

Radio and Newspaper Are First Cousins And Relationship Satisfactory to Both

Opportunity Taken at Opening of New W B Z Studio to Discover Views of the Great Army of Listeners on the Point—Press Has Nothing to Fear From the Microphone; Latter Merely Complements the Former and Bulletins Only "Whet" the Insatiable Appetite for News

SEVERAL months ago the mayor of San Francisco, or some other Pacific coast city, skeptical as to the range of the local or any other radio broadcasting station, was invited to speak to the listening country. If memory serves, he was "from Missouri" and wanted to be shown. After his brief talk he broadcast an invitation to such as heard his speech to telegraph him (collect).

He had not left the station before they started coming in; from north, south and east they came in a perfect avalanche; and even from ships at sea to the west of him wireless messages poured in all day. It cost his honor well over \$3000 to be "shown." It is related that his curiosity was fully satisfied.

Such a flood of letters from radio fans throughout the country has come in that it is impossible to print all. Those correspondents, therefore, whose acknowledgments of Mr Cook's radio talk do not appear will kindly accept our regrets. Each one, however, will receive the promised copy of The Republican.

A Springfield Parallel in Miniature

Scratching off a brief telegram takes little time and the message, when it costs nothing to send, would be looked upon as a joke by its writer and quickly forgotten. Writing a letter of one's impressions is a more serious matter especially if it is to appear in print. On the opening of the new studio which inaugurated the latest thing in radio transmitters yet installed at the East Springfield plant of the Westinghouse company prominent Springfield people were invited to address the radio clientele of WBZ. Among them Waldo L. Cook, representing The Springfield Republican, spoke on the relation of the radio to the newspapers. The address was so well thought of by the radio fans that heard it that no apology is needed for printing it for the benefit of those who failed to get it by radio.

Inasmuch as it is estimated that barely one in 50 that hear takes the trouble to make any acknowledgment of a radio talk, the number of letters received in response to Mr Cook's invitation is impressive. From many states they come; from the north of Canada and the wilds of Maine, where they can still see the snow on the hills, to the southern states where they rarely see snow.

East and West heard the story and the breath of appreciation is discernible through all. Doctors, lawyers, tradesmen, invalids, others broken in health yet optimistically doing the world's work; mothers, maids and the best boys in the universe all were part of the great audience estimated at over a million which claims the Springfield station as its own.

Whole Page Worth Perusal

Mr Cook promised a copy of The Republican to every correspondent and, according to the spirit of some of the letters, this was a great idea, not only as an opportunity to discover just who were listening but as bringing back to some Springfield exiles a breath of the home city. It succeeded admirably and it is suggested that it will not be wasted time if the reader goes through them all. Perchance an old friend may suddenly appear.

Writers there were, however, with the personal touch, who possibly recognized Mr Cook's voice; one correspondent had a set so sensitive he could hear the breathing of the speaker; some do not care for publicity; their wishes are respected. But to each and every one will be forwarded a copy of this issue of The Republican.

Great distance was not achieved in this particular instance; at least it is not apparent as yet. In order to cope with the heavy work incident to the production of the Sunday paper, it is necessary to make up certain pages ahead of time; this is one of them, and sufficient time had not elapsed to hear from places beyond the Middle West. In another issue there may be opportunity to print further letters, for telegraphed reports show that the dedication exercises were picked up way out in magnificent distances. Mr Cook's address follows:—

NEWSPAPERS NEED NOT FEAR THE RADIO

Co-operation Between the Two Steadily Expanding—Believers of Broadcast Only Whet the Appetites of Listeners

As a newspaper editor, I am asked if the newspapers fear the competition of the radio in broadcasting news? The best answer is that a number of newspapers in the United States are already broadcasting news from their own radio stations. A Chicago paper is now broadcasting news bulletins received from all over the world every half hour, day and night, and it calls this service the "world crier"—an appropriate adaptation of the title, "town crier," once so well known in our New England towns. A St. Louis paper broadcasts all kinds of market reports and news bulletins seven times a day in addition to evening amusement features and religious services on Sunday. A

Detroit newspaper performs a similar service at heavy expense.

Instead of injuring the newspapers, the radio has increased their circulation. There is scarcely a newspaper, in the cities at least, that does not run a special radio department daily and this attracts readers among the rapidly-increasing army of people who have radio receivers in their homes. This co-operation between the press and the radio industry, which is steadily expanding, could hardly fall to languish if the daily press found its existence or its function in the least menaced by radio's development.

On the day last August that President Harding's death was announced I was on a motor trip in Vermont. In the afternoon I was told in a small rural village, remote from the railroads, and all wire communication, that one of the local residents had picked up the news of the President's death early that morning by radio. The incident illustrated the great value of radio communication to the remote and more inaccessible districts in the transmission of news. Yet, in consequence of the radio bulletin, more newspapers than on ordinary days could have been sold in that town. Everyone was eager to read the full story in the press. The radio, in short, by its bulletin service, merely advertised what the newspapers of that day had for sale. Whatever the future development of radio transmission may prove to be, the newspapers seem safe from injury. The radio is already being used, in New York at least, to broadcast commercial advertising and this doubtless has interesting possibilities, yet no competitive form of advertising has thus far seriously threatened the newspaper business. Radio competition must suffer from certain handicaps, for advertisements that are broadcast cannot be given the typographical shadings and consequently the psychological allurements which distinguish the art of newspaper advertising. Nor can radio advertisements carry pictures of the articles advertised. In printed advertisements there is a calculated appeal to the eye; in radio advertisements the appeal must be confined to the ear.

