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# 6th Annual Radio World's Fair

MADISON SQUARE GARDEN, NEW YORK CITY

September 23 to 28, 1929

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## Program for SATURDAY, September 28

The program for the entire week will be found on the inside pages

- 11 a. m. Private Show to Radio Trade.
  - 1 p. m. Public Opening and Radio Show Troupe over C.B.S.
  - 2 p. m. Photos sent by radio, Radio Pageant of Progress.
  - 2:30 p. m. Television Demonstration, Television Theatre. Earl Carroll's Sketch Book, cast and girls.
  - 3:30 p. m. Marionettes.
  - 4 p. m. Soloists.
  - 4:30 p. m. Television, Television Theatre, Exposition Hall.
  - 5 p. m. Radio Pageant of Progress.
  - 6 p. m. Crystal Studio—Black and Gold Room Orchestra, under direction of Ludwig Laurier, over National Broadcasting Company network.
  - 6 p. m. See mighty spark — 4 feet long — from Tesla Coil, Exposition Hall.
  - 7 p. m. Crystal Studio—The New Yorker's Orchestra with Welcome Lewis as "Miss Knickerbocker," over National Broadcasting Company network.
  - 7:30 p. m. Crystal Studio—Sorrento Serenaders — Real Neapolitans, over Columbia Broadcasting System.
  - 8 p. m. Crystal Studio—Bradford Browne's Nit Wit Hour — All for Fun. Columbia Broadcasting System.
  - 8:30 p. m. Crystal Studio—Marvin Musicians, orchestra direction of Hugo Mariani, over National Broadcasting Company network.
  - 8:30 p. m. Television, Television Theatre, Exposition Hall.
  - 9 p. m. Crystal Studio—Romany Patteran — Gypsy Music, C.B.S.
  - 10 p. m. Crystal Studio—Paramount-Publix Hour.
- 

## INTERESTING FEATURES OF THE SHOW

Stars of the Air, Screen and Stage. Entire Costume Acts  
Continuous Broadcasting from the Crystal Studio  
Sound Television in Television Theater  
Radio Pageant of Progress, Exposition Hall  
Automatic News Ticker and Tel-Audio-Visor at The Sun's Booth  
Radio's Most Beautiful Artist, Visiting the Show Every Afternoon and Evening

## OFFICIAL PROGRAM

Compliments of

The  Sun

NEW YORK

Visit The SUN'S Booth, AA-5 on the Exposition Floor

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# **The Best Radio News and The Most Radio Advertising**

The thoroughness with which The Sun covers the radio field has naturally given it an unusually large following among the radio enthusiasts of New York.

And because of its large audience of interested people, The Sun is naturally a most effective medium for selling radio sets and radio parts.

For years, radio advertisers have used more space in The Sun than in any other New York newspaper—seven-day morning as well as six-day evening. During the first eight months of 1929 The Sun published 703,669 lines of radio advertising, leading the second New York newspaper by 125,713 lines.

The Sun is New York's most complete shopping guide for radio products as well as the best source for radio news.

And for radio advertisers, The Sun is the most productive sales medium in New York.

**The**  **Sun**  
NEW YORK

*The Newspaper of Distinction in its Readers, its News and its Advertising*

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# Radio World's Fair

## *Executive Officers*

U. J. HERRMANN and G. CLAYTON IRWIN, Jr.  
*Co-Directors*

J. CHESTER JOHNSON and C. W. GLASER  
*Executive Assistants*

ARTHUR STRINGER  
*News Director*

TOM McCLARY  
*Assistant News Director*

JOHN T. PRIOR  
*Mechanical Superintendent*

FOTO TOPICS  
*Official Photographer*



EXECUTIVE OFFICES—*Arena Floor, 50th Street side*

TRADE REGISTRATION and GENERAL INFORMATION  
DESK—*Main Lobby*

EXHIBITORS and PRESS REGISTRATION DESK—*Main Lobby*

SUPERINTENDENT of CONSTRUCTION—*Exposition Hall, rear*

PRESS OFFICE—*Arena Floor, 50th Street side*

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## OLIVE SHEA

*of Station WABC, New York*

**Selected the most beautiful radio artist in America**

Miss Shea was selected from one hundred and sixty-five contestants by a committee of five eminent judges. She is a native New Yorker, eighteen years old, and has been broadcasting for a year and a half. She is five feet tall, has blue eyes and golden-brown hair.

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Read THE SUN for the most recent developments in Radio



## **Special Features of the Show**

### ***Crystal Broadcasting Studio***

Broadcasting by famous orchestras with famous leaders. Personal appearance of renowned entertainers.

### ***The Tel-Audio-Visor set, booth AA-5***

### ***Television Studio and Theater***

### ***Personal Appearance of John F. Rider***

Famous radio technician and writer. Discuss your radio problems with him. The Sun's booth AA-5, Tuesday, September 24, 7:30 P. M. to 11 P. M.

### ***Demonstration, Ship-to-Shore Wireless***

Exposition Hall, booth AA-9, and booth N-3 Mezzanine floor.

### ***Radio Pageant of Progress, Exposition Hall***

### ***The Sun's booth, AA-5, Exposition Floor***

### ***Tesla Coil Demonstration***

Exposition Hall, EE-5 Section.

### ***Photos by Radio***

Radio Pageant of Progress, Exposition Hall.

### ***The United Press News Ticker, booth AA-5***

### ***Visible Radio Waves***

Mezzanine, Section Z-8.

### ***Audible Radium***

Radio Pageant of Progress, Exposition Hall.

### ***R. P. Clarkson, Famous Radio Authority and Writer***

Will appear at The Sun's booth AA-5, Thursday, September 26th, 7:30 P. M. to 11 P. M. Public discussion of the radio fan's problems.



## **SEE TELEVISION—Visit Radio Pageant of Progress**

See stars of the stage and screen in person at the Television Theater and in the Broadcasting Studio. See display of radio from the time of Marconi in the Radio Pageant of Progress, Exposition Hall.





