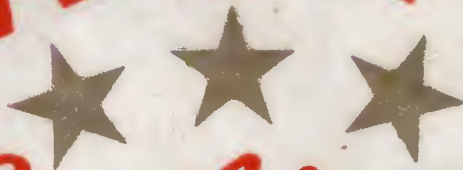


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*Combined*  
**FAMILY ALBUM**

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COMBINED

FAMILY ALBUM

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# 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!

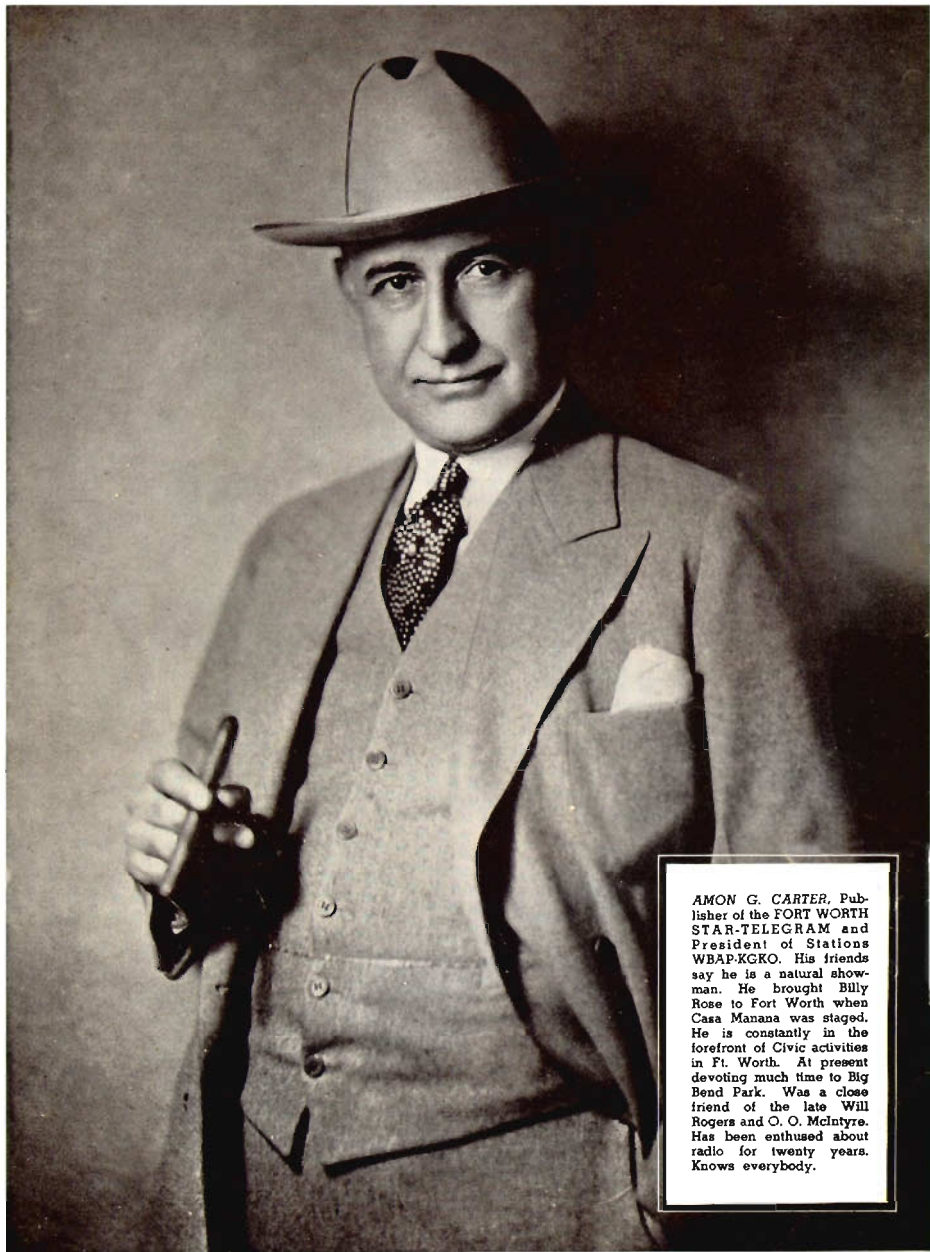
On each of the following pages you'll find a sincere effort to acquaint WFAA-WBAP-KGKO listeners with the men and women who work untiringly to make your radio hours happier and more profitable.

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.

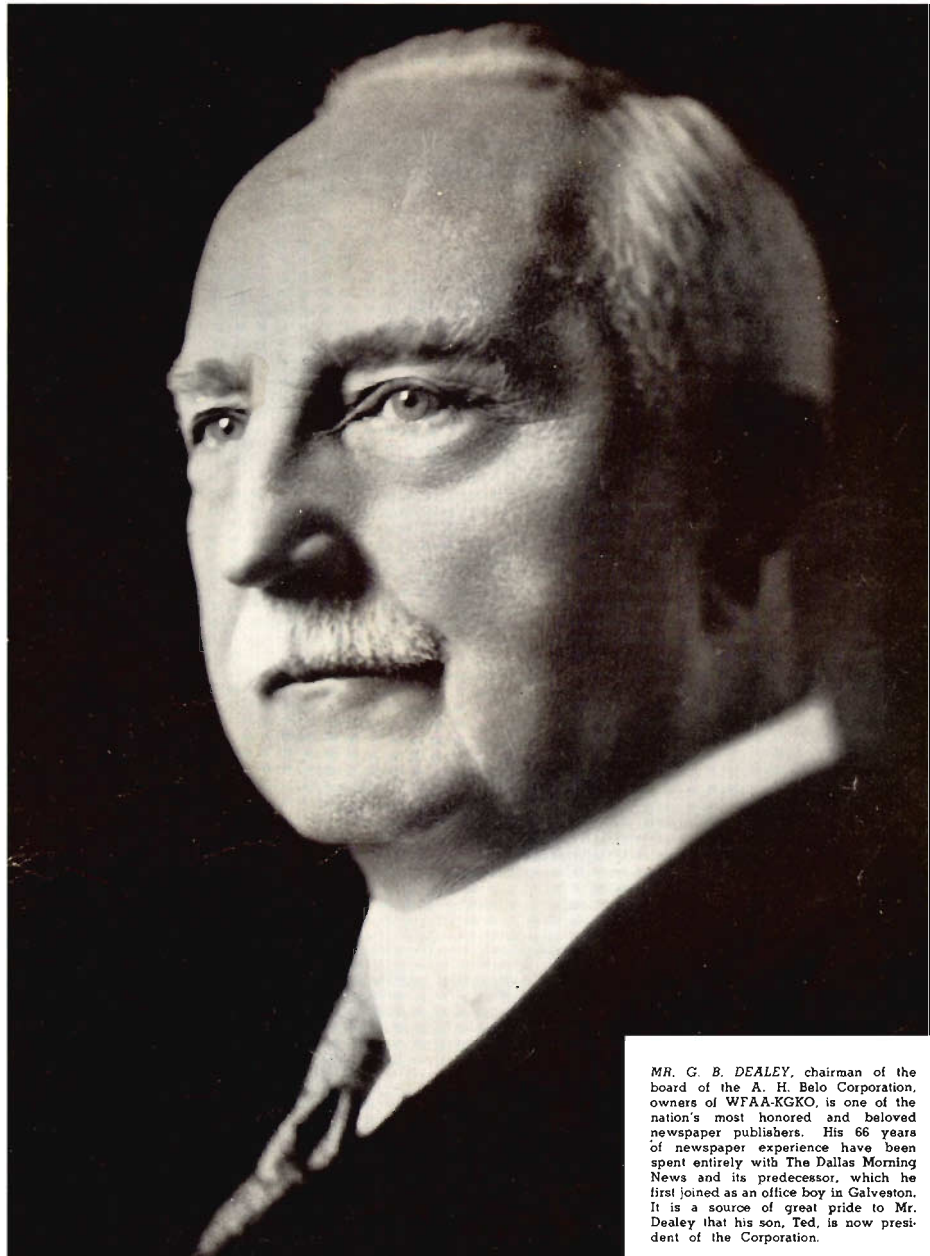
Just 19 years ago a few daring pioneers tickled their crystal sets with a "cat-whisker" and through a pair of head phones heard "music" and "speech" from as far distant as 100 miles. Later, the radio vacuum tube came into prominence and folks heard the Sunflower Girl, the Hired Hand, Adams Colhoun, Peg 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



