



KENA

Tucson

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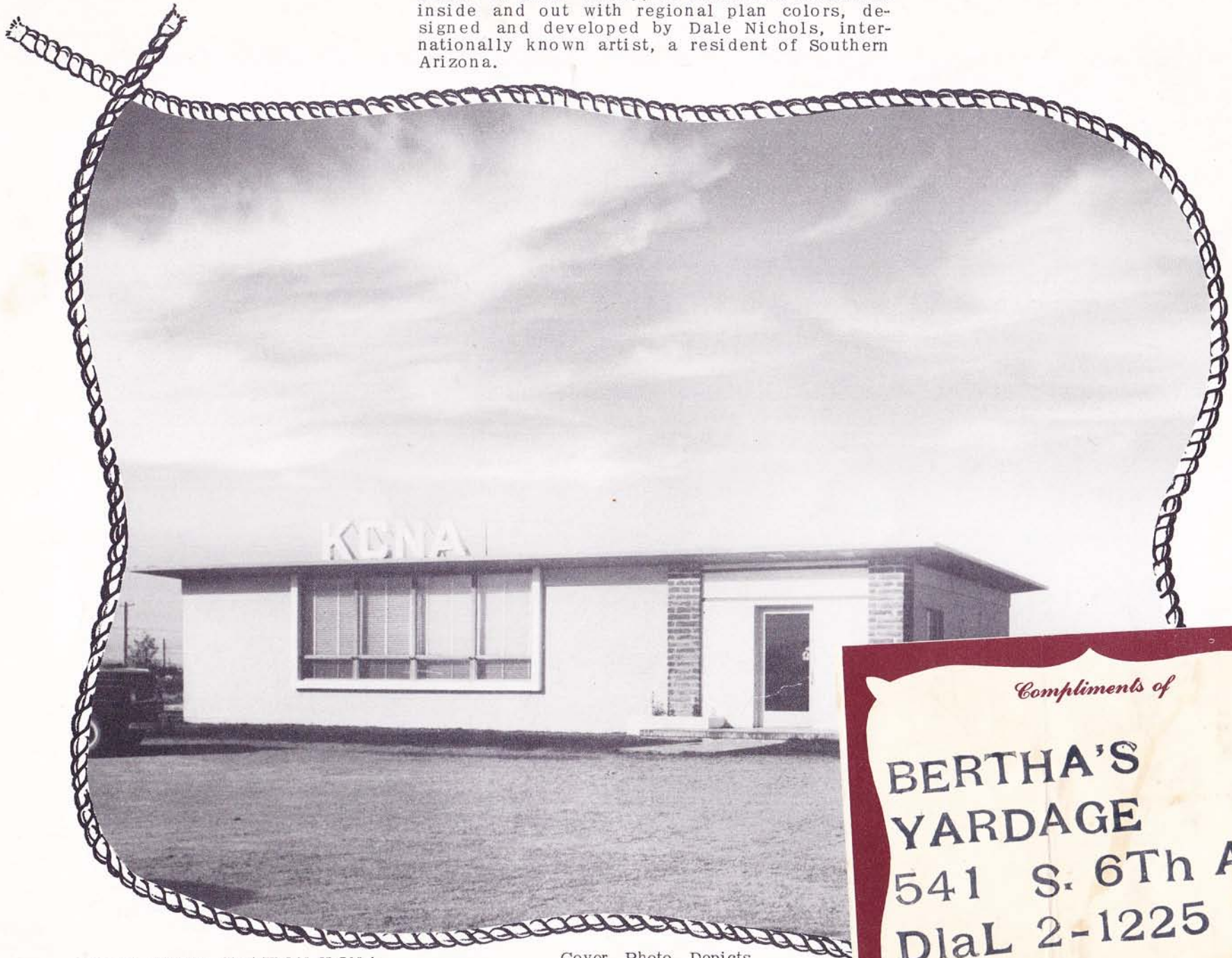
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The KCNA Building, located on East Sixteenth at South Cherry, in Tucson is decorated inside and out with regional plan colors, designed and developed by Dale Nichols, internationally known artist, a resident of Southern Arizona.



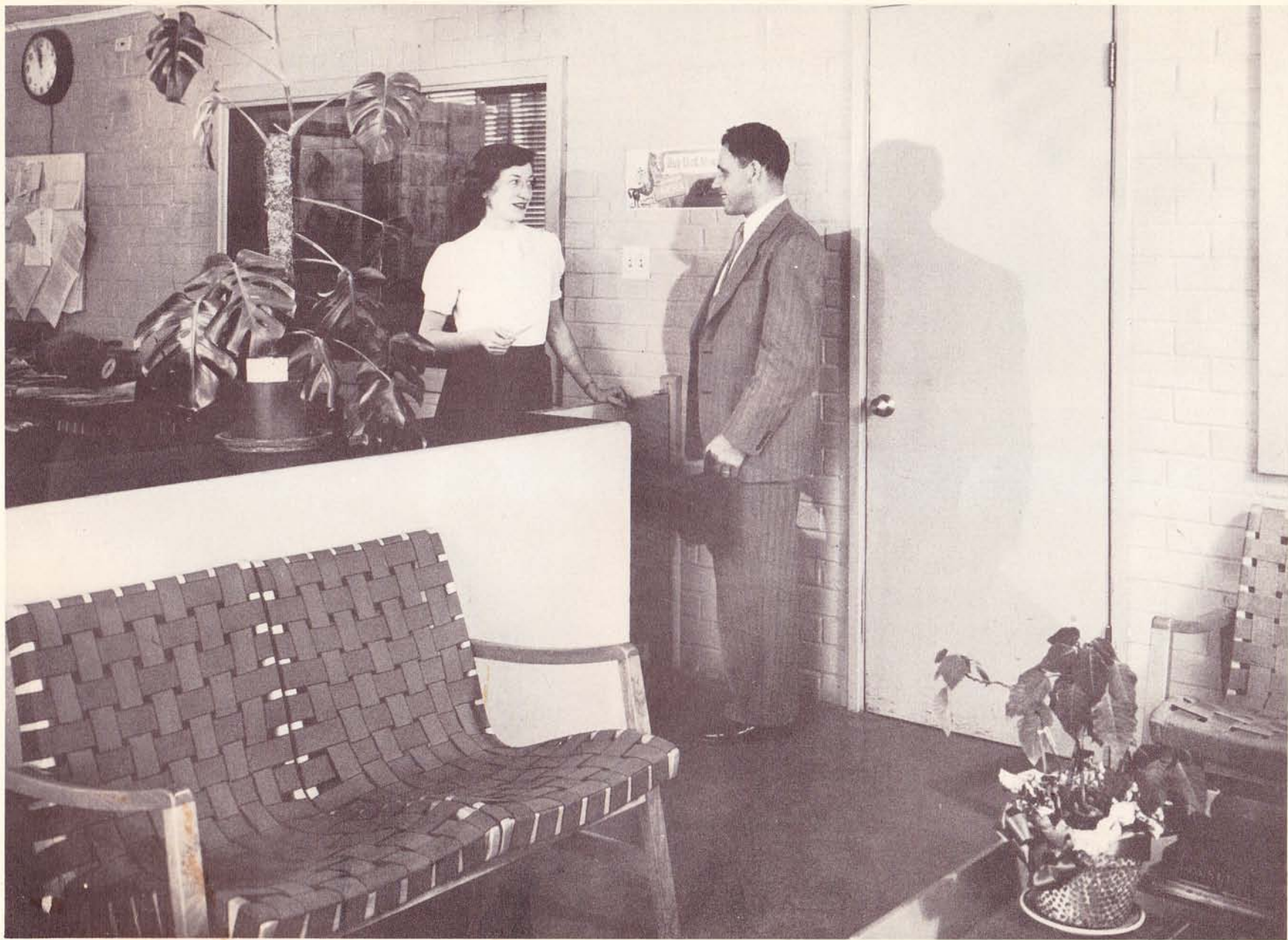
YOUR RADIO STATION KCNA

In co-operation with progressive civic-minded local business concerns have made this book available to you. They trust you will find it informative and interesting.

Cover Photo Depicts Activity at LAZY K BAR Ranch Near Tucson. Photography Courtesy Ranch and Resort Reservations.

Compliments of
**BERTHA'S
YARDAGE**
541 S. 6Th AVE
DlaL 2-1225

Welcome To KENA



Alice Andrews, receptionist, greets a visitor to KCNA studios. Her enthusiasm for the West makes you feel at home.

Meet The
General Manager

Wayne Sanders, general manager of KCNA, active in Kiwanis and Elks, can usually be found at one of many civic meetings. Member of Board of Directors Tucson Sunshine Climate Club; lends support to the Community Chest, Red Cross, Tucson Symphony, and other similar vital community enterprises. "Programs make listeners - listeners make sales, and both are necessary for public service," is his creed resulting from 17 years experience.

Wayne Sanders at the studio grand - a hobby which led him into the field of radio - may be heard practically anytime on the air or "sitting in" musicians 'round the town.



Sales And Administrative



Art Pepin, came to Tucson from Chicago, steps out briskly in the morning to discuss an advertiser's budget for the coming year. . .he fits the KCNA schedule to the client's needs .



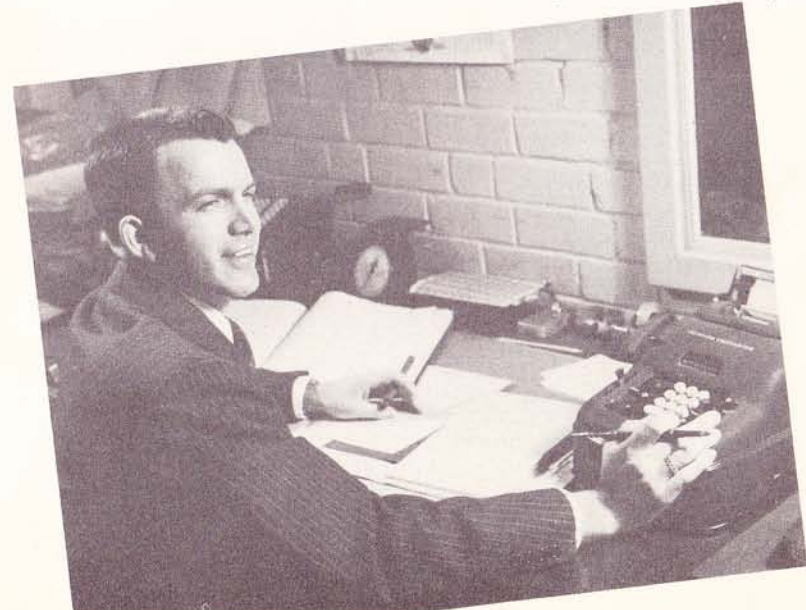
Harry Chambers, sales manager, A Captain of Mech. Cavalry in World War II, served overseas in Japan. "Handsome Harry", fugitive from a screen test, likes Tucson better. Native Arizonian.



