

KIRO to Become Northwest's Most Powerful Station Today

New 50,000-Watt Transmitter Will Improve Service

Bringing greatly improved radio service for Seattle and the entire Pacific Northwest, Station KIRO's new 50,000-watt transmitter will be put in operation at 11:30 a. m. today, Louis K. Lear, president of the Queen City Broadcasting Company, announced.

With the increase in power KIRO will become the most powerful broadcasting unit north of San Francisco and west of Salt Lake City, and the only station to provide Seattle, Tacoma and all Western Washington with programs of the Columbia Broadcasting System.

Guests honoring KIRO at the dedication today of the new super-power facilities, located on Vashon-Maury Island in Puget Sound, will include Gov. Arthur B. Langlie of Washington, Mayor Earl Millikin of Seattle, Mayor Harry P. Cain of Tacoma, and mayors of other Northwest cities now brought within the area served by KIRO.

Also attending the ceremonies today will be executives of the Columbia Broadcasting System who flew to Seattle from New York and Hollywood to honor KIRO as it became the most powerful radio station in the Northwest. The group includes Donald W. Thornburg, vice president in charge of CBS Pacific Coast operations; Fox Case, director of special features and public events for CBS-KNX in Hollywood; J. C. Gude, station relations manager for the network in New York, and Bill Lodge, manager in charge of radio frequency division, also from New York.

At 710 kilocycles on the dial, KIRO features its own programs as well as those of the Columbia Broadcasting System. According to company executives, KIRO not only increases its power to 50,000 watts, effective today, but will utilize a unique "directional" type antenna. The only system of its kind west of the Mississippi River, the new transmitter controls the direction in which it sends its strongest signal, making possible a tremendous advancement in radio reception for the Pacific Northwest.

OVER \$250,000 SPENT

Representing an investment of more than a quarter of a million dollars, the new super-power station incorporates practically all the outstanding recent developments in radio broadcasting, greatly improving previous radio service available in Seattle and the entire Northwest area.

KIRO is the first 50,000-watt station granted by the federal government in the Pacific Northwest, and is the first super-power station to employ the "directional" antenna system. President Lear explained

that the conventional radio station using a single tower distributes its "signal" equally in all directions. By employing the directional type system engineered by KIRO, the power which would otherwise be directed east of Seattle and westward over the Pacific Ocean will now be directed toward those areas north and south of Seattle.

Through the use of this latest type radio equipment, KIRO is now able to increase the quality of its reception in a north and south direction, giving it the equivalent efficiency throughout the coastal regions of Oregon, Washington, Northern California, British Columbia and Southeastern Alaska of a station using 112,000 watts.

INCREASES AUDIENCE

Under the new power KIRO will reach over 30 per cent more U. S. families than previously, increasing its audience from 548,000 to 1,355,000 listeners, throughout the most densely populated regions of the Northwest, according to engineering estimates. The new area served is 400 per cent greater than that formerly, being augmented from 80,000 to 388,000 square miles.

In addition, Canadian families in Victoria and Vancouver, B. C. will receive from KIRO the strongest signal of any U. S. station. A strong night signal will reach Alaska listeners as well, bringing to Alaska the best reception of any station in the West.

"As we dedicate the newest and strongest radio station in the Northwest part of the United States, it is a pleasure to announce that hereafter Seattle radio listeners will be provided with greatly improved reception from our station," Lear stated. "Located midway between Seattle and Tacoma, KIRO with its much increased power will provide this entire area with not only improved radio reception, but will be received locally better than any other radio station on the dial."

The executive personnel of the Queen City Broadcasting Company, operators of KIRO, is composed entirely of Seattle business men, and includes, in addition to President Lear, Saul Haas, collector of customs, and John Hagen, head of Troy Laundry Company, as vice presidents. H. J. Quilliam, veteran Seattle radio executive, with KIRO since 1935, is vice president and general manager of the station.

CBS HEAD LAUDS KIRO

Unable to be present at the dedication of KIRO's new 50,000-watt transmitter today, William S. Paley, president of the Columbia Broadcasting System, wired his congratulations.

