

Enjoy the Radio Programs This Winter



TEN FINEST YOUNG SINGERS COMPETE

Musical Rivals To Sing Far Radio Tonight In Great National Contest

Youth's dreams of stepping into the place of grand opera idols and renowned concert singers will be realized by America's ten finest young amateur singers next Sunday night, December 11, when they will replace the world's leading musical artists in providing the program for the entire Atwater Kent Radio Hour, broadcast from stations WEA, New York, WGN, Chicago, and the rest of the "red" network's 23 radio stations, beginning at 9:15 p. m., eastern standard time.

These ten ambitious youths and young ladies have won the singing championships, first, of their home cities; next, of their home states, and recently of their sections of the nation, in preliminary contests of the National Radio Audition, which the Atwater Kent Foundation is sponsoring. Next Sunday they will compete in finals of the Audition for national awards of \$17,500 in cash, musical scholarships and gold decorations.

The musical rivals, and sections they will represent in the finals at New York, are:

THE EAST—Miss Marie Healy, 17-year-old high-coloratura soprano, of Manchester, New Hampshire, and Wilbur W. Evans, 22-year-old bass-baritone, West Philadelphia, Pennsylvania.

MID WEST—Miss Marie Bronarsky, 18-year-old coloratura soprano, Chicago, Illinois, and Harold A. Klanek, 23-year-old baritone, Flint, Michigan.

THE SOUTH—Miss Mary Bowe Sims, 23-year-old coloratura soprano, of Richmond, Virginia, and Ben P. DeLoach, Junior, of Asheville, North Carolina.

SOUTHWEST—Miss Agnes Davis, 24-year-old lyric soprano of Denver, Colorado, and Libero Mitchell, 22-year-old baritone of Galveston, Texas.

FAR WEST—Miss Emilia Da Prato, 20-year-old lyric soprano, of South San Francisco, California, and Ted A. Roy, 22-year-old tenor of Corvallis, Oregon.

Each soloist will sing one of his favorite selections for the largest radio audience ever assembled to hear amateur vocalists.

RADIO SERMONS STIR FAITH OF SHUT-INS

Invention Enabled Many To Share In Religious Services Over Country

By H. C. CHAS. S. McFARLAND (General Secretary, Federal Council of the Churches of Christ in America.)

Whatever may be the outcome of the alleged fictitious warfare between science and religion, it is in that science has had and is having a deep effect upon religion. This is especially true of scientific invention. Whether this influence be for good or ill depends on the extent to which religion avails itself of the opportunities laid at its door by science.

No invention of modern times has been more significant in this direction than that of the radio. It has already enabled multitudes of the disabled and shut-in to share in religious services with their fellowmen. To multitudes of others, remaining within their homes for a less valid reason, it has brought the message of religion anew. So far as can be judged, it has not seriously injured church attendance, and it may be believed that it will increase it. As people become interested in religion, they will be more likely to seek it in association with their fellowmen in the house of worship. In any event, the wide spreading of the message of religion to the multitudes more than compensates for any minor or incidental losses.

From time to time, as occasion offers, the great messages of the Church should be voiced by thoughtfully selected leaders, interpreting religion not only in relation to personal life, but also in what it has to say upon the great questions of human society, on religion in industry, on international friendship, justice and good will, on race relations between white and black, white and yellow, Jew and Christian, setting forth the part and place of religion in all the educational aspects of human life. Many such

messages would be common to Roman Catholic, Protestant and Hebrew faiths. Special religious services are to be held Christmas week, Holy Week and Easter, including the rendering of the great religious oratorios, whose beauty appeals to all mankind.

Religion, rightly conceived and interpreted, is a unifying and not a humanly divisive influence. The radio has already gone far to prove this. It is a matter of common knowledge that Dr. Cadman and Dr. Folsieck are not heard simply by a sectarian congregation. The radio is doing and will do much for religious unity, for which all earnest men and women prayerfully seek.

The religious message from the radio, as far as regulated by the national agencies, must have certain clearly defined policies. First of all, the message should be constructive. The radio must not be given over to the iconoclast for vituperous and defamatory tearing-down, but to those whose message builds up personal and social life.

It must not be sectarian, for the purpose of mere denominational or organized propaganda, but for the purpose of presenting those broad claims of religion which touch the human heart.

The National Religious Radio Committee has discouraged the broadcasting of national religious services during the time of the Sunday forenoon services of the churches, and has recommended that national agencies do not broadcast individual church services.

Ministers and religious leaders are already asking—What is going to be the effect of radio on religion? One cannot forecast in detail, but two things are certain. It is going to have a far-reaching effect, and its nature will largely depend on whether or not religion through its organized form will be big enough to avail itself of this great opportunity which science is placing at its disposal.

LISTEN IN

SUNDAY MORNING
 12:00-9:00—KXII (220). Sleep Wreckers.
 8:30-9:15—KGW (492). Comic strip reading.
 9:00-11:00—KXII (220). Musical program.
 10:30-11:00—KXII (220). First Methodist church service.
 11:00-12:00—KGW. Sunnyside Congregational church service.
 12:00-1:00—KGW. First Methodist church service.

