

Enjoy the Radio Programs This Winter

BROADCASTING SETS ARRIVE IN SALEM

Headquarters Battery Secured Fine Sets; Work Begins On Installing

Headquarters Battery of the 24th Coast Artillery, which is located in Salem, received yesterday two 100 watt broadcasting sets which will be installed immediately at the local armory according to Captain C. M. Irwin.

The sets received were made by the Western Electric company and are of the type used by the Federal government. They are very compact with exceptionally large tubes being so constructed as to take their transportation easier. Each year they will be taken to the National Guard encampment where they will be put to use by the Coast Artillery.

There are only two such sets in Oregon. One is located in Portland and the other is in Salem.

There are approximately 3 such stations in the United States and all are members of a defense network.

Application is being made immediately by Captain Irwin for a license to operate the broadcasting station and also for the wave length and call number. These sets are powerful enough to be heard for a great distance.

In all probability they will be used only at a certain hour each week and the definite time will be announced as soon as the wave length and call number has been secured. It is not the intention of the officers in charge to use the station for a commercial purpose other than it will be used strictly for the Coast Artillery purpose and probably occasional programs will be broadcast from Salem.

The Coast Artillery company which is located in Salem, is composed of 12 members, thirteen of whom are non-commissioned officers. Practically every member is a specialist in his work and the class of work done by this group is of exceptional value and productive. The officers and members of the company are to be congratulated upon securing for this community such an excellent broadcasting set.

VISUALIZES FUTURE HOMES RADIOIZED

Architect and Builder of Tomorrow Will Include Complete Radio Plan

WASHINGTON—(AP)—While it is getting the market reports on one set, mother may be enjoying an auction bridge lecture on another and daughter will be taking a lesson in French or home economics on a third receiver.

This is the "radioized" home of the near future as Maj. Gen. George O. Squire, U. S. A., retired, and former chief signal officer, visions it. General Squire, who is a leading proponent of the utilization of "wired radio," predicts that virtually all city radio will be eventually broadcasting over wires.

"Wired radio" means the hooking up of a receiving set with an electric light or a telephone wire. This can be done, the general says, without interfering with the regular service of these wires.

"Modern steel construction of city buildings has so screened the interiors of these buildings from radio energy that city listeners have a program service much inferior to the isolated farmer with his antenna, dry batteries and excellent receiving set," said General Squire.

"Broadcasting in cities is already practically conducted by wire. In my own hotel, for instance, the radio receiving set is in a special room for the guests. It is invariably turned from Station WRO which is perhaps a mile. It is linked up with a big network. The programs are amplified far better than any individual could make up himself, so that everyone accepts this program as his radio entertainment for the day. As a matter of fact when President Coolidge speaks from Pittsburgh, instead of being radio, as it is called, as far as my hotel is concerned it is almost as if a wire proposition had only about one mile of it is radio. In this one mile of radio that introduces all the trouble to the program. If I could move my set down to the local station and connect it directly to the wire, there would be no fading, no static, no day and night effect and no seasonal changes.

"Two vast wire networks, the telephone wires and the electric lighting wires, are already laid by cities in millions of American homes. Millions of these networks could be used for program dis-

WALD HEARS RADIO PROGRAM FROM JAPAN

In Early Morning Hours Tunes In On Station 7,270 Miles Away

The early morning hours were still in silence everywhere was unbroken. Arthur Wald, of Hoboken, New Jersey, could not sleep. He had been restless all the night.

He got out of bed and for diversion turned on the radio. Out of the stillness came a voice. It sounded like a Chinese voice. He remarked so to himself. Then he heard the station call in English "JOAK, Tokyo." He listened and there was music—bits of oddities on the program. Suddenly, it ceased.

What had happened began to dawn on Wald. He had listened to a Japanese station, 7,270 miles from Hoboken. But dared he tell his friends that? No it would not do. They would disbelieve him. It couldn't be true.

So Wald determined to verify the radio feat. He wrote to the Japanese station, told what he had heard. A reply came with prompt assurance that he really had heard the station. He sent the reply with details of the story to the Zenith Radio corporation, in Chicago, makers of his set, and announcement of the long distance reception record was made.

It established a new world record for radio reception.

The Salem Music company is the local agent for the Zenith radio. Practically all models are carried in stock. Howard B. Churchill is the expert radio mechanic who is available at any time to correct trouble in the sets.

The Zenith corporation was one of the first in the radio field, working on a model as early as 1915. Commander Donald B. MacMillan, the explorer, used a Zenith on his trip to the Arctic.

