

RADIO
STATION
IN

Employers of KOIN.
KOIN Scrapbook.

Marie Levin, Star Soprano, Made Her First Public Appearance at Tender Age of 4

First of the pictures in The News-KOIN personality contest, that of Marie Levin, noted soprano, is presented herewith.

The contest promises to be one of the most attractive ever launched by any Portland newspaper, and prizes offered to winners are of the first order, as a perusal of the list will disclose.

The rules, printed elsewhere, are extremely simple to follow. Start the contest today. A picture will appear each day hereafter until contest closes.

An old-time melody like "Juanita," or a difficult aria from Wagner opera—whatever the program may call for—you are assured that Marie Levin, KOIN soprano, will give the number a beautiful interpretation. Versatility is one of the reasons for her popularity with the KOIN audiences.

Marie Levin was born in the Big Bend country of eastern Washington on April 2, 1903 and she made her first public appearance as a singer at the age of four years. She has been singing professionally for 17 years. After attending the Spokane academy and graduating

from Lewis and Clark high school in Spokane, Marie Levin was enrolled for several years at the University of Idaho but withdrew before graduation to devote all of her study time to her music.

Then came busy years of study for Marie Levin, appearance at theaters in Spokane, Seattle and Tacoma, two years on the road with a musical comedy company, and nearly five years ago her first radio position. For the past year and a half Marie Levin has been staff soprano at KOIN. In addition to a full schedule there she finds time for concert appearances and frequent theatrical work in this city.

Her hobbies are swimming and horseback riding. And, believe it or not, Marie Levin has a working knowledge of French, Spanish, German, Italian, Swedish, Latin and Norwegian. Her training as a linguist started in her babyhood as her parents were of French birth and her earliest years were spent in the German community of Uniontown, in eastern Washington.

In spite of hours and hours every day in rehearsal, study and before the microphone, Marie Levin finds time to be an efficient homemaker. She exchanges pickle and conserve recipes with the best of them.



Marie Levin.



Art Kirkham

Chief KOIN Announcer in Contest Is Liked by Entire Radio Audience

Art Kirkham's is the second picture published in The Portland News-KOIN personality contest. The first, that of Merie Levin, appeared Tuesday, the opening day of the contest.

Of all contests presented to readers of Portland newspapers, this promises to be the most attractive. Prizes especially are intriguing.

Take note of the first—a de luxe model Ford roadster, on exhibition daily at the Armentrout-Wicke Motor company. The rules are extraordinarily simple, and can be adhered to quite easily. They are published below, as is the list of prizes.

Art Kirkham needs no introduction to the men, women and children of the Pacific northwest. The men all know that he is the chief announced at KOIN, who gives such vivid blow-by-blow descriptions of the fights in the Portland auditorium, of the hockey games in the ice coliseum, and of the big football games.

The women all know that Art Kirkham brings them the latest world news and lovely music every afternoon when he presents his oldest KOIN feature, the Newspaper of the Air.

And the children always recognize Art Kirkham's million-dollar laugh when he puts in an appearance at the Cuckoo club. Art Kirkham came to KOIN in November, 1928 after several years of experience at other radio stations, both in Portland and Corvallis.

He has held the position of chief announcer at KOIN since he joined its staff. Art was born in Portland February 1, 1897. He attended Portland schools and served in the army for two years during the war. He saw service in the front lines and took part in four major offensives. He came back home, enrolled at O. A. C. and was gradu-

ated with the class of 1923. He had taken voice training in college and his interests followed dramatic lines and it was, therefore, entirely logical that he should feel the call of the footlights.

He spent several years in musical comedy, professional vaudeville and light opera. He had made his first appearance before the microphone during his college days, and the break into the radio field was easily accomplished.

There are six feet of Art Kirkham, broad shoulders and black curly hair, and most of the time, a broad smile to go with them. He is a member of Beta Theta Pi fraternity. There has been a Mrs. Kirkham for eight years and there are now two little Kirkhams who are miniature editions of their father.



Louise Palmer Weber

Louise Palmer Weber In News-KOIN Contest

Most of Radio Audience Knows Voice of
Noted Lecturer and Dietitian

The Portland News-KOIN personality contest enters its third day Thursday with the picture of Louise Palmer Weber.

Unprecedented interest is being evinced in this contest by readers of The News and radio fans, particularly because of its novelty, and the long list of prizes, the first of which is a new Ford deluxe roadster.

It's a safe bet that Louise Palmer Weber's voice is better known throughout the northwest than that of any other woman. Her inspirational talks at KOIN, her friendly rows with Gene Baker during the daily Wise and Otherwise feature, and her newest position as the KOIN Hostess of the Air, have made her a part of every home equipped with a receiving set. Throughout the cities and hamlets of the northwest are hundreds and hundreds of women, who would rather be late for a bridge party or a ladies' aid meeting than miss a single word of her inspirational talks in the afternoon.

But even before she came to KOIN three years ago, Louise Palmer Weber was well and favorably known, not only in the northwest, but throughout the country as well. Her two interests, dietetics and broadcasting carried her to classrooms and lecture platforms from one end of the country to the other. She stumped Wyoming,

Colorado, Utah and Nebraska for local option. She stumped the country six times in the interests of woman suffrage.

She campaigned for Woodrow Wilson, both in 1912 and 1916. She crossed the country three times from Portland, Ore., to Portland, Me., and from Texas to Minnesota in the interests of the Liberty loan drives, giving talks in little towns and big. In 1926, Louise Palmer Weber was candidate for the democratic nomination for governor of Oregon.

While affairs of government have always interested Mrs. Weber tremendously, she probably has even a greater devotion to her work as expert dietitian, a work to which she has devoted 20 years. After studying at Johns Hopkins university in Baltimore, she returned to her home state of Colorado and spent a number of years in leading hospitals there and in Utah, establishing laboratories and teaching dietetics.

Mrs. Weber has published four books on food chemistry and is a regular contributor to eastern magazines on nutrition.

Constantly interested in civic affairs, Mrs. Weber is a member of a dozen or more Portland groups.



Geraldine France.

Here Is Fourth Entrant in Unusual Radio Contest

Interest in The Portland News-KOIN personality contest waxed warmer than ever Friday, the fourth day since publication of the first photograph, that of Marie Levin.

Innumerable congratulatory calls

have been received since the unusual event opened. The prizes, especially, are attracting many of the air audience to the contest.

Meeting Geraldine France, the KOIN staff accompanist, for the first time face to face, is almost a shock. Surely this slight, curly blond-haired girl, amazingly young, cannot be the person who plays difficult orchestral accompaniments, simple ballads, and heavy sonatas with equal ease. But Geraldine's musical knowledge, her artistry and her adaptability, are always amazing.

This girl, who selected the name of Geraldine for herself at the age of three years because, she had already cultivated an admiration for the distinguished Geraldine Farrar, was born in Portland May 7, 1910. She attended the Albina and Homestead schools and later graduated from Jefferson high school.

Although she could play her own interpretation of Dvorak's Humoresque at the age of four, Geraldine did not start her musical education seriously until she was seven years old. At the age of 12, she started her work of accompanying for Portland vocal teachers.

Geraldine has an unusual distinction also, in her connection with KOIN since its very beginning. In the early years she served as accompanist and piano soloist at intermittent intervals.

Her record of always being on time for rehearsals and appearances before the microphone is either the result or the cause of one of her favorite pastimes—driving her car just as fast as the law and public safety allow. She is also interested in tennis, golf, swimming and horseback riding.

Lucky Humpty-Dumpty



Dolly Davidson.

Dolly Davidson

Dolly Davidson, petite entertainer of tiny tots, and one of radio station KOIN's numerous stars participating in the personality contest, is here shown immediately after she completed an artistic drawing of the nursery rhyme character, who appears anything but displeased.

Thousands of Youngsters in Air Audience Know This Demure Lass

The Portland News-KOIN personality contest Saturday enters its

fifth day, with readers more intensely interested than ever, if congratulatory messages received since Tuesday are any criterion. The picture of Dolly Davidson, reproduced above, is the fifth of the series. Entrants in the contest are urged to read the rules and list of prizes, published today on page 2.

"Ooh, zoody. They put my picture in the paper." That's what Dolly will say when she sees tonight's issue of the Portland News. This little girl, only four feet 10 inches high, has the time of her life every day at 5:30 p. m. when she stands before the microphone at KOIN with aunty Lou and big brother Bob for the Davidson prize club program.

She sings to her thousands of little friends, she goes into raptures over aunty Lou's and big brother Bob's stories, and she thrills over Novelty Frank's music. In the short time she has been connected with the KOIN staff Dolly has become one of its most popular feature characters.

