

CBS NETWORK PLANS SALUTE TO KIRO TODAY

Special Dedicatory Program to
Be Broadcast at 11:30 a. m.;
Highlights of Schedule Listed

Signaling the opening of the station's new 50,000-watt transmitter on Vashon-Maury Island, KIRO will offer a series of special broadcasts today following the official dedicatory ceremonies beginning at 11:30 a. m.

Following the dedication broadcast, immediately at 12 noon the full coast-to-coast network of the Columbia Broadcasting System will offer its salutations and congratulations to KIRO with a dedicatory program from Columbia's New York studios, featuring remarks by CBS executives, and the music of Lynn Murray and his orchestra.

At 12:30 p. m., KIRO's receiving controls will be opened and station KOIN, Columbia outlet at Portland, Ore., will salute its sister CBS station in Seattle with a dramatization of "The Progress of Communications," culminating in a description of the new KIRO facilities. One hour later two additional Portland stations, KGW and KEX, will join in the salute with programs by their own staffs.

'TIME CLOCK CLUB'

Between the two Portland salutes, at 1 p. m., KIRO will present a fifteen-minute dedication of its popular morning program, "KIRO Looie's Time Clock Klub," with "Kernel" Carroll Foster officiating.

Reciprocating the earlier CBS salute at noon, KIRO at 3:15 p. m. will send coast-to-coast a program entitled "Ballads From the Big Timber," depicting the beauty of the Pacific Northwest in song and story, with Burton W. James as narrator. Assisting him will be Ivar Haglund, and the KIRO male quartet under the direction of Maury Riden.

At 4:30 in the afternoon the first of three dedicatory salutes by Seattle and state institutions will be heard when the Seattle Civic Opera offers a thirty-minute broadcast. With Mrs. J. J. Connell, president, acting as spokesman and Paul Engberg directing, the opera group will present excerpts from "Eugene Onegin," "Tosca," "Samson and Delilah," and "Faust." Artists taking part will be Gordon Neil, Walter Reseberg Jr., John McAdam, Richard Frederick, Vera Wollenweber and Dorothy Short.

DR. SIEG TO SPEAK

The University of Washington, with Dr. Lee-Paul Sieg, directing congratulatory remarks to Northwest listeners from the campus studios via KIRO, and musical selections by University students and faculty members, will join the dedicatory ceremonies at 8 p. m. This program will be immediately preceded at 7:30 p. m. by "Youth Discusses Radio," featuring John Huston, Broadway High School honor graduate and son of Bishop and Mrs. S. Arthur Huston; Dorothy Newberger, honor graduate of Bush School; Lawrence Howard, University of Washington honor student and winner of the American Legion oratory scholarship; and Helen Mecheison, president of women students of the University of Washington. They will discuss "How Best Can KIRO's New 50,000-watt Transmitter Serve the Pacific Northwest?" William Botzer, assistant dean of men at the University of Washington, will serve as moderator.

HISTORIC HIGHLIGHTS

One of the highlights of the day of celebration will be the Seattle origination of "I Was There," regular Columbia network program dramatizing eye-witness accounts of history-making events. "I Was There" will originate from the Music Hall Theater at 9 p. m., with Art Gilmore, former Tacoma boy, acting as master of ceremonies for the broadcast. Northwest residents will recall their experiences in connection with the sinking of the battleship "Maine" in Havana harbor in 1898, the Chicago fire, and Prime Minister Churchill's famous speech in the House of Commons in 1936, when he revealed the exact air strength figures of Nazi Germany.

Concluding Sunday's schedule of dedicatory pieces will be Max Dolin's Thirty Minutes of Music at 9:30 p. m. and "Dedication Mail Bag" at 10 p. m.

