

WHN

New York, N. Y.

goes

50 KW



WHN's new 50 KW voice has been gathering in thousands of additional listeners since the powerful transmitter took to the air a few months ago. "That signal is a real audience go-getter," says a station official. "We're receiving enthusiastic reports from Canada, Minnesota, Maine, and all down the New England coast. Our programs are even being listed in some New England newspapers along with local stations." But the prize bouquet comes from a listener in Manchester, England, who pricked up his ears when he heard, "This is the nation's most powerful independent station, WHN, New York, . . . put your money in war savings and beat Hitler." The spot announcement had spanned 3000 miles on the regular broadcast band and had come in clear as a bell.

With such tributes as these, old-timer WHN starts a fresh chapter in a long and colorful history. Throughout the pages the name Western Electric appears again and again. Both pioneers in their own particular fields, they have been closely allied since the station made its initial bow in 1922. As in the case of earlier transmitters, the new system is Western Electric throughout including the old 1 KW now used as auxiliary equipment.

Long a landmark in the heart of New York's gay, glittering theatre district, WHN quite naturally locates the new transmitter building as being "six miles from 42nd Street and Broadway." Following these half dozen miles westward brings one to Rutherford, New Jersey, and in sight of the twin Blaw-Knox towers and modern building which houses the 50 KW voice. Con-

struction of the building and installation of the equipment is said to have moved along much more rapidly than most 50 KW projects in the country. In approximately seven months the job was completed — ground broken, building erected, equipment set up and the transmitter launched on the air.

With extra flood lights installed, local police on guard, doors and windows electrically locked and guns stored in the building, WHN's transmitter crew is all set to meet any threat of sabotage. Now on the air 21 hours a day, the station is ready to switch to a "round the clock" schedule should an emergency arise.

Today in the primary listening area some 14,000,000 radio fans have merely to tune their dials to 1050 kilocycles for the station's programs. Two decades ago the audience was adjusting earphones and cats' whiskers to pull WHN broadcasts out of the ether with uncertain success. The station started in Ridgewood, Queens, and was owned by a newspaper called the "Ridgewood Times." A year later it was bought by Marcus Loew's Booking Agency, the present owner.

During those post war days when night clubs were springing up like daisies and upper Broadway and its environs were known as the "Roaring Forties", two voices heard most frequently over WHN belonged to Perry Charles and Nils Thor Granlund (N. T. G.), the first announcers. Charles shouldered the added duties of publicity director, manager and all-round handy man. On nights when a performer failed to appear he would hurry down from the studios atop Loew's

State Theatre to the sidewalk, nab some passing vaudeville or movie headliner and whisk him up to the microphone.

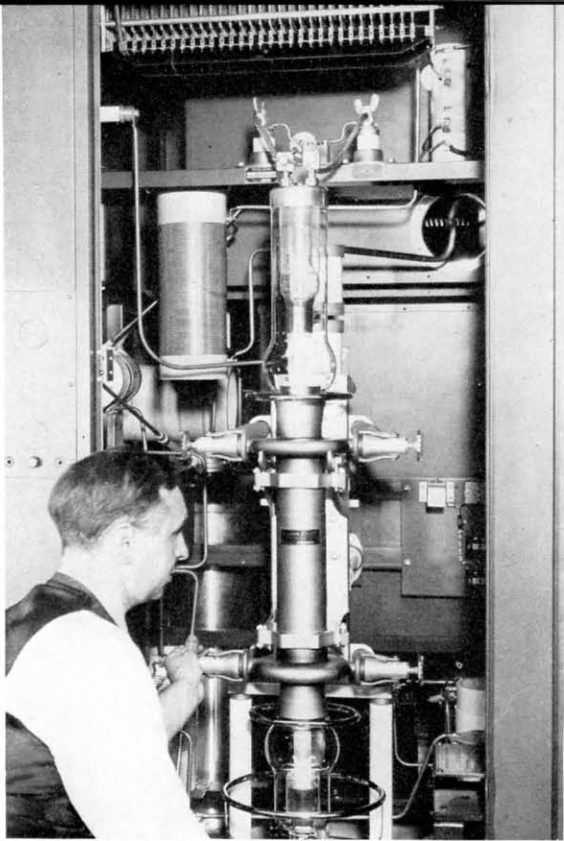
Besides introducing his bevy of Follies beauties from the stage of the Silver Slipper, N.T.G., was, perhaps, best known for reciting Kipling's "Boots." The famous poem went out over the air so frequently that the audience must have known it by heart. Reason for the repetition was simple. It was the only piece N.T.G. could rattle off on the spur of the moment to fill in embarrassing silences. And so, when records ran out or while Charles combed the sidewalks of Broadway, "Boots" came to the rescue.

Recalling the names of some of those early stars who stood before WHN's microphone must bring a feeling of nostalgia to many a listener today. Ruby Keeler, Harry Richman, Phil Regan, Whispering Jack Smith, Van and Schenck were there, along with other big-time entertainers.

Being a local station and owned by an organization primarily interested in the motion picture industry, WHN made no particular effort to compete with stations having a national hook-up in the earlier years of operation. In 1932 it took a new lease on life and began expanding facilities. Since then the power has risen steadily from 500 to 1000 — 5000, and now to the 50,000 watt signal.

Although long familiar with the technique and performance of Western Electric equipment, WHN made an exhaustive investigation and study of various other 50 KW systems on the

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Engineer Grover W. Wizeman looks over the 298A 100 KW tube kept cool by a constant flow of distilled water



The oscillator amplifier unit containing two crystal oscillators. These maintain the assigned frequency of 1050 kilocycles

Line-up of WHN's transmitter panels showing (left to right) the 5 KW driver, 50 KW final amplifier and 1 KW auxiliary transmitter

