



THE WEBFOOTER

The official publication of The Webfooters Post Card Club in Portland, Oregon

Volume 41 - Issue Number 10 - October 2007

"Every subject known to man can be found on a post card"

www.thewebfooters.com



Portland's Radio Days

See page 4 for the story of Portland's Radio Days



Next Meeting – October 20, 2007

At Russellville Grange - 12105 NE Prescott Street

10:00 am to 4:00 pm – Card sales to begin at 10:30

See the full color version of this newsletter at www.thewebfooters.com



President's Corner

As announced at our September meeting, the following individuals have accepted nominations to next year's board of directors:

President.....**Mark Moore**
Vice President.....**Tony Roberts**
Secretary.....**Maggie Parypa**
Treasurer.....**Arne Soland**
Member-at-Large.....**Irene Adams**
Member-at-Large.....**Phyllis Palmer**

We will announce these names again at our October and November meetings. Nominations will also be accepted from the floor before voting begins at our meeting on November 17. A suggestion was made that we change our bylaws to allow "2 to 4" members to serve as members-at-large. If the majority of the members approve, we will add this to our November ballot.

We are sad to see David Sell step down as our Membership Chair. He has put in many hours on his computer keeping our records accurate and our roster current. David has stepped up to help wherever he could. He has been an inspiration to the rest of us for his very generous contributions to The Webfooters. Thank you David!

We are so pleased to announce that Steve Bieler stepped forward to take over the Membership Chair position. Thank you Steve! He has offered to help make a smooth transition to his computer over the next few months.

Another treasured colleague has expressed his desire to end his term as Secretary of The Webfooters. Dave Elston accepted the challenge with a flair, with his humorous writing style by writing the minutes so that they were enjoyable to read, even if he was documenting the somewhat routine discussions at Webfooters Board Meetings. Dave accepted responsibility for Club Cards and Hospitality. He helps set up and take down the club cards for sale, he helps set up and take down the sign-in table and he helps set up and take down the lunch counter. He helps with signs, carries tables and he helps clean up at the end of the day. He is responsible for communication with other clubs or collectors. He sends that friendly card to our shut-in members or those "under the weather" and he does it with a smile. Thank you Dave!

We also appreciate the time and effort Jane Burton has given to The Webfooters over the past three years. Jane has experienced some health problems and asked to step down from her position on the Board. We are sad to see Dale Nix step down as well. His work schedule keeps him from attending as many meetings as he would like to attend. Thank you Jane and Dale.

Member Update

Jocelyn Howells reports that Edouard (member number 749) Pecourt's doctor declared that the cancer is officially in remission. That is good news! Steve Kuryk, member number 833 had a stroke recently. He is out of the hospital and he is recovering at home. Our best wishes to Edouard and Steve for continued improvement.

Roster Addition

Welcome to The Webfooters AII!!

Hansen Brent "Al"

1721

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Historic Northwest



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The Largest Antique Paper Shows in the Northwest**

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October 20 and 21, 2007

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Portland, OR

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525 4th Avenue North
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**Old Postcards, Photographs, Stereo View Cards, Books,
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Early Bird Show Hours:

Saturday: 8 - 10 am
Admission: \$20 (Also good Sunday 10-4)

Regular Show Hours:

Saturday: 10 am - 6 pm
Sunday: 10 am - 4 pm
Admission: \$5 (Good for Saturday & Sunday)

Upcoming Shows:

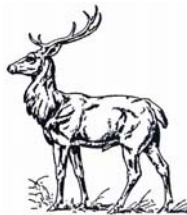
**Portland Oregon
at Kliever Armory
February 23 and 24, 2008**

**Kent Washington
at Kent Commons
January 26 and 27, 2008**

Call or Write:

Terry Weis
10350 N Vancouver Way, PMB 245
Portland, OR 97217
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FREE APPRAISALS

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Portland's Radio Days

By Mark Moore



KGW



Early view of the KGW Studio in The Oregonian Building Tower in 1922

The Oregonian Publishing Company, publisher of the daily *Oregonian* newspaper, was granted the 98th Radio License in the country and their signal hit the airwaves on March 25, 1922 with the call letters KGW as Portland's first station used for commercial purposes. They purchased a 50-watt experimental transmitter from the Portland office of the Shipowners Radio Service.

