

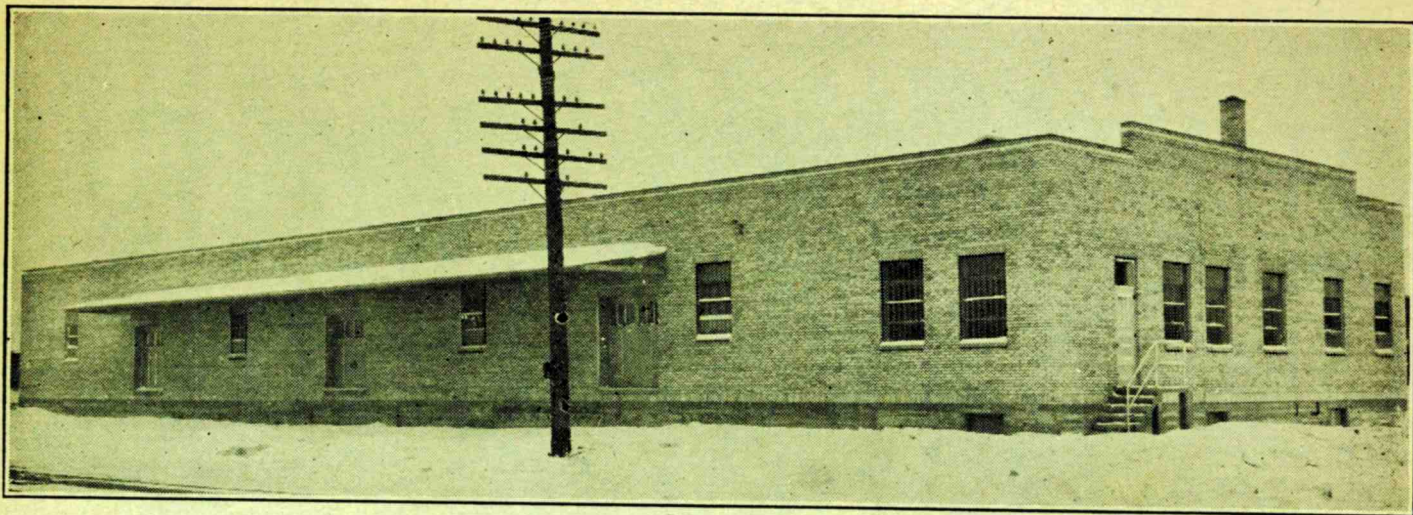


Texas Rangers

W D A Y

Radio Album





Home of The North Dakota Wool Growers Association

Affiliated with

National Wool Marketing Corporation--World's Largest Wool Cooperative

From Farm Direct To The Manufacturer

LOW COST

UNEXCELLED SERVICE

HIGHER RETURNS

Grower Owned

:::

Grower Controlled

Here is a brand new picture of the Texas Ranger, ladies and gentlemen, who in real life is Lars Birklid. "Tex" is a native son of North Dakota, born in 1904 at Nome. He started his radio career in 1932 when he went to work for the Georgie Porgie Company as an entertainer. "Tex" is married and the proud father of one son, who, "Tex" says, is going to be a cowboy singer as he already sings many of his favorite numbers.

Texas Ranger has appeared on many well-known programs, including those sponsored by Phillips "66", Oshgosh B Gosh, Aladdin Lamp, North Dakota Wool Pool, and the Chicago Mail Order Company. His favorite songs are the old hymns. In his spare time you will find he likes to bowl, ride horseback, does a little fishing and hunting, and is very fond of taking trips. He also enjoys appearing at various cities when they have conventions and other gatherings.

This is the first page of the Texas Ranger's new WDAY Radio Album and he hopes that you enjoy the book and that it will bring you many happy hours and also fond memories.



TEXAS RANGER

On the following pages you will find the pictures of the staff and entertainers of WDAY. We hope that they meet with your approval and you will not be too disappointed. Some of these people have never had their picture taken before (before a week until printing time) and the beauty operators were busy putting in finger waves, arching eye-brows, and some of the boys even rented wigs. When asked a few questions so that we would be able to find something to write under each picture we were flatly turned down. But as you will notice when you look through the pages to follow, that we have written a little about each one, just to give you an idea as to what they do, their habits and hobbies. In some cases, too, we have included their nicknames by which they are known around the studios. You're probably getting tired of reading, so why not start looking at all the pretty pictures on the following pages and for the first picture of the lot, we ask you to look across the page to the Founder and President of WDAY, our boss, and a blame good one, too . . . folks, meet Mr. E. C. Reineke.

