

December

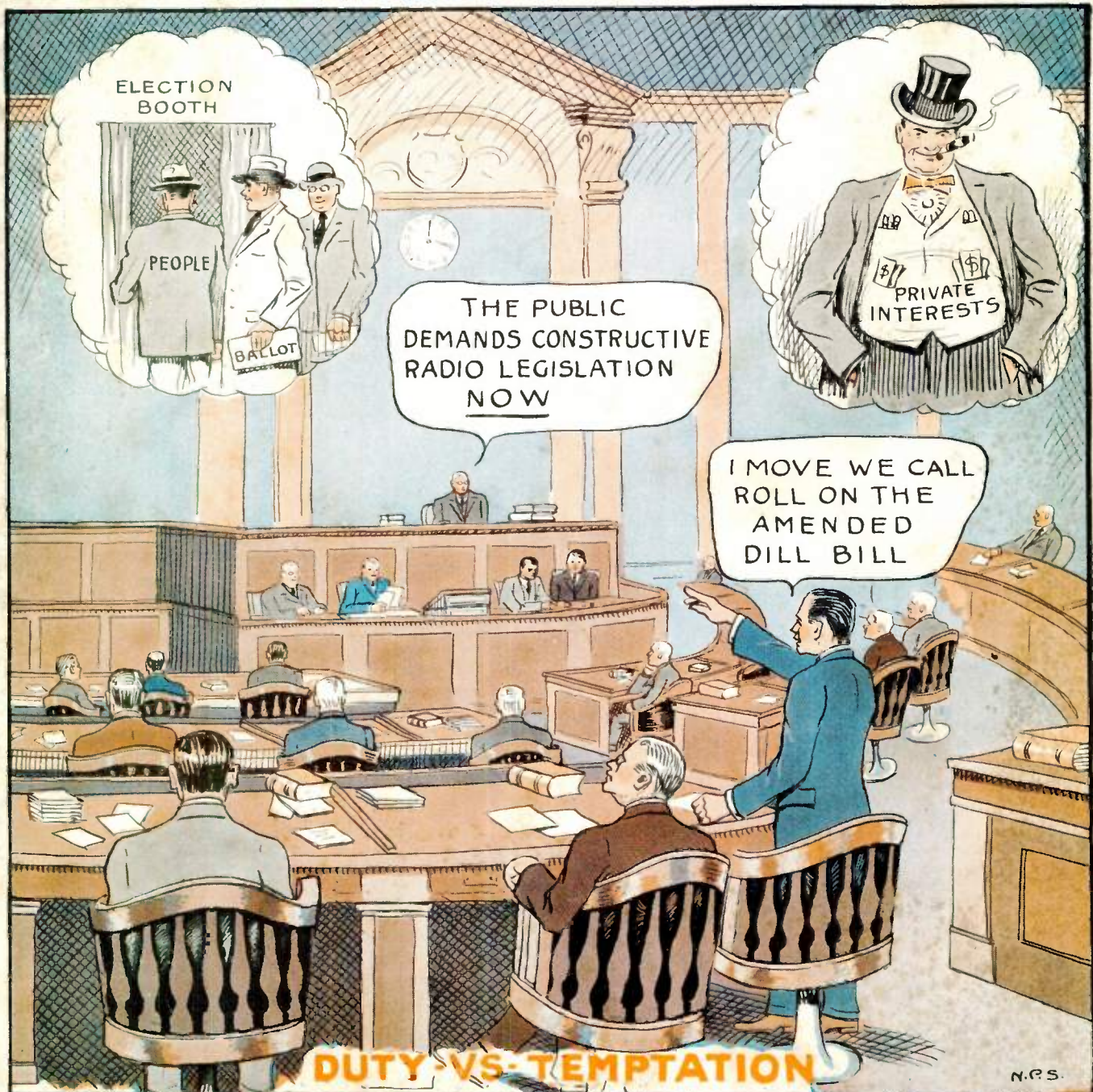
N. S. E.

The BROADCAST LISTENER

15¢

Official Publication of
Broadcast Listeners' Ass'n
of America, Inc.

"The Pictorial Review of Radio"

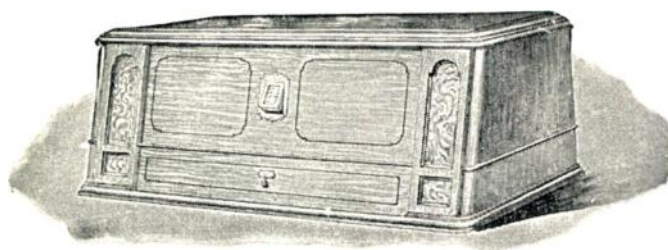


THIS MONTH'S
FEATURES

UNSCRAMBLING the Present RADIO SITUATION
GRAND OPERA Comes to RADIO CHASING THEIR TAILS
WHAT RADIO Is Doing for the FARMER

Bremer-Tully's Greatest Effort

The Counterphase-Eight



It is doubtful whether any other radio manufacturer has a record of one success after another that will equal that of Bremer-Tully.

The announcement of the new "Permanent Models," therefore, has more than ordinary weight.

And those who investigate will not be disappointed. All that you would expect of Bremer-Tully is there—and more too.

It's impossible to tell about the many exclusive features here. You must see and hear these sets to realize what is available in Radio today.

No Other Receiver Can Give You All That the Counterphase Offers

Any authorized B-T dealer will give you the full story on Counterphase Sets

*Special circulars
on request*

**Bremer
Tully**

Manufacturing Company

520-530 So. Canal St.

Chicago, Ill.

**No Guess-work with
the B-T B-Power Unit**



Here is a thoroughly dependable B-Power Unit which we recommend for use with our receivers. No better endorsement could be given.

No guesswork and no knobs to turn. Like all B-T products, it would not be on the market unless B-T believed it superior.

Handles the equivalent of 6A-type, plus one power tube.

CROSLLEY

BETTER... COSTS LESS

RADIO

CROSLLEY RADIO INSTRUMENTS

Each from the utmost in radio at its price. All prices slightly higher west of the Rocky Mountains. Prices without accessories.



THE "PUP" \$9.75
This little double-tuned one-tube set has brought happiness to thousands and made records for long distance receiving.



THE "4-20" \$29
A 4-tube receiver of amazing efficiency. Crescendos, equalizers. Everywhere considered marvelous at its price.



THE "PORTABLE" \$35.00
The 4-20 in portable form, handy, compact, efficient.



THE "5-50" \$38
A five-tube tuned radio frequency set, with two stages of non-oscillating radio frequency amplification. Crescendo controlled, two stages of audio frequency amplification.



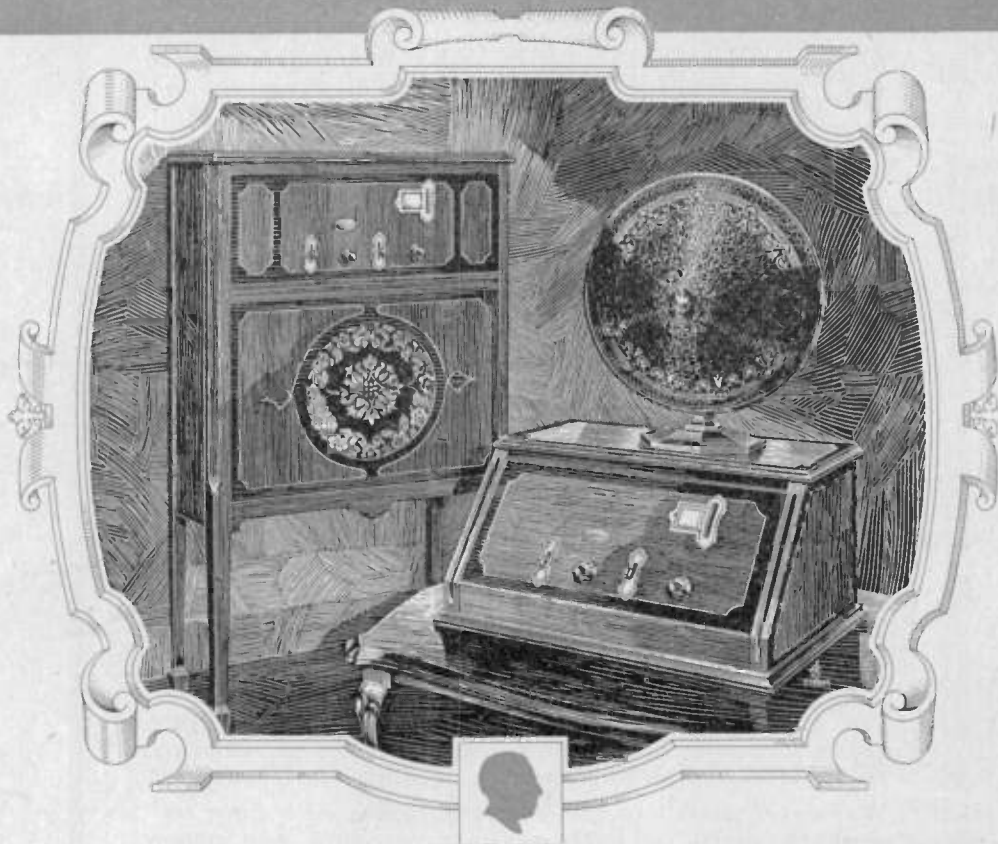
"RPL-75" \$45
5 tubes. True vacuum amplification, non-oscillating, non-radiating even under any mis-handling. Its perfect tuning is achieved by Wheatstone bridge in each stage of amplification. Exceptional selectivity and tone.



THE "MUSICONSOLE" \$22.50
Embeds the Musicone in a beautiful console of two-tone mahogany finish and provides room for batteries and accessories; 24 1/2 inches long, 18 inches high.



"RPL-50" \$20
Introducing the double drum station selector. Includes Musicone. In exquisite console. Room for batteries and accessories; 24 inches high by 24 1/2 inches wide.



CROSLLEY 1927 FEATURES

More sensitive—others found only in highest priced radios.



ALL METAL SHIELDED CHASSIS

This truly great radio achievement, found in several Crosley sets, furnishes a substantial frame for mounting elements, produces excellent alignment of components, shields the units from each other, prevents interference, improves the stability of the circuit, increases sensitivity and saves costs by standardizing this phase of manufacture.



THE "TUNING EYE" ACUMINATORS

Crosley Acuminators permit tuning in—loud and clear—weak stations passed over and entirely missed by ordinary single dial radios. In tuning high powered and local stations they are not used. They are an exclusive Crosley feature.



THE "CRESCENDON" STATION SELECTOR

When, on ordinary radios, the most strain to reach a station lies away, a tune of the Crescendon—in Crosley radios instantly sends reception to raving listening volume. An exclusive Crosley feature.



THE SINGLE DIAL STATION SELECTOR

Nothing in radio equals the joy or the convenience of single dial control. Crosley's 11 x 11 drum control enables you to find the station sought without the look or "fumbling."



POWER TUNES

Power tube adaptability marks the Crosley "5-50," "5-75," and "RPL-75" sets. This feature enables Crosley provision for best radio reception at moderate cost.

Amazing single dial control and reproduction

THE 5 tube 5-50

Such a success! Enthusiastic owners report amazing performance—a drum dial delivering stations loud, clear, sharp; each an almost imperceptible turn of the drum apart. Write station letters on the drum; return to them at will. This marvelous receiver containing these advanced ideas in radio (some of them exclusive to Crosley), including metal shielding and power tube adaptability indicates Powel Crosley, Jr.'s genius in lowering prices by mass production methods.

THE SUPER MUSICONE

Listen to this wonder reproducer of broadcasting! Then you'll understand why it is the biggest selling loud speaker on the market EVERYWHERE, and the most imitated. Its shape, however, is NOT the secret of its wonderful performance. Its delightful tone and the fidelity of its reproduction is achieved solely through the Crosley patented actuating unit. Avoid imitations. There is only one genuine MUSICONE. Smaller model, 12-inch cone, \$12.50.

THE 5-75 CONSOLE

This set includes ideas for radio reception perfection NOT found in any other radio. Marvelous exclusive Crosley "Crescendon" and "Acuminators" increase volume on distant stations and bring in programs entirely passed by and missed on ordinary one dial control radios. Console is 40 inches high with ample room for batteries and a genuine Crosley Musicone is built in. Radio chassis same as in the 5-50 receiver. Beautifully finished two-tone mahogany cabinet, rose gold fittings.

\$50.

\$14.75

\$75.

Prices slightly higher west of the Rocky Mountains

Write Department 31, for Illustrative Literature

Crosley manufactures radio receiving sets which are licensed under Armstrong U. S. Patent No. 1,113,149, or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending.

THE CROSLLEY RADIO CORPORATION

CINCINNATI, OHIO. POWEL CROSLLEY, Jr., President



The Broadcast Listeners' Thanksgiving

THE BROADCAST LISTENERS' MAGAZINE has a great deal to give thanks for at this season of the year when we set aside a day for the blessings of the past year.

We are thankful for the wonderful cooperation we have received from the listening public both direct and through the Broadcast Listeners' Ass'n of America.

We are thankful to the listeners who have evidenced their approval of the *BROADCAST LISTENER* by subscribing to it in such volume as to give it the largest direct mail circulation of any radio magazine in the country.

We are thankful for the many letters of compliment, suggestions and constructive criticism from our readers.

We are thankful for the recognition of the public that the *BROADCAST LISTENER* is conducted in their interests and is *THEIR MAGAZINE*.

We are thankful for the patronage given to our advertisers by our readers, which as it increases in volume, makes it possible for us to improve our publication.

We are thankful to the various manufacturers who have so promptly adjusted complaints of our readers regarding apparatus purchased from them or their agents.

We are thankful for the cooperation given by our readers to the Broadcast Listeners' Ass'n of America in their activities to curtail chaos and interference.

We are thankful to the manufacturers who have cooperated with us both as to advertising and other activities for the benefit of radio.

We are thankful to all technical experts and associates who have assisted us in gathering statistics and making tests of various radio products in order that we could give service to our readers inquiring about same.

In appreciation of the foregoing, we shall sincerely endeavor to continue to improve the *BROADCAST LISTENER MAGAZINE* for your benefit. We welcome your suggestions as it is on these we base our decisions regarding what meets with your approval.



The BROADCAST LISTENER

W. H. JERRETT
Publisher

"The Pictorial Review of Radio"

DECEMBER
1926

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VOLUME I
No. 7

FRANK H. McDONALD
Editor

E. L. DE VOE
Associate Editor

THE Broadcast Listener is the official organ of the Broadcast Listeners Association of America and is constantly alert to further the interests of Radio Fans throughout the country.

THE JANUARY ISSUE

Order your copy from
your Newsdealer
or Subscribe
Now

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THE Broadcast Listeners Association of America, Inc., is the largest and most influential Radio Fans' body in the world, and every set owner should be a member. Join now.

DON'T MISS THE CHRISTMAS NUMBER

There'll Be Lots of
News and Pictures
You Can't Afford
to Miss

Entered as second-class matter, June 18, 1926, at the post office at Des Moines, Iowa, under act of March 3, 1879.
Issued on or about the 20th of month preceding month of issue. For sale on news stands at 15c per copy; subscription price by mail in the U. S. and possessions, \$1.50 per year in advance; elsewhere \$2.00 per year. Remittances should be by money order, check, or cash in registered letter. Notice of subscriber's change of address should be sent two weeks in advance to Executive Offices, 431 So. Dearborn St., Chicago, Ill.

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Editorial forms close on 5th of month preceding month of issue; last advertising forms, including cover and color, close on 1st of preceding month.
Advertising rates on request.

ADDRESS ALL CORRESPONDENCE TO THE BROADCAST LISTENERS PUBLISHING COMPANY, CHICAGO, ILL.



Frieda Hempel

Famous Star of the Metropolitan Grand Opera Co. as "Violetta" in "La Traviata," whose beautiful voice is now heard by millions of listeners over WEA and affiliated stations

GRAND OPERA Makes Its Radio Debut



The Closely Guarded Gates of the Metropolitan Grand Opera Swing Open to Citizen Microphone

SOME OF THE brightest luminaries of the musical firmament who now appear before the "Mike." They are, left to right, standing: Allen McQuhae, tenor; Albert Spalding, violinist; Reinald Werrenrath, baritone; Louis Edlin, orchestra conductor; Chas. Haskett, tenor. Seated: Anna Case, soprano; Mr. Atwater Kent; Mary Lewis, soprano, and Ann Mack, soprano.

radio public preferred jazz and popular airs in its musical programs. Secondly, the artists themselves were reluctant to face the microphone. They felt that singing or playing "over the radio" tended to cheapen them—to make them appear as competing on the same plane with the many light and frivolous entertainers who went on the air simply and solely to provide gaiety and amusement. It was only

THE sacred confines of America's most exclusive musical organization, the Metropolitan Grand Opera Co., which for generations has shut off the general public, have at last been opened to radio.

Now, instead of being heard only by the chosen elite who, in bejeweled magnificence, have for years monopolized the Metropolitan's famous golden horseshoe, the highest talent of the musical world may now be heard by almost anyone who has a good radio.

Strange as it may seem, credit for this achievement does not go to any picturesque and temperamental musical impresario. Instead, it is due primarily—in fact, almost solely—to the vision and initiative of a practical American business man who happens also to be a lover of good music—Mr. A. Atwater Kent, of Philadelphia.

As a result millions of Americans, on farms, in villages, towns and even the larger cities, who had never had the opportunity to hear

MARY LEWIS, Metropolitan Opera soprano, now a regular feature of all radio opera programs over WEA F.



musical artists of the first rank, now enjoy weekly concerts by nationally famous grand opera and concert stars. Seated in their homes, they listen without cost to the same artists that patrons of the Metropolitan Opera pay fancy prices to hear.

Prior to Mr. Kent's daring venture in putting on the air a continuous series of concerts by musical celebrities, only occasional artists of national reputation had been broadcast. First, it was believed that the ra-

after considerable difficulty that Mr. Kent was able to induce a sufficient number of opera and concert stars to broadcast to justify the experiment he desired to make. However, this was finally accomplished and the first of the Atwater Kent programs was broadcast on October 2, 1926, Reinald Werrenrath, famous baritone, being the featured artist.

The response by the public was immediate and unmistakable. As a result, a series of concerts will be extended through the winter and spring until a total of 31 concerts, each one featuring an artist of national note, has been presented. The number of stations through which they are being broadcast is also increasing, in answer to insistent demands, from the original nine until 15 stations are now linked together for these programs.

Whatever doubts the broadcasting of a continuing series by grand opera and concert artists may have had when they were initiated were swept away by the general and enthusiastic approval they won from listeners-in. Also the experience gained in broadcasting soon disabused the minds of the artists themselves as to the effect of radio recitals on their popularity and prestige. Instead of weakening their box-office value, they are finding their following in concert recitals and opera appearances immeasurably strengthened.

(Continued on page 46)

MAURICE DUMESNIL, recognized as one of America's foremost pianists, is a big feature in all opera programs over WEA F.



WHAT RADIO Education as Well as Entertainment Is Now Being Given to the Farmer

Is Doing for the FARMER



THE FARM HOME of Dannie Snyder, Hancock county, Ohio, with the whole family listening in.

Radio Is Making of the Farmer a Far Better Business Man

By GEORGE A. KING

Texas, and WSB, of Atlanta, Ga., which covers practically all the principal farming sections of the entire country.

Through WLS, Chicago, the world's greatest live stock and grain mart is linked direct to the farmers of six states. WLS has their own tiny broadcasting station in the Chicago Board of Trade, and throughout the morning the prices on corn, wheat—in fact, everything that is sold on the Board of Trade—are broadcast half-hourly—flashed to the farmer as fast as they are made in the pits. The other two stations cover the New York and Chicago markets, but specialize on their local markets and local produce.

Quotations on live stock on the Chicago market are relayed by direct wire from the stockyards to the WLS station, and put on the air at regular intervals throughout the morning by farm market experts. The butter, egg, poultry, fruit and vegetables are handled in the same manner through the Chicago office of the U. S. Department of Agriculture, and before the close of the market, wires from New York and western markets are given so the farmer can keep in touch with prices almost anywhere in the country.

By listening-in, the farmer knows almost 24 hours in advance whether the market is going to be up or down, and it takes much of the "guess" out of farm marketing. Until the coming of radio, the farmer's information came largely through newspapers and he sold on the basis of yesterday's prices, but now he knows what market conditions are likely to be the next day, and he has plenty of time to decide whether it will be wise to ship that day or hold until prices are steady or rising.

"Knowing the market prices at the moment they are current is making the farmer a better business man," says Samuel R. Guard, who is making a close study of this new force in the farmer's market. "He can bargain more closely, sell more scientifically, and he no longer need ship blindly without knowing what price his produce will bring."

The U. S. Department of Agriculture estimates that only about 15 per cent of the six million farmers in the United States own radio sets. However, one radio set usually serves several farms. There is one

(Continued on page 48)

TO THE city man the radio may be a plaything. But out on the farm it has a definite job, like the plow, the windmill, the separator and the flivver. And before many years have slid by, every farmer who intends to keep step with his neighbors and make money off his acres is going to have his own receiving set—with maybe a loud speaker unit in the barn, or a pocket outfit that he can carry out into the fields as he does his watch. And that is not such a fantastic picture either.

The greatest service that radio is rendering the farmer is the daily market reports. Not long ago some five hundred farmers were asked whether they were using these daily market reports, and how much they figured it was worth to them to have such a service, and their estimates of how much they had "saved" ranged from a few dollars on a single deal to \$2800 on an entire crop of wheat, and the average was around \$250 a year—money in their pockets, because radio put them in such close and accurate contact with the markets.

This valuable service is being given the farmer principally through WLS, the Sears-Roebuck Agricultural Foundation at Chicago, WFAA of Dallas,

EDGAR L. BILL, Director and Agricultural Expert of WLS, Chicago, who maps out the Radio Farm Service.



QUEEN MARIE Talks to Farmers Over Radio



Photo by St. Paul Pioneer Press.

By E. H. GAMMONS

QUEEN MARIE, of Rumania, visited a radio broadcasting studio for the first time since her arrival in America on Sunday afternoon, October 31st, when she talked principally to the farmers of the Northwest from WCCO, the Gold Medal station, in the Union Depot, St. Paul. It was the only public speech she made during her stay in the Twin Cities.

Immediately upon the arrival of the special train in the Saint Paul Union Depot, she was met by dignitaries and escorted through a lane formed by members of the Third Infantry, which held back the crowds which jammed the depot, directly to the studios of WCCO. There she was introduced to H. A. Bellows, manager of the station, who, in turn, presented her to the microphone and the radio audience of WCCO. The queen was prepared for what might be termed her official radio debut in the United States—she had written her speech. After brief instructions from the studio attendants, she sat down before the microphone and spoke as follows:

"I am glad to come to the great American Northwest and greet men and women interested in agriculture and its allied industries. Rumania is largely a farming country and my people meet the same problems you of the Northwest meet.

"One of the reasons for my desire to see your country was to find out first hand how you are meeting these agricultural problems and how you have built up your remarkable transportation system, which I have heard so much about, and how you have developed your flour mills and other industrial enterprises kindred to farming.

Asks to Lay Aside Regal Robes and Personally Talk Agriculture with Northwest Farmers

QUEEN MARIE AND Mayor Hodgson of Saint Paul as they left the studios of the Gold Medal Station, WCCO, in the Saint Paul Union Depot.

