



PICTURE PARADE
OF FAVORITE
**RADIO
STARS**

with complete
PROGRAM SCHEDULES
AS HEARD OVER

KGW

THE STATION OF THE STARS
620 ON YOUR DIAL

KGW MORNING PROGRAMS

A. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00	World News Roundup	Everything Goes	Everything Goes	Everything Goes	Everything Goes	Everything Goes	Everything Goes
6:15	Commando Mary	Everything Goes	Everything Goes	Everything Goes	Everything Goes	Everything Goes	Everything Goes
6:30	Melody's the Thing	News Parade	News Parade	News Parade	News Parade	News Parade	News Parade
6:45	Melody's the Thing	News Parade Labor News 5'	News Parade Labor News 5'	News Parade Labor News, 5'	News Parade Labor News 5'	News Parade Labor News 5'	News Parade
7:00	National Radio Pulpit	Journal of Living	Journal of Living	Journal of Living	Journal of Living	Journal of Living	News Parade
7:15	National Radio Pulpit	News Headlines & Highlights	News Headlines and Highlights	News Headlines & Highlights	News Headlines & Highlights	News Headlines & Highlights	News Headlines & Highlights
7:30	Words & Music	Reveille Roundup	Voice of a Nation	Reveille Roundup	Voice of a Nation	Reveille Roundup	Edna Fischer, Singer
7:45	Words & Music	Sam Hayes, News	Sam Hayes, News	Sam Hayes, News	Sam Hayes, News	Sam Hayes, News	Sam Hayes, News
8:00	Church in Your Home	Stars of Today	Stars of Today	Stars of Today	Stars of Today	Stars of Today	Organ Reveries
8:15	Church in Your Home	James Abbe Covers the News	James Abbe Covers the News	James Abbe Covers the News	James Abbe Covers the News	James Abbe Covers the News	Kneass With News
8:30	O. K. for Release	Music of Vienna	Music of Vienna	Music of Vienna	Music of Vienna	Music of Vienna	Coast Guard on Parade
8:45	The Dinning Sisters	David Harum	David Harum	David Harum	David Harum	David Harum	Vegetables for Victory
9:00	Carveth Wells, Commentator	The Open Door	The Open Door	The Open Door	The Open Door	The Open Door	Pet Parade
9:15	News in Advertising	Glenn Shelley Presents	Glenn Shelley Presents	Glenn Shelley Presents	Glenn Shelley Presents	Glenn Shelley Presents	Consumers' Time
9:30	Stradivari	Mirth & Madness	Mirth & Madness	Mirth & Madness	Mirth & Madness	Mirth & Madness	Mirth & Madness
9:45	Stradivari	Mirth & Madness	Mirth & Madness	Mirth & Madness	Mirth & Madness	Mirth & Madness	Mirth & Madness
10:00	Seven Days of War	Across the Threshold	Across the Threshold	Across the Threshold	School Program	Benny Walker's Kitchen	That They Might Live
10:15	Labor for Victory	Ruth Forbes	Ruth Forbes	Ruth Forbes	School Program	Ruth Forbes	That They Might Live
10:30	Chicago Round Table	Kneass With News	Kneass With News	Kneass With News	Kneass With News	Kneass With News	All Out for Victory
10:45	Chicago Round Table	Art Baker's Notebook	Art Baker's Notebook	Art Baker's Notebook	Art Baker's Notebook	Art Baker's Notebook	War Telescope
11:00	Those We Love	Guiding Light	Guiding Light	Guiding Light	Guiding Light	Guiding Light	Stars of Tomorrow
11:15	Those We Love	Lonely Women	Lonely Women	Lonely Women	Lonely Women	Lonely Women	Stars of Tomorrow
11:30	John Charles Thomas Westinghouse Co.	Light of World	Light of World	Light of World	Light of World	Light of World	Stars of Tomorrow
11:45	John Charles Thomas Westinghouse Co.	Hymns of All Churches	Hymns of All Churches	Hymns of All Churches	Hymns of All Churches	Betty Crocker	Stars of Tomorrow

AND PERSONALITIES



LOUISE MASSEY
Singing star of "Reveille
Roundup," 7:30 A. M.,
Mon., Wed., Fri.

SAM HAYES
Popular newscaster heard on
KGW each weekday at
7:45 A. M.

JAMES ABBE
Colorful commentator, world-
traveler, KGW, 8:15, Monday
through Friday.

LOUISE FITCH
Plays Rose Kransky in "The
Guiding Light," KGW,
11 A. M., Monday
through Friday.



KGW MORNING PROGRAMS



HOMER WELCH

Gifted entertainer and Master-of-Ceremonies, Program Manager of Station KGW.

