

# PROVIDENCE MAGAZINE

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## Millions Hear from Providence Daily

*Our Radio Service Covers Land and Sea  
Brings Joy and Comfort to Many Homes*

HOWEVER well known Providence has been in former years on account of its great and world-leading manufactures, and its sterling products that have enjoyed a universal distribution, it has become more extensively known in the last two years than ever before. This may seem like a paradox, but the truth is that through the development of that wonderful invention—the radio—there are many in the United States, and up in Canada, who erstwhile knew little or nothing at all of Providence; whereas, to-day, Providence, figuratively speaking, is not only knocking at their doors, day after day, but it enters their homes and is made a most welcome guest.

Providence is one of the greatest broadcasting cities in the United States. It has four stations that upon their own initiative reach millions of listeners every day, from early morning, until close upon the midnight hour, and, on special occasions, in the opening hours of the next succeeding day.

Providence is not only an exceptional radio city in the respect already referred to, but it regularly brings in the broadcast services of such stations as Washington, New York and Boston, for the benefit of local radio owners, and passes the very many good things along to all the States, North, South and West, even to the Pacific coast and beyond it far out at sea to ships equipped with radio sets.

Providence is also coming to the front as a producer of radio sets and parts of sets from which the ambitious may build as extensively as they may desire. There are twenty-one concerns engaged one way or another, in this new line of industry, and they are hard driven to keep up with the demand, so many are the homes that are being thus equipped. Several manufacturing jewelers find radio a very profitable line. Pawtucket has four radio manufacturers, and Auburn, Phillipsdale, Warren, Warwick and Washington one each.

Providence provides millions with the music of the best operas, that of the leading symphony orchestras of the country; concert programs in which the foremost vocal artists participate; the performances in which great instrumentalists appear, and the rollicking jazz bands as well as the bands of national reputation.

It gives out music to which people in distant homes may indulge in dancing. It brings to the homes the voice of the

President of the United States as he discusses subjects of national importance; that of some great prelate, some orator of prominence; some distinguished educator, or the foreign diplomat who is the guest of honor at a state banquet.

Only a few weeks ago, Providence received the greetings of many cities, from Havana, and Florida centres to the South; San Francisco to the West, and a score of others in the Western States, as they were brought into Chicago by the American Telephone and Telegraph Company, over about five thousand miles of land wire and approximately 200 miles of ocean cables, and were relayed here, again to be sent out to thousands of homes. On Memorial Day it received and broadcast the full and beautifully impressive services held at the Arlington, Va., National Cemetery, when President Coolidge spoke.

Providence, among other things, gives instruction to countless housewives how to prepare delectable dishes for the comfort of the household. It instructs mothers in matters that pertain to the health of children, and informs the latter what they themselves must do if they would become strong and healthy men and women. It charms the children with bed-time stories. It imparts valuable information to the farmer as to the best methods of husbandry, and posts him on the latest market prices of farm products.

To the shut-in, whose name is legion, it brings not only the daily comfort of good music, that of the Sunday afternoon symphony and special concert programs, but the full services of Sunday in the leading churches of Providence and Boston.

Providence posts millions of "fans" on every detail of contests in the "squared circle," and on the base and football fields. In fact, Providence is all the while providing something for somebody—radiolily speaking, Providence is a very busy city, not only with what is relayed to it for dissemination, but what it sends out from its own studios to the homes in which are the simple crystal sets, which get the best of everything that is put on the air, and to those in the thousands of homes for miles and miles around, in which there are tube sets capable of picking up everything, no matter how far distant the station may be that is on the air.

Millions of people who formerly knew that Providence was on the map only by reason of their early study of geogra-

phy, as much, and no more than they did of the existence of other communities remote from their own places of habitation, are now positive in their minds that there is a Providence, Rhode Island. They have been very keen in the past to hear from it when WJAR, WEAN, and WSAD were on the air, as they now are to tune in with WKAP, the latest of our great radio quartette.

It was but three or four years ago that one riding about the country, saw an occasional aerial, and made mental note that some boy who had been reading up on wireless telegraphy had built himself a wireless set that he might catch the messages that were put on the air by the big sending stations on land, and from vessels at sea, probably had mastered the art of sending, was thus communicating with other boys, and fully intended to become an expert wireless operator, and hoped to become a second Edison.

To-day, the country districts are well supplied with radios. The farm house which has not its aerial—and it is not essential that there shall be children in it, for the grown-ups are as keen on the subject of the radio as are the youngsters—is a veritable curiosity.

