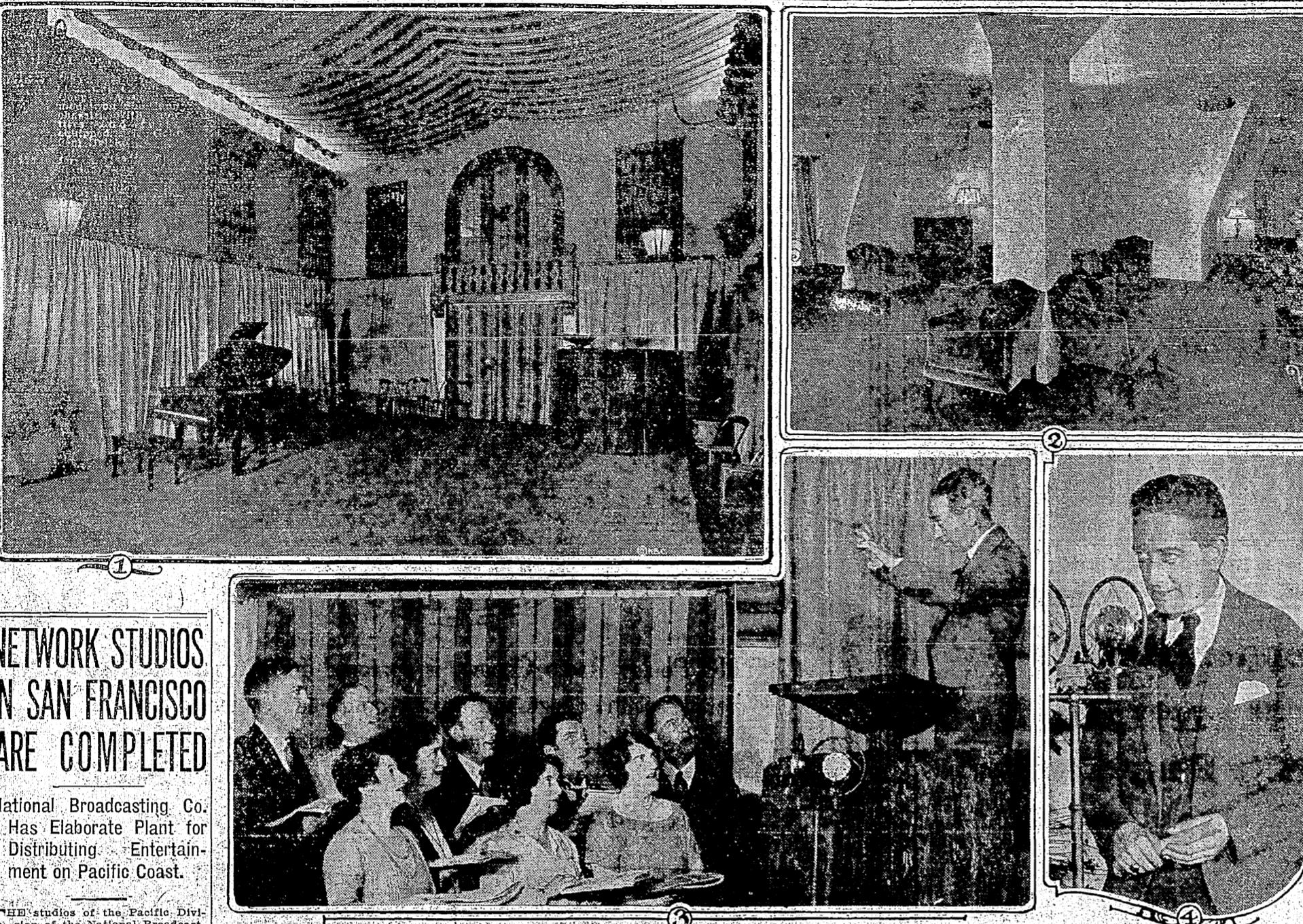


## PACIFIC COAST RADIO NETWORK USING NEW SAN FRANCISCO STUDIOS



## NETWORK STUDIOS IN SAN FRANCISCO ARE COMPLETED

National Broadcasting Co. Has Elaborate Plant for Distributing Entertainment on Pacific Coast.

**T**HE studios of the Pacific Division of the National Broadcasting Company at 111 Sutter St., San Francisco, are virtually completed. The idea for the studios was advanced by George P. Hunt, manager of the Pacific Division. His hopes for the creation of studios typical of the West have been realized.