ARTHUR PETERSON

"Dr. Rutledge" in the inspirational serial, "Guiding Light," 11 A. M., Monday through Friday.



WILMER WALTER

As "David Harum," kindly country trader, broadcast by KGW 8:45 A. M., Monday through Friday.

JOAN ALEXANDER
"Stephanie Cole" of "The Open Door," 9 A. M.

AND PERSONALITIES



PATRICIA DUNLAP
Known as "Bertha
Schultz" in "Lonely
Women," 11:15 each
morning.

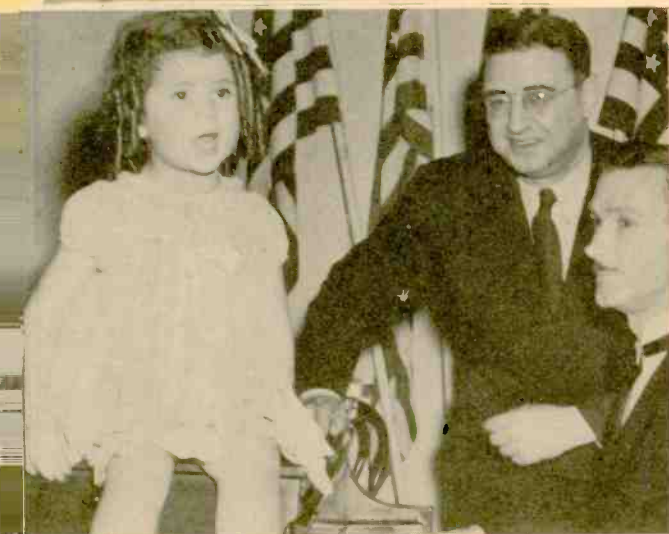


NORMA JEAN ROSS
She's "Ronnie" in "The
Guiding Light" at 11
o'clock daily.



JACK KIRKWOOD
Zany emcee on "Mirth and Madness," NBC's morn-
ing laugh riot which you can hear at 9:30 each day.

ART BAKER
He has brought back his "Notebook" program for
KGW listeners. Hear it at 10:45 each morning.



JOAN OLSEN
A Saturday morning favorite on "Stars of Tomorrow,"
11 A. M. "Uncle Nate" looks on as Glenn
Shelley accompanies.



KGW MORNING PROGRAMS



DON KNEASS
On "Kneass With the
News"; 7:15, 10:30 A. M.
each day.



RUTH FORBES
Hear her piano and song
at 10:15 four mornings
weekly.



BOB THOMAS
"Labor News" reporter on
the air at 6:55 A. M. and
10:25 P. M.



VICTOR LINDLAH
Conducts "Journal of
Living" each morning
at 7.

INGE ADAMS & CHET STRATTON
Hear on "Light of the World" at 11:30
each morning.



AND PERSONALITIES



JOHN CHARLES THOMAS
He provides pleasure on his weekly musical, Sunday mornings at 11:30.

BETTY LOU GERSON
She plays "Marilyn Larimore" in "Lonely Women," each day at 11:15.

CARVETH WELLS
World traveler, explorer, lecturer, authority on foreign affairs, KGW 9 A. M. Sundays.

FRANKLYN McCORMACK
Hear him each morning at 11:45 on "Hymns of All Churches."

