

LOOKING AHEAD *with*

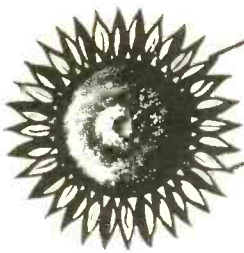
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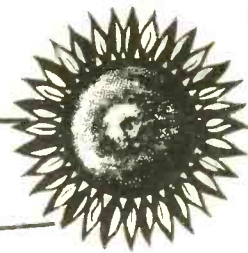


THE PIONEER VOICE of KANSAS

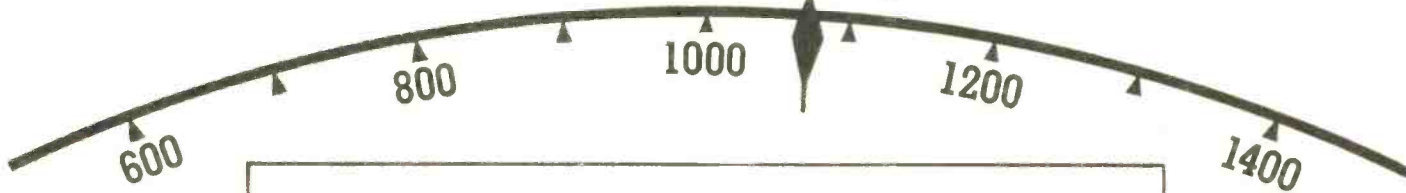




1070

The Favorite Radio Spot
In The Great Southwest



1070



WICHITA KANSAS
TELEPHONE 2-1447

HALE BONDURANT
GENERAL MANAGER

TO OUR LISTENERS - WE PLEDGE!

Radio Station KFBI throughout every broadcast day from 6 AM to 12 midnight asks you, our listeners, to invite us into your home by a flip of the switch.

As your guests, we recognize certain responsibilities and will always try to conduct ourselves accordingly.

Each day we would like to think that we have helped you and other members of the family in one way or another by providing a variety of good entertainment, by keeping you informed with up-to-the minute News, by adding to your knowledge of educational and cultural things, or perhaps by having given you some sort of an inspiration.

You can be sure KFBI will not offend or embarrass any member of your family. We will not spread seeds of hatred, non-American propaganda or an anti-Christian philosophy.

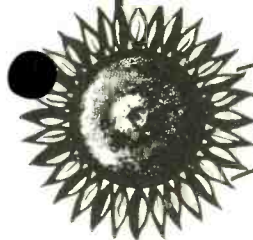
We want to merit being a continuous guest in your home.

KFBI MANAGEMENT

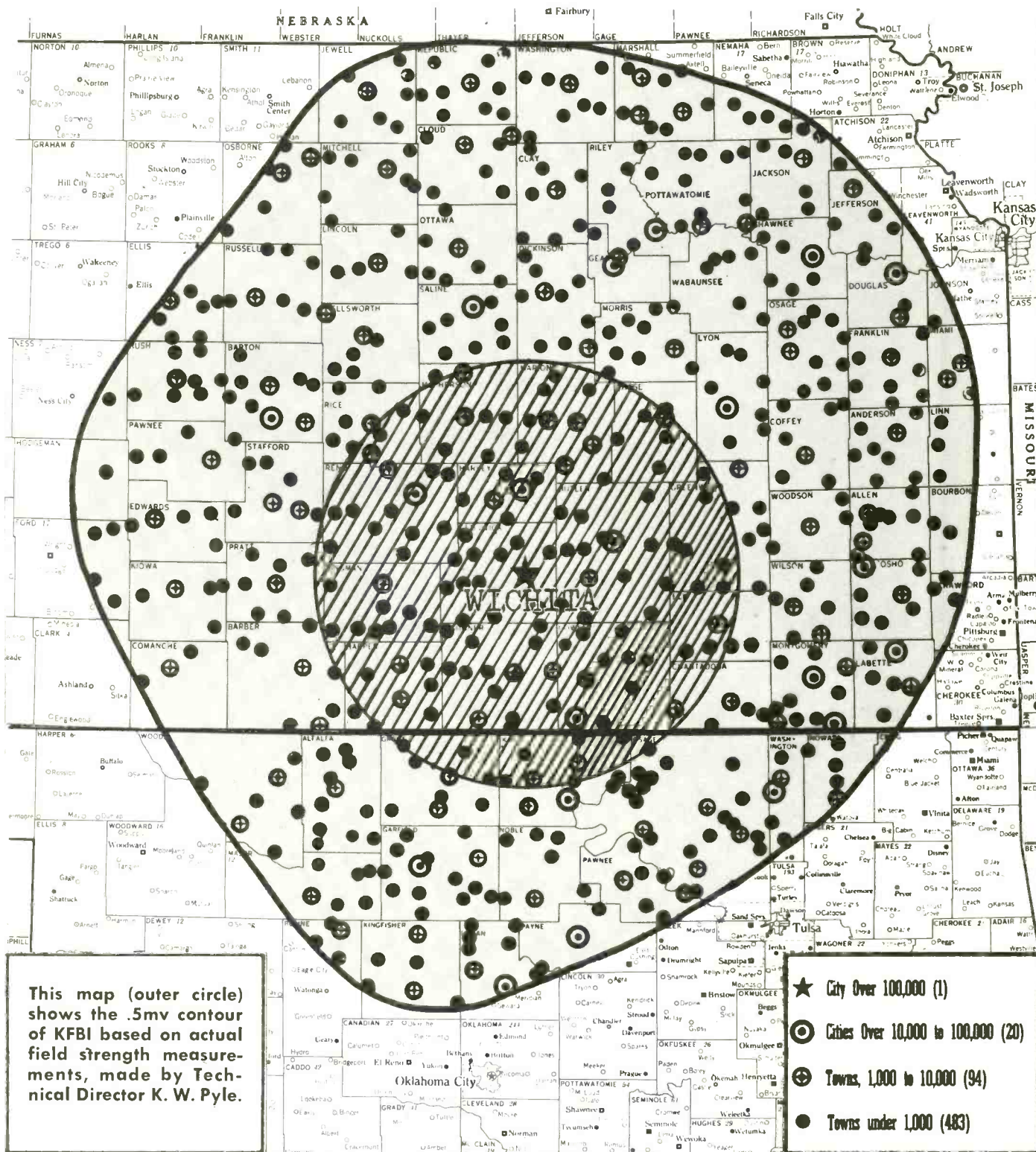
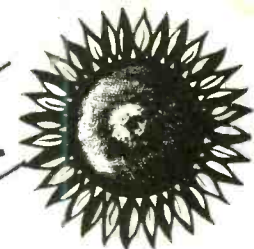
10,000 WATTS DAY FIRST ON WICHITA & RADIO DIAL 1,000 WATTS NIGHT
1070 KILOCYCLES

