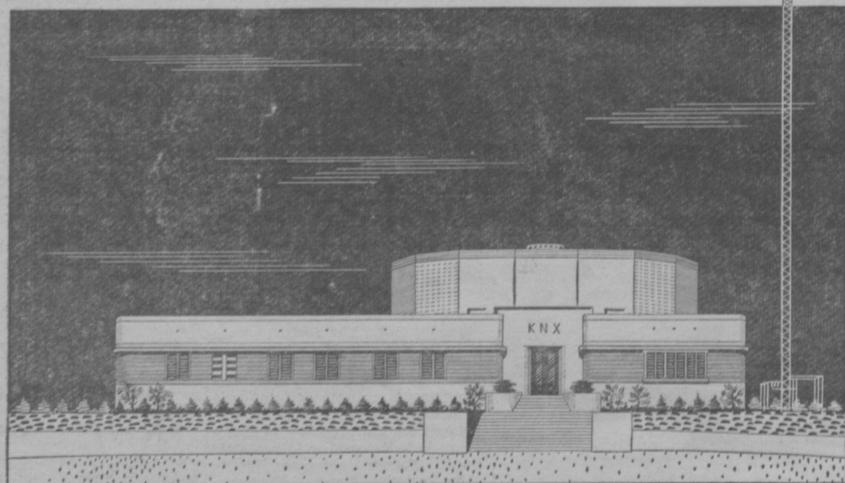
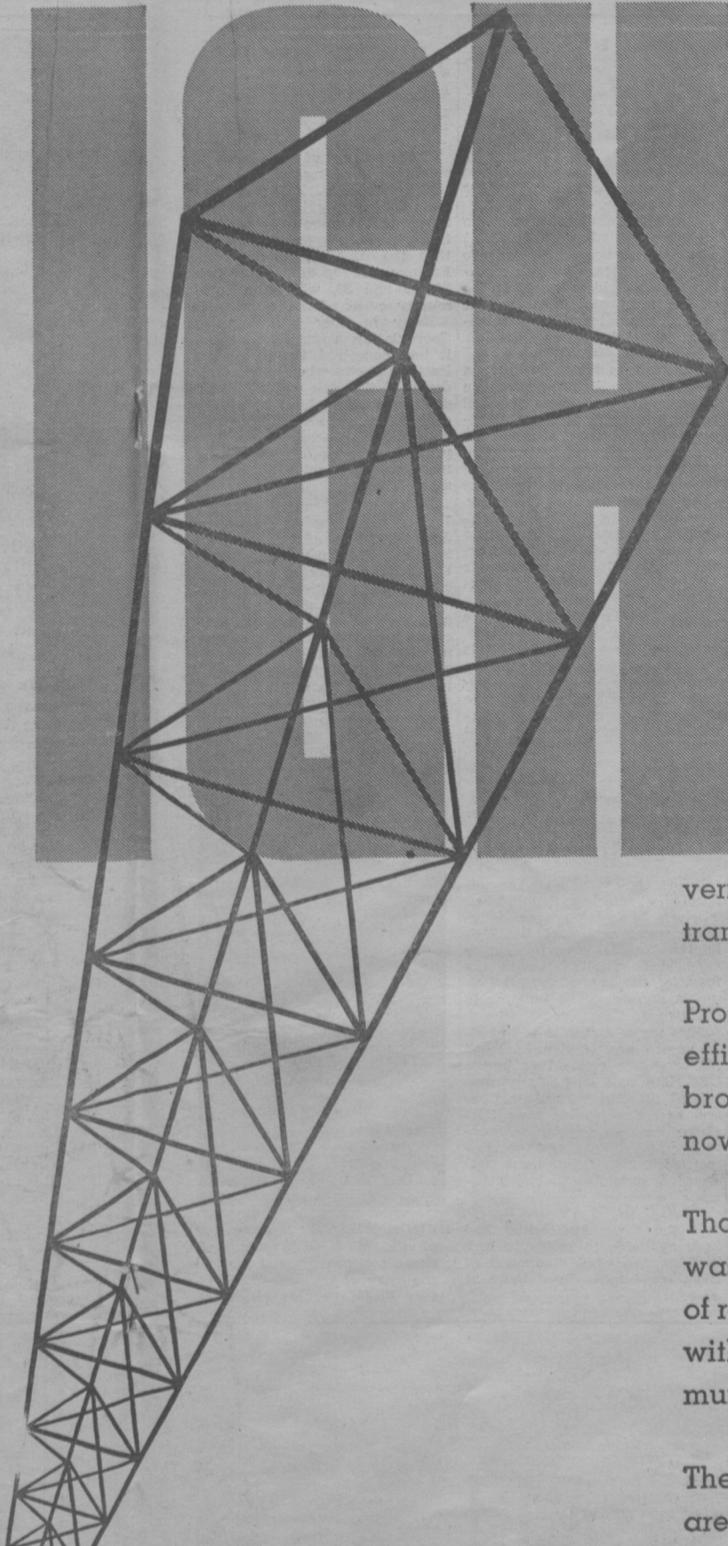


Hitting a new

HITTING



The transmitter at Columbia Park, Torrance, is open to visitors every afternoon between 2 and 5 p. m. Visitors are invited to hear special lectures on Wed., Sat., and Sun. afternoons . . . admission to lectures, 25c. KNX's Hollywood Studios at Columbia Square are open daily 10 a. m. to 10 p. m. . . . tours every half hour . . . admission 40c.



Towering "50 stories" high above Torrance is the giant vertical radiator, a portion of the modern 50,000-watt KNX transmitter plant, to be dedicated today.

Proclaimed by radio engineers to be the most modern and efficient in the entire world, this \$350,000 contribution to broadening and intensifying the influence of KNX . . . is now in complete operation.

That it is located in Torrance is no mere accident. The site was carefully selected to meet the exacting requirements of radio engineers and in order to provide KNX programs with clear, unobstructed aerial pathways to every community throughout the entire Pacific Southwest.

The people of Torrance and neighboring cities and towns are invited to visit the KNX transmission plant and to listen regularly to the popular Columbia Network programs, the best on the air, which it broadcasts daily.

COLUMBIA PARK · TORRANCE



KNX



50,000 WATTS · 1050 KILOCYCLES

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM