

The RADIO PHAN Talks

By F. S. BARTON
In tabulating briefly and without "fear or favor," the practical laboratory results obtained from tests of practically all standard-

ed radio sets, the Scientific American is performing a considerable service for the public.

By way of interpolation we may as well note right here, that it is no longer necessary to say "radio" public. The circumstances of the two terms practically coincide in this country at the present moment.

Now, this same magazine has undertaken a still greater task in its February issue, that is, to "de-bunk" radio.

Not a bad idea. For bunk it is, to claim infallible reception over incredible distances, for any set. But with good judgement and an open mind, one can select a set that will perform well in almost any surroundings and in spite of almost any limiting circumstances.

If the public is ever to be benefited by the "de-bunking" crusade, it will have to take a leading part in its own behalf. For instance a man started in to blow up a radio store a few days ago and made a thoroughly good job of it. He said they had highly recommended a superheterodyne set; that they had advised him that it would give the quietest reception consistent with long distance.

Now—this was why he had a "mad" on,—he had a boy make up such a set for him, and his reception was rotten!

Oh well, if you don't see the point, wouldn't do any good to explain. But we bet the printer who sees a knock-kneed, goggle-eyed, pigeon-toed page of type set up, knows just what we mean.

In the arguments flying thick and fast between broadcasters and listeners on one side and theatrical—operatic producers—on the other, one phase of the question appears to be overlooked.

Producers are scared stiff by diminishing audiences in some parts of the country. They lay this to the broadcasting of plays and operas. What they do not appear to take into account is the very plain fact that radio—regardless of plays and regardless of operas—is keeping the public at home more.

The question then would seem to be, how can people be enticed back to theatres and opera houses?

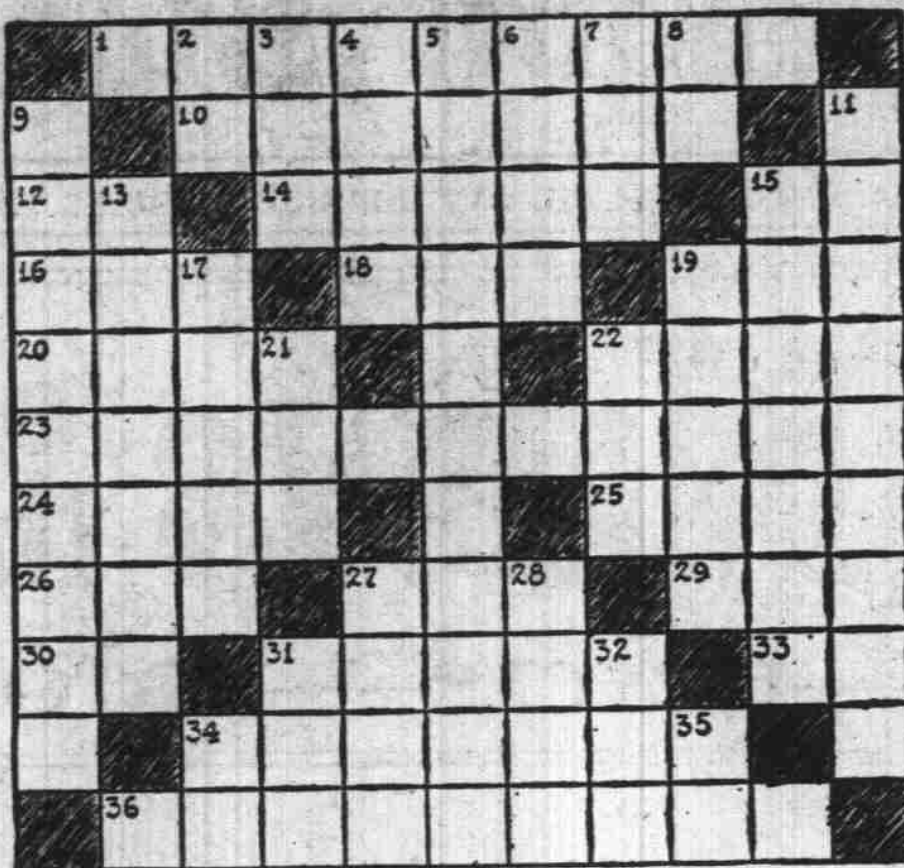
Probably only by hearing the stars over radio. A better grade of performance should result.

It is a perfectly natural human impulse to wish to see a singer or actor who has been heard. They are the wise producers who are ceasing to struggle against the inevitable but instead make the most of this trait that is more or less in all of us.

