible, cellar, gauge, and ecstasy (we hope the printer got 'em correctly . . . try 'em out on your friends).

One listener requested that our announcers try to THINK of the word "bubble" with their mouth wide open (it is claimed that the urge to close the lips will be irresistible).

Another listener advises us that if we're ever doubtful about an egg just put it in a pan of water . . . if it's absolutely fresh, it'll lie on its side. If a few days old, it'll tilt upwards. If stale, it'll stand on end.

One listener writes: Your "Think It Overs" are wonderful, but please quit broadcasting them. I have too much on my mind now to think anything else over!"

"The other day while listening to John Q. Public on your station, John Wilson asked the person he was interviewing 'What do you think causes the most divorces?' The answer was: In my opinion the main reason is marriage."

One listener telephoned us that he saw a sign on a Dallas used car lot that read: **"Of course we sell our cars cheaper. Why Not? The owner married a rich widow."**

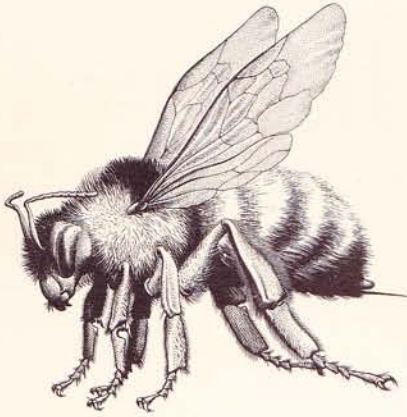
Charles Sherwood who conducts from "Bed To Worse" daily at 7:30 a.m. received this from a listener: "I listen to you every morning; someday I'm going to throw you a great big dinner . . . hope it hits you!"

One of our announcers happened to mention one day that he was afraid his hair was getting thin. A listener wrote in saying: ". . . your hair is getting thin? So what? Who wants fat hair? . . ."

This letter gave us a real chuckle: ". . . when you play rhumbas early in the morning, I'm really happy; it makes getting into my girdle so much easier . . ."

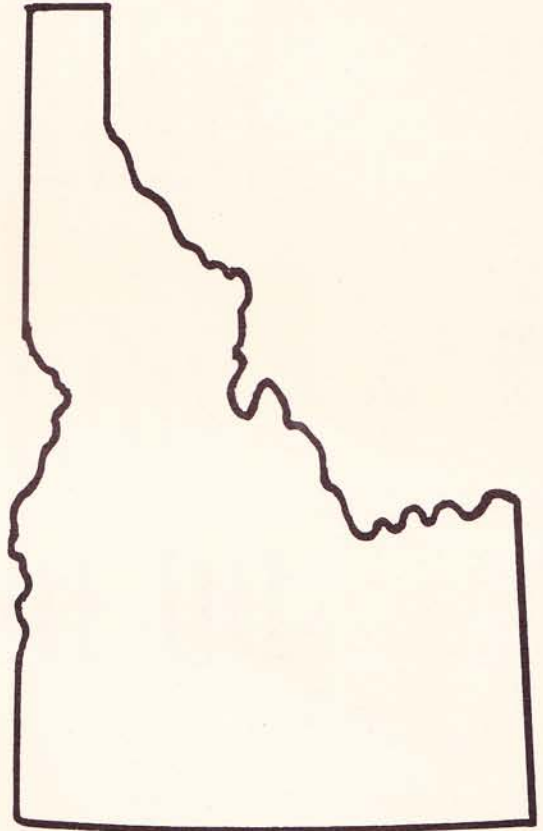
A restaurant owner invited John Wilson to come in and have dinner on "the house" some night. His letter indicated how much he enjoyed John's "Sentimental Journey", and the letter ended ". . . and please don't tip the waiters . . . they can hardly stand up as it is."

