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City of Torrance Salutes KNX-CBS Entry Into Its Industrial and Community Life

OPENING OF RADIO PLANT OFFERS NEW CIVIC ATTRACTION

EVER since last November when the first report was published by The Herald that radio station KNX and the Columbia Broadcasting System had purchased a 37-acre site here for a new transmitter station, the city of Torrance has been keenly interested in the addition of radio to this community's enterprises.

That interest has increased and today the entire city salutes the coming dedication of that splendid plant and its staff.

Torrance hospitality has been extended many times in the past 27 years to other industries but the privilege of welcoming a new one is always a community honor. That is especially true when an industry such as radio, with its attendant glamour and far-reaching scope, links a city such as this to the 20th century's greatest source of entertainment.

Has Physical Attractions

Other concerns have brought more residents to Torrance, have contributed a larger payroll with resultant increase in purchasing power than the KNX-CBS transmitter plant with its staff limited to a few expert technicians. Other firms have, by their investment here, added more to the municipality's assessed valuation than the \$350,000 radio outlet.

But with the dedication tomorrow night in the Civic Auditorium of the new radio plant, a new field for greater exploitation of Torrance is thrown open. Even a casual motorist on Hawthorne boulevard will be attracted by the "country club" atmosphere of landscaped beauty and functional architecture of the transmitter plant. It will be a Torrance showplace, attracting hundreds of visitors monthly.

Staff Personnel Welcome

These tourists will thus be brought in close contact with the city as a whole, will see our homes, our civic buildings, our other industries and, because to see Torrance is to like Torrance, our community thus gains additional friends. And cities, like individuals, cannot have too many friends.

Because the mechanical equipment within the quake-proof building is the very latest in design, the transmitter plant will be a mecca for radio and electro-dynamics technicians, workers and students. Embodying with amazing success the principle of "negative return" which reduces receptive "hum" to a minimum and increases the signal power, the equipment has already been a source of considerable interest among men in that type of work.

The plant's efficiency—75 percent in contrast to the average 26 percent—has already resulted in reports from as far away as Bar Harbor, Maine, that the KNX signal was unusually clear.

Benefit from Publicity

There is a human element to be considered in evaluating what the KNX-CBS addition means to Torrance. The men who will operate the plant, picking up all the varied programs originating in Columbia Square, Hollywood, or from distance points throughout the world, are trained Americans of a high type. Headed by Leo Shepard, supervisor, they are a distinct contribution to

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TRANSMITTER SAID WORLD'S FINEST BY SYSTEM EXECUTIVE

COMPLETION of the new 50,000 watt KNX-CBS broadcasting plant establishes Columbia's Pacific Coast headquarters as the most modern and complete radio station in the world. The new facilities at Columbia Park here and in Columbia Square in Hollywood represents

an investment by CBS of approximately \$2,000,000, and both the studios and the transmitter incorporate the latest devices of radio accomplishment.

"We are extremely proud of our new Columbia 'workshop', which is new from the basement of the studio building to the tip of the 490-foot tower," Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, states.

The new transmitter bids fair to become one of Southern California's showplaces, resembling in exterior design a country club, more than a broadcasting plant. The new white and red concrete building sits back from the highway approximately 30 yards, facing a lawn landscaped with trees and flowers.

Tour Thru Station

Some 200 yards to the rear of the transmitter building, stands the 490-foot, triangular tower, from whence KNX-CBS programs will radiate. Located only four miles from the Pacific ocean, CBS programs will have the advantage of transmission over salt water in both northerly and southerly directions, which is expected greatly to enhance the clarity of the signal, according to James Middlebrooks, CBS liaison engineer, in charge of construction.

Of general interest is the Columbia policy of welcoming visitors to the new plant. As they enter the doors of the new building, two showcases on either side of the hall will display the interesting mechanical contrivances.

Straight ahead is the doorway to the polysided room which houses the new Model 50 D, 50,000-watt transmitting apparatus. A 40-foot panel of modern design, almost bisects the room, and in front of the panel stands a control console at which the operation engineer is stationed.

Transformers In Vault

A walk bordered by a railing, and by a glass shield to the rear of the panel, leads completely around the room, so that practically all of the mechanical operations of the transmitter may be seen by a visitor.

To the rear of the panel, there is a well to the foundation floor of the building, which gives full view of the equipment in operation, with the exception of the large transformers, which are housed in a concrete vault for safety purposes. Two wings branch off the central section of the building. One provides office space for engineers, and the other includes a laboratory, a storage room, and a complete bachelor apartment.