"I have asked for one day when I may lay aside my role as queen and meet your typical citizens informally. That day is coming tomorrow in North Dakota and the children and I feel it will be one

of our most interesting and enjoyable days in America. We want to extend a personal invitation to North Dakota farmers, their wives and children to meet us when the train stops at the various cities along the way. We want to see your faces and get a first-hand impression of you.

"I cannot take a large number on the train but want to invited two farmers and their wives to come aboard at each stop and ride with me for a while so we can chat informally. There are many questions I want to ask about your homes, schools and actual farming operations.

"We are enjoying ourselves very much. Everywhere people have been most kind and I have confirmed all the wonderful impressions I had about America."

At the conclusion of her talk the members of her party, including Mayor "Larry-Ho" Hodgson, of Saint Paul, and others, made ready to leave for the state capitol, but the queen wanted to talk about radio.

"You know," she said to Mr. Bellows, "this is the first time I have been inside the studio of a broadcasting station. While I have broadcast many times before, it has always been, I believe, by what you call remote control; in other words, it was at a banquet or some other function at which the microphone was simply placed in front of me. I had no idea that the studios of a broadcasting station were as luxuriously equipped as this. Radio is certainly a wonderful thing."

Queen Marie was particularly interested in broadcasting from WCCO as she utilized the radio to invite farmers of North Dakota to come to her train as she passed through that state. She was anxious to meet them and their wives, she said, and discuss their problems with them. Most of her subjects in Rumania, she said, are farmers. Prior to her arrival in the Twin Cities, the Gold Medal station broadcast this invitation to the farmers of North Dakota at the request of the Queen, and she reiterated it in her talk from the WCCO studios.

The appearance of Queen Marie at the studios of WCCO is another evidence of the important part that station plays in the civic life of both Saint Paul and Minneapolis. The station is in reality the municipal station of both cities, and, wherever possible, it is included in all events and programs of civic importance.

INTEREST RUNNING RADIO ARTISTS



THE ORIGINAL HARMONY GIRLS

Edith Carpenter and Grace Ingram the "Old-Timers" of Radio are steadily piling up votes and at the present time threaten to gobble first prize.

Contest Grows Hot as Votes Continue to Roll In

VOTES in The Radio Artists Popularity Contest continue to roll in, both in the coupon form that is clipped from THE BROADCAST LISTENER, as well as in subscription form either secured from THE BROADCAST LISTENER or on slips that have been furnished to the various broadcasting stations and many changes have taken place from the first standing as published last month.

The fight is a particularly warm one in the No. 2, or Chicago district. Harry Geise of WQJ having forged to lead in the announcers and The Harmony Girls of KYW, Billy Allen Hoff of WJAZ and Bernice of WWJ, Detroit, are making rapid advances among the lady artists. Other sections also show considerable change, Carlin having taken the lead in the New York district among the Announcers with our old friend Judge Hay leading in the No. 3 district.

Some slight changes in the contest have been made upon suggestions of many of our readers, as well as contestants, these rules being as follows:

Single vote coupons clipped from the October and November issues of THE BROADCAST LISTENER must be mailed in before December 1st, otherwise they will not be credited. This is due to the fact that there is a tendency to accumulate votes and send them in during the last week of the contest. In order to give a more correct standing of the various artists, they must be in by December 1st, at which time the standing can be published in our January issue which comes out December 20th, or ten days before the closing of the pre-

RULES OF CONTEST

1. Each contest coupon clipped from a copy of THE BROADCAST LISTENER entitles holder to fill out and mail in as ONE VOTE for one member of each of the five classes named on ballot.
2. A one-year subscription to THE BROADCAST LISTENER (special reduced rate of \$2.00 includes subscription to magazine and membership in Broadcast Listeners' Association of America) entitles subscriber to TEN VOTES.
Two-year subscription and membership at \$4.00 entitle to 25 VOTES.
Three-year subscription and membership at \$6.00 entitle to 50 VOTES.
Five-year subscription and membership at \$10.00 entitle to 100 VOTES.
3. Subscription must be sent to THE BROADCAST LISTENER, Contest Dept., 431 S. Dearborn St., Chicago, accompanied by name and address of subscriber, names of artists voted for and stations with which artists are affiliated. Amount covering price of subscription must also be enclosed.
4. Contest started September 20th and ends at midnight December 31st. Mail must bear a 1926 postmark and be received on or before January 3rd or it will not be counted.
5. Any artist or announcer anywhere can be voted for, irrespective of where voter lives. Sectional provisions apply only to certain prizes and not to voting privileges.
6. The first or "nominating vote" received for any artist or announcer will be credited to him as 100 votes. Thereafter, all votes will be counted in accordance with the schedule given on this page.

START YOUR FAVORITE NOW!

7. No artist or announcer shall be entitled to more than one prize. For example, the winner of a national prize shall not receive a sectional prize.



George Hay, The "Solemn Old Judge" who is running strong in his district.

HIGH IN FAVORITE POPULARITY CONTEST

Clip the Coupon Below and Boost for Your Favorite

liminary contest and can give contestants a true report of the standing of the various artists.

A change has been made in the national portion of the contest as follows:

The two winners of each event in each section will qualify for finals and the contest continued to determine which of

CONTEST LEADERS

ANNOUNCERS

| | | | |
|--------------|------|----------------|------|
| Carlin | WSB | Tyson | WWJ |
| White | WEAF | Hay | WSM |
| Giese | WQJ | Barnett | WBAL |
| Hall | WKAF | McArthur | WOC |
| Fitzer | WPAF | | |

MALE SINGERS

| | | | |
|-------------------|------|---------------|-----|
| McQuhae | WEAF | Collins | WCX |
| Caton | WHAG | Bowman | KOA |
| Sam'n Henry | WGN | | |

FEMALE SINGERS

| | | | |
|---------------------|------|----------------|------|
| Cookie | WHAG | Lee | WFLA |
| Harmony Girls | KYW | Fulton | KFH |
| Bernice | WWJ | Williams | WHO |
| Billy Hoff | WJAZ | Hansen | KGO |
| Kent | KFWB | | |

PIANIST AND ORGANIST

| | | | |
|-----------------|-----|----------------|------|
| Clifton | WBZ | Simms | WBBM |
| Barnes | WHT | Thruston | KVOO |
| Churchill | KNX | | |

SPECIAL

| | | | |
|---------------|------|----------------|-----|
| Lederer | WBAL | Macon | WSM |
| Fall | KYW | Trout | WSB |
| Jones | WTAM | Luborski | KNX |



BILLIE ALLEN HOFF

Is a mite of a girl but a mighty big favorite with the fans, for she has piled up quite a stack of votes and is rising to the top rapidly.

these finalists is entitled to the ten major prizes of national character. Every contestant qualifying as a finalist will receive a prize.

THE BROADCAST LISTENER, Contest Department,
431 S. Dearborn St., Chicago, Illinois

Please credit.....votes each to announcer and artists named below and send me THE BROADCAST LISTENER magazine for.....years and enroll me as a member of the BROADCAST LISTENERS' ASSOCIATION OF AMERICA for the same period.

(Write or print
names plainly)

NAME.....

STREET ADDRESS.....

CITY AND STATE.....

CANDIDATES TO WHOM MY VOTES SHOULD BE CREDITED

1. Announcer.....of Station.....
2. Male Singer.....of Station.....
3. Female Singer.....of Station.....
4. Pianist.....of Station.....
5. Special (see note).....of Station.....

Note—Under "Special" falls all classes of artists not coming under the other headings listed; for example, organists, violinists, orchestras, etc.

Each vote can be split between all five classes listed—that is, if your subscription entitles you to ten votes, you can cast ten votes for one member of each of the five listed classes. If you name two or more artists in any one of the five classes, the vote will be split equally between them; thus, if the voter is entitled to ten votes and the names of two announcers are written on the ballot, five votes will be credited to each of the two.

VOTING SCHEDULE and Special Reduced Subscription and Membership Rates

| | Price | Votes Allowed |
|---|---------|---------------|
| One year's subscription and membership..... | \$ 2.00 | 10 |
| Two year's subscription and membership..... | 4.00 | 25 |
| Three year's subscription and membership..... | 6.00 | 50 |
| Five year's subscription and membership..... | 10.00 | 100 |

BALLOT

BUSTER'S Now a RADIO BUG

Has Radios
Installed While
Making His
Latest Picture

By CLEMENT WARREN



Buster Keaton and his wife, Natalie, both being home lovers, spend many pleasant evenings with the radio.

SOME people inherit hobbies, some acquire hobbies and others have hobbies thrust upon them, and Buster Keaton, motion picture comedian, belongs in the "thrust upon" category. He's a dyed-in-the-wool radio fan now, but he took up the sport—that's what he calls it—in self-defense.

Just a short time ago the frozen-faced fun maker was a normal, home-loving individual, content to read the papers and play with the children when the days toil at the studio was over. The only distance he knew was the shortest one between two given points, or how far he could drive a golf ball or a baseball—then his favorite recreations—when he wasn't performing in the glare of the studio lights.

Buster began to overhear strange talk around his studio. Directors, electricians, cameramen, "prop" men and others were arguing in terms strange to the ears of the star.

"Static," "audio-frequency," "condensers," "tubes," "grounds," "transformers," "antenna," "amplifiers"—these were new ones to Keaton.

As Buster says:

"Radio, radio, radio—that was all I heard around the lot. I had a hard time getting the gang around the studio to do any work. They wanted to spend the days raving over their luck in 'getting' a bunch of letters.

"WOW, KOW, BOW, CAM, BAM, WHAM, KOIL, WOIL, WOOF, KOOF—that's what it sounded like. I thought perhaps the boys were joining some new secret societies. Some of my best friends, who were without a doubt excellent golf and automobile liars, evidently had found a new field for their fertile imaginations.

"So all I could do was to capture one of those 'sets' that figured in the talk fests and see what the idea was all about.

"I lugged home a radio with a trick name, drafted a couple of electrician friends to help me out, and plunged into the radio game. Not so good the first few days. Our youngsters

had the idea that the new piece of furniture was something to play with. I came home one night and found them pulling the thing apart to find out where the noise came from.

"It was a good thing they did, for I discovered I had committed a grave radio error. The wildest fan in the studio cornered me one morning and demanded to know what kind of radio I owned. I told him I owned—or did own, until the young hopefuls got to it—a——.

"What?" he exploded. "You bought a ——! Are you crazy? Don't you know the —— is the only kind to have in your home? I've had one for two months and can get any station in the United States. How did you ever let anybody talk you into buying a bunch of junk like that?"

"I apologized for my ignorance and purchased a —— like my friend advised. That night I tuned in on some Hawaiian music. The fact it came from a Los Angeles station didn't feaze me a bit. I was qualified to join the Radio Liars' Club.

"The next morning I proudly announced at the studio that I had gotten Honolulu with my new —— outfit. One of the boys gave me a withering look and hinted I was all wet—that no sane man would buy a —— in the first place, and that Hoover himself couldn't get the Islands with a bum outfit like that.

"Your radio is obsolete. Buy a —— like I own, and you can get any station," he exhorted. "I got Calgary last night—just as clear as a bell. There's no set like it. Now, I'll give you the name of a friend of mine who sells them. He'll fix you up so you can really get distance."

"My friend's friend 'fixed me up' all right, but in a couple of days, when I attended an informal meeting of the Liars' Club, another friend denounced my latest outfit as an insult to the intelligence of the radio public.

"The —— is out of date," he insisted. "Get a —— like mine, and you won't have any trouble. I can get any station with my radio. Why, just last night I had Philadelphia. The orchestra sounded just like it was in the same room. And another thing ——."

(Continued on page 47)

A thrilling scene from Buster's latest picture "The General" where he is seen in the role of a Civil War engineer depicting the famous Andrews Railroad Raid and locomotive chase.



"THE RADIO THEOSOPHIST"

A Further Discussion of
the Article on "The
Second Coming
of Christ"

IN THE many letters received by "The Radio Theosophist" covering this article of last month, it is to be regretted that a great many of them were unsigned, or used fictitious names, as there were some very intelligent criticisms that "The Radio Theosophist" would have been pleased to acknowledge, irrespective of whether their views differed or not and such criticisms as are published, we do not use the name of the critic, unless specially requested. THE BROADCAST LISTENER is willing to publish the most constructive criticisms received each month, irrespective of whether they agree or disagree with the statements of "The Radio Theosophist."

The many correspondents who cannot be answered through the columns of THE BROADCAST LISTENER will receive replies direct from "The Radio Theosophist," either by mail or via the broadcasting station from which he soon will talk.

William Agrees

THE RADIO THEOSOPHIST article on the second coming, comes closer to my own views than any other interpretation I have read up to date. I have also read the criticism of Alexander M. and agree with the comment made by THE BROADCAST LISTENER on this criticism. In regard to the second coming, I have no patience with those who submit fantastical ideas in appealing to the religious views of the fanatic rather than to the intelligence of the serious-minded thinker.

Any person who has been inspired with the thought that the second coming would take the form of a burst of light in which visions will appear, or that some human form of great beauty will suddenly become visible and which would cause all creatures to bow in acknowledgment, are in my opinion doomed to disappointment.

It appeals to a great many people to anticipate and look forward to that which is of a spectacular character and consequently many people would prefer to anticipate the second coming in this form. I agree with "The Radio Theosophist" that there will be no manifestation of human form and I also agree that it will come through understanding. When you stop to think of the many methods prophesied by various students, of the second coming, it is a hard strain on the imagination of any thinking person how the Son of God could come and satisfy all creeds. It would require a very vivid imagination to try and anticipate how it would appear in visual form

without bringing into play some illogical and unreasonable manifestations such as children are told in their fairy tales. Reasoning of that kind may apply to children, but it is not applicable for the intelligent thought of educated people.

My idea of the second coming is that there will be no appearance in human form

Statement of "Radio Theosophist" Which So Stirred Readers

"WHEN the Son of God comes to the understanding of mankind, we will find that God is not a man with whiskers, nor that the Son was Jesus; nor is the Holy Ghost a pigeon with wings.

"For Jesus said: 'Out of myself I can do nothing; it is the Father, or God, who is ALL LIFE, TRUTH AND LOVE.'"

"So Jesus' existence was LIFE, TRUTH and LOVE, and this understanding healed the sick at that time and it will heal now. For all evil is anger, hate, malice, jealousy, sorrow, worry, fear, care and so on; and these are the most poisonous germs of sickness which one cannot touch with any pills or powders except with LIFE, TRUTH and LOVE, which overcomes them like the light overcomes darkness.

"And any man who claims he follows Jesus and does not deny himself, does not make LIFE, TRUTH and LOVE his existence; and is not able to heal the sick, although he can preach the best sermons, make prayers a mile long, forgive sins and do all the good work in the eyes of the people. All this doing is like beating a tin drum, making a lot of noise—but it doesn't get us anywhere."

or a vision, but that the appearance will be in our understanding as we learn to know Him and when that time comes and you are ready to accept Him, it may be as prophesied that He will come like a thief in the night.

WILLIAM T., Buffalo, N. Y.

Disagrees with "The Radio Theosophist"

IN THE article of "The Radio Theosophist," wherein he states that the Son of God will be acceptable to all creeds, it is not only impractical but impossible, because he could not be acceptable to all alike, as the teachings of the various creeds are in variance in a great many points. I do not pretend to have the wisdom of "The Radio Theosophist" and cannot explain in what form the second coming may be expected, but all things are possible to God and He in His Own Divine Way will find the means that will accomplish it and at such a time, the Son of God will make Himself manifest. "The Radio Theosophist" idea of the second coming is not a true manifestation.

(Signed) GEORGE T., St. Louis, Mo.

NOTE—George, you are somewhat inconsistent. You first say it is impossible and then state that all things are possible. Are you not a little prejudiced in your desire to believe only that which coincides with your own views?

Sacrilegious or Sacramental

IBELIEVE in God but I do not believe in the many miracles attributed to the Son of God. If there is a second coming, I hope it's soon. I want to learn how to make wine out of water.

MAURICE L., New York City.

A Review of the Views of "The Radio Theosophist"

IN THE criticisms of last month's article, an intelligent Jew said: "A Messiah for a Jew must come as a Jew and as nobody else for he will not be accepted, for the more they see of the Christian, the prouder they are of themselves, or in other words he sees the splinter in his brother's eye and not the beam in his own." This is just an indication of what might also be expected from any other denomination. I am asked how it can be possible that the Son of God comes to all religions. If He came as a man and would go to one religion, the others would call Him wrong and would not recognize Him, because if He was right He would come to them, at least that is what they would believe, and if He said to the children, "There is no Santa Claus," they would not like him, and

Continued on page 37)

IN PUBLISHING "The Radio Theosophist" articles, The Broadcast Listener makes no recommendations. We merely submit his views to be accepted or rejected as one's own intelligence may dictate.

SOME of the articles may seem to favor certain creeds, but we ask that your opinion be formed not from a single article but rather with the whole series as a basis.

THE RADIO STUDIO HOSTESS

A New and Interesting Occupation

By ANNE LOUISE LAWLESS
Studio Hostess, WBZ

WITHOUT question, being a hostess in a radio studio is very interesting and fascinating work. In the two years I have been acting in this capacity I have found it very pleasant work, although being a "pro" hostess is quite different from being the charming hostess in one's own home. At the studio I am meeting strangers nightly, while in the home your guests are generally acquaintances or friends of long standing with much in common. It is a rare occasion, however, that a visitor to our studio has not something to offer and if one is interested in people and enjoys association with them the task of always being pleasant is not nearly as difficult as it seems.

Frequently the studio visitor does not meet you half way. You may be attracted by the visitor instantly. You may be impressed by their personality, but that does not mean they will reciprocate and it is often difficult to break down their aloofness.

Diplomacy and tact are the veritable watchwords of the radio studio which a hostess must exercise constantly. That you may not know who your guests are was brought forcibly to mind on one occasion. A distinguished-looking gentleman entered the studio one evening and asked if he might listen to the broadcast. The artist singing at the time was a soprano whose voice, because of certain peculiarities of radio, was unsuited for broadcasting. While she was still singing, the announcer walked into the reception room and remarked to me, "Her voice does not broadcast any too well." After the soprano had finished another selection, the concluding one on her program, I remarked, "She did that quite well, much better than her previous one." Whereupon my guest added, "I'm glad you liked that selection by my wife," and, thanking me for the opportunity of hearing the broadcast, he departed.

While the broadcasting studio has long since lost its "air of mystery," the visitors from distant country hamlets are still interested in seeing the studio and never fail to pay the station a visit while touring in the East. How often have I heard, "We have listened to your programs so often that we couldn't neglect the opportunity to visit you while in Boston." This type of visitor always gets a real thrill when permitted to "sit in" during the broadcast of a program, and to speak to their favorite announcer or artist sends them into ecstasies.

Some evenings the entire program will be presented by three or four artists while other nights will find 30 or 40 musicians on a single program. While one program is going out on the air the announcer will come out of the studio and ask, "Miss Lawless, will you kindly check up the next program and have the artists ready to go on the air in about

four minutes?" The larger the number of artists the more difficult it is, of course, as they must be ushered into the studio without any commotion and be ready to begin at the announcer's signal.

I recall one evening which was particularly trying. A band program was scheduled to follow a broadcast by a choral group. The chorus from one of Boston's leading churches was made up of 30 or 40 people and there were 25 musicians in the band. It was necessary to get the entire choir out of the studio, place chairs for the band and have them all seated in the studio ready to commence their program in the short time required to sing an aria from something or other. The fact that it was one of the warmest evenings of the past summer did not help matters.

Charming and talented people in groups of two or three remain both charming and talented, but when their numbers get into 30 or 40, as in the case cited, one has little time to appreciate either their charm or talent. Some of the most charming of my guests are not the most outstanding in talent and vice versa.

And where there are artists, there also, is temperament. One evening a very charming woman who had just finished a group of songs asked me how her voice had broadcast. "It came through very nicely," I replied with what I considered the proper amount of enthusiasm. Great was my surprise at the large tears that welled up in her eyes which she dried away with a dainty handkerchief. "Is that all you can say?" she asked, in an indignant tone. "Why, I have often been told I have the voice of a nightingale."

During the broadcast the artists are, as a general rule, very composed and dignified. Even when the "impromptu broadcast" effect is desired, the artists conduct themselves in a very serious and business-like manner before the "Mike." According to the fan mail, listeners are under the impression that the artists are having

a great deal of fun during such programs. In reality, however, the entertainers are following a well-defined play which has been rehearsed many times before going on the air.

It is only after the "Mikes" are shut off that the artists relax. They group around the piano to discuss the compositions of this or that composer. It is then one hears the latest gossip of the musical world.

It isn't all work—neither is it all play. Sometimes your humor is taxed severely while at other times the studio incidents are highly amusing.

Certainly the duties of a studio hostess are devoid of monotony and I find them pleasant, interesting and fascinating. And if you haven't seen the WBZ studio in the Hotel Brunswick, remember visitors are always welcome.



ANNE LOUISE LAWLESS, studio hostess of WBZ at the Hotel Brunswick, Boston.

"HOOT MON!"—"Mike" Likes Scotch



BONNIE LADDIES who are heard together with the Sundial Shoe Serenaders from station WJZ, New York City, every Friday at 8 P. M.

"HOOT Mon, Hoot," says Sandy, "Just turn your dials a bit and bide a wee for 'tis the Bonnie Kilties from the Hielands that are now going to take you for a trip of joy, for when you visit bonnie Scotland you find each and every lad and lassie going along through their daily toil singing those beautiful ditties that keep the heart so young and free, for, Aye, 'tis the thistle

that's the emblem of old Scotland and nae better emblem yill see, for it's sturdy and streight and hardy, as Scotsmen forever will be. It grows wherever it want to, in liberty it makes us sing. Don't tamper wi' me or my motto. In freedom, hands off or ill sting."

"There is that something about



Photo by Underwood & Underwood.

Sir Harry Lauder THE FAMOUS Scotch songster who recently arrived in the U. S. for a theatrical tour, is reported to have promised to broadcast a program of his famous ditties before departing for his native land again.



Pacific & Atlantic Photo.

THE RADIO Franks, Bessinger and White, singing a Scotch ditty to WMCA's "Mike" who is all dressed up for the occasion.

YOU'LL BE SORRY if you miss the Christmas issue of THE BROADCAST LISTENER. It'll be even more attractive and interesting than this number. Pictures galore and plenty of snappy, up-to-the-minute, well-written articles

about the people and "things" you want to know better will combine to make the best magazine "buy" on the news-stands. Only 15 cents per copy (\$1.50 per year by mail). **DON'T MISS IT!** Order your copy now.

NORTH \$TUDIO SOUTH

Anita De Witte Hall, studio hostess and accompanist at WKAF, has been hostess at some of the larger hotels in the East and her early association with "Roxy" and the Boston Fadettes Orchestra, as organist, makes her a valuable asset to any radio station, and her delightful charm of manner has made her a host of friends among the Milwaukee broadcasting artists.



Anita De Witte Hall



Robert F. "Bob" Hall

Robert F. "Bob" Hall, announcer and studio director at WKAF, Milwaukee. "Bob" has a highly pleasing baritone voice for singing and announcing and it has made him one of the popular announcers of the day. "Bob" also thoroughly understands the art of arranging a diverting and entertaining program.

