



The men who have made KRLD, left to right, Clyde Rembert, Station and Commercial Manager; Tom Gooch, Editor-in-Chief, Dallas Times Herald; John W. Runyon, Advertising Manager of the paper and Managing Director, KRLD; and Edwin J. Kiest, Owner and Publisher of the paper.

DALLAS **KRLD** TEXAS

A New Voice Comes to the Southwest

By WILL WHITMORE

Visitors are apt to go overboard in talking about Texas and Texans. There is so much about the state and its people that folks at first don't quite understand their own reactions. "How do they accomplish so much and yet appear so easy going," the stranger invariably asks. It's a good question.

Texans never seem to hurry. They have plenty of time to stop and chat with you, and if you don't return the courtesy they think there's something wrong with you. There's always time to drop things and amble over to the soda fountain for a Coca-Cola, and when an Easterner perspires and wilts in the summer sun, the Texan manages to keep cool and comfortable. When the sun goes down he has accomplished just as much or more than the man who goes tearing around burning himself out. And Texans do accomplish things in a great big way. What a paradox!

Take Dallas for instance. Its population figures began in 1860 with a mere handful of 775; today, it proudly boasts 365,000 loyal, boosting, enthusiastic inhabitants. Of all Texas cities, Dallas, perhaps is hardest to explain. Sitting squat upon the plains of north central Texas, its buildings have grown up into the air and stretched out to cover an amazingly wide area. It has developed a culture and a way of living that is distinctly its own, being neither southern, southwestern, northern, nor eastern.

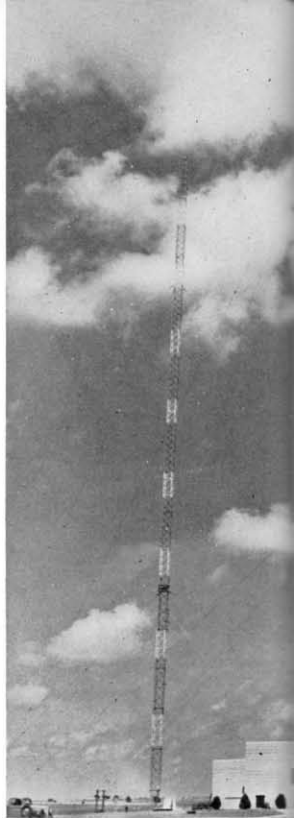
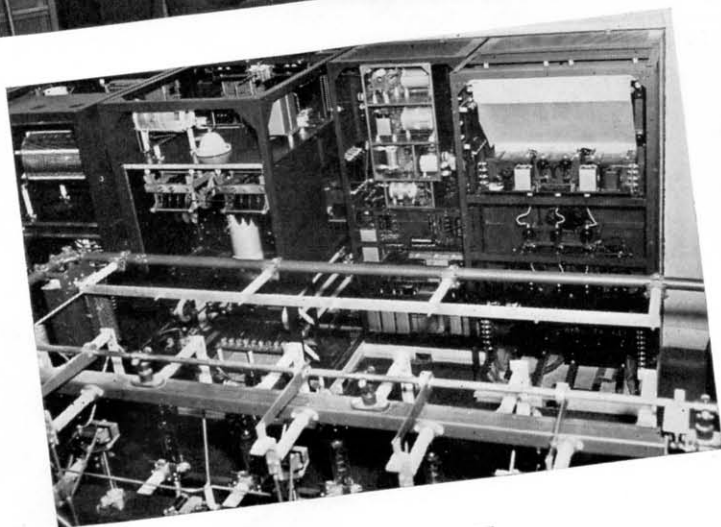
Its business tentacles have reached out and sucked in much of the trade of Texas as well as a great deal of that of the four states which rest upon its far-reaching borders. Its taste in feminine fashions does much to dictate what women shall wear from

coast to coast. Its dazzling sky is pierced by planes which take off and land at busy Love Field in a never ending procession. Its retail shops compare in looks and business with those on Fifth Avenue, and its hotel dining and dancing rooms are as smart and sophisticated as anyone could want. And now with the installation of a new transmitter at Station KRLD it joins New York, Chicago and Los Angeles in becoming one of the country's four cities which have two 50 KW radio stations each.

The greatest period of growth in size and prestige for both Dallas and KRLD coincide. Undoubtedly they helped to boost each other. Today, behind the radio station, and also to a remarkable extent behind the city of Dallas stands a small 78-year-old man, Edwin J. Kiest. He is owner and publisher of the Dallas Times Herald which in turn owns and operates the radio station. You can't explain Dallas without mentioning Kiest and others like him.

