

Radio Broadcast Central

The Radio Corporation's Station at Aeolian Hall, New York — The Dream of the Pioneer of 1903, the Vision of the Engineer of 1913, a Reality for the Betterment of Mankind in 1923

By PIERRE BOUCHERON

Director of Advertising and Publicity of the Radio Corporation of America

AMID the hustle and bustle of the world's greatest metropolis, a new broadcasting station has been established. It is different from any station we have seen, so far, in that it is made up of a quadruple personality, so to speak. Except for the fact that it employs but two antennas, it incorporates four complete broadcasting stations. There are,

to be sure, only two studios, but in these days of out-of-the-studio broadcasting, two are quite sufficient, and the arrangements for this sort of broadcasting made at Radio Broadcast Central are in keeping with the great advance marked by the station itself.

For instance, a permanent group of wire lines has been run along Sixth Avenue for several miles, beginning at 14th Street. There are permanent lines from this central cable to the Town Hall, the Waldorf Astoria Hotel and Aeolian Hall. By running short, temporary lines to theatres or other important gathering places, it is possible to supply the radio audience with the best of music, drama, humor, lectures, religious services, and the like that New York can furnish. In opening Radio Broadcast Central, Mr. Owen D. Young, Chairman of the Board of the Radio Corporation of America, summed up this phase of the enterprise in the following words:



WHEN A TUBE "BLOWS"

It is necessary for the operator in the operating room on the roof merely to cut out the transmitter thus crippled and switch in another. There are two separate broadcasting "channels," one for WJZ and one for WJY, and each channel is equipped with two transmitters. Besides the operating crew, there is a man constantly listening-in for vessels in distress. If he hears an SOS, the broadcasting is immediately suspended

"Broadcasting has appealed to the imagination as no other scientific development of the time. Its ultimate effect upon the educational, social, political, and religious life of our

country and of the world is quite beyond our ability to prophesy.

“Already it is bringing to the farmer, market, weather, and crop reports as well as time signals, which cannot help but be of economic value: in remote communities, where the country parson is no longer in attendance at Sunday morning services, it is filling a great need in the spiritual life; its educational possibilities are being investigated by our foremost national and state educators; it is taking entertainment from large centres to individual homes; to the blind and sick it has unfolded a new and richer life. For the purpose of communication it has destroyed time and space.”

There are two stations at Radio Broadcast Central, which may be operated simultaneously or individually. WJZ is the 455-meter station, used to broadcast music and entertainment of the lighter kind, while WJY, operated on 405 meters, is used for broadcasting opera, classical music, and lectures on more serious subjects.

At Aeolian Hall, where this super-station is located, WJZ and WJY are characterized as channels A and B respectively, and each is equipped with two complete sets of equipment in order to prevent any break in the program being broadcasted, regardless of any mechanical trouble that may develop. There are two pick-up devices in each studio, as well as a system of dual wiring from the studio to the control station on the roof where two complete transmitters are used on each channel.



AEOLIAN HALL, NEW YORK

From 40th Street, with the Public Library in the Foreground

The broadcasting from Aeolian Hall is already recognized as being of the highest character. In dedicating the station to the people of America, General Harbord, President of the Radio Corporation, said: “This station will gather from every part of New York City and from all available sources all that will instruct and entertain, and hurl it over millions of square miles of territory.” It is, as the General expressed it, “the world’s first national theatre.”