"I am happy to send greetings to Seattle's 'Friendly Station,' KIRO, on the occasion of the opening of its new 50,000-watt transmitter."

"I am sure this occasion must mark the greatest and happiest milestone in the brief history of this station. For with the addition of the new power unit KIRO now becomes the most powerful broadcasting station the state of Washington ever had. Certainly this is a signal achievement in itself. And I realize that you citizens of Seattle have every reason to be proud of KIRO and the part it has played in your community affairs."

"I know also that the 400,000 people of Seattle, the first city of the Pacific Northwest, are best able to appreciate the significance of this progressive move made by the civic-minded owners of Station KIRO. The gratitude of the entire community is certainly due the Queen City Broadcasting Company and its alert management headed by Louis K. Lear and Saul Haas. Special praise is also due H. J. Quilliam, the station's manager, whose forceful drive and thorough understanding of the problems of radio have been particularly responsible for the rapid advance made by KIRO."

Since the management of KIRO was among the pioneers in radio they had no authoritarian

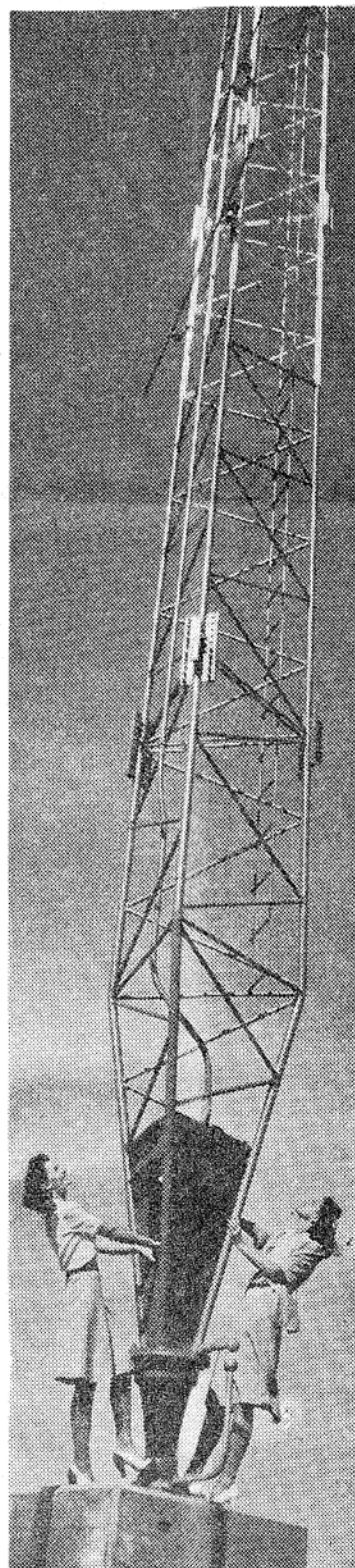
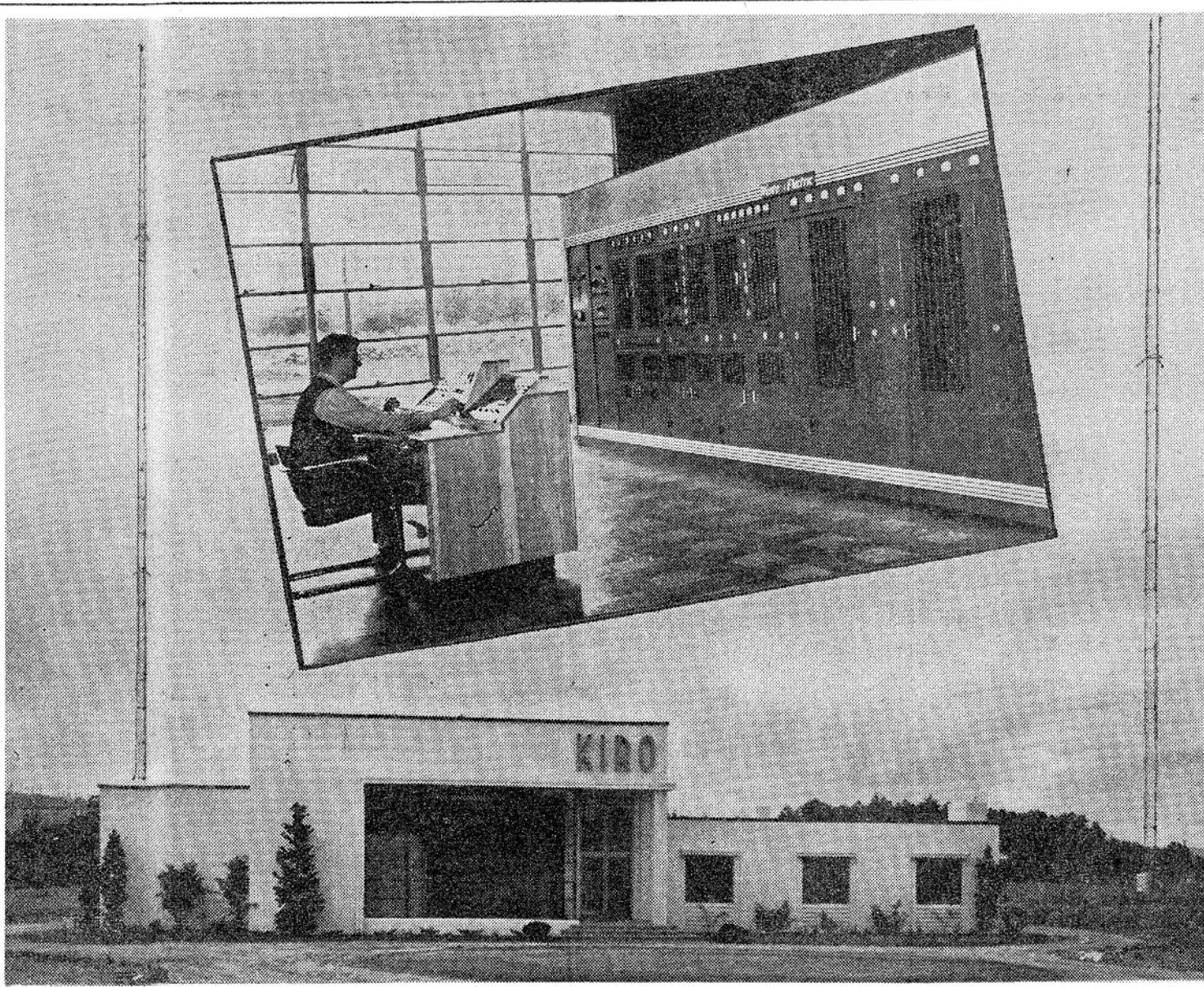