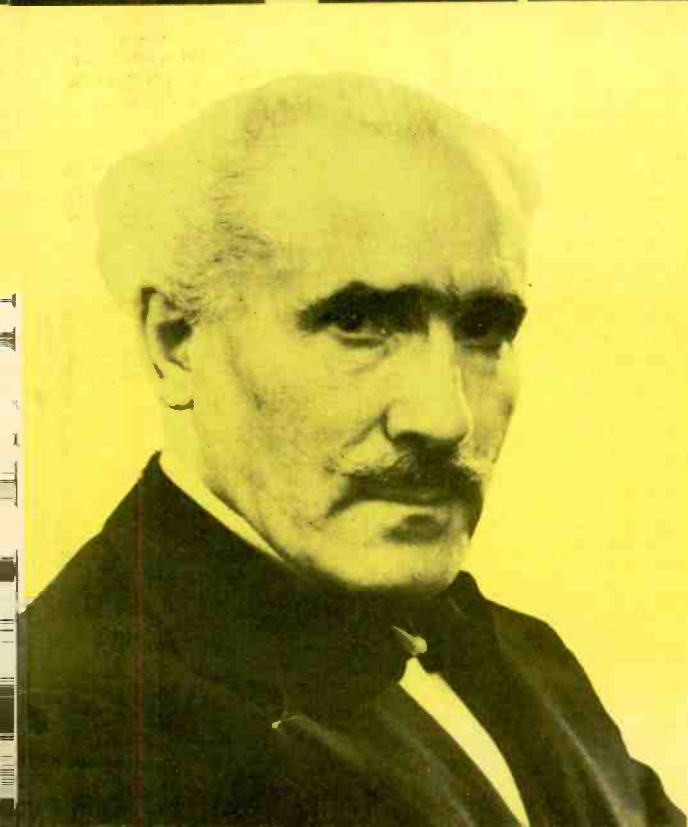
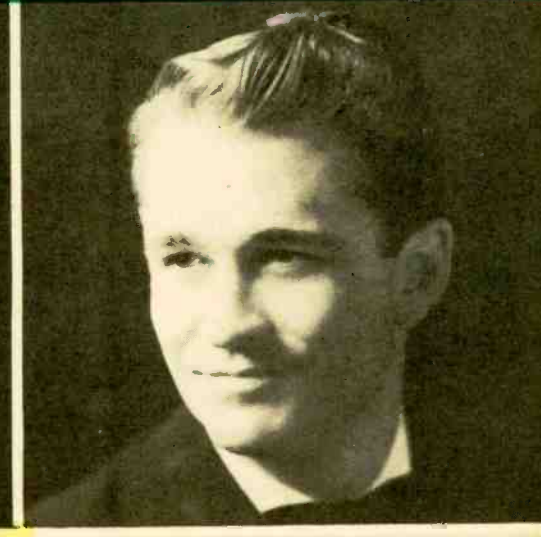
NAN GREY & DONALD WOODS
Drama at its best on "Those We Love," 11 o'clock Sunday mornings.



KGW AFTERNOON PROGRAMS

P. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12:00	Washington Reports on Rationing	Woman of America	Woman of America	Woman of America	Woman of America	Woman of America	U. S. Air Force Band
12:15	Upton Close, Commentator	Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins	Ma Perkins	U. S. Air Force Band
12:30	The Army Hour	Pepper Young's Family	Pepper Young's Family	Pepper Young's Family	Pepper Young's Family	Pepper Young's Family	News 5' Lyrics by Liza
12:45	The Army Hour	Right to Happiness	Right to Happiness	Right to Happiness	Right to Happiness	Right to Happiness	Lyrics by Liza
1:00	The Army Hour	Backstage Wife	Backstage Wife	Backstage Wife	Backstage Wife	Backstage Wife	Matinee in Rhythm
1:15	The Army Hour	Stella Dallas	Stella Dallas	Stella Dallas	Stella Dallas	Stella Dallas	NBC
1:30	Lands of the Free	Lorenzo Jones	Lorenzo Jones	Lorenzo Jones	Lorenzo Jones	Lorenzo Jones	Minstrel Melodies
1:45	Lands of the Free News, 5'	Young Widder Brown	Young Widder Brown	Young Widder Brown	Young Widder Brown	Young Widder Brown	Minstrel Melodies
2:00	NBC Symphony Orch.	When a Girl Marries	When a Girl Marries	When a Girl Marries	When a Girl Marries	When a Girl Marries	NBC
2:15	NBC Symphony Orch.	Portia Faces Life	Portia Faces Life	Portia Faces Life	Portia Faces Life	Portia Faces Life	NBC
2:30	NBC Symphony Orch.	Just Plain Bill	Just Plain Bill	Just Plain Bill	Just Plain Bill	Just Plain Bill	O. K. for Release
2:45	NBC Symphony Orch.	Front Page Farrell	Front Page Farrell	Front Page Farrell	Front Page Farrell	Front Page Farrell	Visiting Nurse of Air
3:00	News Headlines & Highlights	Road of Life	Road of Life	Road of Life	Road of Life	Road of Life	I Sustain the Wings
3:15	Catholic Hour	Vic & Sade	Vic & Sade	Vic & Sade	Vic & Sade	Vic & Sade	I Sustain the Wings
3:30	Catholic Hour	Gallant Heart	Gallant Heart	Gallant Heart	Gallant Heart	Gallant Heart	Curt Massey & Co.
3:45	News Makers	Confessions	Bill Stern, Sports	Confessions	Bill Stern, Sports	Confessions	Fighting Fronts Facts
4:00	Jack Benny	Dr. Kate	Dr. Kate	Dr. Kate	Dr. Kate	Dr. Kate	For This We Fight
4:15	Jack Benny	News of the World	News of the World	News of the World	News of the World	News of the World	For This We Fight
4:30	Band Wagon	The Dinning Sisters	String Trio	Caribbean Nights	Carl Kalash Orch.	Tropicana	Noah Webster Says
4:45	Band Wagon Tom Reddy, News 5'	H. V. Kaltenborn	H. V. Kaltenborn	H. V. Kaltenborn	Carl Kalash Orch.	H. V. Kaltenborn	Noah Webster Says
5:00	Charlie McCarthy	Golden Gate Quartet 5' The Personality Hour	Golden Gate Quartet 5' Personality Hour	Golden Gate Quartet 5' Personality Hour	Golden Gate Quartet 5' Personality Hour	Golden Gate Quartet 5' Personality Hour	Hollywood Open House
5:15	Charlie McCarthy	The Personality Hour	The Personality Hour	The Personality Hour	The Personality Hour	The Personality Hour	Hollywood Open House
5:30	One Man's Family	Richard Crooks	Heidt Treasure Chest	Day Foster, Commentator	Day Foster, Commentator	Day Foster Commentator	Dorothy Desmond, Singer
5:45	One Man's Family	Richard Crooks	Heidt Treasure Chest	Louis P. Lochner	Louis P. Lochner	Louis P. Lochner	Louis P. Lochner

