

WEAF IN 20TH ANNIVERSARY

Key Station of NBC Has Been Trail-Blazer in Broadcasting: Solved Revenue Problem Early: New York Girl Wins "Miss WEAF" Contest.

WEAF, key station of the National Broadcasting Company since its formation in 1926, celebrated its twentieth anniversary in August with a series of special programs and a contest to select a talented girl born in the month of its own creation, August, 1922.

Winner of the contest was Miss Katherine Donaldson, of 32 West 10th Street, New York. Interested in a dramatic career, "Miss WEAF" will be given a promotional build-up to help further her ambitions.

Station WEAF started life Wednesday, August 16, 1922, on the twenty-fourth floor of the American Telephone and Telegraph Company building, 24 Walker Street, New York.

Broadcast through a transmitter at 463 West Street, WEAF's first program went on the air with no fanfare and little indication of the trail-blazing for which it was destined in the radio industry.

Talent was drawn from telephone company employees whose desk work for some time had been interrupted by "SOS" calls from the engineering department to lend themselves as figurative guinea pigs to experiments in voice and music transmission.

Since they worked on company time, artists, of course, were not paid for their microphone appearances in currency, but in courteously-worded cards of appreciation.

WEAF'S first log records merely: "Start broadcasting through 'WEAF' Western Electric Company, West Street," together with remarks required by the Government as to stations and signals picked up during the day.

Precocious WEAF was only 12 days old when it solved the problem of revenue that had plagued radio operators for years—by selling the first commercial sponsorship of a broadcast. In contrast to the commercials of today, averaging 50 seconds, this historic commercial, paid for by the Queensborough Corporation, ran for 10 minutes.

Since its early days, WEAF has been an outstanding member of the American broadcasting system, and has made many contributions to the service of radio in the fields of information, culture, entertainment.



KATHERINI: DONALDSON, WINNER OF THE "MISS WEAF" CONTEST.