TELEVISION "EYE-CUES"



1.
Is this a bee, a wasp, or a flying ant?

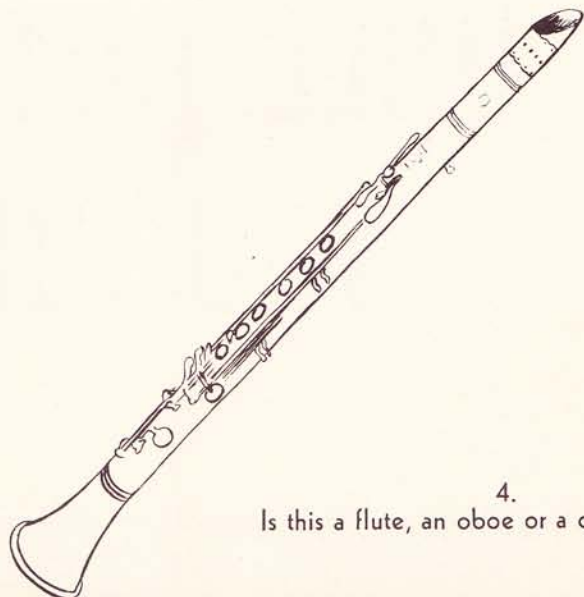
Very soon now, Dallas will be enjoying television. On this page is reproduced our idea of the method which will be used in televising a typical "Quiz" program.



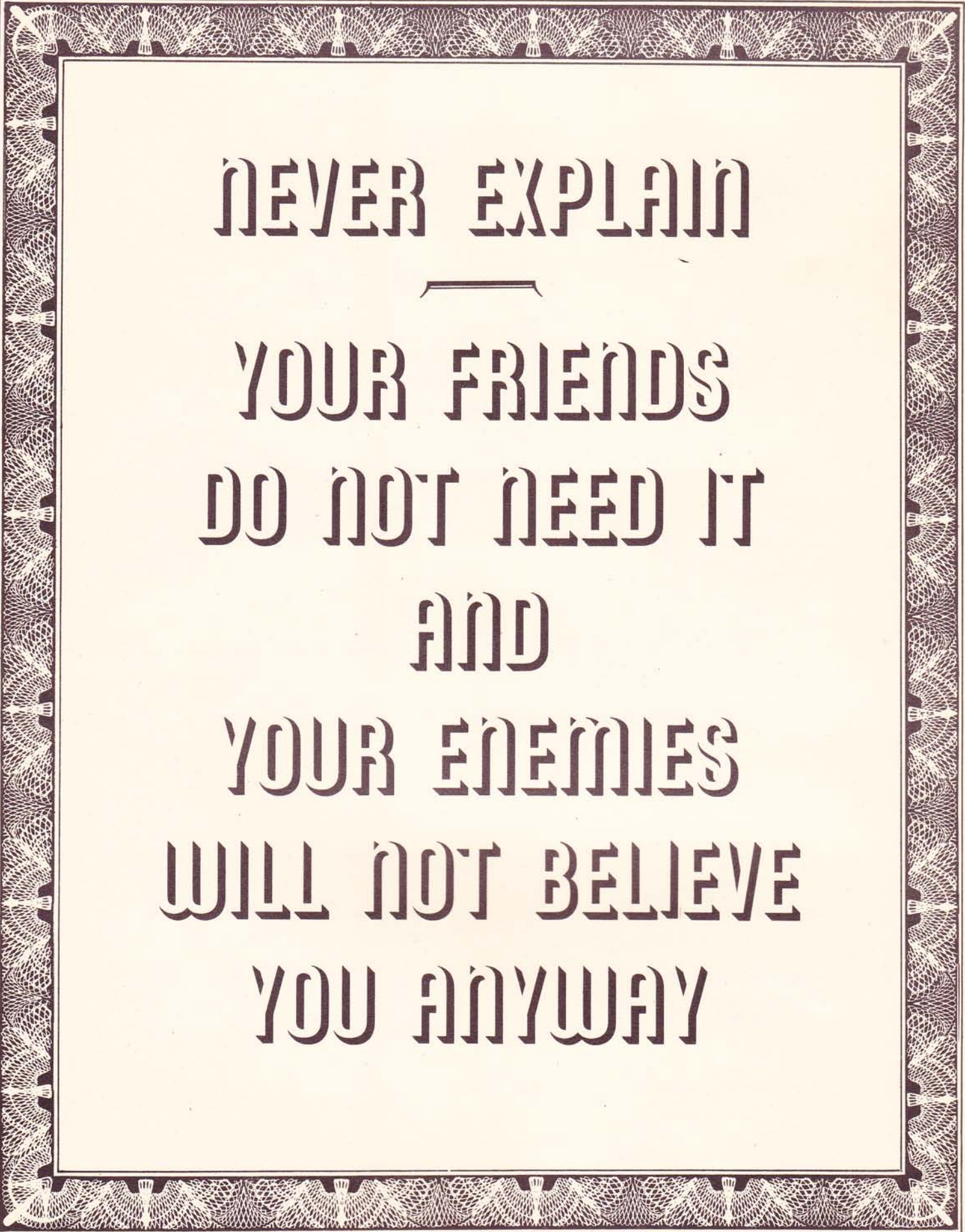
2.
Is this Idaho, Utah, or Nevada?



