

KXL



presents

Going Forward with **RADIO**

KXL



presents

Going Forward with **RADIO**

The KXL Management Has A Word For You...

The management of Radio Station KXL has at all times endeavored to operate a station designed for local needs. It is our purpose to serve the listening public in an efficient, useful manner, with programs that are clean, inspiring and acceptable to the entire family. We want our listeners to feel that they are a part of our station. We welcome letters both critical or complimentary, and when you visit the city of Portland, we want you to visit KXL and make yourself at home in a home station.

H. S. JACOBSON
General Manager

Compliments of:



CREDITS:
Copyright 1948 by National Radio Personalities, Publishers,
Peoria, Illinois—Litho in U.S.A.
Compiled and edited by R. Ehresman, Editor, N.R.P.
Photos by Photo-Art Studio; Oregon Historical Society.

*KXL . . . Radio Oregon . . .
Serves The Great Columbian Empire.*



"... the smooth, pleasing music is a daily must at our house..." Mrs. E. J. Voll, 4334 N. W. Broadway in Northeast Portland.



Ladies Choice in Tune Shop

Columbian Empire housewives select, by mail, all the music that's heard on **KXL's** popular feature "Ladies Choice" which is part of the Tune Shop Program. Every weekday afternoon, housewives turn the volume of their radios up so they won't miss one note of the listenable music they themselves choose. If their selections are used, **KXL** awards worthwhile gifts.

"... my daily household chores are made lighter with the music of Ladies' Choice..."
—Mrs. Kenneth Hubler, 12127 S. E. Carlton in Southeast Portland.



750
on
Your
Dial

"... it's good listening every minute, we never miss hearing it..."—Mrs. E. S. Darden, 1531 N. E. 63rd in Northeast Portland.



"... so relaxing and enjoyable, I hear it every chance I get" ... Mrs. A. S. Deibert of Salem, Oregon.



"One, two, three" smiles host Bill Mason of "Ladies Choice" as he urges his loyal listeners to keep sending in those 3 tune titles which constitute the musical portions of this popular **KXL** five-times-weekly feature.



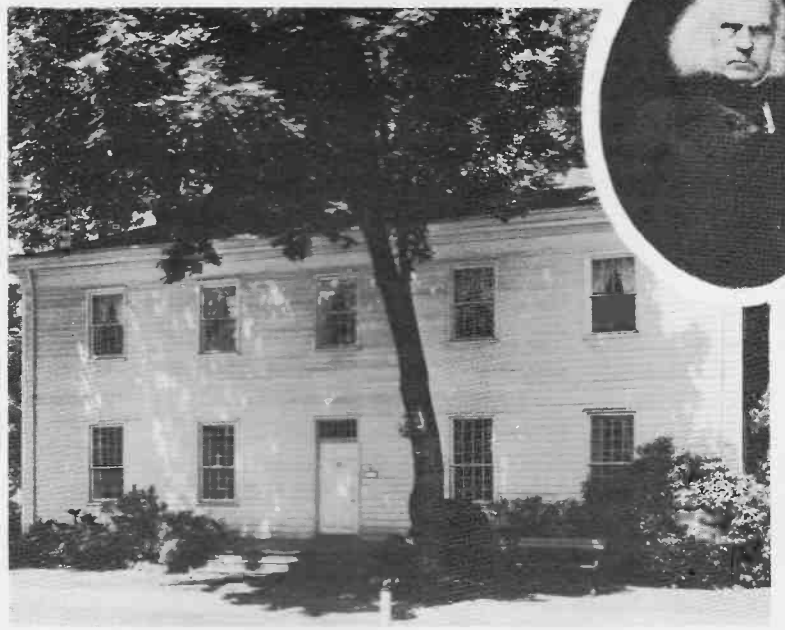
"... the program makes housework much more pleasant ..." Mrs. Deryl Shields, 806 Harney in Vancouver, Washington.



"... my son Kenneth and I both enjoy listening to Ladies Choice" ... Mrs. Betty Wagner, 1603 S. W. 13th in Southwest Portland.

OREGON TRAIL

Down the old 750 trail every morning, six days a week, come riding the famous Western musical stars on the **KXL** "Oregon Trail" program. In the true tradition of the old West, the series features special broadcasts cooperating with current historical events such as the recent Oregon Centennial.



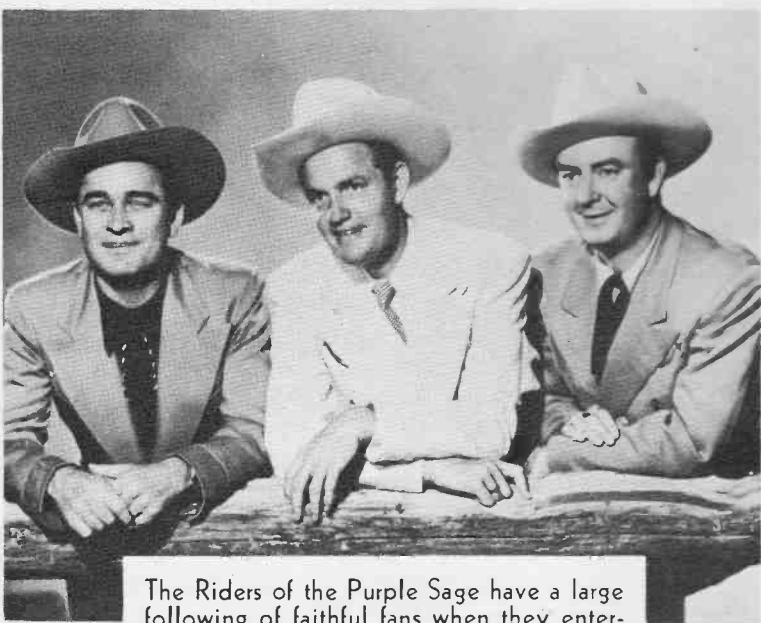
The old McLoughlin house figured prominently in the recent celebration of Oregon's 100th Anniversary which **KXL** publicized on the "Oregon Trail" programs. Dr. John McLoughlin, inset, built this house in 1846 and it still stands today as a National Shrine to pioneer hardiness.



