

YOU ARE INVITED TO ATTEND THE Salem Electric Company's RADIO OPENING TONIGHT: Doors Open at 7:30 p. m.

Our store will be especially decorated for the event. There will be displays of various kinds of radio apparatus. The full line of the famous "RADIOLA" receivers will be on display and they will be explained and demonstrated to you. At 8 p. m. reception will begin from coast stations. At 9 p. m., immediately following Mayor Baker's reading of Defense Day proclamation, we will receive our RADIO OPENING PROGRAM. A group of Salem's best musicians will go to Portland to put on this program for the occasion and it will be broadcasted by special arrangement with RADIO KGW.

Our special RADIO OPENING PROGRAM will be a surprise program. Some of the artists are: Miss Trista Wenger, R. D. Barton, Carl Wenger, Prof. T. S. Roberts. You will like it. Come and hear it.

COAST PROGRAM

PROGRAM FOR KGO—312 Meters
General Electric Co., Oakland
8:00 p.m.—Studio program. Part I a program of Spanish music:
Piano solos—
Andalusian Airs Gomez
Fandango Romo
Professor Zurbano
Soprano solos—
Clavelitos (Little Carnation) Valverde
Perjura (The Perjurer) Tejada
Pearl Rendon
Bass solo—
Monologo de La Tempestad Chapi
Jose E. Corral
Short address—"Spain" (in Spanish)
Professor Oscar Galeno
Soprano solos—
Cielito Lindo Fernandez
La Paloma Yradier
Pearl Rendon
Bass solos—
Cauto del Presidiario Alvarez
Las Violetas Tejada
Jose E. Corral
Part II
Contralto solos—
Three Indian Songs Lieurance
Edith Sandoe
Ruth Waterman, accompanist
Travel talk—"The Colosseum." (First of series of five talks on "Rome, the Eternal City")
Ford E. Samuel
Baritone solos—
Vision Fugitive Massenet
Du bist die Ruh Schubert
Life and Death Coleridge-Taylor
B. Simon
Soprano solos—
Wish Blossoms Eville
Summer Wind Bishop
Ann Mitchell
Humorous Monologue—"Marrying for a Living"
Vera Frances Morse
Piano solos—
Nocturne Op. 32, B Major Chopin
Polichinelle (Woman Clown) Rachmaninoff
Zulima Bainbridge Brown
Soprano solos—
Rockin' in de Win' Neidlinger
Angel Cake Smith
Ann Mitchell
Lumberjack poem—"Tillie Olsen"
Kirk
Fred Thomas
Burlesque—"My Old New Jersey Home"
Meryl Bish

Contralto solos—Three lullaby songs by Cyril Scott, Gertrude Ross and Kate Vannah
Edith Sandoe
Humorous dialogue—
"The Martyrs" De Mille
Vera Frances Morse
Fred Thomas
Popular songs—
I Was Married Up in the Air and I've Been Up in the Air Ever Since Smith
'Tis an Irish Girl I Love Brown
Meryl Bish
Mrs. George N. Calfee, accompanist
Piano solo—Cantique de Amour Liszt
Zulima Bainbridge Brown
10:00 p.m. to 1:00 a.m.—Dance music program by Henry Halstead's Orchestra, assisted by soloists, Hotel St. Francis, San Francisco.

PROGRAM FOR KHJ—395 Meters
Los Angeles Times, Los Angeles
6:00 to 6:30 p.m.—Art Hickman's Concert Orchestra from the Biltmore Hotel.
6:30 to 7:30 p.m.—Children's program presenting Dickie Brandon, screen juvenile.
8:00 to 9:00 p.m.—Program presented by the Continental National Bank.
9:00 to 10:00 p.m.—Program by Filipino String Orchestra through the courtesy of the Blue Bird Cafeteria.
10:00 to 11:00 p.m.—Art Hickman's Dance Orchestra from the Biltmore Hotel.

PROGRAM FOR KFI—469 Meters
Earle C. Anthony, Inc., Los Angeles
6:45 to 8:00 p.m.—Y.M.C.A. lecture and Los Angeles Junior Quartette.
8:00 to 9:00 p.m.—Ambassador Hotel Coconut Grove Orchestra.
9:00 to 10:00 p.m.—California Theatre program.
10:00 to 11:00 p.m.—John Smallman, vocal program.

PROGRAM FOR KLX—509 Meters
3:00 to 5:00 p.m.—Baseball scores.
7:00 to 7:30—News items, weather report, market and financial news.

