

KFDA

RADIO PERSONALITIES



AMARILLO, TEXAS

WE of KFDA, in presenting **PERSONALITIES**, feel that we are, in a small way, saying "thank you" to our thousands of listeners. This is a peek behind the scenes of broadcasting. We hope you enjoy the book, for with it goes the pledge that KFDA will continually strive for the most worthwhile radio service as an Amarillo station, owned and staffed by Amarilloans and programmed for Amarilloans and our listening area.

With this pledge, we dedicate this book to you — our listeners.

THE STAFF OF KFDA.

KFDDA



EARL R. STRANDBERG, General Manager

It seems that ever since that anxious day in 1910 a certain Mr. and Mrs. Strandberg in Oklahoma found they had a permanent boarder, named Earl, that events have conspired to place our manager in the position he now holds. Show business of one kind or another has been his route from high school dramatics, through Little Theatre work, commercial motion picture photography, into radio by coincidence and current executive radio duties. He even made his first money as a theatre usher. As most of us, Earl believed he wanted a field other than the one he now inhabits, that is, electrical engineering looked pretty good until he hit radio. One might hear him called "Strand" by friends, or "Earl Rodell" by those who know him under his professional name. Seriousness is prevalent in all business, but a spark of humor escapes from the sterner fellow when he's off guard. Married? Well, we should say so!



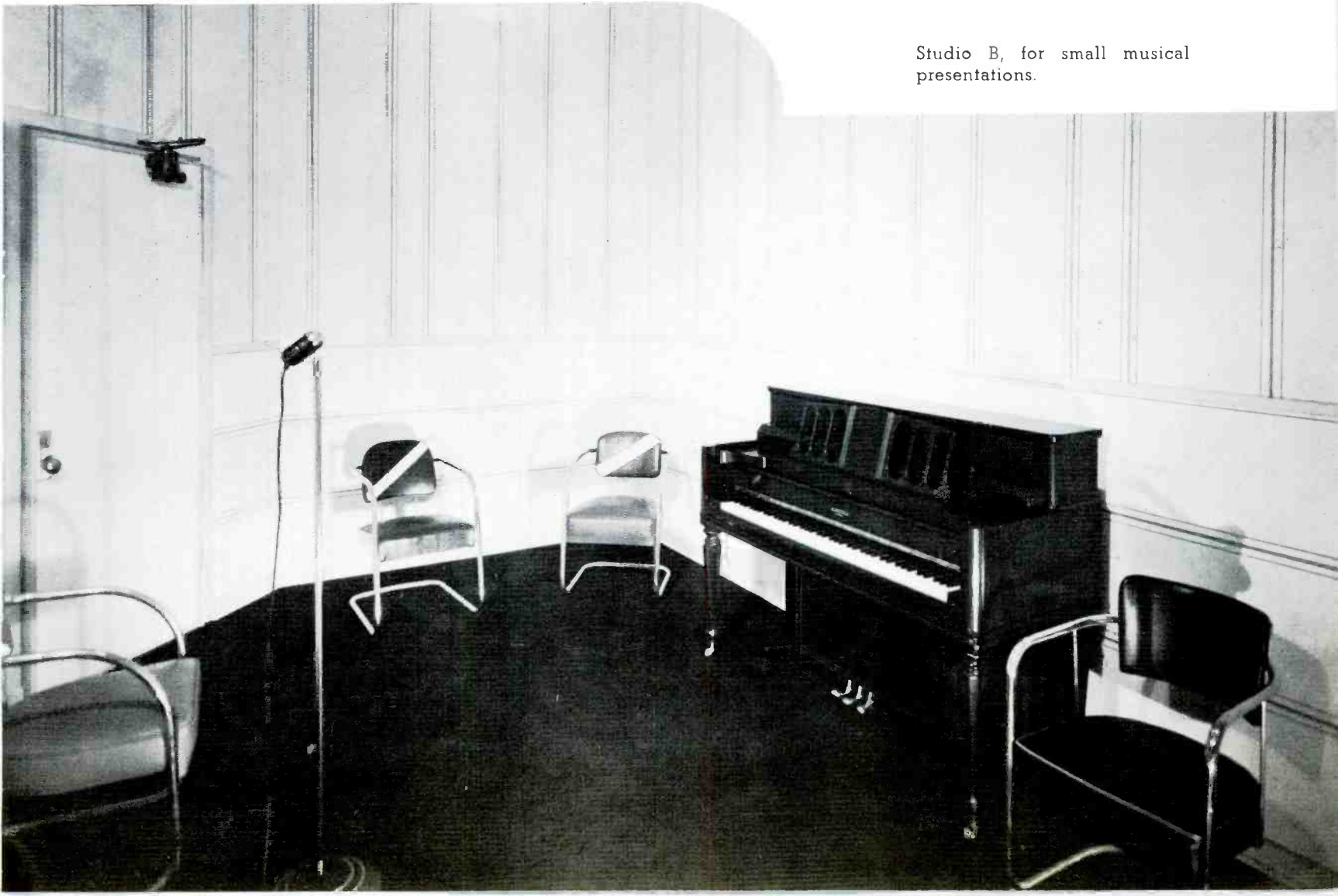
Earl Strandberg is usually "up to his ears" in this office, but he gets a boost from special events work and does a few shows on the Amarillo air: Help Your Neighbor, Funnies, and The Inquiring Reporter with "Winkie" Wileman.





BILL KILMER, Program Director

Now, we all know that at the end of every air show someone has to give a "station break"—say "this is KFDA, Amarillo." One time the announcer on a dramatic show up in Iowa failed to do that, and Bill, one of the cast, stepped in — he has been an announcer since. That is, except for the time he spent getting his A.B. degree from Drake University and the University of Missouri. Bill, whose birthplace is Oskaloosa, Iowa, started his radio career at WHO, Des Moines. He claims that he appeared on the air as a pianist-organist for ten minutes one time — before they caught up with him. Bill is only 23 but has charge of program direction, traffic and announcing at KFDA — he's single, too.



Studio B, for small musical presentations.

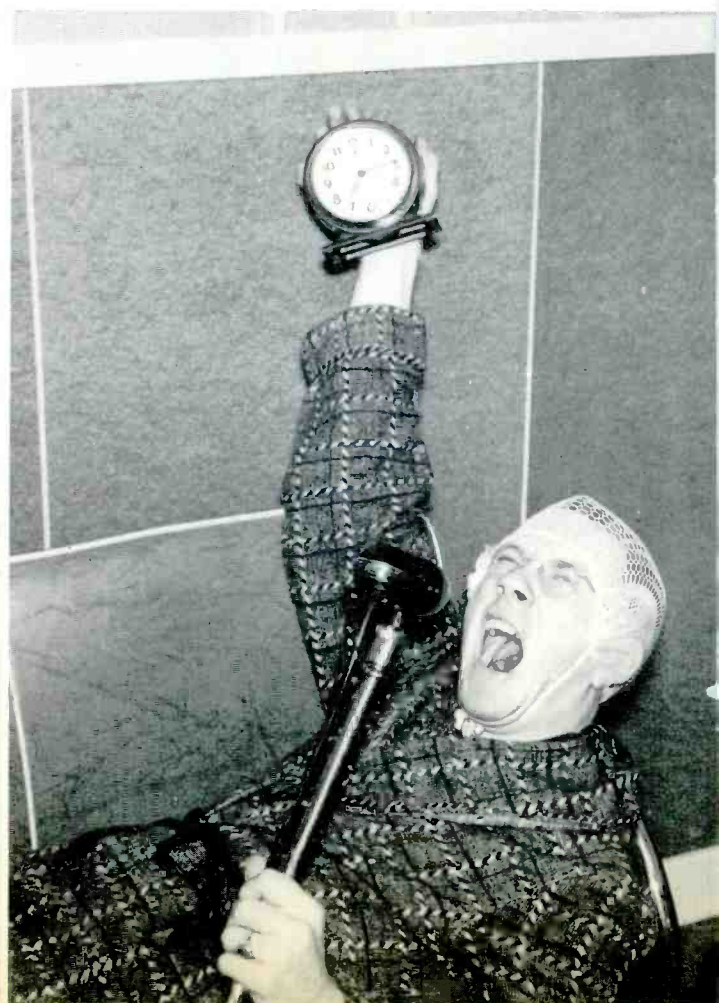
WINKIE WILEMAN, Announcer

Did you ever have one of those consuming urges to do some ridiculous thing? Winkie Wileman thereby proves himself human—he wants to scratch his chin on the microphone while it's on. Winkie, whose real given name is Winfred, is a radio operator as well as announcer. In fact, that was the way he came into radio. He had a "ham" set of his own while he was studying for a commercial license. Now he can handle the little dials and meters with facility equal to his use of words. Winkie "used to play" the trumpet and piano, and cites motorcycling as top sport, while chocolate malted milks comprise the food champion. He is 19 and hales from Oklahoma.



This doesn't show it, but when Winkie addresses a "mike" with a message to deliver, he tosses his head like a pinto with a tender mouth.

What might appear to be a surrealistic treatment of "The Career of Huey Long" is actually Winkie Wileman "dramatizing" the "Yawn Patrol" show.





CARTER REYNOLDS, Announcer

It is a far cry from Certified Public Accountant to Radio Announcer, but Carter Reynolds evidently had a strong enough shout to do it. In high school his proficiency with accounting inspired him to keep it up. However, it is a long and tough road, so when he scored in an amateur announcer's test and was taken on as an assistant to staff men, the taste for anything by radio left for keeps. When Carter let out his first lusty howl back in 1920 Des Moines, he didn't know that peddling newspapers, soda jerking, ushering and radio singing would wind him up at KFDA in 1939 — and he is just young enough to get a lot farther before he ends.

Local news about to spin through the air from KFDA, so Carter ties on the editor's hat and smooths out the copy wrinkles for clarity.

A stickler for precision, Carter Reynolds treats seconds on the air with great respect. Nothing irks him so as a program that runs too long.



TO THE LADIES . . .

LOIS FAY

We asked her to name her most unusual job — she said "This one!" Lois has been a cashier, secretary and cosmetician, but in her current capacity as head of service to women at KFDA, she encounters problems and incidents that are in no one's book. She hired herself, too — that is, she figured out what type of program Amarillo women would like, put it together, sold it and went on the air when we opened in August, 1939. Her nickname, "Peppy" or "Pep," does her justice — she really comes to a boil when her announcer fails to read his script before the show, she handles a horse with authority, she goes into swoons over Mexican food of any kind, but — we must let you down — she hobbies, peacefully, in a collection of poetry. Oh yes, she is Mrs. Lois Blocker, really.

Styles and clothes . . . fashions and furbelows are Lois Fay's subjects on "Class Will Tell," the program she was doing when the camera caught her.

Hala Jean Hammond, internationally known poet, talks to the KFDA listening ladies on one of Lois Fay's daily feminine features.