Eddie Arnold, one of the Western artists heard regularly on Oregon Trail.



One of the most popular of all the singers of Western Songs is Gene Autry.



The Riders of the Purple Sage have a large following of faithful fans when they entertain on "Oregon Trail".



As "King of the Cowboys", Roy Rogers is always welcomed when he sings and plays his Western tunes.

A Western Flavor



ARKIE, himself.



The Jolly Cowboys, four time Northwest Champions of Western Bands.

*Arkie and His
Jolly Cowboys
at the
750 Spot on
Your Dial*



The Trio gives out with their own individual style of harmony.



Arkie and the Jolly Cowboys get better acquainted with their loyal followers with regular public appearances to sing and play for them.



Are the Jolly Cowboys popular with **KXL** audiences? Just look at that mail. In answer to Arkie's request to title his new song he received 16,000 pieces of mail in 15 days.



Concert

Popular



Just one of the many attractions of the two hour and 45 minute "Music As You Like It" program are the contests held regularly. On a recent one these lucky listeners were awarded gifts of cunning puppies. Of course the music, which is greatly varied to appeal to all tastes, is the main appeal and keeps Columbia Empire dials set at 750.

Show Tunes

Semi-Classical

Music as you like it!

AUTOMOBILES



PUPPIES



*Everything
Sells On*

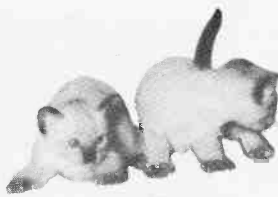


"Here's a good bargain I want to put on for today . . ." phones in one of the happy **KXL** Market Hour advertisers . . .

THE MARKET HOUR



Thrifty housewives and buyers listen carefully to the many bargains offered on **KXL's** lively "Market Hour" program which is on the air six mornings a week early enough to catch listeners before they do their daily shopping. Everything from automobiles to puppies and including fine homes have been sold on this popular program.



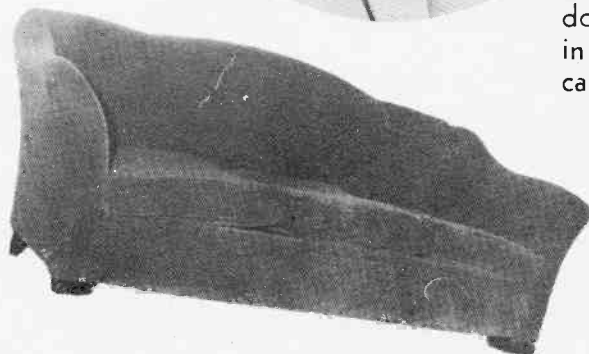
KITTENS



. . . to Gloria Mousley, **KXL** secretary who jots down all the information in preparation for broadcast.



PRODUCE



FURNITURE

Recordings of all the old masters of modern swing are carefully selected for their popularity with the guys and gals who tune in regularly to "Jukebox Jamboree".



Jukebox Jamboree

High schoolers' own program is "Jukebox Jamboree" aired five times weekly in the late after-school hours on **KXL**. Salutes to a different school every day, news of school activities, sports news and scores, and all subjects relative to high school life make "Jukebox Jamboree" the semi-official program of teen-agers throughout **KXL's** listening area.



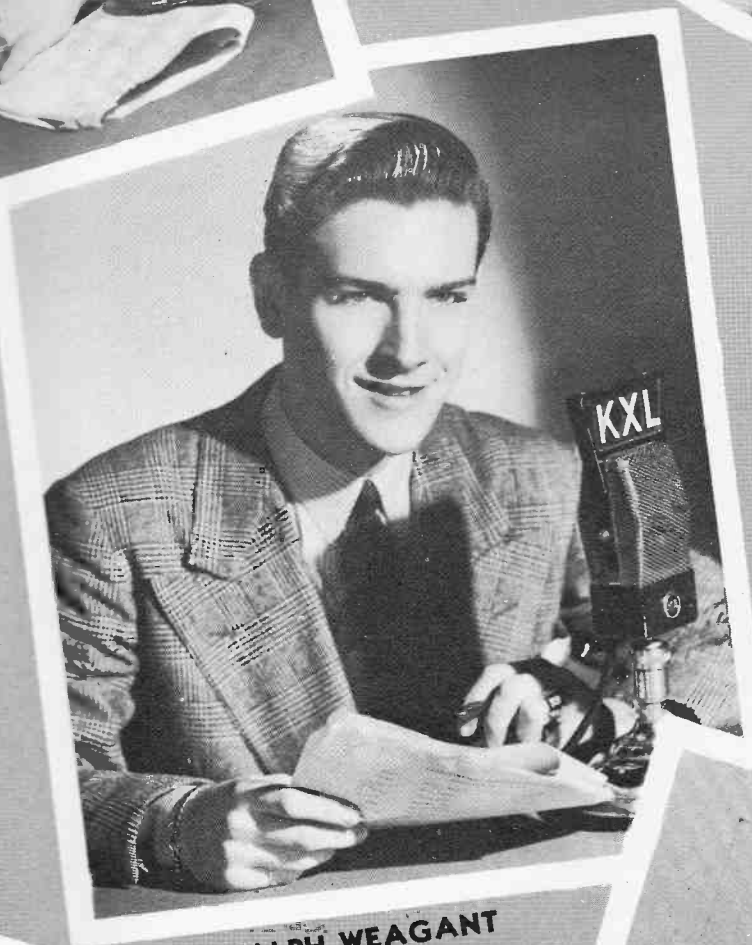
It's a gay time when the gang gets together at the 750 spot on the radio dial in the late afternoon listening hours for this favorite program.