Why Quin!

Asked what had become of the little boys who used to come out on the stage of the vaudeville houses to change the sign telling what the next act was to be, Quin Ryan, announcer of WGN, Chicago, answered: "They're radio announcers now."

"Musical Potpourri"

Is the name that has been given the hour of sprightly music played and sung every afternoon from 1:30 to 2:30 in the studio of WMAQ, Chicago. There's a rhythm and a swing to the music that "peps you up all afternoon."



PAUL J. VIPPERMAN, tenor, a former soloist of the First Baptist Church, New Orleans, is now on the air every Sunday afternoon during the concert of the Palmer Little Symphony broadcasting from WOC at Davenport, Iowa.

Aid to House Parties

On Wednesday and Saturday nights WTAG broadcasts dance music, which was added to WTAG weekly features following many requests from local fans.

Wrecklessly Speaking

Now that railroads are sending orders by radio, we suppose the next thing will be blaming wrecks on static.

Meadow Lark Broadcasts

The song of the meadow lark was put on the air recently by KOA, Denver. A "Mike" was placed in an open window and the voices of playing children, the clucking of poultry and chirp of sparrows served as a background for the lark's musical voice.

Queen Marie

Now that Queen Marie has spoken over the radio comes the question, "How should one phrase applause letters to royalty?" We bite. How would you?

No Handicap

The fact that he broke a wrist cranking his car did not prevent Ten Eyck Clay, director of the WGY Players, Schenectady, N. Y., from making passionate love to the heroine in that night's performance. Of course, you have to consider that in radio you don't actually hug the heroine—you just sigh ecstatically and audibly and say you do. It's a dog's life!

THIS IS Josephine Holub, violinist for the Arion Trio, who is heard regularly every Monday night at 8 o'clock from KGO, Oakland, California.



Short Skirts Save Her Life

Short skirts which enabled her to escape the charges of an elephant in Ceylon will

always be popular with Mrs. H. Walton Heegstra of Chicago. She recently told the radio audience of station WMAQ that they permitted an agility which she never knew she possessed, and consequently saved her life during a trip around the world when an elephant broke loose.

EAST GOSSIP WEST

COGGESHALL
and Fay, "The Har-
mony Twins," of
WGY, Schenectady,
New York.



THESE TWO makers of melody have made a big hit with their unique offering of popular songs and are big favorites in the East.

"Sam 'n' Henry" Now in Book

"Sam 'n' Henry," the famous comic strip characters heard every night at 10 o'clock over WGN, Chicago, are now between book covers. Some of the earlier adventures of the two colored boys in Chicago have been collected by an enterprising Chicago publisher and their humorous dialogue is now available in print.

Listeners who have followed the two boys since they started broadcasting in January of this year will probably recall some of their funny episodes. The departure from Birmingham, their arrival in Chicago, their experiences in court for crap shooting, and other of their laughable skits are to be found in the new book.

S. Jay Smith, who has immortalized "Sam 'n' Henry" in black-and-white sketches that have been printed in the Chicago Tribune and elsewhere, has contributed a number of humorous illustrations to the book, which greatly enhances its value.

Coal on WTAG Program

One of the latest innovations which WTAG, Worcester, Mass., has introduced for the benefit of its audience is the sound of coal rattling down a chute to open all programs by the "Coal Miners," a group of jazz artists who are heard every week. Actual coal and a real chute are utilized in representing this familiar sound.

In an emergency recently Asa Coggeshall and William Fay, announcers of WGY, Schenectady, N. Y., were called upon to fill in a half-hour period on the program. "Coggie" is a tenor and Fay does a very tuneful baritone when he isn't announcing stock market quotations, prize fights, football games, etc. They sang "Animal Crackers," "Barcelona" and two or three other songs and thought little more about it until a couple of days later, when letters began to pour into the studio. They had made an instantaneous and complete hit with the audience and all communications requested return engagements.

Since their initial success, Coggeshall and Fay have selected "The Harmony Twins" as a name and their numbers are a weekly feature on the WGY program. They have enlarged their repertoire and their programs are now very informal, consisting of a half dozen songs and a constant run of josh and chatter which is very interesting and amusing.



A REAL, honest-to-goodness "Air Mail" delivery is the idea of the Gaelic Twins, Eddie and Fannie Cavanaugh, of KYW. These two dispensers of glee and glorification can be depended upon to do their stuff in royal fashion.



MISS HELEN MUSICK, a well-known St. Louis soprano, whose lovely voice is especially adapted to broadcasting. Her programs of old-time songs are especially enjoyed by listeners. She has done much concert and opera work and is a big favorite.

Radio Trips

All the glamour of tropical seas, and all the old-world romance of ancient buried cities came over KOA's airways Friday night, November 12, when Deane H. Dickason, official lecturer of Canadian Pacific Cruises, conducted a globe-trotting expedition via the microphone.

"Answering the Mail"

Is an innovation that has brought the Gaelic Twins a lot of prestige and a heavy mail bag each week. Of course, an attempt to answer all of their mail by musical rhythm would be impossible, so Eddie and Fannie choose those letters that most directly call for a reply and in this way answer about one hundred letters each week over the air. These two radio entertainers are well remembered by o'd fans as having been with KYW when it was the only station in Chicago. They sing mostly their own songs, which are made up of the handy Gaelic wit that never fails to entertain.



RADIO CREATES NEW INDOOR SPORT

Many Followers of the Game Have Deserted the Stands for the Comforts of Their Parlors

THE thrill of the sweet strains of the university bands as they march out on the field ahead of their teams. The thud of the pig-skin. The wild yells of the crowds in the stands as they cheer their favorite as he runs down the field with the ball. Every play minutely described is as thrilling and exciting as being present at the great game and by far more comfortable and, yes, even more economical than paying from \$5.00 to \$15.00 or more to sit in the stands in the cool November air.

Grandad and ma, the wife and kids, all are taking renewed interest and immense joy in sitting by the fireside and getting every play direct from the field over their radio.

Look at the forthcoming Army-Navy game to be played in the Soldiers' and Sailors' Stadium at Chicago on November 27th. Only 40,000 pasteboards are for sale—the middies and the plebes have the rest. This means that there are at least

sixty thousand fans who were willing to pay \$15.00 to see the battle, with only a remote chance of having their applications honored. No telling how many thousands thought it futile to apply at all.

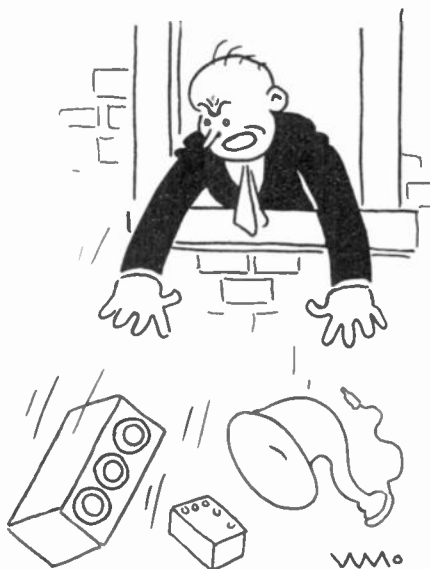
Are these fans to be disappointed? Are only the lucky ones to be inside the big "tent"? What about those unknown hordes of boosters for "the old army game"—and the old sea-going tars who will be in back of their gobs?

Ah, the play by play broadcast of the game, interpreting the classic for enthusiastic listeners in all over the country is the answer. At out-of-the-way army posts the khaki-clad boys will know every moment just how the game is going. To thousands of blue-garbed men of the seas the voice of the radio will bring them news of their representatives on the turfed gridiron in Chicago. Announcers will not simply report scores. They will dramatize the game from the moment that the regiments of crack West Pointers and Annapolis midshipmen enter the stadium to the strains of a military march to the pistol shot announcing the end of the game, the announcers, sitting in a box, watching every move and play, will give it to the fans just as they see it and the vast unseen audience will get a perfect picture of the thrilling classic.

Order Your Copy of the
Xmas Number of The Broadcast Listener Now

A FEW HUMOR WAVES

Stirred up by
Gene E. Allee



GROUNDING HIS RECEIVER.

Etiquette

Ozone N. Ether was an announcer rare,
From a pirate station that claimed to be
"fair,"

One night he stated to the suffering nation
"We're signing off for a better station."

We're not a pirate and don't interfere,
But we know Sam N. Henry you want to
hear,
We'll return to the air when they finish
their score,
And the fans quote Poe's Raven and say,
Nevermore.

(In commemoration of WGES signing off
in favor of WGN.) —Art Viktor.

Rough Stuff

A military expert predicts that the next
war will be fought by wireless. From what
we heard the other night, we had the im-
pression that it had started.—Punch.

Too Eud

A telegram that told a sad story why Les-
lie Joy couldn't appear on schedule time
for his announcements at WEA, New
York, one night was: "Hit skunk stalled
motor missed train arrive 10:15 tonight.—
Leslie Joy."

Wind's Complaint

"Young radio sets, I grieve to say,
Are most impertinent today,
Because they copy what I do—
When I start howling, they howl too."

Giving Them a Treat

Said that well-known announcer, with his
usual modesty, and ever so coyly: "This
is just Graham McNamee!"

A Problem, Indeed

Referring again to the Grebe Globe, we
find that the radio dealer's chief problem
is to keep the stall out of installment.

Bolshevik, Maybe

Russian music seems to be in popular de-
mand over the radio, according to many
broadcasters. The ardent DX fan probably
likes to make himself believe that he is lis-
tening to a station just this side of Siberia.

—Or Freckles

After looking over some of the photos
sent by radio, we have come to the conclu-
sion that all the subjects were suffering
from a severe epidemic of
goose pimples.

Mike and Jake

Credited to Johnny
Hines, the vaudeville ac-
tor, is a greeting as he
stepped up to broadcast
at Pittsburgh recently,
which was:

"How's Mike, every-
thing here is Jake!"

O. K.

A radio listener is cred-
ited with calling the saxo-
phone "the horn of
plenty."

They All Fall

A Washington, D. C.,
police sergeant has taken
to reciting Shakespeare
over the radio.

Oh, Battery, Where Is Thy Sting?

We've been wondering
if they call 'em B-elim-
inators because so many of
them buzz.

Just So

Hearing a football game through the loud
speaker helps conserve the overcoat and
keep the feet dry, even if it does cut down
the gate receipts.

Goofus Says:

The things in the house that get used the
most are the radio and the sofa.

Also the furnace, but that is not impor-
tant.

For you can always warm your hands on
the tubes of the radio.

And the sofa—well, that's different.

And besides you can always tune in a red-
hot jazz band.

And that with the "Black Bottom" and
the rest of the acrobatic dances.

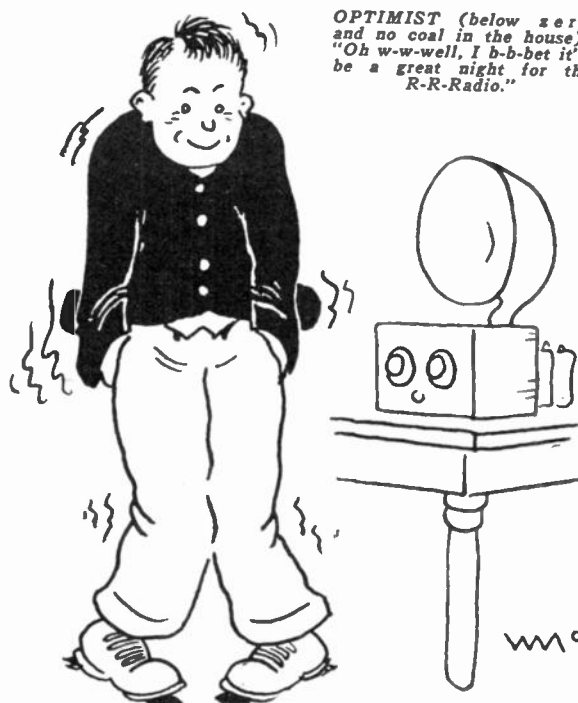
You soon get into a sweat-er.

So forget about the furnace and see what
coal you save.

Radios are so cheap and coal so high that
it pays to buy the radio. The best part is
that you don't have to shovel coal and take
out the ashes.

If you don't like jazz bands, why just
try to tune in some station with a pirate
on the air, and you will soon be hot under
the collar.

OPTIMIST (below zero
and no coal in the house):
"Oh w-w-well, I b-b-bet it'll
be a great night for the
R-R-Radio."



EDITORIAL

BROADCASTS

Royal Blunders

FAR be it from us humble beings to heap hot coals on already burning heads, but we are wondering just why our dear friend, Mr. David Sarnoff, of the RCA, who holds his organization up as such a model of efficiency, slipped up so beautifully on the 30-minute talk that her Majesty, the Queen of Rumania, was to have made, thereby badly disappointing the 15 or 20 million eager listeners, and we are also wondering just why Mr. Sarnoff's announcement of the cancellation was not made at the beginning instead of the end of the chain-station half-hour orchestra program that was substituted for the queen's talk.

Mr. George Edward Smith, who had made all arrangements for this treat for the radio audience and who would have established somewhat of a name for himself in the radio world had the affair not been so beautifully bungled by Mr. Sarnoff, of the RCA, is, we understand, in no way responsible for the blunder and is still due a lot of credit, for he proved his vision and foresightedness in securing the broadcasting rights, as well as those of the Dempsey-Tunney affair not so long ago, and we hope the next time he plans something too many cooks will not spoil the broth.

Help the "Fair" Ones

IT IS requested by THE BROADCAST LISTENER that all radio fans cooperate with the fair broadcasting stations by reporting to them or to this publication any interference to reception resulting from a station that has taken another station's wave length or one closely similar.

If you have had trouble tuning in any of the stations you have been accustomed to hearing, due to interference from other stations, send a report as above requested to us, stating the call letters of the offending station or stations, the date, time and your own name and address.

Cooperation such as this will do much to insure better radio reception for the country at large.

Poor Pirates

THE pirate broadcasting stations suffered additional problems recently when a decision was rendered by the court granting WGN an injunction against WGES, the latter station being listed by the Broadcast Listeners Association as a pirate, prohibiting them from broadcasting on the wave length they had assumed, which interfered with WGN.

The strike of the Broadcast Listeners Association wherein they refuse to tune in a station or comment on their programs is having a decided effect, causing some stations to resume their old wave length and others are looking for an excuse to change their policy, not having the sincerity to openly admit their mistake.

Artists who broadcast over pirate stations have found themselves blacklisted by many fair stations, who have informed them that irrespective of their ability they will not permit artists who broadcast over Pirate station to go on the air from their own fair station. This is causing the pirates to lose the services of the select talent.

Many listeners write in stating they refuse to listen to pirate stations or to patronize any advertiser who broadcasts over them.

When in doubt as to what stations are "fair," consult a good radio log, which gives you the proper wave length of each station.

Those not listed or found to be on a different wave length than is listed are likely to be in the "unfair" class.

There is a national movement asking that when legislation is enacted that will control radio, that preferential rights be given to all stations that have remained fair in their attitude and conduct. Secondly, that new stations be then considered, and, last, that wave jumpers be given such consideration as might be left over for them.

Add to this the losses from damage suits, cost of equipment, loss of good will and it again proves that old adage, "The way of the transgressor is hard."

How Do You Like Our Cover Page?

The BROADCAST LISTENER, the official organ of the Broadcast Listeners Association, and its policies being those of the listeners, we are asking your opinion regarding our cover page.

Many of our readers have written us suggesting that we print on our cover page the picture of prominent radio artists. Others suggest an art page of interest character that has reference to radio. Many others are enthusiastic over the cartoon effect which is now used.

We want to please our listeners and therefore we solicit constructive criticisms. Let us have your views on each character of cover you would prefer to see on the BROADCAST LISTENER.

The letters containing the most constructive criticism and logical reasons for their preference will be published and the one selected as winner shall receive a valuable radio receiving set as a prize.

SHIP AHOY!

A Broadcast Novelty That
Is the Delight of
Listeners

You're About to Be
Shanghaied on a
Pirate Ship

AS YOU sit by your cozy fireside slowly turning the dials of your Radio, searching the country over for something a little different from the regular run of orchestra and jazz-band music, studio numbers by soloists, quartets, etc., when Hark! What's that? Ye Gods! Wild frenzied yells and heart-piercing shrieks, with a background of slapping waves and rattling chains emanate from your loud-speaker. Ah!! it is then you will know you have tuned in the WBCN Pirate Ship, a regular weekly novelty feature of this Chicago station who realize that the public is no longer interested in hearing "just something" over the radio. They feel that the day of broadcast that served as an initiation of Radio has passed, and the listeners are now demanding special features. They are following the trend of the policy that has made vaudeville successful.

There never was a truer saying than "variety adds to the spice of life," and here the listener gets it aplenty for: Out of the present existence and into the realms of fancy, this jolly and merry group of people go on each of these cruises, giving vent to a fling of imagination traveling aboard a mythical ship to various ports on the many oceans.

Burlesque, comedy, drama, tragedy, hilarity are all represented in a two-hour skit interspersed with vocal and instrumental music. Conventionality is locked up and bizarre and incongruous situations are sought after in the conduct of this program.

A scenario for each cruise is prepared by William C. Stevens, a member of the crew, which gives the plot or the background of the cruise, then the contributions from fans in the form of letters, songs, and poems, inspire the crew to impromptu conversation, jibes and jests, interspersing the musical numbers which are also read before the "Mike."

The regular crew of the Pirate Ship is composed of "Bloody" Bill McDonnell, Captain; "Iron Knuckle" Dougherty, First Mate; "Wire-Haired" Foster, Second Mate; "Terrible Terry" Yagle, Musician; "Malicious" McDonnell, Doctor; "Eyegougher" Stevens, Boat-swain; and "Carnivorous" Coakley, Steward, and applicants



A SCENE ABOARD the WBCN Pirate Ship, which looks pretty bad for "Iron Knuckle" Dougherty, first mate, who is dangerously near losing his head as "Terrible Terry" Yagle awaits the order of the skipper to wield the mighty cutlass.

are received during each cruise by telephone, telegram and mail. A certificate of membership, handsomely printed in colors, is forwarded to each name and address presented, making their request, and an initiation with a blood-curdling, hair-raising oath, takes place during each program before the

"Mike," for the general amusement of all listeners. Judging by the comments of fans who have affiliated with the ship as members of the crew, the program offers an opportunity to get away from the work-a-day present, and travel on the wings of imagination to enjoy a few moments in fancy, unrestricted by conventionality or inhibitions.

The cruise commences at 10 p. m. Central Standard Time, and runs on until 1 a. m., every Tuesday at WBCN

of Chicago, broadcasting on a wave length of 266.3 meters, and if you haven't heard this band of "jolly rovers" you have missed one of the best tabloid musical comedy features ever produced by any broadcast station.

W. H. McDonnell



John R. Foster



Bill Stevens



HERE'S THE SKIPPER "Bloody Bill" with "Wire-Haired" Foster and "Eyegougher" Stevens, his two henchmen, in nonsensical crime all dolled up in their landlubber togs.

RADIO LISTENERS LAX ON APPLAUSE

Broadcasters Complain Fans Do
Not Show Appreciation of
Artists' Efforts

SINCE the days when the broadcasting of any particular feature program of wide popularity brought truck loads of applause letters, directors, managers and artists have been fearing the day when their mail would slump down to where the regular carrier would deliver it on his regular rounds.

Despite the pleadings of the announcers, prizes offered for the best letters, etc., the mail of most stations has dropped off considerably.

This is due to a large extent to progress made in the art of broadcasting and also to the number of new stations constantly entering the field, many offering bigger and better programs. Directors are learning that if a program is sufficiently outstanding listeners will write and compliment them without being reminded to by the announcers or artists themselves.

When one considers the great number of stations and the duplication of musical numbers and with one feature program after another, one wonders how any station or artist gets any mail at all.

A great many listeners still write, of course, and it does the studio a great deal of good and we hope they will continue to write and that their numbers will increase, for the fan letters are encouragement for the artist. They are inspiration.

Broadcasters and artists appreciate a great deal in knowing just how well their efforts have been received. It does them a great deal of good to know that five or six hundred people enjoyed the broadcasting of a certain type of program. It pleases the manager and director to know that they are putting programs on the air that pleases the majority, for there is very little value in adverse criticism. Two or three displeased or disgruntled listeners do not express the opinion of the thousands who have listened in.

In practically every instance station officials knew when a program was not up to standard long before the first adverse criticism comes in the mail or even over the phone.

It is true that people do not write to the publisher of a book they happen to like or have enjoyed, not very often anyway, and they do not write to the manufacturer of a phonograph record that pleases them, but they do sit in a theatre and applaud heartily any particular act that pleases them. Applause is success to the actor and so it is to the radio artist.

In order to insure uniformly good programs, the better stations pay a fair salary to their staff artists. This is a great expense and someone must pay the bill. Listeners can now hear the headliners in the entertainment world and it costs them nothing.

The tremendous cost of equipping a studio and maintaining a staff of high-grade artists is entirely responsible for the commercialism of radio, but this is now nothing more than good-will publicity. Through fan mail, applause letters and added sales of their product, the financial backers of the station, as well as the artists, know when they are registering with the public. Every program that is now being broadcast is advertising in one form or another, even the artists who perform gratis are advertising themselves, but the listeners are not pestered to buy anything and so the folks who have invested money in receiving sets will continue to collect a great deal of pleasure in worth-while entertainment and education, listeners should continue to speak approvingly or make constructive criticism of broadcast programs and artists, for the approval of the listeners means a lot to them who are giving you their time and money.

Applaud your favorite artists freely in care of THE BROADCAST LISTENER. You, as well as they, will benefit by this courtesy. So get right busy, folks, and give them a good hand. Remember THE BROADCAST LISTENER is the listeners' magazine and we want you to use it.



THE DAVIS SAXOPHONE OCTETTE, under the direction of Clyde Doerr, who broadcast every Wednesday evening from 8:30 to 9:00 over WFAF, WOO, WCAP, WCAE, WEEI, WSAI, WJAR, WTAM, WTAG and WCSH. These artists don't want for fan mail as it comes to them in sacks from far and wide for they are big favorites with all fans.

WHAT The FANS ARE SAYING

"Let's Hear
From YOU"

Feel Free to Express Your Opinions, Likes and Dislikes in This Department. All Communications Must Be Signed; But, If Requested, Your Name Will Not Be Printed

Matthew Adams Praised

A few words in praise of Matthew Adams, the "I-See-by-the-Newspaper Man" at WJJD, Chicago. The other night I heard it announced that his talks might be discontinued unless the fans showed they wanted the feature retained. Now I want to say that ordinarily I can't bear to listen to a speaker on the radio, but this is an exception. I never fail to listen with rapt attention whenever Mr. Adams is on the air. He has a way of talking that holds you, and I for one certainly would hate to see his little discourses discontinued. I hope this will cause others to write WJJD and protest against the contemplated change.—M. W. McK., Chicago.

It's Finishing Touches That Count

Is it necessary to sing louder in broadcasting than it is on the stage? How long does it take to become a finished radio singer?—TENOR, Norfolk, Va.