AMON G. CARTER, Publisher of the FORT WORTH STAR-TELEGRAM and President of Stations WBAP-KGKO. His friends say he is a natural showman. He brought Billy Rose to Fort Worth when Casa Manana was staged. He is constantly in the forefront of Civic activities in Ft. Worth. At present devoting much time to Big Bend Park. Was a close friend of the late Will Rogers and O. O. McIntyre. Has been enthused about radio for twenty years. Knows everybody.



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.

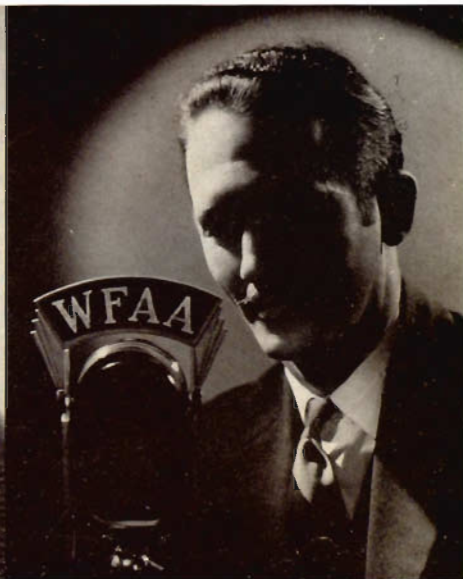
## Mrs. Tucker's Smile Program



(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.



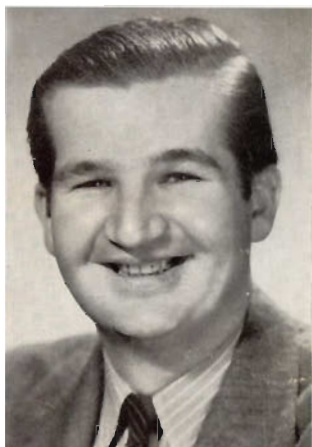
*THIS IS YOUR FRIEND, BILL WEBB*, poet, philosopher and dealer in simple truths. His sincere and comforting voice is known and loved by many thousands of Southwestern listeners. Bill's words of wisdom bring sunshine into the home.



# The Sunshine Boys



Announcer, singer and general noise-maker of the Sunshine Boys is Bob Shelton (right), co-manager of the crew. Bob is the only man in the world who insists he's the best looking fellow in the world, but public opinion doesn't bother him. That broad grin stays right where it is 24 hours a day.



One half of the Sunshine Boys management is Joe Shelton (left), who plays the mandolin and sings with the group. Joe keeps an eye on their music library, choosing the numbers they sing and play on their numerous daily broadcasts.



Here are the Sunshine Boys, known far and wide, as the noisiest, happiest and funniest group of music-makers in the Southwest. Waiting for the downbeat from that constantly laughing Sunshiner, Bob Shelton, at the microphone, are Merle Shelton, guitar; Jimmy

Thomason, fiddle; Roscoe Fierco, banjo; Slim Harbert, bull fiddle; Billy Mack, steel guitar, and Joe Shelton, mandolin. The Sunshine Boys are in such demand for personal appearances that they drive nearly 2,000 miles a week to play at various Texas towns.



**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.

# The Early Birds



*GENIAL JIMMY JEFFERIES* (left) adds spice to the steaming dish the Early Birds stir up every week-day morning. Jimmy acts as master of ceremonies for the program, digging into his enormous file of jokes (both old and new ones), interviewing guests, kidding the band, and generally adding to the fun fest that has made the Early Birds' Revue famous throughout the Southwest.



*CECIL HALE* (right) is a veteran of nearly half a decade as commercial announcer for the Early Birds' show. When not shouting the praises of a sponsor's product, Cecil can be heard acting as straight man for some of Jefferies' gags, arguing loudly with some member of the band or greeting guests visiting the program.



*ABOVE ARE THE EARLY BIRDS*, that rollicking group of musicians who play, sing and laugh their way through the Early Birds' Revue six mornings a week. This sparkling breakfast-time program has been on the air almost 11 years and with an eye on the future, the Early Birds are already making plans for their 4,000th performance early in 1942. The gang includes (front row, left to right) Maestro Karl Lambert; Wilbur Ard, Jerry Scoggins, Craig Barton, Ed Hagan, Dalby Crites, Bert Dodson and Les Lester (back row) Bob Ernst, Ray LePere, Jimmy Simms, Freddie Martin, Jimmy Thornhill and Johnny Thompson.



**PEG MORELAND**, The King of Ditty Singers, and his guitar are as familiar to Southwestern listeners as the dials on their radios. They must like him, too, for he has been on the air since 1925. Preparing a program requires only enough time for Peg to write down the song titles for he has over 2,000 ditties stored away in his memory.

**TED GRAVES**—FEATURED FORT WORTH ARTIST and master of the accordion, piano and cello. Hobby: collecting old music. Sport: horseback riding. Single, at present writing.





*THE EVANGELIST QUARTET* is heard every week-day morning in a program of favorite hymns and inspirational sermons. The quartet includes (back row, l. to r.) Walden Howard, second tenor; Murray Smoot, first tenor; Howard Kee, pianist; (front row, l. to r.) Richard Sueme, bass, and James Comstock, baritone. These young men are all students at the Dallas Theological Seminary preparing for service as ministers or missionaries in the four denominations they represent.

*THIS QUARTET* of handsome young men is familiar to dialers as "The Plainsmen," "The Imperial Quartet" and as individual soloists on many programs. The group includes (left to right front row) Jack Prig-



more, second tenor; James Hodges, baritone; (back row) Ivan Wayne, first tenor, and Gordon Suits, bass. This vocal four has a well-rehearsed library of 3,000 songs they can sing on a moment's notice.

*THE BEL CANTO QUARTET* made their first radio appearance the same year they were organized, in 1921, they are still on the air with the same personnel. The group includes (left to right, back row) Fred Shelton, tenor, and D. Martin Thomas, basso and manager; (front row) T. K. Johnston, tenor, and Marcel Jones, baritone. The well-trained, blended voices of these men are as pleasant to the ear as their title is to the eye for Bel Canto is a musical term meaning beautiful, soft, sweet music.





**LETTERS FROM A HICKS FIELD CADET** cast, lines up beside one of Uncle Sam's newest training ships at Hicks Field, Texas, after a visit to the field for program realism. Left to right: Bill Arms, narrator; Gene Reynolds, producer; Tee Casper, announcer; Maj. B. S. Graham, Hicks Field director, and Cadet Speedy Scott, technical assistant. The series concerns the actual experiences of a young American undergoing ground school and flight training in the Air Corps. Program has brought in more than 1,000 applicants for that branch of service.