BILL MASON, Chief Announcer



TED YAW

Meet



RALPH WEAGANT

The
KXL
Announcers



GEORGE ANTHONY

BOB ROBERTS



KXL



Jack Fina



Elliot Lawrence



Arthur Fiedler



Eddy Howard



Connie Haines



Bob Anderson, Director, Scandinavian Hour



Bing Crosby



Guy Lombardo



Peggy Lee



Buddy Clark

Music



Benny Goodman



Duke Ellington



Harry James



Frank Sinatra



Dinah Shore



Jo Stafford



Sammy Kaye



Vaughn Monroe



Jimmie Durante



King Cole Trio

Pacific Northwest

Comprising a territory equal to the continent of Europe, the great Pacific Northwest is indeed a land of many advantages. These advantages pave the way for increased development. The vast Pacific Northwest is forged into a unified radio. Through the intelligent use of modern broadcasting methods, the Pacific Northwest Broadcasting Company has turned an unspoiled playground by bringing in people to come to play and plan to stay.

In a "round-robin" broadcast on their complete network of 9 stations, PNB's candid Mike helped Pacific Northwest Ford dealers and 3 1/2 million listeners get their public reaction to the Ford 49'er. Here a Seattle resident airs his opinion over station KING.



When Oregon Territory celebrated its 100th birthday, PNB helped make the Centennial a success. Many broadcasts were originated bringing noteworthy people to the mike. Here Judge Charles G. Goodsell, member of one of the Northwest's pioneer families, talks about the early days. Governors of four states appeared at the PNB mikes.



All-embracing in telling the complete story of their community, PNB also publishes a rural picture magazine. These, too, are available to listeners. Subjects ranging from livestock raising to fashion hints are included with plenty of pictures to add spice.

Broadcasters

of Germany, Italy and Japan, the
 Development of its many natural
 growth. Although wide in expanse,
 domain by the modern miracle of
 powerful medium and other proven
 ensuring the future greatness of this
 new people yearly, people who

The PNB QUIZ presents the PNB Quiz-
 master facing the mike with a list of ques-
 tions concerning historical and geographical
 facts about the Pacific Northwest. After
 asking his question, he switches to one of
 the PNB stations where



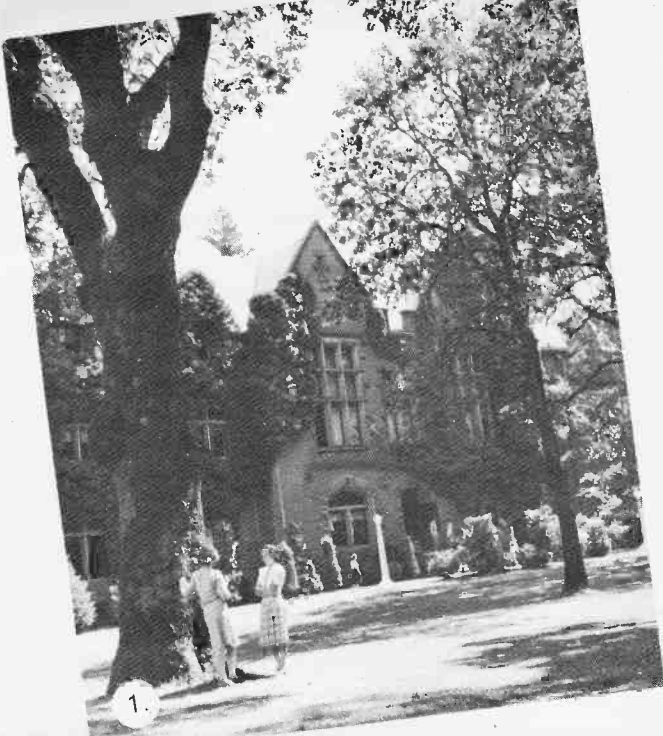
Merchandise Area
Plus Listening Area
 Serving 3 1/2 Million Listeners



anxious contestants try their
 skill in coming up with correct
 answers. In each of the several
 PNB studios throughout the North-
 west, participants eagerly await
 their turn in trying to stump "Mr.
 PNB"