This is a brand new picture of him. We asked him to have a new one taken for this new book. He's very modest and hasn't had a new photo made since the old WDAY Album was published about 10 years ago. Mr. Reineke founded WDAY some 16 years ago and has been active in building and making the station one of the outstanding of its size.

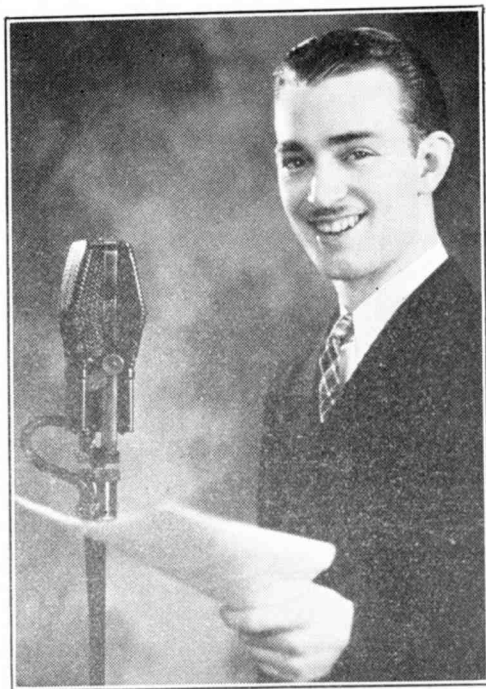


MR. E. C. REINEKE
President and General Manager



B. J. LAVIN
Commercial Manager

Here is Barney Lavin, folks, who came to WDAY about three years ago as an operator and since then has been advanced to Commercial Manager, a good one, too. Barney's a native of Wisconsin, has been married about six months and gets a bang out of closing some big account. When not found in the office, look for him on the bowling alleys or you may find him on a tennis court.



KEN KENNEDY
Program Director

This guy is in charge of the programs of the station. He used to be an orchestra leader during his college days and still has a weakness of listening to hot swing bands. He likes to handle children's programs and for hobbies, ranks his movie camera and sailboat as tied for first. His favorite color is green, inasmuch as he has a green car, green coat, a couple of green suits, and four green hats.



JULIUS HETLAND
Chief Engineer

Here's the genius of the outfit. Yes, he builds almost all the equipment for the station, including a new short wave pack transmitter. He hails from Iowa. The Candid Camera craze caught him and the boys have to beware or he'll get you every time. Notice the big smile on his face, ya' Jimmy had a lot to do with that. Oh, don't you know who Jimmy is? Well, Jimmy is the young son of Papa Hetland.



MILLARD J. DUNKIRK
News Editor

Notice the smile on this fellow's face, too!!! Well, he's papa, also, now. Dun is in charge of the news at the station and that's enough to keep a man busy, but Dun is on the air, too, under the name of Jack Dunn. His favorite hobby is sitting home figuring out puns to pull around the studios. He's pretty fast on a handball court and not a bad bowler. He married Mary Lou of the Barn Dance cast, her picture appears later on in the book.



SOPHIE HANCOCK
Secretary

Oh, oh, here are a few of the girls for a change. This is Sophie, she's head of the office force and has been with the station since way back when. She is secretary to Mr. Reineke and do the members of the staff like her. You know she makes out the pay checks. Sophie is right there when it comes to rolling the ball down the bowling alley and likes outdoor sports. When you call the station on the phone, it's usually the voice of Sophie that answers with the familiar W-D-A-Y.



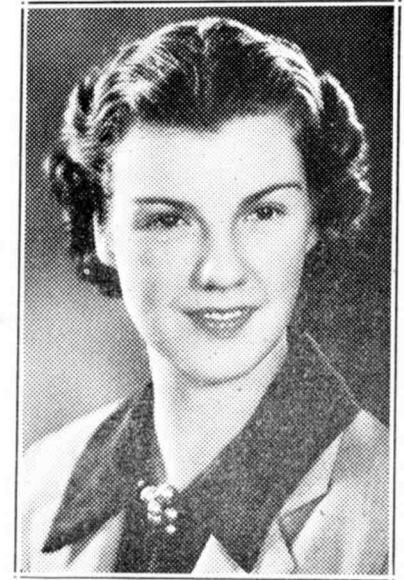
DOROTHY BLAKE LAVIN
Secretary

Now, this is Dorothy. She's in the front office and is secretary to our Commercial Manager. Dorothy also takes the part of Miss Polly on the Mixing Spoon Program. She proved to us a while ago that she's a pretty good skier, too. Has been married to Barney Lavin about six months. She was associated with station KGFK before joining our staff. Is a very neat housekeeper and for proof, stop in at her apartment some time. Dot likes to bowl and hike.



