



RADIO ALBUM

Visitors are always welcome at the WFAA Superpower transmitter plant pictured opposite. Drive North on Akard Street until you reach State Highway 40; turn right on 40 and drive to State Highway 114 (the Northwest Highway); turn left on 114 and it will take you directly to the plant . . . a 30-minute drive from downtown Dallas.



*"Every institution
is the lengthening
shadow of a single
man."*

THIS BOOK is dedicated to the memory of Walter A. Dealey, who envisioned radio broadcasting as a great and popular public service . . . and to all those whom this institution serves.



WALTER A. DEALEY



JIMMIE
JEFFERIES

"THE EARLY BIRDS"



With genial, rotund Jimmie Jefferies at the helm, this fun-loving group launches each day with a smile for thousands of WFAA listeners. One of the most popular of all local shows, "The Early Birds" holds the record of being the oldest continuous radio program in the Southwest. Bright humor, zestful music, a generous sprinkling of song and many surprises feature WFAA's first hour on the air each morning.

**BERA MEADE GRIMES and
JACK PRIGMORE**

Perhaps better known to the radio audience as "Mary and Tommy Tucker," this duo has been heard on 800 kilocycles continuously for over four years. A magic piano and a pleasing lyric tenor voice provide harmony that's known wherever WFAA is heard.



"SLO 'n' EZY"

Hilarious funsters who bring many laughs to early risers as their voices create "Sylvester," "De Elder," "Chop-Chop" and all the other delightful characters who are constantly getting into scrapes. With their "black-face" washed off, the team would be revealed as Harry LeVan and Bunny Biggs.



"THE ROAD RUNNERS"

In song and story, these radio cowhands preserve the folklore of the picturesque Old Range. But it's never a surprise to hear the boys break into a current popular tune, for they're versatile. Master of "tall yarns," Jules Verne Allen . . . bronco buster, author, composer and former Texas Ranger . . . headlines the daily musical "Round-Up."



JULES VERNE ALLEN



ANN BERRY

When you hear a vibrant soprano voice singing "Make Believe," it's usually the start of a pleasant quarter-hour with Ann Berry. She's the songstress whose voice is featured on "The Good Old Timers," as well as on many other programs.

"THE BUMBLEBEES TRIO"

"A second tenor, a first tenor, a baritone, and a guitar," introduces programs of sweet harmony, distinguished by novel special arrangements. The voices are those of (left to right) J. P. Scoggins, Harry Hume, and Howell Whitaker.





KARL LAMBERTZ

As Musical Director of WFAA, Karl Lambertz has the responsibility of selecting music for all station programs, choosing artists, and rehearsing shows as well as conducting the orchestra throughout the day. A tireless worker and a gifted musician, he has tried all phases of the show business. But after eight years in radio, broadcasting is still his first love.

THE STAFF ORCHESTRA

For over six years these boys have been playing together. All of them can "double" and "triple" on various instruments, and they were selected for the WFAA unit because of their all-around musical ability and versatility. Frequently in the space of a few hours they are called upon to supply the whole range of music from hillbilly to symphony, but nobody has ever composed a tune that this group couldn't render capably.





Leo Lambertz



Ross Matjasic



Johnny Thompson



Wilbur Ard



Russell Koch



Emil Martin



Carlos Kent



Dalbey Crites



George Eagen



William Kuehn

Here are the ten musicians who make up the WFAA band, and some of them are shown above appropriately costumed for three of the special types of music that they play. At the top, they are "Gypsy Fiddlers," in the center, "The Little German Band," and below, "Spanish Serenaders."



GAIL NORTHE

As a fashion reporter, Gail Northe has no peer. She spends all her time in a local department store gathering material to keep her listeners apprised of what's new and what's the best of its kind. She dotes on stunt broadcasts and has tried practically everything from interviewing celebrities to showering downtown Dallas with gardenias from an airplane.

RUTH SALTER

A melodic whistler of favorite tunes, Ruth Salter has been featured on many programs besides her own. Often she's not introduced, but when you hear a whistling background to a song it's usually Ruth "behind" the microphone, adding that "extra something" to a special arrangement.



"THE PLAINSMEN QUARTET"

As their name implies, these four specialize in harmonic interpretations of songs of The Plains. In this picture, Jimmie Hodges is at the piano and at his right are Hubert Woodward, Jack Prigmore, and Howell Whitaker.