Freda Botkin, sales and service, and director of Women's Features, rears cocker-spaniels for a hobby . . . tries her recipes on husband, "Shy."



Tom Talmage, Apache Tire Co. of Tucson, signs contract for Morning News, Monday through Saturday, 7:30 A.M. KCNA Sales Manager Harry Chambers says "Thanks."



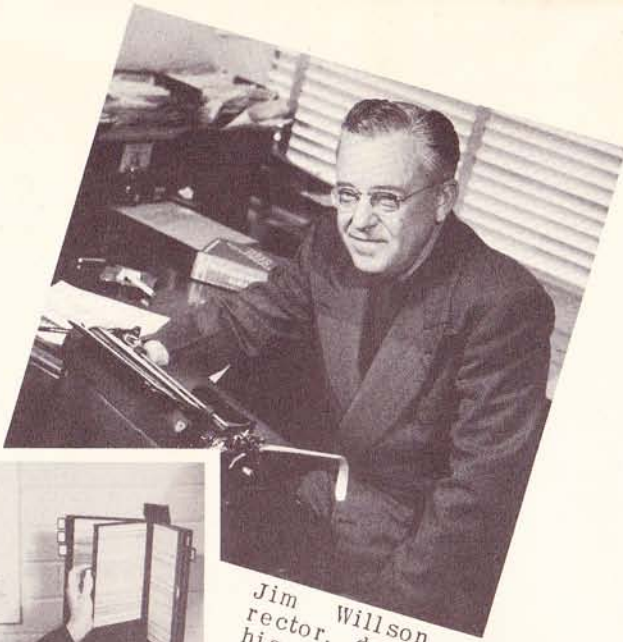
Bob Black, former store-keeper in the navy, watches over the business end of broadcasting. He's a square shooter!

*Program
Department
And
Announcers*

Alice Andrews, traffic department, directs the scheduling of all programs and announcements - Her supervision assures smooth operation.



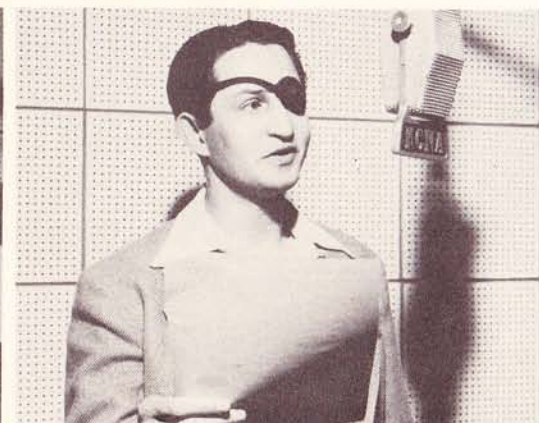
Jim Willson, continuity director, doubles in brass with his own disc show, "Music for Mom and Dad." Native of Arkansas...nineteen years in radio.



Bob Keyworth, in charge of programs, backs up his job with a wealth of world travel, dramatic experience in New York City, and a tremendous imagination for the unusual. . .married. . .one daughter. . .all of them "live" radio .



Ken Ferguson, announcer and night-time supervisor, - formerly a radio engineer in the Merchant Marine - is now the happy combination of engineer-producer in the KCNA control room.



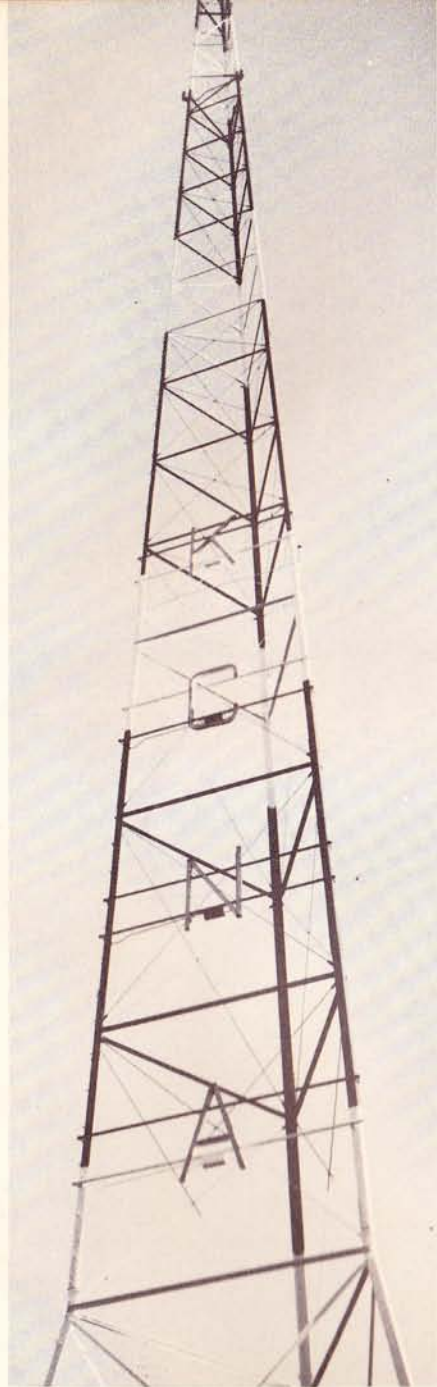
Al Morris, who admits he's a little crazy, is the man who keeps you laughing in the morning. His wake-up shows get you out of bed on the right foot every morning.



Jim Bonnell, news and special-events director, hails from New York City. Prior to his KCNA affiliation, he was publicity director of the Tucson Sunshine Climate Club.



Fred Snyder, student body President at the University of Arizona, pilots the Matinee at U of A show every Saturday afternoon from 3 to 5. Keep us on top with the guys and the gals on campus.



KCNA ANTENNA -- Tallest man-made structure in Tucson, the antenna was designed and installed by Ideco - is completely self-supporting.



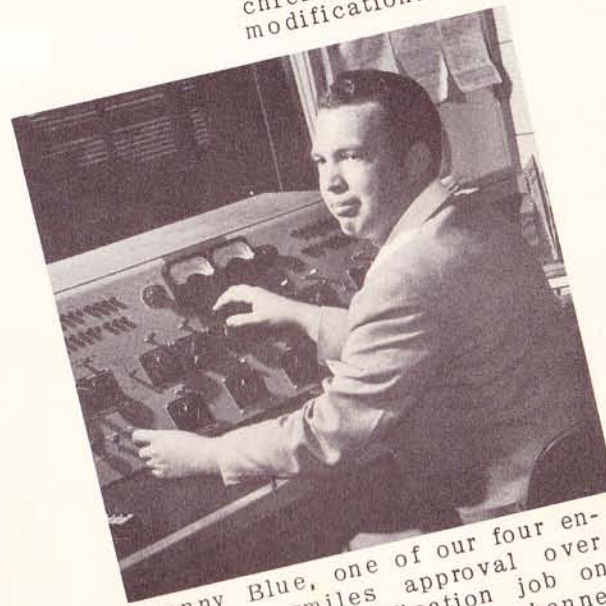
Bill Karpisek, chief engineer, is a native of Nebraska. His untiring devotion to his job makes the KCNA facilities second to none.



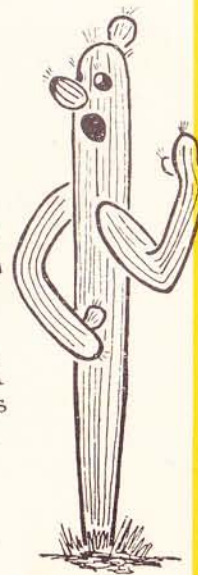
Ken Ferguson, staff engineer, readies the gear and prepares to leave the KCNA building with four channel remote equipment.



Tom Epperson, studio engineer, excels in cutting transcriptions. As a true technician, he assists the chief engineer in maintenance and modification.

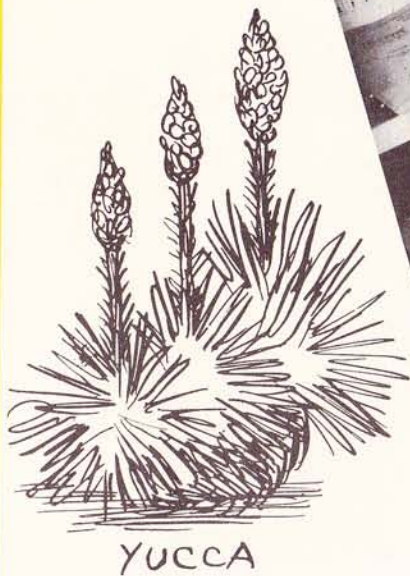


Kenny Blue, one of our four engineers, smiles approval over the recent modification job on our control room dual channel equipment. The tougher things get, the better Ken likes it.



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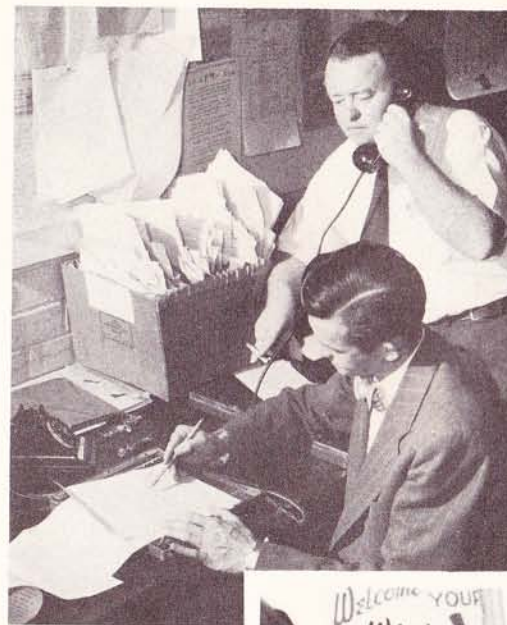
NEWS



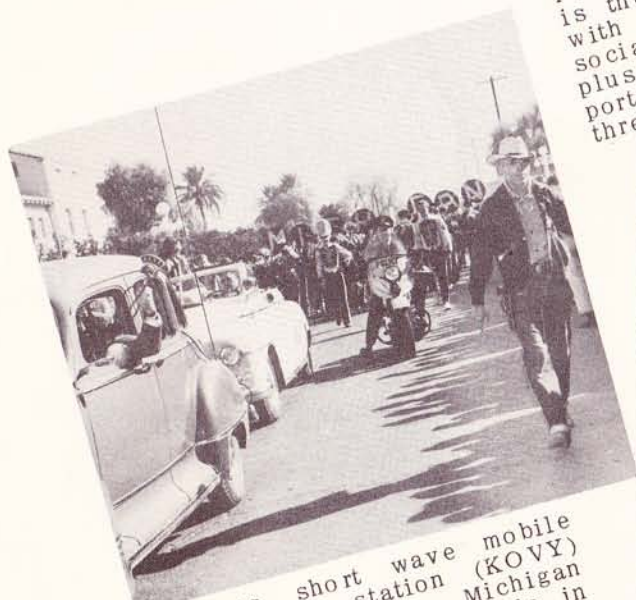
YUCCA



Checking the tele-printers in Tucson's most complete radio newsroom. KCNA is the only Tucson station with direct state-wide Associated Press service plus the AP radio wire reports on national events... three printers in all.



