

On the Air

READERS REPLACING POPULAR ANNOUNCER

Writers and Musicians Doing Noteworthy Work In Preparing Programs

When radio was in its infancy, broadcasting called for the talents of men with ready wit and inborn flow of language to serve as impresarios of the microphone. They had carte blanche as to the conducting of programs.

They are the announcers, beloved or tolerated, as the case may be according to individual likes and dislikes. Surely they played, and are still enacting, important roles.

But the number of announcers in the accepted interpretation of that designation is decreasing.

Due to the necessity of preparing and rehearsing every item of a feature program in advance, many announcers really have become just readers. Everything they say comes from a typewritten sheet. Thus the job requires a voice which registers distinctly, rather than any gift of oratory.

This is not saying that men of special qualifications will not be drafted for microphone service, points out Alex Elsmann, chairman of the board of the Freed-Eisemann Radio Corporation. The situation is just the reverse. Only well-educated men can qualify. For example, the announcer must be thoroughly versed in musical terms and the pronunciation of foreign names, not to omit ability to give instrumental or vocal solos in an emergency—which last contingency applies infrequently on the chains, where special artists are always available in such gaps.

Emphasis is laid on the continuity. Each program follows a certain pattern or conveys a specified idea. Listeners will agree, thinks Mr. Elsmann, that the writers, and musicians, are doing noteworthy work for the attractiveness

FANS' FAVORITE SPORT ON RADIO IS FOOTBALL, ANNOUNCER FINDS



Phillips Carlin, at the microphone, and Graham McNamee, with the glass, are broadcasting a big college football game. Mr. Carlin says there is more genuine enthusiasm and color in the broadcasting of a football game than he has been able to find in either baseball or boxing.

of such programs, which are becoming one of the most delightful features of radio.

But the personality of the announcer is not so important these days, as far as the so-called deluxe programs are concerned.

The announcer as we knew him in other days is retained in the handling of big news events. He becomes a reporter of the air and must have the ability to convey a verbal picture of all that he sees and hears. Notable chronicles of big happenings have come thru the ether and millions owe a debt of appreciation to the men who have served them.

Efficiency and preciseness, however, in most of the feature programs, replace the informality of other days. It must be so, in the natural growth of broadcasting, especially when it is considered that 10,000 persons might be listening.

While radio is becoming more dignified, no one can say that it has lost any of its romantic touch.

Antipodes Enthusiastic Over Foreign Broadcasts

Interest in radio in the antipodes is at fever heat, reports Arthur Freed, Vice-President of the Freed-Eisemann Radio Corporation, from mail just received from Australia and New Zealand.

Australia has created a Radio Research Board, constituted by the Commonwealth Council for Scientific and Industrial Research. Dr. J. E. Madison, Professor of Electrical Engineering at the University of Sydney, is visiting England for an inquiry into British broadcasting methods, in his capacity as chairman of the Board.

Chamber of Commerce Finds New Radio Use

The Chamber of Commerce of Festus, Mo., a rapidly growing town a few miles from St. Louis, has found a new use for radio. A receiving set, instead of radio broadcasting, is going to advertise the charms of Festus.

In the most prominent show window of the town they have installed a console Koleser of the latest design, with a power speaker. It has been seen and heard by more than 10,000 inhabitants of the community. Five thousand tickets are being sold to the boosters of Festus, one of whom is to be awarded the town's radio set at a public celebration. The proceeds will create a fund for newspaper and magazine advertising, and before long, according to the Chamber of Commerce, fascinating Festus will find itself famous.

RESEARCH ON BEACON

WASHINGTON (AP)—Research on a beacon for the radio direction beacon for airplanes by the Bureau of Standards at Bellefonte, Mr. Experimental flights are being conducted there and at College Park. Laboratory work has been started towards refining several elements of the equipment used in beacon flights in order to adapt the beacon further to commercial application.

COMMISSION FAVORS BLAME INFLUENCE PROGRAM CHANGE OF SUN FOR TROUBLE

Proposed Interchange To Be Watched With Considerable Interest

Washington AP—The Federal Radio Commission approves and will watch with special interest the proposed interchange of programs of American and British broadcasting stations.

In the United States it is intended to operate between the hours of 7 and 11 p. m., eastern standard time, throughout the entire year. British chain programs will be relayed by short wave beam across the Atlantic to a separate receiver on Long Island or in New Jersey and rebroadcast over the red or blue network. Officials hope to inaugurate this international service within ninety days.

Read Admiral W. H. G. Bullard, chairman of the commission, says he has informed Dr. Alfred N. Goldsmith, chief broadcast engineer of the Radio Corporation of America, that the commission could grant the request for a wave length of 27,207 meters or a frequency of 11,020 kilocycles. Admiral Bullard said that channel was clear and apparently no trouble would develop from granting its use.

As to the request for a wave length of 18,715 or frequency of 16,020 kilocycles, the admiral said that wave length was in the classification of "Public Toll Service, Mobile and Government Point to Point." He suggested that the National Broadcasting company try to find another suitable wave length in the "relay broadcasting band."

