

FANS STAND BY WHILE PROGRAM FIGHT IS WAGED

Records or Originality in Selections Will Be Considered.

BY RODNEY DUTCHER
NEA Service Writer

WASHINGTON, Sept. 2.—The next big radio fight in which the fans will function both as excited participants and interested observers probably will concern programs off the phonographs.

The smaller stations will be found lined up on one side and the larger stations, which go in for special programs without benefit of Brunswick or Victor, on the other.

The federal radio commission will stand as arbiter. The smaller stations will be at the bar of justice, so to speak, and the fans, if they make enough noise, presumably will influence the commission's decision.

This is the picture foreseen by some persons well informed on radio, who are aware of the commission's professed fear that broadcasting in the United States will deteriorate if the phonograph stations continue in unrestrained competition with the stations presenting more pretentious programs.

"Public Interest" First

Naturally, stations putting on their own programs are anxious to put a crimp in the phonograph stations wherever they compete for advertising.

The commission's method, if it acts, will be to summon individual stations and raise the question whether they are operating in the "public interest." To bolster up the charge that they aren't, a number of complaints will be necessary. A few such complaints have been received, but not enough to make it certain yet that the commission will take formal action.

Commissioner Harold A. Lafount of the fifth or far western zone, is anxious to see something done. He reports that in Los Angeles alone five stations are broadcasting phonograph music twenty-four hours a day and says that in a recent check in the same city the same record was heard at least seventeen times in a single day.

Lafount Objects

"The public in large cities can easily purchase and use at its own leisure phonograph records of the ordinary commercial type," Lafount says.

"A station which devotes the main portion of its hours of operation to broadcasting such phonograph records is not giving the public anything which it can not readily have without such a station."

"But the most alarming feature of the situation is that stations using phonograph records, which programs are sponsored by advertisers, are able to quote such low prices that other stations using original materials can not compete with them. The result is a decided drift of advertisers apparently to stations offering low advertising prices because of the extensive use of records."

"Unless this situation is remedied, broadcasting programs are likely to deteriorate rapidly in this country."

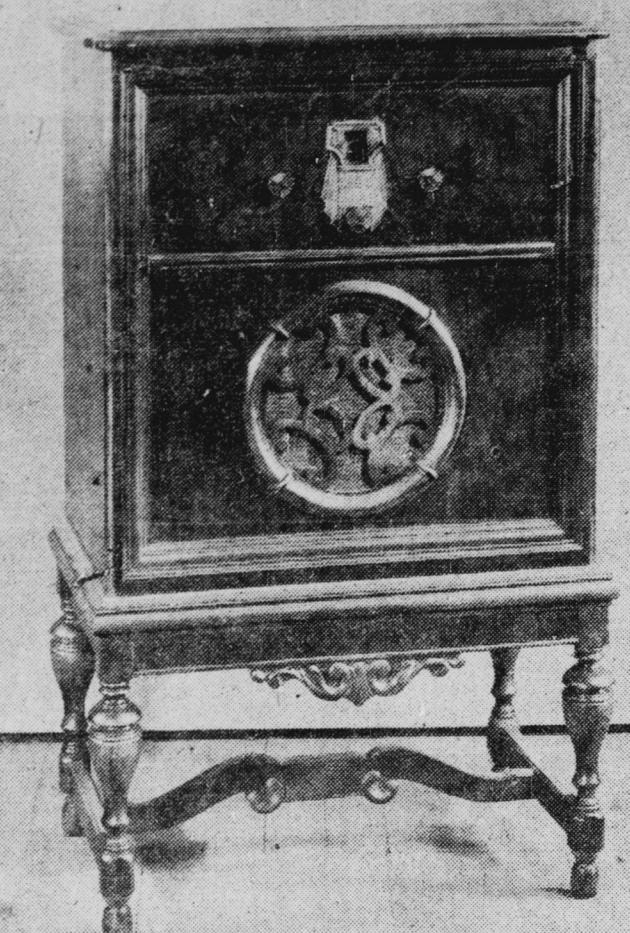
WEARING A CARNATION NOT GOOD, SAYS BAUR

"Voice of Firestone" Hoarse From Repeating "Wrong Number."

There is distinct disadvantage in Franklyn Baur's habit of always wearing a white carnation at work before the microphone in the NBC studios.

If he attempts to short-cut through Grand Central or the Hotel Astor, several females think he is "the man with the white carnation" they promised to meet. The "Voice of Firestone" may go hoarse repeating "wrong number."

Dayfan Has Nine Tubes



One of the newest of the Dayfan offerings in this Model 72 receiver. Nine tubes are used, including the rectifier. Distributors for the Dayfan in Indianapolis are Riser Brothers at 561 East Washington street.

Returns to Studio

Edmund B. Whitney has returned to the NBC studios from a vacation in western New York, where he went particularly to escape radio. They

discovered that he was "Judge Whipple" of the "Real Folks" broadcasts, however, and after that his days became a round of speeches before Rotary and Kiwanis clubs, and groups of exempt firemen!