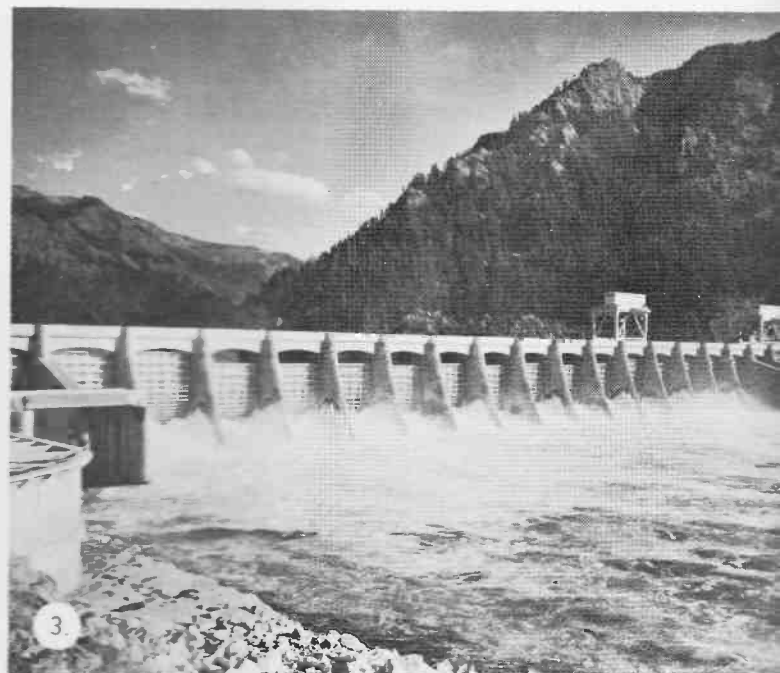


The official publication of the Pacific
 Northwest Broadcasters is the Pacific North-
 west Playground Magazine which is dis-
 tributed to listeners for mailing to friends
 in other states and abroad. Hundreds of
 thousands of copies yearly are addressed
 and mailed out.



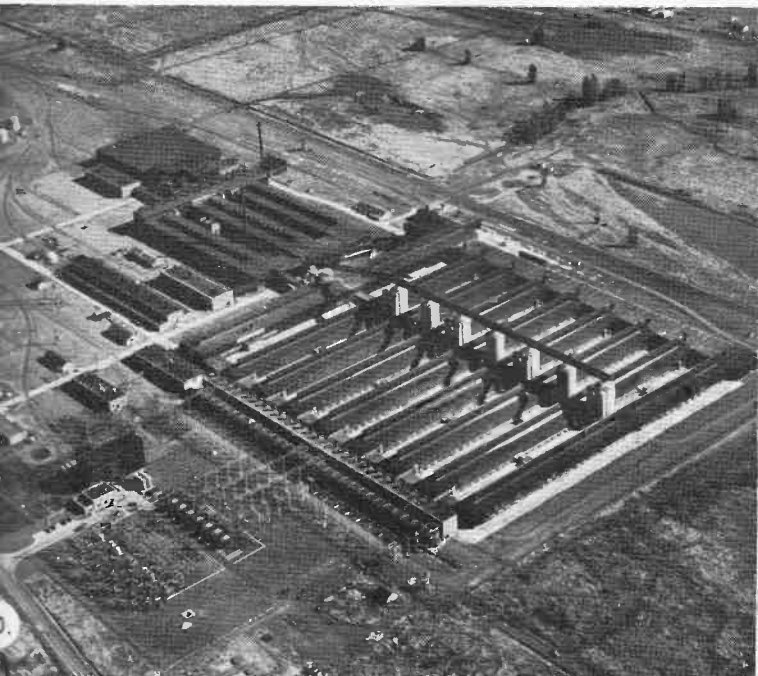
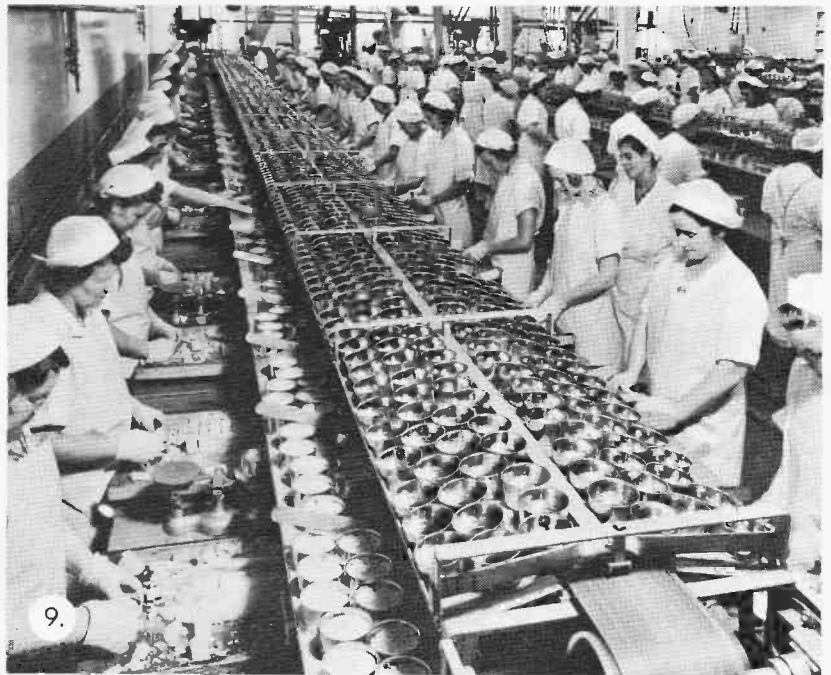
1. Campus scene at Pacific University in neighboring Forest Grove, Oregon.
2. The beautiful and modern State Capitol Building in Salem, Oregon,
3. One of the most famed of the landmarks of the Pacific Northwest is Bonneville Dam.
4. Textile mills play an important part in the economic picture of Oregon. Here is a typical scene in a woolen mill.
5. Shaded and grassy is the campus of Linfield College located in McMinnville, Oregon.
6. Flourishing wheat fields dot the landscape throughout the rich Columbian Empire.
7. One of the newest and most modern buildings in this area is the Equitable Building in Portland.
8. A major industry in the Pacific Northwest is logging. Here this vital work goes on at a nearby mill.
9. The canning of fish is just another of the many diversified industries that are found in the Portland area.
10. The large aluminum plant of the Reynolds Metal Company in Troutdale, Oregon.
11. Some of the most beautiful shoreline scenes in the world are found along Oregon's coast.

