

VOL. 3

No. 12



Dec.

1977

CALL LETTER

THE COLORFUL HISTORY OF FULL COLOR RADIO by M. Moore

Having travelled through the air with Santa spreading joy and good cheer on that special night fifty-one years ago, KEX/1190 continues to help Santa as they collect and distribute gifts for the needy every year at Christmastime. As the first in our series of research articles into the history and development of radio in the Northwest we tune in on Portland's Full Color Radio.

No license was issued, but authority to operate was granted and KEX started broadcasting on Christmas Eve 1926 from a studio in the Terminal Sales Building. The Government was in the process of setting up new regulations so licenses were not issued till mid 1927. In the beginning they occupied what is now 670 on the dial with a power of 2500 watts.

Transmitter troubles and financial problems plagued them in 1927 and their frequency was changed twice. The holding company, Western Broadcasting Company, was owned by Seattle's Northwest Radio Supply Company which also owned KJR in Seattle, and financial difficulties were overcome for a short while when Adolph Linden of the Puget Sound Savings Bank pumped money into the parent organization. Linden started the American Broadcasting Company in early 1929 and fed six half hour programs per week from KJR to KEX and five other west coast affiliates. More financial

troubles and ABC was abandoned. By December 1929 KEX had joined the NBC-Blue Network chain and Western Broadcasting became a subsidiary of NBC. In 1931 the Pacific area stations became the Gold Network and later went back to the Blue.

In 1933 the Oregonian Publishing Company desired a sister station to KGW in Portland so they leased KEX from Western and later purchased it. After more frequency changes KEX was finally located at 1190 by 1941 where they remain today. After a fire, studios were remodeled and reequipped. Shortly thereafter the FCC's duopoly ruling forced the Oregonian to sell KEX and Westinghouse picked up the Blue affiliated station for \$400,000. A year later in 1945 the Blue Network became ABC.

The 1940's were growing years at KEX as their power was boosted to the maximum allowable of 50,000 watts in 1947 and KEX-FM went on the air in 1948 at 92.3 megacycles. Featured on the FM station was Classical music and it could have been termed non-commercial. The AM station supported the FM. KEX dropped its ABC affiliation by 1956 and moved into their present studios at 2130 SW Fifth in 1959.

Gene Autry's Golden West Broadcasters bought KEX in 1962 for \$900,000 and by 1964 KEX was an independent middle-of-the-road music and news station. Just prior to the purchase by Golden West, KEX-FM was donated to the State of Oregon and became KOAP, Portland's PBS affiliate on the FM band.

Continued on page 8

CALL LETTER

The Call Letter is a monthly publication of the Northwest Vintage Radio Society which meets the second Saturday of each month at the Buena Vista Club House, Sixteenth and Jackson Streets, Oregon City, Oregon.

Editor **Bob Hay**

Staff . . Tom James, Cathi Hay, Mark Moore

Address all correspondence regarding this publication to: The Call Letter, 5225 S.E. Brookside Drive, Portland, OR 97206.

OUR PEOPLE

The November meeting proved to be probably the best display of radio apparatus and sets the NWVRS has had. The occasion was a filming session for the Golden Hours, Inc. telethon. The telethon will be broadcast on channel 10 in Portland on Dec. 27th at 8pm. The telethon is to raise money for Golden Hours which broadcasts special programs via an SCA sub-carrier on KOAP-FM 91.5 MHz. This money will help purchase SCA receivers for old folks homes in the area. Golden Hours broadcasts many of the radio shows of the 30's and 40's.

Some of the hi-lites of the day were Tom James, Harley Perkins, and Chuck Shively speaking about the history of early radio and the equipment on display. Dick Howard spoke about his early Hallock and Watson Portland Police transmitter. Harley Perkins and Don Iverson discussed some of the interesting tubes in Don's tube display. Apparatus included Bill Baker's 1918 rotary spark gap transmitter, Joe Tompkin's and Craig Hoaglin's AK breadboards, several cathedrals, and much more. All in all there were about one hundred sets on display. A quick count showed that the members in attendance had twenty-one Radiola III's.

