

RADIO GROWTH NEAR BILLION DOLLAR MARK

By C. E. Butterfield
(Associated Press Radio Editor)
NEW YORK—(AP) Radio, having discarded its baby shoes for seven-league boots, looks in retrospect to 1928 as the year that put it in a class bordering upon a billion dollar industry.

Catching its breath after the compilation of a mass of figures, it has concluded that its efforts for the last 12 months have developed a business estimated at more than \$750,000,000, with the alternating current receiver as the secret of most of the progress.

Self-contained sets that plug into the light socket without attention to batteries or eliminators have given the listener something for which he had been pleading since the early days of broadcasting. The eagerness to buy was reflected by the fact that dealers experienced difficulty in keeping even tube supplies up to the demand.

Revolutionary improvements in set design were nil after the AC outfit got into maximum production. The few changes were directed toward refinements needed to iron out circuit kinks that developed with alternating current operation. Most of the elaboration was in cabinet construction to please the eye of the housewife.

Today the AC tube is a much better instrument than the early models. Dangers of burnouts due to fluctuating input voltages have been eliminated as far as possible. Appearance of a super power tube filled a need brought on by the dynamic speaker, which requires a separate current supply more satisfactorily when fed by a power amplifier.

Another new tube, the shield grid, came into prominence last New Year's. It created its greatest excitement among the fans building their own and numerous circuits for its use were brought out. Only one or two set manufacturers placed the tube in their products despite its high amplification factor without oscillation in a radio frequency circuit.

The usual refinements in components and accessories kept step with the other advancements. Attention of the experimenter was drawn toward television after the decision of a number of stations to run tests on both the broadcast and short wave bands. Transmission of instants of a light is not yet adaptable to everyday use, but it was given a start.

Broadcasting became a more important factor when politics sought its aid to bring the candidate to the voter, spending approximately \$2,000,000 for nationwide hookups and individual station broadcasts. Politics, which included the broadcasts of the national conventions, also was credited with increasing the sale of receivers.

Chain broadcasting of sponsored programs from coast to coast became almost a daily event, and numerous features originating in New York found many listeners along the Pacific.

Schools more and more adapted radio to the classroom, and many were the instances where it was used to aid in instruction. An important development in the industry centered around the greater effort at stabilization, mergers of a number of important companies resulting. As the year ends, leaders express the belief that the pulse of radio is steadier than at any other holiday period of its existence.

Then and Now

1888.
"Now, ladies and gents, kindly gather in closely around the wagon. Small boys keep back so that the older people wishing to make purchases may get in where they can hear. The boys are going to play on the banjos in just a few minutes—no, this was everybody! Now, ladies and gents, we are introducing in this locality for advertising purposes only Dr. Leavelle's Famous Compound Remedy for Man and Beast at a price so low as to be amazing. I am not going to ask a dollar for this large, home-sin bottle. I am not going to ask even 75, 50, 40, 30 cents, but for the breath-taking pittance of 25 cents, a quarter of a dollar, two dimes and a nickel, you get the full, oversized bottle with complete directions or taking. Now as the boys play on the banjos my assistants will pass among you. Remember this remedy will cure coughs, headaches, scotchy rheumatism, sprains, ringworm, etc."

1928.
"Good evening, ladies and gentlemen. The following program is brought to you by the courtesy of the Talkitup Chewing Gum Company, makers of chewing gum with a personality. We trust you will apply at your nearest dealer for a sample of this meritorious product. Remember, if it does not stick in the teeth, crush the gum or lose its flavor on the bedpost overnight. Our first number tonight will be "There's a Rainbow Round My Left Wrist," played by the Talkitup Jazz orchestra. There will be a brief pause for station announcements."

SERVICES CONDUCTED
IN ANCIENT CHURCH
BATH, N. C.—(AP) In the first church to be built in North Carolina, services still are conducted once a month by a vicar and twice a month by vestrymen.
The Bath church was erected in 1734 shortly after the notorious pirate Teach had been hanged for ravaging the coastal vessels in the vicinity. Bath was then a whaling center for the square rigged vessels which plied the coast from New England to the Carolinas.

The Watch Dog of Business

Most business men are honest, the government is prepared to admit, but it also suspects that in every industry there is the unscrupulous concern that will take unfair advantage.

