

# IN TUNE WITH THE WEST

AN INTIMATE PICTURE OF KOIN, THE  
FEATURE STATION OF THE NORTH-  
WEST • • ITS PERSONNEL, ITS  
EQUIPMENT, AND THE TERRITORY  
WHERE ITS VOICE IS HEARD



**KOIN's Mascot**

Victorious Blue Choonam  
"Choo," C. Roy Hunt's  
prize chow.

KOIN—THE JOURNAL—PORTLAND, OREGON

MAIN OFFICES AND STUDIOS

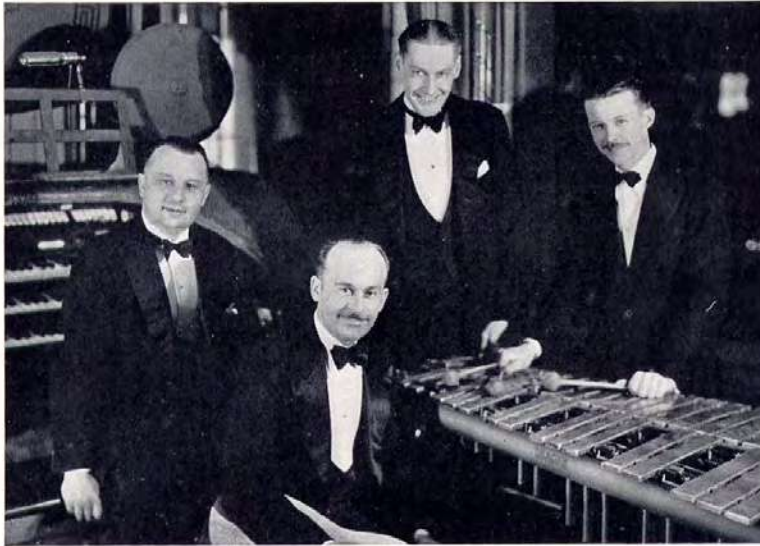
NEW HEATHMAN HOTEL

BROADWAY AND SALMON STREETS

PORTLAND, OREGON

# QUESTIONS AND ANSWERS

## That Show KOIN Leadership in the Northwest



Johnnie Walker's "Isle of Golden Dreams," one of the clever novelty programs for which KOIN is famous in the Pacific Northwest.

### QUESTION: What has caused KOIN's rapid growth?

The success of any advertising medium is usually measured by the way it serves its public. KOIN has become Portland's accepted leader through a consistent schedule of good entertainment. Program men of KOIN know what people in the Northwest want. With appealing programs 19 hours a day, KOIN has eliminated, to a great extent, the habit of Portland listeners tuning in on other stations. KOIN's growth has come because KOIN is popular with the great mass of Northwest listeners.

### QUESTION: What is the reason for KOIN's unusual popularity?

KOIN has, for years, been known as "the friendly station." It appeals to every type of listener. Its

program directors study their audiences constantly—building programs—selecting talent that has a universal appeal.

KOIN announcers have developed the art of putting personality into their interpretations. This friendly policy has brought widespread popularity with all types of listeners.

### QUESTION: Why is KOIN called "The Feature Station of the Northwest"?

More outstanding, exclusive and unusual features have been broadcast by KOIN than by any other station in this territory. Sports events, such as the fights, hockey and football—a complete afternoon news service in the Journal's "newspaper of the air"—original exclusive programs such as the Slumber Boat, the Isle of Golden Dreams, the Cuckoo Club, Pipe Dreams, and other unusual instrumental and vocal contributions—all combine to designate KOIN as truly the feature station of the Northwest.

KOIN is the key station for the Northwest group of the Columbia Don Lee Broadcasting System. It is the station best equipped with technique and talent facilities for originating programs for other Northwestern cities, including Tacoma, Seattle and Spokane, Washington.

As a member of the Don Lee Coast unit, KOIN has produced a number of coastwide programs which have been unusually well accepted by California radio audiences.

**QUESTION: What calibre of radio talent does KOIN have?**

Some of the most popular radio programs heard on the Pacific Coast feature artists from KOIN. This station has broadcast many of the most famous national radio stars. KOIN employs many artists of nation-wide reputation and popularity.

KOIN has a larger staff of musicians and entertainers than all other Portland stations combined. It is the only station in Portland broadcasting original features only. No records or other mechanical type of programs are used.

**QUESTION: What parts of the Northwest are included in the listening area of KOIN?**

Portland, Oregon, is perfectly located for complete radio coverage. KOIN embraces a large area of the most heavily populated sections of both Oregon and Washington in its primary listening area. Its secondary listening area covers practically all of the Pacific Northwest. KOIN is a favorite with an audience of more than 350,000 receiving sets and well over 1,000,000 listeners.

### MARKET DATA

(Compiled by Columbia Broadcasting System)

City Population 301,815

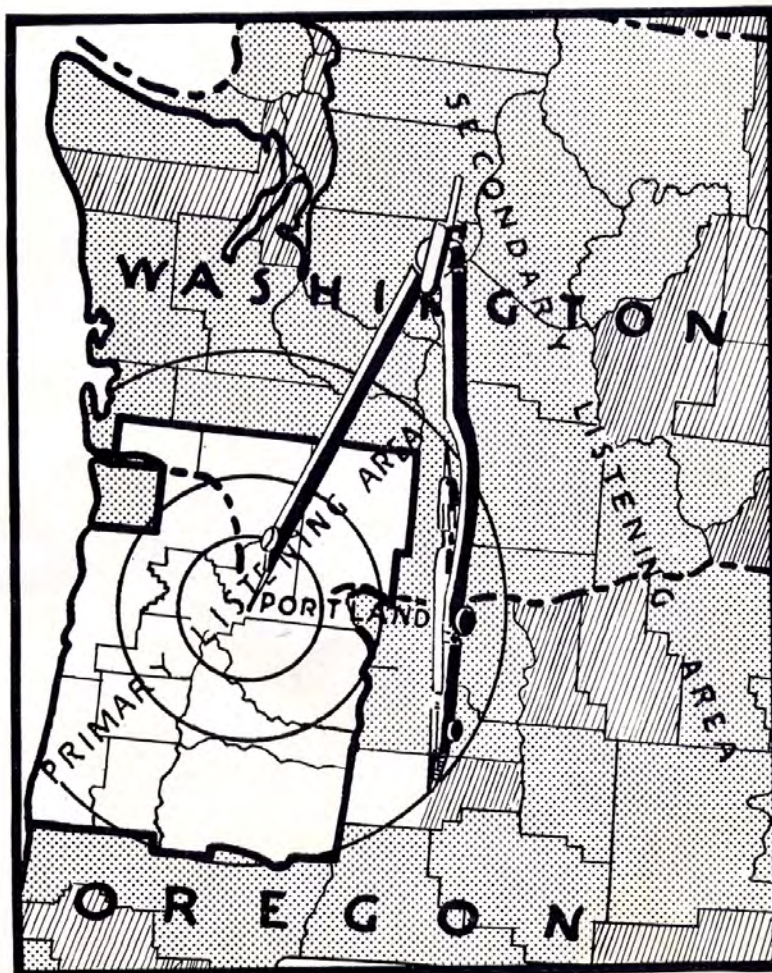
	Primary Coverage (15 Counties)	Secondary Coverage (49 Counties)
Population .....	675,654	1,557,607
Families .....	164,793	379,904
Receiving Sets.....	154,644	351,285
Radio Audience.....	479,396	1,088,983
Telephones .....	88,791	180,042
Passenger Automobiles	140,965	323,718
Income Tax Index No..	102	....
Total Bank Deposits...	\$220,090,000	\$466,810,000



The large map at the bottom of the page does not include the remote listening area of the station. The total listening area, irrespective of intensity, is indicated on the small map directly above.

