

the saloons out of town; became a trustee of the local Methodist church; and, as an ardent football fan, served many years as the college's faculty representative to the Pacific Coast Conference. In addition, he was an enthusiastic radio "ham."

Frank Fielding Nalder was, generally, a different kettle of fish. Nalder was about the nearest you could find to a native Washingtonian back in the early years of the twentieth century. He grew up in the Waitsburg area, just north of Walla Walla, but was born in New Zealand before his family emigrated to the Evergreen State. "Jimmy" Nalder was a go-getter, a "rah-rah" kid. He had passed his twentieth birthday before he enrolled at WSC, but quickly became editor of the *Evergreen*, campus yell king, and an enthusiastic student member of the Athletic Association. He graduated from WSC in 1901, won a scholarship for graduate work at Columbia University, worked briefly for a New York publishing firm, and returned to WSC to teach history and serve as registrar. In 1908 Nalder left Pullman again to earn a doctorate at the University of California, and to join the staff of that institution. He was assistant director of extension at Berkeley when, in 1919, Holland brought him back to WSC. Nalder's official title was "Director of General Extension," but he served primarily as the school's traveling salesman. Holland kept him on the road beating the tub for Washington State College at high schools and at service club lunches and other civic meetings.

Apparently, Nalder was instrumental in persuading the college president that a broadcasting station was what WSC needed. The extension director's tours of the state had convinced him that most people outside the Pullman area hardly knew Washington State College existed. A radio station, particularly one powerful enough to cover the state, might be just the thing to establish the school as a true state-wide institution. Holland brought the proposal before the board of regents, and they approved. An application was filed with the United States Department of Commerce, which at the time was charged with exercising control over radio and wireless communication. On June 21, 1922, Secretary of Commerce Herbert Hoover signed an authorization for the State College of Washington to construct a broadcasting station on 360 meters with 500 watts power. The station was assigned the call letters KFAE.

What was needed now was money. Frank Nalder and Carpenter set out to find it. Nalder, naturally, was a charter member of the Pullman Kiwanis Club. He had enlisted that organization's financial help even before Holland proposed the station to the board of regents. Nalder or Carpenter also approached the Pullman Chamber of Commerce, and that group named a three-man committee to solicit funds from local businessmen. The *Pullman Herald* jumped on the bandwagon with repeated front-page publicity. The Associated Students of Washington State College contributed \$500. And several college departments, including the Agricultural Extension Service, added limited funds.