

RADIO PROGRAM TO BE HEARD IN WEST

WTAM Broadcast 2 A. M. Friday or 11 P. M. Thursday Coast Time

WTAM will again ride the early morning air for its third "wee sma' hours o' the morning" concert on January 30. The time of broadcasting will be from 2:00 a. m. to 4:30 a. m. This concert will bring talent to the radio many of WTAM's listeners, especially those in the far west cannot hear at the regular concerts. The program starts here at 11 p. m. Thursday.

The orchestra for the special concert will be Guy Lombardo's Royal Canadians, held by many listeners to be the leading radio jazz purveyors of the country.

Eddy Peabody, string instrument wizard will be headliner of the program. Eddy is a whole show in himself. Unlike many versatile artists who play a wide range of instruments in a mediocre way, Eddy is a master of the dozen or so that he uses regularly. He is best known for his work on the banjo being accredited the country's best banjo soloist. He also ranks with the best on the violin, mandocello, mandolin, guitar, steel guitar, ukelele, triple, double necked guitar or what have you?

Dorothy Smith Lenz, contralto and Roy A. Lewis, pianist made an excellent team for classical and semi-classical songs.

Lewis is also a soloist of excellence, both on the piano and pipe organ.

One of the unique features of this 2:00 a. m. concert will be Rene Burdette, author, speaker, composer and singer. Miss Burdette brings a wealth of American Indian lore to the microphone.

Since childhood she has been a close student of the American Indian, living on the reservations in their villages, and spending weeks on the trail with them. She knows the Indian from the Five Nations of the east to the plains and mountain tribes of the west, from the forests of the northland to the deserts of the southwest. The legends of the Iroquois and Onondas of New York as told by the tribal patriarchs were her childhood bedtime stories. The life of the Seminoles of the Everglades were her girlhood experiences. The Chippewas of the Great Lakes region, the Sioux and Blackfeet of the plains, the Cree and the far north, the Apache, Navajo Hopi and Pueblo of the southwest, all knew her during her youth and she is an adopted member of nearly every existing tribe today.

Just what bit of Indian lore Miss Burdette will offer at 2:00 a. m. Friday, January 30, is not known. She probably will not know herself until she faces the microphone in WTAM's studio. She may play and sing their love songs, war dances or religious ceremonies. She may tell their legends, she may describe any one of a dozen phases of Indian life. Whatever it is that she will offer, her listeners will get a new and novel outlook on the red man not to be found in books. Rene Burdette knows the Indian from an inside, not an outside inspection.

Last, but not least by any means is L. W. Zimmerman, program director of WTAM, America's leading radio reader. Whether it be the Dan McGrew of Service or the Vampire of Kipling or even the Van Bibber of Richard Harding Davis, Zimmerman will read a new meaning into the story.

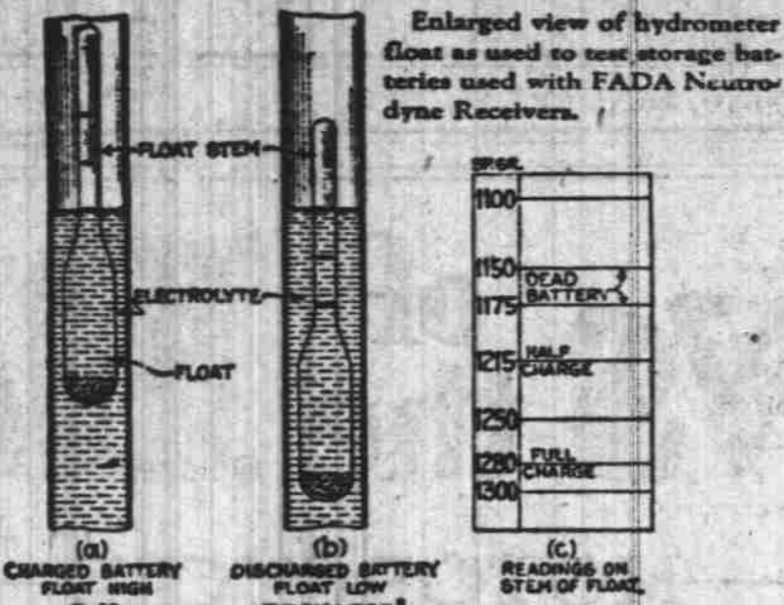
Keep the date and hour in mind, January 30, at 2:00 a. m. WTAM, the Willard Storage Battery station at Cleveland.

