

## BILL MOSHIER'S FARM PROGRAM KIRO FEATURE

Fan Mail Proves Popularity of Family Forum; Commended By Dept. of Agriculture

For almost two years Bill Moshier's Farm Forum on KIRO at 7:15 a. m. has been a "must" on the radio calendar of every farm family within earshot of the station. Bill doesn't say much about it, but Farm Forum is one of KIRO's heaviest fan mail producers and he measures the thousands of letters from his "farm neighbors" by suitcaseful. It makes no difference what the question is so long as it has to do with farming, Farm Forum will strive to produce the right answer.

### PRACTICAL BACKGROUND

Bill Moshier's farm background is strictly practical, and his farm experience gained, for the most part, right here in Washington, fits him to know the problems faced by the farming people in the area which KIRO covers.

Farm Forum is the only daily farm program presented in Western Washington which offers technical information on agriculture as well as last-minute news from farming centers of the nation and the world. It has been highly commended by officials of the U. S. department of agriculture at Washington, D. C., by the State College of Washington and by local agricultural officials and farm organizations. Farm Forum has been called unique in Western United States by several agriculture officials in the nation's capital.

In addition to being farm director, Moshier is also publicity manager for KIRO.

## Time Klock Klub Helps Members

Considered almost a civic institution by thousands of radio listeners, KIRO Looie's Time Klock Klub, daily curtain-raising musical clock program on the air at 6:45 a. m. daily except Saturday and Sunday, was advised of another of its countless services to its listeners this Father's Day, though it rendered the unusual help to a member at Christmas time last year.

In a letter to "Kernel" Carroll Foster, Time Klock Klub maestro, requesting the broadcast of a selection for his father on Father's Day, Lucius Macklin, of Seattle, advised the "Kernel" that the reading of a letter of his prior to last Christmas was the means by which he and his father, George W. Macklin of Port Angeles, were enabled to spend the holiday together after not knowing each other's whereabouts for more than twenty-seven years.

Foster's Klub, through its more than 20,000 active members, has rendered almost every kind of aid to members and non-members that people can offer to one another. Members have given blood transfusions, food, clothing, and even shelter have been provided; each year at Christmas truckloads of books and other gifts are distributed to children's homes, hospitals, and other institutions.

### FIELD DAY FOR FANS

Hollywood autograph hunters have a field day around Columbia Square on Friday when Louella O. Parsons' "Hollywood Premiere" goes on the air with famous guest stars.

## EXECUTIVE STAFF OF KIRO



LOUIS K. LEAR  
President



TOMMY THOMAS  
Program Director  
(Grady Photo.)



SAUL HAAS  
Vice President



JAMES HATFIELD  
Chief Engineer  
(Grady Photo.)



J. A. MORTON  
Local Sales Manager  
(Grady Photo.)



LOREN STONE  
National Sales Manager  
(Grady Photo.)



JOHN C. HAGEN  
Vice President  
(Walters Photo.)



H. J. QUILLIAM  
Vice President, General Manager  
(Walters Photo.)

## '30 MINUTES OF MUSIC' POPULAR

One of the most popular features broadcast from station KIRO is "Thirty Minutes of Music," con-



MAX DOLIN

ducted by Max Dolin and "his violin." Every Sunday evening from

9:30 to 10 o'clock this program of sweet and semi-classical music is heard by the people of the Pacific Northwest. With the increase in power of KIRO's new transmitter it is expected an even wider circle of enthusiastic music lovers will be able to enjoy this Sunday evening entertainment.