**EVELYN HONEYCUTT**

Several of the girls who have sung in the past with "The Early Birds" have found a niche in the Big Time, so the future looks bright for lovely Evelyn Honeycutt, who is the first songstress to have gained the title of "The Sweetheart of The Early Birds." Perhaps it will surprise you to know that Evelyn is WFAA's youngest regular staff artist.



CRAIG BARTON

In the triple role of Talent Coach, Accompanist and Soloist on many programs, this young man is kept very busy around the studios. His most important job is to aid in developing promising young artists, but he still finds time to work with veteran staff artists and to put on very pleasing programs of his own.

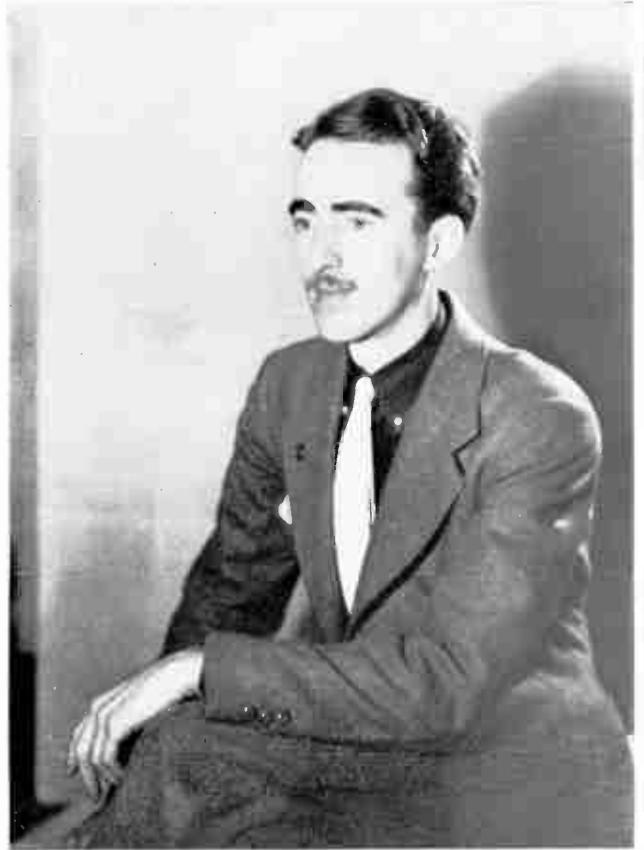
"THE BEL CANTO QUARTET"

A perfect blending of four distinctive voices creates harmony that has gained national reputation for the Bel Canto Quartet. The prominent local business men who comprise this popular aggregation are (left to right) Fred Shelton, T. K. Johnston, Marcel Jones, and Martin Thomas.



RUETTA DAY BLINKS

On the air she's Margaret Day, and you'll recognize her as the charming hostess at "The House of Happiness," who acts as general counsellor to the housewives of the Southwest. Years of experience as a home economist, teacher, author, and radio lecturer qualify her admirably for her post.



CHRIS CROSS. The "One-Man Show"

Louie, Lettie, Hector, Grandpa and all the other characters of WFAA'S funniest little family are products of this man's vivid imagination . . . and Chris is the voice for them all.



THE CARTER FAMILY. Four voices, a mandolin and a guitar, and you have hillbilly harmony as only the Carter Family can provide.



"SUGAH"

Do you recognize the lovely singing comedienne? She's Ludi Mae Sensabaugh, "The Singing Co-ed," and widely known Little Theatre performer with the fine contralto voice.



ROY

Another featured Little Theater performer and a man of many characterizations is versatile Roy Cowan. He is probably best known for his various humorous roles, and he is a capable announcer, too.



"THE PEPPER UPPERS ORCHESTRA"

Under the baton of Alexander Keese, this twenty-one-piece band supplies some of the best music heard in the Southwest. Their familiar theme is "All Pepped Up" and every number they play is specially arranged.



JIMMIE

His sparkling good humor is a special feature.

THE HAYLOFT THEATER

Many a long winter evening is brightened by the half-hour during which these thespians revive the Old-Time Melodramas and "tear jerkers." Here they're posed and costumed in appropriate fashion for one of their "hit" plays.