The news service of a newspaper can never be supplanted by the radio for very practical reasons. It is impossible by the radio broadcasting of news to satisfy the primary news interests of all listeners at once. Some newspaper readers will look first at the sporting page; others at the business and financial page; others at the general news, or front page, others still at the editorial page. If they were to depend on the radio, many of them would find entirely beyond their patience waiting for the particular news that interested them. They want that news at once, and in a newspaper they can get it at once.

While the primary function of a newspaper is to print news, it nowadays gains many readers by its special features in which the art of illustration plays an important part. The radio can carry bedtime stories but it cannot carry a cartoon or a picture of a fire or of Babe Ruth making a home run. Finally, newspapers of some age and standing have salient individualities which are the embodiment of their methods in the handling of news, and their editorial attitude on public questions and these are often prized by their readers. It is difficult to conceive of the radio ever developing the individuality which is such a valuable asset to many newspapers in the United States and other countries.

In conclusion permit me to say that The Springfield Republican is curious to learn how far this little talk has reached. It will be glad to print in its radio section letters of comment on this evening's broadcast from the farthest distance and it will send copies of The Republican to the writers of the letters.

I thank the Westinghouse company for the courtesy of its invitation to take part in this evening's wonderful program in its new radio studio, which has greatly impressed me with the good taste of its furnishings and the scientific perfection of its equipment. I bid you all good night.

Following are the letters whose writers have not objected to publication and no attempt has been

made to classify them by states or otherwise:—

Springfield Ever Leads

Lawrence, Mass. I was one of the radio audience Saturday evening, who listened to the program given by Station WBZ broadcasting from the Hotel Kimball studio, Springfield, Mass., on the occasion of its formal opening. The addresses and musical numbers came through clearly, a characteristic of "Westinghouse" stations.

May it not be apropos to say that Springfield has long been in the vanguard as an effective and powerful broadcasting point. This has been so from the days of Samuel Bowles, founder of the great newspaper which you now edit, whose messages were broadcast with the aid of that implement said to be mightier than sword, to the present time when a host of radio listeners are entertained and instructed daily through the medium of that elementally mysterious force sending its messages through the air.

ARTHUR A. BAILEY. Likes the Old Songs

Peshtigo, Wis. Before last night we were never satisfied unless we got in Pittsburg or Hastings, Neb. But now I can tell you WBZ at Springfield was

from the Kimball studio last Saturday evening, and was much entertained. It was doubly interesting to me from the fact that I consider Springfield my home town, as previous to 1918 I had been a resident of that city for more than 40 years. Wishing the new studio and The Republican the best of success.

D. S. LUTHER. A Canadian Fan

Beloil Station, Que., Can. Apart from the mere pleasure of being entertained, it seems to me that radio is serving a much more important purpose in making us think of and become interested in people and places far away from our own little town or city.

Tonight I have been enjoying very much the speeches and music in connection with the opening of the Westinghouse studio at the Hotel Kimball. And I was particularly interested in your description of the way in which radio and the press are working together.

I am sending these few lines from near Montreal, Can., on account of the wish which you expressed to hear from those who were listening in.

C. R. KNEELAND. Ailston, Mass.

Am writing you in reference to your talk over the radio shortly

noted your request for a letter, which I am very glad indeed to send.

Station WBZ at the Hotel Kimball came in very clear and I was interested in their opening program all through. There is no doubt that there exists a vital relationship between the radio and the newspaper, and I look for a larger development of this relationship in the no distant future. While it is not my privilege to see The Springfield Republican regularly I purchase it occasionally and have always considered it one of the leading newspapers of the country. Congratulating you on the high character and moral tone of the paper, and wishing you the greatest measure of success.

C. F. HARDING.

Wisconsin Stayed with It

Oconto, Wis. Regardless as to whether I am of from the farthest distance in listening in or not I want to take this time to write that I tuned in on Station WBZ in time to hear your short address on radio conflict with the newspaper, or rather, I should say, its lack of conflict.

I held on to the program for the remainder of the evening, hearing faintly at the same time another one of the Westinghouse stations, namely KDKA, East Pittsburg.

The WBZ program came in exceptionally clear and distinct over the loud speaker, as does all the other Westinghouse broadcasting stations.

A. S. BOND. Ithaca, N. Y.

Hears From All Quarters

I heard your radio talk Saturday evening from WBZ at the dedication of their new studio, and I want to tell you how much I enjoyed it. I am glad you do not think radio offers the newspaper competition, but rather that it is an aid. Every syllable came in as clear as a bell.

