

KTSA, Hearst Station at San Antonio, Gets 5 KW

KTSA, San Antonio, Texas, one of the latest links forged in the Hearst chain of broadcasting stations, is on the air with a new Western Electric 5000 watt transmitter. Texas now has three of the ten Hearst-owned stations scattered from coast to coast. Western Electric takes credit for eight of the ten transmitters. KTSA claims that the improved quality of transmission brings listeners right in, figuratively speaking, to the station's studios.



W. G. Egerton,
Chief Engineer

KTSA is one of broadcasting's first born stations. The license under which it operates was the second issued in the Lone

Star State. It was back in 1922 under the call letters WCAR that the little pioneer toddled on the air with the aid of a 100 watt transmitter. For two hours, three times a week, its strident voice could be heard in a nondescript assortment of programs.

By 1926 the power had been jumped to 1000 watts and programs were going out over the air waves six nights a week. Two years later WCAR became KTSA. In May, 1936, Hearst Radio, Inc., took over the organization. Plans were immediately drawn up for expanding broadcasting facilities.

The new transmitting equipment which went into operation late last year is housed in a modern building on the Seguin Highway, an advantageous site overlooking the greater part of San Antonio. In the ground system surrounding the building there are 12 miles of copper wire buried 15 inches deep and separated in rows three feet apart. The twin antenna towers, 400 feet apart are located at the north and south ends of the property. Peering 200 feet in the air these towers are placed on insulators designed to carry 75,000 pounds.

The five room transmitter building is of Spanish design with tinted stucco exterior and red Spanish tile roof. There are separate rooms for control mechanism, transmitter panels, rectifier equipment and the cooling system. KTSA's ultra-modern high fidelity transmitter is one of the first to make use of the new stabilized feedback principle which was introduced by Bell Telephone Laboratories last year. This was described in the July 1936 issue of *Pick-Ups*.

According to station officials the increased coverage made possible by this new equipment brings KTSA programs to many more listeners than ever before—listeners far beyond the former dis-

tance range of the station. Moreover, the improved quality of transmission has considerably increased KTSA's popularity within the area previously covered.

Studios are located atop the Plaza Hotel in metropolitan downtown San Antonio. These comprise a main orchestral studio and small ensemble studio with adjoining control and reception rooms. Offices and audition room are located on the floor below and carry out the Spanish motif which is so typical of historical San Antonio.

Packard Official Flies with Western Electric Radio

The Packard Motor Car Company asks you to "Ask the Man Who Owns One." Borrowing their slogan *Pick-Ups* asked the man who owns one of those two-way Western Electric aviation radio sets what he thought of this communication system for private flyers. The man was Mr. J. G. Vincent, vice-president of the Packard Motor Car Company.

Mr. Vincent did not seem to mind in the least having his own slogan turned back at him. He spoke enthusiastically of the radio, described how he uses it and discussed many interesting phases of private flying.

"Having become acquainted with the value of two-way radio I would not think of attempting to fly in and out of a busy air terminal without such equipment," he says.

Most of Mr. Vincent's flying is cross-country. Before leaving on any trip he makes it a practice to work out his flight plans and submit them to the control tower. Naturally he is in touch with the various stations as the trip progresses. If he finds it necessary to alter his plans he reports the change and secures approval. In brief, he lives up to the same rules and regulations that govern scheduled transport flights.

"As I see the use of two-way radio by a private flyer," Mr. Vincent explains, "it is chiefly valuable as a means of keeping out of dangerous situations. When I am flying around an airport I want them to know where I am and I want to know what the traffic conditions are. When I am flying along an airway I want the transport pilots to know my flight plans and feel that I will cooperate with them to the limit."

In addition to his radio apparatus, Mr. Vincent's plane is equipped with all the instruments necessary for blind flying. Should an emergency arise which would require instrument flying he is fully prepared to meet it.

