

GENERAL MOTORS FAMILY PARTY MONDAY EVENING

From a "nickelodeon" soloist to prima donna at the Metropolitan is the story of Rosa Ponselle, who will be guest artist in the Feigandine hour of the General Motors family party on Monday evening, Dec. 3, in a program of popular classical music, supported by a symphony orchestra directed by Eugene Goossens.



ROSA PONSELLE

public career when still a young woman, as a member of a local church choir. A theatrical manager heard her sing and employed her. She was discovered as a grand opera possibility by the great Caruso, who arranged an audition for her with Gatti-Casazza, manager of the Metropolitan. She made her debut on November 15, 1918, singing "La Forza del Destino" with Enrico Caruso himself.



EUGENE GOOSSENS

old he had achieved fame as one of the leading English directors and was invited, in 1923, to assume the directorship of the Rochester Philharmonic orchestra. He is also director of the operatic department of the Eastman School of Music, of the Rochester Little Symphony orchestra and of the Rochester Opera company.

Radio Notes

By C. E. Interfield (Associated Press Radio Editor)

Wired radio, that form of transmission which uses electric power or telephone lines rather than the ether as the medium to carry radio frequency current, is to make its presence known in the broadcast business. When, is undetermined, and much depends on experiments to start in a month or two at Cleveland. There actual broadcast tests will be conducted.

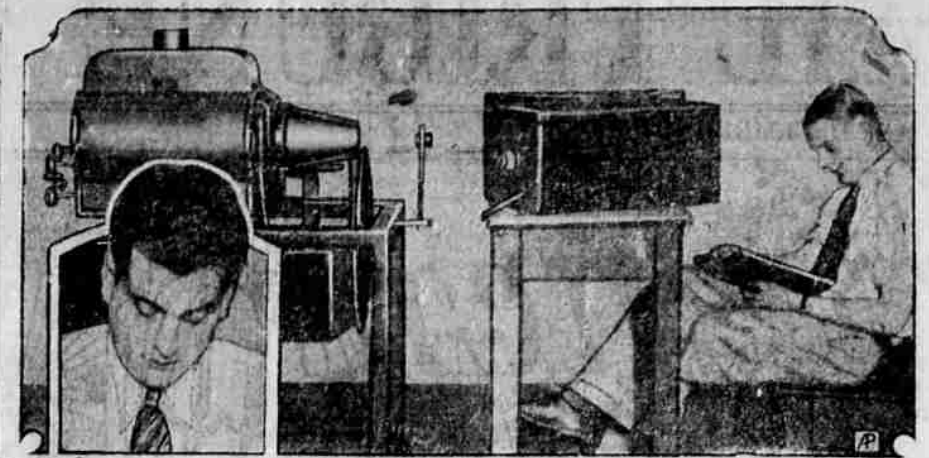
The closing of two contracts between Wired Radio, Inc., a subsidiary of the North American company, and the Federal Telephone company, a subsidiary of the Radio Radio corporation, is the first move. Along with the contracts when the title to around 600 patents, many of them covering the wired radio.

While wired radio eliminates the static and station interference of air broadcasting, several technical difficulties remain to be overcome, and it is these that the Cleveland experimenters will try to surmount. Wired radio tends to take away some of the thrill of present broadcast reception, and to overdone this, receivers are to be designed that will work both ways. It is even planned to have wired-radio attachments that will fit present broadcast sets.

Ownership of the receivers, under the original wired radio idea will not rest in the listeners. The receivers will be rented just like telephones, at from \$2 to \$4 per month. The cost will depend on the type of set. A master studio would supply the programs of which there would be three, classical, jazz and educational, any one to be brought in by pushing a button.

Several hints have been heard lately that the RCA is investigating

DAILY TELEVISION BROADCASTS GO ON AIR AT STATION WIXAY



Reception of television signals broadcast from station WIXAY, Lexington, Mass., has been reported from New York State and Connecticut. A projector, whirling disc containing a spiral of 48 holes, and a set of photo electric cells, are the essentials of the studio equipment shown above. Alfred J. Pote (lower left) is the engineer in charge.

By John B. Knox (Associated Press Feature Editor)

LEXINGTON, Mass.—(AP) Regular daily television broadcasts have become a reality at station WIXAY at Lexington.

Every afternoon between 3 and 4 o'clock, Eastern Standard Time, this station, operated in conjunction with station WLEX, puts on a program of visual radio entertainment for such fans and experimenters as are equipped to pick up the broadcasts. The broadcasts are being developed under the supervision of Alfred J. Pote, engineer-in-chief, and Carl S. Wheeler, owner of the stations.

The studio is a study in somber colors, dominated by a black background. The subject, whose image is to be broadcast, is placed several feet away from a machine

resembling a motion picture projector and employing a high intensity arc light.

Just in front of the outermost lens of the projector is the edge of a steel disc about two feet in diameter. In a spiral arrangement within a narrow band next to the edge of the disc are cut 48 tiny square holes. When the disc is set in motion and the arc is turned on, sharp lines of white light pass in continuous stream across the subject to be televised. The disc turns 500 revolutions per minute.

Photo-electric cells, sensitive to every variation in light and shadow, pick up the form of the subject and his every movement. The differences in light-intensity are translated into electric impulses just as the radio microphone changes sound energy into electrical energy.

These electrical impulses pass directly to amplifiers employing eight vacuum tubes which build up the signal before it is put on the air. A 40-foot aerial of high efficiency is employed to send out the signals on a wavelength of 61.5 meters with 500 watts power.

Every amplifier tube is heavily sheathed with lead. Extraordinary precautions have been taken to prevent the slightest vibrations from reaching the tubes. The cabinets containing the tubes are thickly padded with felt.

