

KFFEL

Denver



Demobilized

MUTUAL BROADCASTING SYSTEM

Compliments of
Imperial Sugar Company

KFEL
5000 WATTS
UNDER CONSTRUCTION
BY F. C. C. AUTHORITY

The New City of The Old West



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MEN AT

FROM AUTO PARTS TO ADJECTIVES was the route followed by **HERB TRACKMAN**, KFEL's Chief Announcer. When Herb took some time off between junior college and law school he turned to selling in the automotive field and finally became owner of an auto parts business. But this talking gentleman had words to use, so following an appearance in theatrical ventures he cast his lot with the then-young broadcasting industry. That was in 1931 and Herb was twenty. He came to KFEL in 1939 and keeps busy with his station activities plus a deal of free-lance writing.



PRIZE-WINNING ORATORY in two state contests instilled **WENDELL BARCROFT** with the idea of radio announcing. He was in high school then, and before he really connected with broadcasting in 1933 "Wen" was a college student in three states, a newspaper rewrite man, an actor and construction foreman. Being the son of a civil engineer necessitated much travel. There has been no opportunity for "Wen" to develop his interest in the capers of the human mind past his ambition to someday become a psychiatrist. He is twenty-six and was married early in 1940.

ALL-TIME & FULL TIME DENVERITE is **MACK SWITZER**. Some 27 years ago Charles McCormick Switzer saw the light of the Denver day for the first time. Since that time he has learned about life from behind a soda counter, in a candy store, as a student at Regis College and graduate from Denver University, as an accountant, cashier, paymaster, credit man and radio announcer since 1938 . . . but mostly as the father of Charles McCormick Switzer, Jr.! Mack, married to "the most wonderful girl in the world," joined KFEL's announcing staff about a year ago.



THE MIKE

ALL THE WAY FROM DENMARK to the rolling prairies of Iowa came the parents of **MARK HANSEN**. That was before Mark was born, and grew up soon enough to serve as an United States Marine in World War I. For-saking the family tradition of teaching, mark entered newspaper work in Indiana. A friend in that profession became head of the local radio station and launched Mark into his unexpected broadcasting career . . . twelve years ago. Widely experienced, philosophical Mark Hansen hobbies at gardening and dreams of the day he may attain the "gentleman farmer" estate.



BS
DENVER
STATE

NEWEST RECRUIT to the KFEL announcing staff is 18-year-old **JACK SHERLOCK**, who is taking full-time studies at Denver University, in addition to his regular announcer's position at KFEL. Matching co-announcer Wendell Barcroft's beginning, Jack won the State Debating, Extemporaneous Speaking and Oratory Contest in 1940 to earn his current post. He has been heard with the Denver Grand Opera Company. Jack wanted to become a doctor until radio took his attention this year.

ACROSS THE FOOTLIGHTS of theatres from San Francisco to Broadway **NED LYNCH** has cast his thespianic spell. Your "DAWN PATROL" friend acted and directed for 28 years before radio station KGW in Portland, Oregon solicited his help in broadcasting in 1928. Ned, or Edward M., a descendent of Governor Bradford of Plymouth Colony, intended a West Point army career to follow the family tradition, but the stage caught him first. Genuine, talented and modest, Ned gets a whale of a kick out of the help he can give beginners. He's proud of 57 well-lived years.





NEWS, SPECIAL EVENTS and SPORTS at KFEL are under the direction of sandy-haired, vivacious **BILL WELSH**. In 1935 Bill walked into his home-town Greeley station KFKA to suggest a news department—wjth him "it." He got the job, but stayed only a few months, for KFEL needed an active young man in its expanding news service and Bill fitted the description. He was named manager of his department in 1939. With a good background in history, political science and journalism from Colorado State College of Education, Bill has done a serious and scientific job of making KFEL your News Service Station. He's 29 and married.

DENVER'S ORIGINAL AIR JOURNAL

What happens next door or around the globe today is the direct prelude to what will happen right here tomorrow. No agency under the sun is better fitted to supply the facts of current events quickly, accurately and graphically than Radio. It was with this service in mind that KFEL became the first broadcasting station in the mountain area to supply listeners with a complete and regular schedule of newscasts.

In 1931, having carried the same type of hit-or-miss news coverage as other stations, KFEL decided to perfect the service that had hitherto been left to printed journals. The KFEL Air News was established and for three years experimentation was done to determine the "when, what, and how" of the news listener's habits. At last, on August 1, 1934, the KFEL News Service was inaugurated — five regularly scheduled newscasts each day — the first service of its kind in this area.

Currently, the KFEL News Service continues in its purposeful effort to bring its listeners NEWS, WHILE IT IS NEWS. A local staff of news experts headed by Bill Welsh collect, edit and broadcast Denver items — adding new "scoops" to the KFEL record constantly. From the powerful short-wave radio stations in New York City and San Francisco the Transradio Press News Service broadcasts instantaneous accounts of world happenings which are picked up by the KFEL "Visasig" apparatus in our news room. Authoritative news commentators and analysts, from the Mutual Broadcasting System, present daily resumes and evaluations of international news. Truly, KFEL covers the world to bring its audience NEWS, WHILE IT IS NEWS.



Across the top and bottom of these two pages is a specimen of the paper strip from the Transradio "Visasig" Tape Recorder. The jagged inked line is a record of the Continental code which flashes news from either the east or west coast to the KFEL News Room with the speed of light. Ultra-powerful shortwave radio stations in New York and San Francisco transmit reports from other short-wave stations throughout the world. The tape is decoded at KFEL and broadcast throughout the mountain area.

