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EIGHTH YEAR

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SAME VOICES AMONG WOMEN STUMP EXPERT

Chicago.

The main difficulty in using women in sketches over the air is that feminine voices sound so much alike, said Lester Luther, dramatic coach of the WENR players.

"The trouble at present is that when you attempt to present any kind of a sketch in which there are three or four women, their voices all sound so much the same. You can't tell whether it's Mary or Josephine who is talking, unless there is something in the text to differentiate," Mr. Luther continued.

More Personality Needed

"This means that women must develop more voice personality, or they will fall behind in the progress of the development of radio programs.

"Of course, if you have a sketch where there is only one woman, it makes no difference, but if in your sketch there are two characters, both representing young girls, it is almost impossible for the audience to tell which is which. You can have the characters mention their names in the dialogue each time, but this is awkward. The other way you differentiate is to use dialect, but most of the time this is not practical.

Praises "Real Folks"

"One of the best sketches of this kind on the air today is 'Real Folks' program over the NBC chain. The women who take part in this sketch have injected a voice personality that makes it easy to know which one is talking. Here at WENR we are attempting to do the same thing in 'The Smith Family,' a comedy sketch.

"With men there is a much wider difference in the inflection and tone quality of voice."

THE KILLER INSTINCT

Chicago.

A novel feature was introduced recently during the Sunshine Hour at 10 a. m. central standard time over WENR, when a program composed of all the recent melodies that have been "done to death" over the air was given.

BREMER-TULLY SOLD

The Brunswick-Balke-Collender Co. has bought out Bremer-Tully, Chicago. J. C. Tully and H. A. Bremer retired from the B.-T. Co. With the sale goes the RCA license and other licenses.

'Terrible Voices' Among Announcers

Oakland, Calif.

Gladys M. Petch, who completed a world tour of radio stations when she spoke recently over KGO, is noted in Europe for her "fine radio voice." She said:

"The criticism is often made of Americans that they speak with a harsh nasal twang. I think this is true for the most part, but it is not only true of Americans, but of people the world over who are not careful of their speech tones.

"Some of your radio announcers in this country have terrible voices, though of course there are some fine exceptions. I believe that the radio is going to concentrate public interest on the speaking voice and do a great deal towards improving speech."

FINDS U. S. BEST IN BROADCASTS

The American system of radio broadcasting is best, said Alessandro Banfi, chief engineer of the Italian Broadcasting Company. There is virtually no department of radio in which the United States does not excel European stations, in his opinion.

Mr. Banfi based his statements on a three-week inspection tour of National Broadcasting Company units, made while waiting completion of arrangements for the installation at Rome of the largest broadcasting station in Europe. Equipment for this station, 50-kilowatt unit, will be furnished by the Radio Corporation of America for operation in October.

Prior to coming to America, Mr. Banfi visited many of the larger radio stations in Europe, including those in London and Berlin. He will sail for Italy soon.

It is planned to make the new station at Rome the first link in a chain of similar high-powered units through Italy, he said. Six low-power stations are now operated by the company.

Although the superiority of the American system is evident from practically every angle, there is such a vast difference in the methods that an accurate comparison cannot always be drawn, Mr. Banfi said. The only exception he made to his statement regarding the American programs was in the type of entertainment offered. He thinks most European stations offer a higher class of programs, in the sense of more classical music, although he lauded the American method of diversifying the broadcasts.

CMC ON 356.9 METERS

The former call letters of PWX, Havana, Cuba, familiar to DX fans, have been changed to CMC. The wavelength is 356.9 meters, frequency 840 kc.

NEW BIG CHAIN BEING FORMED FOR SEPT. 1st

Boston.

Eric H. Palmer, vice-president of the Allied Broadcasting Companies, Inc., announced that the formation of a new chain of broadcasting stations with outlets in the principal cities is under way. The Allied Broadcasting Companies, Inc., represents in the East the nucleus of the chain now known as the American Broadcasting Company on the West Coast.

Adolph F. Linden, president of the Puget Sound Savings & Loans Association and owner of the Camlin Hotel, Seattle, is president of the new chain.

Arrange for Other Stations

The company now owns and operates four stations in the West: KYA, San Francisco; KJR, Seattle, Wash., which will be the key station; KEX, Portland, Ore., and KGA, Spokane, Wash.

The company also says it holds leases or options on other stations on the Pacific coast and in the Rocky Mountain region. Some of these are KMTR, Los Angeles; KDYL, Salt Lake City, Utah, and KLZ, Denver, Colo. Arrangements have also been made with WLTH, WCGU, WSGH and WSDA, all in the vicinity of New York, to connect with the new chain.

According to Mr. Palmer the new chain will offer new ideas in broadcasting. Among these he mentioned that the programs offered will contain a maximum of high-class entertainment with a minimum of advertising. Another is that on certain days of the week the programs will originate on the West Coast, with Western ideas of presentation, and on other days the programs will originate in the East.

Expect to Start September 1st

According to the plans, the most modern types of transmitting stations will be erected in New York and in Seattle. This will be made possible by purchasing and dismantling smaller stations which are now using low power and which divide time.

The plans also call for the operation of three stations in New England. Final arrangements with these stations are nearing completion.

It is expected that the new chain will be ready for operation by September 1st.

POLYMET BUYS WIRE CO.

Strand & Sweet Manufacturing Corporation, of Winsted, Conn., maker of copper magnet wires, has been purchased by Polymet.