VIRGINIA GRUBBS  
Station WRVA  
Richmond



MATILDE BASTULLI  
Station WLOE  
Boston

## PROGRAM FOR THE ENTIRE WEEK

### MONDAY, September 23

*See Front Cover for Today's Program in Detail*

- 2 p. m.** Radio World's Fair Open to the Public.  
**3 p. m.** Demonstration of Television, Television Theatre, Beautiful girls from John Murray Anderson's Almanac. **FREDDY COOTS**, song writer.  
**3:30 p. m.** Television Appearance of **HELEN FLINT**, co-star in **NIGGER RICH**.  
**4 p. m.** Demonstration Ship-to-Shore wireless. Booths AA-9 and N-3.  
**4:30 p. m.** Radio Pageant of Progress, Exposition Hall.  
**6 p. m.** Photos by Radio, Radio Pageant of Progress.  
**7 p. m.** Audible Radium, Radio Pageant of Progress, Booth EE-5.  
**7:30 p. m.** Crystal Studio, Opening, Radio World's Fair, over Coast-to-Coast network of stations affiliated with Columbia Broadcasting System — Paramount-Publix-Extravaganza, with **WALTER HUSTON**, **CLAUDETTE COLBERT**, **CHARLES RUGGLES**, film stars, in person.  
**8 p. m.** Hon. **WALLACE WHITE**, U. S. Representative from Maine; **SIR THOMAS LIPTON**, **COUNT FELIX von LUCKNER** and others will officially open the sixth Annual Radio World's Fair. Presentation of Miss **OLIVE SHEA**, Station WABC, of New York City, the most beautiful radio staff artist in the nation. U. J. Herrmann and G. Clayton Irwin, Jr., Co-Directors of Radio World's Fair and others participating.  
**8:30 p. m.** Visible Radio Waves, booth Z-8.  
**8:30 p. m.** Crystal Studio—**HENRY BURBIG**, humorist, with **CeCo COURIERS**, over Columbia Broadcasting System. Also in Television Theatre.  
**9 p. m.** Demonstration of Television, Television Theatre, **IRENE BORDONI** will sing "My Lover".  
**9 p. m.** Crystal Studio—**EDISON PROGRAM**, favorite music of Commander Richard E. Byrd, over National Broadcasting Company network.  
**9:30 p. m.** Crystal Studio—**GEORGE FRAME BROWN** and cast in "Real Folks," over National Broadcasting Company network.  
**9:45 p. m.** See giant sparks from Tesla Coil, Exposition Hall, Booth EE-5.  
**10 p. m.** Crystal Studio—**THE MORNING OF THE YEAR**, song cycle of Charles Wakefield Cadman, over National Broadcasting Company network.  
**10 p. m.** Demonstration of Television, Television Theatre.  
**10:30 p. m.** Crystal Studio—Russian Music by Russian musicians "AROUND THE SAMOVAR" over Columbia Broadcasting System.

All Radio Advertisements in THE SUN are carefully censored





IRMA GLEN  
Station WENR  
Chicago



BERNICE YANACEK  
Station WBBM  
Chicago

## TUESDAY, September 24

*See Front Cover for Today's Program in Detail*

- 11 a. m.** Private Exhibition to the Radio Trade.  
**1 p. m.** Public Opening and Radio Show Troupe over Columbia Broadcasting System.  
**2:30 p. m.** Television, Exposition Hall. MINNA GOMBELL.  
**2:30 p. m.** Crystal Studio—GOTHAM STRING TRIO, over N.B.C. network.  
**2:30 p. m.** Send yourself a wireless message, booth AA-9. Receive message, booth N-3.  
**3 p. m.** Television Theatre, EVELYN HERBERT and IRENE DELROY.  
**3:15 p. m.** Crystal Studio—H. A. KELLER — Talk on "Short Story Writing," N.B.C.  
**3:30 p. m.** Television, Television Theatre. RAY SINNOTT, Publix Star.  
**4 p. m.** Crystal Studio—"THE POOR MAN'S COURT" by Nathan Sweedler, over National Broadcasting Company network.  
**4:15 p. m.** Crystal Studio—SKY SKETCHES, Instrumental Trio and Vocalist, over National Broadcasting Company network.  
**4:30 p. m.** Television Theatre—"RED" SOLOMON, Cubs juvenile star.  
**5 p. m.** See spark 4 feet long, Exposition Hall, Tesla Coil, booth EE-5.  
**6:00 p. m.** OHRBACH'S Gypsy Camp over Columbia Broadcasting System.  
**6:30 p. m.** Ship-to-shore Wireless Demonstration. Transmitted from Exposition Hall, AA-9, to Mezzanine, N-3 Section.  
**6:30 p. m.** Crystal Studio—SHOW FOLKS, Sketch of the Old Trouper, over C.B.S.  
**7 p. m.** Crystal Studio—Roads of the Sky, COLONEL HARRY E. BLEE, Chief of Airports, U. S. Department of Commerce, over N.B.C. network.  
**7:30 p. m.** Television Theatre—BABE RUTH.  
**7:30 p. m.** Crystal Studio—SOCONYLAND SKETCH, "The Cheese Box and the Raft," over National Broadcasting Company network.  
**8 p. m.** Television, Television Theatre, YASHA BUNCHUK, Conductor Capitol Grand Orchestra with his \$30,000 cello. Also Capitol Ballet Girls.  
**8 p. m.** Crystal Studio—ART KAHN and his SONATONS in the Sonatron Program over C.B.S. CLARENCE CHAMBERLIN, famous trans-Atlantic flyer and author, and other renown members of the "Q.B.'s".  
**8:30 p. m.** Crystal Studio—MASTER MUSICIANS under the direction of ARTHUR GUTMAN, over National Broadcasting Company network.  
**9:30 p. m.** Television, Television Theatre, Exposition Hall, "TEX" GUINAN and girls.  
**10 p. m.** Crystal Studio—DAVID MENDOZA, formerly Director of the Capitol Theater Orchestra, director FADA ORCHESTRA, over C.B.S.  
**10:30 p. m.** Crystal Studio—EDDIE GALE, vocalist, and PHIL SPITALNY directing the EARL ORCHESTRADIANS, over N.B.C. network.  
**10:30 p. m.** Radio Pageant of Progress, Exposition Hall.

