

The RADIO PHAN Talks

By F. S. BARTON

Short wave broadcasting is a topic of great interest to the radio public these days. There has been much discussion and many predictions that presently all existing radio sets would have to be scrapped because they could not receive short wave broadcasting. These prognosticators appear to be confident of their precise knowledge of the facts and it is interesting therefore to listen to some one who holds an opposite view.

In Radio News for April G. C.

B. Rowe discusses data on the eclipse and radio reception collected by the Radio Corporation of America, and the American Telephone & Telegraph Co. Final conclusions are not yet drawn but the following is quoted in Mr. Rowe's article, from the report made by Prof. Greenleaf Whittier Pickard at a meeting of the Institute of Radio Engineers in New York City on February 5. "So far as any general conclusions can be given at this time, it may be said that for transmission over this distance, the normal broadcasting wave are not affected in their average strength by the eclipse, but the swinging was somewhat reduced during the period, thus steadying the wave. The short wave of 75 meters was greatly reduced in intensity during the eclipse; these waves are much more sensitive to changes in

illumination of their path than are the longer, normal broadcasting waves. The choice of wavelengths between 220 and 550 meters for broadcasting appear to be a fortunate one and these waves seem on the whole to be the most acceptable for broadcasting purposes. Broadcast listeners need not, therefore, be concerned about any more desirable range of wave-lengths being found for broadcasting than those which their receivers can now tune for, at least so far as the eclipse experiments indicate."

Presently the Ladies' Home Journal will have a Radio department. Then it will be unanimous.

It is good news that the American association through its executive secretary has asked the department of commerce at Washington, D. C., for information concerning the best ways to prevent interference from medical apparatus, such as X-Ray machines, medical coils, and other therapeutic devices.

This is typical of the general desire to assist in clearing up the air. Every little bit helps. Most of us are inclined to lay all blame for interference, on the power companies. While from the nature of things, they have been responsible for much of the B. C. L.'s troubles, yet it should also be remembered that they have from the first tried to co-operate and eliminate trouble as fast as it could be located. Now other trouble-makers are waking up to the fact that innocent appearing devices may be giants among the foes of radio.

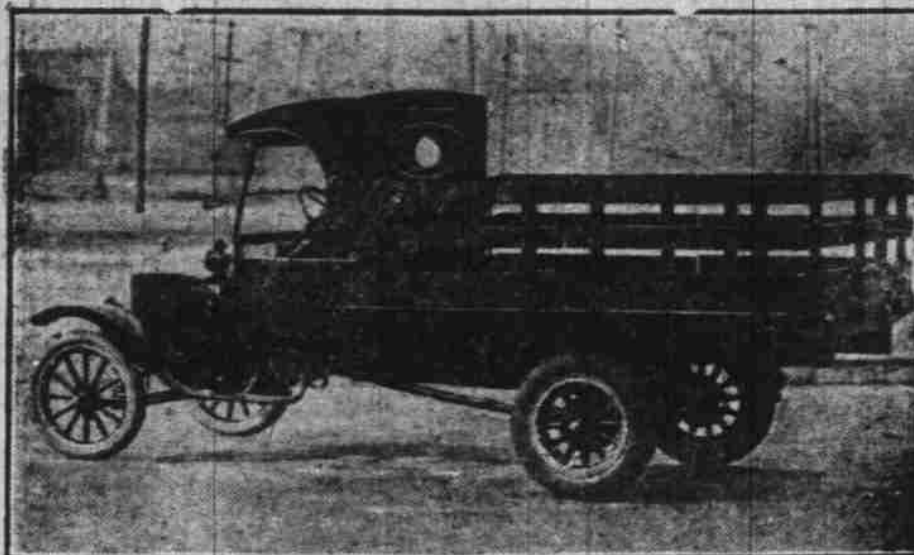
We used to hear something about life being flat, stale and unprofitable. Well, naturally, what could you expect in a world without radio?

