

# RADIO RECORD

The Retail  
Sales Promotion  
Paper

October  
1930

## LOOK BEHIND THE RADIO FOR THE DISTRIBUTOR

Back of the Edison is the greatest name in science. Back of Edison sales in the Northwest are distributors who know their business—can help you with yours—and will really cooperate with you in gaining profits and progress—See—hear—the



You'll hear a super-wonderful performance you'll just *know* will sell your customers. You'll realize how beautiful radio cabinets can be.

A few Edison franchises are now available to aggressive dealers—dealers far-sighted enough to see the possibilities such an affiliation will afford. You will not be hampered by difficult quotas. Instead, you will be associated with one of the Northwest's most responsible concerns—a concern which sees its chief service to be assisting its dealers in building profitable business for the years to come.

*You are invited to call and learn more about how you, too, can profit by an Edison Radio franchise.*

## The Belmont Corporation

316 So. Third St., Minneapolis

Music and Radio  
Distributors

1210 University Ave., St. Paul

**"FOR THE ADVANCEMENT OF RADIO"**

QUALITY *far beyond* PRICE

COMPLETE **Gloritone** RADIO COMPACT

FULLTONE

BEAUTIFUL



Table Style

**MODEL 27—\$59.50**

*Complete with Tubes*

CABINET—American Walnut, satin gloss finish, neat, modern design, Height 20 inches, width 13 $\frac{1}{4}$  inches, depth 7 inches.

Specially selected pattern in front panel. Golden tint grille cloth with neat grille design over speaker opening.

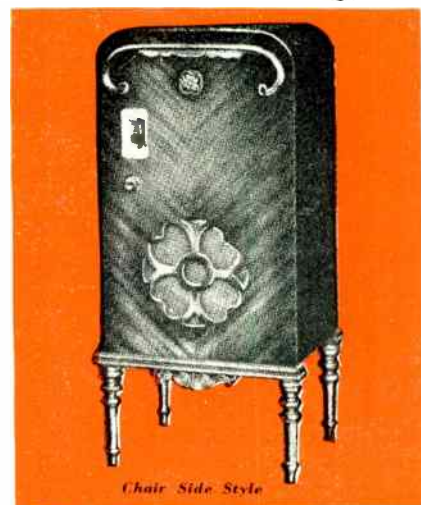
CHASSIS—A.C. Electric, Fully shielded, Three tuned stages, one stage audio—five tubes, including two screen-grid. Sturdily constructed. Highly engineered.

TUBES—Two 221 Screen-grid, one 227, one 245, one 280.

SPEAKER—Electro Dynamic.

WEIGHT—But 26 lbs.  
GLORITONE MODEL 27, \$59.50  
*Complete with Tubes*

*Gloritone Combination Radio and phonograph, compact and convenient, is ideal for impromptu parties or small group dances. THE SECOND RADIO FOR YOUR HOME.*



Chair Side Style

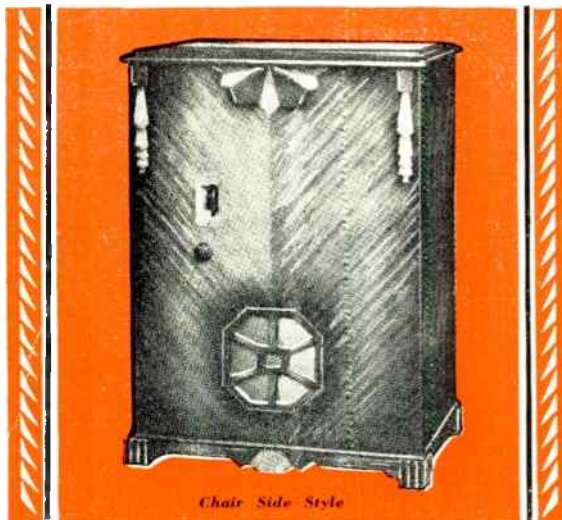
**MODEL 27S—\$75.00**

*Complete with Tubes*

CABINET—New spinnet type cabinet. A neat stylish piece of furniture, American walnut duo tone satin finish. Artists scroll and rosette ornaments at top of front panel. Specially selected front walnut panel. Spinnet legs, eight inches, well turned. Cabinet height 29 $\frac{1}{4}$  inches, width 11 $\frac{1}{4}$  inches, depth 11 $\frac{3}{4}$  inches.

CHASSIS, tubes and speaker same as Model 27.

GLORITONE MODEL 27S, \$75.  
*Complete with Tubes*



Chair Side Style

**MODEL 27P—\$99.50**

*Complete with Tubes*

CABINET—Duo tone finish American Walnut. Specially selected front panel. Illuminated dial properly calibrated. Height 28 $\frac{3}{4}$  inches, width 19 $\frac{1}{4}$  inches, depth 11 inches. CHASSIS, tubes and speaker same as Model 27.  
GLORITONE MODEL 27P, \$99.50.

**DEALERS' NOTE—Mail or wire your order today. We give twenty-four hour service.**

**FARWELL-OZMUN-KIRK & COMPANY**

*Apex Distributors*

SAINT PAUL, MINNESOTA

*Apex Distributors*

# ATWATER KENT RADIO

*with the GOLDEN VOICE*

THE BEST DEAL FOR YOU!



**MODEL 70**

*Lowboy. Finished in American walnut. Matched butt walnut front panels and apron.*

**\$119.00**

*Less Tubes.*



**MODEL 74**

*Table. Finished on all four sides. It may thus be placed anywhere in the room.*

**\$125.00**

*Less Tubes.*

On August 5th two golden doors swung open to reveal to an expectant world four beautiful cabinets containing the Golden Voice Atwater Kent Radio. Atwater Kent radios are proudly stepping forth on their journey to countless homes, each and every one being accepted with much enthusiasm for the New Atwater Kent is the 1931 Leader.

### New Inside and Out.

#### Quick Vision Dial

It is the fastest, easiest-to-read, easiest-to-operate dial in the world. No more stooping—no more eye strain. Every part of the tuning scale is visible, covering the whole range of stations.

#### The Golden Voice

Your own ears will tell you that at every point where tone could possibly be improved, it has been. Atwater Kent gets a better adjustment of "lows and highs" and a more pleasing effect generally. Try it on the bass viola and on the piccolo.

#### Tone Control, of course

Tone control makes it possible for people of varying musical taste to get exactly what they like best in tone. It gives them self expression in radio music. Also, when there is static or other disturbances in the air, you can greatly reduce them, and to a large degree you can compensate for the variation from night to night with the tone control.

#### New Beauty of Appearance

Long and careful study of public preference in radio furniture preceded the designing of these new cabinets. They are simple, beautiful and dignified, and they blend with the home furnishings.

See the entire line of the Atwater Kent Radio at the Northwest Radio Show.

And remember that—

**THE BEST DEAL FOR YOUR CUSTOMER IS . . . THE BEST DEAL FOR YOU**

**REINHARD BROTHERS CO.**

**MINNEAPOLIS, MINNESOTA**



**MODEL 76**

*Highboy with sliding doors. Finished in American walnut. Matched butt walnut doors and front panels.*

**\$145.00**

*Less Tubes.*



**MODEL 75**

*Radio-Phonograph Combination. Finished in American walnut. Matched butt walnut front panels and apron. Ample and accessible record compartment.*

**\$195.00**

*Less Tubes.*

*Aberdeen, S. D.*

*Minot, N. D.*

Buy The Advertised Lines



In his sensational "Bolero," Maurice Ravel weaves one instrument after another into an exciting climax of golden tone. You can hear this thrilling performance played on Brunswick Records 90039 and 90040.

## WEAVING A

When a great symphony orchestra plays, its hundred instruments blend together the colorful threads of sound into a magic tapestry of glorious tone. Yet in all this weaving and counter-weaving, each instrument, while part of the whole, possesses its own distinct and individual tone color.

A radio, to reproduce this complete pattern of tone without losing the individual quality of the various instru-

ments, must in itself be a musical instrument, skillfully designed and built of fine material with loving care and attention.

Only a company long trained in the tradition of fine music, used to judging sound with a musician's ear, and accustomed to expect from its workmen craftsmanship of the kind that is handed down from father to son, can build a radio that is such an instrument.

Consequently when your customers ask

# Brunswick

Buy The Advertised Lines



# WEB OF MAGIC TONE

to hear the new Brunswick Radio, you know that it will make good on demonstration. You know that its full rich tone will captivate their musical fancy, that the Uni-Selector will win their respect for inventive genius.

As one dealer said, "I don't see how any man who expects to stay in the radio business this year can afford not to handle the Brunswick line!"

## BRUNSWICK RADIO

### BRUNSWICK HIGH-BOY MODEL 22

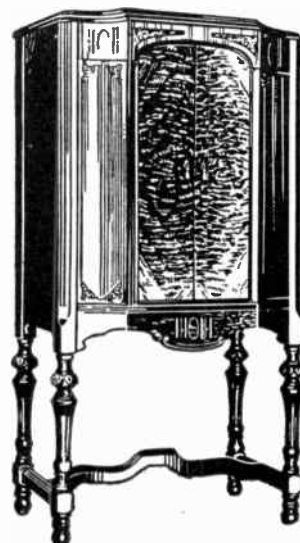
Armored Chassis. Uni-Selector and Tone Control. Rigid tuning scale. Walnut cabinet with French doors and curved corners.

\$170.00

Lowboy—Model 15  
\$139.50

Radio-with-Panatrop  
Model 31—\$185

*All Prices Are Less Tubes*



Distributed in the Northwest by the

## WHITNEY DISTRIBUTING CO.

426 Sixth Street South

ERNEST O. BORGLIN, General Manager  
Buy The Advertised Lines

Minneapolis, Minnesota



## LEADERSHIP MUST BE DESERVED

In the hard fought battle of commerce the title of Leadership is not won by any accident of chance.

Those who win success in this strongly disputed contest must be upheld by the knowledge that the merchandise they offer is right; that it is honestly built, and designed to outstrip all competition.

Brunswick with many years of experience in building fine musical instruments, brings to radio the tradition of genuine craftsmanship and the technical knowledge of acoustical engineering.

It naturally follows that the combination Radio-with-Panatrope bearing the Brunswick name, is a radio and record playing instrument second to none in the industry!

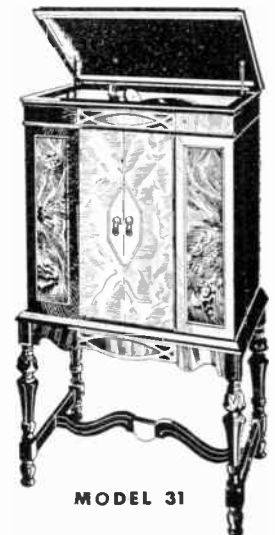
Who is more fitted to excel in the

manufacture of a combination instrument than a house celebrated for many years in the world of music? The Brunswick Record Catalog reads like a roster of the great names in musical history; in its pages are famous entertainers, and artists of every nationality.

The dealer handling the Brunswick line can expect that a large proportion of his business will come from the sale of Brunswick Radio-with-Panatrope. He is likely to be the type of dealer equipped to handle such business and Brunswick will attract it to him!

*Brunswick Radio Corporation*

MFRS. OF RADIO, PANATROPE AND RECORDS  
Makers of the World Famous Brunswick Records  
NEW YORK—CHICAGO—TORONTO  
SUBSIDIARY OF WARNER BROS. PICTURES, Inc.



MODEL 31

### THE RADIO-WITH-PANATROPE

This great combination offers sensational sales possibilities.

Model 31. Price, less tubes \$185

Ask your jobber about the Automatic Panatrope-with-Radio that handles 20 records without attention.

Model 42. Price, less tubes \$480.

# BRUNSWICK

1 1 1 1 1 1 1 1

## RADIO

FUTURA  
SERIES

Buy The Advertised Lines

Volume X

Number 10

# RADIO RECORD

Radio Record is published monthly exclusively for the Radio Trade by the Radio Record Publishing Company, 301 Tribune Annex, Minneapolis, Minn.  
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## RADIO RECORD PUBLISHING COMPANY

301 TRIBUNE ANNEX—MINNEAPOLIS, MINN.

HARRY H. CORY  
Publisher

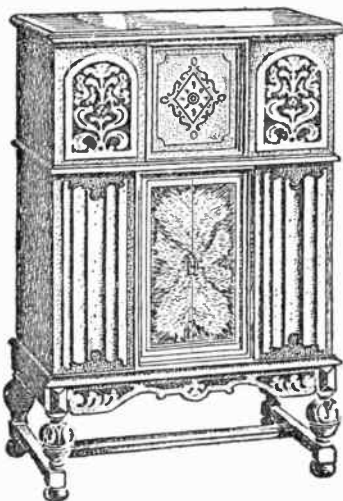
JOHN S. GIBBONS  
Editor

B. A. THARP  
Advertising Manager

# The New 70 series ZENITH

## *A New Opportunity for Radio Profits*

The new 70 series Zenith receivers fitly reflect the highest point of perfection ever attained in the manufacture of radio receiving instruments. They bring to the radio listener not only new perfections of tone quality...but also new privileges to use volume and to attain distance. They reveal new simplicities and conveniences of operation that still further establish Zenith as the *one and only genuine* automatic radio...placing old-fashioned hand-dialing still deeper in the discard. You now *press the button and get your station* from any point in the house as easily, as surely as tuning at the set itself...for Zenith has perfected *remote automatic control*.



In these new Zeniths you will find an *outer beauty* that dismisses all former conceptions of radio cabinetry. Here is authentic period furniture...the kind that "belongs" in the well appointed home. And Zenith-built, of course to assure its enduring quality.

One fleeting glance, one casual inspection of these new Zenith receivers...and you will say to yourself, "It's easy to sense the superiority of a Zenith."

\* \* \*

MODEL 73—Semi-highboy of authentic Tudor design, built of selected woods. New 70-line Zenith screen-grid chassis. Genuine Automatic Tuning. 9 tubes, with rectification. \$265 less tubes.

MODEL 74—Same design as Model 73 with *remote Automatic control*. \$315 less tubes. *Other Zenith Radio receivers from \$185 to \$2500.*

"COSTS MORE...DOES MORE"  
*Zenith receivers can be purchased on easy payment terms from any authorized Zenith dealer.*

THE NEW SEVENTY SERIES

# ZENITH RADIO



## HALL HARDWARE COMPANY

*Distributors—Minneapolis*

*The Automatic Radio* • AUTOMATIC TUNING • AUTOMATIC REMOTE CONTROL • AUTOMATIC RECORD CHANGER

Buy The Advertised Lines



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# GOING ON RECORD

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## *The Progress of Radio*

TEN years have elapsed since the first crude crystal sets appeared to startle an unbelieving world. The first year saw the total sales of radio equipment amount to only a few thousand dollars, but at the present time the annual sales are about three-quarters of a billion. The rapid growth of the radio industry has been called the romance of the modern business world. The present day radio sets have reached the final stage of development in efficiency, beauty of cabinet design and reasonable price. The twelve to fourteen million American homes now equipped with radio are evidence of the great popularity of this new system of one way mass communication. From two to three million new sets will be sold in the next twelve months, because the market for radio sets is still very great. Thousands of homes who bought some of the earlier battery models are just on the point of getting the newest all electrical development.

There are now a thousand uses for radio and one has only to look at the various features in the programs published in the daily papers to see the great variety of information and entertainment that is being sent by radio. Radio fills a real need of the people and it has broken down the last barrier of isolation. Radio is as absolutely necessary in the modern home, as running water, electric lights and the telephone.

\* \* \*

## *New Features This Year*

SCREEN-GRID tubes are used in a great majority of the 1930 and 1931 models being shown at this year's radio shows. Tone control is a feature which has been added by some lines. This feature gives the listener a choice of the low tones or the high tones in the set.

A few weeks ago RCA released its patent rights on the Super-Hetrodyne circuit to all of its co-licensees and immediately a number of the companies brought out Super-Hetrodyne circuit models in addition to their regular lines.

Perhaps the most talked of thing in radio this year has been the deluge of new "midget sets" which have come on the market. These were first introduced in California last year and there are at present about fifty different makes of these small mantel type sets. They are as popular with many people as the midget golf courses have been this year.

In addition to having all of the new radio features to offer in the radio lines, many radio dealers have also interested themselves in the sale of electrical clocks, electrical refrigerators and oil burners, all of which items are comparatively new on the market. The progress in the development and use of radio and electrical equipment in the modern home has made the home the most comfortable place in the world to live.

\* \* \*

## *In the Program Field*

THERE has been practically no drop off of radio stations in the past year. As a matter of fact many more of the smaller stations are now actually making

a profit on the ads than ever before. The sale of time to advertisers on some stations has almost reached the full 24 hours. The introduction of complete programs on phonograph records has made it possible for many of the smaller stations to provide excellent continuous programs rather than rely on local amateur talent.

The big programs, however, coming over the national chains have continued to increase in interest in every way. The big type of feature programs now on the chains requires as much rehearsing and preparation as the production of a moving picture. Every possible event in the world that can be pictured by words is being sent out over the Columbia and National Broadcasting Company chains and the ends of the earth are being canvassed to find interesting talent that the public will delight to hear.

\* \* \*

## *WCCO Should Have 50,000 Watts*

WCCO should be granted the 50,000 watts power for which it is applying to the Federal Radio Commission. Every friend of radio and of good broadcasting should come to the aid of this station in getting its increased power. If it were the first station to apply for such power the experiment might be doubtful, but it has been clearly demonstrated that a few high power stations located in strategic points are an aid to good coverage at all times and under all adverse conditions. Furthermore it is the only station in the seven states of Minnesota, Iowa, Wisconsin, North Dakota, South Dakota, Montana and Wyoming that is applying for 50,000 watts power at this time. With 50,000 watt stations at New York, Pittsburgh, Cincinnati, Chicago and St. Louis the next step should be to allow Minneapolis a 50,000 watt station because of the distances and the farm communities to be served in the Northwest. It would be a crime to allow any more 50,000 watt stations in Chicago or St. Louis before the Northwest was given a high power license and the station has certainly demonstrated its ability to build the finest type of programs in its own studios as well as handle the big chain broadcasts.

\* \* \*

## *Sales Are Not Expositions*

ONLY an entire industry either local or national can stage a real radio show or exposition and the public is never fooled by an individual store advertising that it is holding a show and inviting the public to come and see all the radio sets displayed. No individual store handles more than a very few lines, whereas in a huge radio and electrical show, every well known set on the market that professes to be a leader in sales is shown. The so-called "show" of the individual store generally resolves itself into a cut-price sale and the dragging out for floor display of "trade-in" merchandise. Misrepresentation of this sort is harmful to the standing of the store, just as too many "special sales" by department stores convinces the public that prices are always about the same, but are only advertised in a different way each week. Abuse of public confidence lowers the standing of the store both in the eyes of the trade and the public.

# The Tribune

The FIRST Advertising Buy  
In Minneapolis

**FIRST**

IN ADVERTISING

**FIRST**

IN CIRCULATION

**FIRST**

In Reader Responsiveness

in 1929 THE TRIBUNE led all Minneapolis news-  
papers in radio advertising by thousands of lines

## The Minneapolis Tribune

*The Dominant Newspaper of the Great Northwest*

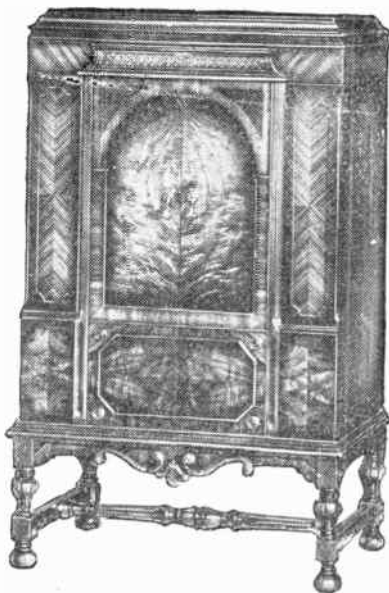
Buy The Advertised Lines

# Clarion . . . Offers You the Utmost that *Radio* Can Give

*. . . at a price that sets a record for radio value*

**What Clarion Gives You!**

- Greater Sensitivity*
- Richer Tone*
- Sturdier Construction*
- Unusual Beauty*
- Greater Selectivity*



**MODEL AC-55 CLARION RADIO-PHONOGRAPH COMBINATION**

*Complete with electric pick-up and electric-driven turn-table. Unusually beautiful cabinet of matched woods . . . \$199.00 (Less Tubes)*

Made by  
**THE TRANSFORMER CORPORATION of AMERICA**

Who are leading manufacturers of radio parts and furnish the best known radio manufacturers with vitally important parts.

THEY MAKE EVERY PART OF CLARION IN THEIR OWN PLANTS.

## *Clarion*

UPSETS ALL PREVIOUS STANDARDS OF VALUE

*See and Hear This Remarkable Radio at the Radio Show*

**A FEW CLARION FEATURES**

8 Tubes, 3 Screen-Grid, Power Detector, Push-pull Amplification, Electro-Dynamic Speaker, Automatic Line Voltage Control, 40% More than Standard Power, Local-Distance Switch, Phonograph Jack.

*Distributed By*

**THE WILLIAMS HARDWARE CO.**  
MINNEAPOLIS



**MODEL AC-51 CLARION RADIO**

*Unusually attractive cabinet of swirl walnut and satinwood, 40 inches high. Full sized—yet not too large for smaller rooms. Standard chassis, electro-dynamic speakers . . . \$109.00 (Less Tubes)*

**MODEL AC-53 CLARION RADIO**

*Not illustrated—Has a de luxe cabinet 44 inches high of swirl walnut, burl elm and satinwood. Standard chassis, electro-dynamic speaker . . . \$129.00 (Less Tubes)*

—♦—

**The Radio Sensation of the Year**

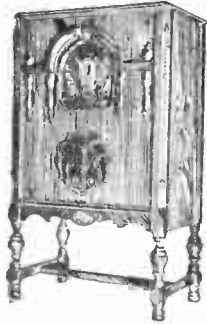
*Clarion*

Buy The Advertised Lines

# A Complete Line . . .

Ever forward . . . anticipating the desires of America's vast music marked far in advance, is the action logically expected of the Country's leading music house, The Rudolph Wurlitzer Manufacturing Company, makers of Lyric Radio.

. . . WITH SCREEN-GRID CHASSIS



**MODEL B94—\$99.50**  
*Less Tubes*

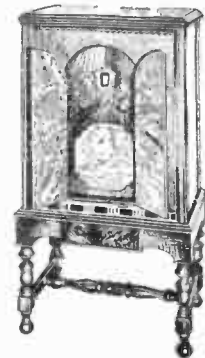
Model B94 embodies a feature allowing the Battery set owner new enjoyment . . . low drain tubes permitting a dynamic speaker. It lists at \$99.50.

Model D11 is presented in Colonial design and carries all the features which have contributed to the outstanding sales success of the Lyric Radio group. Priced at \$99.50.



**MODEL D11—\$99.50**  
*Less Tubes*

Model D29 is of Spanish Umbrian design and throughout the pre-season activity has been enjoying unusual popularity. Offered at \$139.00.



**MODEL D29—\$139**  
*Less Tubes*

*A few valuable Territory Franchises still available . . .  
Get in touch, today, with  
your distributor.*

**W. S. NOTT COMPANY**  
MINNEAPOLIS, MINN.



ALL-AMERICAN MOHAWK CORP., NORTH TONAWANDA, N. Y.

# LYRIC

## RADIO

Product of WURLITZER

Buy The Advertised Lines



# Insure that 1930 TONE!

**T**ONE—that's the dominant appeal of those 1930 radio sets now on your floor. Absolute fidelity. More than ample volume. Minimum hum and background noises. Controlled tone as well as volume. THAT'S 1930 RADIO MERCHANDISING.

But—and here's the big point: 1930 tone quality presupposes the use of 1930 radio tubes. Remember improvements have been scored in radio tubes as well as in sets during the past twelve months.

If you intend merchandising those 1930 radio sets successfully, you must insure their 1930 performance by equipping them with 1930 tubes.

Which is just another way of specifying DeForest Audions.

Sturdy mechanical details. Accurately spaced elements permanently positioned. Definite characteristics insuring matched tubes. Ample and uniform emission throughout long service. Minimum hum and crackling noises. Highest attainable evacuation in regular production. Absolute stability and positive reliability. All these features are found in the DeForest Audions.

The steady, untiring, farseeing pioneering of yesterday, today and tomorrow, insures for DeForest Audions the latest and best the vacuum tube art has to offer.

DeForest Audions insure that 1930 tone—a profitable radio season—and a minimum of servicing.

*For further information regarding DeForest Audions and how you can make money on your tube sales, consult your local jobber or write direct to*

DE FOREST RADIO COMPANY • PASSAIC • NEW JERSEY

**de Forest** RADIO TUBES  
(AUDIONS)

Buy The Advertised Lines

Be Sure to See This At the Radio Show—Booth E-1-2-3

Irresistible in Price—  
BIG in Performance—

## PHILCO BABY GRAND

rounds out the most  
complete Radio Franchise  
in the world...

Philco now offers you the most complete line of radios on the market... from the sensational new Baby Grand, at \$49.50, to the superb Philco Concert Grand, at \$350.00.

Here's a range of models meeting every price requirement... all with wonderful, rich Philco tonal quality, the amazing Philco Tone Control and all exclusive Philco features... in cabinets of rich beauty and distinction. The Philco line includes sets for AC and DC or battery operation—Transitone Radio for automobiles—Philco Balanced Tubes... every product to make your franchise profitable.

### Tie up with PHILCO..

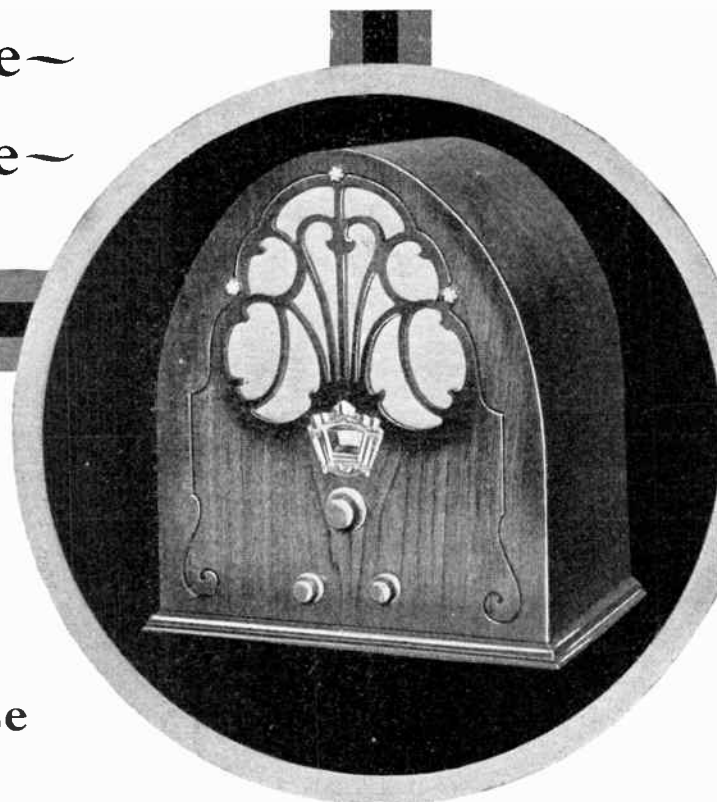
A few valuable dealer franchises are still open. Write to us immediately for full details.