No, "Tenor," you don't have to sing louder in a radio studio. The fact is, most of the broadcasting "boys and girls" sing softer, which means they get close to the "Mike." As to how long it takes to become a finished radio singer, it all depends upon how good or bad one is. If you're very good or very poor, you are finished in short order. If you're just average, it may take quite a spell.

Wazzamatta, Ladies?

One middlewestern station has found that three-fifths of its mail is from men and that the males predominate more among fans heard from than the ladies do.

Unique Applause Card

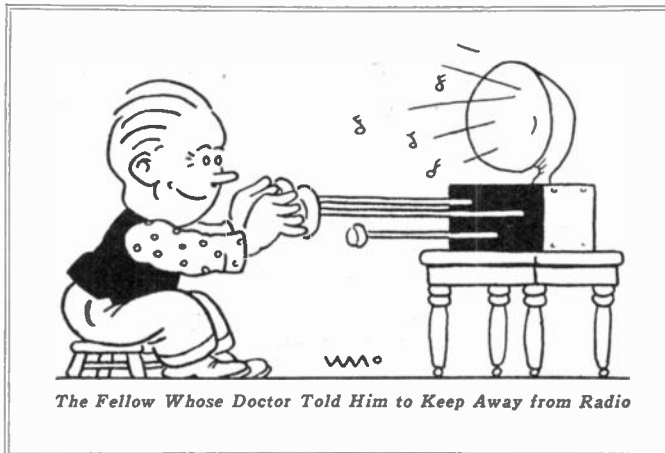
The studio staff of WTAG, Telegram-Gazette station at Worcester, Massachusetts, was recently the recipient of the following applause card:

"Last night's offering was fine, covering fine choice of material. Magician Smith's contribution especially interesting. Hope you 'air' him again."

Wants More

I noticed Al Carney's picture but you should have had Pat Barnes with it. Why don't you print more about station WHT?—C. and R. HEXT, Alma, Mich.

We will probably print Pat's picture in the near future. He is either a very modest young man or he is afraid his new wife would not approve. We know Al and Pat to be mighty fine boys and also the popularity of WHT with the listening public. There has been no intent to neglect them, but the supermodesty of their publicity manager has so far been able to resist our attempts to obtain pictures of their stars or the release of any studio gossip that has a news value to our readers.



The Fellow Whose Doctor Told Him to Keep Away from Radio

Fan Gets Heebie Jeebies

In a recent communication, Mr. D. E. Buzzard, a good fan of Decatur, Ill., says our old friend, Bob Hall, of WLS, is giving him the "Heebie Jeebies" with his long drawn-out and agonizing "Hello-o-o-o Kid-die-e-e-e-s," as it is pretty old and worn out and even the kids are getting tired of it. He says that even the announcer at one of his local stations can't even announce anything now without a gurgle and a yodel. "I like recoil and informal repartee," says Mr. Buzzard, "but this tin wheeze gets on my nerves. There is too much comedy and so little music, but I like WLS anyway."

Don't Like It

I have noticed in the last two months that quite a few announcers have the mush-mouth. What's the trouble? Are they becoming "Mike shy?" Just a few evenings ago I had eight stations that the programs came in clear and distinct, but I couldn't understand the call letters or station of either. A good announcer adds to the program and I don't care to listen to any station that is ashamed to have its listeners know from what station the program is coming from.—J. S. D., Quincy, Ill.

Well Pleased

I like the programs being broadcast over WCCO very much and especially Dick Long's Orchestra. I think they play beautifully and I hope they continue to broadcast for I like their style of music. Won't you print a picture of them? MRS. C. K. W., Duluth, Minn.

Yes, Mrs. C. K. W., we will be only too glad to publish a picture of Dick Long's Orchestra for we also agree that they are a very fine bunch of musicians.

Fan Writes 46 Cards a Week to Same Station

H. V. Pettibone of Worcester, apparently is the holder of the world's record for radio enthusiasm. During one week station WTAG here received forty-six applause cards from him, commenting on the work of the various artists who appeared on its programs.

LISTENERS!—DEMAND IMMEDIATE RADIO LEGISLATION

Take a
Step Forward
and Demand It

By W. H. JERRETT

ACCORDING to comment among legislative members it seems apparent that irrespective of what laws are passed to govern radio broadcasting there will be many difficult problems that the present White or Dill Bills do not adequately cover. Nevertheless, the passage of legislation of either form would be a big step forward and be the basis of improvement for the present aggravating radio situation. There is a great deal of similarity between the White Bill and the Dill Bill, the former having already passed the House of Representatives and the latter passed by the Senate, and it only being necessary to arrange a compromise on some points on which the two bills differ so that a bill can be passed jointly by the House and Senate. The greatest point of difference between these bills is in the form of control—the White Bill placing it under the control of some governmental department, presumably the Secretary of Commerce, the Dill Bill placing the control in a commission of five members to be appointed in such a way that they would not become a political patronage issue.

THE various Listeners' Associations favor the Dill Bill in this respect as it has been definitely proven, through the sad experiences of the past few months, that one-man control is anything but satisfactory, both as to the control of the radio situation and also in respect to the apparent favoritism shown to private interests, and it is naturally believed that if the White Bill was passed the control of the radio situation would become a basis of patronage and political football which the public would very much resent. There are some things about the Dill Bill that the listeners do not approve of, although as a whole it is very much better than the White Bill. The three points in particular that are deemed objectionable and which should be amended was evidently forced on Senator Dill by the unfortunate expediency that seems to be necessary in order to have proper attention given to any meritorious legislative undertaking. These objectionable points can be very easily remedied and then the Dill Bill would be universally acceptable except to those private interests who feel that they would lose the advantage that their political and financial prestige gives them.

THESE three points are as follows: The provision in the Dill Bill that broadcasting stations can only be resold at the physical value of the property involved

is unfair to the broadcaster, who may have spent several times the physical property value in building up good will. This ought to be amended to read that it could be sold for the sum limited to three times its physical property value or restriction as to price be entirely removed. The second point that the length of license should be extended for a greater period of time than two years and that a broadcasting station having a license should have a preferential right of renewal, providing, in the opinion of the governing commission, that they rendered satisfactory service to the public, and also that the ruling of the commission should be subject to appeal, on questions of law and fact, to a federal court of proper jurisdiction. Third, censorship and privileges in use of stations for political speeches, etc., should be governed in the same way as newspapers comment on politics or other advertising.

DO NOT permit your attention to be sidetracked by discussions of World Court and Volstead Acts. Radio is just as vital to your pleasure and welfare as either of these national issues. See that your Congressional Representative votes in the interests of the public.

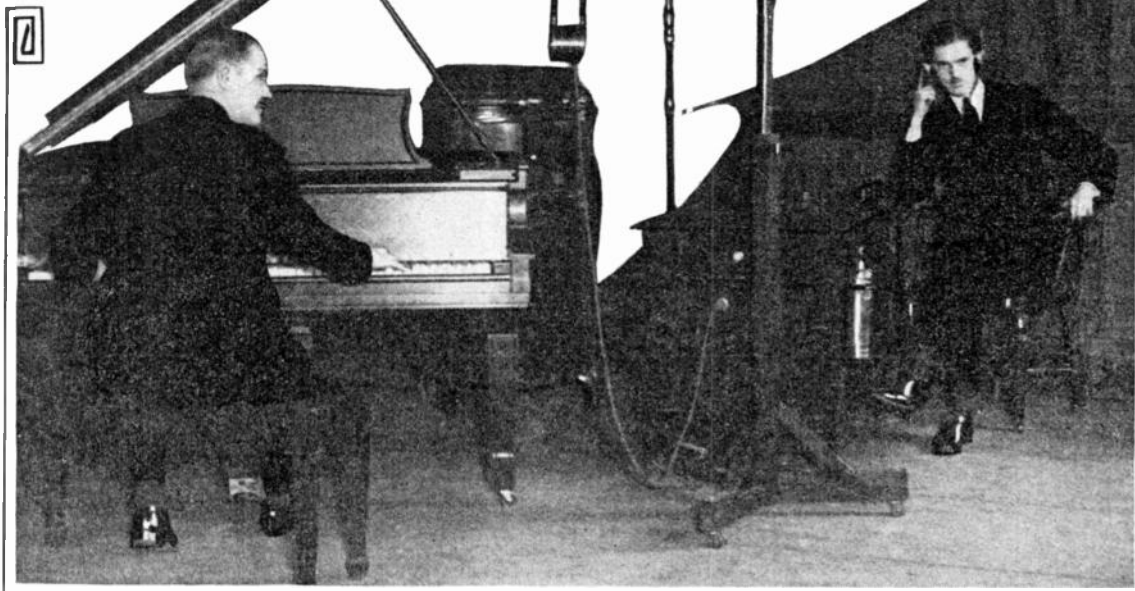
THE BROADCAST LISTENER is nonpolitical in its recommendations. It is the official organ of the Broadcast Listeners' Association of America, who have approximately one hundred thousand direct and affiliated members. Its recommendations are based on what is to the listener's interests, as well as what is reasonably fair to the broadcasters.

THE listening public should make no mistake in the presumption that they do not have to actively interest themselves in this legislation; otherwise, if they neglect, there is a great possibility of radio, which is one of your greatest pleasures, becoming a monopoly in the hands of private interests that will force you to accept the type of programs they wish to render you and make the conditions so hard for the smaller stations that the local programs that you are personally interested in and enjoy so much will be forced to cease.

IT IS plainly evident what the line-up is on the situation: Private interests are maintaining offices in Washington and at other places throughout the country spreading propaganda supporting the White Bill. Even the Broadcasters Associations, themselves dominated by the bigger interests, have recommended the White Bill. Radio Trade Associations and manufacturers, dominated in the same respect, recommend the White Bill. The day before the Dill Bill came up for vote in the Senate, speakers from several broadcasting stations, in an effort to defeat the Dill Bill, made false statements and asked the listeners to write their Senators to defeat this bill.

THE listeners should be warned against this unscrupulous form of politics and we recommend you cut out this article and mail it to your Senator and Representative and ask them to support the amended Dill Bill as suggested in the December BROADCAST LISTENER.

"THEM WAS THE GOOD OLD DAYS." Yessir, this is Sen Kaney (at the Baldwin) and an unknown operator (the photo is so ancient we can't find out his name) in the old Edison studio of KYW, Chicago. Note the Victrola in the background—they used 'em in those times.



Some RADIO REMINISCENCES

A Glance Back Into the "Dim Past" of a New Art

By WILSON WETHERBEE

AN ACCOUNT of the early days of radio broadcasting must necessarily read like an exposé of the well-guarded secrets of any eminent individual who seeks to conceal his youthful blunderings. Those who have been closely associated with this youngster of the arts and sciences know full well how often it has eaten with the wrong fork and imbibed from its finger bowl, and no amount of present-day posing can completely obliterate these memories from the minds of those who knew broadcasting "when." It is still a somewhat awkward child, but there are strong hopes, for already it is becoming more fastidious.

From the standpoint of information, it is necessary to relate that radio telephony, as we know it, first came into being November 2, 1920, at East Pittsburgh, Pa., when the Westinghouse Electric and Manufacturing Company opened KDKA.

The Middle West's introduction to broadcasting followed a year later, with the opening of KYW, the Westinghouse station at Chicago. So much, then, for dates.

My first introduction to Radio occurred in February of 1922. One afternoon in the middle of that



WILSON J. WETHERBEE
Director of KYW

month I went to the Chicago offices of KYW to apply for a job as press agent. I was given the job and told to report at the studio on the eighteenth floor of the Edison building that night at 7:30.

Upon my arrival at the studio, I was instructed in the art of announcing and told that I was to handle the musical program which was to be broadcast that evening from eight until nine o'clock.

Somehow I struggled through the hour, but my memory of what took place is dim. For a detailed story of my blunderings, one, if he is interested will have to consult Walter C. Evans, who was then the chief operator of KYW. Evans is now chief engineer of the station, with a large and capable staff of assistants, but in those

(Continued on page 29)

CHASING THEIR TAILS

A Seemingly Popular Pastime of the Present Radio Industry

WE ARE informed that various organizations interested in the radio industry have got together and organized a coordinating committee of the radio industry. The organizations represented in this committee consist of the following:

- National Association of Broadcasters.
- Radio Manufacturer's Association.
- Federated Radio Trade Association.
- American Manufacturer's Electrical Supplies.
- Radio Magazine Publishers' Association.
- American Newspaper Publishers' Association.
- National Association of Radio Writers.
- American Radio Relay League.
- National Institute of Radio Engineers.

It will be noted that the estimable gentlemen who conceived this idea and plan, with probably the best intentions in the world and hopeful of good results, have neglected to include in their plans of procedure, representation of the most important factor of all, *The Radio Listening Public*.

Whether this is due to an oversight or prearranged plan is difficult to determine. A majority of those above listed are subject to the control or strong influence of the private interests that have spread propaganda in support of the White Bill, and also in promoting legislative matter that might with good reason be questioned as to whether it is in the interests of the listening public.

IT IS safe to say that the large majority of the members of these estimable organizations are in full accord with the public in having laws enacted for their general benefit, but like in many other organizations the activities of their respective associations are more or less controlled by the minority interests, owing to the fact that the minority interests make it their business to take a more active part in the affairs of their respective associations and use such organizations as a cat's paw to pull their chestnuts from the fire.

This coordinating committee makes an appeal to its members for funds to maintain an office in Washington and will probably do a lot of good if their activities are along a line of coordination with the public in general. When they state, however, that they represent 20,000,000 listeners they are making a misstatement. They do not. They represent a few thousand dealers and manufacturers. Representatives of the people are the various radio clubs composed of listeners throughout the country, the largest by far of which is the Broadcast Listeners Association of America, with close to 100,000 direct and affiliated members and many times the total membership of the combined organizations cited as taking part in this coordinating work as above stated. With all due respect to our friends in the organizations named and their expressed good intentions, it reminds us a great deal of a dog that is chasing his own tail. He is going through a lot of motions, expending a great deal of energy, and accomplishing nothing.

WE SEND children to school who are taught by people of experience, who have already acquired knowledge on the subject of what the student wishes to learn. Why is it that these organizations ignore this principle when the very

same thing they are attempting was attempted by other organizations heretofore and proved a failure? Why do they not consider the experiences of the automobile industry and profit by the same? Ask any of the leaders of the automobile industry the result of their experience in their endeavor to have proper laws enacted for their benefit and they will quickly inform you that they spent huge sums of money, perfected coordinating committees such as the radio industry is now attempting, contributed to political campaigns, etc. They made absolutely no progress until some bright far-seeing manufacturer convinced them of the error of their ways and that the only way they could secure it properly and efficiently was not a question of coordinating among themselves but cooperation with the public in the form of automobile users. Consequently, they directed their activities to help formulate and organize automobile clubs composed of the auto-driving public, and what is the result? Politicians immediately recognized the necessity for considering the wishes of the public in respect to auto legislation. Laws were passed in states all over the union regulating and standardizing the laws involving automobiles. State and national aspirants to public office recognized the importance of the issues and acted accordingly. The dictates of various automobile clubs became a predominating issue to improve auto conditions. The manufacturers themselves could not get a dollar for the building of good roads, but the automobile clubs have been primarily instrumental in securing hundreds of thousands of miles of improved roads.

HOW long are radio manufacturers and dealers going to chase their tails? How long will it be before they benefit by the lesson of the auto industry and decide to support the listener organizations in their activities? What is the motive back of these banquets, meetings, conventions, etc., of the organizations listed above who studiously ignore the paramount interest of the public as represented by the listeners' organizations? Even their own members are becoming disgusted, as is evidenced by letters received by the Broadcast Listeners Association.

If these misdirected efforts of the associations mentioned were concentrated in cooperation with the listeners as they pretend, but which is not a fact; if they helped to finance the coordinating of the principal listeners' organizations throughout the country the same as the automobile manufacturers did for the automobile clubs, if they could show one single thing that they have accomplished of benefit to the listening public that would favorably compare with many things that the Broadcast Listeners Association of America has accomplished, some attention might be given to their pretensions. The coordinated committees representing the previously mentioned organizations need most of all a leader who will dissipate the

hypnotic influence of private interests that they seem to be laboring under; a leader who is farseeing enough to profit by the experience of the automobile industries and their activities; a leader who will organize the inactive majority interests of the manufacturers and dealers and direct their activities along constructive lines of procedure that will obtain results.
(Continued on page 45)

**For the Latest News and
Pictures of the Radio World
Subscribe Now for the
BROADCAST LISTENER
"The Pictorial Review of Radio"**

MICROPHONE CELEBRITIES



Esther
White

THIS young and charming artist of the Golden State, who combines real vocal ability and attractiveness in an unusual degree is no other than Esther White, popular singer of popular songs at KFWB, the Warner Bros. Studio at Hollywood and her offerings have delighted thousands of radioites east of the Rockies as well as along the Pacific coast, and her popularity is increasing in leaps and bounds for she is a big favorite at this west coast studio.

MICROPHONE CELEBRITIES



Paul
Greene

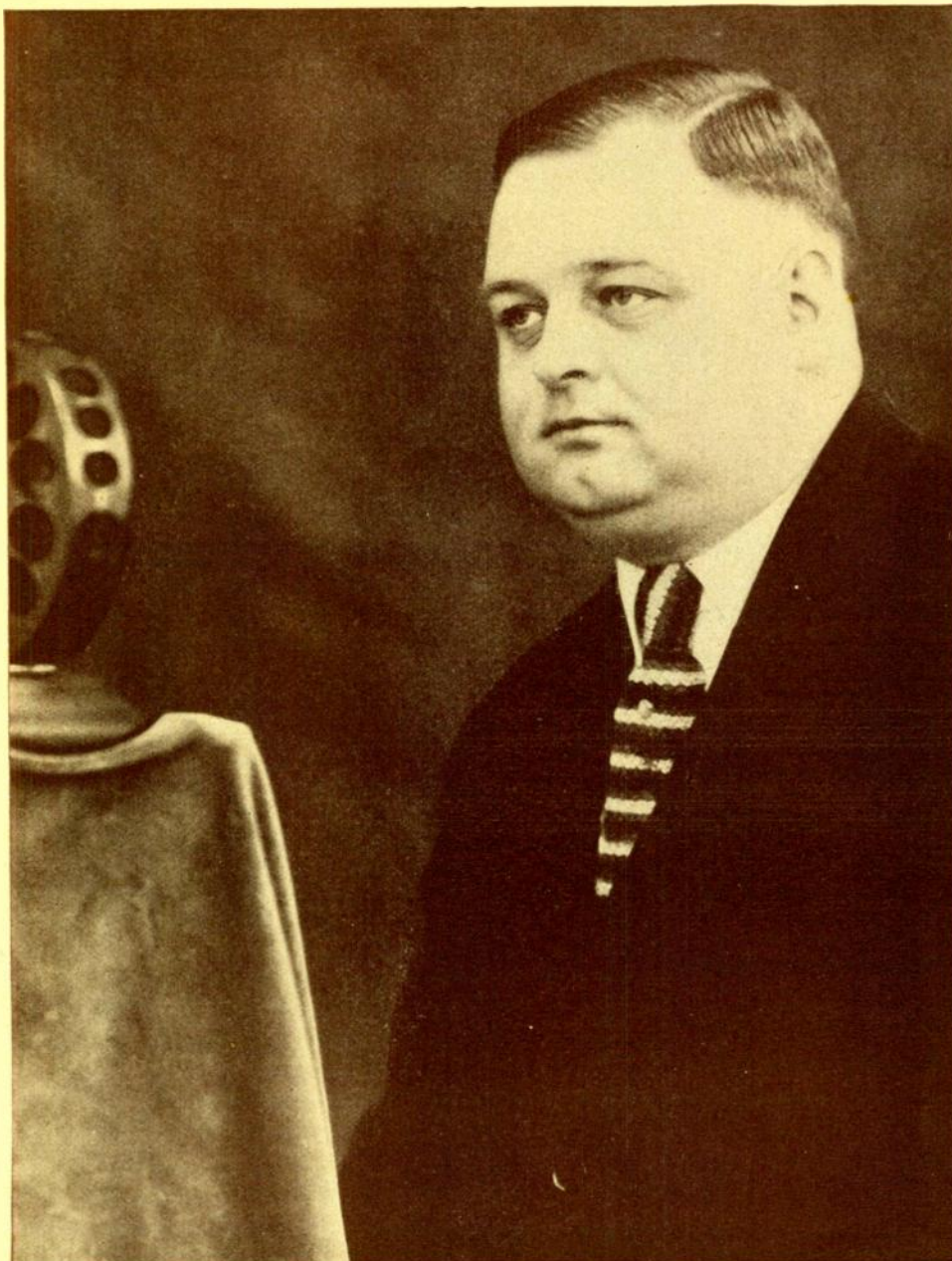
WE HAVE here the amiable manager and chief announcer of WSAI, and judging from the comment of thousands of fans the station's management is just about O. K. It's also said this is the chap who is largely responsible for making Radio Bridge as famous and popular as it is and he is to be complimented highly on the type of programs put on at this Cincinnati station and his pleasant, easy personality has made him a big favorite with staff artists and listeners alike throughout the country.

MICROPHONE CELEBRITIES

Mathilde
Harding

THE genial personality and rare musical ability of this accomplished artist, who is known to her host of friends at WEA as "Billie," has just won a permanent assignment as hostess-accompanist at this New York station, where she has become very conspicuous for her marked ability along musical lines and one certainly could never hope to meet a young lady who possesses a more marked appeal and charming personality than this young star of the ether and the management of WEA is to be congratulated on their selection of this talented lady as an addition to their studio staff.

MICROPHONE CELEBRITIES



Roy
Davis

***T**HIS chubby individual, who hails from Lansing, Michigan, is WREO's director-announcer who has gained much fame and popularity amongst the followers of that station, but alas folks, it is reported that he is forced to give up the work that he likes so well to enable him to devote more of his time to other business activities and we are certainly sorry to have him leave, but fans, you can rest assured that WREO's selection of a successor will be a good one, and we wish the newcomer the best of luck.*

SOME RADIO REMINISCENCES

(Continued from page 23)

Pioneer Chicago Broadcaster Gets Chuckle From Memories of Early Days

days he occupied every position in his department from chief to office boy.

In about two days I learned that, although I had been employed as a press agent, I was expected, in addition to my duties in this capacity, to arrange programs, do announcing, and, in fact, be ready to jump at almost any job that came along.

In addition to Mr. Evans, there were two other persons on the staff, both of whom are still identified with Radio in Chicago—Morgan L. Eastman and Miss Sallie Menkes.

The four of us did all kinds of work in connection with the station. Some of it was interesting and some was ordinary drudgery, but our varied endeavors did one thing, at least, for us—they taught us the radio broadcasting business.

The days that have brought Radio to its present position are replete with stories of incidents, both amusing and tragic. There were nights when artists failed to appear and it was necessary for the station staff themselves to present a program. Those were the days when, to quote Elliot Jenkins, another old-timer, whose name brings to mind old WDAP on the Drake Hotel, "broadcastin' was broadcastin'."

Artists, usually when they appeared at the studio, were quick to inform the announcer that they knew nothing about broadcasting, and, if the announcer had told the truth, he would have replied, "You have nothing on me."

Oftentimes artists became excited and "broke" during the rendition of a selection, and it became necessary for the announcer to ask his public to "stand by" while the performer recovered his composure.