AND PERSONALITIES



LEOPOLD STOKOWSKI

Famed musical conductor is heard on the NBC Symphony program Sundays at 2 o'clock.

ABE BERCOVITZ

Conducts the KGW orchestra on "The Personality Hour" each afternoon at 5:05. You'll enjoy his violin solos.

GLEN SHELLEY

His organ music thrills listeners throughout the Northwest. Listen for Glenn on "The Personality Hour," 5:05 each afternoon.

JOHNNY HARRELL

He's another KGW favorite, whose songs are heard regularly on "The Personality Hour" and on his own show Fridays, 7:45.

HORACE HEIDT

With his "Musical Knights," he entertains on "The Treasure Chest" show Tuesday afternoons at 5:30.

PAT SMITH

A "Personality Hour" favorite, and a tenor that Portlanders have taken to their hearts. Hear him on KGW at 5:05 P. M.

ARTURO TOSCANINI

Another famed conductor, also heard on the NBC Symphony show Sunday afternoons at 2:00.



KGW AFTERNOON PROGRAMS



JACK BENNY

Another NBC favorite whose summer months were spent entertaining our armed forces. He's back on KGW at 4 o'clock Sundays.



LAURETTE FILLBRANDT

She takes the part of "Evvy Perkins Fitz" in "Ma Perkins" each afternoon at 12:15.

UPTON CLOSE

An expert on Far Eastern affairs, he comments on the news each Sunday afternoon at 12:15.

CHARLIE McCARTHY & EDGAR BERGEN

They did their part for the boys overseas this summer, and now they make KGW listeners laugh on Sundays at 5 o'clock.



FREDDY MARTIN

His distinctive music makes Sunday's "Bandwagon" show a real treat. Hear it weekly on KGW at 4:30.

AND PERSONALITIES



KARL SWENSON

Hear him each afternoon at 1:30 in "Lorenzo Jones," one of NBC's popular daytime serials.



VIVIAN FRIDELL

She's the title star in "Backstage Wife." Follow this KGW dramatic production each week day at 1 o'clock.



PATSY BAUMAN

KGW's version of the pin-up girl. You hear her lovely voice each afternoon on "The Personality Hour" at 5:05.



CLAUDIA MORGAN

Famous NBC actress presented on "Right To Happiness" each day at 12:45 over station KGW.

STELLA DALLAS

Here's the cast of NBC's "Stella Dallas" in an actual broadcast. Follow this one daily on KGW at 1:15.



PEPPER YOUNG'S FAMILY

This shows Pepper's household celebrating some special event with a bit of close harmony. Their adventures are on KGW at 12:30 each day.



JANET WALDO

This lovely bit of femininity you hear daily as the leading lady in "Gallant Heart" on KGW at 3:30 P. M.

KGW AFTERNOON PROGRAMS



MARY JANE HIGBY

You'll hear this trim looking lady on "When A Girl Marries." Listen each weekday at 2 o'clock on station KGW.



CORNELIA BURDICK

You'd recognize her as "Dr. Kate." This popular daytime dramatic show is a KGW feature each afternoon at 4 o'clock.



VIC AND SADE

Above is a family portrait of radio's favorite family. Actually they're Bernardine Flynn and Art Van Harvey, or Mr. and Mrs. Gook. Hear 'em at 3:15 each day.



VIRGINIA ROUTH
Better known as "The Young Widder Brown." Her adventures come to KGW listeners Monday through Friday at 1:45.