Compliments of:

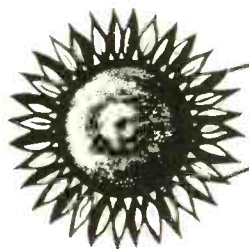
CHAMBERS MAGIC CO.
221 W. Douglas Ph. 2-8261
WICHITA 2, KANSAS



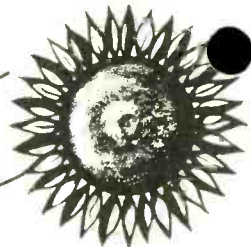
KFBI SERVES THIS VAST AREA



In the .5 millivolt KFBI Coverage Map, shown above, there are 1,693,900 people living on farms, in rural communities and in 598 cities and towns. KFBI selects the best local live talent, transcribed and American Broadcasting Company programs that are geared to the interests and preferences of every one in this great area.



THE MANAGEMENT OF KFBI



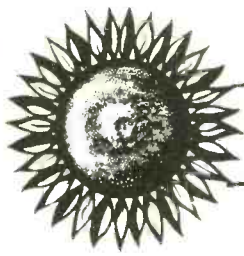
HALE BONDURANT, General Manager



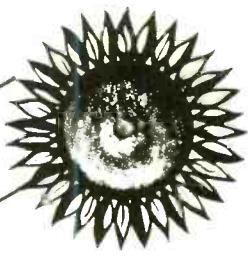
HENRY MATTISON,
Program Director



DALE McCOY,
Sales Manager



MEET THE KFBI OFFICE STAFF



Left to right: **CHARLANA COOK**, secretary-continuity; **ADALEE SMITH**, Secretary, and **MAXINE POST**, Receptionist-secretary.

BETTY PRICE, Director of Continuity.

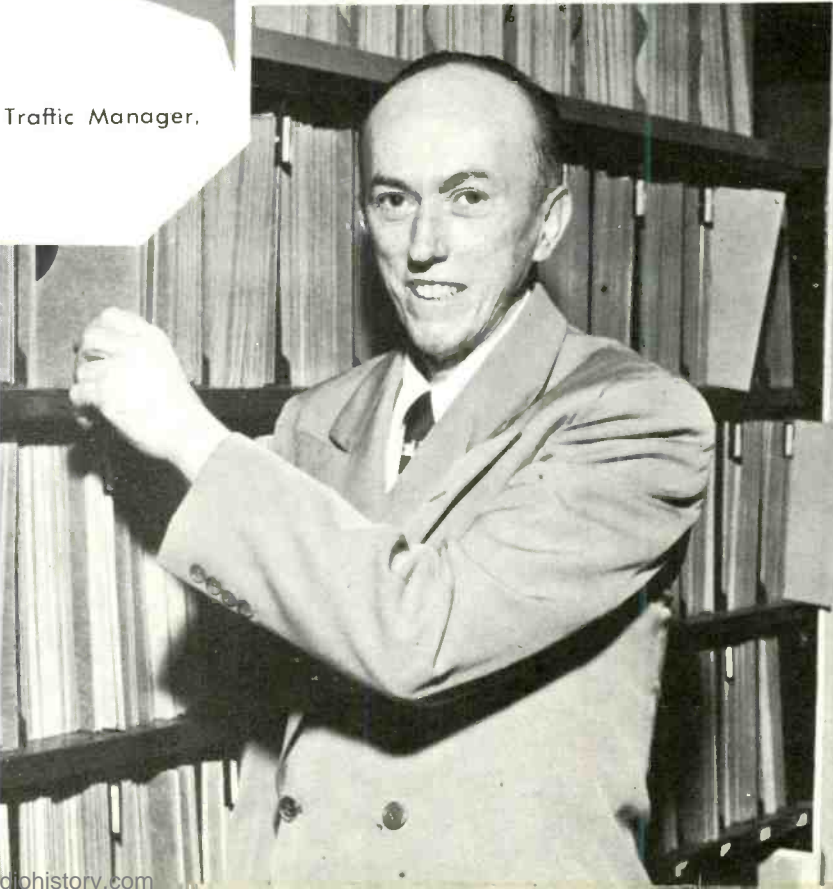


PHIL MATKOFF and **CLARENCE SEWELL**, advertising executives.

JIMMY CARPENTER, Music Librarian.



BETTY HANNAH, Traffic Manager.



For the Best In Keep Tuned

1070 on



BOB GADBERRY, KFBT NEWS DIRECTOR, one of radio's most popular news men—on the air week days 7:00 a.m.; 12:00 noon; 3:30 p.m.



WALTER WINCHELL, AMERICA'S NUMBER ONE REPORTER. Greatest average listening audience of any program in America. Sundays, 8:00 p.m.



JOHN B. KENNEDY, another nationally known news commentator who gives the news behind the news, week days 1:30-1:45 p.m.



WALTER KIERNAN, the nationally known human interest reporter—week days with "One Man's Opinion" at 2:25 p.m.