Stage stars were no exception in this matter of "mike fright." I recall distinctly the fear that gripped Francine Larrimore when she first appeared before KYW's microphone. Miss Larrimore had been announced to the radio audience and had been given the signal to start her talk. She looked about confusedly and finally stammered, "Mr. Wetherbee, I'm scared to death." She finally gave her little chat, however, and I expect by now she is as accustomed to a microphone as she is to the glare of the footlights.



WALTER C. EVANS
KYW's Chief Engineer

THERE have been tears in Radio, too. I remember one evening when Walter Wilson, KYW's "Uncle Bob," came to the studio to give his customary bedtime story. Just before he was scheduled to "go on" the telephone rang. It was the bereaved mother of a little girl who had died that afternoon. The child's last request had been for "Uncle Bob" to sing "Dream Daddy" so that she might hear it in Heaven. "Uncle Bob" tried to grant the little girl's request, but he sang only half of the chorus. Something happened to "Uncle Bob's" throat.

And so it has been—the joys and tragedies of Radio. One moment, the broadcasting of a happy frolicsome program; the next second, helping in the search for a lost child. Again, broadcasting over a period of forty-eight hours while sleet and high winds strove to cripple completely transportation and lines of communication. Day in and day out, there are always surprises for the radio man.

Radio in Chicago is now in its fifth year. The staffs of broadcasting stations have grown until at present there is usually a man, or even several men, for each kind of work. The radio audience has come to know of such persons as "Shorty" Fall, assistant director of KWY, whose commendable broadcasting of football games and other sporting events has brought him considerable fame. Fall is one of the pioneers of Chicago Radio. He joined the staff of KYW in March of 1922.

There are many other old-timers in the Chicago field: Jack Nelson, Sen Kaney, Eugene McDonald, Ralph Shugart, Eddie Borroff, William J. Clark, Frank Clark, William Hedges, Judith Walter, the latter Chicago's only woman director and a host of others whose names are familiar to veteran radio listeners.

There are definite changes creeping into Radio at present. There has come the advertising program, the presentation, and a general effort on the part of the station directors to achieve more artistic effects in the broadcasting of programs. The future appears brilliant for radio broadcasting.

BILL HAY ANNOUNCING at KFKX, Hastings, Neb. You know this picture must be hoary with age, because Bill has been announcing at WGN and WLIE, Chicago, for a long time.





I HEARD JERRY SULLIVAN announce (She-Kau-Go), but did not get the station call letters. It was not WQJ, can you tell me the station as I have not been able to tune in that station again?

Jerry Sullivan is at WSBC—a station classed by the B. L. A. of A. as a pirate. Probably your instinct made you tune them out instead of in, as this is a station included in the B. L. A. of A. strike of listeners not to tune in a station listed as a "Pirate."

I AM A BOOSTER of the Broadcast Listener and note your policy of refusing advertising of manufacturers that cannot be recommended. Why not apply this to the Harmony Girls? I always liked them until I saw them at _____ cafe and can't say much for them, either as singers and decidedly did not approve of their suggestive songs?—Mrs. E. W. G., Chicago.

You are doing the original Harmony Girls a great injustice. They never sang at _____ cafe. Misses Carpenter and Ingram are both cultured and refined ladies. They never sing any suggestive songs of offensive type and are recognized in broadcasting circles as two of the most refined artists in the business. The Harmony Girls you saw at the cafe are two typical cabaret entertainers who assumed the name "Harmony Girls." Another evidence of your mistake is their voices. The fake Harmony Girls are not much on voice. The Original Harmony Girls are features at any station they may care to appear.

The name "Harmony Girls" has been filed at the patent office and we understand Misses Carpenter and Ingram are going to file action for injunction and damages against all who attempt to profit by the use of their title.

I TUNED IN WHFC and heard the program put on by the B. L. A. of A. It was a dandy. When are you going to do it again, and from what station?—L. E. LEVINE, Chicago.

Thanks.—The B. L. A. of A. received many compliments. They also assisted in the program of WEDC, Chicago, at its opening, and WKAF, Milwaukee, on its anniversary. No definite plans have been made for further programs, but it may be that a B. L. A. special program will be put on each week in the near future from different Chicago stations.

Keeps 'Em Away

WHY IS IT that some announcers yell so loud in the microphone at times and then again they can hardly be heard? Are they too close or what?—JAMES F., Hibbing, Minn.

Yes, that is the principal reason. WEAf, New York City, boasts a little device to keep the announcer from talking too

Ask Me!

THIS department is conducted to answer questions of readers regarding broadcasting stations, their staff personnel and unattached artists, radio history and other non-technical subjects. If an answer is of sufficient general interest, it will be published in an early issue; otherwise, it will be mailed, providing a stamped, self-addressed envelope has been supplied. Address queries to **THE ANSWER MAN, THE BROADCAST LISTENER**, 431 S. Dearborn St., Chicago, Ill.

close to the microphone. This contrivance is merely a wire framework or fender extending out around the "Mike." The invention is particularly useful to sports announcers, who often become excited during tense moments and consequently forget everything but that they must keep on talking.

Plays "Classical" Music

WHO IS IT that plays such beautiful music on glasses and how does he do it?—MRS. T., Ames, Iowa.

Charles Wold is the one who plays this unusual instrument by moistening his finger tips and touching them to perfectly tuned glasses which sets up vibrations thereby creating music.

WHO IS IT that broadcasts the "Battle of the Breeds" over WLS Chicago? Is he young or old—a city man or farmer?—MISS B., Ironwood, Mich.

Miss B., for your information we are showing his picture below. Form your own conclusions as to his age. He is an agricultural expert.

MORTIMOR GOODWIN, cattle expert, who broadcasts the "Battle of the Breeds" over WLS, Chicago.



ANOTHER NEW STATION Starts Career



Owned and Operated by the Emil Denemark Cadillac Co.

STATION WEDC is the latest station to be opened in Chicago and is located in the beautiful ground floor showrooms of the Emil Denemark Cadillac Co., at 3860 Ogden Avenue.

While this is known as a Chicago station, it is operating under a license issued by the Department of Commerce to Harold M. Couch at Joliet, Ill., and they are using the wave band originally allotted to Mr. Couch.

The studio is perfect in its appointments and equipment and is very unique in its arrangement, for the studio and operating room is in full view of the street where passers-by can see all that takes place and also hear the program from a mammoth loud speaker.

The inaugural program had all the appearance of a huge social event for the studio and offices were banked with flowers from the many friends of the owners and it was estimated that over two thousand visitors were accommodated on this night, when the program lasted until four a. m.

WEDC Is the Latest to Invade the Chicago Ether

MR. DENEMARK being congratulated by Dave Edelson, his chief announcer, among the huge mass of flowers sent by his host of friends.



MR. EMIL DENEMARK, president of the Denemark Cadillac Co. and owner of station WEDC.

A cafeteria luncheon was provided for all present and refreshments were in abundance and the affair is one that will long be remembered in the annals of studio openings.

The programs are under the direction of Dave Edelson, chief announcer, assisted by a competent and efficient staff of artists.

Frank H. McDonald, president of the Broadcast Listeners Association of America made the opening address before the "Mike" and a great army of Chicago's favorite artists participated in the program.

The regular hours for broadcasting are from 6 to 7, 8:30 to 10:30 and 11 to 12, daily except Mondays.

RADIO HALLUCINATIONS

Being a New Malady Affecting Many People

IT FORMERLY was quite common among people when some strange phenomena occurred to attribute it to the "Wrath of God," the Aurora Borealis or Northern Lights, and what not, but now it seems that nearly everyone with a misguided pipe dream puts the entire blame and responsibility largely on radio, because we presume it is as convenient an explanation and one that is not subject to as much dispute, at least not until a more logical explanation can be given.

There was a sailor who believed he could pick up radio messages entirely due to a large amount of metal in his teeth and when the metal was removed his hallucination ceased.

Another is a man in Birmingham, England, who complained he could not sleep because he was constantly getting messages from the ether. At times he felt sharp pains in his ears and when the pain subsided he heard a buzzing resembling the Morse code. Alienists, who examined him, declared him perfectly sane apart from these hallucinations.

Recalling the several destructive hurricanes that have visited Florida and Cuba within a little more than a month it is only quite natural to search for a culprit to hold responsible

for these unusual happenings, for they are unusual at this particular time of the year, for the hurricane season is supposed to be over. Something is wrong.

Scientists claim radio constitutes a new factor in atmospheric affairs and so what could be more logical than to blame the hurricane epidemic on radio. This may be logical but many experts agree that it is absolutely untrue, but are certain that radio has a connection with the matter for, the two weeks prior to the Cuban hurricane were marked by many so-called magnetic storms. These magnetic disturbances were evidenced by the radio.

During this time long distance broadcasting was considerably hampered. The ether seemed to be blocked against radio waves largely on account of the magnetic and solar disturbances, and so it was brought out that instead of radio being the cause of these hurricanes (whose exact causes are unknown), it was proved by close observation of the behavior of radio is one way in which warning of the approach of a severe storm can be given, and so it seems whatever goes wrong with a person, the weather, the country and what not, it is the popular belief that radio is the cause.

B.L.A. ACTIVITIES

Bits of News Concerning the Broadcast Listeners' Association of America, Inc.

Affiliations of the Broadcast Listeners Association of America

THE Broadcast Listeners Association of America is reaching out and the listeners are realizing that organization is their greatest medium of protection. The latest affiliation of the listeners is from Hawaii.

This branch of the parent body will be known as the Broadcast Listeners Association of Hawaii, with headquarters at Honolulu, T. H. They start out with 60 members and have every indication of a rapid increase. R. H. Schauer is secretary of the Branch and field secretary for the B. L. A. of America. As soon as arrangements can be completed the Broadcast Listeners Association of America will broadcast a special test program over WBCN for the Hawaii Branch members and other listeners on the island. This program will open with the usual announcement, followed by Hawaiian music and vocal numbers, then an address by Frank H. McDonald, president of the Broadcast Listeners Association of America. This will be followed by other vocal and musical numbers and finishing with the national anthem.

Other affiliations that are about completed are at Washington, D. C., New York City; Portland, Ore.; San Francisco, Calif.; Kern County, Calif.; Austin, Minn., and Wichita, Kan.

The Dialist Association, composed of the members of the Loyal Order of Buffaloes, with a membership of 30,000, are affiliated with the Broadcast Listeners Association of America and will, at the coming session of Congress, be very active in legislative matters for the regulation of radio.

R. M. A. Members Give Assurance of Cooperation in Securing Legislation

After numerous conferences with several members of the Radio Manufacturers' Association, all men of high standing

in the organization, whose veracity has never been questioned, Frank H. McDonald, president of the Broadcast Listeners Association of America, states he has the assurance of these gentlemen that the R. M. A. is exerting every effort to solve the radio problem, to clear up the present chaotic conditions and to secure, at Washington, effective legislation for the proper control of radio. These gentlemen state the reason

they are not at liberty to divulge their working plans is that if the antagonistic interests had knowledge of same they would use this knowledge to defeat the R. M. A. in its activities for the betterment of radio.

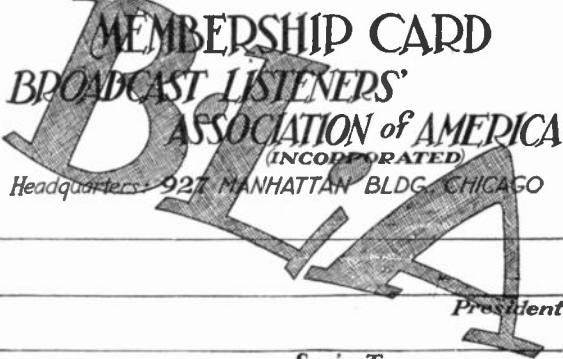
The listening public will appreciate any action on the part of the R. M. A. Their influence should aid materially. The radio manufacturers' and the listeners' interests are identical. The industry cannot exist without the listeners. They depend upon the listeners to purchase their products. With radio properly controlled the listeners will derive the pleasures and benefits from their receivers to which they are entitled. The R. M. A. will reap the benefits and be remunerated if their endeavors are successful by the continued purchasing of receiving apparatus by the listeners.

The Broadcast Listeners Association of America extends its sincere thanks to the R. M. A. for any action on their part that will improve matters.

HAVE YOU ONE of THESE YET?

(They Cost Just One Dollar)

You Should Have One NOW!

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| BETTERMENT of RADIO MUTUAL CO-OPERATION | PROTECTION of RIGHTS and INTERESTS |
| MEMBERSHIP CARD BROADCAST LISTENERS' ASSOCIATION of AMERICA (INCORPORATED) Headquarters: 927 MANHATTAN BLDG. CHICAGO | |
|  | |
| Secy-Treas. VALIDITY INDICATED by TREASURER'S RECORDS | |

Member's Signature

President

Make check or money-order payable to B. L. A. of America.
Address envelope to J. R. Coakley, secretary-treasurer
of B. L. A. of A., 431 S. Dearborn St., Chicago

"Pirate" Litigation

Watchful waiting policy of President Wilson is again found to be ineffective and fair stations start war on "pirates." WGN, the Chicago Tribune station, started war against WGES, the Coyne Electrical School of Chicago station operated under lease by Guyon's Paradise Ballroom, which is classed by the Broadcast Listeners Association of America as the most arrogant "pirate" station in the country, by obtaining a temporary injunction in Illinois state courts to restrain them from interfering with the broadcasting of WGN programs, WGES having jumped to a wave length in close proximity.

(Continued on page 35)

The BUYER'S GUIDE

TO THE members of the B. L. A. of A. and readers of **THE BROADCAST LISTENER**: Owing to the large number of inquiries we receive regarding the merits and reliabilities of radio apparatus we will recommend each month products of different manufacturers that have been tested by the B. L. A. of A. technical department and approved. Owing to the lack of space we cannot comment on many in one issue, but the product of every manufacturer

who advertises in the B. L. A. of A. display ads has been tested and approved, otherwise their advertising would not be accepted.

We recommend these products to the buying public, both on the merit of the product itself, also because they are entitled to your consideration for cooperating with the B. L. A. of A. in an endeavor to improve radio reception in general.

VAN HORN POWER TUBES

Many of the radio fans will be interested to know that the advantage of using a power tube in a set not wired for them has been provided for by the Van Horn Company.

This tube has been highly recommended by the B. L. A. of A. technical department. Special connections and binding posts are attached to the tube, so that those who desire to add a power tube to a type of receiver not wired for it, can readily do so. This power tube is placed in your last audio stage, the same as any ordinary tube, short connections are made to power supply, as per diagrams furnished with tube. The Van Horn Manufacturing Co., also manufactures all of the standard types of tubes, including their cushion base, which is a decided feature not obtained with other type tubes.

PREMIER CONSOLE RECEIVER

Special tests have been made by B. L. A. of A. technical department, of the Premier Console Model 5-tube receiver with very favorable results. Under the most difficult conditions, this console was found to be very sensitive, selective and good on distance, can be operated both by inside and outside aerial. A unique feature is the switch on the panel board, which can instantaneously change the receiver from broad to sharp tuning. It is an attractive console and has many commendable features. The Premier Console Receiver has been selected by the B. L. A. of A., as a prize in radio artist popularity contest.

THE MODERN B POWER COMPACT

"B" batteries of the dry and the liquid type are rapidly following in the footsteps of the Crystal Receiver by becoming obsolete.

This is due to the great improvements

in "B" power units, recently tested and approved by the B. L. A. of A.

The Modern "B" Compact was manufactured by the Modern Electric Company of Toledo, Ohio. Until the listener uses one of these better type power units, they do not realize the wonderful improvement in radio reception they can obtain from their receiver.

The Modern "B" Compact has been selected as a prize in a popularity contest.

tion has attracted the attention of engineers from the time when the public first became aware of the tremendous possibilities of the broadcasting art. The Crosley Radio Corporation in Cincinnati, has just placed a new "A" power unit on the market which takes the place of batteries. It is not a trickle-charger and operates only when the receiver is in use, being controlled by the filament switch on the set. The voltage output is constant, despite variations that may occur in line voltage. This unit will supply power for from three to eight vacuum tubes with a maximum of two amperes. A plug in the rear of the unit permits the attachment of a "B" eliminator, making both the "A" and "B" units automatically controlled.

Xmas Suggestions

(All Approved by the B. L. A. of A.)

| | |
|---------------------------|----------------------------|
| Receivers | Power Units |
| Thorola | Modern B |
| Crosley | All American |
| Bremer-Tully | Bremer-Tully |
| All American | Crosley |
| Premier | |
| Portable Receivers | Super-Parts |
| The Trav-Ler | Victoreen |
| Speakers | Station Eliminators |
| Thorola | All American |
| Crosley | |
| Tubes | Loop Aerial |
| Set Van Horn | Mathieson-Sandberg |
| Courses of Study | Radio Memberships |
| Interstate University | B. L. A. of A. |
| Nat'l Radio Institute | Magazines |
| | Broadcast Listener |



CROSLEY NEW "A" POWER UNIT

Simplification in radio receiver opera-



THOROLA CONSOLE RECEIVER

The Thorola Console Receiver has been tested and approved by the B. L. A. of A. and found to meet every requirement and claim of the manufacturer, as to its tone, distance and selectivity. A rather unusual feature of this receiver is that it is equipped with both horn and cone type speaker connected in series, so that you get the benefit of the tone values that are peculiar to each type of speaker. This receiver has been selected as a prize in the radio popularity contest.

It is a very beautiful instrument as well as a very efficient one.

Detroit Gets a New Announcer and Director

Harry C. Browne of New York Comes to WGHP as Chief Director

RADIO enthusiasts will undoubtedly be interested to learn that station WGHP, operated by George Harrison Phelps, Inc., has secured the services of Harry C. Browne of New York City as chief announcer and station director.

Many years of active work on the stage, in motion pictures, and as an exclusive phonograph artist with the Columbia Company, have provided Mr. Browne with the experience necessary to make him a valuable man in the Radio field.

His many friends in the theatre remember his work as leading man with Lillian Russell, Mary Ryan, Rose Stahl, Viola Dana, Frances Starr, and Edith Talliaferro. Mr. Browne also appeared two seasons ago as leading man with Irene Bordoni. He followed James Kirkwood in the principal role of "The Fool," and this past season gave a good account of himself in the Actor's Theatre production of Bernard Shaw's "Candida."

He appeared also in "Oh! Lady! Lady!" and at the Casino Theatre, New York, in "The Little Whopper." These last two, very fine musical comedies. His motion picture activities included engagements with Mary Pickford, Mae Murray, Hazel Dawn, Viola Dana, Henrietta Crossman,

MR. HARRY C. BROWNE, actor, phonograph artist and playwright, comes from New York to take up his new duties at WGHP.



Alicia Calhoun, Pearl White, Doris Kenyon and Corrine Griffith.

His greatest role in motion pictures was in the play of "Scandal" with Constance Talmadge. Many years of public speaking have made him well fitted for his present position.

Besides his duties as announcer and station director, Mr. Browne writes the plays which are produced every Friday, the Frolic every Thursday and the short history of a Famous Musical Composer for their Monday evening program.

His Campers Half Hour each Wednesday evening is a big success and a special song book has been gotten out for campers. Many new innovations are being planned, announcements of which will be made later.



Eleven Thousand People *Fill the "Pews of the Air"*

A REAL "SKY PILOT" is Samuel R. Guard, Director of WLS and lay pastor of the "Little Brown Church in the Vale," conducted for rural listeners.

Talk Shatters Old Theory of Holding Listeners with Just "Talk"

IT HAS been a fixed policy with most radio stations that lectures of all sorts are taboo and education is secondary to entertainment. This stand has been taken because the radio audience does not usually respond to talk.

The particular talk which turned upside down the old theory drew 10,341 letters. And it was a sermon on "The Old Rugged Cross," delivered by Samuel R. Guard of WLS, Chicago, as leader of the Little Brown Church in the Vale, a community church of the air, with no creed.

His talk on "The Old Rugged Cross" in his usual, or rather unusual way, was

illustrated with verses of songs of the Rev. George Bennard, which were rendered vocally and instrumentally during the service. For a talk of any kind to draw 10,341 letters of appreciation is considered a radio record. It was Mr. Guard who created the Little Brown Church in the Vale and his heart-to-heart talks every Sunday and human interest treatment of his topics have succeeded in filling the "pews of the air" with more members every Sunday, but the response from more than 10,000 who wrote that they had "listened in" on "The Old Rugged Cross" talk was a surprise even to this young radio church leader.

"Pirate" Litigation

(Continued from page 32)

imity to WGN and thus interfering with their programs.

WGES counters with action to have this case transferred to the federal court, claiming that it was a national issue of which the federal court would have jurisdiction. Upon hearing the arguments, Judge Wilkerson, of the federal court, ruled that it was a matter of property rights involved, and remanded the case back to the state courts for further hearing on the motion of WGN to have the temporary injunction made permanent.

The Broadcast Listeners Association of America has received more complaints from their members and listeners in general regarding interference of WGES than any other station in the country, who, first claiming it does not interfere, then announces over their own station that at the request of many of their listeners they were signing off for 10 minutes so that the program of WGN, who were broadcasting the dialogue of "Sam 'n' Henry," would not be interfered with and that they would come on the air again as soon as "Sam 'n' Henry" were through.

We understand that this suit will be followed against others in every part of the country who have appropriated WGN's wave length.

Other stations have announced that they will take similar action against any "pirates" that interfere with their broad-

casting by appropriating their wave length or wave similar to the wave that would have a tendency to create interference, one of these stations being WLW, owned by Crosley Radio Corporation of Cincinnati. Just recently one Chicago station that was classed as a "pirate" resumed its original wave length and thereby again secured the good will of the listening public, indicating that the strike of the Broadcast Listeners Association is effective by the greatly increased comment this station received, since they resumed their place on the fair list of stations.



INTRODUCTORY PRICE \$24.50

Regular Price \$50.00—Shipped on approval anywhere in the U. S. A. Positively the greatest value in the history of Radio. If after seeing it and trying it out you do not agree, just return it to us. Latest and greatest 5-tube Tuned Radio Frequency Hook-up, licensed by U. S. Navy Dept. Manufactured by us from raw materials—backed by 21 years' experience. Not a "hodge-podge," inefficient assembled job. Volume, distance, tone quality and selectivity that will surprise and delight you.

Agents Send for details of our wonderful franchise and trade-in allowance on old sets. We pay you cash. Write today. Beat the other fellow to it.

PREMIER ELECTRIC COMPANY

064RP Estb. 1905 Grace at Ravenswood Chicago, Illinois
Premier Building

Andrews Radio Directory and LOG BOOK

Just what you've always needed—only log that helps you get all its possibilities out of your set. Every station listed 3 ways—by wavelengths, call letters, and cities, allowing its use with any program anywhere. Users tune in obscure stations never heard before. Gives you all the information you want about every station. Incorporates Broadcast Station map. Lists all stations in U. S., Can., Mex. and Cuba. Always up-to-date and authentic as it is checked by latest Government Reports. Simple and easy to understand and use. Each station can be individually logged. Sold by radio and news dealers everywhere or by mail, postpaid on receipt of 25c in stamps.

