



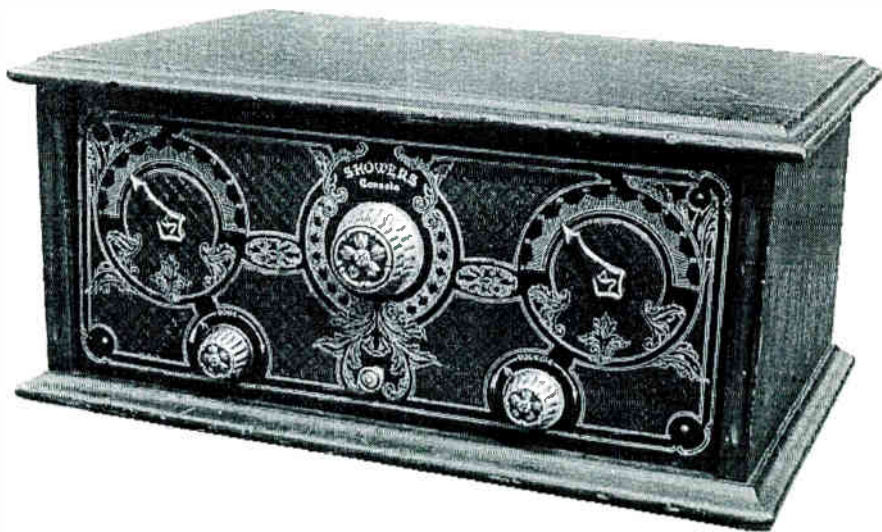
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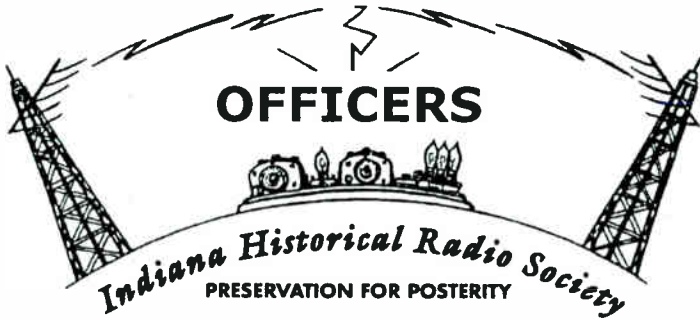
No.4

SHOWERS

Consola



Showers Brothers Company
Bloomington, Indiana



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IIRS Museum Curator

Bulletin Deadlines, News, Articles & RadioAds—2/15, 5/15, 8/15, 11/15

The INDIANA HISTORICAL RADIO SOCIETY is a non-profit organization founded in 1971. Annual membership dues are \$10.00, which includes the quarterly IIRS BULLETIN. RadioAds are free to all members. Please include a S.A.S.E. when requesting information.

COMING EVENTS

IHRS WINTER MEET, 1999: Saturday, February 13th 7:00AM till ???
Holiday Inn Southeast, 5120 Victory Lane, (I-465 at Emerson Rd. Exit 52).
Due to popular requests: All dealer tables will be reserved. See the "MORE!!!" addendum to the IHRS "Treasurer's Report" for further details.

Admission: \$5.00 per member and family. Tables are \$5.00 each. See "MORE" for further details in this issue.

Equipment Contest: 1) Portable Tube Radios, 1940-1960, 2) My Favorite Transistor Radio

IHRS Meeting/Lunch: 12 noon, Ponderosa Steak House, 5005 S. Emerson, (about ½ mile South of the Holiday Inn), good low cost food of your choice.

Call: Dr. Michael Clark, (317) 738-4649 or Alex Whitaker, (317) 535-4174 for details and send your check to Dr. Clark for advance registration for tables etc..

IHRS/AWA 28TH ANNUAL REGIONAL "SPRING FLING" MEET

At the Signature Inn on East Washington Street at the I-465 interchange.

Special rates in effect for this IHRS Show. \$59.00 for singles or doubles.

Be sure when phoning reservation that you tell them it's for the Radio Event. Their phone # is (317) 353-6966. Get your reservation in now!

There is a big Billy Graham meeting in Indy the same weekend. We do have a block of 45 rooms set aside for us but there will be people pushing hard to get a room. ~Note new dates and format this year!!!!~

THURSDAY, June 3rd,

Registration: 12:00 noon to 6:30PM. All dealer spaces are registered by number.

Do not attempt to setup before the show opens officially. You will have to be moved if you do otherwise.

After registration, flea market all day.

8PM: Movies/videos in the upstairs meeting rooms at the Signature Inn.

FRIDAY, June 4th, Registration: 7:30AM

9:00AM Old Equipment Contest Room opens:

Contest categories: 1) Battery Radios of the 20's, 2) AC Wood Table Radios with handles, of the 30's, 3) Displays, Advertising material, 4) Transistor Radios up to 1960, 5) Indiana Made Radios, 6) Amateur Radio, (ham), equipment to 1950. Please note that we would like to have all contest entry items to stay on display until Saturday! The room will be locked after 8PM.

12:00 Noon Co-ed Luncheon at the wonderful Laughner's Cafeteria at 20N.

Franklin Rd. on East Washington St. just the other side of the I-465 bridge. Paul Irwin, who hosts the popular "Indiana Today" program on WICR-FM here in Indianapolis will present one of his "When Radio WAS Radio" shows.

1:30PM Contest Room closes to allow the review and judging.

4PM Seminar, At the meeting room on the 2nd floor of the Signature Inn. Alex

Whitaker will give a presentation on the technical restoration of old Radios including the Classics such as Scott and Zeniths.

5:45PM. Annual Awards Banquet at Laughner's Cafeteria at 20 N. Franklin Rd. on E. Washington Street. (Good food and reasonable prices).

6:45PM. Equipment Contest Awards presentation.

7:00PM The "Charleston Chasers" (Live Music) bringing you the sounds of the 20's and early 30's that was in vogue during the period when the radios we collect were new. Ask anyone who heard them last year!!!!

SATURDAY, June 4th. Registration:7:30AM

8:45AM Open for the bringing in of the items for the 2 auctions. The items for the regular auction will be signed in at this point. Those bringing in material for the "Donation" auction should make sure that it is not junk. Please do not abandon cabinets or chassis on the grounds.

10:30AM Donation auction. (see above).

11:15AM Auction. Please note that there is a 10% fee involved. If you have a minimum to establish, please advise the person you are signing in with. The funds from the auction sale will be collected. A check for the amount received less the 10% fee will then be mailed to you.

