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A HISTORICAL STUDY OF PROGRAMMING TECHNIQUES AND PRACTICES OF RADIO STATION KWKH, SHREVEPORT, LOUISIANA: 1922-1950

A Dissertation

Submitted to the Graduate Faculty of the Louisiana State University and Agricultural and Mechanical College in partial fulfillment of the requirements for the degree of Doctor of Philosophy

in

The Department of Speech

by

Lillian Jones Hall
B.A., Northwestern State College, 1945
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ABSTRACT

This study surveys the origin and development of programming by Radio Station KWKH, Shreveport, Louisiana, 1922-1950. The analysis includes a survey of plant facilities, staff training and organization, and programming policies and practices through the periods of successive ownerships. The author used chiefly the station files, current government documents, and personal interviews of prominent staff members for her materials. Developed chronologically, the history is presented in the period of origin and experimentation, 1922-1925; the period of W. K. Henderson, 1925-1933; the period of maturity, 1933-1941; the war years, 1941-1945; the post war years, 1945-1950.

William E. Antony, a young engineer employed by the Bell Telephone Company, designed, built, and operated the 10 watt Radio Station WAAG for the Elliott Electric Company in May, 1922. The 100 watt Radio Station WGAQ also designed, built, and operated by Antony replaced the electric company's station. The following year Antony's operation of these early stations was confined to brief nighttime broadcasts of playing phonograph records and reading newspapers. William G. Patterson, owner of WGAQ and dealer in radio receiving sets, enlisted financial aid in the form of a partnership of W. K. Henderson, the Shreveport Times, the Youree Hotel, and himself. Studios moved to the Youree Hotel and programming added local talent to recorded music and
news. In October, 1924, Henderson bought the hotel and *Shreveport Times* interests in WGAQ; moved the station to Kennonwood, his plantation eighteen miles north of Shreveport; and changed the call letters to KWKH. The station developed under his direction until 1933. Innovations developed by Henderson included the broadcast of phonograph records directly through a transmitter and direct sales of coffee for support of the station. In 1930 he increased the power to 10,000 watts, gaining an extensive coverage. International Broadcasting Corporation purchased KWKH in 1932 and moved the station to Shreveport again. A period of re-organization followed, culminating in the affiliation with the Columbia Broadcasting System in 1934. The station programmed heavily from network offerings during the period.

In 1935 the *Shreveport Times* purchased KWKH and combined the staffs and studios with those of another *Times* station, KTBS. Four years later KWKH increased its power to 50,000 watts, enabling the station to include more than three million people in its service area. During World War II, the shortage of personnel forced KWKH to train its own staff members. Programming focused on newscasts and government services. The FCC investigated KWKH and its sister station because of their newspaper ownership in 1941. Although no action was taken in this instance, the *Shreveport Times* sold KTBS in 1944 as a result of the FCC duopoly rule forbidding multiple ownership of stations serving the same area. In 1947, following the employment of Henry Clay as general
manager, KWKH put major emphasis on news, farm programming, and folk music. The period covered in this study ended with KWKH attracting the largest listening audience in its history.
Broadcasting has achieved a permanent place in American homes. Although the industry is less than fifty years old, it affords information, entertainment, and education for large numbers of people. By the year 1949, according to a study made by Broadcast Measurement Bureau, 94.2 per cent of all families in the United States owned at least one radio in working order.\(^1\) In citing the Broadcast Measurement Bureau survey, Chester and Garrison state that since there were close to 80,000,000 radios in use at that time, almost every citizen could be reached by radio.

Various writers have compiled information concerning radio broadcasts and listener habits, but they have not progressed far in the recording of its history. The nature of broadcasting is not conducive to permanency of records because programs are usually broadcast once. "... A radio broadcast usually dies with the breath and electrical energy that momentarily gave it life. A great performance seldom is repeated and has therefore none of the accumulated word-of-mouth

praise of a stage play or a film or any work of 'art' which exists in an organized form permitting easy repetition."²

American radio has grown up through experimentation as free enterprise with a minimum of governmental regulation, a factor which makes the growth irregular and without consistency. Broadcasting is characterized by competition of free enterprise supported financially by advertising; by syndication of programs, primarily through the facilities of the national networks, which often maintain local ownership and program control; and by "government regulation, based on a compromise between public and private interest."³

Advertising has been established as the sole support of radio. However, this statement could not be made in 1922 when Secretary of Commerce, Herbert Hoover, said, "It is inconceivable that we should allow so great a possibility for service, for news, for entertainment, for education, and for vital commercial purposes to be drowned in advertising chatter."⁴ Continuing their survey of the early experimental period of broadcasting, Chester and Garrison pointed out that

From 1922 to 1924, even limited good-will type commercial broadcasting was restricted almost entirely to


⁴Chester and Garrison, op. cit., p. 24.
WEAF. The telephone company claimed the sole right to sell time, and because of its control over patents, transmission lines, and radio equipment, it was able to enforce its will on other stations and to prevent them from carrying advertising. It was not until April 18, 1924, when A. T. & T. allowed independent stations to engage in sponsored broadcasting, that widespread advertising support for radio developed, and the system we know today began to take shape.  

In the earliest days of broadcasting most stations were owned and operated by concerns interested in manufacturing and selling radio apparatus. Therefore those concerns—Westinghouse, Radio Corporation of America, General Electric, and others—broadcast in order to supply programs for persons who purchased receiving sets. Then retail department stores, such as Wanamaker, Gimbels, and the Shepard Stores built stations. Next, newspapers and colleges and universities entered the broadcasting industry. Finally, individuals opened their own stations using five watt transmitters which could be housed in space about the size of ordinary radio receivers. At first these stations earned nothing with which to defray operating expenses. Then the rules against advertising were relaxed and eventually disappeared, leaving the stations free to enlist financial support by means of advertising.

After the Federal Communication Commission was created in 1934, the

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5 American Telephone and Telegraph Company organized Radio Station WEAF to be operated as a "toll" station available to persons wishing to broadcast.


it recognized the public benefits of competition among radio stations.

In one instance the Commission said that

Competition between stations in the same community inures to the public good because only by attracting and holding listeners can a broadcast station successfully compete for advertisers. Competition for advertisers which means competition for listeners necessarily results in rivalry between stations to broadcast programs calculated to attract and hold listeners which necessarily results in the improvement of the quality of their program service. This is the essence of the American system of broadcasting. 8

Following the early trend to accept advertising came the establishment of national radio networks. These chains or networks were able to produce elaborate shows which single stations could not afford to produce. Yet the network could transmit them across the nation. Local stations then could join the network and carry the better produced productions interspersed with their local programs. The arrangement improved the quality of programming generally.

A third characteristic of broadcasting as it has developed in this country is government regulation. The first legislative act involving the new industry was largely a product of the radio industry itself. In 1924 delegates to the Fourth Radio Conference called by the Secretary of Commerce, Herbert Hoover, recommended the government controls which were embodied in the House of Representatives Bill 5589, Sixty-ninth

Congress, which later became the Radio Act of 1927. 9 Sydney W. Head quotes U. S. Senator Wallace H. White of Maine to indicate the general principle of public service upon which all government regulation of broadcasting has developed.

We have reached the definite conclusion that the right of our people to enjoy this means of communication can be preserved only by the repudiation of the idea underlying the 1912 law that anyone who will may transmit and by the assertion in its stead of the doctrine that the right of the public to service is superior to the right of any individual to use the ether. 10

Head points out that the fundamental ideas of the Act may be summarized in the following several statements. First, the radio waves can be used for private use only if public use is served, because the channels belong to the people. Broadcasting is a communication service which must be recognized as unique. Radio service must be distributed equitably in order to benefit all people. Only persons who are eligible should be assigned channels for use. Radio broadcasting is protected by the First Amendment with certain limitations. The government has the power to regulate the industry to insure that "public interest, convenience, and necessity" be served. Finally, the government does not have absolute power over broadcasting. 11

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9 Head, op. cit., p. 130.
10 Ibid., p. 131.
11 Ibid., p. 131.
In 1934 Congress passed the Communications Act of 1934. This bill re-enacted the Radio Act of 1927 as far as radio was concerned. At this time the name of the Federal Radio Commission, the agency which represented Congress in the regulation of radio, was changed to Federal Communication Commission.

Within the industry itself the National Association of Broadcasters, which serves as a clearing house for broadcasting, established a "Code of Ethics." The purpose of the Code was to establish uniform practices throughout the industry by self regulation. Llewellyn White has written that, "Except for the efforts of the NAB... self-regulation in the broadcasting industry has been a matter for the consciences of individual broadcasters." The balance between government controls and the self regulation within the broadcasting industry has promoted the growth of the great and important broadcasting business which is operating in the country today.

As was mentioned earlier, the history of this formative period has been recorded only in general terms. The record of programming practices that developed during the years of struggle has been neglected more than other aspects of the industry. In recent years research is being done in the area of local stations, treating some of their detailed problems, particularly in the various aspects of programming. Bruce A. Linton, for example, has completed a study of early programming of certain Chicago stations. In 1944 Donald W. Riley made a study of radio drama from 1919 to 1944, and George M. Stokes completed an analysis of public service programming of Station WFAA, Dallas, in 1954. Listener preferences in relation to local station programming was the topic of Glenn D. Starlin’s study at the State University of Iowa in 1951, and programming of local stations under the ownership of newspaper publisher in Detroit during the early years of broadcasting was analyzed by Maryland W. Wilson in 1952.

Since no study has been made of local broadcasting stations in Louisiana and since Shreveport Station KWKH is one of the pioneer stations in the state and in the country, it is the purpose of this study to record the history of Station KWKH from its origin to 1950, the date of

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15Donald W. Riley, A History of Radio Drama from 1919 to 1944 (Microfilmed Doctoral Dissertation, Ohio State University, 1944).


17Glenn D. Starlin, A Comparison of Listener Preferences with Radio Station Programming in Iowa (Microfilmed Doctoral Dissertation, State University of Iowa, 1951).

when television became a competitive broadcast medium and exerted wide influence on programming in radio generally. In making this study the writer will give particular emphasis to programming practices and techniques, to station personnel and their qualifications for their specific duties, to station facilities, and to the philosophies and policies of broadcasting held by the successive owners.

The various sources from which materials of value to this record came include the private files of William Antony, chief engineer of Station KWKH for a number of years, the files of the station itself, local newspapers, interviews with numerous prominent members of the station staff, and pertinent government documents concerned with broadcasting regulation. Of inestimable value were materials contained in the private library of William E. Antony, Dixie, Louisiana. In this collection were two brochures of unpublished materials compiled by W. K. Henderson, one of the early owners of the station. It is of particular significance that Antony has preserved these writings of Henderson, since the complete files of the radio station during the Henderson period were destroyed by fire in 1955 when his home at Kennonwood burned. The files of present Station KWKH contain correspondence, communications from the Federal Communication Commission, and other pertinent data. Particularly helpful was this source in compiling data for the later periods of the study. Much information of value to the study was found in the columns of the local newspapers, especially following the purchase of
interest in the station by the publisher, John D. Ewing. Perhaps the most significant source of information was the interviews with station staff members and former staff members. William Antony; Stedman Gunning, KWKH engineer; and Carter Henderson, son of W. K. Henderson, supplied information concerning the station’s origin through the W. K. Henderson period. Horace Logan, former program director; Gene Goss, present news director; Gladys Hurley, secretary to the program director; and Henry Clay, present general manager, contributed descriptions of the station’s programming operations during the period just prior to World War II, designated in this analysis as the Period of Maturity. And finally, from the reports, rulings, and other regulatory documents of the various government agencies concerned from time to time with broadcasting, especially the publications of the Federal Communications Commission, has come specific information used in the study. Helpful in providing checks and supplementary information have been such secondary references as the general histories of Gleason L. Archer, \(^{19}\) Hiram L. Jome, \(^{20}\) Sidney W. Head, \(^{21}\) Chester Giraud and Garnet R.


Garrison, and Robert L. Landry. Especially useful was Margery Land May's descriptive essay on W. K. Henderson.

In organizing the material it seems appropriate to discuss the growth of the station in a sequence of chronological periods. Early periods are determined chiefly by ownership. Later periods fall more readily into a more universal pattern of radio development throughout the nation. Following the Introduction, the successive chapters of this history include the Period of Origin and Experimentation, 1922-1925; The Period of W. K. Henderson, 1925-1933; The Period of Maturity, 1933-1940; The War Period, 1941-1945; The Post War Period, 1945-1950. The final chapter presents the summary and conclusions.

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24 Margery Land May, *Hello World Henderson, the Man Behind the Mike* (Shreveport: Press of the Lindsay Company, 1930).
CHAPTER II

THE PERIOD OF ORIGIN AND EXPERIMENTATION

Writing in the 1959 Edition of the Britannica, Reith and Winter, officials in the British Broadcasting Corporation, describe the intent and limits of broadcasting as the activity has developed since its begining about 1920.

BROADCASTING. Radio broadcasting is radio transmission intended for general public reception, as distinguished from radio communications directed to specific receiving stations. In its commonest form, it may be described as the systematic diffusion by radio of entertainment, information, educational and other features for simultaneous reception by scattered audience, individually or in groups, with appropriate receiving apparatus. The subject matter may be either audible or visual, or a combination of both. Sound broadcasting in this sense may be said to have come into being about 1920, while television broadcasting began in 1936. . . .

Important events took place over an extended period of time before the foregoing could be stated. Certain of these events particularly concerned the growth of radio in the United States. Before the turn of the century, in 1899, the Marconi Wireless Telegraph Company of America was chartered by the state of New Jersey. One of this company's first

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stations at Wellfleet, Massachusetts, was used in sending messages across the Atlantic Ocean. Although wireless was then in its infancy, this company built stations on the Pacific as well as the Atlantic coasts of the United States.

The United States Navy became active in developing wireless stations and by 1904 had twenty shore stations in operation and twenty-four ships equipped with wireless mechanisms. Other wireless stations throughout the United States caused a need for regulation. Therefore, President Theodore Roosevelt appointed a committee to study this question. In 1904 the committee recommended that the War Department control all military stations in the interior and that the Navy control all coastal stations. The Department of Commerce and Labor should supervise commercial stations. Although this report by the Roosevelt Committee never became a law, it influenced the future of radio, since its recommendations were adopted. The important outcome from the proposals was that the Department of Commerce and Labor was delegated the responsibility for supervision of commercial broadcast stations. Eight years later on August 13, 1912, the Radio Bill placed the regulation of wireless in the hands of the Department of Commerce. This law was intended to govern

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4Ibid.

5Public Law No. 238, 62nd Congress, 37 Stat. L. 199.
ship to shore wireless communications. When broadcasting of voice was developed several years later, the radio laws that were written for wireless were adjudged applicable to the new medium of voice transmission. Thus the Radio Bill covered both maritime wireless and land radio broadcasts. Head said that this law "could not have anticipated the problems which such a radically different service as broadcasting might raise."⁶

Wireless became popular when men were interested in projecting the human voice as well as dots and dashes over the ether waves. The first known human voice broadcast in the United States was that of Professor R. A. Fessenden at Brant Rock, Massachusetts, on Christmas Eve, 1906. Using a water-cooled microphone to modulate an Alexanderson alternator and one kilowatt of power, Fessenden presented a poem, a violin solo, and a speech. This program was projected hundreds of miles by wireless telephony.⁷ For the next fourteen years Fessenden continued to broadcast between his experimental stations at Brant Rock and Plymouth, Massachusetts.⁸

Wireless broadcasts became more widespread in the United States after G. W. Pickard discovered that crystal detectors could be used in

⁷Archer, op. cit., pp. 86-87.
⁸Ibid., p. 97.
radio receiving sets. Many young men were attracted to the new entertainment of picking sound and music from the air. An amateur could purchase a crystal and build his own receiving set, don his ear phones, and listen for hours to music coming to him out of the air. Many of those enthusiasts built transmitters and began sending their own music and messages. Consequently, manufacturers of radio parts prospered; radio magazines multiplied. Experts in radio engineering published guides and diagrams for any amateur to follow.

With the advent of World War I, President Wilson directed the Navy to take over all wireless stations not already under the control of the Army. Private owners co-operated by surrendering their physical equipment, technicians, and research personnel to the government. The war period caused a more rapid development in wireless communications. The technical resources of the entire country were pooled to achieve a more rapid expansion of wireless. "... World War I brought broadcasting closer to the homes of the general public than any other event occurring in such a short span of years, even though it was not until after the war had ended that the real process of broadcasting began."
When the war ended, radio broadcasting faced a crucial time. The issue of whether radio facilities should be retained in the hands of the government or returned to private enterprise was debated. Eventually broadcast controls were returned to industry, and radio made tremendous strides towards becoming a popular medium of communication. Because of the increase in the numbers of listeners, broadcasting stations were established especially for entertainment and information.

In 1920 Radio Station KDKA, located at the Westinghouse Electric and Manufacturing Company in East Pittsburgh, Pennsylvania, began to broadcast regularly scheduled programs, operating on 833 kilocycles with 50 watts of power. Its first program gave the results of the Harding-Cox presidential election. After this initial success, the station pioneered in program building. It originated religious programs direct from the church. Other broadcasts featured speeches by such dignitaries as Herbert Hoover, Colonel Theodore Roosevelt, and William Jennings Bryan. The station broadcast boxing matches, the Davis Cup tennis matches, and a National League baseball game.

Originally, KDKA broadcast from a tent adjacent to a small room on top of a high building. Then the staff discovered that the tent worked equally well placed within a room. With this revelation engineers began

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11Ibid., p. 3.

to solve the problem of echoes and resonance. 13 KDKA was the first of many stations which advanced the "radio boom." 14 By the winter of 1922 a radio craze had developed in the United States. In the May, 1922, issue of Radio Broadcast an editorial read as follows.

The rate of increase in the number of people who spend at least a part of their evening in listening in is almost incomprehensible. To those who have recently tried to purchase receiving equipment some idea of this increase has undoubtedly occurred, as they stood perhaps in the fourth or fifth row at the radio counter waiting their turn only to be told when they finally reached the counter that they might place an order and it would be filled when possible. This movement is probably not even yet at its height. . . . It is still growing in some kind of geometrical progression. . . . It seems quite likely that before the movement has reached its height, before the market for receiving apparatus becomes approximately saturated, there will be at least five million receiving sets in this country. 15

The tremendous increase of radio stations in such a short space of time

. . . Brought its problems of overcrowding the greatly limited broadcast bands that had been assigned for the purpose, and in February 1922, the first of a series of industry conferences called by the Secretary of Commerce met. Its purpose was to try to work out some means of controlling the rapidly worsening situation by means of an agreement worked out by the members of the industry itself. 16

13 Archer, op. cit., p. 217.
16 House of Representative, Regulation of Broadcasting, p. 4.
The First Radio Conference, which met in Washington, was attended by "representatives of the radio industry, members of both the House of Representatives and the Senate, and personnel from various governmental agencies interested in communication."\(^{17}\) It was decided that private enterprise alone could not control broadcasting. Therefore, the government should assume control. Thus two developments of this formative period shaped the future of radio broadcasts in the United States. First, the Radio Bill of 1912 placed the regulation of wireless in the hands of the Department of Commerce, and the First Radio Conference meeting in Washington in 1922 as radio broadcasts were emerging on a national scope, reaffirmed the belief that government control was necessary. The second development followed the end of World War I when the government relinquished radio facilities to private enterprise. This averted a government monopoly of radio communication and led directly to the development of broadcasting as an industry in the United States.

After KDKA began broadcasts, many radio stations opened throughout the United States. Among these was a small station in Shreveport, Louisiana, which was licensed by the Department of Commerce in May, 1922, under the call letters WAAG.\(^{18}\) This station, which remained on

\(^{17}\)Ibid.  
the air only a short time, was soon replaced by a larger one which became a permanent service to the city. Different owners during the years 1922 through 1925 were W. E. Antony, W. G. Patterson, a four-party partnership of *The Shreveport Times*—Youree Hotel—W. K. Henderson—W. G. Patterson, and finally W. K. Henderson alone.

**THE ANTONY PERIOD: THE BEGINNING OF RADIO STATION KWKH**

William E. Antony, a young enthusiast in Shreveport, was a pioneer in radio. Before voice could be transmitted over the air waves, Antony built a continuous wave transmitter and listened nightly to the sound waves from wireless stations broadcasting from ship and shore locations. Listening to one such transmission, he heard for the first time human voice coming over the air waves. This broadcast was an American Telephone and Telegraph Company experiment in broadcasting voice over radio telephone from aboard the ship *S. S. America*, which was located off Cape Hatteras. This initial experience of hearing speech broadcast aroused Antony's desire to know more about such transmissions. Because of his curiosity about radio, Antony secured a position with the American Bell Telephone Company in Shreveport in 1921 for two reasons. First, he

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wished to earn a living; secondly, he desired to learn the techniques of radio transmission which this company offered its employees.\footnote{Ibid.} The telephone company had exclusive rights to make, to use, and to sell broadcasting transmitting apparatus.\footnote{Gleason L. Archer, \textit{op. cit.}, p. 334. See also Giraud Chester and Garnet R. Garrison, \textit{Radio and Television, An Introduction} (New York: Appleton-Century-Crofts, Inc., 1950), pp. 20-21. During the period immediately following World War I strong competition for patents essential to the growth of broadcasting existed between the British and American manufacturers. According to Chester and Garrison, one of the American companies, under the general guidance of Rear Admiral W. H. G. Bullard, Director of Naval Communications for the United States Navy during the war, initiated a plan \ldots{} by which a new company, controlled entirely by American capital and holding major radio patents, would be organized. The new company, formed in 1919, was the Radio Corporation of America. \textit{RCA} bought all the patents and assets of American Marconi and entered into cross-licensing agreements with General Electric, Westinghouse, and Western Electric, and thus took a commanding position in the American radio field. \textit{These agreements gave General Electric and Westinghouse the exclusive right to manufacture radio receiving sets and \textit{RCA} the sole right to sell the sets. \textit{A. T. & T.} was granted the exclusive right to make, lease, and sell broadcast transmitters, a monopoly of which the telephone company made much use in the next few years \ldots{} .}  

\footnote{The Antony Interview, July, 1958.}
In May, 1922, Antony designed and built the first radio transmitter in the South at his home located at 1513 Laurel Street. Percy and Sid Elliott, owners of Elliott Electric Company, located on Spring Street between Texas and Milam Streets, held the license for this first Shreveport station which could be seen but, "it was hardly possible to hear the broadcasts from the home of W. E. Antony at 1513 Laurel Street in the down town business section." 

Antony was able to construct this transmitter because he had two vacuum tubes with a power of five watts each, which had been issued for installation in a telephone repeater in Lake Charles, Louisiana. Because the town at that time was not large enough to need the tubes, they were not installed. Antony made use of them in his transmitting station.

This new Radio Station WAAG, operating on ten watts power with a wave length of 300 meters, was one of the one hundred and fourteen broadcasting stations which attempted to fill the night with music. Since broadcast reception was much better at night than in the daytime,

24 *Shreveport Times*, June 28, 1935.


26 *Shreveport Times*, June 28, 1935.

27 William E. Antony, Personal Interview, Dixie, Louisiana, March 27, 1959.

WAAG broadcast at night. To supply the music Antony played records on a phonograph placed near the microphone; to achieve variety he read the news directly from newspapers or talked about the weather. Even though Shreveport citizens could hardly hear these broadcasts, Antony continued them until the Department of Commerce enforced an old rule which stated that "... all stations must have a first class commercial operator." Lacking this operator, Radio Station WAAG went out of existence.

THE W. G. PATTERSON PERIOD

According to Antony, Shreveport was not long without a radio station, because after the Department of Commerce closed station WAAG, he went to New Orleans, secured a first class telephone operator license, and resumed broadcasting in his home. Each night he went on the air, but in the daytime he worked for the telephone company. In 1923 another businessman in Shreveport became interested in broadcasting. This man, William Gleeves Patterson, opened a retail shop in which he sold radio

29 For its authority the Department of Commerce had gone to the Wireless Ship Act of 1910 as revised in 1912, which required every radio operator to hold a license.

30 Antony explained that the requirement for securing a first class telephone operator's license was that one must pass a test. Antony studied for the test and passed it.
receiving sets and crystal sets to be assembled at home.\textsuperscript{31} This store was located in the Blanchard Apartments between Louisiana and Cotton Streets. Probably because he wished to stimulate sales, Patterson purchased a radio station for $750.00.\textsuperscript{32} Then he went to Washington and secured a license for a 100 watt station which was assigned the call letters WGAQ.\textsuperscript{33} Patterson purchased two 50-watt vacuum tubes from the Radio Corporation of America. Using these two tubes, Antony built a new transmitter and continued broadcasting from studios in his home. Patterson erected the antenna on the roof of the Youree Hotel.\textsuperscript{34}

The new owner maintained Radio Station WGAQ with its 100 watt power to furnish programs for the persons who purchased radio receiving sets from his store. One hour each night Antony broadcast programs similar to those of the earlier station WAAG. He played records on a phonograph placed near a microphone, interspersed the music with his reading of the local newspapers, and reported on the current weather.

\textsuperscript{31}William Gleeves Patterson, a native of Mansfield, Louisiana, was one of the incorporators of the Glenwood Radio Corporation, Inc., domiciled at Shreveport, Louisiana, which filed charter in the Office of the Secretary of State, Baton Rouge, on May 8, 1922. Incorporators named in the articles were W. G. Patterson, G. G. Patterson, and J. W. Gillman, all of Shreveport.

\textsuperscript{32}The Antony Interview of 1958.


\textsuperscript{34}The Antony Interview of 1958.
He conducted "request programs" during which he played records that Patterson's customers requested. For added customer convenience he placed receiving sets in music stores in Shreveport and broadcast records for shoppers to hear. In return for these services, the music stores donated the records used. Programming of local talent began on this station when Antony invited a young girl who lived in the neighborhood to play the piano. Also, two or three persons who sang together came to the station and performed. 35

Although this radio station enabled him to sell thousands of receiving sets, it may be assumed that Patterson experienced financial difficulties within a year after the purchase. Within that period he made attempts to enlist the financial aid of prominent persons in Shreveport, 36 one of whom was William Kennon Henderson, Jr., sole owner of W. K. Henderson Iron Works and Supply Company, located at Caddo and Spring Streets. In his determination to prove to Henderson the worth of radio, Patterson persuaded Henderson to write a letter which Antony read over the air. Because of the static interference, the voice was indistinct.

Some years later Henderson wrote of the experience:

He (Patterson) placed some kind of a little cabinet with dials on it on my desk and he intended to take this letter and go to some distant part of town and read this letter to me. He went out of the office to the edge of

35Ibid.

36Shreveport Times, June 26, 1935.
town and I was at work at my desk and the first thing I knew
I heard a frying, whirring, buzzing noise and then a faint
sound or two—human voice. All in all it was not a success.37

Despite his failure to sell Henderson at that time, Patterson persisted in
his attempt to acquire financial support for the station.

THE PARTNERSHIP:
HENDERSON-SHREVEPORT TIMES-YOUREE HOTEL-PATTERSON

Henderson developed an interest in radio after an electrician in-
stalled a receiving set in his country home at Kennonwood, eighteen miles
north of Shreveport. This set enabled him to hear clearly radio stations in
Chicago and Pittsburgh. He had constructed an amplifier which eliminated
the need for headphones. Then he relayed his favorite programs by tele-
phone to his friends' homes in Shreveport. In this manner he interested
hundreds of Shreveports in the new medium of communication.38

At this time Henderson was about forty-two years of age. He was
a civic minded businessman, serving as vice-president of the Shreveport
Chamber of Commerce. When he was a young man he had worked as an
apprentice in his father's iron foundry and learned the various phases of
the business which included serving as mechanic, electrician, printer,
and salesman. In 1909 he organized a garage which he operated for

37W. K. Henderson. The Story of KWKH (Shreveport, Louisiana:
Mimeographed manuscript, undated, in the Private Library of W. E.

38Ibid., p. 6.
eight years.

In the last year of his activity in this line, he did a gross business of more than a million and was credited by "The Horseless Age," a motor magazine, with owning and operating the largest garage in the world.

In September, 1918, after the death of his father, Henderson acquired possession of his father's foundry. Under the ownership of the younger man the business continued to prosper and expand.

In 1923 when Patterson first approached him with a proposition to purchase an interest in the radio station, Henderson did not think that the venture would be a success. Later, when he was convinced that broadcasts could be carried long distances, he was eager to purchase an interest in Radio Station WGAQ, although he still could not hear Antony's broadcasts clearly. Consequently, he called a conference with John D. Ewing, associate editor of the Shreveport Times, and Sam Weiner and Jack Tullos, owners of the Youree Hotel, to discuss the possibilities for the purchase of the radio station. As an outcome of this meeting the owners of the Times, the owners of the Youree Hotel, and Henderson each purchased one-fourth interest in WGAQ. Patterson retained one-fourth interest for himself. The transaction relieved


40 Ibid., p. 41.
Patterson of his financial difficulties.\textsuperscript{41} According to Antony, the purchase price was $2,500.00.

John D. Ewing and W. K. Henderson were two men among the new partners whose names were to become familiar among broadcasters. Ewing, son of Colonel Robert Ewing who was owner and publisher of the \textit{Shreveport Times}, worked with his father as associate publisher of the newspaper. He had entered Virginia Military Institute at the age of sixteen and had graduated with a degree in chemistry in 1913. From 1913 until 1915 Ewing had served as circulation manager of his father's newspaper in New Orleans, the \textbf{New Orleans States}. In 1915 he moved to Shreveport to assume his position with the \textit{Shreveport Times}. During World War I he served as Captain with the Thirty-second (Red Arrow) Army Division in France. In 1918 he was awarded the Croix de Guerre with Star. In 1921 he was elected State Commander of the Louisiana Department of the American Legion.\textsuperscript{42} Ewing's interest in radio did not evolve suddenly. He had enjoyed the new medium from the beginning of commercial broadcasts, having been an enthusiast who wore ear phones until late at night trying to pick up sounds from the air waves.\textsuperscript{43}

In 1924 the radio station which had acquired new owners was

\begin{footnotes}
\item[41] W. K. Henderson, \textit{op. cit.}, p. 3.
\end{footnotes}
relicensed and began operation with 250 watts of power on a frequency of 1140 kilocycles. The station staff included Ward Delaney, business manager; William Antony, chief engineer; and Paul Goodwin and Owen Crump, announcers. The studio was moved from Antony's home to the Youree Hotel where regular programs were broadcast. Although these programs continued to use phonograph records, there were many live performances by local groups. For example, on Monday night, September 29, 1924, the Shreveport Chamber of Commerce broadcast a musical program from the Hotel Youree roof garden. Several hundred people were present as guests of the hotel management.

This program, which was arranged by W. J. Arkwell and James A. McCann, consisted of vocal and instrumental music and a brief talk by the Centenary College football coach, Alvin Nugent "Bo" McMillan. The coach discussed the college football schedule and the team's chances for winning the various games. The music numbers on the program included a violin quartet composed of Azile Swann, Maxine Williams, Jane Norton, and Mariam Shumate, accompanied by Inez Furniss; a vocal trio composed of Mrs. Wanda Cox, Edythe Crowder, and Nina Gene Shelby, accompanied by Mrs. Grace A. Newman; a soprano solo by Mrs. Allen Dickinson, accompanied by Mrs. Newman; a solo by

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45 Stedman Gunning, Personal Interview, March 27, 1959.
Julie Grace Hardi, accompanied by Mrs. Newman; a trio composed of Edythe Crowder, W. J. Arkwell and W. E. McCord, accompanied by Mrs. Newman; a solo by Mrs. M. J. Dooley, Mrs. Newman, accompanist; a quartet with Misses Crowder and Shelby and Arkwell and McCord, with Mrs. Newman, accompanist; a solo by Mrs. C. M. Hung, accompanist, Mrs. Newman; a violin obligato by J. A. McCann; a reading by Wilma Lyons; a solo by Mrs. Wanda Cox, accompanist, Mrs. Newman; and a duet composed of W. J. Arkwell and W. E. McCord.

When Station WGAQ first began broadcasts of local talent programs, listeners responded with enthusiasm, according to W. K. Henderson's unpublished manuscript. However, as they accustomed themselves to the live programming, they complained of interference with the reception of more distant stations. Citizens also complained that WGAQ failed to provide broadcasts of a quality comparable to those of stations located in larger cities. Finally, Henderson called his partners into a conference. He explained to them that in order to deal effectively with the complaints and to permit Shreveporters to select other stations on their dials, the station must be moved away from the city, and many improvements made. Moving the station would eliminate the interference of city noises. Improvements which would include the construction of telephone and high powered lines would necessarily

involve the expenditure of large sums of money. Then Henderson offered to purchase all interest in the corporation or to sell his share. His offer was to sell his part for $250.00 less than he had paid for it or to buy the other shares for $250.00 more than had been paid for them. His partners agreed to sell. When the negotiations ended, Henderson owned three-fourths interest in WGAQ, while Patterson retained his one-fourth share. 47 Antony recalls the date as October, 1924.

