

III. ON THE AIR AND IN THE MAIL

SHORTWAVE

What excited the DX world about Phillips Lord and his sailing adventure was the plan to make shortwave broadcasts from the ship as it proceeded around the world. While the use of radio equipment aboard ships was standard practice by 1933, this was an early instance of a ship specially equipped to transmit shortwave signals whose content was ultimately intended for the benefit of the general listening public on a scheduled basis, as opposed to messaging with shore stations or short term or special event programs.

In the strict sense, the signals emanating from the *Seth Parker* were not in themselves broadcasting, for they were intended not for direct reception by the general public but rather for pickup at RCA's behemoth Radio Central transmitting and receiving facilities on Long Island, where they would be received at the Riverhead receiving station (the transmitters were in Rocky Point) and sent by wire to NBC, which would then put them out to the network's stations. The ship's transmissions were what today we call point-to-point transmissions. In those days point-to-point transmissions of broadcast material intended for rebroadcast were called addressed transmissions. Whatever the nomenclature, the average listener would be listening on a standard broadcast receiver, but shortwave enthusiasts knew that the *Seth Parker's* shortwave signals were there for the listening.

The plan was for a 30-minute program called "The Cruise of the Seth Parker" to be sent out at 10:00 p.m. eastern time each Tuesday. Seventeen such broadcasts were made while the ship was proceeding down the Atlantic coast. However, these coastal broadcasts were actually made by way of cable hookups quickly put in place at the various ports upon the ship's arrival. So while the ship was often heard on shortwave in contact with Riverhead while it was in American waters, those transmissions were typically for technical or intramural purposes rather than program transmission. The transmission of programming via shortwave came into use after the ship left American waters in mid-April of 1934, after which land line network connections were no longer available.

The *Seth Parker's* RCA shortwave transmitter was similar to the one RCA installed aboard the SS *Jacob Ruppert*, one of the principal vessels of the Second Byrd Antarctic Expedition (1933-35). It operated at 1 kW., or, as one CBS engineer put it, about the same power as two ordinary household electric flat-irons, or a couple of toasters. Byrd, who had departed about two months before Lord, also made shortwave broadcasts home, both en route and from the ice, to be picked up at Radio Central—sometimes via Argentine intermediary point-to-point station LSX—for Wednesday night rebroadcast over the CBS network. And while the Byrd shortwave installation was more substantial than the *Seth Parker's*, broadcasts from the Byrd expedition while it was on the ocean and those from an on-the-move *Seth Parker* faced similar challenges: constant changes in transmitter location; changes in distance between transmitter and receiver; changes in darkness path; the impracticality of using directional transmitting aerials, which would be favored in the case of a fixed transmitter location; and changing broadcast times aboard ship.⁵⁰

Frigidaire agreed to sponsor the "Cruise" broadcasts for 13 weeks. It was one of the biggest promotional campaigns ever undertaken by the company. The contract was

extended for four more broadcasts, and thus the final sponsored show was on Tuesday, March 27, 1934, transmitted from Miami. (By one account, Lord declined a Frigidaire offer for another 13 weeks.⁵¹)

Although “The Cruise of the Seth Parker” managed to rank among the top 20 network programs, the reviews were not kind. About the first broadcast (from Portland), an Indiana newspaper observed that “our admirable restraint is the only thing keeping us from labeling it lousy.”⁵² *Variety* reviewed the Providence broadcast and called it “sappy,” amateurish, “an attempt to make a virtue out of poverty of inspiration.” “Lord himself is a canny radio trouper,” said the entertainment weekly, “but he’s leaning with both elbows in this series upon the non-critical and endlessly good-natured character of his typical audience,” which it described as loyal and simple minded.⁵³ *Variety* was a bit less critical of a Panama broadcast eight months later, but still called it “meager entertainment.”⁵⁴

Lord had been successful in getting in-kind donations from many firms, who valued the promotional benefits, but according to *Real America*, NBC was never able to sell them on the idea of sponsoring the cruise. As a result, Frigidaire wound up the sole sponsor. That CBS had scooped the radio world in its support, and heavy promotion, of the Byrd broadcasts, which were taking place at the same time as the *Seth Parker* journey, surely played a role in NBC’s support of Lord’s project.

With the end of the regularly-scheduled, Frigidaire-sponsored, half-hour “Cruise” programs in March, the broadcasts continued without formal sponsorship but with the overall support of NBC, which owned the equipment aboard ship and thus had to approve its continued use. In this second phase of the broadcasts, the programs were usually 15 minutes on Monday nights, with occasional exceptions. According to John Ives, some 26 broadcasts were made after the Frigidaire-sponsored series ended.⁵⁵

The call letters assigned to the *Seth Parker* were KNRA. The Federal Radio Commission (the FRC; it became the FCC in June 1934) was said to have just attached a “K” to the *Georgette’s* “NRA” international marine registry listing. Several vanity calls for the *Seth Parker* had been requested and turned down (KSPE, “Seth Parker Expedition”; KPHL, “Phillips H. Lord”; and KNBC).

The List of Coast and Ship Stations in the FRC’s Radio Service Bulletin⁵⁶ shows the authorization for the ship’s transmitters. The listing reflects two “stations,” both with the call letters KNRA.

Station No. 1 was authorized to Radiomarine Corp. for code operation. Station No. 2 was authorized to NBC for A3 (phone) transmission, no specific working hours, “to communicate with fixed stations and coastal stations as required for propagation tests and the transmission of addressed program material for re-broadcasting.”⁵⁷ Station No. 1 could use any of the standard CW channels authorized by the FRC.⁵⁸ The frequencies authorized for Station No. 2 paralleled those assigned to Byrd. They were: 6660, 6670, 8820, 8840, 13200, 13230, 17600 and 17620 kHz. Three additional frequencies were soon added: 6160, 8230, and 12345 kHz.⁵⁹ The exact frequencies in use at any given time depended on the usual propagational factors.

It appears there was an additional 55-watt voice transmitter aboard, call letters W10XG, authorized to operate on 3492, 4797, 6425, 8655 and 12862 kHz. In DX reports, logs of the *Seth Parker* were almost always shown as KNRA. But the W10XG call did show up occasionally. Whether those call letters were actually heard over the air is not clear.⁶⁰

Little is known about the *Seth Parker's* receiving setup, which was described as “a regular RCA ship receiver.” (The Byrd expedition used National receivers.) Lord also had the use of his personal Hammarlund Comet Pro on the trip.

