

EXPERIMENTAL TELEVISION STATION IN NEW YORK TO BE OFFICIALLY OPENED JULY 21

New York, July 16—With civic, radio and stage celebrities participating, the Columbia Broadcasting System, will officially open its experimental television station, W2XAB, at 10.15 P. M., E. S. D. T., Tuesday, July 21.

The opening of the station follows several weeks of tests in which clear reception of W2XAB's signals was reported from cities as far away as Boston, Hartford, Baltimore, Camden, Schenectady, and Philadelphia. Although sight transmission of the premiere program will be limited geographically to a comparatively small section along the Eastern seaboard, the sound transmission will be carried to most of the 85 outlets on the world's largest network.

Listeners-in throughout the nation thus will hear Ted Husing, serving as master of ceremonies, announce the performers and notables brought before the microphone and the scanning disk for the inaugural.

Mayor James J. Walker, of New York City, has been invited to lift the curtain from the photo-electric cells, formally marking Columbia's expansion to visual as well as audible entertainment. The Mayor has been asked to introduce to "lookers-in" (in addition to a nation of listeners-in) Miss Natalie Towers, Wellesley graduate whose beauty televised so attractively that she became the first girl ever to be signed exclusively by a network for television appearances.

The rest of the 45-minute opening program will bring varied radio fare. Ed Wyn, stage comedian of a score of hits; Kate Smith, one of the year's foremost radio successes; Helen Nugent, contralto; Ben Alley, tenor; Helen Gilligan and Milton Watson, musical comedy favorites recently recruited to the air-waves Henry Burbig, dialect comedian, and others will be seen and heard.

Edwin K. Cohan, technical director of Columbia, will deliver a ten-minute address on the subject of "What to Expect of Television."

Transmitting apparatus and antennae systems are adjacent to the studio located on the 23rd floor of the Columbia Building, 485 Madison Avenue, New York. The equipment is of the most modern design, representing latest advances in the science of visual broadcasting, and is especially noteworthy for its compactness.

The station, W2XAB, is licensed experimentally by the Federal Radio Commission. It will operate in the channel from 2.75 to 2.850 kilocycles with 500 watts power. Sixty-line scanning at twenty frames per second are the picture specifications.

At the outset no attempt will be made to televise more than two performers at the same time. In the same way, musical emphasis will be placed solely on an individual instrumentalist. Experimentation has been planned, however, toward the televising of trios, quartets and orchestras. Bill Schudt, Jr., Acting Director of

Television Programs, likewise intends to attempt the transmission of numerous novelties—such as juggling, shadow pictures and dreams in pantomime.

The opening broadcast will have sound outlets locally not only on WABC but on W2XE, Columbia short wave station. It is planned to synchronize sound with sight daily, the usual sound outlet to be W2XE.

Although the premiere will see the station on the air only 45 minutes, an ambitious schedule has been adopted for subsequent days. On Wednesday, July 22, the television transmitter will begin sending out its signals at 2 P. M. Thereafter, a daily schedule (including Sunday) of from 2 to 3 P. M., and from 8 to 11 P. M., will be maintained.

TOWN SOLD FOR \$900

Warren, Idaho, July 16—Dead leaders of this once famous mining camp must have turned over in their graves the other day when the town was sold "lock, stock and barrel" for \$900.

It is a far cry from the town of the "7's" to the present town of today. The Florence gold discovery impelled the settlement of Warren. Miners flocked in from all over the country.

Then the mine began to peter out and the town was deserted.

Some time ago the town was removed from the Idaho National forest and reverted to the interior department. The sale was to establish claims made by "squatters" previous to the transfer.

THE CITIES HAVE BUSINESS CAREERS LIKE HUMANS—THEY DEVELOP ON MANY LINES

(By Frederic J. Haskin in Boston Traveller.)

Washington, D. C.—It seems that a city may adopt a sort of profession, trade or business in much the same manner that an individual does, and that its civic career will follow certain lines. This is strikingly shown by a survey which has been made by the federal government of business activities of various communities.

