

Indiana Historical Radio Society
BULLETIN

Vol. 12

September

No. 3



World Radio Library



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 Vice President * * * * * Jerald Hueber
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 2741 North Salisbury, West Lafayette, IN 47906
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 R1, Box 41, Culter, IN 46920
 Historian Ed Taylor
 245 N Oakland Ave., Indianapolis, IN 46201

FOR SOCIETY INFORMATION WRITE TO:

- Vice President - For legal matters of the I H R S.
- Secretary - For general correspondence and membership applications.
- Treasurer - For membership payments and address changes. (1982 I H R S membership dues remain \$6.00.)
- Historian - For history of the I H R S and for donations of material for the Society Scrapbook.

Please use a Self Addressed Stamped Envelope when requesting information.

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Fall meeting 1983

WHEN? September 10, 1983
WHERE? Rose Hulman Institute of
Technology (See map on next page)
TIME? 9 AM to 3 PM
HOST? Walt Sanders

Lunch will be available on campus, at a nominal cost, or members can drive about 3 miles down Wabash where there are a number of Drive-ins.

There will be a business meeting at 1 PM.

There will be a display area and members are urged to bring RCA radios (including AC models) for display.

There will be a contest with 4 categories.

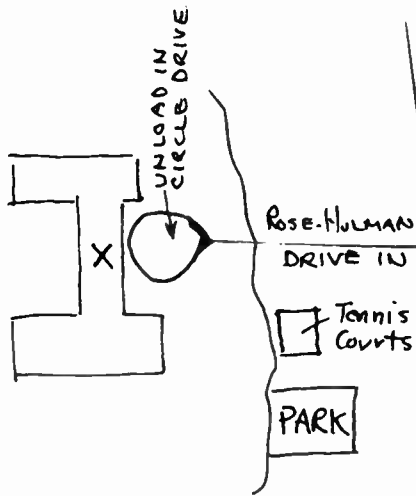
1. Advertising radios
2. Clock radios
3. RCA battery radios
4. RCA AC radios

Walt Sanders is inviting everyone out to his house after the meeting ends at 3 PM.

P. S. An election of officers will be held for 1984 at this meeting.

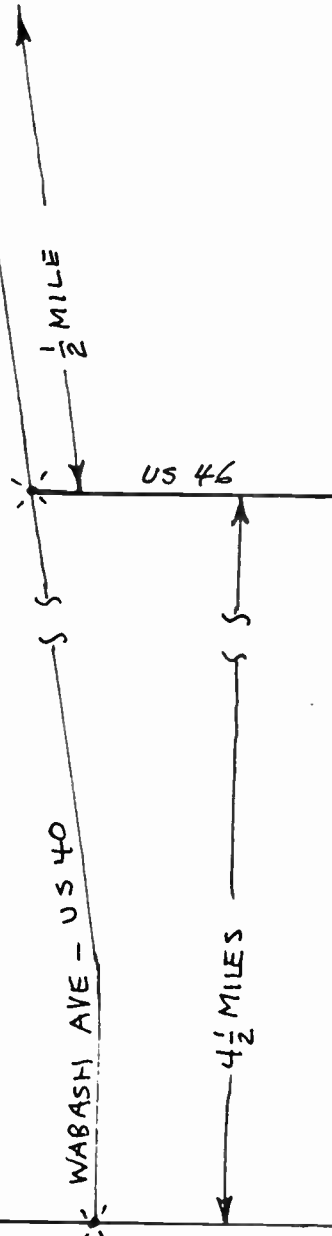
Nominations are: President; Bob Shuck
Vice President; Jerry Hueber
Secretary; Jim Fred
Treasurer; Diana Heathcote
Historian; E. E. Taylor
Editor; Jim Fred

Drive Carefully, have a safe trip, and we will see you in Terre Haute.



1 HRS MEET
 ROSE HULMAN INSTITUTE
 OF TECHNOLOGY
 Sept 10, 1983

9 a.m. - 3 p.m.



