

NEWS OF THE BROADCASTERS

THE NEW KFI

During the past summer Radio KFI, owned and operated by Earle C. Anthony Inc., was heard in practically every state in the union. But Mr. Anthony, the head of the firm and himself an enthusiastic radio fan, soon realized the increasing importance of radio broadcasting and, as a result of his foresight and large public spirit, the new KFI which went on the air on January 27th was installed.

New KFI is now known as the Radio Central Station of Los Angeles. It is located on the roof of the Packard Building at Tenth and Hope Sts., Los Angeles. It is owned and operated by Earle C. Anthony Inc., Packard distributors, and, in addition to broadcasting its own programs, it also operates at present two remote control stations from which are broadcasted the programs of the Los Angeles *Examiner* and the Los Angeles *Evening Herald*. The remote control programs come to KFI over the telephone lines of the Southern California Telephone Co. These lines terminate in a speech input amplifier from

consists of a plate glass panel which allows visitors to the station to see the full operation of the set.

In addition to the radio room the entire plant consists of a studio done in the Spanish style, a reception room for the convenience of visitors and performers and an office where the details of operation are handled.

In the first week that it was on the air this new station was heard in every one of the forty-eight states, four provinces in Canada, Cuba, Porto Rico and Hawaii.

TRADE BACKS KPO

Members of the Pacific Radio Trade Association are contributing to a fund to be used to defray the expenses of an organization to provide good programs for KPO, Hale Bros. broadcast station at San Francisco. The association hopes in this way to assist the cause of better broadcasting.

KDN TO CLOSE

KDN, operated by the Leo J. Meyberg Co. at the Fairmont Hotel, San Francisco,

will be off the air after a new speech amplifier has been installed to connect the Fairmont with KPO. By this means it will be possible to broadcast music from the Fairmont Hotel orchestra to even better advantage than through KDN.

KDZK AT RENO

KDZK, the broadcast station of the *Nevada State Journal* at Reno, Nevada, is operated by the Nevada Machinery & Electric Co. in the Majestic Theatre. Concerts are given from 4:00 to 4:30 p.m. daily, 6:30 to 7:30 p.m. on Wednesday, and 8:00 to 9:00 p.m. Friday. No phonograph is used for the evening concerts.



Studio at KFI



Aerial at KFI Supported by Roof. 96 ft. Steel Towers and 25 ft. Masts so as to be 175 ft. Above Ground.

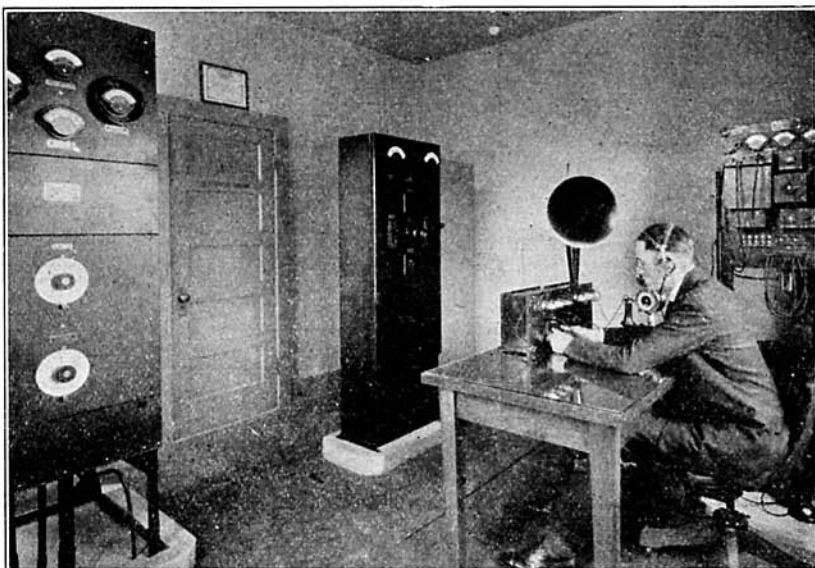
NEW G. E. STATION FOR SAN FRANCISCO

Martin P. Rice, manager of publicity for the General Electric Co., has been investigating the possibility of installing a 1000-watt broadcast station at San Francisco or vicinity. This station will be similar to the General Electric station at Schenectady and will constitute one of the nine stations to be operated by the Radio Corporation, the Westinghouse Company and the General Electric Company.

which the program is carried into the radio transmitter and goes onto the air in exactly the same manner as the programs from KFI's own studio. It is truly a Radio Central exchange, the first of its kind to be operated on the Pacific Coast, and by means of it an entire city can be served from various studios through one aerial and one transmitter. In addition there is a portable remote control set which can be installed for various special events in any portion of Los Angeles served by the telephone lines. There are arrangements pending for the installation of permanent remote controls at other places in the city and within a short time a still more varied program will come from KFI.

The entire installation is Western Electric equipment and was installed by Western Electric and telephone company engineers. The antenna consists of four wires swung between two steel towers 175 ft. above the ground. It has a working length of 100 ft.

The set itself is a standard Western Electric 500 watt transmitter with two 250 watt modulator tubes and two 250 watt oscillator tubes. It is housed in what is called the Radio room off of which opens the generator and battery room. One end of this room



Radio Room at KFI