KFEL NEWSMAN STUART HEINEMANN sets his pencil on the map showing the world sources of the news that is flashed to the "Visasig" Recorder in KFEL's News Room. At twenty-seven, "Stuie" has had a wide experience as radio and newspaper reporter, copy writer and editor of a trade publication. His lofty six feet, three inches of stature is familiar in any Denver news-nook, and his father set the precedent as a well-known court reporter here. His newscasts and special events coverage are part of KFEL's public service.



REPORTER BOB McWILLIAMS has allowed no grass to get green under his 22-year-old feet. This earnest, intelligent and hard-working fellow came to KFEL this summer from a career that is outstanding. That he is a graduate of the University of Oklahoma isn't surprising, perhaps, but he has five years of newspaper experience in addition — and that includes a year as the editor of a weekly journal from Joplin, Missouri, Bob went down into Oklahoma for journalistic and radio experience before coming here.

Right — PRESS OPERATOR in the KFEL news room is **RUTH GEORGIA FRANCIS**. At the short-wave receiving set, here, Ruth tunes in the "signal" from Transradio headquarters. The coded messages can be read by ear as they are recorded on the "Visasig" tape, but the latter method is another check on accuracy in the KFEL scheme of honest reporting. Ruth likes her news work but . . . er . . . well, she'd like to have a woman's radio program of her own.



Left — **MARY FRANCES SMITH** is another of KFEL's press operators. On the upper shelf behind her is the short-wave receiving set that relays the coded news flashes from coastal stations to the "Visasig" Recorder at lower right. The tape courses through the metal holder on the front of the typewriter and is transcribed into narrative by Mary Frances and her co-worker, Ruth Francis. This 20-year-old, quick-to-blush lass is a native of Denver.

Right—Recently, KFEL retained the gracious services of **SALOME J. SIMMONS** as the "Woman's Woman." The choice was not without good reason, for Mrs. Simmons' life and tastes have been devoted to a woman's interests. After majoring in music and speech at Simpson College, Mrs. Simmons turned to marriage and the enjoyment of things that have made her the ideal conductor for the "Woman's Edition" of KFEL News Service. Music, modern poetry, home decoration, a collection of glassware, clothes designing and sewing . . . and, most of all, Nancy (6), Billy (9) and David (11). Young, congenial and enthusiastic, Salome Simmons is KFEL's latest contribution to its listening ladies.





WALLY REEF is probably the most widely known newsman in Denver. His career in journalism was begun in 1920-21, and many knew Wally as City Editor of a Denver daily newspaper. Of pioneer Colorado stock, Wallis "Wally" Melville Reef has spent his life here. The town of Melville, Colorado was named for his grandfather as a result of his leadership in the development of our state.

RAYMOND GRAM SWING—Mutual's distinguished authority on foreign affairs who so clearly and concisely analyses the current European developments for Mutual and KFEL listeners. Mr. Swing was war correspondent during the first World War and was termed by Time Magazine, "Radio's find of 1939."



Left — **FULTON LEWIS, JR.** offered copies of the Neutrality Law on one of his nightly news summaries from Washington and was engulfed with requests he and a secretary are sorting here.



Right—**WAVERLY ROOT** serves as another MBS European war news expert. He is shown here in the Paris bureau of Mutual's organization.

WYTHE WILLIAMS has been a respected political observer and news authority for years. Mutual recently enlisted him to handle part of their extensive current event service.

MAJOR LEONARD H. NASON, experienced military expert, interprets the meaning and significance of tactical moves in the European battles for MBS-KFEL dialers.

ARTHUR MANN, Mutual's observer with the British Army, is a veteran foreign correspondent. Wherever the forces are in action Mann short-waves reports to MBS-KFEL audiences.



NEWS AS

Equipped with two auxiliary portable shortwave radio stations, KEIX and KEIW, a modern ever-ready truck-laboratory, a fast and serviceable observation car and an alert crew of special-events men, KFEL is

The KFEL laboratory truck for remote service set up broadcasting Wendell Willkie's visit to the Mutual Network from the Denver Stock Yards in July. In the back of the car operator Gene Carpenter "monitors" the Willkie speech being picked up by a microphone out of sight on the platform. Meanwhile, KFEL Director Frank Bishop (right) stands by at another "mike," and Don McCaig is ready with one of KFEL's "pack" transmitters, KEIX, to move into the crowd for the story of Willkie's removal from the platform and his trip to the luncheon room.

At the time of his welcome to Colorado the speech of GOPresidential nominee Wendell L. Willkie was broadcast to the Coast-to-Coast Mutual Network by the KFEL Special Events staff. Governor Ralph L. Carr stepped to Willkie's left after introducing the former utilities executive.

During the luncheon tendered Republicanominee Willkie at the Denver Livestock Exchange KFEL's Frank Bishop gleans a "mike-full" of informal remarks from the honor guest.

Watch KFEL and MUTUAL



IT'S MADE

prepared to cover "news in the making" throughout its entire mountain area. This department of KFEL News Service guarantees our listeners coverage on events that concern them most immediately.

Right -Two views of the KFEL Observation Car rigged for a Special Event broadcast through KFEL's second portable transmitter, KEIW. The sliding top of the sedan permits eye-witness by newsman Stuart Heinemann (with the breast-plate microphone) even while the car is in motion. Operator Gene Carpenter is at the transmitter controls. The broadcast is picked up at KFEL and rebroadcast at our regular spot on your dial.

Press Plate. This plate is attached over the license plates on all automobiles used by KFEL Special feature Service, KFEL News Service, KFEL Sports Service, Engineering Department, and executive cars. They are issued annually to KFEL by the Warden of the State Penitentiary where Colorado license plates are made through authority of the Secretary of State.