W. K. HENDERSON'S BEGINNING

When Henderson acquired the controlling interest in the radio station, he proceeded with his plans to improve broadcast conditions. He moved the power plant and generator to his country home at Kennonwood, north of Shreveport. In the Shreveport magazine for May, 1925, an article told of Henderson's plans for Radio Station WGAQ.

Mr. Henderson has voiced his intention of furnishing Shreveport with one of the most powerful radio stations in this country. The large transmitting plant will be located at Kennonwood, the country estate of Mr. Henderson about 18 miles from Shreveport. The operating room and controls will be located at the Youree Hotel as at present. A beautifully appointed sound-proof studio is being constructed on the second floor of the hotel, which will increase the tones of modulation.

Steps have already been taken to increase the power of the station to 500 watts, and all necessary materials has [sic] been ordered to make this increase effective within the next 30 days. It is planned further to increase the power of the station to 1000 watts by the middle of the summer.

47 W. K. Henderson, op. cit., p. 5.
It is thought that by having the station itself at Kennonwood, the increase in power will not affect local listeners as much as if it was located here.  

According to Gunning, a station engineer-announcer, sports news was added to the station programming at this time. A telegraph instrument which transmitted ball games and other sports events was installed. Broadcasts of sports events were transmitted by teletype to WGAQ and to other stations equipped for this service. At WGAQ the announcers took the progress of games directly from the teletype machine and read it over the air. Although listeners heard the machine in the background, they were able to follow the progress of many different sports events originating at different places throughout the United States. An insert in the columns of the Chamber of Commerce publication *Shreveport* indicated the beginning of a daily sports news service by the station.

"Beginning at 6:45 Tuesday afternoon the results of the American, National and Texas League baseball games will be broadcast daily until further notice."  

Facilities for the station were improved. The antenna towers were located on top of the Youree Hotel. They extended 86 feet above the main roof and had wires of flat-top construction counterpoise swung below. Although the steel antenna towers were self-supporting, they

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49 The Gunning Interview of 1959.

50 *Shreveport*, p. 32.
were guyed with one-quarter inch steel cables with turn buckles for further security. 51

In June, 1925, Henderson changed the call letters from WGAQ to KWKH. 52 He explained that the new call letters meant W. K. Henderson's station located at Kennonwood. When he discovered that a small rail-road-owned station in Georgia had those call letters, he went to the officials and explained to them the sentimental reasons why he desired to retain the letters KWKH for himself. As an outcome, the Georgia station permitted Henderson to use the call letters. 53

The station with its new equipment and added power broadcast from studios located in Shreveport and with power generated at Kennonwood. According to Antony, when the station used the 500 watts power allotted by the Department of Commerce, it continued to experience poor reception due to ground wave interference. This interference was such that Shreveporters were unable to hear KWKH or any other station. Henderson then resorted to other means to clear the situation. It appears that sometimes during the summer he moved the broadcasting studios to Kennonwood because, "On September 25, 1925, KWKH began operation with transmitter and studios located at Kennonwood. . . ." 54

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51 Shreveport, p. 25.


53 Shreveport Times, June 28, 1935.

54 KWKH 25th Anniversary Souvenir, p. 4.
This would indicate that Henderson moved the studios between May and September. September 25, 1925, is considered the date of origin of Radio Station KWKH.

**SUMMARY**

In Shreveport, Louisiana, William E. Antony, a young man with ambitions to become a radio engineer constructed a radio station for the Elliott Electric Company during the early months of 1922. Because the licensee failed to have a licensed radio operator, the Department of Commerce closed the station later that year. To remedy this oversight in his qualifications, Antony successfully passed the test for radio operators, secured a license, and resumed broadcasts from the same station. In April the next year W. G. Patterson opened a retail store selling radio receiver sets. He secured a license for an enlarged radio station under the call letters of WGAQ and enlisted Antony's services in operating his station. This dealer appealed to other business men for support. Financial aid was obtained when W. K. Henderson, John D. Ewing, Jack Tullos, and Sam Weiner purchased interests in the corporation. When the station experienced reception difficulties, Henderson volunteered to purchase the shares of the other parties in the partnership. His offer was accepted and the purchase was completed. The new owner moved the radio station to Kennonwood and changed the call letters to KWKH in June, 1925. During this period from 1922 through 1925 programming began with recorded music and live news and weather reports, later
added occasional live broadcasts by local musicians, and at the close of the period was continuing evening programs of recorded and live music and sports news by means of a special wire service.
CHAPTER III

THE PERIOD OF W. K. HENDERSON, 1925-1933

After W. K. Henderson moved his transmitter to Kennonwood early in 1925 and installed special high power lines to connect with the studios located at the Youree Hotel, listeners continued having difficulty receiving KWKH programs. With increased power from 250 to 500 watts granted by the Department of Commerce\(^1\) reception did not improve because of ground interference, an engineering problem.

Henderson began immediately to search for the solution. He knew that the Chicago radio stations were powerful because he and other Shreveporters were able to receive their programs clearly. To find out how those stations were able to broadcast such great distances and why his station was unable to transmit programs to Shreveport, Henderson sent Patterson, still one-fourth owner of the station, and Antony, the chief engineer, to study conditions in Chicago. At Kennonwood the buildings were adapted and the broadcast studio facilities were moved from the Youree Hotel location to the Henderson estate.

In Chicago Patterson and Antony discovered that water cooled tubes, designed for high power transmission only, had been perfected and that

Radio Station WJAZ had placed orders for the first four to be manufactured. Henderson promptly ordered two similar tubes for his station. According to Antony, those tubes, which cost $500.00 each, were made by a glass blower named McKullar. McKullar had perfected a means of joining glass and copper, the patent of which he sold to the Western Electric Company. While he was in Chicago Antony watched McKullar join the tubes with the aid of a helper. Because Western Electric held the patent for the process, Henderson had to pay the company $3,000.00 for their use. However, with those two tubes the station at Kennonwood was enabled to increase the power to 1000 watts. Antony stated that the station was not permitted to purchase an extra tube to use in case of an emergency. On September 1, 1925, the Department of Commerce granted Henderson the license for 1000 watts of power and the owner prepared his station facilities for the increase.

Using those two tubes which were designed for high power transmission, Antony built a transmitting station at Kennonwood and designed an antenna which would transmit the power desired by his employer. All of the equipment except the transmitter tubes were "homemade." The generator was housed in a small building near the main residence at

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2William E. Antony, Personal Interview, March 27, 1959.

3Ibid.

Kennonwood. Carter Henderson, son of the station owner, described the ferociousness of this electrical monster as it appeared to observers unaccustomed to seeing such power on display. According to Carter, when the generator was turned on it shook the building and fire leaped from the engines, creating a dreadful sight which caused women to faint. All of the machinery was exposed because there were no cover-guards; no precautions were taken to protect even the visitor from danger of sparks of fire and electricity. Eventually ropes were placed to keep visitors away from the dangerous machines. Antony designed and built the antenna which was capable of transmitting broadcasts all over the United States. This antenna was similar in form to the one on top the Youree Hotel. However, this one differed in that one end was attached to an old windmill and the other end to a tower constructed originally for a water tank.\(^5\) (Illustration I, p. 37).

According to Stedman Gunning's description of the Kennonwood estate, a building adjacent to the main residence housed the transmitter, the record library and the broadcast facilities for the musical recordings (Illustration I, p. 37). In this broadcast studio as shown in Illustration II, page 37, there were two Brunswick Company panatropes, electrical phonograph machines which had recently been marketed. Whereas most broadcast stations set a microphone in front of the amplifier of a panatrope to broadcast records, Henderson directed Antony to rework the mechanism in order

\(^{5}\text{Carter Henderson, Personal Interview, July 1957.}\)
Illustration I. Kennonwood Facilities in 1924.

Illustration II. Inside View of a KWKH Studio in 1927.
that pick-up of the music could be made directly from the electrically transcribed records into the transmitter instead of from an amplifier.

In Illustration II, page 37, the microphone was used by the announcer. It was not used in any way in the playing of records. In this Illustration Stedman Gunning is the announcer seated near Edwina Antony, daughter of W. E. Antony, who had assumed her customary position for the occasion.

In the main residence there were two broadcast studios. The larger one was located in the living room which was approximately sixteen by twenty feet in size. This was where the various performers broadcast. This room could easily accommodate a piano and a large group of entertainers such as a choir or a band. Upstairs adjoining Henderson's bedroom was a smaller studio which he used to broadcast in privacy. Another studio was located at the Henderson Iron Work offices in Shreveport. By having those two smaller studios Henderson could broadcast any idea which he developed at any hour either in the city or the country. Of these studios May wrote:

> There is . . . a microphone beside his desk, another in his upstairs office apartment and still another in his bedroom at Kennonwood so that he may, if he wishes, "tell the world" wherever he happens to be.\(^6\)

> In the main residence the ground floor was devoted to the larger of the two broadcasting studios, the kitchen, the eating and entertaining

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areas. On the second floor were a "dormitory" for the male employees, a "dormitory" for the female employees, bedrooms for Mr. and Mrs. Henderson and the smaller of the two broadcasting studies. The dormitories each measured about eighteen by twenty feet. On the top floor was a large bedroom for Carter, the Hendersons' son. Extra beds were placed in this room to be used by visitors who could not be accommodated elsewhere in the residence.⁷

Among other buildings were houses for married personnel of the station and dormitories for the men who tended the cattle and who did the outside maintenance work. Additional houses were built for the Negro employees. Kennonwood had private waterworks, electrical plants, sewage, and gas wells. On the estate were a dairy, a herd of beef cattle, pigs, and riding horses. For recreational purposes a hunting preserve and lakes for hunting, swimming, and boating were developed. According to Antony, visitors came to Kennonwood and stayed. Some pitched tents on the grounds; others were accommodated in the main residence. Whoever came to Kennonwood received a warm welcome from Henderson. The entire facilities at this country location were devoted to the broadcasting station. Neither time, effort, nor expense were spared in the creation and operation of Radio Station KWKH at this time.⁸

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⁷ Stedman Gunning, Personal Interview, March 27, 1959.

⁸ The Antony Interview of July 1957.
When Henderson moved his station to Kennonwood, he hired almost anyone who asked him for a job. However, those employed were expected to perform any task connected with maintaining the station. The owner was a commanding person who demanded that the staff members be proficient in performing the many and varied duties assigned to them. Those persons who attained his high standards were paid well. The main staff of ten persons moved to Kennonwood where facilities were provided them. The unmarried men and the unmarried women lived in separate "dormitories" in the main residence. Married personnel were assigned separate cottages on the estate. 9

Following the general policy of demanding of every member of the staff to perform any and every task connected with the successful operation of the station, Henderson hired no announcers. Persons who operated the control board also announced. According to Antony, the station personnel and staff were expected to remain on call twenty-four hours a day. Stedman Gunning illustrated this demand by his own experience. On Labor Day, 1926, Gunning began his employment. From that time until Henderson disposed of the station in 1932 he worked without a holiday. However, those staff members who remained with Henderson were intensely loyal to him as was evidenced during the years from 1930 through 1932, when the entire staff served without pay. 10

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9 Stedman Gunning, Personal Interview, March 1959.

10 Both Gunning and Antony told the writer in interviews in recent months that they served without pay during those depression years. Henderson provided food and lodging but no pay.
Perhaps the foremost staff member of KWKH was William Antony who had served as chief engineer for all radio stations in Shreveport. Antony's full time employment was in the capacity of chief testboard man for the American Telephone and Telegraph Company. It appears that Antony was an employee upon whom Henderson relied heavily. According to Carter Henderson, his father knew enough about engineering to have an idea of what engineering feats could be performed. Whenever the broadcaster wished greater performance or some new improvement for the station, he told Antony who apparently proceeded to work out the details. In addition to his work with the telephone company, with KWKH, and other radio stations, Antony continued to experiment with radio on his own free time. In 1928 Antony became a full-time employee and moved his family to Kennonwood where they remained until the station was removed.

Stedman Gunning had been a radio enthusiast in high school. He used empty chalk boxes in which to assemble crystal radio sets and sold them for one dollar. After he was employed at KWKH he went to Kennonwood every afternoon, worked until the station went off the air, and then returned to Shreveport where he worked at the Henderson Iron Works for eight hours. He continued this type of employment until March 1928, when he moved to Kennonwood as a full-time employee of the station. This young man, unmarried at the time, lived in the men's dormitory.  

11 The Gunning Interview of 1959.
Frank Marx, a native of New York, came to KWKH with his mother and was hired as an engineer. According to Gunning, Marx's mother remained at Kennonwood for some time as a guest before returning to her home. In addition to his working as an engineer for the station, Marx served as announcer. Jack Temple, whose whereabouts is unknown today, was employed as an engineer. However, when he doubled as announcer he proved to be a great favorite with the ladies of the late twenties and early thirties. On the days when Temple announced, women came to the studio by the hundreds. Both Temple and Gunning received large amounts of fan mail from women listeners throughout the nation.

KWKH employed a number of announcers. In the beginning Jack Temple was the chief one. Then Stedman Gunning relieved Temple at the microphone and eventually held the responsibility for the musical request programs. On the early morning programs another employee, 

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**12** Frank Marx serves as vice-president in charge engineering and general services departments of the American Broadcasting Company. He is an associate member of the Federal Communication Commission consulting engineers. As a broadcasting executive he has been responsible for the design, construction, and installation of several complete broadcasting plants. This and other information is found in *Who's Who In America, a Biographical Dictionary of Notable Living Men and Women* (Chicago: Marquis Who's Who, Inc., A Non-Profit Foundation), XXVIII (1954-55), 1732.

**13** The Antony Interview of 1958.
Lynn Brannon, broadcast from four until six o'clock at the times when KWKH signed off the air at nine o'clock the previous night. Paul Carrigen, known locally as the "radio man," introduced programs when there were artists performing in person at the station. Carrigen did not work exclusively for KWKH.

Among the women employees were Mrs. Pearl Hooks, Henderson's secretary, and Ruth Hesten, a stenographer. According to Carter Henderson, Mrs. Hooks devoted much of her time to collecting newspaper items concerning Henderson and arranging them in scrapbooks.

Antony said that when the station discontinued transmitting each day, the men busied themselves making the necessary adjustments and repairs. The major task in connection with the station was the shop repair work, because all the equipment was home-made and required constant attention. Maintaining the station took skillful persons, those willing to study and experiment.

When KWKH went on the air with 1000 watts of power on

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14 On March 26, 1955, a fire destroyed the main buildings at Kennonwood. The Henderson scrapbooks were destroyed at this time.

15 The Antony Interview of 1959.

16 That Antony has never been replaced as foremost radio engineer in Shreveport and that Gunning continues with the station as engineer and that Marx has assumed his present position with the American Broadcasting Company is a tribute to the man Henderson and his methods of dealing with his staff.
September 25, 1925, there were no definite program schedules. Broadcasts consisted of phonograph records, talks, and live performances by artists who came to Kennonwood. "Old Man Henderson," as he came to be known, was a major attraction of the station. According to Carter Henderson, listeners especially enjoyed hearing records. Henderson pioneered in the method of broadcasting music directly from the electrical transcriptions. The music was transmitted clearly and the announcers never identified the music as phonograph records. Consequently many persons believed that KWKH had the performers in their studios. According to Antony, the broadcasts were so nearly perfect that a manufacturer of radio transmission equipment sent twenty-one engineers who posed as visitors to study the method. However, the staff members, unaccustomed to seeing twenty-one men unaccompanied by their families, took special note of the group. When they began asking questions which only a radio engineer would understand, KWKH engineers realized that the

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17 The Antony Interview of 1957.

18 This is the method which is used today in broadcasting recordings. In January, 1931, the Radio Digest carried an article concerning radio transcriptions:

"When the recorded programs are broadcast from a station they are not played on a phonograph placed in front of a microphone, such as was done in the early days of broadcasting. Instead, the output from the pick-up placed on the record is directly fed into the transmitter. The pick-ups used are much more costly than those found in phonograph-radio combinations designed for the home, are generally operated in pairs so that as one record ends the next one can be cut in without pause." Radio Station KWKH was using this method in 1925.
men were sent to the station to discover how the music was broadcast.  

Henderson stated that his station probably had more money invested in records, in the music library, and in catalogs and the supplements than some other radio stations had cost altogether. Copies of the catalogs in the possession of Antony and Gunning are undated, but it is understood that KWKH Music Catalogs were available to listeners prior to 1927.

The catalogs were booklets containing the names of all the records in the musical library of KWKH, listed alphabetically. Catalogs were sent to listeners in order that they might request their selections by numbers rather than by the title. One booklet contained forty-three pages of closely typed song titles. Examples of these titles follow: "Abide With Me," "A Kiss in the Dark," "A Cup of Coffee, A Sandwich and You," "Alice Blue Gown," "Bringing Up Father in Prohibition," "Any Ice Today Lady?," "Black Bottom Stomp," "Harmony Blues," "Faust," "Frolic of the Coons," "I Know the Lord Laid His Hands on Me," "Hugs and Kisses,"

20 The Antony Interview of 1959.

21 W. K. Henderson, letter to Judge E. O. Sykes, member of the Federal Radio Commission, dated September 15, 1927. This letter read: "... we have issued beautiful catalogues, of which I gave you one, with supplement, showing the records we play and, since that time, we have issued another, with other supplements, and will continue to do so..." Cited in W. K. Henderson, editor, KWKH's Fight for a Square Deal From the Federal Radio Commission (Shreveport, Louisiana: An unpublished mimeographed collection of letters in Private Library of W. E. Antony, Dixie, Louisiana), p. 6. This publication is hereinafter called KWKH's Fight for a Square Deal.
"I Keeps My Kitchen Clean," "Say Lister Have you Met Rosie's Sister," and many others which are similar and dissimilar.

Gunning estimated that KWKH always had five to six thousand records in the library. Gunning recalled that the following five seemed to be favorites with listeners: "My Horses Ain't Hungry," "Missouri Waltz," "Hand Me Down My Walking Cane," "Dead Cat on the Line," and "Golden Slippers."

Broadcasting at KWKH was done at night in order to assure clear reception for listeners. During the time when the station did not share broadcast time with another station, Henderson opened the programs by talking two or three minutes, then he would say something like this, "Stedman's going to play your records now. You call us or send us a telegram and he will play your request." From the year 1926 until 1929, programming over the station was almost totally requests.22

According to station personnel, after Henderson asked listeners to telephone or telegraph, the one telephone line available to the broadcasting studio was used constantly by the long distant operator and the telegraph office. No local callers could contact the station because the two operators kept the line busy.

Gunning was the announcer who handled the request programs. He said that his duties included answering the telephone, writing the name

22The Gunning Interview of 1959.
or number of the request and the name of the person making the request.
When he received a number of requests for one record, he looked up the
record, announced the title and read the long list of persons requesting
that selection. Then he played the record on the panatrope. In addition
he operated the transmitter. The station remained on the air as long as
the requests came, often until eight o'clock the following morning after
beginning broadcasts at 7:30 the previous evening. Concerning the re-
quests, Gunning said that there was no program ratio between classical,
religious, or hillbilly records played. 23

About 1928 the telephone situation became so congested that the
telephone company hired two operators for the station and Western Union
Telegraph Company installed a printer at KWKH at their own expense. The
telephone operators worked in the broadcast studio and used foot-operated
switches to cut off the microphone while they talked over the telephone. 24

Henderson did not hide the fact that the programs consisted of
playing records as evidenced by his issuing the musical catalogs to
listeners. However, the Federal Radio Commission was opposed to the
playing of records without having each record announced as "recorded."
The Commission issued General Order No. 16 which required that all
records be announced as such. Henderson would not comply with this

23 The Gunning Interview of 1959.
24 The Carter Henderson Interview of 1959.
order. Admiral W. H. G. Bullard, Chairman of the Federal Radio Commission wrote a letter, dated September 13, 1927:

Under date of August 31st, 1927, this Commission has received a report from the Supervisor of Radio in your District, that your station -- KWKH -- does not comply with the Federal Radio Commission's General Order, which requires that each phonographic record be announced as such before being rendered.

Please read General Order No. 16 again and see if you cannot find it convenient to fully comply with the Order, which requires that "all broadcasts of music performed through the agency of mechanical reproductions shall be clearly announced as such with the announcement of each and every number thus broadcast."

Despite the General Order of the Commission Henderson continued to broadcast those request programs without credit until he disposed of the station.

By his management of his radio station and his personal use of the microphones, William Kennon Henderson soon established a distinct personality among broadcasters. At the time he entered the field of radio he had established himself in Shreveport as a civic minded man. His interest was in a "Greater Shreveport." In May, 1925, he was elected president


26 The Gunning Interview of 1959.

27 In the November, 1924, issue of Shreveport, the Chamber of Commerce's monthly publication, there was a picture of a sign donated by Henderson. This was a 100-foot sign located on the Henderson Iron Works property which read "Prosperity," on one side and "Buy your goods in Shreveport," "for More Factories," "Bigger Payrolls," "Bigger Business," on the opposite side.
of the Chamber of Commerce. This was the year that plunged him deeply into radio broadcasting.

In the very beginning, his ownership of the radio station was a hobby with him. His business, The Henderson Iron Works and Supply Company, employing 700 persons, was the largest business concern of its type in the South.

The name of Henderson suggested machinery, and the railroads, large lumber mills and major oil companies were his largest customers. His machine plant and foundry was the largest and best equipped in the country. Every class of machine work was handled in his large plant, from the rebuilding of railroad locomotives to the setting up of saw mill and oil field equipment. His business interests were vast, reaching into seven figures annually for a number of years.

Since the business occupied most of his time, Henderson continued the operation of the station in the same manner as the previous owners. However, when he moved the station to Kennonwood, changed the call letters to KWKH, and began broadcasting with 1000 watts of power, the response to the station was overwhelming. Then the new owner realized the power inherent in radio.  

When Henderson first acquired his radio station he did not make lengthy talks over the air, limiting his presentations to two or three


29According to the *Shreveport Times*, June 28, 1935, KWKH received almost 1000 letters within a few days after the station began broadcasts with increased power.
minutes before turning the microphone over to the announcers. However, as different situations arose, he went before the microphone at any time when he had an idea he wished to express, stopped the program in progress and expounded on his idea over the airwaves.\(^{30}\) Henderson began his talks with a greeting which became very familiar to listeners:

"Hello, World, doggone you! This is KWKH at Shreveport, Lou-ee-isiana, and it's W. K. Henderson talkin' to you." This greeting won for him the title of "That doggone man of radio." When he talked over the microphone, this man sounded as if he were seventy or more years of age. Actually, he was nearing fifty.\(^{31}\) As Henderson became more involved in various campaigns which he conducted over KWKH, he increased the length of his talks until about the latter part of 1929 or the early part of 1930 when he devoted almost his entire time on the air defending his views.\(^{32}\)

A friend wrote:

To see him in action before the microphone is a rare experience. He never plans nor rehearses an address. Whatever he is saying is what he is thinking at that particular minute. Observing him, one can see that he is not conscious of any separation whatsoever between him and his audience. That world - that lil ole North American continent - which he doggones and to which he calls hello is right across the table from him when he

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\(^{30}\)The Antony Interview of 1958.


\(^{32}\)The Gunning Interview of 1959.
broadcasts. In fact, you might use his own expression and say he's got it right in his pocket.

With his shoulders hunched and lips close to the mouth-piece of his crimson microphone, he (talks). 33

Henderson spoke on any topic which interested him. He often talked about the national debt on the airwaves. He would say: "Everything we have is mortgaged, every cow, every blade of grass. We owe more than everything in the whole country is worth. Our mortgage is 100 per cent. 34

When telegrams arrived for Henderson personally, he tried to answer them over the air. Since he was famous for "sizzling expletives" 35 he would spare no words in voicing his feelings if the telegram were one objecting to his programs or his manner. At such times he would conclude his speech by saying, "If you don't like my station, turn your dials." 36

Henderson prided himself on being right at all times. He would say, "If you can show me where I am wrong, I'll admit it." His son said that he had a "determined will to move all obstacles" and that "he was a one man chairman of all the people." 37

When the United States Congress introduced bills concerning radio


34 Carter Henderson, Personal Interview, March 27, 1959.

35 May, op. cit., p. 10.

36 The Gunning Interview of 1959.

37 The Carter Henderson Interview of 1959.
regulation in 1926, Henderson took an active interest in each one. He talked about the various bills over the air and wired the two Senators from Louisiana, the Honorable Joseph E. Ransdell and the Honorable Edwin S. Broussard, concerning his views. Henderson felt that the bills before the Second Session of the 69th Congress on January 26, 1927, favored chain stations to the destruction of independent stations such as KWKH. On February 19, 1927, Senator Broussard telegraphed Henderson the news that despite efforts to have the pending bills recommitted, the Radio Bill was approved and sent to the President.

Although these communications will be given a more detailed analysis later in this chapter, they are mentioned here to suggest further the scope of the total Henderson personality that had developed in the field of radio broadcasting. Nevertheless, the bill referred to by Senator Broussard in

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38 These bills were the House of Representatives Bill Number 9971 and the similar Senate Bill Number 1754. Representative White of Maine and Representative Davis of Tennessee are given much credit for the contents of the bills. Points of agreement included provision for the establishment of a Federal Radio Commission. Both placed administrative authority in the hands of the Secretary of Commerce. Licensing authority would include the fixing of wavelengths, power and time of operation. Administrative authority included inspection of stations, licensing of operators, and the assignment of call letters. Both bills would permit renewal of license privileges. Important points of debate were how much power should be given the Secretary of Commerce and how to deal with violations of the antitrust laws. Discussion of these bills is found in House of Representatives, Regulation of Broadcasting, pp. 7-12.

the telegram to Henderson created the Federal Radio Commission. It was approved by the President on February 23, 1927, and has since been known as the Radio Act of 1927. Among other provisions the act provided for the division of the United States into five geographical zones and for the appointment of five persons to serve as commissioners, one from each zone. The President appointed Judge E. O. Sykes of Jackson, Mississippi, as Commissioner for the South and Admiral W. H. G. Bullard as Chairman of the Commission.

While the Federal Radio Commission was in the formative stage, Henderson increased the power of KWKH from 1000 to 3000 watts without permission. On July 1, 1927, the members of the newly elected Federal Radio Commission began a tour of inspection of radio facilities throughout the United States. Soon after they began the tour the commissioners discovered that KWKH was using 3000 watts of power. According to Henderson, he did not attempt to conceal the power hike. Instead, he told the inspector of the amount of power KWKH was using and the inspector included this information in his official report. Furthermore, during broadcasts Henderson called the commissioners "the illegitimate children of the Hoover administration" because President Hoover instead of Congress appointed them. 40

In a letter to Henderson, Senator Ransdell mentioned Henderson's radio criticisms of the Commission.

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40 The Carter Henderson Interview of 1957.
The Judge (Eugene O. Sykes) said that he had listened in on your station several times and learned therefrom as well as from communications made to him, that you were criticizing the Radio Commission pretty severely—especially Admiral Bullard. 41

Henderson's answer was that

I certainly am and I am going to criticize every move they make that I think should be criticized just so long as I am denied what they are giving to others, or what they have given to others—UNLIMITED POWER to certain sections and VERY LIMITED POWER to other sections. 42

Henderson wrote:

There was no intention on our part not to work with the Federal Radio Commission in our using the 3000 watts. It was not thought of in that way. We were rendering the service and not hurting anyone and we had ample time to make any change to hide the wattage we were using when the Radio Inspector called. 43

Later he discussed this matter further:

. . . We don't care to just broadcast to Shreveport and Caddo Parish. We want sufficient power to be heard throughout the United States. We want WHAT THEY HAVE BEEN GIVING TO THE OTHER FELLOW. Is it fair to have UNLIMITED WATTAGE given to one locality and VERY LIMITED WATTAGE to another locality? Is it fair for KDKA, Pittsburgh, Pa., to have 30,000 watts -- practically as much wattage as the eleven Southern States? -- and to be on a wave length by itself? 44

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While Henderson continued his fight for what he claimed was his rightful place on the airwaves, he had to defend his station against the charge of using only phonograph records for broadcasting. The Federal Radio Commission issued the order which was discussed earlier in the chapter. The order read

...the failure clearly to announce the nature of such broadcasting (mechanical reproductions) is in some instances working what is in effect a fraud upon the listening public. The Commission therefore hereby orders that effective August 21, 1927, all broadcasts of music performed through the agency of mechanical reproductions shall be clearly announced as such with the announcement of each and every number thus broadcast ... .

Henderson told the Commission that he would never guarantee to make weather reports, broadcast baseball news, advise about high water stages, or make any thing a regular part of programming, although he was not adverse to presenting any of those things. He maintained that programming should be at the discretion of the owner of the station and the listeners. Furthermore, he stated that he did not intend to schedule a group of artists for his station merely to receive permission for a power increase grant. His contention was that KWKH should have an increase in power for whatever programs that he might care to use and that he might believe to be in the interest of the listening public. He declared

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that the radio station was "never intended to please the Commission, but the listeners." 46

This belief that he was free to use the station at his discretion was contrary to the "public interest" clause of the Commission as it has been interpreted at various times. On January 22, 1949, Wayne Coy, Federal Communication Commission Chairman, stated the following principle in an address at the Yale Law School.

The right of the public to radio service is superior to the right of any individual to use the ether. The legislative history of the Radio Act of 1927 clearly indicates that "Congress intended that radio stations shall not be used for the private interest, whims, or caprices of the particular persons who have been granted licenses." 47

Another theory of public interest held by the Commission which was in disagreement with Henderson's policy follows:

Radio stations must be responsive to the needs and interests of the communities in which they are located. To this end, the Commission has favored local ownership of stations, integration of ownership and management, and local live programs. 48

Although the Commission preferred "local live programs" above playing phonograph records on radio, Henderson continued to use records as the main form of entertainment. He enjoyed Hawaiian music, Golden


48 Ibid., pp. 111-112.
Slippers, and End of a Perfect Day. However, his favorite record was Marion Tally's singing of the Italian Street Song which often he played on the air. He would play the beginning, stop the panatrope, and talk to the listeners. "Isn't that good?" he would ask. "If it wasn't, they wouldn't can it!" Then he would play the record in its entirety and talk about how much he enjoyed it. 49

Henderson believed that the Radio Act of 1927 favored the chain radio stations by permitting them all the favored wavelengths. Because the Commission refused to grant KWKH additional power and because that body called him to Washington at least three times to defend his station in hearings, 50 Henderson often said on the air, "The damned Commission wants us to go down in the cellar and whisper." 51

In 1929 Henderson began an editorial campaign over KWKH in opposition to the rise of chain stores in the United States. He considered himself fighting against "the menace of monopoly as represented by absentee ownership and the chain store system." 52 This second battle which was to last as long as he owned the station began when Philip Lieber, President of the Shreveport Mutual Building and Loan Association, made

49 The Carter Henderson Interview of 1959.

50 On August 16, 1927, in February 1929, and in September 1930 Henderson defended his station in hearings. This topic is developed later in this chapter.

51 The Carter Henderson Interview of 1957.

52 May, op. cit., p. 65.
a speech over KWKH entitled, "The Menace of the Chain Store."\(^53\)

Adopting the title of this speech, Henderson told his listeners that chain stores were not taxed; they owned no property; they only paid rent. He said that money which they collected was deposited in a local bank and sent East to the absentee owners. Because of this fact chain stores contributed nothing to the communities in which they were located. In contrast, home town merchants owned property, paid taxes, supported local charities, invested their money locally, and retained their money in the community. Calling on listeners to rise up and support their home town merchants, Henderson devoted his time and the time of his station to this fight against the chain store system.\(^54\)

Editors of *Nation's Business* wrote concerning Henderson's fight.

*An outstanding fighter in the war of words is W. K. Henderson, of Shreveport, who operates a broadcasting station to cry out against the "menace" of the chains. He is organizing a retailers protective association of a sort known as the Minute Men and asserts that more than half the states have organized regional units of the Minute Men.*\(^55\)

In the same issue of the magazine was a picture of Henderson above the following caption. "Hello World. This is W. K. Henderson who castigates chains via Station KWKH, Shreveport and takes mail orders."\(^56\)

Throughout the year of 1930 *Nation's Business* printed editorials and

\(^{53}\)Ibid., pp. 71-77.

\(^{54}\)The Antony Interview of 1957.