KXL's Area 9



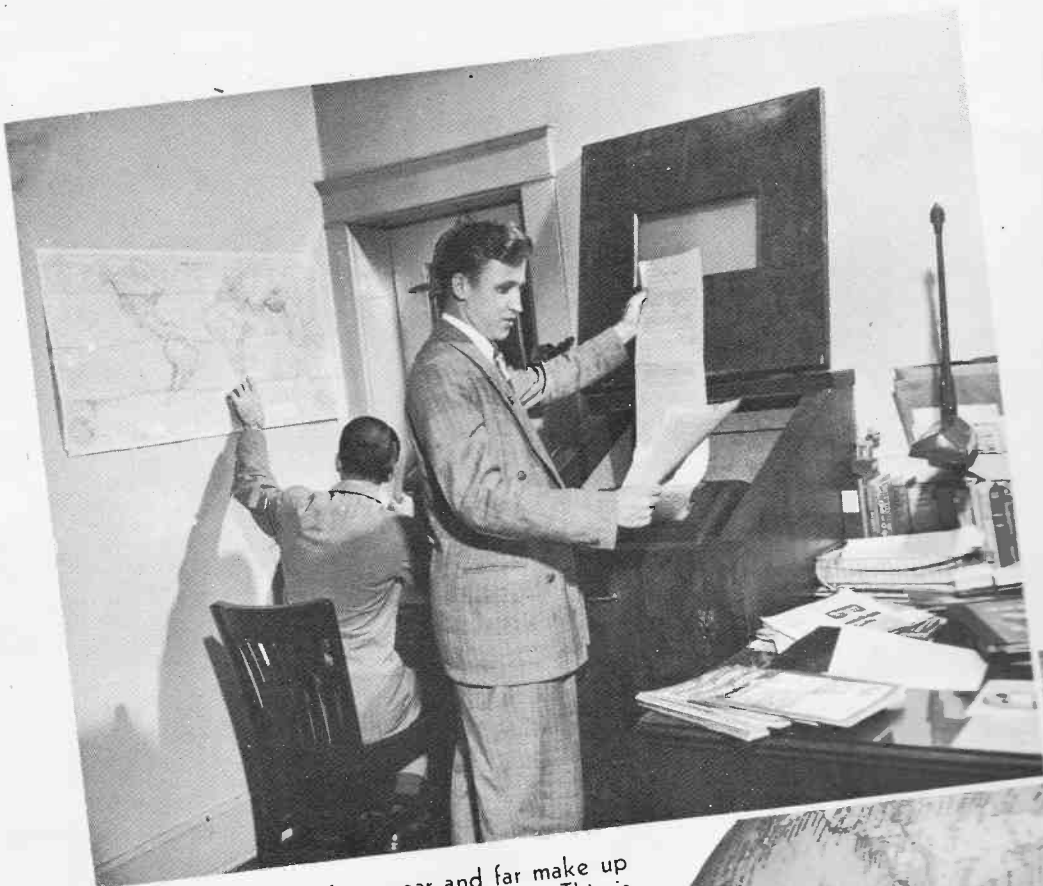


Progressive And Colorful



News On The Hour

Over
KXL



News bulletins from near and far make up **KXL's** complete coverage service. This is the **KXL** Newsroom which is a busy place just prior to air time.



During the recent Vanport Flood disaster, **KXL** was right "on the spot" to give listeners a vivid account by special broadcast.



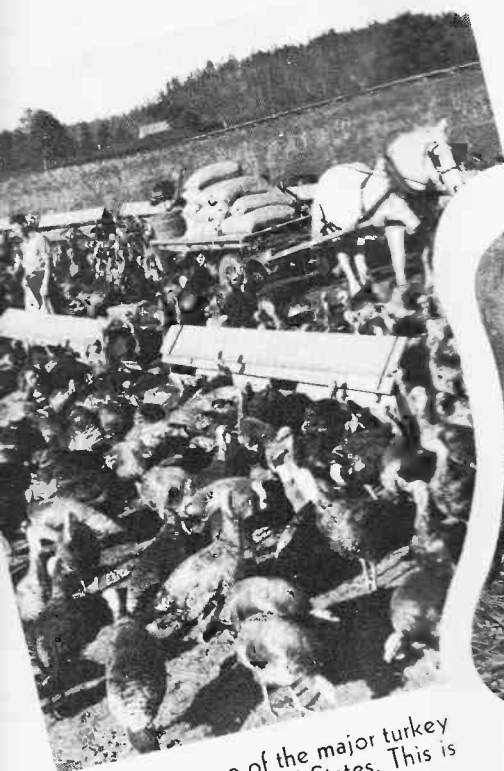
Announcers Bill Mason and Bob Roberts take their turn at the **KXL** microphone in reading the news. www.radiohistory.com

Covering The Columbian Empire Rural Front

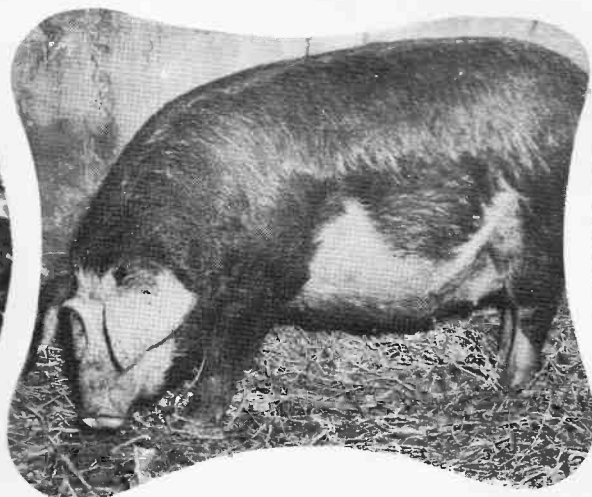
Rural listeners in the vast Columbian Empire agricultural sections covered by **KXL** are provided with timely reports five times each week when the **KXL** "Farm Forum" is broadcast on the 750 airlines. Featuring Ben Buisman, **KXL's** Farm Editor, the series presents all-inclusive information on agricultural subjects at a time of day when listening-in is most convenient to farm folks.