Dr. Goldsmith had informed the commission that at least two short wave lengths will be required to enable British reception of American programs. He said the transmitter for the service will deliver 90 kilowatts of power modulated telephonically. It will be installed at Houndbrook, N. J., in the same building as the present transmitter of WJZ.

"The programs will be sent, not for broadcasting to the public, but as an addressed message to the British Broadcasting Corporation's corresponding receiving station in England, and the service is regarded as a point to point service," said Dr. Goldsmith. "It is entirely possible that commercial arrangements relative thereto will be worked out, and in any case, the program will not be available for rebroadcasting purposes except by those to whom it is addressed."

"The purpose of this restriction is to make certain that the rebroadcasting shall be conducted by responsible agencies capable of giving good service to the public abroad, and in such efficient fashion that a fair idea of the nature and quality of American programs can be gained by the public in foreign countries."

Old Sol Gets Shady Reputation With Radio Experts For Troublemaking

Washington AP—Old Sol is getting a shady reputation with the radio experts.

The old boy, it seems, occasionally goes on a tantrum and bombards the earth with electrified particles which disturb the radio atmosphere. This, scientists believe, is often responsible for poor reception or fading.

Dr. L. W. Austin, of the Bureau of Standards, who is making a special study of phenomena, says there is a relationship between solar activity and radio waves, but scientists have discovered no good means of measuring these effects.

"While the observation work thus far must be considered to be in the preliminary stage, it seems probable that the relations of solar activity and radio phenomena will be found to be as worthy of study as those of solar activity and terrestrial magnetism," said Dr. Austin.

"The most severe magnetic storm of the year was recorded at the magnetic observatory of the United States Coast and Geodetic Survey at Cheltenham, Md., Oct. 12. It was reported as generally a bad night for radio reception. Signals were very weak and faded out. Amateurs were able to hear only a few short wave stations. The signals of the moderate-wave European stations, however, came in with great strength."

"The connection of magnetic storms with radio was first definitely established by Espechied, Anderson and Bailey in the work of the Bell Telephone company in preparation for the establishment of a trans-Atlantic telephone service. They found that magnetic storms greatly decreased the strength of night signals and slightly increased the daylight strength. This effect was more pronounced at a wave length of 5,000 than at 17,000 meters. Since terrestrial magnetism is known to be closely connected with solar activity, a similar connection with solar activity was to be expected. Dr. Pickward in a recent paper has shown that such a relationship exists.

"We have just touched the surface in the study of these phenomena," Dr. Austin concluded.

MAKES RADIO STATIC UNHEARD

A simple, amazing device has been invented by G. H. Goppert, M-709 Hewitt Bldg., Des Moines, Ia., which filters 50 to 90 per cent of static in radio receiving sets. Not only that, but when static is set bad, you can increase your volume tremendously, bring in more distant stations, save 30 to 40 per cent on batteries, eliminate local stations from running in, give your set at least one more stage of radio reception and greater selectivity. Works on all radios; can be attached instantly by anyone without change to set. Mr. Goppert wants agents and is willing to send a no-cost sample. Write him today.—Advertisement.

Church Broadcasting Raises Wave Problem

WASHINGTON (AP)—The federal radio commission has received convincing evidence of the rapid growth of stations broadcasting religious teachings.

Reduction of the power of Station WOQ, operated by the Unity School of Christianity at Kansas City, and of the wave lengths of Stations WBBR, New York, and WORD, Batavia, Ill., was followed by a deluge of complaints. The two latter stations are operated by the People's Pulpit Association. Other stations in this class are

WKBW, Buffalo, operated by the Church of the Nazarene; WHAP, New York, operated by the Jesuits, and KLDG, Independence, Mo., operated by the Church of the Latter Day Saints.

A suggested solution of the problem is that the commission set aside special channels for the use of religious broadcasting. Since these stations generally broadcast over only a few periods in the week, it is believed that a satisfactory arrangement could thus be made.

Sambo—I want a raza. Clerk—Safety? Sambo—No, ash; I want it for social purposes.—The Pathfinder.

British Wireless Man Killed While On Duty

Davenport, England AP—The first fatality in five years of British broadcasting has occurred. William Miller, a maintenance engineer, was accidentally electrocuted.

The accident happened at Davenport's high-powered experimental station. Miller was "throwing in" a high tension switch carrying 10,000 volts. He was seen to lean over a guard rail apparently with the object of making an adjustment.

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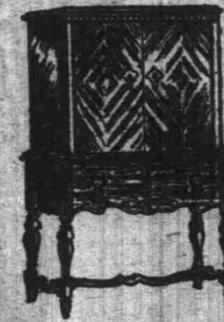
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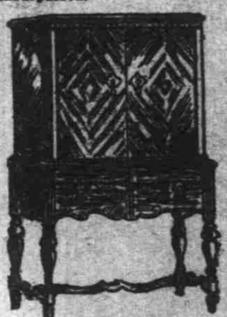
The Quality Goes IN before the Name goes ON

WHY does not Zenith build a radio receiver to sell for less than \$100.00? ZENITH has the laboratory, the engineers, the organization and the financial resources to build any kind of radio. Then why not go below the \$100.00 price?

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