\(^{55}\)"As the Business World Wags," *Nation's Business*, XVIII (April, 1930), 11.

\(^{56}\)Ibid., XVIII (April, 1930), 28.
articles concerning chain stores. One editorial discussed the war on chain stores as reported from a dozen battlefronts. At least twenty states had organized to combat chains. In Nebraska 1200 members were grouped together. In several cities in Kentucky and Georgia newspapers supported the fight for independent merchants. However, the organizations of retail merchants did not enter into the competition. According to this source, the final referee would be the customer.57

In connection with this fight against chain stores, Henderson carried on a running battle with Clarence Saunders, originator of the Piggly Wiggly Stores, who lived in Memphis, Tennessee.58 He invited speakers to voice their viewpoints concerning opposition to monopolies. In addition, Henderson originated Merchant's Minute Men, which according to Carter Henderson, hired men to travel throughout the United States to buy and weigh products which were packaged in chain stores. An agent would enter a chain store, purchase a five pound sack of store-packaged sugar or some other commodity. The man would then weigh the sugar; often he discovered that the weight was short of the five pounds he had paid for. Next he reported his findings to headquarters in Shreveport where Henderson promptly discussed them on the air.

Listen, I'll tell you of a store in (city, state), that sold my man four pounds and twelve ounces of sugar for the price

57 "As the Business World Wags," op. cit., p. 11.

58 The Carter Henderson Interview of 1959.
of five pounds. The man who sold that sugar is a thief.
If it isn't true, why don't they arrest me?59

It was reported that Henderson would broadcast a person's name, give
his home address and his telephone number, and list the offenses against
him, such as the example cited above. Another phase of this battle con-
cerned packaging small cans of foodstuff especially for chain stores,
omitting the mention of size on the label. It appears that Henderson
felt it his duty to inform customers that although they paid less for the
product in the chain stores, they also received less. Concerning persons
who omitted the size of cans or weight of a product on the label, the
crusader would say, "He is a crook." He told his listeners to telephone
that person and tell him to sue Henderson. "He knows what is going on,"
Henderson said. "He is trying to show a profit."60 Thus, this man did
everything he could to make people conscious of the size of cans they
bought. For example, a famous soap and a well known chocolate candy
received special attention for making two sizes of their products.

Another aspect of chain store operation came to the forefront in
Henderson's campaign. The stores' management contracted with a manu-
ufacturing plant to buy the entire output for one season. The product was
to be labeled with the chain store brand name by the agreement. Henderson
begged those owners not to sell entirely to chain stores, because when the

59 The Carter Henderson Interview of 1959.

60 The Carter Henderson Interview of 1959.
owner no longer supplied the regular customers, the original name was lost and that trade taken, leaving the plant at the mercy of the chain stores. During his campaign against chain stores, Henderson spoke urgently through the microphone of his broadcasting station.

I'll tell you what I'm doing, -- I'm exposing the short weight trickery of these contemptible daylight burglars, the Chain stores. I'm teaching the people that it takes sixteen ounces to make a pound. Wake up, people! Open your eyes! Even a puppy has its eyes open when it's nine days old. You ought to have enough sense in your heel to know that you can't give your money to outside chains and at the same time keep it at home.

Henderson formally organized this fight when he mailed invitations to 35,000 members of the Merchant Minute Men and to 20,000 persons in labor union organizations to attend a convention planned for October 21 through 23, 1930, at the Shreveport Municipal Auditorium. Delegates who attended elected Henderson as the first president and designated KWKH as the "mouthpiece of independent thought." Membership dues were twelve dollars per year. Of this amount 75 per cent was to be returned to the respective state organizations. There is no available record concerning the expenditures. Among the speakers for the event were Former Governor Charles H. Brough of Arkansas, Governor Huey P. Long of Louisiana, Mayor L. E. Thomas of Shreveport, and Henderson.

61 Ibid. 62 May, op. cit., p. 57. 63 Shreveport Journal, October 4, 1930. 64 Shreveport Journal, October 22, 1930.
Among places of interest visited by delegates was radio station KWKH. 65

May appears to be completely accurate when she described Henderson: "In theory and practice he is always a man of action. You are never left in doubt as to his stand on any issue." 66

In addition to Henderson's succession of editorial campaigns and the request programs of recorded music, Station KWKH presented to listeners a variety of programs at different times. There were no regularly scheduled programs such as modern-day listeners have come to expect. As late as 1932 the Shreveport Journal, the daily afternoon newspaper, did not print KWKH programs. Occasionally one may find a news item concerning some program which was scheduled to appear or which had already been presented. On September 23, 1925, a news story in the Shreveport Journal reported a musical program presented on Wednesday night by the Dodd College choral group. The program originated at Kennonwood, the W. K. Henderson Iron Works and Supply Company radio station between the hours of 9:00 through 10:30 o'clock. Dr. and Mrs. M. E. Dodd had accompanied the girls to Kennonwood.

Henderson said that he believed that programming should be done at the discretion of the station owner, keeping the listener in mind.

65 KWKH was now known as the "Hello World Broadcasting Station." This organization filed charter in the office of the Secretary of State on September 9, 1929. Incorporators named in the articles were W. K. Henderson, W. E. Antony, W. P. Leonard, and Mrs. W. K. Henderson, all of Shreveport, Louisiana.

66 May, op. cit., p. 48.
Because he believed that a station should please the listeners, from 1926 until 1927 he refused to advertise, stating that KWKH had gone on the air to please its owner and to give pleasure to listeners without cost to them. He wrote, "We sell our goods and our wares through our regular appointed agents. Advertising is not referred to over this station."

Henderson's viewpoint on advertising was in agreement with many other broadcasters. In 1929 the National Association of Broadcasters inserted in their Code the provision that after 6:00 p. m., commercial programs only of "good-will type" were to be broadcast. From 7:00 to 11:00 p. m. no commercial announcements of any sort were to be made.

By 1928 the station was carrying some advertisements. According to Antony, among the advertisers was an Indian Chief, called Big Chief, who lived at Kennonwood and advertised Washington and Oregon State apples. "Big Chief" was a real Indian Chief who had a good education and always dressed as an Indian. Apple growers from Washington and Oregon paid his salary. These apple growers paid Henderson for the time they used on the station for advertising purposes. "Big Chief" always had crates of apples at Kennonwood which he gave away to visitors and station personnel. Between the years 1928 and 1930 a pecan company

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68 Chester and Garrison, *op. cit.*, p. 25. The beginnings of advertising by radio were surveyed in Chapter I of this study.
advertised pecan trees over KWKH. In return Henderson received a percentage of the money received for the sale of the trees in response to advertising. Willard Stomach Tablets were advertised over the station. At different times various books were advertised. Among those books was one written by Margery Land May, Hello World Henderson, The Man Behind the Mike, 1930. Carter Henderson said that recently he found in his possessions a rate card of KWKH for the year 1930. The rate listed was $600 per hour, an enormous charge for that date.

KWKH became noted for its Hello World Coffee which could be secured only through direct order to the station. Although over a million pounds were sold at one dollar per pound when coffee could be purchased at any local grocer for eight cents, the sale came about quite by accident. Antony said that often while Henderson sat before a microphone talking over the air, he requested someone nearby to bring him a cup of coffee to drink. When the coffee was placed before him, he paused to sip and then told his listeners about the "doggone good coffee." A number of listeners inquired about how they could get some of the same coffee. Henderson instructed the Diamonds Coffee Mill, connected with Hicks Grocery Company in Shreveport, to prepare a few pounds of the special blend which he used, package it in a tin, put in a picture of Henderson and label it "Hello World Coffee." Then the broadcaster told his listeners...

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69 When Carter Henderson attended a recent convention in New York, he met Mr. Willard who is now an aged man. Willard told Henderson that he continues to advertise his product on KWKH.
that if they were interested in sampling the coffee to send a dollar. The dollars poured in and Henderson found himself in the coffee business in 1928. 70

*KWKH* broadcast local talent whenever performers came to Kennwood. When the station received criticism for its failure to present numerous live programs, Henderson contended that the locality should be taken into consideration. Since *KWKH* was located away from Shreveport, talent was difficult to schedule in sufficient numbers to supply continuous entertainment. He felt that it would be an easy matter for a chain station to present live talent because the major stations were located near the entertainment centers.

Among performers who appeared with some regularity on the station were Jimmy Davis and James Enlow. 72 In 1929, a certain "Aunt Jodie" presented a program designed to appeal to women listeners. This program included such features as stories about politics, the home, and the church. Aunt Jodie was a militant type person whose program reflected her tastes. 73 For musical entertainment the Dodd College Choir and the Marshall, Texas choir often sang at the station. According to Gunning, an Eskimo pianist

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70 The Antony Interview of 1958.

71 W. K. Henderson, *KWKH's Fight for a Square Deal*, p. 28.

72 According to Antony, Henderson sent these two performers to Chicago to make their first recording, "Way Out on the Mountain."

73 The Antony Interview of 1958.
who had written a book on Eskimo life, Simeon Oliver, visited Kennonwood occasionally and played the piano for several programs.

On September 6, 1927, Henderson wrote a letter to Senator Ransdell concerning programs.

We have broadcast Senator Broussard's speeches, Huey P. Long's speeches, Chamber of Commerce programs, Doctor Geo. S. Sexton, President of Centenary College; we had the entire musical crowd of Marshall, Texas, college; we have had a lot of traveling artists. Mr. Art Gilliam, the whispering pianist was with us very recently; the whispering vagabond, Mr. Hunter, we had a few nights ago; Mrs. Charles Misenheimer, a noted musician of East Texas, we had just last week. 74

This letter indicates that KWKH broadcast a wide scope of programs.

Henderson mentioned speeches by two politicians. KWKH was often utilized by politicians or persons speaking in favor of a politician.

Henderson was a personal friend of Huey P. Long, when he was Governor of Louisiana. In 1929 he placed at Governor Long's disposal the facilities of KWKH for political rallies and speeches designed to secure political support from the people in Louisiana. Sometimes, the Governor spoke for an hour or more, often by remote control from his bedroom in the Governor's Mansion in Baton Rouge or from his hotel room. On September 2, 1931, Governor Long made a radio appeal to the farmers of the Southern States to support his current campaign to prohibit cotton growing the following

year in order to stabilize prices of that commodity. The Governor made this speech in lieu of a ten to fifteen day tour of the South and talked by remote control from the Executive Mansion in Baton Rouge over KWKH. When they broadcast, Long and Henderson were similar in that both spoke without manuscripts and used unlimited amounts of time. Both went on the air without prior notice to the public. Henderson would walk into a studio and begin talking; Long would go on the air and tell listeners that in twenty minutes he would speak. Then a band played while listeners had time to call their neighbors. At the end of the announced time Long began to speak. 75

In the presidential campaign of 1928 Henderson talked each night in support of the Democratic candidate, Al Smith. After he had extolled the merits of his candidate for a while, his wife, Mrs. Henderson, would walk into the studio, take the microphone, and defend her candidate, Herbert Hoover. When she finished and handed the microphone back to her husband, he would call her speeches "a little Republican interference." However, Henderson also permitted the local Republican committee to use the station for campaign purposes. 76

This presentation of both sides of the presidential election campaign of 1928 conformed with the terms of the Radio Act of 1927 which provided in Section 18 that if one legally qualified candidate for public office be


76 May, op. cit., pp. 21-22.
permitted the use of a broadcasting station, equal opportunities should be provided for all other legally qualified candidates for that same office.  

A number of speakers talked in behalf of the Merchants Minute Men organization. Among these was Arthur Gayle, a Shreveport man, who visited various towns and held rallies in which he voiced his theory about chain stores. George I. Maston from Illinois was an organizational speaker who took ideas and worked to get people grouped together. A professional speaker named Flowers, from California, spoke over KWKH in behalf of the movement against the rise of chain stores. A man from Oklahoma called "Cyclone" Davis talked concerning the trend of the times and predicted what would happen to this country if the national debt were raised. Gerald L. K. Smith, a Shreveport minister, made speeches over KWKH concerning many different topics.

In 1930 a different type of programming was introduced when folk music began. Perhaps the earliest folk singers were the Sawyer Sisters, known as the Sweethearts of the Air, who played ukuleles and sang in duet style. In their fifteen minute program at 10 a.m. Monday through Friday, they sang popular songs. Soon the Duncan Sisters who also sang and played ukuleles became a regular feature of KWKH. They had a fifteen minute program at nine o'clock every morning. According to Robert Hill, 

77 House of Representatives, Regulation of Broadcasting, p. 16.

78 The Carter Henderson Interview, of 1959.
Shreveport amateur historian, those folk singers continued their program until 1932. 79

An entirely different type of program was aired by KWKH when in 1927 Stedman Gunning broadcast a play by play account of one of the football games of the Centenary College Gentlemen on their field. Henderson financed this broadcast entirely as a service to Centenary College and his listeners who were interested in this football team.

With his varied program offerings, Henderson built up a popular radio station which received from 20,000 to 30,000 letters each day. So many letters arrived that the Post Office in Shreveport delivered the mail daily in a truck. Of this mail, less than two per cent was local. According to Carter Henderson, "Letters came from everywhere, Alaska, Newfoundland, London, and France." 80

In November, 1930, KWKH was a winner in the Diamond Meritum Contest sponsored by Radio Digest Magazine. For this victory Henderson was awarded a silver trophy, a microphone, which Carter Henderson today keeps on his desk in his office in the Captain Shreve Hotel in Shreveport. The article accompanying the announcement of the victory stated

Shreveport brought home the bacon again to Mr. W. K. Henderson who has a habit of winning Radio Digest popularity awards in the South. Mr. Henderson's militant personality and fearless broadcasting has made him a rabid favorite with

79 Robert Hill, letter to writer, dated July 15, 1958. Hill of Shreveport, Louisiana, explained that his hobby is collecting information concerning folk singers.

80 The Carter Henderson Interview of 1957.
his KWKH audience. His position is secure. Adversaries who have opposed him have found him hard to budget. His enemies have made his friends.

Mr. Henderson has never been satisfied to be merely the owner of an important station. He has aimed to make it the clear sounding call of a people. He had taken the responsibility on himself to articulate that call. Because he has done this he has established a definite sympathetic accord with an audience that stands and votes for him in Radio Digest contests. The staunchness of such Radio Characters becomes evident when leadership is questioned. 81

KWKH won this contest with 6,433 votes from listeners who stated that they preferred listening to KWKH over any other radio station in the South.

Controversies in legal matters concerning the operation of his station beset W. K. Henderson almost from the time he began. After he acquired ownership of Radio Station WGAQ in 1924, Henderson changed the call letters to KWKH. He moved the station to Kennonwood where he discovered that the assigned power of 500 watts transmitted on 360 meters was inadequate for good reception in Shreveport only eighteen miles away.

Consequently, he secured a license to use 1000 watts power but maintained the same frequency. On September 1, 1925, the power increase was accomplished. Even with the doubled power the station could not be heard because of continued ground wave interference, as related earlier in this study. Henderson then ordered his engineers to move the wave length to a more favorable position. In the early part of September he experimented with various wave lengths to determine the one best suited to KWKH. As a

part of this experimentation he asked his listeners to write or wire the
times when they could hear the station best. According to the response
from the listeners, they could best hear when the station was set at 870
kilocycles. Carter Henderson said that this was a Canadian wave
length.\(^2\) When KWKH experienced no interference from other stations,
the owner kept KWKH on this wave length. On September 25, 1925,
Henderson began regular broadcasts using the power allotted by the
Department of Commerce, but overlapping a wave length reserved by
treaty for Canada.

The general broadcast conditions in September, 1925, were almost
the same as when Secretary Hoover had discussed the situation two years
earlier. At that time he said

Public broadcasting has practically been limited to two
wavelengths, and I need not dilate to you on the amount of
interference there is and the jeopardy in which the whole
development of the act stands.\(^3\)

Any move from one of the two wave lengths allotted to ordinary stations
probably would improve the broadcast situation for that station because
this would eliminate interference from other stations. Within a few days
after KWKH changed frequencies almost 1000 letters arrived from listeners

\textit{Commission to the Congress of the United States for the Fiscal Year}
Office, 1927), p. 4. In this report there is a list of wave lengths assigned
to Canada. The two wave lengths nearest the 870 kilocycles which
Henderson took are 840 and 880. Therefore, 870 kilocycles would overlap,
but not cover the Canadian wave lengths.

indicating that reception of the station was good even in the northwestern states and in Michigan. Shortly afterwards the radio inspector, a Mr. DuTriel, passed through Shreveport where he was told that Station KWKH had jumped its wave length. Henderson, who apparently knew that the only laws concerning broadcasting were those published in 1912, some eight years before radiophone broadcasting was known, held the wave length he had selected and refused to broadcast on 360 meters.

Radio Station KWKH was not alone in seeking to better its wave length. Commander McDonald, of WJAZ, the Zenith Radio Corporation station in Chicago, had also jumped his assigned frequency. The owner of WJAZ was hailed into court for a long battle with the Department of Commerce. Henderson felt that this was also his battle. The decision of the court, which was favorable to the Zenith Corporation, was in agreement with Henderson's point of view that radio stations were legally free to use whatever ether channel they chose.

Although the court ruling supported Henderson's view, criticism of his policies caused so much disturbance that he offered his station for sale. One source said that many persons thought that Henderson was trying to monopolize the air. Henderson advertised in the newspapers, but found no buyers until William Gleeves Patterson who had retained his one-fourth interest enlisted the financial backing of about forty persons

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84 *Shreveport Times*, June 28, 1935.

in Shreveport and purchased the remaining three-fourths interest of the Station.\footnote{The Shreveport Times, June 28, 1935.}

On August 14, 1926, Patterson changed the call letters from KWKH to KSBA which meant Shreveport Broadcasting Association. On September 26, he moved the station back to Shreveport where he located the studios in the Youree Hotel. The license for this broadcasting station was held in the name of W. G. Patterson until February 26, 1929, when he transferred the station to S. R. Elliot and Albert C. Steere.\footnote{On February 27, 1929, Albert C. Steere and S. R. Elliot purchased the station and changed the call letters to KTBS. This represented the Tri-State Broadcasting System, Incorporated, which filed charter in the office of the Secretary of State, Baton Rouge, Louisiana, on November 4, 1928. Incorporators named in the articles were S. R. Elliott, Mrs. S. R. Elliott, S. H. Hetherwick, A. C. Steere and Patton Hawkins, all of Shreveport.}

After Patterson returned the station to Shreveport he issued a statement that there would be no change in operation. He said that the station expected to broadcast "considerable material in the form of short talks by members of our civic organizations and those versed on subjects of our civic and industrial activities as well as all manner of resources throughout this territory." Before and after the talks "excellent entertainment" would be provided listeners. Concerning advertising, Patterson said that "the cost is negligible compared with the benefits received." Thus the new owners made plans to support the station by advertising.\footnote{Shreveport (Shreveport, Louisiana: The Chamber of Commerce, October, 1926), p. 18.}
After the first station was disposed of, Henderson went to Washington and secured a license for another 1000 watt radio station which was assigned the call letters of KWKH. He paid $3000 to the American Telephone and Telegraph Company for a license to use their equipment. According to White, at that time all broadcasters paid American Telephone and Telegraph Company fees ranging from $500 to $3000 to use the transmitting equipment. This was the initial fee and did not include the cost of the apparatus purchased.

For this new station Antony and the other engineers of Henderson's staff constructed new equipment consisting of a transmitter, power plant, and studios at a cost of over $10,000. This generator and transmitter were capable of transmitting far more power than the 1000 watts allotted by the Department of Commerce. When KWKH began broadcasts from the new station, Henderson hiked the power to 3000 watts and utilized the wave length of 870 frequencies.

Almost immediately Henderson turned his attention to Congressional legislation. The bills under consideration were discussed previously in the chapter. This was a period of chaotic broadcast conditions precipitated

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91 The Shreveport Times, June 28, 1935.

92 The Carter Henderson Interview of 1957.
by the breakdown in the regulation of radio affairs brought about by the Federal court's decision in the Zenith case. The public demanded that Congress act to end the chaos. When Congress convened in 1927 much attention was given to radio legislation. Henderson followed the progress of the bills closely. He sent the following wire to Senator Joseph E. Ransdell:

Shreveport, La., Jan. 26, 1927
Hon. Jos. E. Ransdell
Senate Office Building
Washington, D. C.

I am referring to Radio Bill scheduled before Senate today which by all means should be defeated STOP Am saying this after having been owner of two stations and now owner of one STOP Radio Trust through their Announcements over air will have much pressure brought to bear in way of petitions, etc., when you thoroughly investigate Bill only protects Radio Trust and leaves Public Out on limb STOP Through their chain stations at this time they are practically monopolizing air as they frequently use twenty odd stations at one time all on different wave lengths STOP Here in Shreveport we are drowned out by high powered station in Chicago and by high powered station in Pittsburgh STOP Programs that are to be put on from each locality just as important to that locality as programs Radio Trust wish to put on covering all localities STOP By all means confer with Senator Broussard and wire me at my expense if we will have your support in defeating new Radio Bill which is scheduled before Senate today STOP By all means defeat the White Bill. If a Bill must be passed the Dill Bill is preferable.

Radio Station KWKH.
W. K. Henderson, Owner

In reply, he received the following answer:

Washington, D. C., Jan. 27, 1927,
W. K. Henderson, Shreveport, La.

Senator Ransdell not here STOP Conference Committee agreed on final provisions Radio Bill only yesterday STOP Have consulted several members conference committee and they say all will be treated alike STOP I shall study report and bear your request in mind.

(Sgd) E. S. Broussard.
Then Henderson wired:

Shreveport, La., 1-31-27.
Hon. Edwin S. Broussard, Senator,
Senate Office Building,
Washington, D. C.

Our Shreveport Times this morning carried headlines of thirty-five stations to be chained together STOP Just as I wired you the other day chain stations will monopolize and independent stations such as we have at Shreveport are practically done for STOP Hope you will give bill considerable study and stand for interest of other beyond Radio Corporation of America who control chain stations STOP Between American Telephone and Telegraph Company and Radio Corporation of America and other interests the independents are through.

(Sgd) W. K. Henderson, Owner
Radio Station KWKH

When Senator Broussard received this telegram he read it on the floor of the United States Senate. Before reading it, he said, "I received this morning a telegram from Shreveport, Louisiana, signed by Mr. W. K. Henderson, who is a very wealthy man there, and who has a broadcasting station which he uses mostly to entertain his friends and to accommodate the public. I do not think he is making anything out of it." Then the Senator read Henderson's telegram concerning the radio bill in question.

The telegram was made a part of the Congressional Record. 94

Despite Henderson's objections and objections of others, notably


Congressman Edwin Davis of Tennessee, on February 23, 1927, the Radio Act of 1927 was approved by the President. This bill provided for the creation of the Federal Radio Commission. It granted authority to the Commission to assign broadcast bands or frequencies to radio stations and to determine the amount of power and the hours of operation for each station. In order to comply with these authorizations the Federal Radio Commission made a general reallocation of frequency wave lengths designed to eliminate much of the interference in broadcasting. When the Commission assumed office there were forty-one American Stations on or overlapping the six wave lengths assigned to Canada and they were summarily removed. Apparently KWKH was one of the forty-one stations included.

Under the general changes Henderson was assigned the wave length of 394.5 meters for his station. In order to comply he had to rebuild his station, a task which involved changing and moving the towers and building new antennas. Although Henderson considered himself fortunate in receiving the favorable wave length, he did not fully comply with his license because he continued to broadcast with 3000 watt power. He justified his use of the unauthorized power by stating that Radio Station WEAF in New York was authorized to use 50,000 watts power which was

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95Public Law No. 632. February 23, 1927. 69th Congress.

more power than that allotted to all the stations in the eleven Southern states combined. Using more statistics, he pointed out that in Louisiana there were only seven radio stations with a total wattage of 3,200 power assigned. As a comparison he referred to the state of Iowa which had sixteen stations with a total wattage of 32,000. His complaint was that the Commission discriminated against the South in assigning power to radio stations. He voiced his complaint over KWKH and in numerous letters to his senators and to Judge Eugene O. Sykes, Federal Radio Commissioner for the South.97

Apparenty, Henderson or some other southern broadcaster who made similar complaints was heard because Admiral W. H. B. Bullard, Chairman of the Federal Radio Commission, wrote the following letter on August 24, 1927:

It must be apparent that the number of stations existing when the Federal Radio Commission came into being was a matter which could not be controlled in any manner whatsoever.

The Federal Radio Commission is not in any manner acting against the interest of Southern States in the desire to have broadcasting stations, and the Commission cannot accept the statement that the South is being badly treated by the Radio Commission. I assure you that such is not the case, when only last week permits were granted to at least 8 new stations in the Southern States and not a single one in the North.

The Commission is quite aware of the section of the Radio Act of 1927 which intimated that stations should be allotted on an equitable basis among states, and that is one of the dominating features of the Commission at this time; and surely a

97W. K. Henderson, KWKH's Fight for a Square Deal, p. 11.
station should not be deprived of its license simply because it does not happen to be in a Southern State. It is a fact that the Southern States are not particularly well represented in the broadcasting field; but it is also a fact that the Commission can not be held responsible for that state of affairs, because if the people of the South do not want broadcasting stations and do not make application for them the Commission can not take any action whatsoever. ⑨

When the Federal Radio Commission discovered that the station was using 3000 watts of power, the Commissioners divided the KWKH broadcast time with KMA at Shenandoah, Iowa, and granted KMA a one hundred per cent increase in power. ⑨ This division of time occurred after the Federal Radio Commission had assigned KWKH the wave length of 394.5 meters. Henderson objected not only because this cut down on the broadcast time of KWKH, but also because KMA was a commercial station that handled business over the air. He felt that those stations using paid advertising should be classed as advertising stations and should be put on low wave lengths. He said that listeners wished entertainment pure and simple, not entertainment interspersed with advertising, because when listeners ended their day of work they wished to listen to a musical or otherwise entertaining program. He believed that listeners enjoyed


the type of program which his station offered. Concerning his assignment to share his frequency with the Iowa Station Henderson wrote:

The Commission DELIBERATELY and I say, without the law, has taken half of our time to give to a strictly advertising station in Iowa, against a station in the South, which is only furnishing amusement to its listeners without any compensation or advertising whatsoever and at the same time they gave this division of time to Station KMA, they even permitted them to raise their power 100%.

This division of time occurred immediately after Mona Oil Company Radio Station KOIL, Council Bluffs, Iowa, applied to the Federal Radio Commission for the KWKH wave length of 760 kilocycles. To defend this wave length, Henderson was summoned to Washington. The owner wrote that he did not understand why he was required to travel to Washington at enormous expense merely to defend his station. He wrote: "... It is our contention to be an independent station and have a favorable wave length, with power that is given to other parts of the country, (sic) especially stations that belong to one of the chains."

At the hearing in Washington on August 16, 1927, Judge E. O. Sykes presented to the Commission 498 reports which he had received concerning the comments on allotting to another station the KWKH wave

100 W. K. Henderson, _KWKH's Fight for a Square Deal_, p. 34.
101 Ibid., p. 9.
102 W. K. Henderson, _KWKH's Fight for a Square Deal_, p. 31.
length. Of those reports, 488 favored KWKH's retaining the frequency and ten indicated a desire to see KOIL given the wave length. As a result the Shreveport station retained the 760 kilocycles frequency.

After this hearing Henderson began what he termed his fight for a square deal from the Federal Radio Commission. His plea was to give to KWKH the power the Commission was already giving to the other stations. He pointed to the fair play involved. He asked over and over: "Is it fair to have unlimited wattage given to one locality and very limited wattage to another locality?" 104

Judge E. O. Sykes of the Radio Commission, in answering Henderson concerning his plea for more power for his station, wrote:

The nature of programs rendered will be a great factor with the commission in determining what station in each state are (sic) entitled to this increase. Personally I do not believe that a station whose main programs are reproductions as yours are will be granted any further power than you already have. Therefore, I would suggest that before you make any formal application for an increase in power, you make the major part of your programs original productions. I also believe that there is certain useful local information that stations should broadcast at proper times for the benefit of its hearers, as the various market reports in which they are interested. 105

In addition to the communication from Judge Sykes, Henderson received a letter from the Commission Chairman, Mr. W. H. G. Bullard, received a letter from the Commission Chairman, Mr. W. H. G. Bullard,


105 E. O. Sykes, letter to W. K. Henderson, dated September 13, 1927, in Henderson, *KWKH's Fight for a Square Deal*, p. 44.
asking him to see if he could not comply with General Order No. 16 of
August 21, 1927, which required that all broadcasts of music performed
through the agency of mechanical reproductions should be clearly an-
nounced as such with the announcement of each and every number thus
broadcast. 106

In answer to these complaints, Henderson wrote to Judge Sykes,

It was never the intent of the Federal Radio Law to give
to the Federal Radio Commission power to say what kind of
programs are pleasing the people and the people still have
the right to speak for themselves and no commission shall
ever be empowered without a fight on my part, to select any
certain language or music any more than they can—leaving
radio broadcasting entirely out of it. They might as well tell
me I must not talk about Brunswick or Victor machines, but
that I must talk about weather reports—stock market, etc. 107

In 1928 Congress passed the Davis amendment to the Federal Radio
Act of 1927, which required equality in assignment of broadcasting rights
to the five geographical zones into which the country was divided. This
necessitated a revision of station assignments. 108 As an outcome of this
revision, KWKH on September 11, 1928, was allocated 850 kilocycles,
352.7 meters with 5000 watt power to be shared jointly with Radio Station
WWL of New Orleans. 109

106 Ibid., p. 45.
107 Ibid., p. 55.
108 Federal Radio Commission, General Order Number 40, August 20,
1928. This was an outline basis for equitable distribution of broadcast
facilities complying with the Davis amendment.
Radio Commission, p. 197.
With this new allocation of power, Radio Station WWL was to have the air in the daytime and KWKH at night. The power increase was a personal victory for W. K. Henderson who had fought with both the Department of Commerce and the Federal Radio Commission for recognition of the South and for equal distribution of the air as to stations. However, he still did not have the power he desired for the station.

Theoretically, Henderson's worries should have been assuaged by the new allocation by the Commission. However, this was not the case. The president of the Skelly Oil Company, owner of Radio Station KVOO, Tulsa, Oklahoma, regarded the new KWKH wave length as favorable for his use. Consequently, he petitioned for the wave length, contending that his station was willing to use it in a way calculated to serve the public better than KWKH was doing. Henderson was summoned to appear before a Federal Radio Commission hearing in Washington to defend his station. Prior to the hearing, he had blank affidavits printed in most of the Louisiana newspapers and asked listeners to sign them, have them certified, and return them to KWKH. Not only did people sign but also some sent money to help defray expenses. One man, a Dr. L. Schwartz of New York, who was spending the winter in Shreveport, contributed $1,000 to aid in the fight.110 Before beginning the trip to Washington, Henderson broadcast his itinerary. He chartered a railway car and made the trip with his wife and a group of Shreveport businessmen. At various

110 Times-Picayune, February 8, 1929.
stops along the way he made back-platform speeches to the cheering crowds that gathered.

According to a newspaper report, at the Federal Radio Commission hearing in February, 1929, the representatives of KVOO presented a mass of documents and other evidence to prove that KWKH was being used largely for personal attacks against Henderson's competitors and that the station was not being conducted in a dignified manner. Stenographic reports which covered the speeches of Henderson were submitted as evidence. The KVOO delegation testified that the broadcaster had urged listeners not to buy Skelly products. R. W. Kellough of Tulas specifically objected to some of the language used and declared that Henderson had referred to Skelly as being drunk with power and as a contemptible person.

In answer to these charges Henderson had more than two tons of bundles of affidavits, which endorsed the character of the programs presented, brought before the Commission on trucks. Senator Joseph E. Ransdell of Louisiana appeared and testified that the people of Louisiana had the impression that this application in the behalf of Station KVOO for the KWKH wave length was an attempt to deprive the state of its share of broadcasting facilities. He stated that he received a great amount of correspondence concerning KWKH. In these communications no one protested against the type of programs being broadcast. Thus, the sentiment expressed to him by mail indicated that KWKH was a very popular station.
Representative Edwin O’Connor of Louisiana also testified, saying that New Orleans was a music loving city and needed the clear channel stations. Then when Henderson offered to have his stenographic notes of his speeches compared with the stenographic notes of Skelly’s agent, it was found that the Skelly agent had not taken his notes verbatim. 111

Prior to this hearing the Reverend O. L. Abell, S. J., who was in charge of Radio Station WWL in New Orleans, which shared the clear channel with KWKH, voiced his desire to have the station retain its clear channel. He asserted that

During the summer months, unless we are permitted to broadcast through the clear channel, residents of Louisiana will be dependent upon outside stations for their programs and every radio owner knows how difficult it is to get outside stations in New Orleans during the summer when static is bad. 112

When all the evidence was presented, Skelly withdrew his petition and the case was dropped. KWKH continued to share broadcast time with WWL of New Orleans. 113

Apparently the Federal Radio Commission decided to make a few changes in their regulations regarding evidence after Henderson presented 167,000 affidavits in the February, 1929, hearing in opposition to Station KVOO’s application. The Commission ruled that although a person might

111 *Times-Picayune*, February 21, 1929.

