

# RADIO BOOM EXPECTED TO PUSH SALES IN EXCESS OF 5,000,000

**Gross Expected to Hit \$350,-  
000,000 In 1935; Demand  
For Auto Sets Doubled;  
Farm Market Increases**

Something like the boom days of 1929, when radio production reached its all-time peak, is being enjoyed in the manufacture and distribution of radio sets, tubes and parts this year. If, as expected, 1935 sales of radios reach the 5,000,000 mark, the industry will actually exceed 1929 in the number of units sold, if not in dollars and cents volume. Fifty thousand workers currently employed in the 150 radio manufacturing plants of the United States represent their highest employment since 1929.

Bond P. Geddes, executive director of the Radio Manufacturers' Association, attributes the boom to better purchasing power among labor and farm elements, particularly the latter, who are buying battery sets in greater volume than ever. Added to that, he said, is the desire among set owners to replace their old sets with the newer all-wave models in order to take advantage of foreign reception.

"We expect," said Geddes, "from the way the market has been going during the Summer, and with the best sales months still ahead, that at least 5,000,000 radios will have been sold by the end of the year. This includes automobile radios and battery sets. Last year 3,300,000 radios and 780,000 automobile receivers were sold for a total of about \$235,000,000. This year the market is at least doubled for automobile radios, and we expect the gross for all types of radios will run close to \$350,000,000."

Federal money pouring into the farm regions is very largely responsible for the heightened market for farm radios. Geddes also believes the excellence of program offerings of the radio stations and networks is providing a stimulus to sales, although he calculates that only a small proportion of the new sets being sold

## Kid Brother



**Tom Waring**

Tom Waring lives (and thrives) under the curse of being Fred Waring's younger brother, but it is no curse to Fred because Tom is a musical star of considerable value to Waring's Pennsylvanians. The possessor of a rich, vibrant baritone voice and a brilliant piano technique, Tom has been a featured member of the group for fifteen years.

Aside from his vocal and pianistic accomplishments, Tom is a composer, being particularly noted for his ballad, "So Beats My Heart for You," and his equally famous "Way Back Home." His hobby is landscape painting. He likes coffee and to wear his hat on the back of his head during rehearsal.

The Waring-McClintock Snap Orchestra played its first professional engagement at a four-hour dance for \$65. Today Waring's Pennsylvanians, broadcasting for the Ford dealers of America, is one of the highest paid musical organizations in the world.

this year are going into homes that never before had radios.

At the beginning of 1935 it was estimated that fully 21,000,000 homes, or about 70 per cent of American homes, had radios. If 1,000,000 of the 5,000,000 sets sold this year go into non-radio homes, the proportion will exceed expectations. Most of the new set buyers are purchasing replacements or additional sets for the home, and the trend is decidedly away from the cheap midget models back to the bigger and more expensive console models, according to Mr. Gebbes.

Heightening the bright outlook of the radio market was the New York Radio and Electrical Exposition, which closed in New York this week end. The interest shown in the exhibits was reminiscent of the former annual shows held in New York and other cities, most of which were discontinued during the depression years.

Despite the fact that prices are higher for most radios, interest was focused largely on the better models with the wider tone ranges. Average prices ran between \$25 and \$75 but the range varied from \$10 to nearly \$1,000.

Perhaps the outstanding new development of the year, aside from furniture designs and new tuning gadgets, was introduction of the metal tube. Within the industry the argument is still raging over their efficiency, some manufacturers swearing by them and others deriding them as being purely experimental. Nevertheless, 11 per cent of this year's output contain metal tubes and 38 per cent of the manufacturers are adopting them in some of their models.

Although the metal tube is

# SUPREME COURT IS VITAL INSTITUTION

## Disorder and Confusion Will Follow If Power Is Taken Away From Highest Court

KNOXVILLE, Oct. 17 (AP)—Justice Grafton Green, head of the state's highest tribunal, believes that "disorder and confusion will follow" if the U. S. supreme court's power should ever be taken away.

Speaking at a dinner in his honor here last night, the chief justice told a notable group of state bar members that "until the constitution is amended the supreme court should pass on laws fairly and properly."

He declared that "while the supreme court stands, so long will the liberty and welfare of our people stand. If the time should ever come when the supreme court's power is taken away, disorder and confusion will follow. God save the supreme court."

Among those praising his 25 years' service on the supreme court bench was Joe V. Williams, of Chattanooga, president of the State Bar Association, who said they should pay tribute "not only to Chief Justice Green, but to all members of this high court who share the responsibilities of Tennessee."

Attending the dinner also were Justices A. W. Chambliss, W. L. Cook, D. W. Dehaven and R. A. Davis, who is serving during the illness of Justice Collin P. McKinney.