LUCILLE WALL

She's the leading lady in "Portia Faces Life," another daytime favorite. It's on KGW at 2:15 each afternoon.

ARTHUR HUGHES AND RUTH RUSSELL

They'll charm you daily with their parts in "Just Plain Bill." Tune to KGW at 2:30 each afternoon.



AND PERSONALITIES



DICK WIDMARK AND FLORENCE WILLIAMS
They're after hot copy again and usually are on "Front Page Farrell."
Tune 'em in on KGW at 2:45 daily, Monday through Friday.



KEN GRIFFIN
He takes the part of "Dr. Jim Brent" in NBC's "Road of Life."
KGW listeners hear this interesting serial each day at 3 o'clock.



NEVA CLARK
She's as charming as she looks and sings for your pleasure on KGW's own "Personality Hour."
Hear it daily at 5:05 P. M.



RALPH HAMILTON
His buddies call him "Hambo," but there's nothing "hammy" about the way he plays the accordion on "The Personality Hour."

ROLIE TRUITT
Here's KGW's famed sports announcer who'll be bringing you play-by-play reports of big games again this season.

JOHN VANDERCOCK
Though he grew a beard to overcome his boyish look he's a real news veteran. He's on "News of the World" each day at 4:15.

H. V. KALTENBORN
The most famous of radio commentators is on KGW at 4:45 four days a week, and again at 10:45 P. M. thrice weekly.

LOUIS LOCHNER
Formerly a Berlin correspondent, he covers the news for KGW listeners at 5:45 each Wednesday through Saturday.

BOB MILLS
Portland's favorite baritone sings on KGW's "Personality Hour."
Hear this show Monday through Friday at 5:05 P. M.



KGW EVENING PROGRAMS

P. M.	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6:00	Manhattan Merry-Go-Round	Eyes Aloft	Mystery Theater	Eddie Cantor	Music Hall	Waltz Time	Nat. Barn Dance
6:15	Manhattan Merry-Go-Round	Eyes Aloft	Mystery Theater	Eddie Cantor	Music Hall	Waltz Time	Nat. Barn Dance
6:30	Amer. Album of Familiar Music	Dr. I. Q.	Fibber McGee & Molly	Mr. District Attorney	Bob Burns	People Are Funny	Can You Top This
6:45	Amer. Album of Familiar Music	Dr. I. Q.	Fibber McGee & Molly	Mr. District Attorney	Bob Burns	People Are Funny	Can You Top This
7:00	Hour of Charm	Contented Program	Bob Hope	Kay Kyser's Kollege	Moore & Durante	Amos & Andy	Million Dollar Band
7:15	Hour of Charm	Contented Program	Bob Hope	Kay Kyser's Kollege	Moore & Durante	Amos & Andy	Million Dollar Band
7:30	Bob Crosby & Co.	Information Please	Red Skelton	Kay Kyser's Kollege	March of Time	Bill Stern	Grand Ol' Opry
7:45	Bob Crosby & Co.	Information Please	Red Skelton	Kay Kyser's Kollege	March of Time	Johnny Harrell Sings	Grand Ol' Opry
8:00	Great Gildersleeve	Fred Waring, Pleasure Time	Fred Waring, Pleasure Time	Fred Waring, Pleasure Time	Fred Waring, Pleasure Time	Fred Waring, Pleasure Time	Truth or Consequences
8:15	Great Gildersleeve	Fleetwood Lawton, Commentator	Fleetwood Lawton, Commentator	Fleetwood Lawton, Commentator	Night Editor	Fleetwood Lawton, Commentator	Truth or Consequences
8:30	Std. Symphony Hour	Cavalcade of America	Johnny Presents	Beat the Band	Coffee Time	All-Time Hit Parade	Able's Irish Rose
8:45	Std. Symphony Hour	Cavalcade of America	Johnny Presents	Beat the Band	Coffee Time	All-Time Hit Parade	Able's Irish Rose
9:00	Std. Symphony Hour	The Telephone Hour	Salute to Youth	Mr. and Mrs. North	The Aldrich Family	Furlough Fun	News
9:15	Std. Symphony Hour	The Telephone Hour	Salute to Youth	Mr. and Mrs. North	The Aldrich Family	Furlough Fun	Oregon in Congress
9:30	Francis Craig Orch.	Hawthorne House	Hollywood Theater	Scramby Amby	Ellery Queen Mysteries	Carmen Cavallero Orch.	NBC
9:45	Francis Craig Orch. Interlude 5'	Hawthorne House	Hollywood Theater	Scramby Amby	Ellery Queen Mysteries	Carmen Cavallero Orch. Interlude, 5'	NBC
10:00	News Flashes	News Flashes	News Flashes	News Flashes	News Flashes	News Flashes	News
10:15	Walter Winchell	Home Town News, 10' Labor News, 5'	Navy Heroes	Home Town News, 10' Labor News, 5'	Home Town News, 10' Labor News, 5'	Home Town News, 10' Labor News, 5'	Pasadena Auditorium Orch.
10:30	World's Most Honored Music	Gardening for Food	Home Town News, 10' Labor News, 5'	Gardening for Food	Harry Owens Orch.	Gardening for Food	Harry Owens Orch.
10:45	World's Most Honored Music	H. V. Kaltenborn	Hal Curtis, Organ News, 5'	H. V. Kaltenborn	Harry Owens Orch. News, 5'	H. V. Kaltenborn	Harry Owens Orch. News, 5'
11:00	Harry Owens Orch.	Chas. La Vere, Singer	Paul Page, Singer	The Thrasher Sisters	Remember with Floretta	Harry Owens Orch.	Frankie Masters Orch.
11:15	Harry Owens Orch.	Frankie Masters Orch.	Frankie Masters Orch.	Frankie Masters Orch.	Frankie Masters Orch.	Frankie Masters Orch.	Frankie Masters Orch.
11:30	Chas. La Vere, Singer	Frankie Masters Orch.	Frankie Masters Orch.	Frankie Masters Orch.	Frankie Masters Orch.	Frankie Masters Orch.	Leo Diamond & Harmonaires
11:45	News	News	News	News	News	News	News