John Ives felt that people did not appreciate how much was involved in getting these broadcasts out. “First of all the engineering crew had to generate electrical energy to push through the transmitter. As the *Seth Parker* pitches and rocks in a high sea, the voltage and amperage regulators have to be watched with eagle eye. The transmitters’ emergency battery set has to be ready and willing to assume its burden if anything should happen to interrupt the steady flow of power from the Diesel driven generators.”⁶¹ For emergencies there were two sets of storage batteries, each capable of operating the transmitter for several hours.⁶² And electronic breakdowns at sea could have serious consequences. At one point a resistance coil burned out and there was no spare. CW operation was still possible, however, and for an entire week NBC engineers talked Sweeney through the construction of a substitute part from materials on board.⁶³

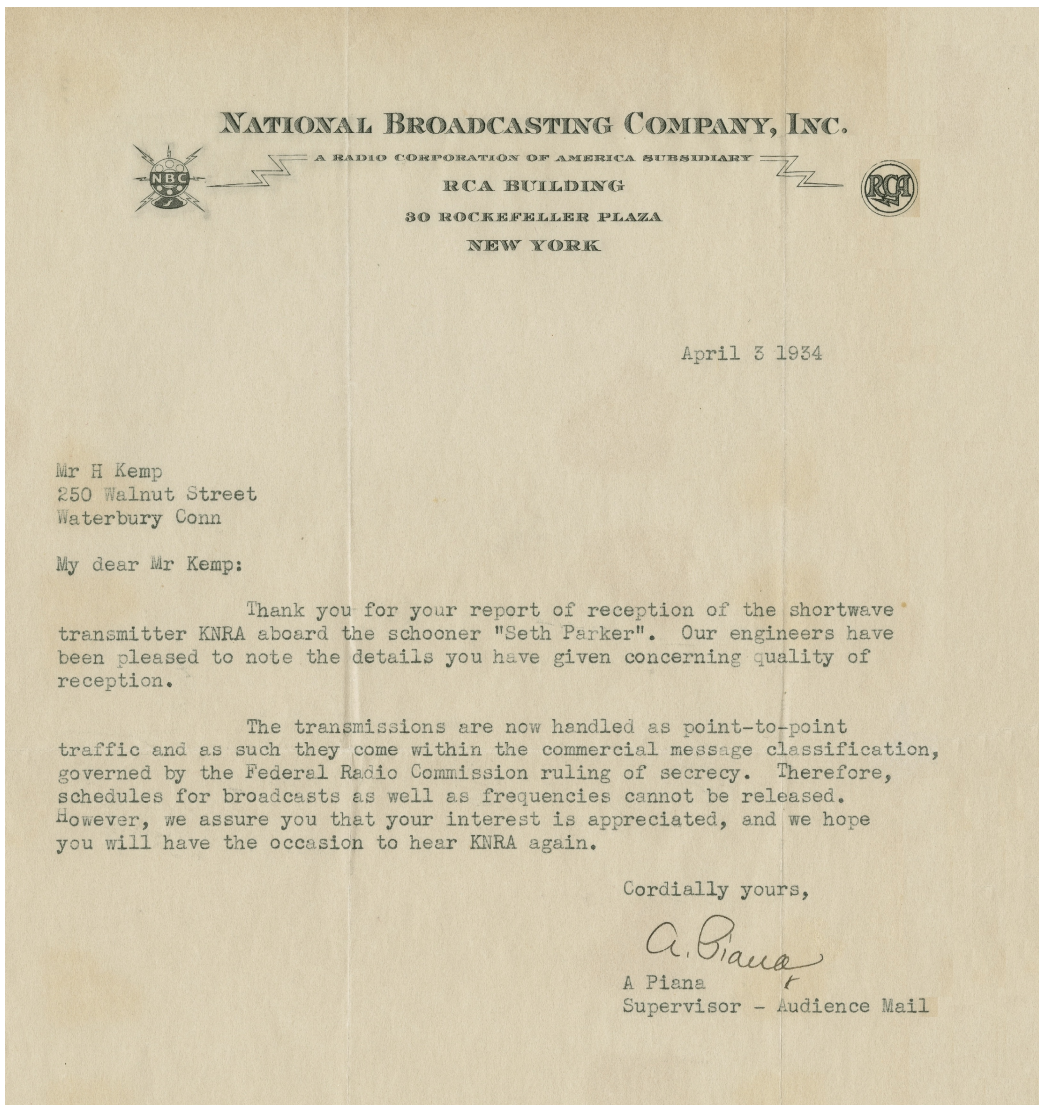
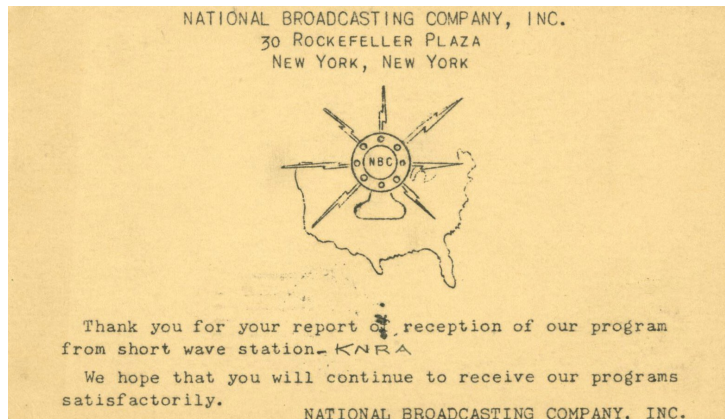
There were many reports in the DX press from listeners who heard the *Seth Parker* transmissions, often with good signals. Appendix B (p. 49) contains the *Seth Parker* entries in the bulletin of the International Short Wave Club of East Liverpool, Ohio from February 1934 to May 1935. The ISWC was one of the major shortwave clubs of the time. Most of the reports appear to be about test transmissions and general conversation between ship and shore rather than transmission of actual program material, but it is difficult to tell because in those days listeners seldom included much in the way of program details when reporting loggings to clubs and magazines. (And production delays meant these entries were probably a good month old by the time they appeared in print.)

As the ship moved into the Pacific it was more often heard in contact with the RCA stations in Bolinas, California (near San Francisco) and Kahuku, Hawaii. Occasionally there were also reports of direct KNRA voice contacts with shortwave broadcast stations, including W3XL, Bound Brook, New Jersey, W1XAZ, Springfield, Massachusetts, and W2XAF, Schenectady, New York. It seems likely that the *Seth Parker* programs were carried over some of the American shortwave broadcasters, which often simulcast regular network programming. No specific reports of such reception have been noted, however.