## KOIN'S LISTENING RANGE

- The map below shows the immediate listening areas of Station KOIN. It shows the large areas of the Pacific Northwest which are regularly covered by our programs.
- White space indicates primary listening area; dotted space indicates secondary area; shaded space indicates occasional listening area





These men help you to enjoy programs over KOIN

Left to right: Top row, Ron Myron, Johnnie Walker, Billy Sandiford, Gene Baker. Bottom, Milton Swartwood, Art Kirkham, chief announcer, and Stephen Gaylord.



Art Kirkham

The smiling and congenial host of KOIN—chief announcer and one of the most popular radio personalities in the Pacific Northwest. His feature program, the Newspaper of the Air, is one of the high spots of local radio entertainment.



Milton Swartwood

Aside from writing and dramatizing many of KOIN's programs, Milton Swartwood is one of the station's regular announcers.



Stephen Gaylord

One of the most popular entertainers in Portland, Mr. Gaylord makes a valuable member of KOIN's announcing staff.



Billy Sandiford

Tune in on KOIN most any time in the morning hours and you are likely to hear Billy Sandiford. His feature programs are the "KOIN Klock" and "Early Birds," that amusing chatter that is served with music at breakfast time each morning.

## KOIN'S STAFF OF ANNOUNCERS

REALIZING the importance of announcers as part of the entertainment to which you listen, KOIN has built up one of the finest staffs of announcers to be found anywhere in the country. Each member of the group above has years of radio experience to his credit. Most of them have grown up with KOIN. Each man specializes in some particular field in order to bring you the best announcing talent on the air. As a group, they represent a wide variety of talent and ability.

KOIN announcers help to achieve a personality for programs in much the same way as musicians or other entertainers. Announcers are selected because their talents or personalities fit the requirements of the clients' programs. By recognizing particular announcers, KOIN audiences learn to recognize each program and identify it with the sponsor.



## KOIN BRINGS YOU A RINGSIDE SEAT

Art Kirkham, the jovial sports announcer of KOIN, broadcasting a championship event from the ringside in the Municipal Auditorium. Mr. Kirkham's vivid descriptions of sports events and his thorough knowledge of various branches of athletics has made him famous among sports followers of the entire Pacific Coast. KOIN has always maintained remote control stations in the Municipal Auditorium, the Civic Stadium and other sporting centers.



## JOSEPH SAMPIETRO Musical Director

Joseph Sampietro has won tremendous popularity with local music lovers, since coming to Portland as KOIN music director. His wide experience as conductor of theatrical orchestras and featured violin soloist in other cities, enables him to sense the preferences of his audiences. As a result the musical selections which he has built into KOIN programs and the finish with which he presents them have won unusual acclaim throughout all parts of the Pacific Coast.

## JOHNNIE WALKER Production Manager

Every program that is presented by KOIN must be given close attention by the production manager before it goes on the air. Johnnie Walker, KOIN production manager, must see that programs run smoothly—that rehearsals are properly scheduled. He outlines productions for detail by the musical, dramatic, continuity and other department heads. He sees that the day's broadcasting is properly varied and that network programs are correctly timed. His duties include supervision of writing, dramatizing, and even arrangement of some of the programs.

# THESE MEN DIRECT KOIN PROGRAMS

**H**ALF the success of any program is the way in which it has been planned. Good artists and a novel presentation idea are wasted without the proper supervision or the right kind of direction.

KOIN musical program directors have much to do with the success of the programs heard over this station. Instrumental and vocal numbers are carefully selected. The program is timed and perfected by experienced program men who are thoroughly familiar with the preferences of local radio listeners.

The result is an entertaining program that runs smoothly from the first announcement to the end of the period—and in perfect keeping with the theme of the advertiser's selling message. In short, a skillfully built program presents as much interest in the advertiser's story as it does in the music or other entertainment around which it is built.



## Other KOIN Directors

Left to right:

### Milton Swartwood

Dramatic Production Manager, writes and supervises many of the plays which are so popular with KOIN audiences.

### Stephen Gaylord

Vocal Director, supervises the vocal ensembles which are presented over KOIN.

### Gene Baker

Assistant Musical Director, plans and arranges the musical selections for many of the studio's most popular programs.