AMY ROBERTS
Secretary

Here's another young lady of the staff, Amy Roberts. She is secretary to Kennedy. She won't talk much and Ken says that's good. She's a pal of all the boys and girls on the Kiddies Klub and they all think the world of her. Amy spends her spare moments at the movies and can tell you almost anything you want to know about the stars. Once in awhile you'll hear her do a song on the air and it isn't half bad. She's single, but the way the boys hang around her desk we wonder how long it'll be before she marches down the aisle.

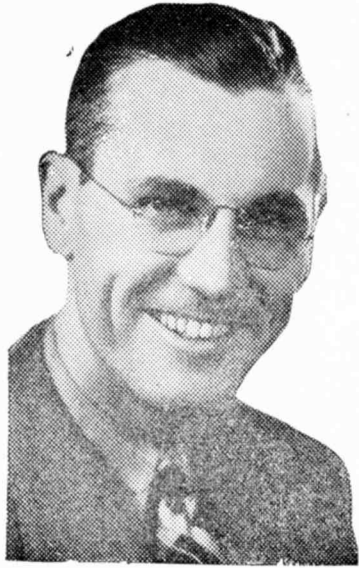


BUNNY KENT
Organist

So you wondered what Bunny Kent looked like, did you? Not bad, eh what? . . . We think she's very nice. We don't know a whole lot about her because you see she very seldom hangs around the studios when she's not working—teaches, too, you see. Bunny just recently returned from a brief vacation and visited many stations, but says, I like it here. She has a pleasant smile and you ought to hear her laugh. From some of the boys we understand she makes very good candy.



HAZEL JOHNSON
of WDAY



HAROLD SMITHSON
Operator

Well, now for a few more of the men folks. Harold is Chief Operator at the studios. Many people think he looks like Charlie Chase, do you? Harold likes to take movies and received a new camera for Christmas. He at one time was a musician, played banjo—left-handed, too—believe it or not. His nickname is Smitty and he likes to fish. He also has his own “ham” radio station and he’s the whole staff.



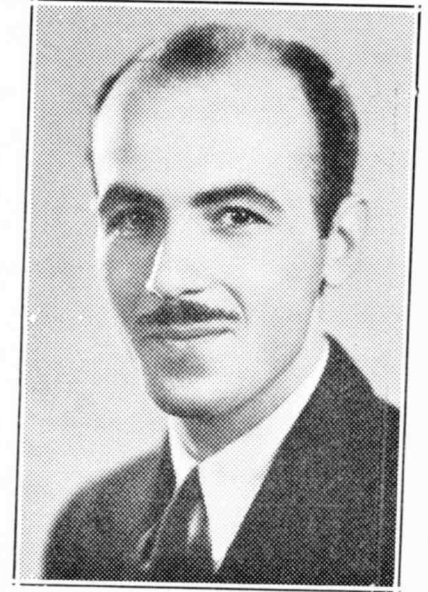
HENRY SHIELS, Jr.
Operator

We never call him Henry—he is always Static to us. Not only because he makes so much noise, but you see, that’s the name he’s been called around the place for a long, long time. Yes, he’s been with the station for many years. Static is a studio operator and head sound-effects man. You want a train sound? All right, Static, give the customers a train effect, will you—but be careful with the cinders. He likes to take care of dogs, ski, ride horseback, and has a weakness for red-heads . . . Single? Yes.



JULIAN SAVOLD
Operator

Ah, Battling Joe we call this guy. He’s an operator and a good one, too. He’s a rather quiet fellow but then, what’s that saying about still water running deep? Nice looking fellow, don’t you think? We know a girl who does, too. He received a swell watch for Christmas. Joe likes to take life easy and in the summer time you’ll find him parked on the main street in his car just watching time, people, and the night go by. As his main hobby we think we should list reading the Maddock paper. Oh, yes, he’s single.



