

TONE FEATURES ADDED TO NEW ZENITH MODELS

Circuit Is Changed for Modern Screen Grid Tubes.

Four new Zenith fifteenth anniversary automatic models, incorporating more than a score of outstanding features, have been announced by W. J. Holliday & Co., authorized Zenith distributors, at 545 West McCarty street, where the new models can now be seen on display.

"Further perfecting screen grid radio performance," says Fred Stalker, manager, "Zenith engineers, backed with fifteen years of successful radio experience, have designed an entirely new screen grid circuit, engineered from the bottom up, using two stages of push-pull audio amplification and linear power detection.

"Through the use of double push-pull, which comprises two of the 227 type tubes in the second audio stage and two 245 type tubes in the third audio stage, Zenith has achieved new heights of tone fidelity, in addition to full power and volume without distortion.

"Zenith's exclusive automatic tuning device appears on all of the new models, the only genuine 'press the button, there's your station' tuning device on the market today. An automatic volume control, station indicator and silencer are added features of the automatic tuning device this season. Remote control, permitting the operation of the set from any room in the house makes its appearance incorporated in the new Model 55.

"The new Zenith 52 presents one of the biggest values offered in radio today," continued Stalker. "Last year Zenith automatic tuning was available only in the higher priced models but the new fifteenth anniversary receivers now offer automatic tuning as well as the new Zenith screen grid chassis in exquisite cabinets at popular prices within purse reach of all.

"Never before has Zenith produced such outstanding receivers or presented so much value for the dollar as is now a reality in the new '50 line' models now on display."

RADIO IS ROMANTIC FIELD OF THOUGHT

Technical Fascination in Violent Contrasts of Art.

Quite aside from the utilitarian aspects of radio communication—bringing a world of music and entertainment into millions of homes; bridging the oceans with trans-oceanic radio service; spinning intangible yet unbreakable threads between ships and shores—there is a certain fascination about radio technique itself that is well-nigh irresistible.

No where else does one find a field in which kilowatts and microwatts rub elbows, ohms and megohms are discussed in the same breath, millivolts and thousands of volts are featured in the same applications. In radio, the worker starts out with kilowatts at the transmitting end—virtually power house practice. At the receiving end the energy is dealt with in terms of microwatts, or laboratory precision terms.

In certain applications the resistance must be reduced to an absolute minimum, so that we are dealing with ohms and fractions of ohms. On the other hand, in receiving applications we are dealing with megohms, or millions of ohms. More recently, in the photo-electric cell field, we are dealing with tens of millions of ohms—almost a practical insulator.

At the transmitting end we deal with thousands of volts in generating the radio waves, yet at the receiving end we measure the signal strength in terms of millivolts (millionths of a volt) per meter of wave-intercepting conductor.

And then there is the thrill of playing with the very foundations of matter—electrons and ions—in the vacuum tubes. Somehow, the radio worker always feels that just around the corner is a brand new world of opportunities, due to the limitless possibilities of radio technique.

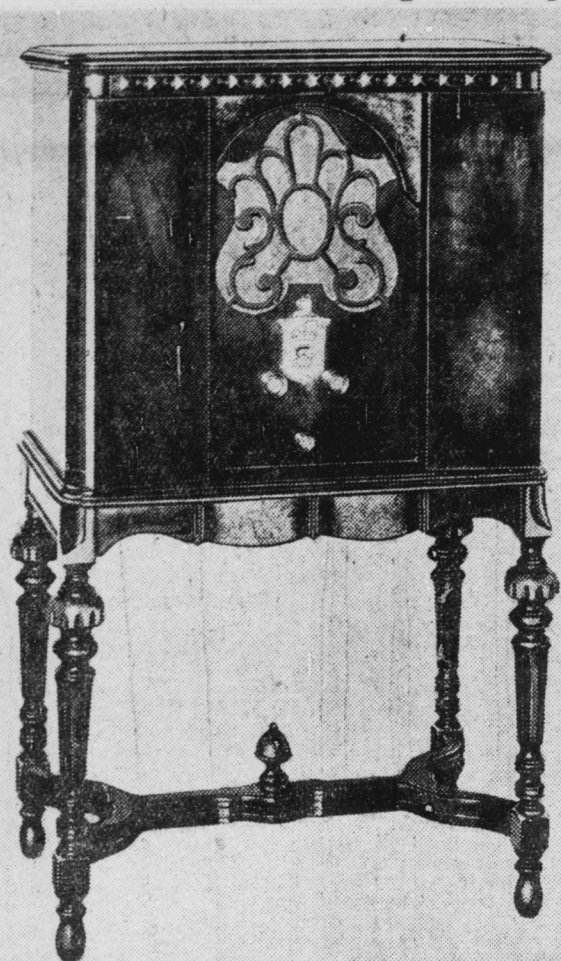
FAMOUS QUARTET IS GIVEN BIG RECEPTION

The Revelers "Bring Down the House" in Paris.