The GEO. C. BECKWITH CO., with four distributing houses throughout the northwest, offers you unsurpassed service, and their entire cooperation in making these dealerships genuinely profitable.

# GEO. C. BECKWITH CO.

MINNEAPOLIS...MILWAUKEE...SIOUX FALLS...FARGO

Buy The Advertised Lines



Retail Price only

**\$49.50**

Less Tubes

Sold with seven Balanced Philco Tubes.

All-electric, with built-in Electro-Dynamic speaker.

New Philco 7-tube (three screen grid) Baby Grand chassis.

Double-tuned input circuit. Push-Pull audio.

Wonderful tone... highly selective... no cross-talk.

Beautiful walnut cabinet, 16 inches wide, and 17½ inches high.



BALANCED-UNIT RADIO

# Everybody's Equiperies

## Managed by

# Uncle Abe and David

By Wade E. Arnold

UNCLE ABE and David are two natives of Skewhegan, Maine, where for thirty years they have been partners in the general store. They call it Everybody's Equiperies. Having made comfortable fortunes in meadow and timber land, the two decide to fulfill a dream they've shared ever since they went into business—a long holiday in New York City.

They put their accounts in order; turn the business over to Edward, David's nephew; and ignoring the warnings of Aunt Bertha, who symbolizes their Puritan, conscientious fear of the big city, they set out.

Their adventures in New York City, and their reactions to metropolitan surroundings in the light of their rural background and training, supply the material for their fifteen-minute sketches which are heard six times a week over two NBC networks — at 6:45 P.M. (EDT) in the East, and at 11:15 P. M. (EDT) in the West.

Phillips H. Lord, the creator of Seth Parker, plays the role of Uncle Abe and writes the sketches. The part of David is taken by Arthur Allen, best known for his "Down East" characterizations in Soconyland Sketches and the Retold Tales series. The latter program is no longer on the air.

Lord is only 28. He grew up on a Maine farm, was graduated from Bowdoin College in 1925, and decided

to become an author. A little more than two years ago, he came to New York determined to break into the magazine business. With nothing but a suitcase of rejection slips to encourage him, he began writing stories about "Down East" characters, working in a candy factory during the daytime.

One night while visiting a friend he heard a radio program with a rural setting. He resented the hackneyed,

"hayseed" sort of dialogue, and conceived the idea of building a rural program in which simplicity and authenticity in situation and dialogue would be paramount. "Sunday at Seth Parker's" was the result.

Allen is a veteran of stock, road and Broadway productions. He, too, knows rural characters from experience. He was born in upstate New York, near Buffalo. He was graduated from Oberlin College, in Ohio, studied music, played the organ for a while in a church, and then went on the stage. In radio, his portrayals of David Harum and Jeff Peters have been memorable.

Months before they ever met, Allen and Lord

admired each other's work on the air. Allen was a regular listener to Seth Parker before he knew the author, and Lord

was following all of Allen's programs. When they finally did meet, Lord suggested the team idea. A year later, "Uncle Abe and David" was conceived.



"Gotcha Now, By Cracky!" "Uncle Abe" and "David," *The Two Lovable Down East Characters Now Heard Each Night Except Sunday in the New Rural Series Over A National Broadcasting Company Network.*

# *How Near Are We to* **Radio Saturation?** A Few Merchandising Suggestions

*By George A. Michel*  
(President, Belmont Corporation)

**B**USINESS and business men generally, are blaming the present state of conditions on the stock market break in the fall of 1929. Without doubt, that started the change of conditions, but many other tributary factors have been at work to keep conditions as they have been up to the present time. Probably the greatest influence on the public mind regarding business conditions, has been the newspapers giving so much space to the explanation and discussion of hard times. Most particularly, the newspaper publicity regarding the nationwide drought, and the damage it is doing, has frightened the farmer and the small town retailer. Of course, it has affected large cities as well.

The truth of the matter is, that we, in the Northwest, have suffered less than other portions of the United States. All of the business analysts and statisticians agree that Minnesota, Wisconsin, and northern Iowa, are in particularly good condition. Business conditions are comparatively good, and the farmers' crops have been hurt less than those in practically all other portions of the United States. Crops are comparatively good in this section as we suffer less from the heat than other portions of the United States and have more natural water resources in our lakes that keep the ground moist.

While we are all prone to complain when business conditions are not operating as smoothly as they have in the golden days past, we should stop and make a fair survey of our actual economic position, and when we do so, we find we are in much better financial health than most of the trade territories of the United States.

### **Attitude Absurd**

In the face of tightened money markets, it is only human and natural that average business men start to complain, whether it be radio dealers or other men of business. I have heard some discussion among radio dealers on the subject of the future of radio. I have heard such silly talk as: "We have just about reached the saturation point on radios"; "I wish I were in some other business"; "The day of making money in radios is over."

This attitude is absurd. Quite naturally, in the face of business conditions as they are, it will mean the survival of the fittest; the weaklings will be cleaned out but that is always true under similar circumstances. The radio dealer who has real sales ability and creative ingenuity, will succeed. He has a big future in his business, and actual facts and statistics prove this contention.

For example, as of December 31, 1929, it was estimated that 216,180 radio sets were in operation in the state of Minnesota. (We use Minnesota as an example of a northwest state.) This number represents 2.4 per cent of the radio sets in operation in the United States as of that date. Comparative figures based upon preliminary 1930 census reports show that Minnesota's population

represents approximately 2 per cent of the population of the United States.

### **Minnesota Ranks 16th**

On first thought it looks as though Minnesota had more than its share of radios in proportion to its percentage of the population, but when we examine further, we find that Minnesota ranks sixteenth in tangible wealth of all the states in the Union. When we include in our figures our tangible wealth in proportion to our population, Minnesota should have 4 per cent of the radios in the United States instead of 2.4 per cent, so it is quite evident that Minnesota is under-sold on radios in comparison to the rest of the United States.

Let us see if we can find any additional facts or statistics to give us an idea of the saturation point on radios. We find that there is an average of one automobile to every four and one-half people in the state of Minnesota; there is only one radio to every ten and one-half people in the state of Minnesota.

Now, by all good common sense and logic, is there any reason why there should be two and one-third times as many automobiles per capita as there are radios? The average automobile sells for \$1,000.00 to \$1,200.00. The average radio sells for under \$200.00. The answer is quite evident. Radios have not been sold to the public as the automobile has. The solution to this is greater sales effort, more intensive advertising, and an educational campaign on the part of every radio salesman and dealer towards the public, to make them realize how important the radio is to their every-day life.

### **Recreation Becomes Necessity**

Amusements and recreation have become a necessity in the public mind. Of the very few businesses that are showing increased profits for the year 1930, amusement enterprises stand as one of the foremost. Our parents and grandparents may have worked ten, twelve or fifteen hours a day, but today, the world insists upon a literal interpretation of eight hours work, eight hours recreation, and eight hours rest.

It is notably true that people will buy recreation and the luxuries of life, and may stint themselves on the necessities. We might contend that the radio has its educational value, but there is no denying the fact that it is primarily amusement merchandise. We are fortunate that it is, if people are buying amusements to the exclusion of many so-called necessities.

With these facts and figures before us, we need not hesitate to say that radio is still in its infancy, from a distribution standpoint.

Unprecedented prosperity in the past few years has led us to expect too much, and to do too little. We fell into the habit of thinking that good times would last forever, and being compelled to return to normal is rather a



shock to our past habits and leaves us with a feeling of disappointment, and a certain degree of weakened "morale."

### Watch Finance Carefully

The test of genuine business ability is synonymous with the test of other ability. It is by meeting the unexpected hazards and unusual circumstances, that courage and creative faculties are given the true test.

If the radio dealer is willing to devote more thought to his business, watch his finance more carefully, and work harder, the 1930-31 season will pay an equal, or increased dividend over past years.

Therefore you should plan your business and then work your plan. The carpenter does not cut the lumber and measure it afterward, nor does the tailor cut his cloth by guess. Every worth-while effort should be carefully planned and carefully executed. There are too many radio dealers operating by guess work.

I offer the following suggestions to the radio dealer as a means of assisting him to check his present methods of operation, and to create additional business helps, that will enable him to make the season of 1930-31 a success.

### Use Dealer Helps

1. Make use of 100 per cent of the dealer helps that are furnished you by radio manufacturers and distributors.
2. Send out sales letters or post cards to all of the people who have ever traded with you, asking them to come in and see your new merchandise.
3. Make personal calls on every person to whom you have sold a radio set two years or more ago.
4. Improve the appearance of your show room floor, and your entire place of business, by making everything neat and tidy. Paint up and clean up. See that your store is well lighted. Invite your wife or some housekeeper in to give you suggestions as to making your place of business comfortable and attractive.
5. Take down all the old soiled signs, show cards and posters and put up new ones.
6. Redecorate your windows at least every two weeks, even if you put the same merchandise back in the window by different arrangement.

### Offer Inspection Service

7. Offer free inspection service or test service to all past purchasers of radios. Use this means of gaining contact and approaching the past customer on the subject of selling him a new and modern set. To offer this test service does not include free repair work. It will either create repair work for you, or in many cases make live prospects out of past customers.

8. Create a tickler system on your prospects, and see that they are called on frequently, and often, until sold.

Make sure that every prospect in the file is a live prospect. When they cease to be live, forget them. Don't waste time or the time of your sales organization on "suspects."

9. Make a thorough analysis of your expense. Try to cut down the necessary expense, and eliminate the unnecessary expense.

10. Check up on the people that are working for you. See how many of them are profitable, and how many are expensive, then fire the ones that are an expense. Increase the salary a little bit of the ones who make you profit, and you will probably do more and better business for less money.

### Study Sales Organization

11. Look over your sales organization or any of your employees that come in contact with your customers, and see if they make a presentable appearance. Try to look at them through the eyes of the public who has to meet them. See if they are clean, tidy and neat. Observe them and find out if they meet the public with a smile, and if they are serving and taking care of the trade because it is a pleasure, or just plain work. If they do not meet up to these standards fire them and find those that do, or else correct their faults. Do it immediately. Don't put it off. Unless your people meet the public as you would like to have them

met, it is costing you far more money than their salaries. If you are too sensitive to make this personal check-up, call in some good business friend and get his opinion.

12. Make your plans in advance, plan every week's effort ahead of time, and then plan every day's effort in the morning, so that none of the hours are wasted.

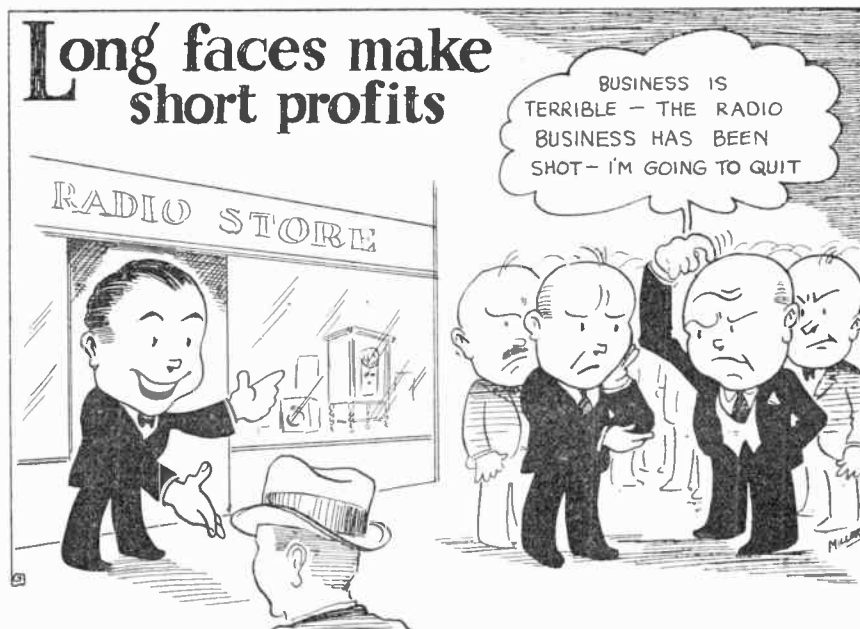
13. Watch for idle time among your employees. Don't permit them to waste each other's time by swapping stories, etc. They cost you money, and it is up to your management to get the most out of them. If you find a percentage of them wasting time, cut down the number of employees. You can probably get the same work done with fewer of them. Make it a part of every employee's job to keep your show room clean, neat and attractive.

### Check Entire Stock

14. Check up on every item of stock you have on hand. If you have any dead merchandise, move it even at sacrifice prices if necessary. It is only taking up space, your time to handle it, inventory it, etc.

15. Impress upon every individual employee who has anything to do with the selling phase of your business, the value of closing the sale. Never make a canvass or explanation of your merchandise without asking a cus-

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"Al" Sheehan, the golden-voiced announcer (for, of course, all good announcers are golden-voiced) of station WCCO who will announce the Minneapolis Symphony Orchestra programs which the Minneapolis Honeywell Regulator Co. is sending out over the Columbia Broadcasting network.

**M**ICROCOSM, a rare word this, but aptly descriptive of the busy world of activities of the Columbia Broadcasting System. Here hundreds of artists, engineers, scientists and workers ply their trade, give vent to their ambitions, devise entertainment to delight an unseen public, contribute their part for the development of a new art which somehow dominates humanity.

Talk with these artists, and you will find each one is tense with a certain idea, will talk to you by the hour about some theory which he believes will improve radio entertainment.

"The public," says Mayhew Lake who is heard with his band every Sunday at 8:00 P. M. over the Columbia Broadcasting System, "should know more of band music and literature, especially that which has to do with drama, opera and symphony."

#### Possibilities in Band Music

"Famous composers have delighted in the possibilities of band music—Victor Herbert developed the humor of this form of music in his gay number 'I Want to Be Married to the Music of a Military Band'. Leslie Stuart had a festive idea also in 'Oh, Listen to the Band', which established the success of 'A Runaway Girl'. And the serious composers have frequently united brass bands with chorus soloists and symphony orchestras. Puccini had a vivacious street band in 'La Boheme' and Carpentier a distant band in 'Louise'. Wagner has a stage band in 'Lohengrin,' and Verdi in 'The Force of Destiny'. These casual allusions I cite merely to prove my theory that band music compels interest just as a famous slogan would, stimulates religious belief and forces action."

By *Bernard Sobel*

# When Radio

Though Howard Barlow, famous director of the Philco Hour, does little talking, the musical critics say many things about him.

#### Devoted to Art

"Sincere devotion to art," remarked one of them recently, "is rare these days. But Howard Barlow is one of the musicians who takes his work religiously. Music is his religion, the best obtainable as the Philco Hour proves. Never is he happier than when playing the music of Wagner, Chopin, the great one. With the dexterity of the truly modern director, however, he can drift easily into the most popular of tunes, joyous, whistling affairs. Yet, being discriminating, Howard sees to it that the one is not confused with the other, knowing well that Barlow as a name should mean only one thing, and Barlow as a director, something else. In both capacities, however, he is an easy, earnest master."

Julia Sanderson considers radio audiences fully as interesting as those of the theatre.

#### Offers Greater Opportunities

"For a long time," she said, "I have been hesitant about expressing my special feeling about radio and the stage. Both have been so good to me. Now, however, I believe I am justified in saying that at the present time radio offers the greater opportunities. With musical comedy in its present state, with the talkies impinging, the individual artist is buffeted about, can easily be lost. Not so with radio. The chances to grow are endless. Makes me want to work harder all the time—improve, improve. Though the audience is more difficult to please, the rewards are highly gratifying."

"Never," declares Paul Tremaine who directs his Band from Lonely Acres over the Columbia Broadcasting System at 3:00 P. M. on Sundays, "do I take liberties with the rhythm of these spirituals. With the exception of a very few, I have preserved their musical pattern faithfully, just as I heard them through studying the singers of the African M. E. Church. Aside from dressing these spirituals up in modern harmonies, I have left them untouched."

#### Fills Definite Need

Meanwhile Nell Vinick, beauty adviser, heard during the "Lessons in Loveliness" hour on Fridays at 9:30



The Minneapolis Symphony which is directed by Henri Verbrugghen. The orchestra made its debut as a national radio feature September 8.

# Stars Chatter

A. M., fills a definite need in the lives of thousands of women as is evidenced year after year by her radio mail. These letters are from women in all walks of life. Women who take the "Lessons in Loveliness" with their

breakfast in bed; women who go about their housework as they listen in; women all alone in the house yet not lonely because of the human contact she brings them; women listening together in groups; women from the

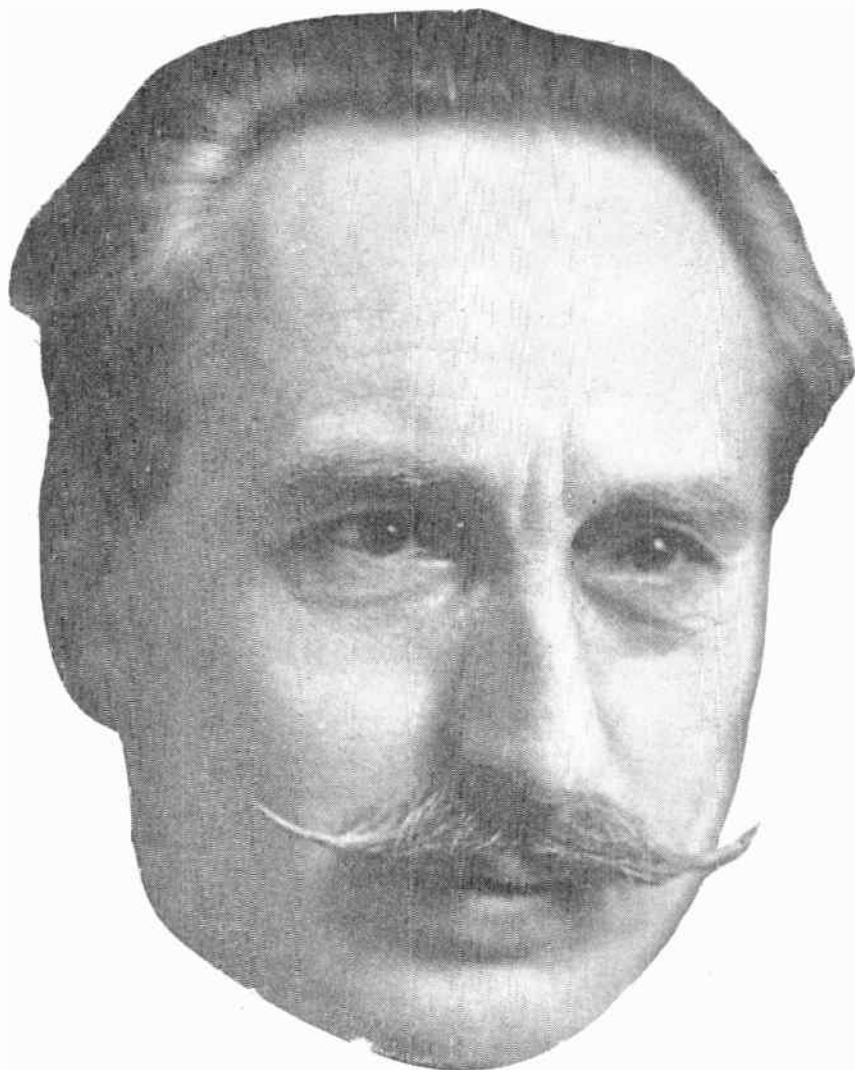
17's to the 70's; women who listen not once, for a few minutes' diversion, but regularly to each of the broadcasts; women who are Fate's darlings and women whose lot has not been easy. Surely there must be something genuine, something deeper than a pleasant voice saying interesting words, to win such abiding affection, and confidence in her advice.

Guy Lombardo, that baton flourisher, on the Robert Burns Panatela program over WABC, not content with conducting a band and inveigling three of his brothers into it, needs must burst out the other day with a prophecy. And what a prophecy!

"Slow rhythm music," he declared, "will soon dominate the dance floor and people will before long begin to improvise their own steps.

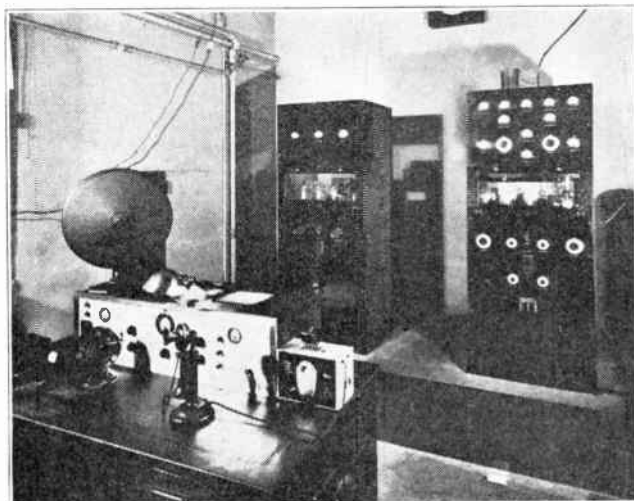
"Anything creative is possible with slow rhythm," asserts Lombardo. "Thanks to the new long skirts, tempos have slackened." But give the acrobats a chance for instance, and once the music gets slow enough, they're apt to turn a series of somersaults while some adventurous tie salesman may glide up to sell you a cravat. And Mr. Lombardo dares to exult in this new lento tendency. Why, if the possibilities of the new rhythm are only partially realized, the representative dance hall will soon look like a three-ring circus.

And thus indefinitely does this Columbia radio microcosm express its multiple activities.



Henri Verbrugghen, conductor of the Symphony Orchestra

# Twin City Police Use Radio Waves



Interior view of the relay station of the St. Paul police radio department. In the foreground may be seen the microphone through which the operator sends out his message to the cruisers. The loud speaker brings the message from central headquarters. The transmitters are seen in the background.

**T**HE sharp sound of a bell is heard. It rings again. Thirty-six guardians of the law in eighteen automobiles scattered throughout the city of St. Paul train their ears toward a long, tin horn.

The "orders from headquarters" come flying through the ether and are reproduced through this odd looking speaker. The message is noted in all the "squad cars" or "cruisers," and one of them speeds to the scene of action. Perhaps a prowler was seen on the West Side. Perhaps a pair of thieves have entered a store on the Bluff and are attempting to break open the safe. Or it may be only a children's baseball game in the street to which the neighbors object.

The St. Paul police department has pioneered with several other cities in the United States in the installation of an automobile radio patrol. Once again radio scores a success. This time as an ally of the law.

### Prevent Get-away

Since June 21 the police department has been on the air, broadcasting for criminals, sending out aid where it's needed, helping the police force to beat the law-breakers' get-away. At that time the system was only an experiment. The cars were on duty eight hours each day, and the broadcasts were sent out through station KSTP.

The experiment proved so successful that seven days later the cars were put on 24-hour service, and the department began arrangements for installing its own broadcasting equipment. P. M. Smith, who with R. D. Flanagan has charge of the St. Paul system, made a complete study of the Detroit system which had attracted a great deal of attention for its successful work.

Now, only three months since the first broadcast was sent out, the system has been built up as a powerful unit

*The gong sounds . . . Orders from Headquarters Flying Thru the Ether . . . St. Paul Police Cruisers Race to the Scene of Disturbance . . . Hot on the Lawbreaker's Trail*

of the police department. Eighteen squad cars and cruisers are now on the road fully equipped with receiving sets. Six more cars will be on the road soon. The ambulances, also, are to be equipped with the sets, and will receive all the messages sent out by the police station.

### Tucked Away in Trunk

The small receiving sets use three screen-grid tubes, and the entire equipment is compactly tucked away in a trunk attached to the rear of the car. The "B" batteries and the storage battery are also stored in the trunk alongside of the chassis which is enclosed in a steel case. The steel case can be quickly opened up for repairs, and the entire set can be removed and replaced within a short time in case of emergency.

When the message is picked up by the miniature antenna and carried to the set, it is reproduced through a tin horn which is about fifteen inches in length, tapering at one end. The mouth of the speaker is not more than four inches in width. The speaker was designed especially for this particular use by Mr. Flanagan, Mr. Smith and their aides.

"The reproduction is tinny," Mr. Smith explained. "It would never do for an instrument in the home where extreme quality of tone is required, but it is what we need for positive reception, audibility, and perception in the cars."

That is the all-important function of the police radio set—that the men assigned to the respective cars hear and understand the orders which are coming in. Every effort is made to be certain that no car fails to receive the message. Each set is adjusted to the wave-length of the sending station. The only adjustment that can be made by the car operators is volume.

### Dispatcher Sounds Bell

When the message is telephoned in to headquarters in the city hall that peace is being disturbed in some section of the city, the dispatcher at the central station sounds the bell which signals for the attention of those in the automobiles and at the relay station. The message is sent out over the air twice from this point, and then the relay

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By John S. Gibbons

# to Catch Criminals

Most Remarkable "cop" in the World Just Sits Before the "Mike" . . . and Usually Gets His Man . . . Minneapolis Department Has 45 Cars Equipped for Service

**I**N A small room on the top floor of the City Hall in Minneapolis sits the most remarkable policeman in the world. He just sits there before a long table, eyes and ears alert. He never sees a criminal before he is hailed before the court. He never has to touch a thief. Yet he is the quickest, surest, most effective "cop" on the force.

His vast power lies in his voice, for when he speaks, immediately a net of gigantic proportions encompassing the city and even reaching out into the nearby towns and counties begins to tighten, swiftly closing in on the law-breakers. The criminals are put behind the bars. The "talking cop" sits in his chair, waiting for the next alarm.

Five flights below the room just described a pair of telephone operators deftly handle the switches and plugs. Between the two swings a "mike." As the alarm or complaint is called in the operator reaches for the microphone and almost instantly the transmitters are made ready for the broadcast which will order a cruiser to the scene of disorder.

### Broadcast for Thieves

Thus the radio police system of the city of Minneapolis has been broadcasting for thieves, robbers, and bootleggers during the past several weeks.

The central operators send out the message three times to the cars which are cruising about on their beats throughout the city.

"Radio Waves vs. Crime Waves," Cartoonist Thomas, Detroit News, explains in illustrating this modern development in the police departments.



Stretched between the two giant granite towers, which are a part of the building, a one hundred and sixty foot antenna is securely fastened, leading down into the antenna tuning box which clings to the side of the building just outside the county jail. The antenna is fanned for direction.

KGPB are the call letters for the four hundred Watt station operated by the Minneapolis police. The station is using 250 watts at present in compliance with a rule of the radio commission. It is equipped with a number 9A Western Electric transmitter and a number 2A three-phase rectifier. The antenna current carries sixteen hundred Watts and affords full 100 per cent modulation.