During the regular meeting Virginia Rankin suggested having a Christmas party at the next meeting. Everyone seemed to think this would be a great idea. The ladies will be serving special refreshments in keeping with the season. Everyone is asked to bring a small gift (under \$2.00 and radio related would be nice but not necessary).

Be sure to attend next months meeting since elections for 1978 club officers will be held. The following are nominations proposed by the Board of Directors and a group of members at large (further nominations can be entered at the Dec. meeting):

Pres. Tom James, Dick Howard, Ed Charman

V. Pres. Craig Hoaglin, Alan Shaddock, Andy Bell

Treas. Doug Eggert, Lou Stober, Maurice Leete

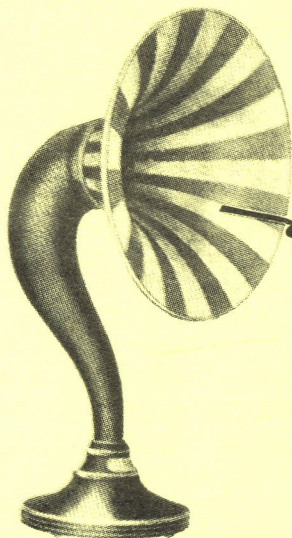
Recording

Sec. Chuck Kibler, Frank Plaistead, Ron Hayhurst

Corresponding

Sec. Tom Sebens, Joe Tompkins, Cathi Hay, and

Jim Mason



ATMOSPHERICA

By *J*

THE FAUX PAS

I had a dream the other nite,
I remember the details well;
Of presenting my tape-recorder
To Alexander Graham Bell.

But on sober reflection, I wish
To Gosh I hadn't done 'er,
Because I'd clean forgotten
He had no AC juice to run 'er!

A FUNNY THING HAPPENED***

He looked far and wide,
To buy a cabinet classy
To house that lovely Kolster,
That beautiful vintage chassis.
Giving up the chase at last,
He sold the houseless works
To another Vintage member.--
(A buyer always lurks!)
Hardly then a week elapsed
From this classic deal,
Than up from Salem-way we
Heard this mournful squeal.
Our hero found a Kolster set,
The chassis shot to heck;
Now he wants his old one back--
Will fire Chuck the check.
But problems always rise to irk--
Chuck sold the knobs to Don,
Unwound the coils to fix a set,
I wonder what's goin' on?

tj/11/77

(any similarity to real events or people is
purely experimental) tj

POWER SUPPLY

By Bobbie Kibler
and
Cathi Hay

The Ladies' Auxiliary is planning some festive doings for the December meeting. We will be featuring special baked goodies. Any ladies who wish to contribute may do so.

There will be three very nice door prizes given away. Also, please remember to bring a wrapped \$2.00 gift for our grab bag. It can be anything, but something pertaining to radio would be ideal.

The recipe for the month is from "Your Neighbor Lady" a 1930's cookbook published by WNAX in Yankton, S.D.

JUBILEE FRUIT CAKE

Makes 5 - 1 lb. cakes

1 cup WHITE SUGAR
1 cup BROWN SUGAR
2 cups SHORTENING
2 cups unsweetened APPLE SAUCE
4 EGGS
4 cups FLOUR
2 teaspoons SODA
1 teaspoon BAKING POWDER
 $\frac{1}{2}$ teaspoon SALT
2 teaspoons NUTMEG
2 teaspoons CINNAMON
1 teaspoon CLOVES
 $\frac{1}{2}$ cup small GUM DROPS
1 cup RAISINS
1 cup DATES
1 cup BRAZIL NUT MEATS
1 cup MIXED FRUIT

Method: Cream sugar and shortening. Add applesauce. Beat eggs. Sift together the dry ingredients (reserve $\frac{1}{2}$ cup flour to mix with fruit). Add dry ingredients to creamed mixture. Blend $\frac{1}{2}$ cup flour with the fruit and nuts. Add to cake mixture. Grease and flour 5 1-lb coffee cans, and divide dough into five one pound cakes. Put on lids. Bake in slow oven 250° F. for 1 hour and 45 minutes.