AGREEMENT REACHED

A triple agreement of vital importance to the radio industry was reached January 16, 1925, by the Independent Radio Manufacturers, Inc., The Hazeltine Corporation and the Freed-Elmendorf Radio Corporation. The agreement solves the difficulty which led to litigation over the contractual relationship between the two

Everyday Radio

BY KIMBALL HOUTON STARR



TEST YOUR STORAGE BATTERY WITH A HYDROMETER

Storage "A" batteries should in all cases be kept up to their proper charge. In use, charged storage batteries will gradually lose their power and thereafter will not have enough power to light the filaments of the tube to which they are connected. The results will be that the signals received will become weaker until at last they will fade away entirely. This condition can be remedied by recharging the storage batteries.

To know when your battery is not charged, it is highly desirable to have what is known as a hydrometer. A hydrometer is a glass vessel into which some of the liquid from the storage battery can be drawn. The "float" being enclosed in the tubular glass hydrometer vessel. This "float" will assume various depths in the liquid, depending upon the condition and the charge of the storage battery. The hydrometer is a device which registers

what is called the "specific gravity of the liquid" in a storage battery, and thus the condition of its charge. The drawing above shows the hydrometer float enlarged, and the correct method of reading the specific gravity. A freshly charged battery will have a specific gravity of 1.280, and one which is discharged will only read 1.100. The "float" has a thin glass stem which is either marked in terms of specific gravity or by means of three red bands indicating the three conditions of the charge of the storage battery, namely: "Fully charged," "half charged," and "dead." The float will be high or read at the lowest mark for a freshly charged battery as in "A," and will be low or read at the highest mark for a discharged battery as in "B."

For good radio broadcast reception, watch your storage battery test it with the hydrometer and keep it fully charged.

SUPER STATIONS GAIN ATTENTION

Installation of 5000 Watt Broadcasters Welcomed by Radio Listeners

Super power is absorbing the attention of the radio public just at present.

Until recently the maximum power permitted by the government was 1000 W. Several ambitious stations applied for the privilege of broadcasting with a power of 5000 watts and BCL's everywhere perked up their ears and began to take notice.

The government finally decided to allow such applicants to increase step by step, beginning with an additional 100 watts. If it is found that 15000 watts does not "muss up the air" unpleasantly then an additional 500 at a time may be allowed up to a provisional maximum of 5000w. And a station has already applied for a license to broadcast 40,000 watts of power!

If the advantages of super power are not outweighed by disadvantages that may develop, we shall probably have 24 hour radio program service in the near future.

KFI, the Los Angeles Times, is the first radio super-station on the coast.

An interesting announcement to the public was made recently by Lee H. DeForest, the brilliant radio engineer. Mr. DeForest has invented a device which may be attached to regenerative radio sets making them non-radiating. It is claimed that the apparatus is simple in operation and easily installed by the owner. The price is moderate.

If this invention proves practical in every way, it will certainly fill a long felt want.

Regenerative sets in the hands of careless but ambitious users are the cause of many broken New Year's resolutions.

Even Cupid has succumbed to

SERVICE OF CAR MOST IMPORTANT

Hardy Claims That Salesman Will Be Taken From Service Dept.

The day of the white collared, red necked, dinner buying automobile salesman is rapidly nearing its close, and the future will see men recruited from the service departments doing the actual selling. A. B. C. Hardy, president and general manager of Olds Motor Works, declared at the annual 3 day convention of Oldsmobile, service managers just ended at the Olds factory, Lansing, Michigan.

Both Mr. Hardy and C. C. Carlton, secretary of the Motor Wheel corporation, who also addressed the service men, asserted that service was the most important thing an automobile company would have to sell in the future. Most of the cars now being made are mechanically good, they said, and the deciding factor with the buyer will be the kind of service he can obtain from each individual car in the price class he has selected.

"You service men have long had the closest touch with the customer," said Mr. Hardy, "and your work has been the deciding factor in many sales. I look forward to the time when you will do the actual marketing; as I believe you are better qualified through your knowledge of the car to sell than are men trained in selling only."

"The automobile industry is settling down to a sane, standard schedule. The kind of service rendered will be the deciding factor in the life and prosperity of each of its component members."

"The Olds Motor works realizes the present trend and will meet it. Its ambition is to build the cheapest light six cylinder car on the market, but the best light six—one that will not require much service but with an organization willing and capable of supplying that service whenever or wherever it is required."

"The present six cylinder Oldsmobile will be retained with only such refinements as are dictated by proven engineering developments. The day of constantly changed models with the greatly increased expense entailed by these changes has passed."

"Service work and parts sales per Oldsmobile manufactured will decrease from year to year, but it will be our endeavor to keep you men busy by placing a greater number of cars on the market than ever before."

That the automotive industry has reached the peak of its wonderful expansion period was declared by O. T. Kreusser, co-ordinating engineer of General Motors Research corporation located at Dayton, Ohio. He predicted the production of 1925 would closely approximate that of the year just ended, and declared that with the present buyers' market replacing the former sellers' market importance of service had been greatly enhanced.