**GENE ARNOLD**—Conductor of Texas Electric Service Company's inspiring program, "Fifteen Minutes With You." Mr. Arnold's radio career began on a Rockford, Illinois, station as a baritone, the year 1928. He later graduated to the master of ceremonies post on such network shows as Sinclair Minstrels, Fitch, Carnation Milk, etc. Mr. Arnold is the composer of 46 hymns and 25 popular songs, "The Last Day" being one of his most popular hymns and "Little Old Church in the Valley," his best known opus in the familiar vein.



## The Cass County Kids

*THE CASS COUNTY KIDS* are a rainbow of color when they appear in their bright shirts, riding pants and fancy boots. Bert Dodson (left) plays the bass fiddle, Freddie Martin (center) the accordion and Jerry Scoggins (right) strums the guitar as they sing and play western, novelty and popular songs. The Kids took their name from Cass County, Texas, where Freddie formerly lived.

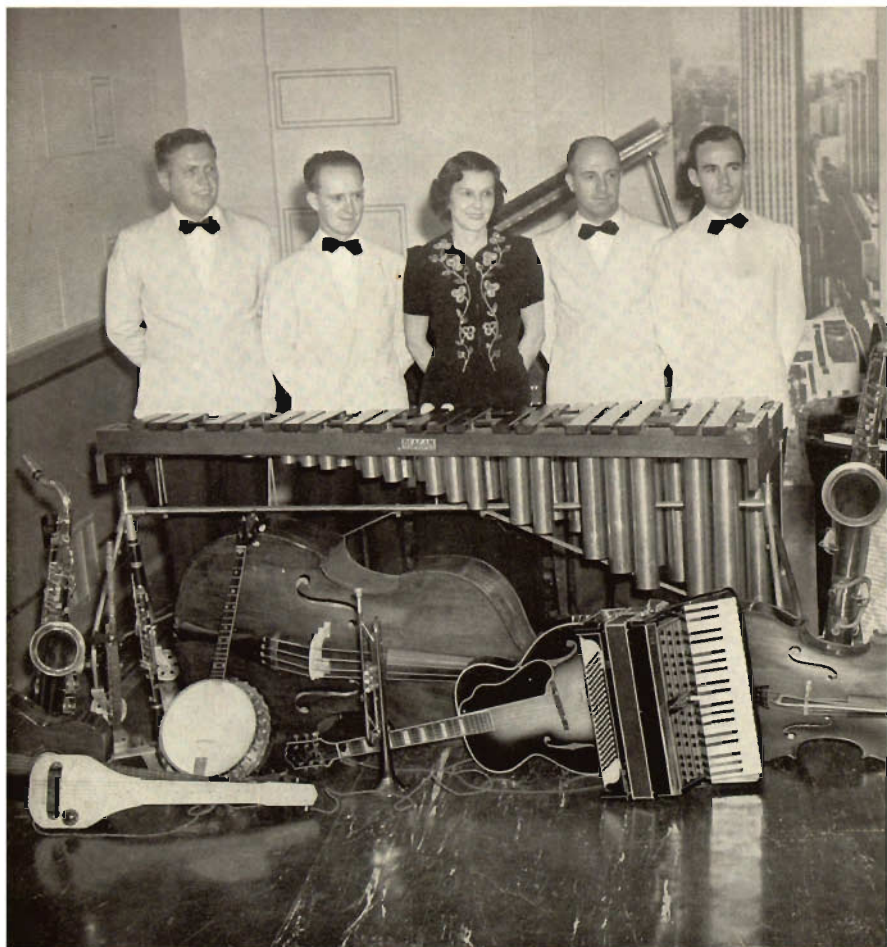
## Norvell and Little Willie



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 Fort 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 Bob and Mr. Reynolds is an expert ad libber.



**DELL GIBBS**, although only 23 years of age, heads the continuity department of the Dallas studios and also announces many of his own shows. Among the many shows he writes and announces are *Sweethearts Serenade*, *Kings and a Queen*, and *Do You Know the News?* Possessor of a law degree, Dell is licensed to appear as a lawyer before the Federal Communications Commission in Washington, D. C.

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**CECIL HALE** performs the multiple roles of announcer, supervisor of educational activities and radio dramatics director. Cecil takes an active part in many of the public service broadcasts such as *You Might Be Right*, *Tin-Type Theater*, and programs presented by local educational organizations. He possesses a wide range of voices that are heard frequently in dramatic programs.

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**JAMES ALDERMAN** steps before the microphone to announce commercials, musical shows or newscasts with equal skill and ease. His versatile ability is largely due to his broad experience gained during eleven years on the air. Jim insists that when he strikes oil in his backyard, he'll go right on announcing—but will have five automobiles in the garage to choose from when he starts to work.

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**DAVE RUSSELL**, a young fellow just out of college, appears headed for a successful career in radio. His flexible voice is well-suited to a variety of announcing duties, which accounts for the fact you may hear him on musical shows, sportscasts or special events. And that trace of a Scottish accent you hear is the real thing, for Dave was born in Scotland, coming to America at the age of 11.

**ANNOUNCER, SPORTSCASTER**, director of special events and assistant program director are the four jobs that keep Hal Thompson one of the busiest persons in radio. His favorite task is announcing football games but he also enjoys interviewing celebrities on the air and announcing special events shows. Despite his variety of duties at the station, Hal finds some time to devote to his hobbies—golf, photography and sports clothes.

**NORVELL SLATER** entered radio back in 1927 when an announcer failed to arrive in time to begin a program. Norvell, member of a quartet then, volunteered and has been an announcer since. His accomplishments are varied for he appears on programs as a pianist, singer, master of ceremonies and actor. Norvell's favorite hobby is directing church choirs.





Top Left—**FRANK MILLS**—Chief Announcer of WBAP, Fort Worth. Frank hails from Iowa. Amateur photography is his hobby along with swimming and hunting.

Top Right — **GORDON FITZGERALD** — ANNOUNCER—recently voted Fort Worth's "most handsome announcer," by a Literary Digest Poll. Studies Blackstone when not miking.

Lower Left—**ANNOUNCER TEE CASPER**—Fort Worth sports announcer and member of the regular announcing staff. Hails from down San Antonio way. Is single and has farming as a hobby.

Lower Right — **BILL ARMS** — ANNOUNCER: Well known for his dramatic work as director of Fort Worth's Footlite's Club. Mr. Arms has two children. He has toured with several well known stock companies.





*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.





**BOB AND ART** take the air from their home corral near Fort Worth. Art is on the left, Announcer Gene Reynolds is in the middle and Bob is on the right. Their horses look on doubtfully as Gene reads one of the "nothing but the truth" stories sent in by Bob and Art's many fans. On the side, Art is a sign painter and Bob is a champion rodeo trick roper and fishing expert.

**FORT WORTH'S BY THE FIRESIDE GROUP**—a regular Sunday show, featuring music by Gene Bauch's Orchestra, soloists, Organist William Barclay and readings by Thaine Engle. Left to right, front row: Ted Graves, Engle, Barclay and Ann Shipp; back row: Bauch, Jimmy Petty, Dave Singletary, "Red" Woodward, Marius Thor, George Orum and Cliff Ramey.





**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.





KGKO's STUDIO A—has been the scene of many memorable broadcasts. It has known such familiar personalities as Frances Langford, Jon Hall, Eddie Cantor, Ray Bolger, Margaret Speaks, Sally Rand, Kenny Baker, Abe Lyman, Martha Raye, Ray Noble, Billy Rose and many others. The Fort Worth Studio A for KGKO embodies the most recent developments in acoustical engineering with equally modern air conditioning equipment for Summer and Winter. An audience of 100 persons is possible.

*KGKO'S TRANSMITTER HOUSE AND ANTENNA SYSTEM* — posed generously for the camera eye. The neatly constructed building has living quarters for the plant engineers, a complete garage and machine shop. The twin steel towers are 330 feet in height and can be seen for many miles at night when they are illuminated. Visitors are always welcome at the transmitter site — 3 miles south of Arlington, Texas.



