

The RADIO PHAN Talks

By F. S. BARTON

When you see a smile steal over the face of a man reading a newspaper in the street car and when you see the crinkles begin to radiate from the corners of his eyes. It may be that he is reading about a drop in the price of gas.

More likely, however, he is a radio fan gloating over the fact that "the price of all tubes has gone down to \$3.00."

True enough he may not be needing any new tubes for years to come but there is great satisfaction in receiving such a valentine greeting this month anyhow.

The old game of "Geography" that "teacher" used to permit in school as a rare treat, may be revived by radio.

For instance, can your mind tick off unaided the exact spot on a map of our country where is located a broadcasting station in Dublin, Fayette, Storrs, Mt. Clemens, Petoskey, Vermillion, Pasca-

gonla, Buck Hill Falls, Houlton, Amarillo, Oasso, Orange—Nope, you're wrong! That's not in California—Conway Sparks, that will be enough, for a game to start with.

How many stand 100 per cent.

It is not surprising to learn that there is no free B stations. The space is now full up and double parking is becoming quite common.

Well, well! Look who's here in the Radiocast Weekly family. The special programs are increasing in number and the articles are becoming increasingly interesting.

The low loud sounds seem to be on the right scent all right. Other things being equal, low loss parts may make a noticeable difference in the carefully constructed set. Even bus wire is conforming to popular requirements.

The greatest radio achievement ever will occur on March 4 when President Coolidge's inauguration will be broadcast and rebroadcast over the entire United States. More than thirty stations will participate. It will be the first time the inaugural ceremonies have ever been broadcast and the fact

that a quarter of the citizens of the nation can listen at one time to the voice of their president gives evidence that the age is advancing with tremendous rapidity.

Not only will the words of the chief executive because to the owner of every radio set in America there will be a public address system installed in the capitol which will enable a crowd of 125,000 people to hear the speech word for word. So now that tubes have come down to \$3.00 get set in and furnish up your set and get ready for the big event.

AUTOMOBILE CLUB SOLVES PROBLEMS

Association Offers Solutions to Many Phases of Motoring Activities

Paving the way for solutions to motoring problems that are certain to develop in the near future has become one of the most interesting and vital phases of motor club activities, in the opinion of President Thos. P. Henry of the American Automobile Association.

In a bulletin just issued from the organization's national headquarters in Washington, Mr. Henry not only answers the question "What are the coming problems in motoring?" but also explains what the A.A.A. is already doing to prepare for their solution.

The bulletin lists a number of new motoring problems which are said to be on the way, many of which will doubtless surprise the motorist who has been inclined

to believe that the work of the A.A.A. and its nearly 700 affiliated clubs would be finished when the present problems are solved. "The problems on the way," Mr. Henry warns, "are even more perplexing than those with which the nation is now grappling, and unless American car owners make

adequate preparations these problems may easily swamp us.

Ten million—even five million—more automobiles in the United States will bring along new and important problems. Just the increased annual mileage per car would change the whole picture.

Mr. Henry also gives special attention to the possibilities in motor problems.

"One of the most serious problems anticipated by the A.A.A.," he says, "is that of safeguarding the motorist's health in congested driving. The problem of the poisonous exhaust is becoming more and more serious, and with the coming of vehicular tubes under large water-ways, as well as the development of underpasses at prominent street intersections, it is going to be a serious matter to safeguard the people who do not want their health impaired.

"A problem of singular character is that being created by the growing uses of the automobile. Thousands of people are riding more hours of the day than they walk. Teaching the motorists to walk safely will, therefore, be part of an automobile club's activities.

"Prevention of misuse of safety features is just ahead. People are finding greater safety in more powerful brakes, gripping balloon tires, flexible motors, better body visibility and many other safety devices, but they are not learning the importance of being just as cautious as they were when these devices and improvements were not available.

"The A.A.A. frequently has pointed out the danger in not continuing to be cautious even after having attached chains to the tires, and it seems the new problem is to be something on this order, only on a far larger scale.

"The gasoline tax is going to become a serious problem before long. It is the easiest way yet devised for taxing the motorist, and therein lies the danger.

"The gas tax in most states will probably go to five cents a gallon or more unless it is vigorously checked. A number of the affiliated A.A.A. clubs are preparing for this fight by resisting the tax altogether.

"Commercial and passenger highway traffic and travel is a problem that will have to be met. The roads are not adapted to both types. One of the most difficult problems in motoring is to break down the old order of things. Passenger cars and trucks have always occupied the same highways. This fact will be the most annoying obstacle in the work of segregating the two.