Have You Heard the New CROSLEY

All-Electric Radio With the New Dynamic Speaker

The New Crosley Model 42

A beautiful new console radio, in rich walnut. Eight tubes, including two power tubes and rectifier. Mershon condensers. Genuine neutrodyne circuit. Full AC operation. The new Crosley Dynacoil, a true moving-coil dynamic speaker.

\$125.00
Less Tubes

We Carry a Complete Line of Crosley Models Priced from \$55.00 Up

Call Us for a Home Demonstration

Terms Arranged to Suit Your Income

EAST END RADIO COMPANY

3306 E. Tenth St. Phone CH erry 4033

Our skilled radio service and our famous guarantee is your assurance of perfect satisfaction.

The NEW ATWATER KENT SCREEN GRID RADIO is Here! ELECTRO-DYNAMIC of course!

Come in and thrill to the new magic of the new Atwater Kent Screen-Grid Radio! Unleash the magnificent new power with your finger-touch and hear those far-off stations as clearly as if they were just around the corner.

Easy Credit
Terms will be arranged to suit your convenience.

"The Home of Guaranteed Furniture" is conveniently located on Wash. St. just 1½ blocks west of Illinois street, directly opposite the Statehouse.

VICTOR
FURNITURE CO.
231-237 W. Washington St.

CAPITAL PAPER COMPANY SAYS OUTLOOK GOOD

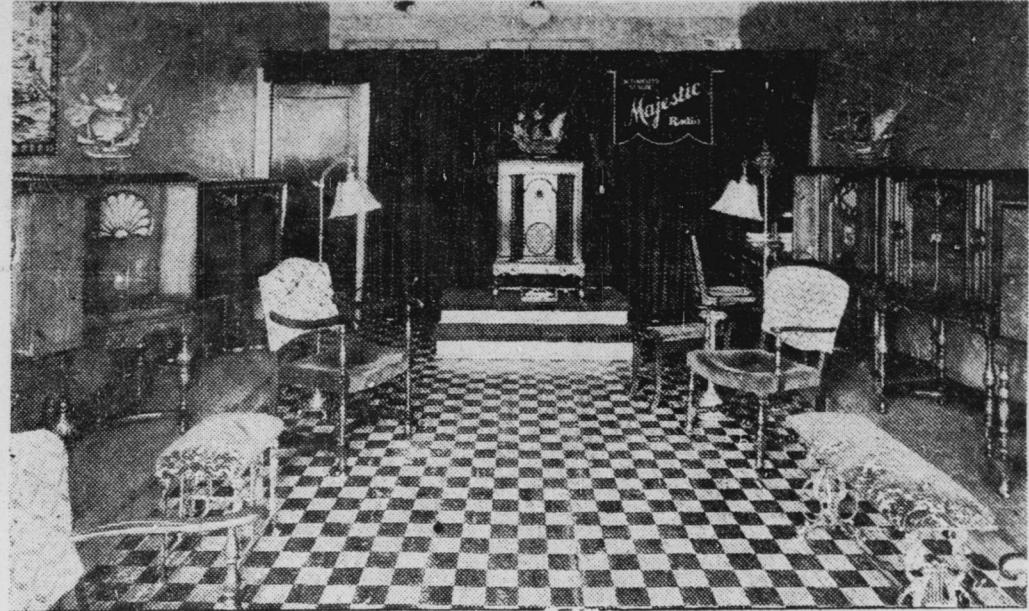
Greatest Selling Season in History of Radio Is Predicted.

In anticipation of the greatest selling season in the history of radio, the Atwater Kent division of the Capital Paper Company has just completed arrangements for the purpose of handling a record-breaking radio business. This company, with headquarters at 221-227 West South street, is the younger Atwater Kent distributor in the territory, but already has built up an enviable sales record.

It is an institution with forty years of experience in wholesale distribution behind it and is putting this accumulative experience to work in the merchandising of Atwater Kent sets. The company occupies a building of 94,000 square feet of floor space which includes what is said to be the finest radio testing laboratory in the state. An Atwater Kent "expert" has charge of this department, which is operated primarily as a service to dealers. Under the same roof is the Capital Paper Company's radio display room with a complete line of Atwater Kent sets, Pooley cabinets and Red Lion cabinets on display.

Facilities also have been put in for the benefit of customers who may wish the use of consultation rooms, stenographic and phone service while in the building. A private switch capable of handling

Progressive North Side Store



One of the outstanding radio stores of the city is Stewart Radio, Inc., at 104 West Thirty-eighth street, dealers in Majestic, Atwater-Kent, R. C. A. and Fada. This progressive north side radio store is owned by Russell and Robert Stewart, who have been connected with radio sales for the past several years. Their first store located at 654 Fairfield avenue was a success

from the start, business grew so rapidly that they soon opened the second store pictured above to enable them to better serve a fast growing clientele.