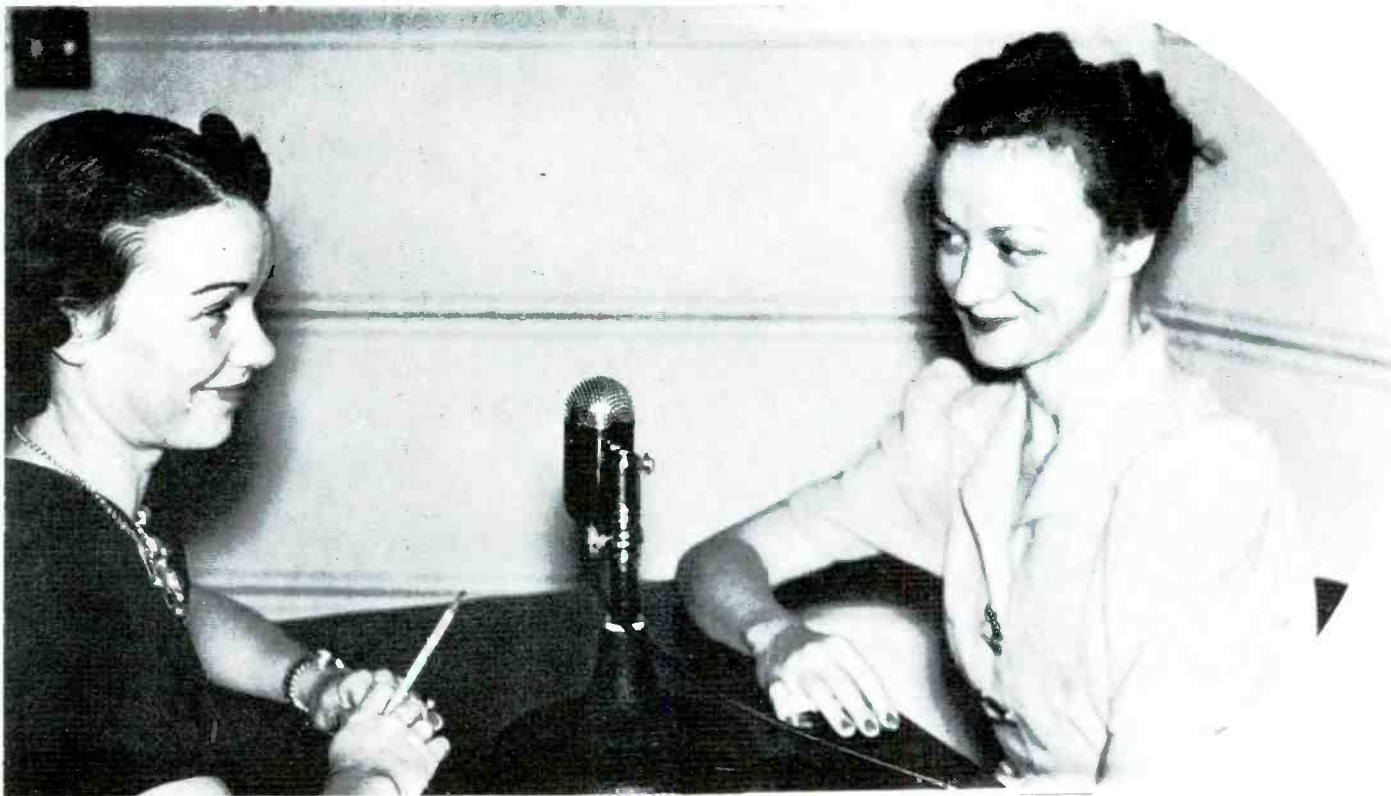
KFDA





Another prominent woman is introduced to KFDA's women listeners — and Vera Holding at the piano.

Topics for the ladies are aired even from the Tri-State Fair. Lois Fay works directly from the radio booth on the grounds. Her three daily programs are feminine favorites: Woman's Magazine of the Air, Morning Gossip and Class Will Tell.



Left—This is what you get when the photographer says, "Hold-it! I wanna take yer piccher. But don't lookit da camera." Lois interviews Margaret Harris Gordon, representative from Waco.

Below—The Woman's Radio Roundtable meets once a week to discuss problems from the women's stand-point. Standing closest to the microphone, is Mrs. Mc Causland, chairman.

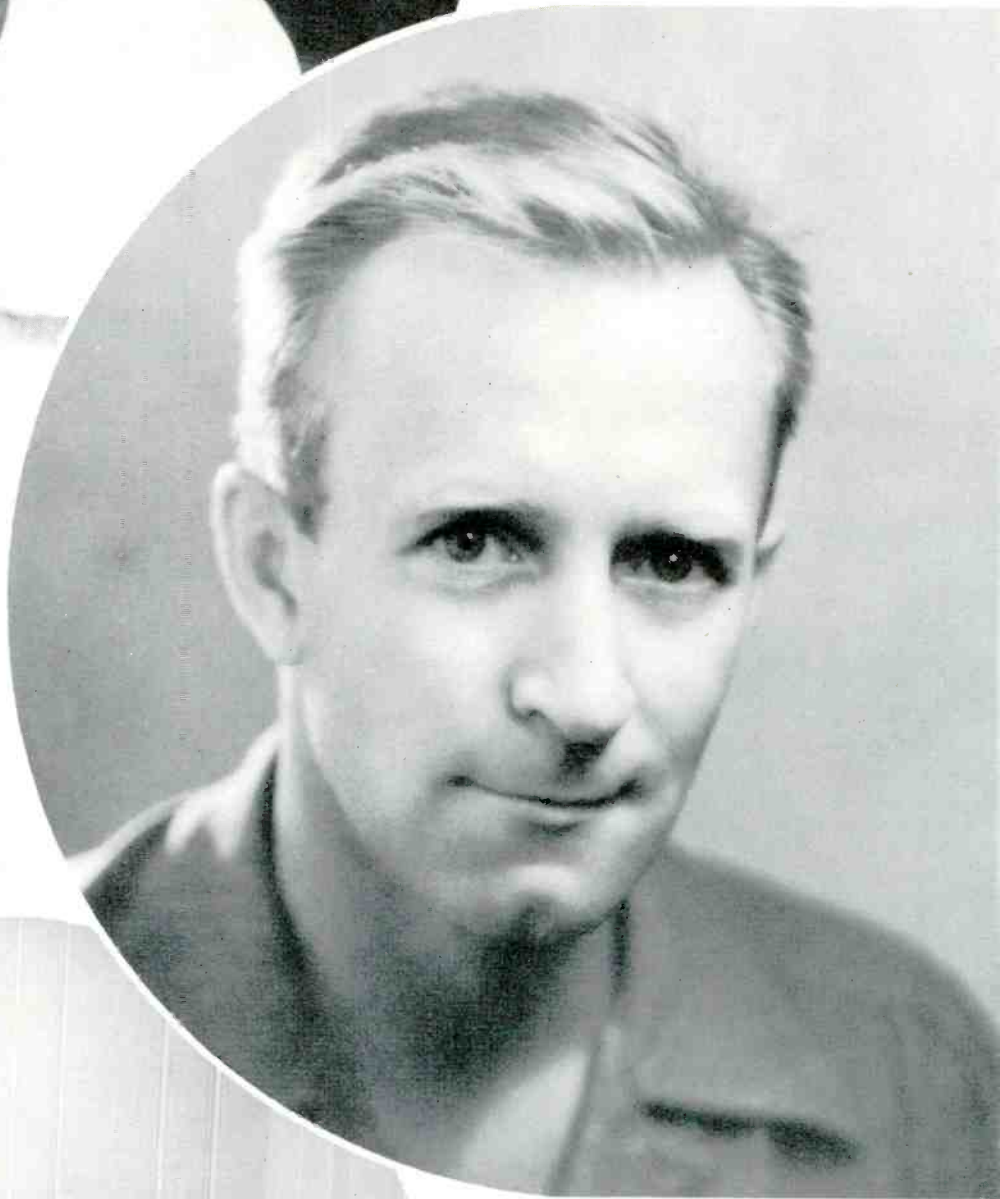




Left—David Clark beating out copy at his typewriter. Copy men or reporters become so accustomed to typewriting that it is difficult for them to "think" a story in longhand.

DAVID CLARK, Continuity and Publicity

If you had worked at 50 odd types of occupation you would have developed the same kind of sense of humor as David Clark, or "Slitz," or "Pat Hall" or "David Fielding"—the last two are "nom-de-plumes." When we asked Dave if he had any musical ability his only answer was "Haw"! So maybe he hasn't. However, he has compensating talents, namely, the ability to meet any situation with confidence—even the time he was a strike breaker. Like all commercial writers, Dave, wants most of all to write fiction, be independent—and unlike most writers, wants to live in Santa Fe. This newspaper and radio veteran is reduced to a quivering mass at the sight of roast wild duck.



Continuity office, where "Slitz" Clark holds sway.