The studio, as shown above, was housed on the 11th floor of The Oregonian Building in the Tower at Sixth & Alder Streets. The transmitter was located on the 13th floor and the 70-foot antenna on the roof stretched across the street to a 95-foot tower on top of the Northwestern Bank Building.

R.G. Calvert supervised the the operation and Richard Hallock was the program director. Their aim was to give their listeners news fresh from the press with the best music and outstanding speakers. KGW's early announcers and writers were usually former newspaper employees, and the first engineers and technicians came from the ranks of former maritime wireless radio operators.

When KGW first went on the air, 5,000 radio sets were said to have tuned in. Speakers included The Oregonian's Editor, Edgar Piper and Mayor George Baker. There was also an opera singer, a novelist and a live musical presentation. Richard Hallock had built and operated several amateur stations before becoming program director. He became known as KGW's "Million-Dollar Voice" and his broadcasts were very popular for many years. After a very successful career as a newsman, he went on to become the President of the Oregon Senate.

As an early radio station experiencing tremendous popularity, KGW implemented many innovative new broadcasting ideas. KGW set itself apart from the other stations by having the first radio variety show in the nation, the first audience participation show, the first quiz program, the first library program, the first radio debate, the first in-school listening program and the first singing commercial. In 1925, on-air advertising became a source of KGW's operating revenue. KGW is said to have produced the first-ever singing commercial for Sears, Roebuck and Company in the late 1920s.

KGW was the first station in Oregon to affiliate with a national broadcasting service when they carried the inaugural program of the National Broadcasting Company's Orange Network on April 5, 1927. The Orange Network was known as the NBC Pacific Coast Network.

The nationally famous Hoot Owls, officially known as "The Order of Hoot Owls Roosting in the Oregonian Tower" aired from 1923 to 1933 as a 2-1/2 hour variety show that was broadcast to over one million listeners. Their slogan soon became "Keep Growing Wiser," whose initial letters represented the KGW call letters. The only other show that rivaled the Hoot Owls in popularity was Amos & Andy which first aired in Portland in 1928 on KFEC, which had studios on the fifth floor of Meier & Frank.

One of the performers on the Hoot Owls program, Mel Blanc, achieved fame as the author of cartoon characterization in later years in Hollywood where he became the nation's voice for cartoon characters such as Elmer Fudd and Bugs Bunny. Blanc, who received his high school education in Portland, joined the program in 1927. Nicknamed "The Grand Snicker" on the Hoot Owls, Blanc became well known for his comedy, as well as his skills as a storyteller, ad-libber, musician, vocalist, and, later, orchestra pit conductor.

Blanc left KGW in 1933 and moved down the hall to perform on sister station KEX in the popular "Cobwebs and Nuts" program, before moving to Hollywood in 1935. While working on animated cartoons at Warner Brothers studios in Southern California, he became known as the "man of a thousand voices." During his early years in Portland radio, Blanc laid the foundation for many of his later cartoon voices and comedy routines.

One of KGW's managers who was highly respected in the radio business was Arden X. Pangborn and he found his way to Hollywood as well. KGW newsman Tom McCall went on to become Governor of Oregon.



KOIN Radio signed on the air in Portland on November 9, 1925 as KQP and it was founded by Harry Read. C.W. Myers was the Business Manager at The Portland News and he was responsible for the operation of KQP. The call letters were changed to KOIN on April 12, 1926. The Portland News purchased KOIN on November 8, 1926.

On August 25, 1929 ABC gave control of its leased land lines to CBS so the Columbia chain could continue to feed its Western affiliates. On September 1, 1929 CBS programming began on KOIN as part of what CBS dubbed the "Columbia Northwest Unit" comprising KOIN Portland, KVI Tacoma (now Seattle) & KFPY Spokane (later know as KXLY).