# What Station KGKO Means To 700,000 Radio Homes in Texas, Oklahoma and Arkansas!

Station KGKO's birthplace was Wichita Falls, Texas. The time: September 2, 1928. It's power was 250 watts night-time and 1,000 watts daytime. KGKO was then known as "the voice of Northwest Texas" and actually was the pioneer station of West Texas. When old man Static wasn't too bad the original KGKO served an area embracing something like one million population. It carried Columbia Broadcasting System programs.

Realizing that something like two million folks in the Dallas-Fort Worth trade territory were missing many fine National Broadcasting Company programs because WFAA-WBAP's schedules were already filled, Amon Carter, president of the Fort Worth Star-Telegram, purchased the original KGKO in the year 1935.

Wichita Falls listeners, believing that their city would be deprived of a radio service, immediately protested "the voice of Northwest Texas" removal to Fort Worth, "where the West begins." But their fears were quelled when a great radio engineering authority pointed out that the bigger and better Fort Worth-Dallas KGKO would supply Wichita Falls listeners with a constant day and night service of NEW PROGRAMS that even Grandpa Fuddlemore's crystal set could get.

The process of building a NEW KGKO with an up-to-the-minute set of studios and transmitter plant plus the latest engineering equipment was started in 1938. Modern broadcasting rooms took shape in Fort Worth's towering Medical Arts Building and a fine white brick transmitter house and two 336-foot steel antenna towers "grew" from the bald prairie two miles northeast of Arlington, Texas.

Then on May 1, 1938 IT CAME TO PASS! Listeners as far North as Amarillo, as far South as Corpus Christi, as far East as Texarkana, Arkansas and as far West as Sweetwater were almost bounced from their radio benches when they tuned to 570 kilocycles! There it was! As clear as a bell riding high above natural and man-made static. Just as loud as a local station—the NEW KGKO!

At the press of a button 700,000 Radio Homes could now get NBC Blue Network programs that in most instances were entirely new to radio listeners in the area served by the NEW KGKO. No longer was it necessary to spend long anxious minutes dialing for distant stations through a maze of interference to get a certain program. If the WFAA-WBAP 800-kilocycle ether channel wasn't carrying the desired program a turn of the wrist and the magic numerals on the dial, "570," meant COMPLETE PROGRAM COVERAGE.

July 26, 1940 is another memorable date in KGKO history. On this date the Dallas Morning News purchased a half-interest in KGKO and the KGKO Corporation was formed with the Fort Worth Star-Telegram and the Dallas News owning equal shares. On Sept. 1, 1940, KGKO, Fort Worth-Dallas, began operation on this basis: Dallas controls KGKO's time on the air when WFAA is silent and WBAP transmitting. Similarly, Fort Worth's periods on KGKO are timed with WFAA's operations on their super-powered transmitter. Both cities now have continuous representation on the ether waves and the three million population served by the three stations have an incomparable abundance of radio entertainment and enlightenment at their finger-tips. Truly magic, radio magic—that puts Aladdin's lamp in the somber shade.

# 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.

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## The Lone Star Chain

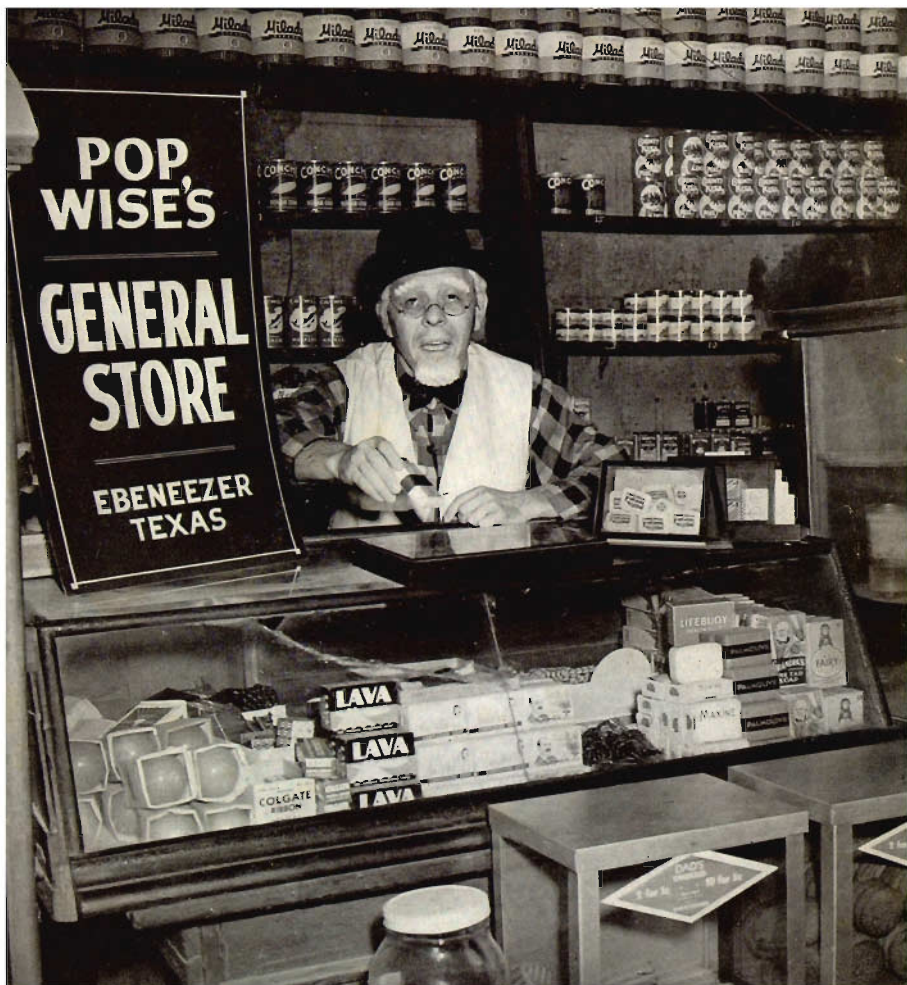
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"LSC," as it's affectionally known in the Southwest, was dedicated September 15, 1939 with a quarter-hour broadcast by the Bewley Mills' Chuck Wagon Gang, under the verbal guidance of Cy Leland.

"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!



*POP WISE GREET'S A CUSTOMER*—along 570 Lane from Fort Worth. This favored show is built along rural lines with all characters being the vocal artistry of one man—Bob Burke. Mr. Burke has brought his “rustic folks” to Texas but recently from engagements on several major eastern stations. He’s a handsome young man as this picture indicates, and not a bad looking “old man” as you can see. Yes, he’s married!