Dolly Davidson was born in Lincoln, Nebraska, but came to Portland with her father and mother nine years ago. She attended the Irvington school.

Dolly's talent before the microphone isn't an accident. She has had considerable dramatic training to prepare her for her new work in radio. Her first role was playing the part of the French doll in the "Babes of Toyland." She started her stage work with the Tiffany dramatic stock company and spent one year in musical comedy. She has also done some work with the Bess Whitcomb players. She has been in radio work in various parts of the west for the past year.

Dolly possesses the always interesting combination of blond hair and brown eyes. And her very best friends know that after singing and talking over the air, her favorite pastimes are going to picture shows and on window wishing trips.

One Really Should Learn About Little Ruth Bjork

Especially if One Is Following the Rather
Novel News-KOIN Personality Contest.

The pretty little miss whose photograph is herein reproduced is one of the "silent army" employed by The News radio station, KOIN. That she is popular, especially so far as those who know her in her duties at the studio are concerned, goes without saying. Ruth, congenial and accommodating, will be better known hereafter. Then, again, she is not exactly "silent," as the following brief resume of her career will disclose.

A little brown-haired, blue-eyed person who has much to do with keeping things going smoothly and efficiently at KOIN is Miss Ruth Bjork, office secretary and private secretary to C. Roy Hunt, station manager. But Ruth Bjork is more than a secretary.

In emergencies she can take her place in both the artistic and the technical work at the station. Innumerable times this young person has been rushed from her desk to one of the KOIN studios to play the Londonderry air for Louise Palmer Weber or the accompaniment for some singer when the staff pianists were missing. She has been known also to take a hand at monitoring in the control room. And when continuity or copy for an announcement is mislaid Ruth Bjork regularly comes to the rescue.

Ruth Bjork (pronounced Be-York) was born in Nanaimo on Vancouver island not so very many years ago. She spent her early years in Seattle and Tacoma and came to Portland in time to graduate from Jefferson high school. Ruth has been a member of the KOIN staff since 1928.

Her interest in music first attracted her to radio work. She plays the pipe organ as well as the piano.



—Photo by Steffens-Colmer studio.

Ruth Bjork

There is one time of the year that the executive and production departments at KOIN heartily dread and that is when Ruth Bjork takes her annual vacation. It is a regular KOIN habit to dash into the general office and call, "Ruth, where is this, and Ruth will you take care of that right away?" And when Ruth is missing, the loss is greatly felt.

Although she probably would not admit it, Ruth Bjork has one habit which causes her much discomfort and which she would give anything to break—the habit of blushing very thoroughly when subjected to the popular indoor sport of kidding. In spite of her very best efforts, Ruth will blush and the rising tide of color always encourages the tormentor.

Famous Names in News- KOIN Personality Contest

Johnnie Walker One of Many Favorite
Entrants; Is Originator

If you have not already started The News-KOIN personality contest, it is not too late. Begin now, and enjoy its novelty, in addition to the thrill of competing for one of the many splendid prizes offered. Contest rules and a list of the prizes can be found today elsewhere on this page.

From conductor of a single feature, the Merry-Go-Round of the Air, to production manager and originator of a number of distinctive program features, is the rise which Johnny Walker has made in the six months' time that he has been connected with KOIN.

Johnnie Walker came to KOIN from a leading Spokane station in March of this year to start the one and only Merry-Go-Round. A short time afterward he originated "Dreamin' Time," a feature which found immediate favor with KOIN listeners. One of his most successful features has been the "Isle of Golden Dreams" which is sent over the entire Pacific network of the Columbia broadcasting system. His latest achievements are the Slumber Boat program and "Pipe Dreams."

Johnnie Walker was born in a little town in the lead and silver mining district of northern Idaho. His family moved to Spokane soon afterward and he attended schools there. He started his musical



Johnnie Walker

career at the age of 17 with a traveling musical comedy show. He played in stock companies for several years, continuing his musical studies during that time. At the age of 21 he started his first dance band, the original Raggo Maniacs. This band made a great success as a traveling group. He was master of ceremonies with several large bands.

Johnnie Walker started his radio career with a small Portland station in 1925. He remained here a year and then took a position as chief announcer for a large network station in Seattle. After an illness he took a new position as program director and musical director for another Seattle station. Illness again caused the severance

from this station and in search for a more healthful climate he returned to Spokane where he was accepted immediately as chief announcer for a Spokane network station. He was also director of programs for this station.

Johnnie Walker came to KOIN just in time to take part in the opening of the new studios last spring.

Carson Is One of Silent Army in Employ of KOIN

Chief Engineer of Station, Contest Entrant, Is Skilled Technician

Participating also in The News-KOIN personality contest is Vic. S. Carson, chief engineer of the radio station, and an extremely personable fellow.

If you've not met him before, make his acquaintance now. You'll like him.

And if you haven't yet started this interesting contest, start it now. Remember, the first prize is a de luxe Ford roadster—the latest model. That's only the first prize. There are others, lots of them.

The list of the large number of prizes, and rules of the contest, appear today elsewhere on this page.

Much of the credit for the tonal quality of the programs which you receive when you turn your dials to the KOIN wave length, for the dependability of the KOIN programs, is due to the skill and the constant surveillance of KOIN's chief engineer, Vic. S. Carson.

The production department could build the most wonderful programs in the world and the world's best musicians could be employed to present those programs, but if the engineers at the transmitting station failed to do their work well, those super-productions would be wasted effort.

Radio work is essentially a young man's game and that is particularly true in the technical end. Although still a very young man, Vic. Carson has been actively engaged in the various phases of radio for the past ten years. His experience also includes telephone and power work.

After several years of commercial radio operating on land and at sea, Vic. Carson entered the broadcast field, working as operator, announcer and engineer. Two and a half years ago he accepted the position as assistant principal of the radio school of the Oregon Institute of Technology where he re-



Vic. Carson

mained until June 1, 1930, when he took his present position as chief engineer of KOIN.

Although he has general supervision of the set-up in the control room in the main KOIN studios in the New Heathman hotel, most of the chief engineer's work is done at the KOIN transmitter located at Sylvan, four miles west and more than a thousand feet above the city of Portland. Either Vic. Carson or one of his assistants maintains a constant vigil, both day and night, over the transmitting equipment.

"Sidewalks of New York" Is His Favorite Anthem

Here's good news for the host of News readers and KOIN fans, who have been following this contest.

A circular will be in print Saturday containing all contest pictures and articles printed to date. Copies will be available to all at the office of The News, Fifth and Main.

Pictures and stories to come will appear only in The News; there will be no further reprints. The circular is being put out to accommodate those who wish to enter the contest now, and are unable to secure back copies, sup-

Remember, the first prize is a Ford de luxe roadster, on exhibition daily at the Armentrout-Wicke Motor co. display rooms, E. 82d and Foster rd.

If you are not already familiar with the rules and list of prizes, read about them today. They appear elsewhere on this page.



Bruce Fichtl

This is a story of a man, who is very important in making "the wheels go 'round'" at KOIN, yet whose name is seldom mentioned over the air, who never appears before the microphone and who is entirely unknown to the vast KOIN audience outside of Portland.

Bruce Fichtl has been sales manager of KOIN since he joined its staff in March, 1929, and he has a staff of salesmen working under him. Many radio listeners forget that without advertisers there would be no radio entertainment; therefore salesmen are an important part of any radio station.

Bruce was born in Brooklyn, N. Y., August 18, 1893 and he proves the claim of the east that they can grow tall men in the city as well the country. Bruce looks down from the calm height of six feet four.

He is a blond type and inclined to be silent unless he can contribute something worthwhile.

After attending schools and business college in Brooklyn, Bruce Fichtl was a stenographer for the Holland-American steamship line. He traveled through all the eastern states for five years as a consultant in heating engineering problems. Then came a number of years in the cotton cloth brokerage business in New York. All in all, Bruce has spent more than 16 years in salesmanship.

This tall silent man has one major interest in the sport line and that is golf. He will get up at 4 o'clock six mornings a week to get in a good round before the day's work. He was recognized as an all-around athlete in the New York area and won a number of championships for general skill and prowess.

And believe it or not, Bruce Fichtl does not give his morning's score to the whole staff when he arrives for a day's work.

Uncle Howard Davis, KOIN Tenor, Has Many Admirers

Is Entrant in Radio Personality Contest of Attaches

And now The Portland News-KOIN personality contest is running ahead under full steam. Seldom, if ever, in the history of local newspapers has so much interest been evinced in any sort of contest. The number of inquiries received about it attest to its fascination and popularity. Rules of the contest and the list of valuable prizes offered appear today elsewhere on this page. The entrant today is:

Howard Davis, KOIN Irish tenor, called "Uncle" Howard in the Cuckoo club and elsewhere around the studios, presents the interesting combination of being one of the shyest and also one of the wittiest members of the entire staff. "Uncle" Howard arrived at KOIN one night last spring from Tacoma. He asked for an audition with the music director, which was granted.

