

'MIKE' NOW IS 50 YEARS OLD

Came Into Own After Long Obscurity.

The fiftieth anniversary of the birth of the microphone, the invention that made possible radio broadcasting, finds "Mike," as now is familiarly called, at last given popular recognition as one of the really great inventions contributing to human happiness.

For more than forty years, while recognized by scientists as the essential factor in telephone transmission, the public at large knew nothing about the microphone and cared less. But today, more than 20,000,000 radio "fans" know that it is the microphone that transmits to them their daily dozen from the air. For without "Mike" there is no broadcasting.

Over fifty years ago, on April 14, 1877, Emile Berliner, a young German immigrant, unable to speak pure English, filed his application for a patent on the microphone. His first crude instrument, constructed from a small toy drum, a steel drum button and a needle actually had talked. The microphone of today, as used both in the telephone transmitter and in radio broadcasting, is merely a refinement of the loose contact principle applied by Berliner with his toy drum, drum and needle.

Although Berliner also is the father of the disc talking machine, it is his oldest child "Mike" that is

Awarded Philco Agency

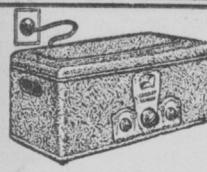


The State Radio Company, 316 N. Illinois St., has been appointed distributors of Philco radio receivers in Indiana. L. T. Gildden, manager of the company, reports that State dealers are enthusiastic about the new line, which includes both table and console models in various color combinations.

his chief pride. And Berliner, at 75, believes that "Mike," although now over fifty years old, is just in his adolescence. The next century, he believes, will see "Mike's" usefulness extended into other fields now not more foreseen than radio broadcasting was half a century ago.

Radio Ousting Phonograph

Sales of phonographs declined 60 per cent and sales of radio receivers increased 200 per cent last year in this country, according to a report of the United States Department of Commerce.



8-TUBE CROSLEY "SHOWBOX" ALL-ELECTRIC RADIO

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CLAYPOOL HOTEL BLDG. - 18 N. ILLINOIS ST.
Just a Few Doors North of Washington Street

U. S. RADIO FANS HEAR AUSTRALIA

Tokio Is Included in Long Distance Records.

In talking of "distance," as regards "radio reception, one is often reminded of the comedian who asked the question "How far is up?"

What is considered good "distance" for one radio fan means nothing to another rabid manipulator of the dials, who is always ready to quote stations and their call letters still further removed from the records attained by his friends.

Owners of the recently introduced Majestic Electric Radio are enthusiastic "distance hounds," and they report some amazing distance records. The manufacturers of Majestic, Grigsby-Grunow Company of Chicago, has built the radio receiver, the fans claim, that not only

has amazing tonal quality, unusual cabinet design, but is a distance getter.

Some Majestic fans in California recently obtained Melbourne, Australia, and Tokio, Japan, reception in the early evening, and there are countless numbers who have secured coast-to-coast distance reception in America.

One Brooklyn fan claims that he attached a forty-foot aerial to his set, not bothering to hook it up to insulators, and by merely throwing it out of the window secured reception from practically every station in the country.

MAJESTIC GETS 'HOUR'

Weekly Program Over WFBM Will Be Offered

Indianapolis Majestic radio dealers will sponsor a weekly radio program over WFBM. The first program will go on the air Sept. 4 at 8:15 p. m. under the direction of George Irish.

The weekly Majestic broadcast

will offer popular and semi-classical

music, both vocal and instrumental.

Indianapolis Athletic Club orchestra will devote his time exclusively to

Irish has been director of the In-

for several years, but in the future radio work.

Its Reputation Is Deeply Rooted in Radio History

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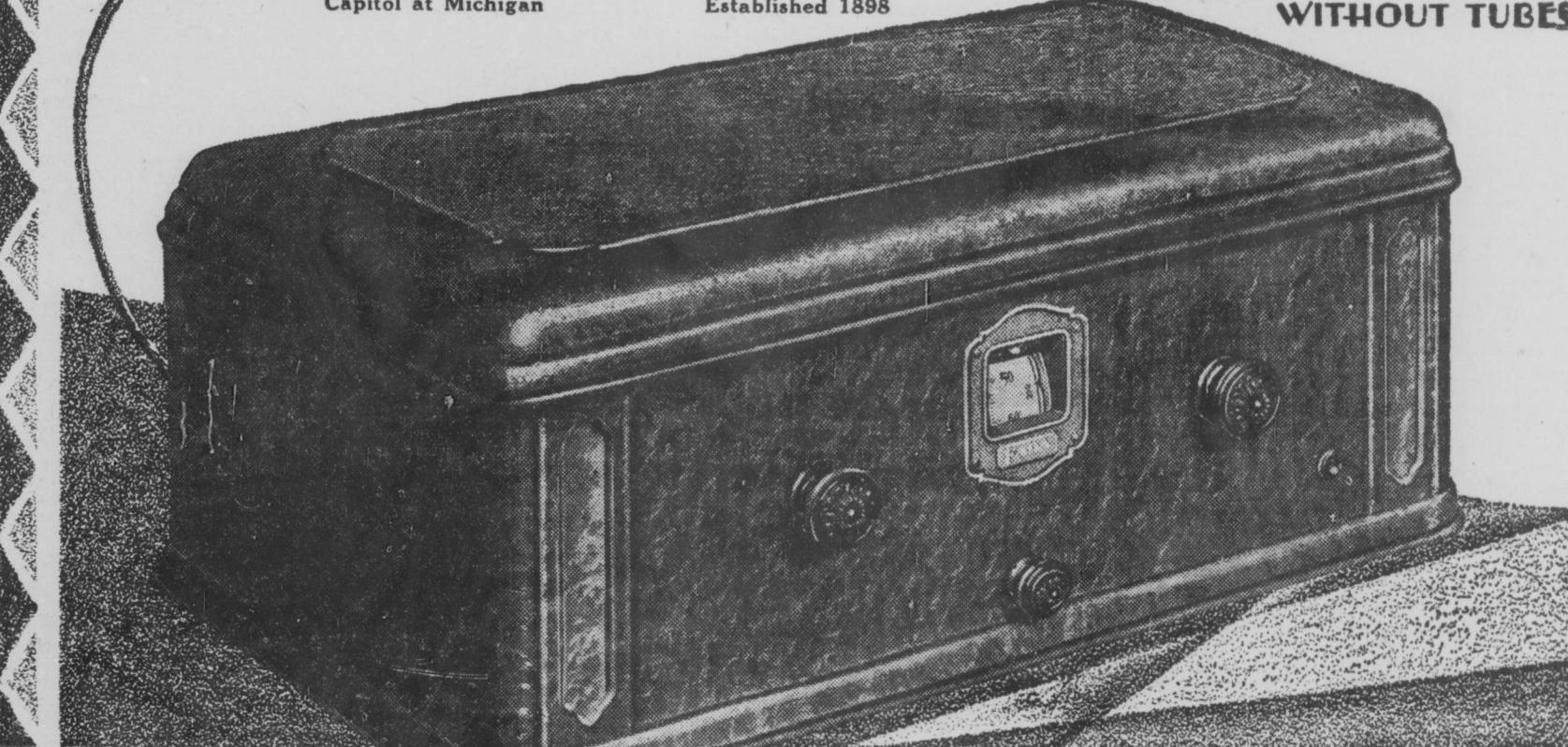
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