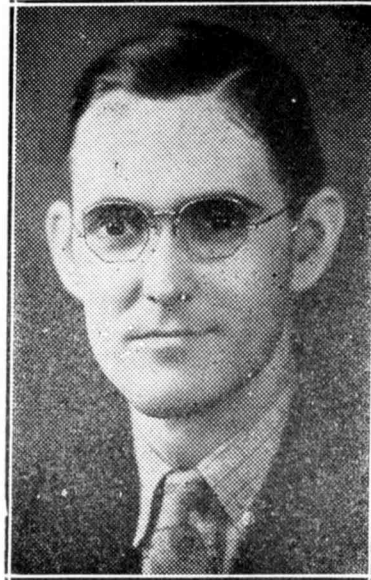
CARL CABASIN
Operator

Pipe that black moustache, folks! Old Salt Carl of the brimy deep. He at one time was an operator at sea. But he saw the sea and he says after you see the sea what is there left to see, see, so he went into studio work. His greatest ambition is to be able to tell a story in ten minutes. The best he’s been able to do is 13. He has a radio station of his own, one of those amateur outfits, and does he keep it hot! He likes to turn out a good broadcast and some day hopes to get out a song book containing the number “I’m Gonna Dance Wid the Guy What Brung Me.”



PAUL SCHLATTER
Operator

Here is one of the boys who works out at the transmitter at West Fargo. He likes it out there and is very seldom around the studios oh, probably twice a month (the 1st and 16th, pay days). Being he's not around the studios very much we are unable to tell you a lot about him. Oh yes, here's something, he likes loud shirts and you should see that red one he wears, wow! . . . is it a honey! One of the boys on the Barn Dance tried to buy it but Paul says no, that's the prettiest shirt I've got.



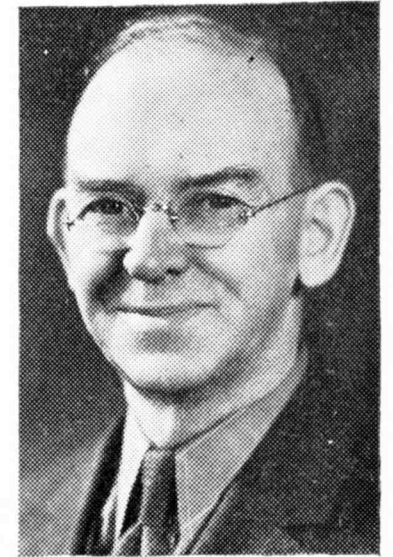
GEORGE KOVELL
Operator

This man is also located at the transmitter building at West Fargo. For this reason, we don't see very much of him either around the studios. George is married and has two children. If you have ever gone by the West Fargo plant you of course have noticed how nicely the lawn is kept, well, that's the work of George. We think he does a swell job, don't you? His little daughter has big eyes just like her pa.



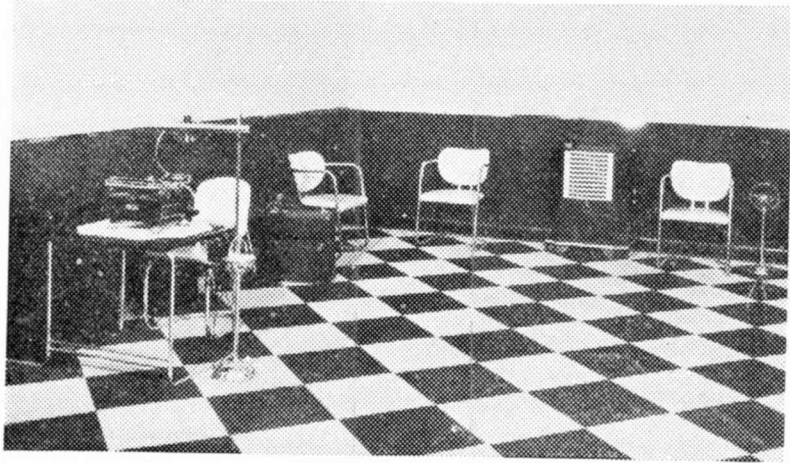
CHARLES SNYDER
Operator

His real name is Charles, but it's always Chuck to us. At this writing, he is a patient in St. Luke's Hospital and we wish him a speedy recovery. Chuck is also a police officer, being head of the radio department. He is Chief Engineer, you see, of the Police Radio. He is married and also father of a very charming little girl. Hobbies, well, he likes to eat.