Misbranding, false and misleading advertising, misrepresentation as to quality and value and conspiracy to fix and maintain prices are some of the most flagrant means of unfair competition discovered by the federal trade commission at Washington in its efforts to make the business interests of the country live up to the anti-trust laws. Often they are practiced by concerns that have no other purpose than to cheat. But frequently they are employed by otherwise responsible business houses which think they have been forced by the unfair practices of competitors to resort to a lower business level in order to remain in business at all, says Marvin Murphy in the Baltimore Sun.

The butter manufacturers of the southwest furnished instances several years ago of honest business men driven to dishonesty to avert financial ruin. Some of the butter makers began putting in their products in deceptive cartons. A package that appeared to contain a pound of butter actually contained but fourteen or fifteen ounces, and while the weight was marked on the carton it was in letters so small as hardly to be noticed. Competitors who used a standard carton containing a pound of butter because the housewives thought their prices were higher and in time they, too, were forced to adopt the deceptive wrapping.

In many industries some concerns, to obtain the business of their competitors, resort to secret rebates, secret agreements to pressure chargeurs, furnish some other unusual service or to expensive over-entertainment of prospective customers, all of which the federal trade commission holds to be unfair practices. The concession once made by a portion of the trade, is soon or late forced upon the trade as a whole.

The commission has several ways of dealing with those and other methods of unfair competition. Its customary practice in the case of individual violations is to call the offending concern into consultation. If the offender, technically known as the respondent, admits its guilt, it is permitted to sign a stipulation setting forth the unfair practices complained of and agreeing to cease the use of them. If it declines to agree to a stipulation, the commission may cite it in a formal complaint, hold a hearing for the taking of testimony and then, if the respondent is found guilty, issue an order against it requiring it to cease and desist in the practices complained of. If that order is not obeyed the commission may refer the case to a federal court.

Few Decline to Sign
As a rule, a firm guilty of misrepresentation or other fraud is willing enough to sign a stipulation. By doing so it escapes punishment for past deeds and avoids the publicity that attends the issuance of a formal complaint, since the commission, by a majority vote, has decided against making public the names of respondents who plead guilty and promise to reform. It saves also the cost that would be entailed in a trial of its case before the commission.

Since the stipulation system was begun in March, 1925, some 300 respondents have taken advantage of it and by these actions the public has been protected against all sorts of misrepresentations. Still another method used by the commission in dealing with questionable business in the trade-practice conference. Whenever a substantial portion of an industry appeals to the commission for action to stamp out unfair practices a trade-practice conference is called with a view to deciding what in and what is not fair and ethical. The trade-practice conference is concerned solely with practices and methods, not with individual offenders. It regards the industry as occupying a position comparable to that of "friend of the court" and not that of the accused. They all the members of an industry may be asked their jealousies and misunderstandings, and, with a representative of the government commission to lend moral support, they can examine frankly and discuss freely the unfair practices that have grown up.

The conference performs the same function as a formal complaint without bringing charges, prosecuting trials or employing any compulsory process. But it multiplies results by as many times as there are members of the industry who formerly practiced the methods condemned and voluntarily abandoned. Thus in one afternoon a dozen bad practices may be wiped out.

In fact, they were made from Chinese dog skins.
While many of the commission's complaints of misrepresentation have been directed against clothing merchants, it has put a stop to similar tactics in other lines. A furniture manufacturer, for instance, used the word "reed" in his trade name, when, as a matter of fact, the commission found his furniture was not made from reed, the objectionable product, but from pulp cord woven over a wire-centered stake or warp. Several concerns have been cited for representing their wares as "Sheffield silver" and "Sheffield Plate" when they were not manufactured in Sheffield, England, made in accordance with the English process or of the quality still associated with that grade of silver. Two concerns that advertised "beeswax church and altar candles" that were not made wholly of beeswax and that did not conform to ecclesiastical requirements have promised to do better.

Akin to the false formula man is the manufacturer of oleomargarine who advertised "Country Style Rolls," which he said were "Fresh from the Churn." This sounded too much like creamery butter to the federal trade commission and the oleomargarine man decided to change his advertising.

Several mattress makers have been caught advertising mattresses "made of new materials" when the commission investigators found that secondhand articles went into them. Jewelers have offered gold-plated and silver-plated articles that did not stand up to the accepted standard as to quality. Ivory people had advertised ivory articles that were not the product of elephants' tusks.