112 *Times-Picayune*, February 10, 1929.

bring affidavits, he could not deposit the originals with the Commission. Prior to the opening of the KVOO Case the Commission had rented a room in the old Saint James Hotel on Pennsylvania Avenue to hold the Henderson affidavits. When the case was heard in the Federal Court of Appeals in the District of Columbia, the identical problem of lack of space presented itself. This confusion was created because a law stated that when a case was heard in court, all pertinent papers must be available for the court's inspection. 114

In 1930 Henderson was summoned once again to Washington to defend his station. This time Radio Station WDSU in New Orleans had applied for the KWKH wave length. Henderson opposed the move by applying for unlimited use of broadcast time which would enable him to strengthen his fight against the chain stores which he said were "harmful to the masses." 115

On September 22 Henderson appeared before the Radio Commission examiner, Elmer Pratt, and asked for increased power and full time operation for KWKH in order that he might extend his attack on chain stores. His request was "... so that I might further expose the dishonest methods of chain stores to a greater number of listeners and other important matters of which chain stores is only one." He further contended that if his station were permitted to use the power asked for, the whispers

114 Shreveport Journal, September 22, 1930.

115 Ibid.
would become loud speakers. At this time the owner also charged the chain stores with trying to get smaller stations to operate near his wave length in order to interfere with his reception.  

As an outcome of the application for increased power, KWKH was authorized to operate full time at 1100 kilocycles, using 10,000 watts of power. Thus Henderson was granted the power and a favorable wave length for which he had contended for many years.

In the depression years of 1930 through 1932 Henderson had to struggle to retain ownership of the station. In 1930 he placed the W. K. Henderson Iron Works and Supply Company in the hands of a receiver-ship as protection for his creditors. By the time he lost his business firm, he was already spending much of his time at the KWKH microphone talking to the people. His main ventures during these years were the sale of Hello World Coffee and his vigorous denunciation of the chain stores.

After 1927 Henderson had fought almost annually to retain control of his air wave length and power. The Commission had threatened him

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116 Ibid.

117 *KWKH 25th Anniversary Souvenir*, p. 4.

118 The Carter Henderson Interview, 1959. In commenting on the campaign opposing chain stores and the loss of the business to creditors, the son repeated the idea that W. K. Henderson looked upon himself as chairman of all the people. "If he had been looking after his business instead of spending so much time on the radio, this (loss) would not have happened."

119 The Antony Interview of 1959.
with loss of license for using profane language over the air in his attacks on the Chain Stores. The Commissioners acquitted him on this charge. However, his expression of his likes and dislikes had gained him nationwide prominence.

While Henderson struggled to retain control of his radio station, the Radio Commission gained in power so that individual station owners were forced to conform or forfeit their licenses. In one case the Radio Commission held that "Though we may not censor, it is our duty to see that broadcasting licenses do not afford mere personal organs, and also that a standard of refinement fitting our day and generation is maintained." On another occasion the Commission denied renewal of a radio license and the matter was taken before the United States Court of Appeals of the District of Columbia where the Commission was sustained. The Court stated

... Appellant may continue to indulge his strictures upon the characters of men in public office. He may just as freely as ever criticize religious practices of which he does not approve. He may even indulge private malice or personal slander... subject, of course, to be required to answer for the abuse thereof... but he may not, as we think, demand, of right, the continued use of an instrumentality of commerce for such purposes, or any other, except in subordination to all reasonable rules and regulations Congress, acting through the Commission, may prescribe.122

120*Times-Picayune*, March 29, 1929.
122*Trinity Methodist Church, South, v. FRC*, 62 F. (2d) 850 (1932).
White calls the years in radio from 1932 to 1937, "the clean-up period."123 The Commission had the authority to determine whether a radio station was operated in "public interest, convenience, or necessity" and the Courts sustained that authority.124

The Commission became a powerful body controlling radio transmission. White said, "From the outset the FRC assumed that its supervisory duty definitely included consideration of program service."125 Most station owners began to act with care to see that they did nothing to invoke the disapproval of the Commission. Programs which might offend were usually eliminated from broadcasts.

For Henderson the years 1930 through 1932 were expensive. He was unable to pay regular salaries to his employees; they worked without pay. According to close friends, his lawyers advised Henderson to sell the station because the Federal Radio Commission followed the policy of refusing to issue license when a station permitted criticism of men in public office and because the Commission had already held a hearing concerning his use of language over the airwaves. Accordingly, on September 25, 1932, Henderson sold his interest in Radio Station KWKH to the International Broadcasting Corporation which was financed by Sam

123White, op. cit., p. 127.


125Head, op. cit., p. 362.
D. Hunter, a local business man. The amount of money exchanged in the
transaction was $50,000.126

SUMMARY

The period of W. K. Henderson in the history of radio station KWKH
came at a time when radio broadcasting was in its formative years.
Henderson was a non-conformist who used his station to secure listeners
and to secure a hearing for his personal views on many subjects.

In preparing his station for broadcasts, Henderson spared himself
neither expense nor time in developing facilities which were adequate for
high-powered transmission. In conducting actual broadcasts Henderson
was an exacting employer. The staff members were permitted no insub-
ordination or relaxation on the job. Only those persons whom the owner
could depend upon to perform any duty were retained at KWKH. Those
employees were required to live at Kennonwood. Staff members were not
assigned special duties, although individuals did develop specialties; for
example, as announcers, Gunning handled the request programs and
Carrigen, the personal performers.

The station equipment was homemade and demanded constant

126 In the Seventh Annual Report of the Federal Radio Commission
to the Congress of the United States for the Fiscal Year 1933, there was
a list of cases pending in the Supreme Court of the District of Columbia.
One of these cases, No. 5897, Hello World Broadcasting Corporation v.
Federal Radio Commission was dismissed prior to July 1, 1933. Ap-
parently, Henderson sold the station prior to the scheduled appearance
in court to defend his station.
repairing and retuning. When the station went off the air each night, the staff member went to work making the necessary repairs in preparation for the next night's broadcasts.

There were no regularly scheduled programs. Although there was a variety of programming, the main attractions were the phonograph records which were played in response to requests and the talks given by Henderson on any subject of which he might think at the moment. Although he spoke impromptu, Henderson spoke on specific topics. He could discuss politics, music, or any other subject. However, his chief topic concerned the evils of monopolies. Specifically he aimed his criticism at the Department of Commerce and its successor, the Federal Radio Commission, and chain retail stores. Henderson frequently talked over the air and developed a distinctive style which caused him to sound as an old man while speaking. Listeners referred to him as "Old Man Henderson."

The Department of Commerce and the Federal Radio Commission at first refused to grant Henderson the power that he applied for because they said that he had a phonograph record playing station which fact did not justify added power. Nevertheless, Henderson contended that his aim in broadcasting was to please his listeners, not the Commission. In 1930 the Commission granted KWKH 10,000 watt power while Henderson was engaged in his longest editorial campaign by air. This was his fight against chain stores which lasted until he sold the station.

Henderson did little advertising on KWKH until 1928 when he began direct sales of "Hello World Coffee." He believed that listeners should
relax and enjoy programs uninterrupted by commercials. Programming was varied and included at different times local talent performances from Kennonwood. Hillbilly singers performed intermittently until 1930 when regular programs were initiated. Among politicians who made use of the station, Huey P. Long probably broadcast most frequently. Listeners seemed to enjoy the programming because almost daily Henderson received thousands of letters. In 1930 KWKH won the Radio Digest popularity award for the South.

Despite his favorable applause from listeners Henderson found himself in legal entanglements almost every year. His first such encounter occurred when he selected a Canadian wave length for his station. This precipitated charges that he was attempting to monopolize the air. Although Henderson did not appear in court following this wave length selection, the Zenith Radio Corporation Station in Chicago had to defend itself against similar charges. Henderson followed the progress of the legal battle closely and when the verdict proved that the Department of Commerce had no power over radio stations, he felt himself vindicated. However, as a result of the criticism of his policies, Henderson sold the station.

Immediately he developed facilities for another station, adopted the same call letters, and resumed broadcasts. Then he followed closely the development of congressional debates of proposed legislation concerning radio broadcasts which resulted in the passage of the Federal Radio Act of 1927. When the Federal Radio Commission was created to clear the
broadcast situation, the station was assigned the wave length of 394.5 meters. Because he was not assigned additional power, the owner complained that the Commission discriminated against the entire South. Henderson hiked the power of his station illegally, a fact which was revealed before a public hearing in which Henderson was defending his right to continue the use of his wave length. When the power hike was discovered, the Commission allotted half the KWKH broadcast time to Radio Station KMA, Shenandoah, Iowa, which had not asked for the wave length.

When the Davis amendment to the Federal Radio Act was passed in 1928, KWKH was allotted 850 kilocycles, 352.7 meters with 5000 watt power to share jointly with WWL in New Orleans. Henderson appealed for more power.

In 1929 Henderson went once more to Washington to defend his station. At the Federal Radio Commission hearing Henderson presented more than two tons of affidavits from listeners certifying that they endorsed KWKH's programs. The case was dismissed when the opposing station, KVOO application was withdrawn. At a similar hearing in 1930, Henderson asked for an increase in power and full time operation. This request was granted and KWKH was authorized to operate at 1100 kilocycles and 10,000 watts of power. Despite the increased power, Henderson felt the pressure of the depression; he lost his business firm and was unable to pay his KWKH employees from 1930-1932. Finally his lawyers advised him to sell the station which had made his name famous. On September 25, 1932, he yielded and sold the station to Sam D. Hunter.
CHAPTER IV

THE PERIOD OF MATURITY, 1932-1941

The period of 1932 through 1941 saw many changes in Radio Station KWKH. It could no longer be said that the station was labeled with the stamp of one man's personality because there were two complete changes of ownership. Gradual but continuous changes were made in programming, management, and facilities. The programming varied from presentation of local talent broadcasting from the studios in Shreveport to performances of world famous artists originating in New York or London. The major improvement of facilities occurred in 1939 when the Federal Communication Commission granted KWKH authority to use 50,000 watts of power.

This period of growth to maturity developed through two different ownerships, with a longer time and greater growth during the latter period. The first was the corporate ownership by the International Broadcasting Corporation, financed by Sam D. Hunter; the second was the period of the ownership of the Shreveport Times, whose editor was John D. Ewing, a partner in an earlier corporate ownership and under whose guidance the station was to reach full maturity.

NEW OWNERS AND A NEW PROGRAM POLICY

After the International Broadcasting Corporation, headed by Sam D.
Hunter, purchased Radio Station KWKH in 1932, the station remained at Kennonwood for a period of one year, during which time Henderson continued to utilize a small segment of time each day to air his viewpoints with certain restrictions imposed by the Federal Radio Commission. All employees of the station were retained for that year. At the end of this period, the station was moved to Shreveport, retaining the call letters KWKH. Additional personnel were added and plans were made to join the Columbia Broadcasting System in order to bring to Shreveport and the listening area a wider variety of programming which could not be accomplished on the local level. Radio listeners apparently demanded the finished programs which only large cities could furnish.

According to a local newspaper, the station owners employed a husband and wife team, Dwight and Agnes C. Northup, to manage the station when it was moved from Kennonwood to Shreveport. Northup served as general manager while his wife was managing director. Northup's previous experience included a study of music, fifteen years of newspaper reporting, and concert and stage work. In 1928 he had been employed as

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1International Broadcasting Corporation was organized on December 1, 1932, and filed charter with the office of the Secretary of State, Baton Rouge, Louisiana, on December 2, 1932. Incorporators named in the articles were T. G. Roberts, John T. Guyton, and Edward S. Klein, all of Shreveport. According to William E. Antony, Hunter provided the financing for the purchase. See also, Shreveport Times, November 12, 1939.


3Shreveport Journal, October 4, 1934.
an executive for Radio Station WSPD, Toledo, Ohio. In 1933 Northup was employed to head the re-organization of KWKH. Agnes C. Northup accompanied her husband to Shreveport to work for the station.

Other members of the station's new production staff were Seth Lurie, Jr., continuity writer and announcer, who had previously acted in community theatre and had worked for Radio Station WWL, the Columbia Broadcasting System outlet in New Orleans; Maurice Wray, announcer and commercial department staff member who had attended a radio school conducted by John Paul Goodwin; Maurie Waters, announcer and entertainer, who was a popular dance orchestra leader in the Shreveport area; Jack Geizer, publicity director and chief announcer, who had worked with the Northups at the radio station in Toledo, Ohio; Olive Henry, continuity writer, who had written and produced many radio plays prior to her employment at KWKH; Julia Bryson, pianist and member of the office staff, who had been trained for radio work at KWKH.

In the commercial department John Paul Goodwin, manager, had had six years of radio experience as program director, director, and chief announcer. Bob Leigh of the commercial department had previous experience as salesman in the employ of a commercial gas manufacturing company. Maurice Wray also worked in the commercial department. In engineering the following persons were employed: William E. Antony, chief engineer; Stedman Gunning; Earl Moses; Melvin T. Norman; and Artell Tinsley. Tinsley had graduated from Tyler, Texas, Commercial School of Radio and has several years of practical experience.
Bud Williams and Billy White were the technicians. Williams had several years of radio experience in the Midwest. White was first employed at KWKH in 1924 as an office boy. Before his full time employment he had worked at the station while studying electrical engineering at Louisiana State University. Among the office and clerical employees were Mrs. Pearle Hooks, former secretary to Henderson; Mrs. Maude McCormack, bookkeeper; and Julie Bryson. 4

The programming pattern at KWKH under the new ownership changed little from that followed during the close of the Henderson period during the year that the station remained at Kennonwood. In 1933, however, after the facilities were moved again to Shreveport and the new staff organization was completed, the ownership inaugurated a policy of regular programming schedule of news, sports, and music.

For the news presentation KWKH subscribed to Transradio Press Service which was available to individual stations and which was created especially for radio. Staff announcers prepared regular news casts from information by this source. 5 The station broadcast two types of sports news. First, there was a regularly scheduled program which consisted of interviews with authorities and commentaries on the latest sports news.

4Ibid.

5Federal Communication Commission Questionnaire, 1941. This was issued following the Commission Order No. 79, March 20, 1941. A copy of the completed questionnaire remains in the files of Radio Station KWKH.
Then, beginning in 1933, on afternoons when the Centenary Gentlemen of Centenary College played football games in Shreveport, KWKH broadcast a play by play description. At the close of the games, the announcer repeated scores and related stories which summarized the action. Another program was a musical presentation each night featuring a group called the String Ensemble, composed of Avian B. Reiche, cellist; Robert Carlton, Jr., pianist; and Victor Larmayear, violinist.

On October 2, 1934, KWKH became the one hundredth radio station to join the Columbia Broadcasting System. At this time KWKH secured permission from the Federal Communications Commission to operate full time from six in the morning until midnight with a power of 10,000 watts at a frequency of 1100 kilocycles. Prior to joining the network, a new transmitter was built under the direction of Antony at a location eight miles north of Shreveport on the Mooringsport Road. More than sixteen weeks were required for drawing plans and setting up the new transmitter. Since the new location was near the Municipal Airport of Shreveport, the tower was equipped with a top light that constantly flashed the letters "RT" in International Morse Code to signify to pilots that this was a radio tower.

Network affiliation brought certain advantages to KWKH. With its 10,000 watt power, it was already the most powerful radio station within a radius of two hundred miles. As an affiliate of the Columbia chain,

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6 Shreveport Journal, October 2, 1934.
it was able to bring to listeners the network programs interspersed with local programs. This affiliation permitted the station to include a wider variety of programs than was previously possible. KWKH was the second radio station in Shreveport to affiliate with a network. However, KWKH had become the Columbia outlet for North Louisiana, South Arkansas, and East Texas, the territory it served.

On the official date of affiliation, James Owens, Rector of Saint Marks Episcopal Church, delivered the dedicatory invocation. At 7 p.m. Columbia Broadcasting System dedicated a program to its one hundredth station, KWKH, with a number of radio personalities participating. Beginning at eleven o'clock, there was a local celebration of KWKH's advancement in which local talent performed until the early hours of the morning. Thus, KWKH joined the Columbia chain as the network celebrated its seventh year on the air. The following program schedule appeared in the Shreveport Journal on October 5, 1934, the third day following the station's affiliation with the network. It is interesting to note that of the afternoon and evening programs, four originated at the KWKH Studios. These were "KWKH Directory," "Sports Parade," "KWKH Ensemble," and "John E. Brown." Of the Saturday morning programs approximately one-third originated at KWKH while approximately two-thirds of the programs were from the network.

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7 Radio Station KTBS, owned by a newspaper, The Shreveport Times, had joined the National Broadcasting Company on February 28, 1932, under the ownership of the Tri-State Broadcasting Corporation.

8 Shreveport Times, November 21, 1948.
LOCAL RADIO PROGRAMS

FRIDAY AFTERNOON

KWKH

1:30 p.m. -- World Series Ball Game, CBS
3:30 p.m. -- United States Army Band, CBS
4:00 p.m. -- From Chicago, CBS
4:15 p.m. -- From Chicago, CBS
4:30 p.m. -- Milton Charles, Organ, CBS
4:45 p.m. -- From Chicago, CBS
5:00 p.m. -- Kaltenborn Edits News, CBS
5:15 p.m. -- Musical Jigsaw, CBS
5:30 p.m. -- Three Brown Bears, Radio News, CBS
5:45 p.m. -- From Chicago, CBS
6:00 p.m. -- KWKH Director, Studio
6:30 p.m. -- Dan Russo's Orchestra, CBS
6:45 p.m. -- Between Book Ends, CBS
7:00 p.m. -- John E. Brown, Studio
7:15 p.m. -- Mary, Jean and Jo, CBS
7:30 p.m. -- Real Life Dramas, CBS
7:45 p.m. -- KWKH Ensemble, Studio
8:15 p.m. -- Sports Parade, Studio
8:30 p.m. -- Hollywood Hotel, CBS
9:00 p.m. -- Hollywood Hotel, CBS
9:30 p.m. -- California Melodies, CBS
10:00 p.m. -- Musical Auditions, CBS
10:15 p.m. -- Henry Busse's Orchestra, CBS
10:30 p.m. -- Earl Himes, CBS
10:45 p.m. -- Charles Barnet and Orchestra, CBS
11:00 p.m. -- Herbie Kaye and His Orchestra, CBS
11:30 p.m. -- Dan Russo and Orchestra, CBS
12:00 m. -- Sign Off

SATURDAY

6:45 a.m. -- John E. Brown, Studio
7:00 a.m. -- Breakfast Cabaret, Studio
7:30 a.m. -- Silver Strains, CBS
7:45 a.m. -- Morning Meditations, Studio
8:00 a.m. -- Cheer Up, CBS
8:15 a.m. -- Feibleman-Sears, Remote
8:30 a.m. -- Cheer Up, CBS
NEW PROGRAMMING POLICIES UNDER THE OWNERSHIP
OF THE SHREVEPORT TIMES

On April 1, 1935, John D. Ewing, editor and publisher of the Shreveport Times, purchased Radio Station KWKH from the International Broadcasting Corporation. The Times now became owner of two radio stations in Shreveport, KTBS, which was purchased on October 21, 1934, and KWKH.\(^9\) Ewing was reluctant to assume ownership of a second radio station. However, when the only other prospective buyer revealed his intention to move the station to Dallas, Texas, Ewing made the purchase in order to retain the station in Shreveport.

Since the studios for Radio Station KTBS were located in the Youree Hotel, the newly purchased station was moved into the same location where both stations might use the same studio facilities and staff. When the two stations were joined, Ewing and his staff made several plans for their

\(^9\)Station KTBS broadcast with 1000-watt power on a frequency of 1450 kilocycles.
immediate improvement. First, the management planned to improve programs and to attract advertisers to utilize the facilities of the stations. Next, the staff planned to move the stations into new studios.

As a preliminary move to attract time buyers for both stations, KWKH-KTBS jointly published the first issue of On the Level, a house organ which was designed chiefly to keep local business and civic leaders abreast of the latest commercial developments of the two stations. In this first issue on January 1, 1936, many of the KWKH programs were discussed. According to this source, KWKH broadcast three fifteen minute news programs each day. A full time staff member was employed by the two stations to edit the United Press dispatches and to secure local news for broadcasts. One program which originated locally featured Gladden Harrison, a Shreveport man, reminiscing about the battles of the Rainbow Division of the United States Army during World War I. The local Salvation Army presented three programs each week. Hillbilly entertainer groups that broadcast each day included the Lone Star Cowboys, the Sunshine Boys, and the Paradise Entertainers. Religious programs listed for Sunday broadcasts were the Saint Marks Episcopal Church in the morning and the First Baptist Church at night. Network programs which received mention were Monticello Party Line, transcribed, Major Bowes, Fred Waring Show, Phil Baker, Eddie Cantor, and the Clara, Lu, and Em Program.

10 On the Level, I (January 1, 1936), No. 1. The KWKH-KTBS house organ, usually four pages in size, designed to attract buyers to use the facilities of the stations.
In addition to the program descriptions this January 1, 1936, issue of *On the Level* presented to prospective time buyers the following detailed coverage information for Station KWKH.

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Counties</td>
<td>19</td>
</tr>
<tr>
<td>Urban Population</td>
<td>200,042</td>
</tr>
<tr>
<td>Rural Population</td>
<td>497,295</td>
</tr>
<tr>
<td>Total Population</td>
<td>697,337</td>
</tr>
<tr>
<td>Total Families</td>
<td>165,361</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>67,330</td>
</tr>
<tr>
<td>Radio Listeners</td>
<td>255,854</td>
</tr>
</tbody>
</table>

KWKH has ten times the power of the only other network station in a 150 mile radius from Shreveport and easily dominates the wealthy oil areas of Arkansas, Louisiana and Texas. Shreveport is sufficiently isolated geographically from the other important cities as to make it virtually free from radio competition. Fort Worth and Dallas are more than 200 miles to the west; Houston, 250 miles to the southwest; and New Orleans, 325 miles to the southeast. The KWKH combined primary and secondary area ranks 29th in the Columbia list of 96 stations in the United States. Only 28 stations have larger audiences, and of this number 13 are on the basic network. In the South proper, the audience of KWKH is surpassed only by that of the Columbia stations in Charlotte, North Carolina, Dallas, Texas, and Oklahoma City. With its specially designed 10,000 watt transmitter, KWKH is one of the best equipped stations in the country. Since the *Columbia Day and Night* survey was made, a new verticle radiator antenna system has been installed which doubles the effective power of the KWKH signal, and insures maximum service for its advertisers.¹¹

Six months later the June, 1936, issue of *On the Level* reported that the station had experienced an increase of 208 per cent in advertising

¹¹Ibid., p. 3.
volume since 1935. The management attributed this gain largely to the
growth of industries in Louisiana, Arkansas, and East Texas, with per-
haps the most important industrial development occurring in the oil
industry. 12

On August 2, 1936, the management accomplished the second
major improvement projected for the station. KW KH and KTBS moved
into offices in the Commercial National Bank Building and continued to
share facilities. The new home of the radio stations included three
studios, two control rooms, a space for visitors, and audition room and
eleven offices.

The sound engineers designed the studios to serve
particular needs, and not to fill the available space. The
studios vary in size, with the smallest of them affording
accommodations for small instrumental groups, individual
performers, vocalists and speakers. The second largest
studio is sufficient in size to accommodate dance orchestras,
singing groups and dramatic presentations using music and
dialogue. The large studio is suitable for large orchestras,
bands and other presentations requiring an unusual amount
of space. A studio audience can be amply cared for in this
studio.

The two control rooms have triple plate glass windows
and are isolated from the studios by "floating." A unique
combination of electric door locks, operated simultaneously
with microphone controls, will preclude the possibility of
interruptions while programs are on the air. 13

The construction of the studios was identical to the studios of the National
Broadcasting Company in Radio City, New York, the house organ reported.

12 On the Level, I (June, 1936), No. 6, p. 1.

13 On the Level, I (July, 1936), No. 7, p. 3.
Credit for the design of the KWKH-KTBS studios was given to William B. Weiner, Shreveport Architect, and to the Johns-Manville Company sound engineers.  

Although August 2 was dedication day for the new studios, the actual move was accomplished overnight on Wednesday, July 15. Between midnight and the time for the stations to return to the air the following morning the stations' engineers and technicians accomplished the move without loss of broadcast time. They transferred the equipment from the Washington Youree Hotel to the second floor of the Commercial Building, installed it, and prepared it for broadcast operation.

In the special edition of the stations' publication On the Level appeared the complete schedule for KWKH for Sunday, August 2, Dedication Day. The balance between programs originating with the network and with the stations own facilities seems appropriate for this special day.

A.M.  
8:00 Church of the Air, CBS  
8:30 Press Radio News, CBS  
8:35 Poetic Strings, CBS  
8:45 Touring with Reddy Kilowatt  
9:15 Day Dreams, CBS  
9:30 Commercial National Bank Presents Madge McAnally  
10:00 Barksdale's Salute to KTBS and KWKH  
10:15 Salt Lake Tabernacle Choir, CBS  
10:30 Olympic Games Commentary, CBS  
10:45 CBS-BBC News Exchange, CBS  
11:00 Morning Services from St. Mark's Episcopal Church  
12:00 Church of the Air, CBS

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14 Ibid.

15 On the Level, I (August, 1936), No. 8, p. 1.
P.M.
12:30 Highlights of Yesterday and Today
12:35 St. Louis Blues, CBS
1:00 General Tire Revue
1:15 Paradise Entertainers
1:30 Old World Melodies
1:45 Breeze Time
2:15 Standard Varieties
2:30 Songs of Russia, CBS
2:45 Shreveport's Educators
3:00 Olympic Games Resume, CBS
3:15 Ann Leaf, Organist, CBS
3:30 Talk by John L. Avery
3:32 Salvatore Noferi, Violinist
3:45 String Ensemble
4:00 Sparcolene 70 Revue
4:30 Country Church of Hollywood
4:45 The Homely Philosopher

The segment between five o'clock and 6:15 was not distinguishable on the copy. Hal Grayson and His Orchestra performed, but the time segment was not clear. Two network programs and one local program of uncertain type appeared during the period.

6:15 Interview—Messrs. Wiener and Treadwell
6:30 Philadelphia Summer Concert, CBS
8:00 Joint Program—KTBS and KWKh
9:00 Vincent Lopez and His Orchestra, KWKh Dedication, CBS
10:00 Don Ross and His Orchestra, CBS
10:15 A Studio Tour
10:30 Charlie Barnet and His Orchestra, CBS
11:00 Milton Charles, Organist, CBS
11:15 Carl Schrieber and His Orchestra, CBS
11:30 Joseph Cherniavsky and His Orchestra, CBS
12:00 Sine

In November, 1939, the Federal Communication Commission granted KWKh an increase in power to 50,000 watts. Thus, Shreveport became the smallest town in the United States to have a radio station with fifty kilo-watts. On Sunday, November 12, KWKh began transmitting programs over
a new 50,000 watt installation located near Dixie, Louisiana, north of Shreveport. This plant was built at a cost of $200,000. KWKH celebrated its new power increase with open house, inviting the public to inspect the ultra-modern broadcasting equipment on the thirty-two acre tract of land. Interested persons were invited to view the steel and concrete power plant, the engineer's residence, and the three four hundred eighty-foot antenna towers which were almost thirty feet higher than the state capitol at Baton Rouge. On top of each tower, which weighed 56,000 pounds, was a 1000 watt red danger signal to warn airplanes of the tall structures. The power plant itself was equipped with a rotating warning light. The antenna was one of the most modern of its kind, a three element device of directional construction. Its full strength could be diffused in all directions or concentrated on a small area. With this antenna KWKH permitted 50,000 watts of power to diffuse in all directions in the daytime, but at night the full strength was narrowed and concentrated through the Southeast, South and Southwest. When the power was narrowed, it was equal to about 170,000 watts in the coverage areas. Although KWKH was heard in all directions from Shreveport, the

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16 According to Antony and Gunning, this transmitting equipment was "home-made" from parts of Radio Corporation of America equipment which had been used. Antony directed the building of this station.

17 The Shreveport Times, November 12, 1939.

18 Ibid.
main area of service was to the south of the station. Apparently, broadcasts were heard at great distances because letters from South America stated that KWKH had good reception there.\textsuperscript{19}

According to a newspaper report, the actual assembling of the tall towers required only twelve hours since they were purchased in pieces and sections which required mere assembly and no actual construction. Installing and testing the delicate equipment housed in the transmitting plant took a far longer period of time. This transmitting equipment for the new antenna could be filled with 18,000 volts of electricity which would be directed along certain wire channels. However, since these electrical charges could also float around in the surrounding air, the plant was erected with powerful safeguards to provide utmost protection to human beings. This equipment was built into a glass enclosed room, the entrance of which was guarded by eight locks. Whenever a key turned one of those locks, the turning key automatically disconnected the power and the 18,000 volts of electricity vanished. In order to gain entrance into this room so alive with electricity, a person had to unlock the eight separate locks in a certain sequence. If the door should be broken down in any way, all of the electrical connections would immediately be broken and the station cut off the air. In this room, which was considered airtight, safety was the keynote.\textsuperscript{20}

\textsuperscript{19}The Shreveport Times, November 12, 1939.

\textsuperscript{20}Ibid.
With this increase in power, KWKH joined fifteen other 50,000 watt stations affiliated with the Columbia Broadcasting System. Of those sixteen super-powered stations on the Columbia chain, KWKH was one of nine which were independently owned. On Tuesday, November 14, 1939, Columbia saluted KWKH for its new status. At this time the network also gave national recognition to the South and Southwest and to the service those areas would now experience through this added power. KWKH received letters and telegrams of congratulations for many areas of the country because of this increased power which brought over three million people of the Southwest into its service area. The station received reports that reception was strong in South America, New Zealand, Hawai, and Central America.

The dedication day schedule of programs which appeared in the Shreveport Times on November 12, 1939, follows.