Salem must have a broadcast station! The "listening in" audience has now grown to literally millions of people and municipalities all over the country are sell-

PAUL WHITEMAN, AMERICA'S JAZZ KING, OFFERS PUZZLE

See if You Can Solve It. It Has Some Reference to Radio. The Correct Solution Will be Published in Next Sunday's Statesman



ACROSS

1. Conferring nobility.
10. Reparation.
12. Rio Grande (abbr.)
14. To push from beneath.
15. Company (abbr.)
16. A bow.
18. A rodent.
19. Familiar name for mother.
20. Girl's name.
22. Corporal (abbr.)
23. Season's greatest dance tune.
24. River in England.
25. Writing utensils.
26. Males.
27. Poisonous reptile.
29. Observe.
30. Man's name (abbr.)
31. Performed.
33. A famous president.
34. Escorted.
36. Declaration.

DOWN

2. North River (abbr.)
3. Beak, or tip end.
4. Scent.
5. One who sings over Radio.
6. Conj. (For fear that).
7. Suffix (denoting agent).
8. Nova Scotia (abbr.)
9. Grandmothers.
11. Those who write music.
13. Furrowed.
15. A crown.
17. To hum.
19. Styles.
21. Beard of grain.
22. Worn on the head.
27. Pain.
28. Saucy.
31. A stupid person.
32. Gods (Latin).
34. Pronoun.
35. Perform.

ing their own particular towns through the agency of their broadcast stations. Of course one refrains to comment on California

broadcast boosting program but we would do well to take a lesson at that: So let's get together and have a broadcasting station so that the people may know the beauties and wonders of the Willamette valley in general and Salem in particular.

Salem must have a broadcast station.

Radio Craze Takes Firm Hold on Argentines

BUENOS AIRES, Mar. 7.—The radio craze has grown to such proportions in Argentina that one can hardly find a house without radio antennae on its roof. It is estimated that the country's population of only 9,000,000 is now buying radio outfits at the rate of nearly \$2,000,000 annually. American manufacturers probably sell the majority, but there are also in the market German, British, French, Italian, Belgian and Argentine radio sets.

The Radio Club Argentino, organized about a year ago, by amateurs and experimenters, has a membership of 900. In Buenos Aires, there are five broadcasting stations, one of which is mutually maintained by a group of importers, dealers and local manufacturers of radio material, who organized for the purpose the Asociacion Argentina de Broadcasting.

A radio exposition to be held in Buenos Aires in May of 1925 has been projected by the Radio Club Argentino in order to raise funds for a club house and experiment work. They are inviting exhibits from all countries.

Auto Indicator May Aid London to Travel in Fog

LONDON, Mar. 7.—London fogs, even at their worst, will have no terrors for tramcar passengers of the future if an invention demonstrated here recently meets half the promises of the inventor.

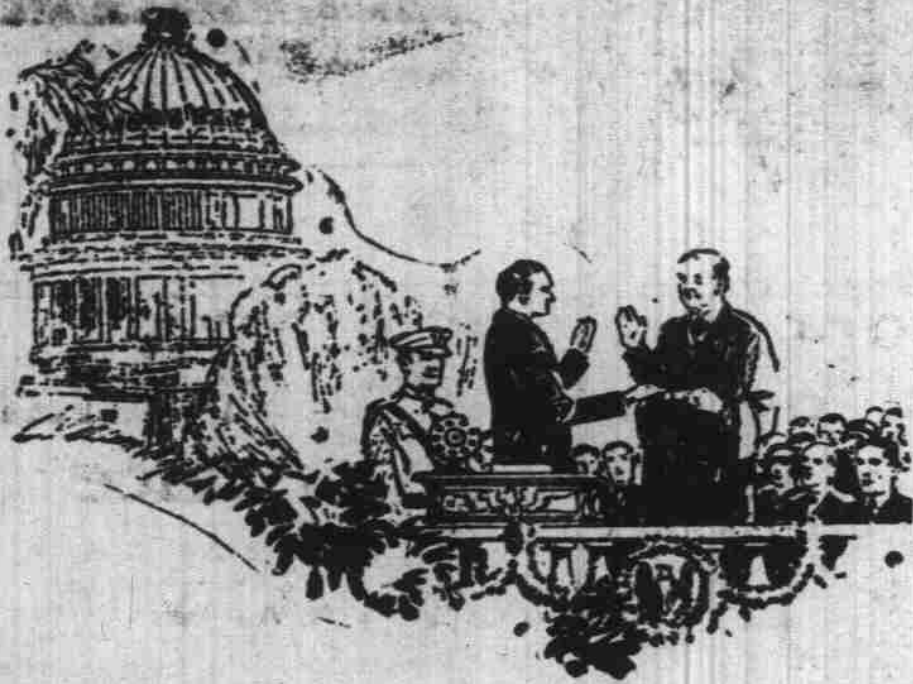
Long famous for grasping soot and smoke and nearly everything which floats and holding them suspended in the air, London fogs sometimes bring street traffic to a standstill for hours at a time, as drivers cannot see their way, even by the aid of powerful headlights and other special arrangements. But this trouble may be overcome by the auto indicator, it is contended, as it shows the passenger and the motorman as well the exact location of the car at all times.