Bob Keyworth and Jim Bonnell check a news story and use the new telephone recorder to get latest dope on a fast moving story in the KCNA Newsroom.



KCNA's short wave mobile transmitting station (KOVY) broadcasting the Michigan University Band's parade in Tucson on their way from the Rose Bowl.



Governor Dan E. Garvey and Mayor E. T. Houston cut the ribbon at the opening of the new Greyhound Bus Terminal Building. Commander Scott narrator on "Romance of the Highways" presides.



Lou Boudreau, manager of the Cleveland Indians, arriving in Tucson for spring training season. That's Mayor Houston at left. Yes, the KCNA microphone was there.

Tucson's Finest

News Coverage



Man on a Mare... Wayne Sanders visits Thunderhead Ranch in the foothills of the Rincons... interviews guests on Palominos. Mobile transmitter (KOVY) feeds the program by short wave to the main studios for regular broadcast.

Checking the short-wave gear- are KCNA Chief Engineer, Bill Karpisek - Don Estrin, owner and driver of Rapid Messenger Service - and Wayne Sanders, KCNA Manager.. The KCNA short wave equipment goes everywhere!



Mayor E. T. "Happy" Houston cuts the ribbon at the grand opening of the new Consumer's Market on East Speedway. Hyman Meyerson and Ed Marques, owner and manager, stand by to switch on "Magic Eye". KCNA is there!



OCOTILLO



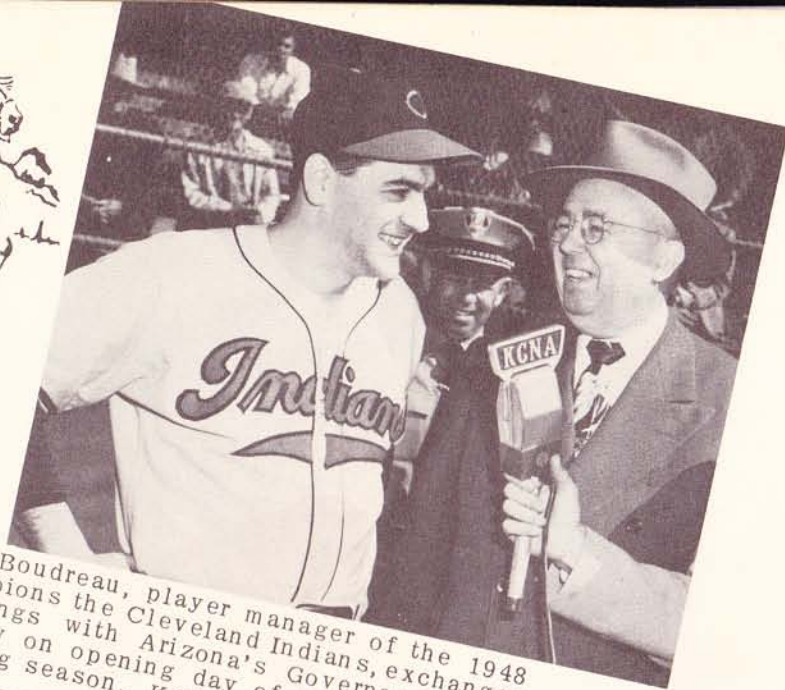
During Tucson's rash of school fires, KCNA mobile unit covered the Drachman inferno with objective, factual reporting.



Yes, it rains in Arizona, and when it does, boy oh boy! Tense moments like this one served to warn motorists to skirt the flood area via KCNA.

On
The
Spot

Celebrities



Lou Boudreau, player manager of the 1948 champions the Cleveland Indians, exchanges greetings with Arizona's Governor Dan E. Garvey on opening day of the 1949 spring training season. KCNA was there!



Eugene Ormandy, director of the Minneapolis Symphony, arrives at the Southern Pacific Depot from special train. Bob Keyworth interviews.



C. R. Smith, President of American Airlines, presides at the Hangar Dance, Tucson Municipal Airport Dedication. . . Celeste Holm, in town for premiere of Chicken Every Sunday, can be seen in background.



Celeste Holm, Twentieth-Century Fox star of Chicken Every Sunday, and Rosemary Drachman-Taylor, author of the book, arrive at the Fox Tucson for the western premiere of the picture. An exclusive KCNA public event!



Congressman Harold Patten (right) on a recent trip home greets his constituents on a KCNA microphone. He reports weekly from Washington by transcription on the news of the world. . .another KCNA exclusive public service feature.

People
Make
Programs



Luncheon in Tucson . . .
Tucson's ONLY radio audi-
ence participation show pro-
duces five winners each
day. Here's a typical day's
crop receiving their gifts.
Locale - San Carlos Cafe.

La Casa de la Fiesta,
which translated, means
House of Gaiety, daily
Spanish American Show, is
presented by Guillermo
Sosa Lopez (Bill), KCNA's
Mexican disc-jockey.



Freda Botkin checks notes on a
dress from the Baroque Shop - soon
it will be in the script for Freda's
Footnotes of Music, Fashion, and
Value. . . a daily women's page of
the air.



Freda Botkin, here as
your Radio Neighbor,
chats easily with Ruth
Metz, local Welcome
Wagon director! They
are talking about gifts
to be presented to new-
comers interviewed on
the Welcome Wagon of
the air, which follows
Freda's afternoon show
daily.



PRICKLY
PEAR

---- More KCNA Personalities

KCNA, ever alert to new talent, sponsors series of Talent Quests in cooperation with Fox Tucson theatre. Auditions, production, and broadcast is handled entirely by KCNA staff. Judges in background include (L to R) Loren Hollenbeck of the University of Arizona; Rex Kistro, publisher of the Tucson Visitor; and Russ Soden, Tucson Sunshine Climate Club. MC is Wayne Sanders.



Paradise Revelers - Smoky, Dotty, and Don - regular KCNA performers were a featured attraction during grand opening of Consumer's Market.



Margie Short, youthful hobbyist, conducts "Hobby House" weekly for the exchange of hobbyists of all ages. Here she chats with Ray Downs, local hobby enthusiast.



When the Pete Grose Show hits the air, there's no telling what will happen with this group of young irrepressibles. Pete Grose, Tucson's youngest and zaniest disc-jockey, flanked by his staff, gets a full head and takes it.



PINCUSHION



Art Crowell entertains nightly at the Pioneer Hotel Taproom and broadcasts twice weekly over KCNA.



It's Matinee at the U of A. Each Saturday afternoon from 3 to 5, University students gather in the Co-op fountain for a juke box session of the latest recording. Fred Snyder, KCNA announcer, spins the tunes and yarns about life on the campus.



Jim Brownlow, KCNA late evening Negro disc jockey, strikes a characteristic attitude while spinning the tunes on his Harlem Jamboree show. Jim, formerly trombonist with Bessie Smith and Ringling Brothers, knows his sepiá jive.



Casey at the Mike goes anywhere, even to a hospital bed, where Bob Keyworth (L) presents the winner of a "Thing" contest a bed-load of prizes. She sent in her gallstones!

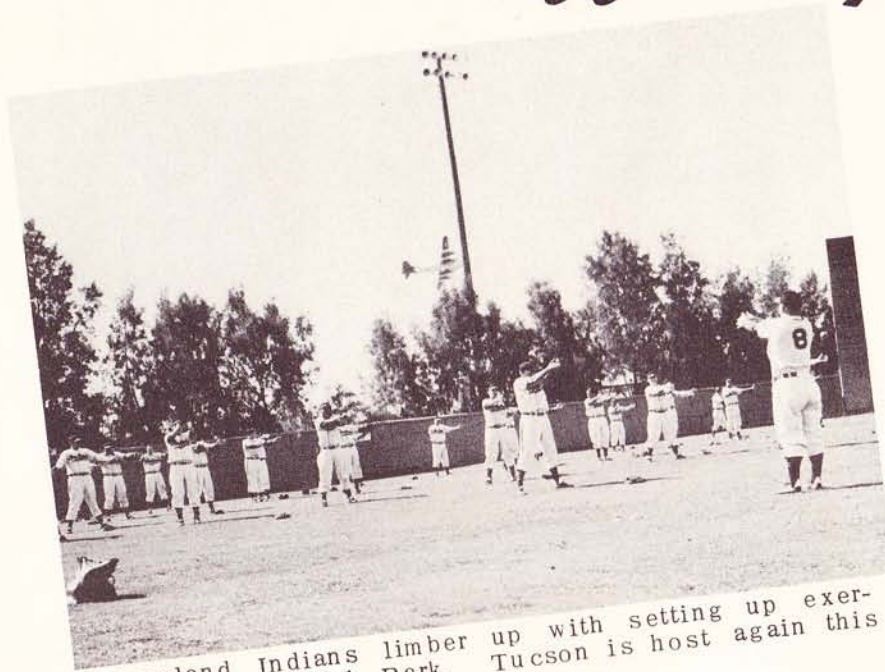


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Tucson Offers Year'round Sports .



BARREL



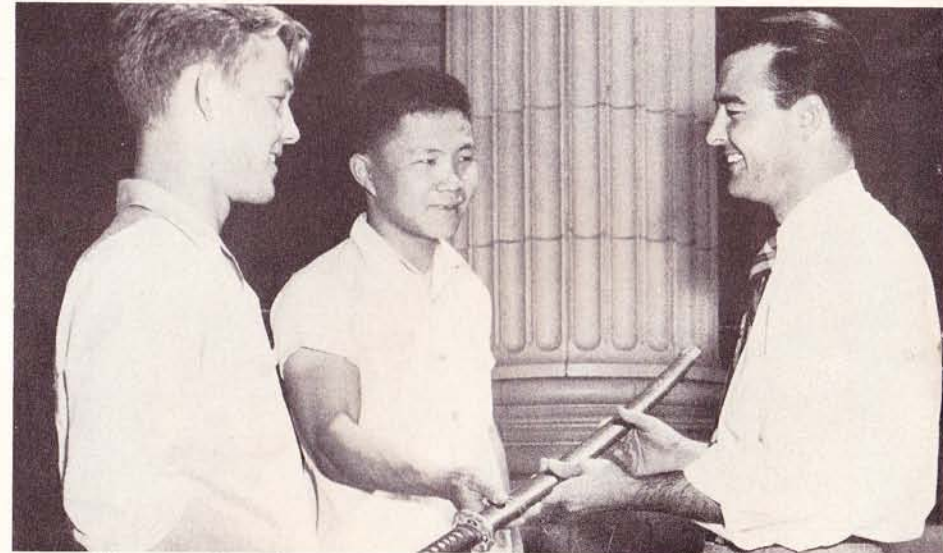
Cleveland Indians limber up with setting up exercises at Randolph Park. Tucson is host again this year for spring training.