"Fake Importers"
Articles that bring better prices when imported than domestic goods of the same kind are sometimes advertised as imported when they are not. One firm carried on its stationery the inscription, "Imported and Manufactured by Soy," and on labels the words "Sanuki, Japan," when it did not import the product or have any plant in Japan. Another concern labeled its product "French White Zinc" and used the representation of a seal bearing the words "Republique Francaise" when, said the federal trade commission, "in truth and in fact the said products so labeled and described were not produced by a French process, but were produced in the United States by an American process."

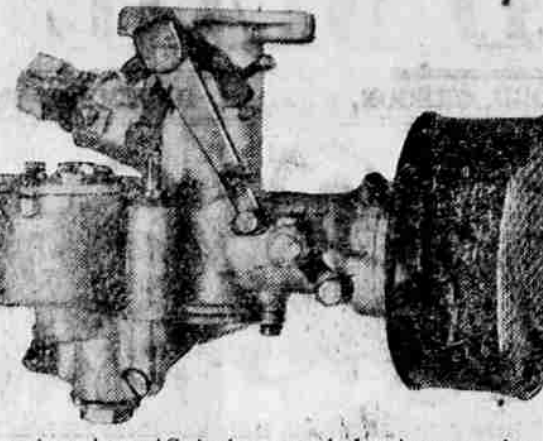
The use of fictitious prices to lure customers has been found by the commission to be a widespread practice. Articles that are worth, say \$2, are advertised at a value of \$10 or \$15 and are in the same list offered "at a great bargain" and perhaps "for a limited time" at \$2—or maybe more. This, one gathers from a perusal of the commission's stipulations, is a favorite practice of some of the mail-order jewelers.

A number of correspondence schools sent out literature with high prices for their courses marked out and lower prices submitted in red ink when, as a matter of fact, the red-ink prices were those regularly charged.
"I am really interested in you," read an advertisement of a school that offered correspondence courses in bricklaying. "And every time you write me a frank, man-to-man letter, you can count on one from me personally in return. . . . By my job analysis method I can teach you this wonderful trade at home. . . . Just give me a chance and I'll put your name on a pay check that means something."

The author of the above lines was represented as the vice-president of the school. "In truth and in fact," said the federal trade commission, "the said vice-president was not active in correcting papers and guiding students, and rarely came in contact with the work done by the individual students."
In no instance does the commission go into the question of whether automobile mechanics, bricklaying, drawing or wrestling can be learned at home by mail. All it seeks to do is to prevent misrepresentation as to what is offered and gross misstatements as to what might be accomplished by an average student.

Little Before Public
"Perhaps the public does not realize the value of the work the commission is doing," says W. E. Humphrey, chairman of the commission. "It is not a matter of thing. Little publicity is given the commission's activities because its policy is to prevent the harmful publicity to reputable business concerns that have been forced into questionable methods or that have engaged in them in innocence of any wrongdoing."
"And yet our work is as beneficial to the public as it is to the business interests, perhaps more so. By entering into a stipulation agreement with a concern to cease, say, a flagrant misrepresentation of its product, we at once protect the public from the practice of that concern as well as to protect its competitors. By obtaining agreements in trade-practice conferences, representatives of whole industries, we multiply the good results a hundredfold or more."

New "Oil Watted" Air Cleaner



Most advanced type AC air cleaner, standard equipment on the new Oakland All-American Six, is said to provide 100 per cent efficiency, minimize fire hazard and effectively muffle carburetor noises. Cleaning unit consists of copper ribbons moistened with oil.