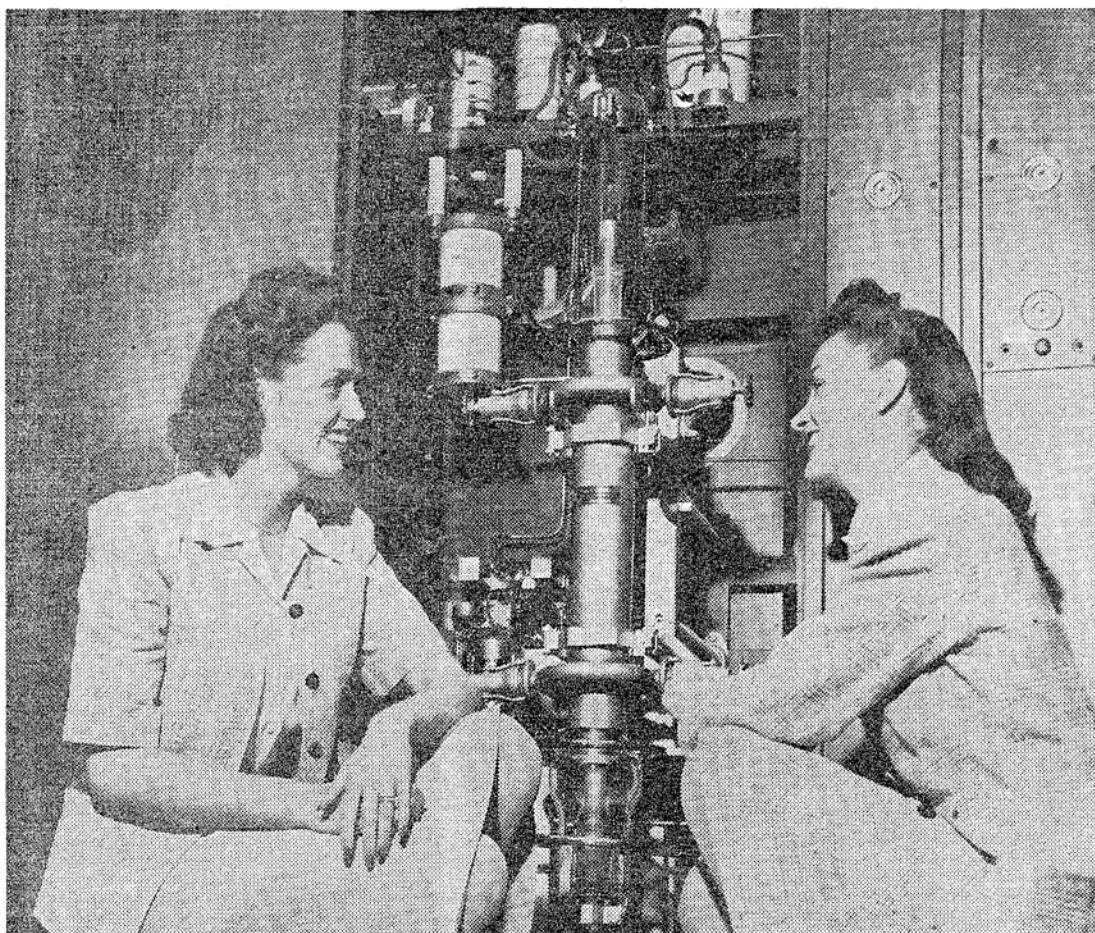
The third Seattle institution to join with dedicatory week programs is the Seattle Repertory Playhouse, which will present excerpts from its internationally famous interpretation of "Peer Gynt" by Henrik Ibsen. Burton W. James will be starred in the title role in the broadcast to be released at 6:30 p. m. Wednesday, July 2.

RECEIVE ORCHIDS

Feminine guest stars on Friday's CBS "Hollywood Premiere" receive orchids before each broadcast.

Best Wishes
to
KIRO
General Radio Inc.
100 Wall St. EL. 4784

WATCHING 50,000 WATTS



POWER PREVIEW—The first watts to surge through one of the five-kilowatt tubes of KIRO's new 50,000-watt transmitter are greeted by Dori Klemkaski, noted "Queen of Queens" by University of Washington students, and Ella Raines, Warner Brothers' latest discovery. The giant tube in photo costs about \$1,600.

KIRO TOWERS REST ON MILK

From a base of casein, a product of ordinary milk curds, the two directional towers of KIRO's new 50,000-watt transmitting equipment on Vashon Island soar 526 feet in the air—the height of a fifty-story building. The casein substance, made of compressed milk curds, supports the entire weight of the two antenna towers, according to Jim Hatfield, chief engineer of KIRO.

Each of the towers, part of a directional system unique in the West, weighs 50,000 pounds, but exerts a downward pressure of 160,000 pounds on its base, Hatfield explained. The towers, which enable KIRO to control the direction in which it sends its signal, cannot support themselves, since they are no wider at the bottom than at the top. Some substance had to be found to serve as a base which would support the two towers, which are held in place by an elaborate system of guy wires.