Flea Market will continue until 3PM.

IHRS ANNUAL NORTHERN INDIANA SUMMER MEET

Saturday, Aug.21, High Dive Pavilion, Elkhart Indiana. Full details to follow. Contact: Terry Garl, e-mail IHRSELK98@ AOL.COM , (219)679-4280 or Ross Smith, (219)295-7770. 8:45AM Open for the bringing in of the items for the 2 auctions. The items for the regular auction will be signed in at this point.

CENTRAL OHIO ANTIQUE RADIO ASSOCIATION

Presents their 6th annual " FEVER ANTIQUE RADIO SWAP MEET,"

Saturday, January 30, 1999, 8AM-1PM. Location: DeVry Technology, 1350 Alum Creek Drive, Columbus, OH 43209, exit 103 B off I-70 East of downtown Columbus. Free admission for Buyers and Public. Call Chuck Davis @ (614) 792-6237 for table rental costs and registration info.

MESSAGE FROM THE PRESIDENT

Alex Whitaker

Holiday Greetings to the IHRS. I hope everyone had a good Thanksgiving and Christmas, and that your holiday planning and shopping went well. The New Year has come upon us and there are lots of great things in store for the club in 1999. Thanks to all who attended at Greenfield in October. We had a beautiful day for our event. However, attendance was down slightly this year, but a good time was had by all who were there. There were two contest categories; "Table Radios of the 1940's," and "My Favorite Transistor Radio". Mike Feldt took first place in category one with his 1942 Sparton 842-SX export model. The Howard family from North Vernon dominated the rest of the contest. Deanna Howard took 2nd place in category one with her Bendix "toaster" model. John and Deanna's children, Kelsey and Alex took first and second place respectively in category two. Kelsey won with her Continental TR182, and Alex came in second with a "Transformer" transistor. Congratulations!

Welcome to our two new officers for 1999. George Freeman is our new vice president. George, a collector and historian of battery sets, is the former owner of WIKI radio in Madison. Fred Prohl rejoined the IHRS executive staff, after a several year absence, as secretary. Fred has served the IHRS in the past in every office, including president. The rest of the 1999 officers are: Alex Whitaker, president; Dr. Mike Clark, treasurer; Ed Taylor, historian, and Bob O'Friel and Mike Feldt, "Bulletin" co-editors. Herman Gross has volunteered his excellent public relations skills to help with publicity for our meetings. He will be in charge of getting advance notice of our events to local media, which in turn will increase public awareness and participation in IHRS activities. There are many people that enjoy antique radios, but who are unaware of the IHRS. An increased media presence of the club can help change that. Our biggest change in the new year will be in our biggest meeting of the year.

The votes are in, and the IHRS overwhelmingly voted to change our spring meet from the first weekend in May to the first weekend in June. This will, hopefully, reduce the chance of another rain-out and increase the chance of better weather. It will still be at the Signature Inn East at U.S.40 and 1465E. Back by popular demand, will be the "Charleston Chasers" jazz band. They will be performing at the Friday night "Awards Banquet" on June 4th. Bob O'Friel is organizing the event again this year, and he needs lots of volunteers. Volunteers are needed are needed to help run registration, guide vehicles to their assigned parking spaces, set up the auction, etc.. (Ed note, see the COMMENTS FROM THE CO-EDITOR column for a way to make this pay for all). Make sure to call Bob or myself if you can help.

The IHRS "Winter Wonderland" meeting is set for Saturday, February 13, 1999. The Holiday Inn in Beech Grove is once again the site. Contest categories will be "Tube Portables, 1940-1960" and the always popular "My favorite table radio". A business meeting will follow the luncheon, which is at 11:30AM at the Ponderosa

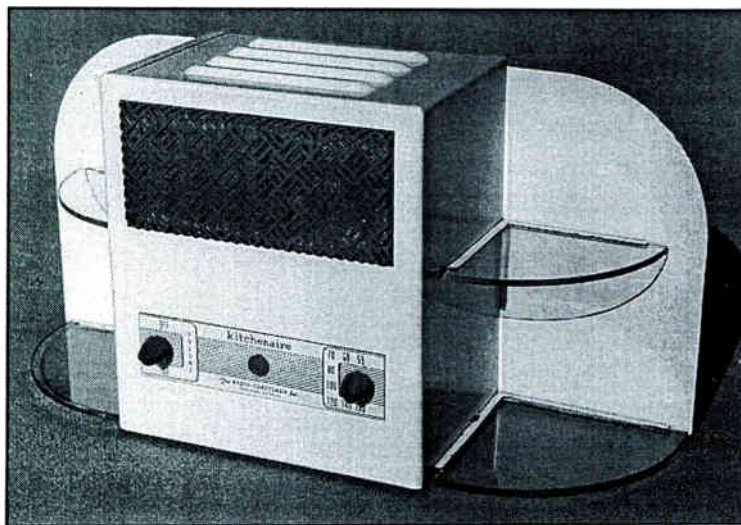
Steak House. It is located just down the street from the Hotel. We hope to see you all there. There is not much else new to report at this times. However, by the time of the February meet, we hope to have more news about our upcoming events and public relations efforts. Make sure and attend the business meeting for all the information.

Alex R. Whitaker,
IHRS President

ADDENDUM!!!

As we were going to press, I became aware of the following: President Alex Whitaker and Co-Editor Bob O’Friel will be guests on Paul Irwin’s “INDIANA TODAY” program on Tuesday, June 1st, on WICR-FM, 88.7 on the dial. They will talk about the BIG SHOW, the club will be doing that Thursday, Friday, and Saturday. The program will air from 9AM, (9:05AM) to 10AM that day. P.S. There will be a familiar voice on the program that follows. Stay tuned!