The music director liked his voice and put Howard on a program that very evening. Telephone calls began pouring in at the station asking who the new tenor was. From that night on his friends among the KOIN audiences have continued to increase. Howard Davis celebrated his 21st birthday on June 25 of this year. He was born in Alliance, Neb., but has spent most of his life in Tacoma.

This still very young man started his singing career at the age of 13, when he sang baritone in grade school productions. He enrolled at the College of Puget Sound in Tacoma for one year and while there was soloist for the college glee club. At the age of 16 he began a series of engagements as soloist in Tacoma theaters. He played bits and



Howard Davis

finally leading parts in light dramatic stock companies in and around Tacoma and later in Portland. His constant ambition is light opera.

"Uncle" Howard has light brown hair and blue eyes. He is of slight stature and usually goes about with a preoccupied look. This means that he is either mentally rehearsing some difficult phrasing on a new song or he is thinking up a brand new wise-crack to try out on Gene Baker or someone else on the staff.

Earle Denham Is Singer, Radio Engineer in One

Today the entrant in The News-KOIN personality contest may be termed, advisedly, a man with a dual personality. You'll see why when you read on a bit.

Incidentally, the circular told about yesterday, containing all contest pictures and articles printed to date, is available now at The News office, Fifth and Main sts.

The circular was published to accommodate those who wish to enter the contest now and are unable to obtain back copies of the paper. Contest rules, and the list of valuable prizes, appear elsewhere on this page.

Now, on with the entrant:

Can you imagine a tenor who knows as much about eliminators and condenser microphones as he does about breath control and tone placement? KOIN has a tenor like that in the person of Earle O. Denham. He came to KOIN in October, 1929, as staff tenor but it was discovered that he knew as much about the internal workings of a broadcasting station as most engineers and before long he was made studio maintenance chief. He still finds time, however, for some singing and announcing.

Denham's interest in radio started back in 1912, when at the age of 15, he was made a licensed experimental operator. He kept his license as operator until 1920 and he has been in and out of the radio repair business in Baker, Ore., in the years since then.

After graduation from Baker high school in 1916, Denham enlisted in the navy. After the Armistice he studied electrical engineering at O. S. C. for two years. He returned to Baker, his home town, and was employed for 18 months in the First National bank of Baker. His next step was starting a tire and auto repairing business in Prairie City.



Earle O. Denham

During his four years at Baker high, Earle was leader of the high school band and glee clubs and he had always had an intense interest in music. His next step was enrolling at Gooding college where he studied music for four years. From Gooding, he went to New York where he studied voice at the Damrosch Institute of Musical Art.

After New York this versatile young man returned to the west to enter concert work. He gave a series of concerts in Oregon, Washington and Idaho. The field of radio was the next logical step and Earle made that step coming to KOIN nearly a year ago. Incidentally, Earle is one of the newest of the newlyweds at KOIN.

Buck Nye, KOIN Organist Knows Portland Very Well

He Should, as a Matter of Fact; He Went to
School Here

The entrant today in The News-KOIN personality contest has two very creditable hobbies, as the last paragraph in this article will disclose. One, the first, is especially appropriate, at this time of year. The other, of course, is always so. But we're getting ahead, 'way ahead of ourselves.

And before anything more is said, be certain, if you have not already done so, to scan carefully the rules of the contest and the prizes offered winners. They appear elsewhere on this page. And here's the entrant:

When Buck Nye came up from Los Angeles in July of this year to accept a position as organist with KOIN, it was like coming home to him. Years ago he attended Washington and Franklin high schools here in Portland. Since then he wandered far as a sailor in Uncle Sam's navy, as an enlisted man on the Mexican border, and as a theater feature organist.

At KOIN, Buck Nye plays spot features as well as the entertainment for the Merry-Go-Round of the Air every morning from midnight to 1 o'clock.

Although few people know it, this young organist's real name is N. C. Nye. He was born in Pomeroy, Wash., in 1899. He studied piano at a very early age and started the study of organ at the age of 12.

At the age of 16, Buck Nye enlisted in the U. S. Navy. Later he saw service with the old Third Oregon on the Mexican border. After the war he returned to Portland to

continue his musical studies. After several years of intensive training he entered theater work in Los Angeles, Santa Barbara, and other California cities. He was staff organist at the Los Angeles Rialto for one year.

Buck Nye has two hobbies—football and dogs. While he seldom brings any of his canine friends to the studios, it is generally understood that he has left a number of them home.



Buck Nye

Forte of Gladys Cronkhite Is Kitchen of Air Feature

Discusses Foods and Recipes for Benefit of
Home Makers

Gladys Cronkhite's is the 14th photograph published in The News-KOIN personality contest.

Contest rules and a list of the many prizes offered appear elsewhere on this page. Remember, the prizes include a Ford de luxe roadster, a \$325 diamond ring, a \$308 radio set and a davenport and chair valued at \$150, in addition to many others.

A professional outlet for a personal hobby is the interesting viewpoint which Gladys Cronkhite takes of her work at KOIN. Gladys has an intense interest in foreign countries and a longing for travel. She satisfies this interest by presenting daily over KOIN her feature, the International Kitchen of the Air. Foods and recipes and living habits of various foreign countries are discussed by Miss Cronkhite in this program.

Gladys Cronkhite first became known to KOIN audiences a year ago this summer when she took the role of Jotta in an early morning feature program presented daily and called Jotta and Down.

During the year that this feature was on the air there were many Downs, but Miss Cronkhite was the one and only Jotta.

Miss Cronkhite was born in Superior, Neb., April 3, 1904, and attended schools in Nebraska and in Montana before coming to Portland with her parents. She attended Lincoln and Jefferson high schools and also Washington high, where she was graduated.

Later she attended the University of Nebraska and the University of Oregon. In college she majored in home economics and art. Before entering radio work Miss Cronkhite catered to exclusive formal parties in her own home.

Her first radio work was that of guest conductor of an old and established station feature.



Three types of radio work are combined by Miss Cronkhite in her work at KOIN—program building, broadcasting and selling—and she enjoys each thoroughly.

Frank Trevor Got Early Training on River Boats

KOIN Orchestra Leader, Native of New Orleans, Is Veteran Trouper

Here we have the 15th entrant in The News-KOIN personality contest.

Of all the musicians and entertainers on the KOIN staff, none is more popular both in the station itself and with the general audience, than Frank Trevor, pianist and director of the Rose City Beavers. Under Frank's directorship, the Rose City Beavers have been presenting programs regularly over the Don Lee Columbia network which have been highly complimented by critics up and down the coast.

Although he is still young in years, Frank Trevor has had many years as a professional musician and his life's history reads like a story.

Frank Trevor was born in New Orleans Feb. 5, 1896, and he had his early musical training on river boats plying the Mississippi. He started playing professionally at the age of 14.

Frank spent six seasons on the river boats. He played in circus bands, and in vaudeville. He trouped with Earl Fuller's band, the band which played at Rector's in New York for years.

During the war he was a member of the 126th field artillery orchestra. He played with dance bands in Chicago for several years before he came to Portland, 10 years ago.

Frankie was married in 1918 and he and Mrs. Trevor now have two sons nearly as tall as they are.

For nearly eight years after coming to Portland, Frankie played concert and dance spots. He has been one of the Rose City Beavers since the organization was first started by C. Roy Hunt in 1928. When Hunt accepted the manager-ship of KOIN in early 1929, the Beavers came to KOIN with him and since then Frank has been appearing regularly both as Beaver pianist and piano soloist.



Ruth Irene Fallis, Too, In Personality Contest

KOIN Employee Is Miss of Diversified Talents at Radio Studios

A young lady of quite diversified talents is today's, the 16th entrant, in The News-KOIN personality contest. But before we come to that—are you familiar with the list of lavish prizes offered, and the rules governing this contest? Both appear elsewhere on this page.

Because she was the fourth "Ruth" to be added to the KOIN staff, Ruth Irene Fallis finds her second name extremely valuable. Ruth Irene has two names and three jobs at KOIN. She is chief telephone operator, secretary to the station sales-manager, and KOIN character actress.

Most people know by this time that Clara True, who is always complicating situations for the Prouty family every Thursday evening, is played by Ruth Irene. She also takes part in the Polly and Paul skits in the morning and in Life Sketches, another station feature.