THE SUN is acknowledged as the Leading Radio Newspaper in New York





BILLIE DAUSCHA  
Station WOR  
Newark



GLADYS HUBNER  
Station KOMO  
Seattle

## WEDNESDAY, September 25

*See Front Cover for Today's Program in Detail*

- 11 a. m.** Private Exhibition to the Radio Trade.  
**1 p. m.** Public Opening and Radio Show Troupe over Columbia Broadcasting System.  
**2 p. m.** Presentation of One Hundred and Seventy-Five (\$175) Dollars in gold to winners of Radio Relic Contest.  
**2 p. m.** Television Theatre—CLAYTON, JACKSON and DURANTE.  
**2:30 p. m.** Gotham Trio, over WEAJ.  
**3 p. m.** RADIO MANUFACTURERS ASSOCIATION'S Exhibit, booth T-1.  
**3:15 p. m.** Crystal Studio—BAND OF A THOUSAND MELODIES, over National Broadcasting Company network.  
**3:30 p. m.** Television, Television Theatre, Exposition Hall, CLARENCE WILLARD. "The Man Who Grows" — Will grow eight inches before television camera.  
**3:45 p. m.** Crystal Studio—"DID YOU KNOW?" by Herbert Askwith, over N.B.C.  
**4 p. m.** Crystal Studio—Radio World's Fair Ensemble over C.B.S.  
**4:30 p. m.** Hear Radium! Radio Pageant of Progress.  
**5 p. m.** Transmitting pictures by Radio, Radio Pageant of Progress.  
**5:30 p. m.** Television, Television Theatre, Exposition Hall.  
**6 p. m.** Crystal Studio—BLACK AND GOLD ROOM ORCHESTRA, with soloist. Direction of LUDWIG LAURIER, over N.B.C. network.  
**6:30 p. m.** Send a wireless message, Exposition Hall, AA-9.  
**7 p. m.** Crystal Studio—HERBERT'S DIAMOND ENTERTAINERS over C.B.S.  
**7:30 p. m.** Crystal Studio—Golden Gems, THEODORE WEBB, baritone, ELSIE BAKER, contralto, and String Quartet, over N.B.C. network.  
**8 p. m.** Crystal Studio—GLADYS RICE, soprano; JUDSON HOUSE, tenor, and MOBILOIL ORCHESTRA under direction of ERNO RAPEE, over National Broadcasting Company network.  
**8 p. m.** Television, Television Theatre, Exposition Hall, JOHN MURRAY ANDERSON of Almanac fame, in person.  
**8:30 p. m.** Crystal Studio—SYLVANIA FORESTERS, under direction of ROY CLOSE, over National Broadcasting Company network.  
**8:30 p. m.** Television Theatre—ROXY THEATRE GANG.  
**9 p. m.** Crystal Studio—SALON SINGERS, 16 voices with String Ensemble, GEORGE DILWORTH, Director over N.B.C. network.  
**9 p. m.** Television, Television Theatre, RUDY WIEDOEFT, Saxophone artist.  
**9:30 p. m.** Crystal Studio—LA PALINA SMOKER over C.B.S.  
**10 p. m.** Television, Television Theatre, JOHNNY GREEN, song writer.  
**10 p. m.** Crystal Studio—KOLSTER RADIO HOUR over C.B.S.  
**10:30 p. m.** Crystal Studio—DIXIE ECHOES — Songs of the South, over C.B.S.

THE SUN is first in NATIONAL Radio Advertising in New York



# List of Exhibitors

(For location of booths, see diagrams on next two pages)

	Booth No.	Floor*		Booth No.	Floor*
<b>A</b>					
The A-C Dayton Co.	DD-14	(E)	Electric Specialty Co.	AA-4	(E)
Adler Manufacturing Co.	N-5	(M)	Elkon Inc.	DD-5	(E)
Aerovox Wireless Corporation	FF-7	(E)	Emerson Radio & Phono Corp.	BB-3	(E)
Air Knight Radio Television Co.	DD-6	(E)	Everbest Radio Corp.	GG-1	(E)
All American-Mohawk Corp.	K-5	(A)	Experimenter Pub. Co.	FF-3	(E)
Allen-Hough Carryola Co.	HH-3	(E)	<b>F</b>		
Aluminum Company of America	CC-12	(E)	Farrand Mfg. Co., Inc.	L-7	(A)
American Bosch Magneto Corp.	G-7	(A)	Federal Wood Products Co.	CC-17	(E)
American Radio Products Co.	V-1	(M)	Ferranti, Inc.	GG-2	(E)
American Tarso Co., Inc.	T-7	(M)	Freed-Eisemann Radio Corp.	G-5	(A)
American Transformer Co.	AA-2	(E)	<b>G</b>		
Amplion Corp. of America	DD-8	(E)	General Radio Company	V-9	(M)
Amrad Corp., The	H-7	(A)	Gold Seal Electrical Co., Inc.	Y-4-5-6	(M)
F. A. D. Andrea, Inc.	BB-13-15	(E)	Graybar Electric Company, Inc.	BB-10-11	(E)
Arcturus Radio Co.	Z-6	(M)	A. H. Grebe & Co.	I-1-3	(A)
Argco Lab., Inc.	AA-3	(E)	Grigsby-Grunow Co.	B-1-3	(A)
Aston Cabinet Co.	DD-6	(E)	Grolier Society	FF-1	(E)
Atwater Kent Mfg. Co.	G-1 & CC-9	(A)	Gulbransen Company	BB-5	(E)
Audak Company	DD-4	(E)	<b>H</b>		
Automobile Radio Corp.	HH-9	(E)	L. Halperin	Z-5	(M)
<b>B</b>					
Balkeit Radio Company	Z-3	(M)	Hammarlund Mfg. Co.	DD-9	(E)
Best Manufacturing Co.	HH-8	(E)	Hazeltine Corp.	Z-2	(M)
Bond Electric Corporation	V-3	(M)	Hearst Newspapers	II-2-3	(E)
Boy Scouts of America	Y-1	(M)	New York Herald Tribune	AA-6	(E)
L. S. Brach Mfg. Corp.	FF-9	(E)	Howard Radio Co.	V-5	(M)
Brandes Corporation	BB-18-20	(E)	Hyvac Radio Tube Co.	II-1	(E)
Bremer-Tully Mfg. Co.	D-1	(A)	<b>I</b>		
Brunswick-Balke-Collender Co.	BB-2-4	(E)	Ideal Radio Cab. Mfg. Co.	CC-18	(E)
Bryan Davis Publishing Co.	S-7	(M)	Insuline Corp. of America	Y-7	(M)
Buckingham Radio Corp.	HH-6	(E)	International Resistance Co.	Y-3	(M)
Burgess Battery Co.	A-1	(A)	<b>J</b>		
Bush & Lane Piano Co.	EE-1-11	(E)	Janette Mfg. Co.	AA-1	(E)
<b>C</b>					
Cable Radio Tube Corp.	N-7	(M)	Jensen Radio Mfg. Co.	CC-20	(E)
Capehart Automatic Phonograph Corp.	GG-5	(E)	Jewell Electrical Inst. Co.	BB-1a	(E)
Cardon Phonocraft Corp., The	CC-6-8	(E)	<b>K</b>		
Caswell-Runyan Co., The	O-4	(M)	Keil Furniture Co.	O-7	(M)
Ceco Manufacturing Co., The	DD-18-20	(E)	Kellogg Switchboard & Supply Co.	E-1-3-5	(A)
Champion Radio Works, Inc.	S-6	(M)	Colin B. Kennedy Corporation	CC-14-16	(E)
Clarostat Mfg. Co., Inc.	FF-2	(E)	Kolster Radio Corporation	K-1	(A)
Colonial Radio Corp.	H-3	(A)	<b>L</b>		
Columbia Phonograph Co.	H-5	(A)	C. R. Leutz, Inc.	DD-10	(E)
Columbia Radio Corp.	BB-17-19	(E)	Lincoln Laboratories, Inc.	O-8	(M)
Cornish Wire Co.	II-5	(A)	<b>M</b>		
Crosley Radio Corp.	L-1	(A)	Mackinnon-Fly Publicat'ns, Inc.	FF-3	(E)
E. T. Cunningham, Inc.	E-7	(A)	Magnavox Company, The	BB-16	(E)
<b>D</b>					
Decatur Mfg. Co.	Z-5	(M)	P. R. Mallory Co.	DD-5	(E)
DeForest Radio Co.	L-5	(A)	Marti Elec. Radio Co., Inc.	CC-2	(E)
Tobe Deutschmann Co.	DD-11	(E)	Marvin Radio Tube Co.	EE-8	(E)
Diamond Electric Corp.	T-6	(M)	McGraw-Hill Publishing Co.	FF-6	(E)
Dilco Radio Corporation	Y-2	(M)	Motor Matic Radio App. Inc.	HH-7	(E)
Dodd Mead & Company, Inc.	W-5	(M)	Multi Metal Wire Cloth Co.	S-4	(M)
Dudlo Manufacturing Company	S-3	(M)	Munder Electrical Co.	EE-3	(E)
Duograph Corporation	HH-4	(E)	Leslie F. Muter Co.	A-2	(A)
Duovac Radio Tube Corp.	BB-6	(E)	<b>N</b>		
<b>E</b>					
Earl Radio Corp.	H-1	(A)	National Co., Inc.	FF-5	(E)
Eastern Cabinet Co., Ltd.	S-1	(M)	National Carbon Co., Inc.	E-5-7	(E)
Thomas A. Edison, Inc.	K-7 and BB-9-11	(A)	National Harris Wire Co.	S-4	(M)
Electrad, Inc.	II-4	(E)			

