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*"Lady Not Alone" A Two-Part Novel By Katharine Brush*



# Freshman Speaks His MIND

By WILLIAM LYON PHELPS

*Radio is a challenge to the famous Yale professor—and radio itself is challenged by his statement that what it needs is editors who can "get excited"*

William Lyon Phelps in his study at his home in New Haven, Conn., seat of Yale University

that half your audience will rise and go out, saying, 'There's another lecture across the street. Let's try him instead.' But they can do that on the radio, without even moving, by simply turning a dial." And that, you son, is another challenge.

Mr. Carlisle went on to explain that the way you speak, your manner of address, even the radio has to be just as carefully worked as for the lecture platform. There is a different technique, certainly, but the basic requirements are the same. Nevertheless, the radio is more exciting, in a way. If you are talking informally among your friends and they do not like what you are saying, they can interrupt, or change the subject. If you are talking over the radio, you must talk as if you will be listened to until you have finished what you want to express.

That, I suppose, answers why I came to radio. And now as to the question of what I would do if I were running radio. Let me start by saying that I think radio is subject to very little criticism when you consider how far it has come in the few years that it has been with us. Next, I should like to bring up a topic which has been brought up many times before, but which I think is a matter of paramount importance. People ask: Why should the radio be cluttered up with advertising?—it isn't in Europe.

Well, in the first place, it is my opinion—although I have made no profound study of the subject—that the radio abroad is not as good as it is here. It is very often a national subsidy, and it frequently happens that only one side of a question is presented. Our great magazines and our great newspapers in this country couldn't exist without advertising. It seems to me that when an advertiser has the good sense and the good taste to give the public [Continued on page 72]

Edgar A. Goss, well-known American poet who has a large book, newspaper and radio audience, with Dr. and Mrs. Phelps

MAY, 1934

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