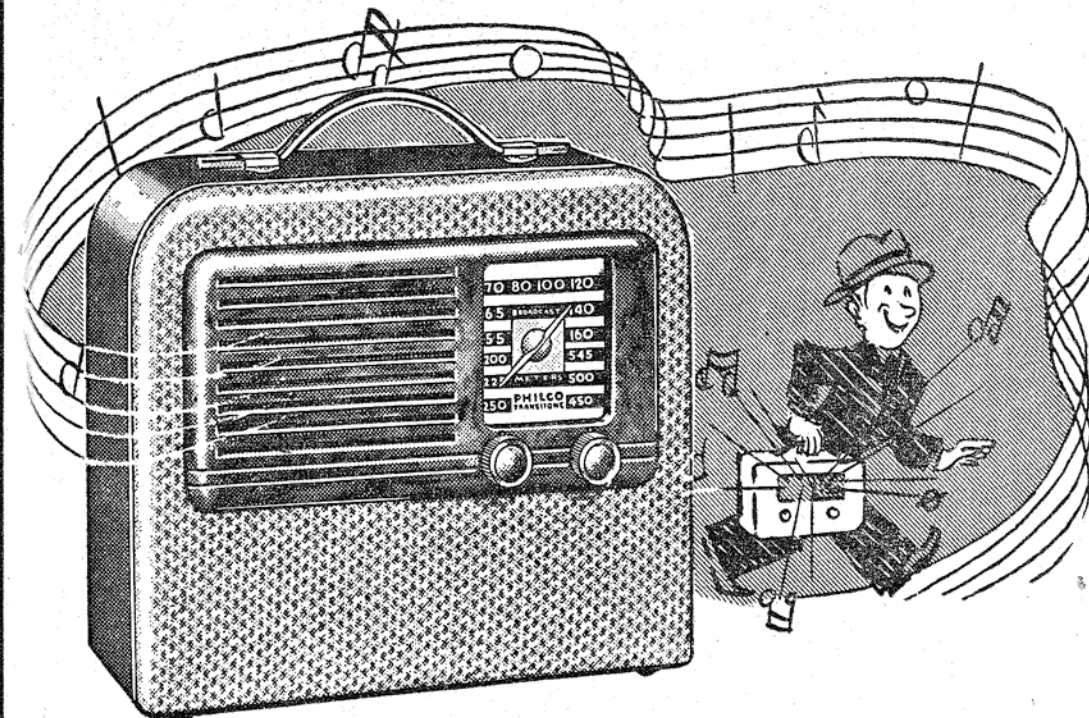
Dolin, an accomplished musician, has gathered around him a group

of outstanding members of the Seattle Symphony Orchestra for the presentation of these programs. In addition some of the Northwest's most noted vocalists are heard from time to time as guest artists. Max Dolin and "his violin" have been popular favorites since the early days of radio, when as the "Spanish Don" he played early California musical selections.

## News Broadcast Popular Program

Featuring world-wide news coverage by the Associated Press, and with special emphasis on news of the Northwest, the "11:30 News," broadcast every day except Sunday over KIRO, ranks as one of the most popular morning programs originating from the Friendly Station.

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Play it by battery when you go on picnics or on trips... plug it in on AC or DC current at home. Built-in loop aerial brings in far-away stations with amazing clarity. 5 powerful tubes give extra sensitivity and selectivity. Clear tone speaker gives richness, depth and clarity of tone. Easy-to-read full-vision dial has automatic on-and-off signal. Attractive case is covered with beaver graining.

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Park your car free in Second Avenue Garage. Ticket validated with purchase.

## NEW POWER TO ADD LISTENERS

When power begins to surge through KIRO's new 50,000-watt transmitter at noon today, more than 800,000 new listeners will be within dial-setting distance of the station's local and CBS program service—more people than live in Seattle, Tacoma, and Portland combined. Homes of the 1,355,000 persons within reach of KIRO's voice occupy an area of 388,000 square miles in Washington, Oregon, Northern California, and Alaska—an area almost equal to that of all the states bordering on the Atlantic Ocean from Maine to Florida.

Many thousands of these new listeners formerly were beyond the reach of any major radio station and denied the enjoyment of the great radio network programs heard daily by listeners in near-by metropolitan areas.