Bob O’Friel
IHRS Co-Editor



**Kitchenaire
1946
Manufactured by
Radio Craftsman**

COMMENTS FROM THE CO-EDITOR

Bob O’Friel

In looking back, (from the perspective of weather), this has been an unusual year. You may recall the big rains in May, (which tried to inundate us), and we had two days of 5 inch rainfalls in June as well and now, here we are being mired in some of the biggest snows since the '78 blizzard. Wow! I hope that all of you enjoyed the Christmas, Hanukkah, and New Years celebrations. Our furnace decided to quit on Christmas eve but we were able to get service so the family get-together was realized happily after all. Before I go any further, I failed to give credit to Ross Smith for the photos he submitted for the #3, "Fall" Bulletin that covered the Elkhart meet and provided the front cover picture. Marcella's son took the Bulletin to school to tell about the event which won him an "A" for the project. Our thanks to Ross Smith. Ross informed me that he has the shots of the "Fall" Greenfield show but they are "trapped and lost" (temporarily) in the piles of Christmas gear. They were not available for this edition but we look forward to having them for the next "Bulletin". George Hausske supplied the photo for the Brunswick story. Well, the BIG NEWS RELEASE here is the fact that our club's president and his wonderful wife, Terri, have become aware they will become parents this year. As a matter of fact, they are looking forward to having twins. Alex may have to get rid of one or two of his Scotts or Zeniths to make room. We offer our congratulations and best wishes. This year has a lot of promise starting off with the February 13th Winter Meet, (see "Coming Events") followed by the Big IHRSAWA 28th annual regional Spring Meet which takes Place the 3rd, 4th, and 5th of June. There are some differences in the format this year so, please be sure and read the details in the aforementioned "Coming Events" outline. Do not arrive the day before the June meet starts to setup. It will not work to your advantage! However, Dr. Mike Clark has been able to set up an arrangement with the Holiday Inn for the vendors to be able to bring their material in Friday evening, February 12th, if you are pre-registered and have been assigned a table number. The room will be open for this purpose from 6:30PM until 8PM. This is one of the advantages of preregistering. Again refer to the "Coming Events" pages for details in the aforementioned "Coming Events" outline. Do not arrive the day before the June meet starts to setup. It will not work to your advantage! However, Dr Mike Clark has been able to set up an arrangement with the Holiday Inn for the vendors to be able to bring thier material in Friday evening, February 12th, if you are preregistered and have been assigned to a table number. The room will be open for this purpose from 6:30PM until 8:00PM. This is one of the advantages of preregistration. Again refer to the "Coming Events" pages for details.

MINUTES OF THE IHRS MEETING, 10/10/98 By Herman Gross

The "Fall Foliage" meeting of the Indiana Historical Radio Society was held at Riley Park in Greenfield, Indiana on October 10, 1998. Weather was unseasonably warm and beautiful. Registration was 49. 19 attended the business meeting and luncheon.

President Alex Whitaker opened the business meeting at 12:30PM. Herman Gross was acting secretary in place of Lou Moses, who could not attend. Due to Lou's absence, the minutes of the Elkhart meeting were not read, (ed. note, they have since been published in the Fall "Bulletin). Mike Clark gave the Treasurer's report. We have, as of 10/10/98, approximately \$4,000 in the bank. Membership is at approximately 330.

President Whitaker explained the new 10 minute rule put into place at the Elkhart meeting. It is as follows: Any piece of old or new business brought to the floor of an IHRS meeting has 10 minutes to be discussed. After 10 minutes, if the matter has been discussed enough, it will be brought to a vote if necessary. If the piece of business needs more discussion, it will be tabled until the next meeting. This is being done to curb the length of the IHRS business meetings.

President Whitaker stated that the new publicity committees that were brought up at the Elkhart meet had not yet been formulated. More information will be forthcoming at the February meeting. Glenn Fitch moved to close old business. This was seconded by Ed Taylor.

President Whitaker then opened new business. The IHRS/AWA "Spring Fling" meeting is being moved from the first weekend in May to the first weekend in June to avoid inclement weather. This move was voted on by the membership of the IHRS by mail-in ballot. The voting was as follows: 58 to move the meeting to June, 19 to keep it in May and 3 abstaining. Event organizer Bob O'Friel said that the meeting will be June 3rd -5th, 1999 at the Signature Inn East. A block of 50 rooms will be set aside for those attending. The "Charleston Chasers" will be the featured entertainment at the ban

quet, held Friday, June 4th. Additional activities in 1999 will include the return of Thursday night movies. These will be held in one of the two meeting rooms at the Signature Inn.

The contest results were then announced by President Whitaker. They are as follows: "Table Radios of the 1940's: 1st – Sparton Export model, Mike Feldt; 2nd – Bendix "toaster"/Deanna Howard. "My Favorite Transistor Radio": 1st – Continental TR-182/Kelsey Howard; 2nd – "Transformer" radio/Alex Howard. President Whitaker thanked Ed Taylor for running the contest. He also thanked Marilyn Johnston for helping to count the votes.

The IHRS then went into the election of officers for the 1998-1999 year. Nominating committee chairman Fred Prohl announced the slate of candidates. They are: Alex Whitaker – President, George Freeman – Vice President, Mike Clark – Treasurer, and Fred Prohl – Secretary. The motion to accept the slate of officers was made by Glenn Fitch and seconded by Mike Feldt. The vote for the slate of officers was unanimous. President Whitaker thanked all who attended the business meeting. With no further new business, the meeting was adjourned at 12:47PM.

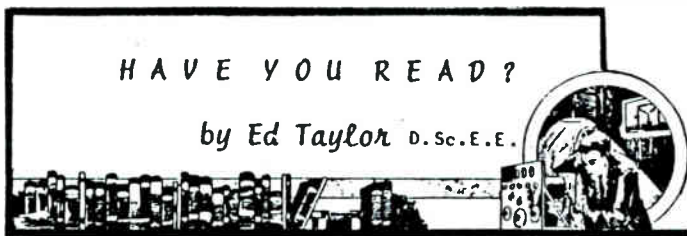
Respectfully submitted,
Herman Gross, Acting IHRS secretary

IN PASSING

Members Gerald and Marjorie Fitzpatrick thought that many of our people would be interested in the following information since so many knew Dannie and Audrey Chapman. They sent the obituary stating that Dannie passed away on his farm while deer hunting on October 5th. He was 66. His wife Audrey then died at the Western Baptist Hospital after suffering a heart attack after being at the funeral home. Burial for both took place at the Zion cemetery in Ozark. I'm sure they will be in the prayers of all the members.

HAVE YOU READ?

by Ed Taylor D.Sc.E.E.



The Encyclopedia of Old-Time Radio

John Dunning 1998

The ultimate encyclopedia of American radio programming from beginning in 1921 through radio's *Golden Age*.

Over 1500 of the great radio shows are presented in alphabetical order with complete broadcast histories, time slots, networks, and show sponsors. Listed are cast members, announcers, producers, directors, writers, sound effect technicians; and the theme song of the show.