An area 10 feet square may be covered by the broadcasting equipment, but in practice such large broadcasts are not undertaken, owing to various limitations.

Reports of receipt of the programs have come from New York state and Connecticut.

HOME EDUCATION

'The Child's First School Is the Family,'—Froebel

Issued by the National Kindergarten Association, 8 West 40th Street, New York City. These articles are appearing each Sunday in the Mail Tribune.

CONCERNING THE APPETITE

Mary Egleston

My eleven-year-old daughter, Virginia, and I are still very good chums, and I am happy to realize that my influence over her has not waned although it is not always immediately effective. On those occasions when to urge Virginia toward any action results in no action at all, I do not apply force, fearing it will intensify the dislike she is evincing toward it. Instead, I try to find and bring to her attention something in the distasteful task that will be likely to counteract the features to which she objects.

The appetite is a sensitive appearance that can easily be humored to serious consequences. Like all children, Virginia very soon acquired decided likes and dislikes, and I found it one of my most difficult tasks to get her to eat some of the green vegetables. Carrots and celery "poisoned" her, she would say, and I was in a quandary to find an antidote. I resorted to the old saying about carrots and their beauty properties, but I soon discovered that this inducement would continue unavailing until, perhaps, Virginia is reached the age when a woman visits the beauty parlor out of mere self-defense. One method after another I tried, seeking never to be detected in any of my schemes, until I finally succeeded. Sometimes when her dad has to work late and Virginia and I are alone for supper, we go to the woods and carry a picnic basket. On one crisp autumn day, however, I did not prepare any meal, but whispered a word in old, black Sally's ear and she smiled approval. I suggested that Virginia bring her friend, Mary, and that she carry the picnic basket.

"Mother," asked my active offspring, "don't we eat tonight?"

"You're not hungry, are you?" I questioned. "I thought it would be nicer not to have to carry a basket. We could walk farther, see more, and come home to a piping hot supper."

"That does sound good," she admitted, "so long as we don't starve to death in the meantime."

"We shan't do that," said Mary. "Not while apples are in Mr. Dower's orchard. He said we could have all we wanted."

I took care not to go by Mr. Dower's orchard on our walk that day and saw to it that the girls had some vigorous fun with the dodge ball. Consequently, they were "simply starved," as they expressed it, when we sat down to the table at night.

"Bring on the eats, Sally," Virginia, laughing, commanded my daughter, and Sally brought in a steaming dish.

"I'm—not—ple!" exclaimed Mary. "Don't I love it?"

"Oh, Mother," ejaculated Virginia, "it's poisoned! Look, it's got carrots and old celery in it!"

"So it has," I acknowledged, "but not many, Virginia, and it does smell so good. Do eat it."

"I'll have to, I guess," she said, complacently. "I don't see anything else to eat."

Virginia finished her pot-pie and, being hungry, enjoyed it. The carrots and celery did not "poison" her. At last, I had found the antidote.

FRANCE PONDS HOOVER'S STAND ON TARIFF BILL

By S. F. Wader, Associated Press Correspondent

PARIS (AP)—French business men and political leaders are waiting with much interest the disclosure of the tariff policy of the new administration in the United States.

They expect no particular relief in the way of reduction of duties on French products, but they hope for some softening of the regulations whereby values are put on imports from France.

The remark is often made in political as well as business circles that if present methods of appraising French goods, and hygienic rules that hinder the export of French agricultural products to America continue, it will be difficult for France to meet payments coming due on war debts.

The two countries seem to have reached a deadlock on the question of appraisals of French goods. The action of treasury agents in France, investigating the cost of French exports by

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America Building Airship Larger Than Graf Zeppelin

Two dirigibles for the United States navy are under construction in this country, each to be fourteen feet longer than the "Graf Zeppelin" and to have a gas capacity about 2,000,000 cubic feet greater than the "Graf." They will be inflated with helium, which will permit the installation of the right motors inside the hull where there will be no resistance to the air, and they are expected to burn heavy oil fuel instead of gasoline. Each dirigible will have space for five airplanes which will be launched from a trapeze, like performers at a circus. England's two airships, the "R-100" and the "R-401," are both larger than the "Graf Zeppelin."

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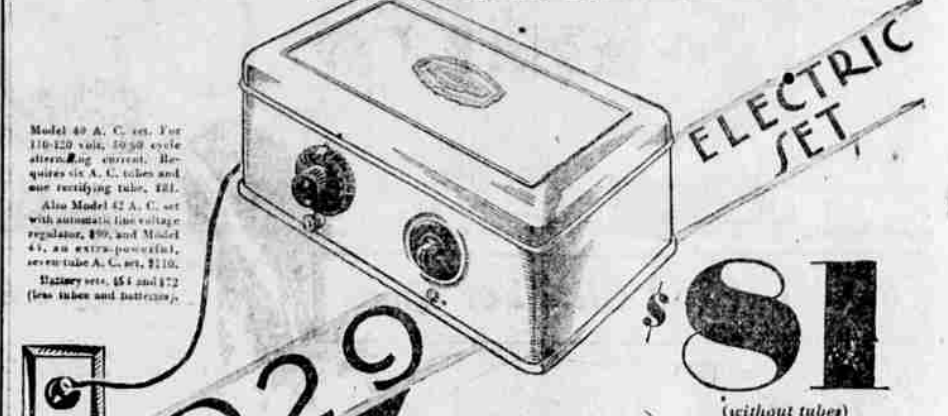


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Meanwhile, the proposed negotiations for a complete commercial agreement between the two countries stand in abeyance.

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