

Civic Auditorium Will Become KNX-CBS Radio Studio Tomorrow Night!

TRANSMITTER DEDICATION FEATURED BY PRESENTATION OF NOTABLE ENTERTAINERS

Outstanding artists from Columbia Square in Hollywood are due to perform before familiar microphones in unfamiliar Civic Auditorium tomorrow (Friday) night when KNX-CBS dedicates its new transmitter station here with a gala dinner-broadcast program. The program will go on the air over CBS Pacific Coast stations promptly at 9:30 o'clock. Those who will entertain the hundreds gathered in the Auditorium and the thousands thruout the nation are pictured below:



MAESTRO OF COAST . . . Lud Gluskin, West Coast music director for KNX-CBS, will direct his 24-piece orchestra in a special salute to Torrance and the new transmitter station at the dinner-program Sept. 16, in the Civic Auditorium. A Yale graduate, he toured England and the Continent with his own orchestra before he joined CBS. He is on the air each Friday night.



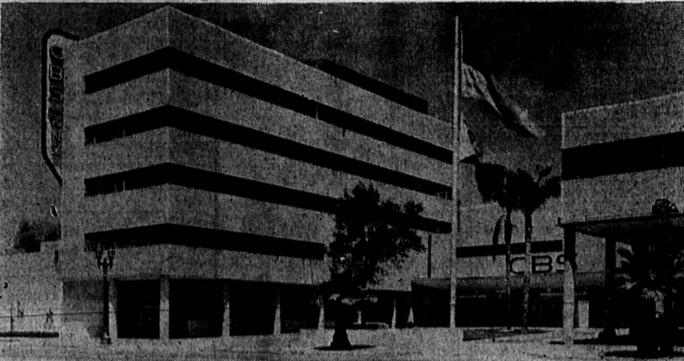
PETITE SINGER . . . Mary Lou Cook, a featured performer with several noted radio orchestras, is scheduled to appear at the Civic Auditorium dedication affair for the new 50,000-watt transmitter station.



DEDICATION 'EMCEE' . . . Bill Goodwin, ace KNX-CBS announcer, has been assigned to act as master-of-ceremonies at the festivities in the Civic Auditorium marking the formal opening of the new transmitter station. Broadcast at 9:30 p. m.

Lobster Proves Hardy
PINETTE, P. E. I. (U.P.)—Railwaymen here have discovered that lobsters can live a long time without food. A crew of lobsters was shipped from here for Boston by refrigerator car and when it was unloaded one lobster was left in the box-car. It was brought back here 11 days later in good health.

LET THEM KNOW
Your friends will be interested in learning about Torrance. Send them copies of the souvenir edition. These may be obtained at The Herald office, 1336 El Prado, Torrance, at 10 cents each. The Herald will mail copies anywhere in the U. S. for 15 cents each.



COLUMBIA SQUARE . . . On the very spot where the motion picture industry first took root in Hollywood now stands this new temple to an even younger miracle of modern entertainment—radio. This is the first building designed for radio broadcasting purposes exclusively. Located on Sunset boulevard, Columbia Square contains studios, audition rooms, a playhouse seating 1,000, staff and executive offices. The patio walls are bright with continuous lateral windows, the whole plant is air-conditioned and decorated in grays, blues, reds and yellows. This structure is the "heart and voice" of KNX-CBS whose "aerial fingers" are at Columbia Park here.

Giant Power Lines Handled With Safety

Into the new KNX-CBS transmitter plant here two cables pump enough electricity to illuminate a small town. Yet modern safety devices, installed under the direction of CBS engineers, have made the plant safer from shock than the average home.

Each of the power lines is constantly charged with a current of 16,500 volts but contact with metal—the usual cause of shocks—has been made safe by grounding every piece of metal in the building. Even the steel in the reinforced concrete walls has been thoroughly grounded.

High voltage apparatus has been enclosed to prevent chance contact. Special switches on doors enclosing this apparatus cut off the current the moment the doors are opened. In case of failure of these switches, there is a mechanical device on each door which shuts off power when the door is opened to an aperture of two and one half inches.

Transformers are locked in non-conductor vaults of foot-thick walls. The 490 foot transmitter tower is surrounded by an insurmountable wire fence at a sufficient distance to prevent contact with any "live" apparatus.



SONGSTER . . . Clark Ross, romantic-voiced Hollywood singer who is heard on a number of CBS network programs, will broadcast during the dinner-program here Friday night as one of the guest-artists.



CUBAN TENOR . . . Chiquito will add color as well as music to the gala remote-control broadcast Friday night when he appears in native costume to sing liting tangos, gay French tunes and rumbas.

OPPORTUNITIES HERE
Manufacturing opportunities in Torrance await makers of carpets, washing machines, ironers, awning cloth and canvas.

H. S. MURAL LARGEST WORK OF ART IN CITY

The largest work of art as well as one of the most interesting is the mural painting in the high school library depicting the communal life of the Taos (N. M.) Indians. This work, 34 feet in length by eight feet in width, was done by Miss A. Katherine Skeel of Monrovia for the Federal Works Art Project administration. It was presented to the high school in May, 1937.

