

### IG ADVANCE IN RADIO THIS YEAR

entertainment in Air heater Improves—Television in Background.

By C. E. Butterfield  
Radio Editor

Associated Press Feature Service  
NEW YORK (AP)—Better radio, with television becoming more distinct in the background, led the 1929 pack of the air.

Radio awaits 1930 with a feeling that its eighth year as an entertainment medium has taken its healthy youth.

Within the industry itself there has been further evidence of stimulation in an effort to find a more keen.

Prospective figures give an insight of progress. Estimates made by H. G. Giddes, executive vice-president of the Radio Manufacturers' association, place the number of radio receivers sent from factories at 4,000,000 compared with 2,600,000 the year before. A total of 75,000,000 tubes have been on the market compared with 60,000,000 in 1928.

Mr. Giddes said these figures represented a value of \$350,000,000. Last year the amount was \$200,000,000.

Television Gains

Television was given somewhat of a spur, in the laboratory at least, with the announcement of the development of a tube—a special cathode ray "kinescope"—that eliminates moving parts in the television reproducer.

Broadcasting, as represented by

the two national chains, National and Columbia, introduced many novelties together with a general advance in program presentation.

Individually, stations also sought the best in program building, with an increased trend toward high power transmitters. Stations using 50,000 watts grew in number, and plans were announced by others to boost power.

Programs themselves showed more of the influence of the drama, and sketches of all sorts took up more space in the air channels. Often strictly musical programs were altered to include a hint of the stage. Impetus was given education by radio as more of the class room type of programs were presented.

Big Re-Broadcasts.

The year experienced the successful rebroadcast by an NBC group of stations of programs originating across the Atlantic. Pick-ups from airplanes of important events was climaxed with the broadcast of the experiences of a paratrooper jumper as he dropped to earth. Special short wave transmitters and receivers were used.

Increased use of the radio for sponsored programs added many new entertainers to the other lanes. More electrically recorded features were presented.

Outstanding in the news broadcasts were the inauguration of President Hoover, and the arrivals and departures of the Graf Zeppelin.

Screen grid tubes, operated by the house current, came to produce a better receiver. Remote control and automatic tuning devices appeared in greater numbers. Eclipse of the table model set by the console also was accompanied by the virtual passing of the metal cabinet to be supplanted by wood. The condenser speaker, or talking

"wall paper," was introduced in competition with improved dynamics.

In chain broadcasting, a fatality occurred. The American Broadcasting company, with headquarters at Seattle, Wash., passed from the picture.

Movies Buy in Radio

Purchase of a half interest in the Columbia chain by Paramount pictures made closer the tie-up of screen and radio. The National network already was indirectly affiliated with R. K. O.

Probably the year's most important technical development was the coupling of radio with air navigation for the guidance of planes in flight and for communication purposes. Special light-weight receivers and transmitters were improved in design.

Re-location of wavelengths, with the setting up of 40 cleared channels for the country's better stations a year ago, was given a thorough tryout. The plan seemed to work so well that a movement was set on foot to clear 10 more wavelengths.

### AVIATION HAILED AS GREAT GIANT

Epochal Chapter in Air History Was Written During Year 1929.

WASHINGTON (AP)—An epochal chapter in the history of aviation, counted but few times in industry, was written in 1929.

Millions of dollars applied to the nourishment of the lusty infant doubled its size and fashioned a commercial giant that grew so fast that it could barely keep in clothes.

Significant to rapid transportation, backbone of the industry, was the establishment of transcontinental air-rail lines, cutting coast-to-coast travel time to 48 hours.

To supplement this achievement, it was announced that 36-hour service, entirely by plane, was just around the corner.

More Air Travelers

Coincident with the expansion of passenger lines came a sudden increase in the number of persons traveling by air.

Designated airways increased from 16,667 to 35,000 miles; air mail tonnage jumped from 4,000,173 pounds to an estimated total of 8,000,000 pounds; and miles flown in operations over the airways mounted from 10,000,000 to nearly 16,000,000 miles.

Manufacturing of aircraft and engines underwent double expansion, production in the first six months of the year exceeding that of 1928. The value of aeronautical products expected in the first quarter established that of the products sent abroad by the industry during all of the previous year.

