STAFF

Moody looking Mister Singleton of KGW-KEX may be the best radio engineer on the Pacific coast, but there's an ingenious broadcaster not more than 100 miles away who has done tricks Singleton never hopes to do. This gent has never bought a mike since the first one came out. He makes his own from Seegar boxes—and they work. When he has a remote control job he doesn't lease a balanced wide-range line, but goes to the remote control point, calls his studio on the phone and, having established connection, takes a gadget from his pocket, fits it over the mouthpiece and he's ready for broadcasting.

So clever is this bird that he doesn't So clever is this bird that he doesn't even use batteries to run the little gadget. Instead he sends current over the wire from his station to light the filaments of the tubes while at the same time using the wire to send sound impulses in the opposite direction. Rumor has it the phone company naturally didn't like this crude experimenting on their expensive equipment, so they stuck resistances across the lines to protect them. Then the game was up:

That didn't stop our fra-and, however. One day he went out and sold a contract to broadcast from a certain building six blocks away. The contract wasn't large enough to warrant paying regular line toli. A less astute guy would have passed up the dough, but not our hero. Going out into the atreet he traced the sewers from his building to a main street and from the main street to the proposed remote control point. It pained him to think that this made-to-order subway should be used for nothing but sewage. Bah! So once again you're called on to answer what did this magician do this time?

This is what he did. He bought a rubber ball for a dime, tied a strong fishline to it and flushed it down a bathroom drain. Running to the street he removed a manhole cover and sat down and waited. In about 15 minutes up bobbed the ball. Giving it a shove

"down-street," he ran six blocks, where at another manhole he waited again until the spherical little Fido floated into sight again. Anchoring the fishline there, he went to his customer's place, flushed the ball with another length of fishlins down to where the first was tied. With the lines he hauled his wires through. He tested them, and, ah!—moosic! The story is the line worked for two years and no listener ever got wise to the fact, however much he may have suspected it, that his radio entertainment came out of the sewer.

And now, my fra-and, B. Mike will, shut up before he gets his nose punched, and talk about a few programs instead. KGW: Phil Baker at 6:30 o'clock. First Nighter in "Camera Fight," at 7. The Red Lion Circus at 5:15. Kex: Homicide Squad. KON: March of Time, 5:30. Olsen and Johnson, 7. Friday Frolics, 8:45. KBPS: Benson-Franklin basketball at 8:15. Note: On Cheerio program tomorrow morning, KGW, Adeline Hargnod, contralto, from Washington high.

Funniest catchword on the air-Tho



A New Group in Oregon

WESTERN ADVERTISING AUG. 1936

Newest of the Pacific Coast's minor chains is a group of Oregon stations which have sold hours on a chain basis only within the past few weeks. The stations involved are KORE. Eugene; KSLM, Salem; and KXL, Portland (each powered with 100 watts). They united through the use of Postal Telegraph lines in order to provide a local book-up for some of Associated Oil Company's basketball broadcasts, and the first use of the group was made January 13, 1936.

This business of having to listen to people on the air before writing about them is hard work, but B. Mike has thought of a way to find out all about them without listening in. He has become a grapologist

A grapologist, friend, is not one of those guys they kicked off the U.S. ether and you hear now only over Mexican stations, but rather he is a combination of those guys. He is a cross between a fat woman with a dirty neck who reads your palm and a phrenologist, which is a guy that feels of your skull. He is a specialist in handwriting.

While waiting for a specimen of the handwriting of Al Jolson, who he cannot bear to listen to, B. Mike will read the handwriting of anyone who will send some handwrit; ing in together with 15 cents, and this will be conscientifically scrutinized, especially the 15 cents, and page 32 of the Lovers' Dream Book copied off and sent you in return for 15 cents.

No sooner said than in comes a note from Harry Read of KXL. Harry says his Salem station, KSLM, has been granted full time on the air on its present frequency, 1370 kc., which is between KXL and KFJR. But what Harry says is unimportant and unnecessary. It is how he crosses his t's that counts.