DOWN TOWNS
 Terre Haute

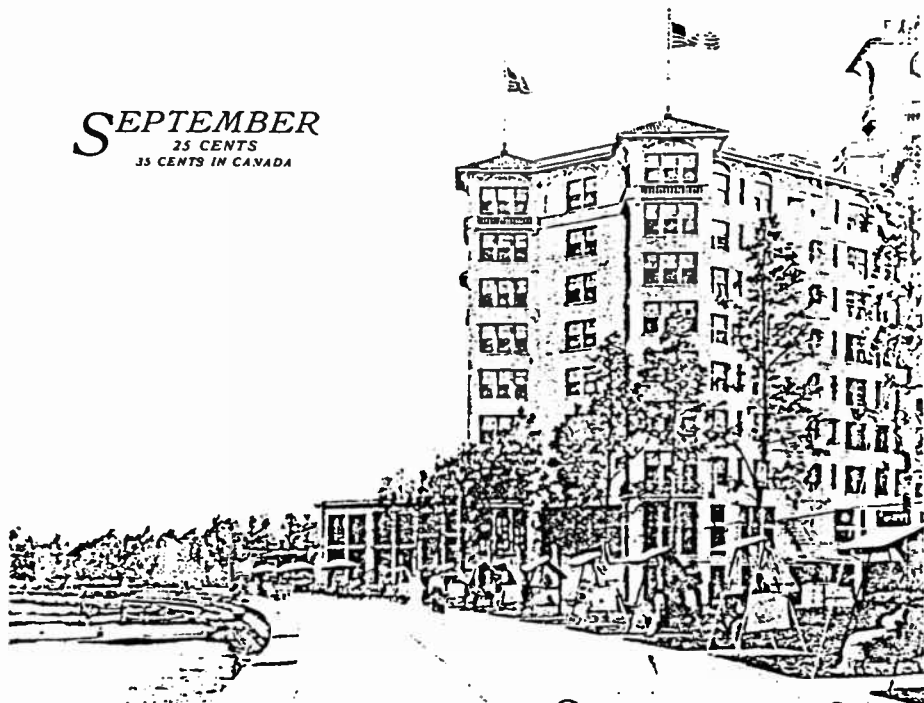
Peter Kailus is sharing the following 3 pages, reproduced from the pages of Radio Topics (Vol. 1, No. 8) for Sept. 1921. He received the copy when attending the first National ARRL Convention and Radio Show held at the Edgewater Beach Hotel and the Broadway Armory in Chicago.

The advertisement of the Hammond Radio Equipment and Supply Company will surprise most of us.

.....

RADIO TOPICS

SEPTEMBER
35 CENTS
35 CENTS IN CANADA



CONVENTION AND SHOW
NUMBER

Published Monthly by the Chicago Executive Radio Council

BEACH WALK, EDGEWATER BEACH HOTEL
CONVENTION HEADQUARTERS

This Sample Copy of RADIO TOPICS

Is Sent You With the Hope that You Will
Be a Regular Subscriber



We do not believe it necessary to comment further on this interesting National Radio Journal, as this *eighth edition* speaks for itself.

OUR SPECIAL OFFERS!

The beautiful national convention badge makes a splendid souvenir which every radioman should possess. It may easily be converted into an attractive watch fob. The center of the lower piece is an exact duplicate of the League pin.

Offer No. 1

- 1 Convention Badge\$1.00
- 1 Year Subscription Radio Topics..... 1.00
- \$2.00

WE WILL SEND THEM BOTH TO YOU
FOR ONLY \$1.75 PREPAID.

Here Is a Better Offer, No. 2

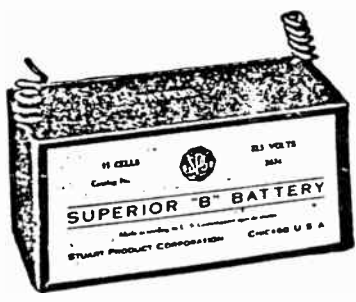
- 1 Convention Badge\$1.00
- 1 Stuart Standard 22.5 volt "B" Battery..... 2.25
- 1 Year Subscription RADIO TOPICS..... 1.00
- \$4.25

WE WILL SEND YOU ALL POSTPAID
FOR ONLY \$3.00

Or This One, No. 3

- 1 Stuart Standard 22.5 volt "B" Battery.....\$2.25
- 1 Year Subscription to RADIO TOPICS.... 1.00
- \$3.25

WE WILL SEND YOU THESE
FOR ONLY \$2.00



SEND THIS IN RIGHT NOW

RADIO TOPICS
4533 No. Sawyer Ave., CHICAGO, ILL.

I am enclosing herewith \$..... for which please send me articles on your offer No.

Name

Address

City and State

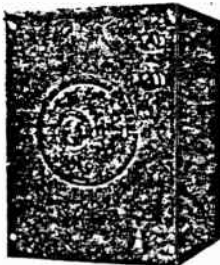
NOTE Either of the articles may be ordered separately at price shown.

PROGRESS!

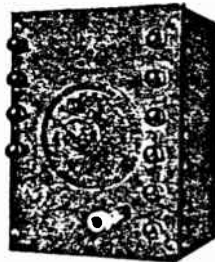
The incentive and result of all endeavor. The achievement which makes the First National A. R. R. L. Radio Convention and Show a possibility—a necessity. The constant ambition of every live radio amateur. The purpose for which you purchase new apparatus. The REASON you should install SERVICE RECEIVING EQUIPMENT.