The Oregon Journal acquired KOIN on February 28, 1931 and C.W. Myers became President of KOIN. Live music made up 8 out of 12 programs during the day and KOIN maintained its own orchestra of versatile musicians and in the early days. The first conductor of KOIN's Orchestra was Mischa Pelz.



Live programs on KOIN originated from the Heathman Hotel



The KOIN KLOCKERS debuted on December 8, 1930 and they were so popular in Portland that they made the transition to KOIN TV

By 1931, KOIN had 60 employees, many of them musicians. Many of KOIN's programs aired nationally and they won several awards for the station. Jane Powell, who was born Suzanne Burce in Portland, Oregon on April 1, 1929, began her singing career on KOIN radio at the age of seven.

The Burce family moved to Los Angeles in the early 1940s and Jane Powell landed a part on the radio show, "Hollywood Showcase." She sang an aria from "Carmen," and impressed the audience. As a result, she was booked on the Charlie McCarthy radio show and offered an MGM contract. Powell shot to fame on the silver screen in leading roles at MGM and went on to find enormous success in the movies.

The war years of the 1940's were big at KOIN as they promoted the sale of War Bonds and collected donations for the war effort, setting records. During the 1950's, television came to Portland and KOIN moved to larger quarters with television studios. By 1958, KOIN was one of only six radio stations in the country with musicians on the staff. In 1971, live music broadcasts were dropped completely.

In 1977, the call letters for KOIN Radio were changed when they traded an old KOIN for a new KYTE. The KYTE flew away with the disco era and another Portland icon was lost in the name of progress.



KXL garnered a lot of popularity with the Howling Order of Portland Tom Cats. KXL Radio hit the airwaves on November 27, 1926 and the Howling Order of Portland Tom Cats quickly became a popular feature of KXL programming which originated from the Multnomah Hotel. KXL was the "Voice of Portland", it was also known as "The Telegram Station" because of its affiliation with The Portland Telegram.



In 1926, the Western Broadcasting Company, which was owned by Vincent I. Kraft of KJR in Seattle, decided to build a West Coast network of super-stations. On December 18, 1926, they launched KYA in San Francisco and on Christmas Day that same year, KEX signed on as their Portland affiliate while KGA began broadcasting in Spokane. A few months later, they launched KPLA in Los Angeles.

On October 3, 1928 programming from KJR debuted on KEX when the "ABC Northwest" network (as it was called) land lines reached Portland. Before this, all programming on KEX was local. On October 7, 1928 ABC Northwest began an alliance with the Columbia Broadcasting System, bringing CBS programming to Portland and the Pacific Coast States for the first time over ABC land lines.



*Earl Fagan
master of ceremonies
@ Painter's Walkathon
Organization, Lotus Isle*

KEX Announcer Earl Fagan did live remote broadcasts from the Peacock Ballroom at Lotus Isle Amusement Park in 1931

On August 25, 1933 KEX was sold to the Oregonian Publishing Company, which already owned KGW Radio. A year later, KEX was moved into The Oregonian building to the 7th floor, with new sister station KGW on August 30, 1934. A dedication broadcast was held at 8:00 pm on that date.

When laws were passed to keep an entity from owning more than one radio station, KEX was sold again. On December 28, 1944, the 5,000 watt KEX was sold to Westinghouse Radio Stations, Inc. This sale was a result of the FCC's new duopoly ruling. The Oregonian kept KGW.

Westinghouse Broadcasting couldn't settle for a low-watt station, so in 1947, they built a brand new, million-dollar 50,000 watt transmitter in Clackamas, Oregon to broadcast their signal up and down the coast at night. KEX Became the West Coast Powerhouse of Westinghouse. When Westinghouse broke ground for the new building, they used the same spade that was used by the late Dr. Conrad of KDKA when he broke ground for the new Pittsburgh transmitter. On April 8, 1948, KEX raised its power to 50,000 watts at 6:30 pm. KEX was Oregon's first full power station.