<table>
<thead>
<tr>
<th>A.M.</th>
<th>NAME OF PROGRAM</th>
<th>SPONSOR</th>
<th>DESCRIPTION OF PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>The London Singers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>Accordiana</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>Vaughan Quartet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>To be announced</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:10</td>
<td>Salute to KWKH by KRMD</td>
<td></td>
<td>Van Patrick, master of ceremonies; Elizabeth Alford, pianist &amp; vocalist; Madeline Rogers, vocalist Blackwood Bros. Quartet</td>
</tr>
<tr>
<td>7:25</td>
<td>Salute to KWKH by KTBS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\footnote{Ibid.}
<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Network/Location</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:40</td>
<td>Cafe Capers</td>
<td>Columbia Restuar.</td>
<td>Music</td>
</tr>
<tr>
<td>7:50</td>
<td>United Press News</td>
<td>Seven-Up</td>
<td>Music and talk on origin of Penney stores</td>
</tr>
<tr>
<td>8:00</td>
<td>A Penny Serenade</td>
<td>J. C. Penny Co.</td>
<td>Music and talk on &quot;A Dream Worth a Million Dollars&quot;</td>
</tr>
<tr>
<td>8:15</td>
<td>A Dream Made Real</td>
<td>Magnolia Pkg. Co.</td>
<td>Organ music and talk &quot;The American System&quot;</td>
</tr>
<tr>
<td>8:30</td>
<td>Talk by GL Embrey</td>
<td>Church of Christ</td>
<td>Music and talk on &quot;The American System&quot;</td>
</tr>
<tr>
<td>9:00</td>
<td>The American System</td>
<td>ML Bath Co.</td>
<td>Music and talk on &quot;The American System&quot;</td>
</tr>
<tr>
<td>9:30</td>
<td>Bossier City Salute</td>
<td>Bossier City</td>
<td>Music</td>
</tr>
<tr>
<td>9:45</td>
<td>Going South</td>
<td>Glassell General Construction Co.</td>
<td>Music</td>
</tr>
<tr>
<td>10:00</td>
<td>Six Servants</td>
<td>Southwestern Gas &amp; Electric Co.</td>
<td>Music</td>
</tr>
<tr>
<td>10:30</td>
<td>Community Sing</td>
<td>Community Stores</td>
<td>Music</td>
</tr>
<tr>
<td>10:50</td>
<td>Sports with Jerry Bozeman</td>
<td>Evans Sporting Goods Co.</td>
<td>Music</td>
</tr>
<tr>
<td>11:00</td>
<td>Morning Services with Dr. Owens</td>
<td>St. Marks Episcopal Church</td>
<td>Music</td>
</tr>
<tr>
<td>12:00</td>
<td>Let's Listen to James Stone</td>
<td>Shreveport Grain &amp; Elevator Co.</td>
<td>James Stone Baritone</td>
</tr>
<tr>
<td>12:30</td>
<td>Talk by A. L. Wedgeworth</td>
<td>Vice-President of Chamber of Commerce</td>
<td>Music</td>
</tr>
<tr>
<td>12:45</td>
<td>United Press News</td>
<td>M. Levy Co.</td>
<td>Music &amp; talk about joy of owning home</td>
</tr>
<tr>
<td>1:00</td>
<td>House by the Side of the Road</td>
<td>Selber Bros.</td>
<td>In title</td>
</tr>
<tr>
<td>1:30</td>
<td>Debunking Milk Superstitions</td>
<td>Jersey Gold Creamerries</td>
<td>Interesting facts about flowers.</td>
</tr>
<tr>
<td>1:45</td>
<td>Say It With Flowers</td>
<td>Claude Dance</td>
<td>Automobile news</td>
</tr>
<tr>
<td>2:00</td>
<td>Automotive Reporter</td>
<td>Pan American Petroleum (Ralph Brandon)</td>
<td>Dramatization of high lights in sports (Phila. Chicago World Series game 1929; Dempsey-Tunney fight 1926, etc.)</td>
</tr>
<tr>
<td>2:15</td>
<td>Sport High Lights</td>
<td>Central Lbr. Co.</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Company/Event Details</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>2:30</td>
<td>History of KWKH</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:45</td>
<td>Letter from Mayor Sam S. Caldwell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:46</td>
<td>Hold it Please</td>
<td>Dee's Photo Milburn' Studio Film Arbor Music &amp; facts about photography</td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>United Press News with Jerry Bozeman</td>
<td>B. F. Edington Co.</td>
<td></td>
</tr>
<tr>
<td>3:15</td>
<td>Marathon Race</td>
<td>Grogan Oil Co. Talk on famous Marathon Races.</td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td><em>Salute to KWKH</em> by World Broadcasting System, including talk by its President, Percy L. Deutsch.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:45</td>
<td>Odd Happenings in the News</td>
<td>Querbes &amp; Bourquin</td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td>28th Anniversary</td>
<td>Wray Dickinson Co. History of Wray Dickinson</td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td>Ben Bernie &amp; All the Lads, CBS</td>
<td>American Tobacco Co.</td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td>Cavalcade</td>
<td>Shreveport Rwys Co.</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td>Steel Rails of the Southwest</td>
<td>L &amp; A Railway History of L &amp; A and KCS Railways Music &amp; talk about progress of radio.</td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>Salute to Radio</td>
<td>Interstate Electric Co. Gulf Refining Co.</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>Old Fashioned Revival Hours</td>
<td>Ford Motor Co.</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Sunday Evening Hour, CBS</td>
<td>Campbell Soup Co.</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Orson Welles' Playhouse-CBS</td>
<td>Continental American Bank and Trust Co.</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Acres of Diamonds</td>
<td>Shreveport Mattress Co.</td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>Frankie Masters' Orchestra - CBS</td>
<td>United Press News</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>House of Dreams</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>Louis Armstrong's Orchestra - CBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>Today's Headline Review</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
11:05 Mitchell Ayres' Orchestra - CBS
11:30 Bob Chester's Orchestra - CBS
12:00 Mid. SINE.

STATION PERSONNEL AND STAFF ORGANIZATION

The owner of the station, John D. Ewing, was a business man who held as his policy the broadcast of news impartially, the support of what the station believed to be right, and the opposition of what the station believed to be wrong without regard to party politics. Ewing regarded the operation of the station as a civic development as well as a financial enterprise. He was a newspaper man first and foremost. In programming for the station he favored newscasts, forums, and informational programs over other types. Although he enjoyed other programs, especially music, he regarded newscasting as the essential obligation of a broadcaster. In the employment of station personnel the owner favored local persons over applicants from other areas.

John C. McCormack was general manager of stations KWKH-KTBS.
McCormack was born in Jackson, Louisiana, April 7, 1909. He had

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22 Henry Clay, Personal Interview, Shreveport, Louisiana, Summer, 1957. According to Clay, the above statement of policy was adapted from Publisher Ewing's stated policy governing both the Shreveport Times and his radio stations.

23 Henry Clay, Personal Interview, Shreveport, Louisiana, March 26, 1959.
attended Centenary College and Southwestern Louisiana Institute. In 1928 he went to Cuba as a sugar chemist. Later he spent three years in a wholesale and retail radio work in this country. In 1931 he became manager of KTBS and assumed his duties as manager of KWKH when Ewing purchased the station.

Fred Ohl was the program director. Ohl was a graduate of the University Conservatory of Music at Austin, Texas, and held a Bachelor of Music and Master of Arts from Grinnell College. He entered radio in 1933 with KTBS. Beth Moore, in private life Mrs. Roy Mathias, was the studio pianist for both KWKH and KTBS. She attended Louisiana State University and was graduated from Centenary College. In 1931 she joined the staff of KTBS where she wrote dramatic skits and conducted children's programs. Mrs. Eloise Sneed, traffic manager, was a native Shreveporter who joined the staff of KTBS in 1933. Justine Tucker, secretary to McCormack, attended Louisiana Polytechnic Institute. She joined KTBS in 1933. William Antony retained his position of chief engineer.

During the 1935-1936 football season, Bill Stern announced the play-by-play action of several of the Centenary College football games, using the facilities of Radio Station KWKH. Being a specialist in sports announcing, Stern was not considered an employee of the local station. In 1935 KWKH hired one employee under unusual circumstances. The station conducted an announcing contest among local high school students, the winner of which was to receive employment at the station. Horace
Logan, a Byrd High School student, won the contest and the job. Logan said that at first he worked as errand boy and news runner, picking up news from the *Shreveport Times* news department and bringing it to the radio station where it was read over the air. He served as general handy man around the studios. Logan subsequently served as announcer, newsman, and program director, remaining with the station until the summer of 1957 when he resigned to accept a position with a recording company in Hollywood.  

In 1939 the staff of Radio Station KWKH numbered more than forty persons. McCormack continued as general manager and Justine Tucker as his secretary. The original staff remained the same. Other staff members were the announcers H. Wakefield Holley, Bob Hall, Scott Wilson, James Stone. B. G. Robertson was promotion manager; Jacques Caspari, promotion artist; Pat White, radio editor; Robert Mahoney, news editor. In the commercial department were Bill Barnes, Harry Flagler and R. C. Murphey, Jr. Dean Schmitter worked in production. Arthur Geneaux, Jr., was auditor. In addition to Antony in the engineering department, C. H. Maddox served as chief engineer for KTBS. Other engineers were O. S. Droke, Ed Cook, Vance Neathery, Stedman Gunning, Howard E. Harry, and Artell Tinsley. Ben Rogers worked as studio engineer and

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24 Horace Logan, Personal Interview, Shreveport, Louisiana, July, 1957.
Barry Polk Justis was employed in the maintenance department. Mary Gatling served as receptionist. The office staff included Jane Mann, Ida Miller, Helen Stack, Melanie Farnell, Jane McClennagh, Nelwyn Thompson, Katherine Barkley, Emily Prichett, and Edward Murphey.

PROGRAMMING PRACTICES AND TECHNIQUES

According to Henry Clay, present general manager of KWKH, when John D. Ewing purchased the station he proposed to furnish programs to meet the needs of all segments of the population of the listening area. However, Ewing placed the actual responsibility for programming upon the general manager of the station.

In 1936 the management conducted an active campaign to solicit advertising business. In September the house organ, *On the Level*, featured a two-page advertisement about KWKH which was titled, "The State of Affairs in KWKH-Land." On those two pages information concerning the station was given. It read, "43 Parishes and Counties in North Louisiana, South Arkansas and East Texas That Hear KWKH With Better Volume Than Any Other CBS Station." The advertisement listed five reasons why all national campaigns needed KWKH, those reasons being the location, power, programs, publicity, and merchandising. KWKH was located in a comparatively isolated city and furnished programs to the

25 Shreveport Times, November 12, 1939.
nearby East Texas oil field and to all the area surrounding Shreveport. The power for the station afforded "enjoyable volume" to the primary service area at all times. Concerning programs, KWKH carried Columbia Broadcasting System programs as well as local features. Daily the Shreveport Times provided the station two full columns of news, pictures, and schedules to inform listeners of program offerings. And finally, KWKH offered a merchandising department to plan advertising campaigns for advertisers. 26

Apparently the campaign to attract national advertisers succeeded. In 1936 KWKH secured a contract with the Columbia Broadcasting System in which there was an important "must" clause. This "must" clause, according to Clay, meant that whenever an advertiser bought time for a commercial announcement over any one or more of the Columbia network stations in the Southwest, this advertiser must also buy time from KWKH. In this way the station secured a favorable increase in commercial sales.

The coverage area of KWKH included forty-three parishes and counties in 1936. The network affiliation enabled the station to achieve variety in programs. However, on the local level, listeners apparently enjoyed hill-billy acts because in 1939, the station employed twenty-eight local performers. Included in this group were the Sunshine Boys, a hill billy acting group; the Swinging Strings, a string band; Joan O'Neal,

26 On the Level, I (September, 1936), No. 9, pp. 2-3.
pianist and vocalist; James Stone, baritone singer; Fred Scott, tenor; Bob Mahoney, guitarist; and the Wilhait Sisters, duet singers.\(^{27}\)

The news department of KWKH has been considered an important part of the station, having its inception before the station was purchased by the Times. The news was the first department originating in Antony's home on Laurel Street in 1922. When the station came under the ownership of Ewing, Transradio News Service was discontinued and in its place United Press wire service was installed. In 1940 the Associated Press wire service was added. For news casts the KWKH staff collected and assimilated most of the local and regional news themselves but they used the wire services for national and international news. Information obtained from teletype tapes was rewritten and prepared at the station. KWKH and the Times co-operated in obtaining news; however, they did not utilize the same source except in cases of disaster when the joint staffs pooled their resources in disseminating the news for both the radio station and the newspaper. The Shreveport Times employed on a part-time basis ninety regional correspondents who wrote, telephoned, or telegraphed major news events in their communities.\(^{28}\) Information thus obtained was placed at the disposal of the radio station.

In times of disaster newsmen went to the scene to get first hand

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\(^{27}\)On the Level, IV (February, 1939), No. 2, p. 1.

\(^{28}\)The Shreveport Times, November 21, 1948.
reports. Equipped with a tape recorder and often a mobile unit personnel relayed news quickly from the scenes. In 1937 Jack Keasler and B. G. Robertson went to Dubach, Louisiana, following a tornado to interview witnesses and describe damages. After the March 12, 1940, Shreveport tornado, staff members moved onto the scene to provide full coverage. According to Horace Logan, former program director of KWKH, the station sent staff members to cover floods, the Texas City explosion, and numerous other disasters. Sometimes this coverage involved flying over an area in an airplane or traveling by boat in flooded sections. However, Logan said that newsmen went quickly to supply news that affected listeners.

Remote broadcasts originated with local events of other nature. In 1936 when the Rodessa, Louisiana, oil boom was at its peak, KWKH broadcast the actual bringing in of an oil well. John McCormack and his staff extended three miles of ordinary wire from the well to the nearest telephone.

. . . A quick installation was made of necessary radio apparatus and within five hours from the time it was determined to broadcast the bringing in of the well, radio listeners all over the Southwest were listening to an actual description of the events taking place in the Rodessa oil field - forty miles from the radio transmitting equipment of Station KWKH.  

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29On the Level, II (March, 1937), No. 3, p. 2.

30KWKH, 25th Anniversary Souvenir, p. 15.

Persons involved were Jack Keasler, Jack Gelzer, William Antony, and Stedman Gunning. This was a very dramatic program because the roar of the Lawton Number One Well, Haynes Production Company, gushing in could be heard distinctly over the airwaves. 32

In gathering news, staff members covered local events throughout the day and evening except when the Times reporters had the story under supervision. The organizations eliminated the necessity for two reporters working from the same master organization when one could serve for both. In this manner KWKH and The Shreveport Times shared local news which either secured. 33 Each Saturday morning the news bureau broadcast a thirty minute program of excerpts from seventy-three weekly newspapers published in the Arkansas, Louisiana, and Texas listening area. In return for this presentation, "I See By the Papers," the editor of each weekly publication thus involved supplied news of his region to KWKH. 34

The policy toward news was to provide prompt full and impartial coverage. In following this policy, Gene Goss, present news director, said that sponsored newscasts have not been supervised in any manner by the sponsor. The management permits full latitude in this area.

32 Ibid.
33 The Shreveport Times, November 21, 1948.
34 Ibid.
However, newsmen are encouraged to present a balance of local, regional, national, and international events with emphasis on local interests.35

In 1938 as the war approached, the station scheduled four regular newscasts and presented numerous special bulletins. Concerning the news, a staff member wrote:

Radio news broadcasts have taken the spotlight more prominently than ever due to the war in Europe. Day after day radio stations all over the country bring listeners reports of happenings in Europe. The listening public wants this news, and they want it to be as accurate as possible and as (they want it) soon as it happens. Day after day . . . KWKH, using the world wide facilities of the United Press news association keeps listeners in the Ark-La-Tex area informed as to what is happening . . . Radio has assumed the responsibility and has carried it well.36

Thus with the approach of war, KWKH began a new emphasis on news.

Columbia Broadcast System offered twenty-four hour coverage of latest news from the tense European capitals and the Sudetan area. In order not to deprive Shreveport listeners of any important development in the crisis, KWKH monitored the network when the station broadcast local programs. All programs were subordinated when an important bulletin was released. Therefore, any program might be interrupted to permit the announcement of a news bulletin.

35Gene Goss, Personal Interview, Summer, 1957. Goss is present news director of KWKH, having assumed that position in April, 1956.

36On the Level, IV (October, 1939), No. 9, p. 3.
On several occasions when the situation became critical (the station) was on the air many hours overtime . . . . That this service has been appreciated by Shreveport listeners is evidenced by their many expressions, and by hundreds of telephone calls received daily asking for schedules of future broadcasts.  

In June, 1941, the Columbia Broadcasting System introduced a direct newscast, "The World News Tonight." Scheduled at KWKH on Sunday afternoons at 5:30 o'clock, the program consisted of a news round-up from various world capitals and battle fronts. An analysis of news was also provided from New York and Washington.

Crack Columbia broadcasting system foreign correspondents stationed at strategic points in the war zones present a graphic, unbiased summary of events as rapidly as they unfold. Highly trained American analysts, undeterred by censorship, then separate the wheat from the chaff for listeners.

Among the world-famous newsmen heard in this series are Edward R. Murrow, Albert Warner, Eric Severeid, Bob Trout, and Linton Wells.  

In addition to covering the news, KWKH paid particular attention to the interests and needs of farmers who lived in the listening area. In 1936 the editors of On the Level described the preferences of rural listeners.

The farmer isn't a difficult individual to reach by radio. In the South, we have been able to determine his program likes and dislikes by asking him to write in to let us know if we should continue certain programs, or delete them from our schedules. In another test to determine the farmer's likes

37 On the Level, III (October, 1938), No. 7, p. 1.

38 On the Level, VI (June, 1941), No. 6, pp. 1, 3.
and dislikes in regard to programs, we've watched the success of hill-billy musical organizations that "book" out from KWKH. Using KWKH as their sole source of publicity, these acts have played to several hundred men, women and children in churches, or schools that are miles from the nearest town.

The farmer likes news broadcasts, and since he has expressed himself to us in this regard, we have news broadcasts at the times he has indicated he could listen - early morning and during the noon hour.39

One network show, "Uncle Natchel and Sonny," was a weekly feature designed to appeal to farmers. In this series of programs Uncle Natchel was a deep south Negro who loved nature; Sonny was a nine year old farm boy who listened to the stories told by the old Negro.40

Beginning in April 1938, a fifteen minute commercially sponsored program, "Voice of the Farm," was aired twice weekly.41 KWKH did not regularly schedule a local farm program because the agricultural news was presented with the news casts. Farm news was included in a 5:30 to 6:30 morning variety show Monday through Friday. In this variety show, Horace Logan gave weather reports, temperature readings, market reports, and other items which appealed to farmers.42

During the years 1935 through 1941, KWKH laid foundations for the

39 On the Level, I (December, 1936), No. 12, p. 1.
40 On the Level, I (December, 1936), No. 12, p. 1.
41 On the Level, III (April, 1938), No. 4, p. 1.
42 On the Level, V (November, 1940), No. 11, p. 1.
development into a station noted for its public service. Staff members began many practices which became a permanent part of programming. For example, in 1939 the station presented the returns from five Louisiana elections from September 13 through December 13. The following year election returns were given for the Louisiana Democratic Primary elections in January. Twenty-three persons worked in this project of relaying election news quickly to listeners. Announcers were Jerry Bozeman, B. G. Robertson, and Dean Schmitter. Subsequently, all Louisiana state-wide and national elections have received full coverage by the staff.

In 1938 KWKH-KTBS equipped a Lincoln-Zeyphr sedan automobile with a mobile broadcast unit. This car was kept ready to travel at all times. By 1939 the automobile had seen service in flood areas, in tornado damaged towns, in explosions, and at specially arranged broadcasts from Barksdale Field. In 1939 the stations acquired a station wagon which they equipped with a short-wave transmitter, an alternating current power plant, a two way communication system, and a complete set of remote broadcasting equipment. This short wave transmitter permitted the stations to broadcast on-the-spot news, such as sports events and disaster reports.

43 On the Level, IV (December, 1939), No. 12, p. 3.
44 On the Level, V (February, 1940), No. 2, p. 2.
45 On the Level, III (December, 1938), No. 12, p. 3.
46 On the Level, IV (July, 1939), No. 7, p. 1.
As a public service feature KWKH presented a series of programs, "Town Salute," in which tribute was paid to a progressive town in the coverage area for one entire day. One city was selected each week or so to receive special recognition for its natural resources, agricultural production, and educational facilities. Throughout the day, recognition was given to the leaders and activities of the community. 47

In 1939 KWKH-KTBS and the Shreveport Young Men's Christian Association sponsored and conducted a baseball school for children under fifteen years of age. Members of the Shreveport Texas League Baseball team taught more than 400 children how to play baseball. From this school sixteen Knothole League teams were formed for competitive games throughout the summer. KWKH made plans to broadcast the final play-off game from the Shreveport Texas League Baseball Park. 48

When the Caddo Parish Mile of Dimes Campaign opened in February, 1941, the three Shreveport radio stations, KWKH, KTBS, and KRMD, joined facilities and broadcast the opening ceremonies from the campaign booth in the downtown section. Then for the duration of the campaign, the stations each broadcast one program every day either from the station or from the booth downtown. "These broadcasts took the form of street interviews with contributors, special stunts to create interest in the drive, (et cetera) . . . ." 49

47 On the Level, V (November, 1940), No. 11, p. 1.
48 On the Level, IV (July, 1939), No. 7, p. 3.
49 On the Level, VI (February, 1941), No. 2, p. 3.
Whenever famous personalities visited Shreveport, staff members usually conducted an interview with the visitors. Jerry Bozeman interviewed Father Flanagan of Boys Town, Nebraska, when the Priest visited Shreveport on a lecture tour. Bozeman questioned Father Flanagan about his project for the rehabilitation of homeless boys. In 1938 H. V. Kaltenborn, world famous news commentator, editor, writer, and lecturer, was interviewed informally by staff members. When John Montague and Babe Didrickson came to Shreveport for a golf match, the pair were featured on a non-publicized interview.

According to Clay, broadcasts of Sunday morning services at Saint Marks Episcopal Church originated shortly after the Times acquired the station. Another hour of religious services originated with four local churches that alternated with each presenting services once a month. On the fifth Sundays this hour was filled by a Negro church selected by the Negro Ministerial Alliance. "The Church of the Air" was a regular Sunday morning network feature.

On May 5, 1941, KWKH added daily weather reports broadcast direct from the Shreveport weather bureau. Government meteorologist, B. P. Hughes, reported on wind direction, velocity, and the amount of rain and moisture, plus any unusual conditions which might exist in the

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50 On the Level. VI (January, 1941), No. 1, p. 2.
51 On the Level. III (December, 1938), No. 12, p. 3.
weather. His forecasts included temperatures for Shreveport, Dallas, Little Rock, and other major cities in the listening area. 52

Sportscasting grew into a position of importance in the program schedules of KWKH during this period. Shreveport was the home of both the Centenary College football Gentlemen and the Shreveport Sports, a Texas League baseball team. Each of these teams attracted large audiences. In 1938 there were 135,000 paid admissions to the Shreveport baseball park during the season, an attendance outranking such towns at Tulsa, Oklahoma City, Dallas, Fort Worth, Houston, and Beaumont. In 1939 the seating arrangements were enlarged and an estimated 200,000 fans witnessed the games. Shreveport aimed to have the top baseball club in the Texas League. 53 The Centenary Gentlemen team which played their home games at their stadium on the college campus had a wide following. Station KWKH had broadcast their games regularly since 1933 and the play-by-play accounts "... proved very popular with local fans." 54

In 1935 and 1936 sports announcer Bill Stern had come from New York to announce the Centenary football games on several occasions. In 1937 Ted Andrews was employed by the station as the regular sports announcer. In addition to his duties as a play-by-play announcer,

52 On the Level, VI (June, 1941), No. 6, p. 1.
53 On the Level, IV (April, 1939), No. 4, p. 1.
54 On the Level, III (October, 1938), No. 10, p. 1.
Andrews presented a daily sports news program. In 1938 Jerry Bozeman replaced Andrews. From that time until 1941 Bozeman broadcast the baseball games for the Sports and the football games for the Centenary Gentlemen.

Bozeman quickly established himself not only as a capable sports announcer but also as an enterprising staff member with ideas. He originated the "Left Shoe Off" club among sports fans when he said, "Take your left shoe off and let's put the Sports down in front again."

The promotional idea caught on. His program sponsor took up the idea and began a drive for 10,000 members of a "Left Shoe Off" club. Bozeman and members of the baseball team responded in promoting the sponsor's product by autographing boxes of the product sold at various stores. Another promotional method was Bozeman's designation of one night each week as box-top night. On that night fans exchanged a box top from the sponsor's product for a ticket to the game. A news item reported that "Bozeman's unique microphone style and accurate play analysis have made him one of the most popular baseball reporters in the business."

55 On the Level, II (August, 1937), No. 8, p. 1.
56 On the Level, IV (June, 1939), No. 6, p. 3.
57 Ibid.
58 On the Level, V (September, 1940), No. 9, p. 3. As an illustration of Announcer Bozeman's popularity, Bossier City, Louisiana, proclaimed June 22, 1939, as Jerry Bozeman day. Bossier City officials hung banners proclaiming, "Welcome, Jerry Bozeman. We like you. Banquet tonight." On that day the sports announcer was honored by appointment to the office of Mayor for the Day and to all the customary honorary posts. It was further proclaimed unlawful to wear a left shoe during the day.
According to KWKH program schedule lists as printed in local newspapers, the days' programs usually began with music which continued until nine o'clock. These music programs originated at both the local and at the network levels. The program director scheduled short newscasts intermittently during the early period. Beginning at nine o'clock the segment of commercially sponsored serial drama programs, alternating with musical programs, were scheduled from the network. At noon programs which appealed to agricultural workers were presented. The mid-day period included locally planned newscasts and informational programs such as American School of the Air which was received from the network. The afternoon schedule presented serial drama until the after school period during which time the features were children's programs. Newscasts during the dinner hour provided a transition segment of programming leading to the evening schedule of adult entertainment.

Sunday programs differed because emphasis was placed on religious services and music. Many of these programs originated with the network; however, some of the church services were local weekly broadcasts. One of the more prominent local programs aired on Sundays was The Homely Philosopher. The program was a remote pickup from the chapel of a Shreveport business concern and featured a reader interpreting poetry submitted by listeners accompanied by organ music.  

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The following program logs appeared in the Shreveport Journal for Saturday, January 2, 1937.

RADIO PROGRAM
Saturday, January 2

P.M.
5:00 Al Roth Orchestra, CBS
5:15 "President's Birthday Ball"; News, CBS
5:30 Tito Guizar, CBS
5:45 Saturday Wing Session, CBS
6:15 Herbert Foote's Ensemble, CBS
6:30 Sunset Serenade, CBS
7:00 Columbia Workshop, CBS
7:30 Introducing U. S. Senators, CBS
8:00 Petite Musicale
8:30 Saturday Night Serenade, CBS
9:00 Hit Parade, Sweepstakes, CBS
9:30 Dance Program
10:00 Salute, CBS
11:30 Eddie Duchin Orchestra, CBS

SUNDAY

A.M.
8:00 Aunt Susan's; News, CBS
9:00 Church of the Air, CBS
9:30 Romany Trail, CBS
10:00 Organ Moods, CBS
10:30 Capitol Theatre Family, CBS
11:00 St. Mark's Episcopal Church

P.M.
12:00 Church of the Air, CBS
12:30 Russell Dorr, CBS
12:45 Eddie Dunstedter, CBS
1:00 Music of the Theatre, CBS
1:15 Parent-Teacher Association
2:00 New York Philharmonic, CBS
4:00 Your Unseen Friend, CBS
4:30 True Confessions
4:45 Jimmy Davis, Cowboy Pioneers
5:15 Homely Philosopher
5:30 Rubinoff and his Violin, CBS
6:00 Professor Quiz, CBS
6:30 Phil Baker, CBS  
7:00 Nelson Eddy, CBS  
7:30 Eddie Cantor, CBS  
8:00 Sunday Evening Hours, CBS  
9:00 Community Sing, CBS  
9:45 H. V. Kaltenborn, CBS  
10:00 News; Pryor Orchestra, CBS  
10:30 Jay Freeman Orchestra, CBS  
11:00 Vincent Lopez Orchestra, CBS  
11:30 Dick Stabile Orchestra, CBS

Radio Program

TUESDAY

A.M.

6:00 Breakfast Cabaret; Music Master  
7:00 Sunshine Boys  
8:00 Family  
8:15 Music in the Air; News, CBS  
8:30 Jack and Paul, CBS  
8:45 Waltzes of the World, CBS  
9:00 Pretty Kitty Kelly, CBS  
9:15 Myrt and Marge, CBS  
9:30 Jack and Paul, CBS  
9:45 Party Line  
10:00 Mary Lee Taylor, CBS  
10:15 Glen Gray Orchestra, CBS  
10:30 Ma Perkins  
10:45 Hymns of All Churches, CBS  
11:00 Betty and Bob, CBS  
11:15 Edwin C. Hill, CBS  
11:30 Lady of Millions  
11:45 Morning Moods, CBS

P.M.

12:00 Carson Robison's Buckaroos  
12:15 Musical Interlude; Department of Agriculture  
12:30 Odd Quirks: News  
12:45 Guy Lombardo Orchestra, CBS  
1:00 Slim Jim Jones, CBS  
1:15 Musical Newsy  
1:30 American School of the Air, CBS  
2:00 Col. Jack Major, CBS  
2:30 Horace Shaw, CBS
3:00 Academy of Medicine, CBS
3:15 Ted Malone, CBS
3:30 Cornhuskers
3:45 Current Questions before the House, CBS
4:00 Jan Garber Orchestra, CBS
4:30 Dear Teacher, CBS
4:45 Hilltop House, CBS
5:00 Howard Phillips, CBS
5:15 All Hands on Deck, CBS
5:30 Jack Armstrong, CBS
5:45 Teddy Hill Orchestra; Sports
6:00 Herbert Foote, CBS
6:15 Hollywood Screenscopes, CBS
6:30 Navy Band, CBS
6:45 News
7:00 Meet Your Announcer
7:15 Short Short Stories
7:30 Albert Martini
7:45 College Days
8:00 Watch the Fun Go By, CBS
8:30 Jack Oakie College, CBS
9:00 Benny Goodman's Swing, CBS
9:30 Avenue Chosen Singers
9:45 Eddie Fitzpatrick Orchestra, CBS
10:00 Memory Lane
10:15 Dance to 12, CBS

SUMMARY

When the International Broadcasting Corporation, financed by Sam D. Hunter, purchased Radio Station KWKH from W. K. Henderson in 1932, many changes were made in programs and their method of presentation. Trained personnel were employed to complete a re-organization of the entire station. The programs changed emphasis from the playing of electrical transcriptions to the broadcasting of performances by local talent. A news wire service installed equipment which enabled the station to present regular news casts. The station presented sports news on the
national and local level. Locally, the personnel installed a broadcast-
ning booth on top the Centenary College football stadium in 1933 and
broadcast home games for that team.

In 1934 KWKH was affiliated with the Columbia Broadcasting System
as the one hundredth station on the network. With the network affiliation,
KWKH was able to present a greater variety of programs of a more finished
nature. Several days following the official affiliation, the program
schedule as listed in a local newspaper indicated that over two-thirds
of the programs presented were of network origin.

In 1935 the station changed ownership again when the Shreveport
Times purchased the station. Almost immediately the studios were moved
into the studios already occupied by the first Times station, KTBS. Under
this arrangement, KWKH shared management, staff, and personnel with
the smaller station, KTBS. The management immediately launched a
station improvement campaign. First, the managers began publication of
a house organ designed to attract sponsors for advertising. By June 1936,
an increase of 208 per cent commercial business had been attracted to the
station. Next the management moved the stations into enlarged and im-
proved studio facilities in the Commercial Building in August 1936. Then
in 1939 KWKH increased its power to 50,000 watts, the maximum amount
permitted by the Federal Communication Commission.

While the facilities were undergoing improvements, programming
also was improved. The announcers produced and announced the sus-
taining programs. This method of production increased the mail response
to the station by at least fifty per cent. To meet the desires of
listeners for local entertainment, KWKH employed twenty-eight persons
who performed over the air and also traveled throughout the listening
area presenting programs in school houses and local theatres.

During this period over half the programs originated with the net-
work. These network programs included some of the best talent in the
United States. For example, in 1937 Nelson Eddy, Phil Baker, Rubinoff
and His Violin, and the Vincent Lopez Orchestra were among the enter-
tainment regularly scheduled by KWKH. The American School of the Air,
Hymns of All Churches, Church of the Air, H. V. Kaltenborn News,
Introducing United States Senators, and other programs assured KWKH
listeners of a well-balanced program schedule.

The period of 1933 through 1941 were the years in which the station
matured. John D. Ewing attempted to put into operation his philosophy of
public service for the station. Although he was able to inject the idea into
the actual operation and programming, the practice of public service did
not mature fully until the following period which saw the United States in
war.
CHAPTER V

THE WAR PERIOD: 1941 - 1945

With the outbreak of World War II, Radio Station KWKH was caught up in wartime effort, as were all radio stations in this country. In homes over the country the radio became as never before a focal point of attention because it supplied the news. KWKH, with its super power, utilized its facilities and the experience of the management and personnel in promoting the war effort. KWKH co-operated with governmental agencies and took the necessary precautions against saboteurs. In order to prolong the service of equipment, the station exercised extreme caution in its use.

During the war years KWKH made constant adjustments in its programming and in assignment of duties to its personnel as the employees left one by one to join the Armed Forces or to go into defense work. Through most of the war years John C. McCormack served as general manager of KWKH-KTBS. Fred Ohl was program director; J. A. Oswald was commercial manager. John D. Ewing was president and executive head of the radio station; L. A. Mailhes served as vice-president, not actively engaged in the operation of the radio station.

This chapter investigates (a) personnel changes and training during wartime, (b) governmental and other necessary regulations, and (c) programming during the war years.
STAFF ORGANIZATION DURING WAR TIME

With the advent of war staff members at KWKH dwindled in numbers. By 1942 KWKH had lost thirteen men to armed services and defense industries. Because the situation in Shreveport radio became such that it was almost impossible to hire experienced persons, the station began training its replacements. The station hired apprentice announcers and other staff members and gave them thorough training before permitting them to assume regular duties.¹ Seven of the nine announcers in 1942 had been trained by the station personnel. In other departments many of the men who left were replaced by women. In the newsroom most of the replacements hired were women.²

In 1942 John C. McCormack served as general manager and B. G. Robertson was merchandising manager. Mrs. Nelwyn Wemple was secretary to Robertson. Brice Dickson was announcer-writer for KWKH-KTBS. Jerry Bozeman continued as sports announcer, and Ruth Macheca was studio pianist for both stations. Two new employees were John Scott and Jack Pulwers, announcers, who were native Shreveporters. Lorraine

¹According to John C. McCormack's report to John D. Ewing, dated 1942, in the files at KWKH, thorough training for announcers meant long hours of recorded broadcast practice which was played back for analysis. Only after the person had become an accomplished announcer was he permitted to serve over the air.

