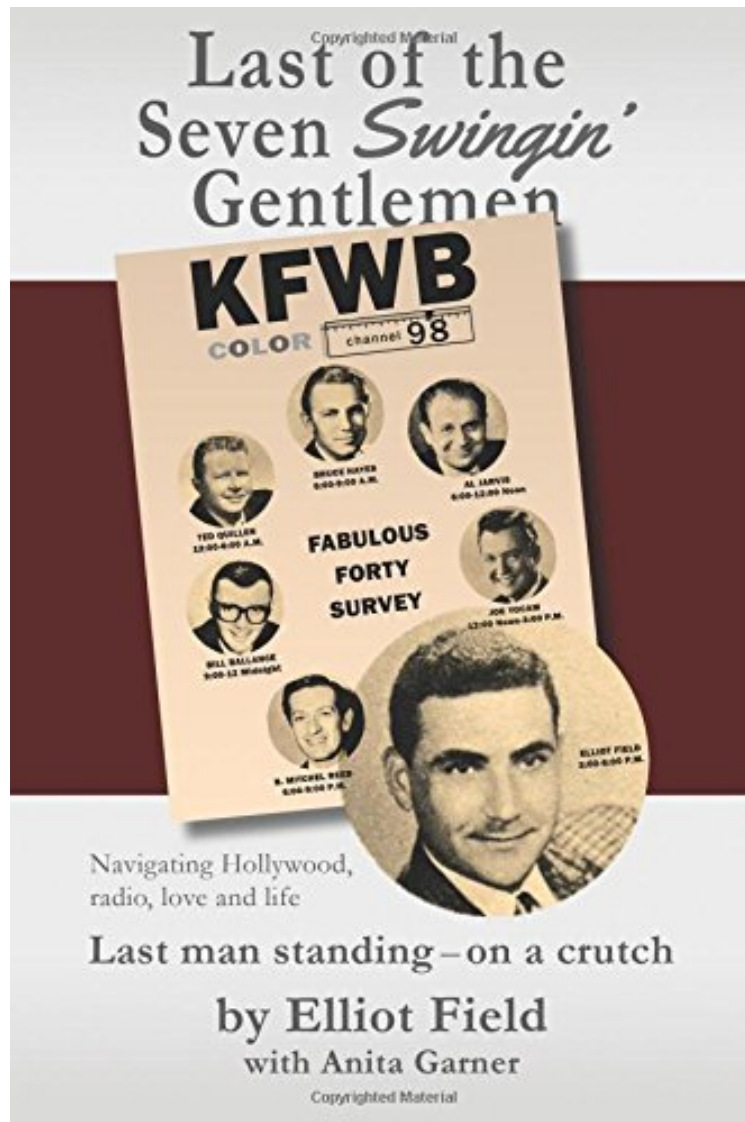


(Download pdf ebook) Last of the Seven Swingin' Gentlemen

Last of the Seven Swingin' Gentlemen

Elliot Field

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Elliot Field : Last of the Seven Swingin' Gentlemen before purchasing it in order to gage whether or not it would be worth my time, and all praised Last of the Seven Swingin' Gentlemen:

1 of 1 people found the following review helpful. A colorful inside look at the early years of top 40 radio By Jeff March Last of the Seven Swinging Gentlemen by Elliot Field, with Anita Garner, is a warm, engaging, insightful and, as expected, humorous exploration of KFWB Los Angeles Color Channel 98 one of the most innovative radio stations in broadcasting history. I bought and greatly enjoyed this Kindle book. Elliot was a member of the elite team who in

1958 turned a station with a stodgy, also-ran format almost overnight into a dynamic market leader that astonishingly captured as much as 40 percent of the audience in a market packed with 40 or more radio signals. With snappy one-liners and a cast of characters that he voiced himself, Elliott kept his afternoon drive-time listeners tuned in to and laughing along with the Field Frolic even while he endured the personal difficulties associated with the cumbersome metal leg braces he needed to wear ever since he contracted polio during an epidemic in 1930 at the age of 3. But remarkably, Elliott never asked anyone to make concessions or exceptions for him. While entertaining listeners, he was constantly mindful that his bosses were deadly serious about winning ratings battles. This is a story of perseverance and the power of humor, and Elliott tells some fabulously entertaining stories along the way, as well as revealing aspects of his personal life. Aside from his radio work, Elliott made a name for himself as a voice actor for animated feature films, and won election to the City Council of Palm Springs, California. The writing is crisp, conversational and engaging. As his free-wheeling character Tex would have said, Ell-yut, this heres a mighty fine book. Ya done good.0 of 0 people found the following review helpful. Get to Know Elliot Field and Reap!By Michael W. Michelsen, Jr.I lived in Palm Springs from the mid-70s to the mid-80s, but when I lived there Mr. Field was a force to be reckoned with. Whether you were working with him in his many business interests, socially in Scouting and other groups, or politically, you always knew that he was there to get things done for the better. Elliot Field was never a part of anything just to get his name mentioned. He was there to work, and he got things done. From the looks of things, nothing has changed. Even at 90, he's still a go-getter. His book was a delight to read. I felt like I was getting back in touch with an old friend.2 of 2 people found the following review helpful. Elliot Field on KFWBBy CustomerExcellent autobiography on one of the all time great radio personalities in Los Angeles during the historic run of the KFWB Color Radio era between 1958-64. Mr. Field exhibits no inhibitions in discussing his rise from working as a DJ in smaller markets to being hand picked to work in LA. The book describes in detail the obstacles faced, the politics in radio, overcoming childhood polio, and raising a family. A must read for anyone who grew up in Los Angeles listening to the "Field Frolic" during that period, and for those who aspire to a career in radio reading the accounts of 'behind-the-scene' workings of the broadcasting business.

Elliot Field, one of the original seven Swingin' Gentlemen of KFWB, Los Angeles, was there for the introduction of "Color Radio," working with radio pioneers Gordon McLendon and Chuck Blore, hosting his "Field Frolic" on the air every day. He also enjoyed a career as an actor, a commercial voiceover, and a popular cartoon character on The Flintstones and Quick Draw McGraw. An early victim of polio, Elliot has spent his life in leg braces, remaining active (and vertical) through it all. His stories, told in his straightforward voice, with touches of humor, are honest and inspiring. Elliot gives real meaning to the concept of the "last man standing."