KFDA

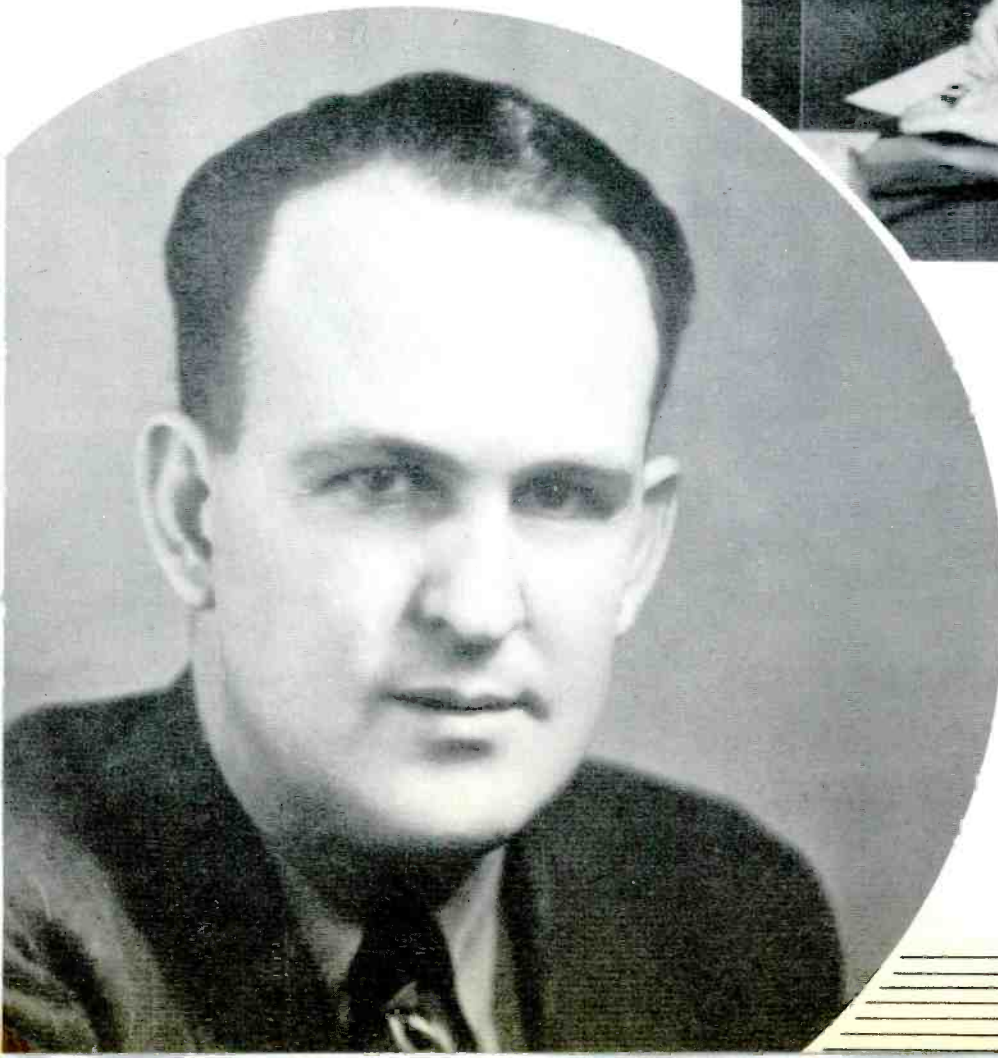


J. H. HUBBARD, Sales

And we're not kiddin'—you are gazing at no less than the original "Lazy Larry Rodgers," the fellow who used to pour out those popular ballads to tantalize the radio waves. "Hub" entered radio as one of The Master Singers Quartet in Lincoln, Nebraska, then went to Tennessee. Special voice training at Northwestern University, after Wesleyan and University of Nebraska, rated him as an expert "piper." He votes polo his sports favorite.



Right—After the beautifully posed portrait, we "snuck" back with the camera to catch J. H. Hubbard figuring how much money he'd lost by taking time to pose.



HOWARD ROBERSON, Sales

Now listen, we don't know whether we are being kidded or not—we suspect SO! Anyway, here is the information we wrung out of Howard Roberson. Ready? Alright, we warned you. His first job was as a "dispenser of frozen dainties" (See what we mean?), and his most unusual job—take a breath—was "sewing patches on the elbows of WPA workers." In any case, Howard was once the owner of a cleaning and tailoring company, and was attracted to radio by the potentialities that are so evident.

KFDA

Right—At 11:45 each noon "The Inquiring Reporters," Earl Strandberg and Winkie Wileman open the KFDA microphone on a downtown corner for opinions from "Panhandle" friends who happen by. Here, Winkie talks to a happy fellow in front of one of the sponsor's new white delivery trucks.



Below—And then Earl Strandberg takes the "Inquiring Reporters'" microphone for what seems to have been a mirth-provoking question of the young lady. Winkie Wileman stands ready with the gift loaf of bread. Questions serious and amusing make this one of Amarillo's favorites.



Right—The Monitor Views the News—a digest of world affairs from the nation's foremost unbiased journals, The Christian Science Monitor, is delivered over KFDA daily by Sherwood Blasdel. World news from the alert TSN headquarters, local news from Amarillo and this digest gives KFDA listeners the best in news coverage.

Below—The Oklahoma Playboys turn out full measure of melody from Amarillo's Mayfair Club when the KFDA "mike" stands in to listen for you. Apparently, they all knew they were having their picture taken. Bill Kilmer looks a bit "tired of it all," doesn't he?





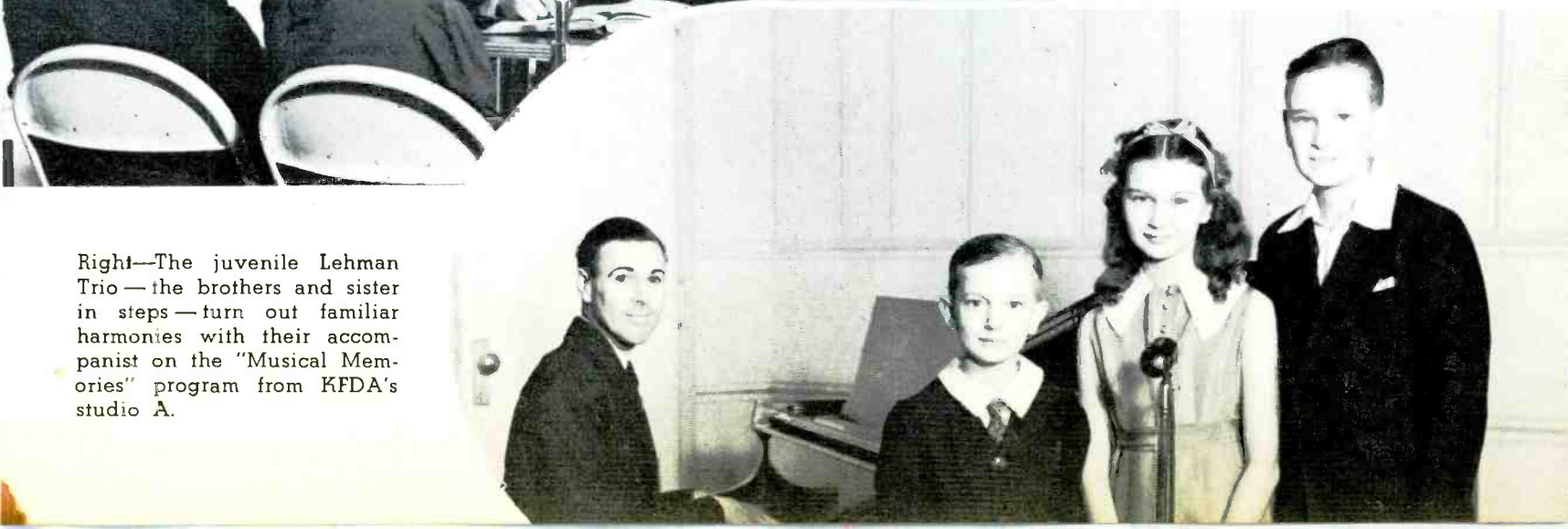
Left—The Music Mart program from the Myers Music Mart, presents a variety of fine music. Here Lila Austin Myers at the piano, Emil F. Myers, directly behind, and Carter Reynolds, right, conduct another instrumental program.



Right—Curbstone comic relief is provided by Bill Kilmer on "Double Dilemma." At one of Amarillo's popular drive-in eating places, Bill carts the KFDA microphone to car windows for a few minutes of congenial catch-questioning.



Left—"Help Your Neighbor" with a job. That is the principle of Earl Strandberg's program, on which those who need work are interviewed, and listeners offer whatever employment available to help.



Right—The juvenile Lehman Trio—the brothers and sister in steps—turn out familiar harmonies with their accompanist on the "Musical Memories" program from KFDA's studio A.

RALPH E. CANNON, JR., Chief Engineer

Right—Up from Palestine, Texas, came the young fellow who now heads the technical force at KFDA. Of course, his route to this position was not at all direct, for even with a definite aim there are innumerable detours in the road. Ralph was a machinist apprentice when radio attracted him, so, forsaking the field he had started in, he turned to radio service work as a means to radio operating. After several years building experience in that line and finally broadcast engineering, he became associated with KFDA's president, Mr. Gooch, and thence to KFDA to supervise its construction and operation. He is married, 30 and plays a good tennis game.



Left—Ralph Cannon is constantly alert to every advancement in radio technique. Here, he adjusts KFDA's new instantaneous recorder to "cut" a program and preserve it for future reference.

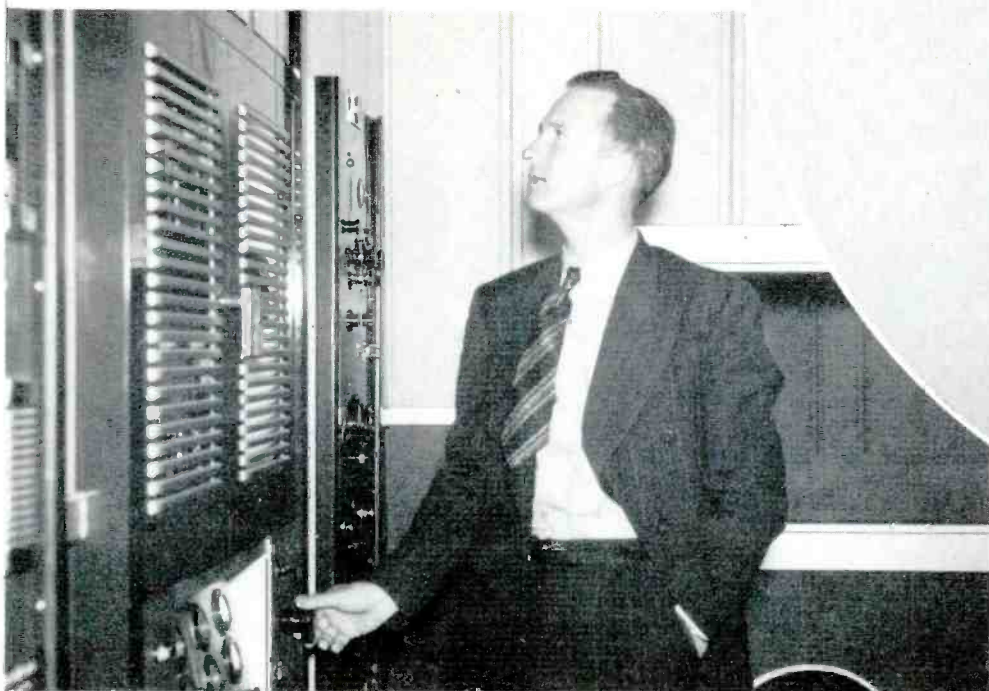
Right — KFDA's modern and efficient Master Control Room—the "mixing" panel for control of all broadcasts is center, flanked by new transcription reproducers which use diamond or sapphire "points" instead of steel needles. Windows open into studios.



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HOWARD BLAKER, Operator

Right—An announcer's day is from sun to sun, but an engineer's work is never done... just ask Howard Blaker, one of KFDA's dial-twirling gentry. Radio engineers work far into the night, when the station is off the air, repairing and conditioning equipment for the next day's broadcasts, then operate the programs during the day. Howard didn't really intend to be a radio operator — his fiddle and sax rated him a chair in a jam band, but this chap from Mississippi started servicing sets and found the stuff interesting, so here he is.