The Tribe gets going with real determination to repeat last year's world's championship.



Bob Winslow, new head coach of the University of Arizona football team, takes the bull by the horns and the KCNA microphone during spring football practice. It was his first radio appearance in Tucson—he's talking about his plans for the "T" formation.



Harry Chambers, KCNA sales-manager, and former high school football player, hands the second annual KCNA award to Harold Don, 1948 selection as the most courageous player on the high school football team, as 1947 winner (left) Roger Johnson looks on. Harry brought the sword from Japan.

... Complete Coverage By KCNA



Mike Wiman, KCNA racing announcer recalls a tense moment in one of the season's fastest dog racing events.



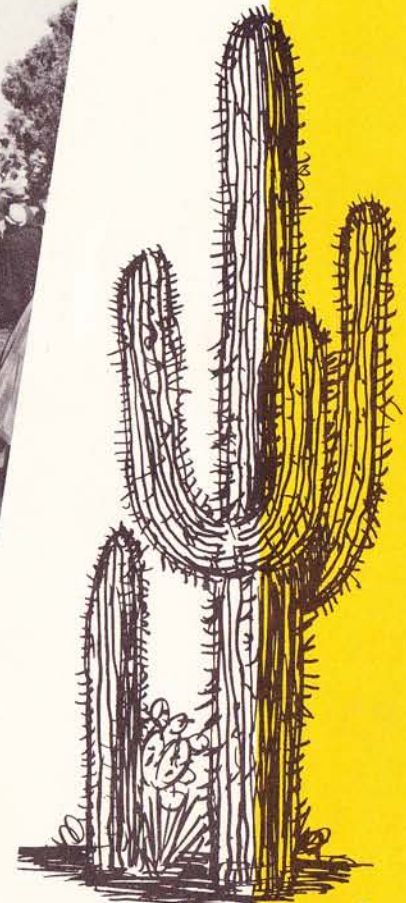
Tucson turns out for the 1949 \$10,000 open tournament in February. KCNA covered the event with mobile and stationary remote equipment.



Class "A" Basketball play-offs were held in Phoenix. Tucson won! KCNA was there to bring the good news to its Tucson listeners.

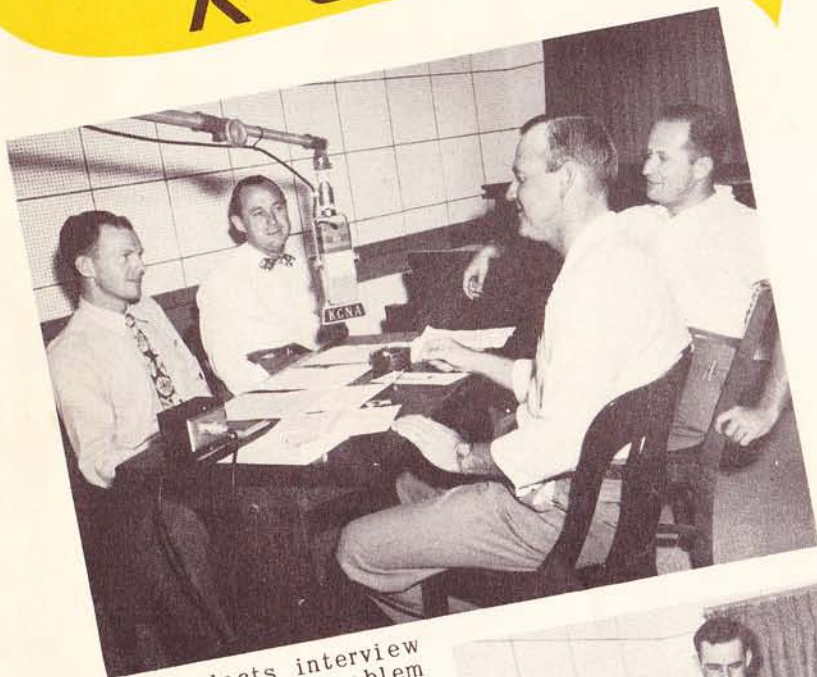


Another cowboy bites the dust during the 24th annual Fiesta de Los Vaqueros. Another Tucson rodeo gets complete coverage by KCNA microphones.

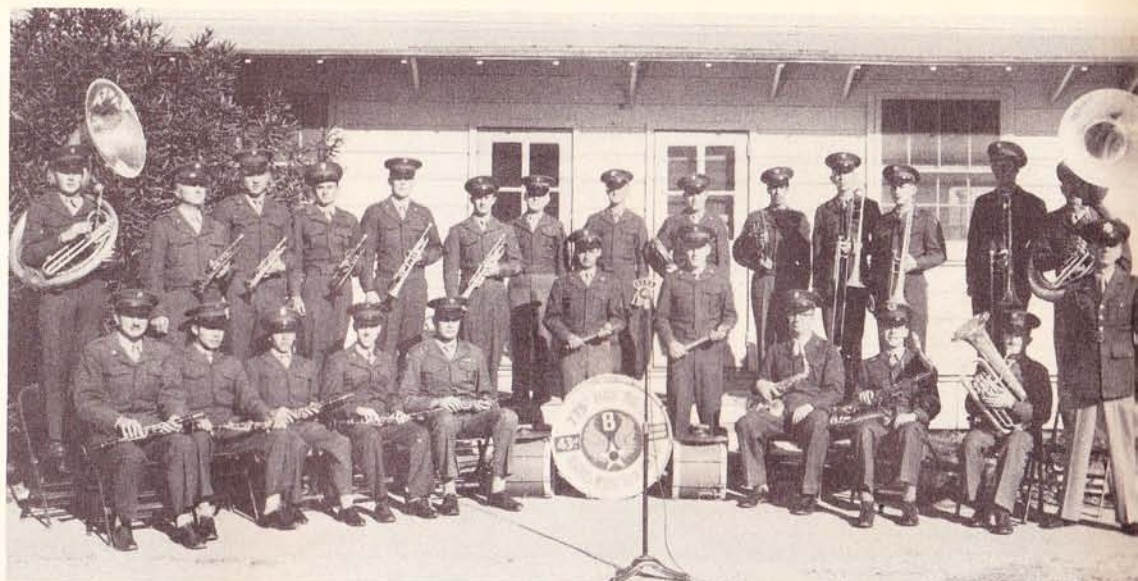


GIANT SAGUAROS

KCNA



Fred Snyder conducts interview on Tucson's housing problem and the cost of new home construction with (L to R) Roy Drachman of Pueblo Gardens, Bill Nauman of the Sundt Construction Company, and Albert Oshrin of El Siglo apartments.



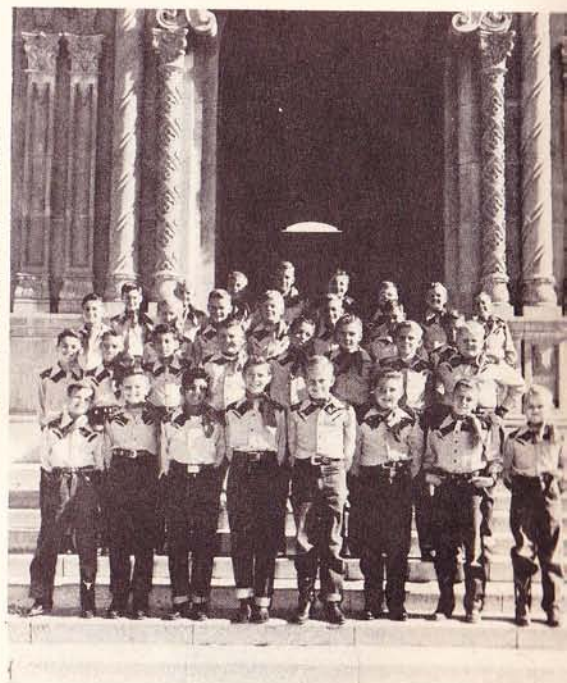
One of the nation's finest air force bands - Davis Monthan - broadcasts weekly. Warrant Officer Guy L. Stone prepares to send another program over four stations in Arizona originating with KCNA.



Recently arrived from the Japanese Occupation, the air corps turns to KCNA for help in recruiting.



The Pride of the Old Pueblo! The Tucson Boys' Choir, sponsored by the Tucson Elks, is singing its way to importance in the musical world. Under the able direction of Eduardo Caso, the choir has become one of the finest in the country. Recordings are available.



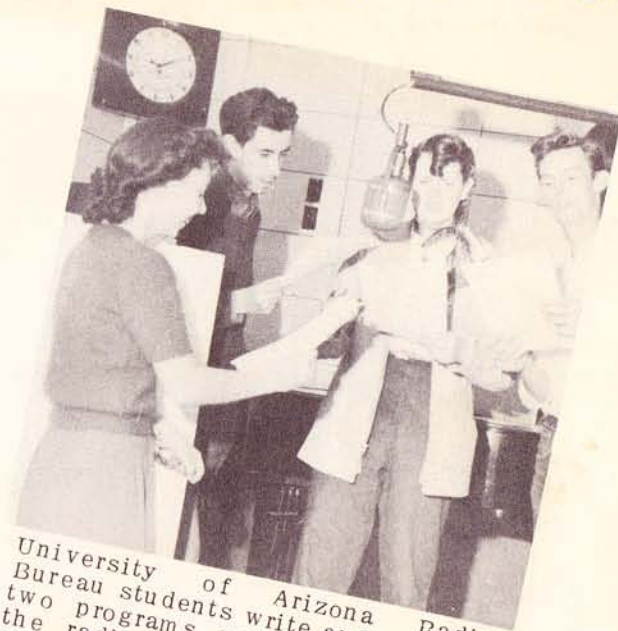
Serves The Community



Wayne Sanders and Bill Wilkinson (Red Cross) report on the progress of the Red Cross 1949 Campaign. The grounds of the Catalina Broadcasting Company were used for a locale to place Red Cross posters on civic-minded business firms' trucks.



