

RADIO IS "GIFT OF GIFTS" FOR CHRISTMAS JOY

RADIO SALES GROW 14 PERCENT IN YEAR

Agricultural Districts Make Headway, Conditions in Cities Spotty

A new radio year has started, and its gifts to the millions of fans is the assurance that the gossip that "revolutionary inventions are in the offing" is simply the static interruptions of wild imaginations. Radio has been proven thoroughly stabilized and during the coming year the chief concern of fans will be tuning in until they locate the program that best suits their desires.

The recent radio exhibitions have displayed the latest achievements of radio inventors and manufacturers. The new models have reflected improvements and refinements with any revolutionary changes. These national displays are indicative of the future of radio—steady progress without sensational discoveries. In other words, the fundamental principles of radio have been standardized.

This condition is a happy one for the entire radio family. It will mean the addition of thousands of more fans during the coming months—these being recruited from that conservative element that has been waiting until radio had been "perfected" before investing in a receiving set.

It also will give additional joy to many of the regular fans who, for somewhat similar reasons, have been using good but bulky and not at all handsome sets. These now can, without any economical qualm, invest in sets that will fit in with the other furnishings of their home.

In fact one of the outstanding features of the radio shows that are ornamental as well as utilitarian.

Ancient And Modern Microphones



In the early days of radio broadcasting, a telephone transmitter was used with a large brass phonograph horn to pick up the music and voice. In this picture, there is shown the very first radio microphone used in broadcasting which was in operation in the old 8XT station on Pucias Corner. In contrast to that, there is shown the very latest type of a microphone, as used in the Crosley WLW broadcasting studio. It has a new type of signal system which informs the artists when to "prepare" and when to "broadcast."

Electric Power For Farm Use Presents Distinct Problems

One-seventh of All Oregon Farms Use Electricity Now, a Total of 7,500; Juice Must be Hooked to Production

Investigation of profitable use of electricity on the Oregon farm have been undertaken by the committee on the relation of electricity to agriculture.

Electricity is now used in some form on about one-seventh of the Oregon farms, 7,500 in all. About 5,000 of these buy their supply from the light and power companies, and 2,500 produce their own. The present studies, which will be conducted by the Oregon experiment station, are to determine the cost and the profits of electricity for irrigation, grinding feed, dairying, poultry production, spraying, grain elevating, and drying fruit. Other uses will be studied as occasion arises.

A preliminary survey has already been made which shows that bringing electricity to the farm improves living conditions, but that it also increases the cost of living unless some way is found for using it in production to make it pay its own way. The art of generating and distributing electricity is well in advance of the art of using it on the farm. The problem is to find whether the farmer can handle a load large enough to justify the construction of the lines, and purchase of equipment and service. Total fixed charges on a line such as interest, depreciation and maintenance, are much the same whether the customer uses 30 kilowatt hours per month or 300. The fair price of the current is going to

depend on how big a load the farmer can use profitably.

136 Farms Surveyed

The survey of 136 farms using electricity showed that there are an average of 4.17 farmers to each mile of electric line although one-fourth of them are not using the current because they are unable to finance it. It would take about 20,000 miles of light and power wire to serve the 50,000 farms of the state, at the rate of 2.5 farms per mile of wire. The cost of this wiring would be about 20 million dollars, and of wiring the farm and equipping it for electric power twice this sum, or 60 million dollars in all. However desirable rural electrification may be, it is too big a project to be installed before its ability to pay for itself has been ascertained.

A significant fact disclosed by the survey was that 56 per cent of the current used on the 10 lines is used on 9 per cent of the farms, and chiefly for irrigation. Thus at present the individual current use is low through lack of economic information, which discourages line extension, as the present rural lines are unprofitable because of the small current used.

There are many opinions of costs and values under larger use, but not ascertained facts, which can be learned only through experimenting. "We fall into the proper channel only after trying and exhausting every possible variety of error," says the report. When the facts are learned through the experiments, they will be passed on to the farmers who will thus get the benefit of the facts learned without having to pay the cost of errors, each for himself.