GROWING PARSLEY IN YOUR KITCHEN

Take a sponge, cut in half, place each half in a dish. Then sprinkle a few parsley seeds over each half and keep moist. You will enjoy a bit of green for your kitchen window and fresh parsley as a garnish for the table.

LETTERS

The Saga of Baby Lawrence

You know how it feels when you get something you've waited for? Well, this was the case of "Baby Lawrence". Baby Lawrence came to us one day in September. It was a simple labor, really a labor of love. From the corner of my eye, he was the cutest baby I'd ever seen. At the time of his birth he measured thirteen inches long, six inches wide, six inches high, and weighed a mere five pounds. Naturally after he came, we received the usual congratulations on such a fine baby, and soon after he became the topic of our conversations. How well he fits into our family; he's never obnoxious. He is a fine specimen, and very well behaved, quiet, yet demanding. Demanding to the point where if he's anywhere in sight you find yourself wanting to hold him, even if he doesn't cry.

Before he came to us he was a lonely little fellow. Well, let me explain. For many years he had been moved around from home to home. I'm sure he felt like an orphan. But then I saw him, and knew we were meant to have him. The people he belonged to neglected him, not knowing what his needs were. He looked so lost and forlorned, and was destined not to live much longer. They were going to take him to the Greentree dump and leave him to the bulldozer!

I was in shock! How could I let this happen? Suddenly I said, "I'll take him, and I'll give him a good home". So we came to an agreed price, I tucked him under my arm and took him to his new home. You see the people who had him didn't appreciate him for what he was, but I did. So I gave him the first cleaning he'd had in a long time. With the tender loving care, he began to look almost human. Finally I presented him to my husband. He could not believe he was the same little fellow. We took extra time and thought of the proper place he was to sit. At last I found it, the living room, on a round table, right in midst of his his brothers and sisters. The consoles, battery sets, large table radios, and the smaller table radios. I'm happy to have him stay with us. "He's beautiful and he's ours!"

LETTERS cont'd.

But this is not the end of my story; into the midst of our domestic bliss rode my father and having had no radio luck in ten thousand miles of cross country hunting, he spied, lied, and tried to get "Baby Lawrence" from me. But to no avail. All else having failed he just plumb and outright kidnapped our "Baby Lawrence!" My heart was shattered. How could I choose between Dad, whom I love, and Baby Lawrence whom I cherish?

Anyway, if he shows up back there with Baby Lawrence there is a reward out for him! And in case you're wondering who my Dad is, he's the past editor of the Call Letter, Bob Bilbie.

Lawrence is its true name, we've nicknamed him Baby Lawrence due to his small size. He's a one tube battery set, manufactured by the Park Radio Corporation in Pittsburgh, Pennsylvania in 1924.

Mrs. Sue Mueller
Pittsburgh, Pa.

RADIO WITTIQUIZ from Jan. 1938 Radio-Craft
contributed by Craig Hoaglin

(1) A candohm is-

(a) A Canadian ohm. (b) A special type of wire-wound resistor protected by a metal shield. (c) A new type beer container. (d) Ten million ohms.

(2) A choke coil is-

(a) A primitive implement of execution. (b) A coil wound tightly on a tube shield to absorb stray currents. (c) A coil used to offer high impedance to an alternating current.

(3) It is a well-known fact that a tube is saturated when-

(a) There is too much water in the bulb. (b) The filament has soaked up too much moisture. (c) The grid is biased strongly negative. (d) All the electrons emitted by the cathode are drawn over to the anode.

