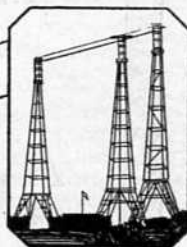


NATIONAL



RADIO



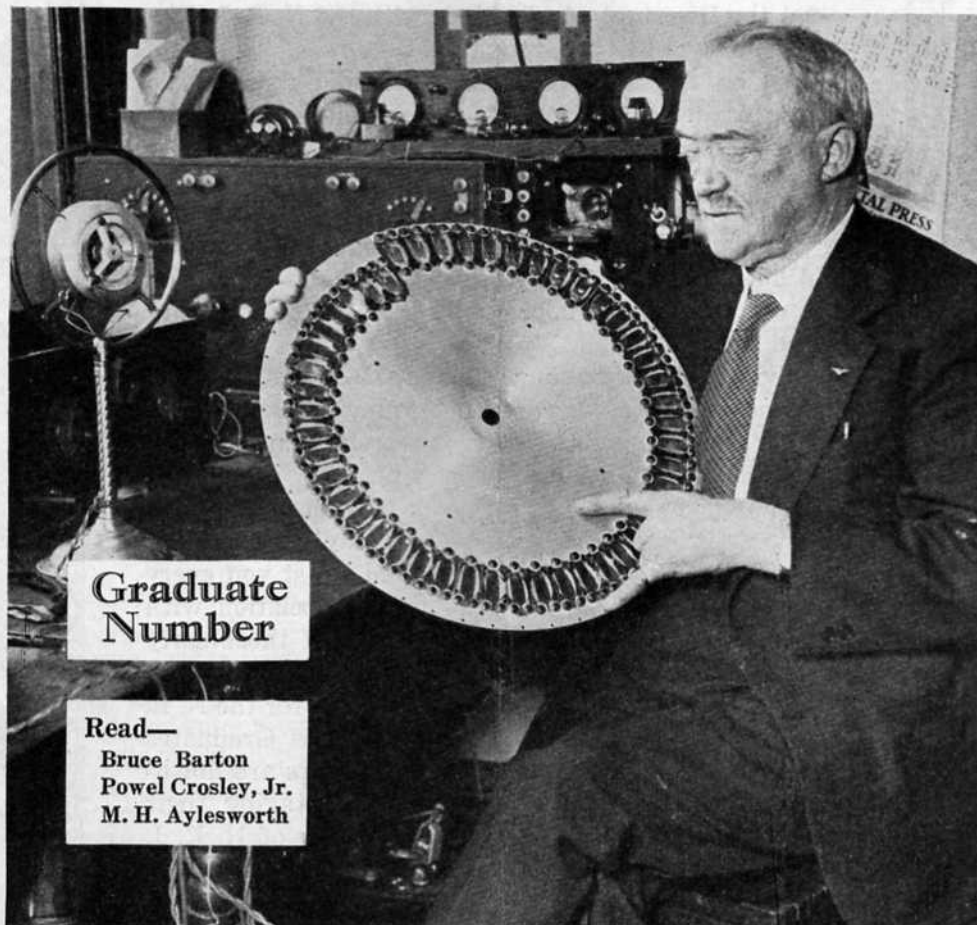
NEWS

FROM N.R.I. TRAINING HEADQUARTERS

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WASHINGTON, D. C.

OCTOBER, 1929



**Graduate
Number**

Read—

Bruce Barton
Powel Crosley, Jr.
M. H. Aylesworth

JENKINS' FAMOUS AERIAL TELEVISION EYE SEE PAGE 5

OUR GRADUATES

By J. E. SMITH

AT A RECENT Radio Show a business friend remarked about my success and the wide fame that the N. R. I. has. I thanked him and then said, "You have heard the Chicago Symphony Orchestra haven't you? Then you heard the tumultuous applause showered upon the Director of that famous orchestra after it had finished a stirring march. Now you know, the Director knows, and the audience knows that the praise really goes to the musicians themselves—not the Director! And so it is with the N. R. I. The praise belongs to our Graduates!