A city, either because of natural advantages or of pursuing diligently a given course of development, may make itself a great market. Some cities go in for manufacturing, some for distribution for trade. That this is so is shown by the extremely wide range in the amount of business done by cities in the same general class.

Some cities, while confining their activities largely to trade, specialize in retail, while others give their efforts to wholesale trade. Somehow a city very largely absorbed in manufacturing does not become a great market. What it makes is sold elsewhere.

The outstanding example of this is Akron, O. Akron, a city of more than 250,000 persons, the 35th in rank in the entire country, is the centre of the rubber manufacturing industry. Its great rubber factories employ most of its people, and thousands of tons of crude rubber are received from overseas. This raw product is converted into everything from automobile tires to toy balloons and then shipped out again. Yet in a group of 23 cities between 250,000 and 500,000 population, Akron stands at the bottom of the list as a market.

At the opposite extreme is Kansas City, Mo., Kansas City a larger population than Akron—almost 400,000 according to the last census. While it has many industries of importance, such as meat packing and flour milling, it does not stand out in the same manner as Akron. et it far surpasses Akron as a place where people buy and sell. Akron's total net sales for 1929 amounted to only \$87,063,000, while those of Kansas City exceeded the enormous sum of \$1,378,000,000—considerably over 15 times as much as Akron.

Obviously, the population of the cities has relatively little to do with the matter. Take Memphis, Tenn., for example. Memphis has a population of 253,000—smaller than Akron—yet the net sales of Memphis in 1929 amounted to \$571,269,000, more than six times as great as those of Akron.

Another city with small sales is Oakland, Cal. Oakland is considerably larger than Akron, having more than 284,000 population, but its sales for 1929 were only \$113,863,000. This springs from a different reason. Oakland has no outstanding industry such as Akron's rubber, but is situated so close to San Francisco that people who normally would buy in a place the size of Oakland go across to the larger centre. This has become a habit of years and the greater city continues to draw the trade.

Kansas City's tremendous predominance as a trading city springs from a strategic location. With rail connections in every direction, and with the Missouri river at her command, she is well supplied with transportation. On the edge of the great plains, Kansas City is a natural gateway between the manufacturing East and the pastoral West. It is a natural meeting place for traders. Long established as a trading post, it has built up a merchandising business with an increasing momentum which nothing can stop.

Another huge market is found at Minneapolis. The Minnesota metropolis actually has a greater population than Kansas City, but not as much trade. Her 1929 figure is \$819,928,000 in net sales and her population 464,000. This tremendous business has been created largely because of favorable location. Practically at the head of Mississippi river navigation, Minneapolis for generations has been a centre of trade.

New Orleans Has Lost

It probably will come as a surprise to know that New Orleans, situated at the mouth of the Mississippi river, is a lesser market than Minneapolis. The 1929 sales of New Orleans were but \$590,611,000, or \$229,317,000 less than those of Minneapolis. This leadership on the part of Minneapolis is a modern development. Similar figures for a generation or more earlier would show a reversed standing. The decline in New Orleans' position as a market is due to the decreased importance of the river traffic. In earlier days, the Mississippi river was the great artery of traffic of the vast basin it drains. A tremendous portion of the mid-continent's trade was carried on its bosom when the young Lincoln was a barge-man, freighting goods down the river, when Mark Twain was sounding the lead in the days of the showboats, and when half the population of the river towns waited on the levee for the Robert E. Lee, the relative importance of New Orleans as a market was far greater.

But Old Man River has given up much traffic to the railroads. Thus a city like Minneapolis, a terminal of the northern trans-continental lines, and probably the greatest primary grain market in the world, reflects this change.