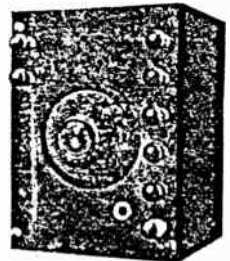
Vario-Coupler
\$12.50



Variometer
\$10.00



Detector
\$20.00
Complete
With
Tube



Amplifier
\$25.00
Complete
With
Tube

Into every piece of Service Equipment goes the precision and knowledge of PROGRESSIVE radio engineers. This means the utmost in SERVICE to you.

If attending the show, our display may be seen at Booth No. 26.

For full information concerning the Service Unit System, send for our Bulletin No. 1.

We have three ideals. The first is SERVICE—so are the other two.

Service Receiving Equipment

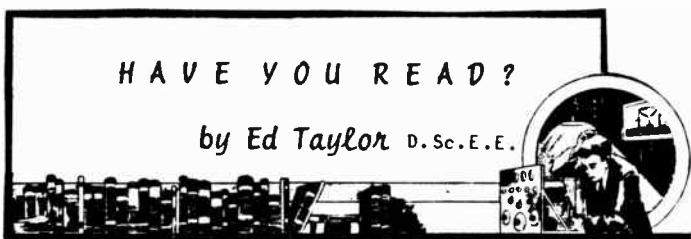
Designed and Manufactured by

Hammond Radio Equipment & Supply Co.

Hammond, Indiana

HAVE YOU READ?

by Ed Taylor D.Sc., E.E.



FIFTY YEARS OF A.R.R.L.
1981

In May, 1914, a small band of radio amateurs led by the late Hiram Percy Maxam and Clarence Tuska started a national organization and named it the American Radio Relay League. Since that time the story of amateur radio has been the history of the A.R.R.L., the chronical of amateurs working together for the public welfare and for their common good.

In 1964, the Golden Anniversary of A.R.R.L., its magazine *QST* covered this tale in serial form. At the suggestion of numerous members, this material is now assembled here as a historical reference, supplementing but not replacing the only other history, *Two Hundred Meters and Down*, by Clinton B. DeSoto.

Through these pages "Old Timers" can relive their own amateur experiences and "Young Squints" can learn the fascinating tale of amateur radio's early years and appreciate the heritage of "hams".

Available from the American Radio Relay League, Inc. and most electronic supply houses. \$4.00.



Logansport 1983!

The IHRS summer meet was held in the Riverside Park, Logansport, IN, on July 23, 1983.

A carry in dinner was enjoyed by all members, wives, children, and friends. Several hours were spent in buying, selling, and trading old radio equipment. A contest was held to determine by popular vote, the best 2 tube AC-DC radio, the nicest Celluloid radio, and the best foreign made radio. Unfortunately I lost my notes and cannot tell you who won.

The Merry-Go-Around was in operation during the meeting.

A well attended business occupied our time after lunch. The secretary's report was read and accepted. The treasurer reported \$1600.00 in our account. It included both our current operating funds and our Museum fund. We have 215 members.

A discussion was held on the amount of our yearly dues. Ross Smith made a motion, seconded by Joe Willis, that we keep our dues at \$6.00 per year. The motion carried.

Walt Sanders offered to host the fall meeting in Terre Haute. After a discussion he made a motion that was seconded by Jerry Hueber to hold the meeting there. The motion carried.

Frank Heathcote's radios were on display in Bailey Mens Wear store window during the Iron Horse Festival in Logansport.

Continued on page 16

OKAY RADIO CORPORATION
Brazil, Indiana

During the mid-twenties boom in radio, Bill Tilley and John Klingler formed the Okay Radio Corporation, rented the second floor of a building in the heart of Brazil, Indiana, and began manufacturing a three-dial TRF chassis. Cabinets were purchased locally from a furniture factory located on the south side of Brazil, off Chicago Avenue, and the sets were sold locally. Although the same five-tube chassis was used in all sets, several cabinets were available. The model in the fanciest cabinet was called the Okay Grande. The company began operation in 1925 and ceased operation in 1928 rather than compete in the a.c. market.

Roy Daly was the chief engineer at Okay. Although he had no formal engineering training, he was quite capable and when Okay went under in 1928 he went to Fairbanks-Morse and then to General Electric, where he made significant contributions in phonograph equipment, especially the variable reluctance pick-up. He died in 1979.

Ed Spugnardi, who operated a confectionary store in Brazil, worked as part-time consultant to Okay in his off hours. He had been in the Motor Corps in the Army during World War I, working with automotive electrical and ignition systems.

