

A THOUGHT FOR THE WEEK

ISN'T IT TRUE, in the final analysis, that the perfect sale is one that means the right price for the right goods? And surely this is as true of radio as it is of any other line of merchandise—and as true in 1932 as it was in 1929. Perhaps if some of those concerns that are complaining about business were to devote sober thought to this fact they would have less reason for kicking and all they have to do is to see how much better off are their competitors who still believe that "Right goods at the right price" is the answer to the selling problem.

You can't buy public confidence—you must earn it! (Sounds bromidic, you say? Perhaps it does—but so does "2+2=4"—but it's true just the same).

RADIO WORLD

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Eleventh Year

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Roland Burke Hennessy, president and treasurer, 145 West 45th Street, New York, N. Y.; M. B. Hennessy, vice-president, 145 West 45th Street, New York, N. Y.; Herman Bernard, secretary, 145 West 45th Street, New York, N. Y.
Roland Burke Hennessy, editor; Herman Bernard, managing editor and business manager; J. H. Anderson, technical editor; J. Murray Barron, advertising manager.

Farewell, Necromancers!

FOR so many years the necromancers have been having their way on the air that no more can be said in favor of the Federal Radio Commission's new rule against fortune-telling that it is about time it was adopted. Not only fortune-telling, but lotteries have had their prosperous days, and astrologists, numerologists, and other exponents of the mystic well may be deemed to have reaped the last of their harvest. Decline of popular taste for much of the occult on the air has been more effective in causing the riddance of the mysterious folk than anything the Commission has done.

The Commission has always been most careful not to do or say anything that might be construed as attempted or actual censorship. In this respect it has been rather squeamish. Barring pretenders from capitalizing their pretensions on the public-owned air channels does not come under the heading of what folk generally regard as censorship. It is not censorship simply to rule that a thing must not be done.

When the Congress vested the Commission with the right to decide the fitness of stations and applicants on the basis of "public interest, convenience or necessity," it also decreed that the Commission should not exercise any censorship powers, and therefore the construction the Congress put on censorship was not a special one, but the one generally accepted. Otherwise the granting of the power to rule off the air a station that offended against public interest would be denied by the law that granted that power.

A little more stiffness on the part of the Commission toward these commercialized raids on the pocketbooks of the credulous and the superstitious by the pretended possessors of occult powers, and toward all other self-styled diviners of future events, would be appreciated. Many of these profiting folk not only can not see into the future but can't tell you much about what has gone on in the past.

TUBE EXPORTS INCREASE

Arcturus Radio Tube Company, Newark, N. J., reports for the first six months of this year export sales increased over 70% in comparison to the first six months of 1931.

Ten Years Ago This Week

A GOOD deal got into print in 1922 that made interesting reading, even if it wasn't very important or completely true. For instance, two photographs in the October 14th, 1922, issue of RADIO WORLD bore captions informing the readers that in one instance a radio receiver was installed at the box-office of the Globe Theatre, in New York City, to receive radioed reservations for tickets to the theatre, and in the other instance a telephone operator at a hotel similarly received room reservation orders.

Well, there were the photographs, and the good-looking girls served their eminent purpose posing in the performance of the work they were supposed to be doing. The theatre set palpably was homemade, and had three main knobs and two switch knobs, 20 positions for each switch. The other set looked suspiciously factory-made, had one main knob, two minor knobs and a couple of rheostats. Its nameplates could not be read, but that was unfortunate for what may have been the original purpose of the photographer's client.

The Contrast

There wasn't any such point-to-point communication going on in those days, although much more freedom from Governmental restriction existed then. Secretary of Commerce Hoover had charge of radio affairs, an authority that later was declared non-existent by a court decision, but meanwhile was exercised as fully as circumstances required.