BEN BUISMAN, KXL Farm Editor



The Portland area is one of the major turkey raising sections of the United States. This is typical of one of the many located here.



Hog raising is a rapidly-growing business with Columbian Empire farmers.



Ben inspects an area of burned over timber land that is being re-seeded with grasses, a project which gained invaluable publicity on the "Farm Forum".



A modern dairy farm located in the rich Willamette Valley.

Greetings From



H. S. JACOBSON,
General Manager



JAMES MOUNT,
Sales Manager



JIM McCABE, Accountant



JACKSON FLEMING, Production Manager

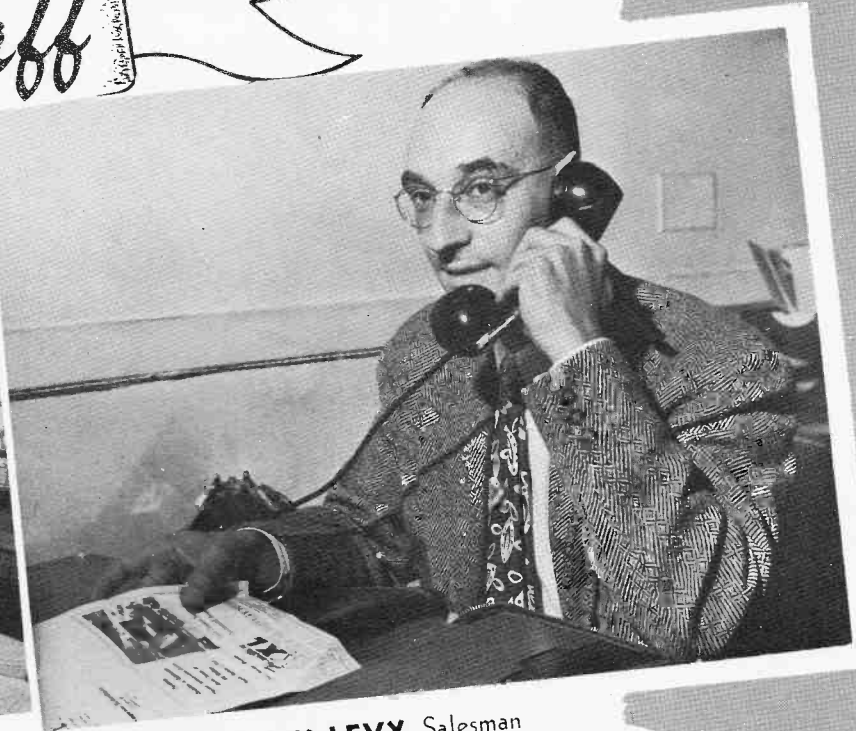


PAUL ROBINSON, Program Manager

The KXL Staff



LORRAINE GUSTAFSON, Traffic



DICK LEVY, Salesman



CORRINE WINKVIST, Continuity Chief



GLORIA MOUSLEY,
Executive Secretary



PAT CHIDLAW, Music Librarian



EDITH FRANKLIN, Receptionist

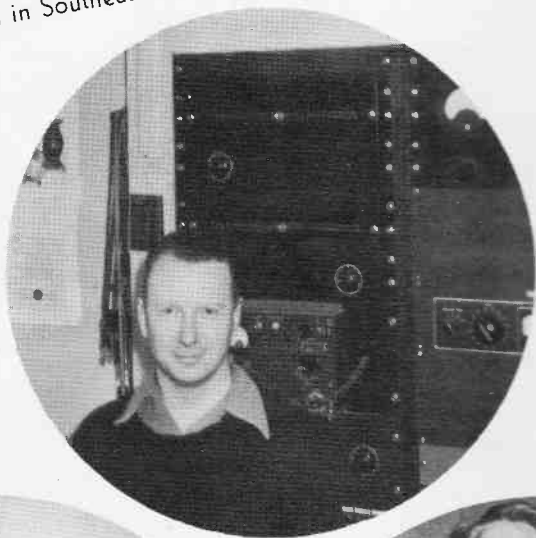
Our Technical Staff...



Inside the **KXL** transmitter building located at 82nd and Sunnyside Road in Southeast Portland is their 10,000 watt transmitter.



RALPH MIFFLIN, KXL's Chief Engineer



HAROLD COLLETTE



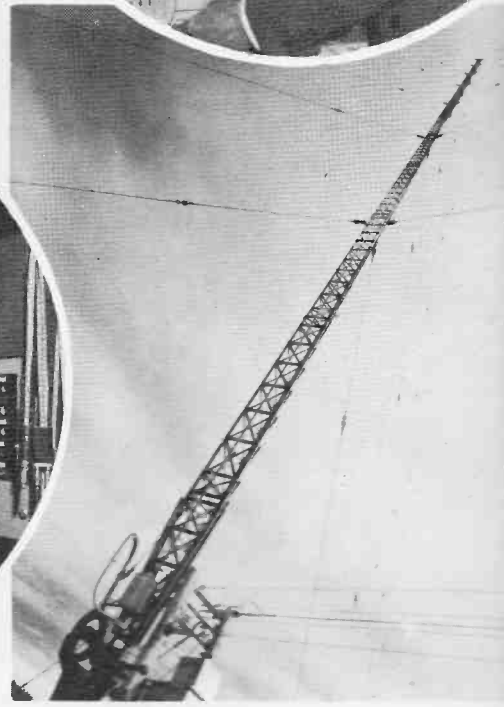
HARRY SCHOOLFIELD



LYNN HADLOCK



HOWARD RITTER



One of the two 285 foot KXL Transmitter

It was only thirty years ago when an inventor in New York was brought into court and accused of fraud. The charge was that in attempting to sell stock in his company, the inventor made claims that his "worthless device" might transmit the human voice across the Atlantic Ocean. That inventor was Lee DeForest. His "worthless device" was the audion tube, which makes possible the present system of radio — and has been rightly called the greatest single invention of the Twentieth Century.