3.
Does a turtle have 4, 6, or 8 legs?



4.
Is this a flute, an oboe or a clarinet?



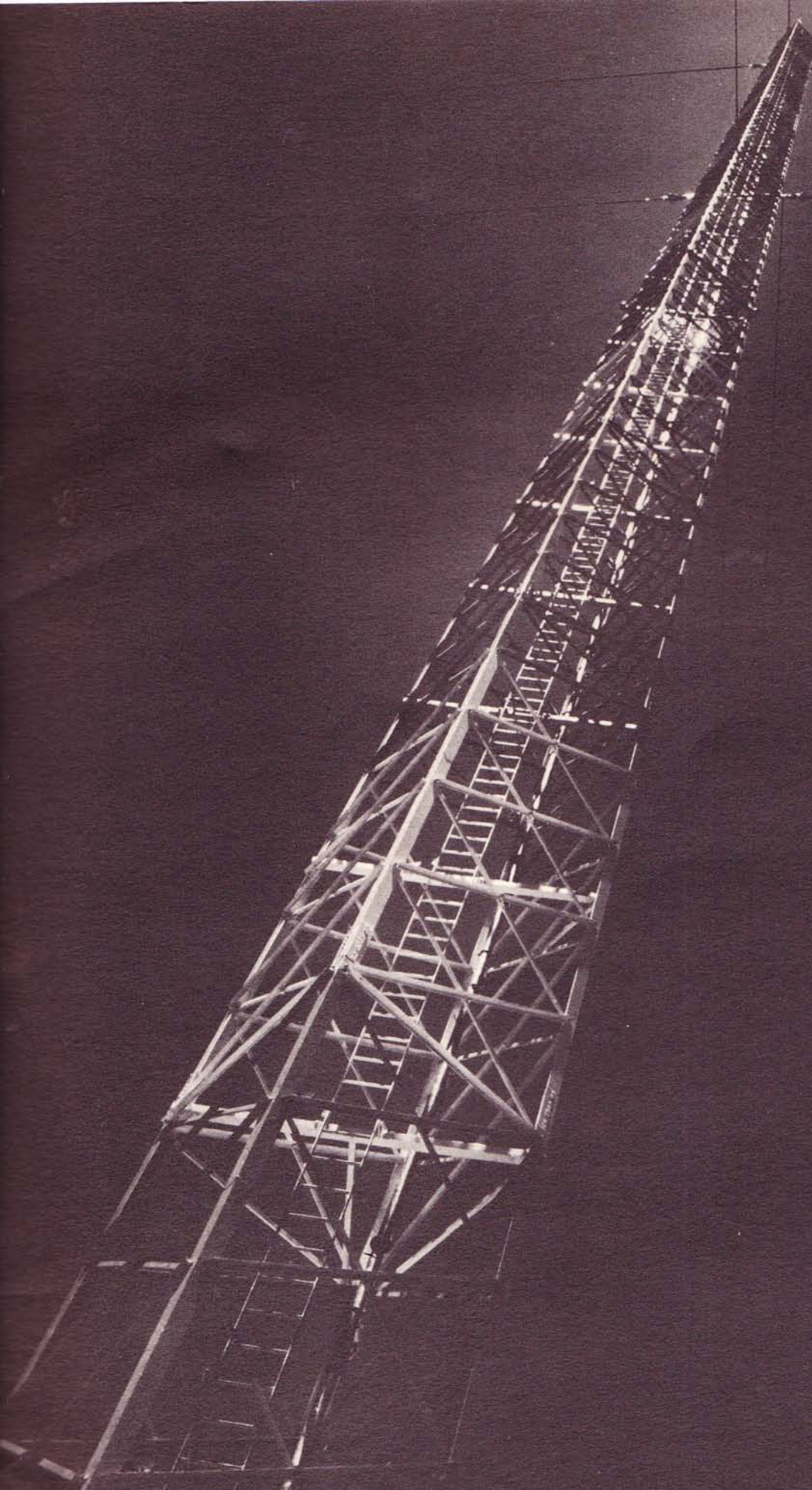
NEVER EXPLAIN
—
YOUR FRIENDS
DO NOT NEED IT
AND
YOUR ENEMIES
WILL NOT BELIEVE
YOU ANYWAY