"RIDING WITH THE TEXAS RANGERS"

The trio from "Boots and Saddles" is their theme song, and these Radio Rangers provide a background of other characteristic range songs for the thrilling true-to-life stories told around their campfire. The girl in the picture with the "Cactus Kids" is Miss Mozel Elliott, who got her start in radio by winning an amateur contest conducted over WFAA last summer.

LOUIS QUINCE

"The Old Colonel," story-telling Ranger "boss."



THE WFAA STAFF assembled to celebrate the station's fourteenth anniversary on June 26, 1936. As you may know, besides being one of the country's pioneer stations, WFAA holds the distinction of being "The South's First Superpower Station" and "The First in the World to be Owned and Operated by a Newspaper."



"THE COWBOYS"

Dressed in bright shirts and chaps, with their spurs "a-jinglin'," this rollicking group offers gay breakdowns and music of the Texas Plains in a manner that delights all who hear them. Here are (left to right) Dizzy, Cyclone, Uncle Jim, Highpockets, and Buck, as they look while laughing, shouting, singing and playing their bright quarter-hour program.

ALBERTINE BERRY and MARGARET MARABLE

These young ladies form the combination that gives Homemakers the opportunity to increase efficiency in the kitchen. Kitchen-fashionists of the modern school, they even catch the ear of Grandmother with their unusual information. Nationally known, they present their news in an atmosphere of music and good humor.





PEG MORELAND

This is probably the first picture Peg has ever had taken without his faithful old guitar. But you'd never have any trouble recognizing "The King of Ditty Singers" for he's one of the most popular of all WFAA's singers and he has been with the station since its 50-watt days...and, of course, he carries his identification with him all the time.



**MARGARET EVANS and
"SADIE THE SNOOPER"**

Here we have the extremes in presenting fashion trends. Margaret Evans, style and style trend authority, devotes her information to the new and attractive, while the redoubtable "Sadie" elaborates on unusual bargains and presents the highlights of her discoveries in "snooping" around a Dallas department store. Between them you're sure to be informed on all that's new in the whirling world of fashion.



"THE WE THREE TRIO"

The three who comprise this energetic combination are Gypsy Miller, J. P. Scoggins, and Sue Curd, and they specialize in "hotcha" rhythm.

OUTSTANDING WFAA-NBC ARTISTS



JACK BENNY



FRANK McINTYRE



JESSICA DRAGONETTE



AMOS n ANDY



ERNO RAPEZ



HELEN JEPSON



ROBERT RIPLEY



LARRY ROSS



PAUL WHITEMAN



KENNY BAKER



RAMONA



RICHARD CROOKS



BING CROSBY



FRANK PARKER



JIMMY DORSEY



HELEN OELHEIM



JOE PARSONS



BERNICE BERWIN



CYRIL PITTS



BEN BERNIE

MAJOR EDWARD BOWES

WALTER WINCHELL

ED WYNN

FRED ALLEN



LUCY MONROE

WALTER DAMROSCH

NELSON EDDY

RUBINFOFF

GEORGE METAXA



UNCLE EZRA

'MA' PERKINS

GENE ARNOLD

FRED WARING

MARGARET SPEARS



PETER VAN STEEDEN

FIBBER MCGEE

MARY LIVINGSTON

ENRIC MADRIGUERA

WAYNE KING

Here are just a few of the many nationally famous network artists you hear over WFAA because of the station's affiliation with The National Broadcasting Company. Among them are the performers who have ranked first in Nation-wide popularity polls consistently year after year. Their talents enable WFAA to bring you "Radio's Finest Parade of Programs."



