

WCC 31

RCA NEWS

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New York for its employees by the*

RADIO CORPORATION OF AMERICA

RADIO CORPORATION OF AMERICA

233 Broadway

Woolworth Building

New York

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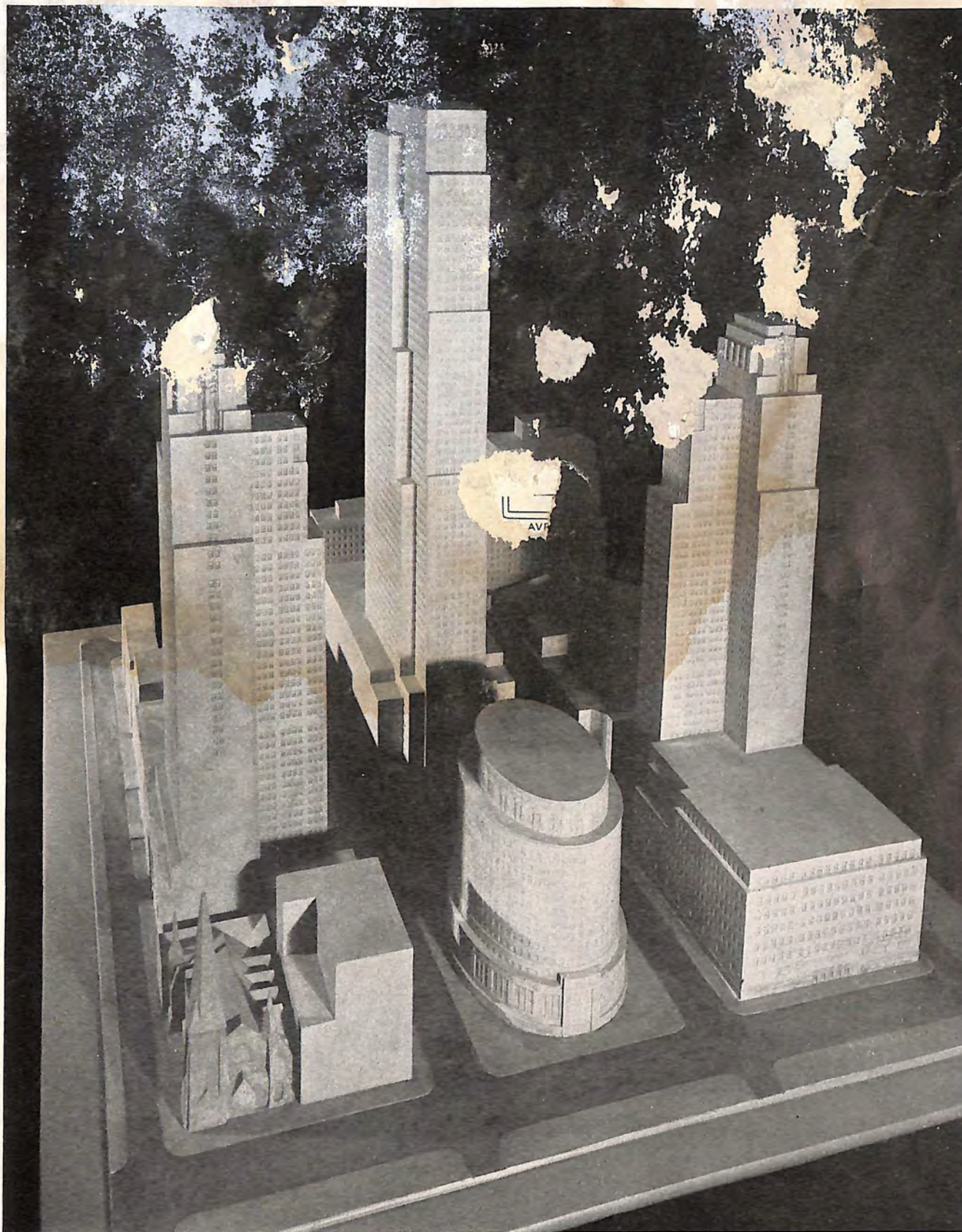
By

RADIO CORPORATION
OF AMERICA



Montgomery Wright, Editor

Radio Corporation of America
233 Broadway, New York, N. Y.



RADIO CITY RISES
IN PLASTER MODEL

The photograph shows how the new center
for the cultural and entertainment arts
allied to radio will look from Fifth Avenue.

RCA NEWS

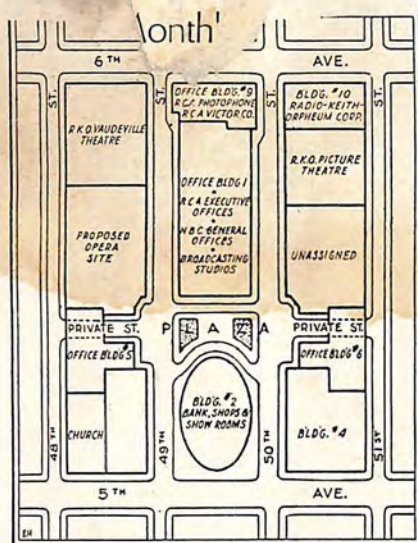
What Radio City Will Be Is Glimpsed At Unveiling Of Its Model

Construction of project will begin in June and first units will be ready in Fall of 1932

A SPOTLIGHT centered on the gleaming walls and towers of a large plaster model, slowly revolving on a pedestal, gave more than one hundred persons, mostly newspaper and magazine writers, who were called in to see it the night of March 5 the first view of the Radio City project, soon to rise in midtown Manhattan.

What they saw did not disappoint them nor the public to which the newspapers carried the story in their next editions. Here was not only a solid embodiment of the soaring promise of the entertainment arts allied to radio and what is probably the most ambitious private development ever undertaken in America. To those who watched as the striking surfaces caught the light with each turn of the pedestal was revealed also a new architectural development, hinting at the centers which will adorn cities in years to come. Here was a group of buildings planned as a unit with first emphasis on utility, achieving through that utility a solid harmony.

Construction of the development will begin in June and first units will be ready for occupancy in the Fall of 1932. By the end



RADIO CITY STREET PLAN

of 1933, the entire project is scheduled to be finished. Old buildings on the site already are being torn down. It developed also at the formal showing of the model, which was in the offices of Reinhard & Hofmeister, one of the architects planning the buildings, that there was a probability that the new Opera House which had been planned originally as part of the Rockefeller group of buildings, but which had remained indefinite in the development of the plans, might be erected in the group after all.

Executives of the concerns interested in the building and oper-

ation of Radio City were present at the unveiling of the model and explained their part in the project. The Radio Group, which will be the principal occupant of the project, being built by the John D. Rockefeller, Jr., interests, includes the Radio Corporation of America, the National Broadcasting Company, Radio-Keith-Orpheum, RCA Victor and RCA Photophone companies.

Rising in the center and towering over the other buildings will be the structure to be occupied by the executive offices of the Radio Corporation and the National Broadcasting Company. It will be 68 stories tall and will be the largest structure ever planned thus far, surpassing the Empire State and Chrysler Buildings in floor space, but not in height. The building will stand in the middle of the plot nearer to Sixth Avenue than to Fifth Avenue. Its base will be 170x525 feet and its shaft 107x327 feet.

The Radio City will supply space for no fewer than twenty-seven studios for the National Broadcasting Company, designed in accordance with the best engineering principles known today and providing opportunity for the in-

(Continued on page 29)

Inspiring Success Of Papal Broadcast Forecasts Frequent Programs

Multitude listens as Pope's voice reaches
entire world from station built by Marconi

FROM the most clustered community in the Christian world, Vatican City, short wave radio signals emanating from

antenna towers with tops shaped like bishop's mitres leaped across oceans and continents at 10:15 o'clock in the morning of Thurs-

day, February 12. An announcer on the papal staff informed listening America that a program was being directed from the Holy See to the National Broadcasting Company in America, and an historic international event, in which the voice of a Pope was heard around the world for the first time, was under way.

For more than an hour and a half thereafter, a world-wide audience including listeners over combined NBC networks in the United States, were carried by radio within the precincts of the Vatican. Pope Pius XI, and Senatore Guglielmo Marconi, radio pioneer, were the central figures in a pontifical pageant inaugurating the new Vatican radio station, which is Marconi's gift to His Holiness.

Fifteen minutes before the time scheduled for the arrival of His Holiness at the new headquarters of station HVJ, NBC engineers in New York began feeding their last minute tests to the combined, augmented networks of more than seventy stations, in order that listening America might hear the final preliminaries. The clear, strong, well-modulated quality with which the Italian announcer advised NBC that the program was imminent, continued throughout nearly all of the broadcast. Only once, during the final moments of the Pope's first message in Latin, did magnetic disturbances interfere with the satisfactory quality of the signals.

Promptly at 10:30, as scheduled, listeners heard the resonant fanfare of the Silver Trumpeters of the Vatican Guard, announc-



**A Signature That Gave
Papal Honor To Marconi**

POPE PIUS XI SIGNS DECREE
MAKING INVENTOR A MEMBER
OF THE PONTIFICAL ACADEMY



ing that His Holiness had arrived at the station. An English speaking announcer then explained that the Vatican would shut down its station for a brief interlude of silence, during which Pope Pius would bless his new equipment and formally open the broadcast.

The announcer also explained briefly the successive steps of the program: the Morse Code signals, tapped out slowly by the hand of Pope Pius himself, further signals transmitted on an automatic sender, also heard by American listeners; and then a brief address

Sidelights Of The Broadcast

M. H. Aylesworth, Bishop Dunn, Monsignor Donahue, and G. F. McClell, and, listen; left to right above. The American end of the two-way conversation, right: Father Alter, Father McGowan, J. W. Elwood, C. W. Horn and C. F. Dolle; (L. to R.) Standing, Announcer Edward Jewett. Below, Control room of the Vatican Station. Photograph sent by Photoradio. Senatore Marconi is at the left.



PHOTOGRAPH TRANSMITTED BY R.C.A. COMMUNICATIONS, INC.

by Senatore Marconi, in which the great scientist devoutly presented his handiwork to His Holiness.

