



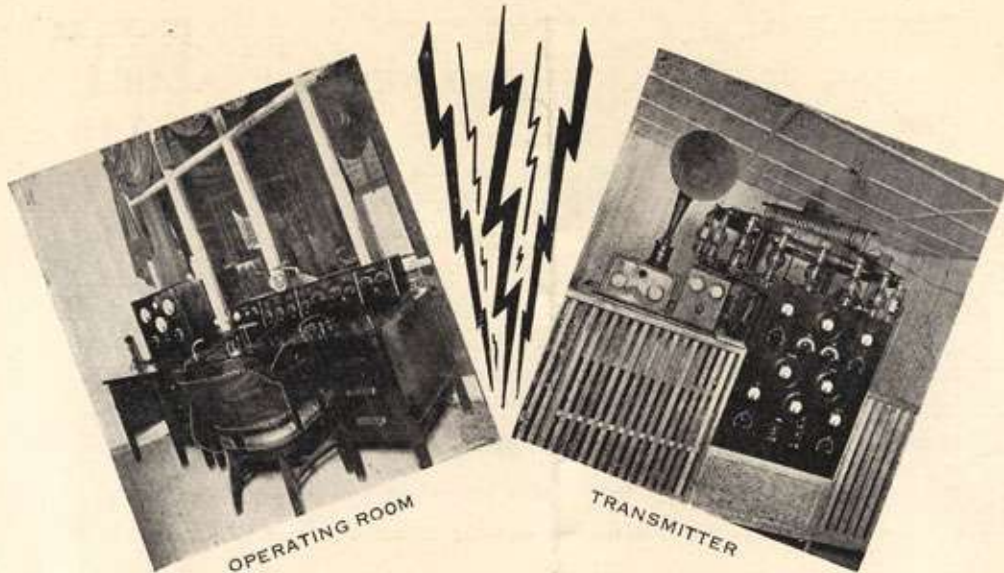
CRYSTAL STUDIO

North Pole Explorers Gladdened by Station WJAZ

IT will not be amiss to begin with the statement that the Zenith-Edgewater Beach Hotel broadcasting station, WJAZ, is one of the most powerful of the world. Its scope can be inferred from a fact that links it with an historic episode.

On the stroke of 12 every Wednesday night a program is broadcast, which for uniqueness is unexcelled in the domain of radio. Within 11 degrees of the North Pole a little band of men, as the clock points to midnight, Wednesday, sit huddled together in the forepart of the schooner Bowdoin, "frozen in" for the winter. They are Dr. Donald B. MacMillan and his exploration party on a scientific expedition.

They set out from Wiscasset, Maine, June 23rd, 1923, in Captain MacMillan's 89-foot schooner, bound for the northernmost limits of Eskimo Land. Ensnored in the forward end of the schooner was a ZENITH sending set and a standard ZENITH receiving set. It is a great thing for radio, this adventuring into the land of perpetual silence, undoubtedly the greatest from the standpoint of popular appeal that has yet taken place.