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25c

A Merry Xmas

is assured if you
give your friends

HOWDY JUDGE

By
George D. Hay
"The Solemn Old Judge"
Director of Station WSM

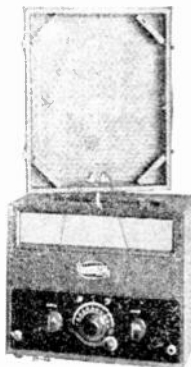
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PORTABLE "5" Radio Receiver



Take It
With You
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Weights Only
24 Pounds
Built-in Speaker
Volume and
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This set has 2 stages of radio frequency, 1 detector and 2 stages of audio amplification and uses UX199 or CX299 Tubes.

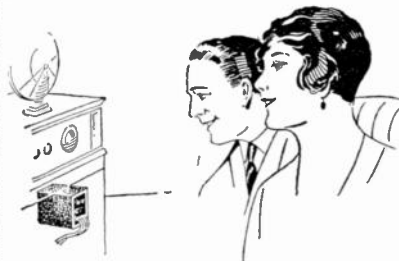
\$65 Without Accessories **\$84.25** Complete

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MODERN "B" Compact

Buy Him One for Christmas



IF YOU want to tune in on C S (Complete Satisfaction) at Christmas get your radio enthusiast a Modern "B" Compact. Improves reception, does away with "B" Batteries—connects to a light socket.

The Modern "B" Compact has ample power for sets up to six tubes. There are three B+ taps and two variable voltage controls.

If your dealer can't supply you, don't accept any substitute but order direct by mail.

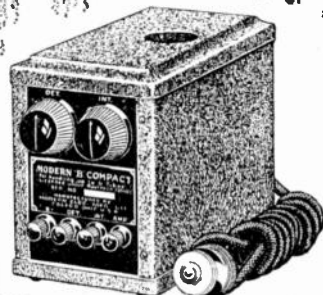
Price, Complete with
Raytheon Tube
\$30.00

(EAST OF THE ROCKIES)

The Modern Electric Mfg. Co.
Toledo, Ohio

[MODERN "B" POWER UNIT
FOR SETS LARGER THAN SIX TUBES
\$50.00 East of the Rockies]

Constant as Niagara
Silent as the Sphinx



MORE STUDIO GOSSIP

(Continued from page 15)



MR. GEORGE KILTZ and Master Willert Kaliebe, banjoists par excellence, who are being heard over WKAF, Milwaukee.

Mr. Kiltz heard Master Kaliebe playing in a local theatre and the partnership was immediately formed and these two artists have studied and worked together until their music is without flaw. "The boy's marvelous intuition," says Mr. Kiltz, "makes it possible for us to dovetail and cue from one number to another without speaking a word." Master Kaliebe is a pupil of Wm. C. Stahl and Mr. Kiltz has studied with George Patrick. WKAF considers these two a "find."

Make Records Via CKAC

A Montreal station, CKAC, has a novel way of responding to requests from fans. When a number has been requested by 500 or more listeners, arrangements are made with a Montreal phonograph record maker to register the piece as it is sung or played via CKAC.

"Eveready Hour" an Old-timer

The "Eveready Hour" leads all the "trade-marked" programs in longevity—at least, it has been on the air continuously for a longer period than any of its rivals. Starting out as an assembly of the usual miscellany of song, dance music and chatter, it has become one of the leading continuity programs. The Eveready Hour dates from December 4, 1923, when it was introduced through WEA, still its home station. A chain of stations now rebroadcast it each week.

Fred's Adventures

Listeners are evincing great interest in the "Adventures of Oney Fred Sweet," the chronicles of a roving newspaper

man who each night gives listeners the story of his exploits during the day over WLIB, Chicago. Fred was formerly a feature writer for the Chicago *Sunday Tribune*, and in that capacity served temporarily as a Pullman porter, steeplejack, bartender, grand opera singer, and in many other novel jobs in search of material for his stories.

Now he has transferred his activities to radio, and some of his recent adventures have included a job with Paul Ash's orchestra, search for tickets to the Army-Navy game, a day with the New York Yankees and other amusing episodes.

The Yale University Band presented a program through WTIC at Hartford Tuesday evening, November 16, that was a big hit. Fans hope they will return again and give them more of "their stuff."

Julia Marlowe, who retired from the stage several years ago, was heard by more people at one time than ever before in her career when she participated in the Eveready Hour broadcast through WEA and associated stations a week or so ago.

Miss Marjorie Dodge, Pacific Coast soprano, is considered one of California's best and is now an exclusive feature over KNX.

MISS M. CASSIN, secretary and hostess at WOC. Miss Cassin is an accomplished pianist and singer as well as being the author of several booklets of verse and is a great favorite with the fans.



DAINTY RUTH SCHNEIDER, the Indigo Blues singer, who is a former vaudeville performer and now a staff artist at WEDC, Chicago.

Station PWX, of Havana, Cuba, has been broadcasting a number of interesting programs of old Cuban folk songs and plantation melodies that make a big hit with the natives.

Station KOIL, at Council Bluffs, Iowa, had an interesting noon feature in which Wilson Doty entertained. He is a wonder on the piano, as well as the accordion, and we hope to hear him again.

Station WKRC was not quite so lucky as station WOK, which had a wild goose dinner after two blind geese had run into their antenna towers. Last week as flocks of blackbirds were flying south over Cincinnati, several of the birds broke their necks by getting tangled in the aerial wires of WKRC.

The Radio Sheik

A successful attempt to build up a personality appealing to women listeners is being staged by WGN, Chicago. Tommy Coates, a promising young baritone whom WGN brought from New York some time ago is proving to be the "shiek of the air" with women listeners. Twice each week Tommy broadcasts what is known as the "Great Lover." He takes several of the popular sentimental ballads, dresses them up with appropriate dramatic bits, and thus offers not only the song's appeal but a stirring spoken appeal for affection as well. Just how well this stunt is going over with listeners is apparent from Tommy's stack of mail from the feminine fans.

(Continued on page 50)

“The Radio Theosophist”

(Continued from page 11)

if He said “God was not sitting on a throne in heaven” and try to make them acknowledge that He was everywhere, they would probably try to chase him out, or if he stated that the Trinity was Life, Truth and Love instead of Father, Son and Holy Ghost, or if He did not appear in either human or pigeon form, then He would not be accepted. In other words, the average believer of any specified creed is willing to accept Him, providing He comes to them in the form that has been taught to them in the teachings of their respective creeds, and it apparently makes little difference to them, how inconsistent and impractical their theories may be and many of them would be pleased to anticipate His appearance in a golden chariot coming over a beam of light extending down from the heavens and drawn by horses with wings or some such other ridiculous theory.

ONE man who says he is an Atheist believes there is no God and is proud of it and does not want to be changed, because all people are foolish, only himself smart, and he said: “All writings and talking cannot change him, for an Atheist is an Atheist and remains one.” Is he any narrower in his views than many of the creeds that teach and, apparently, believe that you can only hope to go to heaven by complying with the strict ritualistic teachings of their religion. Poor Jesus, if He came what chance would He have? If He was here and healed the sick as in the olden days, they would say “That is the work of the devil and not their way.” God sends sickness and it takes the devil to heal it and if the principles of this teaching were accepted, it would follow that we accept the devil and get rid of such a God. If Jesus came


and forgave sinners, do you suppose we would also forgive them, and still we pray and say “Forgive us as we are forgiven,” but do we try to do this? Remember sin is not forgiven until we stop sinning and, therefore, we say when mankind comes to the understanding that there is only one God and one life and that this same life is one, irrespective of whether they are Jews, Christians, Believers or Unbelievers, sick, sinners, heathen or, etc., it is the same life that makes the grass green, dresses the lily in the field, makes the sparrow fly and moves everything. It is one and the same life as you and I are living and this life is love. When mankind comes to the understanding that love makes the world go around, how smoothly it will run.

THE good, praying people are mostly all like a polly in a cage, that is, always asking for a cracker no matter how many more he has than he wants. Praying people repeat over and over and say: “Thy Will Be Done,” (but, Oh, Lord, if thy will is not like my own, how will I complain and kick and be fault-finding and condemn those that are not ‘playing polly’?)”

For any man who says that “God is All,” and finds anything else, he doesn’t know what “all” means—or else he is like the polly.

If you get angry over someone else, YOU are angry—not someone else. If you hate somebody you hate yourself. And anybody who can put his fingers in the fire without burning them—he is the one who can harm someone else without harming himself.

Aren’t we all a little like Polly?



STOP!

If You Would Have

THE BROADCAST LISTENER

Delivered to Your
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FILL IN THE BLANK BELOW

THE BROADCAST LISTENER,
431 S. Dearborn St., Chicago, Illinois.

Date.....

Enclosed find \$1.50, for which send me THE BROADCAST LISTENER for ONE
YEAR, commencing with current issue.

Name

Number and Street

City and State

(To avoid errors, PRINT name and address)

UNSCRAMBLING the Present RADIO SITUATION

Drastic Legislation Is
Needed Immediately

U.S. Must Control
Air to Stabilize
Radio Field

By FRANK H. McDONALD

THE present chaotic condition of radio which has come into existence since the Department of Commerce, backed by the opinion handed down by the Attorney General, released the control of radio, thereby causing a chaos that if allowed to continue, will not only destroy the industry, hamper the science, and make practically useless the millions of receiving sets owned by the people, calls for the enactment of laws for the proper control of the ether and the regulation of radio broadcasting.

During the last session of Congress there was an endeavor made to pass one of two bills to cover the situation. The bill known as the White Bill, did not meet with the approval of the listening public, although this bill passed the House. The original Dill Bill was far superior in every detail, but before Senator Dill was able to get this bill out of committee and before the Senate, he was obliged to insert clauses which practically ruined its original intent. This bill passed the Senate just before its adjournment.

Neither Bill Effective

NEITHER of these bills in their present shape would be effective in clearing up the situation. The industry, broadcasting and other interests have all advanced theories, none of which, after consideration, appear feasible. None of these interests seem to know what is wanted or what is needed.

Their only answer is, "We want the proper control of radio." But then the question arises, "What is the proper control of radio? What can be done?" Under these conditions there is every likelihood that there would be a strenuous fight in the House and Senate during this coming session. With the various interests working from different angles, the results probably would be that the next adjournment would find the legislative affairs in the same tangle they are at the present time.

Chaos Will Continue

In the meantime chaos will have continued and become worse until ruination of radio takes place. Any laws that might be passed under the present conditions would no doubt meet with a strenuous protest from the various branches of radio; even if the White or Dill Bill or a compromise of these bills were unconstitutional.

Government Must Control Air

IN A new bill that has been framed by the Broadcast Listeners Association of America, it is recommended that legislation be enacted, creating a law that legally places the ownership of the air with the United States government, even though it be necessary to amend the Constitution to

bring this about. It is the one necessary, absolutely, essential factor that must be first considered. With the United States government the lawful owners of the air, the air traffeways, and air highways, then and only then can effective laws be passed to govern the control of same.

The government owns and controls the waterways of the United States, the waters of the oceans, extending to specified limits, and the land adjoining the oceans extending inland to the high-water mark of these bodies of water; no commercial corporation can navigate these waters without a license.

The United States government has the authority to and does issue these licenses; the pilots or others must pass an examination and be governed by the rulings laid down in these licenses. Laws have been enacted and are enforced governing these traffeways.

The same principle applies to railroads and traffeways of all kinds. If there were not laws which gave the municipalities the ownership of the streets and highways there could be no traffic laws passed that would be effective or that could be enforced.

The United States government must own the air above its possessions, not only for the solution of the radio situation but for the regulation of developments of other natures. The aeroplane science will make it necessary that there be traffic regulations that may be enforced but these traffic regulations could not be enforced by the government unless the government owned the airways and absolutely controlled them.

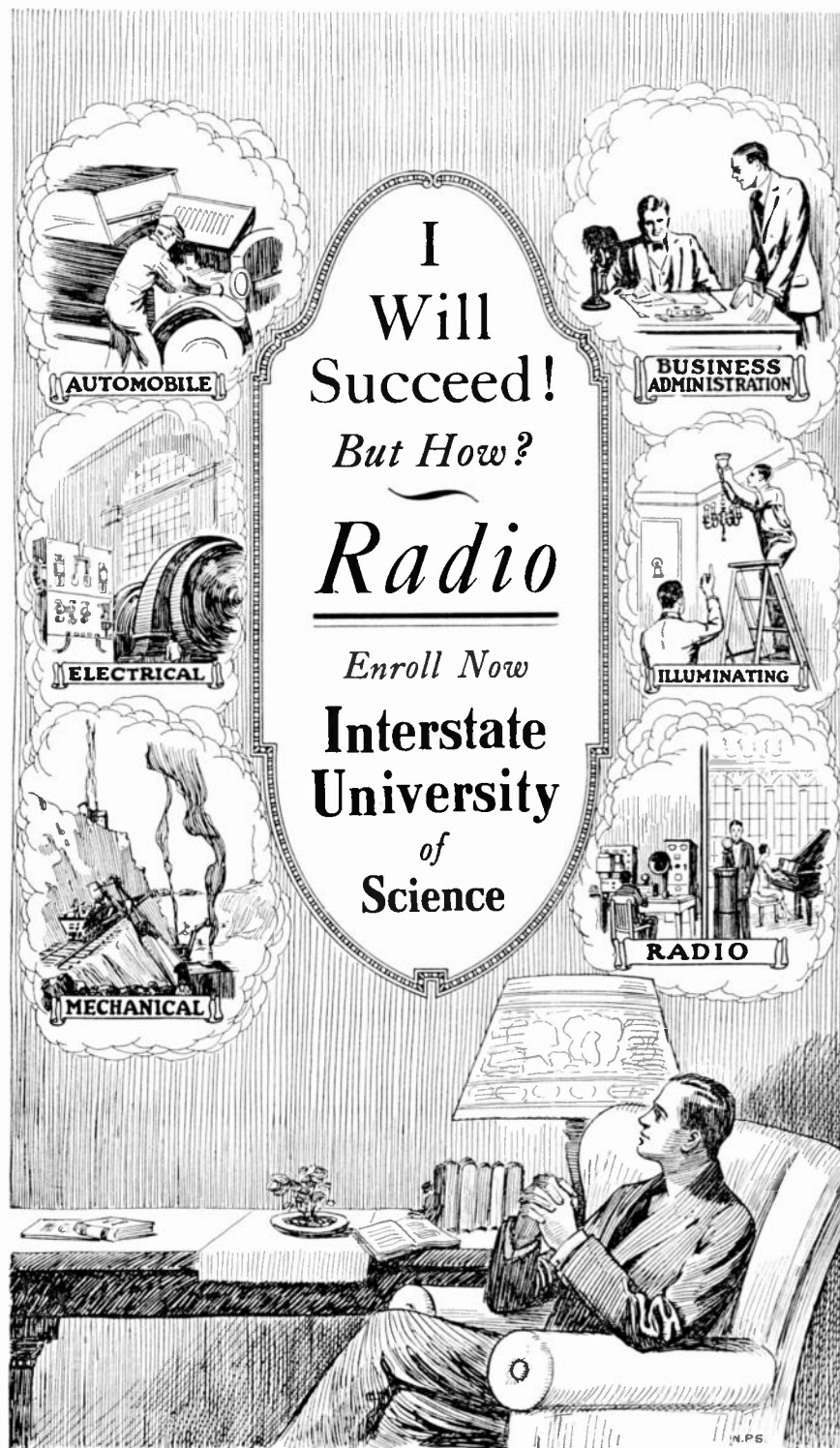
Plan Is Logical

THE plan for the ownership and control of the air by the government is logical and cannot be successfully disputed by any individual or interests. Under present conditions it would be

useless, a waste of time and energy, to enact laws that would be found could not be constitutionally enforced, but with the ownership of the air vested in the United States government, then effective laws could be readily enacted and same could be enforced. This plan is the base or foundation on which to build for constructive legislation relative to this radio problem, and the enactment of laws that will preserve radio. These laws for regulation should call for a reallocation of the available wave bands for the best interest of all, preference being given those stations having prior rights and that have played the game fair by following the regulations set forth in their license given them by the Department of Commerce, before the Department threw down the reins of control, and have rendered a satisfactory service to the public, but first of all, the government must have absolute ownership of the air, the same as they have of all other traffic regulations.

IT HAS been agreed to by all that legislation must be enacted and radio broadcasting properly controlled, but just how to do this has been the question and is at the present time being given serious consideration by those who are really interested in the welfare of radio. The whole trouble is that those who have been working towards the solution of this problem have had no foundation on which to build. The principle factor in the entire matter has been overlooked. The Broadcast Listeners' Ass'n of America have given this matter serious thought and study and have framed a bill to be presented at the next session of Congress for the purpose of creating a law for the building of a foundation upon which to work, this foundation being absolutely necessary that constructive and efficient laws may be enacted and enforced to really control Radio.

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This course teaches the technical problems of the world's fastest-growing science and profession

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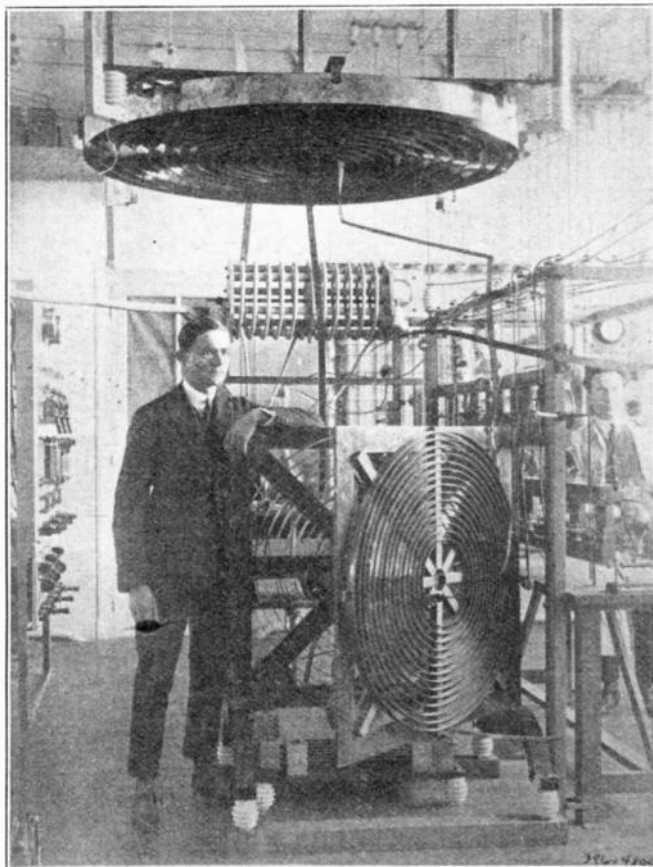
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A Digest of the World's RADIO NEWS



Henri Fenal, a nephew of Edouard Belin, who heads his uncle's Radio Laboratories at Malmaison, standing beside the perfected Television apparatus.

Lyons, France.—Before the meeting of the French Association for the Advancement of Science, Edouard Belin, French scientist, explained his new method for obtaining televisions. He is one of the pioneers in this and believes that he has within his grasp the practical completion of perfected television apparatus. By M. Belin's system the photo or scene is transmitted by a slit of narrow bands of light variation which, by an intricate system, is impressed upon a system of revolving mirrors upon a photo-electric cell, which are changed into varying circuits of electricity. The current is then carried over a wire where an ossillograph changes the current into light again.

INDIA TO ERECT TWO STATIONS

A broadcasting company for India has been definitely organized under the name of the Indian Broadcasting Company with an authorized capital of \$540,000, according to a report to the Department of Commerce. The new company intends to establish two broadcasting stations, one in Bengal and the other in the Bombay Presidency. Each station will be of twelve kilowatts capacity and will cost approximately \$72,000, while the annual expenses are estimated at about the

same figure. The company will receive 80 per cent of the value of broadcast receiving licenses issued and 10 per cent of the import value of all wireless receiving apparatus and accessories brought into the country.

MUSICAL NOTE ON ORGAN WEIGHS TON

How much does a musical note weigh? The lowest in the scale on the new Liverpool Cathedral organ, recently completed at a cost of \$165,000 and said to be the largest in the world, weighs more than a ton. The dedication was held a week or so ago and attracted to England organists from all parts of the world. Recitals were broadcast by radio. There are more than 10,000 pipes in the organ.

NEW FOREIGN STATIONS TO COME ON AIR SOON

Among broadcasting installations announced recently as completed or to be in operation soon are: AYRE, Caracas, Venezuela, 1,000 watts, 375 meters; Leipzig, Germany, 9,000 watts, 453 meters; CYC, Vera Cruz, Mexico, 337 meters, and others of as yet unknown wave length and power at Sao Paulo, Brazil; Basel, Switzerland, and Montevideo, Uruguay. The first three stations fall within the American wave length band and, interference conditions permitting, may possibly be heard by American listeners with sensitive receivers.

SPAIN ORDERS STATION FOR WEST AFRICAN COAST

Provision for the establishment of a powerful radio station at the town of Santa Isabel, on the island of Fernando Poo, a Spanish possession near the west African coast, is made in a recent royal decree, according to a report from Consul Frank A. Henry, Barcelona, made public by the department of commerce. The removal of the present radio station at Fernando Poo to Bata, Spanish Guinea, was also provided for in the decree.

MEXICO IS HEARD ON CANADIAN TRAIN

Passengers in the observation car of a Canadian National Transcontinental express recently listened to the strains of music broadcast by Vera Cruz, Mexico, while the train was thundering along at 60 miles an hour near Edmonton, Alberta. Prior to this, while passing through Manitoba, they were regaled with tangos and fandangos direct from Mexico City.

Three years ago the Canadian National, seeking to relieve the monotony of long train journeys, decided to equip all of its de luxe trains with radio. The choice of a standard neutrodyne receiver was made, and the installation begun. All the sets are permanently fitted into the observation cars, and a pair of ear-phones placed on each chair, so designed that the broadcasting could be clearly heard above the roar of the train.

SOMETHING NEW

A radio company in Germany is engaged in perfecting a means whereby messages broadcast will be inaudible to everyone not equipped with a special apparatus properly attuned.

NEWS VIEWS OF RADIO

Vice President Dawes making a Radio address over KYW to 10,000 Polish Americans, attacking the primary election system recently at the Municipal Pier, Chicago.



When the circus broadcast recently over KOA, Denver, listeners complained of a peculiar interference until it was explained that the noise was caused by the duet trumpeting of Jumbo and Jumbo jr., the circus pet elephants.



Rear Admiral Moffett, Chief of Naval Aviation, talking on Navy Day from KYW Chicago.

Farina of "Our Gang" wouldn't let little sister christen the new "Mike" at KNX, Los Angeles, where they were the invited guests at this new studio in Hollywood that was recently opened.



The U. S. Destroyer "Stewart" which aroused much interest in depth finding by radio sound apparatus, by making findings from Newport R. I. to Chefoo, China, via the Suez Canal.

Photos by Underwood & Underwood



Miss Tina Tweedie does the Heebie Jeebies dance accompanied by a portable radio on the roof of the new Roanoke Tower, Chicago, 680 feet above the street. It is said the dance comes quite natural to anyone, particularly at this height.