HENRY J. TAYLOR, 1949's winner of the Alfred I. Dupont Commentator Award.



DREW PEARSON, whose "Predictions of Things to Come" is heard every Sunday at 5:00 p.m.

News and Sports

to K F B I

your Dial



ELMER DAVIS, ABC's ace evening news reporter from Washington—week days 6:15 p.m.



EDWIN C. HILL and his philosophical "Human Side of the News" is heard daily at 11:25 a.m. and 6:00 p.m. Monday through Friday.



RAY ARVIN, NIGHT NEWS EDITOR. A new personality rapidly becoming Wichita's favorite night time news man—6:05 and 9:30 p.m.



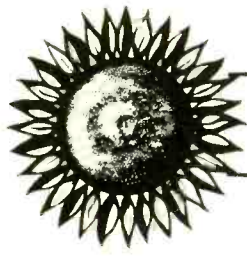
HARRY WISMER, ABC sports announcer gives a summary of sports at 5:30 p.m. on Saturdays, and broadcasts all outstanding sporting events.



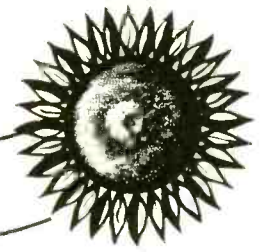
VIC RUGH, KFB I's colorful sports and staff announcer — a pioneer Wichita Broadcaster.



BILL CORUM, ABC sports announcer brings KFB I listeners "blow by blow" descriptions of the fights every Friday at 9:00 p.m.



K F B I ANNOUNCERS



JACK FALLON—a veteran radio man and now a night-time favorite in Wichita.



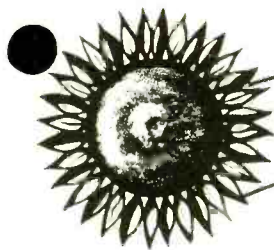
HENRY HARVEY—the man with the smooth voice acquired as a singer, including the famous "Friends University Quakers"—the morning shift.



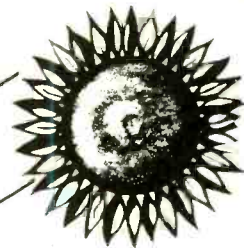
MORRIS REICHLLEY—a young man who aspires a top announcing job in radio; now combines college and part time announcing.



HARRY SMITH, KFB I afternoon radio personality, familiarly known to his friends as "The Deacon".



KFBI RANCH BOYS & POLLY



RANCH BOYS, KFBI's popular noon time and early morning folk and western musical group—have been with KFBI since early in 1950 and gaining rapidly in popularity as the best act of this type in the southwest—in demand for public appearances under the supervision of **HUGH ASPINWALL** (inset)—familiarily known as "DAD MILLER", a 25 year radio veteran.



POLLY, known as the Singing Sweetheart, guest stars with the Ranch Boys in addition to her own morning programs—a 6 year veteran on KFBI.



THE McREYMONDS BROTHERS, JAMES and JESSIE, started performing for radio audiences in their home State of Virginia when 14 years old; currently featured performers of the KFBI Ranch Boys.

Complete Coverage of Farm News & Markets



LESTER WEATHERWAX, KFB I Farm Director has been a personality on KFB I for eleven years. Affectionately known as "Wax" by many thousands in this area; he was this year awarded the 10 year farm service award and the 4-H Plaque for Outstanding Service. His two programs per day keep the farmers in this area familiar with latest markets, farm news and crop conditions.

Dr. H. H. Bennett, Chief of the United States Soil Conservation Service, Washington, D. C., spoke to his largest Field Day Audience at KFB I's Soil Conservation Field Day, September 12, 1950.

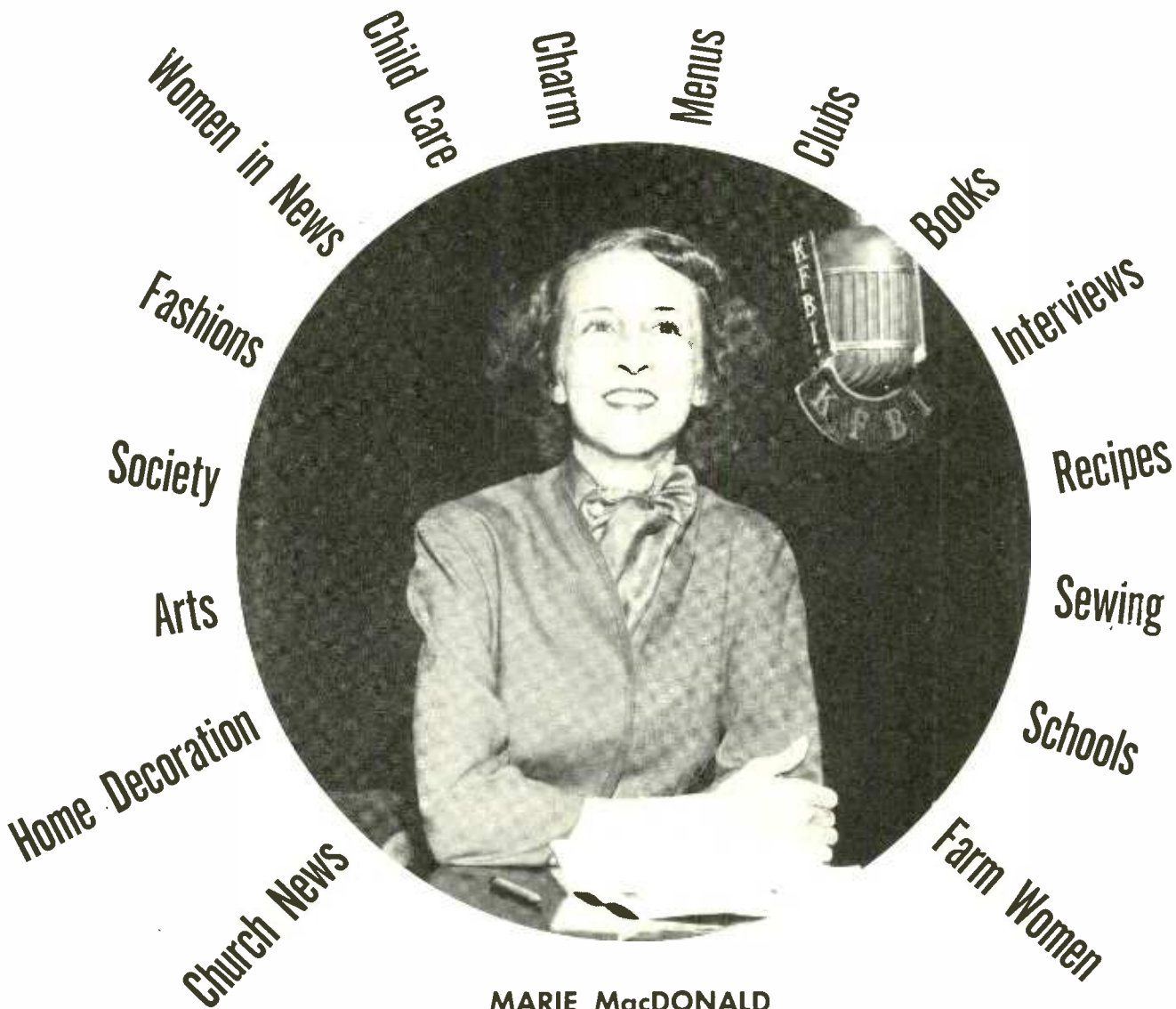
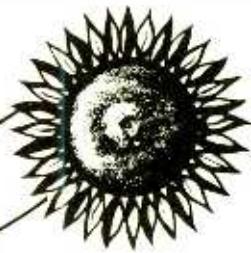