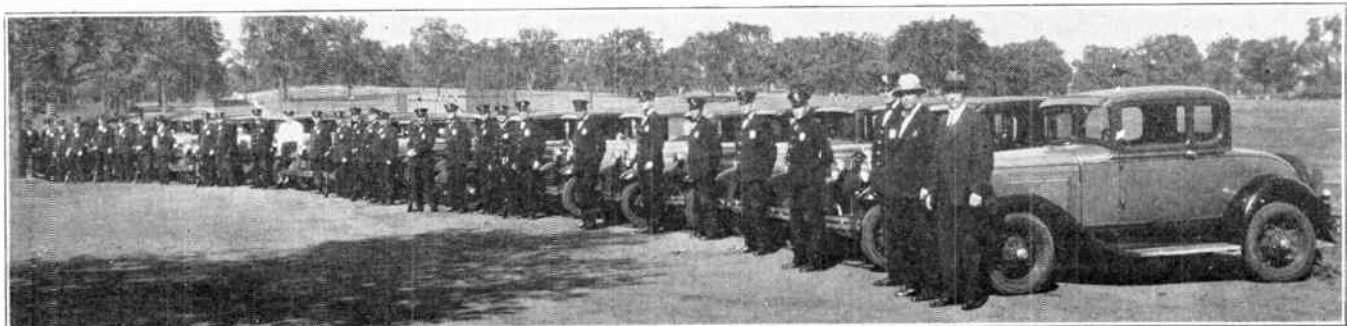
More than three thousand feet of copper band spread every thirty feet, welded to all the steel in the building, assures a positive ground. The officials explain that the chances of radio frequency pickup are at a minimum.

### Forty-five Cars Equipped

At the present time there are forty-five cars equipped with the radio receiving sets including the park police. Soon the officials hope to have seventy cars on the road and ready for active service.

The receiving set is unusually neat and compact. It is tuned in to the station at all times, and the only adjustment which the operators of the car may make is the regulation of the volume. This measure is taken to

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# Broadcasting Schedules

**T**IME and tide, it was determined ages ago, wait for no man.

But if the hoary-bearded wiseacre who first spoke those words were alive today, and were interested in giving a modern twist to his observations, he might well revise his adage to read, "Broadcasting schedules wait for no man!"

If he did make the change, he'd hear a chorus of approval from veteran radio stars. For there's scarcely a personality on the air who hasn't discovered at one time or another that human frailty and the rigidity of of "curtain time" on the air make poor companions.

To quote another pertinent proverb, "the show must go on" is even more applicable to radio than it is to the legitimate theatre. A stage manager can, if necessary, hold a curtain and an audience for a few minutes, while a temperamental star idles in the dressing room. But in radio it's literally true that "the show must go on."

Split second timing, synchronized networks, programs which must dovetail perfectly into the pattern of an eighteen-hour broadcasting schedule, make delays impossible. And this circumstance has brought about some frantic moments and miraculously quick thinking in the lives of announcers and artists.

One of the most memorable of radio's narrow escapes befell "Doc" Rockwell early this summer, when the comedian was acting as master of ceremonies for the Camel Pleasure Hour.

It was 9:27 o'clock—Camel would be on the air in three minutes. The large studio on the thirteenth floor of the National Broadcasting Company building was packed with artists and guests. Charles Previn stood with

poised baton on the conductor's stand; the audience leaned expectantly forward; orchestra members tested their instruments for the last time; John S. Young, the announcer, watched the red second hand tick away toward the program cue. Then John Wiggin, the production man, realized with a start that Rockwell had not arrived.

Someone rushed to the 'phone and called the comedian's hotel.

"Why all the hurry?" asked an untroubled voice at the other end of the wire. "It's only 9:00 o'clock."

"You're mistaken, it's 9:27!"

"Good Lord!"—the receiver slammed, and Rockwell had begun his epic non-stop flight to the NBC studios.

Exactly nine minutes later, the doorman and elevator starter at 711 Fifth Avenue were startled to see their quiet lobby invaded by a weird apparition clad in a long green rain coat. As the figure knocked down two heavy brass posts in its rush to the elevator, the green rain coat flew apart, revealing the rest

of the costume: undershirt, full dress trousers, opera pumps, and loose suspenders trailing behind like the tail of a kite.

The tardy master of ceremonies

was whisked to the thirteenth floor just in time for his cue. Breathlessly he ran into the studio, waving his script to indicate complete readiness to take the air. A ripple of laughter greeted him, despite the ironclad "silence" rule; for his suspenders were flying and his perfectly parted hair was in comic contrast to the rest of his ensemble. Fortunately, the opening announcements and overture had taken up seven minutes of the program, and Young was just introducing the master of ceremonies. But in another ten seconds it would have been too late. The inevitable course of the broadcasting schedule would have flowed on, regardless of the individual.

And that's how Rockwell came to announce a program in his undershirt, in the dinner jacket atmosphere of one



"Then one of those great big Whooshacallums crept up on us," said Jolly Uncle Bill Steinke to little Jane.

JOHN YOUNG  
National Broadcasting  
Company Announcer

# Wait for No Man



of NBC's most pretentious evening features. The comedian later admitted that he had unceremoniously jerked a woman from a taxicab in his frantic determination to reach the studios before it was too late. His wrist watch had stopped at 9:00 o'clock.

The inherent human weakness for sleep has brought grief several times to the early morning broadcasters. One of the most recent victims was Howard Petrie, who frequently puts one of NBC'S networks on the air at 7:30 a. m. On this particular day, the usually punctual Petrie overslept at his home in Jackson Heights, and awoke to find that he had only twenty-odd minutes in which to reach the studios.

With a topcoat as his principal article of wearing apparel, he jumped aboard a train, and then scrambled into a few more clothes—as required by law—in an empty car, with a piece of toast in one hand and a necktie in the other. He went on the air and “woke up the network” with a margin of eleven seconds. And while he was talking Larry Funk, the orchestra leader, was lacing his shoes for him. Appropriately enough, the program which Petrie was introducing is called “Rise and Shine.”

## Billy Has Slumber Trouble

Another early riser in radio who not so long ago had slumber trouble is Jolly Bill Steinke—only Jolly Bill didn't compromise with his studio date, he slept right through it. When he finally awoke, and had dashed to the studios, he found the “Jolly Bill and Jane” early program all finished, packed up, and gone home. Muriel Harbster, the resourceful ten-year-old miss who plays “Jane” to Steinke's “Jolly Bill,” had decided that the absence of her Falstaffian partner didn't matter particularly, anyway. So she had pressed her nurse and the announcer into service and had staged the program herself. Bill Steinke now has a battery of electric and hand-power alarm clocks which can be depended upon, he says, to jangle for hours.

John S. Young is another member of the early morning split second club. Many months ago Young was forced to introduce Cheerio one cold, winter morning clad in little more than a heavy overcoat. He had overslept.

## Other Things Disrupt Routine

But watches that stop and alarm clocks that fail to do their duty are not the only things which disrupt the iron-clad routine of the broadcasters. Rain storms, traffic jams and ailing automobiles have all done their bit to make radio life exciting.

Ford Bond, an NBC announcer, departed from 711 Fifth Avenue one evening in ample time to reach a mid-town hotel where he was to announce a dance program. Almost as soon as he had entered the cab, it began to pour—a veritable cloudburst. Then something went

wrong with the engine. Bond waited a few moments, growing more and more anxious as the driver tinkered futilely beneath the hood. Finally, unable to wait longer, the announcer set out on foot through the rain. Not another cab was to be found; all had been commandeered when the storm broke.

In desperation, Bond hailed a truck which was headed in the general direction of Brooklyn, explained his plight to the driver, and hopped aboard. Alternately hitch-hiking and tramping through the rain, he reached the hotel only a few seconds before the program channel was switched from the studio to the hotel.

## Flies Through Rain, Mud

But his discomfort wasn't ended. Not by thirty minutes! The wild journey across town had been dampening and soiling, and a “fair weather” raincoat hadn't been much protection for his dinner jacket and white collar. In fact, his collar and lapels were definitely marked with rain and mud from the truck. Bond held his hands to his throat while announcing, and retired behind a portiere between numbers.

Another near-victim of a recent rain storm was Elizabeth Wragge, 12-year-old child actress who was substituting for “The Lady Next Door” during the latter's vacation. It was pouring, and there was no cab available. After waiting in her doorway for several precious minutes, Elizabeth was rescued by George Jessel, the comedian, who brought her to 711 Fifth Avenue. But in her haste to reach the building, the youngster was drenched by splashings from several passing cars. She went on the air dripping wet, and dried out after the broadcast in the little hospital of NBC.

A hopeless traffic jam on the Fifty-ninth street bridge nearly prevented Peter Dixon, NBC's Cub Reporter, from filling his assignment in the studios on a recent Saturday night. Dixon was on a bus above Welfare Island when traffic became tangled. Knowing that the zero hour for his program was only a few moments away, he decided to leave the bus and board a street car. The bus conductor told him it was against the rules; the Cub Reporter ex-

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Amos

# Amos 'n' Andy Sign New



Andy

## Long Time Contract

**H**AUNTING strains of "The Perfect Song" issue from the loudspeaker. For fifteen minutes each evening the world "stands by" to listen in to the mirthful experiences of the two most famous comedians, Amos 'n' Andy.

The ordinary routine of the workaday world is brushed aside as millions of people gather around the radio. Farmers forget about the drought and legislative relief, congressmen set aside thoughts of politics and disarmament conferences, Wall street monarchs relegate business considerations to unknown realms as the black-face actors take the parlor stage for their national presentation.

These two stars have given the ever-eager American public another thrill. This dark-face type of entertainment has always proved entertaining, but here it is served to us by two men who are artists in their line. They study their character parts continuously, always seeking for the most natural way to present their little fifteen-minute show.

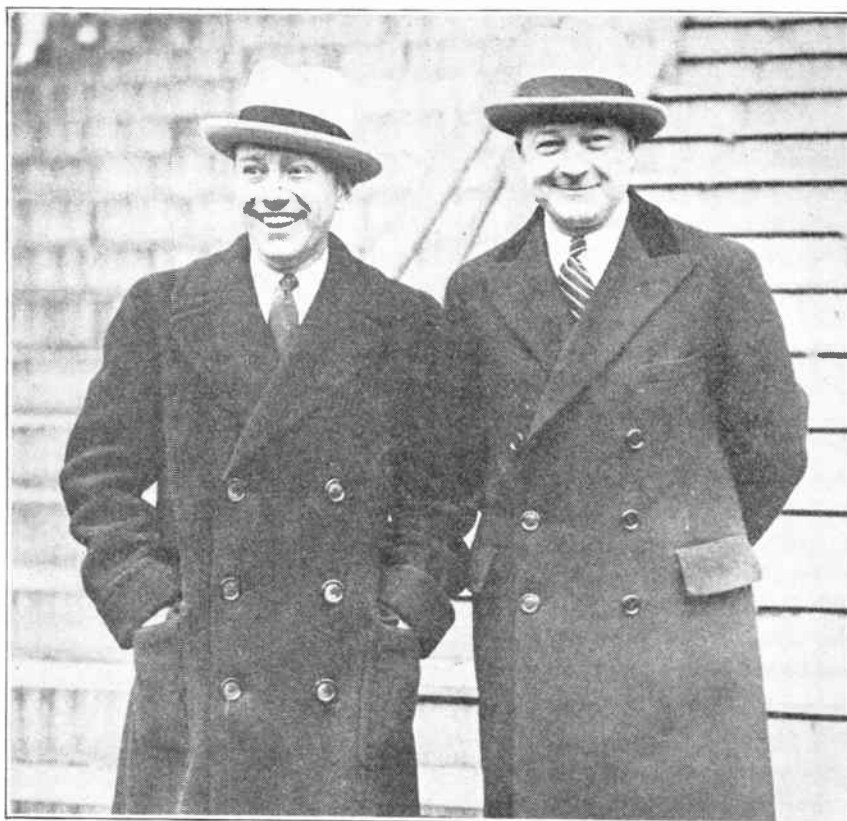
We do not see them, we only hear their voices. Yet we have the characters which they are portraying more clearly visualized than many we have seen on the stage.

What picture does that slow, booming voice of Andy call up in our minds? We see him sitting in the old, ill-kept office, holding down the only chair in the room, feet perched up on a desk. We know he has something resembling a typewriter alongside of him—which he either can't manipulate, or is too lazy to bother with. Then, too, we can see that stubby, black cigar sticking out of the corner of his mouth as he drawls out, in humorous fashion, those high-powered words.

Amos, with his falsetto voice suggests

a dorky of slight build. We can see him toiling about the office, scrubbing up the "fresh air" taxi, fixing a tire, industriously searching out the characters on the typewriter, and in many other ways performing the menial duties which Andy assigns for him.

But the part which proves most interesting to the listeners is the clash of these two, thoroughly distinct personalities. Andy—huge, stupid, lazy, egotistical,



Here we present the two officials of the "Freshair Taxicab Company of America, Incorporated" with the burnt cork washed off. On the left is Freeman Gosden, or Amos, and on the right is Charles Correll, or Andy.



bullies his smaller companion. Amos, slight, easy to get along with, always ready to give in, disposes of situation after situation with easy diplomacy, aware of the weaknesses of his business partner.

Perhaps no other radio stars have exerted the same influence upon the life and speech of a nation. What one of us hasn't used the famous "check and double check" phrase for an answer to almost any question. How many times the familiar "Oh, oh" has beat upon our ear drums!

If we listen in on the conversation of a group of business men—perhaps slip into their conference room during a serious, dignified meeting, chances are excellent that we'll hear some "very proper" gentleman talk about a "propolition." He might chuckle over his witticism, a few others might grin, and the conversation, with surprising ease, drifts to the latest developments in the hectic life of the Fresh Air Taxicab Company of America.

In private life, Amos Jones, driver for the "Taxicab Company, Incorporated," is Freeman F. Gosden. Andy Brown, president and big business man, when his burnt cork is removed, is Charles J. Correll.

Gosden and Correll began their radio careers as a harmony team at WGN, where fans flooded the station with applause letters for their rendition of "The Kinky Kids' Parade." Later they built up the continuity dialog broadcasts of a colorful pair named "Sam 'n' Henry" and for two years were featured in nightly programs from the Chicago Tribune station.

When their contract with WGN expired, Correll and Gosden joined the Chicago Daily News station WMAQ, becoming the Amos and Andy we know today. The change in names was made because WGN retained title to "Sam 'n' Henry," and the change in stations was made because, so the story goes, WGN refused the boys permission

to form a syndicate to sell to other stations recordings of the dialogs they were using nightly.

Under the management of WMAQ such a syndicate was formed and for a time other stations throughout the country were broadcasting electrical reproductions of the same dialog each night.

It was on August 19, 1929, that Amos 'n' Andy made their debut in person over a wide network of NBC stations under the sponsorship of the Pepsodent Company. While at that time they were well known throughout the Middle West and in a few places in the East, they were new-comers to network broadcasting. Within a few weeks, however, they had won millions of new followers and were acclaimed everywhere as the most popular entertainers the world has ever known.

Covering the entire nation in one hookup, their sketches were sent out at 9 p. m. central standard time (or 11, eastern daylight time.)

Last November, in an effort to please listeners in the East who complained that hearing their favorites at 11 p. m. kept their children up too late, the time of broadcast was changed to earlier in the evening. Within a week hundreds of thousands of western listeners complained of the change of time and the boys consequently began a two-a-night broadcast schedule.

This arrangement permits eastern listeners to hear them at 7 p. m. eastern daylight time and the western listeners to get their entertainment at 9:30 central time, or 10:30 central daylight time. They were the first radio entertainers to use this sort of schedule.

Amos 'n' Andy have proved so popular with radio listeners that the National Broadcasting Company, as their exclusive agent, has signed a long-time contract for their service with the Pepsodent Company of Chicago, present sponsors of their program.

That announcement was made recently as Correll and Gosden, creators and portrayers of radio's favorite characters, near the end of their first year with NBC and the tooth paste manufacturers. The contract is said to call for a salary on a sliding scale over a period of five years netting them the largest amount ever paid radio entertainers. In addition to this the Pepsodent Company paid Correll and Gosden a substantial bonus this year above their salary, in appreciation of their value to the company.

During the past year the popularity of Amos 'n' Andy has exceeded anything that the entertainment world has ever known. Hundreds of thousands of letters have been received from listeners, and the public continues to manifest its desire to learn all the details of their lives and activities.



*"How yo gonna lend de Kingfish 35 dollahs dat yo ain't got?"*



*"Now I tell yo Amos, here's de propolition. De Kingfish needs dat 35 dollahs—bad."*

# NEW RCA RADIOLA SUPER-HETERODYNE

## A Success Overnight

RCA has always been the acknowledged leader of the industry—the creator of practically every great development in radio. Today, as the climax of 7 years' development of the Super-Heterodyne principle, RCA Radiola offers you the finest instrument that engineering genius can create and RCA resources perfect.

In this remarkable new instrument the degree of sensitivity and selectivity has been set at the scientifically correct point to receive the full width of each government-assigned broadcasting channel—no more—no less.

Hence its startling realism, its alert performance, its freedom from hum, noise and distortion. Such is the remarkable instrument which thousands have bought—which in less than two weeks has become one of the outstanding successes in radio industry.

### *Selling Features That Will Meet the Demands of Every Buyer.*

1. The most highly perfected Super-Heterodyne with *nine* tuned circuits.
2. Screen-Grid Radiotrons.
3. Push-Pull Amplification—No. A.C. Hum.
4. Band-Pass Tuning.
5. Tone Color Control.
6. Three Times as Selective—Four Times as Sensitive as Any Recent Super-Heterodyne.
7. Latest Type Electro-Dynamic Speaker.
8. Perfected Volume Control.
9. Home Recording.
10. Local and Distance Switch.
11. Accurate Kilocycle Dial Marking.
12. Outstanding Beautiful Cabinets.
13. New Inertia Type Phonograph Pick-Up.
14. Startling New Low Prices.

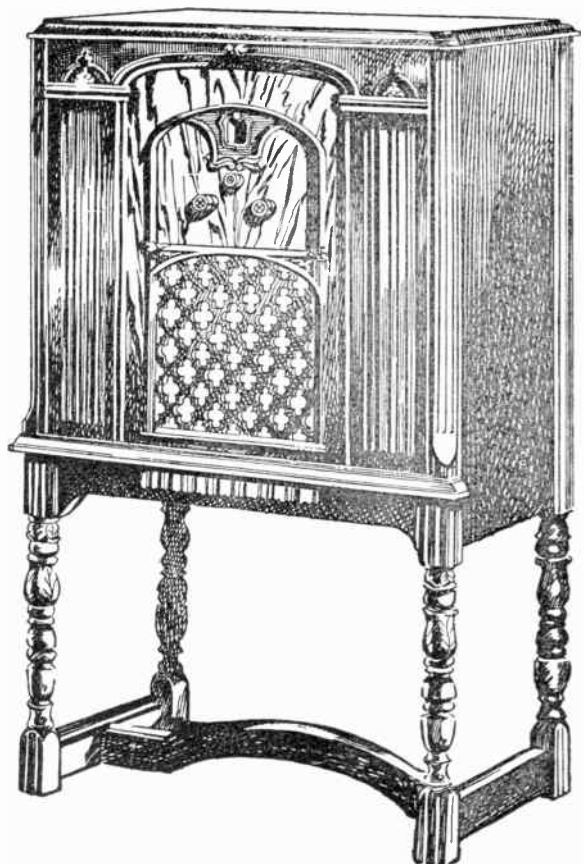
### Remarkably Low in Price

A great part of this immediate nation-wide acceptance is due to the amazing new *value!* Four years ago, a Radiola Super-Heterodyne cost \$570. Today, this exquisite model, with all its revolutionary improvements, comes into your home for only \$142.50, less Radiotrons.

These may seem to you like sensational statements, but it is so easy for you to prove the facts for yourself. Hear this unusual instrument! See it today! And be sure it carries the RCA trade-mark—your guarantee of satisfaction in the years to come.



Priced Within  
Reach of All!



GO TO YOUR  
RADIOLA DEALER TODAY!

He's a dependable merchant selling the world's  
most dependable musical instrument--the Radiola

# LUCKER SALES COMPANY

608 First Avenue North

RCA Radiola Distributors  
ATLANTIC 0271

Minneapolis, Minnesota

Buy The Advertised Lines

# DAMROSCH *makes plans* for **MUSIC APPRECIATION** *Broadcast Series*

WALTER DAMROSCH, who returned from Europe recently, is now making preparations for the opening of the 1930-31 series of the NBC music appreciation hour on October 10. This will be the third season of these radio concerts for school children, and the second in which they have been given under the auspices of the National Broadcasting Company. Damrosch will again utilize the National Orchestra in presenting his programs.

It is anticipated that fully eight million will listen during the coming season. The concerts will be available to all communities east of the Rocky Mountains and will be broadcast over the combined networks of the National Broadcasting Company.

Entire new programs have been prepared by Damrosch for the season's concerts. Following the general plan of last year, there will be four different series, each including twelve programs. The programs for the two younger groups of children will be presented on the same Friday: Series A for grades three and four at 11:00 o'clock, and Series B for grades five and six at 11:30 o'clock. On alternate Fridays the two advanced courses will be given: Series C for grades seven, eight and nine at 11:00 o'clock and Series D for high schools, colleges and music clubs at 11:30 o'clock.

#### Schedule of Dates

Series A (Grades 3 and 4) from 11:00 to 11:30 A. M. and Series B (Grades 5 and 6) from 11:30 A. M. to noon—on October 10, October 24, November 7, November 21, December 12, January 9, January 23, February 6, February 20, March 13, March 27, April 17. For Series C (Grades 7, 8 and 9) from 11:00 to 11:30 A. M. and Series D (high schools, colleges and music clubs) from 11:30 to noon—on October 17, October 31, November 14, December 5, December 19, January 16, January 30, February 13, March 6, March 20, April 10, April 24.

The new instructors' manual, prepared by Damrosch in collaboration with his assistant, Ernest La Prade, is radically different from that of last year. Instead of the series of questions and answers on each program, there are full descriptive notes covering every composition played, with the suggestion that the teachers utilize these notes in preparing their own weekly tests.

The manual offers numerous suggestions for follow-up activities in connection with the Music Appreciation Hour. These suggestions were made by the Radio Research Department of Teachers College, Columbia University, which has been carrying on experiments to ascertain the educational value of such radio programs as the Damrosch concerts.

#### Children Retell Stories

Among other things, it is suggested that the younger children retell the stories of the compositions and write about the lives of the composers; that whenever possible the teacher will read to the children a story which will explain the subject of the composition; that the pupils give dramatizations of the stories of such compositions

as "Beauty and the Beast" and "A Midsummer Night's Dream." It is also suggested that the children make drawings and clay models of the various instruments, and that there be a sand table display of a symphony orchestra.

This first series is largely devoted to a study of the makeup of a symphony orchestra. Series B emphasizes the different rhythms and tempos of music, and carries the suggestion that the children write poems and stories suggested by the mood or idea of the music. The more complicated forms of symphonic music, such as the symphony and symphonic poem, are considered in Series C. The programs in Series D represent a definite departure from those of previous years. Complete programs are devoted to the works of the more important composers, such as Bach, Haydn, Mozart, Beethoven and Wagner.

#### Will Answer Questions

Arrangements have again been made to answer all questions and requests for information sent to the National Broadcasting Company in relation to the series. Mr. Ernest La Prade is in charge of this.

In his foreword to the manual Mr. Damrosch says:

"The season of 1930-31 will mark the third year of my music appreciation hour over the radio for schools and colleges. This new method of spreading a love and understanding of music among the youth of our country has passed the experimental period and has demonstrated itself to the full satisfaction of educators, students and myself. Beginning two years ago with about two million listeners all over the country as far west as the Rocky Mountains, this number was more than doubled last year, and with the number of new radios now being installed in our schools, I confidently expect between eight and ten million listeners during this season.

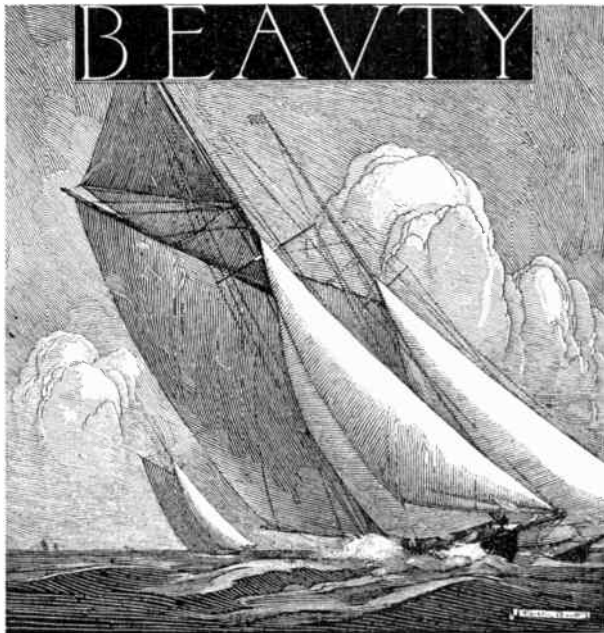
"From all the reports that have reached us, and from personal observations, we find that even little children can become musically deeply interested and enthused, even though they can see neither conductor nor performers.

#### Personal Instruction Necessary

"I can only reiterate that I do not wish these concerts to be taken in any way as a substitute for local instruction from regular teachers of music. Personal instruction in singing, orchestral instruments and the science of music generally should go on in all schools, and will occupy a more and more important place in their curriculum as our educators appreciate more and more the importance of music in the general development—cultural, esthetic and human—of the younger generation.

"While I try to impart considerable musical information in my explanatory comments during the concerts and through our instructors' manual, their main purpose shall always be to stimulate an interest in music and to give young people the key which will unlock its treasures to them.