Another interesting contrast is furnished by the two southern cities, Dallas, Tex. and Birmingham, Ala. These thriving communities run almost neck and neck in population. Dallas has 250,475 and stands 33rd in rank. Birmingham has 259,678 and stands 34th. et the 1929 sales of Dallas amounted to the huge sum of \$677,415,000, while Birmingham sold only \$242,092,000 worth of goods. Here is a difference of \$435,323,000. Birmingham is a community largely pre-occupied with the manufacture of steel and does not make the same effort to be a trading centre that Dallas does. The Texas city is the centre of trade for hundreds of miles around.

WEATHER REFLECTIONS

(Philadelphia Bulletin)

The housewife has now gone with her children to a small summer hotel or boarding house. Husband is left home to get on as best he can in a silent house with sparse larder. At first he will appreciate his holiday from domestic urge, but later will grow as lonely as Robinson Crusoe and more bored.

Meanwhile, wife and children are thrown in close contact with persons they have never seen before. Good-will and fun may be there, or irritation. Some of these strangers will be admirable. Some will be addicted to "the drinking of wine and playing the lute." Others—the majority of the middle-aged—will be merely lackadaisical.

Astonishing is the futility of many lives during the summer. Library books are taken out in the morning read in the afternoon between naps and forgotten the next day. Bridge occupies the evening. Elderly women play bridge with rancor and no enjoyment. They do it to kill time—people who have only a few years of life remaining.

Florida Senate has voted to allow members to remove their coats on account of the heat. No need to ask California papers to "please copy."

GOOD PROGRAM TO BE ON THE AIR FRIDAY

Following are the best features of Friday night's radio program given in Atlantic standard time:

CFNB FREDERICTON

8.30—Weather Forecast, News, Columbia Records.

12.30—Columbia Records.

1.15—Stock Market Report.

7.00—Weather Forecast, Stock Market Report.

WEAF NEW YORK

7.00—Major Bowes' Family.

7.45—Rise of Goldbergs.

8.00—Cities Service Concert.

9.00—Clifford Club.

9.30—Dance Program.

9.45—Raki Gets Rich.

10.00—Kodak Week-end Program.

10.30—RKO Theater of the Air.

11.00—Lopez Orchestra.

WJZ NEW YORK

7.00—Amos 'n' Andy.

7.15—Mossul Moments.

7.30—Phil Cook.

7.45—Esso Program.

8.00—Nestle's Program.

8.30—Careless Love.

9.00—Intermoven Pair.

9.30—Armour Program.

10.00—Paint Men.

10.30—Clara, Lu and Em.

10.45—Instrumental Duo.

11.00—Slumber Music.

NBC CHICAGO DIVISION

11.00—Amos 'n' Andy.

WABC, NEW YORK

7.00—Philco Symphony Orchestra

7.30—Rita-Carlton Concert.

8.00—L'Heure Provinciale.

9.00—Canada on Parade.

10.00—Canadian Pacific Hour.

11.00—Windsor Hotel Dance Orchestra

WOR, NEWARK

7.00—Uncle Don; Sports; Orch.

8.30—Skylark; Mike & Al.

10.00—Frat Row.

10.30—Orchestra; Lyons and Lyons.

10.45—Dinah and Dora.

WTIC HARTFORD

7.30—The Haroneers.

7.45—Highway Safety.

8.00—Cavaliers.

9.00—Eskimo Service Concert

9.30—The Travelers Hour.

10.30—Theater of the Air.

11.00—News; Weather.

11.10—Club Hollywood Orchestra.

CNRA MONTGOMERY

10.30—Home Economics.

1.00—Robin Hood Musicals.

2.00—Daily Potato Bulletin.

2.30—Ocean Limited Hour.

3.15 News Bulletin.

6.15—Stock Reports.

6.30—Dinner Hour of Music.

7.00—Dom. Dept. Agric. Report.

CKAC MONTREAL

7.30—Baseball Scores.

7.35—Windsor Hotel Orchestra.

7.55—Montrose Question Box.

8.00—L'Heure Provinciale.