President Franklin Delano Roosevelt is met on the observation platform by KFEL's Special Features staff and microphone when he visited Pueblo. With the Chief Executive during this 120 mile special pick-up for Colorado Radio Network, forerunner of the Mountain and Plain Network, listeners are U. S. Senator Ed. C. Johnson, former-Governor Teller Ammons, U. S. Senator Alva B. Adams, and Congressman Lawrence Lewis.

From the battle fields of France, where he had served as a volunteer ambulance driver, recently came cinemactor Robert Montgomery. KFEL's Special Features crew met him as he alighted from his Hollywood-bound plane at Denver airport. Although his movie contract permitted no radio appearances, Stuart Heinemann (right) interviewed him and then stepped to the nearby KFEL "mike" to give listeners as close a personal story as was possible.



NEWS AS IT'S MADE



Left — William Green, President of the American Federation of Labor, delivered his annual Labor Day address to coast-to-coast audiences of the Mutual Network this year through the facilities of KFEL.



"Senator Crawford," nation's foremost roadster horse, undefeated in eight years, winner of 58 championship stakes, was retired in ceremony at the National Western Stock Show in Denver early this year. KFEL Special Features head Bill Welsh, right, broadcast the tribute to coast-to-coast Mutual and KFEL listeners as trainer R. C. Flanery holds his thoroughbred charge at the microphone.

The tenseness of a broadcast "zero-second" is revealed in the company ready to air a special program from the testing laboratories of the U. S. Bureau of Reclamation to KFEL-MBS listeners. Operator Merle Floegel supports one of KFEL's "pack" transmitters at far left, Bill Welsh "aims" the "mike," center, Frank Bishop listens for the "cue" at the right, while checking his stop-watch.



It was seven degrees below zero when KFEL men Frank Bishop and Bill Welsh (out of sight in the depths of the broadcasting booth) aired the feeder cattle sale at the National Western Stock Show in January of 1940. It was so cold that the cattle refused to utter a single bovine sound for the coast-to-coast Mutual Network listeners.

U. S. Commissioner of Reclamation John C. Paige delivers the introductory talk on the KFEL broadcast to Coast-to-coast Mutual dialers from the Bureau of Reclamation testing laboratories in Denver. Later the KFEL line-up of Welsh and Bishop described the purpose and operation of the bureau and its modern testing equipment.





Governor Culbert L. Olson of California stepped off his train and to the KFEL "mike" when he stopped in Denver this summer enroute to the Democratic National Convention in Chicago. Henry Orbach, KFEL Special Eventer interviewed the Californian at that time. Comedian Ken Murray, next at the microphone, can be seen between them.

Only semi-serious was the visit with famed Hollywood radio-screen gagster Ken Murray, a member of the California Democratic Delegation enroute to Chicago's conclave with Governor Olson. Direct lines into the Union Station are maintained at all times by KFEL to catch notables as they stop momentarily in Denver.



In the chambers of the Denver City Council KFEL Newsman Stuart Heinemann and operator Gene Carpenter broadcast the Council debates in the special KFEL Citizen's Series last winter. One of the important airings was the discussion of cigarette tax and parking meter ordinances.

Paul V. McNutt, Federal Social Security Administrator, is another notable introduced to KFEL listeners from Denver's Union Depot. This interview with Bill Welsh occurred the moment McNutt stepped from the train for a speaking engagement here. KFEL, through its permanent line to the depot and the remote broadcast truck at right, was the first Denver station to air the celebrity.

Jimmie Scribner, the entire cast of your Mutual "The Johnson Family" show, found KFEL's microphone listening when he was presented with a dolly-replica of one of his characters at the Union Depot. The occasion, with Bill Welsh and Don McCaig (over top of woman's head) on hand, was Scribner's arrival to fill a Denver theatre appearance.





Left—At the dedication of the hard-surfaced U.S. Route No. 40, July 4, 1938, KFEL established broadcast facilities at the top of Berthoud Pass on the Continental Divide, 11,315 feet above sea-level. The ceremonies accorded the completion of the first hard-surfaced road from the Atlantic to the Pacific were broadcast to coast-to-coast MutualListeners and KFEL's dialers. The operations tent stands at the left, and on the platform (left) is Frank Bishop with the KFEL "machine-gun mike" — a microphone newly designed to pick up sound selectively wherever pointed.
Below — U. S. Senator Ed. C. Johnson spoke as part of KFEL's coast-to-coast broadcast of the U. S. No. 40 dedication in Berthoud Pass.



Right — The Goodfellow Club, established seventeen years ago by KFEL and associated friends, makes an effort each Christmastime to provide food for needy families in Denver through its radio auction from KFEL's studios. Merchandise is obtained from local business houses and sold over the air to the highest bidder. All revenue is devoted to the charitable purpose of the Club. Goodfellow Auctioneers — Harry Rosenthal and Ed Freeman stand at extreme left and right, respectively.



Below—The dedicatory services of the Will Rogers Shrine-of-the-Sun on Cheyenne, Mountain were another in KFEL's far-remote programs of public activity. Shown speaking at the microphone is the then-Grand Exalted Ruler of the Elks, Charles Spencer Hart of Mt. Vernon, New York. At the left, in the ten gallon hat is the late Spencer Penrose, multi-millionaire, who built the shrine, in honor of his friend, and as his own last resting place.

Below—Mayor Benjamin F. Stapleton has a KFEL microphone at his disposal at any time. KFEL also maintains lines to the Senate and House Chambers, the Governor's office in the State House, the West Side Criminal Courts Building, the Municipal Auditorium, Union Depot, City Council Chambers, East Entrance of City Hall, Police Building, Airport, Conoco Auditorium, etc., and the Lincoln Room of the Shirley-Savoy Hotel. Through these facilities KFELListeners are kept in direct touch with important governmental activities in Denver.