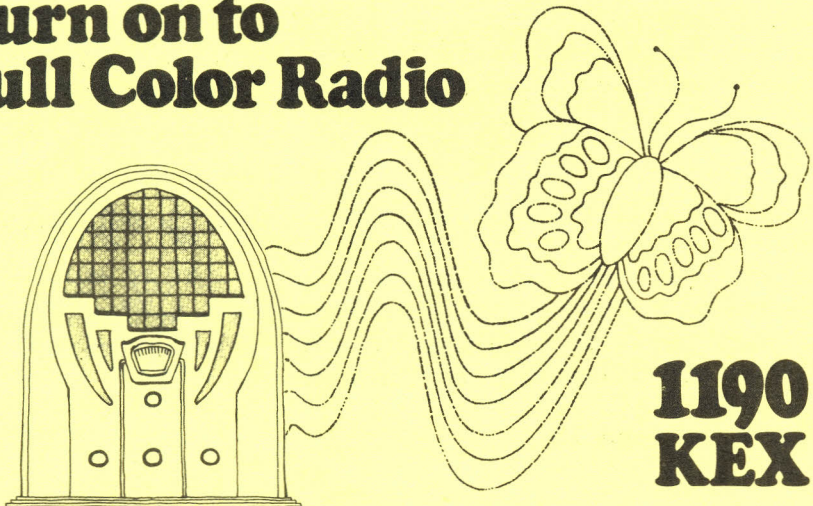
ANSWERS on page 15

For a third time KEX took up affiliation with ABC in 1973 and KEX remains Oregon's eighth oldest continuously licensed broadcast station. It's back to FM next month after the purchase of KQFM by KEX's parent organization, Golden West. The call letters will remain as they are. One of the questions still remaining is what kind of format they will have. The only answer given is that they will not be in competition with KEX so that rules out the possibility of it being a contemporary adult station.

Today KEX stands out as one of the best stations in the world. They have consistently been Portland's most progressive and innovative broadcasters in recent years and a good barometer of how well a station is being run is by how long its employees are with a station. In the past people in radio have been known to move around a lot. Many of the air personalities at KEX have been there at least five years. The morning man at KEX, Barney Keep, is going on 35 years in the same job at the same time everyday. He continues to be near the top in audience ratings. One of the pluses for KEX programming is that their air personalities come across just as they are, there is nothing put on.

They continue to pull in awards at KEX and some of the recent ones include their being first in the nation for news in 1975 and station of the year in the U.S. in '76.

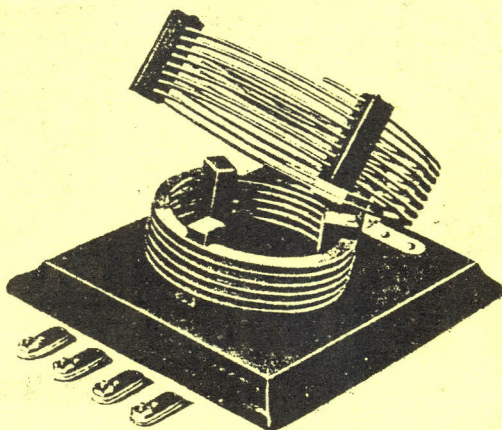
Turn on to Full Color Radio



Back in its beginning years KEX's slogan was "a public service necessity." That continues to be a policy at 1190 Radio and certainly they have done their share of public service for our club, but just one of the things they do every year is to give presents to needy children at Christmas. They have enlisted a statewide bank and a local taxicab company to help. Listeners also help and thousands of presents are collected and distributed throughout Oregon and southwest Washington.

KEX programming is popular from Alaska to southern California and one of the things we as a club look forward to is their broadcasting of old radio programs. Back in the early '70's KEX was one of the pioneers in getting some of the old shows back on the air. They continue to air two-week festivals of radio in the evening four times during the year.

Murdock Hinge Type Oscillation Transformer



This instrument permits the sharp tuning which should be the ideal of every experimenter. It may be used on any size set up to 1 K.W.