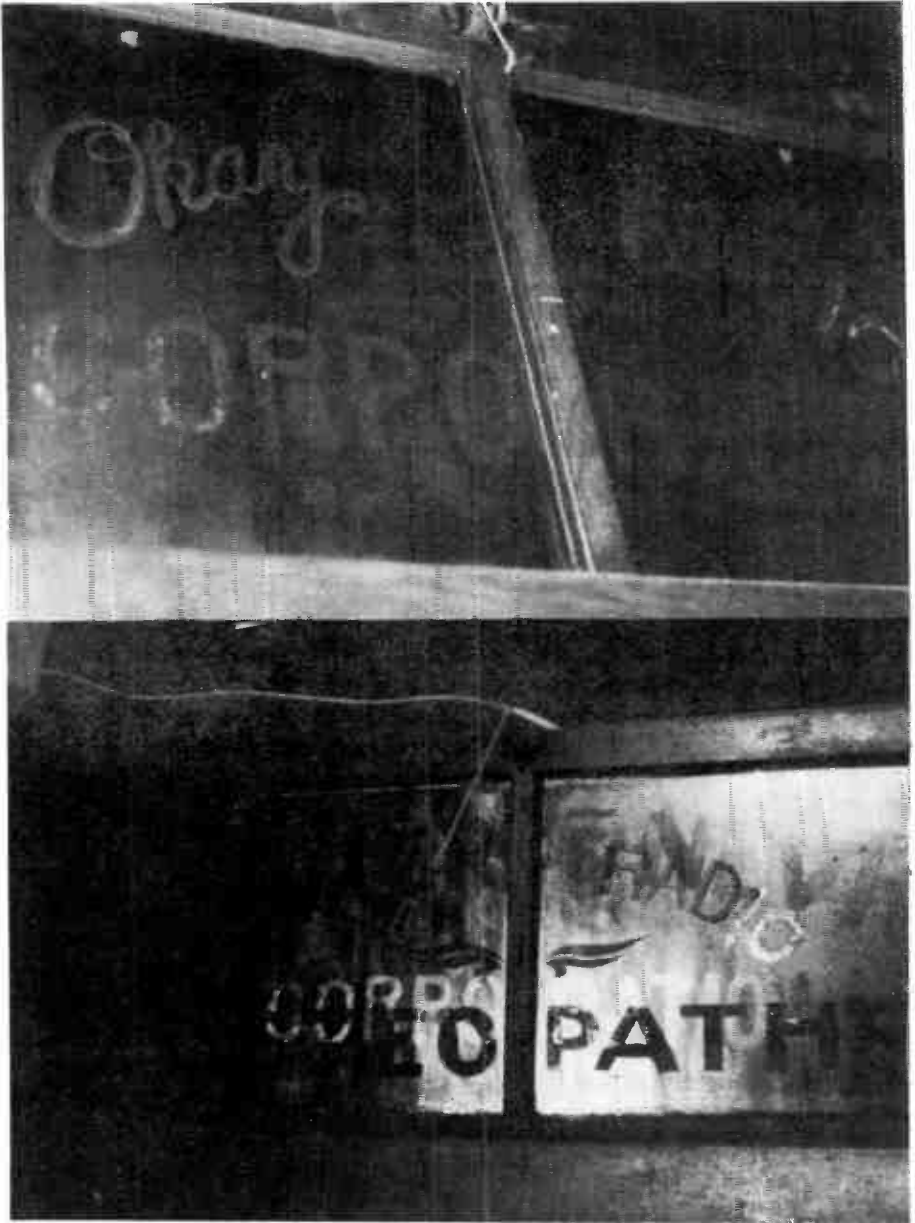
A fire burned the furniture plant down in 1927, and Paul Bell put up a block building in a hurry and made cabinets for Okay until they went out of business. Paul then converted to a barbecue meat business.

Earl Hoff, the Philco dealer in Brazil from 1928-36, recalls the names of a number of people associated with Okay, but all have died, several quite recently. Several people who remember the Okay company have been located, but none who worked there have been found, nor have any of the Okay receivers been found even though several hundred were manufactured.

The Okay Radio Corporation was located over what is now the Lynn's Pharmacy on National Avenue.

The transom over the door to the space used by Okay still has their name painted on the window (see the photo)! When a light was held behind the sign the name of the previous tenant could also be seen: Baker & Neuius - Osteopaths!

Walt Sanders



THE STANLEY JOHNSON AUCTION

The Stanley Johnson auction sale was held on June 11 and 12 a few miles north west of Fort Wayne, Ind.

The sale was very well attended with approximately 300 bidders from 14 states. I saw over 30 IHRS members there.

Rather than list all the sets and parts sold, which would take several pages, I am only listing the more popular, best known models with prices paid.

AK Breadboards	IP501	\$950.00	
10B	\$240.00	IP501	1200.00
10A	250.00	Loading Unit	445.00
12	525.00	Grebe CR12	325.00
9	900.00	" CR14	500.00
10	250.00	" CR9	265.00
10	275.00	" CR9	230.00
10	425.00	Synchroph.	170.00

Crosley Pup	\$140.00	Crystal Radios	
"	"	125.00	100.00
"	"	95.00	85.00
"	"	65.00	100.00
		110.00	30.00
		90.00	

Sears Loose Coupler	\$100.00
Mignon Det. Tube	875.00
Marconi Fireproof Key	320.00
Signal Loose Coupler	150.00
AK 55C in Keil table	320.00
DeForest Spherical Audion	225.00
DeForest D6 Radiocraft	500.00
Federal 61	450.00
Music Master Horn	160.00
Jewett Horn Speaker	160.00
DeForest T6	1800.00



Buyers looking for parts to bid on.