Salesman School is Started By Oakland 6 Organization

Leading the way in actually putting into practice what was unanimously stressed by practically all the leaders in the motor car industry at the Chicago and New York National Automobile shows—namely, the need of improved retail selling methods—the Oakland Motor Car company has organized a permanent school. Its first session was held last week at the Oakland factory.

This first permanent school of Oakland, established at the factory, Pontiac, Mich., will be followed by other similar schools to be instituted later at other points in the country.

The course is designed for Oakland dealers, dealers' salesmen, sales managers and service managers.

While service schools have been in operation in the motor car industry for some time, the idea of



A RADIO PORTRAIT OF NORMAN KERRY, UNIVERSAL STAR

Over a period of years



THE Ford car has remained the undisputed leader for value in the motoring world.

There are certain fundamental reasons why this is true. It is a car, properly designed and staunchly constructed, having a motor which has proved itself reliable, long-lived and economical.

It is adequately serviced by an organization reaching to every community and neighborhood.

These combine to give the Ford car the highest resale value in proportion to list price.

And as production volume of the Ford has grown the purchase price has been steadily reduced.

Tudor Sedan \$580

Runabout ••• \$260
Touring Car ••• 290
Coupe ••• 520
Fordor Sedan ••• 660

On open car demountable rims and starter are \$65 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

a purely merchandising school for the training of retail salesmen is new. Charts depicting every phase of the prospect-finding problem, the policy to follow in obtaining prospects, service selling methods, the choice and training of salesmen, as well as the training of sales managers were some of the fundamental subjects taken up in the course. Each course lasts a week, and after all possible Oakland dealers and salesmen have taken the first course, a second course will be given, which will go even more deeply into merchandising problems.

Let's Try To Explain This Amazing Success

The greatest value on the market—that's the public opinion of the Chrysler, because of the record volume of business it enjoyed in its first year; because of the enthusiasm of its owners and its wonderful records of performance.

The advantages the Chrysler Six offers—advantages hitherto unobtainable—in performance, riding qualities, style and economy have proved irresistible. They have inspired an amazing chorus of public approval the like of which has never before been known in the industry.

It is not alone dashing performance, flashing speed, delightful riding qualities of a surprising nature that have captured the public. Every man who has ever ridden in the Chrysler and any other automobile keenly appreciates what Chrysler engineers have accomplished in the production of superlative performance combined with unusual economy, of riding ease and roominess with compact design and the conservation of space, size and weight.

You will be as eager and as enthusiastic as any to contribute to Chrysler's growing success once you have driven this new type of car. Don't miss a demonstration in the amazing Chrysler.

Oscar B. Gingrich Motor & Tire Co. South Commercial and Bellevue. Phone 635

The Touring Car, \$1395; The Phaeton, \$1495; The Roadster, \$1625; The Sedan, \$1825; The Royal Coupe, \$1895; The Brougham, \$1965; The Imperial, \$2065; The Crown-Imperial, \$2195. All prices f. o. b. Detroit subject to current government tax.

We are pleased to extend the convenience of time-payments. Ask about Chrysler's attractive plan. Dealers everywhere.



CHRYSLER SIX

If You're a Gambler

JUST PASS THIS UP BECAUSE IT DON'T CONCERN YOU



If you're a good judge—weighing each phase of that which makes a good proposition and takes the gamble out of buying—you will appreciate investigating thoroughly our

Nearly New Fords

It is the critical buyer who we like to deal with for they usually see at a glance that we offer truly wonderful buys in near new Fords. Cars that can hardly be told from new—yet sold at prices far below the list. Then too—They carry the same guarantee as a new Ford because we know just what we're offering and are confident enough to back our product with a ninety-day free service guarantee.

1925 Model new Ford touring.....	\$450	1922 Ford touring car, one of those cars you like to drive.....	290
1924 Ford coupe, lots of extras, cost new \$800; our price.....	615	No Service on the Following Cars	
1924 Ford Tudor sedan, lots of extras, cost me \$650; our price.....	650	1922 Ford touring.....	\$150
1924 Ford coupe, has cord tires, cost new \$715; our price.....	550	1921 Ford touring.....	125
1924 Ford touring car, cannot be told from new.....	425	1921 Ford touring, a dandy car.....	210
1923 Ford roadster, a dandy car.....	375	1920 Ford touring.....	155
1923 Ford coupe, cost new \$750; our price.....	400	1918 Dodge touring, repainted and in dandy shape.....	200
1923 Ford touring car, a real bargain.....	325	1922 Ford roadster.....	200
		1922 Ford touring car without starter.....	90
		1919 Ford touring car without starter.....	75
		1918 Ford touring car without starter.....	60
		1925 license with all cars.....	

Used Car Corner

Opposite Marion Hotel

FERRY & COMMERCIAL

OPEN EVENINGS AND SUNDAYS