²John C. McCormack, report to John D. Ewing, dated 1942, on file at KWKH.
Colquitt was employed on the stenographic staff; Jane Bost and Josephine Milles were employed to work in the news bureau.

By May, 1943, KWKH had sent to war ten announcers, two engineers, one musician, three salesmen, five newsroom employees and one porter. The loss of so many employees brought forward many problems. In the sales department, KWKH had special problems since so many of the salesmen had been called into service. In this department the staff members could be greatly handicapped by lack of experience. War had affected the business department greatly.\(^3\)

**KWKH PERSONNEL IN SERVICE**

**September, 1942**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position at KWKH</th>
<th>Branch of Service</th>
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<tbody>
<tr>
<td>Dean Schmitter</td>
<td>Production Department</td>
<td>Navy</td>
</tr>
<tr>
<td>John Earl Ferguson</td>
<td>Announcer</td>
<td>Air Corps</td>
</tr>
<tr>
<td>Lynn Williams</td>
<td>Announcer</td>
<td>Ferry Command School</td>
</tr>
<tr>
<td>Paul Long</td>
<td>Announcer</td>
<td>Air Corps</td>
</tr>
<tr>
<td>Robert Mahoney</td>
<td>News editor</td>
<td>Ferry Command Service</td>
</tr>
<tr>
<td>Cecil Bland</td>
<td>News editor</td>
<td>Army</td>
</tr>
<tr>
<td>Elmer Smith</td>
<td>Sales Department</td>
<td>Navy</td>
</tr>
<tr>
<td>William B. Barnes</td>
<td>Sales Department</td>
<td>Air Corps</td>
</tr>
<tr>
<td>Vance Neathery</td>
<td>Engineer</td>
<td>Navy</td>
</tr>
<tr>
<td>Curtis Schwab</td>
<td>Engineer</td>
<td>U. S. Weather Station</td>
</tr>
<tr>
<td>Sam DeVincent</td>
<td>Musician</td>
<td>Army</td>
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**October, 1942**

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<tr>
<th>Name</th>
<th>Position at KWKH</th>
<th>Branch of Service</th>
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<tbody>
<tr>
<td>Lilia Dean Frazier</td>
<td>News editor</td>
<td>WAVE</td>
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<tr>
<td>Harry Flagler</td>
<td>Sales Department</td>
<td>Navy</td>
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<tr>
<td>Borden Melton</td>
<td>News Room</td>
<td>Air Force</td>
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\(^{3}\)John McCormack, letter to John D. Ewing, 1943, on file at KWKH.
Employees who remained with the station during wartime were not idle in defense efforts. When Centenary College of Shreveport turned its facilities to the War Department for a training program, KWKH personnel participated in the program either as teachers or pupils. Because only a limited number of students remained at Centenary, the college utilized its facilities to train specialists for military and industrial war work. It was in this connection that W. E. Antony, C. H. Maddox, Ed. Cooke, O. S. Droke, and Artel Tinsley of the KWKH-KTBS engineering staff served as assistant instructors for the Radio Maintenance School, on the Centenary campus. Pupils who attended this school from KWKH were Fred Ohl, Jules Rind, Harry Flagler, and Pat White in the Primary Course. Lynn Williams attended the Advanced Course. In other war efforts for the community, Jerry Bozeman served as instructor in Gas and Fire Defense courses and participated in general Civilian Defense activity. The women employees took first aid courses while B. G. Robertson, Bill Barnes and Pat White participated as members of the Civilian Air Patrol. 4

4On the Level, VII (April, 1942), No. 4, p. 2.
INFLUENCES OF WARTIME REGULATIONS

Because Publisher John D. Ewing owned two stations at this time, he faced the additional problem of adjusting to a new and significant ruling of the FCC. Identified immediately as the Fly Duopoly Rule, the Multiple Ownership order issued by the Federal Communication Commission on November 23, 1943, provided that

No license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial portion of the primary service area of another standard broadcast station, directly or indirectly owned, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served through such multiple ownership situation.

Furthermore, existing stations must conform with the new ruling on the multiple ownership ban by June 1, 1944. The service areas for these Shreveport Times stations coincided inasmuch as both served Shreveport and its vicinity. Both stations shared one manager, the same studios,

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5 Federal Communication Commission Order 84-A, Section 3.35. James Lawrence Fly was Chairman of the FCC at the time of the passage of the ruling.

6 Federal Communication Commission, Docket No. 6165. The rule provided for a hearing and decision in the public interest.
and many of the same staff members.

7On January 22, 1941, KWKH filed a voting trust agreement with the Federal Communication Commission for their ownership files in which John D. Ewing was appointed Voting Trustee of all the outstanding stock (400 shares) of Times Publishing Company, Ltd., which published the Shreveport Times, a daily newspaper. The Times Publishing Company, Ltd., owned all of the stock (1500 shares) of Tri-State Broadcasting System, Inc., which was Radio Station KTBS. In turn the Tri-State Broadcasting System, Inc., owned 80 per cent of the stock of KWKH. Radio Station KWKH was authorized for 2000 shares of common stock of which 500 had been issued and were outstanding. Tri-State Broadcasting System, Inc. (KTBS) held 400 shares and Helen Ewing Clay and John D. Ewing, Jr., brother and sister and children of John D. Ewing, held 50 shares and 10 per cent of each. John D. Ewing, Voting Trustee, was president of Tri-State Broadcasting System, Inc., and the Times Publishing Co., Ltd. See International Broadcasting Corporation Docket 10477, Exhibit IV, Radio Station KWKH, June 11, 1948, Amended July 1, 1952. On file at Radio Station KWKH, Shreveport, Louisiana. Hereafter referred to as KWKH Docket 10477.

Another ruling in 1941 by the Federal Communication Commission involved Station KWKH. Order No. 79, issued on March 20, 1941, by the FCC required an investigation of newspaper owned radio stations. In order to study fully the problem the Commission sent a questionnaire to all newspaper owned stations. This questionnaire was designed to elicit information concerning the relationship between radio stations and their newspaper owners. In answering the questionnaire, the owner of KWKH wrote that the Shreveport Times and KWKH employed no joint personnel and that sources of news were not used jointly except on those occasions when disaster struck the area, because each organization maintained its own wire service. The owner also stated that his instructions to the manager of KWKH concerning managerial duties were "to do an aggressive job in the soliciting of advertising, in news broadcasting, in rendering public service, in the granting of free time for discussions of public issues on a fair and impartial basis, and to maintain as efficient personnel as possible." This investigation resulted in a number of legal cases concerning newspaper owned radio stations. One of these involved KWKH's sister station, KTBS. According to the station's copy of the questionnaire and other documents relating to the investigation now on file at Station KWKH, the case of Tri-State Broadcasting Co. v. Federal Communications Commission in the United States Court of Appeals /58 App. D. C. 292, 96F. 2d. 564/ resulted in a judgment that "there is nothing in the Act which either prevents or prejudices the right of a newspaper, as such, to apply for and receive a license to operate a radio broadcast station." On January 13, 1944, the Federal Communication Commission closed the record on its investigation of newspaper ownership of radio stations, although the members of the Commission agreed that "general diversification of control of such media is desirable." See Federal Communication Commission, Public Notice, dated January 13, 1944, circulated to radio stations. A copy is on file at Radio Station KWKH, Shreveport, Louisiana.
In order to comply fully with the rule, the studios would have to be reconstructed and the personnel and staff would have to be divided. The beginning of 1944 found KWKH-KTBS in a difficult situation since both stations would be granted only temporary licenses until they had severed relationships. Before the time came for renewal of the KWKH license, the owner had formulated a plan to exchange KTBS for KTHS, a radio station in Hot Springs, Arkansas. The Federal Communication Commission granted temporary licenses to KWKH and KTBS until such time as one could be properly disposed.  

Effective with the approval of Federal Communication Commission for the transfer of KTBS for KTHS, John McCormack, manager of KWKH-KTBS, severed his relationship with KWKH and Fred Ohl became the new manager. B. G. Robertson resigned, effective September 15, 1945;  

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Fred Ohl, letter to John D. Ewing, in KWKH files.

Mr. John D. Ewing

License renewal

Fred Ohl

April 24, 1945

KWKH

Dear Mr. Ewing:

Licenses and temporary permits have been granted KWKH by the Federal Communications Commission as follows:

Regular license: February 23, 1943 to April 1, 1944
Temporary permit: April 1, 1944 to June 1, 1944
Temporary permit: June 1, 1944 to August 1, 1944
Temporary permit: August 1, 1944 not to go beyond October 1, 1944
License September 26, 1944 to May 1, 1945

Yours very truly,

Fred Ohl
Bob Shipley rejoined the news department. Justine Tucker, secretary to McCormack, resigned to continue her position as secretary to McCormack.

At the beginning of the war, the War Production Board formulated a policy of freezing both the construction of new radio stations and the expansion of existing stations for the duration of the emergency except in extremely rare circumstances. All new materials went primarily to satisfy the needs of the armed forces. The Federal Communications Commission felt that "it would not be in the public interest to issue and have outstanding permits for authorizations the terms of which cannot be met within a reasonable period." The Commission agreed to issue conditional grants for expansion under certain circumstances when there would be reasonable prospects that the proposed change could be provided without substantial delay.

Before the Federal Communication Commission ordered a freeze on materials, Radio Stations KWKH-KTBS had purchased a building site on Fairfield Avenue and had architectural plans drawn for new studios to house the broadcasting stations. When the freeze order came, these plans had to be abandoned for the duration of the war. Additional space was obtained in the Commercial Building on the third floor for offices.

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On March 29, 1941, KWKH changed broadcast frequencies from 1100 to 1130 kilocycles as the result of the Havana Treaty. The April 1941 issue of On the Level carried an article, "Movin' Day," concerning the frequency change of both KWKH and KTBS. This news item described the publicity campaign which the stations conducted prior to and after the changes. According to this source, news stories were sent to area newspapers, an extensive campaign of advertisements was conducted, and a KWKH-KTBS employee had contacted radio service men and dealers in Arkansas, Louisiana, and Texas listening areas to give them information. The Shreveport Times carried a complete story. Prior to the change KWKH made frequent spot announcements, mailed informational letter to schools and various civic organizations. KWKH and KTBS cooperated with KRMD, the other local radio station, and the three stations mailed twenty-five thousand colored circulars advertising

11The Havana Treaty between the United States, Canada, Mexico, Cuba, and Haiti affected 795 out of the 883 broadcasting stations in the United States. This treaty was made in the interest of improving radio broadcast reception and had been under study by the governments involved for three years. This was the first mutual pact of its kind and is known officially as the "North American Regional Broadcasting Agreement." Discussion found in Seventh Annual Report of the Federal Communication Commission for the Fiscal Year Ended June 30, 1941 (Washington: United States Government Printing Office, 1941), pp. 21-22.

12The Shreveport Times, March 28, 1941.
the change of frequencies to all the Shreveport residents with their March water bills.\textsuperscript{13}

One month later KWKH's consulting radio engineer, A. Earl Cullum, Jr., of Dallas, filed a statement of broadcast conditions of KWKH with the Federal Communication Commission. He stated that it was his belief that the directional and non-directional antenna installed at KWKH complied with all the terms and conditions of the construction permit issued to the International Broadcasting Corporation on February 27, 1931, using 50,000 watts daytime, 50,000 watts nighttime on 1130 kilocycles. (File No. B3-MSA-460; FCC 302 form).\textsuperscript{14}

At the request of the War Department, the Commission adopted Restricted Order Number Two which provided for the emergency control of radio stations to prevent possibility of their use by the enemy for direction finding purposes. This order was continued in effect "as the basic plan for the control of radio stations in the national emergency."\textsuperscript{15}

At KWKH many protective measures were taken to insure security of the station. All employees were fingerprinted and required to submit proof of birth. In the reception room, a receptionist remained on duty

\textsuperscript{13} On the Level, VI (April, 1941), No. 4, p. 1.

\textsuperscript{14} Letter of April, 1941, on file at KWKH.

\textsuperscript{15} Federal Communication Commission, Public Notice, November 21, 1945.
whenever the radio was on air. Visitors were required to sign a registration book giving name, address, business affiliation, and time in the station. In addition to screening persons who came to the studio, the studio itself was given protective safeguards. Sturdily constructed doors were locked when the receptionist was not on duty. All accessible windows were heavily screened. Members of the fire department inspected the fire extinguishers and instructed all personnel of the station on how to use the extinguishers. The security measures extended to the transmitter station at Dixie, where all precautions were taken to prevent any possible subversive activities. Programs were monitored in order to detect any tampering which might be done to the lines.16

The station experienced a great deal of difficulty in obtaining many needed items because of the priority requirements. After February, 1942, the Commission required very little engineering data from standard broadcast stations. Therefore, on June 13, 1944, the Commission directed all licensees of standard broadcast stations to submit current engineering data to the Commission.17 Salaries of persons working all over the United States were frozen at the beginning

16John C. McCormack, Memorandum, 1941, on file at KWKH.

17T. J. Slowie, Secretary to Federal Communication Commission, Letter to all broadcasting stations, June 24, 1944. Copy in files at KWKH.
of the war. KWKH personnel were included in this general order. However, in 1943, the Salary Stabilization Unit granted salary adjustments for a number of persons on the KWKH staff. 18

PROGRAMMINGolicies AS INFLUENCED BY THE WAR EFFORT

During the war, Congress did not attempt to impose strict governmental censorship on the broadcasting of news and other information. Under the Office of Censorship and the Office of War Information, a voluntary system was established. These offices periodically published a Code of Wartime Practices for American Broadcasters. 19 A recent appraisal of the extent compliance with the Code for the good of all points out that "Cooperation of the broadcast industry and the press with the forces of Government during the period of World War II stands out as a highly gratifying example of the operation of a free nation in time of crisis." 20

According to the voluntary censorship imposed on broadcasters, KWKH was restricted in its news coverage. Regardless of the source through which information was obtained, all news materials were to be censored voluntarily. KWKH newsmen were instructed to check with

18 John C. McCormack, letter to John D. Ewing, October 18, 1943. In files at KWKH.

19 House of Representatives, Regulation of Broadcasting, p. 65.

20 Ibid.
the nearest wire service when they received news which might need censorship and to make no important announcements without clearance. To conform with the wartime code the station could give weather forecasts only at times when citizens needed to take precautions to protect their lives, their livestock, property or crops.\(^{21}\) No fire sirens or bells were to be used in dramatic programs for the duration of the war. Anything which might frighten people was omitted altogether. The news editor and announcers were instructed to practice speaking calmly, accurately, and factually in news reports. Every precaution was taken to prevent publication and dissemination of any information which might be helpful to the enemy. At no times were casualty lists broadcast.

During the war, listeners were eager for news of any important event or of any activity in which United States servicemen were engaged. The news bureau at KWKH took on added importance. The bureau was equipped with two wire services, the United Press and the Associated Press. On October 27, 1941, at 5:00 p.m. Radio Stations KWKH-KTBS began the use of Press Association, a radio subsidiary of Associated Press. The Associated Press news was slanted for radio presentation on Press Association. By December, 1941, Press Association news was used for the following KWKH news programs: the daily noon news period sponsored by Nutrena Mills, the 5:00 p.m. Studebaker

news, the 7:30 a. m. news sponsored by Peter Paul's Mounds, a three times a week news at 12:40 p. m. for Vicks, and at 10:30 p. m. for the Southwestern Gas and Electric Company of Shreveport.  

Beginning on August 21, 1942, three fifteen minute summaries of daily developments of international, national, state, and local news were broadcast at 12:30 p. m. with Brice Dickson announcing. Shortly thereafter a 7:45 a. m. newscast was added; Fred Ohl announced. Newscasts were added to the schedule until October when the station presented a minimum of 115 news programs weekly. This number did not include special news programs nor interrupted-broadcast-bulletin service which was included as the news situation warranted it. These programs ranged from five minute summaries to full length commentaries, and in them listeners heard programs originating in Shreveport and those originating at various points around the world. In 1943 the station added a nightly informative fifteen minute program at 10:30 o'clock, "The KWKH World Reporter," in which B. G. Robertson narrated the important news events of each day.  

For programs originating at distant locations, KWKH relied upon its network affiliation to supply the news. Columbia Broadcasting

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22 On the Level, VI (December, 1941), No. 12, p. 1.

23 On the Level, VII (September, 1942), No. 9, p. 1.

24 On the Level, VIII (August, 1943), No. 8, p. 1.
System strategically posted informed newsmen at locations throughout the world. In addition the network had war correspondents traveling with all the troops from the United States. These correspondents combined their information on Sunday programs, "World News Today." In these programs Charles Daly in New York reported on "up to the minute happenings both on the foreign and domestic fronts." Key reporters stationed at such points as London, Moscow, Washington, Cairo, and other places reported immediate developments. Included in this staff were such persons as Eric Severeid, John Purcel, Bob Trout, Winston Burdette, and others.\(^{25}\)

Network newscasters regularly heard on KWKH included Elmer Davis, who broadcast each day Monday through Friday at 7:55 p. m.; William L. Shirer, with a 15 minute weekly program; Cecil Brown who replaced Elmer Davis in August, 1942; and Eric Severeid who broadcast on Saturdays and Sundays at 7:55 p. m.\(^{26}\)

In May, 1943, network news reports were intensified. Each evening KWKH presented "The World Today," a series of on-the-spot reports from Columbia Broadcasting System correspondents stationed in vital areas throughout the world. In those newscasts the war and diplomatic actions were summarized and analyzed for listeners.\(^{27}\)

\(^{25}\)On the Level, VII (November, 1942), No. 11, p. 1.

\(^{26}\)On the Level, VII (April, 1942), No. 4, p. 2.

\(^{27}\)On the Level, VIII (June, 1943), No. 6, p. 3.
National news gained the emphasis on "Your Home Front Reporter, "
designed to inform listeners about current events in Washington while
network commentators John B. Kennedy and Joseph Harsh continued to
analyze news events for KWKH listeners on early evening broadcasts. 28

In 1945 a "Morning News Roundup" was added to network newscasts. Scheduled at KWKH at 7:00 a.m. Monday through Saturday,
the program contained information of world events. Originating in
New York, the program maintained contact with twenty Columbia newscasters stationed on foreign points of crisis. Allen Jackson in New York
introduced the program and then contacted correspondents at various
places. For example, Bill Dunn in Manila supplied news of the Philippines and General MacArthur; in Guam, Webley Edwards had news
from Nimitz; in Moscow, George Moorad supplied Russian information;
Farnsworth Fowle in Rome carried news of Mark Clark; Winston Burdett
spoke from Paris. Other correspondents included Bill Downs in
Germany, Howard K. Smith, Bill Shadell and Charles Collingwood. 29

As the war in Europe came to a close, the management of KWKH
canceled most of the local and transcribed programs in order to carry
the Columbia Network programs concerning V-E Day, May 7 and 8,
1945. 30

28 Ibid.
29 On the Level, X (April, 1945), No. 4, p. 3.
30 On the Level, X (June, 1945), No. 6, p. 1.
During the war KWKH gave almost unlimited amounts of time for the sale of war bonds and stamps. In August, 1942, KWKH along with about ninety per cent of the other radio stations in the United States accepted the responsibility of selling war bonds and stamps for the government. Acting as direct agent for the Treasury Department, the programming, production, and promotion departments of the station entered into the drive of selling war bonds. 31 In June, 1945, during the seventh war bond drive, the station continued to devote much time to the sale of bonds and stamps. 32 It may be assumed that because of KWKH's effort in selling bonds, the station had a part in the success of the bond drives in Caddo Parish. In May, 1942, the president of the Shreveport Advertising Club expressed his appreciation to the radio station in a letter.

31 On the Level, VII (September, 1942), No. 9, p. 1.
32 On the Level, X (June, 1945), No. 6, p. 1.
May 20, 1942

Mr. John C. McCormack
General Manager
Radio Stations KWKH-KTBS
Shreveport, Louisiana

Dear Mr. McCormack:

Just a note to express the appreciation of every member of the Shreveport Advertising Club for the splendid job performed by KWKH and KTBS in publicizing the recent War Bond Pledge Campaign.

It was in no small measure due to the cooperation of your stations that the publicity program of this campaign was successful.

Cordially,

Paul Clay
President

KWKH presented recruiting materials for all branches of the armed services. Many recruiting officers wrote letters of appreciation to the station for help given. Examples are:

May 23, 1942

Manager
Radio Station KWKH
Shreveport, Louisiana

Dear Sir:

The splendid cooperation on the part of KWKH aided greatly in making my recent recruiting visit there a success. I wish to thank you for your kindness and assure you of my sincere appreciation.

Very truly yours,

Guss Orr
December 17, 1942

Gentlemen:

Please accept my thanks for your kindness and courtesy on my recent procurement trip to Shreveport. The assistance given by your radio stations materially contributed to making this trip very successful.

Wishing you a very Merry Christmas and Happy New Year.

Very sincerely yours,

W. J. Thomas
Lieutenant, USNR

Radio Stations KWKH and KTBS
Shreveport, Louisiana

KWKH carried spot announcements concerning War Transportation Conservation. When trains and buses became unusually crowded, KWKH made appeals to the people to travel only in cases of necessity, as requested by the officials. This was an important service to listeners because gasoline and tires were rationed. Travel by train and bus was a necessity for many. A letter concerning this service follows:

December 28, 1942

Mr. John C. McCormack, General Manager,
Radio Stations, KWKH-KTBS
Shreveport, Louisiana

Dear Mr. McCormack:

We greatly appreciate your splendid co-operation in using Spot Announcements concerning War Transportation Conservation, as explained in your communication of December 16.
Having been a newspaper man, I know that many demands are made upon the press and radio.

Both agencies, however, have unstintingly given of their time and space for the successful prosecution of this war. The American nation and its Government, therefore, owes you and them a great debt of gratitude, and I for one readily give praise to your organization and the others who are so unselfishly assisting us in this emergency.

We extend the season's greetings and wish for you and your organization continued success in 1943.

Yours very truly,

Howard D. Strother,
Executive Secretary

KWKH helped in the war effort in many other ways. The station made announcements for the Postal Department concerning the various regulations for mailing of packages to servicemen overseas. KWKH carried many other announcements regarding postal regulations.

December 16th, 1942

Mr. John C. McCormack, General Mgr.,
Radio Stations K. T. B. S.—K. W. K. H.
Shreveport, Louisiana

My Dear Sir:

I want to take this opportunity to express our sincere appreciation for your cooperation shown our office during the past year.

We realize, of course, that request was made of you for assistance only at times when it was mandatory, however, each time that we did request the time and consideration of you, we were accommodated.
The Department in Washington has asked that we tender our appreciation in their interest, as well as our office locally, and we assure you that your assistance aided us in giving our patrons a more high-class service during the past year. . . .

Yours very truly,

R. H. Nelson,
Postmaster.

In the fight against infantile paralysis, KWKH carried the annual celebration of the President's Birthday (President Roosevelt), an event which closed the campaign for funds. During wartime the campaign took on added importance because of the necessity for helping keep America strong at home. KWKH carried station breaks and spot announcements. 33 A letter concerning this follows:

February 19, 1942

Mr. John C. McCormack,
Radio Station KWKH,
P. O. Box 1387
Shreveport, La.

Dear Mr. McCormack:

The Committee for the Celebration of the President's Birthday has now brought to a successful close its campaign for funds with which to fight Infantile Paralysis. This year, with the nation at war, the Campaign took on the added importance of helping to keep America strong at home.

In my capacity as National Chairman of the Committee, I want to extend to you the heartfelt thanks and appreciation of myself, of Mr. G. W. Johnstone, Chairman of the Radio

33 On the Level, VII (February, 1942), No. 2, p. 1.
Division, of Mr. James H. Know, National Director of Radio, and of the entire personnel of the Radio Division for your efficient and splendid cooperation. Without the help of the radio's industry and those connected with it, this year's tremendous fight against a common enemy would not have been possible.

Thanks again for a job well done.

Cordially,

Keith Morgan
National Chairman

On January 30, 1945, the National Foundation for Infantile Paralysis enlisted such entertainers as Frank Sinatra, Bing Crosby, Judy Garland, and others to participate in a network program, "America Salutes the President on His Birthday," in connection with the annual March of Dimes drive. Listeners of KWKH heard the program beginning at 10:15 p.m.

KWKH lent its facilities to many community drives and other activities which would benefit the listeners and their communities. One program, "We, the People at War," with host Milo Boulton and announcer Harry Von Zell, was of special interest to Americans everywhere because it presented persons involved in the war giving their stories. This was a network presentation continuous through the war years.

During the early part of the war, KWKH cooperated with the government and made announcements urging people to save waste fats

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34On the Level, IX (July, 1944), No. 7, p. 1.
to sell to the market men to be used in making ammunition; KWKH urged people to flatten their tin cans and return them to be used in the war effort. Old paper was another item the government used; KWKH gave publicity to these needs.

In December, 1942, KWKH broadcast a Christmas Day program for the members of the armed forces who were able to hear KWKH in the Pacific area. For permission regarding this program John C. McCormack wrote to the Broadcasting Division of the Office of Censorship.

We have had many communications directly and indirectly from the members of the armed forces on duty in the Pacific. They seem to hear our station very well in our early morning hours of operation. We have had written requests for dedications to their relatives, and some just expressed their great pleasure over hearing an American broadcast station. It so happens that from 5:00 A.M. to 8:15 A.M. CWT we operate with a directional antenna in the direction of the Solomon Islands, etc. Since it is dark all the way from here to there during those hours, these boys are able to get us. At least one has told us that ours is the only American station he is able to receive out there.

It is our belief that by conducting this Christmas Day program we will afford a great deal of pleasure to some of these boys and their parents. 35

McCormack assured the office of censorship that KWKH would comply with all the regulations of censorship by not revealing the location of any individual or unit, nor would any military information be given other than the fact that a certain individual now served on foreign duty.

35 John C. McCormack, letter to Broadcasting Division of the Office on Censorship, December 8, 1942, on file at KWKH.
SAMPLE ANNOUNCEMENT TO BE USED ON CHRISTMAS DAY
PROGRAM FOR MEMBERS OF ARMED FORCES ON FOREIGN DUTY:

And now, for Mr. and Mrs. John Doe, we send Christmas Day greetings from their son, James Doe, on active duty with the United States Marines in foreign service.

SAMPLE ANNOUNCEMENT TO BE USED CALLING ATTENTION TO CHRISTMAS DAY PROGRAM FOR MEMBERS OF ARMED FORCES ON FOREIGN DUTY:

We are glad to announce to all members of the armed forces on active duty outside the continental limits of the United States, that on Christmas morning from 6:30 to 7:00 A.M. Central War Time, this station will broadcast special Christmas Day greetings to the parents of any member of the armed services of this country on foreign duty.

Mail a card or letter today to KWKH, Shreveport, Louisiana. Give us the names and address of your parents, and we will include your greeting on that day.

Remember - this will be from 6:30 to 7:00 A.M. Central War Time Christmas Day. In order that you can check your time in relation to Central War Time, we now give you the correct Central War Time. It is 7:45 A.M.

On June 25, 1940, Congress enacted a law authorizing the communications utilities to contribute free service to the national defense in order to further implement the industry's contribution.36 During the war, KWKH contributed a large segment of time to spot announcements and programs supporting national defense. The station made many informational announcements, which included appeals for tin cans for

36Public Law 649, June 24, 1940, 76th Congress.
salvage, for used fats and grease to be used in explosives, and for aluminum. In cooperation with the Chamber of Commerce, KWKH urged listeners to plant victory gardens. KWKH presented recruiting materials for all branches of the service. These and many other announcements were given in order to aid in this time of national stress. A list of subjects of government announcements and programs follows.

September, 1943

OWI Treasury Department
Army Aviation
Careless Talk
Civil Air Patrol
Maritime
Gas Coupons
Income Tax
Army-Navy Christmas Mail
Better Meals
Woman Power
Back to School
Bond Drive
Cadet Nurse
WAC Recruiting

August, 1943

God's Country
American Red Cross Program
Youth on Parade
United States Navy Band
Spirit of '43
I Sustain the Wings
Calling Pan America
It's Maritime
Chips Davis, Commando
The Man Behind the Gun
Green Valley, USA
Every House a Home
Treasury Star Parade
Alexandria Army Air Force Interviews
Interview with Lt. Chester Nenny
Treasury Song Parade
Interview, U. S. Marine Corps
Marvin Jones, National Food Administrator
Talk by J. E. Brumfield, District OPA Director

Government Spots, August
Treasury
Home Canning
WAC
Tires
Maritime
Careless Talk
Secret Service
Spars
Tin Can Salvage
Crops Corp
Consumer Pledge
Civil Air Patrol
Fats and Greases
Victory Gardens
Post Office Zone

July, 1943

Elmer Davis, Director of OWI
American Red Cross Program
Youth on Parade
U. S. Navy Band
Spirit of '43
F. O. B. Detroit
Report from London
Calling Pan America
Man Behind the Gun
Chip Davis, Commando
Green Valley, U. S. A.
It's Maritime
God's Country
Uncle Sam
Treasury Star Parade
Forest Conservation Program
Mrs. Emma Jones, founder, Navy Mother's Club

December, 1943

U. S. Government Presents - the Victory Front
School of the Air in America
An American in England
10,000,000 Questions
Youth on Parade
Spirit of '43
Soldiers with Wings
Commando
Report to the Nation
Secretary of Interior, Harold Ickes
The Man Behind the Gun
Italians for Freedom
Talk by Edwin Arthur Hall
Talk by Sir William Beveridge
Henry Kaiser, They Cover the Battle Front
Talk by Eastman, Director of ODT
American Red Cross Program
Christmas Program, Edward R. Murrow and Army Officers
Command Performance
Talk by Claude Wickard and Elmer Davis
Labor Dinner of Russian War Relief
Treasury Song Parade
Treasury Star Parade
U. S. Goodman, OPA
Food Is a Weapon
Bombardment, Squadron
On to Victory
You Can't Do Business With Hitler
Remember Pearl Harbor
Every House a Home
Army and Students. 37

From December 1 through 21, 1941, the Shreveport Chamber of Commerce presented a program, Food for Defense, Monday through Friday. This was an informational series concerning growing food designed especially for the Louisiana, East Texas, and Southern Arkansas areas. KWKH donated time for this series. 38 When Rubinoff and His

37KWKH, List of Government Announcements, (Partial), July, August, September, December, 1943. Located in files at Radio Station KWKH.

38On the Level, VI (December, 1941), No. 12, p. 1.
Violin appeared in Shreveport for a concert, the station invited him to appear on an interview program. Rubinoff accepted, but turned the interview into an appeal to listeners to purchase war bonds. 39

Before the war began KWKH presented army programs when the war maneuvers utilized Louisiana as their simulated battle area. By 1941 the station was regularly presenting **KWKH Goes to Camp**, a series designed to give a cross section of Army life of the 204th Coast Artillery at Camp Hulen, Texas. Camp personnel were interviewed at camp. Following this from KWKH studios parents, wives, and relatives of the soldiers sent greetings to the camp. 40 When the Camp Hulen series was completed a Camp Claiborne, Louisiana, series was inaugurated. In the series, Dean Schmitter and B. G. Robertson, KWKH personnel members, described various happenings at the camp. They placed microphones in position to pick up actual sounds of guns firing during practice and many other sounds of soldiers in action. 41

Beginning in March, 1943, Barksdale Field's **Bombardment Squadron** presented dramatic true-to-life stories of the combat crews stationed at that air base. Major Tom W. Dutton, Intelligence Officer;

39 *On the Level*, VII (April, 1942), No. 4, p. 3.
40 *On the Level*, VI (June, 1941), No. 6, p. 1.
Sergeant Richard Raleigh; and Corporal Wendell Holmes wrote the series and directed the dramatizations. At the network level, KWKH carried *The Man Behind the Gun, An American in England, You Can't Do Business With Hitler, Bombardment Squadron*, and other programs.

On June 9, 1942, Columbia Broadcasting System introduced *Cheers From the Camps*, a series featuring men in service at various army camps. KWKH aired this series on Tuesday nights, 8:30 - 9:30 o'clock.