AND PERSONALITIES



JULIE STEVENS
She's a regular part of Anne Nichol's "Abie's Irish Rose" you laugh at each Saturday night at 8:30.



WALTER WINCHELL
America's most talked-about news commentator, heard Sunday nights on KGW at 10:15.



EDDIE CANTOR
Back again this fall with his "Time to Smile" show. Hear his musical comedy each Wednesday at 6:00 p. m.

BOARD OF EXPERTS
Oscar Lavant, John Kieran, Gregory Ratoff and Franklin P. Adams, along with Clifton Fadiman, make up a typical cast for any "Information Please" program.

MR. AND MRS. COHEN
In real life they are Anna Appel and Menashua Skulnick. You'll hear 'em Saturday nights on "Abie's Irish Rose," 8:30 on KGW.



KGW EVENING PROGRAMS



RED SKELTON
His "I Dood It" is still good for plenty of laughs. Cash in on the fun each Tuesday night at 7:30 when NBC and KGW send Red right into your home.



RALPH EDWARDS
Is known as the "maddest emcee in radio" and he proves it each Saturday night on "Truth or Consequences." 8 o'clock.



BOB BURNS
He and his "Bazooka" are back on KGW to entertain you on Thursday nights at 6:30. Enjoy Bob's tall ones from the hill-country.



GILDERSLEEVE
A laugh is the thing that put Throckmorton P. Gildersleeve on the air. You can laugh with him Sundays at 8 P. M.



FLEETWOOD LAWTON
One of NBC's top news analysts. He broadcasts on KGW four nights each week at 8:15.



BILL STERN
Besides doing NBC's football broadcasts this fall, Bill has his Sports Newsreel on KGW each Friday night at 7:30.

AND PERSONALITIES



JOHN WALD
"The Reporter" you hear on **KGW**
each night at 10 o'clock.



NORA LOU MARTIN
This pretty Portland gal now sings
for Eddie Cantor each Wednesday
at 6 P. M.



RAYMOND PAIGE
Tune in "Salute to Youth" at 9:00
o'clock each Tuesday night for music
by Mr. Paige and his "Young
Americans."



DONALD VOORHEES AND GRACE MOORE
They represent the famed artists you hear every Monday
night at 9 o'clock on "The Telephone Hour."

FANNIE BRICE AND FRANK MORGAN
She's "Baby Snooks" and he's himself on the "Coffee Time" show each Thursday at 8:30.



BOB HOPE
Back home at his 7:00 P. M.,
Tuesday night stand, after
entertaining our soldiers
overseas all summer.



KGW EVENING PROGRAMS



AMOS 'N ANDY

An NBC favorite for years and now back with a 30-minute show on Friday evening at 7:00.



BOB CROSBY AND LES TREMAYNE

They share emcee duties on Sunday night's "Bob Crosby Show." Hear 'em at 7:30.

JERRY WAYNE
He's the baritone on "Your All Time Hit Parade." Fridays at 8:30.

FRANK MUNN
He's "The Golden Voice of Radio" on "The American Album of Familiar Music." Sunday evenings at 6:30.

