

RADIO

**RADIO RECEIVING SETS
RADIO PARTS
RADIO—PHONOGRAPHS**

GENERAL RADIO NOTES

The Graybar 600.

The Graybar 600 is a console of beautiful yet conservative design. Constructed of 5-ply walnut veneer and finished in a two-tone effect with artistic trimmings, it makes a sturdy piece of furniture that will blend with any scheme of home decoration. The highly colored tapestry grille is a welcome departure from the drab and colorless grilles used in the past.

Balkeitt Transmits Faithfully.

The Balkeitt Radio Company, North Chicago, Ill., explains the mission of radio distinctly in these words: "The tone should be with the speaker, the singer, the instrument—but not with the radio. Radio's job is to receive sound as it is sent, and to transmit it as it is received. Balkeitt Model C has no tone of its own to denaturalize the sound. As the singer sings, as the orchestra plays, as the comedian laughs, as the organ swells, as the president speaks—so Balkeitt transmits faithfully, clearly, purely. Distant stations as clean and smooth as your local programs."

Victor Radio with Electrola.

The Victor Talking Machine Company, Camden, N. J., declares: "Victor radio alone gives you all that broad-cast entertainment can offer. Victor radio with the marvelous new Electrola gives you even more! For this superb instrument reveals in recorded music, power and beauty beyond anything you can imagine."

The Bosch Radio.

C. S. Tay, Inc., 17 South Desplaines street, Chicago, is wholesale distributor for Bosch radio, produced by the American Bosch Magneto Corporation, Springfield, Mass. Mr. Tay says: "It is a balanced set for steady successful performance. You will be charmed by the gracefully designed cabinets."

Eveready for Damp Nights.

The National Carbon Company, Inc., 30 East 42nd street, New York, in speaking of the reception of its radio, says: "Its tone is full, round and agreeable. And because of the 'weather-proof' principle incorporated in the new Eveready radio the reception even on damp, humid nights is remarkably clear and free from distortion."

Sonatron Radio Tubes.

The National Union Radio Corporation, Newark, N. J., says: "Sonatron manufactures the world's largest radio tube line—44 distinct types, a Sonatron for every socket."

Life-Tone of the Kennedy.

Colin B. Kennedy Corporation, South Bend, Ind., announces its radio as "for those who know the finer things. Exquisite tone; the echoless voice of a Kennedy; the rapturous pean of life-tone."

The Freed Is Impressive.

The Strauss Radio Company, 1424 Milwaukee avenue, Chicago, advertises by using a Freed cut and says: "Impressive to the last degree is this superbly handsome Freed model. The latest Freed advances in 1930 radio, enclosed in a magnificent cabinet of exquisite workmanship and choice woods. As impressive in its generous proportions as in its volume and tone."

Bosch

Bosch Radio offered show visitors an exceptionally wide choice of beautiful console cabinets. Each one is a masterpiece of cabinet artistry, designed by furniture craftsmen who have built an enviable reputation as creators of fine furniture and exclusively designed for Bosch Radio.

Kennedy.

The Kennedy, "Royalty of Radio," was shown in two models. One employs the Kennedy high gain Neutrodyne circuit, and the other the Kennedy power detection screen-grid circuit.

Crosley.

Crosley proudly displayed, at the recent Chicago Radio Show, its new 31, the result of the determination of Powell Crosley, Jr., to bring the enjoyment of modern radio within the reach of every income. This seven-tube set may be converted into a console by the addition of legs, or with the speaker attached underneath, the set becomes an end table and radio combined.

New Colonial Cabinets.

The Colonial Radio Corporation, Long Island City, N. Y., says: "The amazing performance of the new Colonial chassis has inspired our master craftsmen

to create a line of cabinets worthy of Dr. Cutting's latest achievement. Greatly improved design is made possible by the absence of the speaker grille from the front of the cabinets. The secret door disclosing the control panel may be kept closed if desired while the set is played."

Atwater Kent Cabinets.

The Adler Manufacturing Company, Louisville, Ky., is manufacturing the Atwater Kent cabinets which are described as "distinctively individual, rich in figured woods, superbly finished, a piece of furniture that will endure in usefulness and charm throughout the years."

Daylight Reception with Philco.

To radio owners who live in smaller towns at a distance from good broadcasting, Philco Screen-Grid Plus makes daylight reception available, often for the first time, and offers in the evenings a far wider selection of programs than ever before possible.

Baldwin.

The Baldwin receiver shown at the recent Chicago radio show was designed with the viewpoint of best audio quality of reproduction obtainable. DX reception, this company's engineer decided, occasionally gives a person a thrill, but real enjoyment is obtained only from reception of local broadcasting stations, where the background noise and static are minimized. Working on that theory, this firm developed in its receivers a tone "as colorful as the flaming spires of Bryce."

Fada.

The beautiful line of consoles exhibited recently at the Chicago radio show added greatly to the reputation Fada has been building since the year broadcasting began.

RCA Radiola.

Visitors to the Radiola booth were Gen. H. G. Harbord, president of the RCA, Frank Brick of the RCA show division, H. H. Ranier and Paul Pfohl of the radiotron division, and K. T. Maltas, Chicago sales representative.

Colonial.