In the mid-summer 1934 issue of *Radio Index (RADEX)*, a Florida listener reported that KNRA was seeking reports from listeners at least 1,500 miles distant, and that they should be sent to NBC, 30 Rockefeller Plaza, New York. About the same time, a listener reported to the radio column of the *Winnipeg Tribune* that, contrary to announcements, KNRA did not verify. Whatever were the ship’s QSL policies at the time, over the years few QSLs from the *Seth Parker* have surfaced. One that is occasionally seen is a generic NBC card used to verify shortwave broadcasts connected with NBC. The one shown at the top of the next page was mailed from New York on April 6, 1934 to well-known DXer (and later *RADEX* shortwave editor) Ray LaRocque of Worcester, Massachusetts.

SETTING SAIL ON THE SETH PARKER WORLD CRUISE

A letter from NBC (below) mailed to another well-known DXer of the day, Howard Kemp of Waterbury, Connecticut, just a few days before Ray LaRocque's card, acknowledged the broadcasts to be point-to-point. While it referenced the secrecy of such messages and the confidentiality of frequencies and schedules, which in most cases would disqualify a report from confirmation, given the letter's last sentence most hobbyists would consider this a valid verification.



SETTING SAIL ON THE SETH PARKER WORLD CRUISE

Perhaps the most interesting QSL is for one of the Kingston, Jamaica programs which Lord turned over to the locals when he was unable to obtain timely permission from New York and Jamaican authorities to make a broadcast that would be carried over the network, having arrived in port just two nights before. The letter and accompanying card (below) verify a broadcast made on Thursday, May 31, 1934 and organized and voiced by Frank E. Lyons, then vice-president of the Radio Association of Jamaica, an organization with both ham and non-ham members.⁶⁴ They were sent by Jones himself to the listener, R. Lawton of Whitefield, near Manchester, England, whose report was dated July 25, 1934.

Frank E. Lyons

Member of the Executive Council
Jamaica Chamber of Commerce
and Merchants' Exchange.

LYONS' MARK LANE WHARF,
10 & 12, PORT ROYAL STREET,
KINGSTON, JAMAICA.

11th August, 1934.

P.O. BOX 36.
Telephone :
OFFICE 2019.
RESIDENCE 6120 & 2061.
Cable Address :
"LYONS JAMAICA."

Codes used :
A.B.C. 4TH EDITION.
" 5TH EDITION.
LIEBER'S.
WESTERN UNION.
BENTLEY'S.
SCOTT'S.
ACME.
PRIVATE.

R. Lawton Esq.,
10, Dalton Ave.,
Thatch Leach Lane,
Whitefield,
Near Manchester,
England.

Dear Sir,

I am in receipt of your letter of the 25th July, and it affords me very much pleasure to verify your reception of the programme broadcast from the Schooner "SETH PARKER", Station KNRA on the 31st May, 1934.

The programme started at 7.55 p.m. E.S.T. (equivalent to 00.55 G.M.T. as reported by you) when the preliminary announcement was made, and at 8.00 p.m. E.S. T. piano followed by songs, announcements by me before and after each item, and a talk also by me, about Jamaica.

We received reports from many other parts of the world, but yours is the first from England. You might inform "World Radio".

Yours very truly,
Frank E. Lyons

POST CARD

CORRESPONDENCE ADDRESS

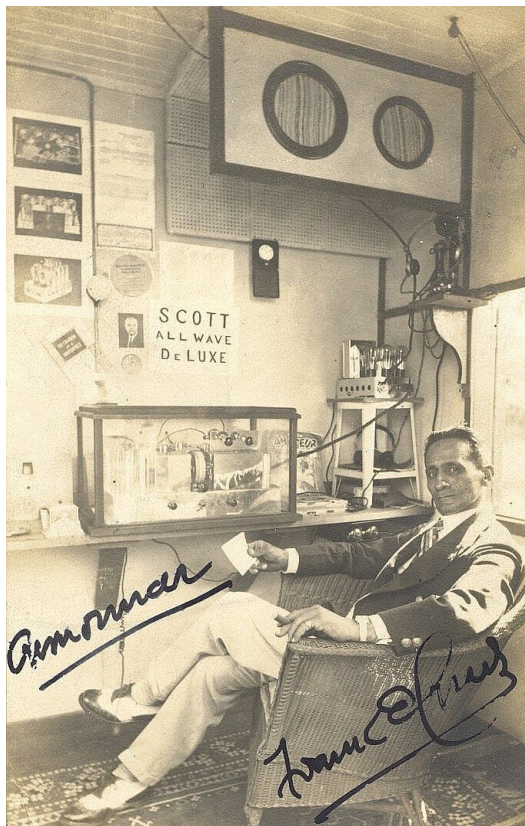
This is to verify reception by Mr R Lawton, 10 Dalton Avenue, Thatch Leach Lane, Whitefield near Manchester, England, of Programme Broadcast from Schooner "Seth Parker" Station KNRA in Kingston, Jamaica, B.W.I on May 31st 1934, under the auspices of the Radio Association of Jamaica - *Frank E. Lyons*
vice president

FRANK E. LYONS
Vice-President: RADIO ASSON.
OF JAMAICA

Kingston's *Daily Gleaner* covered the event, and all the doings surrounding the *Seth Parker's* broadcasts, in detail,⁶⁵ and recounted the opening announcement from the May 31 program:

This is Radio Station KNRA, the short wave station of the yacht "Seth Parker" now at Kingston, Jamaica. The programme tonight is a special test transmission made possible through the courtesy of the Jamaican Government, the National Broadcasting Co., Mr. Phillips H. Lord, owner of the "Seth Parker" and sponsored by the Radio Association of Jamaica. The programme material tonight is supplied by Mr. Frank E. Lyons, Vice President of the Radio Association of Jamaica.⁶⁶

The program, which was arranged on just a few hours notice, ran from 8:00 to 8:45 p.m. local time and consisted of live Jamaican music, together with boosterism by Lyons. *The Daily Gleaner* later published a couple of reception reports on the broadcast which had been received by the Radio Association of Jamaica, one from Oklahoma and another from Montreal. In August, R. Lawton's July 25 letter was published as well. Like the others it was a brief report, quoting part of Lyons' announcement, "followed by piano, your announcements, and more music."⁶⁷ All three reports gave the frequency as "approximately" 8820 or 8840 kc. These were KNRA channels, and thus required NBC's permission for use of the on-board NBC equipment. (No doubt it was helpful to arranging the Kingston broadcasts that Carey Sweeney had friends in Jamaica from six or eight years earlier, when he spent a year there on a wrecking ship.)