The author provides a captivating account of each program, taking the reader behind the microphone to capture the feel of the performance, and engrossing biographies of the main people involved in each radio show.

This is an essential reference work for libraries, radio stations, and anyone interested in researching this facet of 20th-century American history.

The volume is a hefty 822 page hardbound, 10½" X 7½" X 2½" and weighs over 3 pounds.

ISBN 0-19-507678-8



Story of the Showers Conzola

By Michael Feldt

Charles Showers, an established cabinet maker from Harrodsburg, Indiana, settled in Bloomington, Indiana with his wife and six children on April 13, 1856. He set up a cabinet making shop on Kirkwood Avenue and later, in 1868, opened a small factory at 104 North Walnut which is on the east side of the town square where the Wiles Drug Store stands today. The little factory was fitted with various wood working machinery, a second hand steamboat boiler and three employees to run it's operations. Neighboring business soon voiced their objections about the loud noises that emanated from the little factory during it's production so Charles moved his operation to the corner of Third and Grant streets. To keep his visibility on the square, he opened a furniture showroom above what is now Bloomington Hardware and displayed finished bed stands, bureaus, chairs and coffins. During the Civil War, the factory prospered from the production of coffins but once the war was over, it went back to manufacturing furniture. In 1867, Charles's two oldest sons, William N. and James D. Showers, who had learned woodworking skills from their father, bought out their father's interest in the factory. Business was good and soon the brothers bought a small building on the corner of Ninth and Grant Streets with \$300 that they managed to save up. The company continued to prosper and the brothers constructed another factory in 1872 and another in 1880. Younger brother Charles joined up with the two brothers in 1878. The Company grew from just 5 workers in 1870 to over 50 workers when, in 1884, the factory burned to the ground. The City of Evansville tried to persuade the company to move its operations to their area but because the company had proven to be such an important factor to Bloomington's local economy, the city, in an attempt to induce the firm to stay, contributed nearly half of the total costs in building a new factory on a open plot of land along Morton Street. Here the company regrew and again prospered. In 1907, James Showers became president of the Citizens Loan and Trust Company and sold his interest of the company to his brother William

William's son W. Ed. Showers who would in time take charge of the company during its most prosperous years. Showers became one of the first businesses in Bloomington to use electricity and the process of laminating was both developed and named by the company. They acquired large tracts of timberland and sawmills while adopting the slogan, "From the Tree to the Trade", and in 1910, the U.S. Census Bureau determined that the south end of the main factory building was the exact center of the U.S. population. By the 1920s the company was billing themselves as "Americas Largest Furniture Manufacturer", having grown to four plants in Bloomington along with plants in Bloomfield, Indiana and Burlington, Iowa. The Bloomington plants alone were producing up to 16 train-car loads of furniture per day and it was estimated that all of the Showers plants combined were producing about sixty percent of all furniture output in the United States, most of which were being sold through various large furniture stores and mail catalog companies.

In the spring of 1925, the Showers Brothers Company ventured into the new field of radio when W. Ed. Showers, who was now at the helm of the company, began to notice that there was a growing popularity for radio tables and radio console cabinets. The Showers Brothers Company brought out a line of radio cabinets consisting of five different speaker cabinets, a radio cabinet which was interchangeable with three different tables to produce a variety of radio cabinet combinations, and a complete console that would house both a standard radio receiver and speaker, all of which were designed by Isaac Bault, Showers chief furniture designer. In October of 1925, Showers was

RAMWAY RADIO

Sale of Ramway Radios

Complete — Ready To Install — Nothing Else To Buy

*Special Representatives of Various Distributors—Battery Refills—Adjustment of Sound! Complete Service—
 With All Accessories—Ready To Install—100 Hour Nickel Storage Battery Included for the First Time in American
 Radios!

This really sensational! This is probably the first time that a radio set of nationally estimated quality and
 of our type has been offered at a price within reach of all, by a store of known reliability and character. Only for
 the short period of 10 days will you see this offer. Thousands of families who had been denied the
 joy of an American radio will now have one with all the accessories at a price seldom met elsewhere.

\$137

**All Accessories
Included At The
Sale Price**

100 Hour Nickel Storage Battery
 Two 25-Volt Storage B. Batteries
 One Remedy C. Bulb
 Five Radio Tubes
 One Complete Aerial Set.



**The Ramway
Radio Delivers
Broadcast Programs With
Unrivaled Fidelity**

Just listen! Very few listen—the kind that used
to be confined and inferior, to the clarity, fire
and color, the complete selection and broad variety
to a reproduction of radio broadcasts.

— Without expense except to get the best material
with vitamins and staples. One of our new radio
cabinets also built in the other night against the
old program from Atlantic City—the besting proved
unmistakably easy—the difficulty was far greater
than to make the set up to produce only with
the most of the new material and the most of volume
which is what we wanted. It is now a radio
cabinet that we only lately visible with
ordinary receivers.

**The Cabinet Is In Italian
Renaissance Period Style!**

The design, workmanship and materials are un-
surpassed. The rich, beautiful woods are well
chosen. The doors, legs, are well set and are
finished inside as well as outside. The ornamental
touch on the panels is perfect in taste, and adds
charm to the entire design.

The top has full width design. The upper panel
has beautiful inlay of the bottom and forms an even
cut in line with the set in use.

Only the best materials are used in the radio
cabinet. The panel and cabinet are finished inside.
All tubes, including hand and dial, are of the
highest quality and are guaranteed. There is a re-
sistant part of furniture to a black in use of a
radio that will satisfy the best critical.

