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## Ford Star Overnight, Maintains Steady Glow

By JAMMES MOCABRON
Unlike so many overnight-senge tion televialon personalities, Ten-
nessee Ernile Ford's sitar nesiee Ernle Fords atar aky-
rocketed to brilliance in a very rociseted
ghort time but has maintained a ateady glow ever since. Star of the NBC-TV "The Ford show," now had one strike against him from
had the very begining. Never before had the hilibilily atar type been able coast show. True, certain areas of coast south and West had some very successfut hillbilly aho
ways on a local basia.

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## It wan't untll Errie Ford came of mountain humor and corn fyeld entertainment became this televition acceptable. the appearance of some of the most formidable of sompet. tion on the same time tion on the name time slot: for ex. ample, "The Untochable, "Mark. ample, Me Untouchable, "Mark- ham. 90." formeriy "Playhouse 90," "The Ford Show hayhouse con- tinued to maintaln excellent orattinued. ings. This. Thia success oan be traced to show ham recelved gencral, the from all areas 0 , from all areas. On occasion, how- ever. a fart ever, a critic will comment un- favorably on some portion of a previous week's previous week's show, and havoc takes place among the production It in on these occanions that Ernie's real showmanship comes to




Tennessee Ernie Ford

## SATURDAY Television


an unfavorable statement he meuns point out fuat who he
mene or thimet, my young audi-
ence parents or other ence or the parents or olde
 adation to his elose observahow, he goes to the real oritice nir frans - the waitreas, the caition,
driver and the inver and the people on the ${ }^{-1}$ belleve TV more ensy and anowa ahould be TV you're closer to your audience This you'tl ever get." omes natural to to his audience Ootas were deep in his home town
Ernest Jenin Ernest Jenning Fis home was born Bristol is half in Tiry 13, 1919. half in Tennessee, witg sithin an Street as the dividing line. He at-
tended grammar and
nigh schoo
"When a critic commente un-
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the show's autience he fertion on the show's audience he feelig the
comment comes from. Wo have comment comed from
alwayn tried to maintain whole
mame some entertainment antain whinole-
every
profeasional job at the town"n raserved there two yoars as a dinc
jockey. Accordilg to his parents, Ernie Accordifg to his parents, Ernie
as "sort of a natural musictan." tour, he knew many monga and as much in demand at family gatheringe. A family favorite was
"The Old Rugged Cross," is selecdon which ho still alngn today, His formal academic education ended in June 1937 when he grad
uated from high nchool. However unted from high mehool. However mount College, a giri's college hat took a Rew male studente for 1939, he atuified thisee. times. week at the Cincinnatt Conserva tory School of Music. That same year, station WATL in Attanta
Ga., hired Ford as an announcer disc jockey. In 1911, Station gaged him Knoxville, Tenn., on
the CopeceBana in Mow York, the las Vegas, and wait prontler the the firm eatertin-atyle entertalier to pley acceen has prompted a whare hime hs return every year atice. Erile has recelved the Motion ceture Dally award as having the ominated for an " kmmy " His recording of the song "s ons" in 1965 mado history in th cord field. Within three week
the record sold one million cople and in nine weeks went over the
wo militon mark. To dite the wo million mark. To date "16 Hon coplea,
Today, Emie and his wite live a arge, two-atory home h utea from NBCB Burbank atudio Their two sons, Jeffrey Bucknev (10) and Brion (8) are frequen
viaitors on Ernie's TV get and appesred with him on one of his Christmas ahows.


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