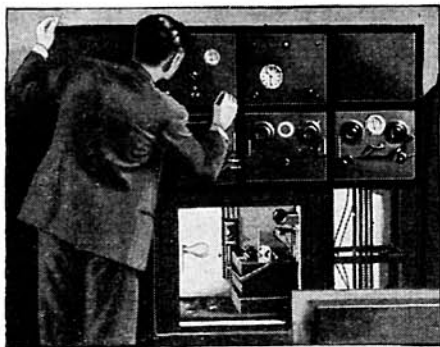


The RADIO MONTH in

EUROPE RE-TUNES

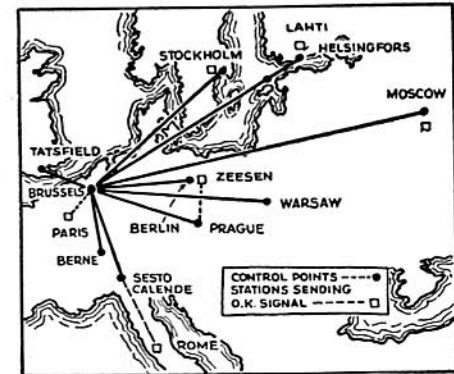


BRUSSELS' MASTER WAVEMETER
Bitter experience showed that central control was needed.

TO avoid a repetition of the chaos that followed the inauguration of the Prague Plan six years ago in Europe, the *Union Internationale de Radiodiffusion* has devised an elaborate scheme to effect a smooth change-over to the Lucerne Plan, on the fourteenth and fifteenth of this month (January). Apparently Europe has patched up at least a few of the differences brought out at the recent meeting at Amsterdam (RADIO-CRAFT, January 1934, page 391).

All Europe's stations will cease transmission at or before 11 P.M., G.M.T., on January fourteenth. Then, one by one, according to special schedules the stations will resume broadcasting on their new wavelengths. The accuracy of the re-tuning will be checked systematically by one of the 7 official control points.

At these points, special, accurate wavemeters will be used to check the stations within their individual groups. These seven points are: Brussels, Ber-



THE NETWORK FOR RE-TUNING EUROPE
To avoid the chaos which followed the Prague Plan.

lin, Prague, Helsinki (Sweden), Mojaisk (U. S. S. R.), Sesto Calenda (Italy), and Stockholm. The stations in the Brussels category are shown in the map below.

It may be wondered why each station does not change its wavelength according to its own wavemeter. However, bitter experience following the Prague Plan showed that much more rigid control was necessary. It appears that the wavemeters in the majority of European broadcast stations were of doubtful veracity.

JIMMY WALLINGTON WINS DICTION AWARD

AS Walt Winchell might say—an orchid to blue-eyed Jimmy Wallington who takes his place alongside Milton Cross, Alwyn Bach, John Holbrook and David Ross as the winner of the metal awarded each year for "good diction on the radio" by the American Academy of Arts and Letters.

Six-foot Jimmy came into prominence during the stay of the first Byrd expedition at Little America, when he acted as announcer to the special programs broadcast to Antarctica. Later, he achieved some success as a commentator at broadcasts of special events—and then came Eddie Cantor.



JIMMY WALLINGTON'S NEW MEDAL
Cantor's "straight man" annexes this year's diction award.

As "straight man" for the Cantor programs, Jimmy came into the full glare of the "lime light" and apparently he has come out with colors flying.

While we have no wish to "put a wet blanket" on friend Jimmy's achievement, it is strikingly evident that the selection of the "best" announcer is made entirely upon the personal opinions of the 60 to 100 judges on the following basis—pronunciation, articulation, tone quality, accent and cultural effort.

Absolutely no effort is made to verify

their selection by scientific methods. There are a number of accurate ways to check the quality of the voice, by waveform analysis, by direct comparison by means of reproducing devices, etc. The editor wonders why, in this day of scientific accuracy, a more reliable system is not chosen by the American Academy of Arts and Letters.



GEORGE F. McCLELLAND
He quit NBC to start his own national chain.

BROADCAST CHAINS GALORE

SINCE the sad demise of the Amalgamated Broadcasting System, Ed Wynn's pride and joy, national networks have been springing up like mushrooms. At least three newcomers in the "network market" with national ambitions have been started.

The first of these projects which has come to our attention, and probably the most promising, is being formed by veteran George F. McClelland, one-time vice-president of NBC. In answer to inquiries at Mr. McClelland's office, the editor was informed that "Broadcasting Stations Corporation" which is the high-faluting name selected by directors of the new chain, does not expect to start full commercial operations until fall.

The second network is a remnant of the "Fire Chief's" chain, and consists of four stations of that late lamented group and one other station, who are starting very inauspiciously by trading programs. Evidently they learned a lesson

REVIEW

from the high-pressure publicity in their Amalgamated experience.