The year saw three consolidations of aviation manufacturing and transportation companies which, with a previous merger, brought 75 per cent of the industry's manufacturing and transportation activity under four groups—Curtiss-Wright, United Aircraft and Transport, Aviation, and Bendix Aviation corporations.

Developments and achievements

to further the progress and safety of aviation were many and varied.

Among the more notable was an exhibition, under charge of the Hugenheim fund for the promotion of aeronautics, of blind-flying by instruments alone. When these are perfected, it was forecast, the airplane will be more independent of fog and other weather conditions than any other form of transportation.

The successful flights of the German Dornier Do-X with 149 passengers shattered the theories of those who had placed greater limitations on the size of heavier-than-aircraft.

Introduction of the Diesel aircraft engine, long the dream of aeronautical engineers, opened a new field for motor and fuel development.

**DID YOU KNOW THAT—**

Rogers Hornsby was asked in St. Louis about the rumor he had a run-in with Boss McArthur. . . . and it made the Rajah mad. . . . "Such silly talk is not fair to McArthur," shouted Rogers. "It looks

as if someone is trying to put me and keep the Cubs from winning another pennant next year."

Twenty-four University of Wisconsin players got letters the other day, and some newspaper who-cracker asked "what for?"

Dempsy not only was chosen for the third man in the ring in the Von Porat-Scott affair, but most of the writers believed him also the best. . . . 457 Island was voted the most valuable player in the Southwest Conference this year. . . . he is known as "the jack rabbit of Texas Christian." . . . Pop Warner scouted the Army personally for the Stanford-Army game. . . . and when Pop prepares for a game that way, you can look for fireworks.

. . . All the men who play football for Coach Stange at Chicago must give their pledge never to play professional football.

**Not Matter for Pride**

And Tankins says there's not much satisfaction in a friendly flout is due to the fact that some body thinks he can use you in his business.—Washington Star.

### Education Responds In 1929 To The Demand For Wide Surveys

By Belmont Farley  
Assistant Director, Division of Publications, National Educational Association

WASHINGTON (AP)—The year 1929 in education has seen an ever widening demand for more accurate evaluations of educational purposes and results.

The growing popularity of applying an objective and impersonal yardstick to school and college progress is seen in a large number of statewide and nationwide surveys.

These major surveys under the direction of the United States office of education, to cost a total of more than \$500,000, were started or planned during the year.

The field work of the survey of the 67 land grant colleges, which include 22 state universities, was brought to a close at a cost of \$117,000.

A survey of all high schools was begun to discover the most effective methods and study materials to be used in secondary education.

Preliminary steps for a study of the practices and achievements in the training of teachers have been taken by the United States office of education. It is expected to start in 1930.

Commissions to study the state school situation, either in general or in certain special aspects, were created in 1929 by law in California, Delaware, Hawaii, Illinois, Iowa, Kansas, Massachusetts, Michigan, Missouri, New Jersey, Pennsylvania, Rhode Island and Washington. Other states with school surveys of some kind in process during the year included Florida, Arkansas, Oregon, Mississippi and Virginia.

A significant step toward more effective government relationships

with the schools was taken when Secretary Willour appointed an advisory committee on education whose purpose is to make a study of the present relations of the national government to education and to make recommendations as to a future program.

### PORTLAND FINALLY WINS

PORTLAND, Ore., Dec. 20 (AP)—The Portland Buckles settled down to a week long rest today to await the coming of the Victoria Cubs next Thursday with two victories to their credit, one a 2 to 0 win from the Seattle Redskins at the Coliseum here last night, the other a victory over the jinx which has haunted home ice since the opening of the present Pacific coast ice hockey season.

### Has Many Rivals

"He who seeks riches," said III Ho, the sage of Chinatown, "must not be surprised if he loses his own purse to those whose quest is shill-ling."—Washington Star.

# In the Entire Valley Practically Everybody Reads the Observer

No one realizes better than the Grande Ronde valley farmer that the agricultural news service of The Observer—the "Over the Valley" feature edited by Miss Morton—is the most extensive and most successful ever attempted by any newspaper in Eastern Oregon.

Constant contact with the producers of the valley—daily calls on wheat farmers, poultry raisers, orchard men, stockmen, farmers specializing in dairying, small fruits and vegetables—these personal contacts in all sections of the valley are the source of an ever-interesting volume of farm news not found in any other paper in Oregon.