**CAMERA CARAVAN**

1—Jay Smith and Catherine Prince share a big smile before going on the air with the program, Sweethearts Serenade. 2—WBAP ANNOUNCERS REHEARSE—their annual Halloween show and put on all the trimmings. Left to right: Gene Reynolds, Bill Arms, Dave Byrn and Ted Casper. 3—Beautiful Ann Brown glances at the lyrics while awaiting the cue to begin her romantic vocalizing. 4—BOB WILLIAMS' FAMOUS TRAINED DOG—made his radio bow wow from KGKO, Fort Worth. "Red Duets," a Manchurian malemute, is shown here checking his bark-by-bark dialogue with his master, Williams. This pair is now appearing in the movies. 5—Three bachelor announcers (left to right) Jack Thomas, Hal Thompson and Dell Gibbs, drink countless cups of coffee while discussing the work's conditions. 6—The Singing Cadets from Texas A. and M. makes an air appearance on the day of the Aggie-S.M.U. game in Dallas. Announcer Jack Thomas and Engineer Loran Wicker are in the foreground. 7—HARRY FLOWERS—Fort Worth mail clerk; Caught in act of sorting the something like 5,000 pieces of mail brought in by Uncle Sam daily. Mr. Flowers is a Golden Gloves champion in addition to his mailing room duties. 8—A. M. WOODFORD, Fort Worth production director; Began radio as wireless operator on Swan Island, year 1921. 9—Detective Chase Leonard scans his script for clues before hitting the air with The Mystery Theatre, the thrilling program on which he solves a murder mystery every Sunday afternoon. 10—CONTROL OPERATOR ANSWERS A BULLETIN ON THE TELETYPE AND GETS WRAPPED UP IN HIS WORK—J. D. Jones, Fort Worth, is the "helpful Henry" in the deal. 11—SIX LITTLE DOG HOUSES IN A ROW; Assistant General Manager George Cranson of Fort Worth stumbled over one bass fiddle too many one day so he brought his screw-driver and improvised fiddle holders to the office with him one day. 12—Tenor Bert Dodson strums the bass fiddle while singing the vocals with Craig Barton's orchestra. 13—Craig Barton gets the "on the air" signal from the control room and his band hits the air. 14—Fort Worth's Mobile Unit picks up a golf match as Sports Announcer and "radio caddy" broadcast the match with a portable sounding set. 15—Guitarist Jerry Scoggins arrives for a rehearsal in shiny cowboy boots. 16—EVELYN WOODLEY—pretty Fort Worth singer as she appears at the "Miles"—just putting the finishing touches to a soulful ditty. 17—Marvin Myers, plant operator, keeps the log at KGKO's Arlington, Texas transmitter house. Note spare transmitter tubes in the background. 18—CHARLES WILSON—CONTROL OPERATOR—goes into a tall spin as three telephones ring simultaneously, sound effects go haywire and a soprano drops a piano lid on her index fingers.





## Texas School of the Air

*TEXAS SCHOOL OF THE AIR—TAKES THE AIR:* via the Texas Quality Network. Engineered by L. A. Woods, Texas State Superintendent of Public Instruction, and John W. Gunstream, Director Texas School of the Air, this series supplements classroom instruction with well planned educational programs. Left to right, cast members: Bill Arms, Lucille Brady, Bob Burke, Patsy Cranston, Frank Mills, Florene Pearman, and last but not least, pretty little Patty O'Dell, formerly featured in Billy Rose's Fort Worth edition of "Jumbo."



(Above)—*THIS YOUNG FELLOW* is Buck Macmurdo who announces the daily broadcasts of stock market quotations. Although still in his twenties, he is a veteran of the financial profession for he has been active in that work for 12 years. Buck is a native of Louisiana, coming to Texas in 1936.

*THE HARMONSON BABY PULLET MAN*—(Right)—shown in his own back yard with his flock of fine layers. The Baby Pullet Man is known to his wife and friends as Charlie Taber. He's a familiar figure along the air lanes from Fort Worth.

*E. B. WOOTEN*—(Below)—Secretary to the Fort Worth Grain and Cotton Exchange. Mr. Wooten's concise, deliberate grain and cotton information has received much praise from listeners in remote rural areas. He's married.





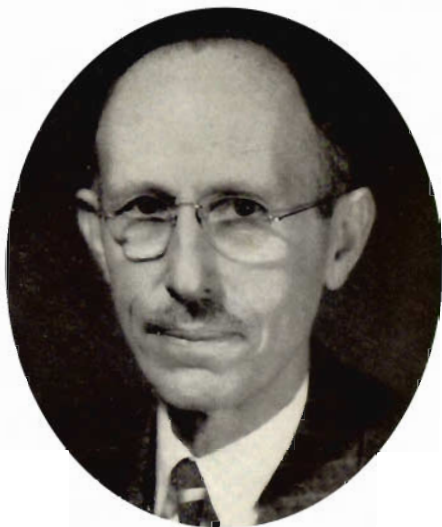
**MR. R. J. MURRAY**, markets editor of The Dallas Morning News, is heard in a daily broadcast from the Dallas Cotton Exchange. He was born in Galveston and tells many stories of the historic hurricane of 1900 in which he narrowly escaped with his life. Mr. Murray joined the Dallas News in 1913 and has been broadcasting market reports since 1925.



**GENE MARTIN** occupies an important position in the preparation of the news programs, for he writes three of the daily newscasts. His 10 years of newspaper experience gives him a sharp nose for news that provides many radio "scoops."



**F. C. DEHN** brings to listeners the important daily broadcasts from the Dallas Cotton Exchange. Dehn has spent the past 31 years in cotton exchange work, starting as a telegraph operator in the days when the ticker brought commodity prices from exchanges all over the world.



**ANDREW M. HAMRICK**, and the radio weather service he represents are becoming of ever increasing importance and value to Southwestern listeners. Starting as a messenger boy in the United States Weather Bureau in 1902, he is now chief meteorologist of the Dallas bureau, and broadcasts daily the weather forecast.



**HOWARD CARRAWAY** — Globe Laboratories Newscaster—ready to take the air down 570 Lane. Mr. Carraway also heads the Fort Worth Continuity Department, is married and likes to ride fast horses.



**PORTER RANDALL**—ace Fort Worth newscaster for Magnolia Petroleum Company and Bond Clothes. Studied Dramatics and journalism. Raises dogs. Swims along the Gulf Coast in the summer. His wife and best canines, Inky and Hoot Mon, accompany him.



**JAMES ALDERMAN**, an expert at both newscasting and processing, directs the news department of the Dallas studios. In his capacity as a newscaster, James has won great popularity with Southwestern listeners because of the sincerity and distinct wording of his delivery.



**NEIL HACKETT** —NEWSCASTER: His familiar signature: "And that's the news to date, ladies and gentlemen," is well known to Southwestern listeners. Recently came to Texas from the cold country of the north. Speaks with husky baritone and note of authority. Is single.



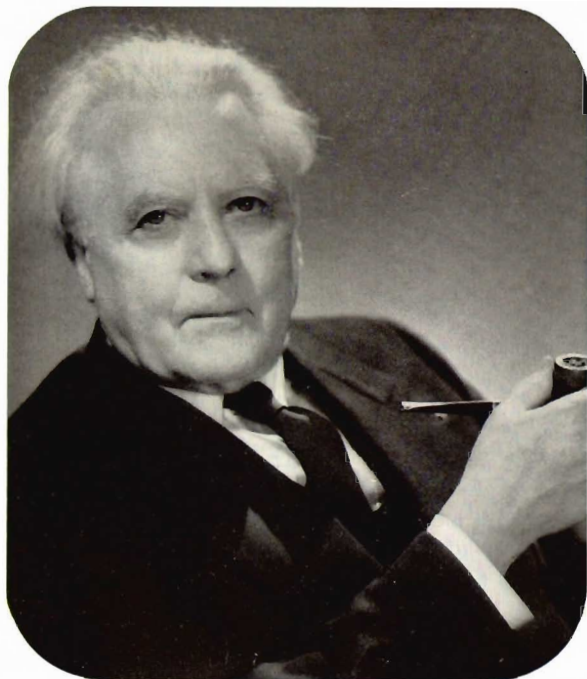
**JIMMIE BYRON** —NEWSCASTER: Has been doing a before sun-up newscast from Fort Worth for past five years. Is on the Star-Telegram staff. Hobby: collecting cigar bands which his wife doesn't object to as long as Jimmie doesn't smoke the cigars.

**PRESLEY BRYANT**—(top right)—**NEWS ANALYST**—a regular weekly feature from Fort Worth. Mr. Bryant is a consistent reader on the world crisis and is on the Star-Telegram staff. He's married.