The mural covers an entire wall space above book racks. Conceived in soft pastel colors, it is the result of the artist's intensive studies at the Indian reservation in New Mexico.

KNX POINTS WITH PRIDE

Last year 18,383 separate broadcasts were available to listeners of KNX, "The Voice of Hollywood" and the 50,000-watt key station of the Columbia Pacific network. Some 6,821 hours were required for these programs. (There are 8,760 hours in a year). There were 13,659 announcements, including time signals, given in addition to the above total of programs. Over KNX last year, 8,623 broadcasts, requiring 3,004 hours, were commercially sponsored. And 9,761 programs, filling 3,825 hours, were sustaining. Programs classified as "popular entertainment" totaled 10,352 and utilized 4,012 hours. Of these, 5,499 broadcasts (2,242 hours) were commercial and 4,853 (1,770 hours) were sustaining.

EXTRA COPIES ARE NOW ON SALE
Additional copies of the souvenir edition of The Torrance Herald may be obtained at the office, 1336 El Prado, at 10 cents each. The Herald will mail copies anywhere in the United States for 15 cents. Order them right away.

Columbia Pacific Network Has Finest Equipment in U. S.

The Columbia Pacific Network, a major link in the Columbia Broadcasting System today boasts of the most modern equipment of any regional network in the United States. Reaching from KNX, 50,000-watt key station, located in Hollywood, to KIRO, Seattle, its most northerly station, the six basic stations—KNX, Hollywood; K S F O, San Francisco; K G I N Portland; K V I, Tacoma; K I R O, Seattle; and K F P Y, Spokane—all have new studios and transmitters either completed, under construction, or plans ready for construction. In addition to these stations,

which provide blanket coverage of the Pacific Coast area, are several supplementary, optional stations of the Columbia Network, including KOY, Phoenix; K A R M, Fresno; K R O Y, Sacramento; K O H, Reno; K G A R, Tucson; K G V O, Missoula; and K F B B, Great Falls. All are in the same category relative to modern radio equipment.

One-Woman Village
POLLOCK PINES, Cal. (U.P.)—Mrs. Margerite Lang makes no secret of the fact that she has something of a monopoly on affairs here. She is assistant postmistress, fire chief, city marshal and mayor. She also conducts an auto camp, runs a service station, grocery store, garage, tavern and soft drink emporium.

Hollywood's New Radio Station!

KNX HAS NEW RCA TRANSMITTER



Radio listeners in Hollywood region will appreciate the quality of this fine RCA high fidelity transmitter

In building Hollywood's new radio station, KNX, it was only natural that the owners would want the finest in equipment. And so it was only natural that for the station's transmitter the owners would choose equipment bearing the RCA trademark. For RCA is the only organization in the world that makes everything in radio, from the microphone in the studio to the receiver in the home.

The new RCA transmitter that has been installed for KNX includes the latest developments in the intricate science of putting a high fidelity signal on the air. There's nothing more modern anywhere—and both station KNX and its listeners are to be congratulated.

RCA Victor Model 97KG Console Grand
with Electric Tuning for 6 stations. Never before have you been offered such a remarkable value in an Electric Tuning Radio. This brilliant new 1939 instrument is priced way below any comparable model of last year. Has new Victrola Button, Victrola Attachment "Plug-in," RCA Victor Metal Tubes, Easy-Reading Straight-Line \$89.95 Dial, Magic Eye, many other features.

See these fine new 1939
**RCA Victor Electric
Tuning Radios at your
dealer's—NOW!**

RCA VICTOR MODEL 96T1
Here's Electric Tuning in a brilliant, new 1939 table radio. Brings in 5 stations at the push of a button. Offers exceptional power and tone on standard broadcasts and Police Calls. Among many important new features you'll find RCA Victor Metal Tubes, Easy-Reading Horizontal Dial, Electro-Dynamic Speaker . . . Continental Style Cabinet. See Model 96T1! \$39.95.

You can buy RCA Victor Radios on C.I.T. easy payment plan. Any radio instrument is better with an RCA Victor Radio Tube. For Finest Radio Performance . . . RCA Victor Radio Tubes.

Electric Tuning For All
To best enjoy the fine programs which KNX will broadcast, you should have one of the new 1939 RCA Victor Electric Tuning Radios. RCA Victor offers Electric Tuning for All in a wide variety of models ranging in price from about \$20 up. In addition to Electric Tuning and many other splendid features, the new 1939 RCA Victors offer a new departure in cabinet styling with the Console Grand and 13th Century models. Your RCA Victor dealer will be glad to give you a free demonstration—tell you how easily and economically you may own a genuine RCA Victor Electric Tuning Radio.

Get \$25.95 value—in Victor Record Society offer—for \$14.95

Victrola Button on your 1939 RCA Victor instantly turns on Victrola Attachment (right) to bring you recorded music. Victrola Attachment (list price \$14.95) also \$9.00 worth of Victor Records—\$2.00 subscription to Victor Record Society Review and membership in Victor Record Society, all yours for \$14.95. This means \$25.95 value for \$14.95, a saving to you of \$11.00. Ask your dealer for details.

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