The Farm Week in Washington

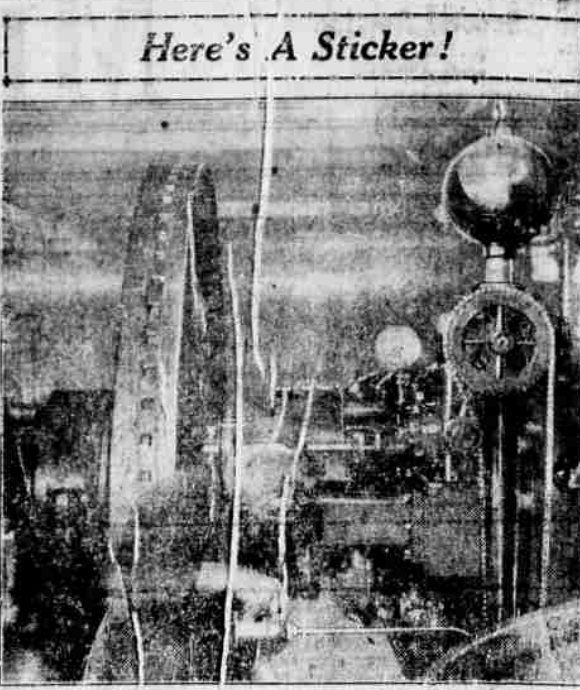
By Frank L. Weller
(Associated Press Farm Editor)
WASHINGTON—(AP) With the late cotton virtually all picked and the corn husked, field work for 1928 is ended on the farms. Combining the production estimates of the 17 principal crops in proportion to 19-year averages per unit, the composite production of these crops this season was 4.8 per cent greater than last year and 7.6 per cent greater than the average production in the 19 years 1918-

1927.
By the same method of calculation the per capita production of the principal crops of the United States this season was 3.6 per cent greater than it was last year and 6.5 per cent lower than the average per capita production during the last 19 years.
Though crop production has increased, a summary of economic conditions by the department of agriculture calls attention to the fact that the number of mouths to be fed in this country has increased still faster. However, it is suggested that agricultural expansion must be tempered by realization that population is not increasing at as fast a rate as formerly.

The situation is reflected in the potato crop, which suffered heavy overproduction. Last spring it was freely predicted that if the acreage of potatoes was substantially increased and if growing conditions were favorable the crop would break the market. All three events have come to pass.
Hard winter and durum wheats, oats, barley, peanuts and grain sorghums are large crops. Cotton, hay, buckwheat, flax, sweet potatoes, tobacco and apples are about average crops. Cabbage and onions are short crops.

The corn crop is estimated at about 120,000,000 bushels more than last year, a better distributed crop of higher quality—the ears better filled and holding less moisture. The eastern corn belt has fully a third more than last year, while the south has around 14 per cent less corn. The carryover of 1927 corn, however, was practically exhausted last month, making the present supply of corn about the same as the supply at this time last year. The potential demand for corn appeared to be about as large as last season, the summary says. There are fewer hogs but more cattle on feed, and relative prices favor heavy feeding of both cattle and hogs.

At this time of year, economists say, it is the marketing problem which looms large. Early this fall wheat moved into the principal markets in such volume as to preempt a large part of available elevator and storage space. It is held certain to be advantageous to corn growers not to crowd the terminal storage space too hard, for the corn market this season needs all the stability that can be derived from orderly marketing and otherwise.
The livestock industries have been a large factor in sustaining the general price level of farm products this fall.

