

IN REVIEW

Radio is now such a vast and diversified art it becomes necessary to make a general survey of important monthly developments. RADIO-CRAFT analyzes these developments and presents a review of those items which interest all.

NEWSPAPER-RADIO FIGHT CONTINUES

THE controversy which started some months ago, between the newspaper interests and those radio stations which broadcast news reports reached a climax, last month, with some new accusations by the Bureau of Advertising of the American Newspaper Publishers' Association.

It was pointed out that the "mortality" among broadcast advertisers with relation to the renewal of radio advertising contracts is unusually high. The highlight of ANPA's survey follows:

"Of the 635 advertisers who bought time on the air for some period between 1929 and 1933, inclusive, 448—or 70.6 per cent—had dropped radio in 1934."

In answer to the above charges, CBS claims that 80 per cent of its present clientele is on a renewal basis; NBC is said to be about the same, if not higher!

And to top off the inconsistencies of the ANPA claims, the Scripps-Howard newspaper alliance filed application for broadcast facilities in Cincinnati, Columbus and Toledo, preparatory to seeking broadcast affiliations in the 24 cities in which it publishes papers!

PRESIDENT TALKS OVER LIGHT BEAM!

THE "talking light beam" which G. E. has been playing with for the past few months stepped out of the class of laboratory novelties into the legitimate field of communications, last month, when President Roosevelt talked from the top of Whiteface Mountain to the Lake Placid airport (N.Y.), a distance of 6 or 7 miles!

In this method of communication, a powerful searchlight is modulated by the voice frequencies. (See *Radio-Craft*, Sept., 1934)

The talking light beam which was used by President Roosevelt, on the top of Whiteface Mountain.



N.Y. NOISE CRUSADE CONSIDERS RADIO

IN SETTING up a definite schedule for abating the noise which is annoying the honorable Mayor of New York City, technicians have labored hard.

Among the many sources of "noise," radio was not omitted and it is interesting to note that in the report of the committee, last month, it was mentioned that radio sets which "can be heard by neighbors are not now permitted under police regulations between 11 o'clock at night and 7 a.m." (Hear the headphone brigade cheer!)

It was stated that the charivari of apartment house sets was "the most cruel and unusual of city noises."

ARMY "WILD ON RADIO"

AT THE end of the field manoeuvres of the U.S. Army in upper New York State, last month, General Fox Conner, commander of the First Corps, made some caustic comments.

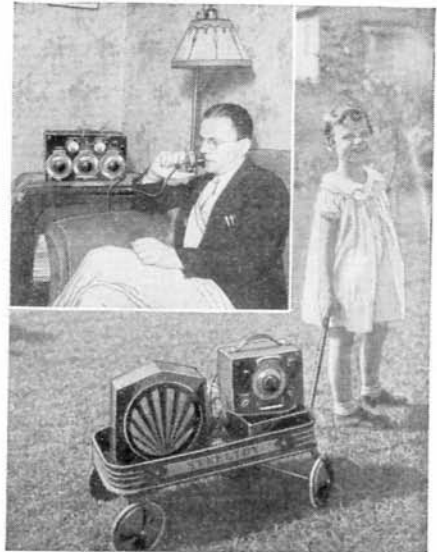
In part, the General stated—

"Personally, I think we've gone perfectly wild on the subject of radio. We're spending an awful lot of money on radio, I think it should be cut out and spent on laboratory work for developing telephony and other forms of communication."

Citing the "jamming" of allied radio signals by the Germans during the war and its vulnerability today to interference, General Conner insisted that "we've got to have the telephone; we've got to have the telephone service; we've got to spend our money on that and we're not doing it."

Our own humble opinion regarding the General's comments is that he does not realize that there are such things as ultra-high frequencies—and that radio has advanced since the World War!

This tank was directed by radio in the recent manoeuvres—note the aerial.



Jean Darlington with her radio set by which her daddy (upper left) calls her from play.

ENGINEER CALLS DAUGHTER FROM PLAY BY RADIO

ONE of those odd uses for radio communication which are forever cropping up came to light last month in the form of a radio device for calling a small girl from play in a neighboring playground, devised by her engineer father.

Like Mary with her lamb, no matter where little Jean Darlington wanders, the radio is sure to go. She trails it behind her in a small cart. When daddy Darlington desires to call her from play, he puts through a call with his amateur transmitter. The receiver is permanently tuned to his station and is in constant operation. Being an obedient little girl, she returns home.

HARLEM RADIO SETS GO DEAD—BAFFLING EXPERTS

A DRAMATIC little playlet was enacted one day last month, in the Harlem section of "Bagdad on the Hudson."

Act one: a domestic scene in any one of a number of apartments—the dramatic emphasis is on the home and fire-side angle with family group clustered about the radio, listening to a favorite program.

Suddenly the radio stops and there is a frantic turning of the dial, followed by a hurried call to the local Service Man—who is obviously baffled by the silence of the set!

Act two: Harlem court, next morning
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