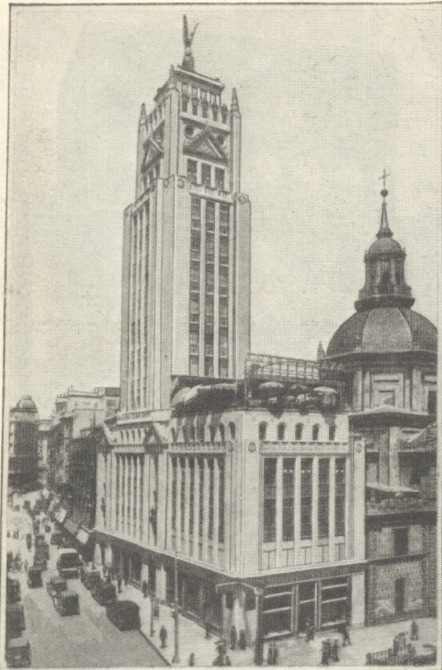


English Programs from EAQ, Madrid

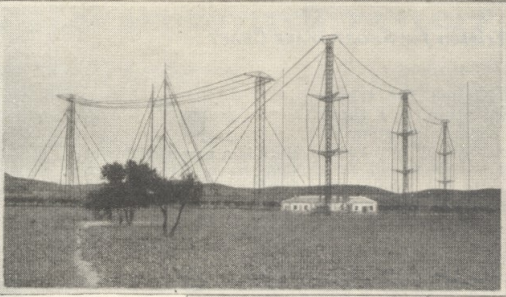
by Jerry Berg,
jsberg@rcn.com

The Spanish Civil War, which lasted from July 1936 to April 1939, was a tumultuous time in Spain, with the bedlam in the air matching the military and political action on the ground and in the international arena. Numerous "broadcasting amateurs" and other clandestine stations were in operation. The main government ("Loyalist," or "Republican") station was EAQ, the commercial radiotelephone station that had operated under the name Transradio Española since pre-war days. In 1932 it had begun a foreign broadcasting service known as Radiodifusion Ibero-Americana. After the war it would be absorbed into Radio Nacional de España, the broadcasting network of the victorious insurgents ("Nationalists").

The Story of "EAQ"...

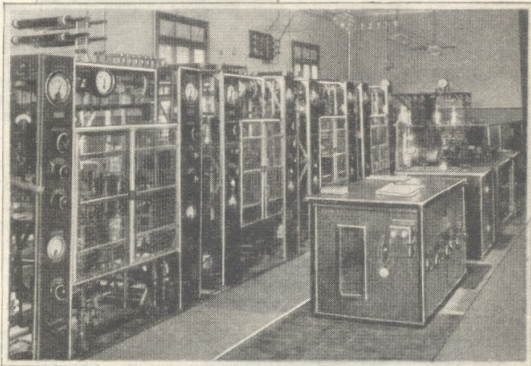


The short-wave programs from EAQ heard by S-W "fans" all over the Americas emanate from the building shown above. The daily broadcast takes place between 5:30 and 7:00 p. m. E.S.T. The wavelength used is 30.4 meters and the power, 20 kw.



American short-wave "fans" are daily reporting excellent reception of station EAQ, located at Madrid, Spain. Photo at left shows the antenna system of the station, together with the station transmitter building. A view of the powerful and well laid out transmitting equipment is shown below.

The technical name of EAQ's sponsors is Radiodifusion Ibero-Americana. The short-wave programs broadcast by EAQ are mainly intended for the three Americas, but are being equally well received in all parts of the world.



● **RADIODIFUSION Ibero-Americana** is an all Spanish organization, created by the initiative of a private company, Transradio Espanola, which began making short-wave wireless telephony tests on May 20th, 1931, for the whole world, amplifying them by the inclusion of music on August 8th, 1931. These tests met with great success, and such was the number of letters received from radio-enthusiasts that the management decided to create a special department to establish a regular service. This department was called **RADIODIFUSION IBERO-AMERICANA** and with its formation a great improvement was effected in the quality of the matter broadcast. Finally, on May 21, 1932, His Excellency, the President of the Spanish Republic, officially inaugurated the Pioneer Intercontinental Broadcasting Service of Radiodifusion Ibero-Americana. The programs of EAQ, the short-wave station of Radiodifusion Ibero-Americana, are mainly intended for the three Americas, but are equally well received in all parts of the world. The daily broadcast takes place between 5:30 and 7:00 p. m. E. S. T., and on Saturdays a special transmission is made for European listeners, between 1:00 and 3:00 p. m. E. S. T. The wavelength used is 30.4 meters and the power 20 kw. The programs are composed of practically all Spanish music, entertaining lectures, and an extensive news bulletin
(Continued on page 233)