"For nearly twenty centuries," Senatore Marconi, speaking in English, said in conclusion, "the Roman pontiffs have sent their messages to the faithful throughout the world. Now, for the first time, the living voice of His Holiness will be heard simultaneously in all parts of the world . . . Please, Holy Father, I pray you, let your voice be heard all over the world."

After a brief pause, Pope Pius then came to the microphone, and



**R.C.A. Communications, Inc.,
Shares Honors In Broadcast**

THIS PHOTOGRAPH OF THE
VATICAN ANTENNA TOWERS
WAS SENT BY PHOTORADIO

delivered an address in Latin which lasted nearly fifteen minutes. The posting of papal pronouncements on the doors of Roman Catholic basilicas, which for fifteen hundred years has been the papal means of reaching the faithful, became an anachronism as Pope Pius quoted the scriptural injunction to "Go forth into all nations."

The Pope addressed himself to all nations, islands, all inhabitants of the world, mentioning that he was the first Pope to make use of this truly wonderful Marconian invention and making his remarks of universal application in keeping with the scope of his audience.

"Let our first words," he said,

"be, 'Glory to God in the highest and on earth peace to men of good will.' Glory to God who in our days hath given such power to men that their words should reach in very truth to the ends of the earth and peace on earth where we are the ambassadors of that Divine Redeemer, Jesus, who, coming, preached peace. His address ended with his Apostolic blessing to "the world and who dwell therein."

Following the papal address, His Holiness and Senatore Marconi left the station, and went to the Pontifical Academy of Science, where listeners later heard the ceremonies investing Senatore Marconi as a member of the Academy.

Meanwhile from the Vatican station itself, summaries of the Pope's address were read in French, German, Polish, Spanish, English and Italian.

From the Academy, talks were broadcast by the Reverend Father Professor P. G. Gianfranceschi, President of the Academy; by Senatore Marconi, and by Pope Pius. These talks were in Italian. Then came an interval of instrumental music, also originating in the Vatican.

An English translation of the Pope's remarks was given by Monsignor Francis J. Spellman of Boston, who is attached to the Vatican State Department.

High dignitaries of the Roman Catholic Church and officials of NBC gathered in the studios in New York to hear the first broad-

(Continued on page 31)

Arthur B. Tuttle Up In Two Subsidiaries

ARTHUR B. Tuttle, who has been an assistant treasurer of R.C.A. Communications, Inc., and the Radiomarine Corporation of America, was elected Treasurer of those companies at recent meetings of their boards of directors.

The election of Mr. Tuttle followed the resignation of George S. De Sousa as Treasurer and Alexander Nicol as Assistant Treasurer of R.C.A. Communications, Inc., and the Radiomarine Corporation of America, made necessary by the increasing demands of their other duties.

Mr. Tuttle entered the employ of the Radio Corporation ten years ago in January and has been in the Treasurer's Department, under Mr. De Sousa, ever since. He served first as Credit Manager of Communications and as an assistant treasurer. When R.C.A. Communications, Inc., was formed he became Assistant Treasurer of it and the Radiomarine Corporation, with his office at 66 Broad Street.

Mr. Sarnoff Is One Of Three Leaders Elected To Council Of NYU

University's action a tribute to RCA President and his colleagues, known for educational interest

ELECTION to the Council of New York University of three men prominent in the fields of science, industry and religion—David Sarnoff, Thor J. Watson, and the Reverend Irving H. Berg—was announced on March 7 by Fred I. Kent, recently elected president of the Council.

Mr. Sarnoff, who in the brief span of a quarter of a century rose from messenger boy to President of the Radio Corporation of America; Mr. Watson, President of the International Business Machines Corporation, and Dr. Berg, liberal pastor of the Fort Washington Collegiate Reformed Church, were pleased to accept posts on the governing body of the University.

By their broad associations and wide knowledge of world affairs, the announcement by the University stated, the three new council members are expected to become influential members of the University as it prepares to celebrate its centenary of service.

Each of the three leaders has been actively interested in the work of education. Dr. Berg, long a champion of liberal religion as exemplified by the modern student, has been associated with New York University as chaplain since 1919; Mr. Watson is a member of the Lafayette University Board of Trustees and in 1927 Mr. Sarnoff was invested by the St. Lawrence University at Canton, New York, with the honorary degree of Doctor of Science. In conferring this degree, the President of the Institution said of Mr. Sarnoff: "Born across the

sea, coming to America in childhood, a worthy and notable product of American opportunity, a student and promoter of the science of wireless communication, tireless in research, skillful in literary expression, recognized as a guiding force in business affairs, a man of high ideals, practical methods, and untiring energy, a

friend of the St. Lawrence University, I confer upon you the honorary degree of Doctor of Science."

Mr. Sarnoff, who reached the age of forty years only a few days ago, began his business career when fifteen years old as messenger boy for the Commercial

(Continued on page 29)



Copyright by Robert H. Davis

DAVID SARNOFF AND TWO OTHER LEADERS ON COUNCIL OF NYU

Applies His Training In Educational Field



GENERAL VIEW OF THE OPERATING ROOM AT CHATHAM STATION

Powerful Station At Chatham Is Known To Operators On Every Sea

As result of ten years' progress Radiomarine has world's largest commercial marine base

ANY discussion of the evolution of marine radio is certain to contain some mention of the station of Radiomarine Corporation of America at Chatham on Cape Cod, known to sea-going operators the world over as WCC-WIM. For here in early 1921 RCA built, as the successor to the old Marconi station at South Wellfleet, the first vacuum tube transmitter for radio telegraphic work in America, and here, as the result of ten years' progress, is today the largest commercial marine station in the world.

Originally RCA's principal long-wave Trans-Atlantic receiving station, Chatham, because of its ideal location in relation to the shipping lanes to Europe, soon concentrated on ship-to-shore communication entirely. In 1921 there were no less than twelve stations engaged in this work along the comparatively short sec-

tion of our coast line from Maine to New Jersey, each of the old spark type with a normal range of from 200 to 300 miles. Practically all traffic was handled on two crowded channels—450 and 600 meters—with the result that the interference was terrific, and communication inefficient.

The vacuum tube transmitter, however, brought order out of chaos. Its emitted waves were found to create no interference and to carry over greater distances than the older type. Ships began to be equipped with the new apparatus, and other tube transmitters (2200-2300 meters) were soon installed at Marion, Mass., operated by remote control from Chatham, making possible duplex operation, or the ability to communicate with several ships at the same time. Thus the work formerly done by several stations was centralized at one, the normal

range increased to about 2000 miles, and commercial traffic increased tremendously.

In very recent years the peculiar properties of short waves under 100 meters were discovered. Two stations using them might be unable to hear each other if only 100 miles apart, yet if 10,000 miles apart they might communicate with ease. Short wave apparatus has accordingly been added to several of the larger ships and shore stations. At present, Chatham has six short-wave receivers, five long-wave, two for local 600-meter work, and operates by remote control seven transmitters at Marion, providing communication with twenty ships at the same time, if necessary.

One of the numerous advantages of this centralization is that it provides flexibility in handling traffic; that is, if a ship cannot be reached on a certain wave length

owing to static or other conditions, it is generally possible to shift to one that is suitable.

How does the public benefit from these improvements?

Let us suppose a shipowner in New York expects one of his vessels to reach that port on a voyage from Europe in a week's time. Some-

thing happens so that he finds he will save thousands of dollars if the ship goes directly to Norfolk instead. Ten years ago he would have sent an identical message to three or four radio stations scattered along the coast from Newfoundland to Virginia, and trusted to luck that one of them would deliver it. Today he would file the message with the telegraph company, which would immediately, from a central office in New York, forward it by direct wire

larly, a fishing company is enabled to call its vessels in promptly when the market is most advantageous. On the other hand, a passenger on one of the larger liners may keep in social or business touch with shore at all times.

Chatham Radio has been identified with many interesting happenings on the sea in recent years. Among these may be mentioned the crossing of the Graf Zeppelin and ZR-3, Byrd's and Lindbergh's flights, and assistance in numerous marine disasters. Perhaps the service performed was to gather weather reports from ships in order to lessen the hazards of an ocean "hop", or to furnish medi-

cine existing between these two services in protecting it. He pointed out that the day after the call for the C. (a yard), where from six to a cut-

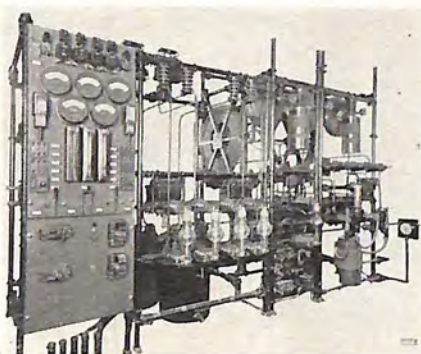
That of tomorrow is field? One of the great maritime nations is building or planning to build a ship which it hopes will be the largest and fastest in the world. By 1935 the race for supremacy will have become a reality, undoubtedly bringing with it new problems to solve in the field of marine communication. Short waves, which have made interna-



"HOTEL NAUTILUS," MAINTAINED FOR THE STAFF

Glimpses Around Chatham Station

OPERATING BUILDING BASE OF MAST



A TRANSMITTER AT MARION



tional broadcasting possible, are destined to play an important part in this work. The operators at Chatham have experienced some thrills in the last year or two in plotting a ship's position on the map when it said, "Now passing through Mozambique Channel, or now off the coast of Penang, or now whaling in lat. 40 East long. 60 South" (Antarctic). But

(Continued on page 31)

to the proper RMCA coastal station at either Chatham, New London, New York, Tuckerton, or Palm Beach.

If the ship in question is not fitted with the most modern long distance apparatus, it is often possible to relay via a ship which is so fitted. Furthermore, should the ship communicate first with one of the other shore stations, the message would be immediately rerouted via that station. Simi-

cal advice to a sick person aboard a vessel which had no doctor, or in the case of a sinking ship to summon aid from nearby ships and the U. S. Coast Guard. As an example of the close cooper-



Newly Promoted
Executives of
RCA Photophone

A. E. REOCH

L. B. MORRIS



New Executive Head of RCA Photophone A Figure In Radio 20 Years

At the election promoting Alexander E. Reoch
Lawrence B. Morris is made a Vice-President

ALEXANDER E. REOCH has been elected Executive Vice-President of RCA Photophone Inc., by the Board of Directors and Lawrence B. Morris, Vice-President. Mr. Reoch, it was announced, now takes active charge of the affairs of RCA Photophone, Inc., here and abroad. Mr. Reoch had been Vice-President, and Mr. Morris General Attorney for Photophone.