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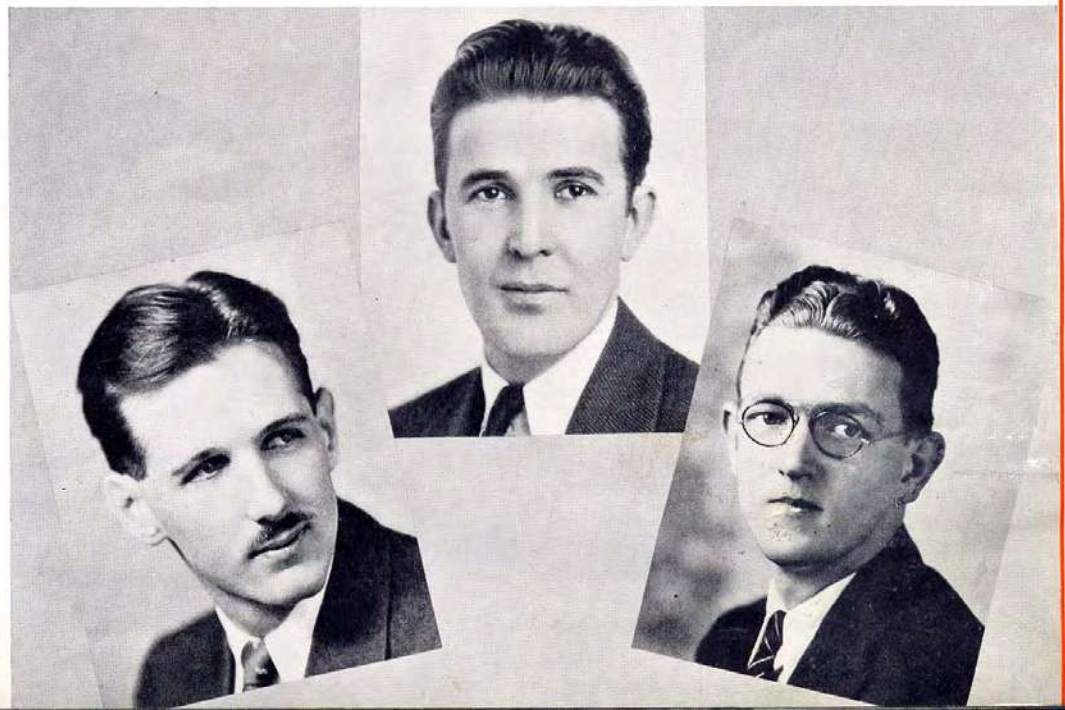
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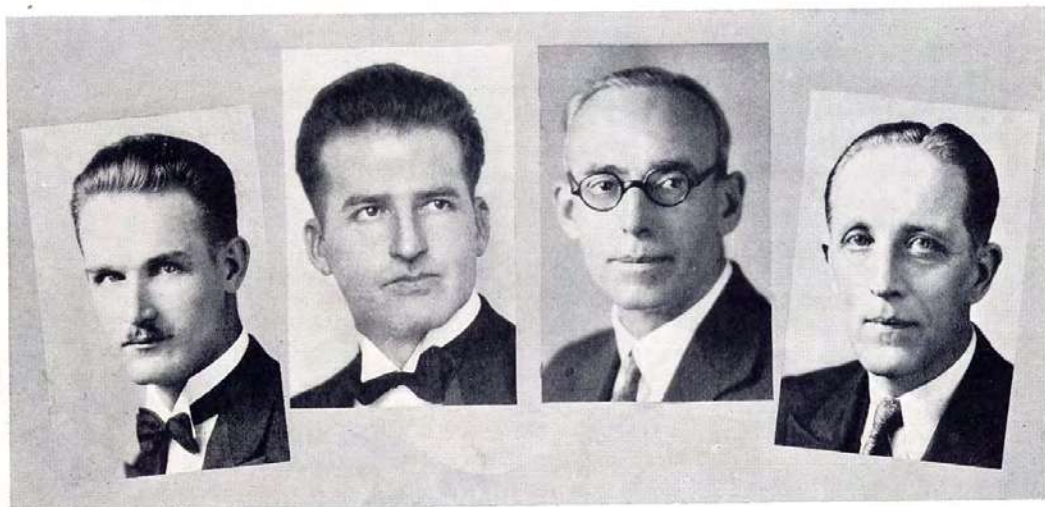


## STRING ENSEMBLE

This group, directed by Joseph Sampietro, is heard regularly over KOIN. From left to right, Geraldine France, piano; Joseph Sampietro, violin and director; Dorothy Robinson, violin; Carl Clogston, bass; and Christian Pool, cello.

## KOIN Musicians

These men represent the type of carefully selected musicians composing the personnel of KOIN's various orchestras. From left to right: Joseph Schrodha, Violin; Frank Keller, Flute; Carl Clogston, String Bass; and Christian Pool, Cellist.



## ORCHESTRAS FAMILIAR TO PORTLAND MUSIC LOVERS

• Portland is recognized on the Pacific Coast as a city of music lovers. As a place where visiting singers, opera companies and concert groups can always expect splendid support. In

### String Trio

The KOIN String Trio: Joseph Sampietro, Violin; Christian Pool, Cello, and Geraldine France, Piano.

(Continued on next page)



## SALON ORCHESTRA

The Koin Salon Orchestra is heard every afternoon during the week and is used in various Sunday and evening programs. The care with which this group has been selected and the able direction of Joseph Sampietro have made it one of the most popular small orchestras in the Pacific Northwest. Left to right: Harry Crocker, clarinet; Christian Pool, cello; Frank Keller, flute; Joseph Sampietro, violin and director, and Geraldine France, piano.

short, a city whose people appreciate and long for good music. . . Thus, in planning the personnel of a station "In Tune with the West," the managers of KOIN have endeavored to build orchestras in keeping with the musical spirit of Portland. . . Under the able guidance of Joseph Sampietro, widely known violinist and conductor, the KOIN concert orchestra has become famous as one of the most popular groups of musicians on the Pacific Coast. Its members are carefully selected by Mr. Sampietro and maintained permanently. . . On the occasions when the KOIN concert orchestra has broadcast over the Columbia Don Lee Pacific Coast network, it has been enthusiastically received by radio listeners. . . KOIN also maintains several smaller orchestral groups, such as the String Ensemble, the French Trio and the Salon Orchestra—all composed of talented artists permanently employed by the studio.



Frank Keller  
Flute



Vern Simms  
Second Violin



Dorothy Robinson  
Violin



Carl Clogston  
String Bass



Francis Pozzi  
Harp

**French Trio**

Left to right: Christian Pool, Cellist; Geraldine France, Pianist; Frank Keller, Flutist and Conductor.



Geraldine France  
Piano



Rudolph Schultze  
Tympany

**KOIN Concert Stars**

These stars help to make KOIN one of the music centers of the West. Each one has been carefully selected for ability, training and versatility.

**The Concert Orchestra**

KOIN's Concert Orchestra ranges in size from fourteen pieces up—varying according to program requirements. Under the talented direction of Joseph Sampietro, this Orchestra has gained fame throughout the Pacific Coast for its splendid concert work. This Orchestra, in addition to concert work, forms the musical background for many of the plays and feature programs given over the station.







**The Blue Diamonds**  
Frank Trevor, Director

KOIN's famous Blue Diamonds are a splendid example of the unusual in popular music. This talented group has, through its novelty numbers, put a definite personality into the programs of its sponsors.



**FRANK TREVOR**  
Pianist

**The Slumber Boat**

Another of many novelty combinations originated by KOIN. From left to right: Frank Trevor, Gene Baker, Cecil Teague, Anson Bush, Dorothy Robinson and Owen Dunning.



**OWEN DUNNING**  
Trumpeter Violinist



**ANSON BUSH**  
Violinist

## NOVELTY GROUPS FEATURED BY KOIN

THE wide variety of entertainment offered over KOIN may be judged by the fact that this station features no less than seven or eight novelty groups. Such a wide choice offers unlimited selection of effects and assures the advertiser of a definite personality for his selling message. The three combinations shown on this page are popular high lights of KOIN's daily program.



**EARL TORNEY**  
Drummer



**GLEN EATON**  
Popular Singer

**The Merry-Go-Round of the Air**

Billy Raffles and his novel Merry-Go-Round of the Air, have gained unusual popularity over KOIN with their rollicking music and popular vocal numbers.



**PAUL LAMOREAUX**  
Saxophonist



JOHNNY WALKER  
Entertainer



RUTH MESSMER  
Blues Singer



ANDY ANDERSON  
Merry-Go-Round



HARRY CROCKER  
Clarinetist



JOE KEITH  
Merry-Go-Round



GEORGE PHILLIPS  
Trombone

### Del Milne and His KOIN Symphonic Dance Band

Del Milne and his band has a reputation in radio circles as the finest radio band in the Northwest. Their years of experience in both dance and radio work makes this orchestra unusually valuable to KOIN.