Reading Mr. Read Even if Harry had written Mary had a little lamb it would be plain nad a little lamb it would be plain KSLM had got full time because of the way Harry joins his words together. I note Mister Read, you make your P's and D's with a single dash. This reveals a positive, obstinate, opinionated person with well-defined tastes, fond of money and having ardor, force, will never and having ardor, force, will power, sensitiveness, spirituality, dandruff, is impulsive, aggressive, materialistic, atheous, soluble, rhabiditiform, ridibund, viviperous and vivivicative, equable and given to broadcasting.

From the blue ink you use I can ee you are a blueblood (black ink, like Higgins Eternal, is used only by Africans), and are skeptical, luxury loving, rostelarian and mal-leable. Your short finals which are curled over indicate you are a person who is impulsive, fond of the unusual, spontaneous, with protective instincts highly developed, ambitious, pessimistic, likes to be in the foreground while remaining in the background, is reticent, discreet, invests money wisely, is economical, such as using railroad tracks for broadcasting lines. In addition to which (hey, Harry, did you inclose the 15 cents?), you are aquaeous and executating—excuse it, the phone is ringing—

Aw nuts! (That was Harry on the phone and he said he didn't

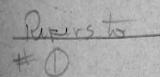
write the note at all. His secretary did). Back to the crystal borl!

THE OREGONIAN-KOW

the 'Barber of Seville.'

Harry Reed of KXL says he knows why they're not broadcasting the war by remote control from Ethiopia. The country has no sewers. Worth seeing: Norv Rader leading community singing at the Breakfast club. First one powerful flipper, then the other, in screw-like movements, calesthenic style. But he gets results. What with Hayton going off the Lucky Strike program Saturdays, B. A. Rolfe may get his old job back,

OREGONIAN 10-30-35

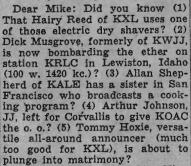




BEHIND THE MIKE

WITH WILLIAM MOYES

11-8-35



Did you know (6) Eddie King (KGW-KEX) has a brown and white dog named Dolly and the license number of his car is 180-817? (Note: The dorg is news, but you heard about them love birds, didn't you?—Ed) (7) That Phil Irwin, KGW, KEX, is extremely absentminded? (8) That Joe Smidt of JJ cured his cold by radio frequency

On and On, On and On
That (9) Tiny Secour of KOIN
used to be called "sea cow" by his
pals? (10) That Jimmy Green of
KXL sees nothing, hears nothing, and tells nothing—which is some-thing? (11) That Jack Erwin of JJ talks so slow it's a wonder he has

any time left to play records?.

That (12) Willie Rohrer, fresh from Astoria, now on JJ's announcing staff, is a classical pianist? (13)
That Paul Harden is now KXL's program director. (14) And Allan Roberts, formerly of KFWB, has moved from KSLM, Salem, to KXL's announcing staff? (15) That Don Kneass, KGW-KEX, can scratch the back of his head while an-

nouncing?

That (16) KOIN sometimes overlaps JJ and at times it is impossible to get either station (Boy wotta break!—Ed) (17) That JJ is called the Nazarene station and plays the recording of Lanny Ross singing "I'm misunderstood" on an average of four times a day? (18) Hairy Reed of KXL has not discovered any new sewers lately, although he goes on a sewer hunting expedition occasionally? And (19) Andy An-derson of KGW-KEX can't go home for the next 30 days on account of his kid's got scarlet fever? WINNIE WINCHELL, Portland.

You're in court. Judge Mears on the bench. KXL Hairy Reed and his lawyer at one side of the counsel table. Eddie King and his lawyer, Bob Mautz, at the other. All around the room are Portland radio folk. Radio is having its day in court.

The case is Hairy vs. Eddie. Eddie used to work for Hairy. As a kid breaking into broadcasting he worked for nothing. Later he paid him a little, plus nothing a week. All that was a couple or more years ago. Hairy is suing Eddie for \$150 or so he says he

overpaid him.

Gosh, What a Mess

Eddie's salary, it seems, was some-thing like \$2.50 a week in cash (or was it \$5?) plus \$30 a month to be taken out in due bills, or merchan-dise orders of KXL customers who paid in goods instead of in money.