England's New Wireless Beam Binds Colonies

Needle-Like Radiations Find Goal 2500 Miles Away

By CLYDE RICHLEY

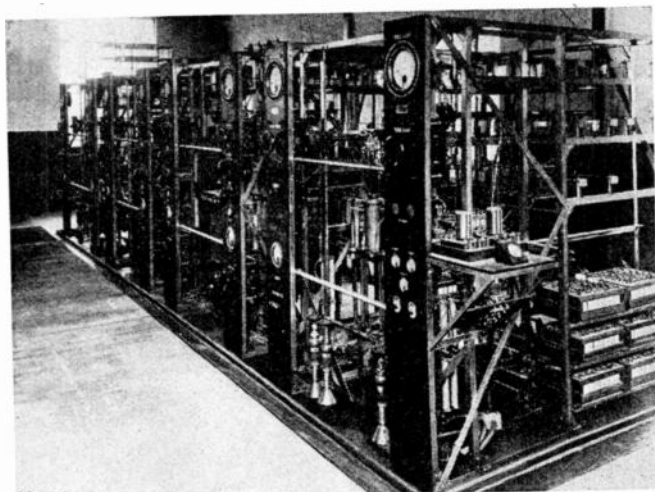


Photo by Underwood & Underwood.

A SECTION OF THE transmitting panel of the Canadian beam station at Drummondville.

LONG ago it was the dream of the British government to have an intercolonial radio system second to none and now what has just been accomplished with this new beam transmitter is second in importance only to the original trans-Atlantic wireless experiments of a quarter-century ago when Marconi sent his first signals across the Atlantic, and Canada shares a second time the honor of pioneering in the genius of Marconi.

The war has shown what could happen to cables and wireless has demonstrated its reliability in case of emergencies.

The beam wireless transmitter was Marconi's answer to government experts who demanded positive communication and the Canadian station is the first of a series of similar ones that are to be erected in India, Australia, South Africa and South America.

Beam stations similar to the Canadian one cost approximately \$200,000 to erect and require only about 20 K.W. of power for proper operation. This is about one-tenth the cost and about one-tenth the power required by trans-Atlantic stations of the old type.

These beam transmitters gather the waves together and send them out into space as though they were rays from a powerful searchlight and they can be directed in any direction desired in an intense beam of from 10 to 15 degrees wide.

This restriction of energy to such a narrow path gives a remarkable increase in signal strength at the receiving station. Signals from a beam station are approximately 20 times stronger than from an ordinary station of the same power and wave length but the most marvelous thing about this system is the possibility of intensifying the signals at the receiving end.

Having a reflector in back of the receiving screen aerial, reinforces the signals by intercepting a greater

amount of energy from the advancing wave front. With this arrangement the signals are several hundred times louder than they would be ordinarily. Extreme range with low power at the transmitter is thus possible.

The first beam transmitting station was erected in Bodmin Moor in the southwest of Cornwall, England, and the first beam receiver is in Bridgewater, Somerset. The control office for both stations is in London, which will be the heart of the great system.

Canada has the second beam transmitter and receiver and the first to be erected on the American continent. The transmitting plant is at Drummondville and the receiving station is located at Yamachiche and they are controlled from a central office in Montreal.

The most interesting part of the beam stations is the aerial system. To transmit short waves in a given direction a special radiating system different from those ordinarily used has been developed.

The transmitting and receiving aerials are built separately and they face their respective receiving and transmitting aerials by which they are to be worked. That is, the transmitter at Bodmin, England, is to be worked with the receiving station of Bridgewater, Can., and the transmitter at Yamachiche, Can., will be linked with the receiving station at Somerset Eng'and.

The aerials are perfectly parallel to each other and outside of the 10-degree beam not much can be heard and it is essential that the receiving station be within this beam.

Five steel masts, each 300 feet high and having 90-foot cross-arms, are placed about 800 feet apart and in a straight line.

The transmitter itself offers no unusual features as it consists of a master oscillator arrangement with a three-stage

(Continued on page 49)

THE TRANSMITTING station at Bodmin, England, showing the new type of aerials. The two nearest the station are for transmitting on the lower wave band and the two furthest away are for use on the higher bands.



Photo by Underwood & Underwood

**RADIO
NEEDS
TRAINED
MEN!**

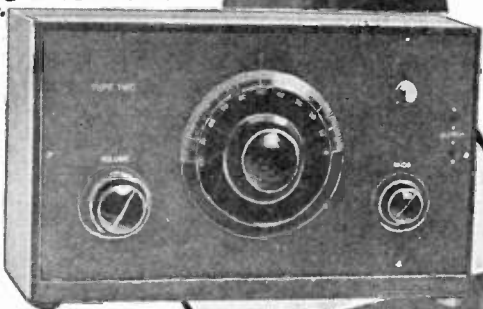
I Will Train You At Home To Fill a Big Pay Radio Job



"I give you all this apparatus so you can learn quickly at home the *Practical Way*"

J.E.S.

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OF
EXTRA
COST



You Get All of This

All instruments shown here and others sent to all my students free of extra cost under short time special offer. Clip coupon now—find out all about this big unequalled offer while you still have time to take advantage of it. This training is intensely practical—these instruments help you do the practical work. You learn workmanship and get added confidence in your ability.



\$70 in One Day For T. M. Wilcox

"I am in business for myself and RECENTLY MADE \$70 in ONE DAY. I was an electrician of rich experience, occupying a splendid position as telephone superintendent when I enrolled with you believing it would open up greater opportunities—haven't been disappointed. Estimate Radio will be worth tens of thousands of dollars to me in next few years." T. M. Wilcox, Belle Island, Newfoundland.

World Famous Training That "Pays for Itself"

My Radio course World-Famous as the training that "pays for itself." Make more money QUICK when you take up this practical course.

Work on millions of antennae, receiving sets, offers you big chance to make spare time cash while you're learning. I'll show you how—teach you the latest "dope," furnish you with business cards, show you how to get the business and make it pay. My students don't wait a year to increase their income—they report QUICK INCREASES as a result of this course—often two or three weeks after starting. Howard Luce, Friedens, Pa., made \$320 in 7 weeks during spare time. D. H. Suitt Newport, Ark., writes, "While taking the course I earned in spare time work about \$900." Earl Wright, Omaha, reports making \$400 in a short time while taking course—working at Radio in spare time! Sylvester Senso, Kaukauna, Wis., made \$500. These records not unusual—these men a few of hundreds.

Your Satisfaction Guaranteed

We who know the results this practical tested training gets—the increased earnings it has brought to men everywhere—stand behind it all the way with a signed guarantee bond that we give you when you enroll. On completion if you're not entirely satisfied in every way, you get back every cent you've paid us. No strings to this offer—you yourself are the only judge. Get started today! It's your big chance for one of the bigger Radio jobs—mail coupon NOW for my Big FREE BOOK and proof! No obligation.

If you're earning a penny less than \$50 a week, clip coupon now. Send for AMAZING FREE BOOK, "Rich Rewards in Radio." Why go along at \$25 or \$35 or \$45 a week, when you could earn \$50 to \$250 in the same six days, as a Radio Expert? Hundreds of N. R. I. trained men are doing it—why can't you?

Earn \$50 to \$250 a Week—

RADIO EXPERTS IN BIG DEMAND

Radio needs trained men. Get into this new live-wire profession of quick success. It's the trained man, the Radio Expert, who gets the big jobs of this profession—paying \$75, \$100, \$200 a week and up. Every day N. R. I. trained men are taking good places in the Radio field—men just like you—their only advantage is TRAINING. You can prepare just as they did, by new practical methods. Our tested clear training makes it easy for you. Big Free Book contains all the proof.

You Learn Quickly In Spare Time

So sure am I that I can train you successfully for a better future in this new Big-Pay profession, that I guarantee your training with a money-back bond. Lack of experience or education won't hold you back—common schooling all you need to start. You can stay home, hold your job, and learn quickly and pleasantly in your spare time. My practical, helpful methods enable you to start RIGHT AWAY toward one of the bigger Radio jobs paying \$50 to \$250 a week. No delay, no losing time from work—no scrimping or scraping to get your training.



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"Accepted a position with the Chicago Daily News Station WMAQ. MY INCOME PRACTICALLY DOUBLED, thanks to you. I handle all consultation, also do operating. Your course taught me not only the theoretical but also the practical knowledge that makes my work easy for me." Keith Kimball, Station WMAQ, Chicago, Ill.

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NATIONAL RADIO INSTITUTE
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Dear Mr. Smith—Without obligating me in any way, send me your free book, "Rich Rewards in Radio" and all information about your practical, home-study Radio Course.

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Originators of Radio Home Study Training

TECHNICAL SERVICE Department



"TYPE" SOMETIMES MISLEADING

I PURCHASED A NEW SET of tubes of 201-A type, but get poor results now. Is this kind of tubes recommended?—W. B., Colorado Springs, Colo.

At one time they sold carbonated white wine and called it "champagne type," but it was merely a cheap imitation. Many tubes are sold with "201-A type" classification, but they may be rejuvenated tubes, "seconds" or of inferior quality in some other respect. We recommend buying good tubes and not "seconds" or imitations, which are often referred to as "types."

CONCERNING A FUSSY LANDLORD

I HAVE A FIVE-TUBE NEUTRODYNE set and am using a new form of aerial in circular form with loops projecting like the petals of a daisy. This is the only kind of aerial they will permit on the apartment house I reside in. Will it give as good service as a straight 75-foot aerial?—MRS. M., St. Paul, Minn.

We do not believe the aerial you describe will give as good results as a straight 75-footer. In respect to your landlord refusing you permission to erect an aerial, there is a contest in progress in the courts at this writing which bears on tenants' rights in this regard. The result of the case may cause your landlord to change his mind. It is our belief that you would obtain better reception than at present if you strung an aerial around the picture moulding of a room.

SUPERHET V.S. RADIO FREQUENCY

BEING IN THE MARKET for a new receiver, I am coming to you for help in deciding between a superhetrodyne and a tuned radio-frequency set. Which gives the better reception?—L. N. P., Richmond, Ind.

There are many angles to consider in answering this question. Superhetrodynes built with Victoreen coils give very satisfactory service. Most superhetrodynes, however, are "bloopers" and reception through them is distorted. The latest model of tuned radio-frequency receiver does not "bloop." It produces true reception and obtains distance. The Broadcast Listeners' Association of America Service Department will send you a list of receiving sets tested and approved by them, anyone of which can be relied upon.

SAVES RE-WIRING

WILL I HAVE TO RE-WIRE my five-tube set to use a power tube?—JACK G., Flint, Mich.

A power tube made by the Van Horne Company and known as the Adapted Mogul 5 VCX, has terminal connections which permit its use without changing the wiring of a set.

LIGHT BUT NO SOUND

MY TUBES LIGHT UP but I can get no sound. Batteries are O. K. What's the trouble?—C. O'F., Providence, R. I.

Do You

mechanically inclined readers and amateurs want some space devoted to the manufacturing of your own sets? If you do, just write us a little letter and say so.

Remember, this is *your* magazine and we want to give you what pleases you most.

Your B-battery connections may be reversed or the prongs of a socket do not give good contact on grid or plate connections.

ARE THERE ANY SETS manufactured that operate without batteries?—P. J. SMITH, Egin, Ill.

Yes, several are completely equipped with both A and B power units. You can get these power units and attach to any set or they can be obtained separately, that is, if you use an A battery you can get a separate B power unit. They are a big improvement over B batteries.

WHAT VOLTAGES do B battery eliminators provide? Is there any set that furnishes higher voltage than house current of 110 volts?—ART F., Troy, N. Y.

A few eliminators furnish only 22V for detector and 96V is the highest they go, but many late models provide 135 to 180 for seven or more tube sets on those using power tubes. We are sending you circulars under separate cover of these recommended by B. L. A. of A.

MY SET does nothing but squeal when I begin to tune in a station. Can you tell me the trouble?—JAMES P., Winnipeg.

You are using too much power—retard your power control dial reducing the power and the squeals will stop.

I BOUGHT SOME TUBES at a sale for 60 cents each. I get fair results but not as good as a friend who has some kind of set but uses \$3 tubes. Would the tubes be the cause of difference?—ALBERT P., Elk River, Minn.

Would you expect service from a \$5 suit of clothes? No. Same applies to a tube. A good tube cannot be made and sold for 60 cents. They are probably "gypps" or rejuvenated. Even seconds and discards of the manufacturers are sold for more than 60 cents. Tubes are the "soul" of radio—the best receiver in the world will not function properly if "cheap" tubes are used.

WHICH IS THE BEST—horn- or cone-type loud speaker?—MRS. P. J. SNYDER, Denver, Colo.

That's a hard question. Personally, I prefer large horn-type—but for home use it is too large and unsightly. The horn-type produces tones that cone-type does not, but the same also applies vice versa. The popularity of the cone-type is not only due to its efficiency, but to its compactness and attractiveness.

ARE TUBES RESPONSIBLE for poor reception, and, if so, should one throw them away and replace with new ones?—MRS. J. INGERSOLL, Dallas, Texas.

Frequently a poor tube causes trouble with a radio set, just as a poor spark plug causes trouble in a gas engine. Seldom is it necessary to install an entire new set to correct the trouble caused by one, providing it can be located and eliminated. Shifting tubes around in the sockets often saves the expense of buying a new set and perhaps discarding some good ones.

Chasing Their Tails

(Continued from page 24)

sults. This will come sooner or later. You do not have to hold your ear to the ground to know, and a great many manufacturers and dealers throughout this country who are more or less dormant members of these organizations are dissatisfied and each time they read of some of the nice sounding but impractical plans of activities they, like the listeners, repeat Lincoln's famous lines: "You can fool some of the people some of the time, but you can't fool all the people all of the time."

When a practical constructive movement takes place among the manufacturers the public will quickly recognize who are their friends and show it by their patronage, as they already do to those who by their actions prove they are friends of the listening public.

Poison to N. T. G.

N. T. G., famed announcer of WIIN and chief of staff, has a 25-acre ranch at Ramsey, New Jersey, and takes a great delight in telling the radio audience all about the huge place and his various experiences as a gentleman farmer.

Lately his talks have not been so enthusiastic, due to the fact that he recently removed some pretty little leaves clinging about an old stump and within an hour had one of the prettiest cases of poison ivy in 25 states.

Collapsible Loop Aerial

Mechanically--Scientifically--Conveniently
CORRECT

Tested and
Approved by
R. L. A. of A.

BEST { SHAPE
MATERIALS
RESULTS

**TEN EXCEPTIONAL
FEATURES**

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| Selectivity | Directional |
| No Static | Compactness |
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Choice
of Size **\$12.50**

Master Console Type—Open 40x21—Closed 22x4x5
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MATHIESEN-SANDBERG CO.

5249 RAVENSWOOD AVE.

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THE WORLD'S FINEST SPEAKER—



**OUR NEW
CATALOG
IS READY!**

—the Western Electric 540 A. W. model.

It cannot be excelled for faithful reproduction of music and speech.

Available for only a short time more, as the quantity to be produced is limited.

We recommend this speaker without reservation.

Booklet on request.

When you own an Elkon Trickle Charger, "A" battery current at once becomes a dependable, self-regulating supply—one thing less to fuss and worry about. The Elkon will charge any 4 or 6-volt battery and furnishes enough current for as many as 8 dry-cell or storage-battery tubes in ordinary use. Containing no acids, alkalies, etc., cannot give off fumes or damage surroundings by spilling. It weighs but 6 pounds and is attractive in appearance Only \$15.00



\$15

SPECIAL PRICES

We are offering broken lines of standard, high-grade Radio merchandise at greatly reduced prices which the manufacturers will not permit us to advertise. However, prices will be furnished upon application. Among the Specials are:

Murad Single-Control Receivers
GR-299 Sockets
GR-301 30-Ohm Rheostats

Cardwell 152B .0005 Condensers
GR-231 "A" Transformers

CHICAGO RADIO APPARATUS CO.

Dept. BL, 415 S. Dearborn St., CHICAGO
Retailers and Jobbers of Quality Radio
Merchandise

(Approved by Broadcast Listeners' Ass'n of America)

PETTY FRAUD

THE BROADCAST LISTENERS' ASSOCIATION received complaints regarding a so-called "school for amateurs" to teach and assist them in being able to broadcast from a well-known station. It appears that this station advertised for amateur talent and applicants were requested to deposit \$10.00 to cover possible damage if a tube was blown out while tests were being made, with the assurance that this money would be refunded in the event that the talent of the amateur was not approved and they were not permitted to go on the air.

When these complaints were called to the attention of THE BROADCAST LISTENER they investigated them by sending employees with experience in broadcasting to pretend they were amateurs and ascertain, if possible, whether the school was legitimate or not. The result of the investigation reflected with a great deal of discredit on the broadcasting station and its employees, as all evidence seemed to indicate it was merely a petty proposition of getting \$10.00 out of ambitious amateurs who wanted to have their talent broadcast, and which almost without exception, were not permitted to go on the air and neither was their deposit refunded.

THE BROADCAST LISTENER took this matter up with the owners of the station who convinced us that they had no knowledge of the methods being used, and as an evidence of their sincerity dispensed with the services of all their employees who had anything to do with this nefarious business.

They also entered into an agreement with THE BROADCAST LISTENER to refund to every person who had made such a deposit the amount of the same upon submitting proof of such payment, which, as they did not receive the money themselves, is a total loss to the station management.

The actions of the owners of this station is to be commended on the promptness with which they endeavored to correct the despicable actions of their employees that reflected on the station itself.

WE MENTION this as a warning to ambitious amateurs and would state that nearly every station is glad to make a test without charge and include in their program amateur artists who have talent. Owing to the volume of those who imagine they have talent and take up the time of the studio directors in making tests, many stations require that before tests will be made a recommendation from some recognized musical authority must accompany application before appointments will be made for tests.

Radio is different from theatrical in the fact that sweetness of tone is more essential than volume and many of the best radio artists could not make good on the stage because their voices have not the carrying capacity. In radio, placement at the microphone and modulation control can overcome any weakness as to volume if the tone qualities are, in themselves, acceptable.

Grand Opera Makes Its Radio Debut

(Continued from page 5)

As a result, in preparing the second major series, Mr. Kent has been able to effect arrangements which insures an even more imposing lineup of talent and a continuing high standard of programs. One of these is an arrangement with the Metropolitan Opera Co., of a sort never previously made, whereby he has the call, for broadcasting purposes, on the artists

REINALD WERRENATH, baritone, who has been engaged for the Atwater Kent radio opera concerts.



in that great musical organization. This insures the appearance, during the coming winter, of the very cream of America's grand opera personnel.

Among artists already definitely scheduled for these programs are Madame Frances Alda, wife of Gatti-Casazza, the Metropolitan manager; Madame Louise Homer, Madame Ernestine Schumann-Heink, Frieda Hempel, Lucrezia Bori, Edward Johnson, Rosa Ponselle, Maria Kurenko, Josef Hofmann, Reinald Werrenrath, Mary Lewis and Louise Homer Stires.

The programs by these artists, and the ones to follow in the new series, will be broadcast from the studio of WEA, New York, through a hookup of 15 stations, as follows: WEA, New York; WJAR, Providence; WEEL, Boston; WSAI, Cincinnati; WRC, Washington; WCCO, Minneapolis-St. Paul; WTAM, Cleveland; WGN, Chicago; WFI, Philadelphia; WCAE, Pittsburgh; WGR, Buffalo; WOC, Davenport; WTAG, Worcester; KSD, St. Louis, and WWJ, Detroit.

Through these stations the programs effectively blanket the United States east of the Rocky Mountains and reach a radio audience running literally into the tens of millions. That they have proved and are proving a vital force in the development of musical understanding and appreciation by the public generally has been emphasized by leading musical authorities. More grand opera airs are



—Photo by Underwood & Underwood.

ANNA CASE, noted soprano, singing into the "Mike" at WEA during the series of radio concerts.

being whistled today than ever before; more musical compositions of first rank recognized and enjoyed by those not heretofore of the musical elect. In fact, the development in musical understanding and appreciation due to these radio programs is regarded as perhaps the most important contribution yet made to our civilization and culture by radio!

Buster's Now a Radio Bug

(Continued from page 10)

"But just then the liars adjourned to shoot a scene so we were spared the details of the 'wonder set's' achievements. I finally bought one of those sets at that, and it worked pretty good until a new member of the Liars' Club nominated me for the nut house if I didn't acquire an outfit like he owned.

"So it went. I don't buy new radios any more just because my friends tell me to. I own a good one now, and find that, anyway, all radios are the best in the world the morning after.

"I used to think the golf liar was without a peer, but have become convinced he was a piker. Ananias couldn't even qualify as an honorary member of our little radio club.

"Seriously speaking, however, I regard radio as the biggest boon to mankind since the flickering pictures made the world safe for comedians. I know

I get more enjoyment out of radio than any other thing and our youngsters second the motion."

During the filming of "The General," which is heralded as Keaton's biggest and most mirth-provoking picture, the star had radios installed on all the sets for the entertainment of the huge company, which numbered thousands. The Keaton company spent several months on location, filming the railroad sequences, which required the use of many miles of track and many Civil War type locomotives, passenger coaches and freight cars, and the radio frequently



The frozen-faced funster who used radio to help him produce his latest picture, "The General," which is said to be the most elaborate and costly laugh feature ever produced.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.

Required by the act of Congress of August 24, 1912, of THE BROADCAST LISTENER, published at Des Moines, Iowa, for October 1, 1926.

Publisher—W. H. Jerrett, Chicago, Ill.
Editor—Frank H. McDonald, Chicago, Ill.
Managing Editor—E. L. De Voe, Chicago, Ill.
Business Manager—W. H. Jerrett, Chicago, Ill.

CORPORATION

Owners (if a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock):
Broadcast Listeners Publishing Company,
431 So. Dearborn St., Chicago, Ill.
Otto Rabe, Wilmette, Ill.
W. H. Jerrett, Chicago, Ill.
L. C. Jerrett, Chicago, Ill.
Frank H. McDonald, Chicago, Ill.
3. That the known bondholders, mortgagees and other security holders owning and holding 1 per cent or more of total amount of bonds, mortgages and other securities are:

Otto Rabe, Wilmette, Ill.

W. H. JERRETT, Publisher.

Sworn to and subscribed before me this 29th day of September, 1926.

LOUISE E. GILLET.

(Seal) My commission expires April 16, 1929.

was employed for dances to Hollywood music, although the motion picture troupe was a thousand miles from home.

MORAL.—Be sure to get radio apparatus approved by B. L. A. of A. Always patronize advertisers of THE BROADCAST LISTENER.



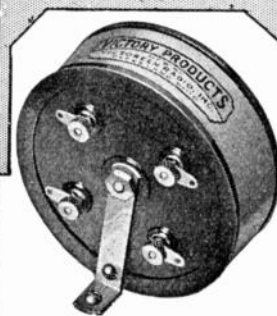
NO BATTERIES

Gone forever are your cares and troubles with all batteries. The Super-Zenith (no batteries, no acids, no chargers) gives you greater power, more distance and incomparable tone quality. Without a Zenith you are denying yourself the supreme pleasure of the best in radio.

Zenith Radio Corporation

3620 Iron Street, Chicago

Manufacturers of Zenith Ten-Tube DeLuxe Models



VICTOREEN SUPER COILS

DEPENDABLE STANDARDIZED PARTS WITH A WORLD-WIDE REPUTATION

Victoreen Super sets are free from oscillation, howls or squeals. Their "B" Battery consumption is exceptionally low—less than some three-tube sets.

Victoreen R. F. Transformers are made with air core construction. They are not merely "matched" but are actually tuned to a guaranteed precision within 1/3 of 1%.