Ruth Irene was born in Eureka Springs, Ark., Nov. 12, 1908. She attended Portland schools and was graduated from Washington high school. During her school days she was deeply interested in dramatic work and took some training afterward. She also attended business college and fitted herself to be a stenographer.

Practically all of the girls on the KOIN staff are fair-haired, and Ruth Irene is no exception. She is just five feet tall and has blue eyes.



Ruth Irene Fallis, 16th entrant in News-KOIN personality contest.

Her favorite sports are golf and swimming and only her best friend know that she has a keen interest in short story writing.

Ruth Irene has been a member of the KOIN staff since Jan. 23, 1930.

Second Mr. Fixit Makes His Portland News Debut

But This One Is Employee of KOIN, The News Radio Station

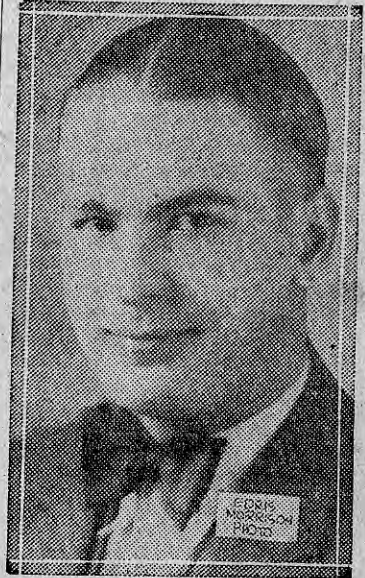
KOIN, The News radio station, also has a Mr. Fixit. Unlike his namesake on The News editorial staff, however, this one fixes mechanical contrivances, doo-dads, gadgets and what not. KOIN's Fixit, of course, is an entrant in the personality contest.

"Get Johnny to fix it" is almost a slogan around the KOIN studios for John K. Schneller, chief operator, is one of those resourceful persons who can fix most everything. Johnny Schneller not only works at the transmitting station at Sylvan as chief operator but he also occasionally operates controls at the main studios, he takes care of remote controls installations and occasionally does some announcing.

"This is John Schneller speaking from the main studios of KOIN in the New Heathman hotel in Portland, Oregon" is a statement frequently heard on 940 kilocycles.

Johnny was born in Golden, Colo., September 4, 1908, and came to Portland with his parents when very young. He was graduated from the Woodlawn grammar school and Jefferson high school. After high school he enrolled at the Oregon Institute of Technology radio school. On completion of this course in April, 1927, he secured a position as second operator at the KOIN transmitting station at Sylvan.

After some time with KOIN, Johnny accepted an operators' position with another Portland station. Studio work had always interested him almost as much as station operating and he soon became one of the announcers at this station.



John K. Schneller, entrant No. 17 in The News-KOIN personality contest, is polished announcer as well as station's chief operator.

Later he held the position there as senior announcer.

In June 1928, Johnny was given the opportunity to become affiliated again with KOIN, and this time as chief operator. He has held that position since that time.

Now, be sure to read carefully the list of prizes offered winners of the contest, and the governing rules. They appear on this page.

Soothing to the Eye As Well As Ear, Miss Ruth

KOIN Celebrity Need Not at All Fear Advent of Television

Today's entrant in the novel and popular Portland News-KOIN personality contest is somewhat of an unusual individual. She has a hobby; rather an intriguing hobby, come to think of it. But more of that later.

Be sure, after you complete this story and before you turn the page, especially if you have not done so earlier, to scan carefully the rules governing the contest and the valuable prizes offered winners.

The rules are extremely simple, and the prizes—well, see for yourself. Now, on with the entrant.

Television need have no fears for Ruth Messmer, "blues" singer at KOIN, who is not only easy to listen to, but easy to look at as well. In addition she has had much experience in theatrical trouping. However, it may be a shock to some listeners when television actually is in use, to find that this deep-toned voice, surprisingly rich in its musical quality, belongs not to a manish sort of person, but to a very fair-haired and very feminine girl.

Ruth Messmer has been a "blues" singer since her days at Oregon State college in 1925 and she is never happier than when crooning a song into the microphone.

Ruth was born in Spokane on June 19, 1909. She attended schools in Chicago but came to Portland with her family in time to graduate from Lincoln high school. After attending O. A. C. for some time she found that she was more interested in singing than in college work and she came back to Portland to do professional work.

Ruth is an unusual girl and it is



And here is Ruth Messmer, 18th entrant in The News-KOIN personality contest, in person. You've heard her rich voice in your home, of course.

only fitting that her hobby should be an unusual one. It is. She raises goldfish. In her home up on the heights Ruth has more than one thousand goldfish and she knows their habits and likes and dislikes better than a veteran naturalist.

Ruth is five feet, seven inches tall and she has blond hair which she wears in a long bob. She is vigorously athletic and is blessed with an unusually cheerful disposition.

Clay Osborne of KOIN Has Had Varied Radio Career

Entrant in Personality Contest Is Senior Announcer of Station

You've heard the voice of today's entrant in The News-KOIN personality contest more than once. This little resume of his career undoubtedly will make you feel that you know him more intimately.

That, incidentally, is one of the aims of this contest—effecting a more intimate relationship between KOIN attaches and the huge radio audience. The contestant today is Clay Osborne, senior announcer and director of skits at the KOIN studios.

He has been in the radio game long enough to have tried his hand at almost every part of the work, from technician to singer, and from continuity writing to play-writing. At the present time he is best known to KOIN listeners as "Paul" in the "Polly and Paul" feature, offered daily. Clay first came to KOIN in September, 1929, as an announcer and continuity writer. Very occasionally he sings.

Clay was born in Shawnee, Okla., Aug. 4, 1902. He came west with his parents at the age of five. His childhood years were spent in the wilderness of the high coast range mountains. He attended Washington and Lincoln high schools in Portland and spent one year at the University of Oregon.

This young man seemed bent on getting all kinds of experiences and he worked as an electrician, a hotel clerk, a chauffeur, an auto mechanic, a railroad surveyor, farmer, salesman, timber-cutter and logger. He also sang in northwest theaters and had several seasons' experience with stock companies.

At an early age he started contributing poetry and feature articles to magazines and newspapers. Clay's radio career started here in Portland in 1926. He was a station sing-



er at the beginning. After studying other angles of the game he went to Astoria, where he directed activities in a station there. He returned to Portland and for eight months before coming to KOIN, he with affiliated with another local station.

KOIN Musician Has Flair For Philosophy, Physics

Frank Keller Only Recently Returned From
Round-the-World Cruise

Entered today in The News-KOIN personality contest is that unusual individual—a musician with a flair for philosophy and metaphysics.

Frank W. Keller may be known by name to only a small part of the rank and file of the great KOIN audience, but his work as flutist and saxophonist with the KOIN concert orchestra, the salon orchestra and the concert trio makes him a very important part of the organization.

Unless he can find someone who will intelligently argue with him on questions of philosophy or metaphysics Frank Keller does not have much to say as he quietly goes about his work in the studios. Believe it or not, Frank's only hobby is studying philosophy and kindred subjects.

Frank started his flute studies at the age of 12 with Carl Woempner then solo flutist with the Minneapolis symphony. He was born in Minneapolis, January 3, 1898. His first professional engagement was playing in a movie theater at the age of 15. At 16 years he played with a carnival and circus band. At 17 he played in cafes and hotels throughout the middle west.

For several seasons Frank Keller was flutist with the Minneapolis symphony orchestra. He also was a member of the orchestra which traveled with the big movie productions, "Birth of a Nation" and



Frank Keller, entrant No. 20 in The News-KOIN personality contest, which has attracted the interest of thousands. Be certain to familiarize yourself with the contest rules and the list of prizes.

"Intolerance."

Frank is now a member of the Portland symphony orchestra. He returned only recently from playing a trip around the world on the Dollar liner, "President Polk."

Rules governing the contest in which Frank is an entrant appear elsewhere on this page, together with the list of valuable prizes offered winners.

Schultz, Percussionist, Was Military Instructor

KOIN Artist Also Played With Sousa's
Band, Touring Country

"Radio work is the most interesting and fascinating kind of work in music I have ever come in contact with," says Rudy Schultz, percussionist of the KOIN concert orchestra. Schultz, of course, is entered in The News-KOIN personality contest. He has been engaged in all most every type of professional musician's work, ranging from instructor of field music at the U. S. military academy at West Point and instructing prize-winning bugle, pipe and drum corps throughout the country, to playing with Sousa's band and Lew Dockstadter's minstrels.

The next time you hear the rumble of the kettle drums and the clear-cut staccato of the smaller drums when the KOIN concert orchestra is presenting a concert, remember that a nationally-recognized drummer is furnishing that complete background for the strings, woodwinds, and brass instruments.