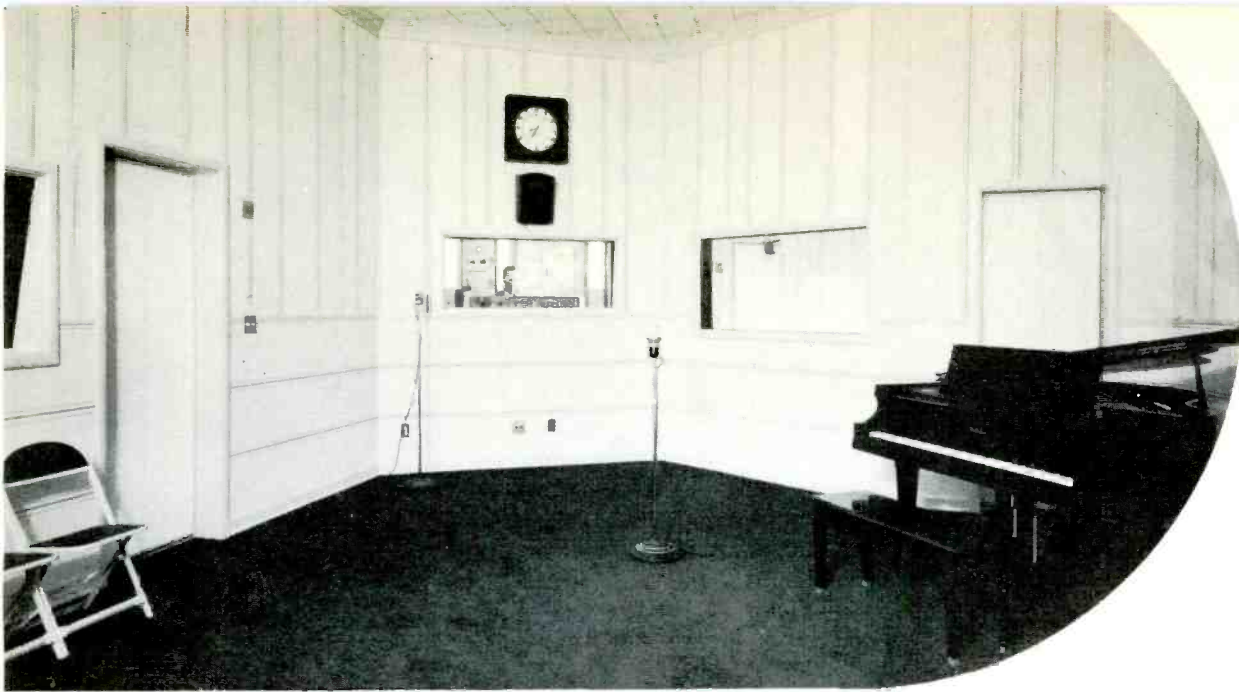
Left—At the controls of KFDA's latest-type radio transmitter, Howard Blaker watches the flow of decibels into the air. He has his own "ham" set.

L. E. FLOWERS, Operator

Below-Right—If you think there is no place in radio for young men, witness the 19 years of attainment in the case of one Mr. Flowers, of the Lela, Texas, Flowers. Yes, L. E., or "Squeedunk," as some care to call him, packs a lot of radio knowledge for a fellow his age. Like co-worker Howard Blaker, he has a musical streak that yearns for the clarinet and saxophone. Hopes to be a network operator.

Below — So many gadgets look complicated — in fact, they are! And, in addition to handling them well, L. E. Flowers must keep a record of each program on the log beside him.

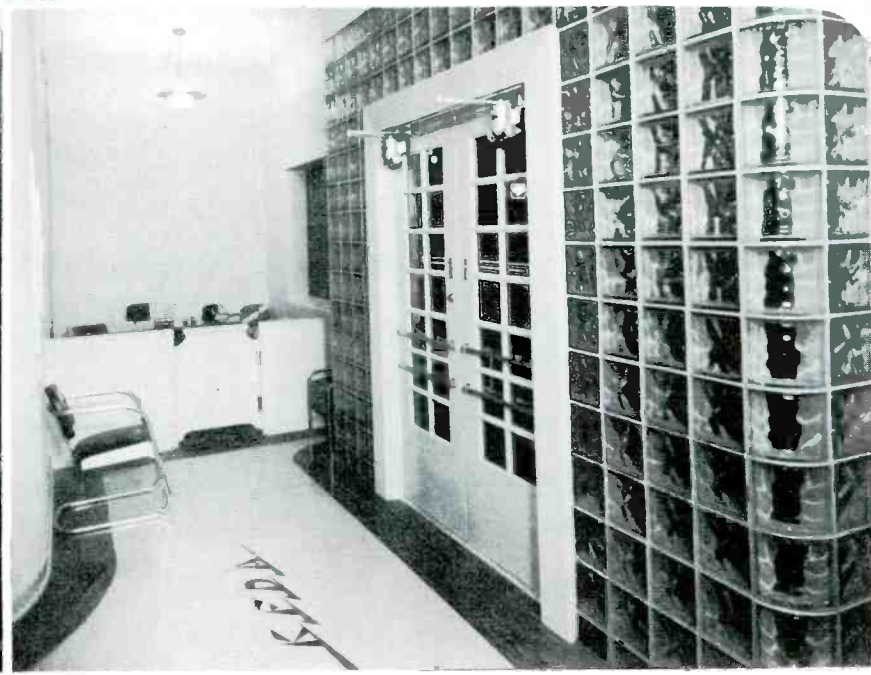




STUDIO A. Looking toward the rear, this time. The control room window below the automatically controlled clock and speaker gives a clear view of all operations within the studio. Side window and door admit into studio B.



TRANSMITTER AND MASTER CONTROL ROOM. Behind the grills on the wall is KFDA's new transmitter. White panel in center pulls down for access to transmitter control panel. Small "mike" in foreground is "talk-back" to studios.



INSIDE OF KFDA'S ENTRANCE. The modern glass tile entrance is styled for lighting efficiency as well as smart appearance. The new Nunn Building housing KFDA is designed in pace with the alert progressiveness of the city of Amarillo.

STUDIO A. This is the front of the studio with the long window opening into the lobby. Indirect lighting for reading ease is used throughout the studios. Treatment of walls and ceiling is in accordance with expert acoustical developments.

BUSINESS OFFICE. Here, behind the scenes, the unromantic aspects of radio are carried on with exactness required of few other businesses. Record of every second of air time and every work spoken on the air must be religiously preserved.





The dedication banquet — you will recognize many of these men — found the assemblage a bit unwilling to stop eating for a picture.

KFDA IS INAUGURATED

August 1, 1939 — there enters the Panhandle a new medium of education, service and entertainment — Radio Station KFDA begins its schedule of regular broadcasting. All through the day dedicatory and salute programs from the coast-to-coast Mutual network, the Texas State Network, RCA, National Association of Broadcasters and others filled the newly established radio band at 1500 kilocycles.

That evening a group of Amarillo business men and guests from throughout Texas met with the staff and officers of KFDA in an informal banquet at the Amarillo Hotel, celebrating the first day of KFDA's broadcasting. A camera came along — with the results shown on this page.



Above—Mike Hollander, manager of station KGGM, Albuquerque, New Mexico, offers his best wishes to Gilmore N. Nunn and C. S. Gooch listen at the right, and Senator Clint Small "reclines."

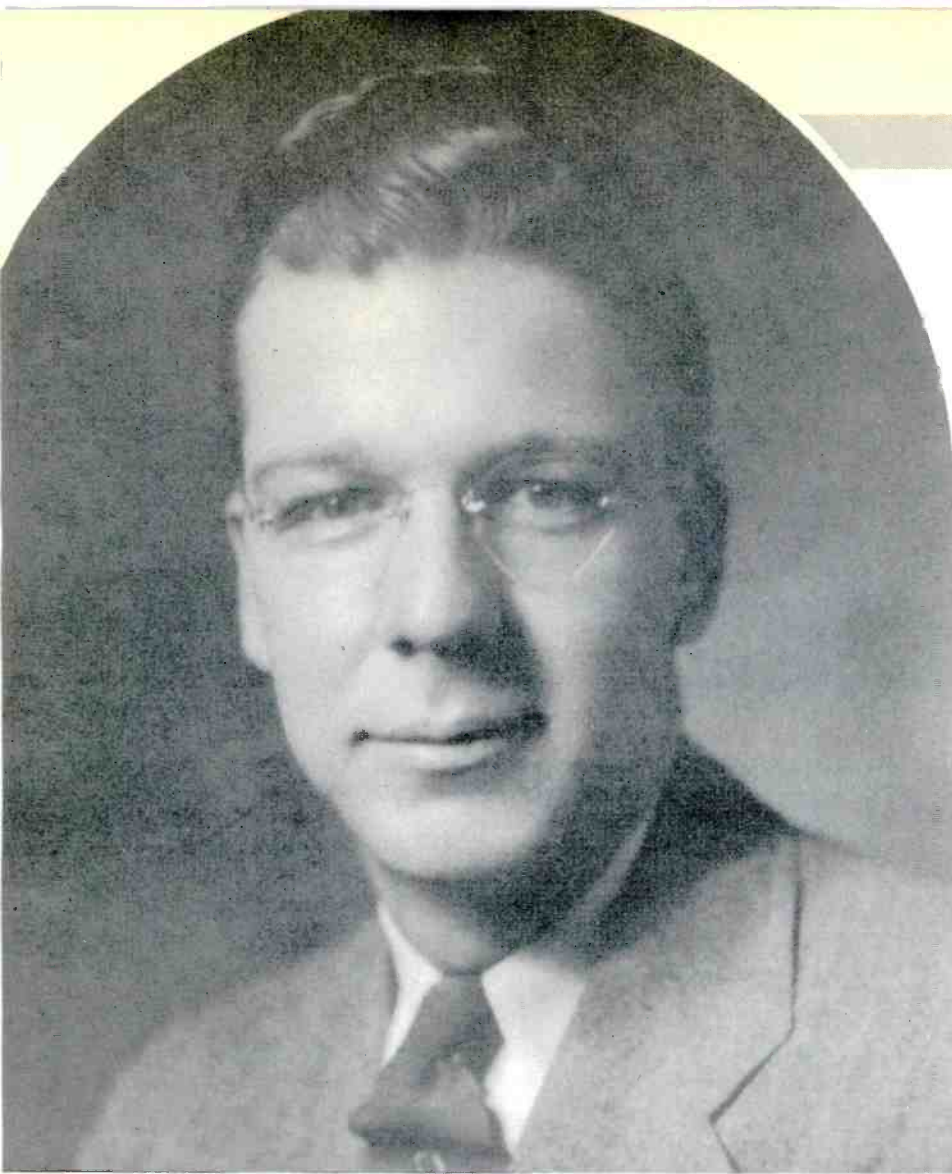


Above—KGGM, in Albuquerque, sent along this romantic-miened entertainer for the banquet.