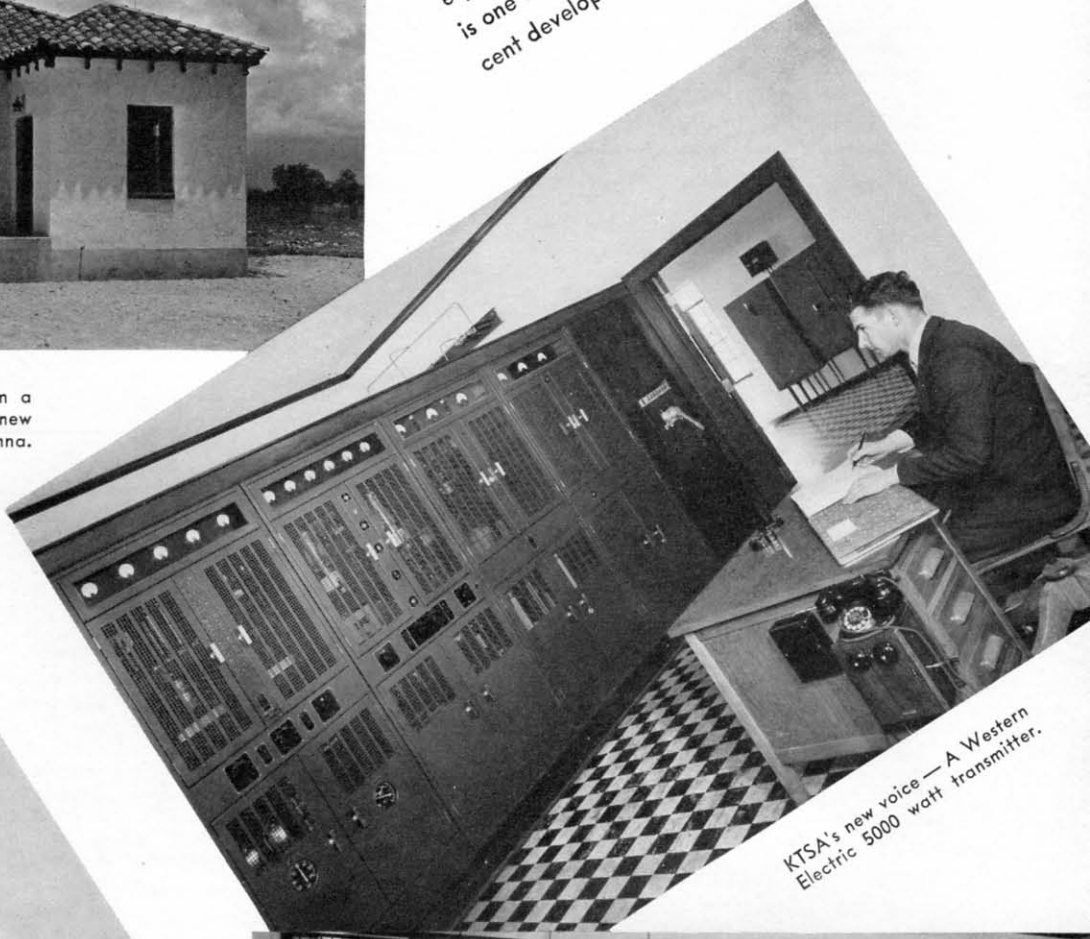
The Western Electric radio set which Mr. Vincent selected when he purchased his new plane includes a 19A transmitter and a 20B receiver.



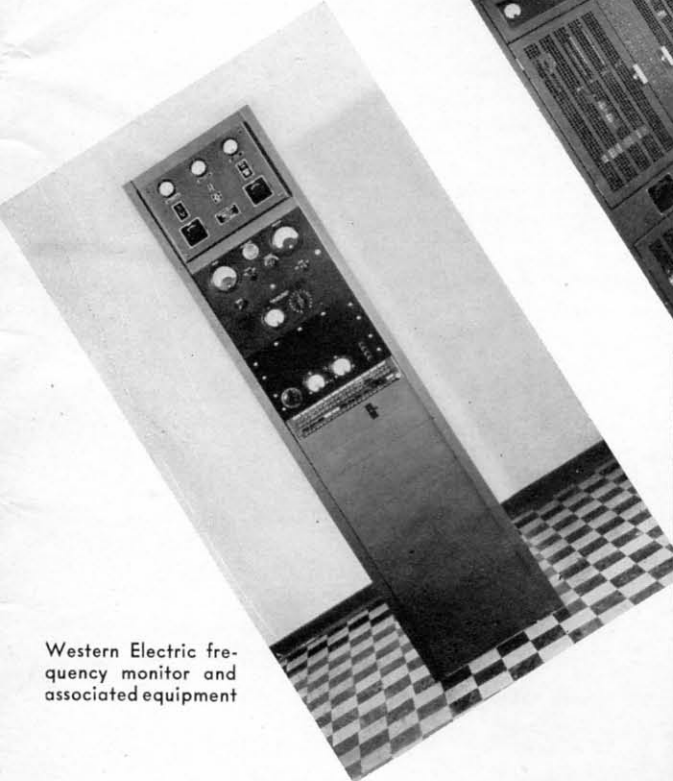
KTSA SAN ANTONIO

During 15 years of operation, this Texas station has changed its name once and its transmitting equipment twice. The new 5000 watt transmitter is one of the first to use stabilized feedback, a recent development of Bell Telephone Laboratories.

San Antonio's famous clouds form a colorful background for the new transmitting station and antenna.



KTSA's new voice — A Western Electric 5000 watt transmitter.



Western Electric frequency monitor and associated equipment

Rear view of transmitter showing rectifiers and water-cooling system for vacuum tubes.