Rudy Schultz' career as a drummer really started when he was eight years old. At that age he won first prize in a national contest in rudimental drumming in a field of 307 competitors.

He served in the engineers corps in the U. S. army and during that time was instructor in field music at West Point. He played in some of the best known theaters in the Atlantic and mid-western states.

He made concert tours with Sousa and his band, with Lew Dockstadter's minstrels, and many other well-known bands and orchestras. He played with the American symphony and with the Chicago Grand opera company. He also spent a number of seasons on the road with musical companies.

Rudy Schultz came to Portland in 1920, after serving as president of the Chicago musicians' club for five years. He is now director of Al Kader Shrine drum and bugle corps,



Rudy Schultz is the 21st entrant in The News-KOIN personality contest. A list of the valuable prizes offered and the rules governing the contest appear below.

which is considered a top-notch in Shrinedom.

Under Rudy's instructorship, the Salem American Legion drum corps took first prize in music for five years in state contests. Twice during that time Rudy's Salem drummers won the national contests in music against 80 corps from all parts of the country.

Some of Rudy's talent as a percussionist is probably inherited, for his father was a drummer during the Civil war. Rudy still has the drum he used and which saved the lives of a whole regiment during the Indian wars in Montana.

Reserved and Quiet Chap Is Rather the Big Noise

You See, He plays Big Bass Fiddle for Your
KOIN Radio Station

This quiet, reserved looking man, also an entrant in the personality contest, is the "big noise" in the KOIN concert orchestra. He is none other than Carl A. Clogston who plays the big bass fiddle and he never looks happier than when standing behind his man-sized instrument and wielding his bow across the strings.

Carl Clogston started to be a violinist at the age of 14 but there was something so fascinating to him about the big fiddle that he entirely gave up the smaller instrument for the largest of its kind.

Carl Clogston is another of the KOIN artists who has a long record of professional achievements behind him. He has been principal bass of the Portland symphony orchestra under the direction of Willem van Hoogstratten for five seasons.

He played on the first stand with the principal bass in the Los Angeles symphony orchestra for four seasons. He has played long engagements in the California theater in San Francisco, in Grauman's famous Chinese theater in Hollywood, in Orpheum theaters up and down the coast, in the leading Portland theaters and hotels for a number of years.

Carl has the record of a long enlistment in the seventh regiment, N. G. C., and he played in the regimental band for five years. He was a bugler from 1899 to 1908.

Carl Clogston was born in New Hampshire in 1883 and moved to California at the age of 9 years. He lived in Portland from 1912 to 1915. In 1923 he returned to Portland again after eight years' residence in Los Angeles.

His chief hobby is art study and he has been a student at a number of leading art schools.



The 22d entrant in the universally popular Portland News-KOIN personality contest is Carl Clogston. If you've not already done so, be sure, before you do anything else, to familiarize yourself with the rules governing this contest and the list of prizes offered winners. Both appear elsewhere on this page.

Electrical Engineering Is Saxophonist's Magnet

Plays Instruments and
Ray Machines
Equally Well

We introduce you to a professional musician, 23rd entrant in The News-KOIN personality contest, who is also an electrical engineer. Lloyd Welfare, saxophonist with the KOIN concert orchestra, started electrical experimenting when he was 12 years old.

He has built all kinds of electrical machines and apparatus and he experiments constantly with high frequency apparatus, light ray amplifiers for telescopes and other ray machines.

But Lloyd Welfare's interests and talents do not stop with electricity and the saxophone. He is also an accomplished pianist and he plays the cornet and clarinet equally well.

Lloyd Welfare was born in Michigan in 1897. He started the study of the piano at the age of seven years. After his graduation from high school at 16 he spent two years studying electrical engineering. He worked for another two years on the old spark system of wireless.

Then he made the trip west from Michigan to Tacoma where he began his career as a professional musician. His first work was playing piano with a dance orchestra.

Welfare came to Portland in 1916 and took up the study of the alto horn, cornet, clarinet and saxophone. He has been a saxophone player for the past 12 years. He also studied piano here for several years.

Friends who are interested in Lloyd's hobby say that he has had



Lloyd Welfare, entrant No. 23 in The News-KOIN personality, has experimented with electrical energy since he was knee high to a grasshopper. Welfare is as talented in the field of music as he is in science. The list of valuable prizes offered winners, and rules governing the contest, can be found elsewhere on this page.

considerable success with his ray machine disintegrating various materials as far as 30 feet away.

He experiments continually and hopes eventually to develop a machine with more power efficiency. He has built a number of radio receiving sets.

George Phillips Can't Help Clowning Tactics

KOIN Trombonist Possesses Sunny Disposition and Unfailing Good Nature

Whether he is across the footlights or facing the microphone, George Phillips just can't help clowning as he plays his big trombone. George, a participant in The News-KOIN personality contest, has been a member of the KOIN concert orchestra for the past year and his unfailing good nature has made him a very popular member of the organization.

Like the great majority of the KOIN musicians, George Phillips has a long record of professional work behind him. He is well known not only to radio audiences, but to theater audiences as well, throughout the northwest.

George Francis Phillips was born in Omaha in 1897. His family moved to Washington, D. C., and later to Virginia. When George was 12 they located in Hamilton, Mont., and four years later in Butte. At the time of his graduation from a Butte high school George was already a member of the American Federation of Musicians, with two years' experience in the Hamilton band, four years in the Butte high school orchestra and three years with the Montana state band.

After a year at the University of Montana, George enlisted in the regular navy during the war and served at Goat island. After his discharge from the navy at the close of the war he returned to the university. After another year of university work he started his professional career in earnest and he toured the country with dance orchestras. He made long tours through the eastern states on the



George Phillips, entrant No. 24 in The News-KOIN personality contest. The list of prizes and rules governing the contest appear elsewhere on this page.

Pantages, Keith and Marcus Loew circuits. He made a trip to the orient and while in Shanghai broadcast from the only broadcasting station in China at that time. He came to Portland in 1926 and has played steadily since then at the leading Portland theaters. He was married three years ago.

KOIN Cellist Is Raising Family to Be Musicians

Sorenson Has Stringed Quartet Flourishing in His Own Residence

One of those interesting persons whose entire life has been devoted to music, and who is raising a family of musicians to succeed him, is Ferdinand Sorenson, cellist with the KOIN concert orchestra, salon orchestra and concert trio, and, of course, entrant in The News-KOIN personality contest. Sorenson had his first experience in ensemble playing in his own family orchestra when he was a small boy.

Today his greatest joy is in the string quartet which flourishes in his own home and in which he watches the artistic growth of his own gifted children. There are five children in the Sorenson family, and all of them give promise of successful musical careers.

Ferdinand Sorenson was born in Utah and he began his study of the violin at the age of five years under the direction of his own father. He studied later with some of the best-known teachers in the country.

He played his first symphony and grand opera in Salt Lake City. From Salt Lake he moved to Boise, Idaho, where he composed the Idaho inaugural march, which was played first at the inauguration of Governor Gooding. Through the difficulty in securing a cellist for a stringed quartet being formed in Boise, his attention was first taken with the cello, and he began the study of that instrument. He went to New York and took work with the best cello teachers he could find.

In the big metropolitan field, Sorenson played solo, symphony and chamber music concerts and was a member of some of the leading theater orchestras. He played for two seasons with David Warfield's "Music Master."

Ferdinand Sorenson came to Portland in 1908 and was principal cellist with the Portland Symphony, while David Rosebrook was conductor. In 1909 he married a Utah girl and they moved to Spokane, where he conducted a theater orchestra



Ferdinand Sorenson,

for nine years. He returned to Portland and was chosen assistant principal cellist of the Portland Symphony by Van Hoogstraten. Sorenson does much composing also.

Owen Dunning Is Another Of KOIN's Versatile Men

He Can Ride Just as Well as He Plays Musical Instruments

Owen C. Dunning, entrant No. 26 in The News-KOIN personality contest, and member of the Rose City Beavers, is such a versatile young man that a description of his talents and hobbies, within the space of a few paragraphs, is almost an impossibility. In the first place, he is never called anything but plain "Red" around KOIN studios, and if he had not decided to be a musician, he would probably be a famous buckaroo and rodeo rider by this time. In fact, he still has a considerable reputation in eastern Washington and Oregon as a buckaroo.

Red Dunning is a real musician. He plays the cornet, the violin, the bass fiddle and a number of other instruments. He writes the majority of the orchestrations used, not only by the Beavers, but by the KOIN concert orchestra also.