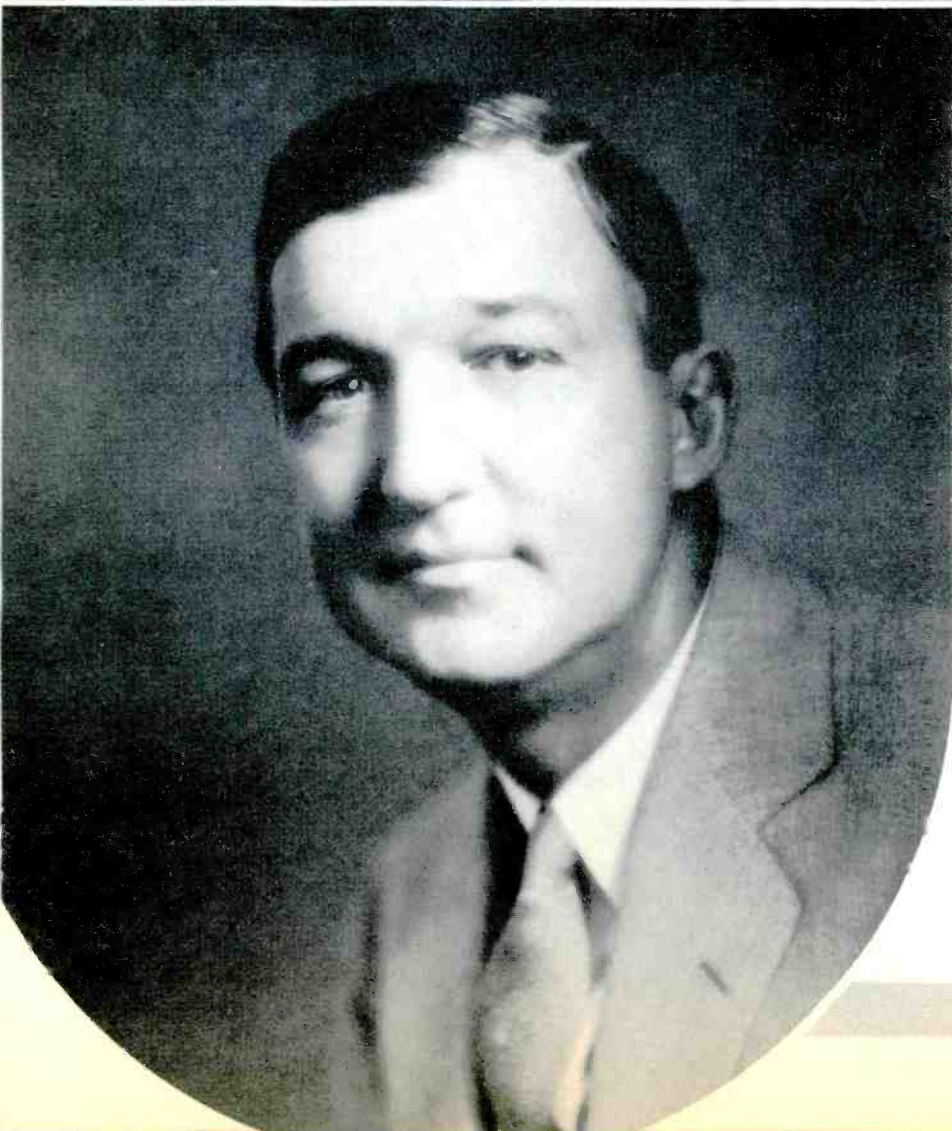
Left—Senator Clint Small takes the microphone with his congratulations. This was broadcast as a part of KFDA's opening day ceremonies. Behind the bouquet is Vice-president Gilmore N. Nunn.

KFDA



GILMORE N. NUNN,

Native of Amarillo, Vice President of the Amarillo Broadcasting Corporation, son of J. Lindsay Nunn. A graduate of Washington & Lee University, from 1931 to 1933 manager Roswell (N.M.) Morning Dispatch. From 1933 to 1936 general manager of Pampa (Tex) Daily news, during which time he built and operated Radio Station KPDN in Pampa. In 1936 he and his father bought the Lexington Herald and station WLAP in Lexington, Kentucky. In 1938 the Lexington Herald was sold, and Mr. Nunn now devotes most of his time to the three stations in which he is interested, WLAP, in Lexington, WCMI, in Ashland, Kentucky - - Huntington, West Virginia, and KFDA, Amarillo, and the Southern Network, Inc. (with headquarters in Lexington) of which he was recently made president and which is the outlet throughout the South for the Mutual Broadcasting Company.

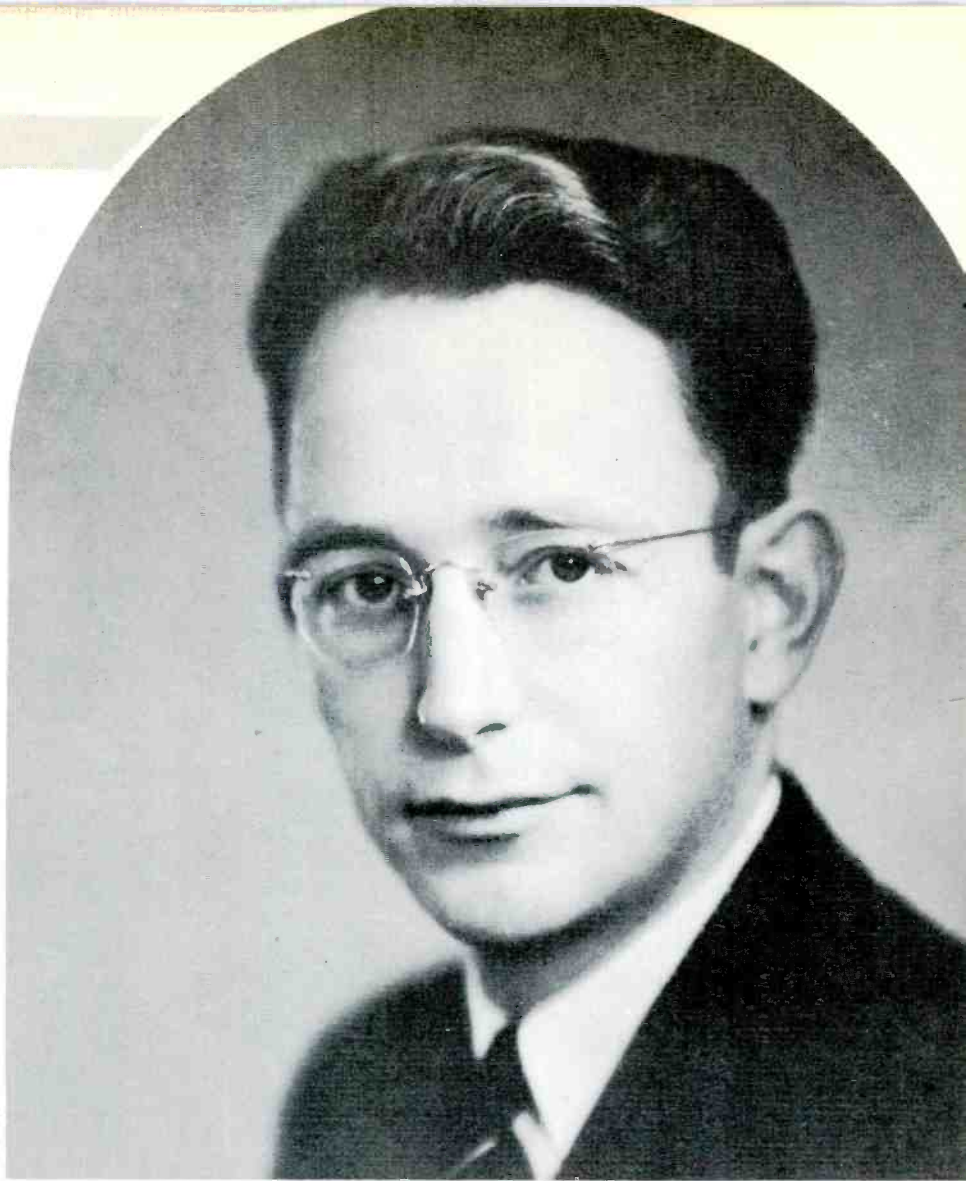


J. LINDSAY NUNN,

Well-known publisher and long time resident of Amarillo, director and stockholder in the Amarillo Broadcasting Corporation, has been identified with a large number of newspapers and radio stations in the Panhandle of Texas and in Kentucky. At present his chief radio interests are the three radio stations WLAP, Lexington, (Ky), WCMI, Ashland, (Ky) - - Huntington, West Virginia, and KFDA in Amarillo. His activities in this sector include former operation of newspapers in Amarillo, Lubbock, El Paso, Pampa, and many other towns in Texas and New Mexico, and radio stations in Clovis, Pampa and Amarillo.