Mr. Reoch has been a figure in the radio industry for the past twenty years, his range of experience including communications, manufacturing and sales. Although much of his career has been devoted to the engineering phases of the industry, latterly he has been concerned mainly with the administrative work in the sound recording and sound reproduction fields represented by the activities of RCA Photophone, Inc. He went to Photophone from the Radio-Victor Corporation, of which he was Vice-President in charge of Production and

Service. He is a Fellow of the Institute of Radio Engineers, a member of the Franklin Institute and of the Engineers Club of New York.

Entering the service of the English Marconi Company in June, 1902, Mr. Reoch undertook construction and operating work for that company in England, Holland, Germany, and Egypt. He was appointed engineer with the Canadian Marconi Company, 1905. From 1909 until 1911 he was in complete charge of the business and became widely known in radio. He was made Chief Engineer in 1917, and at the beginning of 1918 joined the engineering staff of the American Marconi Company. He entered the service of RCA when the corporation was organized.

Mr. Morris has been general attorney for RCA Photophone, Inc., since October, 1928. He came to New York City from Kansas about six years ago, having been prosecuting attorney in

Junction City for eight years and United States Commissioner for the district of Kansas for six years. After three and one-half years on the trial staff of the New York Railways and Fifth Avenue Coach Company, he joined RCA Photophone, Inc. He is a graduate of Kansas University and a member of Phi Delta Phi and Phi Kappa Psi fraternities.

Another Times Square Theatre Installs Sound

ANOTHER Times Square legitimate theatre has gone sound. RCA Photophone engineers are installing the new all AC reproducing apparatus in the Eltinge, which Al Woods recently leased to the Ruhadan Amusement Corporation.

This new sound apparatus has just been introduced. Photophone engineers spent two years in its development, with net results which eliminated batteries and motor generators.

Old Time Radio Men Gather At Dinner Of Veteran Wireless Operators

David Sarnoff sends message practically around world
Event attended by many from Radio Corporation

will be given the same old time members instead of the new ones. The banquet was held at the Hotel Astor, New York City, on the night of February 11, ostensibly to attend the sixth annual banquet and "Cruise" of their organization, but in the main to meet with and renew acquaintances among their fellows of by-gone days.

Such meetings, always the big feature of their yearly gatherings, were especially marked this year by the first appearance of several prominent "Old Timers". F. M. Sammis, America's first radio chief engineer and now Pacific Coast Representative of the RCA Telephone, was there for the first time, gave an interesting talk and was greeted by many of his old friends. Among them was David Sarnoff, whose start in radio was under

Mr. Sammis' direction.

E. E. Bucher, Assistant Vice-President of RCA and an internationally known radio authority of some thirty years' standing, graced the speakers' table for the first time. Mr. Bucher's talk of former days contained radio incidents in his career as operator and engineer, that were part of history when many of the veterans present were learning the code.

C. C. Galbraith, General Manager of the old United Wireless Telegraph Company and now a New York business man, was at the banquet with his almost equally well known son, Clayton S. Galbraith.

Although H. J. Hughes had attended at least one previous banquet, this is the first year Mrs. Hughes had been among the veteran operators, of which she is one. Incidentally, she is one of

the women members of the organization. Mrs. Hughes, as a pioneer, is well remembered as being the first operator in the N.Y. stations and as being in the force at 42 when Mr. Hughes, who was then Superintendent of the old United, was one of the most popular radio men of his day.

The outstanding event of the evening was the feat of Mr. Sarnoff in telegraphing a message, authorized by President Hoover for the occasion. It was broadcast by means of a direct wire line hook-up operating stations WII at New Brunswick on 13,750 meters, 200 kilowatts, and WSC at Tuckerton on 36 meters, 40 kilowatts. This hook-up was arranged by the Radiomarine Corporation under the direction of A. J. Costigan and the

(Continued on page 30)



SIXTH ANNUAL CRUISE OF V.W.O.A.
AT THE HOTEL ASTOR IN NEW YORK CITY

**The Veterans of
Radio Assemble**

in Old Spanish. Can't See

RCA Foreign Sales Division

The RCA Foreign Sales Division, which handles the export of RCA products to all parts of the world, as well as the promotion of RCA products in every continent on the globe, and the languages in which they are advertised are numerous.

The job of selling Radiolas and all RCA apparatus in other parts

where and has been in practically every important foreign market where Radiolas are sold.

Naturally, the advertising done

to be in the illustrations places
This is conducted by the
Special

such as folders, booklets, displays, signs, and most of the many items in the long list of sales promotional material provided for American dealers also are sent to all countries. In the three months from October to December, over 50,000 individual shipments of advertising and sales promotion material were made to foreign cities.

Special publicity articles on all new RCA developments are sent to all foreign newspapers and magazines, as well as to American export publications which have world-wide circulations. Suggestions for advertising and sales ideas are issued regularly through special bulletins and through the "RCA Merchant", a monthly publication for foreign Radiola dealers. This is published in both English and Spanish—in two separate editions.

It provides information as to other RCA activities as well. The following excerpt from a letter from Ecuador is typical: "Please accept our thanks for the RCA Merchant, No. 6, so opportunely sent. The magazine is replete with practical suggestions. Quito Electric Light and Power Company." Many requests for copies are received from persons other than dealers.

The Foreign Division provides



**With Pietro Mascagni,
the composer, in Rome**

LEFT TO RIGHT: MR. MASCAGNI AND
A. B. C. SCULL, "Doc" JONES
AND J. A. BIONDO OF R.C.A.

rising and display international
services and information
which are held in vari-
ous countries in the world.
During the last 10 years
there has been a steady in-
crease in the importance
of the Gold Medal
Prize at the Oceanographic



J. M. REGOTTAZ

Exposition at Barcelona, Spain, and attracted the special attention of King Carol at the Radio Exposition held recently in Bucharest, Roumania.

Since the seasons are reversed below the equator, the Foreign Sales and Advertising Division is continuously at the peak of its activities.

Radiotrons, broadcasting equipment, centralized radio systems, and all types of commercial radio communications apparatus, in addition to Radiolas are sold in foreign countries.

One of the best broadcasting stations in Europe is station IRO, the RCA 50 kilowatt station in Rome, Italy, which was installed last year. The best and most modern station in Latin America is the 5 kilowatt RCA station XEW in Mexico City. The complete RCA line of broadcasting stations is sold by the For-



A RADIOLA EXHIBITION IN CHINA

Orchestral Arrangements by RCA

AT THE MILAN FAIR



eign Sales Division. These include the 100 watt, 1 kilowatt, 5 kilowatt and 50 kilowatt units.

Of the different types of RCA commercial radio communication apparatus, there are the 200-watt telegraph transmitter, the 200/350 watt telephone and telegraph transmitter, especially used in airports; the 1 kilowatt short wave transmitter; the 20-40 kilowatt short wave transmitter; the diversity system for short wave reception; short wave receivers, and a large number of other units for more specialized purposes in the marine and aviation fields, such

as the aircraft beacon receiver, 500 watt marine telegraph transmitter, 2 kilowatt marine transmitter. In addition, there is the RCA Photoradio System, for the transmission and reception by radio of photographs and illustrations.

From the bulkiest apparatus down to Radiotrons the products sold by the Foreign Division range—with the tubes occupying a prominent place. Radiotrons for ordinary receivers for commercial transmitters and receivers, and for broadcasting stations are included.



CHARLES ROGERS

Named For High Positions With RKO-Pathe



NED DEPINET

Charles H. Rogers Is Production Head Of New RKO-Pathe Studios

Ned Depinet is Vice-President and Sales Manager
of the newly reorganized motion picture company

CHARLES H. ROGERS, generally regarded as one of the ablest showmen among Hollywood motion picture producers, has been made the executive production head of the re-organized RKO-Pathe Studios.

Mr. Rogers was elected a vice-president of the new company, and will be in charge of production. A formal announcement to that effect has been made by Hiram S. Brown, President of Radio-Keith-Orpheum.

For some months, Rogers has been an independent producer, releasing through RKO Radio Pictures. His first picture was "Millie".

In his new post, Mr. Rogers will be associated with Lee Marcus, President of the new RKO Pathe Company. Mr. Marcus will have offices in New York; Mr. Rogers will remain at the former Pathe Studios in Culver City, California.

With the announcement, Mr.

Brown intimated that the re-organization of official personnel of the old Pathe Company was practically completed. The new officers succeed E. B. Derr, President, and Charles Sullivan, Vice-President, who resigned prior to the purchase of Pathe properties by the Radio-Keith-Orpheum Corporation.

Charles Rogers has a long and enviable record as a producer. He was for many years associated with the First National organization, and produced many of that company's greatest hits.

Mr. Marcus has announced the appointment also of Ned E. Depinet as Vice-President and General Sales Manager of RKO Pathe Pictures, Inc. The company considers itself fortunate in being able to obtain his services, as Mr. Depinet is recognized as one of the outstanding sales executives in the motion picture business, with a host of friends.

Mr. Depinet has been associated

actively with the motion picture business since 1907, in both the selling and production ends. In recent years he has occupied several important posts: General Sales Manager of the Universal Pictures Company, Vice-President and General Sales Manager of First National Pictures, Inc., and more recently, General Sales Manager of Warner Bros.

E. J. O'Leary, at present General Sales Manager for the company, will continue in an important sales executive position.

President Hoover In Tribute To Lincoln

A TRIBUTE by President Hoover to the memory of Abraham Lincoln was broadcast over an NBC-WJZ network from 10 to 10:30 o'clock, Eastern Standard Time, the night of February 12. This address, delivered in the Lincoln study at the White House, was the only Lincoln Day utterance of the President.

General Harbord Traces Steps Ending In American Radio Leadership

Resourcefulness, enterprise and engineering brought change, RCA Chairman tells audience

AMERICA now leads the world in radio communication, General James G. Harbord, Chairman of the Board of the Radio Corporation, told members of the St. Louis Chamber of Commerce before whom he spoke recently.