A red pointer works on a chart on which are the names of streets, hotels and other well-known buildings and the usual stopping places along the route. The red pointer reaches these positions on the chart simultaneously with the car itself. The pointer is operated by a mechanism geared to the car axle, this being the most complicated part of the machinery, and which it is claimed took the inventor nine years to perfect.

The guide was tried out by the Metropolitan Tramways recently and was said by C. J. Spencer, the general manager, to be a success. The London County council, operating part of the London street car system, has agreed to adopt the indicator if it proves a success on the Metropolitan.

Everyday Radio

BY RIMBALL HOUTON STARK



THE PRESIDENTIAL INAUGURAL ADDRESS BY RADIO

On March 4th, 1925, for the first time in history, the Presidential Inaugural Address will be broadcast from several of the more powerful radio stations.

We of this day and age have the habit of passing possibly altogether too lightly over such events.

Let us visualize for a moment, what this first broadcast presidential inaugural address may mean to the American people.

There are twenty-four million homes in America. The approximate number of radio receivers in American homes today is 3,600,000;—one-sixth of the number of homes in America or in the ratio of 1 receiver to every 6 homes; or 1 receiver to every thirty persons of an 110,000,000 population. But we must realize that when President Coolidge speaks this year, that a large

number of these 3,600,000 receivers will be in use and that a vast crowd of people will be listening in. A very conservative estimate of the number of people who will directly hear President Coolidge speak is twenty million.

What would Washington or Lincoln have thought or what would they have felt if they could in their day have spoken to twenty million American citizens? I wonder!

There are alone probably 50,000 FADA Neutrodyne receivers in the homes of satisfied "listeners-in" and the use of receivers of this type and quality by those who will listen to the President's address will, I think, do much to gain the public's confidence in the higher-grade, better type of radio receiver as compared with the lower-priced, cheaper and undependable receiving equipment.



It Entertains Your Company

Afternoon or evening—there's always something on the air to while away the hours of leisure.

When unexpected company calls—tune in and have the radio entertain with its music and stories.

It helps to make the afternoon or evening more pleasant and enjoyable.

A good radio set in your home need not be expensive.

See us for a demonstration in your own home with one of our Splittorf Five Tube Radios

Vick Bros.

Radio Department

Phone 1841



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EVERYWHERE SPOKEN OF AS TRUE TO THE HUPMOBILE TRADITIONS ESTABLISHED BY 16 YEARS OF FINE MANUFACTURING

A leader in the virtues of sound worth and economy which Hupmobile has made peculiarly its own

ALWAYS A GREAT CAR, NEW IMPROVEMENTS NOW MAKE IT STILL GREATER IN PERFORMANCE AND IN DRIVING AND RIDING EASE

Owners never think of transferring their allegiance to another make

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See the beautiful Hupmobile Eight and Four models at our showrooms

Kirkwood Motor Co.

246 STATE

PHONE 311

HUPMOBILE

KGW Radio Programs Are Relayed By Vick Brothers

Vick Bros., are entertaining a noon day audience each day by broadcasting the noon day Portland program from KGW, through a power loud speaker in connection with a Splittorf receiving set, for which they have exclusive

agency. The entire program comes in very clear and can be heard for more than a block. Vick Bros. are getting much favorable comment on the performance of the Splittorf from many owners.

GIRL MAKE UP THEIR MINDS QUICKLY

SEATTLE, Mar. 7.—Girls make

up their minds more quickly than men, figures published by the University of Washington here indicate. Of approximately 1,000 new men students at the university 357 stated that they were not sure of their future careers. The girls in the same dilemma, out of a slightly smaller total, numbered about 100.

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World's lowest priced four door All Steel Sedan

with Sliding Gear Transmission



The most widely talked about closed car of the year... a tremendous value at an amazingly low price... unit power plant brimming with big power... the advantages of an advanced disc-type clutch... the protection and safety of a full-vision all-steel body... wonderful

riding smoothness with patented Triplex Springs... reliable, rugged axles and a sturdy chassis... rich upholstery... extreme economy in upkeep... a car light in weight and beautifully balanced... only those orders that are placed early will insure early delivery.

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