Some AK components waiting to be sold.

EARL HOFF-RADIO PIONEER

Born in Brazil, Indiana on July 27, 1910, Earl built his first one-tube set in 1922 when he was 12 years old, using a WD-12 and a conglomeration of parts scrounged here and there. Since then, Earl made a number of receivers, operated a Philco dealership, and was a wholesale distributor of radio parts. As Earl experimented with various circuits he found the best place to buy parts was from the Kresge store in Terre Haute, because of the complete stock, low price, and knowledge of the clerk -- a middle aged lady who was the local expert on the latest in radio construction!

Earl's interest in radio and constant nagging convinced his mother to purchase the Hoff family's first factory-built set - a Radiola III - from the Herz Dept Store in Terre Haute in 1924. The set was installed and working in the early afternoon, to the delight of all the family. But when Earl's father came home that evening, he had no interest in that new fangled thing, and sat down to read his paper. So, after a while, Earl sneaked up behind his father and slipped the ear phones on his head. That was it. They couldn't get the phones away from Mr. Hoff for the rest of the evening!

Mr. Hoff was so excited that he insisted they take the Radiola III back and get the very best receiver available. So, on Saturday, Earl and his father went shopping for a radio. It so happened that Herz's had just that day received their first Atwater Kent Model 10, and it outperformed every other set they tried, so Mr. Hoff bought it, together with a Burns horn with adjustable diaphragm and RCA tubes. At that time, Atwater Kent did not have any horns available in Brazil. The Hoff's used the AK 10 until 1928 when they bought an AK 36, to get away from the batteries. In 1927 and 28 they used wet B batteries and charged both A and B batteries with a Valley charger converted to work with both A and B batteries. Every day the batteries were charged so the radio would be ready for evening use.

Earl Hoff, Continued

In 1927, Earl was Service Manager for the Sherfey and Kidd furniture store in Brazil, servicing and installing the Mohawk, Steinite, and AK sets sold by the store, as well as erecting aerials.

Earl wrote to the Philco factory in 1928 asking to be a Philco dealer. A representative was sent from Indianapolis to see him, and left him a Model 511 and he was in business. Mr. Hoff operated a plumbing shop in Brazil, and let Earl run his radio sales from the plumbing shop. This gave him free rent and access to show windows. He sold only three or four of the Model 511 sets in 1928, but in 1929 with the new models and Earl's ability to repair sets, business improved considerably. With sets that cost up to \$150.00 the 40% markup provided a good profit, installation was free, and the dealer usually threw in a long wire antenna for free. But when the cheapies came out selling for \$18.75 retail, the profit was only \$6.00 and the installation was still free!



Earl Hoff

Earl Hoff, Continued

Earl was the Philco dealer in Brazil from 1928 to 1936, selling new radios, repairing sets, and peddling the used sets he took in on trade-in. In all this time he operated from his dad's plumbing shop. Then, in 1936, a salesman that sold him radio parts talked him into starting a wholesale distributing business for radio parts. They searched for a city that looked promising and chose Evansville, Indiana. Their company, WESCO, prospered, and in 1937 Earl bought out his partner, and ran the business until he retired in 1957. WESCO stayed in the family though, run by Earl's nephew until the city bought the property to make way for a freeway in 1982.

When Earl retired in 1957 he moved to Florida for five years, then returned to Brazil where he still lives. He has a modest collection of vintage sets including the AK 10 his father bought and a Radiola III he took in in trade in 1929. His current interest is in early CB's.

Walt Sanders

Logansport-1983 continued

Amotion was made by Frank Heathcote and seconded by Paul Gregg to close the meeting. The motion carried.

After a few more trades and a little auction cars were packed and another meet was over.

PORTABLE BROADCASTING STATIONS, 1920'S STYLE

In the mid-1920's there were a lot of broadcasting stations, but most were in the larger cities with programming aimed at the large city market. People in small towns listened to events outside of their community. An enterprising company based in Evansville, Indiana -- the Curtis Radiocasting Company -- took advantage of this situation by barnstorming mobile radio stations. Each mobile station was a two-man operation, consisting of an engineer who would set up the station in a rented building, and a business and entertainment manager who sold local advertising and recruited local talent to make up the programming. Since the local people were quite excited to either appear on radio or hear their friends and neighbors on the air, business would boom for a while. After about 30 days, as the excitement wore off, the station would "fold its tent" and move on to another small town, to begin all over again.