Seriously, it just this minute occurred to us—would life for the "jazz girl" have developed more sanely if there had been radio in the home?

COLUMBIA RIVER HIGHWAY TO SPOKANE

Until the Sunset Highway, highway through Snoqualmie Pass opens some time in April, the winter travel by automobile from Seattle, Wash., to Spokane is by the route through Portland, Oregon, up the Columbia River Highway to Pendleton and Walla Walla, a distance of 648 miles. This route is paved to Portland and up the Columbia Highway to The Dalles. From The Dalles to Pendleton is good gravel. The road is then paved to Walla Walla and Watsburg, a distance of 71 miles, from which excellent gravel road takes you to Spokane.

Ford Truck Body Designed to Meet Various Requirements



This is the new stake body produced by the Ford Motor Company for its one ton truck. It is designed to meet a wide variety of trucking requirements both in the commercial and agricultural fields. Except for the floor and rack boards, the body is all steel and the five sections may easily be removed, making a platform truck of good proportions.

Ford and Lincoln Sales Show Increase Over 1924

DETROIT, Mich., April 4—Spring business is opening up most promisingly and the outlook is for rapidly increasing activity, according to sales reports of the Ford Motor company just given out here.

In the sale of Ford cars and trucks these show that daily domestic retail deliveries have more than doubled since early in January. The largest increase came during the latter part of February, reflecting the upward trend of business which is now under way and the optimistic outlook for March.

Another interesting feature is shown in the sales of Fordson tractors which have made a rapid gain, particularly through the agricultural sections, indicating that the farmer is coming in stronger as a buying factor. Daily sales of Fordsons are at the present time four times as great as they were early in the year.

Retail sales of the company during February, exclusive of those in Canada and British possessions served by the Ford Motor company of Canada, Ltd., totaled 125,421 Ford cars and trucks and 7,211 Fordson Tractors. Of these the retail deliveries in the United

States 112,526 Ford cars and trucks and 5,914 Fordsons. Reports also indicate improving conditions in the high priced car field. Lincoln cars, set a new February record with 508 domestic retail deliveries as compared with 426 for the same month a year ago.

BICYCLE EXPERT TO BE HERE SOON

Member of Staff of Cycle Trades of America Coming

Word has been received that J. Howard Rodda, one of the staff of the Cycle Trades of America, will be in Salem all during National Bicycle week, April 27 to May 2.

The work performed by Mr. Rodda is of a general educational nature in connection with the bicycle for he delivers addresses to the children on the proper way to ride a bicycle, how to avoid accidents by observing the traffic rules, general hints on "Safety First," and other important points about the bicycle that the average rider should know.

Mr. Rodda will be welcomed here by the Salem bicycle dealers and they are assuring him their full cooperation to make this week a great success.

SAFETY ON STEEP GRADES

In using the automobile engine for braking, it should be clear that the faster the engine is driven in relation to the speed of the car, the greater will be the resistance offered. On gradual declines the resistance in high gear or direct drive may be sufficient. On steeper grades it is best to shift into intermediate gear before beginning the descent. On very steep mountain grades, on which one should proceed slowly, it is advisable to shift into low gear.

PRODUCTION INCREASED

Ford production has been increased to 7,000 cars and trucks a day. It was stated at the office of the Ford Motor Company Friday.

The company has been operating on a full week schedule for some time in all its manufacturing plants and the present production

schedule represents an increase of 600 units a day over that of a few weeks ago. It was said that Company reports coming from practically all sections of the country, show rapidly increasing spring buying with dealer requirements mounting and stocks nearly depleted.

Fordson Tractor production has been moved up to 450 a day to care for growing demands it was also announced.



As Slow as Germany in Paying Her Debts

Are Seiberling All-Treads In Wearing Out.