Sold On Liberal Terms—No Installation Charges

BING'S RADIO

13 East 10th St. Phone 63

Ad showing a Ramway radio housed in a Showers made cabinet.

approached by the Ramway Radio Corporation to produce console cabinets for the Ramway radio line. The cabinet, styled in an Italian Renaissance design, was designed by Showers superintendent C. A. Sears. During production, Ramway shipped their chassis and speakers to the Showers factory where they were fitted into the cabinets and then shipped out to the various Ramway dealerships. The over all sales of the Ramway consoles, especially during the Christmas season, so impressed the Showers company, that they decided to manufacture and market their own brand of radio after they had finished producing cabinets for Ramway. Showers felt confident that they could produce a quality radio set that would compete well in the radio market. The making of the cabinets was no problem, that was their area of expertise, but they had to develop the radio and speaker. During the summer of 1926, a temporary laboratory

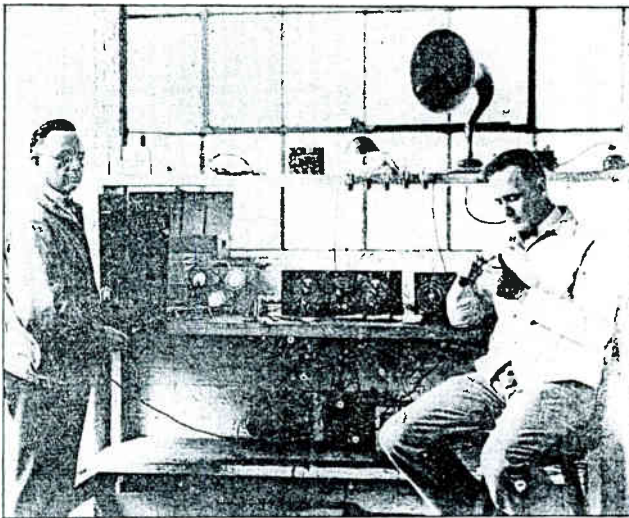


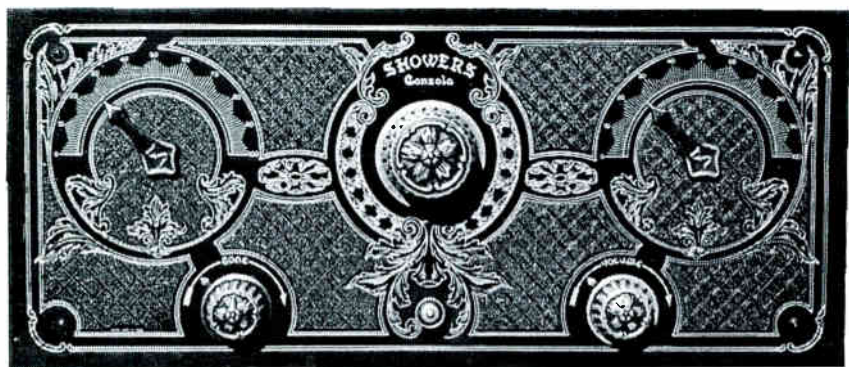
Photo of Ralph Cutts and Charly Hotchkiss in the company's radio laboratory.

was set up in one corner of the company's auditorium but, later, would be permanently moved to the south end of packing plant #4. Showers hired two radio engineers, Ralph Cutts and Charly Hotchkiss, to work in the laboratory and develop the new radio receiver. W. Ed.

Showers and Wm. Sears kept in constant touch with the two engineers to the point, at one time, when Mr. Showers was home under orders from his doctor, he surrounded himself with various types of radios and refused to be held down on the project that he had personally spearheaded. By the end of the summer they had their radio which they called the Showers "Consola". The radio consisted of a metal front panel, that was custom made by Crow of Chicago, featuring gold



Showers Consola housed in the model 448 cabinet. The chassis was known as the model 20.



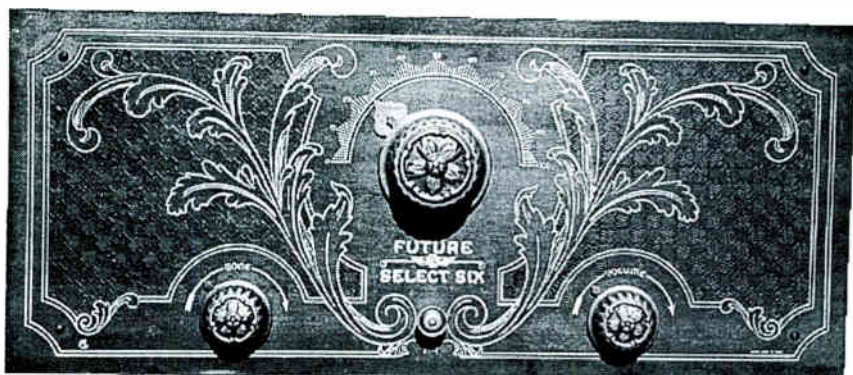
Consola front panel.
Gold etched artwork on black background.



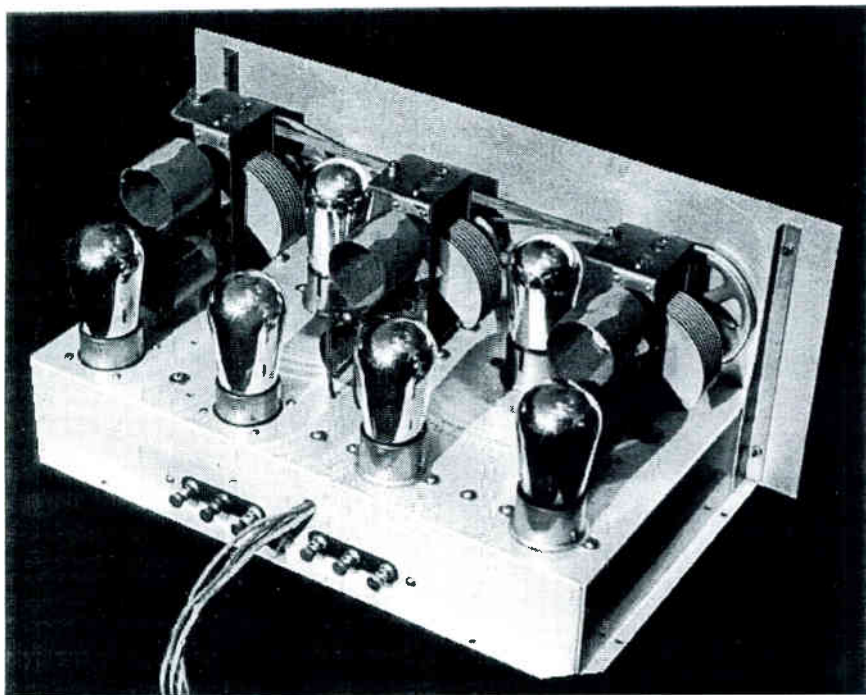
Shows Future housed in the model 444 cabinet.



The Future was manufactured at the same time as the Consola but was probably made to be sold as a private brand radio for a large chain store and not as a Showers radio.



Future Select Six front panel.
Gold etched artwork on brown background.