When one walks about the streets of the cities, he notes that aeriels are getting about as numerous as telephone wires. They range from the costly steel masts with elaborately strung wires, to the home-made ones fastened to chimney tops, or attached to lathes nailed to roof-tops. There are instances where two and three aeriels are found on one house, for the boys of the three tenants have built inexpensive crystal sets, some having displayed much ingenuity in developing them into sets that bring in what is broadcast at distant points. As one radio dealer said, if these young experimenters could but make notes of their discoveries as they went along they probably would contribute information that would be of inestimable value to radio building concerns. "Who knows," he asked, "that we have not in our midst another Steinmiz, who is dreaming out some big electrical or radio invention, and, awakening, will startle the scientific world by the announcement of his discovery?"

All of these local sets, big and little, costing from hundreds of dollars down to a few cents, are attuned for what is to come on the air, and when is heard the sonorous announcement, "This is WJAR, the Outlet Company, at Providence, R. I., the Southern Gateway of New England; please stand by;" or "This is WEAN and WNAC, The Shepard Stores, Providence and Boston;" or "This is WSAD, Foster's, Providence," everybody sits tight and waits for the broadcast service, as soon they will watch for WKAP.

Not alone in Providence, in the State of Rhode Island, or in the Commonwealths of the East and Middle West, are people thus on the alert, for far across the continent, down in Cuba, and in South America, up in the wilds of Canada, and on ships that are ploughing the waters of the Atlantic and Pacific oceans are eager listeners-in. In isolated farming districts where houses are few and far between, and so remote from possible telephone communication that but a short while ago they might as well not exist so far as knowing what was going on in the outside world,

the radio has become a permanent fixture. Storms may rage; snow may fall burying the landscape and still further shutting in everything, but no longer is there cause for depression—the conviction that it would be just as well to extinguish the lamps and go to bed, seeing that there is nothing to keep folks up, for from Providence comes through the air the cheer of music, the brilliant after-dinner talks, and lectures on home economics covering subjects that are as entertaining to the wife, as they are to the man of the house and to the children. No longer do these people put out the lights and go to bed with the chickens. The lamps burn until late at night.

Do these people, living so many miles from Providence and so many miles from other centres of civilization, appreciate what the Providence broadcasting stations are providing them with? Rather! Why, it was but a few weeks ago that WJAR received a communication from a man way up in Alberta, in which he thanked the Outlet Company for the great pleasure its concerts afforded him. And he informed WJAR that his communication would be carried 600 miles on a dogsled from where his shack was in Alberta, to the nearest point where it could be placed in the mail to be brought to Providence.

WJAR uses a 360-metre wave length, is hitched up to all the leading broadcasting stations of the country, and through its connection with the American Telephone and Telegraph Company, reaches everywhere. McMillan, way up in the Arctic circle, has received WJAR concerts. Ireland has heard from WJAR, so has Italy, Gibraltar, Central America, all the principal points along the Gulf of Mexico, the Vancouver Islands and Saskatchewan. Basil T. Edwards, of Lakewood, in our own State, chief engineer on the steamship Joseph Seep, wrote that he had kept in touch with WJAR as far out as from 1100 to 1300 miles at sea, and even in the Mediterranean.

Those who attend a banquet note that on the table immediately in front of the speaker is a standard which supports what they are informed is a microphone. All that most of them know about the radio is that "Johnnie" has built a set from the parts he bought at a dime each, or he has saved enough pocket money to purchase the makings of a one or two-tube set. They have an idea that all there is to broadcasting is that microphone; whereas, the little contrivance is picking up and transmitting the speaker's voice to the broadcasting station which has cost thousands of dollars to build.

For instance, WJAR, with its 100-foot tall steel masts, a net work of guy wires, long aerial, visible in part only from the street. All this outside structural work cost but little compared to the required outlay for the broadcasting room and the apparatus which sends out on the air what is freely provided to everybody, and which receives what is relayed to it for distribution.

The room in which participants in concert programs face the microphone is heavily draped in soft hangings that there may not be the semblance of sound, save that of the voice or the instrument of some performer, and strict silence is enjoined on the part of others save the performers that no other sounds or echoes may be picked up by the little disc.

Up on the roof is the broadcasting apparatus, and seemingly, there is enough mechanism in it to drive a large vessel. A technical description of the apparatus, while it would interest one well versed in electrical work, probably would not be appreciated by the average reader.

Aside from the very entertaining Sunday evening program of "Roxie and his gang," the participants of the concerts supplied by the Outlet Company, volunteer their services. As "JR" explains, not everyone meets with success in an endeavor to entertain radio owners. There have been numerous instances in which vocalists of quite high repute, and instrumentalists of more than ordinary ability, have fallen down flat. However confident they were in facing large and critical audiences and winning from their auditors merited approval, they were seized with attacks of microphone fright; their voices faltered and became flat; their fingers trembled and stumbled over piano keys, and they were unable to finger the strings of violins or to use the bow, and it became necessary to literally "give them the hook."