Just a few of the more than 100 soil conservation leaders and directors in a five state area that met with over 2500 farmers of Kansas and Oklahoma at the KFB I Soil Conservation Field Day, acclaimed by Dr. Bennett—"The finest approach to soil conservation in his 50 years of experience".





THE WOMAN'S PAGE OF THE AIR



MARIE MacDONALD

KFBI Director of Women's Activities

MARIE MACDONALD says that her program, "The Woman's Page of the Air" gives her a chance to do what all women like to do most . . . **TALK**. Having several years of stage and newspaper experience and liking both she finds radio a delightful combination of reporting and performing. In addition to her program which includes the daily club and social calendar and many interesting interviews, Marie MacDonald tries to make her position one of public service by participating in worth while civic affairs. She likes people more than anything else and hopes they like her.

Every Saturday Morning, leading farm women are interviewed over KFBI by Marie MacDonald covering the feminine farm interests and events.

KFBI SERVES



KFBI is outstanding in Public Service. Projects of vital concern to the City of Wichita, the State or the Nation, are of deep concern to KFBI. At right Bob Gadberry, News Director, discusses the recent Red Feather Campaign with a member of the Community Chest in one of the many interviews aired over KFBI.



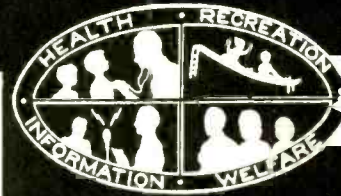
Red Cross workers always find the welcome mat out at KFBI. Many hours of radio time has been gladly donated for Red Cross appeals to the public. Marie MacDonald, Director of Women's Activities, interviews one of the Red Cross workers in a plea for blood donors.

Public Service in Times of War. KFBI's program director, Henry Mattison, interviews recruiting officers over KFBI. In addition to interviews and announcements of emergency drives, KFBI gives free time daily for such things as education, labor problems, promotion of good musical programs and countless other civic matters. KFBI believes in being a Good Neighbor.



THE PUBLIC INTEREST

THANKS KFBI



KANSAS STATE BOARD OF AGRICULTURE
PAUL HAMES - Asst. Sec.
MAY PRESSBANK - Secretary
State House - Topeka
September 13, 1950

Mr. Lester Weatherova
Farm Director
Radio Station KFBI
Wichita, Kansas

Dear Max:

This letter is to congratulate you and Station KFBI on sponsoring a most worthwhile event there in Sedgewick County. My only regret is that I did not get to be there longer and see more of what there was to see. I had reserved a room at the Hotel Lovers with the intention of driving to Wichita the evening before so that I could be on hand bright and early to enjoy the full occasion. On invitation from Governor Carlson, the day of your meeting - as you know, we arrived a little late, and the Governor was anxious to leave again as soon as his talk was delivered. Just the same, we were there long enough to see you had done a lot of work and presented something very much worthwhile.

Sincerely yours,
Roy Fiedler
Secretary

RF:Db

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS
THE MARCH OF DIMES
150 BROADWAY NEW YORK 7 NEW YORK
BESMAN 1-2000

February 16, 1950

Mr. Rola Bondurant, Mr.
Radio Station KFBI
200 East 1st St.
Wichita, Kans.

Dear Mr. Bondurant:

As you know, during last summer, America saw the most severe infantile paralysis epidemic in its history.

You, and the whole broadcasting industry, rose to this emergency and answered this greatest of epidemics with the greatest of help you have ever given.

Knowing of how you have aided us in the past our gratitude to you for this extra effort is deep and sincere.

Because of your fine help, and only because of your help, many children will now be able to walk again. You and your staff have given many children a chance for a healthy, happy, full and complete life.

In gratitude for them and with them, may we humbly say:

THANK YOU.