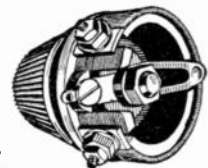
Victoreen No. 170 R. F. Transformers, each.....\$7.00
Victoreen No. 150 Coupling Unit, each.....\$5.50

VICTOREEN RHEOSTATS

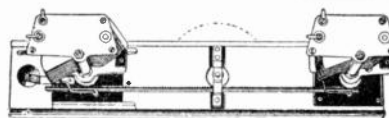
Double the number of turns of wiring used on ordinary rheostats. Three terminals simplify wiring.

Five resistances, 2, 8, 10, 20, 30 ohms, each...\$1.20

Potentiometers, 200 and 400 ohms, each...\$1.50



The Victoreen Folder gives full information.



VICTOREEN MASTER CONTROL UNIT

A completely assembled, convenient, single control unit for use on circuits employing two or more condensers of the same capacity. Easy to mount. Simplifies tuning.

Victoreen Master Control Unit, Type V.
S. (2 condensers).....\$19.50
Extra condensers, each.....\$ 4.50

THE GEORGE W. WALKER CO.

MERCHANDISERS OF VICTOREEN PRODUCTS

8528 Carnegie Ave., Dept. E. CLEVELAND, OHIO

Kindly mention THE BROADCAST LISTENER when writing advertisers

Northwest Organist Big Favorite



"EDDIE DUNSTEDTER," the Northwest's favorite organist, whose programs from WCCO have delighted thousands of "listeners."

broadcast a special radio concert from WCCO, the Gold Medal Station, and within a short time the entire Northwest was looking forward to 11:30 on Wednesday nights; when Eddie took the air.

A new Giant Wurlitzer organ was installed for him in the State Theater and "Eddie" devoted a considerable part of his time to arranging special programs for his broadcasts. He announced that request numbers would be played and within a week after this announcement went out, enough numbers had been suggested to fill his programs for the remainder of the year.

The Northwest awoke to the fact that he was unquestionably one of the foremost organists in the United States. The management of the Minneapolis Symphony Orchestra booked him as assisting soloist for several of their concerts. It was an innovation, for practically all of the soloists were nationally known musicians brought in from outside points. Thousands of people began to go to the theater to see what he looked like after hearing him play over the air, and the management of WCCO now considers him one of their most popular attractions.

TWO years ago "Eddie Dunstedter" was a theater organist, at the State Theater in Minneapolis, but playing for pictures did not permit either his ability or personality to become widely known. Then he began to

Dunstedter is also possessed of a very likeable personality and radio has made possible the impression of his personality and his musical ability upon thousands who had never heard of him until he took the air over WCCO, the Gold Medal Station at Minneapolis.

What Radio Is Doing for the Farmer

(Continued from page 6)

in practically every local elevator or cooperative shipping association tuned in at nine for the early flash from Chicago, and left "on" all morning. The office keeps a bulletin board of the markets as they come in and the whole town uses it. In a little general store in Dubuque county, Iowa, the radio is tuned in on the market reports all morning, and farmers for miles around phone in daily for the current prices on farm produce. Down at Mount Pleasant, Illinois, the exchange manager of the farmers' phone line has hooked up the radio with the phone, and the market reports are retransmitted to all the patrons along the line. Several neigh-

boring lines have since been added to this string, so practically an entire community is served by one radio receiving set.

At nine in the morning, a messenger is waiting outside the Federal Building, Chicago, and the moment the day's weather report is released, he dashes to a phone, flashes the news to the station, and a second later it is on the air, warning farmers 24 to 36 hours in advance what they may expect of the weather.

The Dinner Bell Program is an informal hour of music with brief, snappy talks by men who know farming, men from the agricultural schools and universities, or practical farmers who have succeeded and tell how they did it; and the entire hour is planned to help the farmer cope with his own problems.

Saturday night is perhaps more the farm folks' night than any other, for men—and women—who have won fame as barn-dance callers, fiddlers, even hog callers, enter contests in their specialties. They put on a good, old-fashioned barn dance, with old-time barn-dance music—the kind you can't Charleston to.

In the matter of entertainment, we find that farm folk like about the same things as city folks,



J. B. NAYLOR, farm expert in charge of programs over WFAA, Dallas, Texas.

only they are not so fond of jazz and they like choruses or group singing better than solos. But as a blind farmer from Michigan puts it:

"Through the radio the farmer and the city man are being brought closer together. We are beginning to think alike and act alike and to understand each other better. Instead of laughing at each other, we are learning to laugh together."

GEORGE C. BIGGAR, an agricultural authority in charge of farm programs of WSB, Atlanta, Ga.



England's New Wireless*(Continued from page 42)*

power amplifier connected to a high-speed automatic signaling device and this automatic key can send at the rate of 200 words a minute. They are automatically registered on a tape at the receiving end and so perfect is the system that there are no limitations as to the speed of the apparatus.

Once the intensity of the signals are set the automatic recorder is permanently adjusted and requires only deciphering by skilled operators.

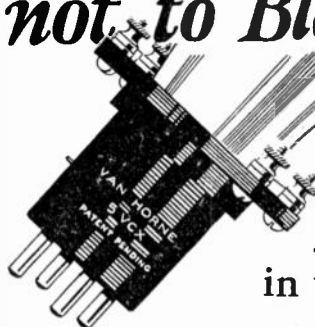
This beam system was not originally developed for general broadcasting but its application in connection with long distance relaying of programs from one country to another for distribution to local stations is predicted and the use of beam transmitters in connection with broadcasting will revolutionize the entire field.

Back Again

Our old friends, The Original Harmony Girls, back to the fold of KYW again, where fans may tune them in from the Congress Hotel studio.

Miss Edith Carpenter and Grace Ingram, whose prestige as radio stars has gone far and wide have been associated as KYW stars since radio became a fact. To hear them will only require tuning in KYW on Tuesday or Thursday evening at 10:30, when the Congress Hotel Carnival goes on the air.

Your Speaker is / not to Blame!



Put a
Van Horne
Adjusted Mogul
5VCX Power Tube
in the Last Audio Stage

The distortion that spoils the tone quality and makes natural reception impossible can be eliminated. It is only necessary to put in the last audio stage of your set a power tube of sufficient capacity that will carry the signal without distortion to the speaker.

An Adapted Mogul 5 VCX power tube—as easy to apply as an ordinary tube—has almost double the signal-carrying capacity of the ordinary tube. This greater capacity eliminates overloading and distortion, and it can be applied to any set without change in wiring.

With an Adapted Mogul 5 VCX power tube in your set you will immediately note an unusual improvement—a general in-

crease in volume, a roundness of tone and clear-cut reproduction in voice and music that is unobtainable when ordinary tubes are used.

This unusual power tube in type 5 VCX with the adapter for sets not wired for power tube voltage. Model 5 VC is made without the adapter for recent sets modeled with power tube voltage.

One of these tubes in your set tonight will show you what pleasing tone your set can deliver when distortion is eliminated.

VAN HORNE CO., Inc.

1004 CENTER STREET

FRANKLIN, OHIO

Constant-B

TRADE MARK
ALL-AMERICAN
PERMANENT PLATE-POWER



With this new "B" Power supply your "B" voltage is kept up to standard by using A. C. lighting current.....Price, \$37.50

Filtrola

TRADE MARK
ALL-AMERICAN
STATION ELIMINATOR



This eliminator will cut out signals from most powerful stations. It is especially effective for eliminating nearby stations. By turning dials of Filtrola an interfering station is cut out and kept out, allowing operator to tune in wave-lengths very close to undesirable station. It is easily attached with two short wires.Price, \$15.00

ALL-AMERICAN RADIO CORPORATION

4201 BELMONT AVENUE

CHICAGO, U. S. A.

Kindly mention THE BROADCAST LISTENER when writing advertisers

MORE STUDIO GOSSIP

(Continued from page 36)



The Park Sisters, a clever Pacific Coast sister team that have recently deserted the ether for a tour of Vaudeville but it is reported they will soon be back again at KFI, Los Angeles.

Another One

Station WGM at Jeannette, Pa., was officially opened last week with a program of instrumental and dance music, and reports on the station's reception will be appreciated.

New One Now Open

The new studio for KNX, Los Angeles, is about completed now. The new improvements at the station gives KNX two broadcasting rooms and plenty office and operating space. While the new studio is being used the old one is being entirely done over in the most up-to-date way. Naylor Rogers, the manager, is more than pleased with the complete offices for his staff.

Banjo Artists

The Cliquot Club Eskimos are a banjo ensemble, under the direction of Harry Reser, who makes the banjo his abject slave in portraying all types and moods. Reser is one of the best known banjoists of the nation and has surrounded himself with kindred spirits who have done much to make this group one of the most popular on the air.

Welcome Fred

Fred Smith has returned to station WLW, Cincinnati, as studio director after an absence of a year. He has many plans for enlarging the activities of the studio and will introduce many new features which he has been preparing for some time.

INTRODUCING the Travelers' Jongleurs, a feature of WTIC, Hartford, Conn., each Wednesday night. With "The Unknown Troubadour," they imitate the Jongleurs of old and have attracted much favorable comment.

Waltzes Big Hit

One of the most interesting of the late evening periods presented by WLIB, Chicago, is "Waltz Time," heard each night at 11 o'clock, when old waltzes are revived.

Good Support

The Reynolds-Kent Kentucky Hotel Cardinals, "Cy" Reinhart's Orchestra of the Elks Clubs and Henri Gendron and his orchestra of the Brown Hotel are among the organizations that willingly aid WHAS, Louisville, in case of an emergency.

Big Money

Last week a station received a little scrawled note, which read: "Would you please sing me a birthday song on Saturday? I'll be 5 years old and am having a birthday party. Any costs will send." And attached thereto was a nickel!

"Butter and Egg Boys"

One of the biggest features from WTAG, Worcester, Mass., is the "Butter and Egg Boys," a combination of xylophone, piano and saxophone, who are heard on Wednesday nights at 9:30 o'clock. Comments from the radio audience indicates that this feature is winning much popularity.

WGN's Music Box

Through the use of a special arrangement by Alfred G. Wathall, WGN's arranging genius, the combination of instruments used in presenting the "Music Box" is made to sound just like the time-honored instrument that we remember as an adjunct to grandma's front parlor. There is the same metallic sound as the simple music box gets under way, the same simple melody. It is like a breath from the past.



Emerson Gill, leader of the Dance Orchestra at Bamboo Garden, Cleveland, who broadcast through WTAM.

Gill's Orchestra is a direct contradiction to the idea that the younger element of dancers prefer noisy jazz. Gill and his bunch are the most popular in Cleveland with the younger set known as "Collegeians." They play a soft, sweet dance rhythm that adapts itself excellently to radio and Gill is gaining a national reputation for classy radio programs.



MORE STUDIO GOSSIP

A Pair of Aces

Whenever the staff of the WLW's broadcasting station at Cincinnati wants to be sure it has a popular novelty to offer radio fans or when requests are received for artists for entertainment in theatres, banquets and other gathering places, Priscilla Holbrook (at the piano) and Norrine Gibbons are used. Miss Gibbons is a singer of the popular and jazz songs while "her girl friend," Miss Holbrook, makes the keys of the piano fairly talk. Hundreds of letters, telegrams and phone calls are received whenever this team does their stuff for WLW's audience is very fond of these two talented young ladies and always gives them a big bag of applause letters at every appearance before the "mike."



WLW AUDIENCES have come to regard Norrine Gibbons and Her Girl Friend as one of Cincinnati's chief attractions. This duo appear every Tuesday at 6 p. m., offering popular songs.

What's What in Chi

A weekly talk on "What's Going On in Chicago" is going to be a feature from the Congress studio of Westinghouse station KYW and the first of these talks was launched Tuesday, November 9, at 11:30 p. m., by Marie Hecht, editor of "This Week in Chicago."

Marie Hecht will be heard each Tuesday at the same time, and her summaries will include revues of the theatres, as well as give a discussion of the principal attractions for the week following. The primary object of this radio feature is to continue the theater revues broadcast each week during the winter season by KYW, and the time given to Marie Hecht's broadcast is to become a real "entertainment guide" of the air.

As an added attraction on this broadcast, Marie Hecht will introduce one well-known theatrical star, who will have something to say to the listeners-in.

Reception in California

Communication has just been received by WFKB from Chula Vista, Calif., where Mr. Wm. MacDonald picked up this station. This further bears out the theory that the low wave stations "get out." WFKB is operating on the 217.3 wave band and at that time was using 500 watts power.

Original Harmony Girls

EDITH CARPENTER GRACE INGRAM

Premier Entertainers DeLuxe

Theatrical Circuits, Lodges, Clubs, Banquets, .
Private Entertainments

For particulars, terms, etc., address, care of

THE BROADCAST LISTENER
Manhattan Building Chicago, Illinois

HAROLD JOHNSON

"THE BOY WONDER"

Xylophonist

Private Entertainer

Clubs—Banquets—Churches, Etc.

For particulars, terms, etc., address:

THE BROADCAST LISTENER
Manhattan Bldg. Chicago

RADIO ARTISTS' AND ANNOUNCERS' POPULARITY CONTEST BALLOT

BROADCAST LISTENERS' CONTEST DEPT.,
431 S. DEARBORN STREET, CHICAGO

(Good for one vote for each class—
Vote for your favorite in each class)

Station

1. Announcer
2. Male singer.....
3. Female singer.....
4. Pianist or organist.....
5. Special *

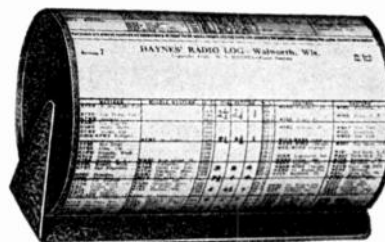
* Special refers to any candidate not included in classifications 1 to 4; viz.: Violinist, orchestra, character artist, etc. If two candidates of the same classification are named, vote will be divided between them. If one candidate is named under two classifications he will be credited with one vote in each class. Votes cast thus cannot be pooled.

"In a Class All Its Own"

One station logged, logs all broadcasting at same wave length automatically. Use pencil; write small; designate stations received by dot before call letters. Record two stations within 30 meters. Selection of stations between is easy. Distant stations should be carefully recorded, but otherwise every second or third wave length is sufficient.

If recorded dial settings do not progress in numerical order, you have not tuned with sufficient care.

The eye aids the ear to detect call letters accurately. Most stations will be known without awaiting the announcer. Data compiled from Government publications. This log is always up-to-date, accurate and most dependable.



The convenient device pictured above, 85 cents; 5 or more revisions for one year, 50 cents. You will get full value and real service by sending \$1.35 to HAYNES' RADIO LOG, Walworth, Wis.

Haynes' Log is based on the scientific fact that all stations broadcasting at identical wave length, will be dialed exactly the same on any one set.

Revised sheet (gummed for mounting on device pictured here), published bi-monthly, except summer, unless changes warrant additional revisions. A very special service for international tests.

Revisions are always received by subscribers at least three weeks before any log book can possibly be published containing the same correct information.

Get this clear! Center chart only is used on attractive, cylindrical, revolving device. It can rest on your set or be attached to wall, near by. This 10x20 form issued about Sept. and Jan. each year. On sale by dealers or direct (35c).

CLASSIFIED ADVERTISEMENTS

"The 'Sure-Fire' Way to Reach the Radio Listener"

HELP WANTED

BOYS AND GIRLS from 15 to 20 years of age can earn a beautiful 5 tube Console Radio in easy and pleasant part time work. Many valuable prizes offered to ambitious young folks for a small amount of their spare time to be devoted amongst their friends and acquaintances. Write at once and get the full particulars of this unusual offer. No obligation whatever. Box C 100, BROADCAST LISTENER.

Salesman for our new and greatly improved type of venier dial and tuner. Attachable to practically every set. Lists at popular price of \$2.50. Has wonderfully attractive sales features. Commission proposition, exclusive territory. Excellent side line.
WESTERLAND CORPORATION
Dobbs Ferry, N. Y.

SALESMEN AND AGENTS WANTED REPRESENTATIVES

for an educational institute of National reputation. An unusually attractive proposition. Exclusive advantages and features. All our men are making big money. Write at once for full details. Box S 7, BROADCAST LISTENER.

MISCELLANEOUS

INVENTORS—Patterns and forms for castings made at low rates. Quick service—quality work.

RABE PATTERN WORKS
158 N. Des Plaines St., Chicago

WE PRINT BOOKLETS, catalogs, circulars, stationery, posters at lowest prices. Highest grade work.

LEVINE PRINTING CO.
161 W. Harrison St., Chicago

FREE—7x11 Enlargement of any Kodak film with your roll developed and six prints. Special trial offer, 35c. Box 166, Westerville, Ohio.

DEALERS WANTED

IF YOU'RE LOOKING for a product that will sell fast and stay sold, write us about a new Station Eliminator that can be quickly and easily attached to any receiving set. Cut out stations not desired. Do not confuse with so-called "wave traps." Address W 93, BROADCAST LISTENER.

NEW IMPROVED five-tube radio receiver efficient in every detail and with unexcelled volume, tone and clarity, now ready for marketing by strong, reliable concern. Dealers will find it worth while to investigate immediately. Write Box V 96, BROADCAST LISTENER.

RATES

1 Time 3 Times 6 Times
Per word...\$0.08. 5% off 10% off
Minimum Charge, \$2.50

Name and address at regular rate. Initials count as words. Cash with order, unless placed by recognized advertising agency.

Publisher reserves right to reject or revise any or all copy. Mail or bring copy to Advertising Dept., The BROADCAST LISTENER, 431 S. Dearborn St., Chicago.

MANUFACTURER of new improved vacuum tubes of highest quality wants to make connections with reliable established radio dealers everywhere. S 15, BROADCAST LISTENER.

A REVELATION IN LOUD SPEAKERS! We have perfected an improved model of cone speaker—a work of art and a musical wonder. Price low enough to be within reach of all. Write for further dealer information. U 95, BROADCAST LISTENER.

FOR SALE

RADIO FANS—One filling Elixir Electrolyte, Rejuvenates and Preserves Sulphated Batteries. Lessens Recharging. Old batteries hold charge like new. Makes new batteries last longer. Several Batteries five years old still going strong. Approved by the Broadcast Listeners Association. Write, Gribbens Chemical Products Co., 58 East 29th Street, Chicago, Ill.

AUDIO Transformers, 70c up. 50H chokes unmounted, \$2.00 for "B" eliminators, speaker bypass, etc., prepaid. Write for list. Radio Parts Sales Co., Box 24, Orange N. J.

RADIO EXCHANGE—Good five-tube sets at reduced prices. These sets have been traded in on latest models and are in first-class condition. S 11, BROADCAST LISTENER.

TYPEWRITERS—All makes and models rented or sold on easy terms. S 7, BROADCAST LISTENER.

BATTERIES—Lowest prices on new batteries, "A" or "B." Satisfaction guaranteed. S 9, BROADCAST LISTENER.

B-POWER UNITS—Cash or terms. First-class merchandise approved by B. L. A. of A. S 19, BROADCAST LISTENER.

I HAVE three new 5-tube Tuned Radio Frequency sets and will sell them for \$22.00 each. All are approved by the B. L. A. of A. Box E 104, BROADCAST LISTENER.

NEW STORAGE A BATTERIES—Best Grade. Only \$12.00 Each for quick sale. Box E 105, BROADCAST LISTENER.

6 TUBE TUNED RADIO FREQUENCY CON- sole type with loud speaker built in. Walnut case. Used short time as demonstrator. Will sacrifice for only \$60.00. Box E 106, BROADCAST LISTENER.

FOR SALE—5-tube A. C. Dayton. A wonderful set. Cost \$115.00. Used very little. Will sell for only \$40.00. Box E 108, BROADCAST LISTENER.

FOR SALE—A Sparton 5-tube bridge circuit set. This is absolutely new and is very selective and has fine tone. Will sacrifice for only \$35.00. This is less than the price the Dealer pays the factory. Box E 100, BROADCAST LISTENER.

FOR SALE—Tuska Superdyne 3-tube set. This set originally sold for \$85.00. It has good tone and is very selective. Cabinet is very high grade. Will sell for only \$20.00. Box E 101, BROADCAST LISTENER.

FOR SALE—Airline 5-tube set. Quite selective and has fair tone. Cabinet in good condition. Only \$12.50. Box E 102, BROADCAST LISTENER.

FOR SALE OR TRADE

I HAVE a 5-tube Atwater Kent Radio, Model 10. Complete with large Atwater Kent loud speaker, phones, tubes. In perfect condition. Used only a short time for demonstrating. Will sell cheap or exchange for a later model 6-tube set. Prefer console type that uses indoor aerial and dry cell batteries. What have you to offer. Box E 103, BROADCAST LISTENER.

I HAVE one Crosley Super Tri., \$45 and one Crosley Super Tri., \$60. Also a \$100.00 Zenith. All of these are new and I would like to sell or trade them. What will you give or what have you to trade. Box C 101, BROADCAST LISTENER.

WILL SELL OR EXCHANGE \$500.00 Player Piano like new for half price or will trade. What have you. Box E 107, BROADCAST LISTENER.

WHEN YOU WANT TO
BUY, SELL or TRADE
ANYTHING PERTAINING TO RADIO, USE THE CLASSIFIED COLUMNS OF
THE BROADCAST LISTENER

VELETA

[[Veiled Voice]]



This remarkable receiver, constructed on newly designed and proven principles embodying both distance and selective-tuning characteristics, furnished in a beautiful walnut case with all accessories for complete operation.

Only \$97.85

F. O. B.
Chicago

(Terms arranged if desired)

EQUIPMENT INCLUDES:

- 1 VELETA 5 Tube Tuned Radio Frequency Receiving Set.
- 1 Cone-Type Loudspeaker.
- 1 100-ampere-hour "A" Storage Battery.
- 2 45-volt "B" Batteries.
- Aerial and Ground Wire Equipment.

TAKE NO RISK!

If not found satisfactory after test, money refunded.

TESTED AND APPROVED

by Service Department of THE BROADCAST LISTENER

COMEGYS-VELETA COMPANY

504 S. Dearborn Street

CHICAGO

Thorola

A New Idea
in Radio~

The **Only** Receiver
with Horn and Cone
Speaker Combination

Used with Batteries or Power Operated



Thorola Console
Model 58
\$125



Thorola Cabinet
Model 57
\$60



Thorola
Model 4
Horn Speaker
\$25



Thorola
Model 9
Cone Speaker
\$20

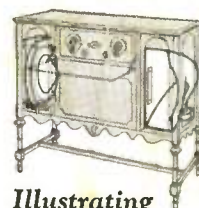
Prices Slightly Higher West of Rockies



\$185

Thorola De Luxe Console MODEL 59

THE advances recently scored in sound recording have for some time been available in radio broadcasting. It remained for Thorola to make them available in radio reception. This is accomplished by the combination of both Horn and Cone—an exclusive Thorola feature. Elusive, delightful tonal qualities that have long been waiting to be brought out, are now made audible through Thorola.



Illustrating
the New Idea
in Radio
Cone and Horn
Speakers Operat-
ing in Unison

Your dealer will gladly demonstrate the
Thorola—preferably in your home

REICHMANN COMPANY

1725-39 West 74th Street

Chicago. U. S. A.