Again in 1940, KFEL had the exclusive rights in Denver to broadcast the play-by-play account of the World Series between the Cincinnati Reds (National League Champions) and the Detroit Tigers (American League Champions). Shown here is "Red" Barber, appointed by the Mutual Network, with the approval of baseball authorities, to announce half the games of the Series over MBS-KFEL.

Bob Elson shared the World Series broadcast duties with Barber. The Mutual Broadcasting System's contract as the sole radio outlet for the World Series afforded KFEL its second annual privilege of becoming the official major league baseball station in this area.

SPORTS ON KFEL



Attorney, and one-time newspaperman, rancher, press-agent for Jack Dempsey, **JOE MYERS** has still another capacity to add to his roster: Sports Specialist for KFEL. With Bill Welsh, Joe brings the basketball games of the Denver "Nuggets" and the National A.A.U. Tournament to KFEL and MBS sport fans. Since his student days at Notre Dame University and while earning his law degree at Westminster College, Joe has followed sports constantly and diligently. Thus, his knowledge, plus his fluency of speech, make him an ideal radio sports narrator.





The 1940 University of Colorado Basketball Team, whose home games were broadcast play-by-play by KFEL direct from the Field House on the campus at Boulder. Left to right: Grove, Hamburg, Harvey, Thurman and McCloud.



An MBS broadcast of a "Nuggets"-Phillips 66 game in the Denver Municipal Auditorium last season. To the left of the two six-footers on the floor the KFEL crew and setup can be seen.



The National AAU Basketball Tournament was broadcast by KFEL from the Municipal Auditorium. The play-by-play account by Joe Myers and Bill Welsh was carried from coast to coast by the Mutual Network. From the right: Operator Charlie Hastings, Director Frank Bishop, Welsh and Myers.

Tee Connally, All-American Basketball Forward with the "Nuggets" grinned his satisfaction with their successes as he addresses the KFEL "mike" at the Union Depot.



On hand to welcome the "Nuggets" home from their victorious road-trip was Bill Welsh (with microphone). As the squad comes from the train Bill snags tall All-American center, "Ace" Greunig for a comment.

"Slammin' Sammie" Snead, top-flight golf pro whose "edge-of-the-cup" bad luck cut him out of the PGA trophy this year, was a guest at the KFEL microphone recently.





Princeton's Football Mentor, baldish Tad Wieman, did a portion of grid-iron prognostication for KFEL and MBS audiences while he stopped in Denver this year.



At the Rocky Mountain AAU Swimming and Diving Meet in Denver's Washington Park pools, sportspielier Bill Welsh and operator Gene Carpenter set up broadcast business on the diving tower.



Pretty Marjorie Gestring, National AAU Woman's Diving Champion graced the KFEL air-spot when she was a guest in Denver recently.

The Cardinal Baseball School visits Denver to review and recruit young aspirants for positions on the National League Cardinal's squad. The KFEL "mike" and Bill Welsh moved out to the ball park where Bill is seen interviewing Heine Mueller (left), former National League star and now scout for the St. Louis club, and one of his associates.



Reconstructed baseball from the highest land point ever used for a broadcast of its kind was the distinction of this scene. By special arrangement in 1938, telegraphic reports of a Red Sox-Yankee game were sent to Bill Welsh, atop Berthoud Pass, 11,315 feet above sea-level, from which he recreated the play-by-play story of the eastern game, Bill is at the right and his telegrapher decodes the report in the foreground.

At the Rocky Mountain Conference Collegiate Basketball Tournament at Bozeman, Montana, Bill Welsh conducted a series of post-game interviews with players, coaches and alumni stars. These interviews — here with one of Montana's former stars — followed the broadcast of the tournament, and comprised one of the longest remote broadcasts (500 miles) by any Denver station. Gene O'Fallon, KFEL President, looks on at the right.



IN THE COLORADO TRADITION

Imagination, initiative and enthusiasm have characterized the development of American Radio from an almost unknown marvelous "gadget" only a score of years ago to one of the nation's greatest industries and beneficial public-service mediums today. The story of the beginning and growth of KFEL conforms to this theme and has contributed materially to it.

The studios and offices you see on these pages represent the current status of our station's expansion . . . but not the limit of KFEL's future. The "Navaho" is KFEL's main studio — others, also named after Southwestern Indian tribes, are the "Kiowa," the "Ute," the "Hopi" and the audition "Kiva" — adjacent to KFEL's business offices occupying 4000 square feet in the Albany Hotel Annex. Furnishings and decorations are in an Indian motif, with Chimayo blankets for wall and floor coverings, lighting fixtures of clarified rawhide suspended by leather thongs, furniture — even pianos, organs, speakers and control panels — of sturdy handhewn Western pine of primitive construction, using leather, rawhide and dogie fur for covering to carry out the pioneer atmosphere of hospitality and comfort. Visitors are always welcome.

This is the manner in which Radio Station KFEL became KFEL, and how it has expanded in seventeen years . . . One evening Captain W. L. Winner, Jr., of the National Guard felt a real sense of pride in his handiwork. He had just been awarded a national prize for his 7.5 watt radio transmitter, 6WV. It was the late spring of 1919, and Capt. Winner was wondering where he would move his "prize package" for better operating facilities. Fitzsimmons General Hospital proved to be the new site in 1920, and another move to the Armory site at 13th and Grant occurred in 1922.

It was with the last move that the call-letters were changed to KFEL. The station was still a non-commercial hobby with Capt. Winner until the following year. Early in 1923 Gene O'Fallon became associated with the station's originator to put the station to the public use. KFEL was soon granted a license by the Federal government to operate commercially, and its continued operation, since, makes it the oldest consistent broadcasting station in its area.