hand to mark out a path for them. I am sure that in the beginning they stumbled and groped as all pioneers do. But because of efficient management and a firm devotion to the principles of freedom and fairness on the air, KIRO was piloted over the years to the successful position it maintains in Northwest radio circles today."

Rider Made Radio Debut as Singer

Seattle radio history is closely paralleled by the career of Maury Rider, dean of Seattle announcers, and director of sports and special events for the Friendly Station, KIRO.

Rider, like many highly successful announcers, made his radio debut as a singer. His pleasant baritone voice was first heard on Seattle air-waves at a time when commercial radio was little more than the crackle of static in an old-fashioned crystal set. Since his first broadcast, Rider has seen radio grow from an expensive novelty into a potent device for communication and mass persuasion.

Born in Elgin, Ore., Rider has been in Seattle radio since 1923. His introduction to radio at that time was as a member of a men's quartet. Since then he has come to specialize in special events and sports—because he's a sportsman, and enthusiastic over both fishing and golf, which he enjoys when off duty as chief announcer at KIRO.



NEW TOWER — Dwarfed by one of two soaring 526-foot directional towers, Ella Raines, Warner Brothers' new talent find, and Dori Klemkaski, chosen "Queen of Queens" by University of Washington students, explore KIRO's new transmitter, which goes into operation today.