Among Colonial representatives were: J. B. Hawley, vice-president; A. Newcombe, director; C. A. Verschoor, vice-president; Dick Steen, advertising manager; W. H. Allen, district manager; Al. Ferguson, L. E. Holcomb and Glen Balcom, factory representatives.

And the following representatives, C. A. Duntley, H. H. Tishrock, V. F. Greaves, and F. W. Will.

Kolster.

Great interest was manifested by the public at the recent Chicago radio show in the special features of the new Kolsters, the selector tuner and remote control. By means of these devices, Kolster provides ease of operation to a degree that makes operation the simplest factor of complete radio enjoyment—practically effortless and absolutely accurate. Brandes and Columbia sets also are equipped with the Kolster selector tuner.

Philco

Philco made its theory of "balanced units" understandable to the crowd at the recent Chicago Radio Show by the use of two full-length mirrors—one of the amusement park type, reflecting a distorted image, and another, of smooth plate, giving back the normal image. This idea was impressed on visitors to the booth: "Philco balanced units allow no blur or distortion; it yields true, clear tone always."

Grebe for Small Apartments.

"For the small apartment, the new Grebe is built into a charming lowboy, which fits into small rooms without giving the impression of crowding," says the A. H. Grebe Radio Company, 109 West 57th street, New York. "Where the lowboy design is desired for use in the larger apartment, model 270, with its vertical panels and sliding doors is proving a very popular choice."

RCA Screen-Grid Radiolas.

"Obviously you get your greatest guarantee of screen-grid performance in the screen-grid instruments designed and built by RCA. Here in these great screen-grid radiolas you find the crystallization of RCA's vast and superior knowledge of the screen-grid principle," is a recent announcement by the Radio Corporation of America.

Freed.

Freed exhibited its Models 90, 95, 78, 79 and 55 at the Chicago radio show, under the auspices of the Telephone Maintenance Company, Chicago, distributors. From the New York factory came Joseph

Freed, president; Arthur Freed, chief engineer, and Leo Freed, sales manager. Spencer Rees, Kansas City representative, was another visitor. Sales representatives were: C. J. Brinkman, K. R. Reed, I. R. Duffy, J. Walker, H. Faulk, W. Yates and Paul H. Hittinger.

Howard.

The chassis of the new Howard screen-grid receiver is of the highest grade auto body steel—cadmium plated to prevent rust or corrosion—thus insuring perfect electrical contact, for all time, between the various shielded compartments which separate the important circuits, one from another. This thorough shielding gives the receiver a sharp separation of stations—not favoring any one sector on the dial, but with astonishing accuracy across the entire tuning range.

CHICAGO

The Davis Company, located at State, Van Buren, Jackson and Wabash, is the exclusive distributor in the "Loop" for the Bush & Lane, the radio that is "built like a fine piano."

The Cable Piano Company, at Wabash and Jackson streets, is offering a 15-day test of the new Erla screen grid radio without subsequent obligation to purchase. This introductory offer is being made in order to familiarize radio buyers with the exceptional performance of the Erla. A fee of \$5 is charged to cover the cost of cartage and installation, but the amount is creditable against the purchase price in the event that the deal is closed.

Red Lion cabinets for Atwater Kent sets are being featured both in the advertising and on the display floor of the radio shop at the Chicago store of A. G. Spalding & Bros., 211 South State Street.

Zenith Asks Comparison.

The Kimberly Radio Corporation, 154 East Erie street, Chicago, says: "Go right down the line and compare. Inspect Zenith automatic tuning and contrast its genuine 'press-the-button' action with the half-way tuning contraptions on other sets. Note the superiority of Zenith-built consoles."

Majestics 6,000 a Day.

The Harry Alter Company, 340 North Dearborn street, Chicago, distributor for the Majestic radio, says: "Remember, one swallow does not make a summer and one talking point does not make a good radio set. To be a good set, everything about it has to be good. Majestic does not confuse the issue by shouting one form of superiority and ignoring every other important point. Everything about a Majestic has to be good or we could not sell 6,000 a day. Is it too much to say that nearly two million people cannot be wrong?"

Zenith.

The crossing signals at the Zenith booth apparently joined with Zenith prestige in arousing interest in the Zenith line, for there was always a crowd investigating the automatic tuner and the remote control units with which the Zenith sets are equipped.

Stromberg-Carlson.

These new Stromberg-Carlson art consoles are beautiful receivers with a built-in electro-dynamic speaker—designed to utilize three of the new A. C. screen-grid tubes which make possible linear power detection. This linear power detection with automatic grid bias, is necessary to obtain full value from the new 100 per cent broadcast modulation.

Mills Novelty Sets.

The Mills Novelty Company, Chicago, manufactures radio which it claims is "more than a receiver." Its Model 500 Highboy is an all-electric with eight tubes. The cabinet is entirely hand carved in oak, with mouldings of mahogany, walnut and oak. Trimmed in beautiful Japanese ash and Oriental walnut, French doors with large drawer below.

Balkeitt Handles Distant Programs.

The Balkeitt Radio Company, North Chicago, Ill., employs faithful ten kilocycle separation of stations—uniform distance getting ability over the entire dial. An achievement in modern radio unlike all others in its ability to reproduce distant programs with the same clear strength of tone ordinarily enjoyed only on local tuning. Five tuned stages, with uniform sensitivity over the entire dial, give the Balkeitt Model C surpassing selectivity and consistency of fine performance.