Radio is not the invention of any one man. It represents the creative genius of centuries of generations of visionary people . . . Human beings, up through the ages, groping for a means of long distance communication . . . Primitive people in some ancient age, pounding out their messages on crude drums in an ante-diluvian jungle . . . it recalls mechanical semaphore . . . the discovery of electricity of Benjamin Franklin . . . the calculations of Clerk Maxwell on radio waves in the middle of the last century . . . Heinrich Herz's induction coil which produced the first radio frequencies in 1888 and then, Marconi sent sound through the airwaves for a distance of one mile in 1895, and six years later sent a wireless message two thousand miles! Radio transmission of code had arrived!

After Marconi came Lee DeForest and his magic vacuum tube and later the audion tube, and with their advent transmission of the human voice and music became a practical reality . . . Five years later, in 1920, modern radio was born, when in September of that year WJW was first heard in Detroit . . . Two months later, Pittsburgh's KDKA made all the world take notice with its coverage of the Harding-Cox presidential election.

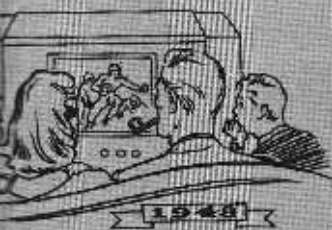
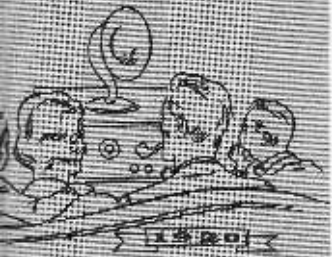
From then on, the milestones in the development of modern radio were closer and closer together. In 1920, the Dempsey-Carpentier fight, the World Series, and the first presidential radio address to the nation were all captured for the world through the magic of radio . . . In 1922 there were 400 transmitters . . . By 1927, there were 700, and commercial radio had come into its own.

Despite the great service it rendered, radio during its first years was somewhat disconnected. There was a distinct unbalance between the superior programming of the metropolitan centers, as contrasted with the inferior productions of smaller cities. In November, 1926, The National Broadcasting Company was formed, to offer metropolitan programs to smaller cities. And now, twenty years later, four major radio networks are available to almost all radio listeners the nation over . . .

Radio has ceased being a novelty and is classed by many as a necessary service of the first magnitude. There are more than twice as many radio sets available to families as there are automobiles. Radios outnumber home telephones by more than two to one. There are a third more homes equipped with radios than with bathtubs. Radios are more universally used than toothbrushes.

Frequency modulation in radio is knocking at our front door to show us new listening pleasure in wide fidelity and reception of quality. Television has been proven a technically feasible means of broadcasting visual entertainment over long distances.

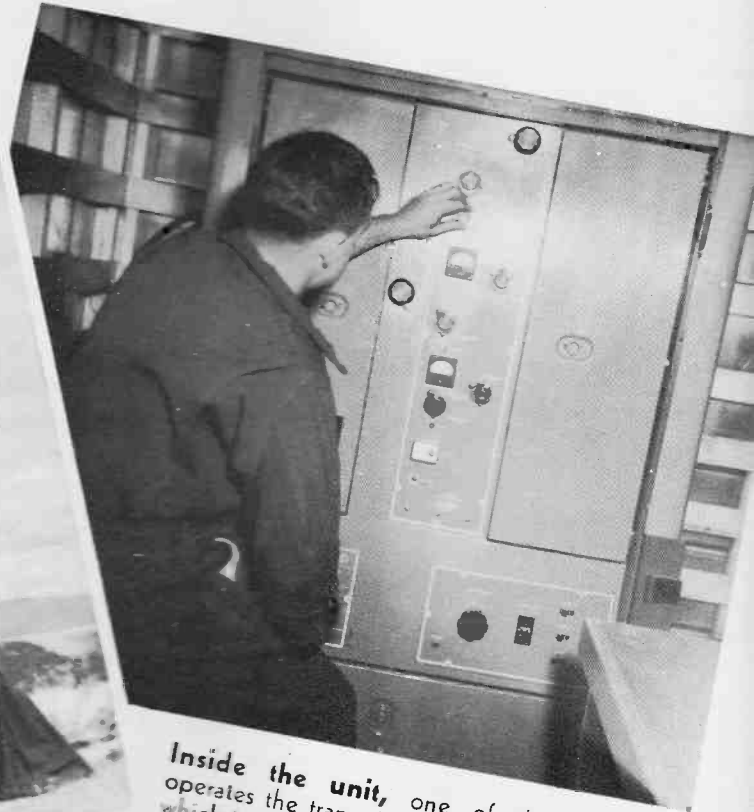
In short, radio has accomplished much; it will accomplish more. It has sprung from primitive dreams of necessity to practical, modern reality, to contribute to the vista of our cultural horizon. It is at the service of the public to use it and enjoy it as they will. It takes its place in a broadening society which is seeking better living of all mankind.