A little more than two weeks later, still without approvals for the *Seth Parker* network broadcasts, there was a second locally-focused, non-network broadcast produced by Lyons, this one on Sunday, June 17, 1934, at 8:00-8:30 and 8:45-9:15 p.m., approximate frequencies 9000 or 12000 kHz. This broadcast was said to have been better produced than the first, but it followed the same general pattern except that Phillips Lord also spoke, greeting his mother and filling listeners in on the group's doings in Jamaica. A Philadelphia listener reported hearing this broadcast.

A third broadcast was to have taken place on July 18, this one to be broadcast nationwide via NBC and also routed to Canada and the U.K. It is unclear whether its cancellation was the product of short notice or the absence of necessary government approvals, but it did not take place.

Frank Lyons (left) was a well-known Jamaican radio activist. He was a shortwave listener, and the Jamaica agent for E. H. Scott

receivers. He was also a leader in the as of then unsuccessful effort to establish a broadcasting station in Jamaica. Lyons had a rich speaking voice, and for several years prior to the visit of the *Seth Parker* had emceed a number of special broadcast transmissions from the Royal Netherlands Line tourist ship *Colombia* when it was in port, the most recent such broadcast having been in early April of 1934.

PHILATELY

The idea of combining philately with a round the world cruise did not start with Phillips Lord. A similar trip, focused exclusively on philately and undertaken by “stamp collector and adventurer” George Wyvel, was announced in the May 27, 1933 issue of *Stamps*, predating the magazine’s announcement of the *Seth Parker* cruise. Wyvel ran Wyvel Stamp and Coin, Inc. of New York City, and his plan was to take the 60 foot schooner *Firm* from New York to the Panama Canal, across the Pacific to India, Suez, Gibraltar, the Azores, and back to New York. Three dollars would bring you 25 special covers to be issued during the roughly year-and-a-half trip, which was to start in July 1933. The entire trip was to be filmed. The start date was changed to August, but no mention of the trip after the August *Stamps* has been found.⁶⁸

The first *Stamps* mention of the *Seth Parker’s* connection with philately in was in the July 8, 1933 edition, five months before the ship sailed from Portland. It was a bare bones reference; the number of covers, and other details, were still to be worked out. The first advertisement (right) appeared two weeks later. There would be 40 covers in all. Twenty-five known ports, all foreign, were listed in the ad, with 15 more to be added during the cruise. A subscriber to the covers plan could sign up for one autographed cover for 50 cents; four from ports selected by the subscriber (\$1); 15 from ports selected by the subscriber (\$2); all 25 known ports ((\$3.25); 25 covers total, of which 15 could be selected by the subscriber (\$3.25); or the entire series of 40 (\$4.75). Payment was to be made to Seth Parker World Cruise care of *Stamps* magazine, New York. Additional *Seth Parker* ads appeared in *Stamps* from time to time through the beginning of April 1934.

Set Sail With Seth Parker

A cruise around the world in the “Georgette” with stops at 40 interesting ports from which cacheted letters will be mailed to subscribers. 25 of these ports are scheduled below and 15 will be decided upon during the cruise. The full story appears regularly in STAMPS and the following series are available to those interested.

(Subscribe for any one of the following series, and send remittance for the amount you check only.)

Series 1: —50 cents—for autographed envelope

Series 2: —\$1.00—for four envelopes (one autographed) from ports selected by subscriber.

Series 3: —\$2.00—for fifteen envelopes (one autographed) from ports selected by subscriber.

Series 4: —\$3.25—for the entire series of 25 known ports (one autographed).

Series 5: —\$3.25—for 25 envelopes (one autographed), 15 from ports selected by subscriber, and 10 from other ports which are to be decided upon during the voyage.

Series 6: —\$4.75—for the entire series of 40 ports (one autographed).

Check the ports from which you desire cachet covers, unless you are taking the entire series:

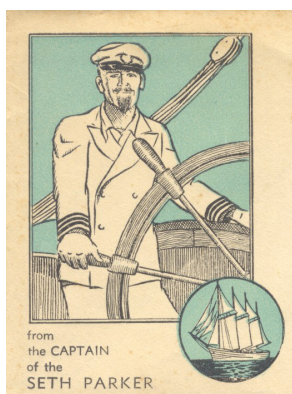
AZORES	LACCADIVE	BALI
GIBRALTAR	COLOMBO	TIMOR
TUNIS	RANGOON	PANAMA
ALEXANDRIA	MANDALAY	SOLOMON ISLANDS
PORT SAID	NICOBOR	FIJI ISLANDS
HEJAZ	SUMATRA	TAHITI
ADEN	SINGAPORE	HAWAII
SOKOTRA	BORNEO	SABA ISLAND
	BATAVIA	

Read the story and then join us in the cruise.

SETH PARKER WORLD CRUISE

% STAMPS

100 SIXTH AVE. NEW YORK, N. Y.

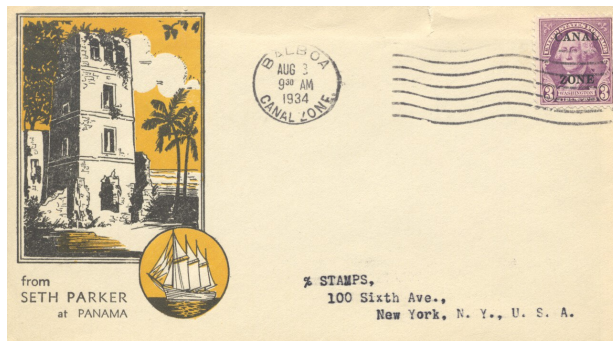


The covers were illustrated with color cachets, each representing some aspect of the people or culture of a place where the *Seth Parker* would visit, save for three which were generic—one of the *Seth Parker* (p. 21), another of a goateed captain at the wheel (left), and a third showing a captain at the ship’s rail, speaking into an NBC microphone (p. 17). Lord’s signature appears on the Washington, D.C. cover (p. 13). He said that he planned to ask dignitaries and officials that he met en route to autograph some of the cachets, but none of these have materialized. One stamp authority said that the covers brought in “a nice bit of money,” but was not more specific.⁶⁹

The voyage’s philatelic activities were to be the centerpiece of the Seth Parker Stamp Club, to which all subscribers belonged. Its headquarters would “probably be in a cabin specially constructed for the purpose, aft under the big spanker, where sailing orders are shouted, courses plotted and the wheel held firm in heavy winds”⁷⁰ Captain Flink and two other members of the crew were said to have an interest in stamps. There was to be a *Georgette* (later *Seth Parker*) Stamp Collection on board, consisting of pictorial stamps donated by stamp club members, to what end is unclear. They would be kept in a safe designed by the Tammi Safe and Vault Company of Milwaukee (right). Appropriate concern was expressed about “possible damage from humidity and the possible ravage of insects and rodents. It has been known to rain voluminously in certain parts of the world where the [née-]*Georgette* will visit.”⁷¹ The ship was said to have on hand all manner of stamp catalogs, magazines, supplies, etc., and Lord promised to affix the most interesting stamps, including new issues, to the covers mailed from the ship’s various ports of call.⁷²