"Before the World War, London was the radio communication capital of the world," General Harbord said. "British financial interests had backed Marconi in his early experiments; British imperial policy had linked the Empire's remote dominions by radio circuits, and even prior to 1914, Britain planned to supplement its world monopoly of cable communications with a world-wide radio network.

"Today New York is the world's radio communication capital—the chief radio city on the globe—and America leads all other nations in radio development. This change was not an incident of the war's upheaval; it is the result of American enterprise, resourcefulness and engineering genius.

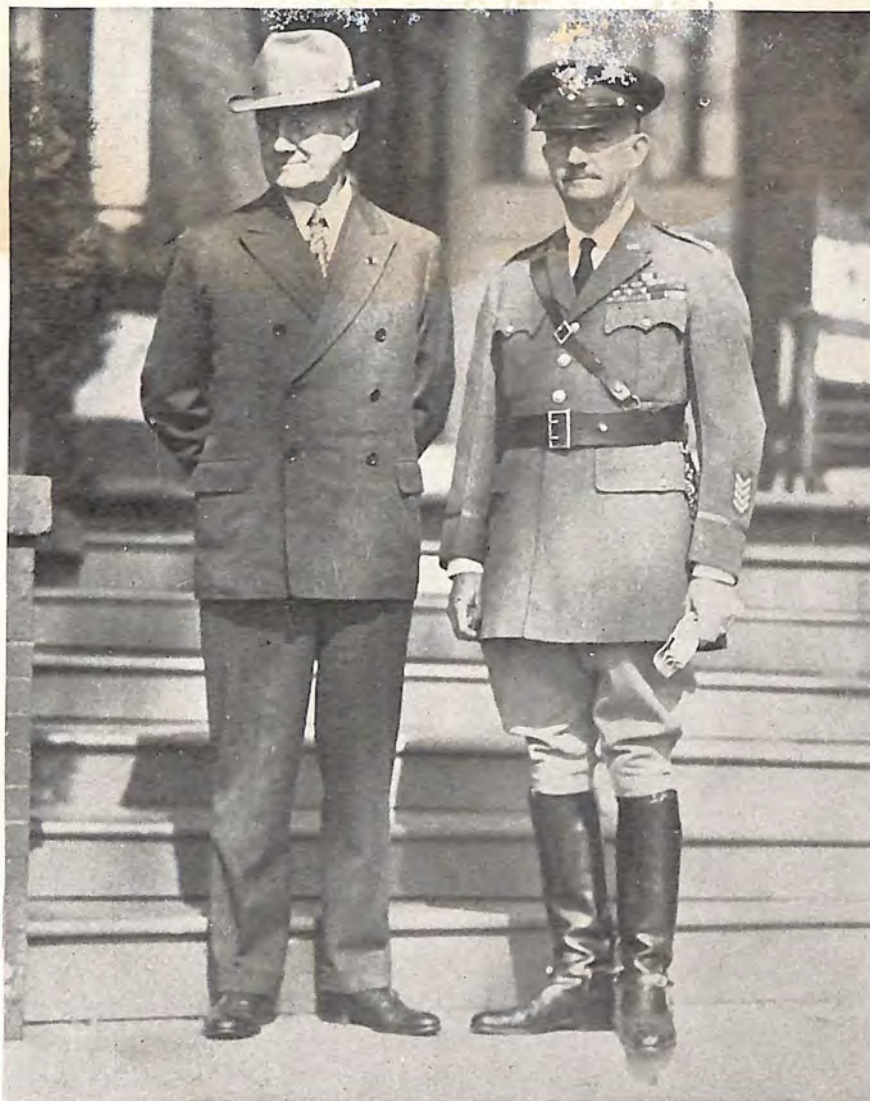
"During the war two American engineers, Dr. E. F. W. Alexanderson and Major Edwin H. Armstrong discovered new and revolutionary principles in radio practice. These were the high-frequency alternator and the superheterodyne receiver. Without going into technical details or setting myself up as a patent authority let me say that these two discoveries, supplemented by several other devices also credited to American engineering genius, completely revolutionized the radio art. They gave to radio a clear

strong voice, where formerly its voice had been wavering, uncertain and liable to fade.

"While the war emergency existed, all American radio patents, including these important new contributions to the science, were pooled under Government control. Competitive industrial interests contributed the work of their en-

gineers to the common cause of the Allies. After the war the patents reverted to their respective owners, and a curious state of affairs resulted. No one company owned or controlled enough patents to enable it effectively to furnish modern radio communications.

The British, in the meantime,



RCA CHAIRMAN SPENT SOME TIME WITH HIS OLD FRIEND ON HIS RECENT SOUTHERN TRIP

General Harbord and General Frank McCoy

Direction Finder, a Radio Man, Save All On Sinking Ship

The importance of the radio and radio men in the recent rescue of those on board the Greek steamship Christos Sigalas is emphasized in the report to the Eastern Division headquarters by Radiomarine by Irvine Finver, radio operator, who, with the Captain, Chief Mate and Chief Engineer, was the last to leave the sinking ship. Finver doubts if the Christos Sigalas would have been sighted and the rescue made, if the SS Monfione had not been equipped with a direction finder.

The Christos Sigalas was bound for Cette, France, having left Baltimore with a cargo of coal, when it was discovered in the midst of a gale that had been battering her for hours that she was leaking. Pumps were started, but with little avail because of ashes in the bilges. By the next morning three screws of the tail shaft were gone and had to be replaced. The engine and boiler rooms were flooded and waves were breaking over the boat deck. The sky was overcast so that it was impossible to determine the ship's position, except by dead reckoning.

Another night of high seas—and Operator Finver was awakened early to be asked to leave his room adjoining the engine room and go to the bridge. Steam, hissing from a cracked boiler greeted him as he opened his door. When he reached the bridge the Chief Mate gave him the cheerful information that they wanted him to stay away from his room because it was feared there might be an explosion which might deprive the ship of his services when he

Finver gets and for the Christos Sigalas Monfione which finds her by beacon

He heard the SS Monfione, informed its operator that Christos Sigalas had been in touch. A "C.Q." was sent to other ships also requesting position reports. By this time water was knee-deep in the boiler room. At noon the Captain told Finver to send a message to the Monfione asking that it come to their assistance. Finver's report continues:

"The operator of the Monfione then told me to 'Q.R.V.' for bearing as they had a direction finder. All Italian ships carrying wireless must have direction finders.

"Had it not been for the direction finder on board I doubt if we could have been sighted and rescued. It got radio bearings four times. . . At 7 o'clock that night we saw the lights of a ship signalling to us and the Captain knew it was the Monfione, as they had radioed that they had seen the masts of a ship before dark. Fifteen minutes later we were proceeding to Bermuda at 2 miles an hour with the Monfione steaming along with us all night. Next morning I radioed the Monfione that the screws of our tail shaft were broken again. He replied that we were in a bad condition for a tow because when he saw seas break over our side the vessel was hidden from view. We then decided to abandon ship."

A life boat was lowered only after the greatest difficulties and then the waves made it extremely difficult to reach it from the

Jacob's ladder. The life boat made three trips in taking the crew of 22 men safely to the Monfione. When the last members of the crew were gone the Chief Engineer ordered the sea gale and with the Chief Mate, Operator Finver and the Captain, left the ship.

The Christos Sigalas formerly was the Chamber of Commerce Courier, built in Germany in 1903. She was 291 feet long and had a deadweight of 4,200 tons.

Famous Actresses In The Radiola Series

FOR the first time an authorized production of a play by Sir James Matthew Barrie, author of "Peter Pan" and other plays and books of world-wide popularity has gone on the air. With Billie Burke in the leading role, it was presented Sunday evening, March 8 from Station WEAJ over an NBC network.

The play was "Rosalind", and was one in the series being presented on alternate Sunday evenings by the Radiola Players, an organization of famous stars of stage and screen sponsored by the Radiola Division of the RCA Victor Company. Ivor Novello, young British playwright and actor, who this season is sharing spotlight honors with Miss Burke, was also featured.

Fay Bainter, who is especially remembered for her performance as Ming Toy in "East is West", was the featured player in Rachel Field's play, "The Londonderry Air", which was broadcast Sunday evening, February 22 in the Radiola Division series.

Unusual Selling Opportunity Is Offered In New Victor R-34 At \$121

The five circuit radio receiver
has features far beyond its price

One of the greatest selling opportunities in the history of radio receivers has been offered dealer through the sale of a new Victor five circuit radio receiver at a price of \$121.

dent on the part of the company Victor has made this remarkable bargain. The R-34, complete with Pa. trons, declared that never had such a genuine quality receiver been put on the market at such a figure.

"The new Victor radio," Mr. Grubbs said, "to be known as the R-34, is produced with no compromise with the usual low price standards. It embodies all the features which have been sought by other Victor models in a variable place in the radio field today. Never before has a Victor five circuit radio been offered at a price even approaching that asked for the R-34. With the present tightening in the retail market, Victor feels it is offering the dealers a golden opportunity to increase the volume of their business.

"The set is equipped with Victor tone control and it has met every rigid Victor standard for selectivity, sensitivity and tone quality, and is capable of performance comparable with that achieved in the most expensive Victor models. It also has the superdynamic corrugated cone loud speaker, the full vision tuning dial, including the micro-exact "hairline station finder". It is housed in a handsome walnut finished cabinet designed in the popular 18th century English style, measuring 41 1/4 inches high, 25 5/8 inches wide and 15 1/2 inches deep. Eight tubes are employed.

"Today," said Mr. Grubbs, "the potential buyer is seeking even greater values, and demanding, not only rock bottom prices, but the highest quality as well. Victor has answered with a Victor radio and all that is implied by such a name, of highest workmanship and performance at a history making price."



THE NEW VICTOR R-34



MAYOR MACKAY OF PHILADELPHIA STRIKES LIBERTY BELL

Liberty Bell Heard Throughout Nation Before A Century's Silence

Tones which thrilled Revolutionary patriots carried by means undreamed of by Washington

THE final ringing of the Liberty Bell, symbol of American Independence, for perhaps a hundred years to come was heard throughout the nation during the observance of the 199th Anniversary of the birth of George Washington, Sunday, February 22. Mayor Harry A. Mackay, of Philadelphia, struck the bell thirteen times, once for each original colony, and the notes were heard over a National Broadcasting Company network.