These little digressions from the real reports of the state of the art that crowded the columns of RADIO WORLD are amusing to regard in the light of this day, because of the contrast between the public's impression of radio now and radio then. Almost everybody now knows that general telephoning by radio is not permitted, and that messages intercepted must be kept secret. Fortunately not so much consideration is given now to the "wizardry" of radio, and all hands seem to appreciate that, after all, there is nothing metaphysical about radio, any more than there is about a can of beans or a putty-blower.

How to get long-distance stations was a topic that thrilled the radioists of ten years ago, and week after week articles were published telling of both endeavors at DX and distant stations received. For instance, Mrs. W. C. Blackburn, of Cleveland, O., wrote: "On August 16th, 1922, we heard the entire program from WSB, Atlanta, Ga."

Now, wasn't that something?

30 Miles DX?

It was generally agreed that the best opportunities for DX were associated with regeneration, although there was a sprinkling of crystal enthusiasts who thought that DX with a crystal set was pretty dependable. However, their records of actual DX reception were meagre or absent. Most crystal DX work (assuming no r-f amplification) was freaky, but perhaps this fact was not well understood then. However, an article in the October 7th issue did tell of the normal receiving range of a crystal receiver was 25 to 30 miles. Possibly this was DX of a sort in those days.

The front cover illustration showed "Necessary Parts for a Short-Wave Receiver." These were two variometers (one for grid, one for plate) and a tapped variocoupler, one tap at each ten turns.

Short waves then were not what short waves are today. No, sir! The receiver brought in "short wavelengths up to 600 meters."

There was some attempt at broadcasting World Series games in those days. Actually the broadcast was made, but the conditions were not as good as they are today, by any means, a poor portable transmitter being used. Still, one fellow at Quebec reported hearing Grantland Rice's description of the game, over WJZ.

Station's Anniversary

And it was at this time that WJZ celebrated its first anniversary. The announcement read:

"WJZ, radio call letters on the lips of thousands of radio enthusiasts, held its first anniversary services during the evening of October 5, when several of the artists who broadcast from WJZ last fall again visited this station.

"It is generally regarded that KDKA is the father of broadcasting; also that WJZ popularized the broadcasting idea and introduced it in the Metropolitan area, where it attracted the best of talent and, with the assistance of New York radio publications, aroused the nation to the great possibilities of radio broadcasting.

"WJZ was officially opened October 5, 1921, at 1:55 p.m., when several records were played to enable the radio audience to tune in their radio sets to receive, a few minutes later, the play by play results of the World Series.

"The response to the broadcasting by WJZ was immediate, as suggested by letters received from Massachusetts, West Virginia, Ontario, Pennsylvania, New York, and New Jersey.

"The first artists to broadcast in person were: The Shannon Four, well known recording quartette, consisting of Charles Hart, tenor; Elliott Shaw, baritone; Wilfred Glenn, bass, and Louis James, tenor. Soon thereafter the foremost recording team, Billy Jones, tenor, and Ernest Hare, bass-baritone, entertained the growing invisible audience. Two prominent instrumentalists, Constance Karla, violinist, and Anna Welch, harpist, followed and other artists of note."

Prophetic Situation

Hints of what was to come were plentiful in those days of only a decade ago. Now we find radio sets going full-blast in restaurants and even in some hotel lobbies. Stores are installing them fast, including furriers, butcher shops, delicatessen stores, etc.

Loudspeaker reception was in the low minority then, but a quick-lunch counter called The Dugout, at Ridgefield Park, N. J., contented itself with serving ear-phones to patrons desiring to do a little noisy listening. This was a great attraction. The Dugout reported, so much so that customers would let their soup get cold while they listened out a song.

The bedspring aerial was honored with a photograph in that issue, the method of using it being plain enough. The counterpane, sheets and blankets were removed, along with the mattress, and a wired clip fastened to the bedspring at any convenient place. Then one listened to one's heart's content. If company arrived unexpectedly of course the house looked a little upset, but a pioneer in a new science must be forgiven for these unsocial aspects of his work.