## THREE POPULAR DANCE ORCHESTRAS

THREE regular orchestras playing popular dance selections are presented regularly over KOIN. Del Milne and his Symphonic Dance Band, Cole McElroy's Oregonians, and the famous "Rose City Beavers" all contribute their cheerful greetings to what is probably the widest selection of popular music to be heard over any western station. KOIN has gained an enviable reputation throughout the Pacific Coast for its popular orchestras.



The Rose City  
Beavers  
Frank Trevor, Director

This orchestra, though it is small, has one of the biggest followings of any KOIN group. Their featuring of cheery music and novel arrangements have gained for them the title of "The biggest little band in America."

### The Oregonians

Cole McElroy's Oregonians, directed by Prentice Gross, is one of Portland's most popular dance bands. This orchestra has gained tremendous popularity over KOIN and is one of the high spots with lovers of popular music.



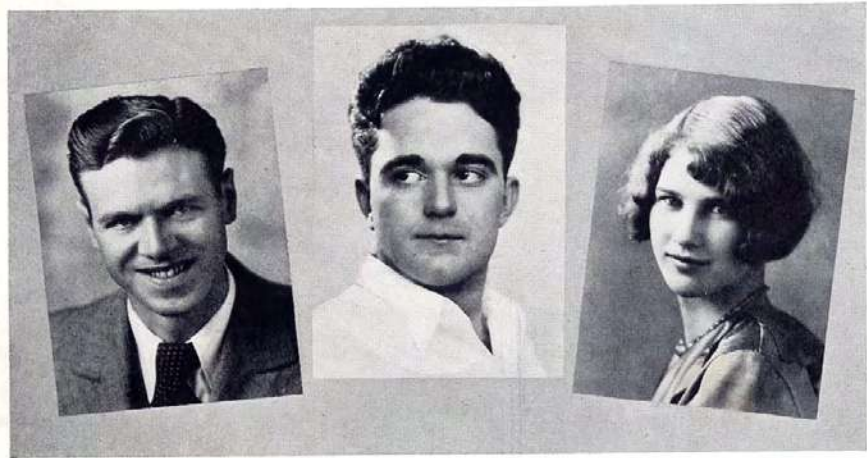


## STARS OF "YOUR STATION" KOIN

**K**OIN employs more musicians and entertainers than all other radio stations in Portland combined. This fact alone is convincing evidence of the high type of programs produced by this station. But when one reads the names of some of the famous artists KOIN employs it is not difficult to believe that few stations can boast such a collection of talented artists. Andy and Virginia, Joseph Sampietro, Del Milne, Frank Trevor, Art Kirkham and Stephen Gaylord are staff entertainers whose names are well known in radio circles.

### Andy and Virginia

This popular pair are perhaps the most famous of KOIN's entertainers. Their performances with Stations WLW in Cincinnati and KHJ in Los Angeles have earned them nation-wide popularity. They come to KOIN with an unusual radio record, having been heard over more than twenty stations during their radio careers.



### THREE POPULAR ENTERTAINERS

Left to right, George Smith, better known as Bob White, whose songs and ukelele are a feature of the "Early Birds" program; Ron Myron, announcer, singer and dramatic star, one of KOIN's most versatile entertainers; Geraldine France, talented staff pianist, heard in orchestra and novelty combinations.



### KOIN Vocal Staff

These artists compose only a part of the many singers featured in programs of this station. Left to right: Back row, Ron Myron, Harvard McIntyre, Stephen Gaylord, Rodney Johnson, Glen Eaton; front, Gene Baker, Ina Harrison Hood, Ruth Mesmer, Marie Levin, Earl Denham.



### "SILVER STRAINS"

This group of singers compose one of KOIN's most popular novelty groups. Left to right: Stephen Gaylord, Baritone; Francis Pozzi, Harp; Ina Harrison-Hood, Contralto; Marie Levin, Soprano, and Rodney Johnson, Tenor. "Silver Strains" is a program which has attracted unusual attention throughout the Northwest territory.

## FAMILIAR VOICES HEARD OVER KOIN

ALTHOUGH KOIN offers some of the finest voices in the country on its Columbia network programs, Portland listeners are still partial to singers of the local studio. Such fine vocalists as Marie Levin, Stephen Gaylord, Ina Harrison Hood, Robert Haynes, Rodney Johnson, and many others, present the most popular programs that go out from this station.

KOIN singers are regularly maintained. They are selected for their vocal ability and for the versatility of their performances. As a result, they offer the advertiser a wide selection of music with which to personalize his programs.

Top to bottom: Gertrude E. Myers, Staff Composer, who creates many of the delightful selections heard by KOIN audiences. Ina Harrison-Hood, Staff Contralto, features in many local programs. Marie Levin, popular Staff Soprano; Rodney Johnson, Tenor soloist. Mr. Johnson is also heard in several interesting vocal and instrumental combinations.





PANORAMA OF THE RECEPTION LOBBY OF KOIN IN THE BEAUTIFUL NEW H

### THE GOLDEN ORGAN STUDIO

● KOIN is the only station in Portland which has its own organ as a part of the studio. The beautiful Golden Organ Studio shown above is complete in every mechanical detail and was designed especially for broadcasting organ and piano programs, or other programs of organ and instrumental or vocal ensemble. Few studios to be found in any station in the country are as completely equipped or as beautifully appointed as the one shown below.

## WHERE KOIN PRO

THE studios, reception rooms and executive zanine floor of the New Heathman Hotel, were especially designed for radio work v for modern broadcasting built in, these quarters

The reception room, which is shown above, h refinement and good taste is always pleasing t the casual visitor. Spacious glass enthusiastic radio listeners to both se as they are being broadcast.

The arrangement of the studio w consideration of the station's need reception lobby, a large concert rehearsal studios, control room, pri the executive offices of the station

Visitors are always welcome at made to enable them to see as broadcasting as possible. Such a part in KOIN's reputation as "The





MATHMAN HOTEL, SHOWING THE VISIBLE STUDIOS IN THE BACKGROUND

## GRAMS ORIGINATE

The offices of KOIN are located on the mezzanine of Portland's finest hostelry. The studios when the hotel was built. With every feature rank with the finest in the country.

As many unusual features. Its spirit of quiet to visitors. Luxurious chairs and lounges rest in studios enable one to see and hear performances

as planned after careful study. It consists of a large concert studio, an organ studio, and private rooms for artists and

KOIN. Every attempt is made in the process of policy has contributed its "Friendly Station."

### MAIN STUDIO

● The large concert studio in which many of KOIN's most interesting programs originate is considered one of the most perfect broadcasting rooms on the Pacific Coast. Almost entirely enclosed by glass, hung with rich gold velvet drapes and gorgeously furnished, it makes a perfect setting for large groups of entertainers, orchestra programs and dramatic productions. The mechanical details of the studio are all of advanced type. Walls are acoustically treated to prevent reverberation. Microphones and controls are of the most modern type. Perfect transmission is assured at all times.





## MR. CHARLES MYERS

President of KOIN

In 1926 C.W. Myers organized the present KOIN, Inc. Since that time he has been constantly connected with the station as the head of the organization.

