

\$350,000,000 Will Be Spent in '24 On Radio

Roger Babson, Statistician, Sees Great Progress During the Present Year.

To those who believe that radio is still a fad, adopted only by a small minority of the public who are experimentally inclined, the following statement by Roger W. Babson, statistician and business authority, will prove interesting.

"It has been my experience that very few people realize just how important, from a business standpoint, the radio industry has become. Just because an industry is comparatively new is not a reason for assuming that it is unimportant. The radio industry is now, but it has grown so rapidly in the last two or three years that it compares very favorably with many of the important long-established industries.

"On the basis of figures for the year 1923 it is probable that the American people will spend approximately \$350,000,000 for radio equipment during the present year. A conservative estimate of the business in acquiring tubes alone is about \$20,000,000. At least five times as much, or \$250,000,000, will be spent for radio sets and parts. The sales of batteries, both dry cell and storage batteries, will very likely amount to over \$45,000,000. Miscellaneous equipment such as battery chargers, loud speakers and amplifiers may easily amount for \$50,000,000 more.

Figure of Comparison.
It is interesting to see how the radio industry compares in dollars and cents with other large industries. Available figures on sporting goods, cameras, etc., show a value of about \$185,000,000 annually. Sales of radio equipment are running nearly twice as large as all kinds of sporting goods.

"The value of radio business is nearly twice as great as that of the carpet and rug business. For every dollar spent on furniture \$2 cents is spent on radio. For every dollar spent for books and shoes \$2 cents is spent for radio. For every dollar spent for musical instruments of all kinds including phonographs, pianos, organs, etc., \$2 cents is spent for radio. The value of radio business amounts to nearly three-fourths of the jewelry business as a whole, including clocks, watches and novelties.

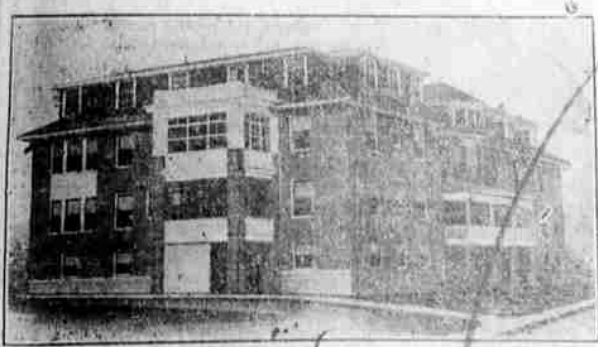
"I have given you these illustrations in order that I might emphasize the growing importance of radio from a business standpoint. It is not necessary for me to tell you of radio's importance from an educational and social standpoint. I see no reason why the radio industry should not continue to expand. There has been a decided improvement in the character of the broadcast programs, and we

Says Piles Heal Up and Disappear Forever

Seldom Fails to Give Absolute Relief from All Pain and Suffering. Guaranteed by Red Cross Drug Co. and All Good Druggists.

Many sufferers from Piles or Hemorrhoids have become despondent because they have been led to believe that their case was hopeless and that there was nothing in the world to help them. To these people we say, "Go to your druggist and get an ounce of MOWA'S PILE CURE." One of these "Pile Cures" will be found to be a most effective remedy. They reach the source of the trouble and by their soothing, healing, and anti-septic action first allay the pain and soreness and then by direct contact with the ulcers and piles cause them to heal up and disappear forever.

It's simply wonderful how quickly they act. Bleeding often ceases in two days. Even in cases that have steadily resisted all known treatments, marvelous results have been obtained. MOWA is one of the wonderful discoveries of recent years and my sufferer from Piles or Hemorrhoids who is disappointed with us can have their money refunded. Red Cross Drug Co. will supply you. Mail orders accepted.—ADV.



Grande Ronde Hospital

A nonsectarian and ethical institution that does not advertise your sickness or broadcast your operations, but gives you service equal to any institution in the Northwest.

We employ only graduated nurses

to the attention of the police. Major Edwards pointed out that without the guard it would be necessary for Kansas City's Police Department to handle 100,000 visitors in addition to the 275,000 population of this city.

BRITISH AT LAST DECIDE WATER IS USEFUL TO DRINK

LONDON (INS)—Water has at last been officially recognized in London as a drink.

It is easy to get any other kind of beverage in London restaurants, and it is easy to imagine to get a waiter to bring you a glass of water. Some persons may perhaps wonder why anyone should want water with so many other ready-made drinks so readily available, but the fact remains that there are occasional customers who crave a drink of "nature's own" thirst quencher, and they have a tough time getting it.

The licensing justice of St. Anne's and St. James, however, have elected the old anti-water tradition into the discard. In granting a license to Chang Choy to operate a Chinese cafe they gave him the privilege of selling wine and beer, but stipulated that "facilities must be given to customers to drink water."

So far as is known this action of the justices creates a precedent. Perhaps other restaurants will fall into line, but it is likely that Chang Choy's will become the only restaurant in London famous for its drinking water.

A dress suit is like a pistol. If you have one, you keep looking for a chance to use it.

About the only thing in the world more inefficient than government is a road.

Dr. MORSE'S INDIAN ROOT PILLS
Dissolve out the body poisons. Keep you healthy and active. Relieve all ailments.
Favored For Fifty Years
30 PILLS 25c

What Next?

Shamrock Center
BRICK ICE CREAM
For St. Patrick's

Blue Mountain Creamery
R. F. Tyler, Prop.
Main 60 1109 Wash.
La Grande, Ore.

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LONDON TEA MAN IRKED OVER MAXIM'S REMARKS

NEW YORK (INS)—Sir Charles Maxim evidently would like to put a Maxim silencer on Hudson Maxim, its famous American inventor.

Recently published statements, attributed to Maxim, that tea and coffee properly belong in the category of intoxicating liquors, so aroused Sir Charles, who represents the India Tea Growers, in London, that he raised a protest to his New York office.

"It is plain that Mr. Maxim is trying to use tea as a weapon with which to fight the prohibition law, to which he is opposed," asserted Sir Charles.

Sir Charles then takes pains to distinguish between "intoxicating" and "stimulating" drinks. Tea is stimulating, but beneficially and naturally so, while alcohol is an artificial stimulant, he maintains. Proof that tea is not injurious to health is evidenced by its prescription for invalids in hospitals, he declares.

South African Tribe Savoring JOHANNESBURG (AP)—

Owing to drought and destruction of grass by locusts, a native tribe under chief Idema, in northwestern

Transvaal is starving. The tribesmen are eating locusts, caterpillars and ants to keep alive.

The tribe, numbering some thousands, owns 2,000 acres, but these lands are insufficient to maintain them and they are unable to buy more.

HOSPITAL IS PLANNED ALBANY, Ore.

The largest building operation to be announced for Albany within the last few years assumed form at a meeting of the Albany physicians and laymen who project a hospital costing approximately \$50,000 for public use of Albany and Linn county citizens.

Beats Popular in London

LONDON (AP)—Many of the West End stores have established food departments to meet the increasing demand for food necessities, chains and other ornaments. A store for which there has been

Almost 50% CREAM

Answers Every Milk and Cream Need in the Home
CREAM'S ONLY RIVAL

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