John Frakes, Secretary of Tucson Lodge No. 385 of the B.P.O. Elks, gives a report on the weekly Elks program over KCNA, a regular feature of variety pop-concert music and a brief message on Elks charitable activities.



University of Arizona Radio Bureau students write and produce two programs weekly direct from the radio bureau on the campus. Here's a shot taken during "Arizona Portraits," a weekly dramatization of Arizona names and places.



Julian Tuthill, editor and publisher of Tucson's Pleasure Magazine, (Standing) talks over a forthcoming production with the cast and (R) director of the Tucson Little Theatre. Julian reports weekly on Pleasure in Tucson.



Wayne Webb and his Orchestra broadcast twice weekly from the luxurious VFW Club. Wayne Sanders indulges his hobby a bit by sitting in at the piano for an evening of enjoyable music.

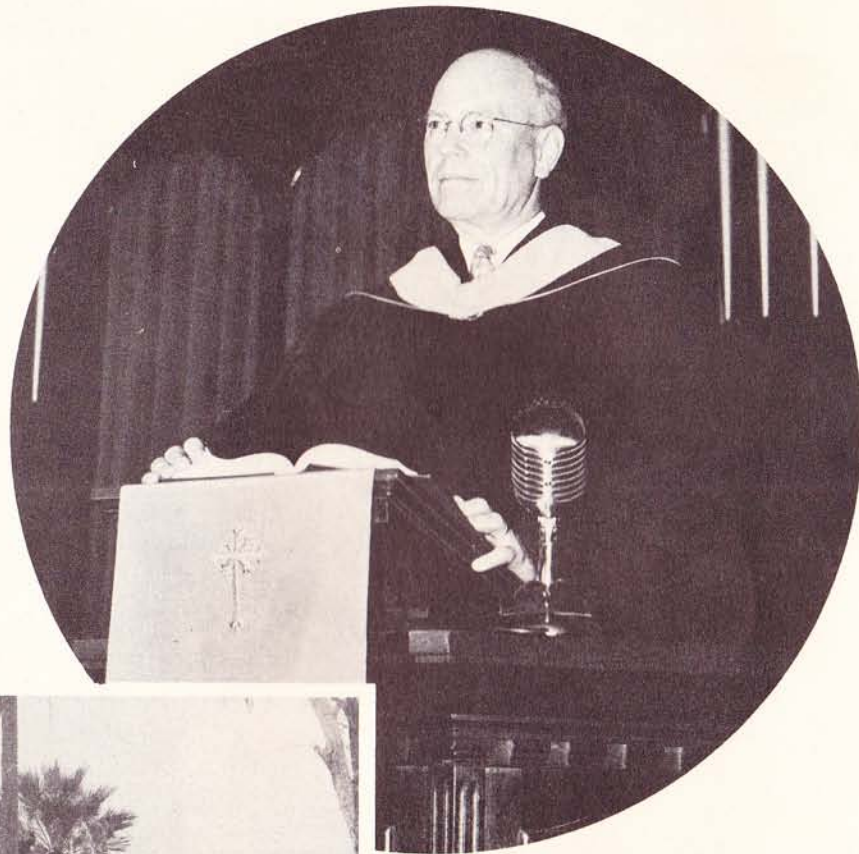


Tom Talmage, President of the Kiwanis Club, speaks briefly on Kiwanis objectives during one of the regular weekly radio programs, presented by and for Kiwanians.

~ ~ Religion ~ ~



Congregation Anshei Israel - a beautiful, new edifice recently completed in the Rincon Vista section.

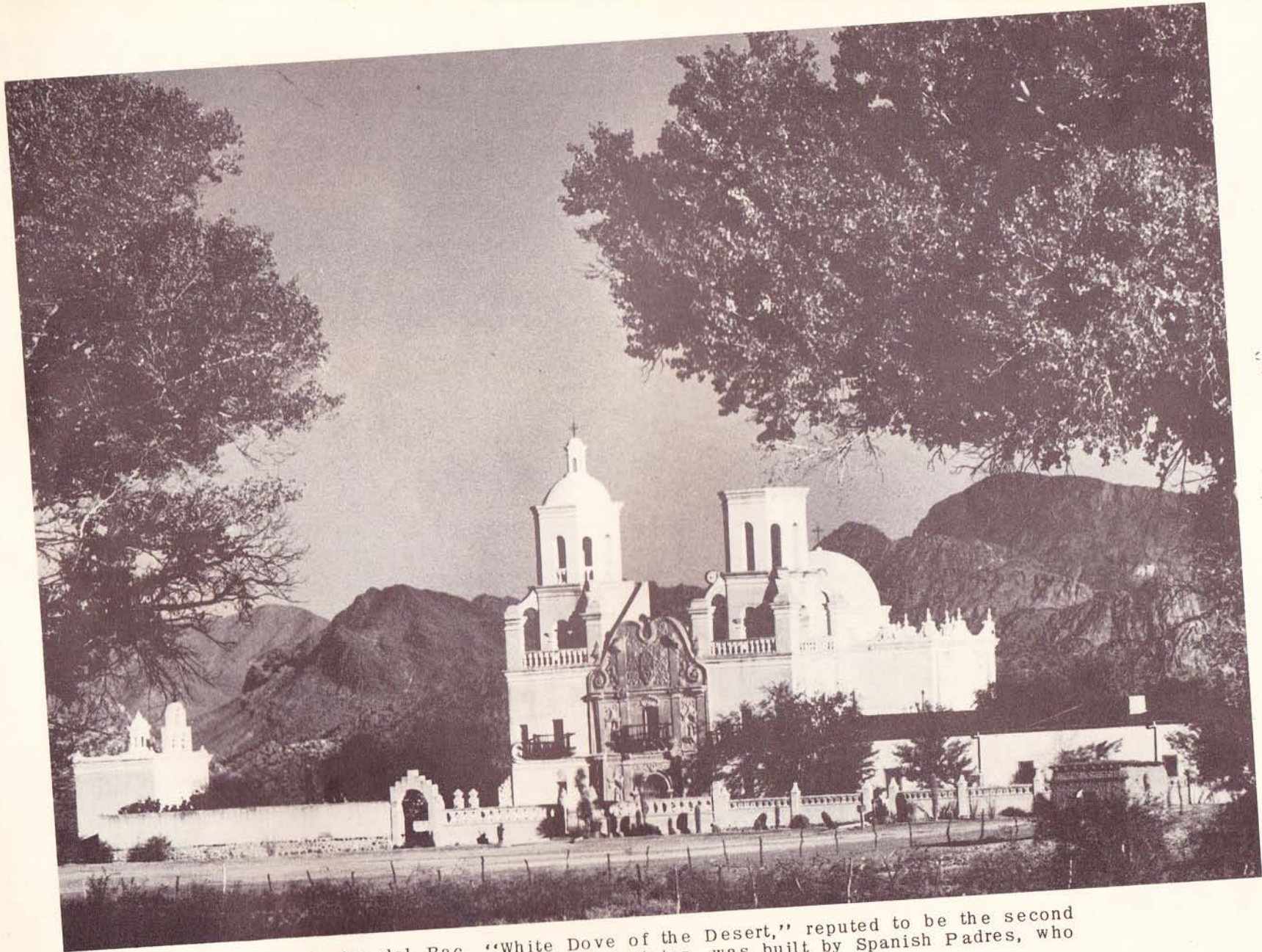


Reverend Maurice G. Ballinger broadcasts every Sunday morning over KCNA from the University Methodist Church.



Las Posadas, authentic Mexican Christmas Ceremony, is re-enacted each Christmas Eve, depicting the search of Joseph for shelter. . . a colorful, poignant drama handed down thru the ages by the Mexicans.

San Xavier del Bac



San Xavier del Bac, "White Dove of the Desert," reputed to be the second oldest church in the entire United States, was built by Spanish Padres, who pioneered in the Southwest.



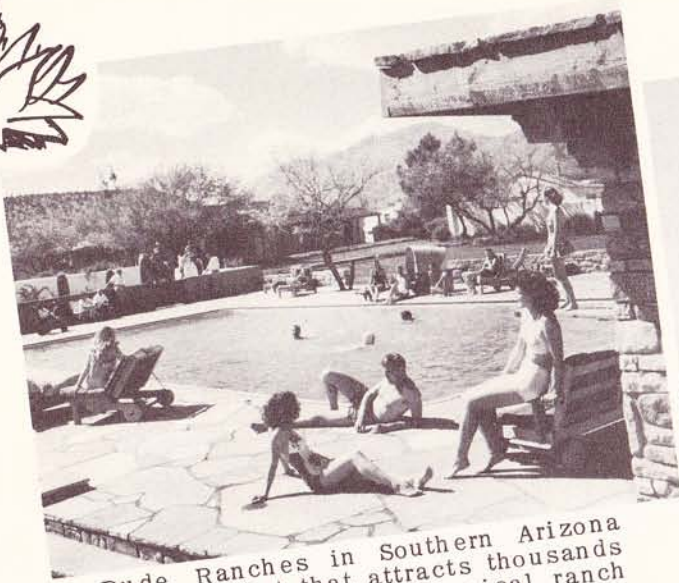
Lure Of The West



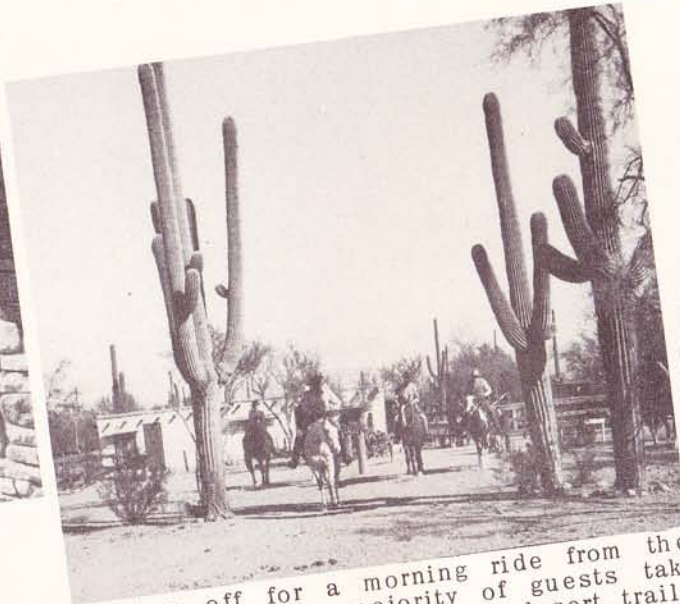
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Dude Ranches in Southern Arizona are a magnet that attracts thousands of guests annually. Typical ranch activities are here illustrated. Swimming in mid-winter is no novelty and many guests enjoy the latest in pools which are provided by quite a few of the guest ranches.