There followed years of steady growth from the 7.5 watts to 50 to 100 to 250 watts to 500 watts in 1930 and to a full-time license on 1000 watts in 1939. Meanwhile, the transmitter was moving to its Colfax Avenue location and then to its present site immediately west of the City Limits, adjoining Sloan's Lake. Studios and offices were set up in the Argonaut Hotel, moved to the ground floor of the Albany Hotel, and in 1937 placed in the newly decorated quarters they now occupy in the same hotel.

Thus, we have the story of the purely material growth of KFEL; KFEL's ever-increasing stature in service and entertainment can be told by its thousands of listeners who have turned to its spot in the middle of your dial for years. No, that is not the end of the story. Application is pending to increase its power five-fold, to 5000 watts, more efficiently covering the mountain area of KFEL listeners. KFEL is key station of the "MOUNTAIN AND PLAIN NETWORK" which makes Mutual and KFEL programs available in the listening areas of Greeley, Grand Junction and Cheyenne with plans already underway for expansion into the other neighboring states of South Dakota, Nebraska and Kansas.



NAVAHO STUDIO



GENE O'FALLON



UTE STUDIO



KIOWA STUDIO

KIVA

HOPi STUDIO



Left—Cathedral Ballroom at the Albany Hotel immediately under KFEL Studios and offices. The Ballroom has a seating capacity of more than 600 and is frequently used for lectures, banquets, etc., which are broadcast over KFEL. Permanent broadcast loops and control circuits are maintained to the Cathedral Ballroom making possible pick-ups on short notice.



Right—The Ranch Room of the Albany Hotel which also is equipped with permanent lines to the KFEL control room and which is available for luncheons, banquets, and other gatherings. Similar permanent lines are maintained to the Albany Hotel Mural Room and other important dining and meeting rooms.



GENE O'FALLON, President of Eugene P. O'Fallon, Inc., and Manager of Radio Station KFEL, is a pioneer of American Radio, known as intimately in broadcasting circles from coast to coast as he is at home. In January, 1923, when broadcasting was little more than a toy to most of us, Gene O'Fallon saw the future of the new industry and acquired an interest in KFEL. From that beginning, KFEL has developed into one of the most progressive locally owned and operated stations in the mountain area.

But Gene's efforts have gone farther than the local scene. For five consecutive terms he has served on the Board of Directors of the National Association of Broadcasters, in which capacity he has been active under more Association presidents than any other radio executive; now he is a member of the Operating Board of the Mutual Broadcasting System. About the time "Teddy" Roosevelt was President, young Gene O'Fallon was in the horse and mule trading business in St. Louis. Shortly, he started barn-storming throughout the country with the famed speed-merchant Barney Oldfield, selling automobile tires. During the first World War he left the employ of his uncle's pioneer Denver plumbing supply house for service with the 72nd Balloon Company of the U. S. Army, where he received his first radio experience. Fifty years have given Gene O'Fallon many hobbies, the five most important of which are: daughter Mary Kathryn; and sons Eugene P. Jr.; Martin, III; Charles D.; and William J.

HEADING KFE

FRANK BISHOP, Secretary-Treasurer of Eugene P. O'Fallon, Inc., Director of Radio Station KFEL, contends that things work around into the proper groove if you just keep busy and let them alone. For instance, Frank had always had a yen for advertising work, but he was twenty-five before the opportunity arrived.

After spending his early years — which started in 1904, incidentally — in Denver, Frank went east to attend Lawrenceville Preparatory School in New Jersey. From Lawrenceville he went on to Yale University, the Sheffield Scientific School. That is, he started there, for it wasn't long before he realized that he would have to go to work if he expected to support the charming young New Haven girl to whom he was soon to be married.

So back to Denver came Frank Bishop — then barely over nineteen — started as a statistician for the Denver Board of Water Commissioners. A change placed him in the employ of one of KFEL's customers, so that when Gene O'Fallon needed an accountant, Frank was on hand. That is the way it all came about . . . except that Frank Bishop's quick aptitude in radio since 1929 has extended his importance at KFEL and placed him in his current position as Director of the station. Three months ago the Bishop's became three when Miss Jane was born, and Frank is practicing his photographic hobby more frequently now to record the progress of the new firm member.





L'S ACTIVITIES



HOLLY MOYER, KFEL's Sales Manager, had tried a number of occupations before he came to KFEL in 1936. Back in Fairfield, Illinois Holly wanted to be a motorman, he took two years of pre-law work at the University of Colorado and operated a lunch room to do it before the World War I engulfed us, for a year he served with the U. S. Navy, at 21 he started selling everything from Gold Dust Cleanser to automobiles and was a dance-band leader, besides. In 1927 "Uncle Holly" was singer-pianist on the KFEL Boys and Girls Club, and nine years later came back to sell.

KFEL Traffic Manager **DON McCAIG** has no fear for the fateful "Number 13" . . . he was married on Friday, July 13, 1934, and daughter Nancy Catherine was born June 13, 1938! Journalism was Don's career for years, both as reporter and editor, and it was as a reporter and newscaster for KFEL News Service that he first joined our station in 1936. Don's spare hours are spent building model railroad locomotives and cars. He's 34.

PADE VEATCH, Chief Engineer in charge of KFEL's technical operations, had tinkered with amateur radio broadcasting for years before he decided to make a living at it. Just out of high school, he started work for the Public Service Company of Colorado, and served as consultant in the design of medical instruments in odd moments until he joined KFEL in 1931. He's thirty, married and father of Jimmy and Johnny.



