



TUNE IN ON A KOLSTER

and get this
Wonderful
Dodge
Program

Or if you haven't a Kolster, come to

OTT'S MUSIC STORE

We are going to keep open house to give you a chance to hear this program.

THURSDAY EVENING, 6 P. M.

Kolster, all electric and battery sets

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GENUINE
Ford
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It's as fine a battery as money can buy, sold at a price made possible only by Ford quantity production.

Thirteen plates, six volts, eighty ampere-hours, cased in hard rubber.

The full-powered Ford battery is ideal for radio use.

C. A. Lockwood
Motor Co.
Roseburg, Oregon



HOTEL ROSE



WHILE YOU DINE

Listen to nationwide Dodge Brothers Radio Program

THURSDAY NIGHT, MAR. 29
6 to 7 o'clock

Six Film Stars in One Radio Hour

These movie stars will broadcast from Hollywood in the Special Dodge Presentation of March 29. They are, from top left, going clockwise, Dolores Del Rio, Norma Talmadge, Charlie Chaplin, Douglas Fairbanks, D. W. Griffith, John Barrymore.



HOLLYWOOD, Calif., March 28.—Six of the most famous stars of the cinema colony here have become radio entertainers.

Every day for the last week, the United Artists studio has resembled a radio broadcasting studio more than a motion picture factory. All because the film stars have been practicing for the program they will broadcast over the National Broadcasting Company's chain of forty stations on March 29, under the sponsorship of Dodge Brothers.

This program, which it is believed will be heard by approximately 40 million persons, will include the greatest galaxy of talent ever put before a microphone in a single hour. The hour will be 9 to 10, eastern time.

Graham McNamee, famous New York announcer, will turn the "mike" over to Douglas Fairbanks, who will act as master of ceremonies.

in introducing Dolores Del Rio, Charles Chaplin, Norma Talmadge, D. W. Griffith and John Barrymore. Paul Whiteman and his band will play between the acts of the film notables.

The broadcasting problem for this program is one of the most difficult ever attempted since McNamee and Whiteman will "do their stuff" from New York, while the movie talent will broadcast from Fairbanks' bungalow at the United Artists studio here. That will necessitate perfect synchronization of the New York and Hollywood programs with the individual performances timed to the second.

In addition to acting as master of ceremonies, Fairbanks will give

a brief talk for boys interested in athletics. Miss Del Rio will make her debut as a singer with a three-piece musical accompaniment. Chaplin will entertain with a series of humorous anecdotes in various dialects—a pastime for which he is famous in Hollywood's social circles.

Miss Talmadge will discuss Hollywood as the new world style center for women. Griffith will talk on love and marriage. And Barrymore will recite the famous soliloquy from "Hamlet," with a special musical accompaniment.

Their aggregate earning capacity running into more than five million dollars annually makes these movie stars the highest paid group of entertainers who have ever broadcast on a single program. And the "fan" mail of nearly every one is considerably greater than that of almost any radio entertainer.

DODGE BROTHERS Great Radio Hour

HEAR THEIR VOICES

CHARLES CHAPLIN
D. W. GRIFFITH
JOHN BARRYMORE
NORMA TALMADGE
DOLORES DEL RIO
DOUGLAS FAIRBANKS
E. G. WILMER

Thursday Evening at 6 o'clock

Places in Roseburg where you can hear the
Great Radio Hour

OTT'S MUSIC STORE
ROSEBURG ELECTRIC
STORE
TAYLOR'S BATTERY
AND ELECTRIC
STATION
AUTO ELECTRIC
STATION
JUDD'S FURNITURE
STORE
UMPQUA HOTEL

J. O. NEWLAND
AND SON
GRAND HOTEL
ROSE HOTEL
PALACE OF SWEETS
ROSE CONFECTION-
ERY
TERMINAL HOTEL
CALIFORNIA OREGON
POWER CO.

J. O. Newland & Son
DODGE BROTHERS DEALERS

(The radio at our place for this great occasion is being loaned to us by the Auto Electric Station)

HEAR IT—HEAR IT
OVER

Atwater Kent Radio

Dodge Bros. Nationwide Program
6 to 7 p. m. Thursday Night.

at
JUDD'S FURNITURE STORE

AND DON'T MISS OUR

SPECIAL SPRING OFFERINGS

New pattern Floor Coverings at only, sq. yd. 45c
Upholstered Auto Seat Rockers, at only.....\$7.95
Large Round Oak Dining Table, at only.....\$19.50
Real Oak Dining Chairs, at only.....\$2.95
9x12 Kemlark Woolen Rugs, at only.....\$19.85
Simmons all cotton 40-lb. Mattress, at only.....\$7.95

Everything down to sell,
Prices all knocked to
Well, why bring that up,
I know they're too cheap,
But who cares anyway.

J. M. JUDD

FADA

A. C. ELECTRIC
RADIO

Does Not Burn Out Tubes
THE REASON WHY

The 227 type A. C. tubes are operated in Fada sets at a normal filament voltage of 1.95 volts or less than two volts. (This is 20% less than these tubes were originally rated by their manufacturers and was found possible only after extended tests in Fada research laboratories.) This is what gives these tubes such very long life in Fada sets. In radio sets made by other manufacturers these 227 type A. C. tubes are operated on filament voltages of 2.5, and on up to 3 volts which gives these tubes a very, very short life as shown by the actual test records.

Mr. C. M. Sherwood, a radio technologist of New York, turned on a Fada A. C. tube special set in his home, December 20th and has never turned it off since and not a single tube has burned out. Think of it! This set has been operating 24 hours a day since December 20th and with not one single tube going bad during that time.

One of the distinct advantages of the 227 tube is that its performance is uniform for life. Other types of A. C. tubes deteriorate gradually just as a battery does and are not as efficient.

Fada was the first to introduce A. C. tube electric radios using 227 type R. C. A. or Cunningham tubes in all sockets except the power amplifier. We as authorized Fada dealers are proud to offer to the radio fans a superior radio combination.

"THE SWEETEST TONE EVER
KNOWN"

Selectivity and ability to get distance
perfectly.

Yours for Service and Better Reception

Auto Electric Station

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NATIONWIDE

Radio Program

Thursday Night
6 to 7 o'clock

at
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Electric Station

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TEAR OUT THIS PAGE AND REFER TO IT TOMORROW AT SIX O'CLOCK