Starting off for a morning ride from the ranch house--The majority of guests take regular morning rides on the desert trails and through mountain foothills and frequently overnight pack trips are made.



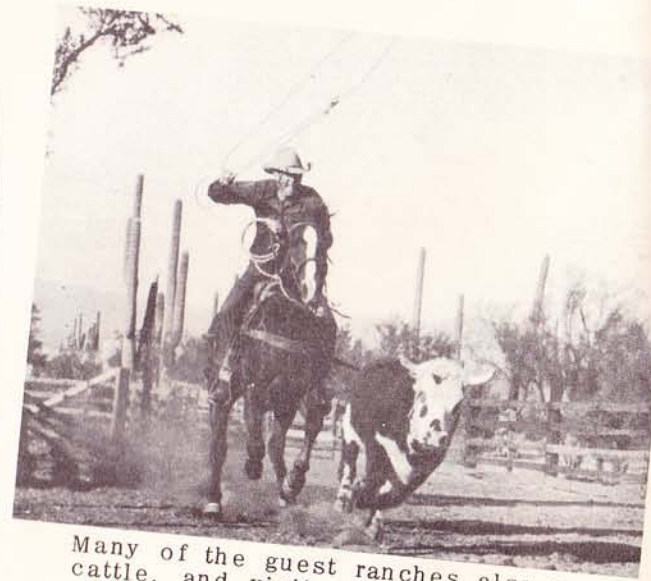
Ranch guests are often entertained by genuine Indian dances around an open fire in the evenings. The event is usually followed by an outdoor barbecue.



Eating outdoors especially when food is served up from an open fireplace is one of the favorite occupations of visiting tourists.

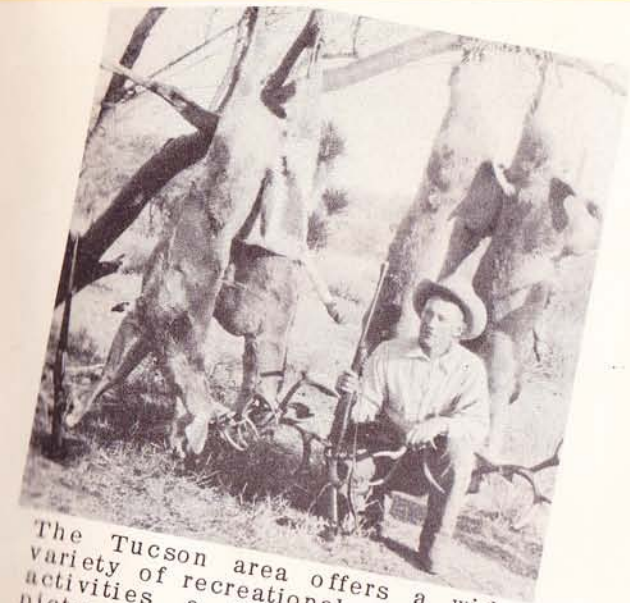


Fun in the sun includes "gabfest" after breakfast at many of the guest ranches in and around Tucson.



Many of the guest ranches also run cattle, and visitors get a close up of real cow pokes at work.

Fun In The Sun



The Tucson area offers a wide variety of recreational and sports activities a few of which are pictured on this page. Hunting is readily available and here is one of the many guides who take parties on trips through the surrounding mountains and many times return with such trophies as the four deer pictured.

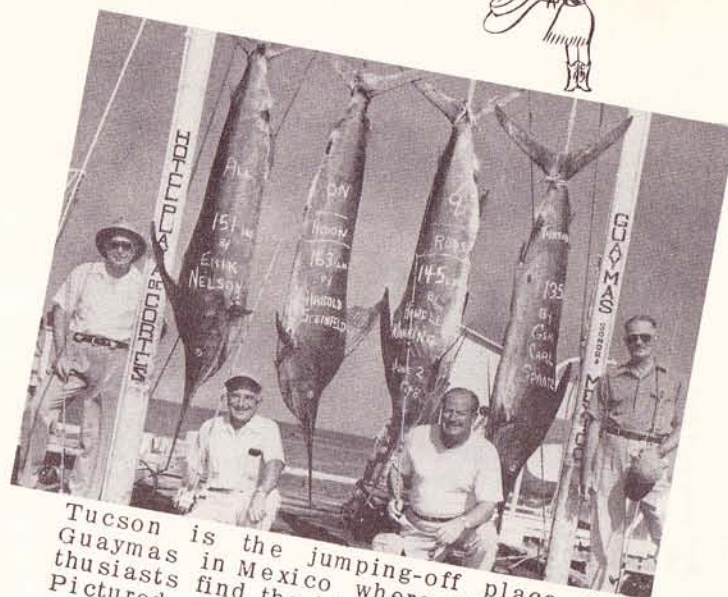


Along winding trails through stately saguaros, a typical dude ranch party explores the wonders of an Arizona desert.

Golf is a popular sport, especially in the fall, winter and spring, and the Tucson Open is a regular stop on the professional's winter tour.



Thirty-five miles-an hour's drive from the soft sunshine of Tucson, winter sports enthusiasts may enjoy skiing at nearby Mt. Lemmon.



Tucson is the jumping-off place for Guaymas in Mexico where fishing enthusiasts find the big ones may be had. Pictured above are: General Erik Nelson; Tucson residents Harold Steinfeld and Howell Manning; and Gen. Carl Spaatz.



Square dancing in old-fashioned and western costume is popular indoor sport with winter visitors to the Old Pueblo, and many a Guest has brought home the routine of the Varsoviana or "put your little foot right out."



Fiesta De Los Vaqueros



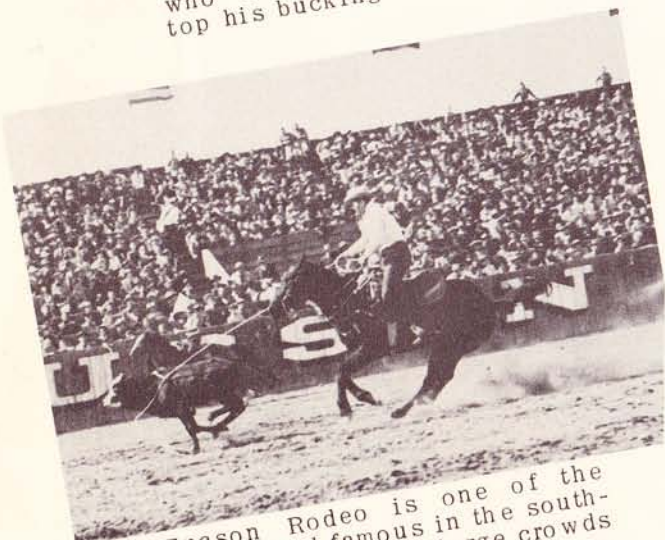
Tucson's annual Fiesta de Los Vaqueros, one of the leading rodeos in the west, is a highlight for all visitors to the region. Here, getting ready to hit the dirt, is the cowpoke contestant, who a moment before was seated atop his bucking bronc.



Steer-roping events require perfect coordination by the cow poke and his horse. When the steer has been roped, the horse holds perfectly still while the cow poke applies ropes to hold the steer in a helpless position.



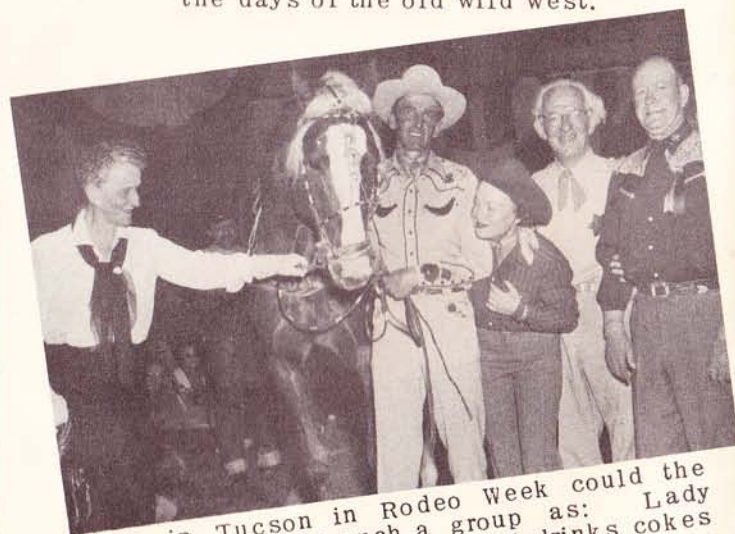
Downtown district of the Old Pueblo provides a modern background for the annual Rodeo Parade which features everything reminiscent of the days of the old wild west.



The Tucson Rodeo is one of the most colorful and famous in the southwest and annually draws large crowds to witness calf-roping, bull-dogging, steer-riding and other typical rodeo events.

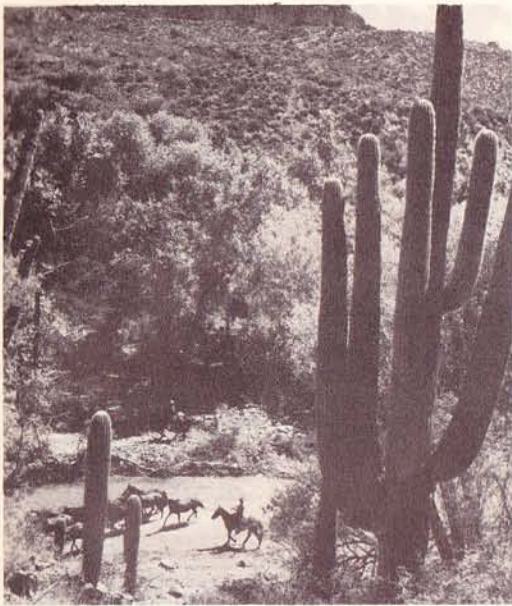


Grotesque positions of man and beast are commonplace sights at the many ranch rodeos that take place in and around Tucson.



Only in Tucson in Rodeo Week could the Vigilantes corral such a group as: Lady Astor; Gold Tony (a horse that drinks cokes from bottles), the animal's trainer and owner; Blackstone, the magician; and (right) Mayor E. T. "Happy" Houston. Pix Courtesy of Johnny Rogers.