On the stand Hairy is a kick. His lawyer asks him a question. Dead-panned, like a guy walking in his sleep, he walks with hands out-stretched to his pile of books and remains there like a statue, doing nothing. No reflection on Hairy. Some Complications

There are complications, not entered on the books, such as a personal loan of a couple of bucks. Also a smashup of Eddle's auto, to repair which he sold a garage time on the air in exchange for repairs, then had to cough up \$10 to pay a salesman's commission.

Out in the corridor Eddie has exhibit A ready to introduce. It is his salary for a couple of weeks of hard labor at announcing-viz., a eage of two lovebirds. The dough poor Eddie got wouldn't have bought bird seed to feed 'em, he says. And, as for eating the things, Eddie's been fattening 'em for three years, and they still are no good for Thanksgiving.

Good Time Had by All

Through all the maze of figgers and contradictions of 'em one thing stands out as the crux of the case. Hairy says there was eight months Eddie never showed up for work. Eddie says he certainly was there

and worked a full day daily.

To prove his claim Hairy shows his log books of programs broad-cast. Why isn't Eddie's name signed to them? Eddie's answer is simple. First he puts Rollie Truitt and Jack Charles on the stand to say he worked with them daily. Next, he shows everyone in a program does not sign the log book, only the control room announcer. B. Mike gets a snickering fit and beats it.

OREGONIAN 11-26-35.

The Wildcat Returning

Next week the old familiar greeting, "Hello World" will be heard again in Portland. Robert Gordon Duncan, most picturesque (and once too picturesque) character that ever rode the local kilocycles, will be heard over KXL four nights a week for 30 minutes a night, starting at 8:30 next Tuesday.

The Oregon Wildcat, it seems, is a candidate for state senator, a job witch B. Mike's crystal borl indicates he has a fair chance of copping. As wild as ever, though probably more cautious, Wildcat Duncan will discourse on his platform which is Oregon ought to have a trade commission. This commission, or state NRA, would have authority to regulate business, says the Wildcat, thus saving gas station operators and other small business men from going broke. The only reason they ain't broke now, sezze, is they had the NRA a couple of years. The Wildcat's radio contract is for 26 weeks. In addition he'll make three broadcasts in Salem and two in Eugene.

4-7-36 OREGONIAN

Oregon Wildcat Tonight

Tonight's the night that Robert Gordon Duncan returns to the air on KXL. Once the Oregon Wildcat, now the Blue Eagle, radio's most picturesque talker, at present candidate for the state senate, will be heard every Tuesday through Friday at 8:30 P. M.

Jack Little (not Little Jack) ex-KOMO, has joined the announcing staff of KGW-KEX. Moody Mister Singleton is juggling kilocycles on a visit to Chico, Cal. Charles Gerrard, ex the Homicide Squad and other KGW dramas, was heard on NBC the other night in Winning the West. Those two Don Lee pianists, Shaisgreen and somebody else should be billed as "Twenty Thumbs." They play like they just met.

Pick of the Pack

KGW-Consumers' program, 1:45. The Mills Brothers with Ben Bernie, 6 P. M. Donald Novis et als., 6:30. Eddie Dowling and Ray Dooley, 7 o'clock. Phil Lord and a thriller about two seafaring ghosts at 8:30. Grace Cathedral Boys' choir on Death Valley Days at 9 P. M. Crime Clues at 9:30.

KEX-Baseball in the afternoon. Crosscuts at 6. Talk by Fire-eater Senator Rush Holt, the Huey P. Long of West Virginia on his latest and favorite stummickache, "Red Tape and the WPA," 6:30 P. M. Covered Wagon, 8:15. The fights— Red Bruce, who kayoed Young Firpo, vs. Carmen Barth, with Rollie Truitt at the mike, 9:30 o'clock.

KOIN-On Pickfair show-Joel McCrea, Johnny Mack Brown and Juzzy Knight at 7, Jack Oakie & bride (he calls her pigeon) with Ken Murray at 5:30 o'clock.

KXL starts its Oregon (Portland, Salem, Eugene) network at 9 to-night, NBC and CBS have swapped station outlets after a cash scram-ble in Boston, CBS getting Edison Lights WEEI. In London they've

KXL President



HARRY B. READ President, Owner and Pioneer of Radio Station KXL, Who is Interviewed Today

KXL President Was a Former Wireless Operator

By SYLVIA HOLZMAN WHILE other local radio stations have counted many changes of management-and even ownership during the recent years of what might be called "radio's beginning,"

Station KXL continues to be owned and managed by the man who started it. And that man, Harry B. Read, president of KXL, though still a young man, is one of the oldest radio devotees in the local field.