HARRY (Dad) HANCE
Custodian

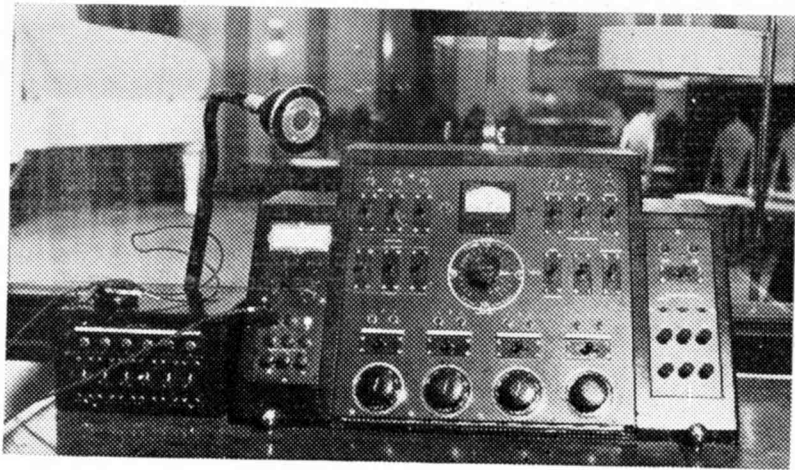
Here he is, good old Dad Hance. Everybody's pal and there isn't a thing in this world he won't do for you. Dad keeps his eye on the studios and sees to it that the studios are in order and kept that way. He's in his 60's but you'd never know it — he galavants around like he was about 25. He has a liking for movies and usually catches the best ones.



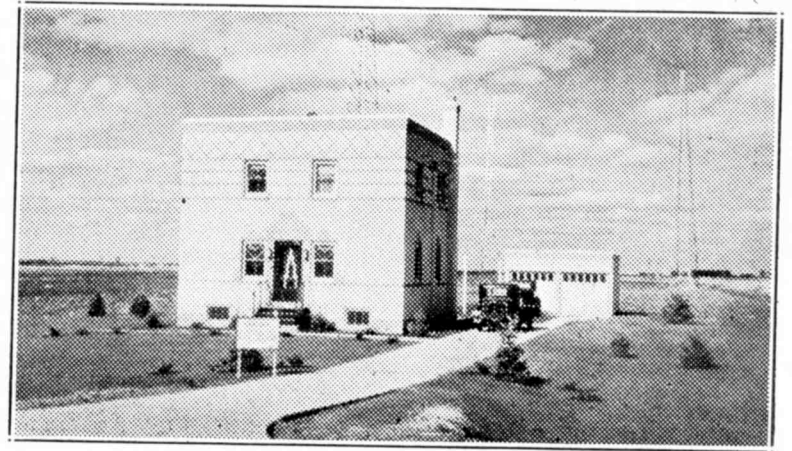
STUDIO LOBBY



STUDIO "A"



CONTROL BOOTH



TRANSMITTER BUILDING



LOUISE MURRAY HEADLAND

You most likely have heard Louise on the air and we think she has a very outstanding voice. Louise has taken the leading roles in many local operas. She is a member of the Quartette Unique as is her husband. She at one time taught school in Fargo, but has recently given that up because she's married, you know.



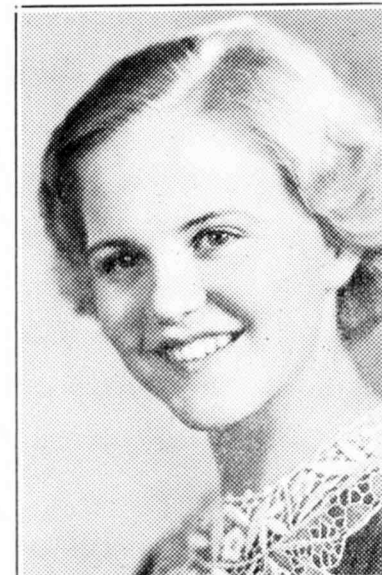
MARY LOU

Now a few more of the fair sex for you. This is Mary Lou, in real life she is Mrs. Millard Dunkirk. Mary Lou has about only one thing on her mind and that's Punky, of course we can't blame her. Who's Punky, don't you know? Why we thought you did but as long as you don't we'll tell you—that's her little son's nickname. Mary started singing over the station when she was a member of the Gals in Gingham. It was while singing with this group that she met Dun.