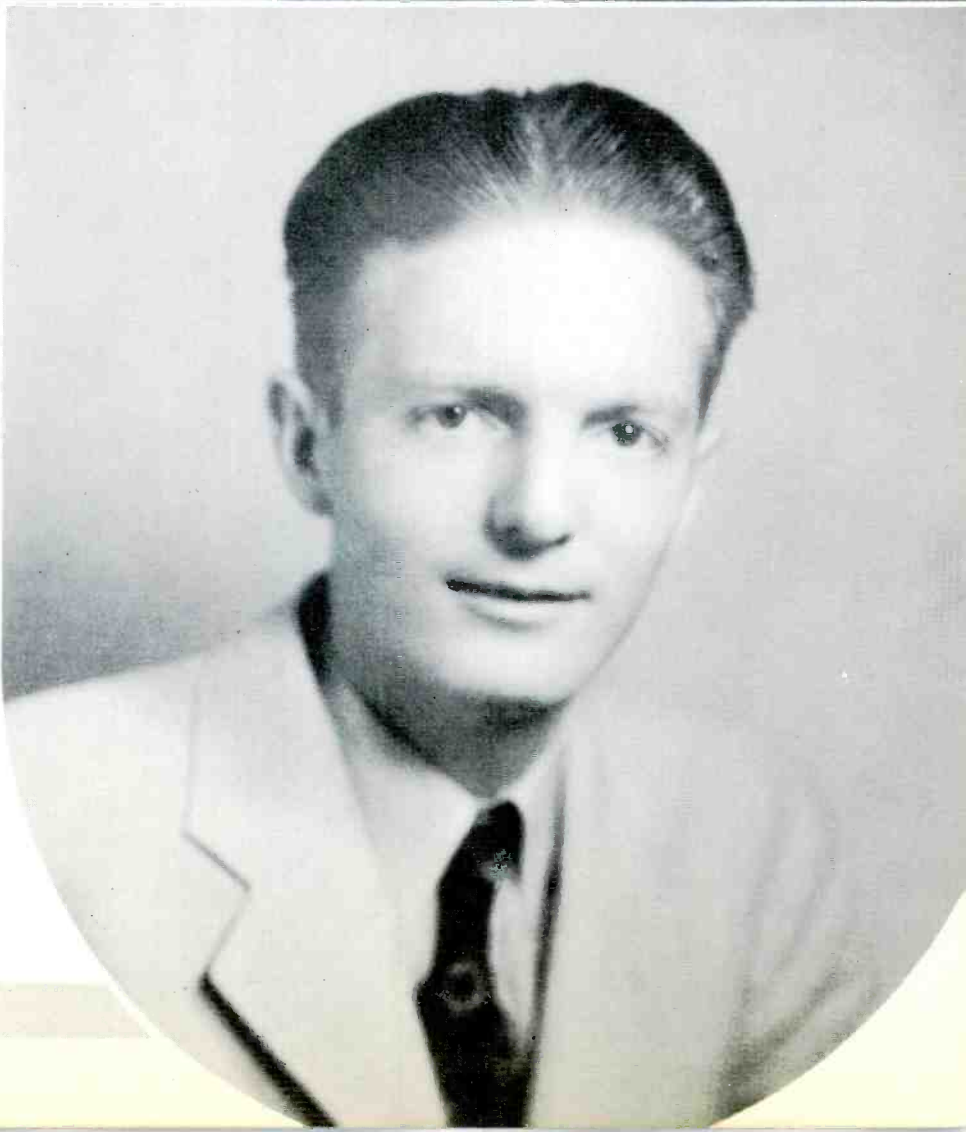
C. S. GOOCH,

Resident of Amarillo since childhood, is President of the Amarillo Broadcasting Corporation. He has been identified with the radio industry since graduation from the University of the South in 1927. For many years he has operated the C. S. Gooch Engineering Company, a radio and refrigeration concern. Mr. Gooch was active in securing the permit for KFDA, working toward that end since 1936. He takes an active part in local civic affairs and, also, was continuously busy with the technical end of the installation of KFDA and with selection of all equipment and personnel.



HARRY DAVIS,

Secretary and Treasurer of the Amarillo Broadcasting Corporation, is a long time business associate of J. Lindsay Nunn. Mr. Davis has gained wide experience in radio and newspaper management through his ten years with the Nunn interests. Born in Kansas 25 years ago, Harry Davis' urge to "get to work" prompted him to leave college before completion. He has charge of the business office of KFDA, as well as the management of Mr. Nunn's office in the latter's absence. His brother, Warren Davis, is also affiliated with the Nunn interests as treasurer of WLAP, The American Broadcasting Company of Kentucky, at Lexington.





LOIS WEAVER, Secr. to Mr. J. Lindsay Nunn

Her very first job was in the employe of Mr. J. Lindsay Nunn, over eighteen years ago; other jobs have been: Secretary to Mr. J. Lindsay Nunn. Yes, Lois has been the right hand of the gentleman from Amarillo, Texas, since the time when newspapers were his only interest. And there is a genuine reason for her prolonged tenure of office — she is efficiency perfection, and she knows that business hours are for business purposes, solely. "Dutch" — her nickname — moved down from Oklahoma; she is a "nut" for cherry pie, and collects — of all things — salt and pepper sets.



Right—Unless it belongs to someone else, that package of chewing-gum just visible at the corner of the typewriter reveals Lois Weaver as human as well as efficient. She dislikes "nosy" people — Who? Me?

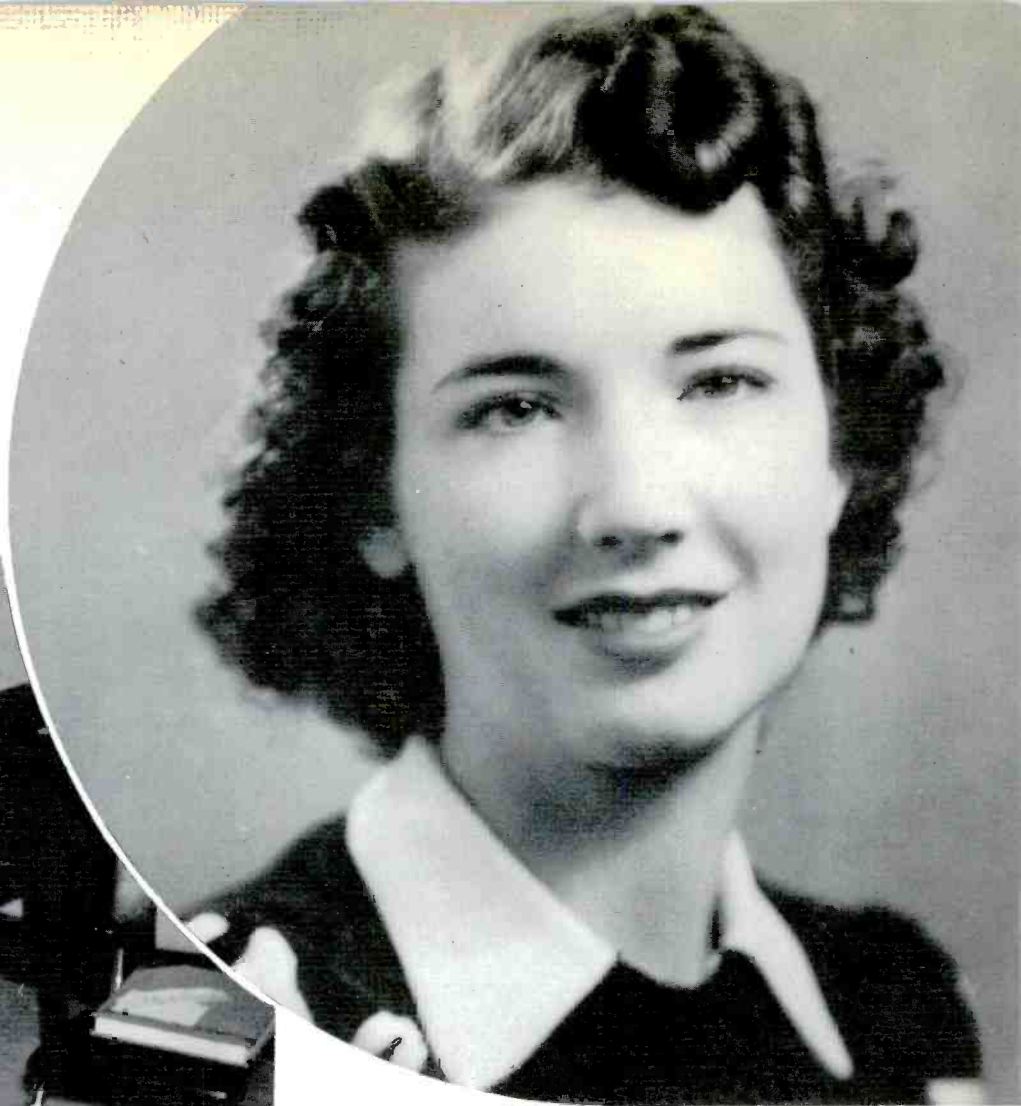
Below—Another view of the reception lobby at KFDA. Visitors are invited to watch broadcasts from the double plate-glass windows from lobby to studios.

Below—The smartly appointed office of J. Lindsay Nunn, in Amarillo. Its tone is in keeping with the sense of modern propriety held by Mr. Nunn.



KATHRYN GORMAN, Bookkeeper

Because she thought it was the only way in which a girl could support herself, Kay Gorman was all set to become a school teacher! Then radio attracted her because it would place her in one of the most active businesses extant, and if there is anything our Katy requires, it's activity. After three years on a newspaper, she moved into KFDA at the time of opening. She helps read the Funnies over the air Saturday night.

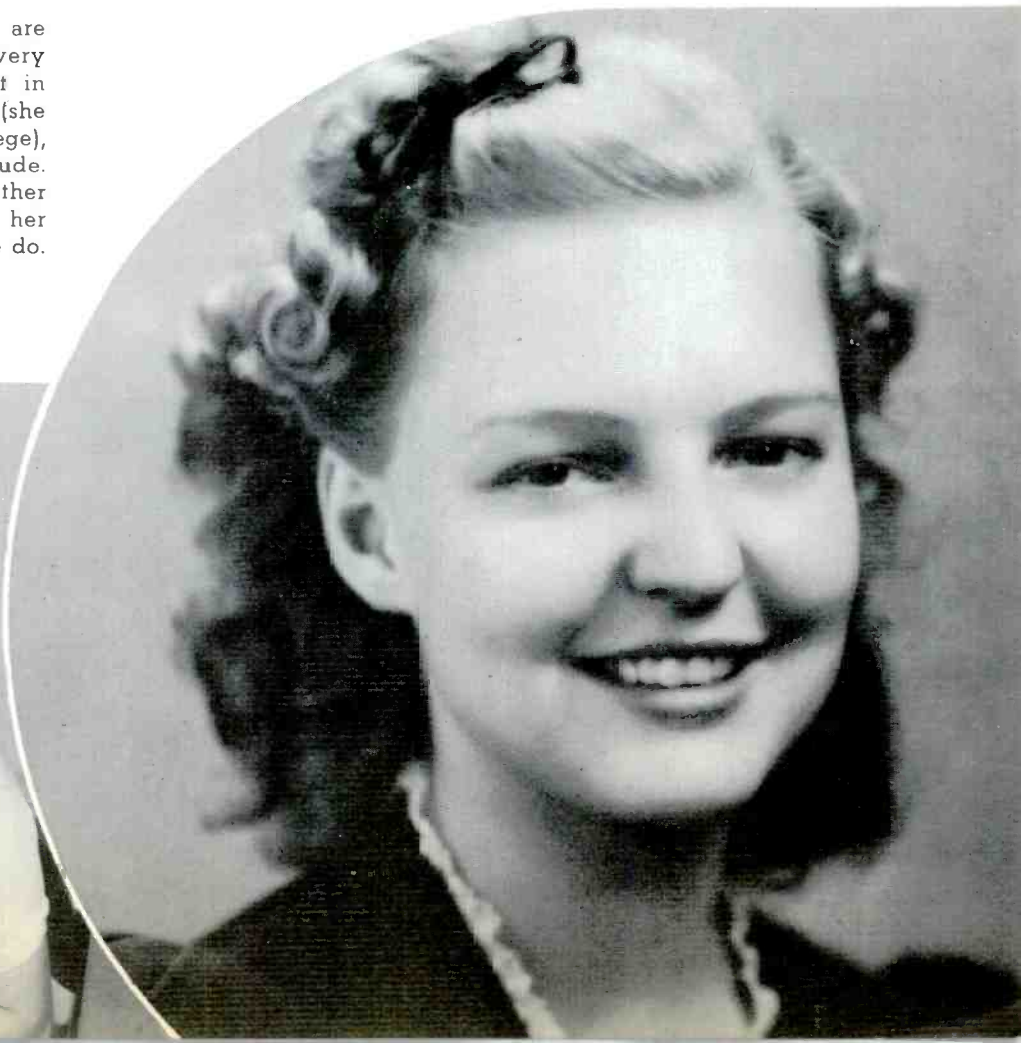


Left—Kay Gorman is a gal of many tasks. As a receptionist, she dislikes the people who wander into a place and ignore the one in that position, she uses the name of "Kay Jordan" on the air.