Others, and some who had little stage experience, did not flinch when facing the disc, and did so well that, in answer to requests coming in by mail, WJAR has secured remunerative concert engagements for them.

On rare occasions, as in the case of the abduction of the East Providence school girl, WJAR has broadcast requests that the public give what assistance it can in locating the missing ones; but invariably all such requests are first taken up with the police authorities, lest mistakes be made.

All that is said concerning WJAR applies with equal force to WEAN and WSAD, so far as equipment and excellence of service applies. WEAN and WNAC, the Shepard Stores, give excellent concert and dance programs week-day nights, and a very entertaining one Sunday evenings, relayed to Providence from Boston concert halls, as well as full church services in the morning. WEAN uses a 273-metre wave length. With its hitch-up with WNAC on one transcontinental test, it reached practically every State in the Union, and on the same night was heard throughout the Canadas, up in Alberta, down in Cuba and out to Bermuda. England seemed to check up on the same night. WEAN and WNAC have been transmitting the Brown-Harvard ball games as played at Cambridge, but WEAN a few days ago supplemented its broadcasting apparatus so that it now reverses the program by sending to Boston the Brown-Harvard games played in Providence.

WSAD, Foster's, specializes in concert programs made up exclusively of local talent, making use of a 261-metre wave length, which permits it to serve a wide range of territory. It has given very delightful local Sunday afternoons and evenings, on occasion has utilized talent exclusively from Attleboro, or talent in Warren. There have been other evenings devoted wholly to American Legion Posts. WSAD has been authentically heard in cities 1700 miles from Providence.

This month Providence is still further on the air through the opening of WKAP, the Edgewood broadcasting station of Dutee Wilcox Flint, which operates on 286-metre wave length.

WKAP will be heard on the air Thursday evenings, from 7:30 to 8:30 o'clock, with a program of popular music, following WEAN, which will be on the air from 6 to 7:30 o'clock, and immediately preceding the musical evening of WSAD, which that night will go on the air at 8:30 o'clock. WJAR will be silent that night. The entertainment director of WKAP is Mr. George Spink, who has arranged to have among his artists Willard Amison, tenor; Harry Hughes, baritone; Ed Denish and his dance orchestra; Ellen Tate Spink, Miss Julia Gould, Chester Ciller, basso-cantante; A. Gardner, Miss Madeline Wilcox, Mr. and Mrs. Henri Faucher, the Gibson Mandolin Orchestra under the direction of William H. Place, Jr.; Riley Baxter, a New York organist, with others whom he will announce later.

The services of the Central Congregational Church will be broadcast at 11 o'clock each Sunday morning, WKAP using 500 watts and operating on a 286-metre wave length. The afternoon services from this church will also be put on the air. Sunday evenings the program will feature the fine organ which Mr. Flint installed in his home at Edgewood, with vocal and instrumental solos from 6 to 7:10 o'clock. From time to time special programs will be relayed to WKAP from New York and Boston. Mr. Spink is himself a fine musician and his own compositions are to be featured. To encourage young musicians WKAP will give such of their compositions as may, upon rehearsal by Mr. Spink and the orchestra, be deemed worthy of being placed upon the program.

WKAP did a very graceful thing, this month, by installing a radio set at the Crawford Allen Memorial Hospital at Potowomut, the summer branch of the Rhode Island Hospital. Most of the children sent to Potowomut are in traction, to cure hip and spinal diseases. They are in casts, and recline in carriages all day long, most of them being unable to move more than their heads and arms. That they may be entertained WKAP will provide a special program for them for one hour, each Thursday afternoon, while they are at the sun pavilion down by the water front. In the evening, when they are assembled for the night on the enclosed porch of the administration building, the set can be attached to a second aerial there, and the children will hear bed-time stories and the concerts that go on the air in the early hour. Mr. Spink will personally arrange the special Thursday afternoon program.

Throughout the winter and spring WEAN has broadcast the Sunday evening service at the Mathewson Street M. E. Church, which has been heard all over the country. At times it has put on the air the morning or the evening service at Grace Church and the morning one at the Beneficent Congregational Church. WEAN and WNAC have broadcast the morning service from the First Church of Christ, Scientist, at Boston, and latterly those of the morning service at the Temple Israel, Boston, Rabbi Harry Levi.

That these church services are appreciated is proved by what some of the listeners-in write to the pastors. One of the pastors said that one who had heard that day's service on the air sent in a contribution "to help defray expenses."