



Everybody likes surprises. Much of the popularity of broadcasting and reception may be attributed to the element of surprise which enters into it. First, there is the surprise of receiving distant stations with receivers designed especially for local reception. The next surprise, is found when tuning in to a station and some celebrity or musical organization which is not a regular feature of broadcasting, is heard in a recital or dance music program.

Programs should not be made up entirely of surprise attractions. Favorite entertainers should have their regular time on programs so the listeners will know when to tune in for the particular type of entertainment they desire.

The time has come for studio directors to realize the popularity of broadcasting rests with the listeners and entertainment should be provided which will interest the greatest number of them. Dance music is very popular, especially so, when played in the new style of syncopation. Semi-classical music is also a favorite with the operatic and classic program coming next.

Talks, unless given by the president of these United States, col-

lege professors and authorities, should not be broadcast, for the simple reason that unless the listener hears the discourse from the very beginning, much of the interest is lost and the station from out which a talk is given is easily tuned out. No radio talk should be over ten minutes long.

German University Breaks Old Education Tradition

LEIPSIK — The first German professorship for calisthenics has been conferred by the Leipzig university on Dr. Hermann Altkrock who has been an instructor of gymnastics at the Berlin stadium. His appointment virtually revolutionizes the time-honored tradition of a thousand years, that universities were solely intended for mental education. For the new professor of calisthenics is not a mere appendix, but a fully accredited member of the faculty.

OAKLAND MOTOR COMPANY GIVES LUBECK NEW TASK

CHICAGO.—E. M. Lubeck has been appointed manager of the Chicago district by the Oakland Motor Car company. He is a veteran in the industry and is well known to owners of Oakland cars through his former association with that concern.

Mr. Lubeck succeeds Hugh Higginbottom, who has been advanced to an executive position in the sales department of the factory office at Pontiac, Mich.

Big Berthas Ready for Trip Across Country



Uncle Sam's latest and most powerful mobile guns are ready for the long trip from Aberdeen, Md., to the Pacific Coast, where they will be set up as the first units of an elaborate system of defense for that boundary. This one, a 14-inch rifle, weighing 250,000 pounds, is seen having a final test. Its transportation across the continent will be a severe test of the transcontinental railroad systems, will indicate to the war department whether such instruments of war could be moved freely in the event of an invasion.

Some Irish Laborers in 21 Cent a Week Cottages

DUBLIN—Ireland owns more than 50,000 cottages, erected at the expense of the local authorities, to provide housing for laborers. The policy of their erection dates from as far back as 1833 when T. P. O'Connor secured enactment of a bill for that purpose by the British parliament, and it has since been largely extended.

Rents of one of these cottages in the Cork rural district is only 21 cents a week. Complaint is made that the wrong people are now occupying the Cork cottages. They were built for poor agricultural laborers, but it was stated at a meeting of the Cork county board of health that their occupants now include milk vendors, railway workers, masons, carpenters, rate collectors and school teachers.

City Employees Said Held in Grip of Loan Sharks

SEATTLE, Wn.—Two thousand of approximately 5,000 municipal employees here are victims of loan agencies commonly called "loan sharks," a recent check of payroll sheets in Comptroller Harry W. Carroll's office disclosed. The majority of these debt-

ridden workers never see their pay checks, which are assigned to the agency when a loan is contracted. After the agency deducts its interest charge the debtor receives what remains.

Though this state has a drastic usury law, making the maximum legal interest rate one per cent a month, investigation shows as high as 36 per cent is collected in some instances. To the high interest rates city officials attribute the fact that some borrowers cannot free themselves from debt.

The agencies operate under a pawnbrokers' license law, which permits a greater interest charge, though they are not actual pawnbrokers.

Chief of Police Severns estimated amounts owed by his patrolmen ranged from \$50 to \$600, with \$100 the average. He said 120 men owing approximately \$12,000 paid \$360 monthly interest.

Paris, — Pierre Wertheimer, owner of Epinard, has been created a Knight of the Legion of Honor. Mr. Wertheimer did not receive this distinction from the Ministry of Agriculture in connection with his breeding of famous race horses, but from the Minister of Aeronautics. He is the president of a company whose motors have been instrumental in bringing several aviation records back to France.

Epimard's Owner Made Knight

WHISTLES TELL OF SALES

The Jack Neal Nash company of San Antonio, Texas, have an interesting way of announcing their sales of new cars. People living in the vicinity of their sales and service station have been puzzled by the blowing of a shrill blast every little while. Investigation brought out that every time a new car is sold the office blows a whistle. The sales force hopes to be able to "keep 'er tooting" for the rest of the year.

Tells New York Its End Is Near

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TESTING TIRES ON ROAD HARD ON CAR

Machines Must Undergo Severe Wear and Tear in Official Demonstration

Every automobilist knows that tires have traveled hand-in-hand with automobiles in constantly providing longer and better service, but it is not generally known that the automobile has aided in the development of the tire. Tire manufacturers, like car manufacturers, do not wait for results obtained by the public, but are continually testing in advance various kinds of tires under all kind of actual road driving to determine where weaknesses are liable to develop and where betterments can be made.

This tire testing is equally strenuous on the automobile, as the following report made by H. M. Strachan, salesmanager of the Pennsylvania Rubber company of America, shows. On January 15, this year, the rubber company selected an Oldsmobile six sedan, as it "represented about the weight car we wanted, and also believed it to be the best car in its class," to quote Mr. Strachan.

