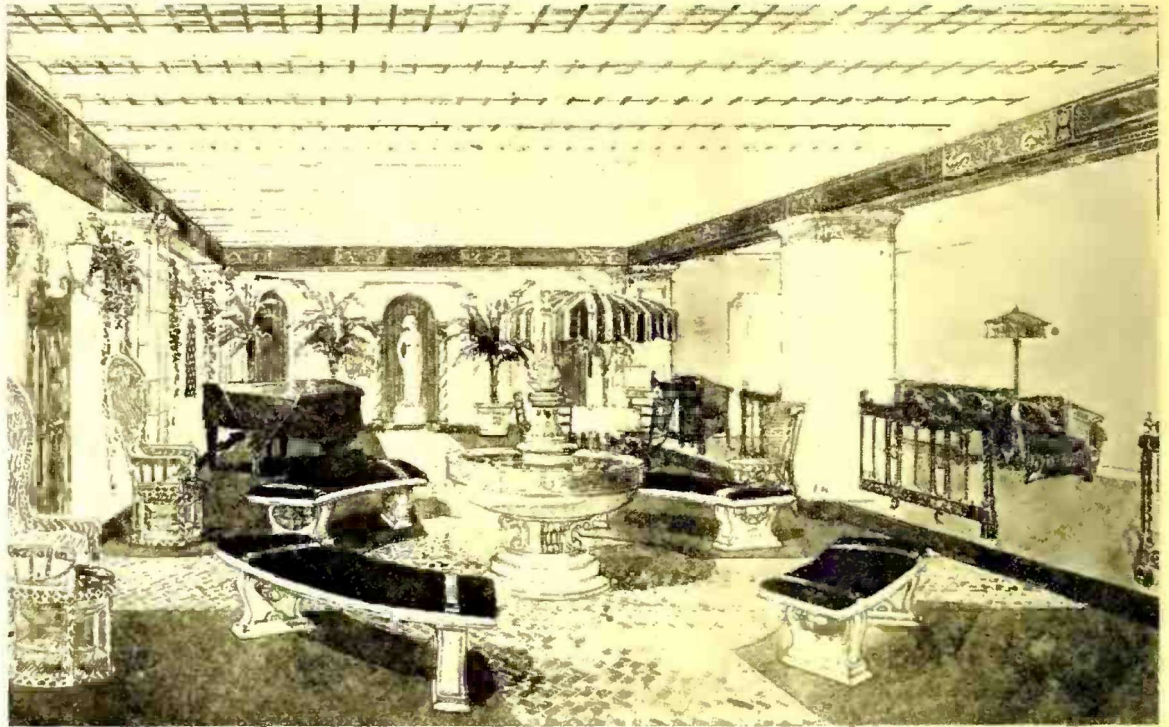


An INSPIRATIONAL Studio

By GALE HENRY



At the right is an artist's conception of the beautiful arrangement of Zenith's new WJAZ studio in the Straus Building, Chicago

Environment and Atmosphere Are Embodied in Elaborate New Studio Just Opened by Station WJAZ in Chicago; Impressive Scenic Effects Used

THE above picture illustrates one section of the new Zenith Broadcasting Station, WJAZ, located on the twenty-third floor in the tower of the new Straus Building, Chicago, Ill.

"Better broadcasting begins with better studios and that means environment and atmosphere"—said E. F. McDonald, President of the National Association of Broadcasters—"and we propose to prove the point."

Thus far quality reception has been considered purely a matter of acoustics, and with no thought of the more important question of environment essential to the artists' inspiration and atmosphere to excite quality rendition.

WJAZ abandoned completely the standard heavy dull drapes prevalent in almost all studios and through the country's highest rated acoustic and electrical authorities, have overcome all obstacles of echo and sound rebound without the use of the drapes and accomplished the one remaining necessity—local color and atmosphere.

Before entering the studio one comes into a reception room of unusually large dimensions—set with costly tapestries and carpetings and set in period furniture. To the right is an artistic archway

within which a massive art metal gate fills in the enclosure. Flanked on either side by smaller archways are wrought iron gratings, beneath which artistically built-in benches are positioned, this room being given over exclusively as a lounge for visitors and artists.

Passing through a great archway and into the studio proper, one first comes upon a great wide veranda—giving the impression of having left the drawing room of a chateau and out into the garden.

Here the visitors are seated in exquisite lawn furniture and apart from the artists in the garden beyond. The studio proper is, in a sense, a garden surrounded by a massive wall with grilled openings and great gateways overlooking a vast area of country beyond, accomplished by certain scenic effects.

In the center stands a massive art fountain of stone which adds a touch of realism with its tiny spray of water noiselessly sparkling and enlivening the Japanese goldfish within its spacious reservoir.

The ancient tiled flooring is here and there offset by an occasional stone seat or other appropriate settings, all of which lends a touch of ancient days and a silent

effect that plays upon the emotions. WJAZ, however, has not left any details to the artists' imagination. Elaborate electrical apparatus ingeniously concealed throughout the entire setting of both the garden and the veranda is operated by the property man in charge of lighting from his station, which is also hidden from view, but from which he can see the entire performance. Automatically controlled lighting apparatus is positioned scientifically to produce certain perfect effects—the operator follows the theme of the selection being broadcast, and with flood lights, fadeins and fadeouts, he produces the effect of sunrise, sunset and moonlight as in day and night—and likewise the calms and storms—all with such faithful effect and reality as start the emotions and inspires the artist's greatest effort.

One can readily picture the effect upon the artist as he feels the richness of such environment and is carried along with the theme of his role by the effect of such surroundings and lighting which so faithfully follow his emotions, while he also feels the intimate closeness of an audience actually sitting before him, midst all the richness of an ancient veranda and garden.