"Red" was born in Hoquiam in 1904, and he spent his first 10 years on his father's cattle ranch. He was a cattle puncher for a number of years and rode the range in eastern Oregon and Washington. He attended schools in Walla Walla and studied music there. He came to Portland in 1925 and joined Herman Kenin's original Multnomah hotel orchestra. He toured the Orpheum circuit with that organization and returned to Portland to play long engagements with leading theater orchestras.

There has been a "Mrs. Red" for the past three years. Mrs. Red is a real sportswoman, and she can handle a gun and a reel with the best of them. She and Red go hunting or fishing practically every week



Owen Dunning, 26th entrant in The News-KOIN personality contest, rules governing which appear below, together with a list of prizes offered winners.

end, either at the coast or at Red's brother's ranch in the Hermiston country. They are ardent nature lovers and plan some day to become real photographers of wild life.

The Dunnings have three pets, who are real members of their household. They are their police dog, Jerry, and their pet ducks, Sam and Oscar.

Here Is One Musician Who Has Traveled But Little

Charles W. Clow, KOIN Trumpet Player, Sticks Close to Home

The old saying that "a musician's life is a roving one" means very little to Charles W. Clow, trumpet player with the KOIN orchestra, and another entrant in the popular Portland News-KOIN personality contest. Clow was born in Hillsboro but most of his life has been spent right here in Portland.

Almost his only stay away from Portland for any length of time was caused by the World war. He enlisted in the navy just as soon as war was declared and he was sent immediately to Bremerton. To his disappointment, he was held there for the training station band. He was given his honorable discharge December 21, 1918, and returned to Portland.

Charles Clow has been a professional musician for a number of years. He played long engagements with some of the leading Portland theater orchestras in the pre-talkie era when theaters had real orchestras. He played for several seasons with McElroys park band.

Clow has been a member of the Portland symphony orchestra for a number of years.

Although he is perhaps little known to the great mass group of the KOIN audience, Charles Clow is an important member of the KOIN organization. A good trumpeter is a most important part of a concert orchestra and orchestra leaders are



Charles Clow, 27th entrant in The News-KOIN personality contest, is a home-loving musician. Clow has spent most of his life in and around Oregon. Read the list of prizes offered winners of this interesting contest. It appears below.

firmly convinced that good trumpeters are born and not made.

Musician and Voice Artist Began Career at Corvallis

Earl Tormey Launched Into Profession at Oregon State

Radio artists, like stage and movie stars, often have large followings, and Earl Tormey, No. 28 in The News-KOIN personality contest, and drummer and vocal soloist with the Rose City Beavers, is probably one of the best known of the KOIN musicians. Earl is clean-cut and collegiate-looking, and the young girls always ask in a stage whisper, "Is he married?" For their information, the answer is "Yes, and very happily so."

Earl's musical career began during his college days. He attended O. S. C. at Corvallis for several years and traveled with the "Oregon Aggravators," a college dance band. He is a member of Sigma Chi fraternity. He joined the Rose City Beavers at KOIN in April, 1929.

Earl Tormey was born in Greenfield, Ark., Sept. 12, 1903. He moved to Portland with his family when a



Earl Tormey, 28th entrant in The News-KOIN personality contest, winners of which will receive valuable prizes. A list of awards appears below on this page.

small boy and attended James John high school here. His musical career started 11 years ago with a local orchestra. He played with Frank Kenin at the Multnomah hotel and with the same band at Long Beach. He also played with Cole McElroy's band for some time. Other professional work included a trip to the orient and the Philippines, and long engagements with Fanchon & Marco groups in California.

Earl is an ex-college track man and he keeps in condition now with frequent workouts on Portland golf

courses. Next to golf and track his interest lies with football.

Ruth Allen of KOIN Staff Is Western Radio Pioneer

Broke Into Realm of Air Early and Is Known as "Better Homes" Girl

In the person of Ruth Allen KOIN has on its staff one of the women pioneers in western radio. Ruth Allen is the 29th entrant in The News-KOIN personality contest.

She has been in practically all phases of radio production, writing plays, skits, commercial continuity and announcing. She is known in the west as the original "Better Homes" girl. This quiet, small, blonde person, still very young, is a homemaker who has helped thousands of women listeners with her pointers on preparation of foods, dietetics and home care, all out of her own practical experience.

Among KOIN fans Ruth Allen is best known for her work as "Polly" in the daily morning program with "Paul." Polly and Paul and their mystic grab bag are on the air at KOIN every week day at 11 a. m.

Ruth Allen was born at Green Bay, Wis., and came to Oregon at the age of 11 years. She attended schools in Newberg and at the end of her high school career she had won scholarships to five different colleges. In college she specialized in domestic science, music and English.

After she had worked several years as nurse, stenographer and private secretary, fate changed Ruth Allen's future. She was announced as winner in a continuity writing contest sponsored by a radio station and this station offered her a position as continuity writer.

This opened the door to the radio world and before long Ruth Allen assumed full charge of one of the west coast's pioneer women's programs broadcast over a western network. Later she had charge of all women's activities in an Astoria radio station. She came to KOIN last spring to inaugurate a new home economics hour.



Ruth Allen, entrant No. 29 in The News-KOIN personality contest. Contest rules and the list of valuable prizes offered winners appear elsewhere on this page.

Gene Baker Is Proof That Air Is Youngster's Game

Meeting the KOIN Vocal Director Proves Always Rather a Shock

Meeting Gene Baker, entered, of course, in The News-KOIN personality contest, for the first time after hearing him sing and speak over the air for many months is always somewhat of a shock. There is something so big and deep and mature about both his speaking and singing that one conjures a great, tall, very black-haired and almost middle-aged man as the owner of that voice. But that's where the surprise comes. Gene Baker really is very fair-haired, curly-headed also, very blue-eyed, surprisingly young and of medium height.

Gene is another proof of the saying that radio is a young man's game. Gene took his first announcing job with another Portland station when he was just 16½ years old. Excepting for breaks to continue his school work, he has been in radio work ever since.

Although he started his radio work as an announcer, Gene's greatest interest now lies in the musical department. He is now vocal director of KOIN, and as such all singers are directly under his charge. His newest interest is the writing and directing of skits, and his Prouty family feature, although comparatively new, has grown to be one of the station's most popular features.

Gene can act as well as sing and announce. His work as Pa Prouty and as Big Brother Bob in the Davidson prize club program proves that. Until his appointment as vocal director, Gene was senior announcer at KOIN.

Eugene Lock Baker was born Jan. 11, 1910. His early years were spent in Eugene, on the very edge of the state university campus. He attended the Patterson school there and when his family moved to Port-



AND here is Gene Baker, 30th entrant in The News-KOIN personality contest. Gene is the chap who sounds so mature over the air. He really is anything but old, as the accompanying article will inform you. Contest rules and the list of prizes offered winners appear elsewhere on this page.

land he entered Glencoe school. He was graduated from Washington high school here.

Through the daily conversations during the Wise and Otherwise feature on KOIN, most of the women in the northwest know that Gene was married on June 9 of this year. His hobby is golf and then more golf.

Amateur Hobby Led Bobbe Into Professional Radio

KOIN Announcer First Entered Wireless Field in 1921

Bobbe B. Struble, KOIN announcer and director of the KOIN Merry-Go-Round of the Air, and, naturally, also an entrant in The News-KOIN personality contest, is another young man whose entry into professional radio work is the natural outcome of an engrossing amateur hobby. Bobbe first became an amateur radio operator in 1921 when he was only 15 years old. He held an amateur license for six years and worked as a commercial operator for two years.

In 1928 he first broke into the professional field as musical director for a big Seattle station. He became senior announcer and program director of that station in January of this year. He visited Portland during his vacation this year and was so interested in the KOIN organization that he stayed on as a member of the staff.

Bobbe was born in Springfield, Ill., in 1906. He attended schools in Iowa and Montana. He was graduated from a high school in Billings and attended Montana university. He began his musical studies during his high school days in Billings. He plays both the trumpet and saxophone. From 1923 to 1926 he held a position as a professional musician right here in Portland.

This young announcer-musician's first job at KOIN is taking care of the Merry-Go-Round feature every night from midnight to 1 o'clock. In addition to this he announces a number of other station features during the week but his announcing schedule is particularly full on Sundays. His newest work is taking a hand at continuity writing.



BOBBE STRUBLE, entrant No. 31 in The News-KOIN personality contest. Rules governing this contest, and the list of valuable prizes offered winners, appear elsewhere on this page.

Sampietro Possessor of Superlative Showmanship

KOIN Musical Director Wielded Baton in One of the Largest Theaters

Joseph Sampietro, musical director at KOIN, is living proof of the oft-repeated statement that success in radio entertainment requires superlative showmanship. He is the 32d entrant in The News-KOIN novel personality contest.