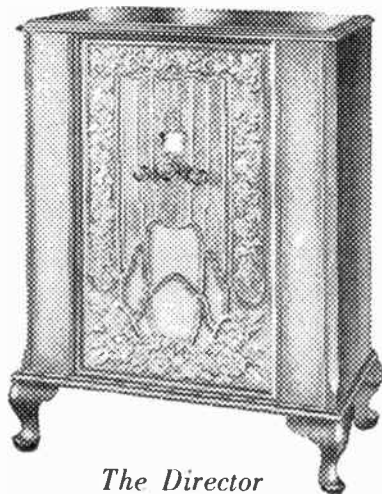
YOU'RE THERE WITH A CROSLY  
**CROSLY RADIO**



BEAUTY . . . a spanking breeze and the long, rolling eloquence of tangy water across which white sails glide with incredible speed in a pageant of endurance. There is a cup to be won, and well to the fore this great, gleaming gull spreads her fourteen thousand feet of snowy canvas with an eagerness bespeaking her lineage. The *will* to do—the stamnia, the scientific principle of every essential part, has been *built into her*. She *must win!* And *does!*

BEAUTY . . . radio, as it is, one of the most astounding inventions of an astounding age—voicing, as it does, all of the beauties and musical intricacies of the centuries—calls for beauty, as well, in physical aspect. In the new Crosley radio receivers BEAUTY has been made the keynote—they denote a new era of the truly beautiful in radio cabinet design and construction. Beauty of reception-quality is characteristic of them, too. To such painstaking design and manufacture, comes, naturally, the sure reward of leadership—the cup-winning ability. There is, after all, sheer beauty—super-excellence of mechanics—superlative performance—*built into* Crosley radio. It *must win—it does!*

**CROSLY NEW LEADERSHIP MODELS**



*The Director*

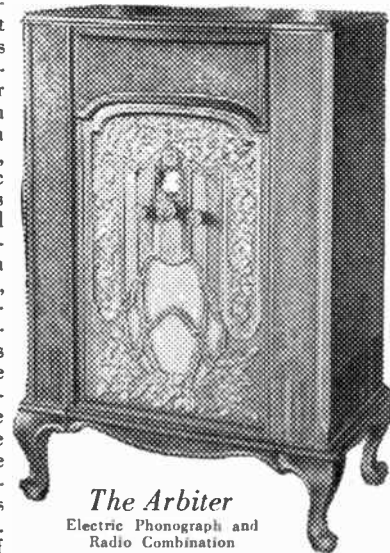
A particularly beautiful cabinet containing a receiving set employing three Screen-Grid tubes type -24, one type -27, two type -45, and one type -80. Positive automatic volume control, local-distance switch and dynamic-power speaker are features of this set. Astonishingly low in price.....\$107.50  
 (Less Tubes)

**DEALERS**

See this Hot Line during Radio Show at our Booth. Also at 11 E. 16th in Minneapolis.

A few dealer territories still open.

A truly versatile instrument that provides complete entertainment for any occasion in the modern home. Soft, crooning music from the air as a background for conversation . . . then someone says, Let's dance. Instantly the radio receiver is switched to the electric phonograph and the latest dance hits. The CROSLY ARBITER livens up your parties. A cabinet of superlative beauty, a super-selective and sensitive radio receiving set, a power speaker of utmost tone flexibility. Screen-Grid tubes, Neutrodyne circuit. A.C. electric, electric phonograph . . . all these are yours in the new CROSLY ARBITER for only (Less Tubes).....\$137.50  
 Available with induction type self-starting motor..\$147.50



*The Arbiter*

Electric Phonograph and Radio Combination

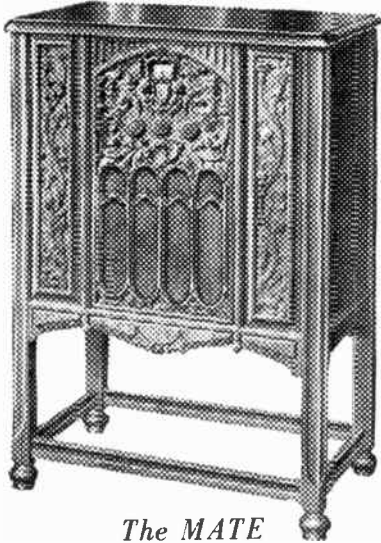
Exclusive Minnesota **W. K. SUPPLY COMPANY** Crosley Distributors  
**MINNEAPOLIS** • **ALBERT LEA** • **MINNESOTA**  
 11 East 16th Street

YOU'RE THERE WITH A CROSLY  
**CROSLY RADIO**

Buy The Advertised Lines

# Crosley Offers Five Un-equalled Radio Values

*A Companionship Series in the Models here shown . . . Now with De Forest Tubes at New Low Prices*



*The MATE*

A delightfully designed and executed cabinet that harmonizes with any surroundings in the home. It contains an entirely new receiving set and power speaker. Employs three type -24 Screen-Grid tubes, one type -45, and one type -80. The unusual value of The MATE at the exceptionally low price is self-evident. Complete with tubes.....\$79.50

## THE NEW CROSLLEY BUDDY

*An Exquisite Table, Mantel or Clock Type Self-Contained Radio Receiving Set*



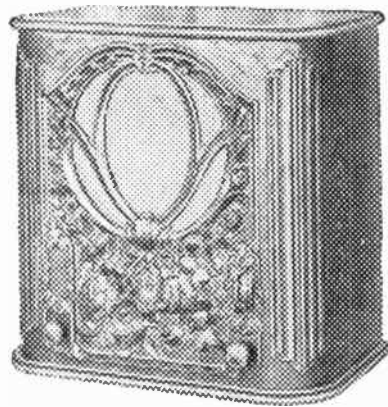
ON THE MANTEL



ON THE TABLE



NEXT TO EASY CHAIR



*The PAL*

A marvelously beautiful cabinet, suitable for use as an end, bedside or occasional table. Contains the same receiving set and power speaker as The MATE and employs the same number and type of tubes. The price is amazingly low for the quality and performance. Complete with tubes....\$71.50

An exquisite table, mantel or clock type self-contained receiving set, with power speaker, only 15 1/2 inches high, 15 1/2 inches wide, and 9 1/4 inches deep, so small in size and light in weight that it is easily moved from place to place. Contains the same type receiving set as The PAL and The MATE. Employs three Screen-Grid Tubes. Nothing ever equalled it at so low a price.....\$64.50

*(With Tubes)*

Exclusive Minnesota **W. K. SUPPLY COMPANY** Crosley Distributors  
MINNEAPOLIS • ALBERT LEA • MINNESOTA  
11 East 16th Street



Buy The Advertised Lines

# OFFICIAL DAILY PROGRAM

## *Ninth Annual Northwest Radio and Electrical Show*

**Minneapolis Auditorium, September 29-October 4**

### **Monday, Sept. 29th**

12:00—Automobile and airplane parade of all exhibitors through the loop.

1:45—Doors of Show open to trade and public.

2:00 to 4:00—Broadcasting Demonstration, Special Auditorium Studio, WDCY.

3:00 to 3:30—Television Show.

4:00—Pipe Organ Concert, E. J. Dunstedter.

4:30 to 6:30—Broadcasting program from Studio by WDCY.

4:30 to 5:00—Television Show.

6:30 to 7:00—"Kiddie Revue" on the stage, presented by WRHM.

7:00 to 8:00—Broadcasting program from Studio by WDCY.

8:00—Official ceremonies opening the Show.

8:00 to 8:30—Northwest Amateur Announcer's Contest, Studio, KSTP.

8:30 to 9:00—Crinoline Trio and Marion Baernstein—Bearman, violinist, WCCO.

8:30 to 9:00—Television Show.

9:00 to 10:00—Fashion Revue, staged by E. E. Atkinson & Co.

10:00—Drawing for attendance prizes.

10:15—Television Show.

10:00 to 12:00—Dancing, E. J. "Eddie" Dunstedter and orchestra.

### **Tuesday, Sept. 30th**

1:15—Doors of Show open to trade and public.

2:00 to 4:00—Broadcasting Demonstration, Special Auditorium Studio, WDCY.

3:00 to 3:30—Television Show.

4:00—Pipe Organ Concert, E. J. Dunstedter.

4:30—Television Show.

4:30 to 8:00—Broadcasting program presented by WDCY.

8:00 to 8:30—Northwest Amateur Announcer's Contest, Studio, KSTP.

8:30—Television Show.

8:30 to 9:00—Elchoke-O Cigar program, presented by WRHM.

9:00 to 10:00—Fashion Revue, presented by E. E. Atkinson & Co.

10:00—Drawing for attendance prizes.

10:15—Television Show.

10:00 to 12:00—Dancing, E. J. "Eddie" Dunstedter and orchestra.

### **Wednesday, Oct. 1st**

1:00—Arrival of Crosley-Brock plane at Wold-Chamberlain field.

1:45—Doors of Show open to trade and public.

2:00 to 4:00—Broadcasting Demonstration, Special Auditorium Studio, WDCY.

3:00—Television Show.

4:00—Pipe Organ Concert, E. J. Dunstedter.

4:30—Television Show.

4:30 to 6:30—Broadcasting program in Studio by WDCY.

6:30 to 7:00—"Kiddie Revue" on the stage, presented by WRHM.

7:00 to 7:15—The Dresden Trio, presented by WRHM.

7:15 to 7:30—Christy, pianist, presented by WRHM.

7:30 to 8:00—"Baby Betty" Seland, presented by WRHM.

8:00 to 8:30—Northwest Amateur Announcer's Contest, Studio KSTP.

8:30 to 9:00—Oscar Danielson's Swedish Dance Orchestra.

8:30—Television Show.

# OFFICIAL DAILY PROGRAM

## *Ninth Annual Northwest Radio and Electrical Show*

**Minneapolis Auditorium, September 29-October 4**

9:00 to 10:00—Fashion Revue, staged by E. E. Atkinson & Co.  
10:00—Drawing for attendance prizes.  
10:15—Television Show.  
10:00 to 12:00—Dancing, E. J. "Eddie" Dunstedter and orchestra.

### **Thursday, Oct. 2nd**

12:00—Annual meeting and elections, Northwest Radio Trade Association, Nicollet Hotel.  
1:45—Doors open to trade and public.  
2:00 to 4:00—Broadcasting Demonstration, Special Auditorium Studio, WDGY.  
3:00 to 3:30—Television Show.  
4:00—Pipe Organ Concert, E. J. Dunstedter.  
4:30—Television Show.  
4:30 to 8:00—Broadcasting program, presented by WDGY.  
8:00 to 9:00—Northwest Amateur Announcer's Contest, Studio KSTP.  
8:30—Television Show.  
9:00 to 10:00—Fashion Revue, staged by E. E. Atkinson & Co.  
10:00—Drawing for attendance prizes.  
10:15—Television Show.  
11:00—Annual Frolic for Radio Dealers, Radisson Hotel.  
10:00 to 12:00—Dancing, E. J. "Eddie" Dunstedter and orchestra.

### **Friday, Oct. 3rd**

1:45—Doors open to trade and public.  
2:00 to 4:00—Broadcasting Demonstration, Special Auditorium Studio, WDGY.  
3:00 to 3:30—Television Show.  
4:00—Pipe Organ Concert, E. J. Dunstedter.

4:30—Television Show.  
4:30 to 8:00—Broadcasting program, presented by WDGY.  
3:00 to 3:30—Television Show.  
4:00—Pipe Organ Concert, E. J. Dunstedter.  
4:30—Television Show.  
4:30 to 8:00—Broadcasting program, presented by WDGY.  
8:00 to 9:00—Northwest Amateur Announcer's Contest, Studio, KSTP.  
8:30—Television Show.  
9:00 to 10:00—Fashion Revue, presented by E. E. Atkinson & Co.  
10:00—Drawing for attendance prizes.  
10:15—Television Show.  
10:00 to 12:00—Dancing, E. J. "Eddie" Dunstedter and orchestra.

### **Saturday**

1:45—Doors open to trade and public.  
2:00 to 4:00—Broadcasting Demonstration, special stage studio, WGDY.  
3:00 to 3:30—Television Show.  
4:00—Pipe Organ Concert, E. J. Dunstedter.  
4:30—Television Show.  
4:30 to 5:00—"Kiddie Revue" on the stage, presented by WRHM.  
5:00 to 8:00—Broadcasting program by WDGY.  
8:00 to 8:30—Finals in Northwest Amateur Announcer's Contest, KSTP.  
8:30 to 9:00—"Kiddie Revue" broadcast by WRHM.  
9:00 to 10:00—Fashion Revue, presented by E. E. Atkinson & Co.  
10:00—Drawing of attendance prizes.  
10:15—Television Show.  
10:00 to 12:00—Dancing, E. J. "Eddie" Dunstedter and orchestra.

# EXHIBITORS AT THE SHOW

*Minneapolis Auditorium, September 29---October 4*

	Booth Numbers
Acme Radio Service.....	111-112
Associated Radio Engineers.....	149
Geo. C. Beckwith Co.....	E-1, 2, 3 Demo 129
The Belmont Corporation Co.....	Stage
Bush & Lane Radio Co.....	A-1
Campbell Machine Co.....	87
Echophone Radio Distributors.....	B-10
Farwell, Ozmun, Kirk & Co.....	E-12-13 Demo. 127
Findley Electric Co.....	93-94
French Battery Co.....	E-8
General Electric Supply Co.....	B-14 & 15 Demo. 128
Graybar Electric Co.....	B-1 & 2
Hall Hardware Co.....	A-11, 12, 13 Demo. 147
Hall Supply Co.....	B-13
F. C. Hayer Co.....	B-12
Home Engineering Co.....	A-8
Howard-Geeseka Co.....	103
The Hoy Co.....	A-10
Hub Radio & Music Shop.....	97
Hubbard Oil Burner Co.....	110
Institute of Applied Radio.....	
Insulite Corporation.....	
Jackson-Bell Co.....	C-3
Johnston Bros.....	98
Karadio Corporation.....	91
J. H. Kartack Co., Inc.....	E-15
Kelley-How-Thomson Co.....	E-5, 6, 7 Demo. 128
Lindgren Electric Co.....	A-2
Lucker Sales Co.....	A-17-18
Minneapolis Electrical League.....	
Minneapolis Rubber Co.....	E-4
Minnesota Machine & Foundry Co.....	105
Motor Power Equipment Co.....	D5, 6, 7, 8
National Carbon Co.....	C-8
New England Furniture & Carpet Co.....	C-1 & 2
Nicollet Electric Contracting Co.....	E-11
North Central Distributors, Inc.....	C-12, 13, 14
Northern States Power Co.....	A-5, 6, 7
Northwestern Bell Telephone Co.....	88
Northland Radio Mfg. Co.....	102
W. S. Nott Co.....	B-3 & 4
D. W. Onan & Son.....	E-14
Paul Entertainment Studios.....	C-14
The Plant Co.....	95-96
Radio Record.....	
Reinhard Brothers Co.....	D-9-16 Inc. Demo. 130
The Roycraft Co.....	D-1 & 2
Simmons Hdwe. Co.....	B-16, 17
Singer Sewing Machine Co.....	99-100
Sterling Electric Co.....	B-18 & 106 Demo. 125
Stewart-Warner Sales Co.....	B-7, 8, 9 Demo 145
Thor Electric Shop.....	A-9
Twin City Building & Loan Assn.....	109
Waldron Radio Studios.....	92
W-K Supply Co.....	A-14
	90
Westinghouse Electric Supply Co.....	B-5 & 6 Demo. 143
Whitney Distributing Co.....	E-9, 10, 11 Demo. 127
Williams Hardware Co.....	C-9, 10, 11



*New*

# University Station Goes On the Air

## *WLB With Increased Power, Claims Entire State as Campus*

By William S. Gibson

**T**HE Extension Division of the University of Minnesota claims the entire state as its campus and annually it reaches thousands of students throughout Minnesota and the Northwest who have never, and who possibly never will, set foot upon the campus in Minneapolis. Among the facilities of the Extension Division is the broadcasting station WLB, owned and operated by the University of Minnesota.

The main studios of the station are located in the Electrical Engineering building and a new transmitter which was just completed this spring is located on the University golf course north of the University Farm in St. Paul. Programs may also be broadcast from other points on the campus, including the Cyrus Northrop Memorial auditorium, the Minnesota Union, the Field House, and the Memorial Stadium. The technical work is handled by student operators who are fully licensed and the broadcasting is supervised by a member of the Electrical Engineering staff.

The director of radio broadcasting is H. B. Gislason who is also head of the department of community service. Programs of a simple type first went on the air from the University station in 1920. In 1924, a 500 watt transmitter was installed on the campus and under the call letters, WLB, special convocations and farm news were broadcast. In 1929 work was started on new 1,000 watt transmitting equipment and programs are now being broadcast from this more powerful unit.

### Hockey Games Broadcast

The station was silent during the summer months and resumed broadcasting on September 16. Educational and entertainment features dealing with University life are broadcast from the station three nights each week. There are also noon hour pro-



WILLIAM S. GIBSON  
*Assistant Director of Radio Broad-  
casting, University of Minnesota.*

grams sponsored by the Agricultural Extension Division at University Farm. Basketball and hockey games have been broadcast from WLB in past years and it is possible that football games will be broadcast from the station hereafter.

Among the popular educational features are the foreign language lessons. There are weekly lessons in French, German and Spanish. Letters and inquiries have indicated that these lessons have large followings throughout the state and some radio students have declared that they have attained a reading and writing ability of the foreign languages from the WLB series. This coming year new features of an educational nature will be included on the station's schedule. There will be talks on health, and informational lectures on other topics of general interest, by faculty mem-

bers. Time on the air is also allowed for student activities.

Radio education remains an undeveloped field in this country in spite of the rapid development of the radio as a medium of entertainment. This is not strange in view of the fact that radio broadcasting as it is known today is still in a comparatively youthful stage so far as years are concerned. And broadcasting and program making has been developed largely by commercial stations whose aim has been to attract as large audiences as possible.

### Majority Informational

It is true that many stations and the nation-wide systems broadcast programs every day which might be termed educational as well as entertaining. The majority of such programs are purely informational, however, rather than cultural and no orderly scheme of educational broadcasting has been developed.

Strictly educational programs will necessarily attract a limited audience and advertisers who sponsor programs from commercial stations can hardly be expected to develop such broadcasts. Thus, it would seem that the development of radio education for the masses lies within the realm of the educational institutions that have broadcasting stations.

The possibilities of the radio in adult education is being studied at the University of Minnesota, and as has been said, many new features will be placed on the air this coming year. In WLB, the University has one of the best broadcasting stations at the complete disposal of an educational institution in America. The development of a program of general interest and value to the people of the state is the aim of the men in charge of radio broadcasting at the University.

**NOW** *is the time*  
*to decide* **YOUR**  
**RADIO POLICY**  
*for 1930-31*

*The* **LINE**  
**YOU SELECT** *will*  
*determine* **YOUR**  
**STATUS** *a* **YEAR**  
*from* **TODAY**

WRITE, WIRE OR PHONE

**NORTH CENTRAL**  
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VICTOR *is your  
surest guarantee  
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**GREATER *Profits*  
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GREATER *Security*  
in RADIO**



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**DISTRIBUTORS INC.**  
**MILWAUKEE**

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# The **MIRACLE** of a Nationwide Broadcast

By *Gene Mulholland*

**T**HE word "miracle" is defined between the covers of Mr. Webster's latest dictionary as "an extraordinary event brought about by superhuman agency." Which would seem to imply pretty strongly that miracles do not happen often.

But every time a nationwide radio broadcast runs through to a successful conclusion a miracle has been wrought—truly an event brought about by superhuman effort. Such a broadcast represents a miracle of radio genius, of the mechanical perfection of a vast amount of technical equipment, of perfect human cooperation along approximately 11,000 miles of wiring—and of approxi-

mately thirty days' advance preparation on the part of an almost uncountable number of persons.

Like broadcasting itself and the companion art of aviation, however, the miracle has become accepted as commonplace in the mind of the average listener. Not a day passes in which several programs originating in New York studios are not broadcast through stations on the Pacific Coast, to say nothing of numerous others scattered throughout the East, North, West and South. Likewise, it is not at all uncommon for the procedure to be reversed and the program hurled over the nation from some point far removed from the din of Manhattan.

## No Trick to It

There's no trick to a coast-to-coast broadcast, radio engineers says. It's simply a matter of hard work and of everybody all along the line being on his or her job at the precise instant he or she is required. "And by the precise instant I mean just exactly that, and not half a second before or after," says George McElrath, Operations Engineer for the National Broadcasting Company, who doesn't have a gray hair in his head despite the fact he's been supervising nationwide broadcasts for a large number of months.

McElrath isn't especially anxious to talk broadcasting on a nationwide scale—he remembers too clearly the sleepless nights he put in a few years ago in pioneering those events. But, like most men, he's interested in his work and can be persuaded to talk about it.

"Work on any coast-to-coast broadcast really should begin at least thirty days in advance of the program date," says McElrath, stirring sugar into his coffee. He points out that the first thing necessary is for the program department to decide who is going to be on the program. Then begins the task of arranging details with that individual or those persons, in the event they're not regularly on the air. And in case they do broadcast regularly they must be notified that they will be expected at 9:30 o'clock Tuesday, September 30.

## Notify Telephone Company

The next step, according to McElrath, is the arrangement of technical facilities, and the engineering staff is advised regarding the number of stations as well as the time and the nature of the program.

"Our step then is to notify the American Telephone and Telegraph Company, leaving them the task of arranging all wire line facilities between the point of origin and all stations broadcasting the program. The NBC is the 'phone company's largest customer, paying an annual bill of around three million dollars.



**George McElrath**

*Newly appointed Operating Engineer for the National Broadcasting Company, who has come to the New York office from WRC where he had served for a year and a half as Washington Division Engineer of the NBC.*

"The average coast-to-coast broadcast," the engineer continued, "involves, roughly speaking, thirty-five stations. Some networks of course, are larger, while many are smaller, but thirty-five is a good average."

#### 22,000 Miles of Wire

"This number of stations will involve the preparation of approximately 22,000 miles of the especially engineered telephone wire used to convey the program, and 9,000 miles of telegraphic circuits used to maintain a constant check on the program facilities.

"All these arrangements are made in advance, and when the hour approaches for the designated program to be broadcast everything is in readiness for it. The wire circuits are all set up with repeater stations, to control the sound volume, located at regular distances along the line. Each repeater station is manned by at least one competent engineer, sometimes two. At least 300 of these repeater engineers being used on every such broadcast.

"Every man is at his station at least an hour before time for the program to start, and every mile of the regular transmission circuit is carefully tested."

#### Keep Busy Rehearsing

McElrath called for a second pitcher of cream for his third cup of coffee.

"While the engineers are resting the lines, program builders and the artists planning to broadcast are busy rehearsing the program. This has been going on for the past three days, and the final hour is purely a dress rehearsal, without the confusion usually attending a similar event in the theatre. All such has been eliminated in earlier sessions, which may or may not have been hectic.

"Now we come to the program itself. One minute ahead of the time to start every one is at his or her station. The artists know that their program will succeed another broadcast that is scheduled to end on the split second and that the air must not be 'blank'. The studio engineer has had an O. K. on his transmission facilities, and is listening to the program just ending. As it signs off and the station announcement is finished he signals the announcer, who introduces the broadcast to follow, and the program for which so many persons have labored for a month gets under way.

"Assuming that the program originates in the Cathedral Studio on the fifteenth floor of the NBC building in New York, we will pick up, say a 'ump-pah' from Andy Sannella's saxophone and follow it along its route to the ear of Mr. Dalles Listener, who, by the way, will hear it before the sound reaches the ear of the trap drummer sitting two feet behind the saxophone player. Radio sound waves travel 186,000 miles per second, the same speed as light through space.

#### "Mike" Gets That "Ump-Pah"

"Once the microphone gets that particular 'ump-pah' it conveys it by wire to the studio control room, where the ever-alert studio engineer sits at his mixing panel. Here the 'ump-pah's' qualities are rated by the volume

### DeForest Develops New Type Photo-Electric Cell

Greatly increased sensitivity is the outstanding feature of the new De Forest caesium type photo-electric cell, aside from extreme compactness. This cell, in a 99 size glass bulb, with the standard four-prong base, has an output of 35 to 75

micro-amperes per lumen, or several times the output of the larger potassium photo-electric cells heretofore extensively employed. As an example of its sensitivity, an automobile headlight bulb a foot away from the cell, shining through a ½-inch hole, will result in an output of 4 to 7 micro-amperes. To obtain a corresponding output from the potassium type cell, a

large-sized incandescent lamp of many times as much candle-power would have to be employed as the light source. The new De Forest caesium photo-electric cell has been employed for several months past in the radiovision pick-up equipment of the De Forest experimental transmitting station W2XCD, maintained by the De Forest Radio Company, at Passaic, N. J.



**Officer Dagnacious Mulcahey**

*The congenial traffic cop of the air who chats about automobiles and other things in his characteristic Irish style, presents traffic hints to motorists from KSTP.*

control indicator, a sort of needle in a black box atop the control board.

"If the needle jumps too far over, the operator, hands never off control knobs, throttles down the sounds that follow—although that particular note is past and gone. If it's too faint or weak, succeeding notes are boosted in a like manner.

"After the ump-pah has been properly regulated it goes into an amplifier and is built up or boosted slightly for its journey, via wire, of course, to the main control room two floors below. There similar treatment is given the sound, and it is then sent on its way to the various transmitters all over the nation, entrusted to the tender care of the wire lines with their repeater stations.

#### So Goes the Program

"And as that ump-pah goes, so goes the rest of the program—New York listeners through WEEF, and Dallas listeners, through WFAA, get the sound at exactly the same instant—the precise instant it is made in the studio."

The engineer reached for his luncheon check and rose. "Gotta be getting along," he said.

"And do drop in some time. If you'll make it about 2 a. m. I won't have to bother about coast to coast broadcasts and we can talk."