EAQ's foreign broadcast transmissions were mainly in Spanish, intended for listeners in Europe, the Americas and various outland territories of Spain. But it carried some English as well. Soon after broadcasting had begun, the program lineup included an English-language show produced by the International Broadcasting Company, Ltd., a private endeavor whose goal was to leaven England's rather ponderous, government-controlled broadcasting fare by producing lighter, commercially-sponsored programming and causing it to be transmitted to English listeners from powerful stations in continental Europe. Most of these stations operated on medium-wave or longwave, but EAQ gave the IBC a presence on shortwave as well. It was the only short-wave station in the IBC lineup, although the EAQ broadcasts comprised but a tiny part of the overall IBC output.¹

The Story of "EAQ"
(Continued from page 202)
 ("Radio Cronica"). At first, only the Spanish language was used, but it was very soon found that the enormous interest aroused in the United States of America, England, and all other English-speaking countries, warranted the appointment of English announcers. Subsequently, it was decided to broadcast daily, in English, a brief outline of European happenings, which has been well received by our listeners.
 Another step taken early by Radiodifusion Ibero-Americana was to publish a monthly review, entitled "EAQ," and in this also it was found necessary to include an English section. This is one of the world's foremost reviews devoted to short-wave matters, and contains also the advance programs of station EAQ and an interesting literary section.

Price Three Halfpence THE I.B.C. PROGRAMME SHEET. Vol. II. No. 164. May 17, 1936.

REGISTERED AT THE G.P.O. AS A NEWSPAPER
INTERNATIONAL BROADCASTING CLUB
 President
 CAPT. LEONARD F. PLUGGE, M.P.
 Telephone: Langham 1221 (6 lines)
 Telegrams: Interbroad, London

I.B.C. TRANSMISSIONS
 from
 May 17th to May 23rd, 1936
 INTERNATIONAL BROADCASTING COMPANY, LTD.
 11 HALLAM STREET, PORTLAND PLACE, LONDON, W.1
 FOR SUBSCRIPTION RATES SEE PAGE SIX
 COPYRIGHT RESERVED.

Worcestershire Week

Sunday, May the Seventeenth
 All Times stated are British Summer Time

<p>RADIO LUXEMBOURG 1304 m., 230 Kc/s.</p> <p>Times of Transmissions. Sunday: 9.30 a.m.—11.15 a.m. 12.30 p.m.—1.00 p.m. 11.00 p.m.—12 (midnight) Weekdays: 8.15 a.m.—8.30 a.m. 8.45 a.m.—10.00 a.m. 6.15 p.m.—7.30 p.m.</p> <p>Morning Programme</p>	<p>RADIO NORMAND 269.5 m., 1113 Kc/s.</p> <p>Times of Transmissions. Sunday: 8.00 a.m.—11.30 a.m. Weekdays: 8.00 a.m.— 2.00 p.m.—7.30 p.m. 4.00 p.m.— 10.00 p.m.—1.00 a.m. 12 (midnight) Announcers: J. Sullivan, T. Melrose and Miss L. Ballet.</p> <p>Morning Programme</p> <p>8.0 a.m. LIGHT MUSIC 9.45 a.m. SOME POPULAR Life Begins When You're In Love... Brown Looking Forward to Look</p>	<p>I.B.C. SHORT WAVE EMPIRE TRANSMISSIONS E.A.Q. (Madrid) 30 m., 10,000 Kc/s.</p> <p>Time of Transmission. Sunday: 1.0—1.30 a.m. Announcer: S. H. Gordon-Box.</p> <p>1.0 a.m. MOVIE MELODIES</p> <p>What More Can I Ask? (The Little Damozel) ... Noble Sweetheart Darlin' (Peg o' My Heart) ... Kahn Thanks (Too Much Harmony) ... Johnston My Lucky Day (This Week of Grace) ... Parr-Davies</p> <p>1.15 a.m. I.B.C. Time Signal.</p> <p>Isn't This a Night for Love? (Melody Cruise) ... Burton Tell Me To-night (Tell Me To-night) ... Spoliansky Happy (Happy) ... Lupino</p> <p>1.30 a.m. I.B.C. Goodnight Melody.</p>
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The IBC program on EAQ was aired for a half hour nightly in 1933, four nights a week in 1934, and Sunday night only from 1935 to 1937. It was broadcast at an odd hour to maximize listenership—midnight GMT. Although the frequency used for the IBC programs was often given as “30 meters, 10,000 kc.,” this was probably an imprecise truncation of the standard EAQ frequency, 30.43 meters, or 9860 kc., the EAQ foreign service wavelength shown in “Radio EAQ” and often reported. [Click here](#) to listen to an IBC closedown announcement.²