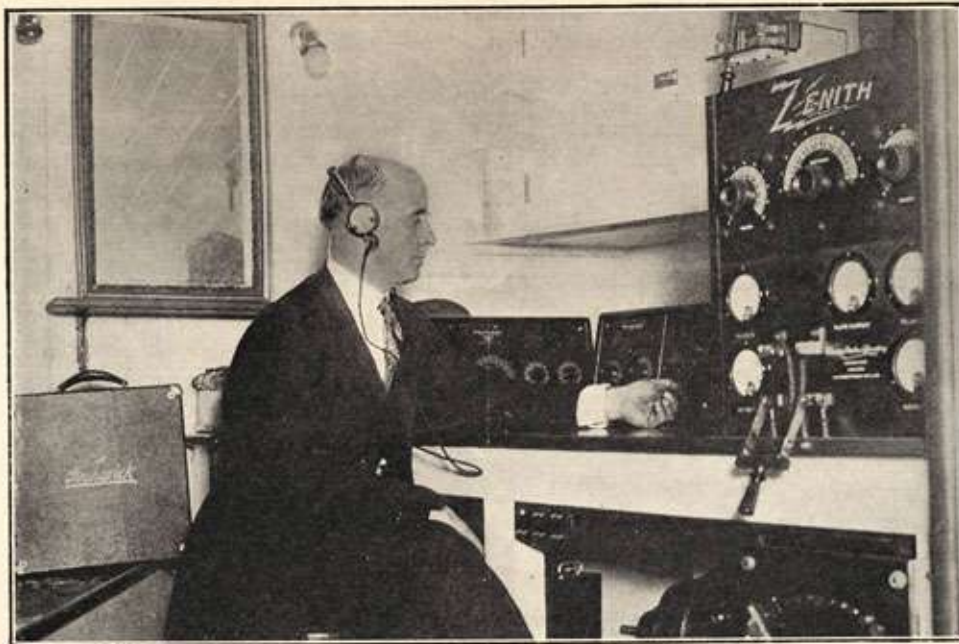
At a dinner given Dr. MacMillan, March 21st, 1923, he told of the true hardship of the Arctic—not the cold, not the lack of food, but the awful silence, so terrible indeed that men go mad because of it. He recalled one expedition in particular when this tragic fate befell a number of the crew and the only way the remainder of the party could get back to safety was to shoot them.

One of the party suggested, "Why in the world don't you take along radio equipment?"

That started Dr. MacMillan on a new line of thought. Two months later, the idea of radio communication had so much appeal to the explorer that he had arranged to take with him the best and most dependable radio for his purpose—complete ZENITH equipment.

So here they are—Dr. MacMillan and his crew of seven within a few miles of the North Pole. The deck of the boat is covered with snow, to shut out the cold and keep within the little heat it is possible to generate. Stretched between the high masts of the Bowdoin, is the antenna wire. The look of expectancy brightening the faces of these men and the eagerness with which their eyes are bent on the Zenith radio receiving set in the captain's quarters can readily be imagined. For they are about to get word from home. And, as they hear a familiar voice, "This is station 9XN (the experimental call letters of WJAZ) calling station WNP "Wireless North Pole" breaking through the white stillness of the arctic night, they tremble with delight. As often as the proceeding is repeated Wednesday after Wednesday, the same feeling of uncanniness overpowers them. Wonderful to get word from home once a week! What a change from the previous

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DR. MAC MILLAN AT HIS ZENITH

trips when each day was a year of loneliness and no word reached them except the trite gossip of the Eskimo! Think of being so completely cut off from communication as not to know about the world war until the return home, 3 years after the war started! But that was before the advent of the Zenith radio.

As these men sit and listen, a highly dramatic performance is going on in Chicago, one that is closely related to that stage setting of snow and ice, the Bowdoin covered like a frosted cake, the dreary mast with its ornamentation of antenna wire, the men below with the Zenith radio set. 4,000 volts and 10 kilowatts are giving the words of Mr. McDonald of the Edgewater Beach Hotel broadcasting station, wings to carry them to the North Pole region. Promptly at midnight Wednesday he announces the change of the call letters from WJAZ to 9XN and sends greetings to Dr. MacMillan and the crew. Then he reads to them letters and messages from friends and relatives—messages of weddings, births, and deaths; messages of all sorts from home that might be of interest; Dr. MacMillan gets a report from his secretary in Boston; occasionally a friend of the Doctor's will make an address. When the personal messages have gone their way over the air lanes, a resume of the week's news - the interesting and outstanding events of the world - is given. This is the weekly program. Station WJAZ and the radio set in the Bowdoin are the means of this remarkable feat of long-distance communication.

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Thus, the range of the Zenith-Edgewater Beach Hotel Broadcasting Station is established from another point of view.

Other Activities of WJAZ

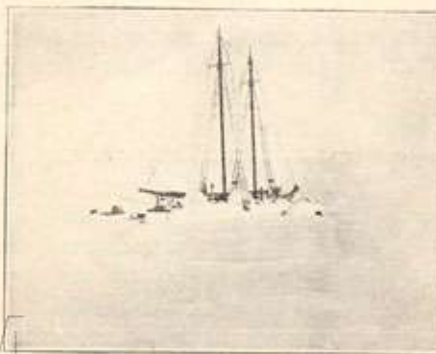
Of course, communication with the arctic explorers is only one phase of WJAZ activity and influence. Its major function is the furnishing of entertainment and instruction to a vast radio public of the United States, South America, Mexico, Canada and the islands.