Pioneering In



This is their mobile testing unit with which they are making television survey tests throughout this locality. This tower can be dismantled after tests in one particular location and moved to a new site.



Inside the unit, one of their technicians operates the transmitter which sends out a signal which is picked up by



. . . their roving mobile receiving units which constantly change locations to make the survey as complete and accurate as possible.

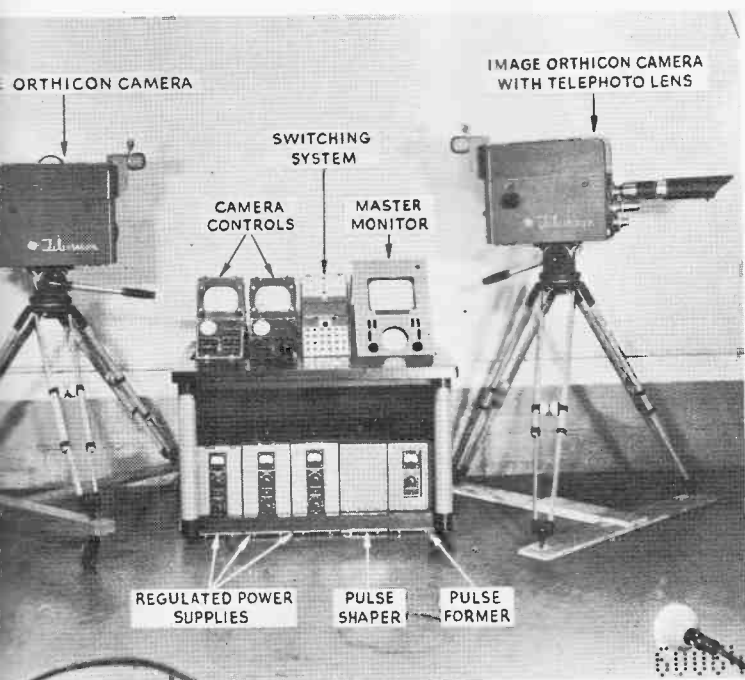


Here the readings of the signals are carefully recorded and later used in analyzing results of the tests.

Television



Radio is rapidly adding a new dimension to its already vast scope — sight as well as sound! Here is a typical television studio in use.



Now — radio has eyes! Although a new field, television has already become mobile and may be transported to almost any part of the globe.

Here are a few of the most vital pieces of equipment necessary for successful transmission of television waves.

HOW IMPORTANT IS YOUR RADIO?

Judging by the number of American homes that have radios, we'd say it's become almost a necessity for a lot of us. We'd say it would probably be pretty hard to get along without a radio these days.

But we've heard a lot of folks say something like this: "Yes, American Radio is doing a mighty fine job — if we could only do away with those commercials." Well now, **THERE'S** a point worthy of some consideration. Let's think about it for just a moment.

Here's how it works. Advertising has been defined as "salesmanship in print — or **ON THE AIR WAVES.**" The more goods that advertising sells, the more are needed to fill the demand. The more goods needed, the more men and women are needed at the factory that makes those goods. In turn, more men and women are needed in related industries that supply raw materials to the factories. It's a never-ending chain that leads to more jobs, better jobs, greater personal security for all. Yes, advertising is the spark-plug of American business today.

And here's another point. Were it not for Radio Advertisers, nearly **ALL** of the programs you hear today could not **POSSIBLY** be presented. The world's **BEST TALENT** is being heard over **AMERICAN** Radio today — at no cost to you! They are being paid by the Advertiser to entertain you. Of course, at the same time, that advertiser is asking you to try his product — that is **HIS** reward. And yet that Advertiser is allowed only about **THREE MINUTES** out of every **HALF HOUR** of broadcast time in telling you about his product. That leaves approximately 27 minutes out of every 30 for American Radio to devote **ENTIRELY** to entertaining **YOU**.

So when you **HEAR** commercials on the air, remember — advertising is making your home **MORE SECURE** and at the same time it's bringing **YOU** the greatest entertainment the world has to offer — at so **LITTLE** cost!

Of the 37,600,000 homes in the United States —

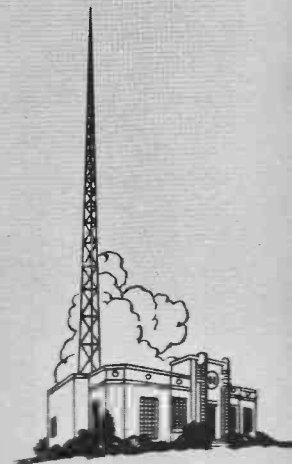
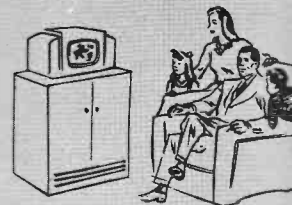
35,878,000 have Cooking Facilities
 33,998,000 **HAVE RADIOS**
 33,356,000 have Electric Lighting
 29,543,000 have Running Water
 25,953,000 have Flush Toilets
 24,587,000 have Bathtubs
 18,188,000 have Central Heating

Average of daily listening per family is on the basis of surveys, upwards of five hours; somewhat higher averages have been found in rural areas.

The Average U. S. Family Spends More Time Listening To The Radio than it spends on any other activity (except working and sleeping).

100,000,000 people heard the Roosevelt-Dewey election returns on the night of November 7, 1944.

The audience for a single top network program (37,000,000) approximates the admissions to all stage plays in New York for the last three above-normal years.





Dave West



The two 285 foot **KXL** vertical transmitter towers rise into the Portland skies like sentinels.