Curtis set up one of their "radiocasting" stations in Brazil, Indiana in 1926, above what is now the Murphy store. It was a fairly powerful station (about 50 watts) and used a long wire antenna between two masts.

The Curtis Radiocasting Company also owned station WGBF, a permanent radio broadcasting station in Evansville. Each of the several portable stations had their own call letters and operated on individually assigned frequencies.

Walt Sanders

Dr. Russell C. Hanselman, 74, of Auburn, who was a physician-surgeon in Chicago for 40 years, died Tuesday night in his home. Dr. Hanselman, a native of Angola, was formerly on staff of Presbyterian St. Lukes Hospital, Chicago.

Surviving are his wife, Helen; a son, sister and brother. Arrangements are by Feller Funeral Home, Waterloo. There are no services or calling hours. Burial is in Woodlawn Cemetery, Auburn.

From The Mail Bag

FOR SALE: Silvertone console combination, radio, wire recorder and phonograph. Needs refinishing. Cat. #8103. Cliff Gray, 2460 E. 99th St., Indianapolis, IN 46280 or call (317) 844-1218.

FOR SALE: Crosley Radio-Phono console with a fan style dial. Needs to be restored, \$30.00. Julius Bryan, 2729 Barbury Lane Apt. B, Indianapolis, IN 46205 or phone (317) 842-4555.

FOR SALE: A K model 44, nice condition, \$50.00; Homemade 4 tube table radio, good case, \$25.00; Stewart Warner Short Wave Converter 301-A, \$25.00; Orchestrian Cone speaker in wood case, \$15.00; Airline (by Hawley) Horn Speaker, \$20.00; Crosley Musicone model "B" green decorated cone is slightly distorted, so \$10.00; Radiola model 100 speaker, silk on both sides, \$15.00; old electric phono pick-up in original box, \$10.00. Rev. Jual Evans, 333 N. West St., Tipton, IN 46072. Phone (317) 675-2914.

***** Notice *****

The Arizona Antique Radio Club offers the following schedule of events for 1983.

August 24-Slide Show of Radios

September 21-Technical lecture

October 22-Swap Meet

November 16-Meeting/Get Together

December 21-Christmas Party

We invite IHRS members to join us whenever possible. Write or call Lee Sharpe, 2224 W. Desert Cove, #205, Phoenix, AZ 85029, phone (602) 861-1388.

★ ★ RADIOADS ★ ★

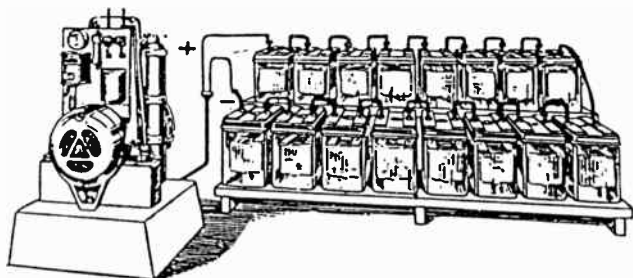
WANTED: ICA Companion, Aeriola Cabinet, good. Radiola II, Aeriola Jr. One Brass Base WD-11 any condition. Andrew Mooradion, 5 Priscilla Lane, Winchester, MA 01890.

NEED power supply for Freshman (model G) Equaphase. Ken Frankenberry, 410 Sadler St., Point Marion, PA 15474.

WANTED: Microphones, early broadcast, recording and others. Also Scott radio equipment. Also books, literature suitable as reference material for research and articles. FOR SALE: Duplicates being sold from collection. Too numerous to list. Send SASE for list w/photos. Ed & Lee Sharpe, 6415 W. Caron, Glendale, AZ. 85302 or call (602) 861-1388 or 939-8280.

14 PAGE LIST of radio magazines, catalogs, books, service literature, and misc. items available October 1st 1983. Send \$1.20 in stamps or money to; Gary B. Schneider, 9951 Sunrise Blvd., #R 9, N. Royalton, Ohio 44133.

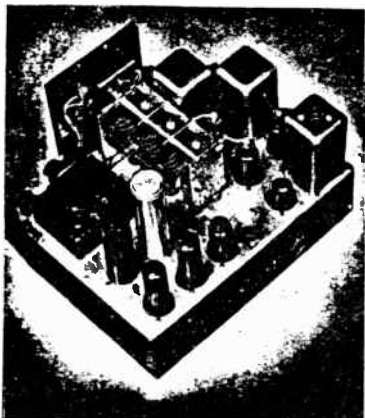
WANTED: literature, magazine advertisements, service manuals, or any paper concerning 32 Volt Light Plants, radios, appliances, or batteries. James Fred, R 1, Cutler, IN 46920.