E. H. Heitschmidt of Schultz & Weaver of New York was the architect, while Lindgren & Swarthout, builders of scores of buildings in San Francisco were the contractors.

## Studios Are Unique

The main studio is designed after a Spanish patio. The walls around the garden are reproductions of adobe and resemble surrounding houses. Wrought iron lanterns hang from stanchions on the walls, while others stand in corners. Arch, doors, and windows further the design. Pots of flowers and ferns make it a veritable garden.

The windows with diffused lighting effects together with blue artificial night peeping over the tile roof tops complete the illusion. Brightly colored iron chairs and tables are used throughout the studio, which is to be served.

The main floor is covered in spots with green rugs which supply the grass effect.

Directly off the patio is a sound-proof monitoring room with a loud speaker installed where the program director or his assistant may judge the quality of the music.

Each corner of the patio are the offices of the program director and the musical director and their assistants.

Mezzanine Overlooks Patio.

The mezzanine floor for visitors overlooks the patio. Guests may look down from the windows upon the artists. The rich appointments, the lamps, the little red and green plush chairs furnish color for the antique finished abode walls.

Through the windows soft lights pour in, and through the filtering curtains the draperies and low speaker brings the program to the guests as the studio is, of course, sound proof.

The plant department lies between the two studios. Here is the technical equipment. This room is the home of a complete telegraph line to the entire network. Every conceivable apparatus for distribution of the programs is at hand.

## Carried Out in Studios.

The small studio is designed after the interior of a Spanish home. Here the smaller groups are able to broadcast comfortably.

The halls leading to the various studios and offices are decorated in a similar style. The carpet of deep maroon looks color to the surrounding halls. Through French doors, covered in red brocade, alcoves with Spanish arm chairs with lanterns and sofas complete the furnishings.

The business offices house the commercial, auditing, press relations, stenographic and mail departments. The private offices of the manager of the Pacific Division open off the general office.

## Invalid Wife Gets Radio Set by Mate's Good Guess

For ten years Mrs. N. A. Schmidt of Pasadena, Cal., has been invalid. In recent years friends and neighbors occasionally brought in their radio sets to entertain her. Her desire was to have a set of her own.

One day her husband learned from a newspaper that Ray Thomas Inc., Atwater Kent distributor, was celebrating the completion of the millionth Atwater Kent receiver by offering one just like it to a person who could name names for telling how many parts it contained.

Mr. Schmidt spent his spare time for two days peering at the Model 35. A few days later Ray Thomas announced by radio that Mr. Schmidt had won the prize. When Mr. Thomas heard about Mrs. Schmidt's illness he presented her with tubes and radio sets as well as the set. Then telegrams offering accessories began to come in.

Mrs. Schmidt is still confined to her bed, but she travels far and wide by "turning one dial."

## Propose School Music.

Broadcasting orchestral concerts over the radio weekly for 17,000,000 school children has been proposed by Walter Damrosch, former conductor of the New York Symphony Orchestra.

1.—The main studio at San Francisco, where the National Broadcasting Company programs originate, is in the Spanish patio style. Persons in the visitors gallery can watch the performance through the upper windows. 2.—View of the luxurious visitors' gallery, which encircles the main studio. 3.—Max Dolin, general director of music, conducting a group of operatic principals. The women are, left to right: Elfreda Wynne, Barbara Blanchard, Mary Groom, Richards and Margaret O'Dea. Men, left to right: Harrison Ward, Harold Spaulding, Harold Dunn, Gwen Jones. 4.—William Rainey, chief announcer and program director, at the microphone.

## KPO INSTALLS FIRST RADIO STUDIO ORGAN

\$25,000 Instrument Is Designed to Give Faultless Tone for Broadcasting.

Station KPO has a new \$25,000 philharmonic organ, which recently was installed in the station's main studio. Uda Waldrop is the station's official organist.

This great instrument, which is probably the first of its kind installed in a radio studio, was designed according to specifications of Mr. Waldrop and embodies his ideas as to the best tonal effects for radio reproduction. While its tone is not particularly intended to be pleasing in straight organ work, it is voiced to make definite impressions of definite character on a sensitive radio microphone.