\* Floor Designations: (E) Exposition Floor, (A) Arena Floor, (M) Mezzanine Floor

List of Exhibitors Continued on Page 10

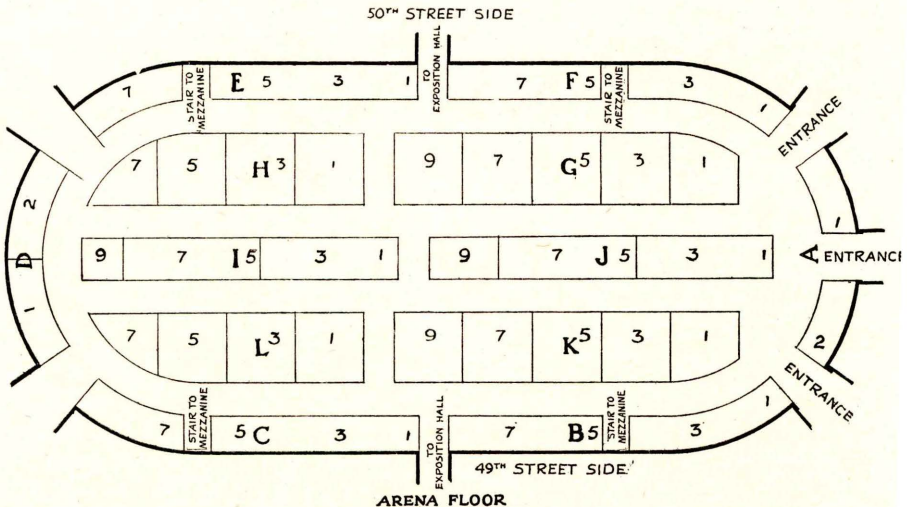
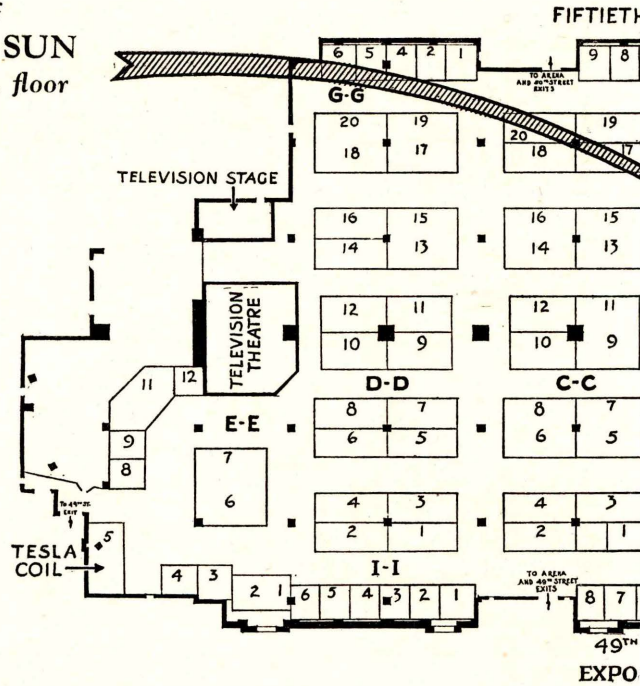
Visit THE SUN'S Booth (AA-5)



# FLOOR

For Names of Exhib

Visit the Booth of  
**THE NEW YORK SUN**  
No. AA-5—Exposition floor



ARENA FLOOR

Speech and Music Reproduction during  
Radio Show over  
The KYLETRON Public Address System  
with special Fan Amplifiers

For a "Wayside" luncheon,  
dinner or party, try  
"THE OPEN DOOR INN"  
Boston Post Road  
Greenwich, Conn. or Westport, Conn.

USHER'S SERVICE  
courtesy of  
PUBlix THEATRES

STEI  
USEI

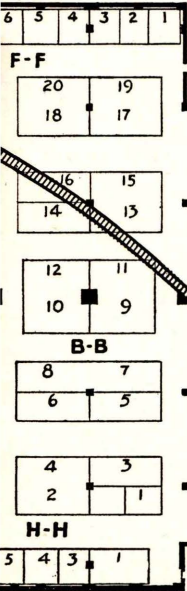
See the Automatic News Ticker at THE SUN'S booth, AA-5



# DIAGRAMS

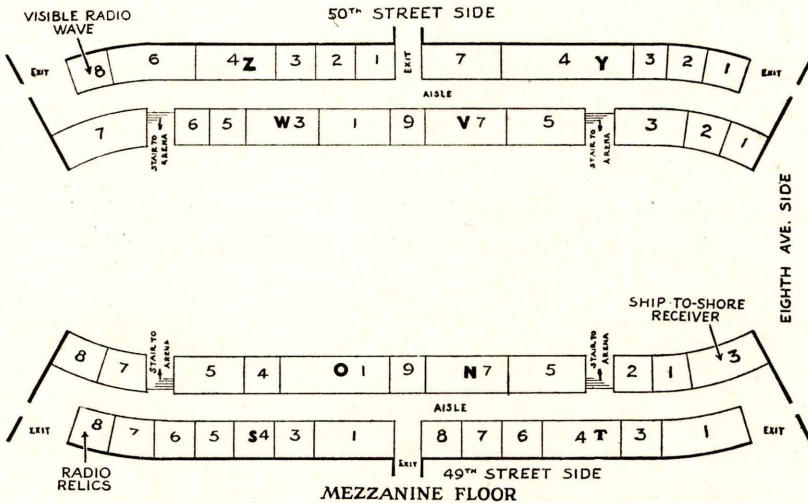
see page 7 and page 10

STREET SIDE



Visit the Booth of  
**THE NEW YORK SUN**  
No. AA-5—Exposition floor

STREET SIDE  
ION FLOOR



PIANOS  
LUSIVELY

**OFFICIAL HOTEL**  
Radio Manufacturers Association  
**HOTEL ASTOR**

**CRYSTAL BROADCAST STUDIO**  
Acoustically Treated for  
Sound Connection  
Courtesy of  
**THE INSULITE CO.**

Registers used  
at Registration Desk  
through courtesy of  
New York Office  
**STANDARD REGISTER COMPANY**