"RADIOS OF TOMORROW"

By

SLAGLE RADIO COMPANY FORT WAYNE, INDIANA



Model 735

The Model 735 is one of the finest radios ever to leave the Slagle Laboratories. It is built on a heavy steel base, cadmium plated, and floating on rubber. All coils are oversize and wound on Bakelite forms, instead of the usual paper, to eliminate possibility of characteristics changing with atmospheric conditions. Each coil is individually shielded in a heavy non-magnetic Eraydo metal can. The power transformer has an unusually big iron core as a safety factor in taking care of changes in line voltage. The dial drive, while simple, is fool-proof and unusually smooth. Each part in the Model 735 is the finest obtainable.

- Seven of the very latest metal or octal base glass tubes.
- Complete SHORT-WAVE and BROADCAST coverage — from 540 kilocycles straight through to 13,000 kilocycles.
- Gets everything on the air. Foreign Reception is absolutely assured.
- Extreme sensitivity and selectivity.
- The finest tone that it is possible to obtain through a heavy electro-dynamic speaker.
- More volume than you will ever require.
- Uses a special superhetrodyne circuit with automatic volume control.
- Full tone control.
- Beautiful illuminated airplane dial.
- And many other features which place the Slagle Custom-Built Radios far ahead of other sets now on the market.
- The coil assembly is the best which can be built, it is even used on our Special Custom-Built Model 35-19.

Chassis dimensions: 3½x7½x11 inches. Shipping weight, 39 lbs.	
Chassis, tubes and 8 in. Electro-Dynamic Speaker.....	\$94.50
Chassis, tubes and 10 inch Elect:o-Dynamic Speaker	97.50
Model 735 Chassis in Beautiful V-Matched Walnut Cabinet, complete with tubes and 8 inch dynamic speaker	99.50

Model 935 Chassis—A magnificent receiver (similar to Model 735) with everything; latest circuits; 9 metal or octal base glass tubes, covers broadcast and all short-wave bands; airplane dial with bands individually illuminated; Shadow tuning; band spreading, push pull output, variable High Fidelity. 12-inch electro-dynamic matched speaker and all other features of the Model 735

Chassis, tubes and 12 in. Electro Dynamic Speaker	144.50
Model 935 Chassis in Beautiful Walnut Console Cabinet Complete	174.00

Wireless Apparatus

Licensed By
The Marconi Wireless Telegraph Co. of America
Indorsed By
The National Amateur Wireless Association



SEE PAGE 2

Sears, Roebuck and Co., Chicago

Dear Collector Friend,

I present the following reprints of radio manuals and catalogs generally on paper as near to the original as possible. In the case of the A-K parts manual I have chosen to present it to you in a format which will be convenient to you. Its 24 8½ x 11 pages are bound so as to lay flat on your workbench. I am sure you will enjoy it. As you know, some of the early manufacturers were reluctant to supply necessary information and so the need for this particular manual. The Wireless Specialty catalog even includes an order blank but please don't try to order from it. Oh that we could!

Each reprint is as good as or better than the original inasmuch as offset or "state of the art" copiers were used in presenting to you the kind of first quality you deserve.

Sincerely,

Arthur W. Aseltine

ATWATER KENT BREADBOARD MANUAL	(12 pg)	@ 3.50 ea.	\$ _____
ATWATER KENT ILLUSTRATED ELECTRICAL VALUES OF PARTS MANUAL 1924 - 32	(24 pg)	@ 6.50 ea.	\$ _____
TUSKA # 1 - 1919	(12 pg)	@ 3.50 ea.	\$ _____
TUSKA # 3 - 1922	(12 pg)	@ 3.50 ea.	\$ _____
DE FOREST Cat E-3 (Interpanel)	(12 pg)	@ 3.50 ea.	\$ _____
RCA RADIOLA 24	(24 pg)	@ 3.50 ea.	\$ _____
KENNEDY 220 + 525 Amp	(24 pg)	@ 3.50 ea.	\$ _____
BRUNSWICK PANATROPE W/RADIOLA 28	(20 pg)	@ 3.50 ea.	\$ _____
WIRELESS SPECIALTY 1919 8½ x 11	(44 pg)	@ 10.86 ea.	\$ _____
NOTE: SEARS & ROEBUCK 1917 WIRELESS EQUIPMENT CATALOG	(80 pg)	@ 8.50 ea.	\$ _____

PHONOGRAPH COLLECTORS PLEASE TAKE NOTE

Offered here are some interesting reprints.

Edison Standard Phonograph with helps on repairing reproducers, recorders etc.

(Also helpful for other phonos) (8 pg) @ 3.00 ea. \$ _____

How to Make Cylinder Records at Home (16 pg) @ 3.00 ea. \$ _____

Set of four Edison advertising folders (set) @ 2.50 st. \$ _____

ALL REPRINTS SENT POSTPAID U.S. & Canada

TOTAL SUBMITTED

Send check or money order to:

Arthur W. Aseltine
345 Glenwood Street
Ann Arbor, Michigan 48103

What Ever Became of STANCOR ?
James A. Fred

Lately I've heard rumors of the demise of the Stancor Transformer Co. They have been a part of the Essex Wire Co. for many years now.