"It has been and is the duty of this car," says Mr. Strachan, "to wear out tires without the car wearing out or depreciating itself to a point where it is too expensive to operate. The Oldsmobile is driven night and day by two drivers, each man driving 10 hours and covering between 150 to 200 miles during his turn. This is a daily average of from 300 to

400 miles. Sacks of sand equivalent in weight to three persons are carried in the back of the car. "Up to August 5, this Oldsmobile had covered 44,028 miles at a cost of .076 cents per mile, this cost including depreciation, repairs, gasoline, oil, all driving and operating expenses, including drivers' time, and tires. Practically all of this mileage was up and down the Allegheny mountains, with a certain per cent each day over unimproved roads. While on the road the car never travels under the legitimate speed limit, which in Pennsylvania varies according to the circumstances and the motor patrolmen.

"It is only natural to believe that a car which has had this kind of service, driven by men whose duty it is to wear out tires, would be ready for the Sargasso Sea of motor vehicles, particularly when our experience has been that the average car, after it has gone 25,000 miles, begins to cost a lot of money and also a lot of delays. But this Oldsmobile runs as good now as when we got it, and both paint and upholstery are in excellent shape. The fenders have been bent and straightened several times, but no vital part has had to be replaced."

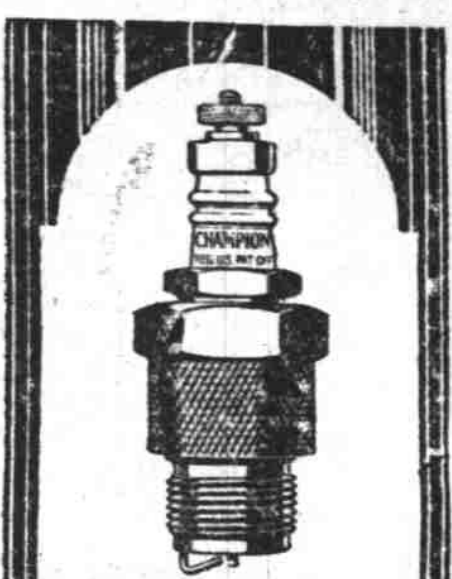
Previous to the purchase of the Oldsmobile, the Pennsylvania Rubber company used exclusively one of the heaviest and most expensive cars made in this country for test work.

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WACO, Tex.—Despite the fact that the cotton yield of the county in which this city is located is going to be cut 400 per cent due to a disastrous drought this year, automobile dealers report no slack whatever in automobile

sales. The fact that nearly all lines of business save the automobile has slumped on account of the poor crop is attested to the fact that the automobile is more of a necessity than a luxury.



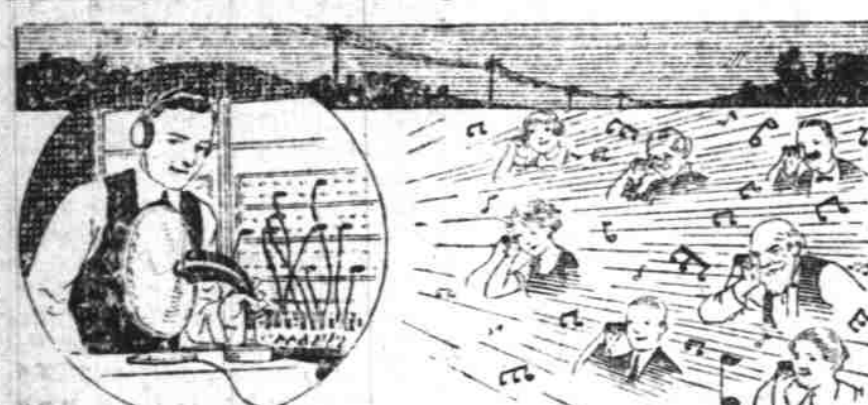
Champion is the better spark plug because of its double-ribbed sillimanite core, its special analysis electrodes and its gas-tight, two-piece construction.

Champion X for Fords 60c. Blue Box for all other cars, 75c. Know the genuine by the double-ribbed core. Buy from your local dealer.

Champion Spark Plug Co. Toledo, Ohio Windsor, Ont., London, Paris



Missouri Phone Subscribers Get Radio Programs Through Exchange



C. F. Bryant, of Bourbon, Mo., owner of a small telephone exchange with 250 subscribers, is providing his patrons with entertainment supplied through radio broadcasting stations. He has a Crowley 22 receiver and musicone on a small shelf behind his chair and turns from the switch-board to the receiver to tune in the distant stations.

"Evenings, while I am working at the switch-board, I call several of my subscribers and let them listen to the radio over the telephone," said Bryant, as he completed a phone connection. "The point of the musi-

one just fits in the mouthpiece of the transmitter and the music and voices carry perfectly. The listeners say it is just like being in the room with the music. They also report that three or four people will listen at one telephone receiver."

"Through a system of this sort it will be possible to send messages from broadcasting stations directly to homes where there are no radio sets although it is almost a certainty that it will not be long before the subscribers to the phone service purchase sets of their own."

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If a car is suitable only for a mechanic who can rebuild it, or for some one who expects only a few months' rough usage on a camping trip, it must be sold on that basis. Each car must be sold for just what it is.
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 - 3 Every used car is conspicuously marked with its price in plain figures, and that price, just as the price of our new cars, is rigidly maintained.
The public can deal in confidence and safety only with the dealer whose policy is "one price only—the same price to all." For, to sell cars on this basis, every one of them must be honestly priced to begin with.
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It is assumed, of course, that the car has not been smashed up by collision or other accident in the meantime.
- Not only to the public, but also to The Studebaker Corporation of America, whose cars we sell, we pledge adherence to the above policy in selling used cars.
- MARION AUTO CO.**

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which in some times and places has fallen into ill repute. It is an assertion of confidence in the reserve mileage built into the sturdy "one-profit" Studebaker automobiles.

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