The Stewart Company features service, employing a trained service man at each store and two service trucks making calls to all parts of the city day and night. During the

past year the Stewart brothers have had the distinction of selling more Majestic radio sets than any other radio dealer in the city. All models of the various lines that they feature are carried-on display at both stores, open every evening until 10 o'clock. All sets are sold on the popular payment plan with free home demonstration.

Colorful Leader

Director Sam Lanin of the Ipana Troubadours remains one of the most colorful conductors on the air. He leads his men from no fixed position, but while wandering around

among them, always at the scene of greatest activity. When Pianist Arthur Schutt takes a cadenza, Lanin leaps to lift the heavy lid and holds it high in the air, jerking up and down to emphasize the rhythm.

CARLIN BEGAN RADIO CAREER AS ANNOUNCER

Promotions Do Not Keep Veteran Away from "Mike."

Radio announcing, the medium that has put him close to an almost untold number of millions throughout the United States, still occupies the most important place in the life of Phillips Carlin, even though other duties now consume most of his waking hours.

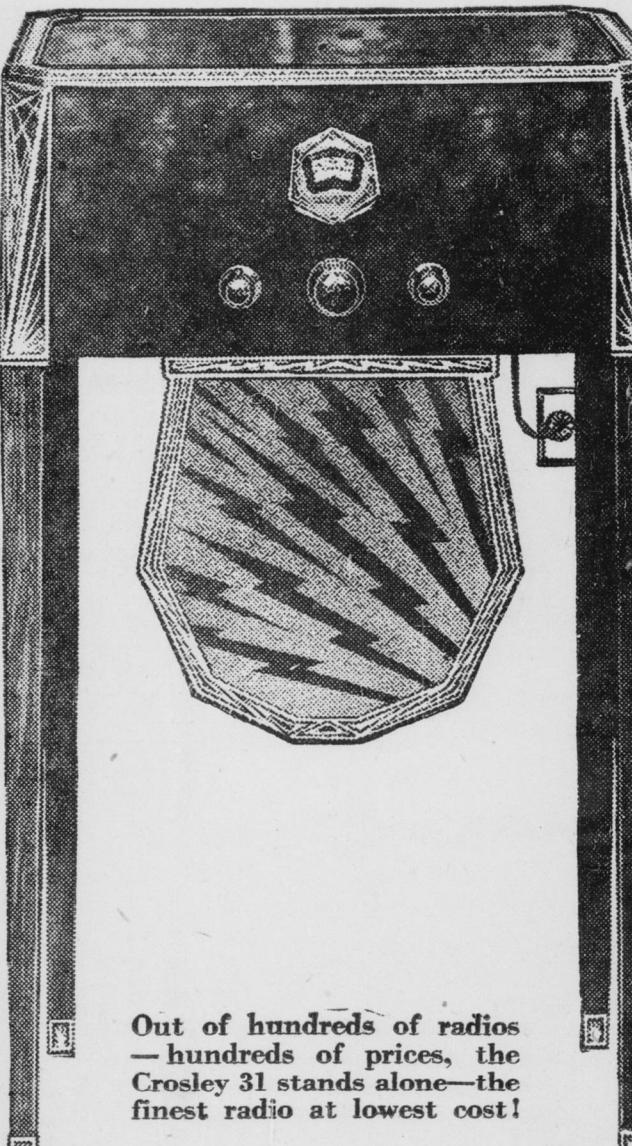
Carlin, now assistant eastern program director for the National Broadcasting Company, is one of the real veterans of the air. He began his career with WEAF years before the NBC was formed. He started as an announcer and an announcer he has remained, although promotions have compelled him to curtail his time before the microphone.

At present Carlin, who at one time spent a major portion of his time talking to a thousand audience, is heard on only four programs a week. These are the Edison period on Monday, the Palmolive hour Wednesday, Vincent Lopez and his Kylectroneers Thursday, and the Triad for program on Friday. His executive duties keep him occupied from early morning until late at night daily.

New York university gave him high honors in the art and he specialized in languages.

CROSLEY

The finest in radio at new Low prices



Crosley 31

handsome radio and end table in one

A set and a price unparalleled in radio history!

\$55

as a table model, without tubes, speaker or legs

(Legs \$5 extra)

With speaker attached underneath, the set becomes an end table and radio—in one!

All metal. Panels of burled walnut finish with a white metal trim. A wholly new decorative feature!

Seven tubes, including rectifier. Full AC operation. Neutrodyne circuit—Mershon condenser. Illuminated dial. Amazing power, selectivity—sensitivity. And with the Crosley armature type dynamic power speaker, marvelous tone!

You are invited to come in and see and hear this new receiver in operation. Arrange to have it installed in your home. Use it for five days without any obligation!

Crosley 42

In small open console with swinging doors—8 tubes, including rectifier.

\$125
Less tubes

Crosley 82

8 tubes, including rectifier.

\$150.00
Less tubes

Crosley Dynacoil

Dynamic Reproducer
In Decorative Metal Case

\$31.00

Crosley Dynacone Speaker

In Decorative Metal Case

\$18.00

KRUSE RADIO INC.

33 East
Ohio St.

DISTRIBUTORS

Lincoln
6466