Although KWKH did not have a regular farm department at this time, the station cooperated with the agricultural division of the Chamber of Commerce and later hired a farm reporter to direct the agricultural activities of the station. Public service farm programming in 1941 included a series of eight programs, *The AAA Forum*, in round table discussions under the direction of George Sexton, representing the Chamber of Commerce. Sexton had studied farm conditions in fourteen parishes surrounding Shreveport. In addition three special programs concerning insect control and three programs informing farmers about kinds and methods of crop insurance were presented in cooperation with

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43 *On the Level*, VII (June, 1942), No. 6, p. 1.
44 Ibid.
the Chamber of Commerce.

In October, 1942, Bob Andrews was listed as farm reporter for the station in connection with a contest which he conducted among young listeners. Each contestant wrote an essay on a subject of his choice. Winners were awarded trips to the Louisiana State Fair in Shreveport and entertained by the Farm Reporter. In December, 1943, Andrews was replaced by Howard Langfitt. Langfitt had previous experience in farm reporting with Radio Station WSUI, the State University of Iowa station and Station WHO in Des Moines. After joining the staff, Langfitt built three programs for rural listeners. These were The KWKH Farm Program, thirty minutes of farm news, aired Monday through Saturday at 6:00 a. m.; Your Farm Reporter, a Monday through Friday 8:45 a. m. program; and Your Victory Garden, a Saturday afternoon presentation.

The network presented Man on the Farm, featuring Chuck Acree and his "Cross Questions and Crooked Answers," Riggie Cross and His Harmonica Band, and a talk by Dr. O. B. Kent, director of Ful-O-Pep research. In October, 1942, this program began its fifth year on KWKH.

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46 On the Level, VII (October, 1942), No. 10, p. 1.
47 On the Level, VII (November, 1942), No. 11, p. 3.
48 On the Level, VIII (December, 1943), No. 12, p. 1.
49 On the Level, VII (October, 1942), No. 10, p. 1.
When the United States entered World War II, radio stations all over the country adopted voluntary restrictions which were deemed necessary for the security of the stations and for the country. Although those codes curtailed broadcasting practices in areas such as weather forecasting, they did not prevent radio from developing into a mass media to which listeners turned for news. To supply the news listeners wished, KWKH scheduled one hundred and fifteen newscasts each week. In addition the station interrupted any program to present a new development which demanded immediate broadcast. In this manner listeners received the latest important news bulletins as they reached the station.

KWKH made other contributions to the war effort. The station broadcast bond drives, sold bonds direct to listeners, and aired enlistment campaigns for all branches of armed service. Various conservation drives were featured, such as salvaging tin cans, conservation of forests, and others. Cooperating with the Chamber of Commerce, the station presented programs designed to answer the wartime needs of a large farming population surrounding Shreveport. These agricultural programs concerned crop and insurance information. For the urban population, the station presented Victory Garden information.

Nearby army camps were featured in interview and descriptive
programs. Station personnel used a short wave transmitter or recording equipment to secure materials and information for series of broadcasts. In addition to utilizing army personnel for programs, the station presented programs especially for servicemen.

During this period the station itself underwent investigation by the Federal Communication Commission because of the joint ownership of the Shreveport Times and KWKH. In the final outcome the Commission took no action. However, the station faced an even more serious problem when the Commission ordered KWKH and KTBS to separate. Before the close of the war, the two stations divided staff and personnel members, but retained studio facilities on former basis. At this time it was impossible for the two stations to divide facilities because building materials were unavailable for the construction of new facilities.

By 1944 broadcasting restrictions were somewhat eased. KWKH was able to relax security measures; at the close of the war the station was ready to advance toward a period of readjustment to peace time operation.
CHAPTER VI

THE POST-WAR YEARS, 1945-1950

The period immediately following the war and preceding the television era in Shreveport was important for the re-adjustments in the entire operation of Radio Station KWKH. Plans were made for enlarging the facilities as well as for increasing efficiency of operation. The purpose of this chapter is to discuss how KWKH (1) re-established and improved programming, (2) expanded its staff organization, and (3) began plans for adding telecasting facilities.

EXPANDING PROGRAM SERVICES

From the date when the Shreveport Times purchased KWKH, the station had prided itself on its programming, its listener reception, and its public service performances. When the war was past, the station was free to re-establish and improve its former programming.

1 KWKH had carried numerous network newscasts during the war. For its news reporting, Columbia Broadcasting System was voted best in its field by 600 radio editors, columnists and critics of the United States and Canada in Motion Picture Daily's Tenth Annual Fame Poll, December, 1945. The network news was especially cited for its coverage of V-E Day, V-J Day, the Japanese surrender and President Roosevelt's death, all of which KWKH had broadcast to its listeners. See On the Level, X (December, 1945), No. 12, p. 1.
In 1945 a survey showed that during the war years the station had increased its daytime listening population 26 per cent and its nighttime listening population 25 per cent. The daytime primary area for the station covered 27 parishes in Louisiana, 10 counties in east Texas and 10 counties in southwest Arkansas while the nighttime primary area covered 26 parishes in Louisiana, 7 Arkansas counties and 9 counties in east Texas.²

Horace Logan, Program Director, 1947-1957, said of programming for KWKH:

What hits in one community may flop in another. A program director must know listener habits, when people go to work, when they change shifts, when they listen to their radios. He must know about their economical conditions and when certain classes of people are listening. Children and parents buy; teenagers do not. They buy records - 90 per cent of all bought. Otherwise, parents buy or children influence parents to buy certain products.³

According to Logan, the station broadcast programs that the listeners indicated they liked. Communication of this preference for programs to the station could be done by fan mail or by increased sales of the product which KWKH advertised.⁴ Also, according to Henry Clay, present General Manager of KWKH, prior to 1950 may of the ratings of stations were reliable indices of what listeners enjoyed.⁵

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²On the Level, X (May, 1945). The information was included in the Columbia Broadcasting System Listening Area Survey of 1944. This covered a period of two years.

³Horace Logan, Personal Interview, July, 1957.

⁴Ibid.

⁵Henry Clay, Personal Interview, March, 1959.
The Columbia Broadcasting System Director of News, Paul White, said that the end of the war had not lessened listener interest in news broadcasts. For proof of this statement, he cited a Columbia network survey which proved that "an unexpectedly high majority of Americans wanted no fewer news programs." KWKh continued to present numerous newscasts. Network commentators heard over the station included Ned Calmer, Bill Henry, Lowell Thomas, Edward R. Murrow, and William L. Shirer.

In addition to its news and other public service programs the Columbia Broadcasting Company fed its affiliates a strong schedule of entertainment during the post war period. Evening programs included The Hallmark Playhouse, Lux Radio Theatre, Amos 'N Andy, Edgar Bergen and Charlie McCarthy, The Red Skeleton Show, and My Friend Irma. Among the mystery shows which the station broadcast were Mr. and Mrs. North, Mr. Chameleon, The FBI In Peace and War, Mr. Keen, Tracer of Lost Persons, Suspense, and Crime Photographer. Quiz shows included the Bob Hawk Show, a nighttime performance, and Grand Slam, a morning show. Among the musical shows were Club Fifteen, with Jack Smith, Dinah Shore, and Margaret Whiting; the Vaughn Monroe, Camel Caravan; and the Bing Crosby show.

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6 On the Level, XI (February, 1946), No. 2, p. 3. Summary of speech by Paul White before the Institute for Education by Radio at Ohio State University, Columbus, Ohio.

7 On the Level, X (March, 1945), No. 3. p. 3. Information contained in month's schedule of programs.
Daytime shows included Arthur Godfrey and Art Linkletter's *House Party*. Daytime serials, *Ma Perkins, Hilltop House, This is Nora Drake, Young Doctor Malone*, and numerous others continue into the present.

Sunday network schedules included a great deal of religious programs, particularly during the morning. For example, during November, 1948, KWKH aired *The Baptist Hour* at 7:30, *The Voice of Prophecy* at 9:00, the *Church of the Air* at 9:30, and *Salt Lake City Tabernacle* at 10:30.

Local programming again gained emphasis as the country and the Shreveport area readjusted. With the end of the war, the KWKH news bureau was reorganized to furnish listeners up-to-the-minute as well as on-the-spot local, state, and regional news. In 1950 KWKH scheduled thirteen newscasts and two sports casts for each day, Mondays through Fridays. Newscasts were broadcast at 5:00, 5:30, 6:00, 6:15, 7:00, 7:45, 8:00, 8:30 a.m.; 12 Noon; 6:15, 6:45, 8:00, 8:15, 9:30, 10:00 and 12:00 p.m. Sportscasts were scheduled at 6:00 and 7:00 p.m. Of the newscasts, all were broadcast by members of the news bureau with the exception of the Lowell Thomas and the Edward R. Murrow news which were both network. The sports editor of the *Shreveport Times* reviewed sports news for the station. According to Clay the News Bureau, free from censorship of the war, was

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8 *The Shreveport Times, November 6 - 12, 1948.*

9 *KWKH, 25th Anniversary Souvenir, 1950, p. 6.*
placed on its own resources to dispense regular news and to render as fine a job of public service as possible. Public service included informing the public about community and state affairs.

In addition to the regular news department the station maintained a farm program for the benefit of the many rural listeners. Reports were made on state and national developments which affected agriculture in the listening area; personnel attended as many meetings as possible which involved farmers. The latest farm and homemaking developments and practices were publicized. However, a full time farm director was not employed by the station until 1952 when Jack Timmons assumed the position.

In 1945 Neal Dry, County Agent for Caddo Parish, was donated a fifteen minute period at 6:30 o'clock each morning to present agricultural information. According to Dry, he talked about local events of concern to farmers, reported on meetings, and described political news as it affected farmers. He always explained important farm bills which were pending in Congress or the State Legislature. In addition he advised farmers concerning recognized practices in agricultural operations and offered advice on how and when to spray fruit trees, cotton, and roses. For the cotton planters, Dry talked about boll weevils and their control. Occasionally the County Agent offered a bulletin or other printed materials to his listeners. At such times, he said that his mail
response came from a wide spread area, including west Texas and a small town in California.\(^\text{10}\)

Beginning in 1946, Columbia Broadcasting System presented a farm news program on Saturday afternoons from 2:30 through 2:45 o'clock. *The Garden Gate*, featuring Sam Caldwell, the Old Dirt Dobber, was a Saturday morning network question and answer period concerning gardening.\(^\text{11}\) Locally, on Thursday afternoons from 3:45 until 4:15 o'clock, the Auction Barn Sale provided listeners an opportunity to hear various grades of livestock sold and to hear prices on those grades. This service originated August 5, 1943. After the end of the war, weather reports direct from the weather station were resumed with B. P. Hughes, weather meteorologist, reporting the weather forecasts in connection with the farm news and with other regular news casts.\(^\text{12}\)

KWKH listeners could benefit from farm and related programs because the station coverage area included 73 county areas in which, according to the 1950 census figures, 33.3 per cent of the population was rural, 31.5 per cent was rural non-farm, 35.2 per cent was urban. According to the United States Department of Agriculture information,

\(^{10}\)Neal Dry, Assistant to Agricultural Extension Director, Baton Route, Louisiana, Personal Interview, April 6, 1959.

\(^{11}\)KWKH Docket 10477, p. 5.

\(^{12}\)On the Level, VIII (August, 1943), No. 8, p. 3.
16 per cent of the total population of the United States was rural farm. Within the KWKH area rural farm population was almost double that of the national average. Within a seventy-five mile radius of Shreveport the sale of farm products totaled $85,747,241.00 in 1949, according to the 1950 census. The number of farms was 65,077 with a population of 272,433 persons. Farmers in the listening area raise cattle and poultry, operate dairy farms, and grow truck crops, all of which require special knowledge, including that of conservation and soil building practices.

During this period, several programs were developed as an outgrowth of planning by station personnel. In Man on the Street programs B. G. Robertson took a microphone to Texas Street downstairs from the station and interviewed passers-by. Another program, different from previous programming was Groovie's Boogie, a disc jockey show originated by Ray Bartlett. This show, designed to appeal to the Negro population, featured Bartlett playing records and talking with a Negro dialect. According to Clay, this program was popular with its audience and accepted by others.

In August 1947, Horace Logan invented an imaginary character called "Cosmo Hacienda" who appeared on the Ark-La-Tex Jubilee, a 5:00 to 5:45 a.m. program. Logan made a woodcarving of Cosmo, put words into his mouth, and featured him on the program. Because of this new "gimmick," six thousand listeners wrote for Logan's picture with Cosmo and six thousand persons merely wrote. Plans were made to present Cosmo on a children's program at a later hour. In September Logan and Cosmo made a series of personal appearances in the listening area.

KWKH carried participating programs for the H. J. McCollister Company for ten years prior to 1946. One series of programs designed especially for merchants outside Shreveport was called An Airplane Trip. This was a commercial program in which ten or twelve announcements were interspersed with transcribed music. An example of a script for this program follows:

KWKH AIRPLANE RIDE

OPENING ANNOUNCER: Today, we are going to take you on a mythical airplane trip over (name of town) in the KWKH Airplane. . . . We will now turn the controls over to the KWKH AIRPLANE which left the airport just a few minutes ago. . . . Okay, ________, take it away . . . .

13 Jack Timmons, Director, KWKH Farm Service Department, undated booklet, p. 4.
14 Horace Logan, Personal Interview, July, 1957.
16 On the Level, XII (August, 1947), No. 8, p. 2.
17 On the Level, XII (September, 1947), No. 9, p. 1.
18 Participating programs are those in which the commercial advertisements are solicited by agents outside the station. The station presents the programs and profits are divided equally.
BUSINESS: SOUND EFFECTS (AIRPLANE MOTOR STEADY) for 10 seconds........
begining loud...........then fade and HOLD.

AIRPLANE ANNC'R: (COPY OF ANNOUNCEMENTS ATTACHED).
Read three spots and then return the controls to studio for music.... for instance .... "And now, folks, while we are circling slowly over _______ let's listen to some transcribed music from KWKH...... Okay studio, take it away!" After musical number...read three or four spots and then return it for music again...... Between each spot...ad lib a few words....such as "And just close by, we can see _____. Banking now to our left, we can see_____. Circling slowly, we are now over the _______.

CLOSING ANNC'R: Tune in again tomorrow for another program for the KWKH AIRPLANE. This program was presented by the progressive merchants and business leaders of _____________________.

KWKH completed a two year schedule for the McCollister Company in February, 1946. Another participating program was "The Merchants Parade" broadcast from 1944-1946. On file at KWKH is the following description.

THE MERCHANTS PARADE

The program, "The Merchants Parade," is a KWKH promotional feature which has been carried over this station for the past two years. It affords KWKH a direct medium for advertising its programs to the man on the street.

19 Format on file at KWKH.
Advertisers throughout our coverage area were contacted by a station representative, who requested permission to place a Window Display Sign in their store windows. (The window display features current news pictures and lists the program time and sponsor's name of KWKH programs.) In return for this publicity, KWKH broadcasts a brief announcement in behalf of each concern carrying the window display.

This type of promotion is carried by numerous radio stations through the country.

On November 12, 1939, KWKH installed special broadcast loops at Crowley, Louisiana, to broadcast events of the Annual Rice Festival.

The Crowley Daily Signal wrote:

... Crowley is ... in debt to KWKH, the 50,000 watt station at Shreveport, which started at an early hour Tuesday morning and continued to salute and pay tribute to Crowley, the Rice City of America; the Rice industry; and the Rice Festival throughout the day....

... 

Twice during the day they carried programs from Crowley. They broadcast the French-Creole hour, a most unusual program to be presented over the air and a splendid program as a part of the National Rice Festival.20

At the State Fair in Shreveport, beginning on October 23, 1947, the Esso Reporter broadcast from the Esso booth at twelve noon and at 5:25 p.m. each weekday. Other broadcasts from the Fair included Red Sovine and His Echo Valley Boys, at 11:45 a.m.; and Curley Williams and His Georgia Peach Pickers at 12:05 p.m. At 1:00 through 1:30 p.m. Monday through Friday, Sheb Wooley and His Calumet Indians, Hank Williams and His Drifting Cowboys, and Red Sovine and His Echo

20 Cited in On the Level, IV (December, 1939), No. 12, p. 4.
Valley Boys broadcast a program from the International Harvester Company tent on the fairgrounds.  

For a number of years KWKH has featured hillbilly performers on an early morning program, at noon, and during the early evening. In 1935, at 5:45 a.m. Curley Joe's Roundup Gang performed daily. The Tennessee Hoedown, at 6:30 a.m.; The Doughboys at 7:15 a.m.; The Sunshine Boys at 7:30 a.m. and again at 12:00 noon; Harmie Smith at 4:45 p.m.; and Curley Joe at 6:00 p.m. composed the folk performances for an average day. In 1950 the folk artists who performed on station were the Wilburn Family, Red Sovine, Slim Whitman, the Stanley Brothers, Zeke Clements, the Ranger Quartet, and Leon Payne.

In 1943 Time Magazine published an article dealing with the increasing popularity of country music. The article read, "The dominant popular music of the United States today is hillbilly." This music which had been popular south of the Mason-Dixon line had invaded Tin Pan Alley. "What really started the corn spouting on Broadway was a lugubrious tune by Louisiana's Jimmy Davis called 'It Makes No Difference Now.'" Recorders entered into the business of making highly successful records by using famous names to make the country tune

21 On the Level, XII (November, 1947), No. 10, p. 2.

22 The Logan Interview of 1957.

23 KWKH, 25th Anniversary Souvenir, p. 10.
recordings. It was in this manner, according to *Time Magazine*, that Bing Crosby became the most popular hillbilly singer of all. The magazine called Jimmy Davis the most spectacular of all folk singers.24

According to William Antony, Davis performed at KWKH while it was located at Kennonwood. In December, 1941, *On the Level* carried an article describing the singer's program on the station. According to station personnel, this man continues to present a week-end recorded presentation. However, he is only one of the many folk singers who have performed at KWKH.

Horace Logan explained the development of folk singing at the station. He said that personnel has worked with performers to help them develop a style exclusively their own. Some singers required up to two years to develop an individual distinctive style which would be enjoyed by listeners and copied by imitators. The program director said, "We look for differences in voices, those elements which make for differences. We pick persons with personality in voice, tonal quality, individuality. We look for talent and individualities which may be copied and imitated, but not exactly."25

Prior to 1949, according to Logan, hillbilly music ran to sad notes, to religious, and to semi-religious tunes. Hank Williams, late singer at KWKH, changed that trend when his "Lovesick Blues" became a

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24 *Time Magazine*, XLII (October 4, 1943), 48.

25 The Logan Interview of July, 1957.
nationwide "hit." Country music changed and separated; religious music became a field all its own, with the Bailes Brothers, singers at the station, and others singing and attracting a different audience. Logan explained that KWKH dropped hillbilly music in 1949-1950, and there evolved a country-type music which emphasized ballad-type singing. The ballad style continued until 1954 when Elvis Presley, singing at KWKH, changed the so-called pop tunes style of music to country and rock and roll, a nationwide change. Logan said that many songs recorded at KWKH have become "hits." Perhaps the most outstanding example was Slim Whitman's recording of "Indian Love Call," which sold a million, two hundred and fifty records.

In April, 1948, KWKH initiated the Louisiana Hayride, a jamboree of folk music in the Southwest. Horace Logan worked as producer and master of ceremonies, assisted by Ray Bartlett. The Louisiana Hayride Program is a weekly broadcast by KWKH of the Saturday night performance of a large number of country music entertainers at the Municipal Auditorium in Shreveport. Although the Louisiana Hayride had its premiere performance on April 3, 1948, KWKH performers previously had a long history of hillbilly programs staged before capacity audiences. In 1936 while the station was located in the Washington Youree Hotel, two

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26 The Logan Interview of July, 1957.

27 Ibid.
performers, Bob and Joe Shelton, of the Sunshine Boys, presented a Sunday afternoon "Hillbilly Amateur Show." These shows were not amateur, because only accomplished entertainers made appearances on the program. By September, 1936, the producers had to hire an auditorium in the City Hall in order to accommodate the crowds that gathered to see the shows. At this auditorium the show performed before a capacity crowd of 1,200 persons with about an equal number turned away because of lack of space. 

These performers continued to gain popularity until in 1940 the "Saturday Night Round-up" was organized. For this program about twenty-five persons, including talent and KWKH representatives, organized for weekly appearances in and out of Shreveport. Performing groups included Hoke and Paul Rice and their Gang, the Arizona Ranch Girls, The Frank Stamps Quartet, and Salt and Peanuts. Towns included on the first tour were Monroe, Ruston, and Farmerville, Louisiana; Camden, El Dorado, Magnolia, Arkansas; Henderson and Lufkin, Texas.

When the Louisiana Hayride was organized, the cast included such performers as the Bailes Brothers; Johnny and Jack and the Tennessee Mountain Boys, featuring Kitty Wells; the Four Deacons; Curley Kinsey and the Tennessee Ridge Runners; Harmie Smith and the Ozark Mountaineers; Pappy Covington's band; the Mercer Brothers and Tex Grimsley

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28 On the Level, I (September, 1936), No. 9, p. 3.
29 On the Level, V (September, 1940), No. 9, p. 3.
and the Texas Playboys. 30

Following the first performance, KWKH advertised and promoted the show over the air and in the newspapers. Performers advertised the Hayride at the personal performances which they made all over the South and Southwest. Producers of the show worked on a format which would attract an audience to the performances and home listeners from all over the country. KWKH personnel began a search for new talent and within a few months Curley Williams and his Georgia Peach Pickers joined the show. Then came Hank Williams, Red Sovine, and Zeke Clements. Cousin Emmy and her Kinfolks, Patsy Montana, Ken Montana and Texas Lil, and Buddy Attaway and Claude King joined the Hayride group. In January, 1949, Cousin Wilbur and Blondie Brooks joined the show. In April the Wilburn brothers, Leslie, Lester, Doyle, and Theodore were welcomed by a receptive audience. 31

When the talent was almost complete, the show began the custom of inviting guest stars to make appearances. Among those who attended were the Duke of Paducah, Hank Snow, Smiley Burnette, Arlie Duff, Blackie Crawford, Tex Ritter, Jean Shepherd, The Hired Hands, Hank Thompson, and many others. 32

30 KWKH's Louisiana Hayride, a souvenir album published by KWKH, undated, p. 2.
31 Ibid., p. 5.
32 Ibid., pp. 24-25.
According to the Louisiana Hayride booklet, the show attracted capacity audiences. The Municipal Auditorium with its 3,800 seats was crowded on Saturday nights from eight until eleven o'clock. Portions of the show were broadcast over a regional network of as many as twenty-five stations in the South and Southwest. The show attracted national attention because of the cast which appeared regularly.

During the second year of the Hayride, many changes were made. Bill Cudabac was employed to assist Horace Logan. Some of the old acts left and new ones were added. Constant changes were made in the show. Additions in 1949 included Smiley Wilson and Kitty Carson, Boots Woodall and his band, Clyde Baum and the Bayou Boys, Zeb Turner and Sammy Barnhart. During 1950 more old acts left and were replaced by the Blue Sky Boys, the Rangers Quartet, and the Stanley Brothers. Next, Leon Payne and T. Texas Tyler joined the regular performers. On April 7, Slim Whitman first appeared on the show, followed a week later by Webb Pierce. Frank Page and Hi Roberts, of the KWKH staff replaced Ray Bartlett and Bill Cudabac as assistant producers.33

In the large audience each Saturday night were many persons from out-of-town. It was estimated that 50 per cent of the average audience consisted of persons who lived outside Shreveport. From the audience four persons were selected to play a game, "Beat the Band." Each person was interviewed briefly, then asked to identify a tune which

33Ibid., p. 8.
was played by the "Lump Lump Boys." The object of the game was to give the name before the tune was finished. However, no contestant ever lost because he was given a second chance to win a prize if he failed to recognize the first tune. Always, the second tune was "You are My Sunshine." Failure to identify that tune was rare. However, there was a final question which had been used, "Who is buried in Grant's tomb?"34

Since 1950 the Louisiana Hayride has attracted national prominence. In January, 1953, the Columbia Broadcasting System Radio network began a series, Saturday Night--Country Style. In this series, six country music shows were alternated with two being broadcast each Saturday night. The Louisiana Hayride, one of the six, was aired every third Saturday night over the network. Then the Shreveport Times radio station in Little Rock, Arkansas, KTHS, began broadcasts of the entire Hayride show each week. Since June 26, 1954, the show broadcast a thirty minute segment on the Far East Network of the Armed Forces Radio Service.35 The Hayride program continues as an important segment of the Saturday night schedules of Radio Stations KWKH and KTHS.

34Ibid., p. 11.
Following is a format for an actual program:

**LOUISIANA HAYRIDE**  
8-7-48  
8:00 – 11:00 PM

8:00 to 8:30

1. CURLEY WILLIAMS  
   OLD JOE CLARK - Fiddle Tune

2. JOHNNY & JACK  
   ROSE OF OLD KENTUCKY - fast

3. BAILES BROTHERS  
   YOU'LL ALWAYS BE THE ONLY ONE - Heartsong

4. JOHNNY & JACK  
   THERE'S NOTHING IN THE WORLD A MAN WON'T DO - Nimrod & Duck

5. HANK WILLIAMS  
   MOVE IT ON OVER - fast

6. MERCER BROTHERS  
   DON'T MEAN TO CRY WHEN YOU ARE GONE - Wallace & Charlie-Mod.

7. CURLEY WILLIAMS  
   MAMA DON'T 'LOW NO MUSIC PLAYING - solo - Sanford

8. BAILES BROTHERS  
   STEEL GUITAR RAG - inst. Shot Jackson

9. FOUR DEACONS  
   ROCKING ON THE WAVES - fast spiritual

10. MERCER BROTHERS  
   JOE LeBLON'S GHOST - Raney - Harmonica

8:30 ASCO LOAN ANNOUNCEMENT FROM STUDIO

8:30 to 9:00

1. JOHNNY & JACK  
   I'LL BE LISTENING - Quartet - Med.

2. JOHNNY & JACK  
   NIMROD COMEDY

3. CURLEY KINSEY & TENN. RR.  
   RED WING - inst.

4. HANK WILLIAMS  
   I WANT TO LIVE & LOVE - Hank & Audrey - fast

5. SCOTTY  
   WRITING YOU DARLING THROUGH TEARS - Heartsong -Mod.
LOUISIANA HAYRIDE
8-7-48

6. FOUR DEACONS YOU MUST COME IN AT THE DOOR - Hymn
7. SCOTTY ANYTIME - Heartsong - Mod.
8. MERCER BROTHERS SPEAK TO ME LITTLE DARLING - Wallace & Charlie - Mod.
9. MERCER BROTHERS LOST JOHN BOOGIE - Wayne Raney - Mod.
10. JOHNNY & JACK HOLD FAST TO THE RIGHT - Quartet - Mod.

9:00 PM STATION BREAK FROM AUDITORIUM

9:00 to 9:30

9:00 to 9:10 - FROM STAGE

1. BAILES BROTHERS MISSISSIPPI SAWYER - Inst. Ernest & Homer
2. BAILES BROTHERS MOTHER'S ONLY SLEEPING - Heartsong - Johnny & Homer
3. CURLEY WILLIAMS BLUE STEEL BLUES - Inst. Boots
4. CURLEY WILLIAMS GEORGIA POLKA - Georgia Ann

9:10 to 9:20 FROM DRESSING ROOM (SELECTING CONTESTANTS)

5. CURLY KINSEY & TENN. RR. BYRD'S BOOGIE - Inst. - Byrd
6. BAILES BROTHERS OH SO MANY YEARS - Heartsong
7. FOUR DEACONS JOHN HENRY - Curly - solo
8. BAILES BROTHERS REMEMBER ME - Heartsong - Johnny & Homer

9:20 to 9:30 FROM STAGE

9. CURLEY WILLIAMS JEALOUS LADY - trio
10. CURLEY WILLIAMS SIGNED, SEALED & DELIVERED - solo - Georgia Ann

9:30 STATION BREAK FROM AUDITORIUM
9:30 to 10:00

1. FOUR DEACONS  I'SE IN HIS CARE - fast spiritual
2. CURLY KINSEY & TENN. RR. SMOKE SMOKE - QUARTET
3. MERCER BROTHERS FALSE HEARTED GIRL - Wallace & Charlie - Mod.
4. MERCER BROTHERS RANEY COMEDY

9:40 - QUIZ PERIOD - BEAT THE BAND

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

5. FOUR DEACONS  SIT DOWN - fast spiritual
6. FOUR DEACONS  IF WE NEVER MEET AGAIN - slow hymn
7. CURLEY WILLIAMS  WHEN MY BLUE MOON TURNS TO GOLD AGAIN - duet - Boots & Sanford
8. CURLEY WILLIAMS  FICKLE FINGERS - piano - Purvis

ESSO NEWS FROM STUDIO 10:00 - 10:05
LOUISIANA HAYRIDE
8-7-48

10:00 to 10:30

1. JOHNNY & JACK
   I'M S-A-V-E-D - Trio
2. JOHNNY & JACK
   LEATHER BREECHES - Breakdown - Paul Warren
3. BAILES BROTHERS
   DUST ON THE BIBLE - Sacred song - Med. - Johnny & Homer
4. BAILES BROTHERS
   FIRE ON THE MOUNTAIN - Fiddle - Homer
5. CURLY WILLIAMS
   DEEP WATER - solo - Curly
6. CURLY WILLIAMS
   SOUTH - Inst.
7. JOHNNY & JACK
   I'M SORRY THAT'S THE WAY YOU FEEL - Duet
8. BAILES BROTHERS
   DON'T FORGET THE FAMILY PRAYER - sacred song
9. CURLY WILLIAMS
   STEEL GUITAR RAG - Inst - Boots

10:30 STATION IDENTIFICATION FROM AUDITORIUM

10:30 to 11:00

1. HANK WILLIAMS
   SALLY GOODIN - fiddle - fast
2. HANK WILLIAMS
   I'M A LONG GONE DADDY - fast
3. BAILES BROTHERS
   LIFE TIME TO REGRET - Heartsong - Johnny
4. BAILES BROTHERS
   IDA RED - fiddle - fast
5. HANK WILLIAMS
   MY SWEET LOVE AIN'T AROUND - slow blues
6. HANK WILLIAMS
   STONY PAINT - fast - fiddle
7. BAILES BROTHERS
   I HEARD MY SAVIOR CALL - Gospel trio
LOUISIANA HAYRIDE
8-7-48

8. BAILES BROTHERS
   IF YOU HAVE RETREATED FROM GOD - sacred slow

9. HANK WILLIAMS
   I'LL BE A BACHELOR TIL I DIE - fast

10. HANK WILLIAMS
    RICH MAN - fast - fiddle

THEME ........ ALL REMAINING ACTS ON STAGE FOR CLOSING 36

36 KWKH, Format for a Louisiana Hayride program, August 7, 1948, on file at KWKH.
According to the personnel of KWKH, the station is noted for its public service programming. Civic organizations are given free time when they sponsor a campaign or a drive to benefit a charitable organization. The annual safe driver contest sponsored by the Caddo-Bossier Safety Council was backed by the Shreveport Times and KWKH. Publicity was given the Junior League Horse Show because the proceeds benefit the Shreveport School for Exceptional Children. KWKH has a long established custom of regarding religious services broadcast over the station as public service. Beginning April 13, 1949, KWKH presented B. D. Harrison, the Negro Farm Director in Bossier Parish, who discussed agricultural problems of farmers in the listening area. This program featured a Negro quartet.37

Although KWKH presented many public service programs, the station also aired numerous spot announcements. Glady Hurley, secretary to the program director, had the job of deciding which public service announcements would be used. Between programs when the station had 30 seconds to identify itself, it had 20 seconds left over. The station used that time for the public service announcements. Miss Hurley said that she tried to vary the announcements in order to provide variety and also to benefit the greatest number of persons.

A radio station is a public servant. We do not put in public service announcements at random. We put them in

37 The Logan Interview of July, 1957.
to help someone. There are different numbers of spots available. These vary from day to day. We try to give four spots to each of the armed services each week. Mr. Clay prefers to use announcements with local importance rather than altogether national ones such as Crusade for Freedom and United States Savings Bonds. By this I mean that no local group of officials get credit for these. Instead we prefer to use something which receives local credit such as the Goodwill Industry, which is both local and national. The local office gets credit for these spots which we run for Goodwill. The most important thing about the spots is what they do. We try to keep our public service announcements localized. If it happens, as it sometimes does, that not too many people want us to run spots, we fill in the spots which we normally give with such things as CARE.

I don't know why, but for as long as I can remember, we have run eight or ten spots for the Southfield School Rummage Sale. They give their money for a good cause. We always help those organizations which call on us. For example, we would help any organization that would raise money for exceptional school children.