**PETER MOLYNEAUX**, (bottom right), who broadcasts expert analysis of the news every Sunday, conducts a weekly column in the Dallas Morning News and is editor of The Texas Weekly and The Southeastern Banker. Author, journalist and economist, Mr. Molyneux has won widespread recognition for his able discussions of economic problems.

**HARRY C. WITHERS**, (bottom left) managing editor of The Dallas Morning News, broadcasts an analytical summary of the week's news every Sunday morning. A veteran of the newspaper profession, he has been with the News in a variety of capacities for the past 36 years. Mr. Withers, who was born in Denton, Texas, is very proud of his Scotch-Irish descent.





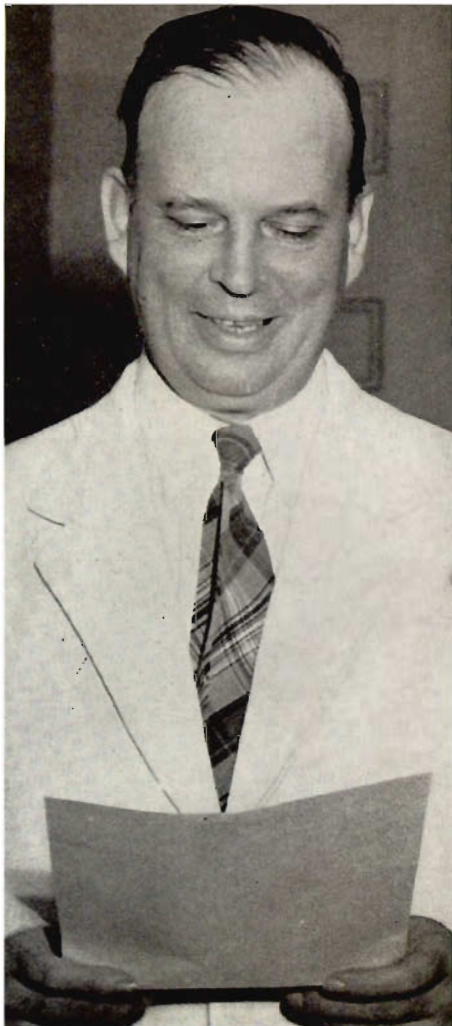
***THIS DIGNIFIED***, white-haired gentleman is Mr. Elmer Scott, executive secretary of the Civic Federation of Dallas, who has been featured on the air for over ten years. He is considered by many to be the national leader in the field of adult education. Through his numerous contacts, he brings to the microphone outstanding leaders in many fields. With Mr. Scott as moderator, they are presented in the radio forum, *You Might Be Right*, which is broadcast each Sunday during the winter months.

***DR. J. N. R. SCORE***, (lower left) pastor of the First Methodist Church of Fort Worth—which services are presented every other Sunday.

***DAVID S. SWITZER***, (lower right) is both author and commentator of that informative program, *Facts and Features*. Preparing the program from his *Facts and Features* column which appears in *The Dallas Morning News*, Mr. Switzer instructs while entertaining his juvenile and adult radio audience with stories that are inspired by current news items.



**FRED SAWYER**—(Below)—U. S. Live Stock Reporter who presents live stock data direct from his office in the Forth Worth Stock Yards. His voice has been a familiar one for more than ten years. He's married.



**JOHN W. NAYLOR**—(Above)—Oil Editor for the Fort Worth Star-Telegram—when not airing timely topics concerning Texas' vast and wealthy petroleum resources. Married and has four children to whom he's known as "pop," although he holds a Major's commission in the U. S. Army Reserves.

**TED GOULDY** — (Left) — authority on livestock — handles livestock market news direct from the new studio in the Forth Worth Stockyards. Hobby: "roping critters." Married. A big favorite down 570 Trail.

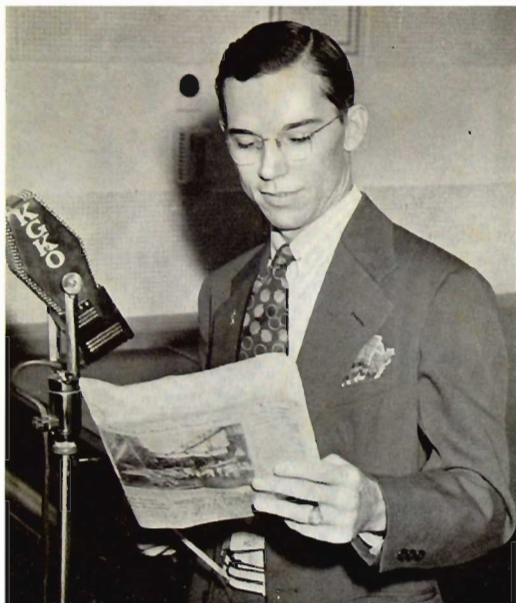




DR. DAVID LEFKOWITZ, rabbi of Temple Emanu-El in Dallas, has been presenting a radio service, with music by the Temple choir, every Sunday morning during the winter months for the past eleven years. Numerous requests are received each week for copies of the inspirational talks by Dr. Lefkowitz.



DR. JAS. K. THOMPSON, pastor of the First Presbyterian Church of Fort Worth, which church services are presented every other Sunday.



*THE SUBURBAN EDITOR IN ACTION*—reading an item from one of the more than 100 Texas newspapers he reads homey news and gossip from, twice weekly. More than twenty Texas editors have visited this show and been shown around the Fort Worth ether factories. Otherwise known as Elbert Haling, the Suburban Editor, finished Texas Christian University's Journalism School in 1932, began radio in 1920 and considers amateur radio and tarpon fishing his best pastimes.

*UNCLE SCOOTER READS THE FUNNIES*—with the assistance of his side-kick, Little Man. "Scooter" Tonahill sprawls out in Studio A every Sunday morning and takes the job of funny paper reading off the hands of thousands of tired pops for miles around. Scooter is married and "his family" numbers about 50,000 youngsters.

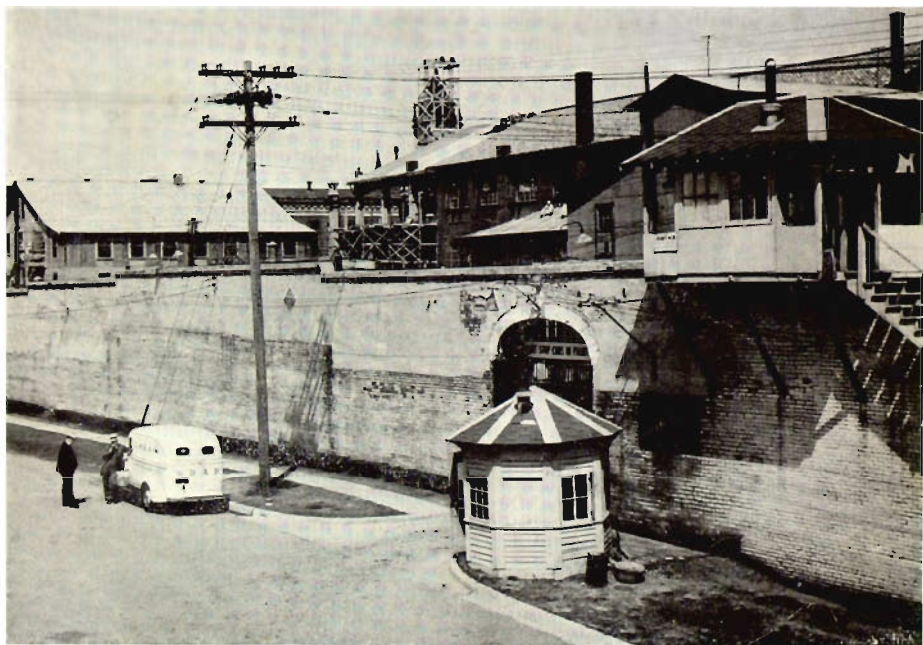


## "Thirty Minutes Behind the Walls"

On March 13, 1938, the Thirty Minutes Behind the Walls program took the WBAP ether-way after auditions had been held for some 100 of the prison's 6,500 inmates. The Governor of Texas was present to assist in the series premiere. Messages of congratulation poured into WBAP from notables in many sections of the country. It was the first

prison series over a major broadcasting station where the prison inmates, white and colored men and women, were allowed to prepare and present their own show from announcer, script writer and production man to control operator. Rehabilitation results of the series have already been noticeable with one performer now a Texas ra-

dio station manager and many others holding responsible positions in orchestras and newspaper work. On a recent inquiry: "Do you want the program increased in length?" 52,000 pieces of fan mail poured into the station in the affirmative. It came from 46 of the United States, Canada, Alaska, Mexico and the Hawaiian Islands.