Don Marcotte, jazz pianist of the NBC, and Ward Byron, with whom he played his way to Europe and back aboard the Berengaria, have returned to the studios with unusual reports of the European reception granted the famous quartet, The Revelers.

The popular vocalists, according to report, singing a strange language before a sophisticated Paris audience, "brought down the house" in the Empire theater with "Ole Man River," "Ramona," and "Dinah." Four encores, nine curtain calls and cries of "Speech!" from the demonstrative French audience rewarded the performance witnessed by Marcotte and Byron.

Features Tone Quality



One of the latest models of the C. A. Earl receivers, distributed by the Em-Roe Sporting Goods Company. This unit, Model 44, has nine tubes, one 230, six 227, and two 245 tubes.

SIGN PARALYZES GOOD RECEPTION

Cause of Trouble on Ft. Wayne Avenue Found.

In the vicinity of Ft. Wayne avenue and Alabama street radio interference developed recently that brought many letters to The Times radio department.

The trouble was investigated and, according to The Times radio interference engineer, the cause is a large electric sign on the St. Clair theater. This sign completely paralyzes radio reception when it is turned on. The theater owner has been notified, but no action has as yet been indicated.

Open Department
The Charles Mayer Company, one of the oldest retail establishments, will open a new radio department next week on the third floor, J. H. Hopwood, who has been connected

Variety Hour

Some radio programs present strange contrasts. In a recent National broadcasting and concert bureau hour over the NBC system, the performer included Welcome Lewis, blues singer or "crooner," Cesare Soder, master musician, composer of a grand opera and conductor of the National grand opera company, Paula Hemminghaus, operatic contralto, and Muriel Pollack, jazz pianist. The concert bureau hour demonstrates the wide variety of entertainment offered by the various NBC artists.

OPENS NEW STORE

Simmons and Tuck Have Shop on Avenue.

B. F. Simmons, well known Indianapolis grocery man, has opened a new radio store at 905 Indiana avenue. Associated with Simmons in the new store in Ralph Tuck, an experienced radio man, who has had many years' experience in the sales and service of radio receivers.

The new firm carries a complete line of Atwater Kent, and Philco which are sold on the popular payment plan. This company also features free home demonstrations.

NICK LUCAS LISTED FOR NEW PROGRAM

Jules Bledsoe of "Show Boat" to Appear on R. K. O. Hour.

Nick Lucas, famed as a recording, vaudeville and motion picture artist, is among those listed to entertain in the second of the new Radio Keith-Orpheum programs through a coast-to-coast network of the National Broadcasting Company Tuesday night at 8:30 o'clock.

Rose Perfect, prima donna of George White's Scandals for five years, is also on Tuesday night's program. She is listed for a collection of favorite songs. Jules Bledsoe of "Show Boat" is also scheduled to be heard.

OPEN RADIO SCHOOL

Services Classes Are Started by Temple Corporation.

CHICAGO, Sept. 2.—Temple corporation's radio service school has just opened in the firm's plant in the clearing industrial district here, with a 50 per cent gain in attendance over enrollment of the last school. Temple dealers and service men from Iowa, Pennsylvania, Michigan, New York, Georgia and Illinois attended the initial classes. Robert MacGregor, assistant chief service engineer, is in charge of the school.

LONG FOOTBALL SCHEDULE WILL BE BROADCAST

Columbia System Will Open Season With Army-Boston Game.

The longest football broadcast schedule in radio history will be undertaken by the Columbia broadcasting system this fall. Starting three weeks before the world's series, Ted Husing, Columbia's ace sports announcer, will broadcast the season of not less than thirteen games. The schedule covers all sections of the country and assures the radio audience of attendance at every intersectional contest of importance.

Columbia's football schedule opens Sept. 28, with the Army-Boston university contest on the plains of West Point. It will be noted in the schedule as announced, that several open dates exist. This does not indicate that Columbia will not broadcast a football game on these afternoons. Several colleges have temporarily withheld permission to broadcast pending the action of the athletic control boards on the matter. While no ultimate opposition is expected on these games, the Columbia system has refrained from announcing a game which may have to be changed at a later date.

In case the unexpected happens and one or more athletic control boards take an attitude against broadcasting, Columbia already has permission to broadcast games of almost equal quality and importance. Furthermore, while the schedule as below shown terminates Dec. 28, another game Jan. 1 will undoubtedly be added. There is a possibility that a big

It May Be So

Janitors around the National Broadcasting Company studios are quite wise to the things that are done in front of the microphone.

In the Forty Fathom Travelers program a large galvanized can is used to hold water. In a recent program one of the performers splashed his hand in the water to give the sound of a fish struggling on a line.

"Don't spill the fish when you carry the can out," an actor said to the janitor when the program was over.

"You can't fool me," said the janitor. "It's all a humbug."

game will be played on the east coast this year which will rival the west coast Pasadena Carnival of Roses game on New Year's day. Because of this possibility, Columbia has refrained from announcing its New Year's day game at this time. Also, one of the world series games will undoubtedly be played Saturday, Oct. 12, weather permitting, but in case rain prevents the playing of a baseball game, Ted Husing will be at Baltimore ready to substitute with the Navy-Notre Dame game from there.