Sincerely yours,
Paul Sloumor
President
Justin Miller, Chairman
1950 National Radio Division

KANSAS DIVISION
AMERICAN CANCER SOCIETY, INC.
1950 CANCER CRUSADE

KANSAS FARM BUREAU
MANHATTAN, KANSAS

THE YOUNG MEN'S CHRISTIAN ASSOCIATION
WICHITA, KANSAS

43rd Annual
Christmas Seal Sale

WICHITA CHAPTER No. 4
DISABLED AMERICAN VETERANS
LLOYD B. LEASE, Sec. V Chairman
ALBERT B. SHAW, Jr. V Chairman
AL W. STONE, James Armstrong

From the Office of the Commandant
WILLIAM H. BUTLER
Commandant
WICHITA, KANSAS

October 9, 1950

Mr. Henry Mattison
KFBI
Wichita, Kansas

Dear Mr. Mattison:

I wish to thank you and KFBI for the excellent job that you have done in connection with publicity for the DAV week. It is cooperation of this type that makes all of us part of the great team called "America".

Naturally, as Commander of the physically handicapped Veterans, it may be that the average citizen but I do feel that the rehabilitation of our handicapped citizens is an issue of prime importance to all of us. During this difficult and skills history America has need of the ranks of our physically handicapped men and every citizen. In the ranks of our physically handicapped we have a reservoir of willing workers -- it is up to all of us to see that they are trained and placed in those positions which they can fill with honor and dignity, both to themselves and to our country.

Sincerely yours,
William H. Butler
Commandant, D. A. V.

CONGRESSIONAL CHARTERED ORGANIZATION

The Salvation Army
CITIZEN CLUPE
122 NORTH TENTH AVENUE
WICHITA, KANSAS
August 22, 1950

Mr. Ray Lyle
Station KFBI
Wichita, Kansas

Dear Friends:

On behalf of the Salvation Army and the Henry Ice committee, I want to thank you for the fine support you gave our 1950 Henry Ice Event. The bellows and show crowd was due to the publicity you gave from time to time over your station. Please accept our sincere thanks for your support of our work.

Sincerely yours,
Charles Overlake,
S/No. Jr.

Complete Social Service Includes the Food or WAD on the Radio

THERE'S ALWAYS



Don McNeill of the "Breakfast Club", a daily morning favorite.



Stacy Harris as Jim Taylor in "This is Your FBI", a Friday night must.



"Johnny Olsen's Luncheon Club", a daily mid-morning high light.



Don Briggs plays "The Sheriff", another Friday night topper.



"The Fat Man", Wednesday night "who-dunnit".



Grace Mathews, star of "Big Sister", a popular dramatic program.

A GOOD SHOW ON KFBI—ABC



Johnnie Lee Wills, one of the most popular western units in the southwest.



Sandy Becker in the role of "Young Doctor Malone", another excellent morning drama.



KFBI's own Story Lady; Wichita's most popular children's program.



Louella Parsons, Hollywood's gossip girl.



Ted Malone, ABC's roving reporter.

STARS ON



Ted Mack of the "Original Amateur Hour".



Edith Hansen of the "Kitchen Club".



Betty Crocker of the "Magazine of the Air".



George V. Denny, moderator of "America's Town Meeting".



Helen Gregory, Editor of "Modern Romances".

K F B I



Robert Montgomery of "Montgomery Speaking".



Bert Parks, of "Stop the Music".



Virginia Dwyer, Sidney Smith and Bryna Rayburn on "My True Story".



"The Lone Ranger".

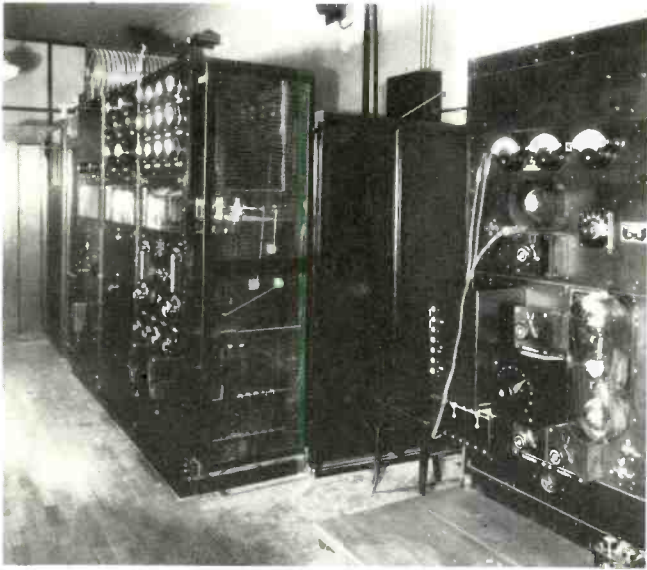


"The Adventures of Ozzie and Harriet".



Lawrence Welk "The Champagne Music King"

27 Years of Progress — — Technically Speaking



Old photograph of KFBI transmitter controls in 1931.



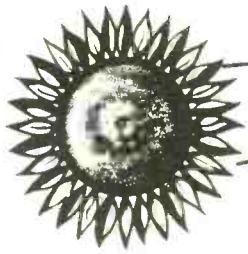
This was the home of the KFBI transmitter and studios in 1925.