MAYO 1935



E.A.Q.

Año IV Núm. 35

ORGANO MENSUAL DE RADIO DIFUSION IBERO AMERICANA

ESTACION DE ONDA CORTA DE TRANSMISION ESPAÑOLA, S. A., MADRID.-LONGITUD DE ONDA 30-43 METROS.-KHZ., 9,863.-POTENCIA, 20 KW
ADMINISTRACION Y REDACCION: ALCALA, 43.-MADRID.-TELEFONO 1136.-APARTADO DE CORREOS 951.-MADRID ESPAÑA

PRECIOS DE SUSCRIPCIÓN:

España, Portugal y América:		Demás países:		Derecho de certificado:		España..... 4 ptas. anuales	
Un año.....	Pesetas 10	Un año.....	Pesetas 15	Extranjero.....	5		
Número suelto.....	1						

Subscription Rates: Yearly, 1 dollar (U. S. A.)

No se responde del extravío de ningún número si no van certificados.

UNA PESETA

MAYO, 1935

Año IV - N.º 35





<p>23.30: Boletín de noticias en español, inglés y francés.</p> <p>23.45: Música frívola.</p> <p>00.30: FIN DE LA EMISION.</p>	<p style="text-align: center;">DIA 25</p> <p style="text-align: center;">PROGRAMA DEDICADO A CANARIAS, GUINEA Y CONTINENTE EUROPEO</p> <p>18.00: Indicativo de la Estación. Pasodoble español. "España" (rapsodia), Chabrier; "Boga, boga, Marnele" (canción vasca), Villar; "Francisco Alzquibel" (zortzico); "Los trovadores" (canción); "Cádiz" y "Sevilla" (serenatas), Albéniz; "Luisa Fernanda" (selección), Moreno Torroba; "Una noche en Calatayud" (poema), Luna; "Magueñas" y "Alegrías" Andaluza; "La princesa de la Ozarda" (fantasía), Kalmán; "Aireños, Aires" (rapsodia gallega), Freire; "Siete variaciones sobre un tema de Mozart", Beethoven; "El domo negro" (obertura); "Nabuco" (sinfonía), Verdi.</p> <p>19.45: Música frívola.</p> <p>20.00: FIN DE LA EMISION.</p>	<p>23.15: tr</p> <p>23.30: m</p> <p>23.45: m</p> <p>24.00: m</p> <p>12.00: m</p> <p>22.15: tit</p> <p>22.30: m</p> <p>22.45: m</p> <p>23.00: m</p> <p>00.01: m</p> <p>00.10: m</p> <p>00.20: tr</p> <p>00.30: m</p> <p style="text-align: center;">DIA 26</p> <p>22.15: m</p> <p>22.30: fr</p> <p>22.45: m</p> <p>23.00: m</p> <p>23.10: m</p> <p>23.30: m</p> <p>23.45: m</p> <p>24.00: m</p> <p>00.30: m</p>
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Before the civil war, EAQ published a monthly, 40-page program guide, "Radio EAQ," containing articles on Spanish culture, artists and broadcasting personalities, technical issues, EAQ programs, other shortwave stations, etc. The shortwave program lineup for each day of the month was

given (as was a list of the names and addresses of listeners who had written to the station, together with excerpts from some of their letters). "Radio EAQ" was mostly in Spanish, with an occasional article in English.