Because of deterioration and further weakening, it has been an-

nounced, the Liberty Bell will not be rung again, at least for another hundred years, that it may be preserved in its present condition.

The notes of the bell were the climax of an extensive schedule of programs, which NBC arranged for several days in observing the birthday of Washington. Historical dramas, patriotic concerts, special addresses and a concert by the 550 members of the National High School Chorus were broadcast.

The George Washington Bi-

centennial celebration originated in Washington, except for the bell ringing, which was picked up from Independence Hall, Philadelphia. Representative Sol Bloom, of New York, and others spoke and the United States Marine Band played patriotic airs.

The National High School Chorus, assembled in connection with the National Education Association, broadcast a program of patriotic numbers, from the Masonic Temple, Detroit, as another event in commemoration of Washington's birthday.



BROADCASTING THE INTERNATIONAL YACHT RACES

Little Nemo, Broadcast Waif, Grows Up And Achieves Great Things

Programs originating outside the Studios
lose less than two minutes in six months

LITTLE Nemo has grown up. A decade ago little Nemo was merely one of the brood of broadcasting waifs that studio officials sometimes presented as a radio prodigy. These were in the nature of freak programs, but now Nemo is a mature member of the broadcasting fraternity who does his job with unerring effectiveness.

Nemo is the name that radio engineers have given those programs which originate outside the studios. Approximately one-fourth of the broadcasts which listeners hear over National Broadcasting Company networks are brought by land wires from some exterior place to the New York studios and from there distributed to the associated stations.

There was much uncertainty connected with the early Nemoed programs. More often than not

the wire facilities would fail before the program was completed. The old style carbon microphones were erratic and frequently "froze."

There was always in the studio an orchestra standing by to play when the inevitable break-down of the Nemo came. Even after engineers had perfected these exterior broadcasts this auxiliary orchestra continued to stay near at hand in case of emergency. It became a tradition that such a musical unit was necessary and no one thought to question it.

Recently, however, it was decided to dispense with the musical pinch hitter. At one of the conferences of engineers, held by O. B. Hanson, Manager of Plant Operation and Engineering for NBC, an amazing discovery was made. Figures were produced to show that in the last six months

there had been a total of 1,800 periods of Nemoed programs lasting from 15 minutes to two hours each, and that less than two minutes of this time had been lost because of the failure of equipment.

A great improvement in the



BILL MUNDAY,
SPORTS ANNOUNCER

Prize at the International Exhibition at Barcelona, Spain, 1929.



J. M. REGOTTAZ

Exposition at Barcelona, Spain, and attracted the special attention of King Carol at the Radio Exposition held recently in Bucharest, Roumania.

Since the seasons are reversed below the equator, the Foreign Sales and Advertising Division is continuously at the peak of its activities.

Radiotrons, broadcasting equipment, centralized radio systems, and all types of commercial radio communications apparatus, in addition to Radiolas are sold in foreign countries.

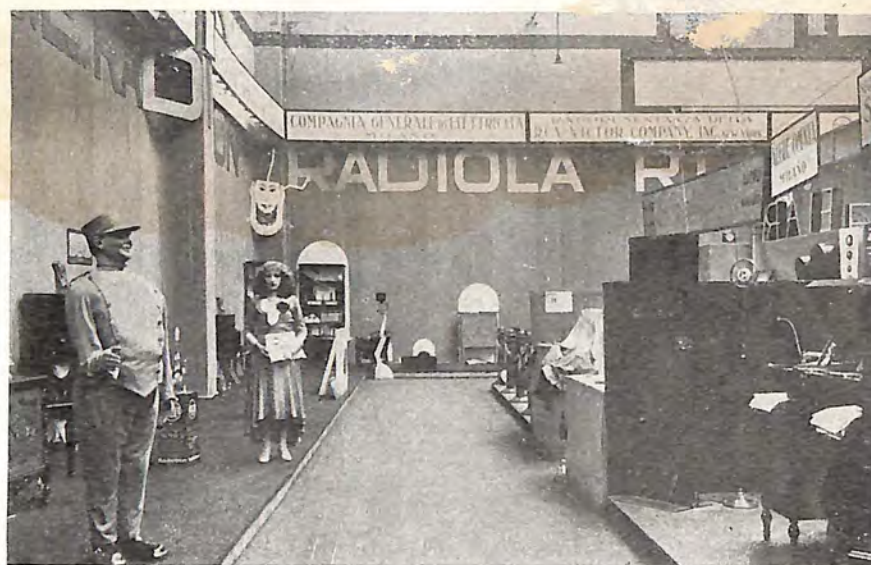
One of the best broadcasting stations in Europe is station IRO, the RCA 50 kilowatt station in Rome, Italy, which was installed last year. The best and most modern station in Latin America is the 5 kilowatt RCA station XEW in Mexico City. The complete RCA line of broadcasting stations is sold by the For-



A RADIOLA EXHIBIT IN CHINA

Orient And Occident Know RCA

AT THE MILAN FAIR



ign Sales Division. These include the 100 watt, 1 kilowatt, 5 kilowatt and 50 kilowatt units.

Of the different types of RCA commercial radio communication apparatus, there are the 200-watt telegraph transmitter, the 200/350 watt telephone and telegraph transmitter, especially used in airports; the 1 kilowatt short wave transmitter; the 20-40 kilowatt short wave transmitter; the diversity system for short wave reception; short wave receivers, and a large number of other units for more specialized purposes in the marine and aviation fields, such

as the aircraft beacon receiver, 500 watt marine telegraph transmitter, 2 kilowatt marine transmitter. In addition, there is the RCA Photoradio System, for the transmission and reception by radio of photographs and illustrations.

From the bulkiest apparatus down to Radiotrons the products sold by the Foreign Division range—with the tubes occupying a prominent place. Radiotrons for ordinary receivers for commercial transmitters and receivers, and for broadcasting stations are included.

facilities and service which the American Telegraph and Telephone Company has provided for the purpose. In the opinion of the NBC New York engineers, it is the most efficient which has been devised for the purpose. The wires over which the programs are transmitted are more efficient than microphones. The thorough patient testing of the equipment before the present broadcasts to the air are also important factors in the success of the broadcasts.

The broadcasts are controlled by the original equipment at the Elwood Armory in the summer of 1922. The "rose room" at the old Waldorf-Astoria Hotel was another early Nemo point, while the Capitol Theater is the patriarch among the present pickup places.



THE "LADY NEXT DOOR" CALIS AT BRONX ZOO AND A CUB BROADCASTS

There are twenty-five regular Nemo points at present which broadcast an average of 300 periods a month, while wires are stretched for innumerable special broadcasts during the year. There are three wire circuits between these customary points and studios. One is a regular telephone

wire connecting the field with the control room, while two circuits are for broadcast. One of these circuits is for the purpose of available immediate broadcast. The program would be transmitted to the field about 10:00 a.m. and the broadcast would be made at 11:00 a.m. The number of broadcasts will be greatly increased.

The name Nemo first was given to this feature of broadcasting almost a decade ago. Radio engineers were searching for a name, but every term that was suggested had previously been applied to some other electrical device or pro-

cess. In the terminology of the telephone company, the word "Nemo" is referred to as a facility used as an adjunct to wireless telephony. Obviously this was too awkward an expression. The name of the device, a G. E. Stewart, then a WJME engineer and a sound expert for a



A SUBMARINE BROADCAST

When The Mike Goes On Visits

talking picture company, suggested to the group:

"Let's call it Nemo and quit wasting time. In Latin Nemo means 'no name', and it looks as if we're never going to get an appropriate title."

So Nemo it has been ever since.

Elwood to Europe In Interest of Programs

JOHN W. Elwood, Vice-President of the National Broadcasting Company, sailed on the Mauretania on March 6 to visit Italy, Hungary, Germany, France, Holland and England in the interests of international broadcast programs.

He expects to confer with Sir John Reith of the British Broadcasting Company, with Mussolini and with Dr. Kurt Magnus, director of Reichs-Rundfunk-Gesellschaft in Germany.



Leaders In Radio and Advertising Serve As Radiotron Contest Judges

Significance of the contest is to select
winner, praise of campaign

RECOGNIZING the importance of planning of the RCA Radiotron Company's Headliner Sales and Idea Contest, and commending it as a decided benefit to the industry as a whole, three prominent men of the radio and the advertising field and four executives of the RCA Radiotron Company have consented to become judges in the nation-wide Sales and Idea Contest, being sponsored by the RCA Radiotron Company as part of this sales activity.

L. Ames Brown, President of Lord & Thomas and Logan, internationally known advertising agency; O. H. Caldwell, Editor of Radio Retailing and Electronics and former Federal Radio Commissioner; and Frank E. Watts, Vice-President of the Bennett-Haywood-Watts Company, publishers of the Electrical Dealer, a leading trade journal, are those outside of the RCA Radiotron organization, who have agreed to

act as judges. The contest is being held in the RCA Radiotron Company's Headliner Sales and Idea Contest, being sponsored by the RCA Radiotron Company as part of this sales activity. The contest is being held in the RCA Radiotron Company's Headliner Sales and Idea Contest, being sponsored by the RCA Radiotron Company as part of this sales activity.

Mr. Brown, when it was suggested that he serve, said: "I am happy to act as a judge in the RCA Radiotron Headliner Sales and Idea Contest because its aim is to reward in splendid fashion the distributors' salesman who is more than an order taker—who thinks along sound and constructive lines."

Mr. Caldwell made this comment:

the contest is being held in the RCA Radiotron Company's Headliner Sales and Idea Contest, being sponsored by the RCA Radiotron Company as part of this sales activity. The contest is being held in the RCA Radiotron Company's Headliner Sales and Idea Contest, being sponsored by the RCA Radiotron Company as part of this sales activity.

"Having gone over the Headliner material carefully," Mr. Watts said, "I can truthfully say that this is the most far-sighted, constructive sales building program that it has been my privilege to see—and I have seen a great many of them."