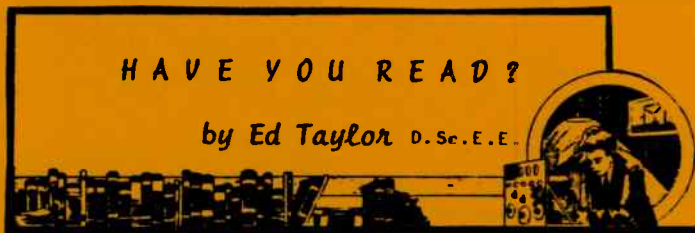
If you ask the right questions of the right person you can find out the most amazing things. At our home we have a water softener tank rental service. The man that delivers the tank ever 28 days does it as a part time job. I recently discovered that his full time job was as a material handler at the Stancor Division, of the Essex Wire Division, of the Hamilton-Standard Division, of the United Technologies Corp. Now figure that one out if you can.

My informant said that all the Stancor transformers are now made in Flora, Ind. Flora is a small town just about seven miles from my home. The transformers made for distributor stock are put into the familiar yellow and black boxes and sent about 50 miles to another small town where the Distributor Warehouse is located. The Flora plant is under the control of another division of the Hamilton-Standard Division in Fort Wayne, Ind. Now we know what happens when one the oldest names in radio becomes part of a conglomerate.

STANCOR

HAVE YOU READ ?

by Ed Taylor D.Sc.E.E.



A MEASURE FOR GREATNESS

1949

by

David O. Woodbury

This is the biography of Edward Weston, famous electrical inventor, who migrated to this country in 1870 from England and became one of the world's most successful pioneers in the field of electrical instruments.

It is a simple chronological record of Weston's inventions, against a background of the general development of the electrical art. The gap that has existed in electrical history for a record of the origin and development of the electrical-instrument field is competently filled by this work.

Here is a "from rags to riches" tale of a man who was one of the galaxy of distinguished electrical engineers of the U.S. and Europe. In an interesting dramatic style, with particular emphasis placed on his personal characteristics, the story takes you from his very first experience with electricity and the development of his many inventions through the establishment of the Weston Electrical Instrument Company and his much-enjoyed legal entanglements.

Today's electrical and radio engineers will find it stimulating, and all who enjoy the accounts of colorful lives and personalities will find this story of Edward Weston absorbing and inspiring reading.

A fine example of a Weston instrument has been donated to the IHRS and is on display at the A.C.D. Museum at Auburn, Indiana.



What's New For 1933

Mickey Mouse and Other Novelty Sets Add New Dimension to Radio Market



"IT'S A TREND!"

The world's most popular screen star has assumed a new role. Beloved by millions, he now breaks into radio. Walt Disney, his creator, has appointed the Emerson Radio and Phonograph Corporation as exclusive manufacturers and distributors of the Mickey Mouse receiving set. The advent of a radio line, housed in cabinets of lithesome design and gay colors, may mean more than that of their special appeal to little sister Betty or brother Bob at college or to dad for his den. While these sets should make easy the path for those dealers who go after the "second" and "third" radio sale per home, already there are signs that their cosmopolitan appearance is appealing to a wide variety of merchants. Toy shops, gift, jewelry and book stores see in these sets of novelty design an attractive item.

That new and radical exterior designs, and new outlets, is assuming the proportions of a trend is further evidenced by the fact that Colonial is out with a set housed in a globe of the world—of direct interest to the business man and proprietors of map and stationery stores. Then there is that attention-getting two-tube "pocket" set by International—the Kadette, Jr. "People are buying them for bridge prizes," we are informed.

Mickey Mouse Radio

Several models of the Mickey Mouse set made by the Emerson Radio & Phonograph Corp., 641 Sixth Ave., New York City, are available for den, nursery, etc.

The set measures 6 1/2 x 6 1/2 x 4 1/2 in. and can be used on either a.c. or d.c., 110-120 volts, 25-60 cycles. Also adaptable for 220 volt operation. The circuit uses 78, 6F7, 38 and IV.

There are three models: black with silver trimming; ivory with light green trimming and walnut with carved Mickey Mouse characters (illustrated). Each lists at \$25. —Radio Retailing, October, 1933.



McMurdo Silver Bids the Admiral Bon Voyage



Admiral Byrd, now on his way to the South Pole, discusses with McMurdo Silver, at Chicago, the feasibility of receiving regular broadcasts from "Little America."

McMurdo is now hand-tailoring super-sensitive sets for just such special purposes—as well as for regular programs.