ALICE FROST AND JOSEPH CURTIN
"Mr. and Mrs. North," the mystery thriller you hear Wednesday nights at 9:00.



BERYL WALLACE
The lovely voiced gal—she runs the "Furlough Fun" show on Fridays at 9:00 o'clock.



AND PERSONALITIES



FRED WARING

Enjoy his musical "Pleasure Time" at 8 o'clock each evening, Monday through Friday.



DICK JONES

You'll hear him each Thursday night at 9 o'clock when he plays "Henry" in the laughable "Aldrich Family" show.



JIMMY DURANTE

The Schnozzle is now one-half of the "Moore and Durante" show at 7 o'clock Thursday night.



BARRY WOOD

A perennial favorite, now heard as emcee and vocalist on "The Million Dollar Band" each Saturday night at 7.



HILDEGARDE

She's the "femcee" and vocalist on "Beat the Band," Wednesday night musical quiz at 8:30.

PHIL SPITALNY

He leads his all-girl orchestra on "The Hour of Charm" each Sunday night at 7 o'clock.



KGW EVENING PROGRAMS

BING CROSBY
His "Music Hall" show
is a Thursday evening
feature from 6 to 6:30.



KAY KYSER
Dean of "The College of Musical Knowledge," 7 P. M.
Wednesdays.



JOSEPHINE ANTOINE
Vocalist on "The Contented
Program"—7 P. M. Mondays.

ROY ACUFF
Singing star of "Grand Ol'
Opry" — A Saturday night
favorite, starting at
7:30 o'clock.



JIMMY McCLAIN
Better known as "Dr. I. Q."
to millions who hear his
Monday evening show at
6:30.



MARION McMANUS
Featured Sunday evenings
at 6 o'clock on "The Man-
hattan Merry-Go-Round."



AND PERSONALITIES



HARRY HERSHFIELD

"Senator" Ed Ford and Joe Laurie Jr., story-tellers of
"Can You Top This?" 6:30 P. M. Saturdays.



HOOSIER HOT-SHOTS

Barndance tootlers, 6 o'clock
Saturday evenings.

JAY JOSTYN

Plays lead in "Mr. District Attor-
ney," KGW 6:30 P. M. Wednesdays.

VICKI VOLA

Charming leading lady of the
tense dramatic series, "Mr. District
Attorney."



FIBBER MCGEE & MOLLY
Beloved man-and-wife team who make millions laugh, KGW
6:30 every Tuesday evening.



THE HISTORY OF KGW IS



"Twenty-one years"—as the familiar song has it—"is a mighty long time!" It's a long time in the history of radio, too, yet for twenty-one years Station KGW has been bringing listeners in this area the best in radio.

Radio listeners have long since learned to tune their radio sets habitually to 620 on the dial because there's always a good program on KGW.

KGW went on the air officially for the first time, March 24, 1922, with a program that would be notable even today. Edith Mason, star of the Chicago opera, sang; Georgio Polacco, conductor of the opera company, accompanied her. Joseph Hergesheimer, author, spoke into the microphone horn as he presented Miss Mason with a copy of his new book, "Cytheria." The late George L. Baker, showman mayor of Portland, was there to hail the new entertainment medium and the late Edgar B. Piper, then editor of The Oregonian, introduced Miss Mason to the unseen audience.

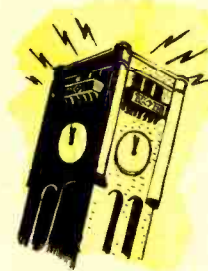
KGW's "live-talent" programs, featuring the best available artists, encouraged more and more people to invest in radio sets.

Since then a generation has grown to voting and military age with no recollection of a time when KGW programs were not available on the radio at home. That a flip of a switch will bring a speech by the president of the United States, the latest dance music or news of the world is accepted as a matter of course.

Of the original equipment of station KGW little remains except the call letters. Technological improvements have stepped consistently on one another's heels. Types of microphones in use in the station, for example have become obsolete and have been replaced by something better six times in 21 years.

The original carbon "mike" was a temperamental thing. When not in use it was stored in a wooden box heated with electric lights to dry out the carbon particles. In use, as soon as the carbon became dampened by the breath of a speaker or singer it started to hiss.

In the beginning the microphone had to be placed at the small end of a square megaphone-shaped horn. The speaker or



singer had to thrust his face into the larger end. If the performer was a woman her hair invariably was mussed and her makeup smeared.

Early in its history, KGW was distinguished by the work of the "Keep Growing Wiser Order of Hoot Owls," a radio degree team composed of Portland business and professional men who staged a weekly two-hour program for the fun of it.