## MR. C. ROY HUNT

Treasurer and General Manager

Mr. Hunt might be called a diplomat or an executive, but aside from the term applied, he has general supervision of all departments. Mr. Hunt has direct charge of all sales and promotion work for the station.

## MR. SIMEON WINCH

Vice-President KOIN, Inc.

Mr. Winch, business manager of the Oregon Journal, is vice-president and a member of the board of directors of KOIN. His contact with all types of advertising and his varied business experience make him a valuable member of the executive board.

# KOIN EXECUTIVE STAFF

THE executive staff of KOIN consists of men who thoroughly understand radio and radio advertising. They know how best to present a client's program so that it will not only sell his merchandise, but also will build good will and establish prestige.

While their's is a more or less supervisory attitude, this group of men stands back of every program broadcast over KOIN.

It has been their constant ambition to allow only the highest type of program to be broadcast from the station. Through this striving they have helped KOIN to grow from a tiny, obscure station to one of the most respected and best known radio broadcasting stations on the Pacific Coast. It is now the official broadcasting station of the Oregon Journal. As such, there is no limit to its future growth and expansion.



## KOIN SALES STAFF

Left to right: Newton G. Hedin, Ted Kooreman, Tom Case, sales manager, Bruce Fichtl, assistant general manager, and Jack Cullinan. These are members of a staff regularly employed outlining, servicing and selling radio accounts. Every KOIN sales representative is thoroughly schooled in radio technique—able not only to advise advertisers on the details of selling by radio, but to assist in the proper scheduling and planning of programs.



## KOIN CONTINUITY WRITERS

Left to right: Milton Swartwood, who creates many of the amusing characters heard in your favorite KOIN plays; Ron Myron creates such entertaining skits as Krazy Kapers; Johnnie Walker, production manager, in direct charge of all continuity and production work of the studio.



## THESE PEOPLE HELP YOU ENJOY EVERY KOIN PROGRAM

HAVE you ever thought, as you listened to an especially entertaining radio program, of the careful, detailed work which has been necessary to bring the entertainment to you? Every KOIN program before it is ready to go on the air must be planned, written and carefully rehearsed for timing and effect — hours of exacting work.

The continuity department of this station is one of the reasons for KOIN's popularity. Although it is heard of little outside the studio, it is directly responsible for the distinct individuality which characterizes many of the station's feature programs. KOIN has a staff of five people constantly at work writing continuities, announcements and plays. They take the advertiser's facts, transpose them into an interesting entertainment, and enliven the whole story with musical selections and entertaining comment. This staff is constantly at the service of KOIN sponsors who are invited to make the fullest use of the continuity department.



### HARVARD MacINTYRE

Publicity Director

Mr. MacIntyre has direct charge of all publicity for the station and assists in continuity writing and program direction. A large part of KOIN's most successful programs are written by Mr. MacIntyre. One of his most unusual programs is entitled "Radio World Daily by MacIntyre." It is a five minute news column devoted to news of the Columbia broadcasting system and the local station. So far as is known this is the only program of this kind on any station.



### Eugene Eubanks

Dramatic continuity writer and announcer

Left to right: Josephine Hunt, Studio Hostess, who officiates at the various entertainments given by KOIN. Verna Laird, Switchboard Operator, who answers your questions about programs, takes your requests for special selections. Ruth Bjork, Office Secretary and Announcement Manager. She writes "spot" announcements and sees that they are properly scheduled.





## THE EARLY BIRDS

Those three clever entertainers who may be heard over KOIN every morning. This program consists of vocal solos by Bob White, accompanied on the piano or pipe organ by Norwood Nye or Cecil Teague and announced by Billy Sandiford.

# NOVELTY PROGRAMS FEATURED BY KOIN

KOIN is known as "the feature station of the Northwest." It has become famous for its unique novelty programs—many of which are as popular as the national and coast network broadcasts. These programs create a definite, glowing personality for their sponsors that reaches out and into the hearts of KOIN listeners. And that soon identifies the sponsors and their merchandise or service.

With the large KOIN staff of artists, musicians, singers, announcers and players there is no end to the combinations and variety of programs available to the advertiser. Program men—continuity writers—all are experienced in sensing what the public wants and in preparing sparkling, original programs for each client.



These smiling Hawaiians are prime favorites with KOIN audiences. They are a regular attraction over the "feature station of the Northwest." Henry Kalau is the leader.

Cecil Teague, the popular concert organist heard daily over KOIN. He is a master of the great studio organ and is well known in most of the large theaters on the Pacific Coast.



# HIGHLIGHTS OF THE AIR

● The KOIN novelty programs below have met with such popularity that they have become almost a traditional part of the studio's entertainment. They are all daily features and are some of the most popular programs that go out of this station.



## Through the Window

Among the cleverest of KOIN programs is Gene Baker's "Through the Window." It is a conversational type of program interspersed with announcements of different advertisers. The announcer sits in a window overlooking Broadway and carries on a rambling monologue about the early morning happenings on Portland's "White Way." Music on this unusual program is furnished by the Rose City Beavers—that band of happy, jazzy entertainers . . . for more than three years a leading part in many of KOIN's most successful programs.

## International Kitchen of the Air

A cross-section view of Portland homes every morning would reveal a large number of housewives—their radio dials turned to KOIN—busily writing recipes being broadcast by Gladys Cronkhite in her International Kitchen of the Air. This interesting program is a daily feature. In it Miss Cronkhite mentions the names of the manufacturers whose products are used in her recipes.



## Dolly Davidson

Gay little Dolly Davidson (Mitzi LeMarr), for more than a year the juvenile favorite of thousands of radio listeners in the Northwest. With "Brother Bob," in the person of Gene Baker, she has become more and more popular.



## Sunshine Boys

Ron Myron, left, and Art Kirkham, right, the Sunshine Boys of KOIN, devote their radio time every day to just what the title implies—spreading sunshine. Frank Trevor is the pianist in this bubbling half hour of songs, jokes and fun.

# A TYPICAL DAY OF KOIN PROGRAMS

● A day in a great radio broadcasting station . . . the studios where programs originate that bring joy, happiness, entertainment to hundreds of thousands of listeners. To the outsider everything seems to be glamour . . . romance. But if he were to look behind the scenes he would be amazed at the immense amount of planning and preparation necessary to the completion of each smoothly-running program.

● Here is a typical day at KOIN—each program coming swiftly on the heels of the other. Everyone in the studio control room, mechanics, artists, announcers, all working toward one end—the unmarred completion of each program.