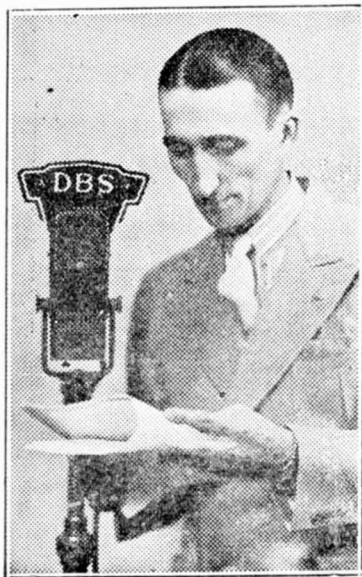
JEANNE ALM

Isn't she a cute little thing? We call her 57 inches of Melody. She was one of the original members of the Kiddies Klub and now has a program all her own. She took the part of Freckle Face Gertie on the Barn Dance and has appeared on many programs regularly. Jeanne likes to go to school and when not in school she likes to skate. Her hobby is also the movies and she knows all about the stars; if you don't think so ask her a question some time.



PEGGY LEE

Friends, we'd like to have you meet Miss Peggy Lee, the newest addition to our entertaining staff. Peggy hails from Jamestown and has been with the station about four months. Of course, you know Peg is single, well, she is. Guess she hasn't any hobbies, all we know is that she'd rather sing than eat. On her broadcasts she is heard along with the Four Jacks. She sang with orchestras before joining the staff of entertainers.



SPEED WALLACE

Here is Speed. You hear him on the Dakota Maid Program twice a week over this station. Speed at one time was a stunt flyer in the movies and has quite a general knowledge about almost everything. We understand that in his spare time he's looking up answers to the questions that he answers on his Tuesday broadcasts. He has probably passed out more Mexican Jumping Beans than anyone else in this country. Yes, he's married.



HYMN SINGER

Here's the gentleman that gets up three mornings in the week to sing for you your favorite hymns. His real name is Roald Lyslo. Not only does he sing for you some of your favorite hymns in English, but also does a nice job of singing in Norwegian. As for his hobbies, we're unable to say much about them. You see, he's on early before most of us get to work and he's not around the studios much, except to come up and get his mail.



THE STAMP MAN

Meet Mr. H. M. Sherwin, the Stamp Man. Speaking of stamps, if you want to see a real stamp collection you ought to cast your optics on his. He appeared on a "My Hobby" Program and the response was terrific. From that the program department conceived the idea that he should be on once a week, which he is, on once a week, which he is.



ANDY ANDERSON

Have you wondered what Andy looked like? Well, here he is. Andy Anderson from over there at the Fairmont Creamery. Andy has quite a crew working for him on the program, and they continue to pack the studio on every broadcast. Andy is married and has a very charming wife. He has been on the air a long time and continues to rank as one of the leading Master of Ceremonies.



DOC PUTNAM

Of course, our book wouldn't be complete without a picture of Doc C. S. Putnam, director of the NDAC Gold Star Band. Doc is a musician from way back and a good one, too. Although he's in his late years you would never know it to see him march down the street in parade. Doc is full of pep and has written many of his own compositions.



EARL HODGSON

This is the chap that is on the Agriculture in the News Program. His program originates in his own office and studio on the Campus of the State College. Earl used to be on the air years ago with Charlie and Cedric. He enjoys his work very much, and we understand he's quite a bridge player. Married? Yes. We think he does an exceptional job when handling an ad lib program as he did during the Fair last summer.