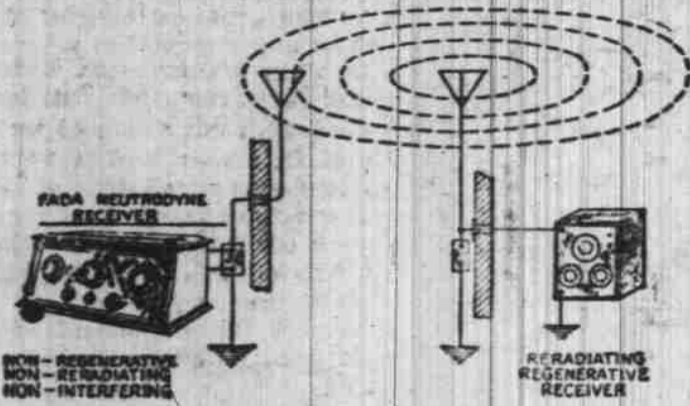
And we give a service to match the tire—prompt, on the dot. Drive in—or park at our curb.



ZOSEL'S TIRE SHOP
198 South Commercial
PHONE 471

Everyday Radio

BY KIMBALL HOUTON STARR



INTERFERENCE FROM NEARBY RE-RADIATING REGENERATIVE RECEIVERS

Ofttimes the individual complains of the squeals and howls which he experiences when tuning in for any broadcasting station. These howls and squeals are due part of the time to the close proximity of radiating regenerative receivers in the hands of inexperienced or wilful broadcast listeners.

These regenerative receivers are usually of the single circuit type and when improperly adjusted, act as miniature broadcasting stations and heterodyne or "beat" with the incoming signals. Not only do they beat with the broadcasting station signals, but also with every other improperly adjusted radiating regenerative receiver, thereby multiplying manifold the disturbance and discomfort of broadcast listeners. This great annoyance can only be eliminated by a campaign of education whereby the sale of radiating regenerative receivers is curbed, those in existence properly rebuilt so as to be unobjectionable, and by instructing the users of these objectionable receivers as to the proper

method of adjusting them. We urge the user of a radiating regenerative receiver to be careful in adjusting his regeneration control so as to prevent his receiver from "spilling over" or whistling, thereby becoming a nuisance to the community.

The drawing gives one an idea of how the interference from radiating regenerative receivers may cause interference to broadcast listeners. Such radiation may affect other receivers in the vicinity to a radius of from "in the other apartment" to possibly several miles. These radiated waves have the same property as the original broadcast waves, are capable of passing through such material interfering bodies as walls, houses and other structures. The FADA Neutrodyne receiver is not a regenerative receiver and therefore cannot possibly radiate. The possessor of an FADA Neutrodyne should be proud to know he is not contributing to the bedlam of noise in the atmosphere but assisting in his way to enable everyone to really enjoy the broadcast programs.

WAR ON BETWEEN MOVIES AND RADIO? NOT SO PRISCILLA DEAN NOTICES IT



MISS DEAN LISTENING IN. PHOTO TAKEN IN KING EDWARD HOTEL, TORONTO.

Fears among certain theatrical and motion picture magnates that the radio is luring thousands upon thousands of people away from the box offices is not shared by many screen favorites. Radio men declare they neither desire nor anticipate that interest will lag in the drama and the movies, but that radio will encourage great

er support for the best plays and films. Among the actresses who believe radio will be helpful is Miss Priscilla Dean, who holds that reports of antagonism are greatly exaggerated, to say the least. Miss Dean is a radio enthusiast and finds much pleasure in listening to the music and story that the ether brings, wherever she goes.

GREASING

RAYBESTOS
Brake Lining
May Cost
More Than
COFFIN LINING
But It's Worth
It To You

Let us inspect your brakes NOW before you have an accident. We are brake experts. Our shop is equipped with special brake relining machinery enabling us to do better work and save you money.

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It was traded in for another Ford, proof positive of the faithful service and inexpensive up-keep enjoyed by its former owner, and it has been thoroughly inspected by the Authorized Ford Dealer.

SEE THE NEAREST AUTHORIZED FORD DEALER