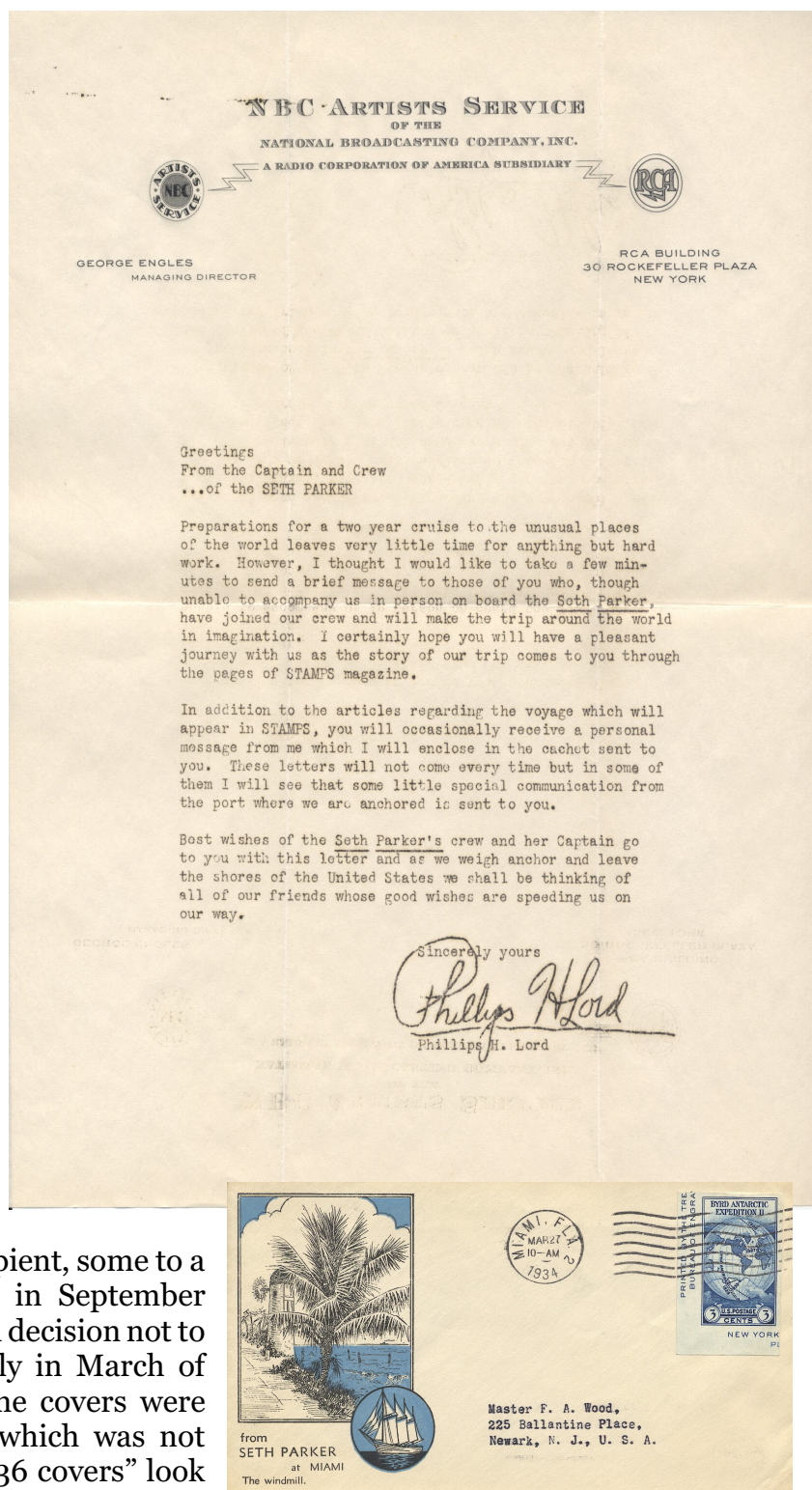
A list of all the covers prepared for the trip can be found in Appendix C, p. 53. A total of 42 different covers bearing special cachet designs were printed. Of this number, nine were mailed to subscribers during the *Seth Parker*’s journey. Four of these were mailed during the ship’s trip down the Atlantic coast—New York, Washington, D.C., Charleston and Miami. The Miami cover contained a letter from Lord (see next page). The remaining five covers were dispatched after the ship left American waters—Haiti, Panama (two from Panama, one above, the second bearing a Galápagos cachet design, see p. 20), Tahiti, and American Samoa.



SETTING SAIL ON THE SETH PARKER WORLD CRUISE

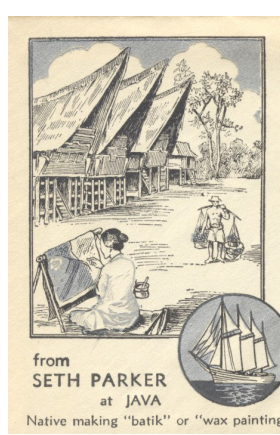
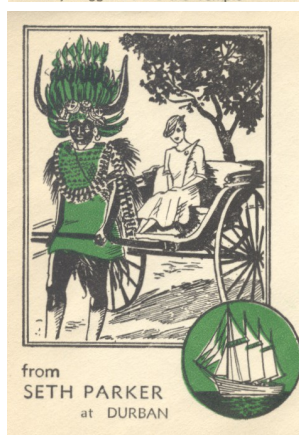
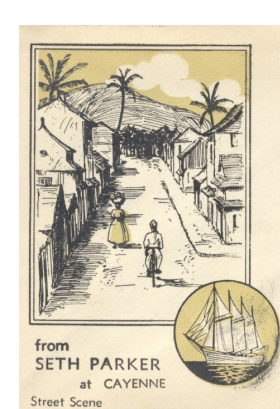
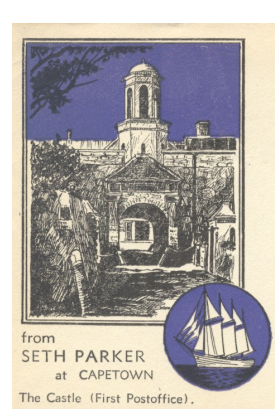
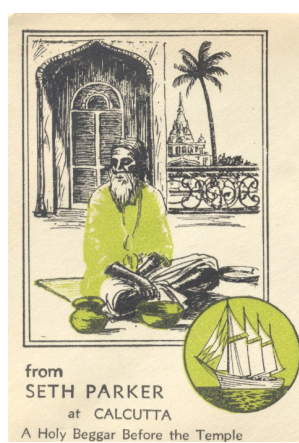
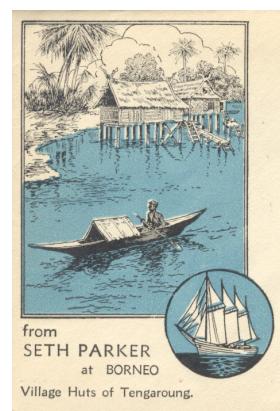
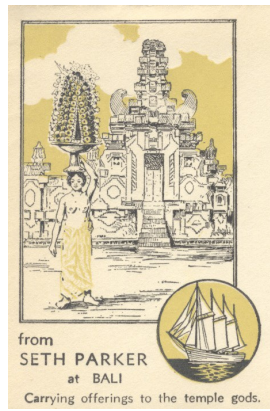
The balance of 33 covers (see pages 37-38) were never mailed to subscribers during the trip because the *Seth Parker* never got beyond Samoa. They depicted places throughout the world. Many had been listed in the original *Stamps* ads for the *Seth Parker* covers, while others had not. There were some other locations that were mentioned in the ads but never showed up in the covers.