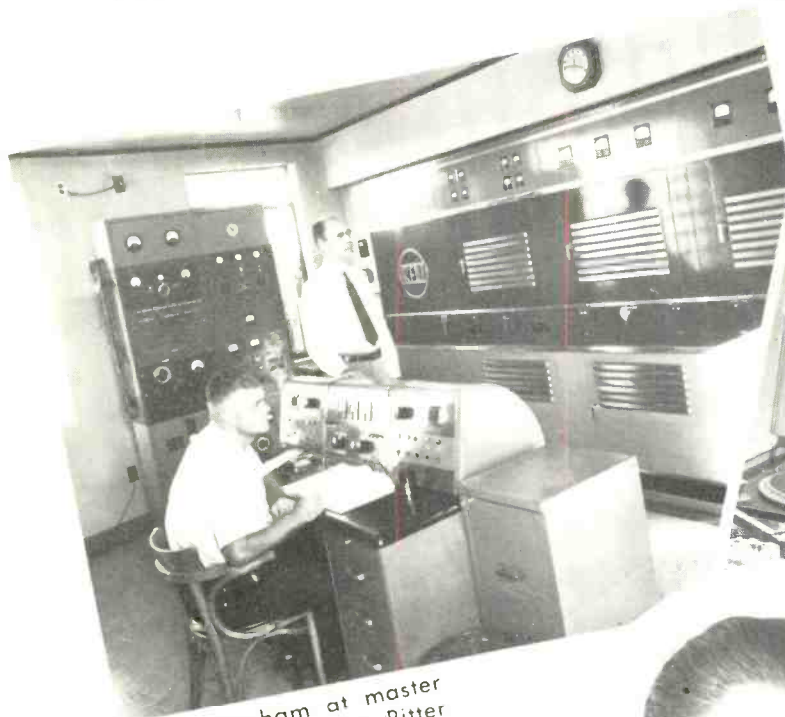
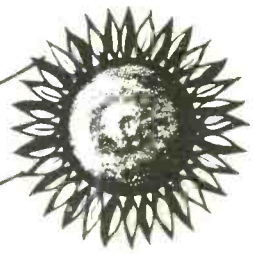
KFBI Studios located on the 5th floor of The Farmers & Bankers Life Insurance Bldg.



The KFBI transmitter today. Located five miles north of Wichita on Broadway. Public invited between 9:00 a.m. and 5:00 p.m.



OUR ENGINEERS ON THE JOB



W. H. Dunham at master controls and Glenn Ritter making periodic meter readings at KFBI's powerful 10,000 watt transmitter.



At the studio's master control is Ted Church with Ed Bereman making a "patch" connection.

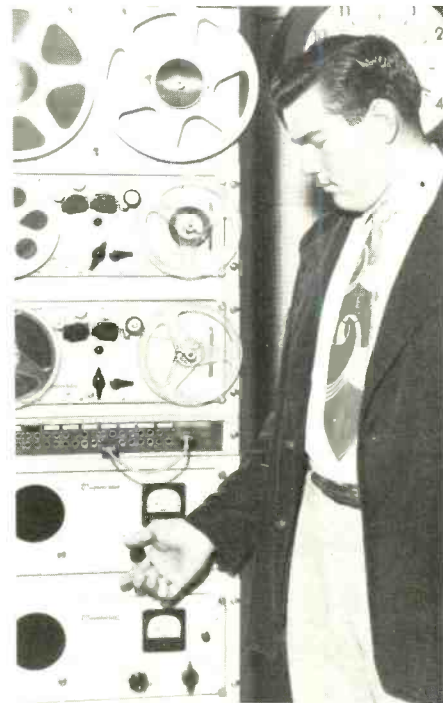


K. W. Pyle, Chief Engineer for KFBI has the responsible position of keeping the station on the air.

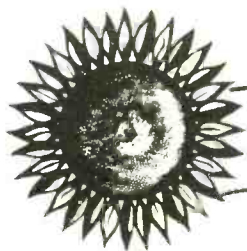
The original beginning of KFBI was on July 23, 1923 when the station was known as WAAR located at Roosevelt and Central in Wichita.



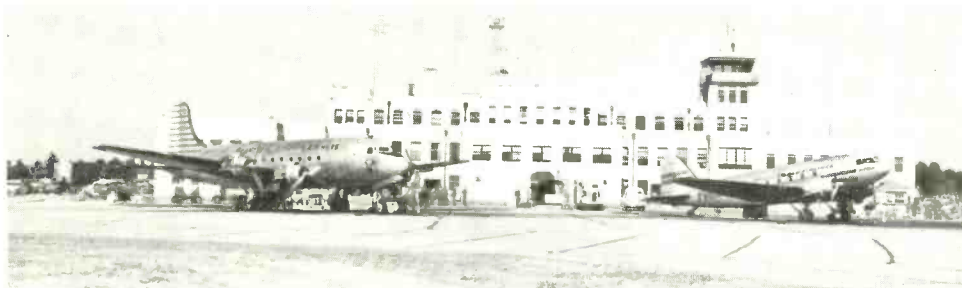
Les Campbell at the KFBI recording tables transcribing a program for later broadcast.



Broadcasts from outside origination are recorded on tape recorders being operated by P. A. Schneider.



WICHITA THE METROPOLIS



AIRPORT ADMINISTRATION BUILDING — Wichita's Municipal Airport covers 1,890 acres and is equipped with every facility for flying.

INDUSTRY — Wichita is perfectly located for large industries. The Boeing Airplane Company, pictured at right; The Coleman Company, and the Beech and Cessna Airplane Factories.

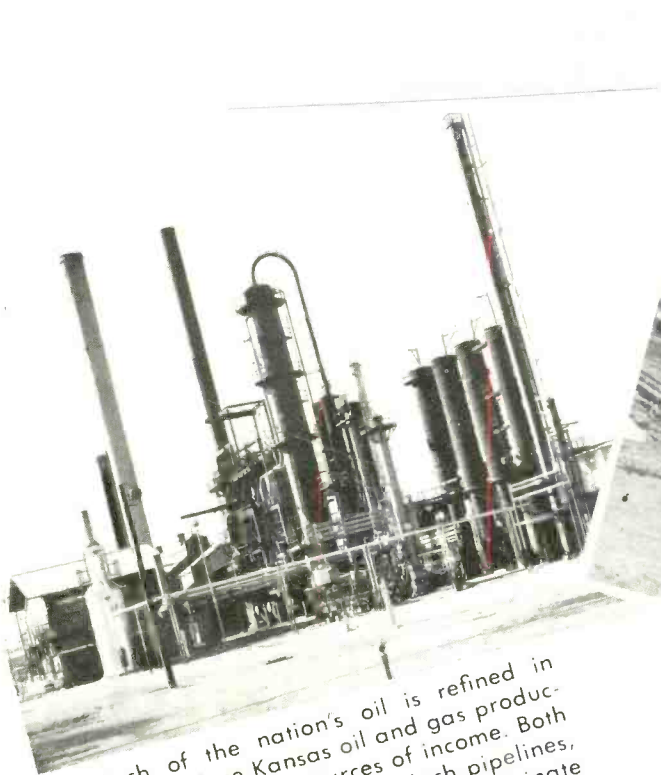
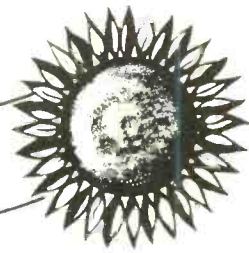


THE WICHITA LIVE STOCK EXCHANGE — Since the early days Wichita has been one of the great livestock markets in the United States.