# Discriminating Dealers Supply THE BEST RADIO LOG FOR 5 YEARS RADIO RECORD HAS RECOMMENDED IT TO

Power Code	5 A	10 B	15 C	20 D	25 E	50 F	75 G	100 H	150 I	200 J	250 K	300 L	500 M	750 N	1000 O	1500 P	2000 Q	2500 R	5000 S	10000 T	15000 U	25000 V	50000 W																					
<b>WESTERN</b>																																												
<i>Wash., Ore., Cal., Utah, Etc.</i>																																												
KREG-KUJ-KDB																							1500	200	WMPC Lapeer, Mich. H																			
KPWF Westminster, Cal. T																							1490	201	WKBZ-WKBV-WOPI-WPEN																			
KGA Spokane, Wash. S																							1480	203	WORD-WCHI-WJAZ Chle. S																			
																							1470	204	WTNT-WLAC Nashville S																			
																							1460	205	*WFJC Akron, O. M																			
																							1450	207	WCSO Springfield, O. M																			
KLS Oakland, Cal. K																							1440	208	WNRC Greensboro, N. C. M																			
*KECA Los Angeles, Cal. O																							1430	210	WGBC-WNBR Memphis, M																			
KFQW-KFXV-KORE-KBPS																							1420	211	WELL-WMBC-WPAD-WFDW																			
KFQU-KGGC-KXL-KGIW																							1410	213	WBCM Bay City, Mich. M																			
KGRS-WDAG Amarillo, Tex. O																							1400	214	WODX-WSFA Alabama M																			
KLO Ogdens, Utah M																							1390	216	*WHK Cleveland, O. O																			
KOY Phoenix, Ariz. M																							1380	217	WSMK Dayton, Ohio J																			
KOH Reno, Nev. M																							1370	219	WHDF-WHBD-WJBK-WIBM																			
KGAR-KFJM-KZM																							1369	220	WGES Chicago, Ill. M																			
KOOS-KRE-KVL-KFJI																							1350	222	WJKS Gary, Ind. O																			
KPSN Pasadena, Cal. O																							1340	224	*WSPD Toledo, O. M																			
KGER Long Beach, Cal. O																							1330	226	*WSAI Cincinnati, O. M																			
*KFPY Spokane, Wash. O																							1320	227	*WSMB New Orleans, La. M																			
KGB San Diego, Cal. K																							1310	229	WJAK Marion, Ind. F																			
KIO-KGIO Idaho K																							1300	230	WRK-WAGM-WBT-WFD																			
KMED-KFBK-KGEZ-KXRO																							1290	232	*WIOD-WMBF Miami, Fla. O																			
KFUP-KFXJ-KGXC-KFPL																							1280	234	*WDDO Chattanooga, Tenn. O																			
KCRJ-KIT-KTLC-KGFW																							1270	236	WASH-WOOD Gr. Rds. M																			
KTBR-KFJR Port., Ore. M																							1260	238	*WJDX Jackson, Miss. M																			
KGEF-KTBI Los Angeles O																							1250	240	WTOC Savannah, Ga. M																			
*KDYL Salt Lake City O																							1240	242	*WDSU New Orleans, La. O																			
KFBB Great Falls, Mont. O																							1230	244	*WXYZ Detroit, Mich. O																			
*KOL-KTW Seattle, Wash. O																							1220	246	WFBM Indianapolis, Ind. O																			
KVOA-KWWG-KRGV Tex. M																							1210	248	WSET South Bend, Ind. M																			
KIDO Boise, Ida. O																							1200	250	WDAE Tampa, Fla. O																			
KFOX Long Beach, Calif. O																							1190	252	WJW-WALR-WSIX-WRBO																			
																							1180	254	WGCM-WHBU-WCEB-WJBY																			
KYA San Francisco, Cal. O																							1170	256	WSBC-WCRW-WEDC-WEBQ																			
KWSC Pullman, Wash. O																							1160	258	WJBW-WLAP-WABZ-WPAF																			
*KMJ Fresno, Cal. H																							1150	260	WVAE-WJBL-WJBC-WFBE																			
KFXM-KPPC California HF																							1140	263	WCLO-WHBY-WFBC																			
KXO El Centro, Calif. H																							1130	265	WJBD Chicago, Ill. U																			
KSMR-KWG-KGEW-KVOS																							1120	268	*WISN-WHAD Milwaukee K																			
KGY-KFHA-KGEK-KGFJ																							1110	270	CFRC Kingston, Ont. M																			
																							1100	273	*WRRV Richmond, Va. S																			
KEX Portland, Ore. S																							1090	275	WLWL New York S																			
KOB State College, N. M. V																							1080	277	*WPG Atlantic City, N. J. S																			
																							1070	280	WMBI Chicago S																			
																									*WTAM Cleveland, Ohio W																			

**Read these INSTRUCTIONS. Every word is IMPORTANT to your full radio enjoyment.**

California stations are on the left, New York on the right—like a map. All of the stations nearest you appear in one of the four columns. LOG THEM FIRST. The stations shown on the same line in the other three columns require the same setting and cannot be tuned in when a nearby station is broadcasting. Most dials are now graduated in kilocycles and approximate the figures in the column headed "K.C." Many elements prevent your dial from being exact, but the radio log is. Record correct figures in the blank center column. Use 0 to 100. If they appear on your dial. In any event, your figures will progress in exact numerical order, unless the station varies from its assignment. Any station can only be tuned in between the setting you have recorded above and below it. The bold letter at the right represents power; see Power Code above. Stations at 1310, 1210, 1200, etc., are only supposed to serve a small area. Don't expect to hear more than one or two of them. Chain stations are designated: Columbia †; National \*.

The above chart may have reached you thru the courtesy of some business house which serves you. If you, and others, voice appreciation subsequent revisions are likely to reach you in the same manner. If not, the booklet form, always up-to-date, and containing the complete service may be procured by sending 25c in coin (8 for \$1) to Haynes Radio Log, 608 So. Dearborn St., Chicago.

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Power Code	5	10	15	20	25	50	75	100	150	200	250	300	500	750	1000	1500	2000	2500	5000	10000	15000	25000	50000
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
<b>WESTERN</b>	<b>MIDDLE WESTERN</b>												<b>CENTRAL</b>						<b>EASTERN</b>				
<i>Wash., Ore., Cal., Utah, Etc.</i>	<i>Minn., Ia., Neb., Mo., Tex., Etc.</i>												<i>Ill., Mich., Ohio, Tenn., Etc.</i>						<i>Mass., N. Y., Pa., N. C., Etc.</i>				
KWJJ Portland, Ore. M	WJAG Norfolk, Nebr. O												283						*WVIC Hartford, Conn. W				
†KNX Los Angeles, Cal. W	KFKB Millford, Kas. S												285						*WBAL Baltimore, Md. T				
CNRV Vancouver, B. C. M	*KRLD Dallas, Tex. T												288 WKAR E. Lansing, Mich. O						*WKEN Buffalo, N. Y. O				
	*KTHS Hot Springs, Ark. T												291						CFCF Montreal, Que. P				
	KGGF Picher, Okla. M												294 *KYW-KFKX Chicago, Ill. T						WRAX Philadelphia, Penna. K				
KGW San Jose, Cal. M	WVAD Norman, Okla. M												297 WIS Columbia, S. C. M						WPAP-WQAO N. Y. K				
KFVD Culver City, Cal. K	*WHO Des Moines, Iowa S												300						WHN-WRNY N. Y. K				
	*WOC Davenport, Ia. S												303						*WBZ-WBZ Boston, Mass. UM				
	KJR Seattle, Wash. S												306						*KDKA Pittsburgh, Pa. W				
CKCK-CNRR Regina M	CJBR-CHWC Regina, Sask. M												309 *WCFL Chicago, Ill. P						†CFRB Toronto, Ont. O				
KFWB Hollywood, Cal. O	†KMBC Kansas City, Mo. O												312						*WRC Washington, D. C. M				
†KOIN Portland, Ore. O	KGHL Billings, Mont. O												316						*WCSH Portland, Me. O				
KGU Honolulu O	†WDAY Fargo, N. D. O												319 †WFIW Hopkinsville, Ky. O						WAAT Jersey City, N. J. L				
KFWI San Francisco, Cal. M	WHA Madison, Wis. N												322 †WBRC Birmingham, Ala. M						CHNS Halifax, N. S. M				
KROW Oakland, Cal. O	KGBZ York, Nebr. M												326 *WWJ Detroit, Mich. O						†WDBJ Roanoke, Va. M				
*KOMO Seattle, Wash. O	*KPRC Houston, Texas O												330						WBSO Wellesley, Mass. K				
CFQC-CNRS Saskatoon M	CJHS Saskatoon, Sask. K												333						CNRL-†CJGC London, Ont. M				
†KHJ Los Angeles, Cal. O	*WKY Okla. City, Okla. O												336						†WMAK-WBEN Buffalo, NO				
KGBU Ketchikan, Alaska, M	WLBL Stevens Pt., Wis. Q												341						*WJAX Jacksonville, Fla. O				
	KFNF Shenandoah, Ia. M												345						†WGST-WMAZ Georgia M				
	KUSD Vermillion, S. D. M												350						*WJAR Providence, R. I. K				
KLX Oakland, Cal. M	KFKA-KPOF Colorado M												353						WGBI-WQAN Scranton K				
	WSUI Iowa City, Ia. M												357						†WABC New York S				
KMO Tacoma, Wash. M	WHB Kansas City, Mo. M												361						CFCA-CNRT Toronto M				
	KWKH Shreveport, La. T												366						WRUF Gainesville, Fla. S				
CHCT-CKLC Red Deer, Alta. O	XEX Mexico City M												370						WHDH Boston, Mass. O				
	*KOA Denver, Colo. U												375						WPCH New York M				
	†WCCO Minneapolis T												380						*WGY Schenectady, N. Y. W				
	*WBAP Ft. Worth, Tex. W												384						†WTAR-WPOR Virginia M				
	*WFAA Dallas, Tex. W												389						†WEAN Providence, R. I. M				
*KGO Oakland, Cal. T	CKY-CNRW Winnipeg S												395						*WJZ New York V				
KELW-KTM California M	*KFAB Lincoln, Nebr. S												400						*WSB Atlanta, Ga. S				
†KVI Tacoma, Wash. O	WEW St. Louis, Mo. O												405						CNRM Montreal S				
	KMMJ Clay Center, Nebr. O												411						CHYC-†CKAC Montreal S				
CKWX-CKCD Vancouver H	XEN Mexico City Q												416						WOR Newark, N. J. S				
	KMPC Beverly Hills, Cal. M												422						*WAGW-CNRX Toronto S				
CFAC-CNRC Calgary M	CFCN-CHCA-CJCJ Calgary M												428						*WPTF Raleigh, N. C. O				
*KPO San Francisco, Cal. S	KFEQ St. Joseph, Mo. R												435						*WEAF New York W				
	XEB Mexico City O												441						*WSM Nashville, Tenn. S				
	WAAW Omaha, Nebr. M												447						†WAIU Columbus, O. M				
KPCB Seattle, Wash. H	WOI Ames, Iowa S												454						†WAL Washington, D. C. K				
*KF1 Los Angeles, Cal. S	XFG Mexico City Q												461						CNRA Moncton, N. B. M				
CFCT Victoria, B. C. M	KFRU Columbia, Mo. M												468						†WLBZ Bangor, Me. M				
CJGX Yorkton, Sask. M	WOS Jefferson City, Mo. M												476						*WFLA-WSUN Florida. O				
*KTAR Phoenix, Ariz. M	*WDAF Kansas City, Mo. O												484						WIP-†WFAN Philadelphia M				
*KWG Portland, Ore. O	†WMT Waterloo, Iowa. M												492						WCAC Storrs, Conn. K				
†KFRS San Francisco, Cal. O	*WOW-WCAJ Nebraska OM												500						WCAO Baltimore, Md. K				
CJPM-CJRW Saskatchewan M	†WIBW Topeka, Kas. M												508						*WEEI Boston, Mass. O				
*KFSO San Diego, Cal. M	KSAC Manhattan, Kas. M												517						†WTAG Worcester, Mass. K				
*KHQ Spokane, Wash. O	†WNAX Yankton, S. D. O												526						CJSC Toronto, Ont. M				
CJCA-CKUA Edmonton M	KGGO Wichita Falls, Tex. K												535						†WKBK Youngstown, Ohio M				
KGFX Pierre, S. D. J	WISJ Madison, Wis. M												545						WEAO Columbus, O. N				
KMTR Los Angeles, Cal. M	*KFBM Beaumont, Tex. O												550						*WIBO-WPCC Chicago, O				
KXA Seattle, Wash. M	*KSD-KFUO St. Louis, Mo. M												555						†WNOX Knoxville, Tenn. O				
†KLZ Denver, Colo. O	KFRY Bismarck, N. D. O																		†WKRC Cincinnati, O. O				
*KTAB Oakland, Cal. O																			*WGR Buffalo, N. Y. O				
KFDY Brookings, S. D. O																							
KOAC Corvallis, Ore. O																							

Revision 28 **HAYNES' RADIO LOG** 608 S. DEARBORN STREET CHICAGO, ILLINOIS Fall, 1930  
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 100 of the chart form, normally \$3, and 50 of the booklet form, normally \$3, will be sent postpaid, upon receipt of \$4. Make your check payable to Haynes' Radio Log, and send to 608 So. Dearborn St. Chicago.

# Radio in WASHINGTON

by Robert D. Heinl  
RADIO RECORD'S SPECIAL CORRESPONDENT



**A**PPROXIMATELY 350 cases are on the hearing docket of the Federal Radio Commission this fall. Hearings on applications for new stations and for modification of station licenses were resumed early in September.

The new plan of having examiners conduct hearings was inaugurated with Ellis A. Yost, chief examiner, at the helm. Examiner Elmer W. Pratt took charge of the first case. After the hearings the examiners will brief the cases and make their report to the commission for its consideration.

Under this procedure the commission will have more time to devote to the study of important radio problems, including careful consideration of new developments such as television and complicated communication problems.

\* \* \*

**W**ITH the filing of rebuttal briefs in the short wave litigation in the District Court of Appeals, the Radio Corporation of America and the Mackay Radio and Telegraph Company stand out as the foremost contenders for the dominant position in the continental radio communication field.

While the Radio Commission has taken no action to recover the 40 continental short wave channels allocated to the now defunct Universal Wireless Communications Company, such a move is expected shortly.

RCA and the Mackay Company merely repeat former arguments in their new briefs.

\* \* \*

**MAJ. GEN. CHARLES McK. SALTZMAN**, chairman of the Federal Radio Commission, has quieted rumors that a big shakeup among broadcasting stations is in the wind because of the inequalities of the distribution of facilities revealed by the unit survey of the engineering division.

There will probably be a constant thinning-out of undesirable stations, he said, and few new licenses are likely to be granted, especially in those areas that are over-quota. Applicants from sections that are under-quota will have first choice.

\* \* \*

**JOHN A. WILLOUGHBY** and Hobart Newman have been appointed aides in the engineering and legal divisions of the Radio Commission.

\* \* \*

Capt. S. C. Hooper, director of Naval Communications, believes a short wave distress signal should be adopted to supplement the present S O S call so that vessels in remote waters can get in touch with shore radio stations at all times.

The international distress channel of 500 kilocycles is not ideally adapted for use by ships in remote waters, Capt. Hooper said, particularly in the daytime. While at night it has a maximum coverage of 2,000 miles, during the day it reaches only from 100 to 200 miles.

\* \* \*

**H**ISTORY has been voted the most popular feature of the American School of the Air by children of 25 states, according to information released by the Office of Education. The pupils prefer it to music; in fact, the only music most of them like is that furnished by a good lusty band. The data was accumulated from questionnaires.

\* \* \*

**R**ADIO COMMISSIONER HAROLD A. LAFOUNT, who has frequently expressed his dissatisfaction with the congestion of broadcasting stations in this country, returned from a month's tour of the Middle West more firmly convinced than ever that some "weeding out" is necessary, particularly among the regional stations.

After visiting 30 cities in 11 states and inspecting 28 broadcasting stations, Mr. Lafount declared that there is a "real waste" on the regional channels, upon which a bulk of the stations now operate.

Radio conditions on the whole are improving in the Middle West, he said, and listeners appeared satisfied with the variety of programs they receive.

\* \* \*

**A**NEW network, linking seven broadcasting stations in Texas and designed to serve the entire southwest, has been formed, according to advices to the Radio Commission. The chain bears the name of the Southern Broadcasting Company and has four basic stations and three associated stations. It is claimed that the network will cover, summer and winter, 90 per cent of the nearly 6,000,000 population of Texas, a large portion of New Mexico, southern Oklahoma, southwestern Louisiana, and Arkansas.

The basic stations are KTAT, Fort Worth; KGKO, Wichita Falls; WACO, Waco; and KTSA, San Antonio. Associated stations are KTRH, Houston; WRR, Dallas; and KGRS, Amarillo.

\* \* \*

**S**ALES of radio equipment totaling \$87,000,000 were transacted by retail dealers during the second quarter of 1930, compared with \$92,000,000 during the corresponding period of 1929, according to an estimate of Marshall T. Jones, electrical equipment division, Department of Commerce, based on information received from 6,535 dealers and applied to the total number queried.

(Continued on Page 47)



## St. Paul Radio Police Patrol System

(Continued from Page 18)

station picks it up and rebroadcasts it five times. This makes a total of seven times that the same message is sent out to the cars, leaving a negligible possibility that the order will not be received in some car.

The sending equipment at the relay station is wholly automatic, and the tubes can be heated, ready for service in about three seconds. With speed of this kind, the thief has little opportunity to make much of a get-away.

The police radio system is establishing a good record for "catches." Only three nights after the inception of the system, within a period of ten minutes, three hurry calls were received, and cars sent to the various points. One was the report of a stolen car which was picked up six minutes later. Another was the report of a prowler who was caught in seven minutes after the broadcast. The last was the message that a "stick-up" man was operating in a district which necessitated a long run for one of the few cars then on the road. It took ten minutes to get there and apprehend the criminal.

### Three Quick "Catches"

On one occasion the police reached the scene of crime before the thieves were half through with the job they had undertaken. The exciting message came in over the wires that two men were seen entering a store at an unreasonable hour of the night. The broadcasting stations got busy, and within a few seconds a car was speeding

to that store. The police car stopped outside. The thieves looked up from their work and caught sight of the policemen calmly waiting for them to come out. Frightened, the two criminals ran out of the store and into the arms of the police.

With eighteen cars on the road, it is estimated that each call will require, at the most, one and one-half minutes to answer. Such speed, accuracy, and instant co-operation of the police in all parts of the city should prove to be a long step in the direction of crime reduction.

William H. Bussey is chief operator of the radio station. Three operators, F. E. Young, R. N. McCord, and L. A. Ginther relieve one another in eight-hour shifts at the relay station which is located about two miles from the central station in the city hall. Every half hour these operators send out test broadcasts in addition to the other messages for help. If the broadcasts sent out during the test periods are not received by a squad, it immediately drives to the station where "Al" Salinger, service man, quickly makes the necessary repairs, and sends the car back to its beat.

Most of the automobiles are manned by uniformed policemen. These are known as squad cars. The rest are manned by plain clothes men who keep driving about the city wherever there is need for them. These cars are called cruisers.

## Minneapolis Radio Police Patrol System

(Continued from Page 19)

make certain that the policemen in the cars will always hear the messages broadcasted from headquarters.

One of the obstacles to good reception which has presented itself and one which the servicemen are working to overcome is the effect of high buildings. When a cruiser is passing through one of these modern "valleys," or dead spots, it is quite probable that the message will not be received clearly. This is one of the reasons why the message is broadcast three times.

Some of the ambulances already are equipped with the receiving sets, tuned in on the police radio station, and all of them eventually will carry the sets. When the regular ambulances are out on a call, it often happens that an urgent call for help is received from the very district in which they are working. Time and trouble, and often lives are saved by broadcasting to the ambulances to go to the new call directly.

### On Job When Needed

Before the advent of the police radio system it happened many times that a call was received reporting an accident—urgent because someone was seriously injured. At the time, the regular ambulances might be out on a call which perhaps wasn't pressing, perhaps not even necessary. The doctor, of course, travels with the ambulance. This meant, then, that the patrol wagon would have to answer the really urgent, legitimate call—without a doctor.

The possibilities of this new system are beyond the imagination. Constantly an ally of the law, it will bring the police where they are needed—WHEN THEY ARE NEEDED. Life and limb may depend upon the speed with which the ambulance answers an accident call. Every telephone is now a police station.

The Minneapolis police have taken every precaution to safeguard the equipment and the efficiency of the force which operates it. The transmitters and all sending equipment are locked securely behind steel doors.

"We want to make certain that no unauthorized parties get into the equipment," Mr. H. O. Kelly, who with Mr. E. M. Miller had charge of the installation of the station, explained. "Then too the operators are not interfered with in their work. It heightens efficiency."

J. C. Vincent, electrical engineer of the city engineers' office, had charge of specifications. He carried on investigations and made recommendations for installation. The station cost between fourteen and fifteen thousand dollars.

### Three Calls in Four Minutes

Along with the other cities which have equipped their police departments with radio, the Minneapolis police have been making remarkable records in "catches." Only seven seconds after the telephone operator receives a complaint, the transmitter light flashes on and the wires are ready for the broadcast.

Mr. Kelly reports a record made by one of the cars in which he happened to be cruising around. The car answered three calls in about four minutes.

Tests are made at regular fifteen minute periods to make certain that the reception in the cars is all right. If not, the cars are to report immediately for service. A new receiver set can be put in a car that needs service with astounding speed.

Only the calls of emergency—worthwhile, legitimate calls—are sent out over the air. This keeps the equipment clear of all unimportant calls which do not require celerity of action.

# Agreed

**THE SENSATION OF MODERN ENTERTAINMENT**



*To Radio Dealers of this Great Northwest!*

You are in business to make all  
possible profit

You are therefore alert for opportunity

The following facts carefully considered  
open for you one of the finest oppor-  
tunities—of today

**READ THE FOLLOWING PAGES.**

---

• APEX DISTRIBUTORS IN THE NORTHWEST •

---

**FARWELL-OZMUN-KIRK & CO.**  
SAINT PAUL, MINNESOTA

**JACKSON HARDWARE CO.**  
ABERDEEN, SOUTH DAKOTA

**KELLY-HOW-THOMSON CO.**  
MINNEAPOLIS—DULUTH

**SOUTHERN MINN. SUPPLY CO.**  
MANKATO, MINNESOTA

---

Buy The Advertised Lines

**110****1**

**Believing in Radio, then, your first question is, "Which is the right line for me?"**

**In Radio as with automobiles, many started, many dropped out, a few are leaders.**

**In Radio there are 110 lines. Each makes practically the same claims. Yet some will drop out, others will make no great mark for themselves, and a handful will lead.**

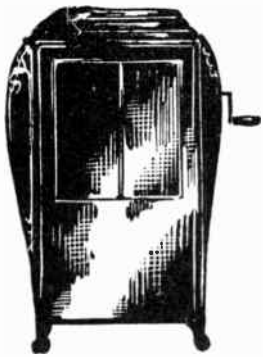
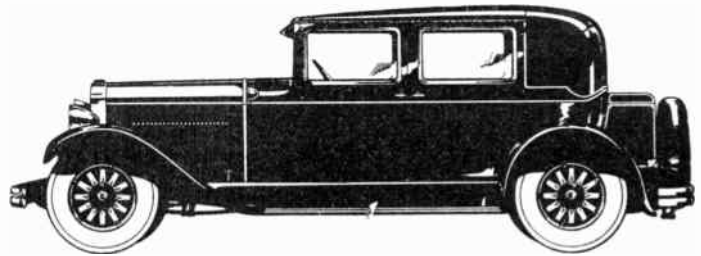
**The problem is to pick the winner. And that can be done by considering the following facts and measuring each line with the following yardstick:**

Buy The Advertised Lines

# The Radio Market

**—an Untouched Mine for the Man Who Will Work It!**

20 million families own automobiles. Only 10 million are without. Yet the automobile industry looks forward to a great future.



12 million families have phonographs. 18 million have none. The market is one-third sold but continues to be a great source of profit!

20 million families have telephones. Only half that many families remain to be sold. But the telephone industry's future was never better.



## But in Radio!

Only 7½ million families have sets. 22½ million are ready to buy, and many of the 7½ million own obsolete sets and swell the total of new set prospects.

## The Radio Market is Wide Open

Buy The Advertised Lines

The radio market where most of the buying is done and where the best present and future exists is the great middle market lying between the high and low price extremes.

However, this is a radio-wise market that knows values and performance.

To succeed here a line must have 4 fundamentals:

**1. Eye Appeal**

**2. Ear Appeal**

**3. Price Appeal**

**4. Continuous, satisfactory performance in the home.**

If a line lacks in any of those fundamentals, that line and its dealers will suffer in proportion.

The line which will succeed is *the line having those 4 fundamentals in greatest measure.*

Now examine the new APEX line. See if it squares with those 4 fundamentals. *Convince yourself!*

Buy The Advertised Lines

# United States Apex and Gloritone RA

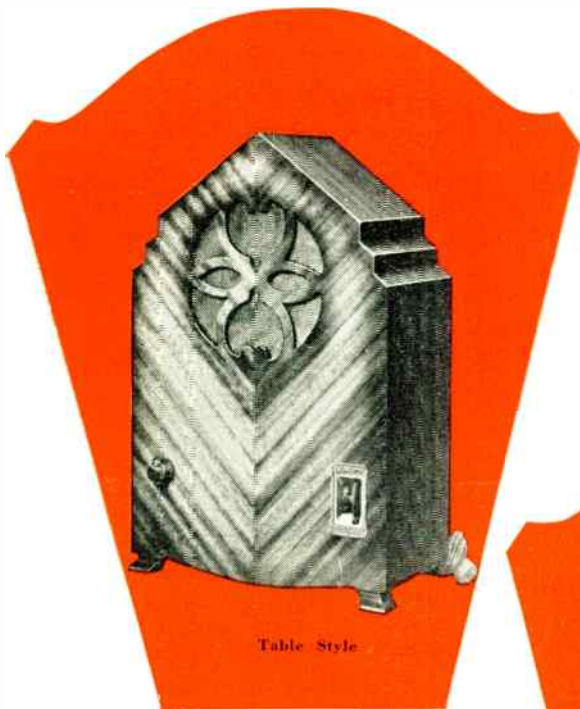


Table Style

**MODEL 27—\$59.50**  
(Complete with Tubes)

**CABINET**—American Walnut, satin gloss finish, neat, modern design. Height 20 inches, width 13¼ inches, depth 7 inches.

Specially selected pattern in front panel. Golden tint grille cloth with neat grille design over speaker opening.

**CHASSIS**—A.C. Electric. Fully shielded. Three tuned stages, one stage audio—five tubes, including two screen-grid. Sturdily constructed. Highly engineered.

**TUBES**—Two 224 Screen-Grid, one 227, one 245, one 280.

**SPEAKER**—Electro Dynamic.

**WEIGHT**—But 26 lbs.

**GLORITONE MODEL 27, \$59.50.**

*Products of the*  
**United States Radio & Television Corp.**  
*Marion, Ind.*



Chair Side Style

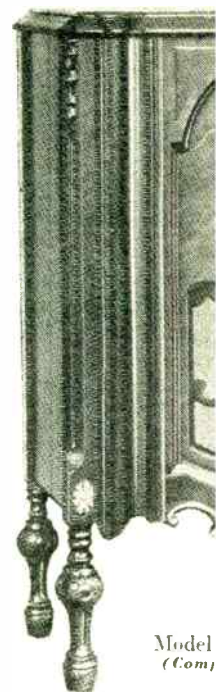
**MODEL 27S—\$75.00**  
(Complete with Tubes)

**CABINET**—New spinnet type cabinet. A neat stylish piece of furniture. American walnut duo tone satin finish. Artists scroll and rosette ornaments at top of front panel. Specially selected front walnut panel. Spinnet legs, eight inches, well turned. Cabinet height 29¼ inches, width 14¼ inches, depth 11¼ inches.

**CHASSIS, tubes and speaker same as Model 27.**

**GLORITONE MODEL 27, \$75.**

**CABINET**—Matched American walnut. Background and arched panels above escutcheon of birds-eye maple. Carved period drops at peaks of reverse arches above escutcheon. Remainder of panel in diagonally matched walnut. Decorative side panels of American walnut, splendid finish. Whole cabinet strongly built, yet not heavy. Legs carved, with stretcher to strengthen construction. Cabinet height 40 inches, width 27¾ inches, depth 15 inches.



Model (Comp)

**CHASSIS**—A.C. screen-grid; 8 tubes, 4 tuned multi-phase circuits, 2 stages audio amplifica-



Chair Side Style

**MODEL 27P—\$99.50**  
(Complete with Tubes)

**CABINET**—Duo tone finish American walnut. Specially selected front panel. Illuminated dial properly calibrated. Height 28¾ inches, width 19½ inches, depth 14 inches.