There was an interesting postscript to the stamp program. In 1936, long after the cruise had ended and the ship disposed of, covers from the many places the ship had never reached began showing up in some people's mailboxes, properly stamped and mailed from their respective foreign locations. The [Woram](#) website displays many of these (click on the colored dots and rhombuses), some addressed to one recipient, some to a second. *Stamps* reported in September 1935 that following the final decision not to resume the cruise—probably in March of that year—subscribers to the covers were offered “reimbursement,” which was not defined.⁷³ Some of the “1936 covers” look like they were addressed on an addressograph-type machine, which is how most of the covers mailed during the cruise had been addressed. Were subscribers given the option of receiving the balance of their pre-addressed, unmailed covers in lieu of a cash reimbursement, and might some of them have sent the covers on to the postmasters in the various countries with payment for postage and a request that the covers be posted back to them?



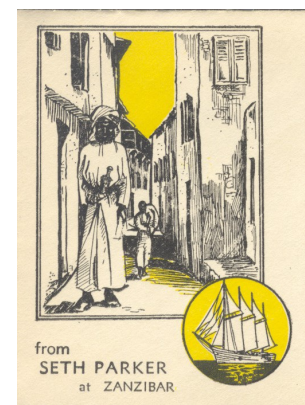
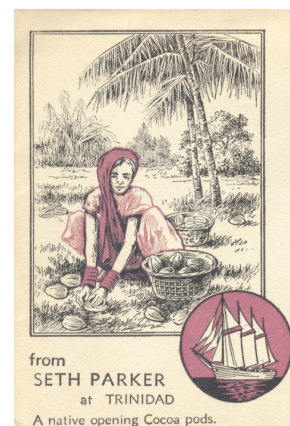
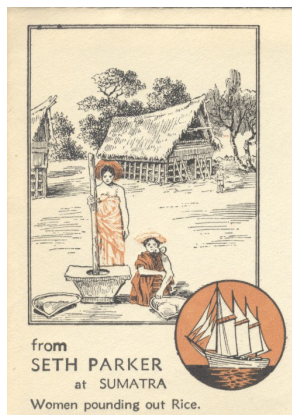
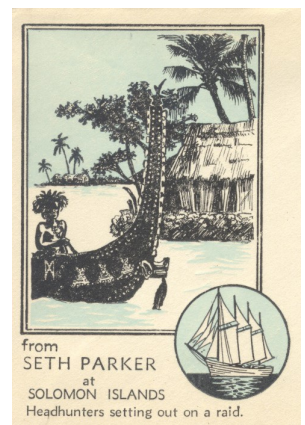
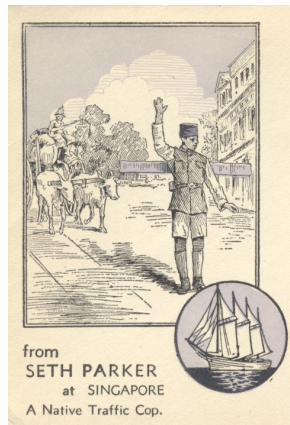
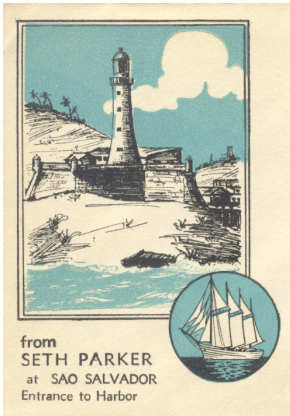
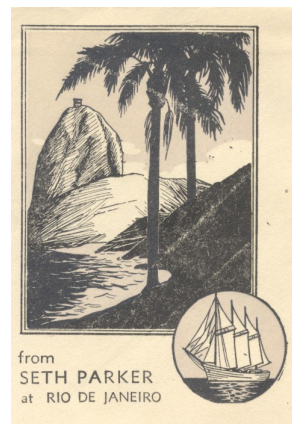
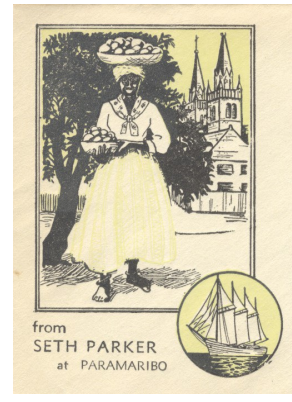
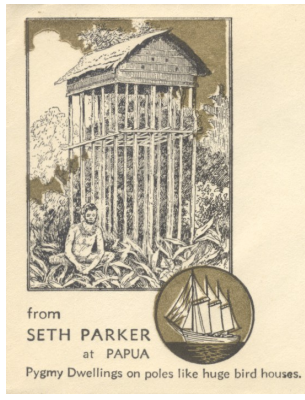
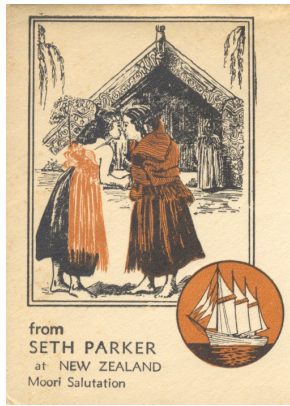
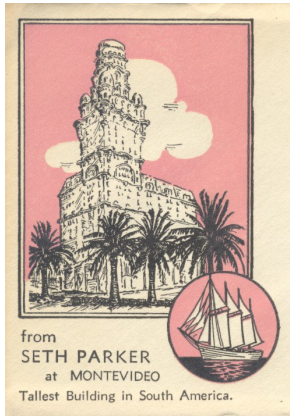
SETTING SAIL ON THE SETH PARKER WORLD CRUISE