DOLORES LITTLE, Receptionist

Qualifications for the position of receptionist are varied, but Dolores Little (Actually, she's not very big) embodies the lot of them: An interest in people, a fine smile, well-modulated voice (she majored in speech at West Texas State College), an even disposition and an optimistic attitude. Of course, those qualities might well fit another groove—dramatics. Dolores names that as her consuming interest. Call her "Sunshine"—we do. Oh yes, she loves ripe olives.

Dolores Little works out a day's schedule with program director Bill Kilmer. Dolores would have liked to have been a nurse, but she became engrossed in stenographic-receptionist work.



KFDA

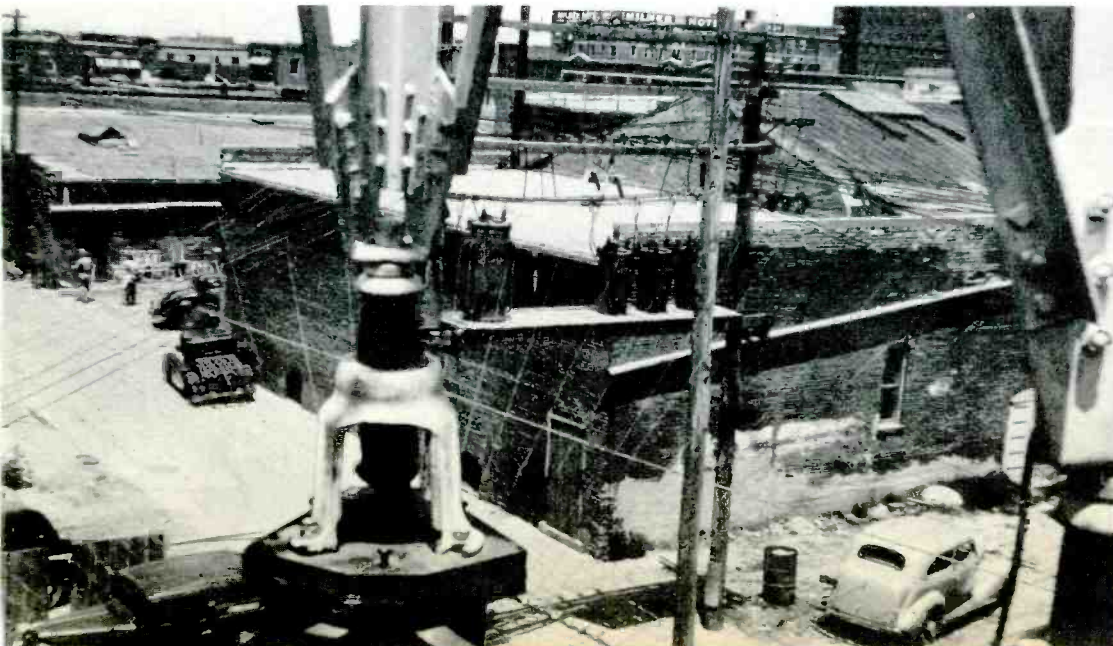
KFDA

Right—KFDA's entrance shimmers in the darkness.



Left—The "66 Boys" from the "66 Club" present a study in expressions during dedication show.

Below—On this one insulator the full weight of KFDA's lofty antenna rests.



Below — Vice-Prexy Gilmore N. Nunn "digests" a bit of copy before airing it during the dedication.





Above—"Two Jacks and A Queen"—Carlie Barnes, Bill Kilmer and Walter Windsor—whip out a hunk of harmony.

Below—John Josey, Amarillo organist, nabbed from the rear while waiting for his broadcast.



Above—Johnny Sheffield, the boy in the motion picture "Tarzan Finds A Son," does some fancy chest-beating and beast subduing at the Tri-State Fair and over KFDA.

Right — Yessir! Old Whiz — 'tain't no tother — well-known Amarillo character, enhances KFDA's studio A.



The blushing groom — KFDA's man-of-all-work, L. V. Andrews, and his new bride (with bouquet), who were married in the KFDA studios, recently.





L. V. ANDREWS, Porter

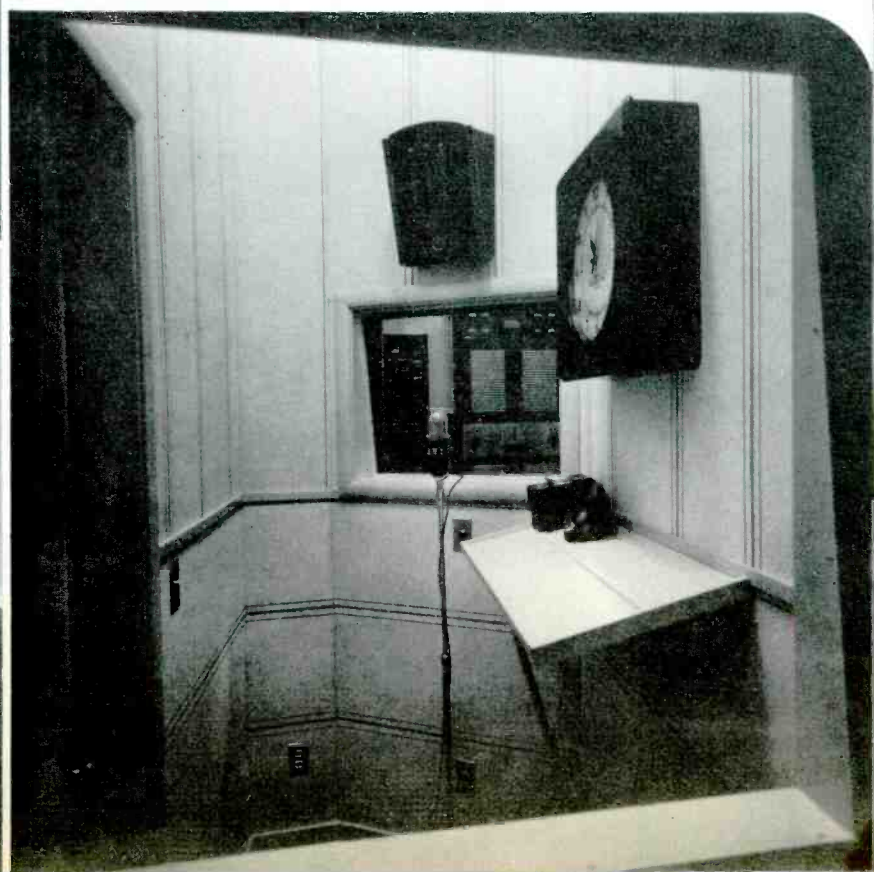
If you should have a whole radio station staff heckling you all day — calling you from one task to do another, and then wondering why you had left the first — you would have an idea of the daily routine of "Rochester" — as L. V. Andrews is called. He is a pattern of patience. On the 26th of August, 1939, L. V. was married, the ceremony taking place in KFDA's studio. He beats a mean set of trap drums, likes movies and grapefruit.



Left—**LOBBY**. Looking from the front door back towards the studio entrances and offices.

Below-Left — **ANNOUNCERS' LOUNGE**, where KFDA announcers can rehearse their copy at the top of their lungs, if they wish.

Below—**STUDIO C**. This smallest KFDA studio is for the sole purpose of reading spot announcements and taking "station breaks." More room is not needed.





Above—"The Funnies" — and most of the KFDA staff accumulates for the Saturday night fun time. It's hard to tell who gets more from the show, the staff or listeners. Left to right: Reynolds, Kilmer, Fay, Gorman, Atwell and Strandberg.



Left—"Little Mary Mixup" on The Funnies, is our own — could you guess it?—Lois Fay. They jest hain't nothin' thet gel ain't into.

Below—Organ Silhouettes, the weekly organ program from Tolzien's Music Store, presents guest artist from the Panhandle. Carter Reynolds announces.

An exotic company, who turn out exotic tunes, is the source of "Spanish Serenade." Don Jose and his "Tipicans," with Bill Kilmer doing a "sleeper" act, broadcast over KFDA to the Texas State Network.



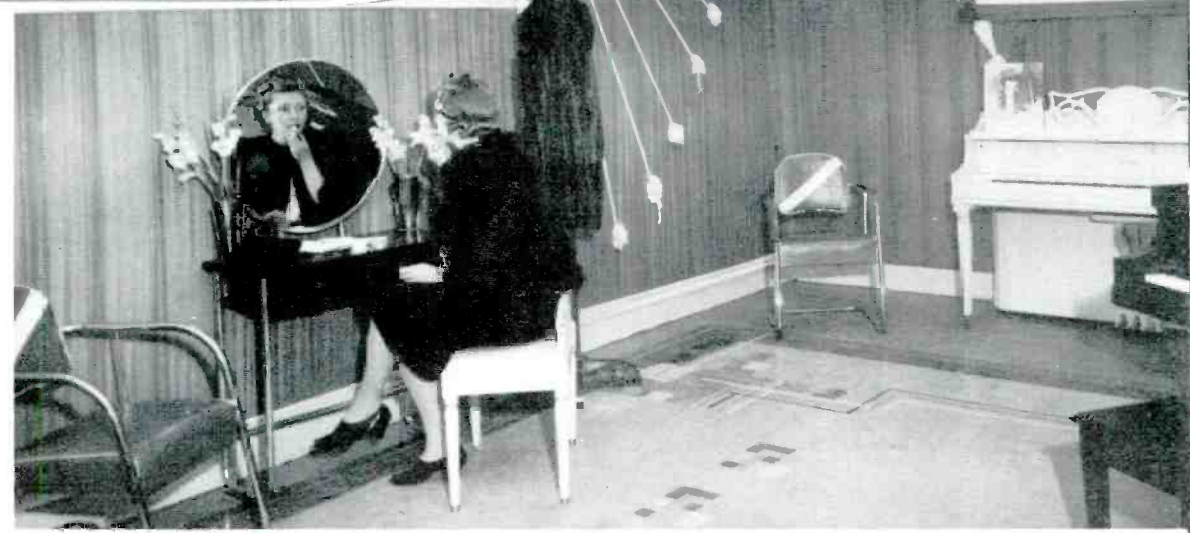
COAST TO COAST MUTUAL BROADCASTING SYSTEM & TEXAS STATE NETWORKS



Left — Tri-State Fair broadcast booth.



Right — And it's "make-up" time for Miss Atwell, with all the privacy of a goldfish during the fashion show.



Below — Mesdames Fay and Atwell model furs in the KFDA booth at the Fair.



VISITS STATE FAIR



Above—Lois Fay and Earl Strandberg do "The Gossiper" show from the Fair, with a sponsor's representative as guest.



Below—Another corner of the Tri-State Fair Radio Booth. Daily programs were broadcast from here during the exposition.