## KOIN PROGRAM

Wednesday, June 10

### Morning

- 6:00- 7:00—KOIN Klock.
- 7:00- 7:30—Portland Cleaning Works.
- 7:30- 7:45—Sugar Crest Doughnut Co.
- 7:45- 8:00—Bob White.
- 8:00- 9:00—Gene Baker, "Looking Through the Window."
- 9:00- 9:15—Sussman Wormser, "S & W Sweethearts."
- 9:15- 9:30—Wright Shoe Co., "Hawaiians."
- 9:30- 9:45—DLBS—General Mills.
- 9:45-10:15—Star Furniture Co.
- 10:15-10:30—Cecil Teague, Organist.
- 10:30-11:00—Olds, Wortman & King, "Ambassadors of Good Will."
- 11:00-11:15—Jennings Furniture Co.
- 11:15-12:00—Gladys Cronkhite, "International Kitchen of the Air."

### Afternoon

- 12:00- 1:00—Lipman, Wolfe Melodians.
- 1:00- 1:10—Milk Products Exposition, talk.
- 1:10- 2:00—Louise Palmer Webber, "Hostess of the Air."
- 2:00- 2:30—Hollywood Furniture "Cuckoos."
- 2:30- 3:00—Art Kirkham, "Newspaper of the Air."
- 3:00- 3:30—DLBS—Feminine Fancies. (Proctor Fashion and Phillips Shoe Co. talk.)
- 3:30- 5:00—Art Kirkham, "Newspaper of the Air."
- 5:00- 5:30—Levin Furnace Co.
- 5:30- 6:00—Davidson Baking Co., "Prize Club."

### Evening

- 6:00- 6:15—CBS—International Shoe Co.
- 6:15- 6:30—Beneficial Loan "Bells of Harmony."
- 6:30- 6:45—CBS—McAlee Polish.
- 6:45- 7:00—Ron Myron, "Scrapbook."
- 7:00- 7:15—Sussman Wormser, "S & W Sweethearts."
- 7:15- 7:30—CBS—American Tobacco Co.
- 7:30- 7:45—CBS—Reynolds Tobacco Co.
- 7:45- 8:00—Henneberg Music Co. of J. K. Gill Co.
- 8:00- 8:15—DLBS—Folger Coffee Co.
- 8:15- 8:30—Jack Cody, "Isle of Golden Dreams."
- 8:30- 9:00—DLBS—M. J. B. Coffee.
- 9:00- 9:30—Play—"Golden Jewel."
- 9:30-10:00—"Carnival," Del Milne Band.
- 10:00-10:30—Johnnie Walker, "Hula Moons."
- 10:30-11:30—KOIN's "Krazy Kapers."
- 11:30-12:00—Henry Weinhard, Del Milne Band.
- 12:00-12:15—Freeman's Quality Store.
- 12:15-12:30—Merry-Go-Round of the Air.
- 12:30-12:45—Albers Products Co.
- 12:45- 1:00—Merry-Go-Round of the Air.



## KOIN PLAYERS IN ACTION

Here is a group of players: Ted Baum, Milton Swartwood and Edris Morrison, in a tense moment of a radio play. Ron Myron, property man, stands ready at the right to reproduce the sound of horses' hoofs on a paved highway. The orchestra in the background furnishes musical interludes throughout the play.

## HOW YOUR PLAYS ARE MADE

FEW people know that the plays heard over the radio require just as much rehearsing, stage properties, musical effects and coaching as any production on the legitimate stage. Those who have watched the production of dramatic programs over KOIN get all the thrill of going to the theater. Trained dramatic stars of KOIN compose each cast. Every scene is acted out as seriously as though on the real stage. Property men stand ready to create any sound effects. The entire production has a background of well chosen musical accompaniment. KOIN plays are staged in the large glass enclosed concert studio. Radio listeners are cordially invited to visit the reception lobby and watch these dramatic productions in progress.



**Edris Morrison**

Miss Morrison is director of the KOIN Players. Her previous experience with Little Theatre groups and in stock companies, and her unusual dramatic ability, contribute much to the success of this department.

Another interesting group of KOIN entertainers. They are largely responsible for the finished performances heard over this station . . . they make plays come to life in your loud speaker. Left to right: Top row, Gene Baker, Billy Sandiford, Milton Swartwood, Ron Myron, Art Kirkham; bottom row, Irene Fallis, Edris Morrison and Ruth Mesmer.



## POPULAR STUDIO ENTERTAINERS

Left to right: Marcellus Martin, accordionist, featured in several of KOIN's most popular programs; Louise Palmer Weber, KOIN Hostess of the Air, who is regularly featured in inspirational talks and in women's programs, and Norwood Nye, popular organist.



# MORE STUDIO PERSONALITIES

KOIN boasts the largest number of feature programs of any station in Portland. The personalities responsible for many of these entertainments deserve important mention. For one thing, they put variety into the schedule of the day's programs. Talks, dialogues, comedy skits and other novel acts lend as much emphasis to musical programs on the air as they do on the stage.

Another important advantage of a large staff of featured individual entertainers is the ability of the station to fit its talent to the needs of advertiser's programs. Personalizing a program is a simple task when the production has such a wide variety of entertainment from which to select.

KOIN maintains its staff of entertainers regularly. This policy makes each program a regular part of the week's schedule—and enables it to be recognized at once by local radio listeners.

## IMPORTANT MEMBERS OF KOIN'S STAFF



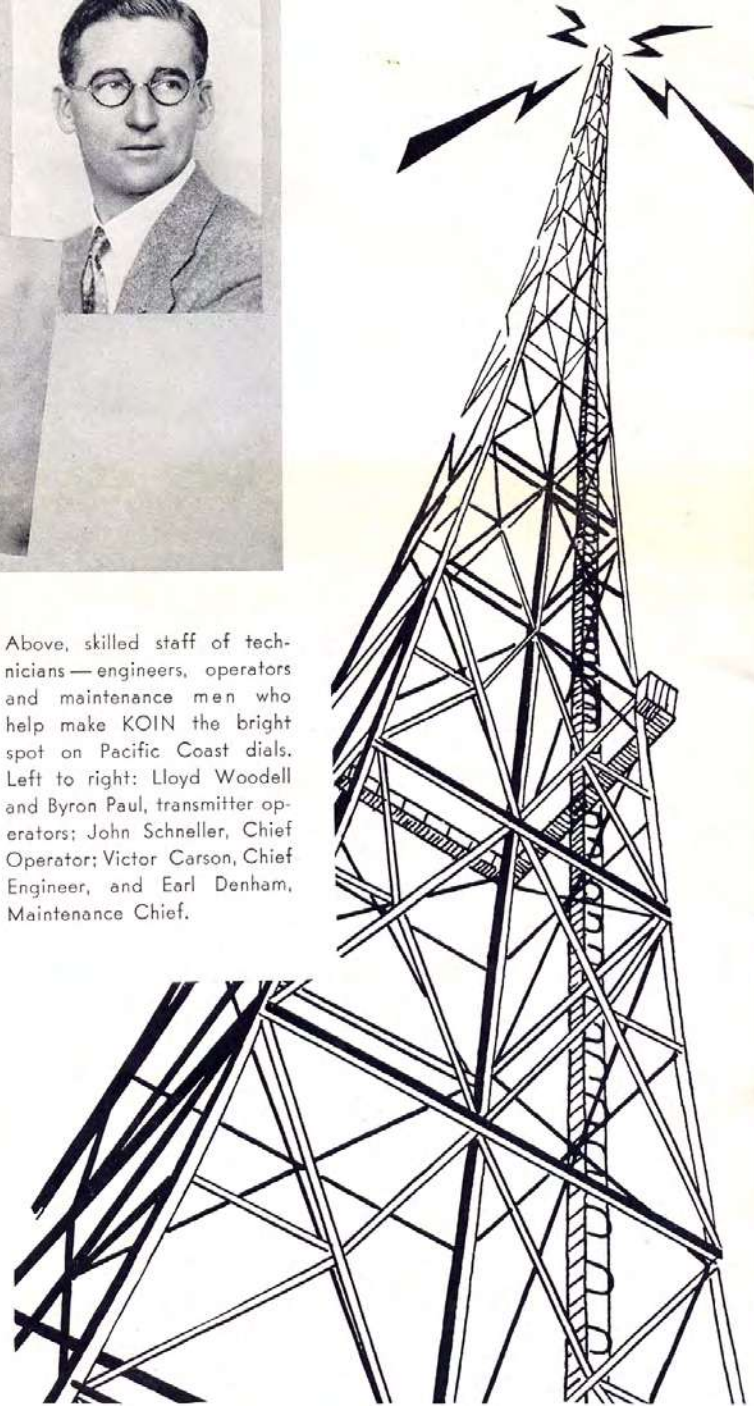
Though little is heard of the people who form the clerical and maintenance staff of the station, they form an important part of the station's success. Left to right: Earl Granger, KOIN accountant; Irene Fallis, chief switchboard operator; Gene Lombard, who is responsible for all piano and organ maintenance and sound effects.