Today, although ill health has tempered his pace, he still gets to work as early as his youngest cub reporter, and his carriage is just as erect. He smokes his cigars to the nubby point where his fingers begin to burn, a frugal habit learned years ago when the price of a cigar was no small investment for him. His keen, young eyes can drill a hole through you, or twinkle merrily at his telephone operators. He knows radio from swing to Toscanini, from Kate Smith to Lawrence Tibbett, but first and last he is a newspaperman.

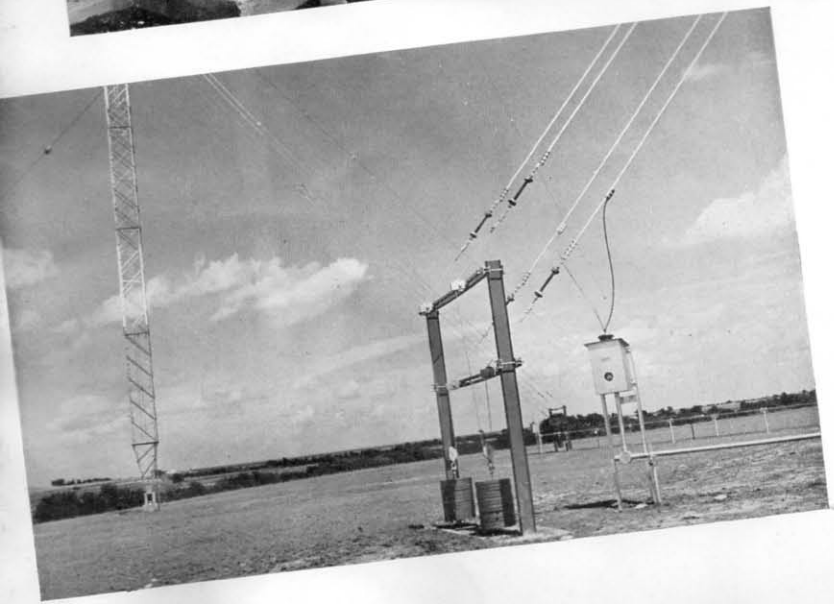
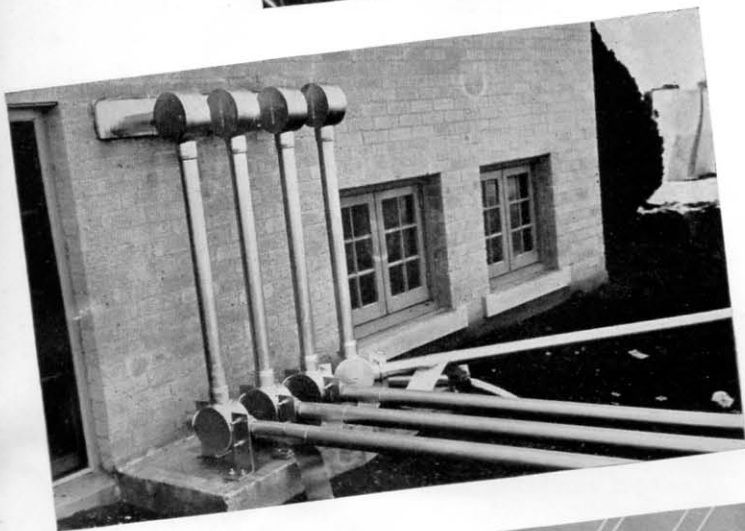
Born on a farm on the outskirts of Chicago, he first came under the spell of printer's ink
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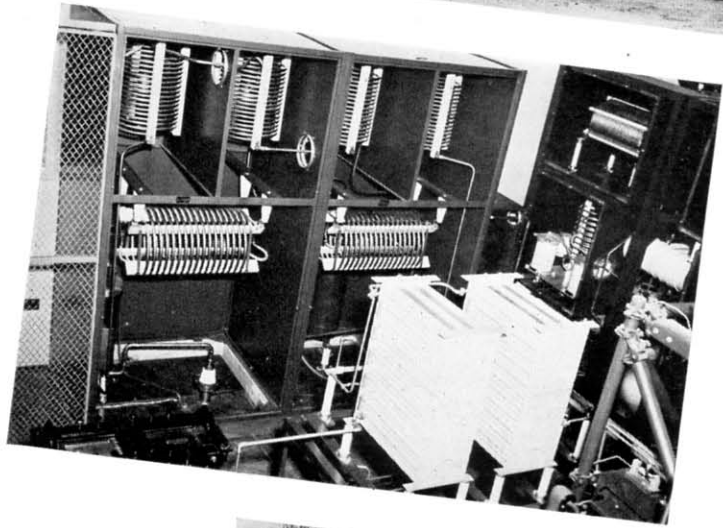