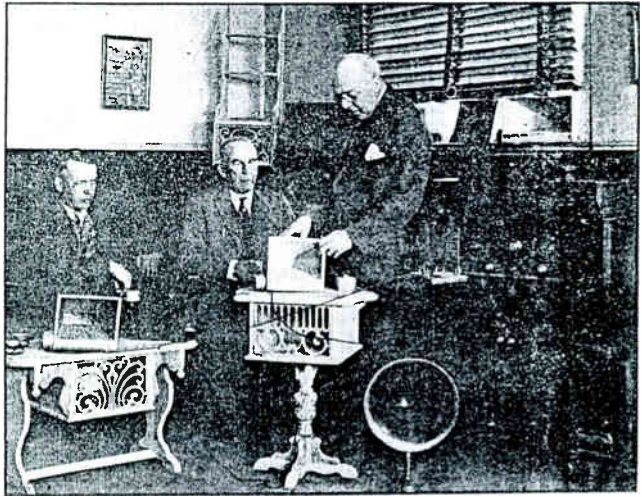


The tuning condensers are ganged together and to the pointer dial indicators. The RF coils are woven in a figure eight and held together by a thin coating of lacquer. Most Showers radios found today are just the chassis with the RF coils usually torn up.

flowers, flower decorated knobs, and two dial pointers with the Showers "S" logo at their base. The main chassis, which was manufactured by Showers, was made of aluminum. They chose this metal because it was easy to cut, punch and bend and therefore required less expensive machinery to work it. The tuning condensers and potentiometers were made by national brand companies but the manufacturer of the RF coils and the audio transformers is unknown. Judging on their crude and simple construction, it's well to guess that they were made locally, quite possible by Showers. The speaker, called the Showers Purotone, was developed by Dr. A. L. Foly, head of the Physics department at Indiana University who, for 15 years, worked on sound reproduction and acoustics. The box horn was crafted out of spruce wood and was fitted with a Utah reproducer. The Showers "Consola" was offered in three cabinet models, the 556, a mahogany cabinet with the loud speaker housed above the receiver, the 448, an Italian Renais-

styled cabinet that closely resembled the cabinet Showers originally manufactured for Ramway, and a table model cabinet of simple design (see front cover). One other cabinet, the 540, was sold as an empty cabinet to house any brand of radio and was offered strictly to dealers and jobbers only. To round off the line, individually housed loudspeakers were offered in the forms of coffee tables, magazine racks and pedestals, all containing the Purotone speaker. These speaker cabinets were offered in a choice of either a blended walnut finish, Chinese red or green

enamel. D. F. Fessler and H. T. Roberts, directors of the radio division, were put in charge of the road salesmen and were successful in retaining every dealer that sold the Ramway sets. They established a sales headquarters in Chicago at 1517 Tribune Building, later to be



Management examining some speaker enclosures that the radio department has produced.

moved to 914 South Michigan Avenue, to cover their western sales region and established an office in New York City to cover the companies eastern sales. By September Showers was flooded with orders and production was well under way for the upcoming fall and Christmas season. It was at this time that Showers introduced two new cabinets, the models 444 and 450. As October approached, production reached more than 100 sets per day and by November, Showers was so overwhelmed with orders that they had their Burlington, Iowa plant take up the slack for a while. After the Christmas season was over and the orders dwindled, Showers phased out the coffee tables, magazine racks and pedestal tables with the last few being bought up by the employees at a discounted price. Showers estimated that they had produced over 25,000 radio pieces which included complete radio sets,

speakers and empty cabinets. A new cabinet was introduced in January of 1926 called the LaPhonic. This cabinet was a lowboy with a drop leaf door which opened up to reveal the Consola radio receiver. The speaker compartment, which occupied most of the cabinet, was fitted with a 22 inch Utah cone speaker with room to house all of the

Now SHOWERS 1927 Creation

DEALERS:

You can sell this set, and cabinet with speaker enclosed, for less than \$100.00.

Showers Brothers announce the La Phonic, a highly developed radio product, destined to be a favorite for 1927.

The La Phonic was created for successful Radio Merchants in every section of the country who qualify for our "one dealer in a town policy" with exclusive protected franchise. La Phonic will meet the demands of the popular market for quality and new merchandise at the right price.

The Showers Brothers La Phonic is a six tube, single control, metal shielded, tuned radio frequency set. The cabinet finished in walnut, is full sized, measuring 42-in. high, 28-in. wide, and 18-in. in depth, and contains the new 1927 Utah 22-in. cone speaker.

The La Phonic model cabinet is particularly suited for use with the Atwater-Kent and many other radio sets. Showers cabinets can be bought without Showers Sets and ready for use with other makes of radio.

It will pay you to investigate the Showers Brothers Cabinets.

39 years of successful manufacturing experience is your assurance of satisfactory business relations with this old established and reputable organization.

Write promptly for literature and details.

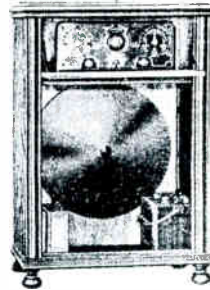
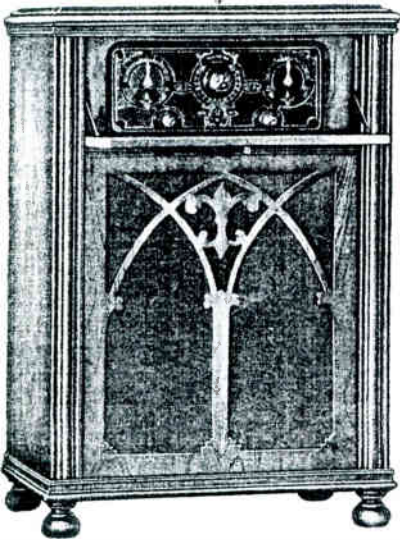
SHOWERS BROTHERS COMPANY

Established 1888

Radio Division

914 South Michigan Boulevard, CHICAGO

Factories: Bloomington, Ind.



There is plenty of cabinet space for accessories and it is easy to locate and reach them when attention is required.