PROGRAM FOR KPO—423 Meters
Hale Bros. Radio Station, San Francisco
12:00 m.—Naval Observatory time signals.
Reading of the Scripture.
1:00 to 2:00 p.m.—Rudy Seiger's Fairmont Hotel Orchestra, by wire telephony.
2:30 to 3:30 p.m.—
Piano solo—
Spring Sonata Beethoven
(Allegro. Adagio molto espressivo)
Mme. Pavla Angermuende, pianist
Thomas Jussof McDermott, violinist

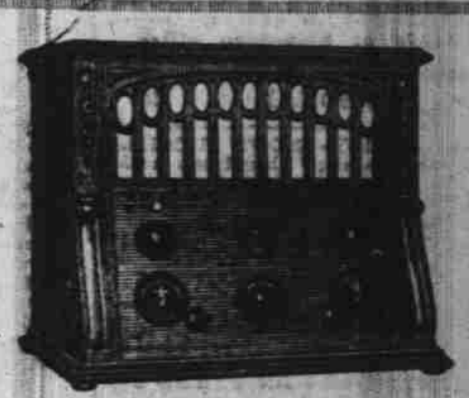
Dramatic soprano solos—
Ouvre tes Yeux Bleus Massenet
Thanks Be to God Dickson
Mabel Jones, accompanist
Ramona A. Leonard
Violin solos—
Meditation (from "Thais") Massenet
Romance Vieuxtemps

Thomas Jussof Dermott
Mme. Pavla Angermuende, accompanist
Piano solos—
Au Matin Godard
Minuet Paderewski
Mme Pavla Angermuende
Dramatic soprano solos—
To a Hilltop Cox
I Did Not Know Loepke
Ramona A. Leonard
Mabel Jones, accompanist

Violin solos—
Præislied (from "Die Meistersinger")
—Wagner-Wilhelmj
Allegretto Bocherini-Kreisler
Thomas Jussof Dermott
Mme. Pavla Angermuende, accompanist
4:30 to 5:30 p.m.—Rudy Seiger's Fairmont Hotel Orchestra, by wire telephony.
5:30 to 6:30 p.m.—Children's Hour. Stories by Big Brother, taken from the Book of Knowledge Some Singing Birds.
The Man Who Gave.
Fables of Aesop.
Catching a Thief.

7:00 to 7:30 p.m.—Rudy Seiger's Fairmont Hotel Orchestra, by wire telephony.
8:00 to 9:00 p.m.—Organ recital by Theodore J. Irwin, KPO official organist:
March—Persian Strauss
Andante (from "Orfeo") Gluck
Caprice—Alceste Gluck
Symphony (from "The New World"—
slow movement) Dvorak
Operatic selection (from "Madame Butterfly") Puccini
Abandonada (Mexican waltz) Puccini
Selection—Old-time Favorites (by request)
Musical comedy selection (from "Blossom Time") Schubert
Vorspiel (from third act of "Meister-singer") Wagner
Air de Ballet Van Gael
Danse Arabe (from "Nutcracker Suite") Tchaikowsky
Fox-trot—Mandalay

9:00 to 10:00 p.m.—Program under management of Mrs. Raymond Marshall.
10:00 to 11:00 p.m.—E. Max Bradfield's Versatile Band playing in Palace Hotel.



Selective!
Radiola X
A long distance Radiola—non-radiating—super-sensitive—supremely selective. In a beautifully finished art cabinet, with loudspeaker built in. Radiola X, with 4 dry cell Radiotrons WD-11.

Complete \$256

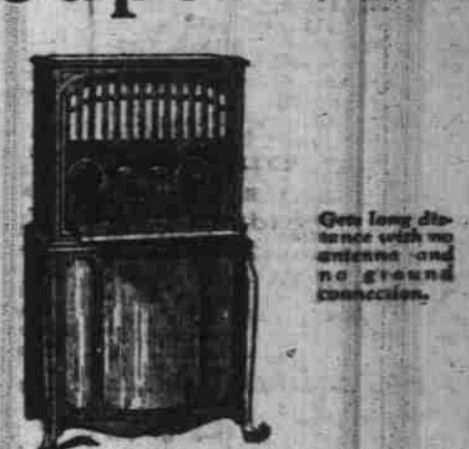


NO ANTENNA!
And no ground connection. A remarkable new improved Super-Heterodyne receiver. Super selectivity far in excess of any known type. Supersensitive. A long distance as well as a local set. And supremely simple to operate.

Radiola Super-Heterodyne with Radiola Loudspeaker and 6 Radiotrons UV-199. Entirely complete

\$280

RADIOLA Super-VIII



Complete—as you see it. No connections of any kind. Loudspeaker specially built in. Space for batteries inside. An improved Super-Heterodyne receiver of unprecedented performance. Simple to operate. In a beautiful cabinet. With 6 Radiotrons UV-199.

\$436



Radiola III
\$35.00

A two-tube receiver—new—finely made. For actually less than it would cost you to make it! Gets distance—clearly! Two dry cell Radiotrons WD-11 and headphones—everything except batteries and antenna—included in the price of thirty-five dollars!



Long Distance

A four tube Radiola—new—splendidly built—to bring in big distances. Extraordinary value. With four Radiotrons WD-11. Radiola Loud-speaker:

\$100



Regenoflex!

Selective! Tune in cross-country (nearby stations)—when the big nearby stations are operating. Perfect clearness—no interference! Perfect tone—no distortion. Qualities for which Radiola Regenoflex is famous. Come hear it!

With Radiola Loudspeaker and four Radiotrons WD-11

\$202

FIRPO-WILLS FIGHT WILL BE RECEIVED ABOUT 5:00 P. M. ON THE STREET

Now Folks, we really want you to come. You will be more than welcome whether you are interested in radio or not. You will enjoy it.

SALEM ELECTRIC COMPANY

F. S. Barton, Prop.
SALEM, ORE.

Masonic Temple

Phone 1200