UNMAILED CACHETS



SETTING SAIL ON THE SETH PARKER WORLD CRUISE

UNMAILED CACHETS



Other unmailed cachets:

Captain at the wheel, p. 35
Hawaii, p. 39

Apart from the postal art, the cruise inspired several other creative initiatives. Commissioned by Frigidaire, artist and illustrator Edward A. Wilson produced a [painting](#) of the ship whose reproduction was widely available (and is still often found for sale online). In addition, the American illustrator, N. C. Wyeth, created at least two renderings of the *Seth Parker*, one, a composition pencil and watercolor held by the [Hunter Museum of American Art](#) in Chattanooga, Tennessee, the other an oil painting—the finished version of the Hunter piece—found in the collection of the [Brandywine River Museum of Art](#), Chadds Ford, Pennsylvania. The painting was commissioned by Brown & Bigelow for use in a line of customized calendars that apparently went unpublished. One possible reason: Wyeth integrated into the design six insets depicting *Seth Parker* destinations that were on a list provided him by Brown & Bigelow. The list must have been developed in the “sky’s the limit” phase of planning the *Seth Parker*’s route, for four of the insets were places the *Seth Parker* never visited (Buenos Aires, Cape Town, Mandalay, and Singapore).

AFTERWARD

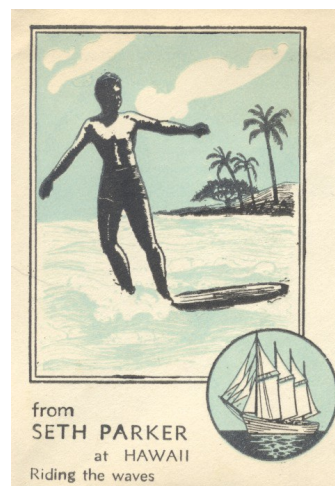


Courtesy of the Boston Public Library, Leslie Jones Collection

The crewmen who were taken aboard the *Australia* were returned to land at Balboa, the Canal Zone, on March 5, 1935. When the *Australia* crossed the equator they partook in the Australian “[crossing the line](#)” ceremony and were given an appropriate certificate. When crew member Arthur W. Morgan (left) arrived home in Boston he found that on reaching his twenty-first birthday he would enjoy a \$2,500 legacy from a deceased relative.⁷⁴ He can be seen with his “crossing the line” certificate in the first of the [Leslie Jones](#) photographs.

The *Seth Parker* remained in Pago Pago harbor until April 1935 when it was purchased for a fraction of its original cost by Hawaiian Tuna Packers Ltd. for use as a tuna bait storage vessel. The company was owned by Christian R. Holmes II, a man whose family (of Fleischmann Yeast fame) had a love of sailing and had owned several noteworthy vessels. That the *Seth Parker*’s San Francisco company agent was co-owned by Holmes’s father-in-law no doubt facilitated its purchase.

In September the by-then fish carrier *Seth Parker* suffered further indignities at sea, this time requiring the help of the Coast Guard to complete a 600-mile move from Pago Pago to Honolulu. With nearly worn out pumps, she was taking on five feet of water daily (ten in heavy seas), and the crew was said



to be without food.⁷⁵ By the end of the two-month trip the ship's sufferings since the end of the "round the world" voyage were more than apparent. The beamed ceilings, paneled walls, state-of-the-art refrigerators, broadcasting equipment, were all gone. Dry rot had set in, and moss and algae covered the hull.

The tuna plan was abandoned but the ship was saved, towed to Kaneohe Bay on the opposite side of Oahu from Honolulu, and moored at a large, man-made retreat owned by Holmes called Coconut Island. It included a residence, and served as a family playground where Holmes could live and care for his fish and his animals undisturbed, and dabble in things that interested him. He renovated the *Seth Parker* to include a movie theater, a bar, and a few staterooms for the use of his private guests and for gatherings of various kinds. Coconut Island served as a rest and relaxation point for the American military during World War II.⁷⁶ The ship appeared in the 1948 John Wayne movie "Wake of the Red Witch." But nature was not kind to it. Its deterioration could not be halted, and by the mid-1990s hardly anything of it remained—just "a mound of green vegetation" where the ship once was. The ship's wheel survived, and is located at the Hawaii Maritime Center (part of the Bishop Museum, but now closed). Coconut Island is now owned by the state and is home to the Hawaii Institute of Marine Biology (part of the University of Hawaii).

After the cruise, "Sundays at Seth Parker's" returned to the air, though never at its former popularity. Phillips Lord went on to create several highly successful radio programs, including "Gangbusters" and "Mr. District Attorney." John Ives became vice president of Phillips H. Lord, Inc. KNRA was deleted from the FCC lists in 1936.⁷⁷ The transmitter did duty as part of the NBC Pacific communications setup for monitoring the 1937 solar eclipse, and it was later moved to the American war theater in North Africa and Italy.⁷⁸

Phil Lord divorced, remarried, and divorced again. He died in 1975 at age 73, in Maine, where he had retired.

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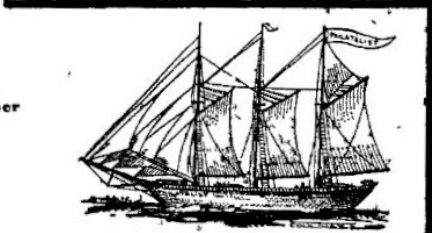
In several summer and fall issues of *Stamps* in 1935 (including the one containing the final chapter of the *Seth Parker* story),⁷⁹ there was news of the 156-foot, three-masted windjammer *Philatelist*, which was about to embark on a five month, 15,000 mile "cachet cruise" to the South Pacific for the sole purpose of dispatching special covers.

The ship will visit many unusual places, such as: Christmas, Puka Puka, (The Forgotten Island); Mangareva, (Danger Island); Tin Can, (Niufoou Island, where the Mail is Dispatched by Tin Can Canoe Mail); Rapa, Maupihaa, (where the German Raider *See Adler* was wrecked); Papeete, Pitcairn, (settled by the *Bounty* Mutineers); Easter (the island of strange stone carvings, claimed by some scientists to antedate the pyramids of Egypt); Juan Fernandez, (Robinson Crusoe Island of fiction); Galapagos, (the island of so much mystery); Cocos, (where so many seekers for the supposed buried treasure have gone, with what success no one seems to know); and possibly several other islands of interest.