## 18 Sets of Pipes.

The organ has eighteen full sets of pipes divided into three chambers, the largest of which contains the pipe organ, and the two lower manuals of the console, known as the "choir" or "great." The middle chamber contains the three pedal stops, and the next chamber contains the pipes of the top manual or "swell" organ.

The layout of the tonal family in KPO's new organ runs more toward the pipe organ than the straight organ. The string family and flutes will be well represented. In the orchestral families there will be the trumpet, French horn, clarinet, English horn and oboe.

According to the officials of the Walz Organ Company of New York, builders of the instrument, KPO's organ is the first to have been designed primarily for broadcasting.

The management of KPO has given organ music a prominent place in the station's programs, and has worked six years towards the objective of possessing an instrument that could broadcast a pipe organ music with true fidelity.

## Organists Praised.

In Uda Waldrop, KPO has a musician and composer of international repute. As a pianist for many years he appeared on the concert stage in both America and Europe. He has a number of brilliant compositions to his credit. For the last year he has given a weekly organ recital over the air of the San Francisco churches. He is also municipal organist for the city of San Francisco.

In the future Mr. Waldrop will present a weekly recital from the station.

## Stage Company Installs Radio Sets for Patrons

That radio programs are an aid in increasing stage travel is evidenced from reports of officials of the Pickwick Stage Company, operators of the Pickwick chain of stage routes in California, Washington, Oregon, Arizona, New Mexico and Texas, which recently installed Atwater Kent receivers and speakers on some of its new through combination parlor, buffet and observation cars.

The sets instantly proved their worth business on these stages increasing approximately 25 per cent. Although to obtain perfect reception much experimental work had to be done to overcome the vibrations and noise of the motors as well as the rattling of the heavy power tension lines that parallel the stage routes, this has practically been accomplished, and now travelers from Los Angeles to San Francisco are enabled to hear programs from stations located all up and down the coast.

Because of the success so far obtained, the Pickwick Company is planning to install radios in all of its through cars.

## Max Dolin, Musical Director for Coast Network, Strive Years to Attain Renown

The career of Max Dolin, musical director for the Pacific division of the National Broadcasting Company and a composer of note, is indeed colorful.

Like many other musicians who achieve fame, Mr. Dolin underwent numerous hardships before becoming a successful musician he is today. He was born in Odessa, Russia, on April 11, 1888, and started studying the violin under Alexander Fidelman, with whom he studied until he was 18 years old. Many times it was necessary for Mr. Dolin to walk miles through snow to take his lessons on the part of his family that these lessons were possible.

## Tour Not Successful.

At 18, Mr. Dolin went to Paris, where he remained for three years, studying under Bertelli. His first public appearance was given in London, England, at the Guild Hall, where he met with indifferent success.

## Gained San Francisco Fame.

He came to San Francisco in 1923 and became musical director at the California Theatre meeting with instantaneous success. When the National Broadcasters' Company decided to open the Pacific division, Mr. Dolin was offered the position of musical director, which he accepted.

As well as being an excellent musician Mr. Dolin is fortunate in possessing stage appearance and personality.

He recently gave a week's concert at the San Francisco Orpheum, and was offered a flattering contract again to tour the circuit. Often that week Mr. Dolin gave five encores.

Mr. Dolin is going to remain with the National Broadcasting Company.

He radio set bearing his name. Five thousand employees instead of one office boy, helped him celebrate the anniversary, and 200 distributors and salesmen from all over the country congratulated him on his first quarter century of success and wished him greater success in the future.

## WMAQ Will Broadcast Chicago's New Chimes

To WMAQ has been assigned the task of bringing into the homes of thousands the "gladsome sounds" of the forty-three bells of the new carillon just installed in the tower of St. Christopher's Church, Chicago, at a cost of \$50,000.

This carillon is the first to be installed in the Middle West and is one of the few on the North American continent. The bells were cast at Croydon, England.

It was because of the performance of the King's receiver that three others were ordered by the royal family.

Recently, when the King was ill, he sent the Auto-Electric Company for a radio expert and had him operate the receiver while the King listened.

The King was so pleased with the afternoon's results that he had the expert return in the evening. The expert reports that he "got all the European stations clearly and loudly."