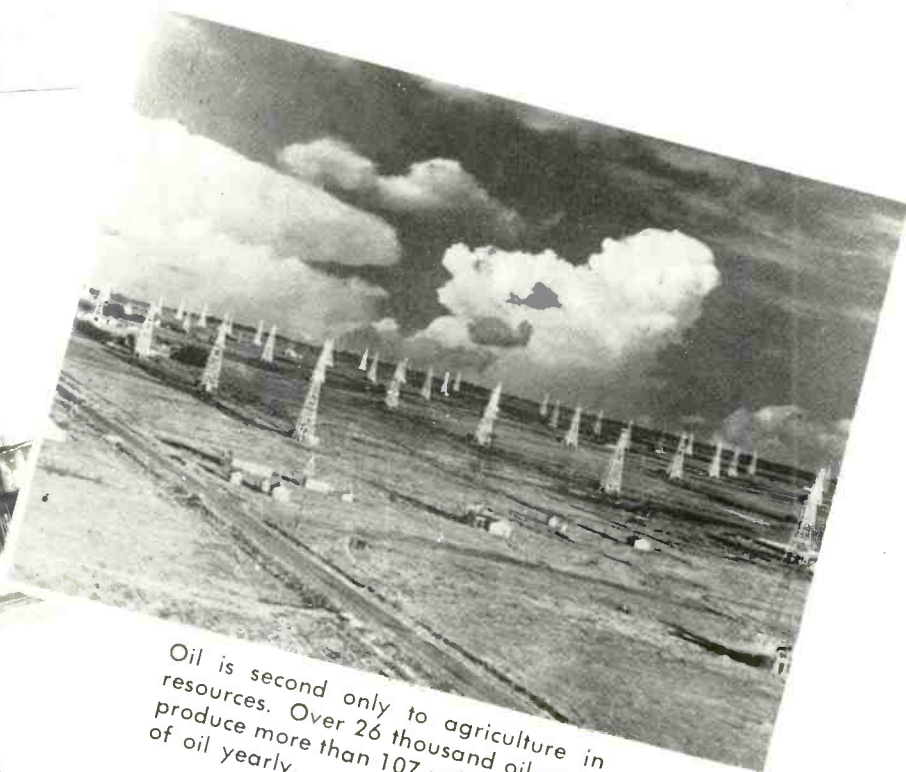


BEAUTIFUL PUBLIC PARKS are located in every section of the City of Wichita. The large zoo, one of the finest in the southwest, is a center of attraction at Riverside Park.

OF THE GREAT SOUTHWEST



Much of the nation's oil is refined in Wichita since Kansas oil and gas production is one of the sources of income. Both the Big Inch and the Little Inch pipelines, serving eastern United States, originate in the Wichita trade area.



Oil is second only to agriculture in resources. Over 26 thousand oil wells produce more than 107 million barrels of oil yearly.



An airview of Wichita's downtown and suburban area. In the foreground is the Arkansas River flanked by some of the industrial companies. The city is divided by Douglas Avenue. Hundreds of stately trees that help to make Wichita one of the most beautiful cities in the country are visible in the background.

WICHITA

Beautiful

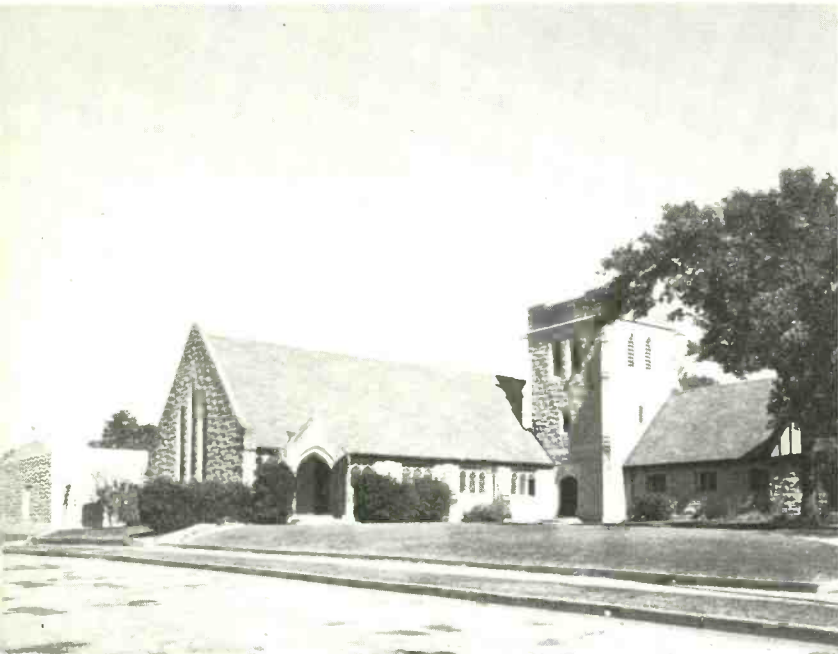
The diversified religious programs broadcast by radio station KFBI are presented for the spiritual inspiration of listeners of all faiths. All religious programs interpret the dignity of service and the wide scope of understanding covering the creeds of many churches. Radio, the modern miracle, completes its fulfillment in carrying to listening worshippers the words of their belief.