But the IBC programs were not the only English programs on EAQ. At midnight GMT for Tuesday, Thursday and Saturday, "Radio EAQ" listed a "Programa especial para los radioyentes de habla inglesa," or "Special program for English-speaking listeners." It

was followed by closedown at 0030. There are no particulars

shown, and whether the program consisted of listener letters, DX tips or other content is not known. But on at least some occasions the program was apparently dedicated to, or arranged by, the London chapter of the International Short Wave Club, then headquartered in East Liverpool, Ohio.

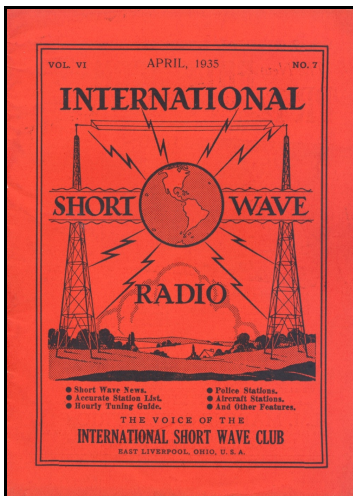
The ISWC was founded in 1929, at least partly in response to the decline in short-wave coverage in one source of shortwave news, the Gernsback magazine *Radio News*. The ISWC became the first major American listener club devoted exclusively to shortwave (the first regular shortwave broadcasts, over KDKA, had begun only six years before). The ISWC published a monthly bulletin called International Short Wave Radio.



LONDON CHAPTER DINNER-DANCE

By the mid-1930s, the ISWC had chapters in a number of places in the United States, including New York and New Jersey. There were chapters in England as well, specifically in London, Manchester, Exeter, Leicester and London. No chapter was more active than London, which met every Friday.

One of the London group's activities was the arranging of special broadcasts over various shortwave stations, and this included EAQ. Below are the announcements published in connection with two of these broadcasts over EAQ: a May 25, 1935 broadcast (noted in the April ISWC bulletin), and one almost a year later, on April 25, 1936 (April bulletin).



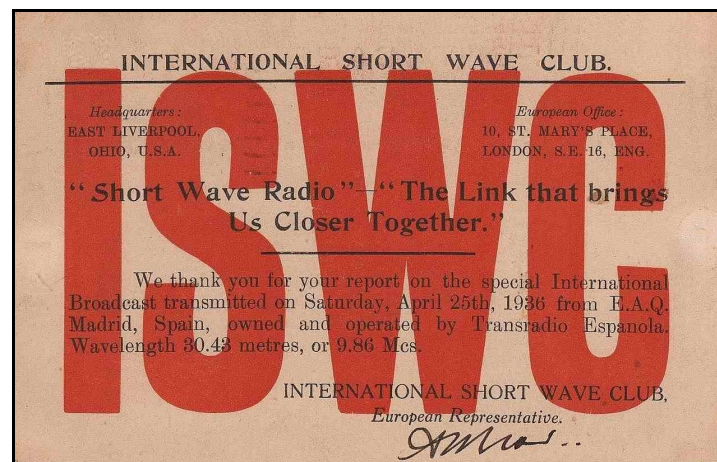
W. D. Martin, Honolulu, reports these: VP1A at the same time we list them; JVN at 11:30 P.M. often; VE9CA at Calgary, Canada, on 6.04 mc. at 12:12 A.M.; JZG often relaying JOAK at 6:30 A.M., and many others such as PMY, RV15, KKZ, at their regular time. Charlie Nabours, Cameron, Texas, says the address of H11A is box 423 and not 463 as we said last issue. Arthur E. Bear, London, England, says he has arranged a special ISWC program from station EAQ, Madrid, for Saturday, May 25th. It will be in two parts, one from 2:00 to 3:00 P.M., E.S.T. (19.00 to 20.00 G.M.T.) and the other 7:00 to 7:30 P.M., E.S.T. (2400 to 0030 G.M.T.) Mark these times down.

