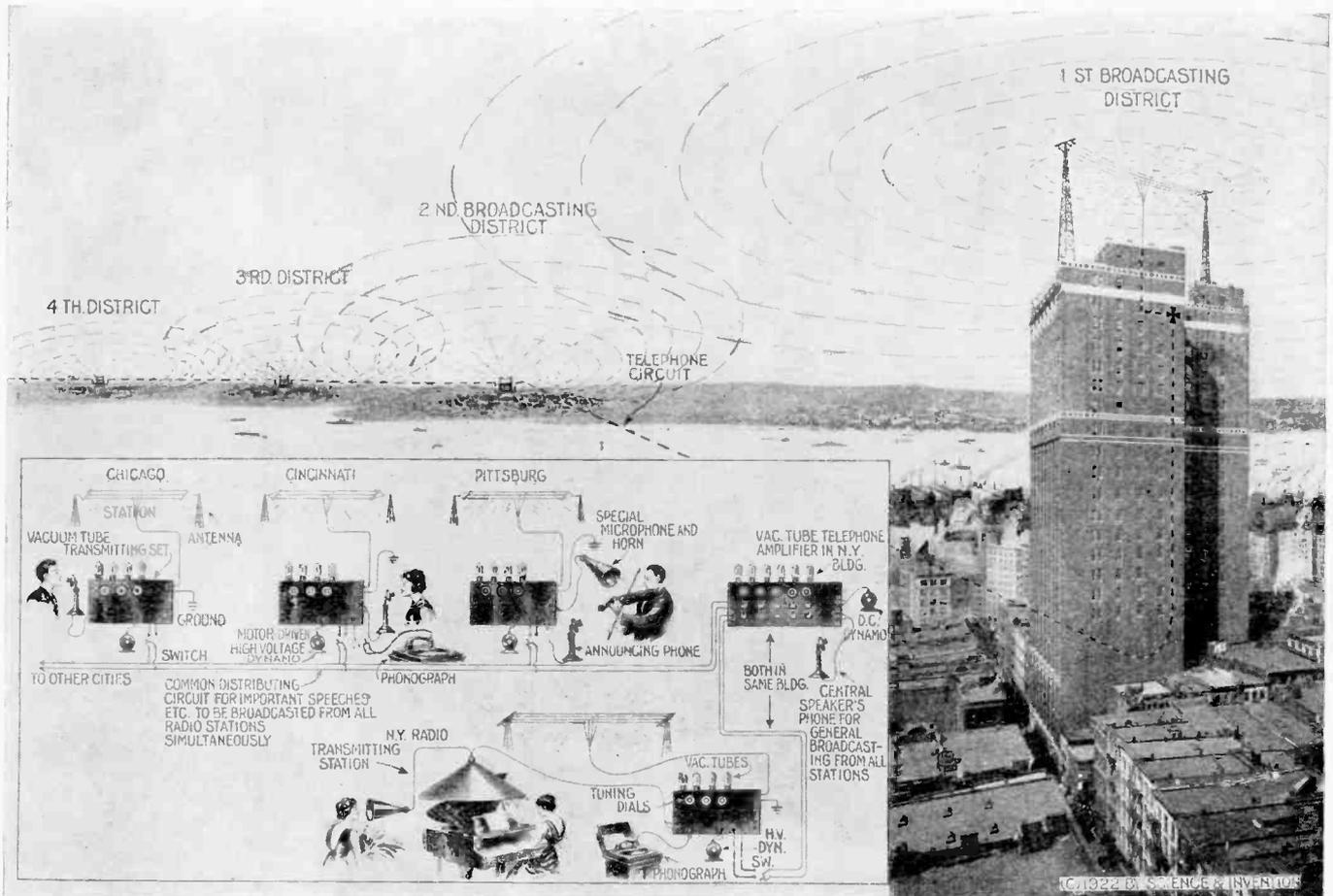


National Radio Broadcast By Bell System



A National Radiophone Broadcasting System is Shortly to be Instituted by the American Telephone and Telegraph Company, or, in Other Words, the Bell Telephone System, whereby it will become possible for a speaker or singer to broadcast their voice simultaneously from a national chain of radio transmitting stations. These radio stations, located in various cities, are to be connected to a private telephone circuit, this circuit leading to the headquarters station in New York City. The Bell interests will not operate these stations themselves, but will rent them for use to private concerns or theatrical companies, etc., at a certain price per hour.

THE most ambitious radiophone broadcasting scheme so far advocated is being rapidly brought to the stage of practical realization by the radio and telephone experts of the American Telephone and Telegraph Company, the owner of the Bell Telephone System. By April 1st it is expected that the powerful radiophone broadcasting station for the eastern district located in this company's twenty-four-story building between Lispenard and Walker Streets, Manhattan, N. Y., will be ready for service. A powerful vacuum tube transmitting set will be employed at this station. An actual photograph of this building, which towers far above its neighbors, is shown at the right of the accompanying illustration, also the great height of the 100 foot latticed steel towers which will be erected on the roof of the twenty-four-story building. These towers will support an antenna of six stranded phosphor bronze cables, each 200 feet long, at a total altitude of nearly 500 feet above the street level, which will undoubtedly give a phenomenal range to this station.

The principal novelty in a business way with respect to this and the chain of other broadcasting stations in various large cities thruout the country, which are to be joined to the Bell Telephone System by a private circuit for use in broadcasting by radio such important national messages as those of the President, is that they are to be leased. The A. T. & T. Co. are

not interested in this enterprise for their own personal glory, and they will not have anything to do directly with the sort of concerts or other matter broadcasted via the Hertzian waves. They are going to sell this service to any company or individual who has the price and wants to hire the station for a certain specified time. For instance, John Wanamaker might hire the station on a Thursday night for the hours of 8 to 9 to give a combined advertising and musical program, while some Broadway theatrical company may have hired the station for the hours of 9 to 10 or 9 to 11 to give their show over the radiophone, as did Ed Wynn and "The Perfect Fool" company at WJZ station, operated by the Westinghouse Company at Newark, N. J., on Sunday, February 19th. The only direct interest the telephone company officials will have in the radiophone programs to be broadcasted nightly or daily will be to see to it that these programs are kept up to a certain high class, and that they do not deteriorate to a lot of clap-trap advertising propaganda, such as "Don't buy any other shirts but Jones' shirts; Jones' shirts are the best that money can buy; don't forget Jones when you buy shirts; bla—bla—bla—bla," ad lib, ad infinitum.

This wireless broadcasting station will be unique in many respects. The distributing station is to be equipped with the latest developments of the Bell system, including the use of electrical filters and

new methods whereby, as the business grows, several wave-lengths can be sent out simultaneously from the same point, so that the receiving station may listen at will to jazz dance music, opera, lectures, travelogues, etc. The company will provide channels thru which anyone with whom it makes a contract can send out his own programs, just as the company leases its long distance telephone wire facilities for the use of newspapers, banks and other concerns. There have been many requests for such a service, not only from newspapers and entertainment agencies, but also from department stores and a great variety of business houses. The station when completed will cover territory within a radius of from 100 to 150 miles of this city and under particularly favorable conditions may be able to operate over a greater territory. According to the officials of the company, there are about 35,000 wireless telephone receiving outfits in this territory. In this same area are more than 11,000,000 people, so that should such service prove popular, it can be reasonably expected that the number of receiving stations will be greatly increased.

This is a new undertaking in the commercial use of radio telephony, and if there appears a real field for such service, and it can be furnished sufficiently free from interference from other radio services, it will be followed as circumstances warrant by similar service from stations erected at
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