Wireless Always Hobby

The decision to own his own radio station was, with Harry Read, just something which grew out of a vocation that was avocation or hobby as well. Wireless (so called before the transmission of the human voice because a common thing) is something he can hardly remember not being interested in, and in 1910 he was actually employed at this work. Some twenty years ago he was a ship's wireless operator, and in various capacities of this kind he was at work until 1926, when he pioneered station KXL.

1930

Station Starting Difficult Concerning the difficulties he must have had in getting started, Mr. Read said: "Soon I found that to manage a radio station more than mere technical ability is needed. The smooth operation re-quires a combination of talents and quires a combination of talents and trainings no one man can possibly give. Executive, and sales, as well as technical ability, are needed. Announcing requires the services of one with a pleasant voice and personality as well as fertile vocabulary. Musical talent is an immediate necessity. Where I fell down on these vocations I had to acquire help, and that was a job at first." Just how Mr. Read went about acquiring this assistance we could

acquiring this assistance we could not learn. The gentleman, be it not learn. The gentleman, be it said, was suffering from an indisposition on the day we called and was obviously not in a communicative mood. What personal information we acquired was elicited by means of prodding—and none too gentle prodding at that!

Technically Interested
A technically trained interviewer, however, might have drawn all sorts of interesting comment from Harry Read. When mention arose of the time when in 1912 he first heard the human voice come forth heard the human voice come forth by wireless he seemed to forget his

indisposition and talked animatedly on the subject of "dots and dashes." Had our expression registered anything but a vacuous stupidity he might have continued indefinitely, but as it was he drew up shortly and we had to ask questions.

"How many are there on the KXL staff now, Mr. Read?" "There are about fourteen of us

here now, and we keep pretty busy."
"Won't you tell us something of your plans and ambitions for the station?" Mr. Read was asked.

To Open Salem Station
"I haven't anything particular to disclose at the present time," came the reply. "However, you may be interested to know that I plan opening a station at Salem soon. There is none there, and I feel we shall be filling a real need. Other stations elsewhere? I don't know as to that." (But Mr. Read smiled in

such a way as not to deny that there may be other expansion plans up his sleeve!

Community Work Liked "We are very much pleased with our Shopping News tieup," vouch-safed the KXL president, all of his own volition. "And we like feeling that we can make ourselves instruments of service in community work. Police and Chamber of Commerce broadcasts are programs on which we enjoy collaborating.

"Are there any young Reads who may be stepping into your shoes here some day?" we inquired.
"No, but I have two hobbies. One

It developed that Harry Read is a licensed pilot, so that at times when he is not going "over the air," he might be found literally "up in the air." the air.



BEHIND THE MIKE

WITH WILLIAM MOYES



It looks like KXL Harry Read is going to exit from the Portland broadcasting picture via the sale route. Application has been sent to the F. C. C. asking permission to transfer the majority of the stock of KXL, Inc. If the thing goes through Tom Symons of KFPY, Spokane, and Ed Craney of KGIR, Butte will take over KXL. Symons' station is the Spokane outlet of CBS, Harry will go to Salem and concentrate on KSLM he owns there.

Spokane and Butte men aren't the only ones who want to become broadcasters hereabouts. Harvey Wells, insurance man and head of Jantzen Beach, has asked the commission for a permit to build a 100-watter at Vancouver, Wash. The dial spot asked for is KVEP's old channel. With Harvey are three Keatings—J. B., Harold J. and L. C., also a Joe Meyer. Harvey apparently wants a voice for Jantzen Beach.

This is a year of innovations for

This is a year of innovations for the Rose Festival, but the one you'll probably be impressed with most via ear will have its beginning over KGW tonight at 9 o'clock.

At that time The Oregonian and KGW-KEX will present a song to the Rose Festival association. It was written by Merton H. Bories, new production manager of KGW and KEX and composer of several big hits. One of his more recent tailor-made songs was "Ship Ahoy," written especially for Captain Dobbsie, but adopted by orchestras in general and frequently played by them over the networks today.