**GOREE GIRLS**—Women in white from Goree, Texas Prison Farm for Women, located near Huntsville. These talented musicians make melody for WBAP's Thirty Minutes Behind the Walls show, one of radio's most unusual weekly broadcasts!

**THE ORIGINAL RHYTHMIC STRINGSTERS** of the renowned Behind the Walls series from Huntsville Penitentiary. This group alone attracted several thousand individual fan letters with their close instrumental and vocal harmonies.





(Top left)—THE BOYS IN STRIPES do a bit of steer riding at the annual Texas Prison System Rodeo aired via 800 kilocycles.

(Top right)—PORTION OF THE 35,000 CROWD attending the annual Texas Prison Rodeo broadcast via WBAP with the Hired Hand doing the verbal exercise.

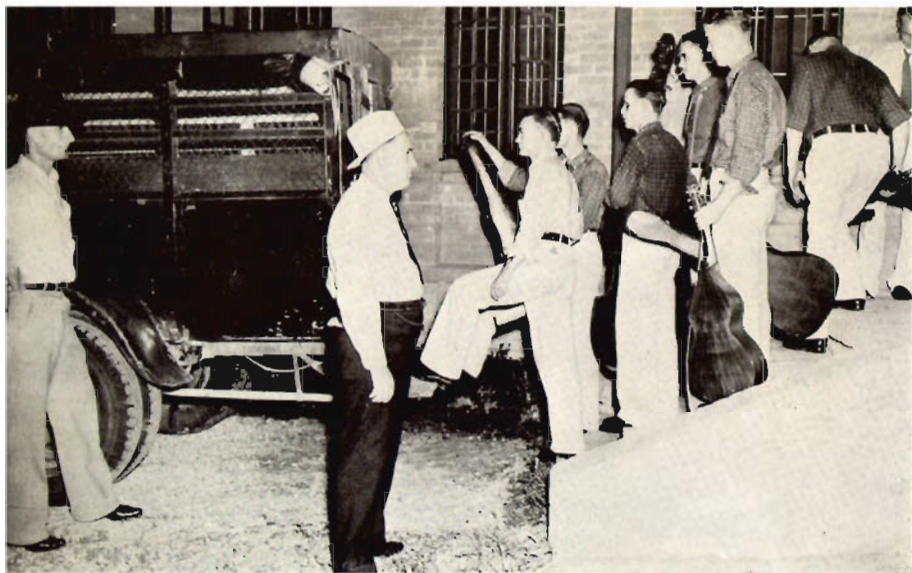


(Center left)—BROADCASTING THE PRISON RODEO—Left to right: Scooter Tonhill, the Hired Hand and Elliott Maersch.

(Bottom left)—RHYTHMIC STRING-STERS—All set for the downbeat on the Thirty Minutes Behind the Walls show. Two of these performers formerly played with well known dance orchestras but actually they receive more fan mail now than ever before.

(Bottom right)—"RIDE 'EM, COWBOY!" —The man about to be tossed on his laurels is also a star performer on the Thirty Minutes Behind the Walls show.





**THE BEHIND THE WALLS ORCHESTRA** departs for their home prison unit at Huntsville after playing a radio program from the Goree unit for women, five miles from their regular "studio." Two interested guards closely watch the entrance into the waiting truck.



**THE PRISON PROGRAMS ARE COLORFUL**—as evidenced by this group of colored vocalists from the Huntsville unit. The entertainer in the foreground is H. Johnson, French harp player extraordinary and a popular artist with the prison radio fans.



**STRING DUO**—Popular pair of Behind the Walls stars awaiting their cue. Note the articles protruding from the pocket of the musician on the right: fountain pen, pocket comb, "rip cord" for tobacco sack and pipe.



*JAY SMITH* is the Dallas singer of romantic songs heard on such programs as Popular Tunes of Tomorrow, Sweethearts Serenade and Moonlight and Shadows. This tall, blonde, young fellow has been one of radio's favorite tenors for nearly six years. His musical ability isn't limited to singing for he often writes lyrics for new songs.



*EVELYN WOODLEY*—charming Fort Worth songstress. Sings every type of number from Bach to Berlin. Single—at present writing—but you'd better hurry, boys!



Petite, blonde Kathleen Jester brings sunshine to several of the Early Bird programs each week in the form of sweet songs and ballads. Kathleen is a graduate of Texas A. and I. in her home town of Kingsville, Texas. One of her entertaining hobbies is writing letters with a skillfully drawn series of pictures.



Lovely to look at and pleasant to hear add a word picture to this striking pose of Catherine Prince. She is heard on Sweethearts Serenade, Kings and a Queen and many other programs. A former student of Southern Methodist University, she came to radio after being featured in many of the school's musical productions.

Baritone John Gravelle learned to sing in his native state of Montana, studied voice in Los Angeles and is now a true Texan, singing with the Early Birds and



on his own program. Between rehearsals and appearances on the air, Johnny can be found directing the mail department of the Dallas studios.





## Vest Pocket Varieties Orchestra

This able combination of musicians directed by Gene Baugh enliven the air lanes several times weekly from Fort Worth way. Front row, left to right: Ann Shipp, Ted Graves; second row: Baugh, William Barclay, George Orum, Marius Thor, Faye Smith, Bobby Turley and Cliff Ramey; third row: Jimmy Petty, Dave Singletary and "Red" Woodward; fourth row: Kenneth McGarrity, Wayne Dunlap and Don Gillis.



*RUTH BICKFORD*, a lyric soprano, possesses one of the best trained voices in radio. She specializes in songs of the classical type but her talents are so varied that she sings popular and

semi-classical numbers with equal skill. Miss Bickford is from Waco, Texas, and can usually be found in her hometown when not busy with a broadcasting schedule.



## Your Crazy Programmers in Action

Here we see the *WASH-BOARD SWINGSTERS* — left to right: Guy (Curly) Woodward, Dale (Pee Wee) Woodward; Johnny (Uncle Oscar) Jordan; Frank (Great Lover) McMordie; Maurice (Pinky) Pendery, and E. L. (Stinky) Davis. Conrad Brady, program emcee, is not shown here. He just stepped out of the picture for a drink of water (Crazy Water). Oh, yes, the little gal, why that's Miss Lorraine Miles, yodeling cowgirl.

**BARBARA BRENT** (right) is director of home economics for the Dallas studios and in that capacity is virtually a personal friend to thousands of housewives who find her programs a great help in running a happy home. A feature of many of Miss Brent's programs are the outstanding guests she brings to the microphone to tell of their achievements.

