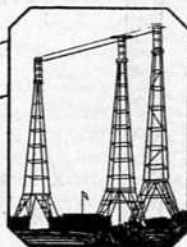


NATIONAL



RADIO



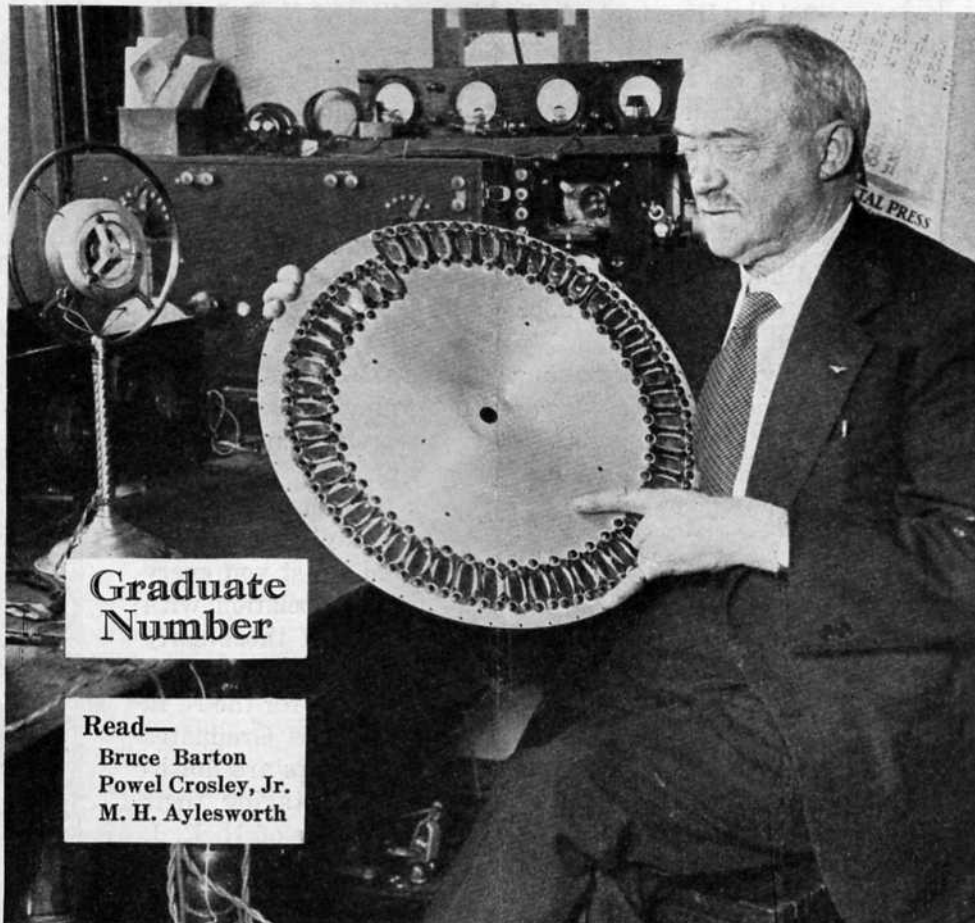
NEWS

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.

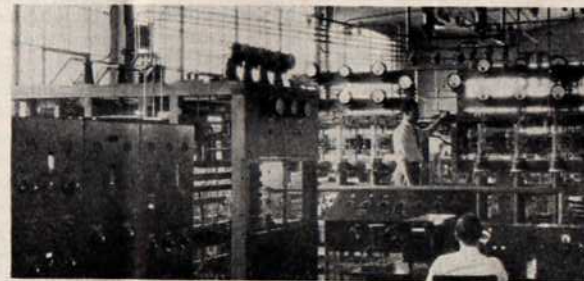
Eight years ago there was no such thing as a broadcast network. Today the country is blanketed by upwards of one hundred thousand miles of leased wires used every day to carry programs to every corner of the land.

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.

(Reprinted by courtesy of Century Magazine.)

Have You Ceased To Study? If So, Good Night!

By BRUCE BARTON



Bruce Barton's writings have shown thousands how to live a happier, more successful life.

be more steady than other men. I must be in chambers when they are at the theater: I must study when they are asleep: I must remain in town when they are in the country."

He worked!

"I have worked," said Daniel Webster, "for more than twelve hours a day for fifty years."

He studied!

Vice-President Henry Wilson was born in the direst poverty.

"Want sat by my cradle," he says. "I know what it is to ask my mother for bread when she had none

to give. I left home when ten years of age, and served an apprenticeship of eleven years, receiving one month's schooling each year, and at the end of eleven years of hard work a yoke of oxen and six sheep, which brought me \$84."

Yet in those eleven years of grueling labor he found time to read and study more than one hundred books.

Really big men check themselves up each autumn, at the beginning of a new business year.

"This year," they say, "I am going to master one new subject. I am going to pursue studies which will increase my ability and earning power."