See the Tel-Audio-Visor at THE SUN'S booth, AA-5



## LIST OF EXHIBITORS—(Continued from Page 7)

	Booth No.	Floor*		Booth No.	Floor*
National Union Radio Corp. (Sonatron Division)	O-1-3	(M)	Sonatron Tube Co.	O-1-3	(M)
National Union Radio Corp. (Marathon Division)	W-7	(M)	Sonora Phonograph Co., Inc.	K-9	(A)
Northern Mfg. Co.	W-7	(M)	Sparks-Withington Co.	F-5-7	(A)
<b>P</b>			Starr Piano Co.	W-1	(M)
Pacent Electric Co.	CC-10	(E)	Steinite Radio Co.	L-3	(A)
Perryman Electric Co.	DD-7	(E)	Sterling Manufacturing Co.	CC-4	(E)
Philadelphia Storage Battery Co.	F-1-3	(A)	Stettner Phonograph Corp.	DD-16	(E)
Phosphor Bronze Smelting Co.	S-5	(M)	Stevens Mfg. Co.	FF-4	(E)
Pierson Company	FF-8	(E)	Stewart-Warner Corporation	G-9	(A)
Pilot Electric Mfg. Co.	DD-2	(E)	Stromberg Carlson Tel. Mfg. Co.	C-1-3-5	(A)
Pooley Company	G-3	(A)	THE SUN	AA-5	(E)
Polymet Mfg. Corp.	EE-9	(E)	Superior Cabinet Corp.	CC-13-15	(E)
Projection Engineering	S-7	(M)	Supreme Instrument Corp.	N-9	(M)
<b>Q</b>			Sylvania Products Company	V-7	(M)
Q. R. S.—De Vry Corporation	DD-13-15	(E)	<b>T</b>		
<b>R</b>			Tectron Radio Corp.	BB-6	(E)
Racon Electric Co.	BB-14	(E)	New York Telegram, The	AA-10	(E)
Radio-Art Corp.	BB-7-8	(E)	Temple Corporation	I-5-7	(A)
Radio Cabinet Co.	T-8	(M)	Thermal Syndicate, The, Ltd.	EE-12	(E)
Radio Engineering	S-7	(M)	New York Times, The	AA-7	(E)
Radio Frequency Labs., Inc.	DD-12	(E)	Triad Mfg. Co.	DD-3	(E)
Radio Mfgs. Association, Inc.	T-1	(M)	Tubular Rivet & Stud Company	N-2	(M)
Radio Master Corp.	W-3	(M)	<b>U</b>		
Radio Products Corp.	GG-4	(E)	Union Furniture Co.	EE-1-2	(E)
Radio Retailing	FF-6	(E)	United Reproducers Corp.	EE-6-7 and	(E)
Radio-Victor Corp. of America	J-5-7	(A)	United Scientific Lab., Inc.	C-7	(A)
Raytheon Mfg. Co.	DD-17-19	(E)	Upco Products Corp.	Z-1	(M)
Red Lion Cabinet Co.	D-2	(A)	Utah Radio Products Company	V-2	(M)
Rudolf Roemer Furrn. Co., Inc.	CC-11	(E)	<b>V</b>	J-9	(A)
Rola Company, The	HH-5	(E)	Vacuum Tube Products Co.	GG-4	(E)
<b>S</b>	CC-1b	(E)	Valley Appliances Inc.	N-1	(M)
Saginaw Furniture Shops	O-5	(M)	Victor Talking Machine Co.	K-3	(A)
St. Johns Table Co.	T-3	(M)	Victoreen Radio Co.	CC-1a	(E)
Samson Electric Co.	I-9	(A)	<b>W</b>		
Schloss Bros. Corp.	CC-19	(E)	Ward Leonard Company	GG-6	(E)
Scovill Manufacturing Co.	HH-1	(E)	Ware Manufacturing Co.	W-6	(M)
Scranton Button Co.	EE-4	(E)	Wasmuth Goodrich Co.	O-5	(M)
Sentinel Mfg. Co. (Div. of United Air Cleaner Corp.)	Z-4	(M)	West End Furniture Company	½Y-7	(M)
Shamrock Mfg. Co.	½BB-1	(E)	Weston Electrical Inst. Corp.	CC-3	(E)
Silver-Marshall, Inc.	CC-5-7	(E)	Wood Cabinet Corp.	T-4-5	(M)
Sleeper Research Labs., Inc.	DD-1	(E)	J. W. & W. L. Woolf	DD-8	(E)
Sligh Furniture Co.	II-6	(E)	World, The	AA-8	(E)
			<b>Z</b>		
			Zenith Radio Corporation	J-1-3	(A)

\* Floor Designations: (E) Exposition Floor, (A) Arena Floor, (M) Mezzanine Floor

## These Well-known Radio Authorities Will Answer Your Radio Questions

JOHN F. RIDER

Who writes the feature "Be Your Own Service Man," appearing in The Sun's Radio Section every Saturday, will be at The Sun's booth, Tuesday evening, from 7:30 to 11:00.

R. P. CLARKSON

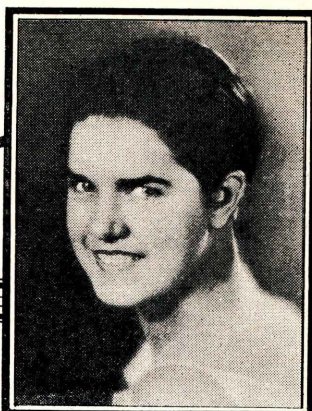
Who compiles the "Radio Data Sheets" of The Sun's Radio Section, will be at The Sun's booth, Thursday evening, 7:30 to 11:00.

