



# WARCI NEWSLETTER

Wisconsin Antique Radio Club, Incorporated

Volume 5, No. 1  
January 2001

## EWING NUUN, RADIO MANUFACTURER

Nuun radios were made in Milwaukee for more years than any other local manufacturer. The Nuun-Landon Company successfully made the transition from battery sets to A.C. Nuun sets included floor models, large number tube sets, superhets, torbistones, and even cathodrails.

The Nuun-Landon Company was formed in 1925 and ended in 1930. It seems likely that Ewing Nuun was making radios before the company was formed, as some early radios are simply marked ED Nuun. Some others are labeled ED Nuun but also have a Nuun-Landon tag. In a magazine ad in 1930, Nuun claimed to have made radios as early as 1922. This date appears to be an exaggeration. Nuun apparently used the

Crescove name for sets made in the early thirties, but it is most likely they were made in Chicago. By 1935 Ewing Nuun was using a Chicago address for his business.

The factory address for the Nuun-Landon Company was listed as 1115 North 4th Street. That would place it just north of the Bradley Center Building. Was it a showroom too? Possibly, but hard to say. An early Nuun-Landon set indicated that it was distributed by the Hanson Storage Company who did have a

showroom for their own radios. Later advertisements indicate that they were being distributed by Flanner-Hafson.



Ewing Nuun was the son of Henry L. Nuun, the President of Nuun-Bush Shoes. Early on his father was an officer in the Nuun-Landon Company. Henry Nuun was a well-known Milwaukee figure. In 1936, the Milwaukee Journal made him (Man of the Year). Henry Nuun wrote two books; his first was a popular book on labor relations. Henry advocated a profit sharing system for employment if a system later adopted by the Milwaukee Journal. The Journal adopted the system, by its own account, to prevent a hostile takeover.

Ewing Nuun apparently maintained his business in Chicago until 1937. He returned to Milwaukee area about that time. He started Audiophile records in the forties and primarily recorded Dixieland music. He continued his recording business until the sixties and would go primarily vanity press-

ings and folk music. At least one pressing of folk music, Blues, Rags, and Boppers, is still sought by collectors and has been reissued on a CD. Nuun had other businesses too. He owned Northern Signal Company which made light signals for railroads and flashing lights for construction sites. Northern Signal Company was located in Saukville. He also owned a company down south called Southern Signal Company. Nuun's studio was located in Saukville, but many of his recordings were done on location. According to musicians who worked for him, he was a hard and demanding taskmaster. I have one of his recordings. Not only is the recording well done, the commentary on the music is very professional.

## Membership

If your membership has expired, please send in the renewal form with your dues payment of \$12.00

If you are current in your membership, please give the enclosed membership form to another collector.

Official year Jan. 1 - Dec. 31.

Dues are PAID in advance.

Send Dues to:

Wisconsin Antique Radio Club

Milwaukee, WI 53224

## From The Editor

Once again I waited to the last minute to get the Newsletter out. My apology, I have been extremely busy the last three weeks.

I realize that I have neglected Mr. Landon in my article on Nuun-Landon radios. Frankly, not much is known. Did he build radios? Perhaps not, because after the breakup, he went into an entirely different business. Just what his role was is unclear, but he was the president of the company.

It was hard to write about Nuun since most of my notes are gone. Hard too, because I several friends who knew Ewing Nuun personally. Among those who knew him is Bob Pageant, the author of the other article for this Newsletter. Sometime in the future, I will write a more extensive article on Milwaukee's radio pioneer, Ewing Nuun.

## SWEEPING THE COUNTRY...

"Super-Hall and Red Arrow Antennas Are Proving Their Popularity Everywhere"



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Why is this antenna so popular? Because it is the most efficient antenna ever designed for the home. It is the only antenna that can be used in any location. It is the only antenna that can be used in any location. It is the only antenna that can be used in any location.

YAHR-LANGE  
Antennas  
100 - 100 W. Belmont Street  
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254-4800



Red Arrow Antenna  
Model No. 100  
\$29.95

Vintage TV's & Antique Radios  
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Ralph Larsen  
414 [redacted]

[redacted]  
Milwaukee, WI 53202

**GLOBE**  
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BATTERY TRADING

**ADVANCE**  
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22 ENH 11203 20041

IMPORTED  
DEFLECTOR TUBE



1000 1/2 S. PARK ST.