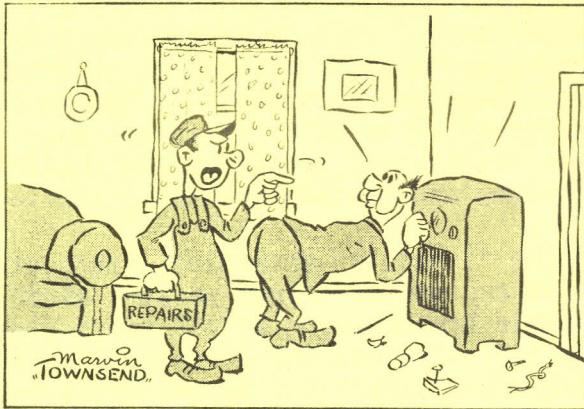
The primary coil consists of six turns of heavy edgewise wound copper strip. The turns are evenly spaced and held in place by grooved insulating blocks. The secondary coil is

made of eight turns of heavy edgewise wound copper strip and is similar to the primary coil.

The coupling between the two coils is varied by the hinging of the secondary away from the primary. Mounted on a fine mahogany finished base and complete with four clips. Size over all, 10x7½x3¼ inches. Shipping weight, about 8 pounds.

6A9213—Hinge Type Oscillation Transformer. Price...\$5.00

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Contributed by: Bob Campbell



RADIO STATIC

By
Glenn Gonshorowski

NAMES OF RADIOS, SOME LETTERS ARE MISSING. YOUR GOAL IS TO FILL IN THE MISSING LETTERS AND COME UP WITH A COMPLETE NAME. ANSWER IN NEXT MONTH'S ISSUE.

LAST MONTH'S ANSWERS

___ E S T ___

___ I R A ___ ADMIRAL

___ W A R ___

___ T I N ___ SENTINEL

___ C H O P ___ E

___ O S C ___ BOSCH

___ O S L ___

___ I M P ___ SIMPLEX

___ F I L L ___

___ T R O L ___ DETROLA

___ R N S ___ T H

___ N O W ___ GRUNOW

GIANT SENDING WIRELESS STATION NEAR HILLSBORO DEDICATED
MAY 11, 1921

Oregon Historical Society Scrapbook
#79, page 36. contributed by:

Art Redman

Oregon's first great wireless station, constructed three miles southwest of Hillsboro by the Federal Telegraph Company was dedicated on May 11, 1921. Five hundred Oregonians stood with bared heads as the flag was raised to the top of the 626 foot tower which will send messages for 5000 miles.

The tower is built of structural steel and is six feet square both at the base and top. Twenty guy wires covering 331 acres help to hold it in place on it's concrete base.

"In the event of trouble on the Pacific, the station would be one of the most strategic points for a radio station and would be of great value to the American government," declared J.A. Miller chief construction engineer. "This tower is a twin to the one constructed by the Federal Telegraph Co. in San Francisco. The receiving station is in the Board of Trade Building in Portland and outgoing messages will be transmitted from that building to the Hillsboro station over land wires and then sent into the air. They will be received in San Francisco by special high speed receiving equipment," said Miller.

A feature of this station which cost over \$200,000 is multiplex control. The station has four outgoing circuits, each capable of operating 175 words a minute. The receiving equipment in Portland is equipped to receive a similar 700 words a minute; making the total outgoing and incoming capacity of the plant 1400 words a minute.

Power machinery and the Federal Arc radio equipment is housed in a concrete structure near the tower base. Inside are four converters, one of 75 and three of 30 kilowatt capacity. Also inside are two 75 kilowatt motor generator sets and two 30 kilowatt sets. A repair shop will be in an adjoined room. Twenty operators will work at the station.

The Hillsboro station is not the first sending station in Oregon but it is the first of any size. The Federal Telegraph Co. built a station at Lents before the war. It was later taken over by the U.S. government to communicate with Alaska. Later it was sent to Vladivostok where it is still in operation. During the interval the company has been using land wires.

EDITORIAL COMMENT

NWVRS members in attendance at the last meeting accounted for twenty-one Radiola III's. Since the meeting I have heard of at least five more. Twenty-six among Portland area members alone indicates to me that there are probably more than 300-400 in the entire U.S. As collectors it should be important for us to know how many there are of whatever it is that we collect. After all rarity is probably the primary factor in determining the value of a radio.