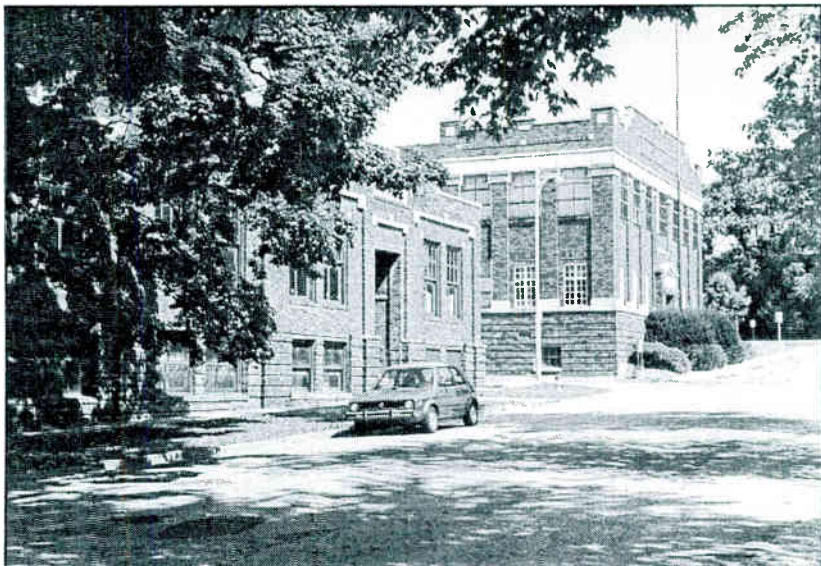
THE LA PHONIC RADIO

batteries and/or AC power supply. As production on the "LaPhonic" geared up, the Crosley Radio Corporation approached Showers with the prospects of becoming their supplier of cabinets for the 1926/1927 line of Crosley radios. A number of sample cabinets, designed by Isaac Bault, were made up and presented to Crosley. Soon Showers was awarded the contract and preparations began for the manufacture of Crosley cabinets. Showers was working on a new product with W. Edw. Showers and help from some Indiana University personnel, were working on the development of an electrical phonograph pickup unit which was to be used in a new radio/phonograph combination which they called the Electrope. It consisted of a phonograph and a "Consola" receiver, housed in an elaborate double door cabinet and was to be out on the market for the upcoming Christmas session. Showers hired C.T. McKelvy, who was formerly the district manager for the Brunswick Phonograph Corporation, to join the Chicago sales office and help establish a phonograph dealer base. By July Showers was shipping sample lots of the newly made up Crosley cabinets to the various Crosley dealerships across the U.S and preparations were made for the production and the build up of warehouse stock for the 1926/1927 Christmas season. Showers realized that with the limited factory resources and warehouse space they had, they could not manufacture both Crosley cabinets and the Consola radio line at the same time so the decision to phase out the Consola radio line was adopted. This proved to be a good decision since they were in no position to compete with oncoming of the AC powered radios that would soon dominate the market. The last of the Electropes were quickly sold since few were ever made and the last of the Showers radio chassis were fitted into a special cabinet, the 409, which was specifically designed to quickly sell and deplete the last of the radio stock. Many of these sets were sold to the factory employees at close to wholesale price. Once the last of the Showers radio stock were sold, full attention was directed to the manufacture of the Crosley cabinets. Showers benefited greatly in the production of cabinets for one of the worlds largest radio companies and so ended the short life of the Showers "Consola". Showers went on to produce radio Crosley radio cabinets for at least a couple more years but it's not known if they made cabinets for Crosley or any other radio company during the 1930s.

They faired ok through the depression by producing thier normal normal array of furniture. The economy was still slow when, in 1939, Showers felt that they had more buildings than they needed so they enticed RCA to purchase their plant on South Rodgers Street in Bloomington. The plant, built in 1919 to manufacture kitchen cabinets, was where RCA manufactured some of their television sets until Thompson Consumer Electronics bought them out and moved the production to Mexico in 1998. After the war, the furniture manufacturing industry went south where timber was plentiful and labor was cheap. Showers stayed in Bloomington but gradually began to lose their dominance in the furniture market due to their failure to invest in more modern and efficient machinery. By 1955 the company was in serious trouble so the Showers family sold the company to the Stork Line Furniture Company of Chicago. Stork Line was only able to keep the factories going for another three years until they finally had to shut them down for good. Indiana University bought the old Showers property in 1959 and used the buildings to warehouse campus furniture and theatrical props. For years the buildings stood boarded up and unkept with half of the buildings being lost, in 1970, in a large fire. The mid 1980s brought new life to the factory complex as Indiana University and the City of Bloomington worked on plans for it's revitalization. Today the Showers complex is now the cities new technology park and the old main factory houses Bloomington's City Hall along with various IU offices and several companies, most of whom are state-of-the-art research and development firms in the computer software fields. The grounds around the old factory have been beautifully landscaped with brick walkways, trees and flowers. The Showers complex is now a shining jewel in the City of Bloomington as it once was long ago.

Michael Feldt
IHRS Co-Editor &
Collector of Indiana made radios

A Special Thanks goes to IHRS member George Freeman for the loan of his Showers Consola radio (front cover) and his advertisement of the Showers LaPhonic radio (Radio Retailing, March 1927 p.105)



These are two former Showers office buildings with the Administration building at the right having the address of 601 N. Morten St. The second floor used to be the company's auditorium where the radio lab was first located.



Bloomington's City Hall, today, occupies part of the old main factory. It's probably the only, if not one of a few city halls in this nation, to feature a saw tooth roof.

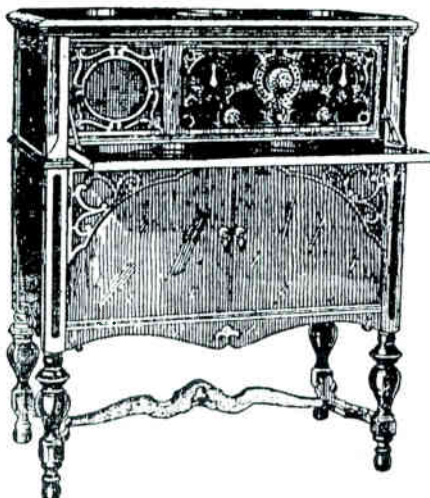
Ask to see the Showers Radio

SIX TUBES

BUILT-IN
SPEAKER

CLEAR
DISTINCT
TONE

A Machine You Will
Love To Hear.



A CONSOLE
CABINET
THAT CANNOT
BE
DUPLICATED
FOR THE PRICE.

Price Complete,
including all
Batteries and
Accessories
\$145.00

For Xmas Gifts see

WALL BROS. CO.