One of the chief reasons for this he said, was the unique position of the automobile, which is the only piece of machinery purchased by the general public that is in competition with itself from the time it is marketed until it has ended its career. Owners, he explained, during the entire time they own a car, are constantly comparing it with one they previously have driven, or with that owned by a friend or with other cars met on the road.

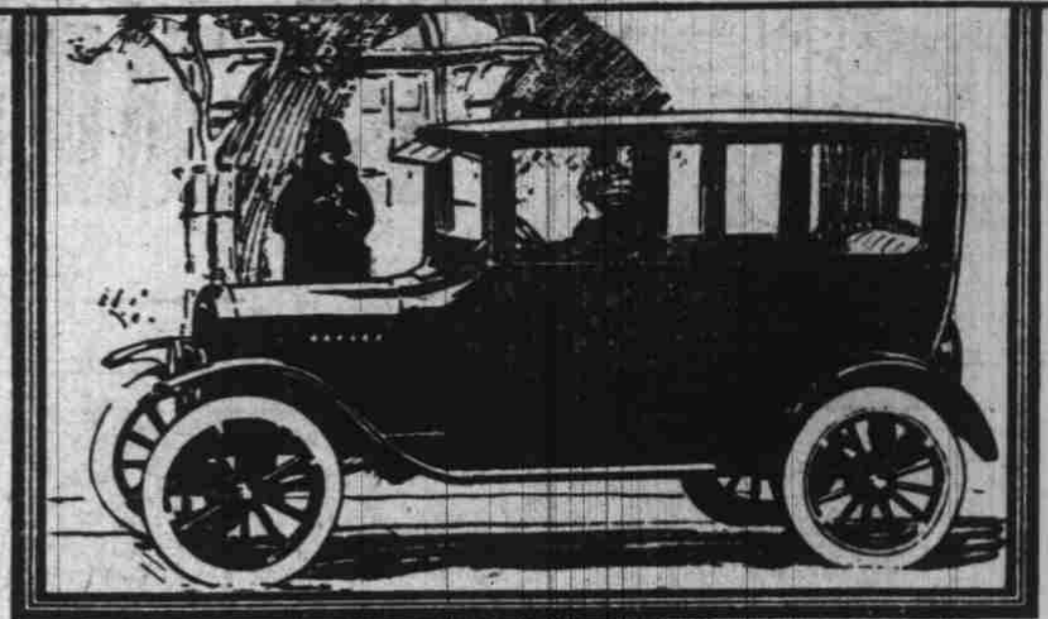
Thomas O'Brien, assistant sales manager, addressed the meetings and pointed out the important role played by the service department of a dealer's business in bringing in repeat car sales. Repeat orders he showed, are the solid foundation of a dealer's business.

He has taken to broadcasting his annual message for St. Valentine's day.

An accommodating broadcasting station in the east has undertaken to pilot the popular little gentleman on his new adventure.

Ford

C L O S E D C A R S



The biggest value in a winter car for the family

The Fordor Sedan provides room for the whole family. Yet it is a light, easily handled car—the kind you want for the months of changeable weather and difficult driving conditions.

It is fitted with carpet and curtains that harmonize with the color tones of the two wide, deeply upholstered seats. It enables you to keep comfortably warm, yet have plenty of fresh air since the Fordor Sedan is equipped with Cowl Ventilator and windows that lower by revolving regulators.

You cannot own a car that offers you better value or more widely useful service. And the greater economy of operating a Ford lends emphasis to the practical worth of this car to you.

The Fordor Sedan \$660.

Coupe - - - \$520
Tudor Sedan 580
Runabout - 260
Touring Car - 290

On open cars Demountable Rims and Starter are \$25 extra
All prices f. o. b. Detroit

Ford Motor Company Detroit

SEE THE NEAREST AUTHORIZED FORD DEALER

VISITORS ARE ALWAYS WELCOME AT ALL FORD PLANTS

New and Still Lower Prices

Greater Values Made Still Greater

Reductions are announced in the prices of good Maxwell models, coincident with the advent of the new Standard Sedan.

The new good Maxwell has long led in value all other cars in its field, because as a dollar-for-dollar buy its quality could not be equaled. Not only in performance and riding qualities does it surpass all others, but these new and lower prices now make it a better investment than ever before, and great values are made still greater.

