62 Torrance-On-the-Air

THE TORRANCE HERALD

Sept. 15, 1938



Where Insurance Is Not A Sideline Phone Torrance 135-M TORRANCE, CALIF. 1405 MARCELINA AVE.





Independently owned and operated, we, the three Torrance Members of the As-sociated Grocers take pride in our stores and in the fact that we have served the people of this community for so many years. Such pride is justified by the loyal and continued patronage of our customers whose desires and needs we are ever trying to fill more courteously, more efficiently and ALWAYS at a saving.

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Radio KSE in Tenth Year WIRELESS

CONTACTS ALL SHIPS

D^O you know that KNX-CBS transmitter station is NOT the only wireless broadcasting plant in Torrance?

A survey made by The Herald recently showed that very few local residents knew that for the past 10 years Station KSE has been operating on a 24-hour schedule in a small brick building west of Hawthorne avenue on 230th street. The station is one of the far-flung wireless outlets maintained by the Radio Marine Corporation of America, a subsidiary of the Radio Corporation of America.

It was moved to Torrance from Wilmington in July, 1928, and has been sending and receiving messages to and from ships via medium and short wave ever since. Station KSE is known as a marine postal station operating on low power-one kilowatt short wave and three-quarter. kilowatt medium wave transmission.

Use Two Clocks Located on a five-acre site with its two 200-foot towers the station building stands alone off Hawthorne but even the towers fail to attract many visitors, ac-Additional copies of this souvenir edition-10 cents-at The cording to W. E. Everest, manager. His staff consists of three



other operators, B. W. R. Hagen, sending and receiving commer-Herman Friend and C. F. Cegav- cial wireless communications ske. Everest has been a radio from over water. operator since 1917. He lives in erest says that "almost where-Redondo Beach.

ing equipment—minus micro-vessels off South Africa, off phones because all messages are storm-bound Cape Horn, in the transmitted by the dot-dash system-two clocks face the oper- Atlantic and Pacific oceans. ator on duty. One shows Pacific

15 to 18 minutes and 45 to 48 from the Torrance station are minutes past every hour. All sent to R.M.C.'s high power out-the rest of the time it is busy let near San Francisco.



and the second diversion of th

Manager Evever ships are, we work 'em" In addition to RCA broadcast- KSE has reached out to "work" South Seas, every place in the

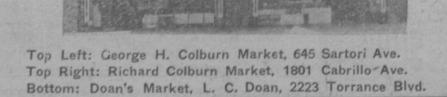
"Because of atmospheric constandard time, the other marks ditions we cannot contact ships Greenwich standard time. All near the Suez Canal in the Medincoming messages are filed ac- iterranean or in the Red Sea," cording to the later time. KSE, by order of the Federal Radio commission, is silent from which cannot be transmitted



COMMUNITY CHORISTERS . . . Formed some 15 years ago by Charles Curtiss and Dr. W. J. Neelands, a church quartet has continued to sing at more public events here than any other entertainment group. Present members of the foursome are shown above, left to right: Carl Pisel, Gus Kinney, Curtiss and Dr. Neelands. Original members were Carleton Bell and City Judge Robert Lessing. The quartet appears frequently here.

Fiction in State's Name

California is literally trans-lated "hot oven," but native sons may take comfort; the Smith-P. Harrington of the Smithsonsonian Institution reports that ian, the learned Montalvo con-it was so named by a man who cocted the romantic amazon nation from two Latin wordshad never even been there. lidus fornax," or "hot oven." The A bare 18 years after the first "ia" is the common Latin and voyage of Columbus, the Smith-Greek feminine ending so often sonian reports, a Spanish scribbler, Montalvo by name, seized used for names of countries c regions. upon the new world as an ideal background for his new yarn. **Volunteers** Man His tale, "The Exploits of Esplandion," published at Madrid Walteria Station in 1510, gave a lurid account of a race of Amazons, rulers of Operating on a "call" basis, "California," an earthly hades the Walteria fire station is now lying "at the right hand of the manned by volunteer firemen Indies, and very close to that working under the supervision part of the terrestrial paradise." of Director John Stroh of the Spanish conquistadors seem to public safety department. This have read the novel avidly. system was started last July. When they discovered Lower or Two phones have been installed, Mexican California, that barren one at the fire station, the other waste "at the right hand of the at W. K. Adolph's garage. Dur-Indies," as explorers believed, ing the day, Adolph is in charge they gave it the name of the and at night Lyle Sagel, one of novelist's "hell on earth." As ex- the seven Walteria volunteers, ploration proceeded, the fertile sleeps at the station to receive land to the north received the alarms there. same title.



Woomd MARKET

MARSEXIMENTED

By that time, the true mean-

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