The Song Ceremony

The song will he pregented bear

ATURDAY, DECEMBER 12, 1936



BEHIND THE MIKE

WITH WILLIAM MOYES.



Examiner Seward of the federal communications commission yesterday recommended approval of the application of KXL for a renewal of its license and for authority to sell 222 out of 250 shares of capital stock for \$20,000 to T. W. Symons of Spokane, Wash, and Edward B. Craney of Butte. Mont.

Butte, Mont.
Action on the application, which is now subject to the comsion's approval, was held up pending hearings in connection with KXUs broadcasting announcements in connection with chain-

letter clubs.

The hearing was held October
1. Judge John C. Kendall and
Ben S. Fisher represented Read,
introducing depositions from
Portland residents indorsing the
station. Symons and Craney are
expected to take over KXL soon
after the first of the year.

The Hospital Ward

Manager Jennings of KGW-KEX was in the hospital and in a cast yesterday. Arriving from work the evening before at 6 o'clock he slipped on the steep stone steps of his home on the Heights and fractured his elbow.

Carey didn't know it but on another floor in the same hospital was another radio man. Wednesday morning Harry Read of KXL phoned to say he'd be in late: Two hours later Harry Runyan phoned him, but the doc had already snaked Harry away in a hurry to have his appendix out.

ALWAYS FOR THE BEST IN SPORTS

PORTS REPORTER

No. 37-5c

PORTLAND, OREGON

October 18, 1933

HARRY READ TAKES TO AIR

The facial expression in this story is of Harry Read genial prexy of radio station KXL. Noted for its outstanding sports broadcast and general good features of the air, located on the mezzanine floor in the Multnomah Hotel, Portland, Oregon, "Don't Sign Off."



If there is a better-liked individual in the entire city it would take a magnifying glass to discover said person. The reason that Read is in print is because like many others who accomplish a deed of unusual nature. Harry Read is now a full fledged pilot. Perhaps to many of the readers this may not appear as news, nevertheless to yours truly this is an accomplishment, because I for one, prefer traveling on the soil.

While Read has for twenty-five years devoted his time to radio broadcasting he is naturally proud that aside of his labors, he found time to learn to fly. Let's scrutinize Read's undertaking: All together Read has been navigating a plane for three years

Harry Read and he made his first solo flight two years ago, on October 2. Read took his final test with Glen W. Neil, aviation inspector for this district, and now carries a license to pilot his own ship.

Read is also a member of the Portland Flying Club, an organized group of men who own their own planes and use them for private business and pleasure transportation only.

Since he became a licensed pilot his better half, Mrs. Mary Read had the distinction of being the first passenger to take to the air; Carrol Hansen being the second to enjoy the privilege, while the third bout on the air was extended to yours truly, but as aforementioned, the soil is my choice, and only because that my labors are incomplete, prompts me to withhold from taking to the air, at this time, Sit tight boys, you're not going to chisel me out of the pleasure—but for the present the third honors will no doubt have to be extended to some one else.

Read is the oldest radioman in Portland. Seven years ago he became the owner of station KXL and has been very successful in operating it since that time. KXL is a Home-Owned station. It was this station that first starter baseball broadcasts; KXL pioneered the wrestling program which is given to the listeners from the ringside; football and other outstanding sports programs are broadcast daily to thousands of listeners. The station is also noted for its many timely sports gossips that come to you direct from the studio in the Multnomah Hotel.

However as prominent as sports are on KXL the station operates 24 hours a day and during that time the program is replete with music, chats, celebrated speakers, or what have you. This station fills the menu of what the rank and file want.

If you don' know Harry Read you should meet him. He manages to take the onerous duties or many of them, off the shoulders of his constituents like a trooper, the men under him like him for his cool and collective ways—his criticisms are always constructive.

And Read, like most of the good natured smiling fellows is a sportsman, through and through. To know him as I do, you must meet him—"come up sometime".

SPORTS REPORTER OF THE A Broadcast Daily Except Monday—Carroll Sa

ED POPICK SPORTS GOSSIP every Monday, Wednesday and Fridanights at 7:45 to 8:00.

Studio: Hotel Mullnomah

ATwater 5124

SOME PROPER THINK HIM "BATS"

BECAUSE HE IS FOR THE DEMOCRATS.