Radios of this make are more expensive than others, but the quality, its simplicity of operation, and fine operation under any and all conditions have stamped them as of the best manufactured.

LISTEN IN

- SUNDAY MORNING**
- 12:00-9:00—KXL (200), Sleep Wreckers.
 - 8:30-9:15—KQW (492), Comic strip reading.
 - 9:15-10:00—KXL Morning musical.
 - 10:00-11:00—KXL Courtesy program.
 - 10:30-12:00—KTRB (283), First Presbyterian church services.
 - 11:00-12:00—KWBS (200), Musical program.
 - 11:00-12:00—KWB (200), Musical program.
 - 11:00-12:00—KQW Services from Lincoln Memorial Baptist church.
 - 12:00-1:30—KXL First Methodist church services.
- SUNDAY AFTERNOON**
- 12:00-1:00—KXJ (225), Organ recital.
 - 12:30-1:30—KXL Courtesy program.
 - 1:00-2:00—KXJ Studio program.
 - 1:30-2:00—KXL Flanigan.
 - 2:00-3:00—KTRB Semi-classical music.
 - 2:00-2:30—KXL Musical program.
 - 2:30-3:00—KQW Concert orchestra.
 - 3:00-4:00—KXL Feature program.
 - 3:00-4:30—KQJN (219), Shrine band and dances.
 - 4:00-5:00—KQW Concert choir.
 - 4:00-5:00—KXL Courtesy program.
 - 5:00-6:00—KQW Musical program.
 - 5:00-6:00—KXL Evening musical.
 - 6:00-6:30—KTRB Varieties musical.
- SUNDAY EVENING**
- 6:00-7:00—KQJN (219), Organ concert.
 - 6:00-8:00—KXL (250), "Music."
 - 6:00-8:00—KQW (240), Concert trio.
 - 8:30-9:30—KQW (427), NBC program.
 - 7:00-8:00—KQJN, Minnie Pals orchestra.
 - 7:30-8:00—KQW Flanigan.
 - 7:30-8:30—KXL Mt. Taber Presbyterian church services.
 - 8:00-8:30—KQJN First Church of Christ services.
 - 8:00-9:00—KXL As Trip to China.
 - 8:00-9:00—KQW Courtesy program.
 - 8:30-9:00—KQW NBC program.
 - 8:30-9:00—KQW NBC program.
 - 8:30-9:00—KQJN Musical comedy hour.
 - 9:00-10:00—KXL Bible school program.
 - 10:00-11:00—KQW Symphony orchestra.
 - NBC—6:30, 8, 9, company program; 9, Great Moments of History; "Lewis and Clark Expedition"; "Knox—Los Angeles (468), 6:20, NBC; 7:30, Handel's Messiah; 8, organ; 9, NBC; 10, orchestra.
 - KOA—Denver (228), 6, concert; 6:45, church services.
 - KNX—Los Angeles (337), 6:30, church services; 8, orchestra; 9, violinist.
 - KGO—Oakland (284), NBC; 7:30, church services; 9-10, NBC.
 - KFOA—Seattle (447), 6:30, NBC.
 - KPD—San Francisco (432), 8, orchestra; 8:30, NBC; 7:30, organ; 8:30-10, concert orchestra.
 - KPOB—Long Beach (542), 6, 6:15, concert orchestra; 7, Eugene twins; 7:45, church services; 9.
 - KMTR—Hollywood (508), 6:15, 6:30, concert; 7, orchestra; 8, orchestra.
 - KOMO—Seattle (308), 6:30, NBC; 7:30, Bible students; 8, church services; 9, church services.
 - KTAB—Oakland (280), 7, vesper services; 7:45, church services.
 - KRWB—Hollywood (421), 7:30, music; 8, light opera; 9, news; 9:10, ragtime review.
 - KRWB—San Francisco (454), 8, talk; 8:30, orchestra; 8:30, dance orchestra; 10-12, dance orchestra.
 - KMIO—Tacoma (254), 6, trio; 7:30-9, church services.
 - KJB—Seattle (348), 7, organ; 7:30, church services.
- MONDAY MORNING**
- 7:15-7:30—KQW (422), Health exercises.
 - 8:00-9:00—KXL (200), Evening Up program.
 - 9:00-10:00—KXL Portland Early Bids.
 - 9:15-10:00—KXJ (249), Patis Cooks.
 - 10:00-11:00—KQJN (219), Housewife's hour.
 - 10:00-11:00—KQW Household help and music.
 - 10:00-11:00—KXL Housewife's hour.
 - 10:00-11:00—KXL Little Housewife.
 - 11:00-12:00—KWBS (200), Shopping club.
 - 11:30-12:00—KXL Courtesy program and market reports.
- MONDAY AFTERNOON**
- 12:00-12:30—KXJ Noon concert.
 - 12:00-1:00—KQJN Organ concert.
 - 12:00-1:00—KTRB (283), Music and weather reports.
 - 12:30-1:00—KXL Community broadcast.
 - 1:30-4:00—KXL Courtesy and musical programs.
 - 1:30-2:00—KXL Concert.
 - 1:30-2:00—KTRB (283), Musical program.
 - 2:00-2:30—KQJN Add news and music.
 - 2:00-2:30—KWBS (200), Concert.
 - 4:00-5:00—KQW Music.
 - 5:00-5:30—KXJ Twilight music.
 - 5:00-5:30—KQJN Soap-Punny Times.
 - 5:30-6:00—KXL "Our Gang."
 - 5:30-6:00—KQW "The New Year."
 - 5:30-6:00—KQJN MONDAY NIGHT
 - 6:00-6:30—KXJ (249), "Our Gang."
 - 6:00-6:30—KQW (422), "Twilight Song."
 - 6:00-6:30—KQW (422), Dinner concert.
 - 6:00-6:30—KXL (210), Evening program.
 - 6:00-6:30—KQJN (219), Dinner concert.
 - 6:00-6:30—KTRB (283), Dinner concert.
 - 6:30-7:00—KQW Dinner orchestra.
 - 6:30-7:00—KXJ News, stocks and live stock.
 - 7:00-7:30—KQW Orchestra.
 - 7:30-8:00—KXL Courtesy program and musical program.
 - 7:30-8:00—KQJN Entertainment guide and news.
 - 7:30-8:00—KQW Entertainment guide.
 - 7:30-8:00—KXL Concert trio.
 - 7:30-8:00—KQW "News, talk and news."
 - 8:00-8:30—KQJN Special program.
 - 8:00-8:30—KQW "Night Club."
 - 8:00-8:30—KQJN NBC program.
 - 8:00-8:30—KQW Studio program.
 - 8:00-8:30—KQJN Italian music.
 - 8:00-8:30—KQJN Apollo's Yuletide program.
 - 8:00-8:30—KXL NBC program.
 - 8:00-8:30—KQW NBC program.
 - 8:00-8:30—KQW NBC program.
 - 8:00-8:30—KQW NBC program.