**CHASSIS, tubes and speaker same as Model 27.**

**GLORITONE MODEL 27P, \$99.50.**

*Whatever is New and Fine*

**U.S. Radio Has It!**

*Apex Distributors*

**FARWELL-OZMUN-KIRK & CO.**

St. Paul, Minnesota

**KELLEY-HOW-THOMSON CO.**

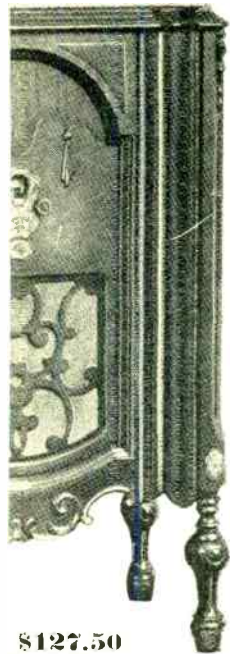
Minneapolis—Duluth

Buy The Advertised Lines

**SOUTHERN M**

Mankato

# IO...Quality far Reaching Beyond Price



tion—last stage two 245 tubes in push-pull. Amplification so refined and unified as to secure exceptional selectivity. Giant power transformer and electrolytic condensers attain greater volume of reproduction. Equipped with U. S. Tone Blender.

**TUBES**—Three Screen-Grid tubes, two 227 heaters; two 245 power amplifiers; one 280 rectifier.

**SPEAKER**—Oversize 12 inch Electro-Dynamic. Complete with tubes, .....\$127.50

Model 31-BX for 110-volt, 25-cycle, complete with tubes.....\$131.50

**\$127.50**  
(Complete with Tubes)

## and now the U. S. TONE BLENDER on all models



**MODEL 31-D**  
**\$185.00**  
(Complete with Tubes)

**REMOTE CONTROL MODEL 31-D**  
Perfected remote control that really controls from a distance. Remote control switch box convenient size, 2½x5 inches arranged so favorite station can be regularly tuned in at given points. Volume increased or decreased from switch box. Ideal for bridge parties, etc. 35-foot flat cable.

**CABINET**—Same as Model 31-B, with slight variations to accommodate remote control arrangement, panel and tuning dials. Height 40 inches, width 27¾ inches, depth 15 inches.

**CHASSIS**—Same as in Model 31-B.  
**TUBES**—8 tubes: 3 screen-grid, two 227's, two 245's, one 280.

**SPEAKER**—Oversize 12-inch Electro-Dynamic.  
Complete with tubes.....\$185.00  
Model 31-DX for 110-volt, 25-cycle, complete with tubes.....\$189.00

**Note---Battery operated Screen-Grid Console. Genuine Dynamic with tubes, list . . . . \$95.00**



**MODEL 31-C**  
**\$175.00**  
(Complete with Tubes)

### COMBINATION MODEL 31-C

**CABINET**—Same as 31-B, with neat-fitting hinged top for access to phonograph. Record pocket. Height 42½ inches, width 27½ inches, depth 17½ inches.  
**PHONOGRAPH**—Electrical, motor-driven. Webster pick-up. Automatic stop. Uses same Tone Blender and Speaker with radio.

**CHASSIS**—Same as in Model 31-B.  
**SPEAKER**—Oversize Electro-Dynamic.  
Complete with tubes.....\$175.00  
Model 21-CX, 110-volt, 25-cycle. Complete with tubes.....\$179.00



**MODEL 28-A**  
**\$105.00**  
(Complete with Tubes)

**CABINET**—American walnut front panel. Decorative side panels in lengthwise design. Neat design in speaker grille; semi-golden tint grille cloth. Height 36 inches, width 26½ inches, depth 13¾ inches.

**SPEAKER**—Oversize full Electro-Dynamic.  
Complete with tubes.....\$105.00  
Model 28-AX, same as Model 28-A, but for 110-volt, 25-cycle. Complete with tubes.....\$109.00

*Apex Distributors*

**BILLINGS HARDWARE CO.**

Billings, Montana

**JACKSON HARDWARE CO.**

Aberdeen, South Dakota

Buy The Advertised Lines

**MINN. SUPPLY CO.**

Minnesota

*“ . . . to the Radio Trade and  
your customers . . . the Radio  
Listeners . . . Greetings from . . .*

**KSTP**”  
**10,000 WATTS**

*To you at the receiving end of the  
radio broadcast, the Manage-  
ment and the Staff of the National  
Battery Broadcasting Company  
expresses sincere appreciation.  
You helped make radio history by  
the big part you played in the  
making of KSTP the . . .*

***Northwest's Leading Radio Station***

**STUDIOS**  
St. Paul Hotel  
St. Paul

**Executive Offices:**  
St. Paul Hotel, St. Paul, Minnesota

**STUDIOS**  
Hotel Radisson  
Minneapolis

Buy The Advertised Lines



# Football Games Will Be Broadcast

AT LEAST twenty-one of the outstanding football games will be described for radio listeners this year through broadcasts arranged by the National Broadcasting Company.

Beginning October 11, descriptions of two games will be offered each Saturday through November 29. In addition several games in the Far West will be broadcast by the NBC Pacific Coast network on days when it is not relaying stories of games played in the East and Middle West.

Graham McNamee, who has described football since the beginning of radio, and William Munday, the "Georgia Drawl," will be at the microphones during the pigskin season.

## Broadcast Innovation Planned

An innovation in descriptive broadcasts is planned this year. In addition to the actual account of the game, the fashions displayed at the intercollegiate contests will be described. The company is negotiating with Miss Carmen Ogden of Rochester, widely known radio fashion commentator for her services in giving pleat-by-pleat descriptions of fall sports clothes.

The Army and Navy teams will appear in the season openers for radio listeners this year. Saturday afternoon, October 11, Army battles Swarthmore at West Point and Navy and Notre Dame will meet at South Bend, Indiana. Munday will describe the Army-Swarthmore game while McNamee will be at the microphone for the Western contest. The NBC-WEAF network will carry the account of the Army-Swarthmore game, while the Navy-Notre Dame broadcast will be heard through an NBC-WJZ network.

## McNamee to Describe Classic

The following Saturday, McNamee will go to Boston to describe one of the classics of the season, the annual clash between Harvard and Army. An NBC-WEAF network will be used for this game and it is expected to be heard on the Pacific Coast. Munday will be on the air the same day describing a game as yet unscheduled for broadcasting.

On October 25, Army and Yale will meet at New Haven and McNamee will be there to see and tell. The broadcast will be heard through an NBC-WJZ network. Munday will describe the Harvard-Dartmouth game at Harvard the same day through the alternate network.

Three games are scheduled for Saturday, November 1. McNamee will cover the Dartmouth-Yale game at New Haven, using a network headed by WEAF, while Munday will be in Chicago for the Princeton-Chicago melee. Another network, including WHAS in Louisville, will carry an account of the Kentucky-Alabama struggle at Lexington, Kentucky.

## Harvard-Michigan, November 8

November 8 will bring Harvard, Michigan and McNamee together at the Crimson stadium in Cambridge. WJZ will head the network for this contest. Munday has another unannounced game for this date.

When the Southern Methodists meet Navy at Annapolis, November 15, the "Georgia Drawl" will be at the microphone. His account will be heard through an NBC-WJZ line-up of stations. Yale and Princeton have a date at Princeton on the same day and McNamee will be at the business end of a network including WEAF.

The Yale-Harvard football fracas is set for November 22, and McNamee has been assigned the trip to New Haven. The NBC-WEAF network carries this game. Navy and Maryland at Annapolis is Munday's assignment for the day.

## Thanksgiving Day Game

The Columbia-Syracuse game in New York will be one of the offerings on Thanksgiving Day, November 27. The alternate game has not been named.

When Dartmouth meets Leland-Stanford on the Pacific Coast, Saturday, November 29, the game will be heard in the East through an NBC-WEAF network. The Army-Notre Dame game will be played the same day in Chicago under the alert eyes of McNamee.

The two games to complete the schedule will be announced later.

## Radio in Washington

(Continued from Page 44)

WITH the election of Wallace H. White, Jr., to the Senate from Maine and the renomination (which virtually means re-election) of Senator James Couzens of Michigan, the Senate is assured of two of the foremost authorities on radio legislation and the industry is assured of two friends.

Mr. White was chairman of the House Committee on Merchant Marines and Fisheries, which deals with radio matters, while a representative. Last session he introduced a bill to remedy the major defects of the 1927 radio law, of which he was co-author; it passed the House but was held up in the Senate Committee on Interstate Commerce.

Senator Couzens, who is the author of the bill to create a Federal Communications Commission and the chairman of the Senate Committee on Interstate Commerce,

## How Near Are We To Radio Saturation?

(Continued from Page 15)

tomor to buy. Just remember, he will never buy until you ask him to. There isn't one out of a hundred who comes in and takes your merchandise away from you.

16. Next, sit down and write out sixteen good ideas of your own to better your business, and then put the sixteen to work that we have enumerated, and the sixteen that you have created, and 1930-31 cannot help but be a better year than any year you have ever had.

was one of the leaders in the inquiry which led to the filing of the anti-trust suit against the Radio Corporation of America by the Department of Justice.

Representative Frederick L. Lehlbach, of New Jersey, is slated to succeed Mr. White as chairman of the House committee, while Senator Couzens will doubtless be retained as chairman of the Senate body.

## WCCO Makes Bid to Boost Power to 50 Thousand Watts

### Hearings for Fourth Zone Station Scheduled to Begin in Washington October 6

Hearings before the Federal Radio Commission on WCCO'S application to install and broadcast with a fifty thousand watt transmitter will begin in Washington on Oct. 6. Officials and engineers of Northwestern Broadcasting, Inc., owning and operating WCCO, will appear before the Federal Radio Commission on that date to present reasons why they believe WCCO, now licensed to broadcast on 7500 watts, is entitled to an increase in power in order that Minnesota, the Dakotas, Iowa and western Wisconsin may enjoy adequate radio service in the future.

The hearings before the Commission beginning October 6 are to determine which stations in the Fourth Zone including Minnesota, Wisconsin, Iowa, North and South Dakota, Kansas, Nebraska, Missouri, Illinois, and Indiana shall be authorized to install 50,000 watt transmitters.

#### High Power Necessary

The Commission has ruled that only four channels in each zone shall be available for high power. In the Fourth Zone one such channel is already used by KMOX, St. Louis, which has a 50,000 watt transmitter in experimental though not in regular operation. On another of the four available channels, WENR, Chicago, is now operating half time.

On the success of WCCO'S application, according to H. A. Bellows, President of Northwestern Broadcasting, Inc., depends the future of adequate radio service in the territory served by that station. "The time is long past," he declared, "when five thousand or ten thousand watts could be considered high power, and adequate regional services giving thoroughly dependable reception day and night over a radius of 250 miles or more depends on the use of power up to 50,000 watts."

If WCCO is not successful in its application, Mr. Bellows said, the greater part of the Northwest will be in a large measure dependent on stations as far distant as Chicago for its radio service.

#### To Determine Concentration

The real purpose of the hearing in Washington will be to determine whether most of the broadcasting facilities in the Fourth Zone shall

be concentrated in Chicago, or whether a great population like the Twin Cities shall be likewise an established center of good radio service.

If WCCO is successful, as officials of the company believe it will be, it will immediately proceed with the construction of its new transmitting equipment, at a cost estimated at between \$100,000 and \$150,000.

The company will be represented at the hearing by its president, H. A. Bellows; its program and production manager, K. W. Hustad; its chief engineer, H. S. McCartney; its consulting engineer, L. M. E. Clausing of Chicago, and its Washington attorneys, Littlepage and Littlepage.

## ADVENTURES of the PROFITWISE DEALER



SALESMAN: I'll sell you Goofy Two Twenty-Sevens for twenty cents apiece.

PROFITWISE  
DEALER: You will likell.

Imagine equipping a two hundred dollar receiver with such tubes! Imagine the trouble it starts. Or, maybe you don't *have* to imagine. Profitwise dealers expect no such long profits. Quality is vital. Sylvania quality for instance.

# Sylvania

**RADIO TUBES**  
Licensed Under RCA Patents

SYLVANIA PRODUCTS COMPANY, Emporium, Pennsylvania

REG. U. S.  
PAT. OFF.

**it's the tube that makes the radio**

Buy The Advertised Lines



# THE HICKORY

KELLEY-HOW-THOMSON CO  
DULUTH ~ MINNESOTA



GREAT RAILROAD CENTER

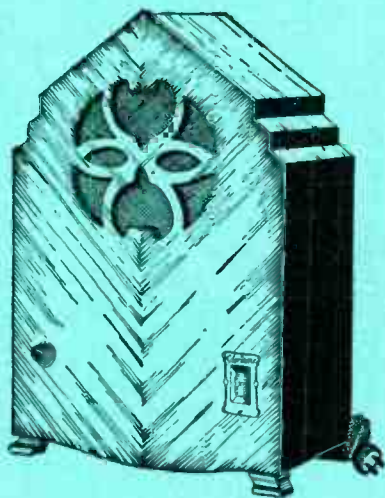
SUPPLEMENT

THE GREATEST NATURAL HARBOR

DULUTH

## Now! Your Customers Can Choose From Three *Gloritone* Models!

*Full Tone Radio In Small Convenient Cabinets*

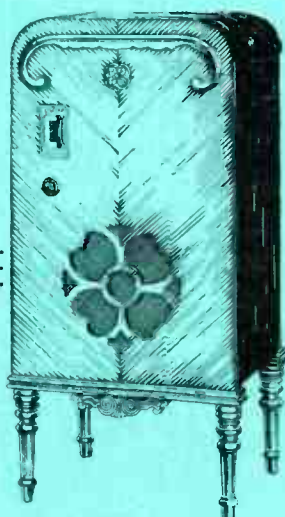


No. 27

**\$59.50**

With Tubes

Height 20", width 13 $\frac{3}{4}$ ", depth 7". American Walnut Cabinet two-tone pattern. A pleasing, conservative style cabinet which harmonizes with any decorative scheme.



No. 27-S

**\$75.00**

With Tubes

Height 29 $\frac{1}{4}$ ", width 14 $\frac{1}{4}$ ", depth 12". Chassis similar to No. 27. Spinet Model—graceful, well proportioned and finished. A popular model at a popular price.



No. 27-P

**\$99.50**

With Tubes

Height 26 $\frac{3}{8}$ ", width 19 $\frac{1}{4}$ ", depth 13 $\frac{1}{4}$ ". Combination Radio and Phonograph with electric pick-up and electric turn table. An exceptional value reasonably priced.

Here they are—Beautiful new Gloritone models built with the same careful precision as the larger sets, yet possessing rich, true full rounded tone. In finely finished, compact cabinets, each complete with five tubes and electro dynamic speaker. Model 27-P is a combination phonograph and radio.

Gloritone Receivers meet a growing demand for sets which occupy small space in the home. They may be used as extra sets on the porch, in the breakfast nook, at summer cottages or in invalids' rooms. Their prices are within reach of all classes of buyers.

Don't pass up radio sales. Get your share by meeting the demand for Gloritone miniature sets. Ask our representative or write for complete details and discounts.

**KELLEY-HOW-THOMSON COMPANY**  
Duluth Minneapolis



KENNEDY ROYAL  
Model No. 826

# LONG WAVE

and

# SHORT WAVE

In this model KENNEDY  
KENNEDY long and short  
grams of both American a

**K**ENNEDY Royal Model 826 pictured above is equipped with the dual chassis employing 8 tubes, short wave chassis employing 3 tubes, extra large electro-dynamic speaker for Life Tone reproduction. SELECTONE control, tapered double volume control, automatic line voltage regulator, completely shielded throughout. Furnished in straight long wave radio, price \$199.00, long wave and phonograph \$242.00, both long and short wave, price \$252.00; long wave with automatic phonograph, price \$304.00. All prices less tubes.

## Kelley-How-Thoms

# K E N N E D Y

*The Royalty*



Kennedy Royal Model 526

This design typifies a new trend in cabinetry. Center panel of beautiful butt walnut, between gracefully fluted and curved panels. Furnished in straight radio only with tip jacks and switch for phonograph pickup. \$169.00 less tubes.



Kennedy Royal  
Model 426

Arm chair model. Made of finest quality American walnut. Front and back finished alike. No wires visible. Furnished in straight radio only with tip jacks and switch for phonograph pickup. \$159.00 less tubes.

E!

has established a new appeal --- the  
wave set, which brings the pro-  
and Foreign stations to the home.

**J**UST as the features of Royal Model 826 will appeal to your custo-  
mers in its particular price class, so will the equally attractive features of other  
Kennedy sets gain their complete approval. Kennedy sets produce realistic  
tone—Kennedy cabinets are beautifully designed—Kennedy gives greater  
value in performance than ordinary sets and actually out-performs many  
more expensive sets. This has been proven through extensive scientific tests.  
Write for complete information regarding the Kennedy selling plan and  
dealer discounts.

on Co., Minneapolis-Duluth

**K E N N E D Y**

*of Radio*

Royalette Model 1030

A radio of beauty and  
quality at an unusually  
low price. Handsome  
butt walnut panels,  
with contrasting over-  
lays, frame the center  
panel in an artistic de-  
sign. In every detail  
the ROYALETTE is  
worthy of its most ex-  
pensive companions.  
\$114.50  
less tubes.



Kennedy Royal Model 726

Every true lover of fine furni-  
ture will recognize this model  
as a masterpiece. Exquisite-  
ly grained butt walnut side  
panels and hand-carved quar-  
ter French doors. Straight  
radio \$229.00; radio with re-  
mote control \$285.00; with  
automatic phonograph  
\$390.00 less tubes.



*We mean what we say!  
You can actually HEAR  
the difference in quality  
between ordinary radios  
and the*

# HOWARD PRECISION MADE RADIO

**A**ND it is just this difference which influences buyers to select Howard in preference to other receivers. If you are a dealer whose selection of a profitable Radio line is not influenced by the statements of high pressure salesmen, if your judgment of radio quality is not limited to a mere comparison of cabinet design—in other words if you acknowledge the fact that true radio quality depends upon a sturdy, Precision made mechanism and its ability to reproduce broadcasting faithfully, then you will recognize the sales and profit possibilities of the Howard Precision Made Radio.



The Plymouth—\$165.00, less tubes  
Other models to \$325.00

Howard is classified as one of the three finest radios on the market, yet its price is only slightly higher than many ordinary sets. Subject it to any comparative test. Notice its realistic tone, observe the high quality of its cabinets and learn why Howard dealers are proud to demonstrate these sets in their customers' homes. Ask our representative or write for details of the Howard 1930-1931 selling program.

**Kelley-How-Thomson Co.**

**Duluth**

**Minneapolis**

# Northwest Escapes Dire Effects of Drought—Conditions Improved

By Dan A. Wallace

(Directing Editor, *The Farmer*)

The September 1st crop report of the United States Department of Agriculture, coming at a time when actual threshing reports furnish a basis of fact, instead of estimate, shows a composite crop condition for Minnesota of 97.2% of the ten-year average; for North Dakota, 84.4%; and for South Dakota, 77.9%.

There is no "calamity" in the Northwest. The drought is now history—it can do no more for weal or woe in this territory—and out of it the Northwest emerges little the worse for wear. In fact, predictions made a month ago that the Northwest would be one of the brightest spots on the agricultural map of the nation are now borne out by the facts.

For three states, close to 60% of farmers' income is derived from the sale of dairy, livestock and poultry products. In Minnesota, where the heaviest population of farmers is concentrated, nine out of ten farmers milk cows and derive a major share of their income from dairying.

### Small Grain Lower

With the exception of corn, small grain prices are lower than last year, but with the bulk of our corn and small grain marketed through livestock the majority of our farmers are not particularly concerned with cash prices of small grain. In fact, low feed prices are a distinct advantage to the dairyman or livestock feeder who must purchase feed.

Beginning at this time last year, dairy farmers began to feel the effects of increasing storage supplies of butter and other dairy products; and up to July 1st of this year butter prices fell off more than 25%. The nation-wide drought forced a reduction of dairy production and some distress liquidation of dairy cattle in some central and southern states. No such liquidation has occurred in the Northwest.

Land O'Lakes Creameries, we are informed, are now paying patrons 44c and 45c a pound for butterfat, an increase of 33% in a three-month period. Butter in storage on September 1 was 25,000,000 pounds under the same date last year, and the tendency is for further storage reduction and further price increases.

### "Fireworks" in Spring

Even the so-called "distress" areas in other sections of the country have

feed now and they are using it to maintain dairy production to the highest possible level; but they haven't enough feed to carry them through a full season. Accordingly it is confidentially expected that February, March and April will see some fireworks in butter prices.

Northwestern dairymen harvested a normal crop of hay before the drought set in. New silos have gone up and various silo makeshifts have been resorted to as never before. Make note of the fact that corn that might be damaged for grain purposes is excellent feed in the silo; and that is where much of it has gone. Dairymen of the Northwest are in line, during the next eight months, to recover the ground they lost last year.

The dairy situation in the Northwest is beyond all question the most important point to me considered by those who sell to the farm market.

## Institute of Applied Radio

Established to Furnish Competent

### SERVICE MEN

For the Jobbers and Dealers of the Northwest

We have a limited number of registered Radio Technicians available each month. Eight weeks laboratory training guarantees registration with the N. R. T. A. as Radio Technician.

If you want to get into the fourth LARGEST and FASTEST GROWING industry in the U. S. while there is an ACUTE SHORTAGE of Radio Technicians all over the country, and rapid promotion is assured to the man with the ability and technical knowledge to merit it, make your reservation in the School that is accredited by the Northwest Radio Trade Association and where 80 per cent of instruction is actual work on receiving equipment.

Day and evening classes start the first Monday in each month.

## Institute of Applied Radio

Midway 0316

2694 University Avenue, St. Paul, Minnesota

## Broadcasting Schedules Wait For No Man

(Continued from Page 21)

plained and argued, and the burly gentleman in uniform threatened to use force, if necessary, to keep the obstreperous radio actor on board. So Dixon subsided, caught a cab at the Manhattan end of the bridge and arrived at the NBC studios just in time.

### Never Missed Appearance

Vaughn de Leath, the "original radio girl," has never missed a scheduled radio appearance in nearly a decade of continuous broadcasting. But she nearly did one time—and a severe attack of tonsillitis was the cause. Torn between the doctor's orders and desire to keep her record perfect, Miss de Leath waited at her apartment until the last minute. Then she swathed her throat in bandages, and rushed off to the NBC. She lay down in a reception room between numbers, and a page was assigned to call her to the microphone when her turn came.

Cleanliness may be next to godliness but it's a dangerous virtue to cultivate when you may be called to the microphone at a moment's notice, according to Alwyn E. W. Bach, NBC's diction award winner this year, and Wallace Butterworth, announcer for the NBC Chicago division. Bach and Butterworth have both had narrow escapes in radio because they decided to take baths while on assignment.

Bach's close shave came in 1924, when he was on the staff of WBZ-WBZA in Boston. It was during the famous democratic national convention, when Alabama's "24 votes for Underwood" droned out over the air day after

day, and Graham McNamee did his longest special broadcast in history.

### Broadcasts from Bathtub

Bach was making local announcements in Boston during the radio report of the convention. After a day or two of the protracted affair, Bach and his engineer decided that they might as well be comfortable, so they rigged up their control board and microphone in a hotel room, and began taking it easy.

During the conventions local announcements weren't made on a regular schedule. The announcers at network stations were required to pick up the cue whenever it came. It was this circumstance which caught Bach in the bathtub. He was idly splashing away, trying to forget the Democratic national convention, when McNamee's "there will now be a brief pause" echoed through the operator's headphones. He dragged the microphone madly into the bathroom, and Bach, from his soapy fastness, made the Boston "local."

Butterworth's narrow escape occurred at Sky Harbor airport during NBC's coverage of the Hunter Brothers' endurance flight. For days "The City of Chicago" had been droning above the field, and on this particular Sunday night there seemed no chance of a landing. So Butterworth decided to take the shower which he had been postponing for three days. He was just beginning to wonder where he might find a towel, when the fliers zoomed suddenly down. The announcer rushed for his clothes, and described the landing in his undershirt.

# ATTENTION!

is what  
you get  
with a

B R E D E  
DISPLAY or SIGN

**YOUR INQUIRY SOLICITED**

**Brede Sign Mfg. Co.**

1930 - 42  
Ulysses St. N. E.

Dinsmore  
9 0 0 0

Buy The Advertised Lines



## Carlyle Scott Will Direct Committees For Radio Audition

### A. K. Foundation Sponsors Contest to Discover Singing Talent

Carlyle Scott, director, department of music, University of Minnesota, has accepted chairmanship of the committee comprising Minnesota music lovers who will this year have charge of the fourth national radio audition. This competition to discover unknown non-professional singers will be conducted under the auspices of the Atwater Kent Foundation of Philadelphia.

Announcement that Mr. Scott would be chairman in Minnesota was made today by Stanley E. Hubbard, general manager of radio station KSTP, St. Paul, who is serving as state manager. The Minnesota state audition will be broadcast over station KSTP in October.

#### Campaign Planned

Mr. Scott states that an aggressive campaign will be conducted in Minnesota this year in the hope that the state may be represented among the winners of the ten music scholarships and cash awards aggregating \$25,000.

Plans will be immediately formulated for local auditions in communities throughout Minnesota. From the young men and young women winners selected—one from each community—the state champions will be chosen. These state winners—one young man and one young woman—will represent the state in the district auditions, of which there are five that embrace the entire United States. The Minnesota champions will compete with other singers in the district audition to be held in Chicago in November. Each district will send one man and one woman to the national finals, and the national winners will divide substantial prizes provided by the Foundation.

#### Awards Announced

The awards include:

Winners of first place (one boy and one girl), \$5,000 each and two years' tuition in an American conservatory, or its equivalent.

Winners of second place, \$3,000 each and one year's tuition.

Winners of third place, \$2,000 each and one year's tuition.

Winners of fourth place, \$1,500 each and one year's tuition.

Winners of fifth place, \$1,000 each and one year's tuition.

This is the fourth year of the national radio audition and the enthusiasm with which the announcement of the 1930 contest was received has already resulted in the appointment of committees throughout the United States to prepare for the auditions.

### Growing Interest Shown In Sparton Scholarships

Supported by enthusiastic workers in even the more remote small towns, the Sparton Scholarship Award is rapidly swinging into a concentrated movement that is truly nation-wide, according to

G. Lloyd Taylor of the Sparton organization, who recently completed an extensive western trip.

Working largely with Pacific Coast distributors, Taylor gave particular attention to smaller inland cities and reports interest there that surpasses even that in the metropolitan centers.

Taylor worked eastward from the coast to St. Louis, and activities in the between points he described as extremely gratifying. In his work he addressed many luncheon clubs and contacted with educators and public officials, securing a large number of endorsements and a large amount of active cooperation in the furtherance of the Scholarship Award Plan.

### Radio Corp. Files Suits For Patent Infringements

The Radio Corporation of America has announced that it and others filed suits for patent infringement in the United States District Court at New Haven, Connecticut, against Majestic Distributors Inc., alleged to be owned by the Grigsby-Grunow Company of Chicago, Illinois. The suit is based on the sale of Majestic radio tubes G-24, G-27 and others, similar to RCA Tubes 224, 227 and others.

The Grigsby-Grunow Company is licensed under Radio Corporation patents to make certain kinds of broadcast receivers, but is not licensed to make tubes.

# Ken·Rad

## Fine Radio Tubes



*and Ken-Rad Sales Policies Are More Profitable for You!*

Write Us and Let Us Prove It!