The new KNX transmitter was designed by the architectural firm of Parkinson and Parkinson, under the supervision of Middlebrooks. The William Simpson Construction company were the contractors, and it is

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Facts You Should Know About

THE TOWER

HEIGHT: 490 ft., tallest man-made structure in S. C.

WEIGHT: 60 tons—supported on a single porcelain base insulator.

SHAPE: Triangular, 4 ft. wide on each side.

CONSTRUCTION: Welded tower sections are of solid steel rods. Bolts used only for joining sections.

STRENGTH: Built to withstand earthquakes of greater intensity than any ever recorded.

BEACON: Flashes 40 times a minute, visible for 20 miles in clear weather. All lights automatically illuminated.

BASE: 26 miles of copper wire. This is matted in a 25-ft. circle.

GUARD: An insurmountable metal fence 50 yards in diameter keeps persons at a safe distance.

SIGNAL: Because it is located less than 4 miles from ocean, permitting transmission over water north and south, clarity of signal will be greatly enhanced.

THE STATION

OPEN: Conducted tours every Wednesday, Saturday and Sunday from 3 to 5 p. m., with competent guides.

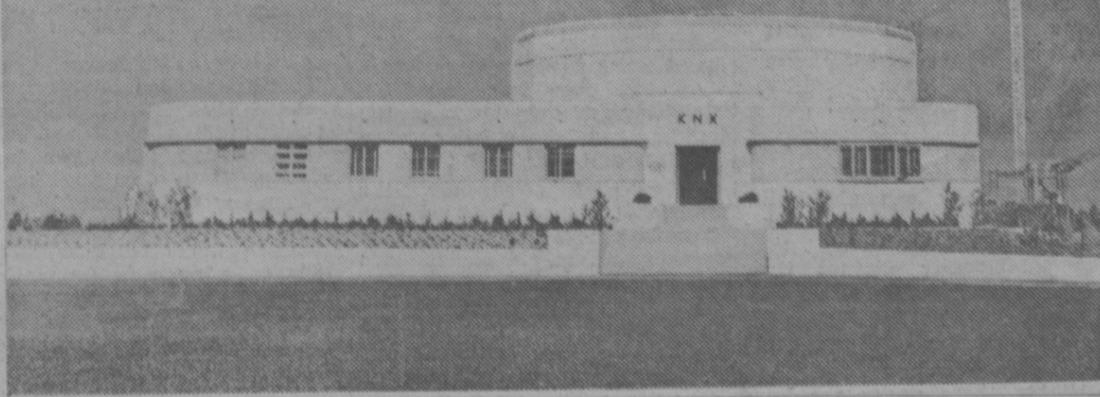
COST: \$350,000 including equipment.

EFFICIENCY: Will operate at 75 percent efficiency as compared with 26 percent for average transmitter.

POWER: Two cables carrying 16,500 volts each, all appliances rendered shock-proof. Emergency 185 H. P. gasoline engine installed. Every piece of metal in building grounded.

CONSTRUCTION: Reinforced concrete, built in two adjoining units, each designed to withstand horizontal or vertical earth shocks of almost any force, any frequency.

PURPOSE: To send out broadcasts originating any place in the world which are "piped" here, amplified, impressed on carrier frequency (1050 kilocycles), energized by 50,000 watts and radiated in radio waves to myriad radio sets.



CONTRIBUTING . . . to Civic Progress

Every newspaper worthy of the name is expected to chronicle the happenings of its community in an interesting manner with faithful allegiance to the truth. This The Herald has endeavored to do for the past 25 years with ever increasing effectiveness. As the community has grown, so has The Herald improved with larger staffs and bigger, better editions. Modern printing equipment has been added, many times in advance of actual requirements in order to be prepared for future growth.

However, The Herald has never been content to plod along in the rear ranks of the march of civic progress. It believes an aggressive newspaper inspires a progressive community to greater advancement.

With this goal in mind The Herald presents this "Torrance-On-the-Air" edition to commemorate the opening of Columbia

Broadcasting System's KNX transmitter in Torrance, and to publicize the wide range of other civic and industrial developments, recreational and cultural improvements.

To produce this issue has required long hours of devoted work with loss of rest and week-end holidays. Every member of The Herald staff has sacrificed his personal pleasures to produce this issue and it is with pardonable pride that we boast that this issue, as all others, is the product of The Herald's regular staff as no outside counsel or help was employed.

How well we have succeeded in presenting the picture of Torrance TODAY is not for us to say. It is for you to judge. But if the effort we have put forth will inspire others to devote their time and talents in other lines of civic betterment, we shall consider our contribution well worth while.