Grandma's Cookies was a sponsor of KEX Radio in the 1940's

Gene Autry acquired KEX on September 1, 1962 and made it part of Golden West Broadcasters, Inc. On March 14, 1984, KEX was sold to Taft Television & Radio Company.



John C. Egan, Station Manager & Secretary-Treasurer is seen in this photo on the right at the KWJJ Studio Building at 1011 SW 6th Avenue. KWJJ had moved to this building in 1941.

KFWV signed on the air for the first time on October 12, 1925 and it was owned by Wilbur Jerman, Inc. KFWV's first studio location was in the home of Wilbur Jerman at what is now 2025 SE 58th Avenue. From September 1926 to March 1927, KFWV was located at The Sovereign Hotel at what is now 1207 SW Broadway. In March of 1927, they moved to five suites at The Broadway Theatre Building at what is now 622 SW Salmon Street where the station used "The Voice of Broadway" as their air slogan.

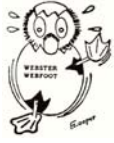
On June 24, 1927, what had been known as KFWV became KWJJ, which was named for Wilbur Jeffrey Jerman, President of the station as well as technical adviser and operator. He operated the station with his partner John C. Egan, Station Manager & Secretary-Treasurer. The "Federal Radio Commission" was beginning to grant requested call letters. Before this, the FRC, later known as the FCC, would sequentially assign most call letters to new stations which had no significance.

In the early 1950's, kids would rush home from school to hear Uncle Bob and the Squirrel Cage. When Walt Disney started the Mickey Mouse Club, Uncle Bob made his way to Hollywood and he was occasionally seen at the Clubhouse.

On another unforgettable day in the history of Portland Radio, KVAN began playing the song "Teen Age Bill of Rights, Part 1. The Revolution" by Robby John & The Seven-Teens, starting at 6:00 am on April 30, 1959. The song was played for 24 hours, interrupted only by commercials and brief newscasts. At 12 midnight on May 1, 1959, control of KVAN Inc. was transferred to Star Broadcasting, Inc. when Don W. Burden was President. Also at midnight, the call letters were changed to KISN. It was estimated the song was played 360 times.

At the time, "The Mighty 91" studios were in Vancouver, Washington. KISN Radio moved to studios in Portland at 10 NW 10th Avenue at Burnside on November 28, 1959 over Thanksgiving weekend. They held an open house on January 15, 1960, after the holidays. KISN disc jockeys were known as "The Swingin' 91 DJ's". Then, "The KISN Corner" was born, you could drive by the large studio windows when KISN was located at 10th and Burnside and you could watch the DJ in the window as he entertained the throngs on Portland's airwaves. There was the unforgettable Pat Pattee, who came to KISN in 1962.

Several of the Pioneers in Portland Radio have survived, KEX, KWJJ and KXL. Portland Radio's popularity continued into the 1960's and began to decline in the 1970's before as they say "Video Killed the Radio Star". This was the song made famous by the Bugles in 1980. It was the very first song to be broadcast when MTV hit the airwaves in 1980.



Club Officers

President/Editor.....	Mark Moore
Vice President.....	Dale Nix
Secretary.....	Dave Elston
Treasurer.....	Arne Soland
Membership Chairman.....	David Sell
Member-at-Large.....	Jane Burton
Member-at-Large.....	Phyllis Palmer
Historian.....	Joe Macdonald
Librarian.....	Steve Kuryk



Calendar

- October 17 – Webfooters Board Meeting at Elmer’s Restaurant (no host)
10001 NE Sandy Blvd – 6:30 pm (Board Meetings held every other month)
- October 20 – Webfooters Post Card Club Meeting at Russellville Grange
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 4:00 pm
- November 17 – Webfooters Post Card Club Meeting at Russellville Grange
12105 NE Prescott St near 122nd & Sandy Blvd – 10:00 am to 4:00 pm

For the latest news, visit our website:



www.thewebfooters.com



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PO Box 17240
Portland OR 97217-0240