The bigger they are, the longer they keep themselves in school. Gladstone took up a new language after he had passed seventy.

Have you left school?

As a matter of fact, did you grow mentally last year at all? What definite subject are you planning to devote your evenings to this year?

"As a rule," said Disraeli, "the most successful man in life is the man who has the most information."

How much will you increase your stock of useful information in the next business year?

A MAN named Brown and a man named Black graduated from high school and entered business in New York at the same time.

Both made rapid progress. At twenty-five each of them was drawing \$2,500 a year.

"Coming men," said their friends. "If they are so far along at twenty-five, where will they be at fifty?"

Black went on. At fifty he is president of his company, with an income of \$25,000 a year.

But something happened to Brown. He never fulfilled the large promise of his youth: at fifty he had hardly advanced beyond his thirty mark.

What was it happened to these two men, of equal education and—so far as the world could judge—equal ability?

I will tell you.

Brown became satisfied. He ceased to study, which means that he ceased to grow.

Black has told me that when he reached \$5,000 a year he said to himself: "I have made a good start. Nothing can stop me if I keep my health and keep growing. I must study, study, study! I must be the best informed man on our business in the United States."

There is the difference. One stayed in school; one did not.

The position you attain before you are twenty-five years old is of no particular credit to you. You gained that simply on the education your parents gave you—education that cost you no sacrifice.

But the progress you make in the world after twenty-five—that is progress that you must make by educating yourself. It will be in proportion to the amount of study you give to your work in excess of the amount the other man gives.

Analyze any successful man and you will find these three great facts:

He had an aim!

Lord Campbell wrote to his father, as an excuse for not coming home over the holidays:

"To have any chance of success, I must

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NATIONAL RADIO INSTITUTE

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October, 1929

Get Your Share



IN the past eight years Radio has grown in leaps and bounds. Last year this baby-giant industry startled business leaders by doing a volume of over \$650,000,000 business in the United States alone. And from all indications, this year will see a bigger volume of business done

with correspondingly greater profits to Radio men.

Here's another point—the Department of Commerce, in a recent survey, found that 40% of the whole year's Radio business is done in only three months of the year—October, November and December! Over 1,200,000 new Radio sets will be sold in the next three months. Tubes, loud speakers, batteries and accessories will bring in something like \$100,000,000.00. Then there are around 12,000,000 sets to keep serviced, repaired and in good operating condition to receive the bigger, more expensive programs on the air, the big football games and other events. That spells OPPORTUNITY—and more of it—right ahead of you!

Get in on this increased demand for Radio service and apparatus of all kinds. Line up your prospects for new sets and service. Put some extra cash in your pockets. Harvest your share of golden Radio profits!

E. R. HAAS.

Finally, education alone can conduct us to that enjoyment which is, at once, best in quality and infinite in quantity.—Mann.

Big jobs generally go to the men who prove their ability to outgrow smaller ones.

News From Some Grads

R. I. Sawtell is with R. C. A., New Brunswick, N. J.

Kotera is with WOW, Omaha.

R. H. Frey is with John Wanamaker, New York.

Earl Merryman is with WRC, Washington.

Wm. Schmidt, Lasalle, Hayden, Parsons and a number of N. R. I. men are with Atwater Kent, Philadelphia.

L. E. Payne and W. O. Kinsman are with Westinghouse Electric Company, E. Springfield, Mass.

Ed. Stanko is with WGR, Buffalo.

A. R. Abbott is with American Bosch Magneto Corp.

E. M. Zandonini is in the Radio laboratory at the Bureau of Standards, Washington.

G. C. Gielow is with Intercity Radio Tel. Co., Cleveland.

K. W. Griffith is with KGJF, Little Rock.

G. W. Krogman is with All-American Mohawk, Chicago.

L. A. Canning is operating with Canadian National Railways.

E. A. Beasley and A. C. Preuss and others are with Crosley, Cincinnati.

N. R. I. Graduates are known to be employed in at least 61 major broadcast stations.

The most fascinating game, today, is Radio Engineering. It has all the mysteries one could possibly hope for, and a trail of adventures that leaps from earth to the unseen highways of the air. The Radio Engineer is dealing with forces as yet almost unknown, but with a skill that has startled the world.

—The Day-Fan Dial.

Aerial Television Eye

The so-called Aerial Television Eye is the latest invention to come from C. Francis Jenkins. The picture on the cover shows the inventor in his Radio laboratory with the lens scanning disc. The device consists of the disc, lens and a light sensitive cell, transmitting the light waves in electric vibrations and the usual broadcasting equipment. Further details of this remarkable invention have not been revealed.

The device is to be placed in an airplane and is expected to broadcast or "televise" views of the landscape as seen from a flying plane. In event of war it could pry into enemy secrets hundreds of miles behind the lines. It's commercial possibilities are even greater.