The fact that Joseph Sampietro can build radio programs that capture the popular fancy, programs that combine sound musical worth with melodic grace and tonal glamour, is not an accident.

It is the result of years and years of experience as musical director in some of the west's largest theaters.

As he wields the baton, leading either a large orchestra or a small group, Joseph Sampietro receives the complete support of every one of his musicians, for they all know that he is completely a musician himself and a concert violinist of outstanding merit.

The personality of this man is distinctly "felt" by the vast KOIN audience. Not only his work as musical director and leader of the KOIN concert orchestra and the salon orchestra and concert trio is enjoyed by KOIN listeners, but his violin solo work is a much appreciated feature.

Joseph Sampietro was born in Vancouver, B. C., in 1896. He received his first musical training in Italy at the age of seven years. He studied with some of the best-known violinists in both Europe and America. Sampietro was a member of the Portland Symphony orchestra for three seasons under the direction of Willem Van Hoogstraten.

His theater experience stretched over a number of years. He was musical director for the Peoples and Liberty theaters for the Jensen & Von Herberg interests. He was



JOSEPH SAMPIETRO, noted conductor, is entrant No. 32, in The News-KOIN personality contest. Rules governing the contest and the valuable prizes offered winners appear elsewhere on this page.

director of the Columbia theater all-artist orchestra for the Universal interests.

He was called from the Columbia to open the new million dollar Fox theater in Seattle and to serve as its first musical director. He remained at the Seattle Fox theater for a year's successful engagement when he came directly to KOIN. He has been a member of the KOIN staff for nearly a year.

KOIN Advertizing Man Was Flier During War

Ryan First Became Interested in Radio While Living in East

William B. Ryan, member of the sales staff at KOIN, is a western advertising man, who first became interested in radio in the east. He is the 33rd entrant in The News-KOIN personality contest. It was during a year that he spent in New York with a big Wall st. investment banking house in charge of advertising and promotion work, that "Bill" as he is best known, first felt the lure of radio.

He visited all the large New York stations, talked with leading New York manufacturers and executives who predicted tremendous possibilities for radio.

So Bill came west again, back to Portland, his former home and after making a survey of the local field, he joined the KOIN staff. He has been a member of the sales force since June of this year.

Coming back to Portland was coming home to Bill and Mrs. Ryan and their two daughters. For seven years after the war, Bill was advertising manager for one of Portland's largest women's outfitting firms. He spent two years in display advertising departments of one of Portland's daily papers, and another year with a local advertising firm in charge of all street car advertising.

During the war Bill served as pilot in the aviation section of the United States Marine Corps. Bill was born in 1892 and lived in Oregon since 1912. At the completion



William B. Ryan, 33rd entrant in The News-KOIN personality contest. Contest rules and the list of prizes to be awarded winners appear elsewhere on this page.

of his college course in 1914 he was editor of the Eugene Daily Guard for two years. He started his newspaper career on the Eugene Morning Register.

Advertising men in Portland remember Bill as a former president of the Advertising Men's association, an organization which included practically every advertising executive in Portland. After the merger with the Advertising club, he was first vice-president and director.

Anson Bush Is a Number of Things Others Aren't

He Is One of Those Violinists Good-Natured
Consistently

Anson Bush, today's entrant in The Portland News-KOIN personality contest, is a number of things that most professional violinists are not. In the first place he is consistently good natured and pleasant and decidedly not moody and temperamental. He is an ardent fisherman and sportsman. He wears his hair cut very short. He is an Englishman by birth.

All KOIN listeners know that Anson Bush and his sweet-toned violin have been a part of the Rose City Beavers organization since they were started by C. Roy Hunt, KOIN station manager, several years ago.

Anson Bush was born in Wymondham, Norfolk, England and came to the United States in 1908. His first American home was in Salt Lake. He attended schools in England and later in Salt Lake. He started his musical studies in his new home in 1910 and his first professional work was done there. In 1914 he started a tour with Keith, Interstate and Orpheum vaudeville circuits through all the eastern, southern, and middle western states. During the summer of 1917 he played in the famous Moulin Rouge cafe on the Atlantic City board walk.

When Anson Bush tried to enlist in the army at Louisville, Kentucky, the recruiting officers turned him down flat because of underweight with the remark "if we put you in uniform our own boys would shoot you for a jack-rabbit.

Anson was violinist in a number of leading Portland cafes and theaters before entering the radio field. He also played in Seattle and San Francisco.

No, he is not married.



ANSON BUSH, 36th entrant in The News-KOIN personality contest, rules governing which, together with the list of valuable prizes offered winners, appear below.

New KOIN Staff Member Is Old-Timer in Radio

Case Has Been Air Enthusiast for Considerable Period

Although he is comparatively new on the KOIN staff, R. A. Case, today's entrant in The Portland News-KOIN personality contest, is an old-timer in radio work as well as a native of Portland.

As one of the star salesmen, Case is another one of those KOIN employees who is very important in making the wheels go round smoothly, although he never appears before the microphone and his name is seldom mentioned over the air.

Case has been in radio work for a number of years in both the executive and selling ends of the game and was formerly manager of a big Portland station.

Case was born in Portland Nov. 23, 1888. He attended Portland public schools and later studied at Mt. Angel college and Columbia university.

His years at school were followed by a number of years of experience in hotel work with his father.

He was in the moving picture business in Seattle and his first experiences in salesmanship were in the real estate business in both Los Angeles and Portland.

Case has one all-engrossing hobby, and that is radio. He makes it his avocation as well as his vocation and he enjoys creating programs as much as selling them. In the world of sports, baseball interests him most of all.

Since the sales staff at KOIN seems to run to tall men, it is only fitting that Case should come in the six-foot class. He has dark hair and blue eyes and spends most of his time in real action.



R. A. Case, 38th entrant in The News-KOIN personality contest, rules governing which, together with the list of prizes offered winners, appear elsewhere on this page.

Ron Myron Is One of Most Popular KOIN Announcers

Thousands Daily Listen to His "Scrap Book of the Air"

In the comparatively short time that Ron Myron, today's entrant in The Portland News-KOIN personality contest, has been a member of the KOIN announcing staff he has become one of the northwest's most popular announcers. His Scrap Book of the Air, a daily KOIN feature, has thousands of listeners and his daily fan mail is surprisingly extensive.

Ron is another of the radio artist group who should have no fear of television. He is tall, with black curly hair and blue eyes, classic features, and how the women like him!

Ron came west early this spring and became so intrigued with Oregon that he lost no time in becoming permanently located here. A number of years of dramatic work preceded his radio debut.

Ron was born on a farm near Lynn, Ind., April 7, 1908. His family moved to various cities in Indiana and Ron was graduated from the Hammond, Ind., high school. His first break into the limelight came in 1924, when he won the international oratorical contest.

Even in his high school years, Ron had a great interest in dramatics, coupled with an enthusiasm for inventive sciences. His favorite sports were tennis and golf.

After high school Ron spent five years on the dramatic stage carrying leads in productions of "Seventh Heaven," "Just Married," and "White Cargo." He also had much



RON MYRON, 39th entrant in The News-KOIN personality contest which is finding so much favor throughout the northwest. Valuable prizes are offered winners.

experience with eastern radio stations before coming west.

Microphone Attracts Ina Harrison Hood, Contralto

She Would Rather Sing to It Than Audiences Across Footlights

A microphone is a personal thing into which she can pour all the emotion she feels when interpreting a song, says Ina Harrison Hood, KOIN contralto, and today's entrant in The Portland News-KOIN personality contest, but an actual audience across the footlights repels and annoys her.

Ina Hood felt perfectly at home the first time she appeared before a microphone back in 1927, and she decided at that time that theater and concert singing would take second places from that time on.

Ina Hood has been an Oregonian for only seven years. She was born in Scotland and came to America with her parents at the age of six. They located in West Virginia, and all of Ina's childhood and growing-up years were spent in the south. She was left an orphan at an early age and she attended boarding schools and colleges in Virginia and North Carolina. Her musical education she won unaided.

Ina Harrison, as she was then, did considerable concert work in the Carolinas and sang for several years at the "Made in Carolina" exposition at Charlotte, N. C., an annual affair similar to Portland's International exposition. During these Carolina shows she sang on programs with Rosa Ponselle, Sophie Breslau, Fred Patton and other celebrated artists.

Since her arrival in Portland Mrs. Hood has sung in a number of the leading church choirs. She has been contralto soloist at the Mt. Tabor Presbyterian church for the past four years. She is president of the Cadman musical club.

Mrs. Hood has three hobbies. They are husband and two small sons.