From Sand To Snow



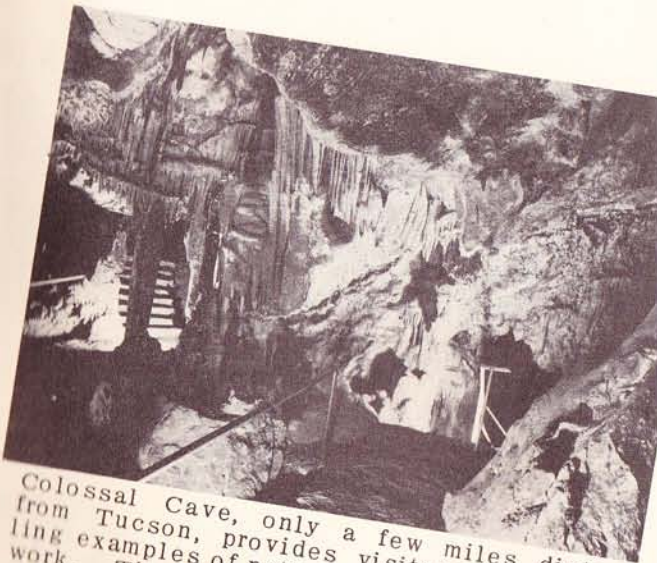
Cactus, cowboys and climate combine to present one of an infinite variety of desert scenes.



An altar window at St. Philip's-in-the-Hills provides a perfect frame for a scenic shot of the mountains that are the Old Pueblo's trademark.



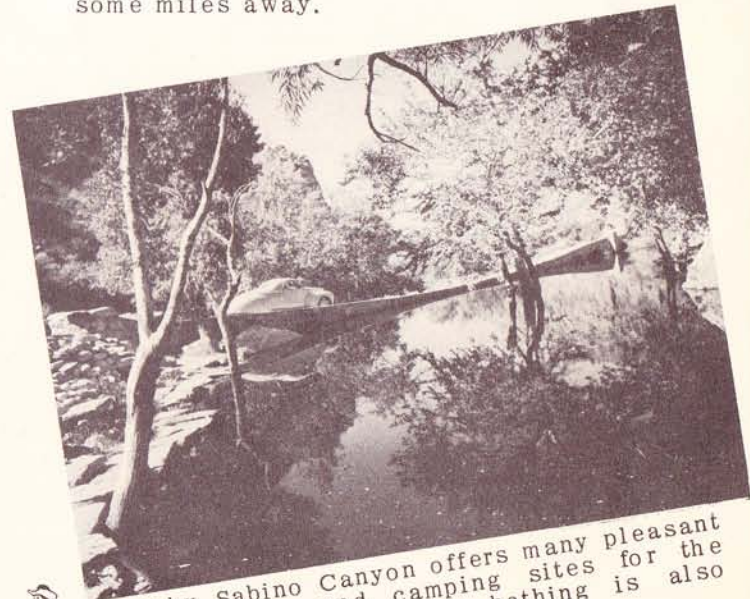
The Famous and Spectacular General Hitchcock Highway to Mt. Lemmon is dotted with numerous points at which the motorist may look back at the road which he has traveled. This breath-taking view is from near Windy Point. Tucson lies a mile below and 20 some miles away.



Colossal Cave, only a few miles distant from Tucson, provides visitors with startling examples of nature's underground handiwork. The cave is completely lighted and guided tours are a regular feature.



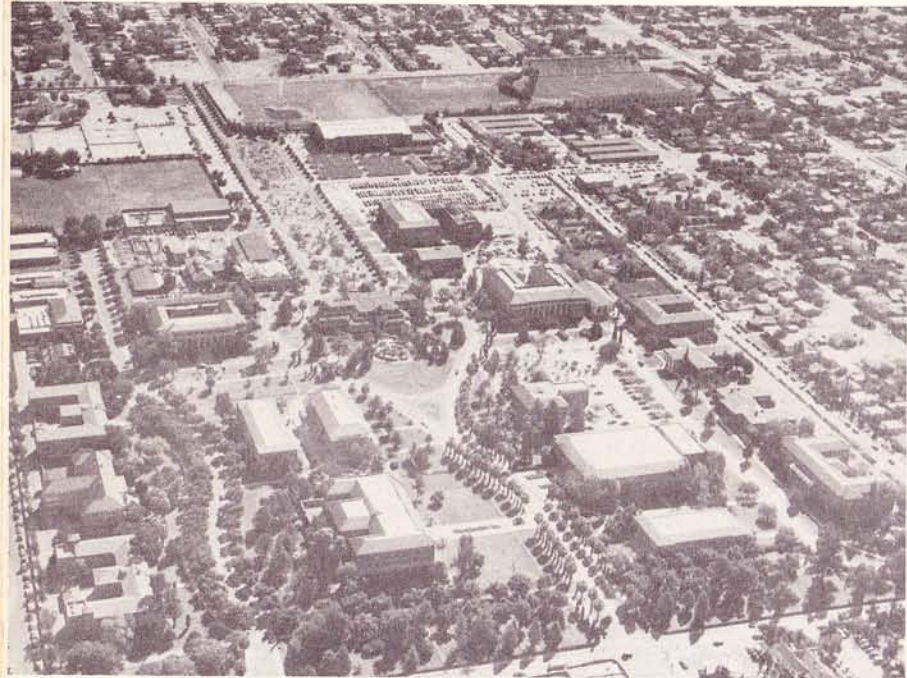
The international line between Nogales, Sonora, Mexico, and Nogales, Arizona, is easily crossed with a minimum of red tape. Most visitors to Tucson make the colorful Mexican city a "must" among their ports of call.



Nearby Sabino Canyon offers many pleasant picnic spots and camping sites for the winter visitor. Winter bathing is also frequently enjoyed in Canyon pools.



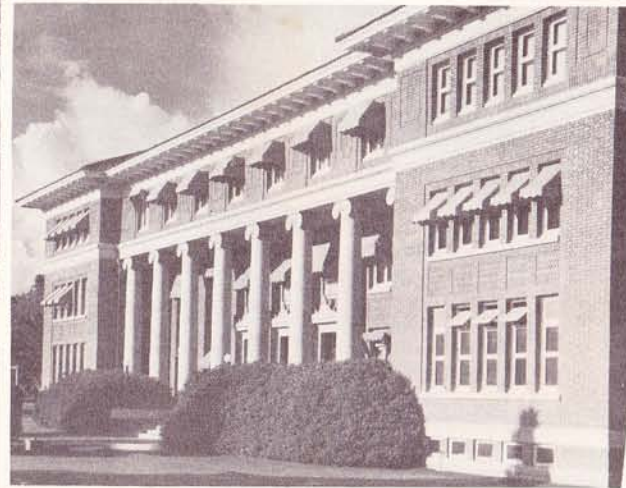
The University Of Arizona



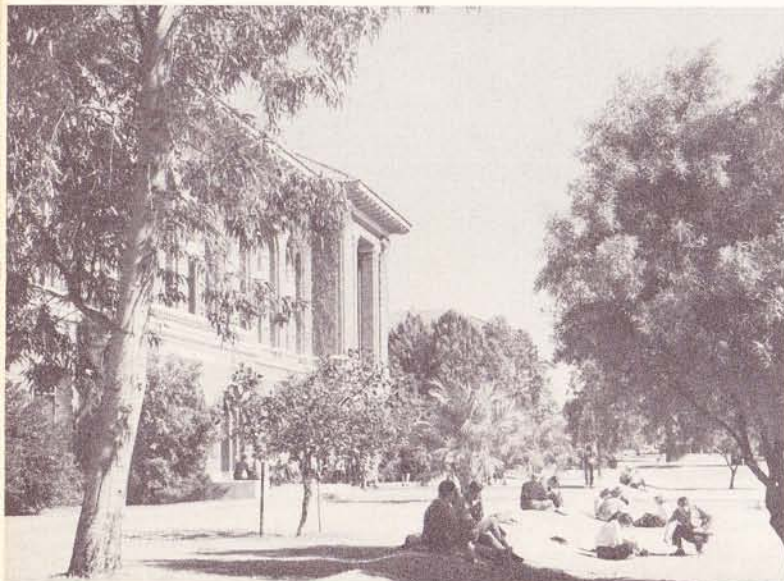
Aerial view of the campus, buildings, and facilities of the University of Arizona. Over 5000 students are enrolled with almost every state in the union and several foreign lands represented. Outdoor study and sports continue the year 'round for men and women. . .truly the "school on horseback."



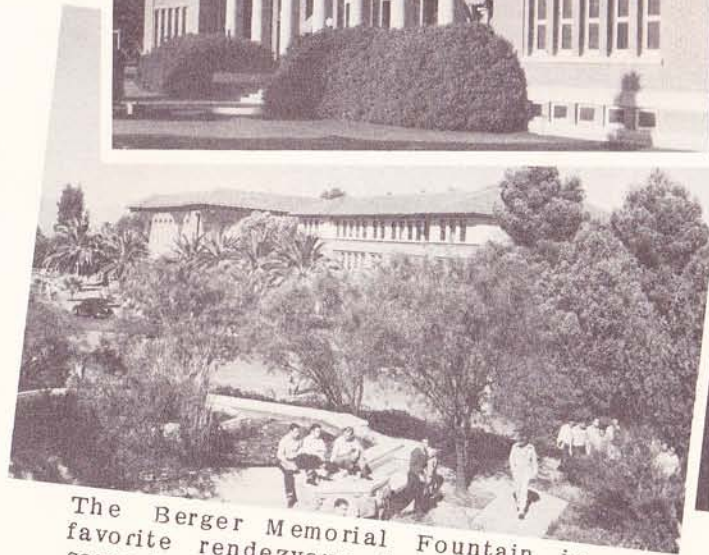
The College of Mines and Metallurgy, one of the most outstanding schools in the entire Southwest.



The College of Agriculture has contributed to the world's finest research in dry-climate irrigation.



"Shirt-sleeves in February" is the rule while students sun themselves on the green lawn in front of the mammoth library.



The Berger Memorial Fountain is a favorite rendezvous for fraternal and sororal gab-fests. In the background right, the Liberal Arts College.

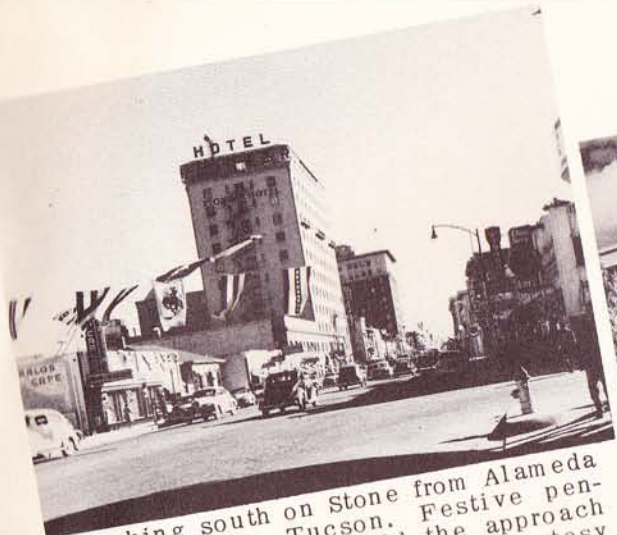


Colleagues from many universities throughout the southwest enter the annual University of Arizona Rodeo, held each year in March.