THE KEN-RAD CORPORATION Inc., Owensboro, Ky.  
*A Division of Ken-Rad Tube & Lamp Corporation*

*Ken-Rad Distributors*

**J. H. KARTACK COMPANY, Inc.**  
1547 University Avenue, Saint Paul, Minnesota

Buy The Advertised Lines

## McIntyre-Burrall Named Distributor for Edison Radio Will Serve Milwaukee, Green Bay Territories With 19 Representatives

Mr. Roy S. Dunn, sales promotion manager of Thomas A. Edison, Inc., has announced the appointment of McIntyre-Burrall Company of Green Bay, Wisconsin, as Edison radio distributors for the Green Bay and Milwaukee trading areas. Established in 1908, this concern has steadily grown until now it commands a position of prominence in the distributing field, covering the Milwaukee and Green Bay territories with nineteen traveling representatives. The organization consists of four major divisions of which the radio department is one.

The executive offices of the McIntyre-Burrall Company are located at Green Bay. A branch is maintained at 1628 Fond du Lac avenue, Milwaukee, where complete warehouse, sales and service facilities are available. Mr. F. E. Burrall is president and manager of the company. Associated in the direction of the organization are A. W. Brown, vice president and J. P. Jessen, secretary and treasurer. George O. Christopherson is in charge of radio activities at the Green Bay office, with Walter H. Jessen directing the service department. In Milwaukee, E. C. Knight heads the radio department assisted by Fred M. Burrall.

"The McIntyre-Burrall Company has had years of successful experience in the distribution of nationally known radio merchandise," according to Mr. Dunn's announcement. "It has established throughout these years a reputation for fair dealing and real dealer service, attested by the large following of live and progressive dealers which the company enjoys."

On June 25 and 26 the McIntyre-Burrall Company held at Green Bay the first showing in Wisconsin of the two new Edison Light-O-Matic Radio Models, R-6 and R-7, recently added to the Edison line. Mr. Dunn was present to welcome the Edison dealers on behalf of Thomas A. Edison, Inc. The entire sales personnel of the McIntyre-Burrall organization were in attendance. A similar showing was held on June 27 at the Plankinton hotel in Milwaukee. Both meetings were well attended by the local trade.

## Majestic Releases Talking Picture for Dealer's Own Use

### New \$100,000 Movie Tone, "The Romance of Radio" Offered Retailers

The value of the talking picture as an educative medium will be forcibly brought home to the people of the Northwest during the coming winter.

One of the prints of the New Majestic \$100,000 movie tone, The Romance of Radio, has been purchased by the Roycraft Co. and will be released through those theatres in this territory which can reproduce sound on film projection.

The picture will be sponsored by the Majestic dealer of the town where it is shown and it will constitute a regular part of the movie program.

It opens with a prologue which vividly depicts the history of news dissemination from the stone age right up to the present sensational age of radio when events are flashed in an instant to all parts of the globe.

The picture virtually conducts the theatre audience on an intimate tour of inspection of the mammoth Grigsby-Grunow Company plants in Chicago. The entire series of factory operations are shown in which the building of the radio chassis, tubes, cabinets, loud speakers, assembling, packing and shipping forms a complete picture. Each operation is clearly depicted on the screen simultaneously with a detailed description of each process by the

veteran radio announcer, Quin Ryan of WGN Chicago Tribune station. Mr. Ryan's rapid fire descriptive abilities have been given a real test in the synchronization of this subject and the results are said to be perfect.

### New Majestic Program

The Grigsby-Grunow Company, sponsor of the "Majestic Theatre of the Air" and the "American School of the Air," both CBS features, is putting on a third program, "Majestic Home," to be heard every Monday, beginning August 18, at 11:00 A. M., E. D. S. T., over WABC and the Columbia network. The new morning series will include talks on home refrigeration and the romance of ice by Ida Bailey Allen, president of the Radio Home-Makers Club, and several musical numbers.

# FALCK

## Model 88

**\$69.50**

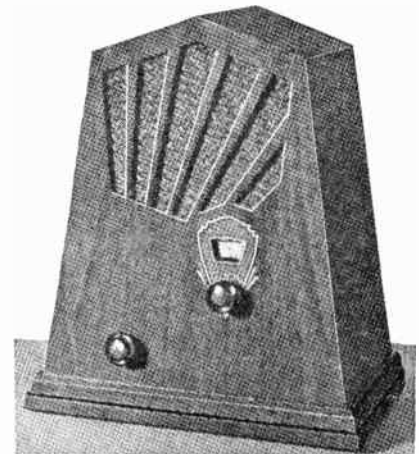
Complete



## Model 77A

**\$59.50**

Complete



### Here's A Set That Has Everything

The new Model 88 with improved completely shielded chassis, tone control, six tubes.—127, 280, three screen-grid, No. 245 Power outfit, Magnavox 10-inch full Dynamic speaker, illuminated kilocycle dial. Natural, soft tone from treble to base, with volume to spare and under perfect control. Precision, remarkable selectivity, and sensitivity, of course.

New Model 77A employs the same chassis and tubes, 8-inch Dynamic Speaker, but without tone control.

Both cabinets beautifully designed and will please the most exacting test. These models fully licensed under RCA, Hazeltine and La Tour patents.

No. 89 Console Model \$89.50

## HALL SUPPLY COMPANY

Exclusive Northwestern Distributors.

251-53 3rd Ave. So., Minneapolis, Minn.

Buy The Advertised Lines

## More Than 2,000 Attend Opening of Ochs Radio Store

### Orchestra, Contralto Entertain for New Faribault Dealer

Amid the entertaining strains of an orchestra, Ochs Brothers, music store in Faribault, Minnesota, formally opened up for business on August 23. Miss Leon Green, contralto of Indianapolis, also furnished entertainment for the many guests who visited the establishment.

Mr. A. Ochs, president of the company, expressed great satisfaction with the first day's attendance. More than 500 roses and an equal number of cigars were given to the visitors. Mr. Carl Schuette, manager, estimated that more than 2,000 people saw the new store on that day.

The store will sell Brunswick and Crosley sets. Mr. R. M. Page of the W. K. Supply company, Crosley distributors, and Mr. R. D. Wilkinson and Mr. E. O. Borglin of the Whitney Distributing company, Brunswick, assisted in welcoming the large crowds. Members of both houses expressed enthusiasm over the prospects of the new dealer.

## Alabama Develops State Education by Radio Broadcasts

### Million Dollar High School in Montgomery to Be Wired for Radio

Alabama is making progress in utilizing the radio for educational and civic service, according to information made available by the specialist in education by radio, United States Office of Education, Armstrong Perry.

Through the State Department of Agriculture one radio receiver has been installed in every county court house of the state so that government broadcasts may be diffused directly to the citizens of every important community center. It is believed by Governor Bibb Graves that information on the markets will be of inestimable value to the farmers, while other facts given out by the appropriate departments will render incalculable civic benefits.

#### State Pays One-Third

In order to stimulate the use of radios in the public schools, the state pays one-third of the cost of each receiving set installed in every county high school, Mr. Perry's report discloses. The state has been authorized to aid the schools in placing receiving sets in the rural school buildings so that the students may profit by the broadcasts planned for the future. A million dollar high school under construction in Montgomery will be wired for radio, the report states.

The building program involved in the erection of nine state institutions of higher learning, including three teacher training colleges, calls for radio equipment, it was pointed out.

The state government, according to the governor, will provide \$40,000 annually for the maintenance of the radio equipment.



In the picture from left to right: Al Ochs, president (seated); E. J. Schuette, salesman; Carl Schuette, manager; J. J. McLaughlin, service engineer; George Murray, salesman; Miss Leon Green, and Mrs. Wendt, operators of the small goods division. The orchestra is seen in the background.

#### Would Centralize Broadcasts

The program contemplated by the state, the report of Mr. Perry explains, would centralize state radio broadcasts in a state radio station located at Birmingham under the charge of three institutions of higher learning. Already remote control has been established between the University of Alabama and the radio transmitter at Birmingham, and between the department of agriculture at Montgomery and the radio

station. These arrangements were made on the assumption of the procurement of a future license, Mr. Perry pointed out, but the application was refused by the Federal Radio Commission.

A system has been set up which, if put into operation, will serve a wide radius within the state and adjoining states, Mr. Perry stated. As a program for meeting the future needs of the citizens of the state, the Alabama scheme is both ambitious and progressive, Mr. Perry added.

**New**

**1931**

**APEX**

**Gloritone**

All Electric  
Screen-grid

**\$59.50**

Complete



**Season's  
Greatest  
Radio  
Value**

All Electric  
Screen-grid

**\$59.50**

Complete

**We carry a complete line of Apex Radios.  
Price range \$59.50 to \$185.00  
Call up for demonstration in your home.**

Uptown  
Hennepin  
at Lake  
Kenwood 4243



**HUB  
RADIO & MUSIC  
SHOP**

2937 Hennepin Ave.

Uptown  
Hennepin  
at Lake  
Kenwood 4243

Tell them you saw it in *Radio Record*

# Brunswick Creates Annual Award for Radio, Broadcast Achievement

## Trophy May Go to Station, Individual, Commercial Sponsor or Advertising Agency

After more than a year of intensive planning, the Brunswick Radio Corporation has announced the creation of an annual award for achievement in the radio and broadcasting fields. This award will take the form of a trophy, the Brunswick Cup, which will be presented for the first time during September, 1931.

The Comtesse Marguerite de Taurines will act as organizer and ex-officio member of the award committee. She is being given a free hand in the choice of judges with the stipulation, however, that no representative either of the broadcast world or of the Brunswick organization shall be among the judges.

The Comtesse has long been interested in the possibilities of radio and has herself, in a limited way, broadcast not only in America but in England and France. It is in the latter country that the Comtesse has her Chateau, which is dedicated to "American Youth in Art."

### Broadcasting is Art

R. W. Jackson, vice president and general manager of the Brunswick Radio Corporation, commenting upon the creation of the Brunswick Award, said in part: "Broadcasting has now unquestionably reached the status of an art. Since its conception it has drawn upon most of the original seven arts. The theatre, music and the fourth estate, each has made a vital contribution to what is today known as broadcasting, and within the next decade the visual arts are also expected to contribute. With the exception of broadcasting, every art has had its annual award for achievement, and I am indeed gratified that it is our organization that placed radio on a par with all other arts, at least insofar as annual recognition is concerned."

The broadcast year, for the purposes of the award, will be predicated upon the twelve months starting September 1st. Organized scrutiny of all broadcasts, a definite part of the plans of the committee which is being brought into existence for this purpose, starts on that date this year.

### Terms of Award

Under the terms of the award it will be presented each year "for the broadcast achievement which has, by its conception, made an outstanding and vital contribution to the life of the American people." The award may go to an individual broadcaster, to a commercial sponsor of a program, to an advertising agency or to a broadcasting station.

It may be presented for the creation of one great program or may be presented for a series of programs. There is no limitation placed upon the type or character of program. In fact, it is understood that the award may not be presented for a program at all but may go for an achievement of semi-technical character.

Recorded programs are not to be barred from consideration. Should the recorded medium make an outstanding contribution towards broadcasting, it will have complete entree to consideration by the judges.

### To Name Five Judges

Five judges, representative of the theatre, business, art, music and political worlds, are being selected by the Comtesse

Taurines. With these men and women will rest the final judgment, although there are regional committees that will cover their own territory for possible award candidates.

Each regional committee will select a maximum of three entrants. There are twelve regional committees. This will bring before the judges not less than twelve or more than thirty-six candidates each year, one of whom will receive the award.

While the Brunswick trophy itself will be the annual award, arrangements are being made so that the award will carry with it something besides the honor of being nationally recognized as the outstanding annual broadcast achievement. However, since it may be presented to an individual or an organization, and since the organization may be either a radio station, advertiser or agency, it has been deemed inexpedient to announce what the award will carry with it, beyond the Cup.

### Library Being Planned

Since the award will set a standard of excellence, a library of broadcast programs is being planned by Brunswick to which will be added each year a complete recording of the winner of the trophy, provided it is not presented for a technical achievement, so that the program managers of the future may have a goal at which to shoot. The recording will be made both for posterity and as a matter of record, not for rebroadcasting purposes or for sale.

The Brunswick Radio Corporation, because of its triple association with the radio, record and motion picture fields, the latter through its parent organization, Warner Brothers Pictures, Inc., will be able to focus the attention of the entire nation upon the winner of the Brunswick Cup.

## Clarion Stages Balloon Race in Chicago District

The Clarion balloon race staged in Chicago home territory recently under the supervision of W. E. Hall, director of advertising and sales promotion for the Transformer Corporation of America, proved an outstanding success as a fifth birthday celebration on the part of TCA., and incidentally introduced the new Clarion to more than 4,000 balloon-catching prospects.

These won merchandise certificates for their efforts if not complete gift Clarion sets awarded by Wakem and Whipple, Chicago, distributors. Mr. Hall urged adoption of the toy balloon race in 49 cities from Main to California wherein Clarion radios are being introduced by leading distributors.

Reports from these distributors employing the race as a unique advertising plan have been so favorable that the idea will be further carried out throughout the year, especially in new Clarion territory here and abroad.

## Mystery Man to Offer Amos 'n' Andy Imitation

A super-feature at the Northwest Radio Show at the Minneapolis Auditorium this year, is a stunt being offered by the Roycraft Company, Majestic Distributors in this territory.

A Mystery Man has been engaged who can imitate both Amos and Andy with such exactitude that the listener actually believes they are listening to the original Amos and Andy over the air.

This Mystery Man will do his stuff from behind the screen at the Roycraft Company booth, his conversation being reproduced through a Majestic radio in the booth. One of the interesting side lights will be actual conversations prompted by questions from the public which will be answered in true Amos and Andy fashion by the Mystery Man.

You are cordially invited to visit

# Waldron Radio Show

In the Most Up-to-date Radio Studios  
in the Northwest. See and Hear

## Brunswick · Lyric · Philco · RCA Radiola


IT PAYS TO BUY RADIO FROM RADIO SPECIALISTS

# Waldron Radio Studios

THE NORTHWEST'S PIONEER, AND  
LEADING, EXCLUSIVE RADIO DEALERS

*Sound-proof Private Reception Rooms.  
You Will Like Our Expert Free Service.*

Established in 1922  
HENNEPIN at 28th



Open Evenings  
Ken. 6494-6495

Buy The Advertised Lines

## R. C. A. Reports \$505,098 Net Income For First 6 Months

### Consolidated Balance Sheet Added to Usual State- ment of Earnings

A total gross income of \$52,732,079 and net income of \$505,098 for the Radio Corporation of America for the six months ended June 30, 1930, were reported to the stockholders late yesterday afternoon (August 15th) by General James G. Harbord, Chairman of the Board of the Directors, and David Sarnoff, President of the Radio Corporation.

In addition to the usual statement of earnings, the Corporation issued a consolidated balance sheet. These statements give effect to the purchase by RCA of the radio manufacturing rights and tangible assets in the United States (other than the relatively small manufacturing business of transmitters and transmitting tubes) of the General Electric and Westinghouse Companies by payment of 6,580,375.1 shares of RCA Common stock. Prior to January 1, 1930, these two companies manufactured all the radio apparatus sold by RCA.

### No B Preferred Shares Issued

The report stated that none of the increased B Preferred shares, authorized at the special meeting of stockholders in May, have been issued, and that there are no plans now for issuing any of this stock.

Total current assets at June 30th were \$79,393,338 and total current liabilities \$36,045,184, a ratio of 2.2 to 1. Cash and marketable securities amounted to \$31,337,073 while notes and accounts receivable were valued at \$15,780,104.

The inventories at June 30, 1930 amount to \$31,776,160, and were valued at cost or market, whichever was lower. Due to the acquisition of the manufacturing business, the inventories include for the first time all manufacturing materials, supplies and work in process. These are being used in the new 1930 production.

### Liquidation Almost Complete

The liquidation of old inventory has been practically completed. The amounts of such inventory now remaining are too small to be of consequence to the trade and will have no effect on future balance sheets. The new models of the RCA Victor production did not reach the market during the six months period which this report covers.

The regular quarterly dividends were paid on the "A" Preferred and "B" Preferred stocks.

## Westinghouse Gets 1,000 Neon Signs for Dealers

Westinghouse Electric & Mfg. Co. has placed an initial order for 1,000 Claude Neon window displays for the new Westinghouse receiving set. The specially designed unit is 12 inches long and utilizes the Crystalite idea of reflecting the neon light through an etched glass face. The Claude Neon displays will be distributed among the Westinghouse radio dealers in conjunction with an extensive newspaper campaign.

## Tone-Control to Feature New Jackson-Bell Midget

The new model "62" Jackson-Bell Midget which has just been placed on the market by the pioneer Pacific Coast manufacturer of the same name has many distinctive features, according to the manufacturer. One of the outstanding features of the set is its tone-control, an original Jackson-Bell development. Another one of the features of the new set is its perfect harmony of line in the cabinet work. It slips unobtrusively into any setting.

## Export Manager Will Survey Foreign Markets

Arthur E. Maybrun, export manager of the Transformer Corporation of America, plans to leave Chicago headquarters early in September for South America, returning, by way of Europe, about a year later after accomplishing a thorough survey of foreign market conditions and appointing many new distributors of Clarion radios in foreign parts. Each of the seventeen foreign distributors now allied with TCA., will be visited, in turn, by Mr. Maybrun will en route on this world tour. It is part of his plan to put on an extensive and special sales campaign at each of these distributing centers covering territories in New Zealand, Argentine, Uruguay, Mexico, Spain, Portugal, Italy and Egypt, where Clarion radio receivers are already enjoying great favor from the retail trade.

## Hand Signals Take Place of Whispering in Columbia Studios

### Code Made by Swinging Arms Tells Announcer Exactly

#### What to Do

Sign language has superseded whispering in the Columbia Broadcasting studios.

No longer do announcers tiptoe into a corner to hear what the production man wishes to say. A code of signals made by swinging the arms in different directions or extending them at various angles tells the announcer through a double plate glass observation window exactly what to do.

If he is to shut-off the current which actuates the microphone, the production man in the booth signifies it by the gesture of cutting off one's head.

#### Fade Out Slowly

If the production man holds both hands flat and moves them to and fro slowly, it means that the orchestra or pianist is to fade out gradually, either for a station break or an announcement.

Forming an "X" with the arms and swerving the hands back and forth rapidly indicates that the music is to cease by fading out entirely, but, unlike the previous signal, swiftly.

When the studio is about to go on the air, the man behind the partition holds his arm above his head like a football quarterback signaling a fair catch.

*It's Here!*

**NEW SCREEN-GRID  
JACKSON BELL  
WITH TONE CONTROL**

**5 Great Features  
Never Before  
Combined in a  
Midget Radio**

- 1—TONE CONTROL
- 2—FOUR SCREEN-GRID
- 3—ILLUMINATED DIAL
- 4—ELECTRO-DYNAMIC SPEAKER
- 5—MOST COMPACT CABINETS BUILT

SENSATIONALLY PRICED

**\$59.50**  
*Complete*



**J. J. SHEARER, N. W. Representative**  
2116 West 49th St., Minneapolis, Minnesota  
Phone Walnut 3341

Buy The Advertised Lines

## Radio Interference

The radio industry is making some progress towards the elimination of radio interference. Many towns have recognized their duty in this regard and have organized on the basis of an annual campaign in which funds are raised by selling memberships in a Radio Listeners Association. With the funds so raised, they conduct a campaign against radio interference in which gain is made each successive year.

It is evident that most of the radio receivers on the market this year are more sensitive than models produced in previous years. Some of the more popular receiving sets are four or five times as sensitive and this increases the annoyance of radio interference, making it absolutely necessary to clean up interference sources.

### Little Progress Made

Several towns in southern Minnesota have been trying to have interference cleared up by their local dealers, but are making very little progress. It is human nature that the public reacts more generously and responds more vigorously to the raising of funds if a definite campaign is conducted over a short period of time and some outside interference engineers are brought in to assist the local radio man with the work. Incidentally, the radio interference campaign is one of the best radio publicity stunts in which a community can participate.

Local newspapers are always willing to give practically unlimited publicity to a worthy cause and certainly there is nothing that has greater popular appeal than ridding a town of bothersome interference.

Red Wing, Minnesota, is making good progress in their campaign. They got off to an early start in August with a very well attended meeting at which officers of the local Listeners League were elected. The local dealers are cooperating with a fine spirit of team-work and the actual work of "corking up" the sources of interference will begin soon.

### Interference Work Needed

There are a large number of towns in need of radio interference work and it is only necessary for one or two dealers to take the initiative. The Chambers of Commerce and Service Clubs are usually ready to help the dealers who have sufficient civic interest to start work of this kind. The Northwest Radio Trade Association has a great deal of information which is available to the dealers and can be obtained by writing to the association headquarters.

The radio interference exhibit is to be held at the ninth annual Radio Show, September 29 to October 4. Information can also be obtained from the Radio Trade officers at the show. Get your campaign started early, so you can get the benefit of freedom from interference this year.

## Radios for Wheat Offered to Kansans By Crosley Dealer

### Wide-spread Attention Gained by Inserting Newspaper Advertisements

Farmers in Kansas may use wheat in lieu of money to buy Crosley radios from the Radio Corporation of Kansas, with

headquarters at Wichita and dealers in nearby towns and cities. In full page newspaper advertisements this well known distributor states "the price of wheat is ridiculous and it is up to the merchants who consider the farmers among our best friends and customers to do what the Farm Relief Board can't."

According to W. E. Titus, president of the corporation, this offer is a "live and let live" policy with no strings attached. "The present market does not pay production cost on a commodity that every person in every walk of life requires for his

daily sustenance," he says. "Realizing that the farmers in the vast wheat farming region planted their acreage in good faith and have every right to expect a decent price for their labor and investment, we are willing to do our share to correct an injustice."

Dealers in outlying towns have been authorized to accept wheat at ninety cents a bushel for any radio in their stocks. It is said the offer is attracting widespread attention in central Kansas and building good-will and business for the concern responsible for it.

## Lindgren Electric Company

428 East Hennepin Ave.

Dinsmore 4734

East Side Distributor for

## GENERAL ELECTRIC RADIO

Other Makes—Kennedy, Graybar, Apex  
and Glorytone.

See Our Display at Booth No. 2, Section A

## "WORLD'S LEADING RADIOS"

Bosh  
Sparton  
Apex



Victor  
Silver-  
Marshall  
Crosley

We invite you to come in for demonstration.

2937 HENNEPIN AVENUE

"Uptown" Hennepin at Lake

Buy The Advertised Lines

## Sparton of Canada Celebrates Opening of London Branch

About Four Hundred Dealers from Over Ontario Attend Elaborate Ceremony

Sparton of Canada, Limited, celebrated the opening of their new plant in London, Ontario, with elaborate ceremonies on August 1st. Public officials of London and the province of Ontario, executives of The Sparks-Withington Company of Jackson, Michigan, Cross, Purser, Bull, Ltd., Ontario distributors for Sparton, and approximately 400 dealers united to make it a gala occasion.

Dealers from all over Ontario were there as guests of Cross, Purser, Bull, Ltd. Special buses from Toronto and other important points were provided. For the first time anywhere the entire executive personnel of The Sparks-Withington Company attended in a body.

Headquarters were established at Hotel London, and the Royal Fusiliers Band in their colorful uniforms gave a concert during the preliminary registration and organization work, and then headed a parade of dealers to the Masonic Temple, where a business session was held during the afternoon.

### Prominent Officials Speak

Among the speakers were the principals of Cross, Purser, Bull, Ltd., Colonel Winthrop Withington, chairman of the board of the Sparks-Withington Company, Captain William Sparks, president and general manager, Harry Sparks, vice president and E. T. H. Hutchinson, sales manager. Each of the speakers stressed the fact that the new plant had been provided to serve Canadian dealers and the Canadian public as an All-Canadian institution.

At 6:30 p. m. a royal banquet at the Hotel London was given for dealers and their wives and prominent officials of Ontario and London. Visitors were welcomed by Alderman Curran, acting mayor, and by Mr. Gray, president of the London Chamber of Commerce. A response was made by Captain Sparks, who took the opportunity to present to Inspector Lucas of the London police department a radio for the new London police headquarters.

### Elaborate Program Provided

An elaborate program of vaudeville entertainment was provided and music throughout the evening was furnished by the Royal Fusiliers Band and Lowe's Theatre Orchestra. Entertainers from New York, Chicago and Detroit were featured, including Paul Specht's orchestra, which has become almost a Sparton institution.

Enthusiastic support by the members and the public was evident both preceding and during the celebration.

### Linsig Joins Brunswick

R. W. Jackson, vice president and general manager of the Brunswick Radio Corporation, has appointed A. G. Linsig, as local sales manager for the South American Foreign division with headquarters at Buenos Aires, Argentine. Mr. Linsig will act in the capacity of sales manager under the supervision of Z. E. Salisbury, who is general manager for Brunswick at their branch factories located at Buenos Aires, Argentine, Rio de Janeiro, Brazil, and Santiago, Chile.

## Combination Set Analyzer, Tube Checker Announced

E. T. "Ted" Flewelling's latest contribution to the radio instrument field is the new Flewelling Combination Analyzer and Tube Checker, manufactured by the Van Horne Tube Company, Franklin, Ohio.

This instrument combines a complete analyzer and A. C. tube checker in a single leather carrying case. It will make a complete analysis of all circuit conditions existing in any radio receiver or electrical apparatus within the limits of 800 volts A.C. or D.C., and current up to 100 milliamperes.

It is manufactured for use on 60 cycle 110-115 volt A.C. circuits and can also be furnished for use on 25 cycle 110-115 volt and 60 cycle 220 volt A.C. circuits.

A complete tube checker is included, together with a panel chart of tube ratings, as an integral part of the instrument, thus permitting a complete analysis of any radio receiver and an independent check on its tubes.

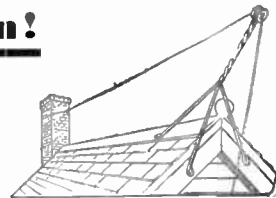
## Crosley Sends Plane When Radio Firm Needs Material

Recently the Crosley Radio Corporation found itself in urgent need of a quantity of shadow boxes, used for receiving sets.

A telephone call to the American Emblem Company at Utica, New York, arranged for the material to be ready. One of Powel Crosley, Jr.'s airplanes left Cincinnati the same morning and landed at Utica about 1:00 p. m. in the afternoon. The plane picked up the shipment and returned to Cincinnati in ample time to prevent any slowing up of production.

Mr. Crosley has long been noted as an aviation enthusiast, owning a number of planes, including the famous Lockheed-Vega monoplane piloted by Captain William S. Brock, noted trans-Atlantic flyer, which is also a flying broadcasting station. This plane recently attracted international notice by broadcasting a description of the National Air Races at Chicago and the International Balloon Races at Cleveland.

## Mr. Service Man!



Solter's Masts are the most practical inexpensive Masts on the market. The best aerial kit is a couple of Masts, a roll of aerial wire. With it the short aerial required by electric sets is easily installed on the highest peak of a roof. They actually save their price in time saved in installation.