G. B. DEALEY
President



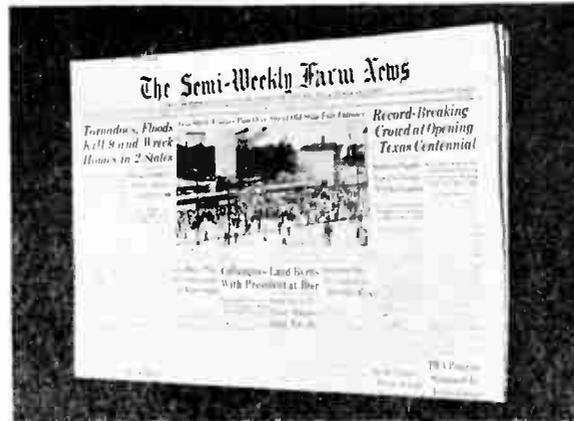
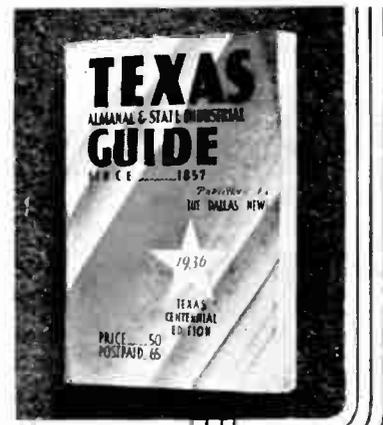
E. M. (Ted) DEALEY
Vice President



JOHN F. LUBBEN
Secretary and Treasurer



J. M. MORONEY
Acting Secretary and Treasurer



WFAA'S PARENT ORGANIZATION, "The Oldest Business Institution in Texas," publishes The Dallas Morning News, The Dallas Journal, The Semi-Weekly Farm News, The Texas Almanac and State Industrial Guide . . . and is dedicated to the ideals of Public Service. Above, you see The News Building, which has earned the title "Progress Corner," and the four major publications. On the page opposite are the executives who determine the policies of "Texas' Leading Advertising Family," which includes WFAA.



MARTIN B. CAMPBELL
General Manager

Though seldom in the public eye, WFAA's General Manager, more than any one other person, is responsible for the fine service the station renders its multitude of listeners. Several years as an advertising and newspaper man, extensive experience in the realm of the theater, and contact with radio since its origin, have given him an excellent background for the responsibilities that rest on his shoulders. The four years during which he has been at the head of this institution have been marked by constant progress . . . Mr. Campbell handles National Sales besides directing the activities of all employees of the station and performing numerous other functions. Genial, energetic, considerate and understanding, no better tribute can be paid him than to express the sentiments of his entire staff—"He's the world's grandest 'boss,' without ever 'bossing'."

ALEXANDER KEESE
Regional Sales Manager

Long experience in the field of public entertainment in the theater, symphony concert and radio broadcasting have given Alex Keese a keen insight into what folks like to hear . . . that's just one reason why he's an unusually capable advisor for the advertisers who make most of WFAA's programs possible. A rising young executive, Mr. Keese was Program Director and Musical Director of the station for several years before assuming his present responsibilities. And despite the pressure of handling business details, he still finds time to conduct the orchestra on some programs.



RAYMOND COLLINS
Technical Supervisor

Ever since the days of the queer "cat-whisker" sets, Ray Collins has lived and breathed radio, and for the past ten years the technical side of broadcasting has been his profession as well as his hobby. As Technical Supervisor, his is the responsibility of supervising the operation, the maintenance and constant modernization of WFAA'S giant 50,000-watt transmitter and studio control equipment. Always alert and on the lookout for new developments, and one of the country's most competent radio engineers, Mr. Collins has initiated many technical improvements since he has been at the head of this department. He is now experimenting with the ultra-high frequency band to further the station's service.



RALPH W. NIMMONS, Program Director

WFAA'S aggressive Program Director already has nine years of experience despite his youth. For most of that time he was an announcer and continuity writer, but his thorough comprehension of program values, his inherent showmanship, natural ability and a capacity for hard work made his rapid rise inevitable. From dawn to dusk you will find him revising schedules, planning new shows, auditioning talent, reading scripts and doing the thousand other things he must to keep WFAA'S programs up to their established high standard.



Like a baseball team, every organization must have its "General Utility" man, and Irvin Gross fills that post at WFAA. As Merchandising Manager, his primary function is to assist sponsors in getting the most out of their radio advertising, and to make it as easy as possible for listeners to purchase WFAA-promoted products. Additionally, however, he is the station's "information bureau" for facts and figures on almost anything, he writes WFAA's Dallas News, Dallas Journal and national publication advertisements, and assists in sales. Youthful and aggressive, he was among the first to advocate the present standard of merchandising practice for the radio industry.