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Top left: Jack Herber, Bell Telephone Laboratories, explains transmitter to Edwin J. Kiest during installation. Below: Rear view of transmitter units. Left: Concentric transmission lines and harmonic shunts leaving building. Lower left: Multiple conductor coupling system, anchorage and counter weights. Below: F. J. Riley, station operator, checks up on the high and low pressure nitrogen manifolds which are used in connection with compressed nitrogen condensers, concentric transmission lines and shunts.

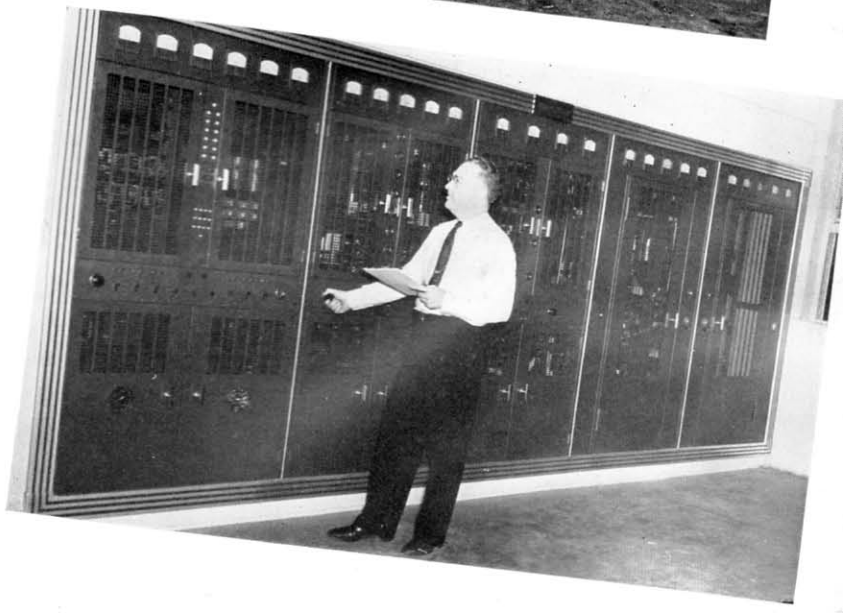
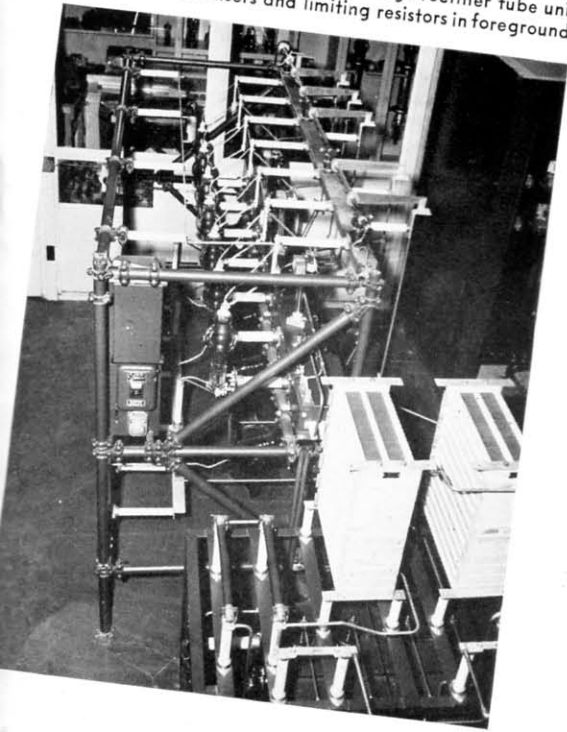




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Below the close up view of KRLD's transmitter building is shown the "34-B" transmission line branching and phasing units for the directive antenna system. Right: A long distance view of concentric transmission lines and shunts. Lower right: That smile on the face of the Chief Engineer, Roy M. Flynn, viewing the new 50 KW transmitter would indicate that KRLD's powerful voice is in good trim for the gala opening. Below: High voltage rectifier tube unit with filter condensers and limiting resistors in foreground.