That the electricity can be supplied in quantities needed is no longer a question. The state has plenty of potential power in its mighty rivers and mountain streams. But the committee points out that "water running down hill is one thing, while electricity set to work on the farm by turning a button is quite another."

BUICK ROOMS REMODELED

Otto J. Wilson, Buick dealer, is enlarging his salesrooms and removing the partition that formerly cut off the office from the front end of the garage on North Commercial street. The display room will now extend clear across the entire front of the building, permitting the showing of a much larger number of cars.

In Alaska, Chevrolet has seven dealers covering the principal cities of that territory.

Pendleton—114,000 pounds of wool sold at upwards of 40 cents.

HIGH GRADE USED CAR GREATEST MOTOR BARGAIN, SAYS MORRISON

"It is hard to believe that prevailing used car prices will indefinitely continue," says R. C. Morrison of the Certified Public Motor Car Market. "The intrinsic value of a good used car is very much greater than the price of it today. No manufacturer in the world could duplicate a high class used car for the figure at which the dealer sells it. And ultimately the real value of materials must be recognized. "Another feature is the increasing reluctance of car owners to sacrifice over half of the value of a perfectly good car that has proven its quality merely to satisfy his desire for something new. "The reputable dealer must assume complete local responsibility for the used cars he sells. And it is seldom that he more than breaks even, let alone makes a profit on them. "All these factors seem to indicate that sooner or later the used car will sell at a price nearer its actual value."

NEWS OF THE WEEK AT CHEMAWA SCHOOL FOR DEMONSTRATION

Items Taken From the Paper of the Salem U. S. Indian Training School

(The following items were clipped from this week's issue of the Chemawa American, the weekly newspaper published at the Salem Indian school.)

Joy Yellowtail of the sixth grade made a very nice looking cake this week.

Droselina Cimino and Jennie Allen are preparing high school lunches this week.

Rehearsals for the Christmas pageant are in progress, Mrs. Turner yhaving the musical part, while Miss White is taking the responsibility of the action.

Raymond Haldane, William Markstrom, Walter Metrokin, Reno Booth and Charley Moon represented Chemawa at the "Y" conference at McMinnville November 27-29. The boys' quartet composed of the first four named sang at every meeting and were well received.

Mr. Bent took a prominent part on the program put on in Salem last week by the MacDowell club. In addition to supervising the staging of Indian tableaux, etc., he gave a talk on Indian art, music, legends, traditions and life in general. We have heard most favorable comments on his part in the program.

Last Friday evening the Chemawa orchestra, the girls' octette and boys' quartet put on a program at "Brush College," which is in Polk county, a few miles from Salem. Our people provided entertainment for the grange meeting which was scheduled for that evening and they were all splendidly received. A delicious "spread" preceded the program—a regular banquet. The students were conveyed to the meeting on the truck and were chaperoned by Mr. and Mrs. Mason. This proved another occasion when "Chemawa made good."

Miss Coon of Salem is now on our teaching force temporarily. She takes the place formerly filled by Miss Thomas, who resigned on account of ill health.

The F. E. U. entertained the employees Monday evening. After a social hour, delicious refreshments were served. Mrs. Bent and Mrs. Carzoll won the ladies' favors, while Mr. James and Mr. Carzy took like honors for the men.

An eight-course dinner was served at the Wigwam on Wednesday noon by Elsie Adams and Agnes Orr to Supt. and Mrs. Hall, Mrs. Brickell, Mr. and Mrs. James and Miss White. The girls were highly complimented on the way they served their dinner.

OUR SCHOOL SONG

Chemawa, we'll love thee forever,
Thy maples and walnuts so fair,
The sunlight that falls on the fir trees,
Thy walks and thy flowers so fair;
And over the western mountains,
Our banner is floating above,
And dear to our hearts will be ever,
Chemawa, the school that we love.