ANSWERS TO "LET'S VISIT 'I. Q.'S DOCTOR"

- 1—Self-explanatory.
- 2—Usually answered with 100. Correct answer of course is 50.
- 3—Record revolves around the needle.
- 4—The first day of the week is Sunday.
- 5—In back of it.
- 6—Tomorrow.
- 7—Female crickets can't chirp. It's the males you hear.
- 8—Fifty: 25 divided by **two** is $12\frac{1}{2}$.
- 9—Two.
- 10—Benito. Adolf. Napoleon . . . Bonapart was his last name.
- 11—1-2-3-4-5-6-7-8-9-10. from one to ten backwards is 10-9-8-7-6-5-4-3-2-1.
- 12—All of them.
- 13—2100 is the answer, not 3000.
- 14—You'll get **one hour's** sleep . . . the alarm clock was set at seven to go off at eight, and alarm clocks can't know that you wanted to get up the next morning!
- 15—**Holes!** . . . drill holes in it and take off weight.
- 16—Whatever the contestant's name . . . the question started: "Let's suppose that you were driving a bus etc."
- 17—Six . . . person is tempted to say three.
- 18—Person will usually say yes . . . which he should not do . . . ask that "three" business in an off hand manner as if you had forgotten.
- 19—It won't . . . electric trains don't have smoke!
- 20—The match.
- 21—To leave the theatre . . . they don't crawl out.
- 22—A Bloodhound.
- 23—Restyled.
- 24—Now you add 115 to the total your friend told you. 857 plus 115 equals 972. The first number (9) is his age; the last two (72) will be the amount of change in his pocket.

ANSWERS TO "OUR CORRIDOR OF CELEBRITIES"

- 1—Earl Wilson.
- 2—Phil Harris and Alice Faye.
- 3—Eddie Howard.
- 4—Ralph Edwards, of "Truth Or Consequences".
- 5—Minerva Pious as "Mrs. Nussbaum".
- 6—Morton Downey.
- 7—Robert Taylor.
- 8—Barbara Stanwyck.
- 9—Ben Grauer.
- 10—Carol Bruce.
- 11—Leonard Lyons.
- 12—Sherman Billingsly, owner of the famous Stork Club.



*Pictured here is KIXL and
KIXL-fm's 520-foot soaring tower*

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This album compiled and edited by
Thomas B. Tull, Editor
National Radio Personalities



KIX

KIX

ABEL