Meet these radio experts at The Sun's booth  
AA-5, Exposition Floor





MARJORIE ELLIS  
Station WCCO  
Minneapolis-St. Paul



NOREEN WHITNEY  
Station WMAQ  
Chicago

## THURSDAY, September 26

*See Front Cover for Today's Program in Detail*

- 11 a. m. Private Exhibition to the Radio Trade.
- 1 p. m. Public Opening and Radio Show Troupe over C.B.S.
- 2 p. m. Television. Television Theatre. Principals from "REMOTE CONTROL."
- 2:30 p. m. Crystal Studio—LA SALLE STRING QUARTET, over N.B.C. network.
- 3 p. m. Presentation of Prize Winning Radio Relics to Dr. F. C. Brown, Curator of the Museum of the Peaceful Arts.
- 3:15 p. m. Crystal Studio—Miss OLIVE SHEA, the nation's most beautiful radio artist, and Crystal Studio Serenaders over C.B.S.
- 4 p. m. Television, Television Theatre, LAMBERT FAIRCHILD.
- 4 p. m. Photographs via radio, Radio Pageant of Progress.
- 4:30 p. m. Crystal Studio—HAPPY HARMONIES, over N.B.C. network.
- 4:30 p. m. Hear the voice of Radium! Radio Pageant of Progress.
- 5 p. m. Television Theatre—RUTH MORGAN from "WHOOPEE."
- 5:30 p. m. RADIO MANUFACTURERS ASSOCIATION'S Exhibit, T-1.
- 6 p. m. Crystal Studio—BLACK and GOLD ROOM ORCHESTRA, over National Broadcasting Company network.
- 6:30 p. m. Television, Television Theatre, Exposition Hall.
- 7 p. m. Crystal Studio—Mid-Week Federation Hymn-Sing, under direction of ARTHUR BILLINGS HUNT, over N.B.C. network.
- 7:30 p. m. Crystal Studio—Football Radio Party for Jack Cannell, Dartmouth Football Coach, given by Jess Hawley, former coach. Music by VINCENT LOPEZ and his KYLECTRONEERS, over National Broadcasting Company network. Famous coaches attending.
- 8 p. m. New Jersey Day—Gov. LARSON and Staff. State Radio Commission. Crystal Studio—BEBE DANIELS, screen star; JOHN HELD, JR., VIC MURRAY, BEN POLLACK and his Orchestra in the Fleischmann "Sunshine" Hour, over National Broadcasting Company network.
- 9 p. m. Television, Television Theatre, MAY SINGHI BREEN & PETER DeROSA.
- 9 p. m. Crystal Studio—SEIBERLING SINGERS, Frank Black, Director, over National Broadcasting Company network.
- 9:30 p. m. Television. Television Theatre, THEO ALBAN, Tenor.
- 9:30 p. m. Crystal Studio—GOLD SEAL PROGRAM, Orchestra and Soloist, over Columbia Broadcasting System.
- 10 p. m. Crystal Studio—ATWATER KENT Mid-Week Program, Orchestra and Vocalist, over National Broadcasting Company network.
- 10 p. m. Send yourself a wireless message, Exposition Hall, AA-9 Section.
- 10:30 p. m. Crystal Studio—VICTOR PROGRAM — HIGH HATTERS ORCHESTRA, over National Broadcasting Company network.

*A complete Radio Section with THE SUN every Saturday*





KIRBY DAVIS  
Station WMAQ  
Chicago



LOUISE FORDHAM  
Station KPO  
San Francisco

## FRIDAY, September 27

*See Front Cover for Today's Program in Detail*

- 11 a. m.** Private Showing to Radio Trade.  
**1 p. m.** Public Opening and Radio Show Troupe over Columbia Broadcasting System.  
**2 p. m.** Crystal Studio—Patterns in Print over Columbia Broadcasting System.  
Radio's Most Beautiful Girl in person, MISS OLIVE SHEA.  
**2:30 p. m.** Television Theatre—TONY SARG and his Marionettes.  
**3:15 p. m.** Crystal Studio—BAND OF A THOUSAND MELODIES, over N.B.C.  
**3:30 p. m.** Television Theatre—JACK POWELL and CHARLES BARNES from the ALMANAC.  
**3:45 p. m.** Crystal Studio—"How Europe Lives" by BARONESS VON LOEWENFELT, over National Broadcasting Company network.  
**4 p. m.** Crystal Studio—CLASSICAL GEMS, String Quartet and Soloist over National Broadcasting Company network.  
**4:30 p. m.** See Tesla Coil producing spark 4 feet long. Exposition Hall.  
**5:30 p. m.** Sending wireless messages, ship-to-shore, Exposition Hall, Booth AA-9.  
**6 p. m.** Crystal Studio—BLACK AND GOLD ROOM ORCHESTRA, under direction of LUDWIG LAURIER, over N.B.C. network.  
**6:30 p. m.** Hear Radium Speak! Radio Pageant of Progress.  
**7 p. m.** Crystal Studio—MALLORY HATTERS, direction of LES STEVENS, over National Broadcasting Company network.  
**7 p. m.** Television, Television Theatre, Exposition Hall.  
**7:30 p. m.** Crystal Studio—HOWARD FASHION PLATES, over C.B.S. System.  
**8 p. m.** Crystal Studio—SASCHA FIDELMAN, violinist; DARRELL WOODYARD, basso soloist; and Cities Service Orchestra under direction of ROSARIO BOURDON, over National Broadcasting Company network.  
**8:30 p. m.** Crystal Studio—Presentation of VETERAN WIRELESS OPERATORS ASSOCIATION'S gold medal to Malcolm Hanson, now with Commander Byrd in Little America at the South Pole, by David Sarnoff, over N.B.C. network and short wave to all parts of the world.  
**9 p. m.** Crystal Studio—"An Interwoven Pair"—BILLY JONES and ERNIE HARE.  
**9:30 p. m.** Television Theatre, Exposition Hall. RAY SINNOTT, Publix Star.  
**9:30 p. m.** Crystal Studio—SHRADERTOWN BAND, direction ARTHUR PRYOR, with ARTHUR ALLEN and LOUIS MASON as "Gus and Louie," over National Broadcasting Company network.  
**10 p. m.** Crystal Studio—BREMER-TULLY TIME, over C.B.S. System.  
**10:30 p. m.** Crystal Studio—"In A RUSSIAN VILLAGE," direction of PETER BILJO, over Columbia Broadcasting System.

Comprehensive Radio Programs in THE SUN—every day



## Suggestions for the Care of the Radio Set

The fact that a tube lights does not mean that it is functioning properly. The quickest way to tell whether a tube should be replaced is to substitute one known to be perfect.

An annoying burr on loud signals indicates one of two faults: Either the loud speaker is out of adjustment or one of the tubes in the set is below par.

Tubes that operate with a blue tint are defective. Frequently they will continue to function but only at the expense of tone quality.

If the set suddenly ceases to "play" and the tubes are found to be in good condition, the trouble may lie in a burned-out transformer or a ruptured coil in the speaker. In either instance secure the help of a service station to locate the exact center of disturbance.

With screen-grid tube receivers in the ascendancy the long antenna becomes unnecessary in most installations. Nowadays the best reception is obtained by using the least possible antenna for the stations desired. A shorter antenna means quieter operation and purer reproduction.

When using a phonograph pick-up don't attempt to place the turn-table too far from the receiver. The infinitesimal currents produced by the action of the needle in the pick-up head are rapidly dissipated when made to travel too many feet through connecting cable.

Tubes will last longer if they are never removed except for cause.

Don't run the set with greater volume than is comfortable for those in the room with the set. Pity your neighbors.

Don't be a screw driver engineer. Call in the service man. He knows what it is all about.

Don't expect high quality on a low quality station. Even a Marconi couldn't add the missing ingredients.