**Solter's Midget Antenna Mast Company**  
418 Boston Block, Minneapolis, Minn.

**HALF** a million radio set owners can hear your message if you send it over....

**WCCO**

**Gold Medal Flour**

The only broadcasting station in Minnesota, Wisconsin, the Dakotas, Montana and Wyoming licensed to operate full time on a nationally cleared channel, 810 kilocycles.

**Northwestern Broadcasting, Inc.**

Minneapolis, Minn.

H. A. BELLOWS,  
President

E. H. GAMMONS,  
Vice-President

Buy The Advertised Lines

## The Humorist Takes a Stab at Street Light Interference

Once in a very great while someone complains of interference who retains his sense of humor. The following letter to a Southern California utility company reached KFI-KECA as an example of this rare type.

*Gentlemen:*

Last evening when radio reception all over town was remarkably clear and pellucid, the disturbance which erupted from my all-electric set sounded like the patter of spring rain on a red hot stove. The first selection on the Palmolive Hour was like unto the Battle of the Marne, with effects. The effects were contributed, presumably, by the Southern Interference Company, incorporated under the laws of Delaware. The second number (introduced by Phillips Carlin, with staccato accompaniment) was a weird representation of feeding time in the zoo.

### Famished Lions Roar

We distinctly heard the roar of the famished lions, the strident yelp of the hyenas and the sibilant hissing of the boa constrictors, all furnished presumably by the Static Disability Company, a corporation organized and persisting contrary to the statute in such case made and provided. The third number, I think, was Fun in the Foundry, with a stunning climax, representing the blowing up of the whole works, the falling of debris on tin roofs, the siren shrieks of the fire department and the agonized wails of dying foundrymen—all effects by the Sputtering Inferno Company, a conspiracy organized and operating on a frequency of 500,000 discontented kilowatts.

At this point, we wrecked the radio, wrapped our ears in hot towels, and slunk to our couch like quarry slaves scourged to the dungeon.

### Naughty Little Kilowatts

I think your naughty little kilowatts are running around at night, wasting the kilowatt hours in ungodly revelry. I know that kilowatts must have their fling, but keep them in at night and teach them some manners. I am a patient man, but if I ever find one of your kilowatts pedaling around

my screen-grid on his little kilocycle, I'm going to grab him and shake the brat until the sparks fly. I never killed a watt, but another night of torture like last and the Iowa Stentorian Dynamic Dissonance Company, a corporation disorganized and existing under the laws of Gehenna, will be holding kilowatt obsequies.

Seriously, your street light at the intersection of Summer and Barret Streets has been defunct for a couple of evenings. This, coupled with the fact that our radio trouble occurs only at nightfall, leads me to think that the interference emanates either from the defective light or the transformer. I may be wrong, but have your serfs check on it.

Statically yours,

PHIL CARSPACKEN.



**NEW CUSTOMERS  
for A. C. RADIOS  
Plus Double Profits  
for YOU**

**with the new  
KATO KONVERTER**

See YOUR JOBBER for information on the KATO PLAN, "A PROFIT MAKING MERCHANDISING PROGRAM FOR THE JOBBER AND DEALER."

**Dept. RR  
KATO ENGINEERING CO.**  
MANKATO      727 Front Street      MINNESOTA

Jobbers Write for Your Copy of the -- Kato Plan Portfolio

## Majestic Trackless Train to Arrive on Schedule for Show Steam Domes, Smoke Stacks, Cab Incorporated in Mod- ern Locomotive

Arrangements made for the appearance of the Majestic Trackless Train during Radio Show Week in Minneapolis September 29th to October 4th.

The Trackless Train was one of the features of the Atlantic City Radio Show and it is bound to create considerable interest on the streets of Minneapolis during that week.

The train is named by a crew of four men and is complete in every detail. The parlor consists of a baggage compartment, amplification electric room, studio broadcasting chamber, visitors' reception room and beautiful observation platform.

The latest of radio and sound developments have been incorporated in the unit making it possible to receive, reproduce and broadcast musical programs direct from the train with a volume equivalent to a 35-piece band.

The locomotive which forms the traction power unit of the train is a masterpiece of workmanship—an exact duplicate of the modern passenger locomotive of today, having pilot below, steam domes, smoke stack, bell, whistle and cab.

## GROWERS OF Cut Flowers and Plants

●  
*We are at Your Service  
with Flowers and Decorations  
for All Occasions*  
●

## Henry Bachman Sons, Inc.

6010 Lyndale Avenue South—Minneapolis, Minnesota

Locust 0741—PHONES—Locust 0742

WE TELEGRAPH FLOWERS ANYWHERE

Buy The Advertised Lines



## Curran Named As Edison Manager of Chicago Offices

### One of Youngest Executives in Industry Moves From Kansas City Post

After completing negotiations with the Townley Metal and Hardware Company of Kansas City whereby this concern assumes the distribution of Edison Radios in the Kansas City trading area, Howard H. Curran, formerly manager at Kansas City for the Edison Distributing Corporation, has moved to Chicago and has taken up the managerial post in the Edison Distributing Corporation offices there.

Mr. Curran, only 27, is one of the youngest men in the radio trade to be appointed to a directorial position. His appointment to so important a post as Chicago, however, is indicative of the regard which the directors of the Edison Distributing Corporation have for this young man's ability.

Curran's entire career, after he outgrew his teens, has been associated with radio activities, mainly along merchandising lines. Greatly interested in radio and its possibilities, he entered the retail radio and radio service business soon after the War, operating a store in Oskaloosa, Iowa, until 1925. Desiring to widen his activities, Mr. Curran then joined the sales force of H. L. Spencer Co., Oskaloosa, prominent Iowa radio distributors. When he severed his connection with this company in 1928 to go with the Edison Distributing Corporation, Curran had already achieved a manager's job directing the radio sales of the Spencer organization.

As Kansas City manager of the Edison Distributing Corporation, Curran was responsible for stimulating Edison Radio activity to new levels which continued even through some of the depression period that followed the stock market collapse.

## \$10,000 Radio Idea Contest Started by Westinghouse Co.

### Best Suggestion for Cabinet Design Will Win Prize of \$5,000 Cash

With the opening, on September 25th, of the Westinghouse Radio \$10,000 Idea Contest, the Westinghouse Electric and Manufacturing Company extended to all America an invitation to join its cabinet designing staff. At that time, the company opened a nation-wide suggestion box with an offer of prizes totalling \$10,625 as an incentive for offering ideas for cabinets.

Anyone may compete except employees of the Westinghouse Electric and Manufacturing Company. The contest closes December 24, 1930, and all ideas must be in the mails before midnight December 24th. The winners will be announced January 19, 1931.

The rewards for which those who accept the invitation and join the Westinghouse

Radio "Idea Department" will compete range from the first prize, a trip to Europe with all expenses paid or \$5,000 in cash, to twenty-five prizes of \$25 each; and include between these limits the second prize, the \$2,000 automobile of the winner's choice or \$2,000 in cash; the third prize, a \$1,000 check; five prizes of \$200 each; five prizes of \$100 each, and ten prizes of \$50 each.

#### Best Forty-eight Will Win

These prizes will be awarded to those submitting the best 48 original and acceptable ideas for beautifying radio cabinets. If a winning idea is submitted by more than one person, the full prize will be

awarded each contestant. All prize winning ideas will become the property of the Westinghouse Electric and Manufacturing Company.

It will not be necessary to submit drawings of the ideas one enters in this contest—a written description is all that will be required; however, sketches may be submitted if desired, in which case they should be accompanied with explanatory text. A person may submit as many ideas as he wishes; each suggestion should be on a separate sheet with the originator's name and address.

**ARE YOU DOING ANYTHING ABOUT IT?**

## Radio Interference

**50 TOWNS IN THE NORTHWEST HAVE REDUCED INTERFERENCE TO A MINIMUM THROUGH OUR SERVICE**

**WRITE OR WIRE FOR INFORMATION**      **OUR EXPERT MAY BE IN YOUR TOWN SOON**

## FINDLEY ELECTRIC CO.

111 South Sixth Street—Minneapolis



**HARRY C. MOIR**  
PRES. & GEN. MGR.  
THE MANAGER OF THE HOTEL



## Chicago's MORRISON HOTEL

Corner Madison and Clark Sts.

*Tallest Hotel in the World*  
**46 Stories High**

When completed, the Morrison will be the world's largest hotel, with 3,450 rooms.

## 1,950 ROOMS... \$2.50 UP

So great has become the demand for Morrison service that a new addition has been made necessary. This addition, now under construction, will increase the capacity of the Morrison to 2,450 rooms. Every room is outside, with bath, running ice water, bed-head lamp, telephone and Servidor.

*Nearest to Stores, Offices, Theatres, Railroad Stations*

Buy The Advertised Lines

## John Scott Medal Awarded to Edison for Achievements

### Quaker City Group Witnesses Ceremony—Presentation Made by Roberts

A small but distinguished delegation of Philadelphians visited the laboratories of Thomas A. Edison in West Orange, N. J., to present to the noted inventor the John Scott medal and premium of \$1,000, awarded to "ingenious men and women who make useful inventions."

Owen J. Roberts, associate justice of the U. S. Supreme Court, made the presentation. Others in the group from Philadelphia were William L. Nevin, head of the John Wanamaker Stores; Sydney E. Hutchinson of the Stotesbury interests; Dr. Robert A. Hare, prominent physician and professor at Jefferson Medical college; Joseph Gilfillen, lawyer and former sheriff of Philadelphia; Murtha P. Quinn, retired Philadelphia contractor, and Louis Heiland of the Board of Directors of City Trusts.

John Scott, an Edinburgh chemist, endowed the medal and premium in 1816, bequeathing \$4,000 to the City of Philadelphia for the purpose. The board of directors of the City Trusts in Philadelphia is the trustee for the endowment and made the first awards in 1920. The award consists of a large copper medal bearing the inscription "To the Most Deserving," and also a cash premium not to exceed \$2,000.

Justice Roberts in bestowing the award on Mr. Edison, said, "We need no expert testimony that your great genius has added mightily to the comfort, welfare and happiness of mankind, and that in the truest and fullest sense, your achievements bring you within the intent of John Scott, the donor. We feel that we honor the donor and the City of Philadelphia in paying deserved tribute to you. It is my great privilege, therefore, to hand you the John Scott medal and the premium which accompanies it."

Other noted scientists who have received the John Scott award are Mme. Curie, Sir Joseph John Thomson, Dr. Noguchi and Orville Wright.

#### Activity on Auto Legislation

Mr. R. W. Shreiner, member of the Legislative Committee of the N. F. R. A. for Pennsylvania, in attendance at the National Street and Highway Safety Conference in Washington, D. C., was successful in defeating a resolution to eliminate the installation of radio sets in automobiles on the grounds that it would be unsafe for motor cars to operate with a radio and that it would be dangerous to the best interests of the community to allow the installation. This is a very important activity and Mr. Shreiner's action will be of great value to the radio industry.

#### Clarion Announces Distributor

Fred. E. Burrall, president of McIntyre-Burrall Company, Green Bay and Milwaukee, announces his company's appointment as exclusive distributor for Clarion radio in Wisconsin and Northern Michigan. McIntyre-Burrall Company have expert service departments and warehouses at both Green Bay and Milwaukee.

## Brunswick Officials Address Dealers at Scranton Meeting

### Unique Dishes Feature Dinner Served at Pennsylvania Gathering

Flinging defiance in the face of the 13th superstition, the Scranton Distributors, Inc., wholesalers of Brunswick Radio, recently held a dealer dinner, the first of its kind in this territory.

The meeting was well attended, some hundred dealers leaving their shops for the occasion.

F. W. Teele, manager of the credit division of the Brunswick Radio Corporation, spoke of financing for the coming year and the new C. I. T. plan which Brunswick is presenting.

Arthur A. Trostler, sales manager of the radio-panatrope division of Brunswick, spoke about the merchandising cooperation that is being offered dealers through the combination of Brunswick and Warner Brothers Pictures, Inc.

The meal was unique in that the chef of the Casey hotel created several new dishes for the gathering, featuring such items as: Fruit Cocktail, a la Uni-Selector; Cream of Tomato Soup, with Tone Control (that's something to write home about); Tenderloin Steak, au Armored Chassis (try a knife on that); Baked Potatoes in Parallel (no push-pull in this); Wax Beans, a la Panatrope; Hearts of Lettuce Salad, Rigid Tuning Scale Dressing (plain and simple, that's all); Fresh Peach Ice-cream, a la Brunswick; Four Screen-Grid Dinner Rolls, and several other features, including one listed under beverages as "Power-ful Detection?? and How!"

An unusual angle of this meeting was the testimonial type of comment made by

the dealers present, many of whom told of the fact that the Brunswick Radio and Radio with Panatrope was Vitaphone sold and that the "sales resistance" on the part of the consumer had been reduced by the Warner Brothers' tie-up to a great degree.



ON THE OCEAN FRONT  
The  
**Breakers**  
ATLANTIC CITY N.J.

Choice  
Rooms Always  
Available

•  
BATHING  
from ROOMS

•  
Sensible Rates Withal!

**HILLMAN  
MANAGEMENT**

**THE NEW**



**Has All These Features**

Flashagraph	Humless Operation
Beautiful Cabinets	Two-element Detector
Automatic Volume Control	Pre-selector Tuning
One Dial—One-Knob Tuning	Complete Shielding
Noise Filter	Tubes—Nine, including three
Phonograph Connection	Screen-Grid
Local Distance Switch	Remote Control Shaft
Fada Dynamic Speaker	



**Only the New Fadas Have All These 14 Features**

And as sensitivity is demonstrated, be alert for all fourteen of the features that make the new Fadas unique in operating ease and reception results. Any Fada dealer has a big advantage by pointing out how they combine to make the most advanced radio of the year.

SEE THE FADA AT THE RADIO SHOW

**PLANT COMPANY, Distributors**  
322-324 First Ave. North—Minneapolis

Buy The Advertised Lines

## Fada Head Traces Evolution of Quality Furniture in Radio Cabinets Pass Through Four Stages From Panel to Present Design

"To those of us who have been designing and building radio apparatus since broadcasting began in 1920, it is not difficult to trace the four steps in the evolution of radio design resulting in a definite public preference for radio encased in fine furniture," says Mr. Andrea, president of the Fada Radio Company.

"Let us look back for a moment to the first stage in radio—the home built set. Utility was paramount and appearance counted for nothing. The second stage was in the era of the first factory built receivers replacing the home-made product.

### Only a Panel at First

"These first factory sets usually were faced with a large bakelite panel containing numerous controls and gadgets. Such sets, of course were an improvement over the home built ones but hardly in harmony with the other furniture found in American homes today.

"The third stage opened with the first furniture radio sets in one unit with chassis and built-in speakers. The art of radio had progressed at such a terrifically rapid speed that there was hardly time to consider that a radio set was a piece of furniture.

### Far From Beautiful

"Cabinets were designed on a utilitarian basis with a necessity for rapid production ever paramount. Radio had progressed and the set of that day, while no longer necessarily an objectionable eye-sore to the feminine eye, it was still far from being a thing of beauty.

"The fourth stage is that of today and it is definitely a furniture state as far as radio is concerned. The public demands radio built into beautiful furniture that becomes a distinct addition to the other furnishings in the home. No longer will just any cabinet do. The design, the woods used, the finish and the care and the precision of the cabinet maker's art all must be present."

## Southern California Radio Group Starts Planning 1931 Show Record-Breaking Crowds Attend Recent Exposition in Los Angeles

Los Angeles radio dealers and manufacturers are already planning their 1931 exhibition of radio, to be known as the ninth annual National Radio Show Beautiful.

Great success, just realized by the eighth annual Los Angeles exhibition, which ran from September 1 to 6 in Ambassador auditorium, prompted the general committee of the Radio Trades association of Southern California to begin laying plans for next year's show at once.

The show, just closed, attracted a record breaking attendance, totalling 160,000 persons, sold hundreds of radio sets, and

put the public into intimate contact with hundreds of the Los Angeles radio stars, who appeared at the show.

### Show Influence Felt

In addition, and also of great importance, it generally is conceded that the effect of the show will continue to be felt for months to come. Radio retailers throughout southern California are reporting great increases in their business, which may be traced directly to the effect of the exhibition.

Differing greatly from past Los Angeles radio shows, the exposition gave it's radio entertainment features in a theatre, situated in a hall alongside the main auditorium where the exhibits were housed. In this theatre, the audience was seated comfortably. The shows were given at 30 minute intervals, which in no way conflicted with the booths in the main auditorium.

Also, all booths were constructed on a plan of uniformity, which did away with competition in their architectural scheme, and enabled the exhibitors to pocket a considerable saving. Previous Los Angeles shows permitted competition in the booth construction, and thousands of dollars were wasted in decorative effect.

### Midget Sets Shown

Midget radio sets were displayed freely, as Los Angeles is the originator of this type outfit. But the exhibits included almost every well known set manufactured anywhere in this country.

To start the show on its way to success, August 31, a Sunday, was dedicated to the trade, when a banquet was given in the Ambassador hotel, Cocoanut Grove.

## Krich Urges Staff Aid For Educational Radio

In a letter to Dr. Charles H. Elliott, New Jersey State Commissioner of Education, Max H. Krich, President of Radio Distributing Corporation of Newark, New Jersey, urges that the State Department of Education exercise leadership in the development of radio in direct relation to the public schools.

Mr. Krich points out that the State of Alabama now pays 1/3 of the cost of every receiving set installed in every county high school, and he suggests that New Jersey can easily afford to do what Alabama can do in this respect.

Read the Latest Radio News and Features

in

THE MINNEAPOLIS STAR

Now Reaching Half the Homes of Minneapolis Because it's

FIRST with the NEWS

THE MINNEAPOLIS STAR

General Electric Radio, Radiotrons and A Complete Line of Radio Accessories

Distributed by

General Electric Supply Corporation

St. Paul, Minn. Minneapolis, Minn.  
174 E. 6th St. 5th St. at 3d Av. S.

Duluth, Minn. Fargo, N. D.  
102-4 Michigan St. 68 N. 5th St.

La Crosse, Wis.  
222 Pearl St.

Buy The Advertised Lines

## Constant Refinement in Building of Tubes Marks Year's Effort

**Hum, Crackling Noises Are  
Checked—Only Good Prod-  
ucts Merchandised**

The numerous tube refinements scored during the past few months are hardly appreciated by the radio trade and public. Because they are refinements and not radical innovations, tube improvements have not been heralded in a manner to attract attention. Nevertheless, the present refined tubes make possible the remarkable broadcast reception enjoyed today with the latest radio sets, and, to a lesser degree, with old sets.

"The heater type A. C. tubes now in general use," states Allen B. DuMont, chief engineer of the DeForest Radio Company, "have been subject to constant development. The hum and crackling noises, present in the earlier heater type tubes, were detrimental to good radio reception, because of their 'muddy' background. In fact, for two years following the introduction of A. C. radio, there were many radio enthusiasts who insisted that battery operation was the only means of obtaining good reception.

"Yet our tube engineers have succeeded in minimizing hum and crackling noises, so that present-day A. C. sets can operate as silently as a battery receiver. Entirely new ceramics for the cathode insulator tubing, a full-length cathode sleeve, more thorough exhaust methods and other refinements have been incorporated in the better grade tubes now available.

"Production methods, too, play an important part in better radio results," continues this authority. "New high-speed automatic production equipment developed by our engineers, makes for greater accuracy, higher degree of evacuation, and lowered cost, the latter factor permitting of rigid enforcement of tolerances, so that only good tubes are marketed under

the recognized quality brands.

"To enjoy 1930 radio programs, 1930 tubes, incorporating 1930 engineering and refinements, must be used."



**Bush & Lane  
RADIO**

THE purity of the classic lines of Bush & Lane Model 175 is expressive indeed of the distinctive beauty of Bush & Lane Radio. The elegant simplicity of this Sheraton design sets off

*Built Like a Fine Piano*

pleasingly the wealth of figure in the Burl Walnut front panels framed in satinwood. An open view reveals the wavy richness of Australian Walnut, while overlays of Maple enliven the lower front. Reasonably priced at \$152.50 less tubes.

The Bush & Lane Radio is preeminently desirable for its tonal naturalness and unusual reliability. It is truly representative of the best in radio.

Full Electric — Screen Grid — eight tubes — variable tone control — dual volume control — Assorted Models.

**Bush & Lane Radio Co.**  
324 North First Street  
MINNEAPOLIS

## RADIO EQUIPPED



the  
**VICTORY**  
New Late-Hour Train  
and the  
**NORTH WESTERN  
LIMITED**

"Finest Train in the World"

to  
**MILWAUKEE - CHICAGO**

You can make your business or vacation trip more pleasant by starting East or South via Chicago on either of these beautifully equipped and serviced night trains. Roller-bearing smoothness, cushion-spring mattresses, Club Lounge with excellent radio entertainment—every modern feature, in fact, to add to your comfort. Ask now for information, rates, and reservations for the Radio Convention at Chicago, Oct. 31st. The North Western Limited leaves Minneapolis, daily, 8:00 P. M., St. Paul, 8:40 P. M. The Victory leaves Minneapolis, daily, 10:45 P. M., St. Paul, 11:30 P. M.

#### CITY TICKET OFFICES

Minneapolis  
Marquette at Seventh. Main 5461

Saint Paul  
Fifth at Minnesota. Cedar 1107

E. L. PARDEE  
Passenger Traffic Manager  
St. Paul



Since 1884

## INSURANCE AND BONDS

MAIN 3501

## CHARLES W. SEXTON CO.

Minneapolis

Buy The Advertised Lines

# FAMOUS KOLSTER 6D

## BATTERY OPERATED

LIMITED QUANTITIES  
SUBJECT TO PRIOR SALE

Final Closeout (In original Factory Carton) While they Last..... **\$16.95**

Standard Package of 4 to a Crate Now..... **\$15.95**

Priced Below Cost of Manufacture



Former List Price . . . . . **\$89.50**

### AN OUTSTANDING D. C. RADIO RECEIVER

The reputation of *Kolster* is world wide for radio equipment of recognized superior quality. The Kolster Model 6D Battery Operated Receiver offered here is one of the most efficient D.C. receivers to be had at any price. It is built of the finest materials by famous *Kolster* radio engineers and its value is away out of line with the low prices quoted here. Anticipate your needs—stock up!

20% Deposit Must Accompany C. O. D. Orders

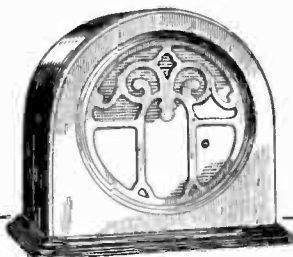
### KOLSTER MODEL 6D In Walnut Table Cabinet

The famous *Kolster Model 6D* battery operated receiver in a beautiful shaded walnut cabinet with ornamental maple overlay at each end. Antique gold finish escutcheon plate with single control illuminated drum dial. One of the most efficient D.C. receivers made.

The *Kolster Model 6D* battery operated circuit consists of three R.F. stages, detector and two audio stages, the last using an X112 power tube capable of thrilling volume and tone quality. Employs a four-gang condenser, unit-shielded, and over-size audio transformers. The entire circuit is effectively shielded and designed to draw the maximum capacity from each of its parts.

### TEMPLE MAGNETIC SPEAKERS

**\$20.00** VALUE  
Now **\$5.45**



Cabinet of genuine walnut in pleasing design, makes a harmonious combination with any set. The chassis is of latest design, ruggedly built, and reproduces the entire audible scale with mellow richness and pleasing fidelity.

## LOUIS GALINSON COMPANY

13 North Third Street—Minneapolis, Minnesota

Reference—Any Minneapolis Bank

Buy The Advertised Lines

# WHERE TO BUY

Sound Equipment  
Furnished for All Public  
Gatherings.

Waldron Radio Studios  
Henn. at 28th St. Ke. 6494

Member Northwest Radio Trades Ass'n

Associated Dealers Radio  
Service Co.

Jobbers—Service and Interference  
Engineers  
NORTHFIELD, MINN.

FADA RADIO

Distributed by



MINNEAPOLIS, MINN.

PHILCO RADIO

Leading Lines of Accessories

Distributed by

GEORGE C. BECKWITH CO.  
Minneapolis, Minn. Milwaukee, Wis.  
Sioux Falls, S. D. Fargo, N. D.

HIGH VACUUM  
RADIO TUBES

COST LESS  
PER RADIO HOUR

ABC-RADIO  
BATTERIES

FLASHLIGHTS  
MONO-CELLS  
FLASHLIGHT BATTERIES

BOND

ERY CELLS  
POWER PAKS  
STORAGE BATTERIES

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Products of  
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Arrange with us TODAY to carry the  
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It will pay you to inquire of the  
Manufacturers and Dealers  
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The Pioneer of Radio in  
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Sold by

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Buy The Advertised Lines



# STILL . . . the only specialty feature in the Industry **SELECT-A-SPEED!**

Something to talk about! What washing machine dealer hasn't prayed for it? For some definite, outstanding feature that really commanded intelligent selling.

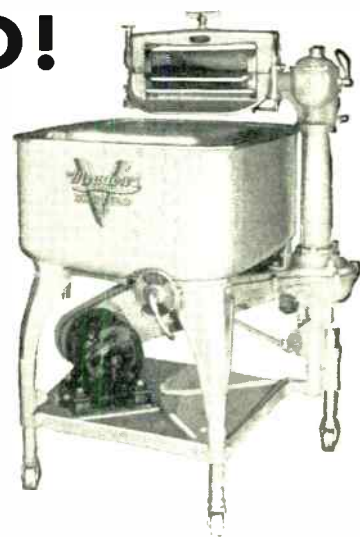
Here it is. The first and still the only genuine specialty feature in the washing machine industry. It stands on a par with the specialty features that made leaders in other industries. MEADOWS SELECT-A-SPEED! A different washing speed for each different type of fabric. An improvement that means something to the buyer. Not a vague mechanical change that tickles the engineer but means nothing to the housewife.

It takes a washer selling for \$165 to

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Here's a definite, convincing feature that sells itself. That alone is worth the difference between Select-A-Speed at \$165 and cheaper washers that salesmen can't sell against because they have nothing to sell.

Get in touch with the Meadows factory. Put your men on Select-A-Speed. See the difference in the results they get from the first day. Write or wire us for details on your local franchise.



THE MEADOWS MANUFACTURING COMPANY, BLOOMINGTON, ILLINOIS, U. S. A.

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The Super-Heterodyne circuit reaches its highest development in this new Majestic.

We sincerely believe that it is the most perfect piece of radio craftsmanship that genius has ever devised.

The new Majestic Super-Heterodyne is as advanced as the front wheel drive on automobiles, and will probably revolutionize the entire Radio Industry—a repetition of the gigantic Majestic achievements of 1928.

**Majestic dealers are continually being supplied with ammunition that enables them to dominate the radio business in their locality.**

**Majestic Leadership is Impregnable.**

**Smart dealers are going exclusive Majestic.**

There is still room in the Roycraft organization for a limited number of additional dealers. Write, phone or wire

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*Distributing Majestic Products Exclusively*  
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