Special Dedicatory Program Set Today

With the formal dedication program opening KIRO's new 50,000-watt transmitter to be broadcast from the Vashon-Maury Island site of the station's new facilities, a parade of Columbia network and local programs saluting the event will get under way at 11:30 a. m. today over KIRO. Following is the special fare for today:

- 10:45-11:00 A. M.—Special Dedication Day Edition of KIRO News.
- 11:30-12:00 Noon—Formal Dedication Broadcast from Vashon Island.
- 12 Noon-12:30 P. M.—Coast-to-Coast CBS Salute to KIRO from New York.
- 12:30-1:00 P. M.—KOIN, Portland, Salute to KIRO from Portland.
- 1:00-1:15 P. M.—Special Dedication Edition, KIRO Looie's Time Klock Klub.
- 1:30-2:00 P. M.—KGW-KEX, Portland, Salute to KIRO from Portland.
- 2:00-2:10 P. M.—State of Washington Congressional Delegation Salute to KIRO.
- 3:15-3:30 P. M.—Coast-to-Coast Broadcast "Ballads from the Big Timber" from Seattle to the Nation.
- 4:30-4:55 P. M.—Seattle Civic Opera's "Special Dedication Program" to KIRO.
- 7:30-8:00 P. M.—Youth Discusses Radio.
- 8:00-8:30 P. M.—University of Washington Salutes KIRO, with Dr. Lee Paul Sieg from University Campus.
- 9:00-9:30 P. M.—CBS Network broadcast from Seattle of "I Was There."
- 10:00-10:15 P. M.—Dedication Mail Bag.

MEMO TO: KIRO
FROM: F-B
RE: 50,000 Watts

More Power to you KIRO for helping us show more men the way to better Clothing Value.
Fahy-Brockman
FOURTH & PINE

History of KIRO Story of Progress

Five and one-half years of progress in Seattle of the radio industry was recalled yesterday by Louis K. Lear, president of the Queen City Broadcasting Company, as the executives of the firm along with state, local and Columbia Broadcasting System officials prepared to dedicate the new and greater KIRO.

As KIRO gets ready to celebrate the opening, with a coast-to-coast broadcast of its new 50,000-watt transmitter on Vashon-Maury Island, Lear reviewed the story of how five and a half years ago, KIRO began its career as a part-time low-powered station. On October 18, 1935, Lear, Saul Haas and their associates took over what was then KPCB and the call letters were changed to KIRO. The station's power was increased to 500 watts and KIRO was assigned a new frequency—710 kilocycles.

Since the latter part of 1935, Lear pointed out, the station's history has been one of progressiveness in the field of broadcasting, with a distinct consciousness of the station's obligation to serve the public. KIRO has always striven to render a more useful and wider service to the people of the Pacific Northwest; and in 1937 the station's position was recognized by the Columbia Broadcasting System when it was made the Seattle outlet for CBS, he said.

KIRO adopted its slogan, "The Friendly Station," which to the station's staff means more than just an idle phrase. It amounts to a creed, and this desire on the part of the station's staff to be friendly has been exemplified in both their attitude and their programs, Lear recalled.

KIRO's audience has grown and widened steadily with the operation of its new transmitting plant and increased power to 50,000 watts has greatly extended the station's service area, Lear said. This greater coverage, greater listener interest, means a greater opportunity for service to the people of the Pacific Northwest. Program policies will be shaped to make KIRO's programs as useful as possible to the vast new areas to be served, he concluded.

\$5 PER COPY

Book catalogue covers, designed by CBS Star Jean Hersholt, sell for \$5 a copy.