Portable Radios Practical Today

Development of the one and a half volt tube by Philco made possible the portable radios of today, local Philco officials declared yesterday. New Philco portables on display at all local dealers bring in foreign as well as local stations they pointed out.

Officers quarters at Camp Lewis have just been equipped with new Philco portables.

Washingtonians on Columbia Star List

When it comes to radio, a parade of former Washingtonians and Seattleites fit the "local boy makes good" description. One of this long list of CBS network personalities hailing from this state returned this week-end to help dedicate KIRO's new 50,000-watt transmitter, when Art Gilmore arrived to announce Knox Manning's "I Was There" program from the Music Hall Theater this evening at 9 p. m.

Gilmore first entered as an announcer at a Tacoma station. He is now heard over KIRO on "I Was There," "Dr. Christian," and other Columbia network programs. Another home boy who recently returned for a week-end is Ken Niles, Pacific Coast announcer for Bob Hawk's "Take It Or Leave It." Ken Niles was here with Hawk in May, and visited with his parents, Mr. and Mrs. E. M. Niles, who can boast of another son, Wen, in the radio announcing business with CBS. Besides the "Take It Or Leave It" program, Ken announces "Edward G. Robinson's popular 'Big Town' dramas over KIRO. Wen is heard on the Al Pearce program, now on vacation.

GARRED LOCAL BOY

Perhaps the most often heard newscaster in radio is Bob Garred over the Columbia network. Garred, only twenty-three, has made rapid progress in radio since going to Hollywood from his home town of Walla Walla. It is never safe to say just how many newscasters Garred broadcasts a week, because he adds to his total so rapidly.

What can be said about Garred's newscasts, can be said also about Frank Graham's voices. Heard in the famous "Nightcap Yarns" over KIRO, Graham is known in radio as the "Man of a Thousand Voices." He is known to have portrayed as many as twenty-three persons in a single fifteen-minute program. It's debatable whether he acquired more of his voices in Spokane or Seattle.

Graham has worked in radio in both cities. Musically speaking, Seattle has contributed several famous Columbia network stars, among them Lanny Ross, popular tenor, heard daily over KIRO; "Tiny" Ruffner, of the stage and screen as well as radio; and Ivan Ditmars, CBS staff organist.

FROM SEATTLE

Others not heard quite so often, but who play important roles in the operations of the Columbia Broadcasting System are Larry Chatterton, Columbia's chief announcer in Hollywood, Thomas Freebairn Smith, assistant producer of Edward G. Robinson's "Big Town," and heard on "Conversation at the Console" with Ditmars; Chet Huntley, assistant to the director of public service programs for CBS in Hollywood; and Don Prindle, chief gag writer for Al Pearce.

On the other hand, few radio listeners have not heard "This is London," Edward R. Murrow's daily broadcast from the English capital. Murrow, Washington State graduate, aside from being perhaps the most famous of all war correspondents produced during the hostilities, is director of Columbia's European staff.

'Newstime' Daily Feature on KIRO

One of the most popular news features on KIRO is "Newstime" at 10:15 each evening. Featuring last minute news roundup plus broadcast from Europe, "Newstime" gives Seattle listeners a picture of local, national and world-wide news events.

ACCOMPANIED BYRD

Carroll Foster, voted Seattle's most popular announcer in a recent poll, and widely known as master of ceremonies on KIRO's Time Klock Klub, is one of few citizens of the United States to receive the congressional medal of honor, highest decoration an American can receive.

Upon his return to the United States from Admiral Byrd's first Antarctic expedition, Foster was awarded a special gold medal of honor by congress. Except in cases of unusual merit, the medal is struck off in bronze.

RADIO PIONEERS

"Amos 'n' Andy," famous CBS blackface team, first received pay for radio broadcasting in November, 1925, from a Chicago station.

WINS RECOGNITION

Edward G. Robinson, star of the CBS "Big Town" programs, has received five national awards since the start of the 1940-41 radio season.

LIKES THE DESERT

Jean Hersholt, star of the CBS "Dr. Christian" programs, likes to spend his leisure moments in the desert, coming into town each Wednesday for his broadcast.

COPPER SHEETS, TUBING AND FITTINGS FOR THE NEW KIRO STATION FURNISHED BY THE ALASKAN COPPER WORKS
902 FIRST AVE. S., SEATTLE

KIRO "THE FRIENDLY STATION" GOES TO 50,000 WATTS

**NOW MOST POWERFUL STATION
IN THE PACIFIC NORTHWEST**



WHY IS EVERYBODY IN SEATTLE TURNING TO KIRO?