ALWAYS GETS WILD WITH INDIGNATION.
BECAUSE HE CAN'T GIVE AWAY THE STATION.

BALLEVS IN PROGRAMS FOR THE AMATEURS
MAKING THE BOSS RUN LINES THRU THE SEWERS.

IN LADIES HOMES HE TAKES HIS STANCE
THEN HURRIES AWAY OVER THE BACKYARD FENCE.

HE ANNOUNCES FOR AN OLD TIME ORCHESTRA

. AND IN HIS "SWALT" VOICE CALLS A POLKA. .

YES SIR GLD HARRY RUNYUN

YOU WILL ALWAYS FIND HIM HARE JUST A RANTIN.

RADIO DAILY 3-11-37

KXL Changing Hands

Portland, Ore.—H. B. Read, owner and operator of station KXL, yesterday announced the sale of station to T. W. Symons, Spokane, and E. B. Craney, Butte, effective with the renewal of the station's license by the FCC April 11. It is reported that Read's 80 per cent of the stock was sold for \$20,000. T. W. Symons will assume active charge of the station.

The Benson Polytechnic School, Portland, Ore., holds some kind of a record, having operated KBPS for 14 years as a non-commercial station, on the air three and a half hours each school day. W. D. Allingham is manager of the station.

Saturday, January 24, 1948

Read Charge Dismissed in **Local Court**

A charge against Harry Read, manager of Salem Electric, statinter Times to be inguiled over a city street in violation of city laws, was dismissed in municipal court Friday by Judge W. W. McKinney.

Read was arrested January 2 by city police on a complaint signed by City Engineer J. H. Davis, charging Read with installing electrical wires over Carlton Way in violation of city ordinance 3642. Read had pleaded innocent to the charge and posted \$200 bail after his arrest.

Read and three Salem Electric linemen are scheduled to appear in municipal court January 29 to face the same charge growing out of their arrest by city police January 12 for allegedly reconnecting several wires on Donald road, Carlton Way and Portland road. This charge was also brought by Davis. Read and the linemen are now free on \$100 bail each and have pleaded innocent to the charge.

Read already has filed notice of appeal in Marion county circuit court from a September 6 ruling

municipal court which fined him \$150 on the same charge. The company is now operating under a limited franchise granted by the city council last year which confines the company's operations to customers being served prior to October 1.

Time Flies:

From the Files of The Oregon Statesman

10 Years Ago

October 8, 1948

The United States will have about 95,000,000 men and women of voting age by election day, Nov. 2, the Census Bureau estimated. This is an increase of 250,000 a month over the bureau's last previous etimate.

Harry B. Read, manager of Salem Electric Co., died here. He was one of the founders of Portland radio station KXL and also owned facilities which later became KOIN.

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25 Years Ago

Oct. 8, 1933

One of Salem's outstanding residents, Judge Peter H. D'Arcy, died at his home. Born in Brooklyn, N. Y., in 1854, he came to the Pacific Coast with his parents in 1855. He graduated from Willamette University in 1875 and a year later was admitted to the bar.

A new world's record of 112 hours, 41 minutes continuous roller skating was claimed at Tacoma, Wash., by W. W. Miller, 74.

40 Years Ago

Oct. 8, 1918

dents at Chemawa Indian School shaking hands.

have suffered from Spanish influenza during the present epidemic and the death list has grown to 16. No classes have been held. The teaching staff has been nursing the ill.

Col. E. Hofer is recipient of a rare and classic old Italian oil painting of the Madonna by Giovanni Pattista Salvi Sassoferraio. It is a gift from his son, Lawrence Hofer, who is with the American navy submarine chaser division.

Pickets Picketed In Portland Issue

PORTLAND (AP)-Lew Traub began picketing pickets here today. He said they are carrying non-union signs and he is tired of

Traub walked beside picket Herb Baxter, who was wearing a banner proclaiming that the Zidell Machinery and Supply Co. was unfair.

Traub's banner said: "Picket banners made by non-union shop Unfair to union awning shops."

Traub operates a union canvas products shop.

James A. Petrillo, retired president of the American Federation of Musicians, is afraid of germs Over one-third of the 500 stu- He offers only his little finger in