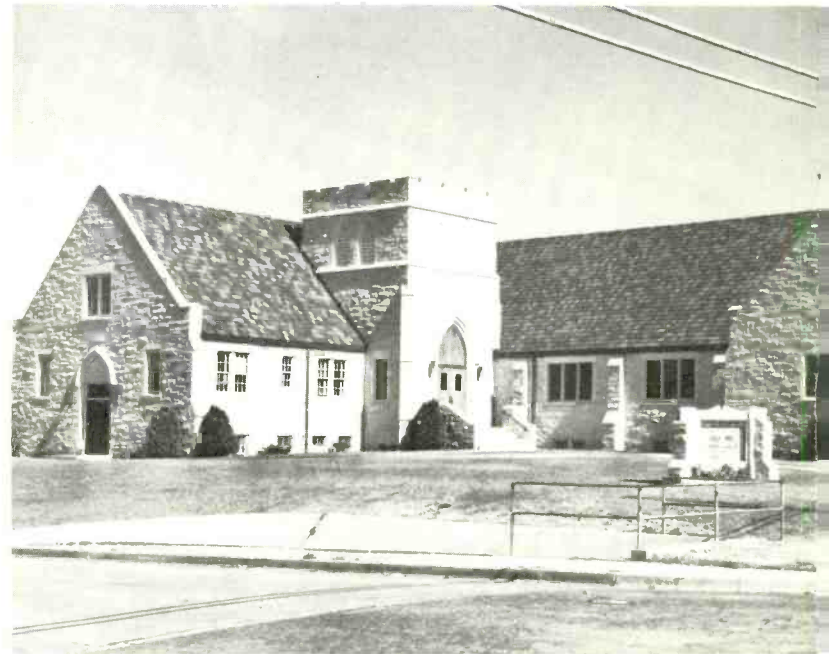
ST. MARY'S CATHEDRAL



FIRST METHODIST CHURCH



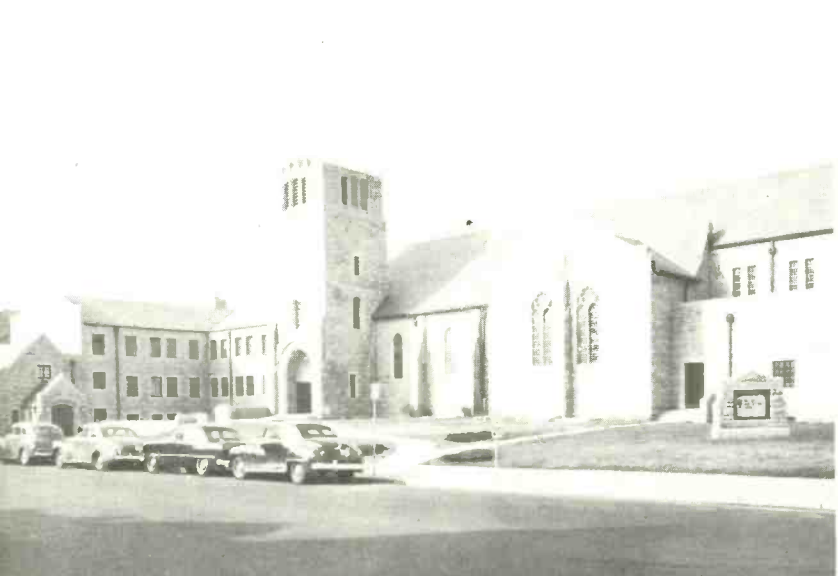
ST. JAMES EPISCOPAL CHURCH



GRACE PRESBYTERIAN CHURCH

CENTRAL CHRISTIAN CHURCH

FIRST BAPTIST CHURCH



IS THE HOME OF *Churches and Schools*



Wichita University, the first municipal university west of the Mississippi, offers a practical education as well as diversified subjects embracing fine arts, music, liberal arts and science.



The Wichita Art Museum, located in one of Wichita's beautiful parks, is one of the many cultural buildings in the city. Thousands of people visit the museum each year to see the outstanding collections of historical objects and fine paintings.

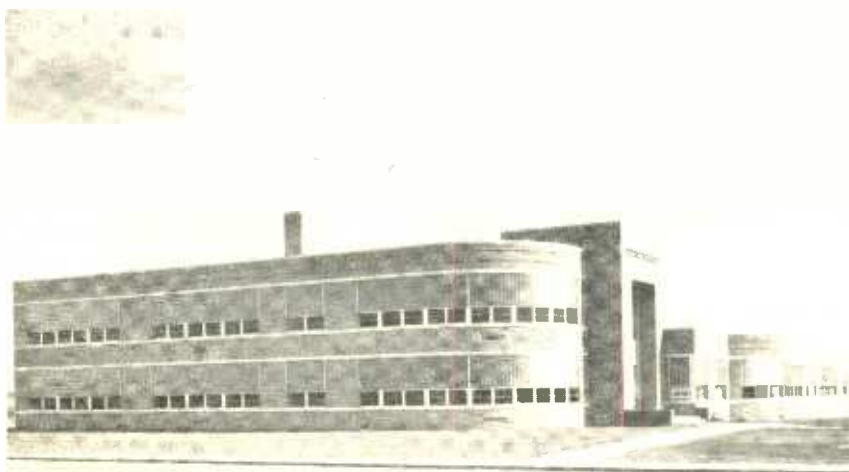


High School North, with its beautiful grounds and historical murals, is one of the best examples of western architecture in North America.



High School East is convenient for students living in the eastern section of the city, Wichita's first large high school built in the early 20's.

Adams Samuel Grade School is an example of the many fine grade schools in Wichita.



Friends University, where the church and college work are closely related.





THE RICHEST MAN CANNOT BUY
FOR HIMSELF, WHAT THE POOREST
MAN GETS FREE, BY RADIO.

David Sarnoff



10,000 WATTS — 1070 ON YOUR DIAL

1000 WATTS NITE