As distinctive equipment, the Hoot Owls had the "owlorgan," a pneumatic organ that operated on the principle, and with the general effect, of a circus calliope. One of William R. Boone's outstanding achievements was to play Beethoven's "Moonlight Sonata" on the instrument.

Soon it was discovered that shut-ins throughout the Pacific northwest were enjoying and counting on the Hoot Owl program. A "rainbow division" was formed as an adjunct of the Hoot Owls to provide radio receivers—crystal head-sets and any other kind that could be obtained—for shut-ins. This organization eventually equipped the state tuberculosis hospitals at Salem and The Dalles with radio receivers.

The "sunshine division" of the Portland police reserves formed an alliance with the

THE HISTORY OF RADIO

Hoot Owls to facilitate immediate aid for needy Portland families.

Meanwhile, through all ramifications of the program ran leavening, good-natured humor of the degree team. Visiting celebrities were "initiated" before the microphone and many cherished their membership cards for years.



Radio originally was nocturnal only. Daytime programs were added one at a time.

Steadily, KGW, pioneer station of the northwest, developed. The little tower studio was abandoned for commodious, soundproof quarters elsewhere in The Oregonian building. Power was increased from the original 50 watts to 100, then to 1000 and later to 5000. In 1926 the station installed new Western Electric equipment throughout. The next year KGW announced its affiliation with the National Broadcasting company. Two years later transmission was notably improved again by the installation of new modulator unit.

Later, after extensive surveys, a North Portland site was selected as the most effi-

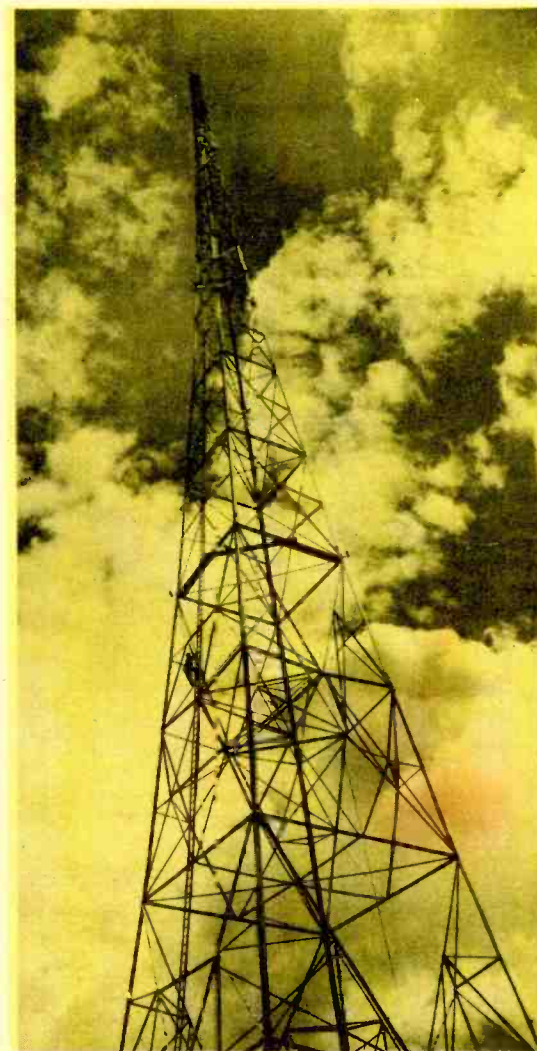
cient possible location, and a new transmitter plant was built there, with a 625-foot vertical antenna.

PROGRAMS OFFERED ARE TOPS ON RADIO YARDSTICK

Currently KGW, as a key station of the National Broadcasting company's Red network, offers its listeners most of the top radio programs on the air, as rated by the yardstick of the radio industry, the Co-operative Analysis of Broadcasting. These are the Charlie McCarthy program, Jack Benny, Fibber McGee and Molly, the Aldrich Family, Bob Hope, the Fanny Brice-Frank Morgan show, Walter Winchell, the Bing Crosby program, the Bandwagon, One Man's Family, Eddie Cantor, Kay Kyser, Mr. District Attorney and Red Skelton.

In addition to these, KGW carries the outstanding news programs and daytime shows. In the local field KGW continues to develop performers so good that they are being constantly called by the national networks.

It has been a busy 21 years for KGW, but those connected with the station feel that it is "only the beginning." New techniques are constantly being developed, new services are being added. The "pioneering" spirit of 21 years ago lives on.



THERE'S ALWAYS A GOOD PROGRAM ON KGW

620 ON YOUR DIAL



Photographs of local radio artists in this booklet by Bruno Art Studios.

www.americanradiohistory.com