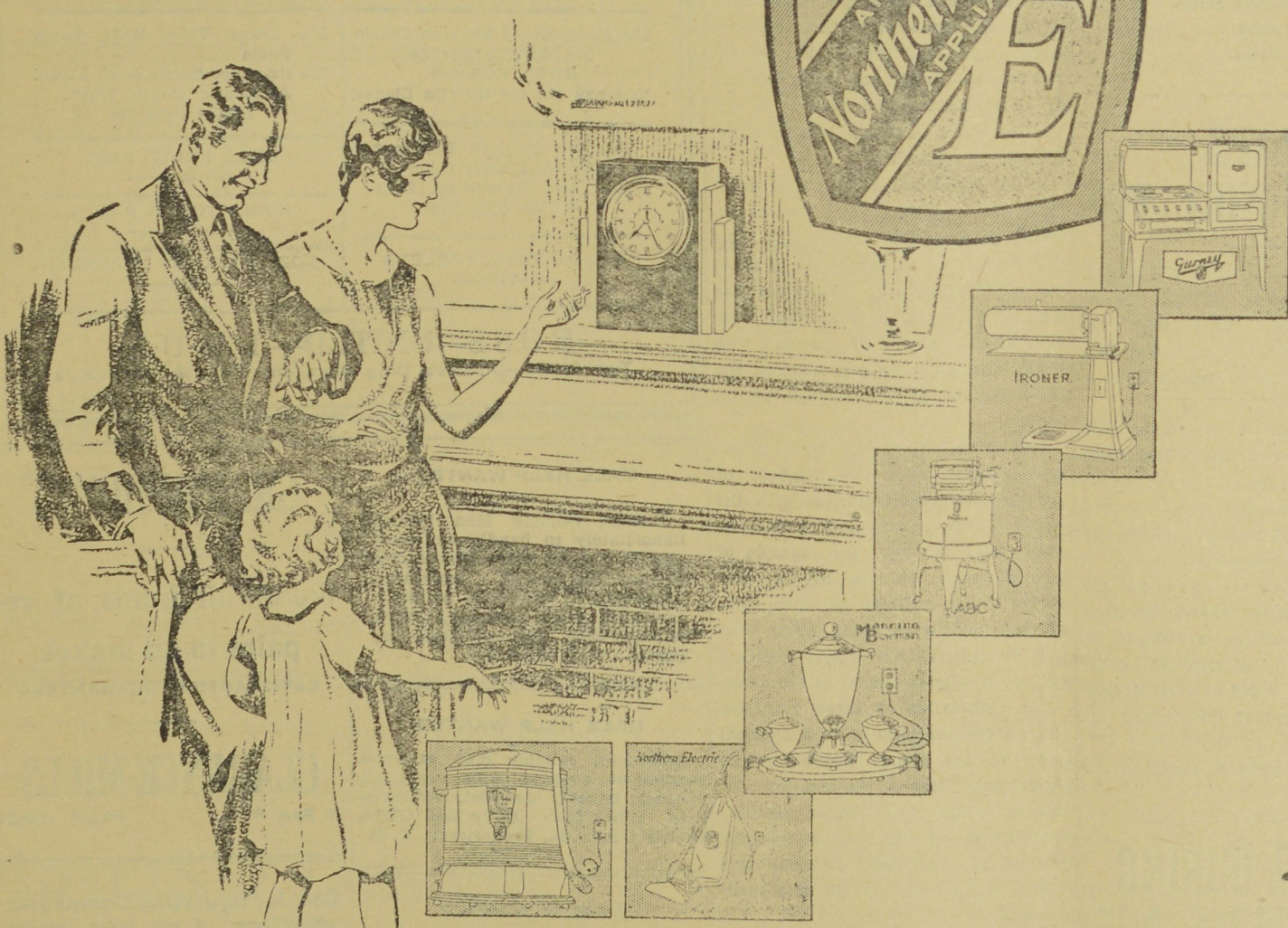
9.00—Ritz Carlton Orchestra.

10.00—Canadian Pacific Hour of Music

11.00—Windsor Hotel Orchestra.

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