The first prize winner of the RCA Radiotron Company's Headliner Sales and Idea Contest will be rewarded with 500 dollars in cash and a trip across the country at any time in 1931. In addition to this, he will be given the op-



O. H. CALDWELL



L. AMES BROWN

RCA Radiotron Contest Judges



FRANK E. WATTS

portunity to receive nation-wide recognition for the work he has done in promoting the finest possible radio reception in the home. He will be awarded for the Master of Ceremonies the RCA Radiotron and which is broadcast twice daily over nation-wide Na-



J. W. McIVER

tional Broadcasting Company hook-up.

It is not likely that the judges will find it possible to announce the winner of the contest until late this month.

RCA Radiotron Announces New Tube

RCA Radiotron Company announces to set manufacturers a new screen grid tube designed primarily for use in radio-frequency and intermediate-frequency amplifier stages. It is not ordinarily interchangeable with any other RCA Radiotron and must be used in circuits especially designed for its characteristics.

This new RCA Radiotron, designated as RCA 235, is extremely effective in reducing cross-modulation, and modulation distortion over the entire range of received signals. Furthermore, its design is such as to permit easy



H. H. THOMPSON

'Insiders' On The Job



MEADE BRUNET

control of a large range of signal voltages without the use of local-distance switches or antenna potentiometers, making the tube adaptable to automatic volume control design.

The tentative ratings and normal characteristics for the RCA 235 are given below:

Filament Voltage	2.5 Volts
Filament Current	1.75 Amperes
Plate Voltage (Recommended)	180 V.
Screen Voltage (Recommended)	75 V.
Grid Voltage	1.5 V.
Plate Current	9 Milliampers
Screen Cur.	Not over 1/3 of plate cur.

Plate Resistance	200,000 Ohms (approx.)
Mutual Conductance	1100 Micromhos
Approx. Inter-electrode Capacitance	
Grid to Plate	0.010 p.f.
Input Capacitance	5 p.f.
Output Capacitance	10 p.f.
Control Grid to Plate	0.010 p.f.
Control Grid to Screen	0.010 p.f.
Control Grid to Cathode	0.010 p.f.
Control Grid to Plate	0.010 p.f.
Control Grid to Screen	0.010 p.f.
Control Grid to Cathode	0.010 p.f.
Control Grid to Plate	0.010 p.f.
Control Grid to Screen	0.010 p.f.
Control Grid to Cathode	0.010 p.f.

The RCA 235 is designed for



G. C. OSBORN

AC operation and employs a cathode of the quick heater type. The remarkable ease of volume control obtainable with the tube is due to the gradual and smooth variation in mutual conductance over a wide range with change in grid voltage. The mutual conductance at 40 volts on the grid is nominally 10 micromhos, and at 1.5 volts, 1100 micromhos. This gives a useful mutual conductance ratio of 110 for a single stage.

With these characteristics the RCA 235 offers very attractive possibilities to designers in obtaining improved set performance with simplified circuits.

Miss Hazel Ohman Addresses Librarians

MISS HAZEL E. OHMAN, chief of NBC's music and research library, recently addressed several hundred department heads of the New York Public Library staff at the main library.

Letters Of Commendation Tell Story Of Service By Radiomarine

Both station and individual RCA operators
praise for unusual records of their work

LETTERS of commendation on to individual operators and the stations of the Radiomarine Corporation of America come in so often that they make a sort of running story of Radiomarine activities. Among the latest is a note from A. J. Costigan, Traffic Superintendent, to Manager Kent of the Tuckerton station.

"During a period of business depression," Mr. Costigan writes, "it is exceedingly gratifying to note that the volume of traffic handled at Tuckerton during January 1931 exceeded any previous month in the history of your station. The fact that this splendid result was achieved with a considerably reduced staff speaks well for the loyalty and efficiency of your men. Please convey to your staff our congratulations on their excellent performance."

Chatham gets its due in a letter to Mr. Costigan from J. N. Cragg, Chief Radio Officer of the RMS Caronia, which relates unusual alertness in handling traffic.

"The staff and myself wish to thank you and the Manager of the Chatham station (WCC)," Mr. Cragg says, "for the cooperation which has been extended to us during the past year, and more particularly during the recent cruise to the West Indies, where a very efficient service was given."

"At the commencement of this voyage, several requests were received from passengers interested in a specially quick service for such messages, and, accordingly, an arrangement was made with

the manager of WCC, whereby a particularly sharp watch was kept for the coast. As a result, a loud speaker was kept permanently on WCC's signal, and an operator specially attended to this section of the business. The arrangement worked without a hitch, and resulted in as fast a service as it was possible to obtain. We believe that this materially increased the traffic returns.

"If the traffic should warrant it on future voyages, we shall be glad to and appreciate a continuance of this cooperation."

Roman Debes, Assistant Traffic Superintendent of Radiomarine, reports to RCA News that the radio communication held by the Steamer W. M. Irish has been such that the Tuckerton station has commended the operator. L. E. Jorquera is the radio officer of the W. M. Irish, and he appears to be getting one-hundred percent efficiency from the apparatus aboard. Mr. Jorquera has repeatedly assisted vessels in getting their traffic through to Tuckerton, even though quite often these ships are closer to land. Mr. Jorquera is to be congratulated on his good work.

The manager of the Chatham station mentions also the relay work by William Jackson, radio operator on the S.S. George Pierce, as being worthy of special commendation. The service was rendered during the period when the S.S. West Kyska lost her rudder some five hundred miles east of Halifax, and the S.S. Sako was ordered to take her in tow for Boston. Direct communication

with these two vessels from Chatham would have been impossible without the assistance of the George Pierce.

Two Distributor Appointments Announced

THE Smith Radio Corporation of Louisville, Kentucky, has been appointed to assume the distribution of Victor products in the Louisville territory, formerly served by the Griffith Victor Distributing Company, A. A. Brandt, Sales Manager of the Victor Division of the RCA Victor Company, has announced. The Smith Radio Corporation will operate from the location formerly occupied by the Griffith organization, at 815 West Market Street, Louisville.

The Klaus Radio and Electric Co. of Peoria, Ill., has been appointed to distribute Victor products in the territory formerly served by Peoria Branch of the Koerber-Brenner Co.

Organized in 1922 in Eureka, Illinois, the firm soon made such progress that it became necessary to remove the headquarters to the more promising shipping center at Peoria. It has handled RCA radios and Radiotrons since these products were first placed on the market and in commenting on the infancy of the firm, Henry Klaus, sales manager, said, "In the early days of radio the shipments in and out of Eureka were quite unusual for a small town. On a few occasions a special express car was run from New York with RCA radio sets".

Transfer of WENR License Will Give Better Service To Midwest

NBC will lease the strong Great Lakes Station and will transmit under an operating agreement

PLANS of the National Broadcasting Company to give to radio listeners of Chicago and the Middle West increased broadcasting service were made public by an application for transfer of license filed before the Federal Radio Commission in Washington. The application was granted and the National Broadcasting Company will be enabled, for the first time, to have use of WENR, the 50,000 watt Chicago station owned and operated by the Great Lakes Broadcasting Company.

This move is said to be an answer to the repeated suggestion of listeners in the Chicago sector who said they were denied many outstanding air programs and features.

According to information given the Federal Commission, WENR will be leased by the National Broadcasting Company and will transmit programs under the terms of an operating agreement. It was emphatically stated by officials of the National Broadcasting Company that this latest move will in no way restrict service to WGN, WIBO, KYW and WCFL, NBC associated stations in Chicago.

The commission was also informed that an arrangement has been made with the owners of station WLS which is also in Chicago territory. It was announced that the short wave relay transmitter of WENR, known as W9XF, will not be discontinued. WENR has had a long record of broadcasting service to the public.

Under Morgan L. Eastman, one of the pioneer broadcasters of

the United States, WENR has become one of the most popular on the air. Many of its outstanding programs are favorites with radio fans in all sections of the country. Among these programs are the Weener Minstrels, The Smith Family, Mike and Herman, Dutch dialect comedy team Irma Glenn, organist, and others. These features are to be maintained, and it is announced that the station will continue to maintain its identity. In addition, the station will carry outstanding programs of the NBC network. It will be under the direction of Niles Trammell, Vice-President of NBC in charge of Chicago Division.

Station WENR was created by E. N. Rauland, former head of the All-American Radio Corporation. It went on the air March 20, 1925. In June, 1927, it was taken over by the Great Lakes Broadcasting Company which also purchased another Chicago station, WBCN. The latter went on the air for the first time in December, 1924. The two stations were merged and the call letters, WBCN, were dropped. In 1928 the Great Lakes Broadcasting Company, after many tests, erected a 50,000 watt transmitter near Downers Grove, Illinois, 52 miles from Chicago's loop. This transmitter is said to be one of the most efficient in existence, and programs from its aerials have been heard consistently as far away as New Zealand. In various popularity contests conducted by magazines and newspapers, WENR has consistently been one

of the favorites of listeners.

Details of the operating agreement under which NBC is to co-operate with Station WLS were announced in Chicago. Subject to approval of the Federal Radio Commission, the Prairie Farmer station owned and operated by the Agricultural Broadcasting Corporation will transmit with a power increase from 5,000 to 50,000 watts. The program of the station will be broadcast from the Downers Grove 50,000-watt transmitter of station WENR and the operating plant of WLS at Crete, Illinois, will be closed.

In consideration of the use of the 50-kilowatt transmitter the National Broadcasting Company is to take over the programming of WLS during its evening hours except on Saturday nights. Under the terms of the agreement WLS will present programs from 6 A.M. to 10:15 A.M., and from 11:45 A.M. to 3:30 P.M., every weekday except Saturday, when the schedule will be from 7:30 P.M. to midnight. On Sundays WLS will present programs from 6 A.M. to 8 A.M., and from 12:30 P.M. to 3:30 P.M.

At present WLS has an application on file with the Federal Radio Commission for an increase in power from 5,000 to 50,000 watts. A construction permit to erect a 50,000 watt transmitter has been issued, but definite action has been delayed from time to time. Formal application for the increased wattage has been made to the commission and action by that body is expected shortly. Edgar Bill is Manager of WLS.