Station EAQ, Madrid, Spain, on 30.40 meters or 9.87 mc. will broadcast two special programs on April 25th. The first is from 3:00 to 3:50 P. M., E.S.T., or 2000 to 2030 G.M.T. The second is from 7:00 to 7:30 P.M., E.S.T. or 0000 to 0030 G.M.T. This is a special International Short Wave Club program arranged by Mr. Arthur E. Bear, our European representative, who will speak on both broadcasts. A special verification card will be sent to all persons sending reports to Mr. Bear at 10 St. Mary's Place, Rotherhithe, London S.E. 16, England.

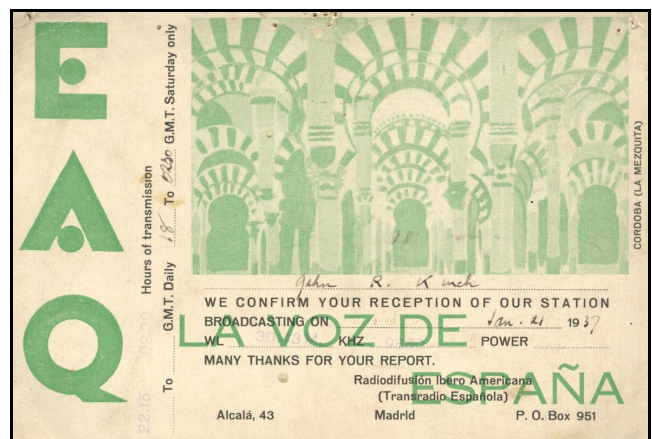
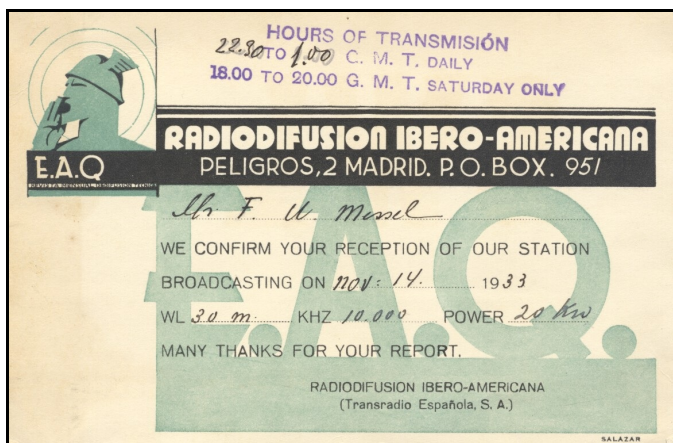
The person who arranged these programs was Arthur E. Bear, the club's European Representative. Wartime circumstances would cause the ISWC to close down in the U.S. in 1943, and the club's May bulletin of that year was its last. Following the war, however, in 1946,

the ISWC was reinvented in the U.K. by Arthur Bear, who became the well-known face of the club for over three decades.

Good news for SWLs was that special QSLs were issued for both of the broadcasts referenced above. Whether there were other ISWC special QSLs over EAQ is not known.