ANTENNA VITAL FACTOR IN RADIO

Many People Do Not Give Enough Attention To Erection of Wires

"Many radio owners do not give enough attention to the erection of their house wiring, or 'Antenna' as it is known among radio dealers," says Francis P. Lichty, radio expert for the Sherman-Clay music dealers of this city. "There is nothing to be gained in continually working on the operation of the radio, proper if the aerial has not been first correctly constructed. The following instructions may be of interest:

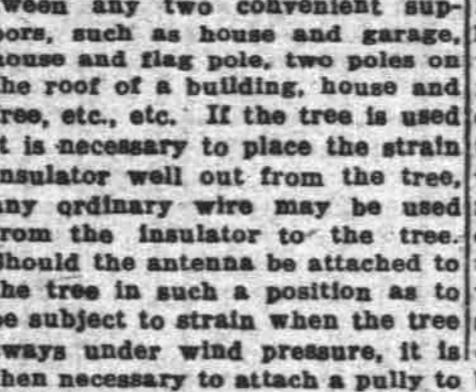
The Antenna, when properly erected is, perhaps, the most important accessory to the perfect radio set. The electrical energy of the radio wave is so small that it ALL must be conveyed to the set to get the best results. It follows that the reception of your set will be in direct proportion to the efficiency of your antenna.

Choose a location for the antenna which will make the "lead in wire" as short and direct as possible. Care should be taken to raise the aerial wire to at least 25 feet above the ground and at least 4 feet above a roof, if stretched

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Philadelphia (AP)—A new word in the radio vocabulary emanates from Temple University, Philadelphia. It is "Career-o-Logue," and means, according to the university authorities, a radio talk having for its object the helping of serious-minded young people in their choice of a career. It has been applied to a series of talks on careers, to be broadcast under the auspices of the university during the winter.