Don't change the type of tube recommended for any socket in the set without first corresponding with the manufacturer.

Don't attempt to operate any receiver if it heats up unduly or if a slight odor of burning insulation is detected. Send for a service man to diagnose the fault.

The purpose of the radio frequency amplifier is to amplify the radio signal before it is rectified.

In many of the power packs which employ 280 or 281 type rectifiers, voltages run up as high as 400 or more. In using such equipment no danger is involved if ordinary common precautions are taken.

It is well to insure when dealing with high voltages that the current source is turned off before any attempt is made to change tubes, equipment or wiring.

Pulling a power tube out of its socket while the voltage to the power pack is turned on will cause the condenser block to break down and make the amplifier useless unless the block has been designed to withstand such high voltage surges.

The usual result of a breakdown in condenser blocks is a decided heating within the rectifying tube, which causes elements to become red hot.

Most dynamic speakers which are made to operate from the AC. lines are designed with low voltage field windings and are equipped with step-down transformers and dry rectifiers.

Battery chargers of the vibrating type will often cause interference if they are nearby. A one MFD condenser connected across the contact points will usually correct this form of disturbance.

Broadcasting stations operating on the same wave length or near the same wave length will produce a whistling noise.

High voltage power lines may cause a continuous humming noise in the set. It may not always be possible to eliminate this disturbance entirely, but it can be somewhat reduced by placing the antenna at right angles to the wires and as far away from them as possible.

# CHARACTERISTICS OF TUBES

## Type of Tube

	227	245	224	210	250	201A	171A	112A	280	281
Recommended Use	Heater Type Detector Amplifier	Power Amplifier Last Stage	Detector or Radio or Audio Amplifier	Power Amplifier	Power Amplifier	Detector or Amplifier	Power Amplifier Last Stage	Power Amplifier	Full Wave Rectifier	Half Wave Rectifier
"A" Supply	Transformer	Transformer	Transformer	Transformer	Transformer	Storage 6 Volts	Storage Battery or Transformer	Storage Battery or Transformer	Transformer	Transformer
Filament Terminal Voltage	2.5	2.5	2.5	7.5	7.5	5	5	5	5	7.5
Filament Current Amperes	1.75	1.5	1.75	1.25	1.25	.25	.25	.25	2	1.25
Detector Plate Voltage	45 90					45		45		
Detector Plate Current Milliamperes	2 7					2		1.5		
Amplifier Plate Voltage		180 to 250	180	250(a) 300(b) 350(c) 400(d) 425(e)	250(f) 300(g) 350(n) 400(i) 450(j)	90(m) 135(n)	180	135	Rectified Current 125 M. A.	110 M. A. (Max)
"C" Battery Voltage		33 to 50	1.5	18(a) 22½(b) 27(c) 31½(d) 35(e)	45(f) 54(g) 63(h) 70(i) 84(j)	4½(m) 9(n)	40½	9		
Amplifier Plate Current Milliamperes		26 to 32	4	10(a) 13(b) 16(c) 18(d) 18(e)	28(f) 35(g) 45(h) 55(i) 55(j)	2.5(m) 3(n)	20	7	Transformer Volts (Max) 300 per plate	750
Plate Impedance Ohms	10,000(45v) 8,000(90v)	1,900	400,000	6,000(a) 5,600(b) 5,150(c) 5,000(d) 5,000(e)	2,100(f) 1,900(h) 1,800(j)	11,000(m) 10,000(n)	2,000	5,000		
Mutual Conductance Micromhos	800(45v) 1,000(90v)	1,850	1,050	1,330(a) 1,450(b) 1,550(c) 1,600(d) 1,600(e)	1,800(f) 2,000(h) 2,100(j)	725(m) 800(n)	1,500	1,600		
Amplification Factor	8	3.5	420	8	3.8	8(m) 8(n)	3	8		
Screen Volts			+75							

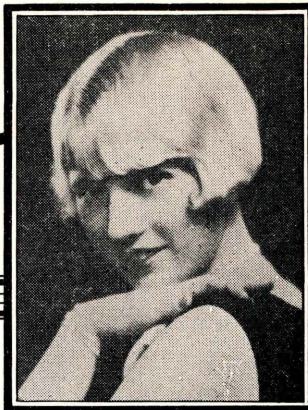
All figures marked (a), (b), (c), etc., refer to corresponding characteristics.

THE SUN is a Complete Shopping Guide for Radio Sets and Parts





YVONNE DU VALLE  
Station KFI  
Los Angeles



VEEBE WOOD  
Station KNX  
Los Angeles

## SATURDAY, September 28

*See Front Cover for Today's Program in Detail*

- 11 a. m.** Private Show to Radio Trade.
- 1 p. m.** Public Opening and Radio Show Troupe over Columbia Broadcasting System.
- 2 p. m.** Photos sent by radio, Radio Pageant of Progress.
- 2:30 p. m.** Television Demonstration, Television Theatre. Earl Carroll's **SKETCH BOOK**, cast and girls.
- 3:30 p. m.** Radio Waves Made Visible, booth Z-8.
- 4:30 p. m.** Crystal Studio—Radio World's Fair Ensemble over C.B.S.
- 4:30 p. m.** Television, Television Theatre, Exposition Hall.
- 5 p. m.** Radio Pageant of Progress, Exposition Hall.
- 6 p. m.** Crystal Studio—**BLACK AND GOLD ROOM ORCHESTRA**, under direction of **LUDWIG LAURIER**, over N.B.C. network.
- 6 p. m.** See mighty spark — 4 feet long — from Tesla Coil, Exposition Hall.
- 7 p. m.** Crystal Studio—The New Yorker's Orchestra with **WELCOME LEWIS** as "Miss Knickerbocker," over National Broadcasting Company network.
- 7:30 p. m.** Crystal Studio—**SORRENTO SERENADERS** — Real Neapolitans, over Columbia Broadcasting System.
- 8 p. m.** Crystal Studio—**BRADFORD BROWNE'S NIT WIT HOUR** — All for Fun. Columbia Broadcasting System.
- 8:30 p. m.** Crystal Studio—Marvin Musicians, orchestra direction of **HUGO MARIANI**, over National Broadcasting Company network.
- 8:30 p. m.** Television, Television Theatre, Exposition Hall.
- 9 p. m.** Crystal Studio—**ROMANY PATTARAN** — Gypsy Music, C.B.S.
- 10 p. m.** Crystal Studio—Paramount-Publix Hour.