KFEL THE MUTUAL DENVER
MBS
BROADCASTING SYSTEM



COMMERCIAL

EARLE FERGUSON is still single, but something tells us — oh well, maybe it's rumor. Into KFEL's selling staff came Earle this year. For some time he had been working with his brother who has a well-known radio advertising agency on the eastern seaboard. Prior to that, Earle flashed that charm as a jewelry salesman and motion picture booking agent. Born? Yeah — 1911.

VIOLET LOFGREN is the Sales Department's "Girl Friday." Small, vivacious and pretty — and twenty-two — "Vi" started her life in Vancouver, British Columbia, Canada, but came to this country before school age. In 1937, following business college, she took a desk at KFEL. For enjoyment she votes for dancing and skating and she plays some fine piano music.

MARK CRANDALL came to KFEL as an announcer and newsman in 1935 and graduated into the Sales Representative category later. Mark's ability to bloom a smile from a budding frown one time set him up as a department store floor-walker. He is married — but yes! — rates 26 years and is in his glory training and riding horses.

ROZELLA WEBER, secretary, wanted work that wasn't dull or routine, and agrees that her wishes are bountifully fulfilled in radio at KFEL. She became one of our crowd a year ago after college in Cincinnati and Denver and experience in a library and telephone company. Adept at the piano, Rozella says she's currently "mutilating a mouth harp."



TRATION



Left—ROSE MARIE RIEL upholds the Bookkeeper-Cashier duties at KFEL, but she would like to write and conduct her own program for women. Rose Marie came with us when she was 19 — in 1935 — and like the other KFELassies, she's still single.



Right — R. L. "DICK" CROSSWHITE came to KFEL first in 1936 as a News Service reporter. Early in 1939 he became assistant traffic manager in charge at night. "Dick," a native of Denver and 32, claims his first ambition still holds — "to eat regularly."

TRAFFIC



Left — THAYDA JO SHELTON moved to Denver from Oklahoma many years before she took her place as KFEL Receptionist and secretary to the traffic department. Jo plays fine piano.



Right — DONALD DUNN steps in to help with KFEL's accounting department of occasion, but he is regularly in the milling and elevator business. Yes, he's left-handed.

ACCOUNTING



Left—MARTIN J. O'FALLON, III — "Marty" to you — is KFEL's Office Boy, "Minister Without Portfolio" and Gene O'Fallon's 13-year-old son. He's interested in radio "because Daddy's in it."

TECHNICIANS



**CONTROL ROOM
NO ADMITTANCE**

CHARLES HASTINGS — at KFEL's recording tables — is Chief Operator. He used to be a race driver.

WILL STARBUCK met a man who sold him a correspondence course in radio. He has been a KFEL operator since 1936.



MERLE FLOEGEL, KFEL Plant Supervisor, has his own short-wave "ham" radio rig — W9VRM.

GENE CARPENTER became interested in commercial radio by Merle Floegel's route — amateur radio broadcasting.

CLINT OVERBAUGH was in the telephone and telegraph business and radio seemed the next logical step.

OTTO HEISTERBERG serves as relief operator at KFEL — when he's not at his regular accounting job in Denver.



DEMOCRATIC PARTY KFEL ELECTION

COVERAGE

not printed
printed
bearing on



BENJAMIN

Above—Part of the KFEL Line-up at the Election Commission.

JOHN A. CARROLL
GEORGE J. KNAPP

FOR LIEUTENANT GOVERNOR
(Vote for

JOHN J. DOWNEY
CURTIS F. BITCHIE

FOR SECRETARY OF ST
(Vote 1

DON E. LATTA
HUNT WINN

Right—Newsmen Welsh, Heinemann and McWilliams collecting state returns for tabulation.



FOR STATE TREASURER
(Vote for One)

LEW M. APPEL
HOMER F. HEDFORD

WESLEY JOHNSON
HARRY WRADLEY STAPLES
DONALD PAUL BOLGER
RICHARD H. HANSEN

FOR A

M. D. CLIFFOR
VAL B. FISC
JOHN L. FARICY



In KFEL's Navajo studio the staff — even Gene O'Fallon and Frank Bishop, behind "mike" — count and tabulate for the broadcast reports every few minutes. This organization works until dawn to keep voters posted on the final outcome.

Watch KFEL and MUTUAL



**WAKE UP
AMERICA!**

"WAKE UP AMERICA," KFEL-MBS's "voice of the public" program, is sponsored by the American Economic Foundation. This composite picture shows scenes of the broadcast and the left to right in the upper left corner are Dr. Haake (Chicago), co-founder of the Foundation, Fred G. Clark, Founder, and Dr. Pierce (Edgewood, Maryland), Chairman of the Advisory Council.

PROGRAMS FROM KFEL AND THE

"THE FORUM HOUR" over KFEL-MBS entertains Gov. Herbert H. Lehman of New York in a discussion of Social Security. At Governor Lehman's left is S. Theodore Granik, chairman of the Forum Hour and Assistant District Attorney of New York County.

WAYNE KING with two young stars of the "Musical Steel-makers" show on a Chicago visit recently. Left to right: Ardenne White, Wayne King and Dorothy Ann Crowe in the Gold Coast Room of the Drake Hotel.





TINY ELINOR SHERRY, the KFEL-MBS singer, has a large audience when she broadcasts her own program of popular airs, originating in Mutual's WOR studios.



HAROLD STOKES and his orchestra are frequent MBS visitors to Denver radio receivers through KFEL's spot in the middle of your dial.