Chorus

Oh! here's to our dear red and white,
For you all our lives we will fight,
Our homage we'll bring,
The welkin shall ring,
All hail to our dear red and white.

Thy sons and thy daughters so loyal,
Proud to own the dear name that we bear,
For the truth and the knowledge thou teachest

We are ready to fight and to dare;
For friendship so valued, we thank thee,
Our grateful tribute we bring,
All hail to our alma mater,
Chemawa, to thee we sing,
Chorus

Chevrolet is the lowest priced car manufactured using Fisher bodies.

Racing cars next year will be equipped with a piston displacement of 91 1/2 inches.

URGENT RADIO STUDIO FOR DEMONSTRATION

Plan Means Showing All Sets in One Central Place, Open to All

The Denison Radio sales plan is announced, whereby all dealers can be represented at one place of business or radio studio without any bothersome trade organizations or useless contracts. The success of this plan is based on fair dealing, the dealers' freedom to conduct his business as he desires, and to join or withdraw from the studio as he wishes.

The management of the Radio Studio is not by the dealers, but by one or more men whose reputation is such that the dealers' confidence can be obtained. A brief outline of the plan follows: All dealers are invited to turn-

ish one or more of their standard radio sets to be demonstrated at the Radio Studio. All sets to be used on the same antenna under like conditions. The sets are all to stand on their own merits, and no advertising talks are allowed at the studio. Questions will be answered by the manager and prices given.

If the sale can be closed then, a deposit is taken and the order given to the proper dealer. If the prospect cannot be sold then, the dealer whose radio the prospect is most interested in, is notified.

The Radio Studio is well advertised, comfortable, and possesses an average antenna. The radio is sold on a commission and in some cases it will be necessary to divide with the dealer. Dealers are welcome at the studio, but as a guest only, and are not allowed to talk trade.

Twenty-four well known makes of automobiles use the Duco finish.

Hill Military academy plans \$250,000 school on Rocky Butte.

RADIO NOW OPEN
Radio Studio

A place that all who are interested in the purchase of radio can hear and see most all makes of sets.

Come and select the radio you want. ALL DEALERS REPRESENTED. No advertising talk at studio.

Private demonstration 12:30 p. m. to 1:30 p. m. by appointment. Open to public 7:30 p. m. to 10:00 p. m.

1540 N. Liberty Phone 2029-J

Chas. K. Dennison



Hello Santa
Please bring us
a Radio

SURE!

We'll Be Right Over—

It's a wise request, and if we have anything to say, Santa will have the radio set at your home on Christmas morning. We are doing all we can to help good old Santa.

ATWATER KENT RADIO

WILL BE THE MOST SATISFACTORY SET FOR A CHRISTMAS GIFT FOR ANY MEMBER OF THE FAMILY



For Dad!

Because he will appreciate the fine workmanship that accounts for the consistent, all-round performance of

Atwater Kent Radio

It appeals to men just as strongly whether they are electrical engineers or music lovers. It is a splendid job of design and construction and it gives splendid results. Get dad to drop in and let us give him a demonstration.



For the Children!

A Radio will not only keep the children at home but will afford them the opportunity to enjoy being there.

All the performance features people demand of radio—distance, selectivity, tone, volume, and the rest—can be summed up in just two simple words

Atwater Kent



Model 20 Compact



For Mother!

Because she appreciates values—because she'll like the simplicity, the faithfulness, the all-round performance of

Atwater Kent Radio

Nearly everybody knows that no receiving set or radio speaker can equal the Atwater Kent at the price. A lot of people know that no receiving set or radio speaker can improve on Atwater Kent at any price.