No other Newspaper in the World publishes as much Radio Advertising as THE SUN

# Leading American Broadcasting Chains

## National Broadcasting Company

Call Letters	Location	Meters	K.C.	Call Letters	Location	Meters	K.C.
WEAF.....	New York	454	660	WOAI.....	San Antonio	252	1190
WJZ.....	New York	395	760	WOC.....	Davenport	300	1000
WAPI.....	Birmingham	263	1140	WOW.....	Omaha	508	590
WBAL.....	Baltimore	283	1060	WPTF.....	Raleigh	441	680
WBAP.....	Fort Worth	275	800	WRC.....	Washington	316	950
WBT.....	Charlotte	278	1080	WREN.....	Kansas City	246	1220
WBZA.....	Boston	291	990	WRVA.....	Richmond	270	1110
WBZ.....	Springfield	291	990	WSAI.....	Cincinnati	225	1330
WCFL.....	Chicago	309	970	WSB.....	Atlanta	405	740
WCSH.....	Portland	319	940	WSM.....	Nashville	461	650
WEEL.....	Boston	508	590	WSMB.....	New Orleans	227	1320
WCAE.....	Pittsburgh	245	1220	WTAG.....	Worcester	517	580
WDAF.....	Kansas City	492	610	WTAM.....	Cleveland	280	1070
WDEB.....	Duluth—Superior	234	1280	WEAR.....	Hartford	500	600
WENR.....	Chicago	345	870	WTIC.....	Milwaukee	484	620
WFAA.....	Dallas	288	1040	WTMJ.....	Detroit	325	920
WFI.....	Philadelphia	405	740	WWJ.....	Los Angeles	469	640
WFJC.....	Akron	266	1450	KFI.....	San Francisco	380	790
WGN.....	Chicago	416	720	KGW.....	Portland	484	620
WLJB.....	Buffalo	545	550	KHQ.....	Spokane	508	590
WGB.....	Schenectady	380	790	KOA.....	Denver	361	830
WGY.....	Rochester	274	1150	KOMO.....	Seattle	326	920
WHAM.....	Louisville	357	820	KPO.....	San Francisco	441	680
WHAS.....	Des Moines	300	1000	KPRC.....	Houston	325	920
WIOD.....	Miami Beach	535	560	KSD.....	St. Louis	545	550
WJAR.....	Providence	337	890	KSL.....	Salt Lake City	265	1130
WJAX.....	Jacksonville	238	1260	KSTP.....	St. Paul—Minneapolis	205	1460
WJR.....	Detroit	400	750	KTHS.....	Hot Springs, Ark.	375	800
WKY.....	Oklahoma City	333	900	KVOO.....	Tulsa	263	1140
WLIT.....	Philadelphia	535	560	KWK.....	St. Louis	222	1350
WLS.....	Chicago	345	870	KYW.....	Chicago	294	1020
WLW.....	Cincinnati	420	700	KFKX.....			
WMC.....	Memphis	526	570				

## Columbia Broadcasting System

Call Letters	Location	Meters	K.C.	Call Letters	Location	Meters	K.C.
WABC.....	New York	348.6	860	WMAQ.....	Chicago	447.5	670
WADC.....	Akron	227.1	1320	WNAC.....	Boston	243.8	1230
WAIU.....	Columbus	468.5	640	WOWO.....	Fort Wayne	258.5	1160
WBBM.....	Chicago	389.4	770	WREC.....	Memphis	499.7	600
WBRC.....	Birmingham	322.4	930	WSPD.....	Toledo	223.7	1340
WCAO.....	Baltimore	499.7	600	WTAR.....	Norfolk	384.4	780
WCAU.....	Philadelphia	256.3	1170	WWNC.....	Asheville	526.0	570
WCCO.....	Minneapolis	370.2	810	W2XE.....	New York	49.2	6120
WDBJ.....	Roanoke	322.4	930	CFRB.....	Toronto	312.5	960
WDOD.....	Chattanooga	234.2	1280	CKAK.....	Montreal	411.0	730
WDSU.....	New Orleans	236.1	1270	KDYL.....	Salt Lake City	232.6	1290
WEAN.....	Providence	545.1	550	KFH.....	Wichita	250.6	1300
WFBL.....	Syracuse	333.1	900	KFFJ.....	Oklahoma City	204.0	1470
WFBM.....	Indianapolis	285.5	1050	KFPY.....	Spokane	319.0	1390
WGHP.....	Detroit	241.8	1240	KPRC.....	San Francisco	491.9	610
WHEC.....	Rochester	208.2	1440	KHJ.....	Los Angeles	333.1	900
WHK.....	Cleveland	215.7	1390	KLRA.....	Little Rock	215.7	1390
WIBW.....	Topeka	230.6	1300	KLZ.....	Denver	535.4	560
WISN.....	Milwaukee	267.7	1120	KMBC.....	Kansas City	315.6	950
WJAS.....	Pittsburgh	232.4	1290	KMOX.....	St. Louis	275.1	1090
WKBW.....	Buffalo	204.0	1470	KOIL.....	Omaha	238.0	1260
WKRC.....	Cincinnati	545.1	550	KOIN.....	Portland	319.0	940
WLAC.....	Nashville	201.6	1490	KRLD.....	Dallas	288.3	1040
WLWB.....	Oil City, Pa.	238.0	1260	KTSA.....	San Antonio	232.4	1290
WMAK.....	Buffalo	333.1	900	KVI.....	Seattle-Tacoma	394.5	760
WMAL.....	Washington	475.9	630				

For the Best Radio News and the most Radio Advertising—Read THE SUN



# What Set will you buy Next?

**W**HEN you buy radio sets and parts, consult the radio advertisements in The Sun. They will help you decide what to buy, where to buy and how much to pay.

You will find far more radio advertising in The Sun than in any other New York newspaper.

The Sun is New York's most complete shopping guide for radio products.

And all the radio advertising in The Sun is rigidly censored to protect the readers. Every year, tens of thousands of lines of radio advertising are omitted because they do not measure up to The Sun's standards.



**The**  **Sun**  
NEW YORK

*The Newspaper of Distinction in its Readers, its News and its Advertising*

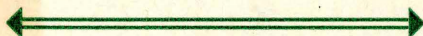


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# Subscribe Now !

A Complete Radio Magazine  
Every Saturday, for \$1.50 a Year



Radio is constantly changing — constantly improving itself. No one knows the developments that will occur during the next year.

If you want to know what's going on in radio — if you want to keep up with the latest developments in radio — read the Saturday Radio Magazine of The Sun. Here you will find the most authentic technical information and the most interesting special articles — together with comprehensive programs and the latest radio news.

To make sure that you get the Radio Magazine of The Sun regularly — send \$1.50 for a year's subscription to the Saturday issues of The Sun containing the Radio Magazine. If you live in Greater New York or in nearby towns make your arrangements with your regular newsdealer.

## USE THIS COUPON

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New York City

Enclosed is \$1.50 for one year's subscription to the Saturday Sun.

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STREET .....

CITY ..... STATE .....

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of Greater New York*

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You are invited to visit our **Radio Show**, privately held  
in Room #250, at **HOTEL ASTOR**, Broadway and 44th St.,  
New York City, for the week starting **Sept. 23rd to 28th, 1929.**

**Greenfield Electrical Supply Corp.**  
1096 Bedford Avenue,  
Brooklyn, N. Y.

**Distributors for Hyvac Radio Tubes.**