Including the special Wednesday night program, WJAZ is "on the air" from 10:00 P. M. to 2:00 A. M. Tuesday, Wednesday, Thursday, Friday and Saturday; and from 6:00 P. M. to 10:00 P. M. on Sunday, central standard time.

No expense has been spared by the builders of the Zenith-Edgewater Beach Hotel Broadcasting Station to make it not only the most powerful but also the finest and most elaborate broadcasting station in the world. This distinction is deserving, because of the completeness and modernity of the radio equipment; the actual as well as latent power for transmitting; the location and architecture of the station and studio; and, of course, the character of the entertainment.

The Crystal Studio is deserving of special mention. It displays rare ingenuity not only in its operating facilities, but in its exquisite appointments. It was designed so that the public might witness and enjoy the broadcasting as it is actually being done. The studio is glass encased and sound-proof. Although the audience is separated from it by a triple-plate glass wall, it is enabled to hear the program by means of the Zenith console radio receiving set outside the studio. On the east the studio faces the beach and promenade; on the north, the north terrace of the hotel; on the west, the Colonial dining-room; and on the south, the Marine dining-room. Drapes are of red velvet, with the indirect lighting system and its wealth of color combination hidden behind the billowed ceiling. The artists are not conscious of singing into microphones, for these are cleverly concealed from view.

The studio alternates with the orchestra in supplying the program. The station operator and engineer, Mr. L. M. E. Clausing, not only functions as announcer, but also by means of signal lights directly supervises the orchestra playing in the Marine dining-room and the artists performing in the Crystal Studio through his direct control of the modulation. In addition he has control of the transmitter located five hundred feet to the north by means of an intercommunicating system.



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THE AMERICAN RADIO RELAY LEAGUE

INCORPORATED

HARTFORD, CONN.

RADIO STATION Can. 98P.

Prince Rupert, B.C. St.

PHONE 569

RADIOGRAM

Received

No.	FROM STN.	LOCATED AT	DATE	TIME	CHECK	OPERATOR
2	WNP	Schooner "Bowdoin"	Nov. 12/23	2.01 A.M.		JB.

Latitude 78.30 North Longitude 72.30 West

FROM Schooner "Bowdoin" Refuge Harbor, Greenland DATE November 12, 1923. VIA 98P.
TO E.F. McDonald, Jr. Zenith Radio Corporation, Chicago, Ill.

Am very thankful that Arctic Exploring Ship Bowdoin is equipped with complete Zenith radio apparatus. You at home cannot fully appreciate what such an addition to my equipment means to me and my crew. Here at top of world in darkness of Great Arctic night isolated as we are from even outposts of civilization radio has conquered solitude banished anxiety over welfare of friends relatives at home. And has removed monotony during necessarily inactive periods. We have already listened to stations practically all over United States from Europe and even from far away Honolulu music, vocal, and instrumental, speeches, prayers, sermons are penetrating Auroral belt and reaching little Bowdoin fast frozen in ice eleven degrees and half from North Pole. We are almost as incredulous as Eskimos that this can be so. But here we are and nightly it comes to bind us intimately with great busy world to South of us. Zenith has united the ends of the earth.

MacMillan,

Captain Schooner "Bowdoin"

Sent

No.	TO STN.	LOCATED AT	DATE	TIME	CHECK	OPERATOR

NOTICE TO ADDRESSEE: The station delivering you this message will be pleased to forward your reply without charge.

~~THIS IS STATION~~

~~WIAZ~~
ILL



To Mr. Edwin S. Thompson,

2025 N. 15th St.

Philadelphia, Pa.

ZENITH
EDGEWATER BEACH HOTEL
WIAZ
ON THE SANDS WITH REGULAR MAIL
ENTRANCE CLEARANCE

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