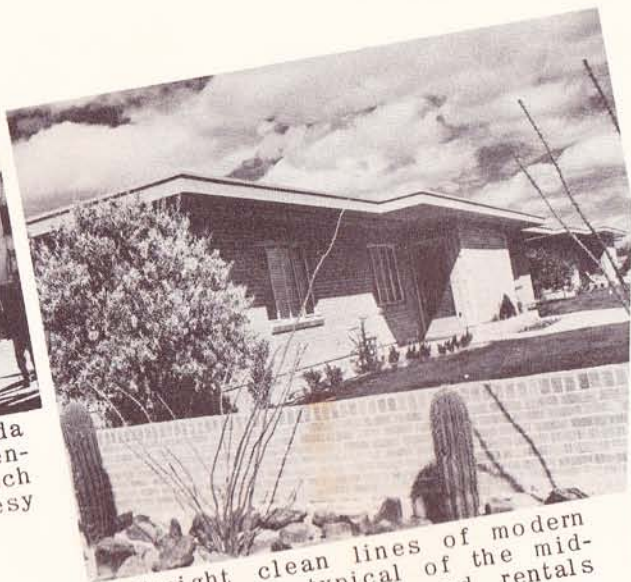


Tucson - The Old Pueblo

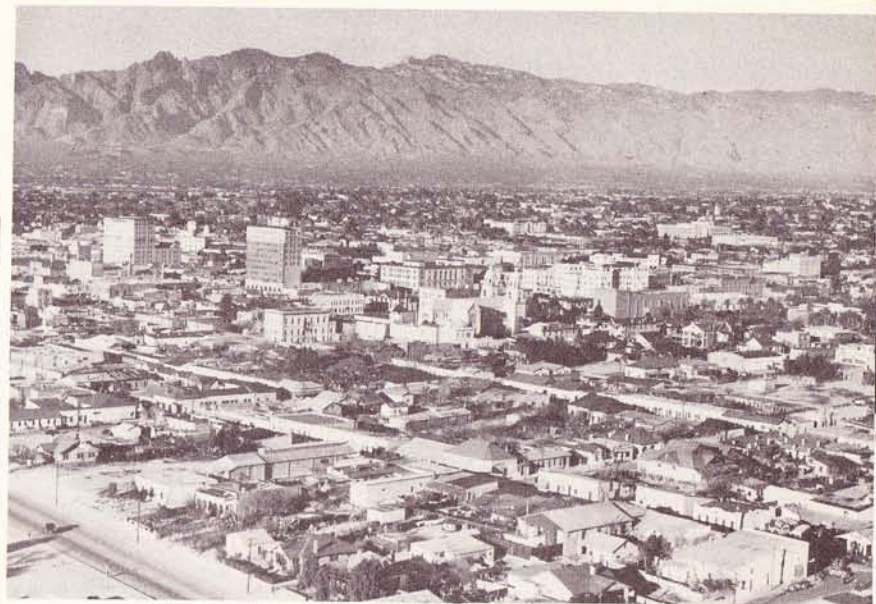
"SUNSHINE CAPITOL OF THE WORLD"



Looking south on Stone from Alameda in downtown Tucson. Festive pennants and flags herald the approach of another Fiesta season. (Courtesy Chamber of Commerce)



Straight clean lines of modern design are typical of the middle class homes and rentals in and around Tucson.



Set against the background of the towering Catalinas the modern city of Tucson though retaining its western atmosphere is a far cry from the old cow town of the 1850's. Tucson has tripled in size in the last decade, its present metropolitan area including some 130,000 people.



Tucson is quite air-minded with its modern, new Municipal Airport, one of the country's finest, and nearby Davis-Monthan Airfield. Planes in this photo are lined up for official Municipal Airport dedication on Feb. 14, 1949.



A B-50, new, super bomber "City of Tucson," was christened at Davis-Monthan Air Base during Air Force Day, when the field, its activities, and its exhibits were thrown open to the public.

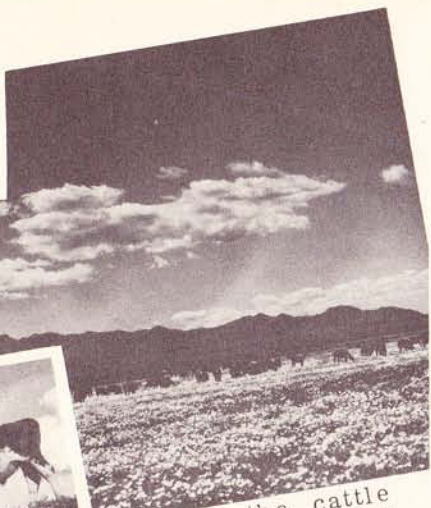


Lined up on the runway at Davis-Monthan are (left) a B-29, and beside it the newer, Very Heavy B-36. Many training and experimental flights-such as the recent non-stop around-the world flight- either originate at, or use equipment and personnel from Tucson's Davis-Monthan Field.

Industry In The Tucson Area



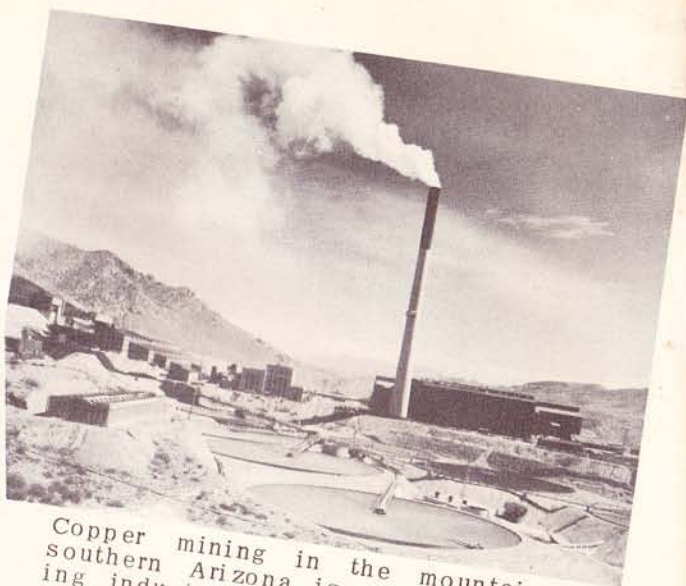
TEDDY BEAR
CHOLLA



Knee deep in poppies are the cattle here grazing calmly against the distant mountain background. Cattle raising is one of the main industries of southern Arizona. --- In the insert a couple of camera shy "whiteface" Herefords pose against the clouds.



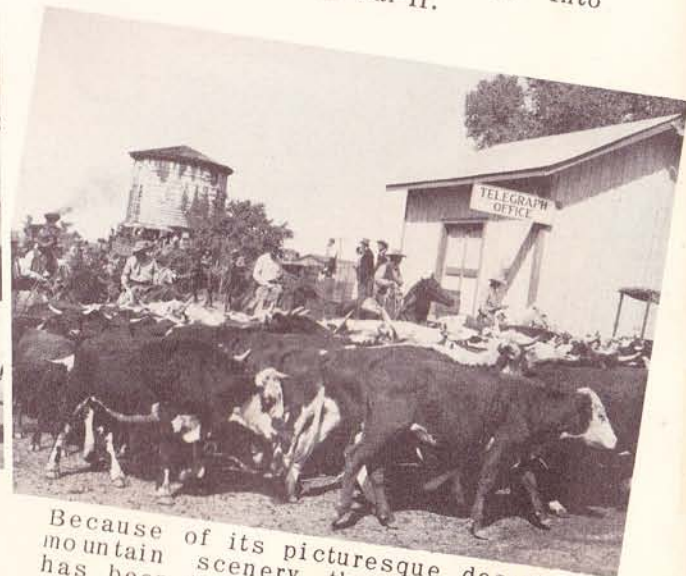
Eastern visitors find much to fascinate them in the musical lore of the old west, and many a ranch visitor's day or night is enlivened by gay western tunes. Dude ranching and the tourist trade in general top all other Tucson industries to the tune of some \$20,000,000 annually.



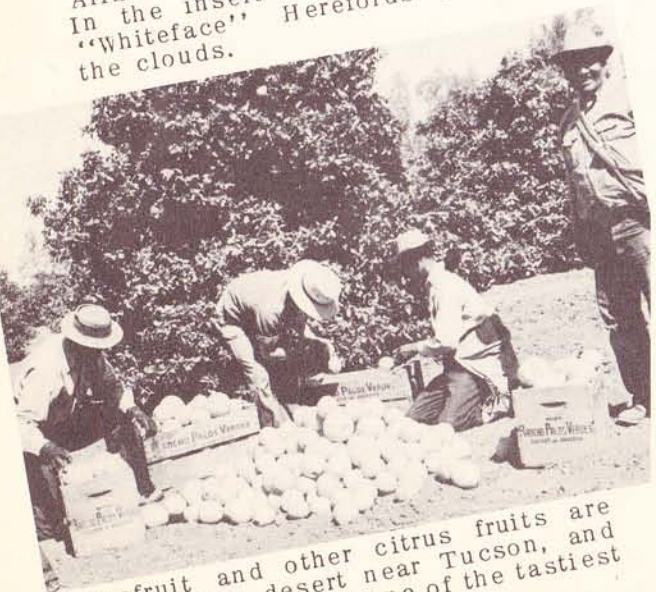
Copper mining in the mountains of southern Arizona is one of the leading industries of the area, and much of the copper mined was poured into war work during World War II.



Many visitors to the Old Pueblo arrives on the daily flights of American Airlines which bring Chicago, New York and San Francisco a matter of mere hours away.



Because of its picturesque desert and mountain scenery the Tucson region has been the local for quite a number of Hollywood super productions. Here is one of the scenes from "Red River" which was filmed here.



Grapefruit and other citrus fruits are grown in the desert near Tucson, and this region provides some of the tastiest among the world's citrus crop.

Album Radio Section photography--by
IVAN BURKHART, TUCSON.

Southern Arizona Section compiled by Sunshine Climate Club--Photographs--Ivan Burkhart, University of Arizona, Chuck Abbott, Western Ways, Davis-Monthan Air Base.

...Mount Lemmon, just 35 miles from the front cover