The schedule:

Sept. 28—Army-Boston University at West Point.

Oct. 5—To be announced.

Oct. 12—World series (if it rains will broadcast Navy-Notre Dame) at Baltimore.

Oct. 19—To be announced.

Oct. 26—Illinois-Michigan at Urbana.

Nov. 2—Princeton-Chicago at Princeton.

Nov. 9—Northwestern-Ohio State at Columbus.

Nov. 16—To be announced.

Nov. 23—Yale-Harvard at Cambridge.

Nov. 30—Army-Notre Dame at New York.

Dec. 14—Carnegie Tech-University of Southern California at Los Angeles.

Dec. 28—Army-Stanford at Palo Alto.

Visits Movies

William S. Rainey, NBC production man, is back at his desk after a brief vacation. While he was away of California in search of data on he visited the motion picture studios sound effects for use in forth-coming radio productions.

COMPLETE LINE OF CROSLLEY IS AT SHOWROOM

Console and Table Models Offered by Motor Tire Company.

One of the most complete lines of Crosley radio receivers in Indianapolis is to be found at the Motor Tire Company, 122 West New York street. Here it is possible to suit every taste and pocketbook through the extensive offerings of all Crosley models which include several of the battery type as well as many last year models which are offered at greatly reduced prices.

The new 1930 Crosley receivers which are on display are offered in both console and table models in a variety of cabinets and finishes. The Motor Tire Company features home demonstrations and sets may be purchased on terms to suit the customer. The service department is so equipped to take care of service on all makes with experienced men in charge at all times. The Motor Tire Company is one of the oldest exclusive Crosley dealers in the city with hundreds of satisfied customers.

THINK UP NEW ONES

Comedy Team Says Joke Making Is Serious Business.

Al Bernard and Billy Beard, comedy pair who go on the National Broadcasting Company system as the Raybestos twins, claim to use original jokes and none other. The two spend several hours together a week thinking up new ones. Then they take several more hours to rehearse them. All in all the business of jokesmiths is a difficult one, they find.

'Old Stager'



Henry M. Neely

A recent photograph of one of radio's most likable personalities, Henry M. Neely, "Old Stager," of the Philco theater memories program heard weekly through the National Broadcasting system. This hour is presented each Friday night at 7:30.

ANNOUNCER HAS ARM FRACTURED

Pat Kelly Manages Complicated Switching Easily.

Pat Kelly entered the list recently as NBC announcer for coast-to-coast features. He made his bow to the nation-wide audience in the Halsey Stuart hour.

One arm is still bandaged from fractures sustained in a motor accident months ago, but Kelly manages the complicated switching of networks with one hand.

MACHINES USED BY DOCTOR ARE CAUSE OF GRIEF

Violet Rays, Mercury Lamps Are Found to Be Offenders.

Much trouble has been experienced lately by residents around the neighborhood of Thirtieth street and Clifton avenue.

This trouble was traced to electrical contrivances used by a doctor in the neighborhood, such as violet ray machines, mercury arc lamp, high frequency machines and paraffin.

An instance of the power of an arc, such as is used in one of the lamps, is the fact that this method of generating radio frequency current was one of the first forms of the modern radio telephone, which has become the radio broadcasting of today.

Equipment of this kind was used in many powerful stations and is still standard equipment in some commercial telegraph and telephone installations. This trouble could be cleared up immediately by the use of correct filters and chokes at the source of the trouble.

Hard Life

The life of a duenna is not what it used to be. Countess Olga Medaolaga Albani, radio soloist of the National Broadcasting Company, is planning to fly from Southampton, L. I., to Cuba for a visit with her parents, and, of course, the ubiquitous duenna must go along. She has watched over Donna Olga from the latter's cradle days, but she doesn't care for "new-fangled airplanes."

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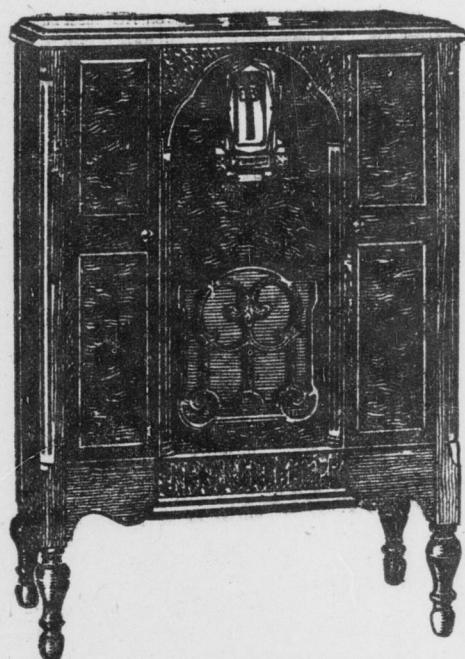
A Demonstration will quickly show you how far ahead Zenith really has gone—Not only in Screen-Grid operation, but in other advancements.

**IDEAL
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