IRVIN GROSS, Merchandising Manager

BOB HORAN

WFAA'S nightly quarter-hour newscast, "Headlines and Highlights," is a feature of the station's service and, as News Commentator, Bob Horan puts to good use his reportorial experience, gained over a period of years in the newspaper and magazine fields. His lucid and intelligent interpretation of happenings 'round the world are condensed into a brief period, but the hours he spends preparing the material assures your being completely informed on everything of importance and interest.



GENE HEARD

This energetic young man is a valuable asset to the WFAA staff for besides being a capable and consistent announcer, he turns out a great deal of excellent continuity for numerous of the station's outstanding programs.



HAL THOMPSON

Although he's adaptable to any type of program, Hal's specialty is sports announcing and he spends all his spare time gathering fresh material for his Saturday evening Sports Resume. He can hardly wait for the opening whistle of the football season, for play-by-play descriptions are his favorite broadcasts.



JIMMY McCLAIN

Oldest of the present WFAA microphone crew in length of service, Jimmy is easily one of the most versatile. Previous practice in dramatics has stood him in good stead for the many and varied microphone assignments he handles. His is the cheery voice that introduces "The Early Birds" each morning, and you hear him in many other programs throughout the day.



JOHN HEMLEY
Plant Engineer



J. LORAN WICKER
Plant Engineer



OLIN S. BROWN
Control Engineer



GERALD HOWARD
Plant Engineer

Technical Staff



D. A. PETERSON
Plant Engineer



JIM WEBB COOPER
Plant Engineer

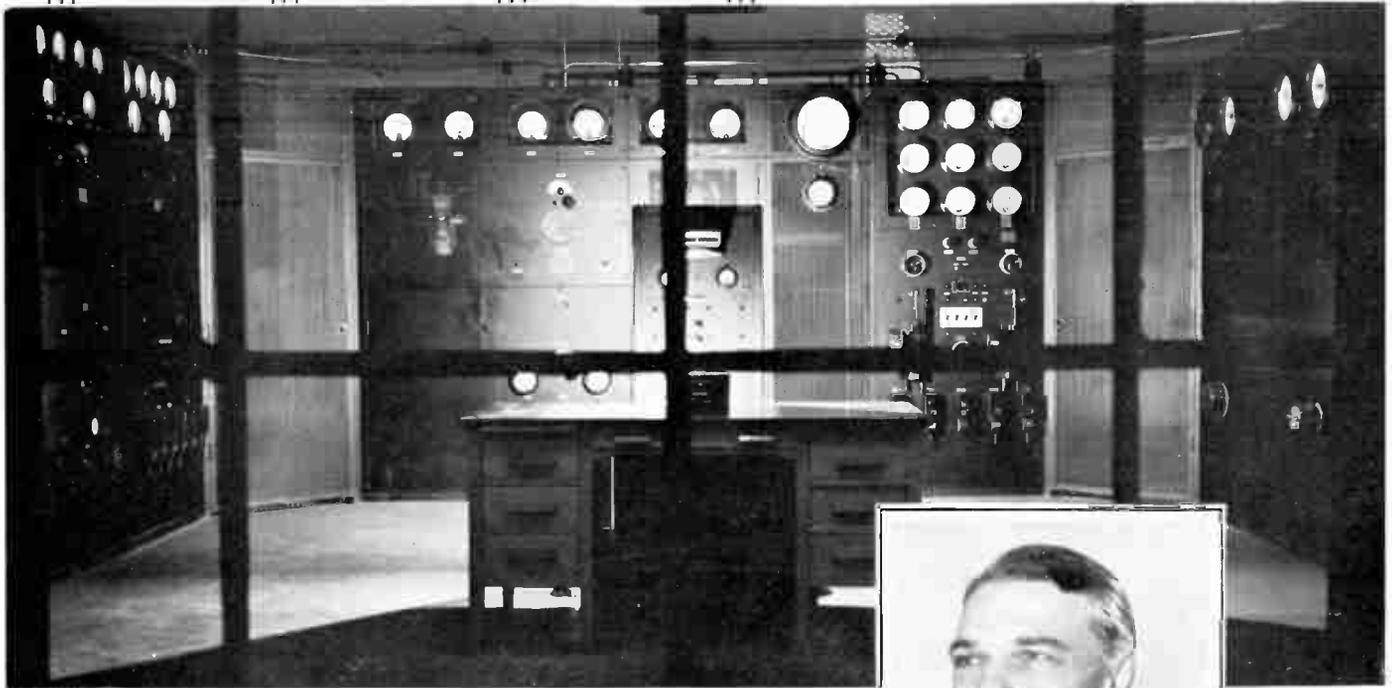


CLYDE MOSTELLER
Control Engineer



LEMUEL E. CHEEK
Plant Mechanic

The other folks you're meeting in this book contribute a great deal to WFAA's service, but all their talents would be insufficient without the capable work of the station's radio engineers. There's more truth than poetry in calling the technical staff "The Life Blood of Radio," and WFAA is extremely fortunate in having one of the most competent groups of operators in the country. These are the men you seldom see or hear about, but you'd know in an instant if they weren't "on their toes." They're all thoroughly trained for the difficult task of manning the complicated mechanism that makes the modern miracle of "voices in the air" possible . . . and they're responsible for the clear signal and uninterrupted service characteristic of 800 kilocycles.