SETTING SAIL ON THE SETH PARKER WORLD CRUISE

There would be a movie and a series of travel letters. "Send money order or draft for \$3.50 to Pacific Navigation Line, Inc., Dollar Building, San Francisco, California." The fate of the effort is unknown.

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ENDNOTES

Some of the resources named in these notes are available on line. See the Bibliography for links.

50. Howard Allan Chinn, "Byrd Antarctic Expedition to Originate Weekly Programs from South Pole," *[RCA] Broadcast News*, February 1934, p. 8; Donald B. Templeton, "The Admiral Byrd Broadcast Pick-Up," *[RCA] Broadcast News*, February 1934, p. 26.
51. "Trailing Along," *supra* note 23 at p. 277.
52. Paul K. Damai, "Radio Short Circuits," *The Times* [Munster, Indiana], December 9, 1933, p. 4.
53. "Seth Parker Cruise," *Variety* [Radio Reports], December 26, 1933, p. 32.
54. "Seth Parker," *Variety* [Radio Reports], September 4, 1934, p. 41.
55. Ives, *supra* note 15 at p. 29.
56. *Radio Service Bulletin*, No. 212, February 1, 1934, p. 12.
57. "A Sea-Going Broadcast Station—Four-Masted Schooner 'Seth Parker' Installation," *[RCA] Broadcast News*, February 1935, p. 28.
58. *Radio Service Bulletin*, No. 189, December 30, 1932, pgs. 2-3.
59. *Radio Service Bulletin*, No. 216, April 1, 1934, p. 9.
60. This transmitter was mentioned in an article about various NBC shortwave transmitters that was published in a radio newspaper called *The Microphone*, issue for the Week Beginning June 2, 1934 (Vol. III, No. 22). The same month, the International Short Wave Club bulletin carried an item from two members to the effect that this transmitter was operating on 4797 kHz. In July, an ISWC item gave the frequencies as 3492, 6425, 8655 and 12862 kHz. In January 1935, *NAB Reports* (National Assn. of Broadcasters) reported that NBC had filed a request with the FCC to increase the power to 1 kW. (*NAB Reports*, Vol. 3, No. 2, January 10, 1935, p. 677.) In the March 1935 *Globe Circler*, bulletin of the International DXers Alliance, a brief item said an increase to 10 kW. was granted. It is unclear just what this transmitter was used for, and whether the reports about it were accurate or complete. It may have been an experimental unit designed for remote use.
61. Ives, *supra* note 15 at p. 29.
62. "Sea-Going Broadcast Station," *supra* note 57.
63. Alice Remsen, "Station Sparks—Seth Patched Up," *Radio World*, December 22, 1934, p. 22.

64. The early history of the Radio Association of Jamaica is discussed in “Radio Association: Wanted—Members,” *The Daily Gleaner* [Kingston, Jamaica], October 12, 1931, p. 22, and “Jamaica Radio Association Completes Its First Year,” *The Daily Gleaner*, September 12, 1932, p. 9.
65. “Broadcast From Yacht In Harbor,” *The Daily Gleaner* [Kingston, Jamaica], June 1, 1934, p. 3; “Broadcast from ‘Seth Parker,’” *The Daily Gleaner*, June 2, 1934, p. 12; “Another Broadcast from ‘Seth Parker,’” *The Daily Gleaner*, June 15, 1934, p. 22; “‘Seth Parker’ Broadcast on Sunday Night,” *The Daily Gleaner*, June 16, 1934, p. 22; “From the ‘Seth Parker,’” *The Daily Gleaner*, June 18, 1934, p. 22; “Broadcast From Yacht in the Harbour,” *The Daily Gleaner*, June 18, 1934, p. 6; “Charms of Jamaica Boosted in ‘Seth Parker’ Radio Talk,” *The Daily Gleaner*, June 19, 1934, p. 10.
66. “Broadcast From Yacht In Harbour,” *The Daily Gleaner* [Kingston, Jamaica], June 1, 1934, p. 3.
67. “Broadcast from ‘Seth Parker’ on 31st May, Heard in England,” *The Daily Gleaner* [Kingston, Jamaica], August 10, 1934, p. 22.
68. “Cruise of the Firm,” *Stamps*, May 27, 1933, p. 306; and the following issues of *Stamps*: June 10, 1933, p. 390; June 24, 1933, p. 462; July 8, 1933, p. 66; July 22, 1933, p. 138; August 12, 1933, p. 226.
69. Alvin F. Harlow, *Paper Chase—The Amenities of Stamp Collecting* (New York, NY: Henry Holt, 1940), p. 222.
70. P. C. Jones, “Seth Parker Stamp Club . . . To Sail the Seas,” *Stamps*, September 2, 1933, p. 354.
71. *Ibid.*
72. *Ibid.*; Ives, *supra* note 13; “Seth Parker Reads His Cachet Fan Mail,” *Stamps*, September 16, 1933, p. 426; Philip Cowell Jones, “Seth Parker Stamp Club Arranges Its Collection,” *Stamps*, November 11, 1933, p. 213.
73. “Dramatic End,” *supra* note 43.
74. “Denies Lord’s Signal Was Publicity Stunt,” *The Boston Globe*, March 14, 1935, p. 31.
75. “‘Seth Parker’ Crippled Far Out At Sea,” *Hartford Courant*, September 8, 1935, p. 10; “Ship ‘Seth Parker’ Again in Distress,” *The New York Times*, September 8, 1935, p. 30; “Ship Seth Parker Afloat,” *The New York Times*, September 9, 1935, p. 13.
76. For the complete story of Coconut Island, see P. Christian Klieger, *Moku o Lo’e—A History of Coconut Island* (Honolulu, HI: Bishop Museum Press, 2007). For some photos of the island and the ship, see *Images of Old Hawaii* online.
77. *Radio Service Bulletin*, No. 277, October 15, 1936, p. 1.

78. National Broadcasting Co., *The Fourth Chime* (1944), p. 150; Adrian M. Peterson, "The Story of the Good Ship Seth Parker," *Wavescan*, No. N51 (February 14, 2010); "In the Air With Many Locations & Many Callsigns—Part 2," *Wavescan*, No. N52 (February 21, 2010); "American States on Shortwave: Washington, D.C.—Memories of an Eclipse," *Wavescan*, No. N219 (May 5, 2013).

79. John J. Haag, "The Windjammer 'Philatelist,'" *Stamps*, July 13, 1935, p. 61; "The Auxiliary Motor Ship 'Philatelist'" [advertisement], September 21, 1935, p. 430; "A Philatelic Cruise," September 28, 1935, p. 461.