Above — "Three Queens" — Jimmy Sullivan, Lucille Atwell and Lois Fay, turn in some "leg-art" in the KFDB booth.

Right — Engineer Ralph Cannon gives Lois "the nod" for a go-ahead on one of KFDB's Fair programs.





Dave Driscoll of "Welcome Neighbors."



Jerry Danzig on "Welcome Neighbors."

MUTUAL SYSTEM

Glen Gray directs the famous Casa Loma band.

Eddie Duchin presents his modern orchestra.





Sammy Kaye, your "Swing and Sway" maestro.

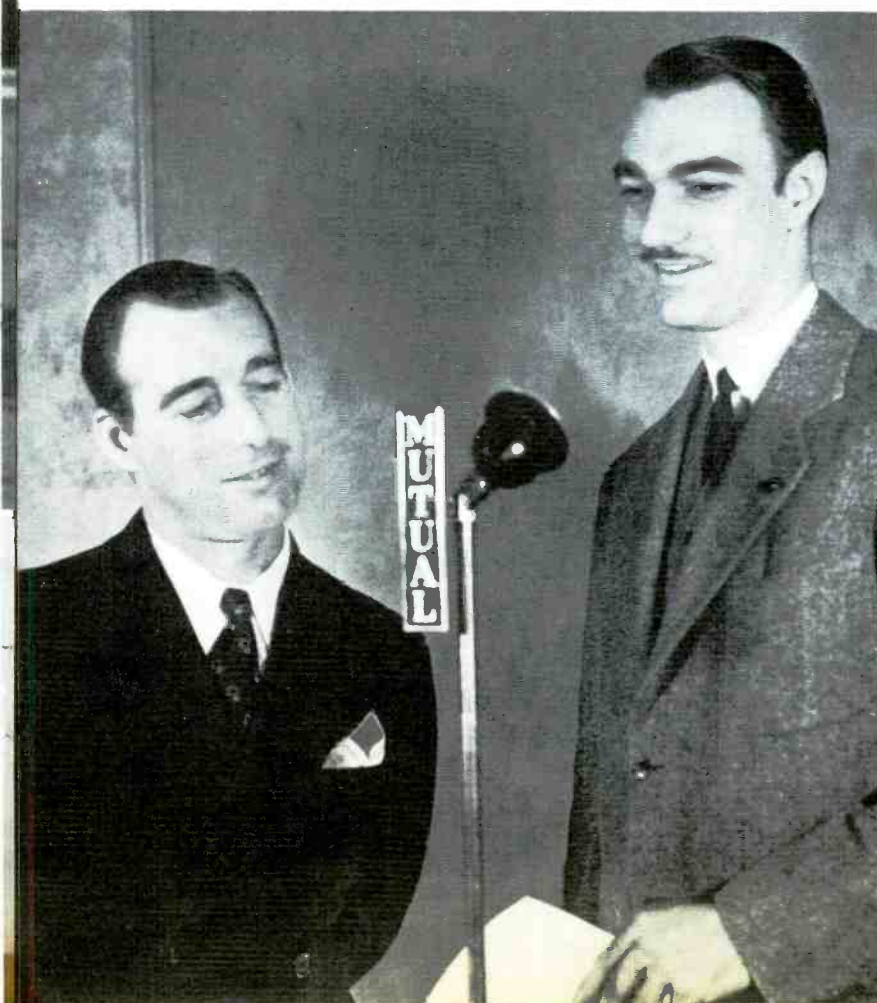


Larry Clinton, whose band is a Mutual favorite.

STARS FROM KFDA

Jimmy Scribner of "Johnson Family," left, with announcer Charles Goodwin.

Shep Fields impresario of "Rippling Rhythms."





Quin Ryan, popular Mutual commentator from WGN.

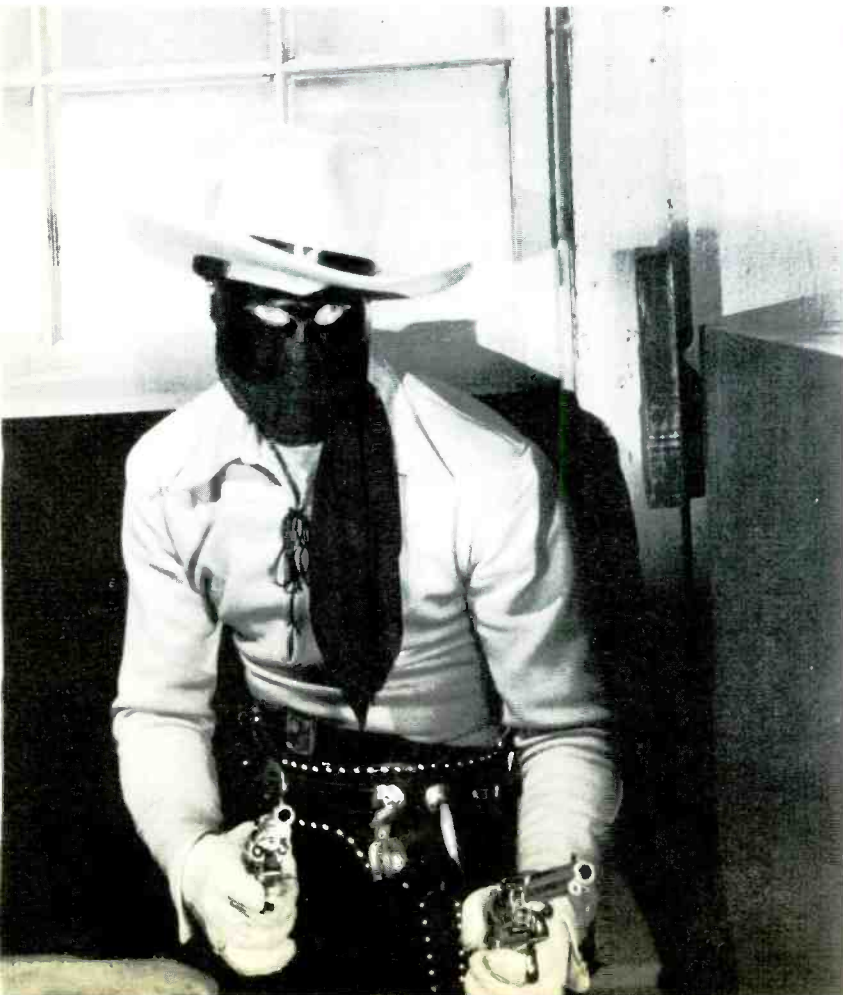


George Fisher, Hollywood Commentator, interviews Loretta Young.

MUTUAL SYSTEM STARS FROM KFDA

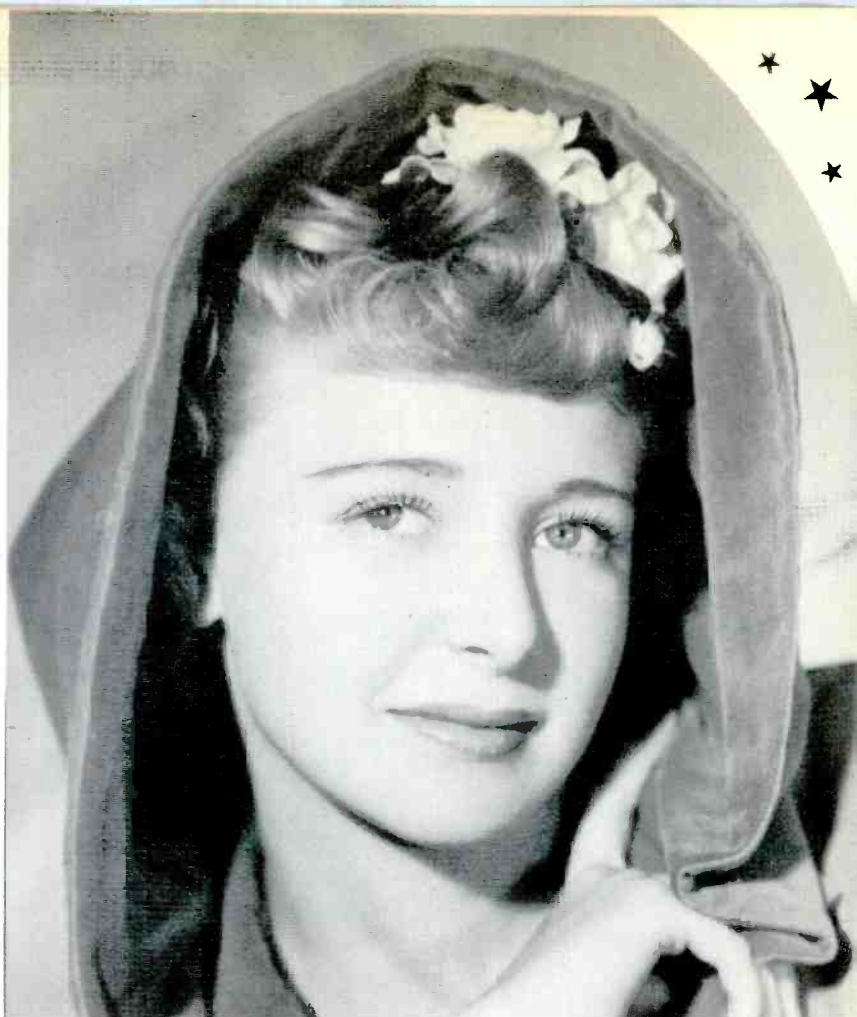
The most popular radio fiction hero — "The Lone Ranger."

Freddy Martin, whose band sets tempo styles.





Elliot Roosevelt, TSN head, noted for his thrice-weekly "America Looks Ahead" on Mutual and the Texas State Network.



"Roberta," glamorous new singing star on the Texas State Network.

TEXAS STATE NETWORK STARS

Russ Lamb, the "Voice of Romance."

Jimmy McClain, announcer for the "Texas Hall of Fame" on Sundays.





Blanchard McKee of the "Neighbors" program.



Gail Northe, Texas' most outstanding radio woman, interviews Mrs. Franklin D. Roosevelt.

TEXAS STATE NETWORK STARS

Another picture of Gail Northe, who discusses fashions and personalities over the TSN.



Wiley Walker, left, and Gene "Sleepin' at the Foot of the Bed" Sullivan, of "Wiley and Gene." They also are Cal Wiggins and his son, Lascassius, of the "Brushwood Mercantile Company."



Mary Paige Covey, left, and Christine Harris, TSN dramatic stars, appearing with Casa Manana Revue.



Texas State Network orchestra directed by Ralph Rose, featuring "Roberta" with songs.

TEXAS STATE NETWORK STARS

The "Men of the Range," soft-voiced plains trio directed by Lew Preston, right.



Headquarters news room of TSN.





KFDA

**Amarillo
Broadcasting Corp.**

Amarillo, Texas

1500 kilocycles