The natural result of this unique service has been universal interest in The Observer throughout the agricultural sections of the entire valley.

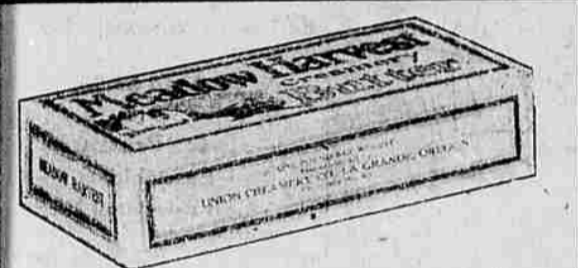
# Double the Valley News and Double the Valley Circulation

Of Any Paper Circulated in the La Grande Territory

Farm readers follow farm news—the superior Valley News Service of The Observer has been followed by a steady voluntary increase in the number of farm readers the last two years—a greater number by many hundreds than ever before in the history of the paper.

# La Grande Evening Observer

"Eastern Oregon's Leading Newspaper"



**Why is Meadow Harvest Butter Always Good?**

Because BUTTER is our sole product and our undivided attention is devoted to it.

We have but one use for good cream. That use is in making GOOD BUTTER.

Ours is the only creamery plant in Eastern Oregon manufacturing butter exclusively. Therefore, we are BUTTER SPECIALISTS.

Our CREAMERY NO. 51 on a butter wrapper is your guarantee of top quality.

**UNION CREAMERY**  
1112 Jefferson Ave. Main 122  
Creamery No. 51

## Grande Ronde Meat Co.

Packers and Distributors of Mt. Emily Products

|                                       |   |                           |
|---------------------------------------|---|---------------------------|
| City Grocery and Market<br>Main 75-50 | Economy Grocery and Market<br>Main 573-48 | Hoover Market<br>Main 755 |
|---------------------------------------|---|---------------------------|

### HOME PRODUCTS OF QUALITY

We save you money on your meat requirements and at the same time you are building your HOME TOWN by trading here.

|                               |                              |
|-------------------------------|------------------------------|
| Hams ..... 28c lb.            | Loin Steaks ..... 29c lb.    |
| 10 to 12 lb. average          | Best Steer Beef              |
| Mild sugar cured              | Round Steak ..... 29c lb.    |
| Breakfast Bacon ..... 28c lb. | Best Grade                   |
| 8 to 10 lb. average           | T-Bone ..... 29c lb.         |
| Mild sugar cured.             | Young Tender Beef            |
|                               | Shoulder Steak ..... 20c lb. |
|                               | The Best                     |

All Grande Ronde Valley Products of the best quality.

### GROCERY DEPARTMENT XMAS SPECIALS

For Saturday, Monday and Tuesday

|   |                             |   |
|---|-----------------------------|---|
| <b>Mixed Nuts</b><br>All new crop all no. 1 grade.    | <b>Fancy Box Chocolates</b> | <b>Oranges</b><br>New car in today. Fancy Sunkist. Large 100 size |
| 2 lbs. .... 49c                                       | 5 lbs. .... \$1.49          | Doz. .... 73c   |
| <b>Walnuts</b><br>Oregon No. 1 soft shell.            | 2 1/4 lbs. .... 69c         | Doz. .... 47c   |
| 2 lbs. .... 52c                                       | 1 lb. .... 45c              | 252 size  |
| <b>Cranberries</b>                                    | <b>Xmas Candies</b>         | 2 Doz. .... 75c   |
| 2 quarts .... 39c                                     | Chocolate Cones             | <b>Bananas</b><br>Golden Ripe Fruit                               |
| <b>Fruits for Salad</b><br>No. 1 Tall Tins            | 2 lbs. .... 35c             | 4 lbs. .... 25c   |
| 2 for .... 45c  | Fancy Hard Mix              | <b>Butter</b><br>Saturday Only                                    |
| <b>Special Prices to Churches, Schools and Lodges</b> | 2 lbs. .... 25c             | 2 lb. roll .... 85c   |
|   | <b>French Creams</b>        | CASH  |
|   | 2 lbs. .... 35c             |   |