PAUL BARNES, Plant Supervisor

In charge of maintenance and repairs at WFAA'S transmitter plant. Above is an interior view of the transmitter.



WILLIAM ELLIS, Production Manager

As you listen to a clear-cut, perfectly presented program, you probably never think of the patient rehearsal and careful timing that precede every WFAA presentation. But to Bill Ellis that's the most important phase of radio. His work assures your maximum enjoyment.



**DALBEY CRITES
Assistant Production Manager**



RUSSELL KOCH, Sound Effects

Since radio relies solely on sound for its presentation of "scenes" and events, Russell Koch's specialty is an important as well as intriguing phase of radio. He must be able to supply realistic sounds for anything from the buzz of a bee to a train wreck, and here you see him surrounded by some of the queer gadgets he uses to do it.

"TEX" BREWSTER
Staff Arranger

Popular tunes would soon become trite and "overworked" were it not for the talents of the special arranger, and WFAA's musical offerings are so novel and varied because in "Tex" Brewster the station has one of the best arrangers in the business. His task requires a complete and thorough knowledge of music and a high degree of originality, for he practically rewrites many numbers before they are turned over to the orchestra.



THE MUSIC LIBRARY

Over 4,000 tunes and 6,000 orchestrations are in the files of WFAA'S music library, one of the most complete in the country. Here you see Arthur Kuehn at work filing some music so that it will be available immediately when it is needed for a broadcast.



ADAMS COLHOUN
Office Manager

Few people realize what a great amount of "behind the scenes" work is entailed in the operation of a radio station, but the staff which is headed by Adams Colhoun is a vital cog at WFAA. Mr. Colhoun's voice is known to you all, even though he's rarely heard on the air any more. He was one of Texas' "pioneer" radio announcers, and he has been with WFAA since its earliest days.



HILDA LeBLANC
Advertising



VELMA BOYCE
Secretary



JEWEL NELSON
Bookkeeper



LILA LINDHE
Secretary



TEDDY de HAY
Continuity



BERNICE BOWMAN
Assistant Bookkeeper



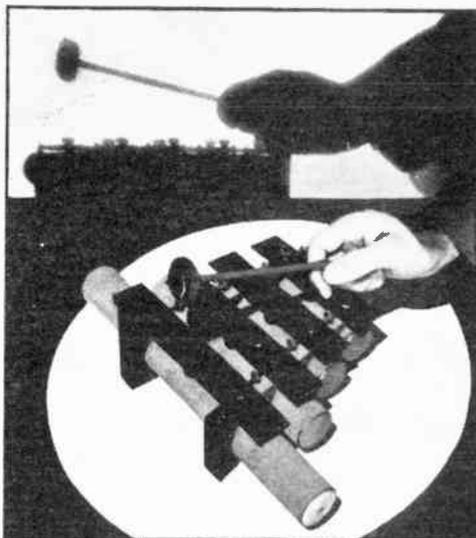
EUELLE MARTIN
Mail Clerk



ISABEL SCOTT
Hostess



GRACE GAGE
Hostess



With the familiar note of the "sign-off" gong, WFAA concludes this presentation. Visit us often with your dial on 800 kilocycles.

