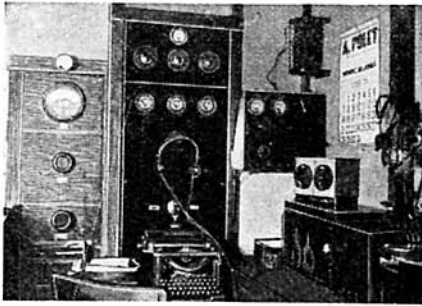


THE RADIO MONTH



The U.S. Signal Corps station at Point Barrow.

ROGERS-POST NEWS HALLOWS "POINT BARROW"

RADIO, which played such an important part in the success of Will Rogers also played an outstanding role in his "last round-up" when that sad accident took him and his companion, Wiley Post, from us, last month.

It was the radio that sent the first word to the world, from the U.S. Army Signal Corps station at Point Barrow, Alaska, of the fatal accident—and radio also permitted people all over the world to be present (in spirit at least) when the "Jester to the American People," as he was so aptly called in newspaper accounts, was placed at his final rest.

The world will long miss the frank opinions woven into his home-spun humor and his place in radio broadcasting will never be filled.

BOOM IN SET SALES NEXT SEASON

ACCORDING to the financial page of the *New York Times*, one day last month, the radio industry is looking forward to an increase of 60 to 100 per cent in set sales this season.

The statement is, in part, as follows: "In radio, Wall Street sees the next factor contributing to a greater recovery.

"A survey of the outstanding radio manufacturers in the U.S. indicates that plans for the coming season provide increases in production ranging from 60 to 100 per cent.

"The obsolescence of more than 25 per cent of the receiving sets in use today—a parallel to the situation in the motor industry at the opening of the "model year" now drawing to a close—is given by manufacturers as the outstanding basis for the belief that a record year for sales of units is about to be established.

"Officials of the RCA have announced that their program for the new year contemplates an increase in production

of approximately 100 per cent over the total for the year now closing.

"In addition to the expanding foreign markets, manufacturers of sets have found an ever-increasing field in the automobile market. Aside from these outlets, the home set field still remains the great avenue for new distribution without considering replacements.

"Units sold in the U.S. in 1934 amounted to 4,084,000, the highest mark since 1929, when 4,438,000 units were marketed against 3,806,000 in 1933. Estimates now in preparation indicate that sales for this year will reach if not surpass the 5,000,000 mark.

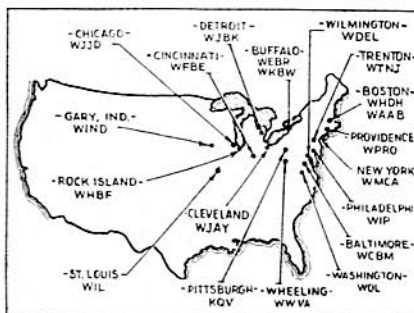
"Leaders in the industry, mindful of the drop in sales two years ago when prices were increased, are tending toward a lower price list for the new season. While the so-called "midget sets" will continue in vogue, retailing anywhere from \$8.00 up, the regular or standard sets will have a starting figure of \$18.00 to \$20.00."

ONCE AGAIN—THE THIRD CHAIN

WMCA which has figured so often in attempts to form a third national network once again took the spotlight, last month with an announcement that the American Broadcasting System had just started operating on a "national" network, with WMCA as its key station.

The complete network of the American Broadcasting System, though heralded as the third national chain, actually does not reach further west than St. Louis, covering only the eastern states. The full roster of stations includes: WJJD, Chicago; WIND, Gary, Ind.; WHBF, Rock Island, Ill.; WIL, St. Louis; WFBE, Cincinnati; WJBK, Detroit; WEBR and WKBW, Buffalo; KQV, Pittsburgh; WWVA, Wheeling, W. Va.; WDEL, Wilmington, Del.; WTNJ, Trenton, N. J.; WHDH and WAAB, Boston; WPRO, Providence, R. I.; WMCA, New York; WIP, Philadelphia; WCBM, Baltimore, and WOL, Washington, D. C.

The locations of the "outlets" of the A.B.S.



The Ethiopian radio station installed at Harrar.

RADIO IN ETHIOPIA

WITH extensive preparations being made as this magazine goes to press, by both the Ethiopian and Italian forces, radio is playing an important part as a reliable means of communication.

Contrary to what might be expected, the Ethiopian forces are well fitted with radio equipment as the photo here (which was made last month) shows.

It is interesting to compare the modern radio method of communication, with the tom-toms and signal fires which were used to keep outposts in touch with army headquarters, in previous African conflicts.

WORLD'S LARGEST S.-W. RADIO STATION!

A CONSTRUCTION permit was granted by the Federal Communications Commission, last month, for the highest-powered short-wave radio transmitter in the Western Hemisphere and possibly in the world. The permit was granted to RCA Communications, which will erect the transmitter at Rocky Point, L.I. The station antenna power will be about 200 kw. and is expected to be ready for operation about the middle of November.

Engineers of the company said that the station, which will have the call letters of WEF, will be used from time to time for relaying radio programs to Europe for re-broadcasting purposes.

The installation will be considered experimental until the results of tests tell whether such high power is economical. At present, station WEF operates with a power of about 40 kw. in the antenna.

It is expected that this new transmitter will provide better telegraph service to foreign countries at higher speeds of transmission which will eventually result in lower rates for such messages.