Through the service made possible by KIRO's new superpower facilities, radio will begin to loom larger in the daily lives of this more remote audience.

## Dramatic Happenings Broadcast by KIRO

Spot coverage of dramatic local news events was carried to the nation three times recently by Seattle's Station KIRO, now the Northwest's most powerful broadcasting unit.

From an airplane hovering above the scene of the Tacoma Narrows Bridge collapse, KIRO relayed the story of the disaster to a nationwide network of the Columbia Broadcasting System. When word of the catastrophe, which overshadowed news of the European war in newspapers all over America, reached KIRO's Seattle studios, an emergency crew rushed to the scene with a police escort. First radio reports of the bridge's collapse were broadcast immediately afterwards. Carroll Foster, who was recently awarded the Congressional Medal of Honor upon his return from the Byrd South Polar expedition, conducted the network account from a hastily chartered airplane.

When Seattle successfully conducted the first blackout of any major city in America, KIRO was entrusted by CBS with the network coverage of the story. Three of

KIRO's veteran announcers, Maury Rider, Peter Mertons and Carroll Foster, reported the blackout's progress from vantage points in various parts of the city.

Rider, dean of Seattle's radio announcers, gave listeners all over America the resident's viewpoint of the proceedings from a private home on Queen Anne Hill. The appearance of a blacked-out city from its harbor and business district was described by Peter Mertons, news editor of KIRO, from his position atop the County-City Building. Foster, who again delivered a dramatic account from an airplane, estimated the blackout's success in hiding vital areas of the city from air-view.

A KIRO staff announcer, Jack Kinzel, described the recent President's Birthday Ball in a broadcast which had one of the largest network hook-ups ever given a local program. Originating in the Olympic Hotel, Seattle, Kinzel's account was carried on stations of CBS, the Red and Blue network of NBC, and stations of the Mutual Broadcasting System.

## CBS Will Broadcast From Seattle Tonight

Offering Seattle radio listeners a chance to see as well as hear their favorite Hollywood radio stars, KIRO will play host tonight to the sensational Columbia network program, "I Was There," which dramatizes history-making events from the stories of eye-witnesses. Broadcast from the stage of the Music Hall Theater at 9 p. m., the special program from Seattle honors KIRO's expansion to 50,000 watts, and will pay tribute to the Northwest's only super-power station.

On tonight's broadcast, to be attended by hundreds of Seattle radio listeners, three residents of the Northwest will participate in the program and hear spectacular events of their own lives made the subject of radio drama.

Mrs. Alice Kelly of Tacoma will describe her conversation with the famous Mrs. O'Leary on the night of the great Chicago fire. Mrs. Kelly witnessed the beginning of this great tragedy.

Frank Skipper of Vancouver, B. C., will recount how he stood in

the British house of commons the day in 1936 when Prime Minister Winston Churchill amazed the English parliament by giving the exact figures on the size of the Nazi air force, and urged the immediate beginning of a vast British armament program, only to be called an alarmist by the then Prime Minister, Stanley Baldwin.

## On National Shows

Featured appearances with top rank radio artists are no novelty to Phil Crane, baritone soloist and musical adviser with "Seattle's Friendly Station," KIRO. Crane has appeared as soloist and guest artist on the programs of many ranking radio celebrities, including Grace Moore, Andre Kostelanetz and Al Pearce.

Among the popular features of the recent KIRO series, "It Pays to Listen," were duets sung by Crane and Mildred Mullins, soprano, who are billed together as "The Singing Sweethearts." In private life, Mildred Mullins is Mrs. Phil Crane.

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GREEN LAKE

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**KRSC**

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HEAR YE!

KRSC congratulate KIRO on their increase in power to **50,000 Watts** and wish them every possible success.

**DIAL 11.50**

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**KIRO**

Columbia Network

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AND ORCHESTRA  
**ALBERT SPALDING**  
NOTED VIOLINIST

GUEST ARTIST  
**PAUL ROBESON**

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