## Guarding the Destiny of Every KOIN Program

AT the highest point in the hills West of Portland—away from the interference of steel buildings and trolley wires—stand the twin towers of KOIN. Towering one thousand feet above the city, they assure the KOIN client of the most perfect reception of his program—whether the listener be in Portland or many miles distant. In fact, occasional letters have been received from points as far distant as Dunedin, New Zealand, commenting on the excellent reception of KOIN programs. The transmitter is located near the towers and is supervised by a staff of highly trained engineers and operators. These men are constantly watching, testing the volume and quality of tone—that form the programs being broadcast to hundreds of thousands of listeners. These skilled technicians are on duty night and day at the transmitter.

Above, skilled staff of technicians—engineers, operators and maintenance men who help make KOIN the bright spot on Pacific Coast dials. Left to right: Lloyd Woodell and Byron Paul, transmitter operators; John Schneller, Chief Operator; Victor Carson, Chief Engineer, and Earl Denham, Maintenance Chief.



## CENTRALIZED CONTROL

Left: Another reason for smooth-flowing KOIN programs . . . the master control room. Here the most complete and modern equipment picks up various remote control programs and puts them on the wire to the transmitter, several miles distant. Or to the network lines of the stations of the Columbia and Don Lee systems.

Right: Victor Carson, chief engineer of KOIN, began his radio experience on KLZ of Denver in 1918, from which he transferred to ship and land commercial operating. He came to Portland, and when the Oregon Institute of Technology opened the Radio School, Carson attended and has the honor of receiving the first diploma issued by that institution, in 1924. Carson then continued commercial operating, returning to the O. I. T. as assistant principal in 1927. Aside from his duties as instructor, he assisted in engineering various Portland radio stations until he resigned his school position and came with KOIN exclusively as chief engineer on June 1, 1930. In Victor Carson, KOIN believes it has one of the best radio engineers on the Pacific Coast.

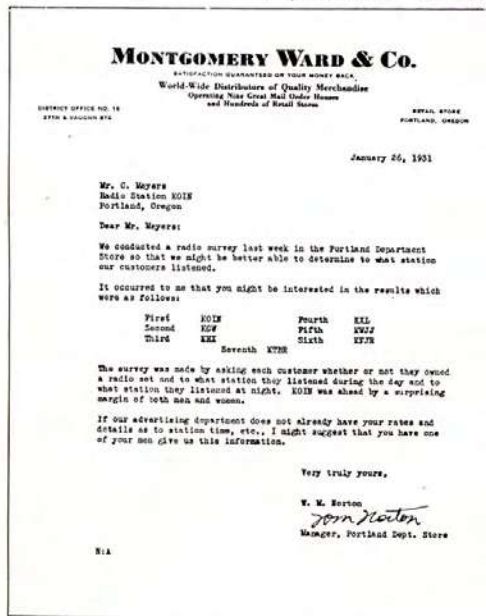


**Victor Carson**  
Chief Engineer

# SURVEYS SHOW KOIN PREFERENCE

LIKE every other medium, the advertising value of a radio station depends largely upon the number of people who listen to it. KOIN has for a number of years steadily increased its popularity throughout the Northwest. Not only has it become the most popular station in Portland, but it has won a tremendous following throughout the Pacific Northwest.

- The most recent surveys of various disinterested firms have shown that KOIN is predominantly the leader in listener preference in Portland. Advertisers, unable to make accurate decisions, have tested out the various stations, both by trial programs and by personal investigations among radio listeners. In both cases the results have been the same. KOIN has been found by far the most popular of the local stations.
- An example of these tests is the one made by the local branch of Montgomery Ward & Company in January, 1931. This survey, the results of which are shown in the reproduction of the letter which is shown below, gives KOIN substantial leadership with both men and women listeners.
- Still another evidence of the popularity of KOIN programs is shown by the letter, a report received from the Broadway Radio Service, a local company which services a large number of Portland radios. This company, in an effort to determine the popularity of stations, made a personal investigation,



questioning every radio owner whom they serviced. They found that the majority of listeners preferred KOIN and the type of programs it produced. The final report is shown on the reproduction of the Broadway Radio Service's letter which also appears on this page.

## AN ALL DAY RADIO AUDIENCE

- KOIN has an interested audience throughout the day. Tests have shown that the morning and afternoon audience in Portland shows a decided preference for KOIN.
- There is a logical reason for this daytime popularity. KOIN is the only station in Portland that does not resort to phonograph records or transcriptions. Every daytime program of KOIN is as



carefully planned, as interesting and uses as fine talent as will be found on the evening schedule. As a result, these daytime feature programs have found a tremendous popularity with Portland listeners: Women's features, children's hours, inspirational talks and plenty of good orchestra music has given this station a daytime supremacy that is worth thousands of dollars to its sponsors.

## EVENING POPULARITY

- KOIN has a full schedule every evening—composed of a well selected combination of Columbia and Don Lee network programs and programs originating in the local studios. Such an arrangement gives local listeners a wide variety of high grade entertainment and has won outstanding popularity for KOIN evening programs.