Congratulations KIRO

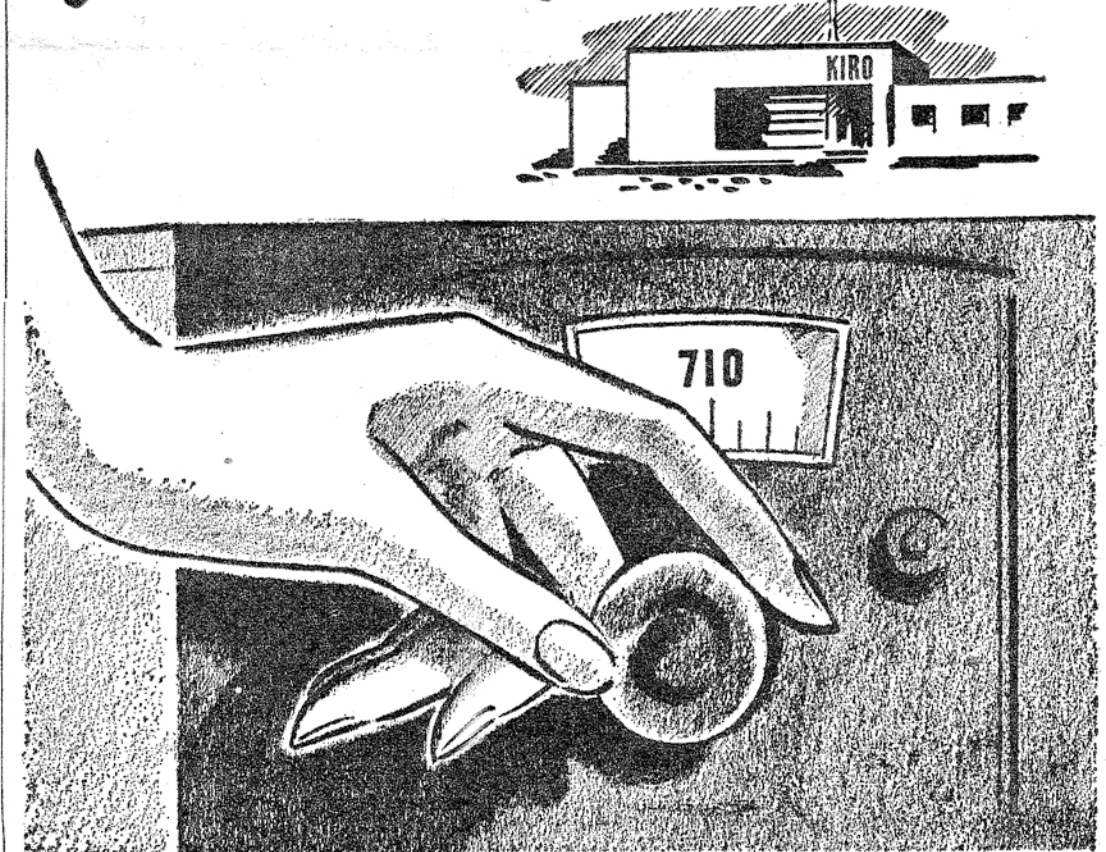
On Another Forward Step for Radio in Seattle

KOMO

KJR

OPENS TODAY—Here's an exterior view of KIRO's new 50,000-watt transmitting station on Vashon Island. Inset shows master control desk, with the main transmitter in the background.

Another Advancement for the Pacific Northwest



PUGET POWER, for more than half a century, has been a pioneering partner in much of the progress of the Pacific Northwest. Therefore, we are always interested in any further progress such as the expansion of KIRO into one of the finest and most powerful radio stations in the United States. We are indeed happy to participate in this further growth of our great Northwest. As always, Puget Power is geared to the many phases of life in Washington, and we are equipped to furnish power to a radio station like KIRO with the same degree of efficiency as we do to the delicately tuned receiving set in your home.

Puget Power is proud to have KIRO as a customer, as we are proud of all who have learned to depend on us for the best in electrical service at the very lowest possible electric rates.



PUGET SOUND POWER & LIGHT COMPANY

CONGRATULATIONS TO STATION KIRO . . .

On its increased power and improved facilities . . . An impressive example of progress by another outstanding Northwest Payroll Builder.

GENERAL
INSURANCE COMPANY of AMERICA

★ HOME OFFICE, SEATTLE . . . CITY DEPARTMENT, WHITE BUILDING