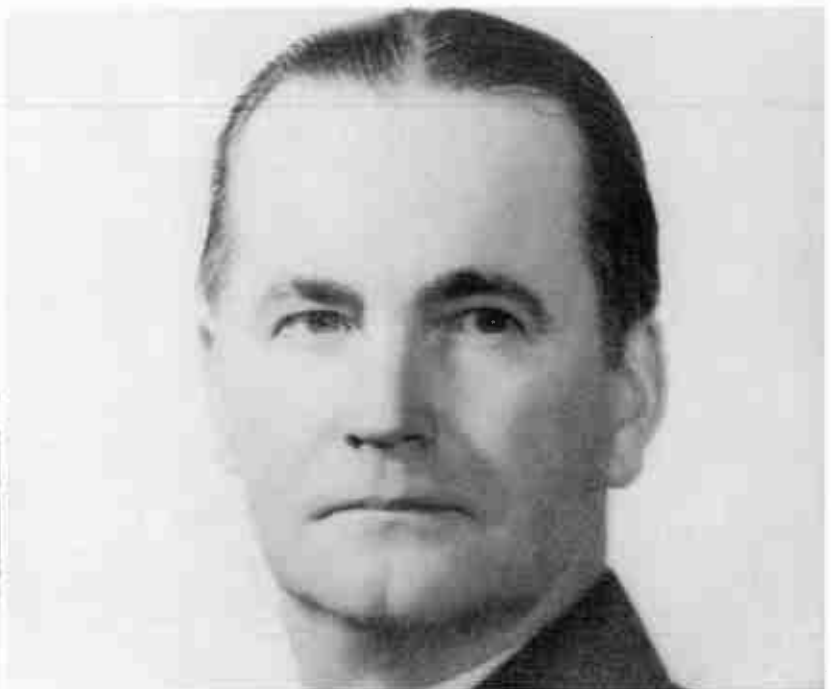
VINCENT LOPEZ provides his orchestral music to add melodic enchantment to the KFEL-MBS "Show of the Week."

MUTUAL BROADCASTING SYSTEM

EDDY DUCHIN turns loose his piano and famed orchestra for the melody pleasure of MBS-KFEL dance fans.



AL MITCHELL, "THE ANSWER MAN," is the one who answers the factual questions sent to him in Chicago from KFEL and Mutual Network listeners.





"THE DAWN PATROL" each morning finds **NED LYNCH** talking, tooting, jangling and jiving into the KFEL microphone from the "Kiowa" studio in the Albany Hotel Annex.

JIMMIE SCRIBNER, writer, producer and all the actors of "THE JOHNSON FAMILY," as he appeared when he aired his popular show to the Mutual Network from KFEL's studios this year during a week's engagement at a Denver theatre.



Left — **HENRY KING**, whose orchestra provides dance rhythms for KFEL listeners several times a week over the Mutual net.



Right—**FRANK LUTHER**, radio veteran, is featured in the "I'll Never Forget" program on Mutual. His songs have been a radio favorite for many years.



Left — **JOHN METCALF**, Mutual's Hymn Evangelist, sends his program of inspirational songs, "THE CHOIR LOFT," from the WAAB-Mutual studios in Boston.



Right — "THE LONE RANGER" has captured the imagination of adults as well as children from Seattle to Sandy Hook. A creation of young **FRAN STRIKER** in Detroit, the legendary hero conducts his adventures via the Mutual Network and KFEL.

Watch **KFEL**
and **MUTUAL**



BRITT REID young newspaper publisher, wages war on crime as "THE GREEN HORNET". His secret activities make him the transplanted, modern counterpart of "The Lone Ranger" on the KFEL-MBS air schedule.

This is **PEGEEN FITZGERALD**, style advisor whose MBS-KFEL program is a daily laboratory experiment in improving some real person's appearance. She is holding the "Micrasol" which she designed for fashion show broadcasts.

ORRIN TUCKER, with his famed band and the fascinating and popular Bonnie "Oh Johnny" Baker, are familiar guests in your speaker through Mutual's coast-to-coast facilities to KFEL.

MABEL TODD, who plays the hapless Annie Botts on the KFEL-Mutual "LAUGH 'N SWING CLUB" threatens to beat Morey Amsterdam's brains into scattered measures.





GEORGE FISHER, your Mutual Hollywood Correspondent, looks as handsome as one of his star-subjects when he poses with pert cinemactress Penny Singleton.



RAY NOBLE, English orchestra leader, distinctive arranger and popular composer, lends all these talents to the MBS audience when he is heard on KFEL's evening dance parade.

PROGRAMS FROM KFEL AND THE

RICHARD HUEY, rotund and rhythmic, acts as the "moderator" for your KFEL-MBS show, "SHEEP AND GOATS CLUB" from the Mutual studios in New York.

GOSPEL'S OLD FASHIONED REVIVAL is conducted by the genial and energetic **REV. C. E. FULLER**, from out on the west coast to KFEL and Mutual Network stations.





"PALS OF THE GOLDEN WEST" line up on the fence in this left to right order: Larry Shaw, Lucky Pulliam, Bud Jackson, Nora Lou and Slim Russell. They're featured on the MBS "Good Morning Neighbor" program over KFEL.

MUTUAL BROADCASTING SYSTEM

DR. WALTER ARTHUR MAIER, Ph. D., professor of Hebrew and Old Testament interpretations at Concordia Seminary, St. Louis, conducts his LUTHERAN HOUR over MBS-KFEL.

ALFRED WALLENSTEIN, noted American conductor, takes the baton for many of the KFEL-Mutual classical concerts.





THE RADIO WARBLERS CANARY CHORUS in their Chicago studio. These marvelous feathered trillers sing in unison to the organ refrain played for them.

"WHERE ARE YOU FROM?" is an interesting KFEL-Mutual feature handled by Dr. Henry Lee Smith, who will tell you the geographic course of your past by the manners of your speech.