# WHAT LOCAL ADVERTISERS SAY About KOIN as an Advertising Medium

E. F. DAVIDSON, President  
J. D. DAVIDSON, Vice President  
T. E. GARRARD, Secretary-Treasurer

## DAVIDSON BAKING COMPANY

EAST TWENTY-SECOND STREET NORTH AT IRVING  
PORTLAND, OREGON  
June 6 1931

Mr Roy Hunt  
K O I N  
New Heathman Hotel  
Portland, Oregon

Dear Sir:

The Davidson Prize Club program featuring Dolly Davidson for a half hour every day has now been on the air about ten months and we want you to know how satisfied we are with the results. The programs themselves have been well worked out and put on the air. The proof of this success is the fact that we now have close to 20,000 members in our Davidson Prize Club. We not only get many letters from the boys and girls but also receive letters from grownups who like this type of program.

The fact that our sales have continued to increase has been partially due to the Prize Programs over Station K O I N.

Thanking you for your many courtesies in the past, we are.

Yours very truly

DAVIDSON BAKING COMPANY

TEG:BB

Here are three instances of satisfied KOIN advertisers. They are from local sponsors who have been constant advertisers over this station for years.

## JIMMY DUNN

Portland's Original  
UPSTAIRS CLOTHIER

BROADWAY  
NEAR ALDER

PORTLAND, OREGON.

June 6th, 1931

K O I N, Inc.,  
Portland, Oregon,

Attention of Mr. Roy Hunt:

Dear Sir:

Answering your favor of June 2nd. I shall be pleased to renew my contract for the fight broadcast for another year.

I have had good results from this form of advertising. One feature of the K O I N broadcast was, that we found it unnecessary to check up to see whether the announcements had "clicked." The response was such, that the customers themselves told the salesman that they came direct to us because of the broadcasting, an experience we had seldom had with other forms of advertising.

Another extraordinary feature was the lack of sales resistance on the part of the customers when they came in from the radio announcements over K O I N.

I was a confirmed newspaper advertiser, but must confess that I cannot leave radio out of my advertising plans for the future.

Cordially yours,

*Jimmy Dunn*

"THE HOME OF STETSON HATS"

## C. C. BRADLEY

Exclusive Men's Hatter

349 Washington Street  
United Artists Theater Building

PORTLAND, OREGON

June 1st, 1931.

KOIN, Inc.,  
New Heathman Hotel,  
Portland, Oregon.

Attention: C. Roy Hunt, General Manager

Gentlemen:

Your recent letter received some time ago. Please pardon the delay in answering but due to moving to my new store I have been confronted with much extra work. As you know, we are trying to make this new store one of the most outstanding in the city.

In answer to your questions, broadcasting and the results obtained from broadcasting have done more for me than I can possibly express in this letter. As you know, we started with you about two years ago and have been with you on this type of program ever since. After two or three months with the "Stetson Synopsators" on your station we started to feel the results from this advertising and we must admit that the great popularity of our store has been brought about by the constant plugging on the air. It has brought hundreds of new customers and friends who have given Stetson's a try and have remained loyal customers. You were right when you told me that if we had the product with repeatable quality broadcasting was a certain medium of advertising.

I am doing but very little other advertising, the bulk being spent for radio, and I must say that it is certainly gratifying to know that each week the voice of "Charlie Bradley and the Stetson Synopsators" goes into approximately one hundred thousand homes who hear the story of the Stetson, and to watch the successful reaction almost daily from this new type of personal advertising.

I wish to take this opportunity to also thank you and your staff for the marvelous cooperation in preparing a program of personality and one that is truly different from any on the air.

Sincerely yours,

*C. C. Bradley*

CB:R

Hundreds of letters such as these are in the files of this station, famous for its original novelty programs. The letters reproduced above give evidence of the fact that sponsors of time are receiving full value for money spent on KOIN programs.

# HIGH SPOTS OF THE KOIN MARKET

## Facts that Show the Pacific Northwest's Supremacy as a Western Radio Market

### Portland the Key City of the Northwest

A GLANCE at the map will show you that Portland is the meeting place of all transportation lines of the Pacific Northwest. Railways, air lines, steamship lines and automobile highways from North, South and West meet at this point. A natural port, the outlet of the great Columbia River valley, the finest airport in the West and a terminal point for railway and automobile lines, makes Portland the center of a great network of transportation which puts it in touch with every part of the Northwest.

### Concentration of Population

The population of the Northwest is concentrated in a small area along the western edge of Oregon and Washington — the natural coverage of KOIN. In this area is approximately eighty per cent of the population of the two states.

### Retail Outlets

The report of the 100,000 group of American cities places the number of retail outlets in the Portland market area at 8055.

### Industries

Industries in Portland have greatly increased during the last ten years. Shipping wood products, furniture, knitting, paper and many small manufactories compose the bulk of the industry of this area.

### Large Number of Radio Sets

Surveys show that practically every person who has a home in this area has a radio. The coverage ranges from eighty to one hundred per cent in nearly every survey. For instance, take the figures of Portland and its suburbs, issued in the standard market data report for 1931 prepared by local newspapers in conformity with American Newspaper Association standards:

Number of homes (including apartments). 129,863  
Number of radios..... 110,000

This is natural. The people of the Portland area are well educated, lovers of music and enthusiastic radio listeners. Their natural love of home life is another reason for the large per cent of radio ownership. They spend much of their time at home and for this reason the radio is perhaps more popular and more generally owned in this area than in any other part of America.

### An Area of Good Incomes

Portland and its market area has one of the highest per capita incomes of any section of the United States. Per capita wealth has not decreased during the past few years. The Portland area has been prosperous and there has been comparatively little unemployment. Authorities agree that the Pacific Northwest is in a better position today than any other large section of America.

### Complete Coverage of Country Area

The network of splendid highways and electric power lines enables the country area to enjoy radio equally as well as their city neighbors. An idea of the complete radio ownership of the area of KOIN's market may be gained from the following figures of the rural districts within a forty-mile radius of Portland, which also are taken from the standard market data report of the local newspapers:

Single dwellings in rural districts only..... 78,137  
Families with radios..... 72,100

This unusually strong coverage in the country districts is open to the advertiser through KOIN — a sure favorite throughout the rural districts.

### Good Reception Throughout the Year

Weather conditions and lack of natural interferences make radio reception perfect in this section throughout the year. The naturally humid condition of the west coast enables radio listeners to obtain perfect reception with only the simplest equipment.

### Quick Response to Radio Advertising

Good incomes, high per capita wealth, and an almost complete radio coverage, make broadcast advertising the most profitable form of selling for this section. The people of the Pacific Northwest are quick to respond. They are intelligent. They appreciate fine music and good entertainment. Their standards of living are unusually high. They respond with purchases to the type of program which impresses them with the merits of a product or service. One of America's richest, most progressive markets. Cash in on it with radio via the complete coverage of KOIN.



### A TRIBUTE

At the conclusion of this presentation, we wish to acknowledge the splendid services of C. H. Watson and J. H. Hallock, of the Halowat Radio Corporation. "Cliff" Watson was staff chief engineer from the time of the organization of KOIN until his resignation in June, 1930, and, ably assisted by "Joe" Hallock, is in no small measure responsible for KOIN's reputation for the highest quality of transmission.

C. W. MYERS,

President.