They have studied and mastered Radio, finished the course, earned their diplomas and are making good out in the Radio field. They are making reputations for themselves and their success naturally reflects on the N. R. I. It is true, they have proved that my methods of training are practical and result-getting, but the real honor belongs to these men who have pushed on and on in this big opportunity field of Radio. My friend agreed.

To you, Graduates, congratulations! It has made me extremely happy to see you forging ahead. Keep advancing. Keep alert, Radio is marching swiftly and you want to keep up with its pace!

Although our contact with you may not be as frequent as it was when you were studying—just the same we are here to back you up and assist you every chance you give us. Keep up your association with the Institute—keep alive the memories of those early day associations as student and teacher.

Your loyalty and friendship have gained for the N. R. I. an enviable reputation. Naturally, new Graduates look to you for cooperation. New members are finishing their training right along and are taking their places beside you to make the great body of N. R. I. men a still bigger, more influential factor in Radio!

RADIO'S ACCOMPLISHMENT

M. H. AYLESWORTH

President of the National Broadcasting Company



EIGHT years ago the country had one broadcasting station—KDKA, in Pittsburgh. Today it has 630.

Eight years ago there were virtually no receiving sets in existence, only home-made crystal affairs

that were considered playthings for the children. Today there are twelve million Radios in use, costing from five dollars to more than one thousand dollars each.

When you compare the latest rich-toned receiving set in an ornamental cabinet to the crude jumble of tubes, coils, wires and batteries of only five years ago, you again realize how rapid the Radio changes have been. The laboratories are all striving to make instruments of Radio better and better,

year are made in the 630 broadcasting stations of the country. In our own studios we have six thousand microphone appearances every month. Throughout the country, forty or fifty million people listen in simultaneously to special programs or special events virtually every week.

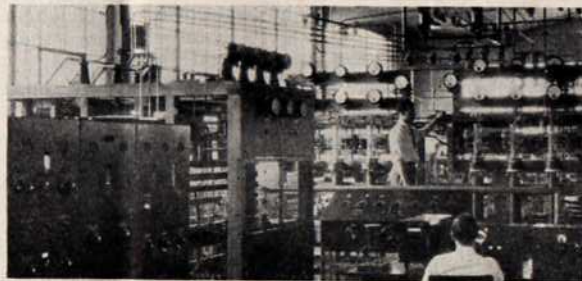
Eight years ago there was no such thing as a broadcast network. Today the country is blanketed by upwards of one hundred thousand miles of leased wires used every day to carry programs to every corner of the land.

Eight years ago not a penny was spent by anybody for wire charges for broadcasting. In 1928 the National Broadcasting Company alone paid to the American Telephone and Telegraph Company two million dollars for this purpose.

Eight years ago not a single Radio receiving set had ever been manufactured for sale. In 1928 the volume of business of the Radio manufacturers of the country was nearly seven hundred million dollars.

Nothing in history has ever caught the fancy of the American people as did

This picture shows the transmitter of a 100-KW developmental transmitter. It utilizes the recently developed water-cooled Pilotrons. Radio Engineers are constantly at work improving the design of transmitting apparatus, and are keeping the United States well in the lead in this field. Several N. B. C. stations have 50,000 watts power which is far ahead of any stations abroad.



and we may confidently look forward to continued improvement—a situation expressed most effectively by Mr. Owen D. Young, who said, "It is what the engineers do not know today that makes me have faith in the future of Radio."

Eight years ago there was no such thing as entertainment broadcasting and there was not a single Radio artist in the country. In 1928, five million dollars were paid out in salaries to Radio entertainers through our organization, the National Broadcasting Company, alone. One million microphone appearances a

Radio. Nothing has ever moved with the same speed in reaching popular acceptance. Years of time and years of promotion effort, together with expenditure of vast sums for development and advertising marked the progress of the telephone, the electric light, the automobile and the airplane. But Radio came into its own almost over night.

If the future of Radio is to be measured by its past, the next eight years are destined to give the world a series of fantastic events almost beyond the power of human visualization.