Miss Hurley, for her part in selecting public service announcements, has been honored by both the Army and Marine Corps. Of the Army honor, Miss Hurley said,

The Army makes it a habit never to honor an organization, but to give honors to individuals. They selected me to give the honor because I handle the army spot announcements. I accepted the honor in the name of radio station KWKH. When the Marine Corps wished to give a similar honor, Mr. Page asked me to accept this honor. I was glad to do it in behalf of KWKH. Both awards were presented for outstanding public service on the part of KWKH toward these organizations.

The station also received a plaque from the Protestant Hour. Radio Station KWKH donates time for the Protestant Hour, as it does all of the religious services it airs.
Miss Hurley said,

We try to make a program meaningful. We try to do the job for the organizations. If they supply their own spots, we use them as we see fit. If not, we write them to give them the most meaning according to our listeners' habits and tastes. 38

In 1948 the program, Report to the People, was regularly scheduled on Wednesdays at 9:30 p.m. This was a fifteen minute program in which Senator Allen J. Ellender, Congressman Overton Brooks, Senator John Overton, and Mayor Clyde Fant each presented his views on the happenings in the city, state, and national government. Each man broadcast on one Wednesday night every month.

KWKH has contributed to keeping Shreveporters informed about conditions needing improvements in their city. One drive which served to point up driver carelessness was "Operation Safety" in which a mystery driver cruised through the streets selecting especially careful drivers and noting those who flagrantly disregarded safety rules. These safe drivers received publicity in The Shreveport Times and were presented awards over Radio Station KWKH. 39

Following the war, tape recorders quickly replaced wire recorders and in many instances tape recordings replaced recordings on discs. Tape recordings had the advantage of largely eliminating surface noises


and of being almost unbreakable. Greater amounts of material could be placed on tape. Also tapes could be more easily mailed and stored than electrically transcribed discs. News reporters began using tape recorders to take to scenes of disaster or other remote places to secure interviews which could later be aired over the station. Logan said that once when a troop train was wrecked, he and B. G. Robertson went to the scene and secured taped interviews with survivors. 40

Recording tape came to be used in recording network programs for broadcast later, enabling KWKH to arrange the programming schedule for better distribution. The method involved recording on tape a network program in the control room while another program was being aired. The network programs thus recorded were called "delayed broadcasts."

To facilitate the airing of programs and the taping of the correct programs to be used later, the program logs were marked to indicate times for each. Programs which once would have been recorded on discs, now were taped. This improved method eliminated almost all extraneous sounds.

In 1946, the management and personnel began making plans for an entirely new type of broadcasting, frequency modulation. 41 Two years

40 The Logan Interview of 1957.

41 B. G. Robertson, letter dated November 25, 1946, in files at KWKH. Frequency modulation is an improved method of radio broadcasting which permits transmission and reception of the entire range of sound which is audible to the human ear. FM allows freedom from static caused by household electrical appliances, freedom of interference from conflicting stations in the same area and lack of fading within the primary area of the FM transmitter.
later KWKH actually added frequency modulation to the station facilities. KWKH engineers installed the new type transmitter inside the transmitting plant and placed the special antenna on top one of the existing antennas. No special equipment was necessary for the broadcasting studios because "the split of a single voice into AM and FM channels is mechanical and accomplished in instants at the 'KW' transmitter."

The first scheduled frequency modulation program was a dedication of the new station on November 21, 1948, at 1:30 p. m. Speakers were John D. Ewing, publisher of the Shreveport Times; Henry Clay, manager of KWKH; Clyde E. Fant, Mayor of Shreveport; and J. J. Mickle, President of Centenary College. After this first program, a network program followed. Then the regular network schedule resumed on both FM and AM stations at KWKH.

In the dedicatory program, Mayor Fant said,

More and more radio is playing an important part in the business of home life of the American people by disseminating news and providing pleasant hours of entertainment. I know of no industry that has made more progressive strides in the past three decades. Today in our own KWKH another forward step has been made--the inauguration of FM by this powerful station. The management by investing money in order to make this station more acceptable to its vast listening audience has expressed confidence not only in the future of radio, but in the future of Shreveport and the entire area served.

This station has been and will continue to be a great factor in the development of greater Shreveport and a greater Gulf South.

By bringing frequency modulation to Shreveport, KWKH introduced to listeners radio without static, without noise, without interference.
Even during electrical storms, reception would be unmarred. There would be no distortion or interference from other broadcasting stations. Sounds would be faithfully reproduced and music would be received in all its natural beauty. FM is radio at its best, according to Henry Clay, manager of KWKH.42

In the beginning, the station broadcast a number of special programs for frequency modulation exclusively. The Federal Communication Commission rule 3.261 required these stations to broadcast three hours before 6:00 p.m. and three hours afterward for at least a total of six hours. KWKH made plans to institute separate programs for each station when enough listeners purchased special sets to constitute an adequate listening audience. Although there was practically no response from the public to those programs, Clay continued them until 1954 because he felt that they provided service to many listeners during the nighttime and the station wished to provide that service.43

In November, 1949, a new automatic switchboard was installed at the station to improve communication between studio offices.44 In 1950 the station purchased a new Radio Corporation of America

42 The Shreveport Times, November 21, 1948.


transmitter which was installed at the transmitter station at Dixie, Louisiana.

GROWTH OF STAFF ORGANIZATION

On June 16, 1944, when the Federal Communication Commission approved the exchange of KTBS for KTHS in Hot Springs, Arkansas, John McCormack who had served as general manager for KWKH from the time it was purchased by Ewing, resigned. Upon his resignation Fred Ohl, who had been program director, was appointed to the position of general manager. Following the resignation of Ohl in October, 1946, Kenneth K. Kellam who had served as manager of Radio Station KTHS, the Shreveport Times station in Hot Springs, became manager. In October, 1947, Henry Clay succeeded Kellam. Clay, at the age of twenty-seven came from a station in Florence, Alabama, to direct the operations of Radio Station KWKH and KTHS. His philosophy was that radio has a tremendous selling power and that it should be operated with strict observance of sound business principles. A graduate of Vanderbilt University, Clay learned the radio business through actual experience. First he worked in a small station writing copy, announcing, selling time, and acting as janitor. Later he managed a small station until he was

45 According to Antony and Gunning, this transmitter was the first factory-built transmitter for this radio station.
employed by KWKH as the youngest manager of a fifty kilowatt station in the country. ⁴⁶

Prior to 1950 Clay served as State Commander of the American Legion; President of Goodwill Industries of Shreveport, a Community Chest agency; Treasurer of Better Business Bureau; Vestryman of St. Mark's Episcopal Church; and member of numerous boards designed for civic welfare. ⁴⁷

Horace L. Logan returned to KWKH following the war in the capacity of chief announcer. Because Logan had cultivated a hobby of studying firearms and heat treatment of metals, he had been requisitioned by the Defense Department during the war and placed in charge of heat treating at the Louisiana Ordnance Plant. Then he served on the staff of the Ordnance School at Aberdeen Proving Grounds in Maryland. After he returned to KWKH he served as chief announcer until 1947 when he was appointed program director. Logan devoted a generous amount of his time to civic activities and charitable organizations both through the station and through his personal efforts. He served on committees representing the Caddo Foundation for Exceptional Children, the American Legion, Goodwill Industries, Community Chest, Veterans Hospital, Hire the Physically Handicapped, and numerous others.

⁴⁶ Taken from a speech about Clay in 1952 when he was awarded the "Young Man of the Year" title in Shreveport. Speech on file at KWKH.

⁴⁷ Since 1950 Clay has served two terms as President of the Shreveport Chamber of Commerce.
Frank Page was promoted to the position of chief announcer in 1950. Previously, he had worked at a broadcasting station from the age of sixteen. His civic activities included active membership in the Chamber of Commerce and the Kings Highway Christian Church. 48

Paul Crawford, announcer, came to KWKH in September, 1948. He had been connected with radio stations for a number of years in the Shreveport area. Ven Marshall, announcer and "disc jockey," was employed in 1950. He had begun his radio career five years previously. Dan Sorkin, announcer, joined the staff in 1950, having previous radio experience. Ray Bartlett, who came to KWKH in 1947 as announcer, developed a popular "disc jockey" program for the Negro population. He traveled the KWKH listening area performing in shows in Negro schools and theatres. He employed a five piece Negro band. With his band he made more than one thousand public appearances of which a number were in behalf of benefit fund drives for such organizations as the Red Cross, Shreveport Blind Association, Heart Fund, Veterans Hospital, and others. He also produced and directed complete stage shows for many local organizations. He held membership in the American Legion, Lion's Club, and co-sponsored a children's baseball team.

James Van Sickle came to KWKH in 1950 as news editor. Immediately following the period covered in this study he achieved national

48 Present program director and director of the Louisiana Hayride.
recognition for his reports on Angola, the state prison, and on the slum situation in Shreveport. For his story concerning conditions at Angola, Van Sickle was featured in *Life Magazine*. The Columbia network invited him to prepare its documentary survey on the Shreveport slum condition which was telecast on the Edward R. Murrow, *See It Now*, program, on June 6, 1953. For his radio reporting, the news editor was presented a "Distinguished Achievement" award by the National Association of Radio News Directors. 49

In the news bureau Bob Shipley, who had been with the station since 1939, served as news director where he became known as the ace newscaster for the area. Donald M. Ewing, political consultant to the news bureau, was associated with the *Shreveport Times*. On Sundays he had a regularly scheduled program on which he broadcast a "salty commentary to the Ark-La-Tex." Another *Times* employee, Barney Ghio, had a regularly scheduled sports news program. In December, 1949, Ghio had replaced Paul Manasseh in this position. Reporters in the news bureau were Ed Smith and Eleanor Gauthier. 50

W. E. Antony served as chief engineer for the station and maintained an amateur station for himself. He also served as consulting engineer with Broadcast Engineering Service of Shreveport and as

49 *KWKH Docket 10477*, p. 10.

50 *KWKH 25th Anniversary Souvenir*, p. 6.
technical director of KTHS in Hot Springs, Arkansas. The assistant chief engineer, O. S. Droke, joined KWKH in 1935. He assisted in supervising the construction of the 50,000 watt facilities and the installation of the frequency modulation station. In his capacity as engineer, he had made the directional antenna adjustments and proof of performance measurements. Droke, a partner in Broadcasting Engineering Service, a consulting engineering firm, had experience in the design, installation, and adjustment of many directional antenna systems. In this capacity, he appeared before the Federal Communications Commission many times as an expert engineer witness. During the war, Droke taught engineering at Centenary College for two years. He had made an intensive study of television design and equipment, and in this process he had actually worked on television equipment at WMC-TV in Memphis, Tennessee. Since 1929 he held the amateur radio license for W5BHL.

Thomas C. Linxwiler, transmitter maintenance engineer, joined the engineering staff at KWKH in 1948. He, too, was a radio amateur, operating W50ES. Linxwiler had ten years of experience in servicing radio receivers. He worked as foreman of communication maintenance at Barksdale Air Force Base from 1942-1947. During one year at the Municipal Airport, he was a self-employed radio aircraft technician.

Jack Vernon Jones, chief studio engineer, came to KWKH October 2, 1945. He held a first class radio telephone license since
1941. He had experience as transmitter engineer and chief engineer in Baton Rouge, Louisiana, and at several places in Mississippi. He had attended college at Louisiana Polytechnic Institute, Ruston, Louisiana, and had received training in Chicago, Shreveport, and Philadelphia.

Elmo Davis came to KWKH August 2, 1950, as control operator-engineer. He received his training at the Leesville Vocational Trade School and the Shreveport Trade School. Reggie Ward served as operator on the studio staff. Robert C. Sullivan, control operator, began his radio career while serving in the armed forces; he had attended Shreveport Trade School where he studied television receivers and transmitters.

James T. Briggs began work with KWKH in January, 1946, as promotion manager. In this capacity he assumed the editorial duties for On the Level, the station’s promotion publication. Briggs brought with him twenty years of experience in retail advertising display and card writing. Briggs held membership in the Advertising Club of Shreveport and the Southern Displaymen’s Association. He participated in numerous civic organizations such as Red Cross and Community Chest.

Fred A Walkins, Jr., entered radio in November, 1946, as a salesman for KWKH. Previously, he had been employed by a brokerage firm and an automobile firm. Mrs. Eloise W. Sneed, traffic manager, had been with the station for a number of years. A native of Shreveport, Mrs. Sneed received her training at a business school. She was a
member of the Altrusa Club, oldest classified service club for women in Shreveport.

Mrs. Jane M. Rogge, joined the staff in May, 1939, as a stenographer. In July, 1941, Mrs. Rogge was promoted to the position of chief accountant. In addition to her duties at KWKH, she also supervised the accounting department at KTHS in Little Rock and KTRE in Lufkin, Texas, and the Telesine Antenna Corporation. Mrs. Rogge was graduated from Meadows Draughon Business College in Shreveport. In 1942 Mrs. Margaret Rowell was employed at KWKH, having graduated from Norton's Business College in Shreveport. For the next few years she gained experience in the commercial, traffic, and promotion departments as well as in the overall operation of the station. In 1946 she became secretary to the general manager.

Other staff members included Amber Akes, promotion department; Margie Fory, accounting department; Mary Bonner, receptionist; Edith Mae Sanders, traffic department; Eloyce Hardaway, librarian; Bobbye Rutledge, program department; Ruth Hughes, commercial department; and Ruby Wyatt, program department.

Radio Station KWKH has long been known as the "Voice of the Ark-La-Tex." With the prospect of television competition in the

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51 Ark-La-Tex is a term used by residents of the area surrounding the point where the state lines of Arkansas, Louisiana, and Texas meet.
future KWKH continued to broadcast network and local programs while the management made plans to add television to the existing studios for radio.

In September, 1949, Clay arranged for the DuMont Company to send a Telecruiser for a demonstration of television at the Shreveport Home Show. For the television entertainment Columbia Broadcasting System sent kinescopes of several of their current network programs. These were shown on numerous television sets located throughout the building in which the Home Show was housed. In addition to the films, a system of closed circuit cameras and monitors was set up in the building to televise visitors as they passed by.

In 1948 KWKH filed application with the Federal Communication Commission for Television Channel Eight. Antony, Logan, and other staff members made intensive studies relative to the production of television. Antony studied information supplied by the Radio Corporation of America, General Electric, DuMont, and other companies. In 1949 he invented and developed a high gain broad band television receiving antenna which he called "Telesine."

Personnel of the station spent varying amounts of time training for television and searching for prospective talent in anticipation of KWKH's receiving the channel for television. As research and training for television progressed, Radio Station KWKH reached an all-time high in its share of audience as indicated by the Hooper rating for October and
November of 1949. KWKH had a share of audience figure of 40.2 whereas the nearest competing station had a share of audience figure of 28.4. According to this report, radio broadcasting was not neglected in the bid for television.

KWKH began to utilize more extensively the newly developed recording tape as an aid to broadcasting. This device permitted announcers to record commercial announcements for entire programs. Recorded announcements enabled the control operator on duty after six o'clock to broadcast the entire evening's programs without the presence of an announcer.

In selecting personnel replacements Henry Clay, general manager, chose persons best suited and trained for the position. He gave each applicant a psychological test which he believed revealed leadership potentialities or lack of them and aptitudes and attitude toward certain types of employment. With the aid of these tests and a record of training and experience, Clay selected the most suitable person to fill each vacancy.

Clay said that in the news bureau he hired only those persons trained in news reporting because he believed that only a person with such training could efficiently report the news. It was his belief that

53 Henry Clay, Personal Interview, March 26, 1959.
newsmen could learn to announce whereas announcers did not necessarily learn to report news. 54

Two programs, The Talent Show and Your High School Speaks, were planned for high school pupil participation. Your High School Speaks was a half hour forum tape recorded in general assembly programs of local high schools. The questions were determined in advance from a poll conducted among 700 high school pupils. The Talent Show was a weekly thirty minute musical talent program featuring the high school group. 55

SUMMARY

Following the end of the war, KWKH was faced with the separation of studio facilities from KTBS by the order of the Federal Communication Commission. The division of the staff took place when KTBS was exchanged for KTHS in Hot Springs, Arkansas.

During this period of readjustment in which emphasis shifted from wartime efforts to peacetime pursuits, programming assumed a local nature. In 1945 restrictions were removed from news and weather reports; consequently, the news bureau was reorganized and personnel were delegated complete freedom to gather, select, and broadcast news. The

54 Ibid.

55 The Logan Interview of 1957.
station erected permanent connections between the weather bureau and KWKH in order to bring listeners weather news direct from the weather bureau. As an outgrowth of listener response to folk music, in 1948 the Louisiana Hayride was established as a regular Saturday night feature, replacing all programs at KWKH except newscasts.

New equipment was added. In 1948 frequency modulation was installed and six hours of high fidelity programs instituted each day. Generally these programs were the same ones used in the standard broadcasts. Recording tape was used more frequently in broadcasts which previously had been "live" performances. Increased use was made of tape recorded commercial announcements. In 1950 the first entirely new transmitter was installed at the transmitter station at Dixie, Louisiana.

During the war new staff members were largely trained at the station. With the end of war skilled replacements were engaged for positions where they were needed. Henry Clay, the present manager, came to KWKH from Alabama in 1947 to become manager of the 50,000 watt station at the age of 27 years.
CHAPTER VII

SUMMARY AND CONCLUSIONS

In the year 1922 Herbert Hoover, Secretary of Commerce, called radio manufacturers and broadcasters to Washington for the first discussion of broadcasting problems with government leaders. That year the radio station which grew into the 50,000 watt clear channel station, KWKH, had its beginning in Shreveport. William E. Antony designed and constructed the transmitter which was said to be the first in the South. This station, WAAG, built for the Elliott Electric Company, was licensed by the Department of Commerce in May, 1922. Shortly after this date the station was closed by the Department of Commerce because there was no regularly licensed operator. Antony then went to New Orleans, secured for himself a license, and re-opened the station. Soon William Gleeves Patterson, a dealer in radio receiving sets, purchased the station from Antony, who built a new transmitter, making use of two 50 watt tubes designed especially for broadcasting purposes. This station, WGAQ, was more promising than WAAG because it was more powerful and it contained regular broadcasting tubes whereas WAAG had been built around two telephone repeater tubes. Programming for this station consisted of Antony's reading the Shreveport newspapers and playing phonograph records which Patterson's customers requested. In addition there were performances by some local
talented persons. After a brief period of such broadcasts Patterson experienced financial difficulties. In order to maintain the station in 1924 the owner sold part interest to W. K. Henderson, the *Shreveport Times*, and the owners of the Youree Hotel, retaining a one-fourth interest for himself.

With this change of ownership the station was moved from Antony's home to studios in the Youree Hotel, the power was increased to 250 watts, and programs were broadcast regularly each night. Programming was mainly devoted to local talent performances. For a brief time the broadcasts appealed to Shreveport citizens. However, those citizens complained when the station interfered with reception of broadcasts of more distant stations. W. K. Henderson, one of the partners, proposed to eliminate the interference by making major improvements to the facilities. With this view in mind he purchased the interest of all the partners except that of Patterson.

In June, 1925, the new owner secured a license to operate with 500 watt power. Henderson located the power plant and generator at Kennonwood, Louisiana, his country estate eighteen miles north of Shreveport and continued to broadcast from the studios in the Youree Hotel. During the summer of 1925, he prepared his country home to receive the broadcasting studios and staff members to complete his radio station at Kennonwood. By September 1, he moved the studios and increased the power to 1000 watts. One small broadcasting studio
was retained in Shreveport at the Henderson Iron Works and Supply Company office. Then the owner changed the station call letters from WGAQ to KWKH, which meant W. K. Henderson's station, broadcasting from Kennonwood. On September 25, 1925, Radio Station KWKH began broadcasts from Kennonwood using 1000 watts of power. Within a few days the station received almost 1,000 letters from listeners and the owner discovered the power of radio.

Programming for the first several years consisted almost entirely of playing phonograph records. Henderson began to utilize the air waves to voice his ideas and opinions about subjects which interested him. Through the medium of radio he expressed his dislike of monopolies. Two types of alleged monopolies especially engaged his attention, chain radio stations and chain retail stores. In addition he was particularly aroused about what he termed discrimination against the South by the Federal regulating agencies, the Department of Commerce and its successor, the Federal Radio Commission. By 1930 the broadcaster was speaking on the air a large part of his time. His listener response was such that in 1930 Radio Station KWKH won the Radio Digest popularity award for the South.

Henderson pioneered in two phases of radio broadcasting. The first, broadcasting recorded music directly from the transcription into the transmitter, was a new idea in broadcasting. The second was the sale of coffee direct from the station to listeners, a procedure which Henry Clay called Henderson's contribution to radio advertising.
Prior to 1930 the station shared broadcast time with WWL in New Orleans. However, in that year the broadcaster was granted permission to increase the power to 10,000 watts and broadcast on a clear channel. At this time Henderson used the station to conduct a national fight against chain stores. The following two years saw the owner struggle to maintain his station as with increasing frequency other radio stations applied for the KWKH channel. Although Henderson managed to retain his wavelength through numerous Federal Radio Commission hearings, the Commission gradually increased its power to regulate broadcasting and moved to bring radio stations into conformity with their rules.

Finally, Henderson sold the station to Sam D. Hunter, a Shreveport business man. Hunter moved the station back to Shreveport, retaining the call letters of KWKH.

The new owner employed experienced personnel from the East to reorganize the station and to establish programming in preparation for affiliating with a network. Apparently those persons accomplished their purpose because in 1934 KWKH became the one hundredth radio station to associate itself with the Columbia Broadcasting System.

During 1935 the Shreveport Times purchased KWKH. Under the presidency of John D. Ewing, publisher of the Times, the station set about to establish itself as a public service instrument, a commercial enterprise, and a means of appeal to all the people in the listening area. At the time of the purchase Ewing combined the facilities and staff of KWKH
with the other *Shreveport Times* station, KTBS, at the Youree Hotel. He retained the KTBS manager and employed mainly local personnel for the station. In 1936 the two *Times* stations were moved into joint studios especially designed for radio broadcasts where they continued to share staff and personnel members.

Programming was about evenly distributed between local and network presentations. Local programs consisted mainly of talks by local persons and music, both vocal and instrumental. News was taken from the wire service installation and broadcast by KWKH announcers. Station announcers were expected to exercise originality by creating their own continuity for the sustaining programs. By utilizing the talents of the announcers the station planned programs designed to interest a wide audience and to elicit listener response.

As area business conditions improved with the rapid advances of the nearby oil industry Radio Station KWKH business conditions also improved. The station placed major emphasis upon the securing of local advertisers until 1936 when more stress was placed on attracting national advertisers. At this time Ewing secured the "must" clause with Columbia network, a provision which assured the station of a substantial commercial business whenever national business firms advertised in the Southwest. Under the terms of this contract an advertiser who purchased commercial time over any station in the Southwest Columbia chain must also purchase equal time from KWKH. In 1939 the station
increased the broadcast power to 50,000 watts, giving it the maximum power allowed by the Federal Communication Commission.

In 1941 The United States entered World War II, bringing KWKH into another era in its broadcast history. Almost immediately after the declaration of hostilities, the station felt the shortage of personnel as more and more staff members enlisted, were drafted into the armed services, or entered the employment of defense industries. The management trained new personnel to fill vacant positions. More women were hired, especially in the news room where they prepared the news for announcers. Broadcast techniques were affected because only the most vital replacements could be made for worn out equipment. Wartime restrictions curtailed all new building and stations were forced to operate with equipment and materials on hand at the beginning of the conflict. Broadcasters imposed upon themselves certain restrictions by eliminating programs which would be of possible service to the enemy. Strict censorship was observed to prevent aid to the enemy or unnecessary alarm to listeners.

The emphasis in programming shifted to news on the national and international level. At the height of the conflict KWKH presented 115 regularly scheduled newscasts each week and aired numerous special bulletins and programs at any time when the situation warranted it. As a public service the station sold bonds, participated in military service enlistment campaigns, and presented war transportation information. It
performed numerous other services which aided the government and at the same time served listeners by presenting information concerning how one could best help the war effort.

During the war the Federal Communication Commission initiated two actions which had a far reaching effect on KWKH. First the Commission investigated the station because of its newspaper ownership. For three years no settlement was made in this case until 1944 when the Commission closed the issue without taking action. In the meantime the Commission enacted the multiple ownership rule which forced the separation of ownership of KWKH and KTBS. Ewing exchanged Radio Station KTBS for Radio Station KTHS in Hot Springs, Arkansas. Although KWKH and KTBS were able to divide their staff members, they were unable to separate studio facilities because of the limitations imposed on new constructions by the War Production Board. This situation faced the KWKH management at the end of the war as the station entered into post war adjustments. Monitoring of programs was discontinued; all restrictions upon visitors were removed and security measures were no longer enforced.

With the easing of wartime restrictions KTBS moved and KWKH made plans for additions to the existing broadcasting facilities. These plans included adding a frequency modulation station to the standard broadcasting station. In 1948 the frequency modulation station was added and six hours of programs were aired each day over this facility. In
1950 KWKH built a new transmitting plant at Dixie, Louisiana. This transmitting equipment was the first in the history of the station which was entirely new and had not been partially made by the engineers.

The staff organization re-established and expanded. Many former employees returned and many new staff members were employed. In 1947 Henry Clay, at the age of 27 years, joined the station as general manager. The news bureau was reorganized and only men trained for news reporting were hired in that division. When this policy of hiring only newsmen was accepted, the news bureau became a vital part of the station, separate from announcers who had no training in news reporting. Station announcers were encouraged to develop programs in which they could use their individual talents. As a result several programs which gained prominence were developed.

When announcements were made that television channels would be available to Shreveport, KWKH applied to the Federal Communication Commission for a channel. The station then made plans for the possible addition of a television station. However, programming practices and techniques of the radio station continued as formerly. The station increased the use of tape recordings which were used after 6:00 p. m. when no personal performances were scheduled.

CONCLUSIONS

William E. Antony was a pioneer with an enduring interest in radio. His curiosity about transmitting human voice over the air waves led him
into the production aspect of broadcasting. Even when the Department of Commerce forced him to close his station he was undaunted and remedied the oversight of his failure to have a telephone operators license by securing the required license in 1922. Antony's subsequent contribution to radio has carried into the present period. He originated the first radio station in Shreveport and set the pattern for later programming when he aired phonograph records and broadcast the news beginning in 1922.

William Gleeves Patterson was an important link in the continuation of the station because he financed an enlarged broadcasting transmitter for Antony and interested W. K. Henderson and John D. Ewing in radio broadcasts.

W. K. Henderson established precedents when he aired electrically transcribed records directly through a transmitter and when he sold a million pounds of coffee by advertising over the station. He built a loyal following among listeners and secured a tremendous listener response to his broadcasts. Henderson was a crusader who rose to national attention primarily because of his courage to characterize certain forces which he regarded as detrimental to the common man. The three forces against which he devoted most of his energies were chain radio station, chain retail stores, and the United States Department of Commerce.

Despite Henderson's opposition to chain radio stations, the chains developed into powerful agencies which controlled the important talent and
enlisted the major radio station throughout the United States to affiliate
with them. In his crusade against the chain retail stores, Henderson
pointed to absentee owners who paid no tax and to the failure of manufac-
turers to label sizes of canned foods. His opposition to chain
stores attracted nationwide attention. Perhaps his criticisms of the
Department of Commerce had the most effect. Henderson openly
flaunted this department. He and others who held similar views
brought pressures to bear on Congress to pass needed legislation
concerning broadcasts. Henderson harassed the Federal Radio Com-
mission as he had its predecessor, the Department of Commerce. He
continued this harassment until the Commission strengthened its posi-
tion to the point where it could deal with broadcasters like him. Prior
to 1932 Henderson proved to the Commission that he was the stronger.
He obtained this proof by enlisting the aid of his listeners who arose
to defend the station whenever a need arose. The Federal Radio Com-
mission probably recognized that others could obtain similar listener
support for defense of their stations. It is probable that because of
this, they set about to improve their status in regulatory power. It
therefore appears that Henderson contributed in this manner to the es-
establishment of the Federal Communication Commission in 1934.

John D. Ewing offers a contrast in policy and management of the
radio station. He employed capable personnel to operate and manage
the radio station. He was publisher of the Shreveport Times and not a
broadcaster; his few speeches on the radio were in themselves newsworthy. There are records of his speaking when the station increased its power to 50,000 watts in 1939 and when the station installed the new transmitter plant in 1950. Although his biography regularly appeared in *Who's Who in America*, Ewing's fame rests on his executive position as owner of a large newspaper and of several radio stations. He expected his radio station managers to hire competent announcers who could successfully serve the station and the industrial firms which they advertised.

Under the ownership of the *Shreveport Times* the radio station had several different managers. John McCormack, the first manager, was credited by Ewing of doing more than any other person in developing KWKH with the Columbia network. Observers said that McCormack was keenly alert to the potentialities of developing KWKH into a powerful radio station. He guided the administration in the early days when the station was struggling for recognition by local and national advertisers. Under his direction it was granted the maximum increase in power. It seems that McCormack skillfully directed the affairs until the station had achieved maturity in the broadcast field.

Henry Clay, present manager, joined the staff prior to the time when television posed a threat to radio. He had the task of formulating

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policies which caused KWKH to continue as a station which people listened to and heeded. He avoided converting the station into a medium for background companionship. Clay is noted for his public services and for the formulation of the Louisiana Hayride.

B. G. Robertson became widely known as an announcer. Although he was employed in the capacity of an executive he continued serving as announcer, especially for special events broadcasts. Another announcer, Horace Logan, excelled in two areas of broadcasting. Once when he conducted advertising on an early morning program, the sponsor made a record number of sales even though the only advertising was made at that early hour. The second area concerned the development of the Louisiana Hayride. Logan produced this show, a job which included the auditioning, training, and selection of guests for each performance. Therefore, a large part of the success of the Hayride should be credited to Logan.

Frank Page, present program director, gained his popularity on an early morning disc jockey show. In this show between musical numbers he presented the weather forecasts, news, sports results, humorous stories, and personal comments. Page also worked with the Louisiana Hayride from its beginning in almost every capacity from behind-the-scenes tasks to singing on the program. The late Jerry Bozeman, announcer and sports reporter, was extremely popular with KWKH audiences in the late 1930's and early 1940's. Bozeman
contributed not only to Radio Station KWKH but also to the advancement of sports activities in Shreveport and vicinity.

These persons and countless others contributed to the origin, development, and continuation of Radio Station KWKH. The station can count many radio and television performers who began their careers at KWKH. The present day staff was selected with especial regard for maintaining the quality programs for which the station is noted. The owners, managers, engineers, announcers, news reporters, production department workers, and secretarial staff members have performed their tasks diligently and well. Credit is due each person who contributed to the broadcasts of Radio Station KWKH.
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Dry, Neal, past County Agent of Caddo Parish, Shreveport, Louisiana. Formerly broadcast a farm program using the facilities of KWKH. Presently employed at Louisiana State University, Baton Rouge, Louisiana, as Assistant to Director of Louisiana Agricultural Extension Service. Interview March, 1959 in Baton Rouge.

Goss, Gene, present Director of News Bureau, Radio Station KWKH. Interview: July, 1957.

Gunning, Stedman, former disc jockey of Radio Station KWKH. Presently employed as engineer at Radio Station KWKH. Interview: March, 1959.

Henderson, Carter, son of former owner of Radio Station KWKH. Presently employed at a television station in Shreveport. Interviews: July, 1957 and March 27, 1959, Shreveport, Louisiana.

Hurley, Gladys, Secretary to Program Director, KWKH. Interview: July, 1957, Shreveport, Louisiana.


Mimeographed Materials


Lillian Jones Hall was born in Laneville, Texas, on January 1, 1923. She received her secondary education at Vivian High School and Rodessa High School. In 1940 she entered Louisiana Polytechnic Institute. In 1944 she was married and entered Northwestern Louisiana Institute where she was graduated in 1945.

For a period of eight years she and her husband lived on a dairy farm near Stonewall, Louisiana, where their daughter was born in 1947. She taught English in Stonewall High School from 1952 to 1954. In July, 1954, she began graduate work at Oklahoma State University and in June, 1955, was granted a Master of Science degree in secondary education.

In July, 1956, she entered graduate school at Louisiana State University and worked toward the degree of Doctor of Philosophy with a major in speech and a minor in secondary education. During the school terms of 1956-57 and 1957-58, she was employed by the Speech Department as a graduate assistant.
EXAMINATION AND THESIS REPORT

Candidate: Lillian Jones Hall

Major Field: Speech


Approved:

Clinton W. Bradford
Major Professor and Chairman

George H. Mickey
Dean of the Graduate School

EXAMINING COMMITTEE:

Franklin Bodin

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C. L. Shaver

Date of Examination:

July 23, 1959