THE FAMOUS MABLE STARK (left) brought one of her trained tigers to the "Dime Man" broadcast when her circus came to Denver. Without evident concern Norbourne Smith does a bit of tail-twisting for the camera.

HENRY WEBER, musical director of a series of great operettas, and the Symphony Hour over MBS-KFEL, is another renowned musical genius offered the mountain audiences.





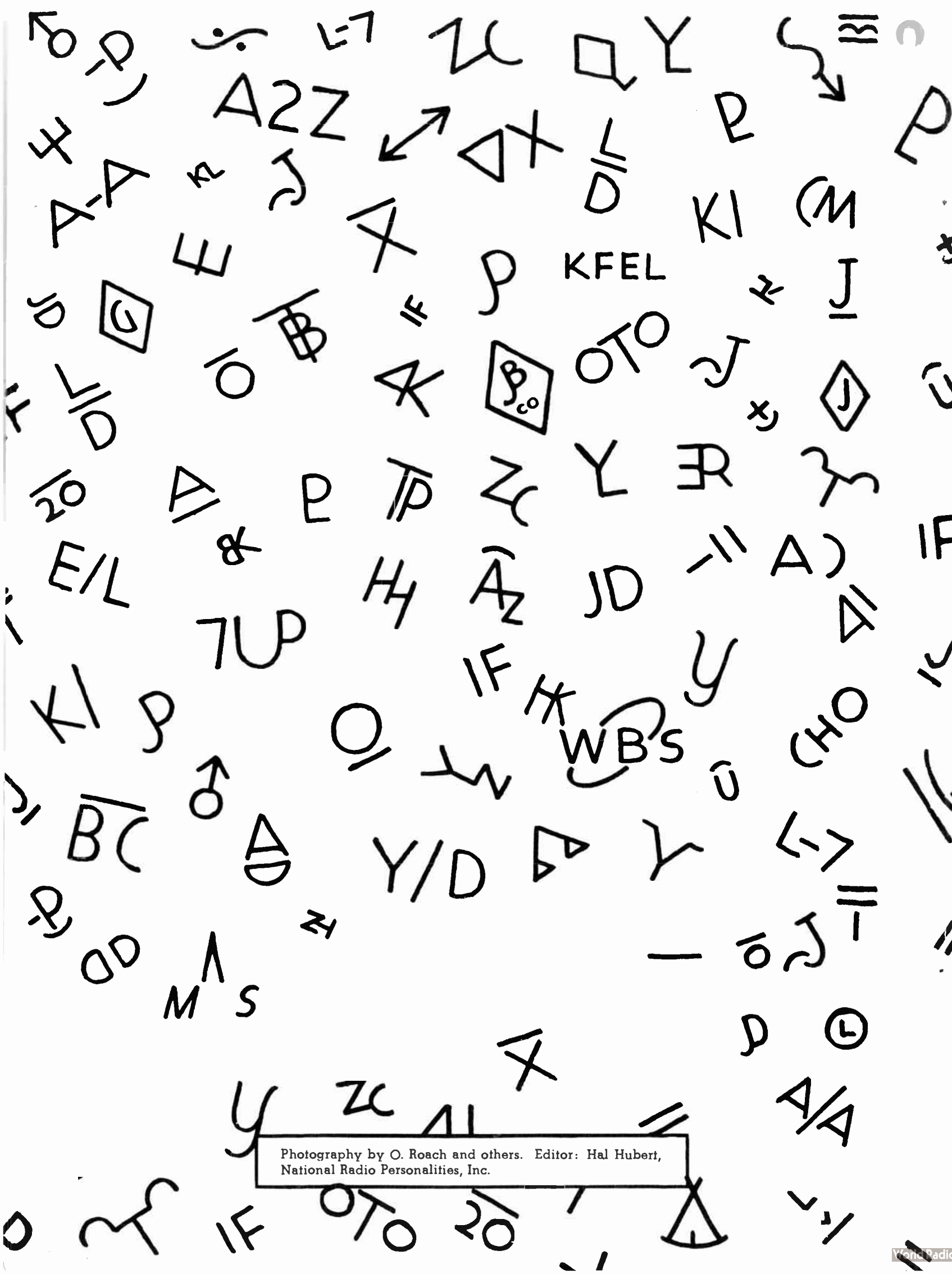
"THE DIME MAN," **NORBOURNE SMITH** (with microphone) serves out a coin to a young interviewee during one of his daily shopping chatter broadcasts from Denver's Block-Long Market. At the left, with one of KFEL's shortwave "pack" transmitters on his back is technician Merle Floegel.

"KEEP FIT TO MUSIC" starts the KFEL-Mutual ladies "1-2-3-bending" to the instructions of baldish, athletic **MR. WAL-LACE**, noted gymnast and physical culturist.

WILLIE HARTZELL AND HIS KFEL-ERS have turned out many hours of pleasure from KFEL's studios. Left to right: Stanley "Lil" Koch (saxophone), Willie Hartzell (drums), "Colonel" Frank Wheaton (trumpet, steel guitar), Art Gow (piano) and Barclay "Buck" Allen (organ, vibraphone).

"THE SHADOW," who becomes invisible and ominously-voiced at will, is played by capable **BILL JOHNSTONE** for KFEL excitement-fans. This role was one of Orson Welles' first radio ventures.





Photography by O. Roach and others. Editor: Hal Hubert,
National Radio Personalities, Inc.

BOAKE CARTER



Typically exercising his lively curiosity on a Mainliner engine is the former Royal Flying Corps pilot, **BOAKE CARTER**, latest addition to the famed roster of the nationally known Mutual network news commentators heard regularly each week over KFEL.

KFFEL