—Photo by Edris Morrison Studio.
INA HARRISON HOOD, 40th entrant in The News-KOIN popular personality contest, rules governing which, together with the list of splendid prizes offered winners, appear elsewhere on this page.

Frances Pozzi of KOIN Is Accomplished Harpist

Personality Contest Entrant Has Had Many Years of Professional Experience

Frances Pozzi was born here just 20 years ago. Her grandparents were among Oregon's earliest pioneers. She began her earliest piano at the age of four and was presented in piano recital when she was six years old. Her harp study was begun at St. Mary's academy and college conservatory of music when she was 13.

During the past two years Miss Pozzi has given concerts in Oregon, Washington and Idaho.

She has played long engagements at the old Rivoli, the Paramount and Broadway theaters. Her radio work first began a number of years ago.

When Marcel Grandjany, harpist at the conservatory of Fontainebleau, France, came to Portland for a concert engagement some time ago, Miss Pozzi had the opportunity of playing for him.

Grandjany praised highly Miss Pozzi's French method of playing. Since then she has received a scholarship to continue the same work.

Some of the most beautiful tones to be heard when your dials are turned to KOIN are the result of the artistry of Frances Pozzi, today's entrant in The Portland News-KOIN personality contest.

Miss Pozzi, as all KOIN fans know, is an accomplished harpist and one of the newest members of the staff.

Although still very young, Miss Pozzi has had many years of professional work in radio, on the concert stage and in theaters. She is considered one of Portland's outstanding young musicians.



Frances Pozzi, noted KOIN harpist, is entrant No. 41 in The News-KOIN personality contest. Rules and list of valuable prizes offered winners appear elsewhere on this page.

Hedin Enjoys Confidence Of Influential Persons

Newton G. Hedin, salesman at KOIN, and today's entrant in The Portland News-KOIN personality contest, is one of those interesting men born with a genius for friendship. Newt Hedin is a lawyer, a lumberman, an irrigation construction engineer, a church trustee, a Sunday school director and superintendent, an ex-deputy sheriff, a public speaker and debator, a good roads worker, a sportsman, an athletic instructor, an after dinner speaker and singer; but most of all, he is a KOIN salesman.

He makes friends wherever he goes and some of the most influential men in the state of Oregon, both politically and financially, enjoy his friendship.

Hedin made his first record at KOIN when he produced the Maupin hour and for many weeks his only title around the studios was "Maupin Hedin."

Newton Gustave Hedin was born in Topeka, Kas., in 1885. He was married in 1912 and has one daughter. Newt graduated from the University of Oregon law school and spent the next six years in practice of law.

Then came 15 years as construction engineer and project manager of the Wapinitia Irrigation co. During that time he was school director, church trustee and Sunday school superintendent as well as Wasco county deputy sheriff.

He was a leader in Wasco county commercial club affairs and a Wasco county fair commissioner for six years. He also headed the Hedin Lumber co. for 10 years. In 1919, Governor James Withycomb appointed Newt Hedin to carry Oregon's highway problems to the bureau of public roads in Washington, D. C.

Newt also made the keynote speeches before the state highway



HEDIN is the 46th entrant in The News-KOIN personality contest. The list of valuable prizes offered winners, and rules governing the contest, appear elsewhere on this page.

commission and the state legislature, which led to the establishment of The Dalles-California highway, the Mt. Hood loop highway, and the Central Oregon-Wapinitia cut-off.

Law work, irrigation work, road work and speech-making were grand fun, says Hedin, but the most fascinating work of all is radio work.

Clark Sanders Is Seldom Seen in Studios of KOIN

He Spends Most of His Time at the Transmitter Near Sylvan

Clark Sanders, today's entrant in The Portland News-KOIN personality contest, is a member of the staff who is known by name only even to some of the artists and other employes of the station.

Clark spends most of his waking, as well as his working hours up at the KOIN transmitter at Sylvan, several miles away from the station's studios in the New Heathman hotel.

He is one of the station's engineers and is considered one of the brightest young radio experts in the territory.

Incidentally, no one on the staff, from the general manager down to the telephone girl, ever calls this young man anything but "Red." With his colorful topknot the nickname is inevitable.

"Red" Clark Sanders was born in Portland Sept. 20, 1909, and excepting for one year's residence in Seattle, he has made his home here continuously. He was graduated from the old Ladd grammar school and later attended Lincoln high school.

This young man's interest in radio started in 1920, when he was only 11 years old. He studied radio with more than ordinary concentration and in 1928 received his professional operator's license.

Red came to KOI Na year ago. For a year and a half before that time he was on the engineering staff of another Portland station.

His favorite sports are swimming and hiking.



CLARK SANDERS, 47th entrant in The News-KOIN personality contest, rules governing which, together with the list of prizes, appear elsewhere on this page.

New KOIN Representative Popular with Associates

Cullinan Has Had Many Years of Experience as Salesman and Broker

ALTHOUGH he has been a member of the KOIN staff for less than two months, Jack Cullinan, today's entrant in The Portland News-KOIN personality contest, is already a very popular member of the organization. Jack is one of those good-natured, friendly chaps who makes friends wherever he goes.

Many years of salesmanship, advertising and merchandise brokerage experience have prepared Jack Cullinan for his new work as a radio salesman.

Jack was born in Providence, R. I., and made his first trek west in 1906, when he took a job in Los Angeles. He came to Portland in 1912, and has made his headquarters here most of the time since then. For a number of years he was in charge of sales promotion for some of the leading food products companies in the northwest.

Three hobbies are admitted by this KOIN salesman—an evening at home with friends, a rubber of bridge, and a real radio program. Jack has had a keen interest in radio and its development since its beginning 10 years ago and his entrance into radio work is a natural outcome of that interest.



JACK CULLINAN, 48th entrant in The News-KOIN personality contest. The list of valuable prizes offered winners (the first is a new deluxe Ford roadster) together with the rules governing this contest, appear elsewhere on this page.

MacIntyre of KOIN Once Acted Behind Footlights

Artist Performed in Various Theaters in Every State in Country



H. MACINTYRE, 49th entrant in The News-KOIN personality contest, which is rapidly drawing to a close. Rules governing the contest and the list of valuable prizes offered winners can be found elsewhere on this page.

Another "trouper" who has found the progression from stage work to radio an easy and natural one is Harvard MacIntyre, today's entrant in The Portland News-KOIN personality contest. After more than 10 years' work in musical comedy and vaudeville in every state in the union, Mac entered the radio game seriously—his interests lying largely in the selling and producing work.

Mac came to KOIN in August, 1929, as stage production manager. He later became assistant sales manager and is engaged at present in building large productions as assistant production manager, and directing the local and national publicity for the station.

Harvard MacIntyre was born in Salem, Ore., and attended Salem grade and high schools, Willamette university and the University of California. He enlisted in the U. S. marine corps during the war and saw service with that unit. His stage work started in 1916 in San Francisco.

He studied with some of the best vocal instructors in the country and after the war began a professional career which took him to the 48 states and Canada. He toured with the Keith-Albee, Loew and Interstate circuits and with Schubert, Hammerstein and Laughlin productions.

Mac toured eastern picture houses in stage presentations and sang over eastern and southern radio stations.

As an ex-trouper and producer of stage productions, Mac is one radio man who is eagerly awaiting the advent of television when the staging of visible radio shows will be necessary.

Hunt Is Final Entrant In Personality Contest

All Participants' Pictures and Short Biographies Have Been Published

C. Roy Hunt, general manager and secretary-treasurer of KOIN, was born in southern California in time, recruited a fine artists' staff and organized complete departments for every phase of broadcasting. KOIN now employs over 50



C. ROY HUNT, 50th and final entrant in The News-KOIN personality contest, which closes today. Hunt is general manager of The News radio station.

1892 and spent most of his boyhood and school days in the bay region of California. Hunt thought he would like to follow in his brother's footsteps and become a lawyer, but three years in college convinced him that he liked salesmanship better.

He then became associated with a large merchandise brokerage concern in San Francisco, and after eight successful years of selling on the Pacific coast, was made branch manager. In 1923 he entered the radio field as general sales manager of a large eastern radio supply company which also owned a radio station. He spent several years directing the sales of this organization, but gradually became interested in broadcasting and took over the management of a large station.

Here Hunt gained his first knowledge of radio and annual trips were made to New York, Chicago and Cincinnati to study the commercialism of broadcasting. After successfully building this station to one of the largest in the middle west, overwork caused a nervous breakdown and Hunt was forced to take a vacation, which he spent on the Pacific coast. While in Portland he was offered an interest in and management of a local station, which he built up to one of the most popular stations in the city.

In March, 1929, the offer came to associate himself with and become manager of KOIN, one of Portland's largest stations. He has, by this