FURNITURE--RUGS

Noblesville, Indiana

Phone 285

Newspaper ad for the Showers Consola
Noblesville Daily Ledger December 23 1926
Page 5

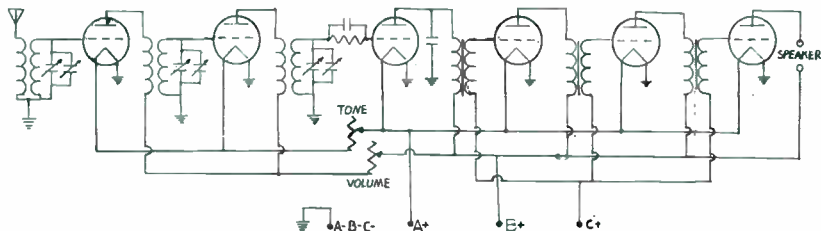


Diagram of the Consola model 20 chassis.

RADIOADS

These ads are free to IHRS members. Please limit them to 100 words or less. Unless we are advised otherwise, we will only run ads for two issues. The exception would be where services ect. are being listed.

FREE: Tape Maker, recorder and player, 1943-1944 Model TM11-443. Contact Steve Woodinworth. (219) 665-7121 Angola, Indiana or contact Marcella Schultz.

FOR SALE OR TRADE: Numerous "Radio Boys" books, fair to good. Also many ARRL handbooks surplus to my needs, fair to good condition. George Kasdorf Sr., 41 Alfarata Rd., Lewistown, Pa 17044. E-mail: w9fsa@ascworld.net

FOR SALE: Zenith 8S587, (chassis 8A03) console R/P in nice, original condition, needing only minor touch-up. Plays but needs electrical restoration. Pick-up only. \$125.00. Also have Zenith parts for sale from parts sets. Call for parts availability. Sorry, no knobs or oscillator choke coils. Alex R. Whitaker, 426 Whiteland Rd., Apt. A, Whiteland, Indiana 46184. Phone (317) 535-4174
E-mail: ehscott@iquest.net.

FOR SALE: Have 6 pages list of literature, copies available, send LSASE. We will make SW-3 plug in coil forms, adapters, (adapts any triode to WD-11 socket), 6E5 to 1629 magic-eye tube adapters, 1LA6 to 1I6 adapters, and battery boards. James Fred, 5355 S. 275 W., Cutler, Indiana 46920

FORE SALE: Knight KG2100 Lab. Oscilloscope with triggered swep, 5 inch screen, Eico Model 239 Solidstate VOM, \$20.00, B&K Model 707 Tube Tester, \$25.00, Paco Model C-20 Resistor-Capacitor Ratio Bridge/Tester, \$25.00 Philco tube tester, Model7050, \$20.00, Eico Model 232, VOM, \$20.00 Eico Model 1120 Capacitor Substitution Box, \$10.00, Heathkit, Model IT 22 Capacitor checker, \$15, Mercury Model 501 Component Substituter, \$25.00. Also have Variac-Power Supply and various vacume tubes, call for details. Bernard Loveman, 1047 N. Graham Ave., Indianapolis, Indiana 46219-3127. Tel.# (317) 356-8619.

"COLLECTORS": Free copy of "Restore Your Radiola III, IIIA, or Balanced Amp." Send \$1 for shipping and handling. Have 864/WD-11 replacement tubes, \$22.50 ea. 1LE3 sub. for WD-11, \$17.50 each. Please include \$3.00 per order for shipping. Jim Fred, 5355 S. 275, Cutler, Indiana 46920

Fore Sale: Phoyocopies: Radiola III, 18, 60, 100A diagrams. Hallicrafters S-22, other radio, T. E. manuals. LSASE list. Herman Gross, 1705 Gordon Dr. Kokomo, Indiana 46902. E-mail: w9itt@juno.com

FOR SALE: U.S. government text, "Radio Instruments and Measurements" (1937); Battery radios... WORKRITE three tube, (99s); GILFILLAN five tube (01As).

WANTED: Air-Way fil. rheostats and audio transformers for type G. Speaker/output transformer for CROSLY model 59. George B. Clemans, 851 West Wooster St., Bowling Green, Ohio 43402 Phone: (419) 352-7198,
E-mail: clemans@bgnet.bgsu.edu

WANTED: WWII Military Television; Army/Navy Glide Bomb TV receiver CRV-46, BC-1213, Cameras, Trans. Tuning meter, ATK/ATJ technical manual. Maurice Schechter, 590 Willis Ave., Williston Park, NY 11596 Phone/Fax: (516) 294 4116.

FOR SALE: Atwater Kent Radio Instruction Book, Vol.2. This is a very high quality facsimile accomplished by offset printing with screened photographs. It covers AK models 9, 10, 12, 20 compact, 21 compact, and 24. All controls and rheostats are individually identified along with operating instructions. For a more complete description, see page 12 of "IHRS Bulletin" #4 for 1997 in the "Have You Read?" Review by Ed Taylor. Available for \$8.00 post-paid from: William Huntley, 7519 W. US 36, Coatsville, Indiana 46121-9008

FOR SALE: 1941 Zenith 8S563. Plays and looks good, \$225.00. Fred Schultz, 1246 Lincolnway S., Ligonier, Indiana 46767 Phone: (219) 894-3779.
E-mail: olradio@ligtel.com

FOR SALE: Philco 39-116 with correct remote, original as found, \$200.00. 70 cathedral, needs work, \$190.00. 80JR, cathedral, nice, works, \$130.00. Zenith 6-S-52, recapped, nice, \$200.00. 9-S-367, robot dial, restored, unusual & beautiful, \$900.00. Bob Snively, 516 S. 16th ST., Richmond, Indiana 47374.
Phone: (765) 935-3746

SERVICES: Reproduction Philco cathedral cabinet parts. Front panels, bottom moldings, rear arches. Reproduction 70, 90, or 20 std. Cabinets. Grandfather clock finials, colonial clock top trim and finials. Other parts, inquire. Tube shields, Philco 20, 70 & 90, \$35.00 Dec. Jan. special all postpaid. Dick Oliver, 28604 Schwalm Dr. Elkhart, Indiana 46517

WANTED: Indiana made radios of the 1920s and 1930s. Wilson, Fairbanks-Morris, Skylark, and Cardinola radios and any info/literature on these radios. Good or dud Gold or Blue 01As. Michael Feldt 12035 Somerset Way East, Carmel, Indiana 46033 Phone: (317) 844-0635 E-mail: feldtm@iquest.net

DON'T FORGET THE WINTER MEET, FEB. 13, 1999. SEE COMING EVENTS!!!