## WORLD'S LARGEST RADIO FACTORY

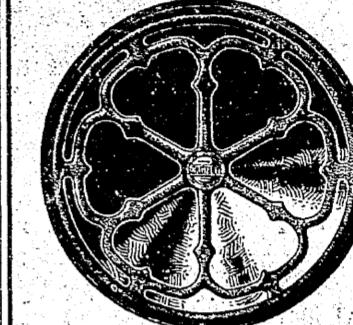


Atwater Kent Plant at Philadelphia.

Hear This New Model 35

## ATWATER KENT RADIO

A fitting successor to the first Model 35 Atwater Kent Radio.  
Price, less accessories ..... \$70.00



The New Model "E" Atwater Kent Speaker

Superb in tonal quality and lifelike reproduction of voice or instrument—

\$32.00

**Radio Sales Corp'n**  
Fifth Avenue at Seneca St. ELLIOTT 7655

## Radio Set Works After Three Weeks in Water

The durability of Atwater Kent radio is pointed out in this letter from William Roberts of Havana, Ill.:

"During the high water the leaves broke and the cabinet cracked so fast we were unable to move anything from our home."

"I don't believe any set but an Atwater Kent would work at all after going through what my set did."

"After the radio had been under water three weeks I got the set and speaker out. The cabinet and even the finish were in fair shape. However, I did not believe any radio would work after going through this. But with the replacement of a few small parts, the set works like new. All the speaker needed was drying out."

"The King's receiver in his palace in Madrid is in fact in the Spanish royal family there are four Atwater Kent receivers. The King has one, his brother one and Queen Maria Cristina, the King's mother, two."

"From the King de Madrid, the Duke of Alba, the Auto-Electric Company has received this letter:

"My Very Distinguished Sir: By special request of His Majesty, the King, I am glad to tell you that his August Majesty has appreciated greatly the magnificent radio presented to him by your firm. We have highly recommended the same, and he has commanded me to send to you his most grateful thanks, to be extended to the maker, Mr. Kent. Very truly yours, The Duke of Alba."

Name Good in Spain.

The set which King Alfonso uses was presented to him by Mr. Kent. The Barcelona distributor presented the King batteries. The distributor writes:

"We are proud to tell you that the name Atwater Kent is used here as the standard of superlative in radio. The phrase, 'as good as Atwater Kent' is quite common among Spanish radio fans. We congratulate you very sincerely on the success of Atwater Kent receivers. On account of the popularity of this brand we shall make every effort to keep up with the care used by you and your technical department in the production of the most popular receiving set."

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Basco Power Units will operate any 6-volt radio set having 1 to 10 tubes. Easy payments can be arranged. Ask your Basco dealer for a demonstration.

## RADIO POWER bettered by BASCO!

SATISFACTORY radio reception depends on satisfactory radio power — automatically supplied power (from the household power line) that keeps your set at peak efficiency 365 days a year!

The Briggs & Stratton Corporation has concentrated its ample resources, technical engineering brains, and eighteen years' precision-manufacturing experience on the job of BETTERING radio power — of making it wholly satisfactory. It is on this basis that we offer the radio public this complete line of Basco Power Units: Combination "A" and "B" Unit, "A" Unit, and "B" Unit.

Here is dependable, economical power that assures the radio owner the very best reception of which his set is capable — in improved clarity, better volume, greater distance. Here is automatically supplied power (from any electric light socket) that establishes a new standard of radio convenience. Here is insurance against "silent nights" — assurance of permanent radio satisfaction.

Basco Power Units will operate any 6-volt radio set having 1 to 10 tubes. Easy payments can be arranged. Ask your Basco dealer for a demonstration.

BRIGGS & STRATTON CORPORATION  
MILWAUKEE, WISCONSIN



This sign identifies stores of authorized Basco dealers.

It is a guarantee of super-quality Radio Power — and dependable service. Look for the Basco sign.



"A" Power — Automatic operation. Glass jar Electrolytic battery. Full rate, 2½ ampere. Raytheon tube. No noise. Low power consumption.

"B" Power — Replaces your "A" and "B" batteries and charger. Entirely automatic. Highest quality. Glass jar Electrolytic battery. Full rate, 2½ ampere. Raytheon tube. No noise. Low power consumption.

"C" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"D" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"E" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"F" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"G" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"H" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"I" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"J" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"K" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"L" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"M" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"N" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"O" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"P" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"Q" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"R" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.

"S" Power — Exclusive hook-up. Deep, low notes and highest-pitched tones. Early musicality. Economical.