While I do not know you, your voice seemed almost like that of an old friend. Two of my best newspaper friends have been graduated from The Springfield Republican, viz., Elmer C. Pratt, formerly foreman of the Ithaca Daily News, and now general superintendent of the Camden (N. J.) News, and the late Henry Salandri, who was telegraph editor of the Ithaca Daily News for two years, while I was managing editor. I should be very glad, indeed, to see a copy of your paper. I was in Springfield a day last fall while on a motor trip through the East, but I did not visit any of the newspaper offices.

The radio set over which I heard your talk Saturday evening, was built by Prof. B. K. Northrop of Cornell university. It is a one-tube set with a regenerative feature. We use a Western Electric loud speaker, and have received programs from stations as far west as Omaha and Kansas City; south, Atlanta, Augusta, Tampa, Houston, Memphis and Louisville; east, Boston, Springfield and Providence; north, Montreal and Quebec; but the best all round programs we receive come, I believe, from Springfield and Pittsburg.

Wishing you all success in your work, and trusting that I may be fortunate enough to again listen in, when you are talking from WBZ.

GAIL C. STOVER. (Mrs Abel E. Stover.)

Plainville, Mich.

On Saturday evening, April 19, we received your program with our Radiola and enjoyed it immensely, especially the talk by Mr Cook of The Springfield Republican. We thank you for the fine entertainment, and hope we will have the pleasure of listening to you again very soon.

JOHN F. CUTLER. Edgewood, Ill.

I heard and enjoyed your talk concerning the newspaper and future of radio from Westinghouse station, Springfield, Mass. With kind regards and best wishes.

E. S. YATES. Columbus, O.

I wish to especially commend the following: Your speech, Mr Cook. Let's have a copy of one of your radio papers on the opening of new WBZ.

LEROY D. BARRETT. Erie, Pa.

While listening in on my radio last evening a very interesting program was received from Springfield, Mass. Everything came in fine. I believe you were right when you said the radio would never replace the newspaper. I for one would be disappointed if the sporting news were not broadcast first.

G. W. DOUGHERTY. Vergennes, Vt.

You were heard on the radio last Saturday night here at Vergennes, Vt. I am not sure what your first name is so I am just addressing you as Cook of The Springfield Republican. Please send a copy of The Republican as said in your speech at the WBZ dedication, 19th.

F. D. CATTERTON. Concerned for the Mayor

Winterport, Me. The program of Station WBZ came in clear and good Saturday evening, the 19th. The address given by you was interesting and instructive, and much enjoyed. Hope the mayor may be feeling better, as he seemed to have a cold Saturday night.



WALDO L. COOK

more than wonderful and your speaking was as if you were facing us and were in the room with us.

Are wondering if you have a slight lisp? We thought so. We have a small Westinghouse set and in our own minds we say: Thanks, thanks for such good stuff as we are getting from your station. Some time hope to hear the old song with words in, viz: "May your children treat you As you've treated your old Dad."

MR and MRS A. B. ALLEY. Gardiner, Me.

I want to say I was very much interested in the talk you gave on April 19 at the radio station of WBZ, Springfield, and so I am hoping to receive a copy of The Springfield Republican.

MRS M. P. WARE. Snow on the Hills

North Bridgton, Me. At the opening of the new WBZ station at the Hotel Kimball at Springfield the other night you said that you would like to know how many places heard you. You also said that all those that replied you would send them a copy of your paper, The Springfield Republican. We are 42 miles north from Portland, next town to Harrison and this is a beautiful part of the country. We can see the White Mountain range and it is just as white with snow at this present writing as it is in the middle of winter and a beautiful sight.

We enjoy the WBZ station very much indeed. I also wish to say that the lady that gives the bedtime story is delightful. Also that the man that announces has a very clear voice.

MRS W. N. DECKER. Lived Here 40 Years

Brockton, Mass. In accordance with your request I am writing to inform you that I listened to the program broadcast

after 8.15 p. m. this evening from Station WBZ, Springfield.

I am a radio fan, born in Holyoke, and know your city well and enjoyed our talk this evening very much. It came in very clear and the company (eight in number) wish Station WBZ as well as your paper success.

J. A. DOMINICK. Putnam, Ct.

I heard Mr Cook's address over the radio very good

DAVID FAHLSTROM. Wants Speech Read by Others

St Johnsbury, Vt. I was greatly interested in your remarks at the opening of the new WBZ station last evening, and wish to avail myself of your offer to send a copy of your paper giving the report of the same. It seemed to me that you shed new light upon the relation of the radio and the newspaper, and I trust your remarks are published in full.

PERLEY F. HAZEN. Westpoint, Ga.

This is to let you know that I was listening in this evening (Saturday) at 7.30, central time, while you were giving your talk over WBZ. You spoke very plainly, just the same as if you were in the same room. I enjoyed listening to you and also to the musical concert.

ZACH HAGEDORN. DAVID MCCLINTOCK. Passumpsic, Vt.

Have just listened to your address, which was clear as a bell and much enjoyed. Compliments from the Ingalls farm.

H. C. INGALLS. Mansfield, O.

Looks for Closer Co-operation

While listening in over the radio at my home here Saturday evening about 8.30 I was very much interested in your address on the "Radio and the Newspaper," and I