Range Of Interesting Classical Subjects In Latest Victor Record List

Newest group takes notice of renewed popularity of Verdi's "Requiem Mass" and offers other favorites

IN its latest list of record releases Victor takes notice of renewed interest in Verdi's "Requiem Mass" by offering a splendid recording of this celebrated work. Within the last few months the mass has been heard in this country on the air as well as on the concert stage. Victor's recording was made by the orchestra and a group of famous soloists from La Scala Opera in Milan. Among the artists is Ezio Pinza of the Metropolitan Opera Company, and the performance was under the direction of Carlo Sabajno. The work is included in Victor's series of Musical Masterpieces.

Another work recorded in its entirety by Victor is the Brahms' "Double Concerto in A Minor", presented by Jacques Thibaud, violinist; Pablo Casals, cellist; and the Pablo Casals Orchestra of

Barcelona, under the direction of the celebrated pianist and conductor, Alfred Cortot. The work is extremely difficult and requires not only artists of the first rank, but also musicians who are accustomed to playing together. With such sympathetic artists playing it, the music, unusually beautiful in itself, is given added appeal.

The Philharmonic-Symphony Orchestra of New York, under the direction of Willem Mengelberg, also is impressively represented in the new list of Victor recordings. This famous musical organization plays the perennial favorite, Beethoven's "Egmont Overture". From the stately chords with which the music be-

gins, throughout the composition, there is not an uninteresting moment, for it is the musical description of struggles of an oppressed nation depending upon its hero, Egmont, for liberation.

From the early works of Verdi, Victor has selected two famous ones for recording by three celebrated singers. The selections are "Qual volutta trascorrere" (With Sacred Joy) from "I Lombardi"; and "Te sol quest' anima" (To Thee My Heart Belongeth) from "Attila". Elizabeth Rethberg, soprano; Beniamino Gigli, tenor; and Ezio Pinza, bass, all of them members of the Metropolitan Opera Company, are the singers. The selections, though they are seldom heard nowadays, are considered two of the finest in early Italian opera.



JACQUES THIBAUD, VIOLINIST



THE MOST SUCCESSFUL
DISPLAY FOR COUNTERS

**Creating A Demand
For Victor Records**



ALFRED CORTOT, CONDUCTOR

Records by Lily Pons and Kreisler are included.

Radiotron Directors at Harrison Headquarters

THE RCA Radiotron Company, Inc., in Harrison, New Jersey played host recently to seven members of its Board of Directors. The directors first attended a brief business session in the handsomely decorated Commercial Engineering Department's Demonstration Room. Following this, they were conducted through the RCA Radiotron Conference Room where a detailed story of the RCA Radiotron Company's sales and sales promotion activities was presented by J. W. McIver, Advertising and Sales Promotion Manager. Later they were entertained at luncheon.

Among those in the distinguished party were David Sarnoff, E. W. Harden, Frederick Strauss, A. G. Davis, A. W. Robertson, Walter Carey and T. W. Frech. Throughout their visit, the directors were accompanied by G. C. Osborn, W. T. L. Cogger and F. H. Corregan.

F. H. Engel Joins Hygrade Lamp Staff

F. H. ENGEL of the Patent Dept., License Division, RCA, has resigned, effective March 1, to accept a responsible position in the Hygrade Lamp Co., Salem, Mass.

Mr. Engel has been with RCA about eight years, starting in the old Research Department at City College. He was in the Van Cortlandt Park laboratory, and Camden, and for the past year in the License Division at 75 Varick Street.

Needless to say, we greatly regret the loss of Mr. Engel. He is widely known in the industry and we join his many friends in wishing him happiness and success in his new connection.

Eight RKO Radio Pictures On the Way

EIGHT productions are in the process of film transition at RKO Radio Pictures studio.

"Bachelor Apartment" featuring Lowell Brown, Edna May Oliver and Irene Dunne is in the cutting room.

"Boarding House" being directed by Gregory La Cava and featuring Dorothy Lee, Hugh Herbert and Edna May Oliver, is "shooting".



NOEL FRANCIS

Scheduled for early rehearsals are "Traveling Husbands", to be directed by Paul Sloane, featuring Evelyn Brent, Hugh Herbert, James Gleason, Frank McHugh, Stanley Fields and Mae Clarke, and "Madame Julie". "Madame Julie", with Lily Damita, O. P. Heggie, Anita Louise, Lester Vail, Miriam Seegar, Ruth Weston, and Halliwell Hobbes in the cast, is to be directed by Victor Schertzinger.

Preparing are "Big Brother", Richard Dix's next starring film; "Waiting at the Church", a technicolor picture featuring Mary Astor and Robert Ames, to be directed by Mel Brown; "Too Many Cooks", to be directed by Wesley Ruggles, of "Cimarron" fame, featuring Bert Wheeler and

Dorothy Lee, and "High River", to be directed by Richard Boleslavsky.

Released Carter is to appear in "Ware Shoulders" with Mary Astor.

J. O. Smith Rounds Out A Decade

J. O. SMITH, manager of the Royalty Administration Department of RCA Photophone, Inc., completed ten years of service with the Radio Corporation of America on March 1.

Soon after leaving the Department of Military Aeronautics, where he served as a radio executive during the World War, Mr. Smith was instrumental in putting over the first broadcasting event of public interest ever attempted by the Radio Corporation. That was the broadcasting of the Dempsey-Carpentier world championship boxing match held at Boyle's Thirty Acres, Jersey City, N. J., on July 2, 1921. Mr. Smith announced the entire fight through a high powered temporary transmitter which had been installed at the Lackawanna Station, at Hoboken, N. J.

Later that year Mr. Smith was the announcer and operator of the first permanent broadcasting station maintained by the Radio Corporation located at Roselle Park, N. J. and many broadcast listeners will probably remember Station WDJ. After that he was associated with WJZ at Newark, N. J., and at Aeolian Hall, New York City.

Following his early broadcasting activities Mr. Smith joined the Sales Department of the Radio Corporation and was instrumental in interesting the Victor and Brunswick Companies in the combination of radio and phonograph in one cabinet. The Royalty Administration Department of the RCA Photophone, Inc., is a division of the Department of Recording Operations of which Lowell V. Calvert is manager.



AT THE PRESENTATION CEREMONY, LEFT TO RIGHT:
F. A. ARNOLD, G. F. McCLELLAND, M. H. KYLESWORTH,
DANIEL M. GREEN, TED ZEAR AND ANDREW FERRI

Interest Of The College And Students Speaks For Broadcast Course

CCNY would offer Arnold lectures for credit
and page boys' record reflects value of work

TWO things have happened recently which indicate that the first college course on Radio Broadcast Advertising in the United States was so successful both from the standpoint of the faculty which sponsored it and the students who attended that it probably will be followed by further developments along the same line and stand out as a pioneer in a new field of university work.

First came the expression of eagerness by the College of the City of New York to have the course—given in this school year by Frank A. Arnold, Director of Development at NBC, as a supplementary outside subject—repeated next year as a part of the regular college curriculum for cred-

its toward a degree. The second incident, reflecting the enthusiasm of those who received the instruction, was that twenty-one page boys at NBC, every one of whom had completed the course with good standing, lined up the other day in the NBC Board Room when three of their number were awarded prizes for winning first, second and third place in a competitive examination at the conclusion of the course.

The conscientious interest of the NBC page boys, their regular attendance and the understanding of the subject they obtained, Mr. Arnold says, was one of the most pleasing things in his experience as teacher. When Mr. Arnold was approached by the college with the proposal that he present

a course of thirteen lectures covering the historical background of radio, its development as a broadcasting medium and its present place in the field of advertising, he was influenced toward acceptance by the fact such a course, of which there seemed to him to be a need, had not been given before under the sponsorship of any college in the United States. The engagement was on his own time and entirely apart from any conflicting activities at the National Broadcasting Company, although it naturally reflected to the credit of NBC that its Director of Development had been chosen and invited by the college to conduct the lectures.

Members of the Operating Committee at NBC were much in-

terested when they learned that twenty-one of their page boys had registered for the lectures paying the full \$12.50 fee and attending faithfully. As an evidence of this interest and appreciation of the results being obtained by Mr. Arnold, a member of the committee, they voted money for two prizes from a committee fund accumulated by a system of contributions from committee members who attended to meetings. Twenty gold was to be awarded to the NBC page boy ranking first in a competitive examination prepared by Mr. Arnold at the conclusion of the course and \$10 in gold to the page boy ranking second. Arnold contributed a third of \$5 in gold.

"All the papers submitted were exceedingly good," Mr. Arnold says. "The winning papers were exceptional. Daniel M. Green, winner of the first prize, obtained a grade of 93; Ted Zear, second prize winner, had a grade of 80 and Andrew Ferri, who received the special third award, received 75."

Radio Group Friends
Miss Mrs. Frances Engel

MRS. FRANCES ENGEL, who has been secretary to A. F. Van Dyck for the past three years, has resigned on account of her husband's resignation from the Patent Department and the moving of the family to Massachusetts.

Mrs. Engel was with the General Electric Company for several years before joining RCA, and her many friends in the group will miss her.

Model Gives Glimpse of Radio City

(Continued from page 3)

corporation of any expansion of radio dreamed of now.

Two office buildings forty-five stories tall and of almost identical design will flank the center build-

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housing the RCA executive offices and the NBC studios on the Sixth Avenue side will be the office building of RCA Victor Company, Inc., and RCA Photophone, Inc. On the Sixth Avenue side at the Forty-eighth Street corner, will be the RKO vaudeville theatre, and at the Fifty-first Street corner will be the RKO talking picture theatre and offices of the Radio-Keith-Orpheum Corporation. The center building on Sixth Avenue and the large central office building of the RCA executive offices and NBC will be started first. Work will begin on the RKO buildings this Summer.

The three-block expanse on the Fifth Avenue side will be the most striking from an architectural standpoint. A building curving in a delicate oval, in sharp contrast to the angles of the other buildings, will rise fourteen stories in the center, between Forty-ninth and Fiftieth Streets. The ground floor is planned for a bank and the upper floors will be devoted to showrooms, stores and restaurants. The oval measures 270x170 feet.

The building which has been reserved for the Metropolitan Opera Company, pending the decision of the management, is in Forty-eighth Street, midway between the avenues.

[illegible]

Colonel J. B. Woods is president of the Manhattan Square Corporation.