KRLD, Dallas, Texas

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during the great Chicago fire which separated him from his parents and forced him to sell newspapers to feed a young and ravenous stomach. As a newsboy he came to admire the publishing genius of Victor F. Lawson, editor and publisher of the Chicago Daily News, and dreamed of the day he could operate a paper of his own modeled on the same successful Lawson formula.

That chance came when he purchased the Dallas Times Herald in 1896, a small 20-year-old rag then looking forward to an untimely death. Kiest still carries the watch famed for the many two-way nocturnal visits it made to the local pawn shop to meet the Saturday payrolls in those days. Under his shrewd leadership life began to bloom on the pages of the Herald, and today it is recognized as one of the South's leading and most prosperous papers.

Kiest's interest in radio began back in the days when the wireless first began to fling dots and dashes through space. He recognized its vast potentialities as a gatherer of world-wide news, and when radio began to put lumps on the ears of headphone listeners, he was among the first to see in it the great disseminator of news and entertainment it has become. Interest grew into participation in the operations of WRR which was used principally for police broadcasts, and then in 1926, together with business associates, he opened KRLD with a meagre power of 500 watts. The Times Herald assumed full ownership of the station the following year, and later that same year became a member station of the newly formed Columbia Broadcasting System, a relationship both continue to enjoy. Since 1935 the station has operated on 10 KW.

KRLD is first, last and always a newspaper-operated station. Kiest has made it so. "Successful operation of a newspaper or a radio station depends upon giving the public what it wants," he says, "and who knows more about that than newspaper men!" He scoffs at the charge of the danger of too much monopoly in newspaper stations. "The same checks against this apply to both because each appeals to and receives its support from the same source, the public," he points out.

Picking up a recent edition of his paper, Kiest pointed to a picture of the arrival of the King and Queen in Washington. It was made just a few hours before and sent by cable and wirephoto to every part of the country. "What's television and facsimile going to do to radio," he wanted to know. One would think that a man of his age would be content to let younger men bother about such things, but not Edwin J. Kiest. Looking ahead has been his constant purpose and accounts for his success. "Seems to me they will eventually replace sound broadcasting as we know it

today," he says, "and they hold a definite threat to newspapers. They will provide a perfect medium for disseminating national and international news. Perhaps someday a newspaper's only job will be to provide local news." Kiest sweeps aside the present limitations and objections to television and facsimile with the observation that technological development has always managed to overcome obstacles which stood in the way of giving the public what it wants and that our scientists and researchers are capable of solving any problems which may at present impede the progress of television.

Believing as he does in the affinity between newspapers and radio stations, Kiest has studded KRLD with his newspaper executives: Tom Gooch, Editor-in-Chief is also President of the KRLD Radio Corporation, and J. W. Runyon, Advertising Manager, is also Managing Director of the station. Long skilled in analyzing the public's mind and giving it what it wants, Tom Gooch has successfully applied his newspaper training to the operation of KRLD.

"Going from 10 to 50 KW does not consist merely in paying the bill for a new transmitter," he says. "At least a million-and-a-half people live in the territory which we are adding to the station's present coverage. It's going to take lots of research to find out what these people want and how we can best serve them. That's one of the biggest problems we have. We have already tackled the job. But our problem is not unique. It confronts every radio station in the country.

"Radio has grown so fast, become so influential and powerful, we need to develop more men who are just as big as radio itself. We must attract young men who possess a broad and intellectual grasp of the forces and trends of modern times, and who are capable of transferring this knowledge to the daily operation of stations," he insists.

Clyde Rembert, who doubles in brass as station and commercial manager, while not a newspaperman by experience, thinks and acts like one. "We use exactly the same formulae in preparing the day's program that an editor employs in making up the front page of his paper," he says. "First of all it must be as timely and fresh as a front page. It must have the same delicate editorial balance between local and national interests; it must have something of interest and appeal to every listener and possess the same punch and pace.

"In increasing our listening audience with our new transmitter the problem becomes more difficult but the principle remains the same. Ever since we knew almost a year ago that we were to increase power this summer we have been improving and developing our programs. New personnel has been added. We have improved our program and announcing staffs, and laid careful plans for appealing to our new audience.