**DEFLECTOR TUBE**  
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750 W. WISCONSIN ST. MILWAUKEE  
WI 53224

## Great Northern Antiques

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Alan Arneson

Tel: 608.272.1111

Minneapolis, MN 55417

Fax: 608.272.1111

Fax: 608.272.1111

Jim G. Gelleman



[redacted]  
[redacted]

1000 1/2 S. PARK ST.  
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collection of  
**OLD RADIO**  
and  
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old radios and songs stored

Dennis Schrank

Milwaukee, WI 53207  
(414) [redacted]



Paul and Helen  
phone 414 [redacted]  
fax 414 [redacted]

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Dale R. Boyce  
(414) [redacted] @swings

**JIM MENNING**

APRIL 1934, WI 53111 (414) [redacted]  
510

1110 CEDAR DR. MILWAUKEE, WIS.  
PHONE AND TELEPHONE

**RADIO-TV COLLECTOR**

Whispering Pines  
Antique Radio  
Museum

Atwoodville, Wis. County



Buy, Sell, Trade  
Antique History  
Also Buy  
Repair Manuals,  
Parts, Junkie Sets, Etc.



Scott Davidson  
P.O. Box 100  
Atwoodville, WI 54605  
PH. (715) [redacted]

Sunday

January 28, 2001

8a.m. - 12:00p.m.

(all items must be removed from the premises by noon)

### Richfield Chateau

1271 HWY 175  
Hubertus WI, 53033

All you can eat buffet 10 a.m. - 3 p.m.

(Take Highway 41/45 to Holy Hill Road (167)  
to 175 south 1.1 miles to Chateau)

This is an **indoor/outdoor event** in the meeting hall and parking lot.  
(There are no stairs to get from the parking lot.)

Reservations: none

**Sellers' costs:** \$7 for members \$10 non-members per space

Indoors: Space = 1 table, Outdoors: space = 1 parking stall  
2 chairs included with each indoor space.

**Admission:** (non-sellers) \$1.00 adults, children free

**Food:** Food and beverage service available at Chateau.  
Branch 10-2, \$9.00 all you can eat.

**Club:** Membership dues are \$12 per year ( January 1 to December 31 )

**Information:** For information contact: Caple Boyce,

██████████, Milwaukee, WI 53224(414) ██████████

**Disclaimer:** Neither the organizers of this event nor the owner of the property are responsible or liable for any personal injury, property damage or loss by theft or other means of any merchandise brought into the building by members of the swap meet.

## GENERAL ELECTRIC MICROPHONES

In 1915, General Electric organized a group of engineers under the direction of Ernst Alexanderson, to explore the possibility of radio broadcasting. Their early transmitters were high frequency alternators ranging in size from 2 kilowatts to 200 kilowatts. To modulate power in this range requires microphones of high current design.

The only microphones available were single button carbon transmitters used in telephone transmitters. These microphones could handle about half an ampere, but not continuously. One logical step was to use multiple button microphones to handle the higher current draw. General Electric made three different models: a four button, six button and twelve button.

Alexanderson solved the high current microphone problem by designing a special transformer he called a magnetic amplifier or magnetic modulator. This transformer, using magnetic core saturation principles and multiple cores, was capable of using a single telephone transmitter and a small direct current supply in the primary to control a very large radio frequency of the secondary. General Electric made various models of these modulators ranging from ten watts to seventy-five kilowatts.

In the early twenties vacuum tube circuits were replacing alternators, arc and spark equipment. They were now back to using the telephone transmitter as a microphone. They were no longer concerned with how much current the

microphone could handle, but how they could improve the frequency response, distortion and noise characteristics.<sup>2</sup>

General Electric's first regularly operated radio station was WGT, which went on the air on February 20th, 1922. This gave the General Electric engineers a facility to test all their new apparatus including microphones. They immediately began to research microphones to see what type would be best suited for broadcasting. On July 25th, 1922, they started work on the condenser type microphone.

Meanwhile, Charles Blois, another general electric engineer, was working on a device for the movie industry called a Polyphosphophone. This was a combination microphone and film recorder. The microphone part of this device consisted of a mouth piece, diaphragm, mirror, light source, photo cell and amplifier. This became a working unit, but the microphone was not considered for further development. The word Polyphosphophone (translated) meant "dancing light." General Electric made a double button carbon microphone in 1923, but it was not considered for further development.