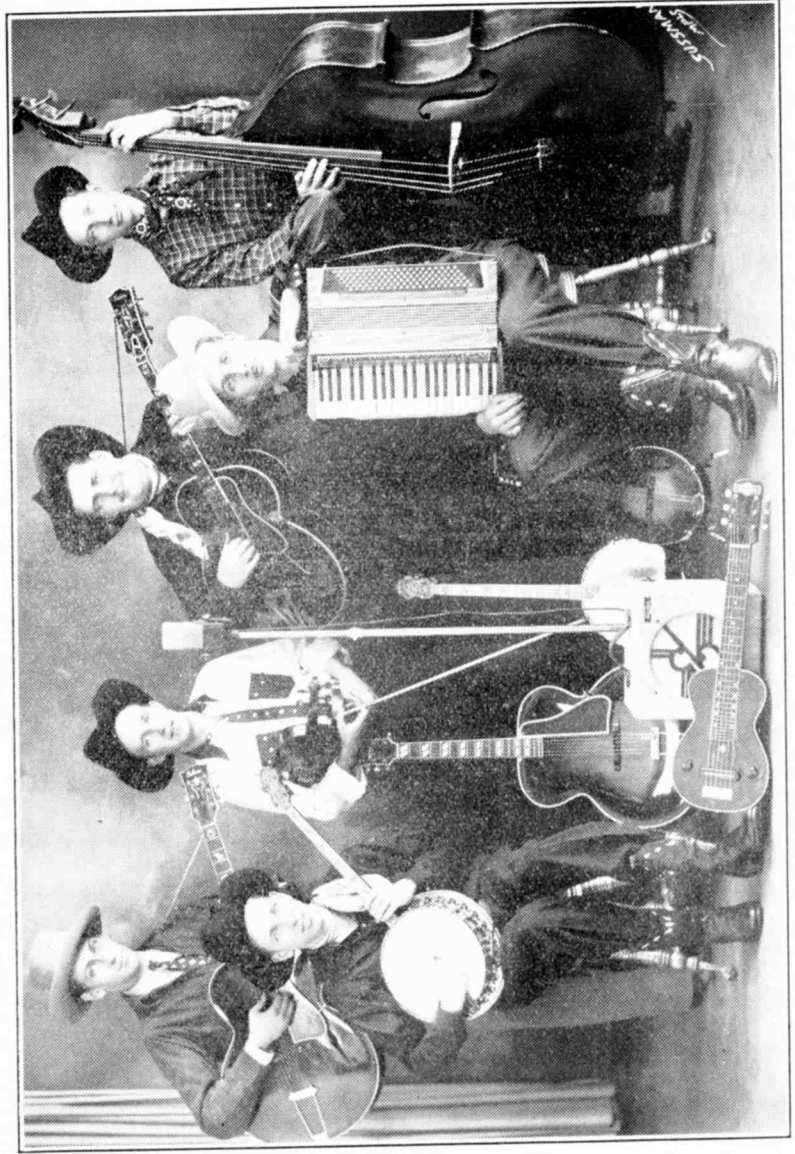


CHARLIE AND CEDRIC

This picture takes most of the space, so about all we can say is meet Charlie and Cedric . . . the plow-jockeys from Sabin.

RUDY STEN'S SLEEPY VALLEY COWBOYS AND STAR JARVIS

On these two pages before you are the members of Rudy Sten and His Sleepy Valley Cowboys and their soloist Star Jarvis. We think they're a right fine outfit, and judging from the mail they receive, we know you feel the same way about it. Each of the boys is a star in his own right, and of course, when you put all of them together you've really got something. They are all swell kids and as fine a bunch as you would want to work with. So, folks, meet Rudy, Zeke, Tiny, Arkie, Eb, Jack and Star.



Rudy Sten and His Sleepy Valley Cowboys



LEM HAWKINS

This is a big picture, so there's not room to say much except, customers, meet Lem Hawkins. Lem started out as an entertainer and is now running a very successful dance band.



TEX AND TONY

We started off this book with a picture of Tex, and we thought we'd close it with a picture of Tex and his side-kick Tony. I suppose you've followed them in their skits and programs, and probably you've seen them in your town at some sort of gathering, as they do quite a bit of personal appearance work. In closing, we say, did you like the book? We hope you did. Thanks.



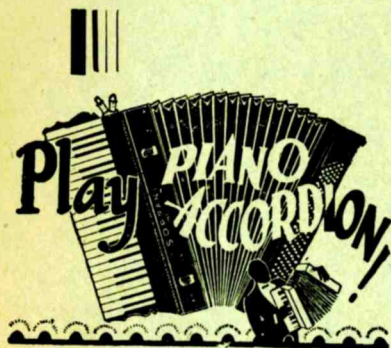
Grandma's Pastry Shop

N. KNUTSON

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