The New Maxwell Prices

Touring Car	\$ 895
Club Coupe	995
Club Sedan	1045
The new Standard Four Door Sedan	1095
Special Sedan	1245

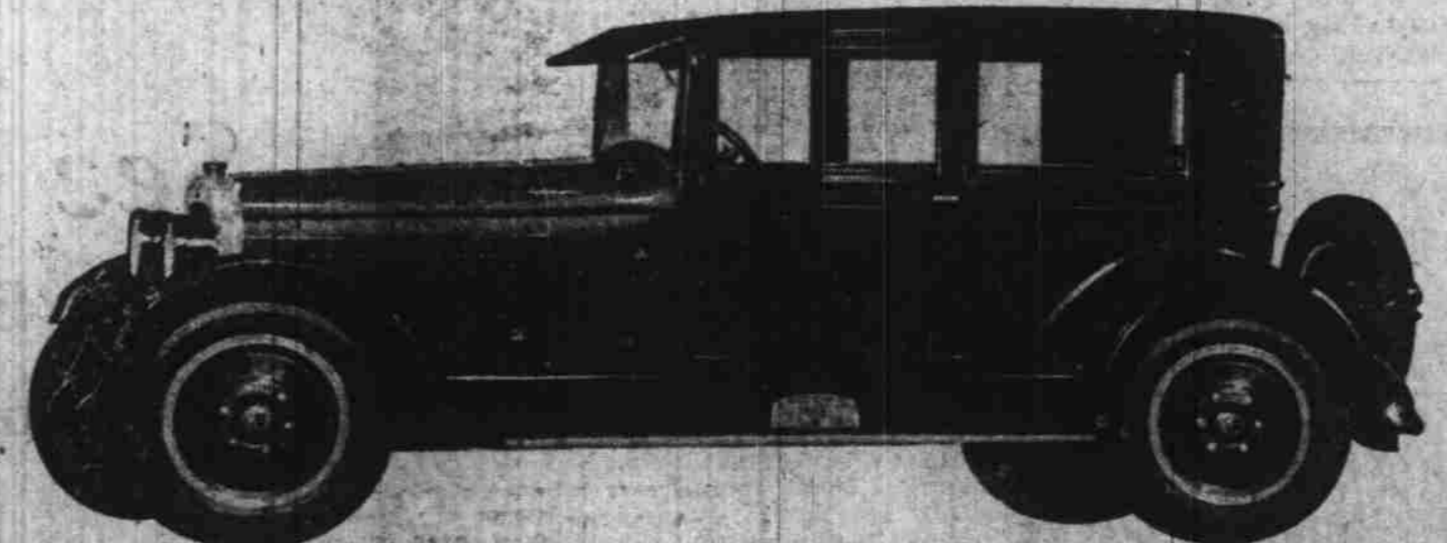
All prices F. O. B. Detroit, Tax extra.

O. B. Gingrich Motor Co.
Phone 635

The New Good MAXWELL



Nash Introduces New Low Priced Advanced Six Sedan



Nash is introducing a "Surprise Car" at the Automobile Shows in a brand new five-passenger Advanced Six Sedan, priced at the low figure of \$1485 f. o. b. factory.

It has been rumored for several weeks that Nash was planning to announce an enclosed model of this type, powered with the big Nash Six motor, but dealers and visitors at the various shows who have seen the car have been taken completely off their feet by the extremely fine custom-built quality of the coach work construction in striking contrast to the low price named. It is doubtful if any model ever

introduced by Nash Motors has caused such wide-spread comment.

Nash also is displaying, for the first time at the Automobile Shows, a beautifully-built Advanced Six Victoria.

"Mounted gracefully close to the roadway on the 121-inch Advanced Six chassis the new sedan is a charming picture of motor car beauty," says E. H. McCarty, General Sales Manager of The Nash Motor Company. "Its pleasing length and compactness are accentuated by the trim bevel heading which completely encloses the body. The doors are exceptionally

wide. And in the interior snugness has been achieved without sacrifice of comfort. There is spacious room for five full-grown passengers to recline in perfect ease.

"The deep, restful seats are upholstered in a choice grade of mohair cloth. Appointments and fixtures reflect good taste and refinement. This beautiful low-priced sedan is a deliberate attempt of Nash engineers to build an enclosed car value of high quality at the least possible price. There is little doubt but that it will prove an outstanding attraction at the Shows,

on that strip of sand. Wild gazelles. "Off the cars go at full speed, one taking the forest side of the beach, the other taking the ocean side. No chance for the animals to swerve—to escape they have to go straight ahead. "Down the beach they go full speed. Excitement rages in man and beast. They escape after a short, mad race, either ahead or behind the cars. Everyone is satisfied. A new thrill has been added to ownership. You have to go to Angola to get it."



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| Willys-Knight | Durant |
| Buick | Hupmobile |
| Star | Nash |
| Oldsmobile | Overland |
| Chrysler | Studebaker |
| Maxwell | Flint |
| Jewett | Oakland |
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