**MANY TEXAS HOMES** are more pleasant places to live in because of the friendly suggestions and advice of Miss Albertine Berry (lower left), director



of the program, Modern Homemakers. Miss Berry has been presenting her talks on home economics on the air almost continuously since 1932. In addition to her many radio duties, Miss Berry publishes Modern Homemaking, a recipe and cooking leaflet.

**FLORENE PEARMAN** (lower right) — director of women's activities from Fort Worth. Entered radio via the little theater and dramatics route. Has appeared in many popular radio shows, commercial and otherwise. Received much experiences in dramatics at Radio City, New York. Is married.





**HERE'S LUCK!**—When listeners hear this announcement they know that it's followed up by an outburst of song and melody from that lovable pair, Cecil Gill and "Wee" Willie. When not yodeling Cecil is operating his hamburger emporium. He's married and has two children. "Wee" Willie is single but never without an approving boy friend. Dr. L. H. Luck, Fort Worth optometrist, sponsors this show and appears in the role of emcee.



**DR. L. H. LUCK**—Fort Worth optometrist and popular radio commentator on the "Here's Luck!" show starring "Wee" Willie and Cecil Gill.



*ADDIE LOGAN* sings those familiar old heart songs, ballads and hymns you remember from childhood. Her personality is known to thousands of listeners in the friendly character of Aunt Tудie, a person who might come into your home when you were ill or

lonesome to cheer you with her songs. Requests for numbers are always given the kindest consideration by Addie Logan for she loves to receive letters from listeners.



**FORT WORTH STAR-TELEGRAM MOBILE RADIO UNIT** — with Chief Engineer R. C. "Super" Stinson, left, and A. M. Woodford, production man, handling a remote or "nemo" pickup from Burnett Park, Fort Worth. The WBAP-KGKO Mobile Unit carries six short wave transmitters and receivers besides a power plant capable of generating electricity for a small town of 500 people. This unit "swam" through a recent flood in Brady, Texas, established communication from the stricken area and received the congratulations of the Texas Highway Patrol. It also played a star role in the Amarillo storm.

**THE WFAA MOBILE UNIT** shown here is a complete short wave broadcasting station on wheels. The unit has its own call letters, KFAA, because it is a self-contained and separately licensed station. The amazing array of facilities contained in this 1½-ton truck includes a transmitter, generator, receiving equipment, public address system and pre-amplifiers. The transmitter tower on top of the truck can be raised to a height of 35 feet, making it possible to pick up the mobile unit's signals for re-broadcast from a distance of 50 miles.



**WILBUR ARD** (right), as assistant musical director of the Dallas studios, directs the Early Birds' orchestra several mornings a week, selects music for programs, conducts rehearsals and doubles on almost every reed instrument. Wilbur is also a somewhat of a composer and poet, for he writes numerous songs and much of the poetry heard on his friendly program, *The Song Weaver*.

**DON GILLIS** (bottom left), **MUSICAL ARRANGER**: youthful arranger for many studio shows from Fort Worth—also popular maestro for the *Musical Varieties* show.

**GENE BAUGH** — **MUSICAL DIRECTOR**: Veteran campaigner of many Fort Worth radio shows for ten years. Formerly played in big name traveling bands. Likes Mexican foods. Hobby: machine shop work. Single.

**"RED WOODWARD** (bottom right) — appears on many Fort Worth radio shows both as musician and vocalist. He's one of Texas' busiest musicians but finds time to go fishing. He's married and, yes, has red hair.







*HUGH WADDILL* is seated at the keyboard of the novachord, an instrument which he mastered before it was placed on the market for he was at the factory at the time it was invented in 1938. He is considered one of the nation's leading artists on the novachord

which can simulate the tones of the harpsichord, Hawaiian guitar, reed organ, oboe, music box, trombone, celesta, banjo and many other instruments. Hugh, who was born in West Texas, has devoted twenty years to study of the piano, pipe organ, electric organ and novachord.



*THE HIRED HAND*—renowned radio character as familiar to listeners in the crystal set era as to rodeo and other special event broadcasts of 1941. Caught in a restful mood by our candid camera, we present the Hand, otherwise known as Harold V. Hough, WBAP-KGKO Radio Supervisor. The gun was used to bag (not sandbag) additional station advertisers.

(Below) *BEN E. KEITH'S KNIGHT OF THE KITCHEN*—lades out some vegetable soup for Florene Pearman, his assistant on the Fruit Express series via 570 kilocycles from Fort Worth. The Knight and his Lady, shown herewith, are married—but not to each other.





IVAN WAYNE'S pleasant voice is heard on the air singing sweet ballads, popular and classical music. Many of his appearances are as a member of The Plainsmen Quartet, The Imperial Quartet and as a

soloist. A native of Oklahoma, Ivan first auditioned at the Dallas studios nearly five years ago when a friend dared him to — and he soon found himself in radio.



## The Red Hawks

Seven men and one gal—all talented musicians and vocalists. Six of the group are married. Can you tell which ones? Left to right, front row: Zuler, Jimmy, Shorty George, Gene (emcee), Martha and Bobby; back row, left to right: Earl, Cliff and Henry.

**THE WANDERERS** — popular Fort Worth fiddle band and recording unit familiar to 570 kilocycle listeners. Left to right: Durwood Brown, standard guitar; George Bell, pianist; J. B. Stevenson, steel guitar; Ocie Stockard, violin and tenor banjo; Joe Holley, violin; Wanna Coltman, bass fiddle; Jack Hinson, doubles on piano. This outfit traveled 125,000 miles making dance engagements in 1940 as well as 175 recordings.



**MUSICAL VARIETIES**—Texas' biggest weekly radio show! Varieties originates in Fort Worth's new Municipal Auditorium before several thousand excited patrons. Don Gillis, popular young maestro, directs the 44-piece swing symphony and well known vocalists and other featured artists make guest appearances. Maestro Gillis is standing on the right.



(Left) **WILLIAM BARCLAY** — ORGANIST. Familiar to Southwestern radio dialers as "Texas' most popular organist!" Besides playing every form of electric and pipe organ for numerous radio shows "Bill" teaches that instrument at two of Texas' best known conservatories. Is single and collects ancient phonograph records instead of etchings.

(Below) **HUGH M. ASPINWALL**, nationally-known as a writer, producer and entertainer, is production manager of farm programs for both the Dallas and Fort Worth studios. A veteran of 16 years in radio, Hugh is shown here in his friendly character of Chick Martin on the Checkerboard Time program. The versatile range of his voice enables him to fill any role as either an announcer or a singer. His cheerful philosophy of life gives listeners the feeling that Hugh is sitting beside them in their homes, talking to them or singing their favorite old hymns.



(Left) **PIANIST CRAIG BARTON** can point with pride to the list of outstanding vocalists who owe him thanks for training in broadcasting technique. Craig is one of the pianists with the Early Birds, directs his own orchestra in a program heard twice weekly and is accompanist for numerous vocal shows.





Top Left—**JOHNNY THOMPSON** is musical arranger for the Dallas studios and in addition, plays the guitar, banjo or bass fiddle on numerous musical shows. Always smiling, Johnny is a favorite with everyone on the staff.



Top Right—**RAYMOND LEPERE**, the wizard of the electric organ, occupies an important role in the musical presentations of the Dallas studios. He is heard daily with orchestras, accompanying vocalists, or providing the melodic background to dramatic programs.



Lower Left—**KARL LAMBERTZ**, musical director of the Dallas studios, waves his magic baton over many of the rhythmic programs you enjoy so much. He handles production, directs rehearsals, and auditions talent.



Lower Right—**ARTHUR KUEHN** reigns supreme over the music library of the Dallas studios. He has the tremendous job of handling over 9,500 orchestrations, 18,000 vocal copies and 150,000 musical index cards.