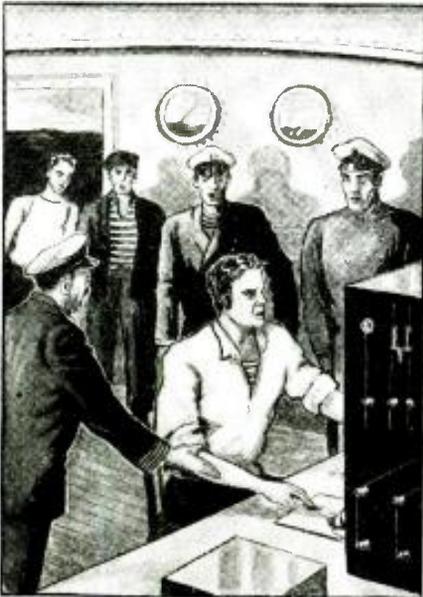


IN REVIEW

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.



The radio on the trawler Jeria flashed out a final farewell to families and friends.

ICELANDIC RADIO TRAGEDY

DAVY JONES' locker was virtually adorned with a radio mike and transmitter last month when the trawler Jeria foundered on the west coast of Iceland, under the sheer cliffs of Latlatjarg.

The trawler which had shipped from a port in England had 13 men on board, including the radio operator. They were nearing the end of their fishing voyage and were ready to head back for their homes when the storm broke which sent their little boat to the bottom.

When hope of rescue was abandoned, the 13 men of the crew crowded around the radio operator sitting at the key of his transmitter and the following message was cast out into space: "We do not know if this will be heard by anybody, but if it is, give our last farewell to our families and friends in dear old England."

The message was heard—by another ship beyond reach of the crippled trawler and the message was subsequently carried to their homes and the rest of a sympathetic world.

There is a certain amount of consolation in this tragic message of farewell from the 13 courageous men of the Jeria's crew—at least, their families and friends received their last words—thanks to radio. Without the radio equipment, their fate would never have been known. Thus radio was again an instrument of mercy, even though it could not be a rescuer in this case as it has been in so many other instances.



And now radio sets have another application—that of amusing nursemaids in the park.

RADIO SETS IN A NEW ROLE

WE HAVE had radio sets installed in many odd places—beds, bathrooms, etc., but last month came news of a new one—radio in the baby carriage!

It seems that the idea is not to lull the baby to sleep or anything of that sort, but rather to entertain the nursemaid between her busy moments of retrieving the woolly bow-wow and watching the bottle.

It seems that everyone forgot one important question in thinking up this "new one," though—Is it fair to poor Junior?

ONCE AGAIN—THE THIRD CHAIN

WITH the change in program rates made last month by both NBC and CBS, the two big chains definitely turned toward the "big" advertisers who use coast-to-coast networks at the expense of the smaller companies desiring sectional groups.

This decision of the two nation-wide chains has caused a definite flurry in the ranks of those who have aspirations to form the much-heralded but never-achieved third chain. Here is just the chance they have awaited to take advertising from the "big brothers."

Two contenders stand out among the competitors grasping for this business. The Mutual Broadcasting System, including WOR, WXYZ, WLW and WGN have already obtained sufficient new business to warrant leasing permanent telephone wires for 16 hours a day. The other "third" chain, American Broadcasting System, met the news by changing their key station from WMCA to WNEW and their name to American Broadcasting Company.

RADIO AIDED AMELIA EARHART ON PACIFIC FLIGHT

SOME of the most dramatic stories of radio are unpublished ones.

When Amelia Earhart Putnam took off from Honolulu, last month, for the faraway landing field at Oakland, Calif., she carried with her a tiny, but efficient 50-watt transmitter and a receiver. During her gruelling 17-hour flight she was heard repeatedly calling "Hello—K F I—hello—K F I, Okay!"—and then she would shut her transmitter down with this brief reassurance.

She was transmitting on a frequency of 3,105 kc., which is a difficult channel for daylight transmission. However, several short-wave listeners stuck to their receivers, and their careful manipulation of the dials stood them in good stead—they kept receiving her feeble calls long after the commercial reception points had lost her signal.

Probably the best reception during this period was had by Mr. Walter B. McMenemy of Los Angeles, who, utilizing the regular aerial of KECA in Los Angeles, never missed a single transmission from Miss Earhart's plane. In fact, Mr. McMenemy was the only one so far as can be ascertained who actually knew of Miss Earhart's location when she was being reported lost; off her course; and the subject of other erroneous reports.

It was at this time that station KFI broke into the Metropolitan Opera program with the welcome message that "Amelia is safe and coming along, Okay!" Mr. McMenemy and another listener, Mr. Frank D. Andrews, kept KFI informed throughout the long vigil of Miss Earhart's messages, and during the night, KFI would come back to Miss Earhart's messages through their own 50 kw. transmitter. It is needless to say that those who were fortunate enough to be listening that night were treated to one of the greatest radio dramas of all times.

The compact 50-watt transmitter in Amelia Earhart's transpacific plane.