I just got a call today from a fellow that has a radio made in Germany with a very ornate case and lots of shortwave bands. He took it to a clock shop and the dealer told him it must be worth about \$1500. The fellow wants to sell it (I guess I would to if I had one worth \$1500). It seems to me that an organized group of collectors has a responsibility to fight inflated prices by recognizing price guidelines for certain classes of radios. Otherwise, with the popularity of old radio on the increase, prices may increase ten times in the next few years.

Craig Hoaglin asked me to mention that his home phone number is 503-648-1466; the number on the membership list is his work number. Also Chuck and Bobbie Kibler have a new postal box number; it is Box # 694. The rest of their address is the same.

In the next few months The Call Letter will feature articles written in 1929 and 1930 by A. Atwater Kent and Powel Crosley, Jr. for the National Radio News. Both articles look interesting to me and I hope all of you will enjoy them. These articles were both contributed by Chuck Shively.

Well this is the seventh issue of The Call Letter for this editor and I can honestly say I have loved every minute. Many members have been extremely helpful with contributions of material; Art Redman, Craig Hoaglin, Bob Campbell, Glenn Gonshorowski, Joe Tompkins, Chuck Shively, and Don Iverson just to name a few.

I would like to wish all of the out of town members a joyous holiday and a happy and prosperous new year. See all you local folks at the next meeting and Christmas party December 10th.

Bob Hay

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SWAP SHOP

WANTED: Chassis for a Peter Pan, Jackson Bell model 84. I've got the case. Russ Goodlive, 1401 Franchere Pl. , Sunnyvale, Calif. 94087

WANTED: FOR AMATEUR RADIO MUSEUM, a Mercury Arc Rectifier tube, any model from early heavy battery charger or theater projector. Also any unusual tubes, large or small, dead or alive, old or new Have 13,000 tubes for trade. Ray Kresek WA7YFM W 123 Westview, Spokane, Wa. 99218

WANTED: Hikock Test Equipment manuals Pre 1955 and other Test Equipment manuals. R.C. Campbell, 2175 S.E. Pine, Hillsboro, Ore. 97123. tel. 648-7331

WANTED: 1930 Sparton model 410 chassis. Lou Stober, tel. 503-639-6073

TUBES FOR SALE AND WANTED. Don Iverson, tel. 503-286-1144

FOR SALE: Radiola III(no WD 11's) \$60; Atwater Kent model 37 working \$37. Dick Howard, 775-6697

FOR SALE: 1939 Farnsworth console in very good shape. tel. 503-397-0170

FOR SALE OR TRADE: Day-Fan 7, battery radio(no tubes) Art Redman. 774-9913

WANTED: Case for Crosley RFL 75. Bob Hay, 503-659-8566

RADIO WITTIQUIZ ANSWERS

(1) (b)

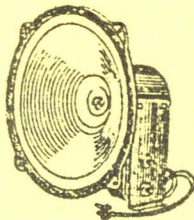
(2) (c)

(3) (d)

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CALL COLLECT 1-503-771-1066

Proprietor

Mike Losli

Res. 1-503-645-1254

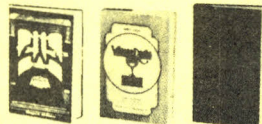
Mercantile Clerk

Bob Davis

Res. 1-503-775-9908

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A FLICK OF THE SWITCH, 1930-50: Fun picture reference of home, military, Ham, professional radio-TV-electronics, 312 pages. \$10.95 hard-cover, \$8.95 soft.

RADIO COLLECTOR'S GUIDE, 1921-32: Data book with 50,000 facts on 9,000 models by 1,100 makers, 264 pages, \$6.95.

SAVE \$4.00! We'll send you **VINTAGE RADIO** (hard-cover), **A FLICK OF THE SWITCH** (hard-cover) and **RADIO COLLECTOR'S GUIDE** all for \$24.85.

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