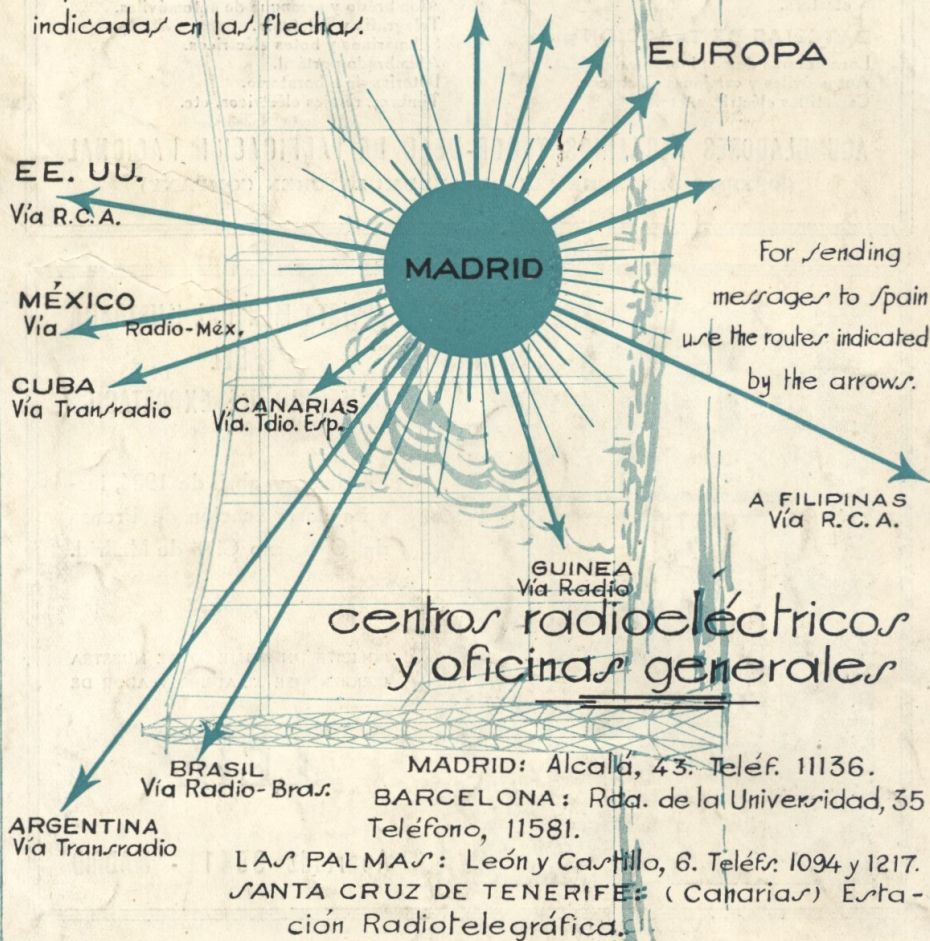
EAQ was a popular, well-heard station, and issued many good-looking QSLs.



VIA TRANSRADIO ESPAÑOLA

comunicaciones radioeléctricas
con todos los países del globo

Para telegrafiar a
España utilice la vía
indicada en la flecha.

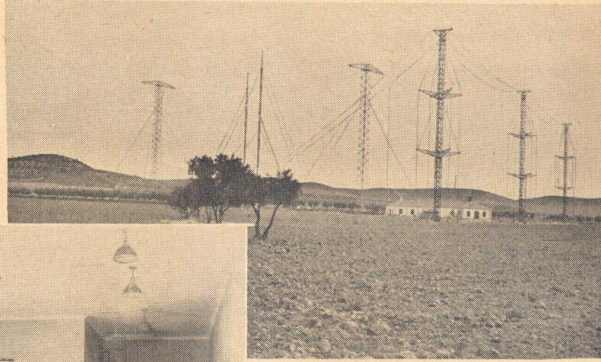


Herráez

DIANA, Artes gráficas.—Larra, 6. Madrid.

EAQ—The Short-Wave Voice From Spain

EAQ—Undoubtedly one of the most popular short-wave broadcast stations of Europe, is heard nightly in this and many other countries broadcasting their fine programs. And our readers will be pleased to view the “works” of this remarkable station.



Above we have the very elaborate antenna system of EAQ, Madrid, Spain.



Left: Complete transmitter of the EAQ, which we must admit is quite an elaborate installation. It consists of a twenty kilowatt Marconi transmitter driven by two power amplifying stages and the main oscillator. The large tubes used in the transmitter are oil-cooled. The 20 kilowatt amplifier energizes the two-bay Marconi beam “directional” antennas which are used in sending the program to Buenos Aires, S. A.; another non-directional antenna is used for the 15 meter broadcast and the 30.4 meter broadcasts.

Graphics:

Page 1, “The Story of ‘EAQ’ . . . ,” *Short Wave Craft*, August 1933, pg. 202.

Page 4, “London Chapter Dinner-Dance,” *International Short Wave Radio*, April 1935, pg. 9.

Page 6, Transradio Española advertisement, *Radio EAQ*, June 1935, outside back cover.

Page 7, “EAQ—The Short-Wave Voice from Spain,” *Official Short Wave Listener Magazine*, February-March 1935, pg. 10.

Endnotes:

1. For more on the IBC, see *Crossing the Ether: British Public Service Radio and Commercial Competition 1922–1945* (Eastleigh, England: John Libbey, 2006), and Keith Wallis, *And the World Listened: The Biography of Captain Leonard F. Plugge, a Pioneer of Commercial Radio* (Tiverton, Devon, England: Kelly, 2008).

2. From the CD accompanying *Crossing the Ether*, above. Transmitting station not stated.