New Radio and Electric Shop Opens in Salem

Mr. and Mrs. H. A. Gobbert have just opened a radio and electric shop at 1330 State street in the Hartwell building. The new store will handle the Shamrock line of radios as well as electrical appliances of all kinds, light globes, fuses, etc. Mr. Gobbert was formerly connected with one of the largest radio supply jobbers in Los Angeles and has had opportunity to secure first hand information on all different types of radios and so well qualified as a radio expert. He opened his first radio shop at 240 State street which was known as the Upstairs Radio Shop. The new location at 1330 State street gives more room for his growing business and a ground floor location.

"Career-o-Logue" New Word Coined in Radio

Philadelphia (AP)—A new word in the radio vocabulary emanates from Temple University, Philadelphia. It is "Career-o-Logue," and means, according to the university authorities, a radio talk having for its object the helping of serious-minded young people in their choice of a career. It has been applied to a series of talks on careers, to be broadcast under the auspices of the university during the winter.

Special 75c Dinner

Choice of Fresh Shrimp Cocktail with Thousand Island Dressing Cream of Oyster Soup

RELISH
Sweet Pickle and Celery Fruit Salad

Choice of Barbecued Chicken with Cranberry Sauce Breaded Pork Tenderloin with Country Gravy Individual Chicken Pie with Cranberry Sauce Roast Pork with Sweet Potatoes Creamed Peas Choice of Mashed or Buttered Sweet

DESSERTS
Chocolate Cake Nuts and Custards Home Made Pie—Apple, Hot Mince, Cherry, Pumpkin and Butterscotch.

The Nook
MEMA LEVY, Prop.
270 N. High St.
Take a Barbecued Chicken Sandwich Home with You.

ATWATER KENT RADIO



See the saving we pass on to you

AT last, the economies of mass production are realized. The world's greatest radio is now lowest in price. Tremendous savings effected by automatic production make possible a sensational price reduction for the 1928 season, beginning now. We are here to pass this saving on to you.

Atwater Kent Radio is recognized the world over as the highest development of radio—the most satisfactory and certain in performance, most durable, the most finely constructed.

Compare it with other sets. Be convinced it has no superior at any price.

Then reap the benefit of this amazing drop in price resulting from universal demand. Come in and get your demonstration today.



Model 35, a powerful One Dial, six-tube Receiver with automatic volume control in 100 tones of varied reproduction. Ideal for a splendid winter holiday gift. \$26

Model 33, a powerful One Dial, six-tube Receiver with automatic volume control in 100 tones of varied reproduction. Ideal for a splendid winter holiday gift. \$54

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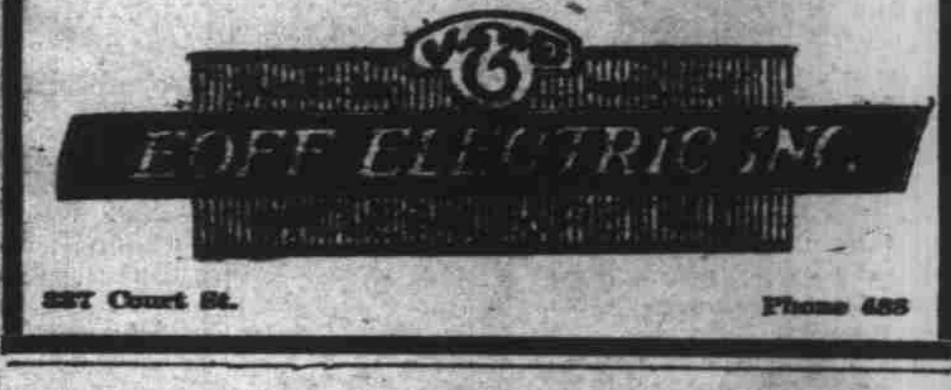
In speech and music brought to your home so vividly—so faithfully—that the eloquent orators, famous orchestras, and great soloists of the land will seem living personalities in your presence.

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Your Next Set? - What will it be? - How can you decide?



The BREMER-TULLY COUNTERPHASE

has been little advertised in the past because demand has exceeded supply. Satisfied customers for six years have been telling their neighbors. "If it's a B-T it's the best," is what they say. Others may make greater claims, but B-T prove it in performance. B-T is greater today than ever, and stronger. There is \$25,000,000 behind the COUNTERPHASE distribution. B-T engineering ability has always kept ahead of competition. B-T circuits are protected by patents. Every B-T product has been a great success. After all—the manufacturer's past record is your only real insurance! How else can you decide? Have you seen the 30-page B-T Booklet? Your copy is here.

Salem Radio Sales

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