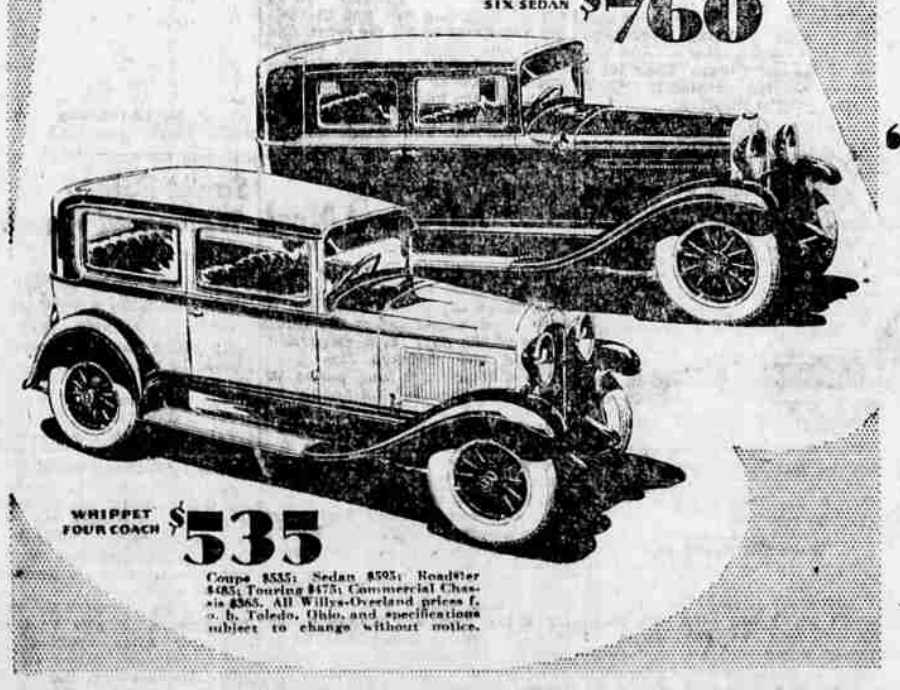


Here's A Sticker!
NEARLY 40 years ago William Wohlfeil was making bicycles for the Dodge Brothers. Today, at 60 years of age, he is still an employe of the big Detroit motor car plant, an engineer now in charge of one of the huge compressed air machines that run the steel presses.

the general price level of farm products this fall.
Raze Fair Building: SAN FRANCISCO—(AP) The Egyptian building, last remaining structure of the Midwinter International Exposition here in 1894, is being razed to make room for an addition to the M. H. de Young Memorial museum in Golden Gate park.
Classified advertising gets results.

THE NEW SUPERIOR Whippet

FOURS · SIXES
The Style Creation of master Designers



WHIPPET SIX SEDAN \$760
WHIPPET FOUR COACH \$535
Coupe \$555, Sedan \$595, Roadster \$485, Touring \$475, Commercial Chevrolet \$265. All Willys-Overland prices f.o.b. Toledo, Ohio, and specifications subject to change without notice.

Greater Beauty • Longer Wheelbase • Larger Bodies

Both the front and rear springs of the new Superior Whippet have been considerably lengthened. The increased wheelbase, snubbers and oversize balloon tires further enhance the car's superb riding qualities.
Still the engineering leader
Mechanically, the new Superior Whippet furthers a long lead over competition. A new higher compression engine gives more than 20% added horsepower, with greatly increased speed! Higher second gear speed gives faster pick-up.
And this new car is well qualified to carry on Whippet's unsurpassed reputation for dependable performance and minimum operating costs.
ORDER NOW FOR EARLY DELIVERY.

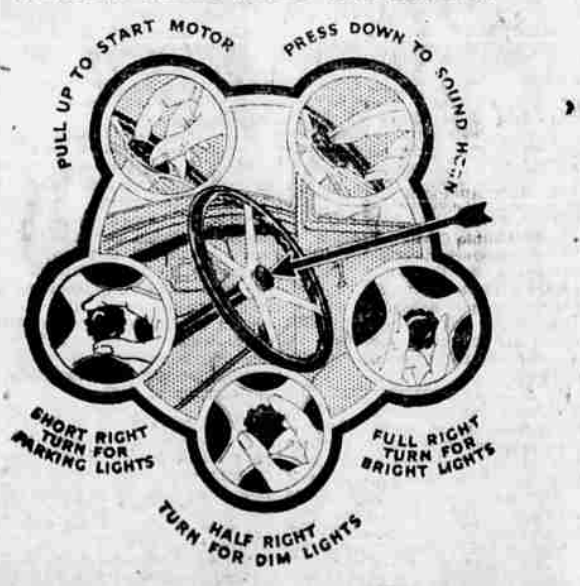
More room—greater comfort
The larger bodies of the new Superior Whippet afford more spacious interiors, with extra leg room and elbow room. The seats are wider and heavily upholstered, and have form-fitting contours.

Beauty that commands your instant admiration is expressed in the larger radiator and hood, more distinctive colors, sweeping one-piece full crown fenders—establishing the newest style motif for Fours and light Sixes.

THE new Whippet introduces the beauty of expensive cars to the light car field. The new Superior Whippet is the style triumph of eminent artists, men of long experience in designing expensive custom-built cars.

WILLYS-OVERLAND, INC., Toledo, Ohio

TREICHLER MOTORS, INC.
30 North Holly Phone 615



A single button, conveniently located in the center of the steering wheel, controls all functions of starting the motor, operating the lights and sounding the horn. This does away with all troublesome foot fumbling for the starting button. It also avoids changing from the comfortable driving position to reach a light switch on the dash. With the new "Finger-Tip Control," you can at all times keep your hands on the wheel and your eyes on the road.