You'll Be Surprised at the Beauty of Our Radio Sets

Vick Brothers

QUALITY CARS

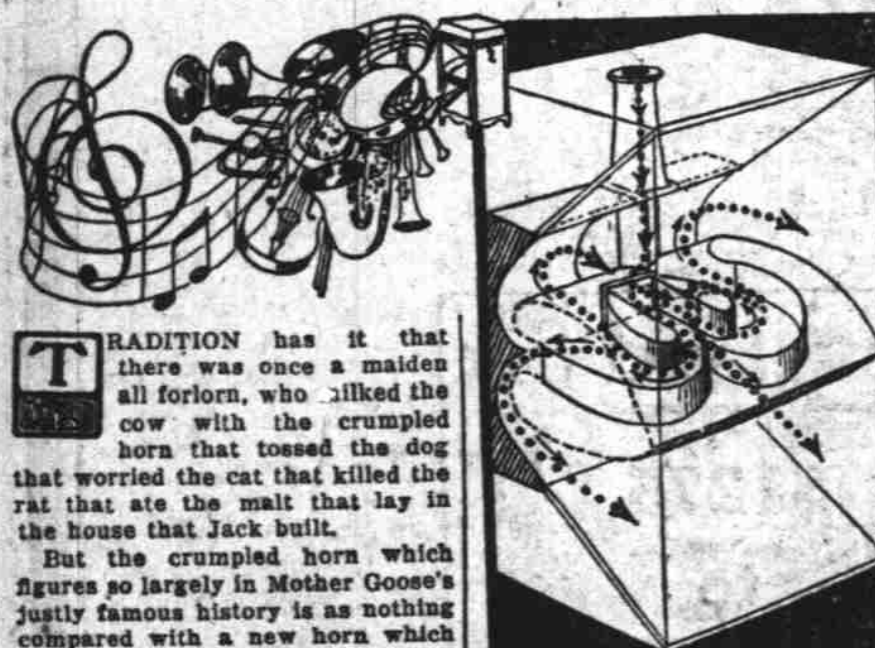
Telephone 1841 High Street at Trade

FAMOUS SLEUTH



This is "Deeks," famous police dog, insured for \$10,000. Its owner has donated a pup for the radio contest open to all owners of one-tube receivers for the best record of reception. The contest is sponsored by Powell Crosley, Jr.

Cow With Crumpled Horn Outdone by New Invention



TRADITION has it that there was once a maiden all forlorn, who milked the cow with the crumpled horn that tossed the dog that worried the cat that killed the rat that ate the malt that lay in the house that Jack built.

But the crumpled horn which figures so largely in Mother Goose's justly famous history is as nothing compared with a new horn which has appeared on the musical horizon. This instrument is six feet long, and so bent, folded, and convoluted throughout that the fabled cow would hide her muzzle in shame were she to see it.

But, why, one asks, should the horn be crumpled at all? The answer is, to save space, to enclose it within the confines of a cabinet of moderate size. For it is in the talking machine that this new invention has appeared, in combination with certain freshly discovered principles of acoustics which enter into the orthophonic method of sound reproduction.

Part of Radical Advance

In the orthophonic talking machine the sound box and tone arm are virtually unchanged in appearance, but quite altered in interior construction. In the horn, however, this change is visible to the eye.

As might be expected, it is no easy thing to fold a horn in such a manner that its efficacy will not be only unimpaired, but actually greatly increased. Such a process depends upon rigid adherence to certain complicated mathematical formulas which are based

upon the Law of Matched Impedance.

As a result of these innovations in talking machine design it has been possible, after many years of vain endeavor, to capture and reproduce the entire range of musical sound, from the lowest to the highest notes. Where before the deepest tones of the bass viol and the thinnest top notes of the piccolo failed completely of reproduction, these can now be heard with all the clarity and volume of the original.

Twenty-Foot Horn Predicted

To the non-technical observer the great folded horn must continue to appeal as the most novel and striking feature of the orthophonic talking machine. By its ingenious solution of the problem of space it has opened up new vistas of future development in the science of acoustics, and the day is not far, its designers say, when the twenty-foot horn will be a familiar feature of the American home, bringing with it a new refinement in sound reproduction and still greater enjoyment for lovers of good music.