The third chain (the owners of which admit that they have network aspirations) is associated with no less a national character than jovial former Gov. Al Smith. Al went seriously into this thing which he jocularly calls "rad-dio" when he and a group of wealthy and socially prominent young business men of New York leased the facilities of station WMCA, after a little argument with Czar Lafount.



WE KILL OUR ART

RADIO-CRAFT modestly suggests that broadcasters adopt the above "eagle" as more appropriate than the standard blue eagle.
© by RADIO-CRAFT

RADIO'S BLUE EAGLE

RADIO set and parts manufacturers can now watch the radio broadcasters staggering along under their very own NRA code. The broadcasters (who were not included in the electrical code with the rest of the industry) have had a free hand up to this time, but have now come under a special code, and according to reports, they are not well pleased with it.

The reaction of the NAB (officially worded National Association of Broadcasters) is that the code of fair competition proposed by the National Recovery Administration, will increase expenses out of all bounds, and at a time when the broadcast business cannot be said to be on a breaking-even basis.

In a letter to RADIO-CRAFT, William B.

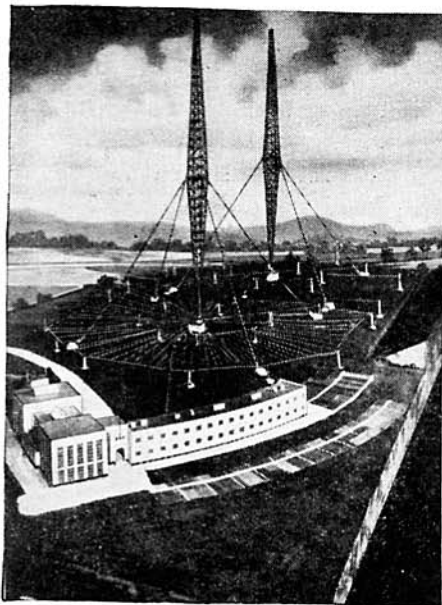
Dolph, Chief of the radio division of the Bureau of Public relations of the National Recovery Administration, says: "compliance with the code will increase payrolls in the broadcasting industry \$1,328,000 yearly; 765 people will be re-employed and this number will represent a 350 increase over any previous high in employment."

And from another source, we learn that organized labor is making a drive on the radio industry, both in its broadcasting and its manufacturing aspects, to introduce unionization. It is claimed that wages are too low in the manufacturing end, and to enable "collective bargaining" union agents are pressing their plans upon employes outside the factories. The pay being higher in the broadcasting end, it is maintained that it should be even better, as proposed in the code for broadcasters.

HAIL TO VIENNA'S NEW STATION

AND now comes news of a new super-power station—Austria's most powerful—being located on Bisamberg, an insignificant hill situated about half an hour from capital Vienna.

This transmitter is the first to use the 300 kw. tubes developed by telefunken. The station operates on 517 meters



VIENNA'S MAMMOTH BROADCASTER
Hear Europe groan as "Wien" blankets the ether.

Radio is now such a vast and diversified art it has become necessary to make a general survey of important monthly developments throughout the field. RADIO-CRAFT analyzes these developments, and presents here a review of those items which are of interest to all.

and now radiates about 100 to 120 kw.

An interesting feature of the transmitter is the antenna system (which is illustrated here). It consists of a half-wave aerial familiar to our readers (RADIO-CRAFT, September 1931, page 269). However, another 420-ft. tower is used as a reflector so that the signals are sent out mainly to the west; 36, 10-foot masts support the counterpoise.

NEW YORK GOES RADIO TAXI MAD



ONE OF NEW YORK'S RADIO TAXIES
Owners of non-equipped hacks are using large "hankies."

LAST month, Radio Fleet Owners, Inc., put on the streets of New York, 2,000 taxis, all radio-equipped. The bright gray taxis immediately took New York by storm, and so anxious is the New York public for radio in their taxicabs that it promptly deserted all other taxicabs for the new radio taxicabs which now are doing a landoffice business.

The radio receiver used in these taxis is the usual Philco Transitone, installed below the taxi-meter in the cab. The loudspeaker is located on the inside section dividing passenger and driver, coming flush with the dividing wall, and faces the passenger. A small dial, with two controls, likewise faces the passenger. The quality of the sets that work is surprisingly good.

There remain, however, many bugs to be ironed out because, of six cabs which we hired in one week, two gave no radio reception due to open wires, blown tubes, etc. The taxi drivers keep the radio set going twenty-four hours a day, and even when they have no passengers, the radio goes full blast to attract prospective victims.

This is not according to Hoyle, because the radio set is only supposed to be switched on when the taximeter flag is pulled down. But the foxy drivers push a pin in the two wires that go to the flag, thus closing the circuit!

(Continued on page 485)