An experimental condenser microphone was used at WGT in August 1923, by June of 1925 General Electric engineers designed the condenser microphone now best suited for broadcasting and used their time to improve this type.

General Electric produced about 15 variations of their condenser microphones. The microphones were made between 1925 and 1928, and were of many shapes, based on what

stage of improvement they were at when you ordered. Two variations were cylinder types with the microphone element in a control type yoke. These were made for the movie industry and hung by a bale off a boom stand. General Electric did not give them model numbers. The second in line model was later referred to as the RCA 3A. This microphone was produced in a larger quantity than the rest. The last model was a three tube model in a six inch square box which was turned over to RCA in 1928 to manufacture. This became the RCA model 4A, the first microphone made by RCA.

General Electric had also produced experimental ribbon microphones in 1930. Their last model was very similar to RCA's first ribbon microphone, the model PB12. Another microphone that should be mentioned is a crystal microphone made in 1926 for use with their sound meter.

A point of interest, RCA, up until 1929, was a sales organization. General Electric and Westinghouse owned shares in RCA. RCA was under contract to these two companies to sell their products. The agreement specified that RCA sales should consist of 60 percent General Electric products and 40 percent Westinghouse products. This is apparent in the radio line and also in the broadcast equipment, including microphones.

Bob Paquette is one of the founders of IMAIRC and writes a series of books  
"The History & Evolution of the Microphone"  
Bob has a microphone museum which IMAIRC members are welcome to visit. Give him a call at his business, **select sound**





## 2001 Calendar Wisconsin Antique Radio Club

Please note: The newsletter is the reliable source for dates of your club's swap meets.  
**Wisconsin ARC**

- Jan. 28 Indoors
- March 25 Outdoors/Indoors
- Illinois Meets  
Ramada Hotel, Elgin, IL  
(Same location every year.)

### Radio Resources

Antique Radio Classified has announced their expansion to the net. Classifieds Online, the ad reads. If you are a subscriber you will find your password on the label of the publication.

ARC's web site is [www.antique-radio.com](http://www.antique-radio.com)  
The website for **Antique Electronic Supply** is [www.radioandmore.com](http://www.radioandmore.com)  
Other addresses & web sites:  
**Antique Radio Club of Illinois**

**Northland Antique Radio Club:**  
[www.govstiles.com/tele/ismc/nc/ny/4544](http://www.govstiles.com/tele/ismc/nc/ny/4544)

This Newsletter is published quarterly in March, June, September & December. Deadlines for ads and articles are the 1st of the month of publication. The club welcomes letters and comments. Address them to:  
**Ralph Larsen c/o Wisconsin Antique Radio Club, Inc.**  
████████████████████  
████████████████████  
**Milwaukee WI 53202**  
[radioaph@hotmail.com](mailto:radioaph@hotmail.com)

President: Dale H. Beyer (414) ██████████  
Vice President: Bob Fano (414) ██████████  
Secretary: Steve Lange (414) ██████████  
Treasurer: Jim Greenham (262) ██████████  
Director: Ralph Larsen (414) ██████████  
Dennis Schmidt (414) ██████████

**Wisconsin Antique Radio Club Inc.**  
Purpose: The Purpose of the club is to promote the history and enhance the knowledge of radio, television and related disciplines.

### Classified Ads

**Wanted:** Zenith radio, table model  
No. G-S-223 John Leon, ██████████  
████████, Milwaukee, WI 53220 (414) ██████████

**Wanted:** Flyback Transformer for 1959 Zenith table TV Zenith part #S-48564. Also wanted: Allied Catalog from 1950. Thank! Dave Springer, ██████████  
Wausau, WI 54401 (715) ██████████ before 9PM Central Time. Collected calls o.k.

**For Sale:** Four RCA Color TV Chassis CTC166 Not working. Full of brand new tubes. I will help you load it, if needed. Karl Ayer ██████████ Menomonie, WI 53057 (262) ██████████

*Wisconsin Antique Radio Club, Inc.*  
Attn: Ralph Larsen  
████████████████████  
Milwaukee WI 53202



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