Mr. Sarnoff Elected
To the Council of NYU

(Continued from page 7)

Cable Company. He soon joined the Marconi Company as junior telegraph operator and after varied experiences, including a seal-fishing expedition to the Arctic as wireless operator, he became commercial manager, which post he retained when the Marconi Company was absorbed by the Radio Corporation of America in 1919.

In the following eleven years Mr. Sarnoff progressed steadily from commercial manager to general manager, vice-president, executive vice-president, and finally, in 1930 president of RCA.

Among his activities outside the field of industry, Mr. Sarnoff is best known, perhaps, for his effective work with Owen D. Young on the final reparation settlements made in Paris during 1929 resulting in the adoption of the "Young Plan."

In an interview recently published in a national weekly, Mr. Young was quoted as having said of Mr. Sarnoff: "He was our principal point of contact with Dr. Schacht of the German dele-

gation and he did an extraordinary piece of work in negotiating peace with the Germans. Dr. Sarnoff had confidence in Sarnoff and believed in him. They worked well together. One could easily see that each man in the group of American delegates and experts was effective and at the same time did a job that saved the conference; each seemed to have a part in the crisis which prevented it from being wrecked, and that can be said of Sarnoff in particular, for there came a time when only one man could save the situation, and that arose toward the end with Sarnoff and the German delegation."

Mr. Watson, a native of Campbell, New York, also associated with many industrial organizations of international character, has been president of the International Business Machines Company since 1914.

Educated at the Addison Academy and Elmira School of Commerce, Mr. Watson for long was associated with the National Cash Register Company and helped build up several other organizations of a similar character.

In addition to his connection with industrial concerns Mr. Watson holds offices in financial organizations of New York and New Jersey and is a director of the Merchants Association of New York. He is an advocate of American participation in the World Court and is an active member of many clubs and societies, including the Society of Genesee of which he is President.

Dr. Berg, who has been pastor of the Fort Washington Collegiate Reformed Church since 1917, received his religious education at Lafayette College and the Hartford Theological Seminary. He has held pastorates in the North Reformed Church of Watervliet, N. Y.; the First Reformed Church of Catskill and the South Congregational Church of Hartford, Connecticut.

As chaplain of the First Congregational Ministry, Dr. Berg served in 1916 on the Mexican Border. During the World War he was chairman of the Liberty Loan Drive of the Reformed Churches of Manhattan and the Bronx. He is also chaplain of the Manhattan branch of the Daughters of the American Revolution and of New York University.

College students, often said to be lacking in religion, have a champion in Dr. Berg who has stated that the students of today exhibit a marked interest in matters of faith.

Dr. Berg has declared also that religion meets the challenges of science and that the great need of the day is a spirit of universality and liberality in religion.

Old Time Radio Men Gather at Dinner

(Continued from page 11)

signals actuated by Mr. Sarnoff in the hotel could be copied twelve thousand miles away, or practically around the entire world.

The message was also repeated by Tropical Radio and other Atlantic Coast stations, and the New York Times radio. Over the Pacific it went by a Radiomarine station. Thus the message went out to an estimated fifteen thousand ships at sea that night throughout the world.

At the same time several microphones in front of Mr. Sarnoff's key picked up the message for inland broadcasting. The feat was acclaimed as an extraordinary radio achievement and was probably the most extensive marine broadcast ever accomplished. The message contained an appeal of the Red Cross for funds to aid sufferers of the drought stricken areas in the United States.

While the dinner was in progress a telegram was received from Thomas A. Edison, then in Florida, accepting honorary membership in the Veteran Wireless Operators Association, a cable of

greeting was received from Marconi and a message arrived from C. J. Pannill, then in Nassau, stating he was about to listen in on the broadcast.

George H. Clark of RCA was Master of Ceremonies and, of course, it is well known that there is no other old time radio man any better fitted to perform this function.

James G. Blaine, President of the Marine Midland Trust Company and Chairman of the Disaster Relief Committee of the American Red Cross, was a guest and his talk was picked up by the broadcast microphones.

Captain S. C. Hooper, U.S.A., an honorary member of the V.W.O.A., came from Washington to attend and to give an interesting talk, which was also broadcast.

Among those at the speakers' table, in addition to Mr. Sarnoff, Mr. Bucher, Mr. Clark, Captain Hooper and Mr. Blaine were Fred Mueller, President of the Veteran Operators, J. F. J. Maher and J. B. Duffy, Past Presidents, C. B. Cooper, Vice-President, John V. L. Hogan, G. W. Johnstone, Assistant to the President NBC, and C. W. Horn, General Engineer, National Broadcasting Company; B. J. Miessner, C. C. Galbraith, R. J. Iversen of the New York Times radio station, and George Lewis.

Following the dinner a good show was put on by entertainers from broadcast artist bureaus and on display throughout the evening was a collection of old time radio relics that brought back fond memories.

Prominent among the banqueters of the evening were noted: Miss Lena Michelsen, who for a number of years was the only woman member, C. S. Anderson, Assistant to the President RCA Institutes, George E. Cole and E. J. Quinby of RCA Victor Company, Engineering Products Division, P. C. Ringgold, A. J. Costigan, E. N. Pickerill, Miss

Florence Levy and Miss Elsie Walsh of Radiomarine Corporation. A. A. Isbell of R.C.A. Communications, Herbert Dreisacker, Manager Radiomarine Coast station at New London, and W. S. Fitzpatrick of RCA.

Papal Broadcast Success Forecasts Other

(Continued from page 6)

Bishop John J. Dunn, Auxiliary Bishop of New York; Monsignor Michael J. Lavelle, rector of St. Patrick's Cathedral; Monsig Stephan Donahue, secretary Cardinal Hayes; Father Charles L. O'Donnell, C.S.C., President of Notre Dame University; M. H. Aylesworth, President of NBC; G. F. McClelland, NBC Vice President and General Manager; Dr. K. J. Alter, in charge of speakers heard weekly during Catholic Hour over NBC; John W. Elwood, Vice President of NBC, Father McGowan, C. W. Horn, General Engineer of NBC, and Charles F. Dolle, Executive Director of the National Council of Catholic Men, sponsors of the Catholic Hour heard over NBC networks.

The signals came directly to America from the Vatican City short wave transmitter, and were picked up by the experimental short wave receiving station of R.C.A. Communications, Inc., at Riverhead, L. I. There special automatic equipment including volume controls and modulators, picked up the Pope's voice on three sets so adjusted as to blend the signals for maximum quality. Wire lines brought the program to the NBC studios at 711 Fifth Avenue, New York, for distribution over the coast-to-coast network which included at least nine stations not ordinarily associated with NBC, but which had asked special permission to take the Vatican program, in addition to the

normal networks. The National Broadcasting Company and the new Vatican City station, who were jointly responsible for the broadcast, exchanged enthusiastic congratulations at a deal of conversation later in New York and Rome on the afternoon of the day on which the Pope spoke to the world of radio listeners.

Mr. Elwood and Mr. Horn were the spokesmen for NBC, while Senatore Marconi and his assistant, Gaston Mathieu, were at the Italian terminus of the conversation.

Charles F. Dolle, executive secretary of the National Council of Catholic Men, also spoke from the NBC studios, asking Marconi to express to His Holiness the appreciation of American Catholics.

Frequent rebroadcasts in the near future from the Vatican City were forecast by NBC engineers following the successful completion of the initial Papal radio program. Radio officials were particularly impressed with interest displayed by the listening public in the informal two-way conversations put on the air following the Vatican City station ceremonies.

The United States, England, Brazil, Argentina, Canada, Australia, the Philippines, South Africa and other countries rebroadcast the ceremonies to hundreds of millions of listeners, according to advices received later.

The results obtained, NBC officials stated, justified the two years of experimentation, research and chart making in connection with the short wave broadcasting. Two years ago Mr. Horn was assigned to this task, in the hope that every fireside would become a front seat at all world events. With ever increasing frequency he and his corps of engineers have brought to the ears of radio listeners the voices of foreign notables, the descriptions of interesting events and special messages from

abroad. The papal broadcast climaxed this long work as the greatest and most successful international broadcast yet attained. It was a particular tribute to the genius of Senatore Marconi, builder of the Vatican City station.

Chatham Station Is Known On Every Sea

(Continued from page 9)

the novelty has worn off. To them, Ceylon means something other than a grade of tea, South Georgia is not necessarily a state in the southern part of our country, and Brisbane has become a locality instead of a newspaper writer. Our world suddenly has become smaller. Those engaged in the oldest branch of the radio art are today literally looking for new worlds to conquer.

For a number of years, the Chatham station has been under the able supervision of Fred D. Heiser. The staff is composed principally of operators who have had years of experience at sea, and by virtue of this training are peculiarly fitted to appreciate the difficulties under which their comrades afloat often have to work. Unmarried operators are assigned rooms in the "Hotel Nautilus", a modern brick hotel on the station grounds, maintained for the accommodation of the staff. Seven comfortable cottages on the property are occupied by married personnel. These facilities are provided by the Corporation without charge.

The station is ideally situated for both communication efficiency and the health and comfort of its personnel. Cape Cod has long been foremost among New England Summer resorts, and hunting, fishing, swimming and boating are available to all. The Cape is traversed by excellent roads, and there is nothing quite so refreshing to jaded spirits and tired nerves as a spin through the beautiful country at the end of a hard day's grind.

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C. T. McClellan, Deputy General Manager

Mr. Sarnoff Congratulates Marconi on Broadcast

A PERSONAL message of congratulation was sent from David Sarnoff to his friend Senatore Marconi after the highly successful broadcast of the ceremonies in connection with the opening of the Vatican radio station. Mr. Sarnoff's radiogram follows:

I wish to congratulate you personally on the marvelous results attained yesterday over the broadcasting station you installed at the Vatican and for the perfect way in which the program was received in the United States. Your own interesting addresses and introductions added greatly to the occasion. I am sure this event has stimulated the world to greater interest in the wonderful possibilities of the great invention you have given and the service you have rendered to the peoples of all the world. Warmest regards.

Senatore Marconi immediately sent this reply to Mr. Sarnoff:

I thank you very sincerely for your kind and stimulating personal message which I most highly appreciate.