"When we inaugurate our new station

on July 16, our signal will reach out to embrace a population of almost 6,000,000 people living in Texas, Louisiana, Arkansas, Oklahoma and New Mexico. We will bring the finest possible reception to a great population whose radios formerly were plagued with summer static and fading. With a heart shaped directional pattern pointing due southwest we are straightening our signal particularly to the west, south and east. The extent of our immediate and most important coverage, particularly for programs of Columbia can be seen by studying a map. The nearest Columbia stations are to the southwest, San Antonio, 260 miles; southeast, Houston, 220 miles; east, Shreveport, 191; northeast, Little Rock, 305; north, Oklahoma City, 183; and west, Tucson, 880 miles.

"We have always enjoyed the goodwill of our listeners, and have spared nothing to give them service. Our microphones have always been open to all civic enterprises. Our educational programs go into many of the schools of the state, and our agricultural broadcasts are particularly successful; yet the nature of these programs will have to change in line with the customs and occupations of our new listeners. We are increasing our coverage of the ranching country; the oil industries; wheat farmers; lumbering; and many other phases of the varied and wealthy Texas scene.

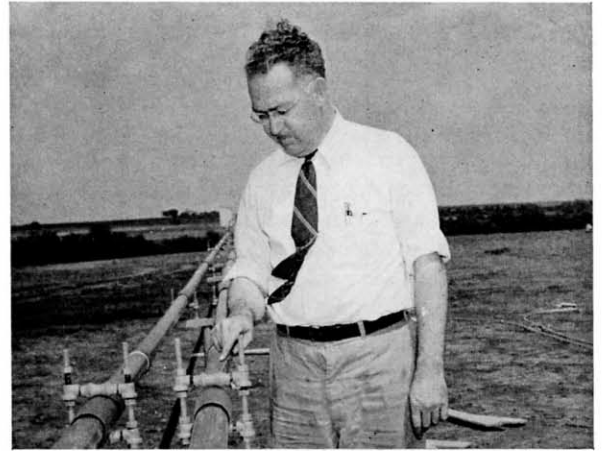
"In the past we have thought nothing of linking up stations all over the state to broadcast interscholastic athletic and other state events using as much as 2,500 miles of telephone lines. Such service will be not only continued but increased," says Rembert.

And so millions of Texans and others in neighboring states are looking forward to July 16 when a new and more powerful KRLD comes to the Southwest. Millions of listeners will get better radio service. Advertisers will get more for their money, and growing, humming Dallas will be in a position further to widen its scope of trade and influence.

Roy M. Flynn—KRLD

Right now down in Dallas, Texas, there is a man working practically 24 hours a day to meet one of the most important deadlines of his life. He is Roy M. Flynn, Chief Engineer of KRLD, and the important date is July 16 when the station goes on the air with an all-day special program inaugurating its new 50 KW. Western Electric transmitter.

KRLD's going from 10 to 50 KW. places Roy high in the ranks of Broadcasting engineers, a position he most eminently deserves. As a boy in his native city of Gainesville, Texas, he became interested in electrical engineering and has followed



Roy M. Flynn, Chief Engineer, KRLD, Dallas, Texas.

Ohm's Law ever since. He early gave a foundation to his wide practical experience and training by taking courses in mathematics at Southern Methodist University.

One of his first radio jobs was to build and operate for the Sun and Humble Oil companies communication equipment used in coordinating the field work with the home offices. Later he joined the Public Address Service Company, and installed some of the first public address systems in that part of the country. He will never forget one job. The Anti-Saloon League employed him to erect giant speakers at Fair Park Stadium for a special address to be given by Herbert Hoover. When a bank of speakers was hoisted to the top of a high pole, the entire unit crashed to the ground. Mr. Hoover had to depend upon his own lungs, and Roy still blushes when he recalls the incident. Many of the theatres of the southwest were given voices by Roy when talking pictures began to replace the silent ones.

Later he went to work for the Dallas Laboratories, in charge of the technical department. This company first operated KRLD. Its call letters would have been KDRL had not some ship at sea grabbed them first. When the station was taken over by its present owners, the Dallas Times Herald, Roy went with it and became Assistant Chief Engineer and in 1929, Chief. The station increased power to 10 KW. in 1928 with a composite transmitter built under Flynn's supervision. He also found time to build the station transmitter at KUT, Austin. But his real love is speech input equipment.

Flynn and his wife are now enjoying the comforts of a beautiful new home built this year in University Park. In the odd moments he can steal away from radio, he goes in for all phases of photography, and his many friends who have seen his fine color shots and motion pictures will testify to his photographic ability. He has been a member of the Institute of Radio Engineers since 1927.