IT'S THE NORTHWEST'S FIRST SUPER-POWER STATION—EASIER TO GET DAY OR NIGHT

I TUNE IN KIRO BECAUSE OF THE NEWS - IT'S FROM A.P. GREATEST NEWS SERVICE IN THE WORLD!

OUR FAMILY LISTENS TO KIRO ALL THE TIME NOW!

AMAZING HOW KIRO HAS GROWN - IT USED TO BE A "1,000 WATTER" NOW IT'S 50,000 WATTS - THE LARGEST AND MOST POWERFUL STATION IN THE NORTHWEST!

YES - IT'S GROWN IN POPULARITY TOO - THOUSANDS OF PEOPLE CAN NOW GET BETTER RECEPTION OVER STATION KIRO

BOY, OH BOY! KIRO CERTAINLY BOOMS IN WITH ALL THAT NEW POWER!

JUST IMAGINE NOW KIRO BRINGS US THE THRILLING COLUMBIA PROGRAMS MORE CLEARLY THAN EVER BEFORE!

AND BEST OF ALL THERE'S MORE ENTERTAINMENT - MORE MUSIC OVER KIRO

Congratulations—KIRO

Schwabacher Bros. & Co., Inc., sponsors of the radio programs—

**GOLD SHIELD
COFFEE
"30 Minutes
of Music"**

SUNDAY NIGHTS—9:30 to 10

**GOLD SHIELD
COFFEE
Max Dolin's
"Good Night"**

FRIDAY NIGHTS—10:45 to 11

—extend best wishes to KIRO on its increased power, by which many more listeners will have the opportunity to enjoy these two outstanding musical programs; both produced in Seattle—entertainment on a par with radio programs originating anywhere.

GOLD SHIELD COFFEE "30 Minutes of Music," for many years, under the direction of MAX DOLIN and "his violin," is composed of a large group of Seattle Symphony Orchestra artists.

GOLD SHIELD COFFEE Max Dolin's "Good Night" is a program of beautiful violin solos by Mr. Dolin, playing requests of listeners.

Just as these outstanding radio programs bring enjoyment to thousands throughout the Pacific Northwest and Alaska...

GOLD SHIELD COFFEE, "The Cup of Inspiration," brings complete coffee satisfaction.

"Always" Good—ALL Ways

SCHWABACHER BROS. & CO., INC.



DON'T MISS THESE ENTERTAINING PROGRAMS

FOR MUSIC...

Sunday Evening Hour
Golden Treasury of Song
Your Hit Parade
Andre Kostelanetz
Max Dolin 30 Minutes of Music

Sunday 5:00 P.M.
Daily 11:15 A.M.
Saturday 8:00 P.M.
Sunday 4:00 P.M.
Sunday 9:30 P.M.

FOR DRAMA...

Jean Hersholt, Dr. Christian
First Nighter
Death Valley Days
Amos and Andy

Wed. 7:30 P.M.
Tuesday 4:30 P.M.
Thursday 8:30 P.M.
Daily 7:00 P.M.

FOR NEWS...

Bob Garred
CBS European Broadcasts
Elmer Davis
Bob Trout
Paul Sullivan
KIRO's News Roundup

Daily 7:30 A.M.
Daily 3:45 P.M.
Daily 4:55 P.M.
M-W-Sa 7:55 P.M.
Daily 9:00 P.M.
Daily 10:15 P.M.

FOR VARIETY...

Gay Nineties Revue
We, The People
Take It Or Leave It
Major Bowes Amateur Hour

Monday 7:30 P.M.
Tuesday 8:00 P.M.
Sunday 6:00 P.M.
Thursday 5:00 P.M.

**THOUSANDS ARE TURNING TO KIRO
Because Increased Power Brings
Reception "Clear as a Bell!"**

Discover, like thousands, the new radio enjoyment you can get from Station KIRO. Now, KIRO is clearer... more powerful... easier to listen to! By authority of the Federal Government, KIRO's power has been increased from 1,000 to 50,000 watts! Now you can listen to the great programs of the Columbia Broadcasting System, and all local programs clearly... easily. Just turn to KIRO... 710 on your dial... for the finest radio entertainment in the Pacific Northwest!