SUNDAY AFTERNOON
 12:00-1:00—KXII (220). Pipe organ.
 12:30-2:00—KXII. Afternoon presentations.
 1:00-2:00—KXII. Semi-classical program.
 1:00-2:00—KXII. Studio program.
 2:00-3:00—KXII. Musical concert.
 3:00-4:00—KGW. Concert.
 3:00-4:00—KXII. Municipal concert from Civic Auditorium.
 4:00-5:00—KXII. Symphony orchestra.
 4:00-5:00—KXII. Evening presentations.
 5:00-6:00—KXII. Concert.
 5:00-6:00—KXII. Varied program.
 6:00-7:00—KXII. NBC program.
 7:00-8:00—KXII. NBC program and concert.
 8:00-9:00—KXII. Little Symphony orchestra.
 9:00-10:00—KXII. Art orchestra.
 9:00-10:00—KXII. NBC program.
 9:00-10:00—KXII. NBC program.
 9:00-10:00—KXII. NBC program and concert.
 10:00-11:00—KXII. NBC program.

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USL BATTERY SERVICE STATION

CALL FOR THE RADIO PLAYWRIGHT!



Is the Shakespeare of radio near at hand? Wilda Wilson Church, director of the KGO Players of San Francisco, says the time now is ripe for such an impresario. "Technicalities of presentation have been perfected," she says. "Now we want the playwright." Photo shows Bert Horton, KGO player, left; John D. Barry, playwright, and Mrs. Church, who is signaling Barry for "More voice, less gesture."

KGO—Oakland (284). 5:30, NBC; 6:30, NBC; 7:30, church services; 9, NBC; 10:30, church services; 7:45, church services.

MONDAY MORNING
 7:15-7:30—KXII (240). Early riser program.
 7:30-8:00—KXII (240). Part 2. Cooke's program.
 8:00-10:00—KXII (240). Staff artists.
 9:00-10:00—KXII (240). "Venetian House." Mos Cow program.
 10:00-11:00—KXII (240). Musical program.
 10:00-11:00—KXII (240). Dance entertainment.
 10:00-11:00—KXII (240). Dance orchestra.
 10:00-12:00—KXII (240). Live wire and variety program.
 11:00-12:00—KXII (240). Shopping guide.

MONDAY AFTERNOON
 12:00-12:30—KXII. Noon concert.
 12:30-1:00—KXII. Organ concert.
 1:00-2:00—KXII (240). Weather report and concert.
 2:00-3:00—KXII. Afternoon presentations.
 3:00-4:00—KXII. Afternoon presentations.
 4:00-5:00—KXII. NBC program.
 5:00-6:00—KXII. NBC program and concert.
 6:00-7:00—KXII. NBC program.

EVERYTHING COMPLETE! RADIO BARGAIN! ELECTRIFIED! ONLY \$153.50

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This unmatched radio BARGAIN PRICE is on the complete Combination ONLY. Positive no sets or equipment in this offer will be sold separately except at list prices.

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There is ONLY ONE WAY you can get the advantage of this great saving: Come to our store and see the Combination for yourself. Come TODAY!

Electrically Operated

This perfect combination will be delivered to your complete—all ready to plug in on your house electric current.

You are saved the trouble and expense of the usual "A" storage battery and all dry-cell "A" and "B" batteries! The Famous Philco AB Socket Power gives maximum "A" and "B" radio power as constant and reliable as your electric light current. Your radio switch controls everything. As simple as turning on your electric light.

RADIO HEADQUARTERS
 175 S. High St. Phone 1161 Salem, Oregon

CONCERT SOPRANO TO SING OVER ABC

Alma Peterson May Be Heard on Radio Thursday Evening In Concert

Next Thursday the artist broadcast on the A-B-C chain will be Alma Peterson, brilliant grand opera and concert soprano, who for five seasons sang leading roles with the Chicago Grand Opera.

This will be the third concert of the A-B-C "famous artist" series offered to Northwest listeners by the American Broadcasting Company, operating stations KEX, Portland; KJR, Seattle; and KGA, Spokane, known as the "ABC" chain. These artist recitals, originating in Portland, are broadcast every Thursday from 8:30 to 10 o'clock through the courtesy of Sherman, Clay & Company, and are released simultaneously by all three stations.

Alma Peterson is a soprano of the dramatic type, and is said to have one of the most beautiful voices of the day. She is an American girl, born in Minnesota, and received her early vocal training in St. Paul.

She soon attracted the attention of Chicago music critics and was engaged by the Chicago Grand Opera, where she remained for five years. Not satisfied with this attainment Miss Peterson went to Milan, Italy, for further study, and on her return to Chicago continued her coaching under Herman Devries. She appeared literally hundreds of times with the Chicago Opera, and has been engaged as soloist with several of the major symphony orchestras.

Miss Peterson is utterly at home in the roles of "Leonora" in Trovatore, "Elizabeth" in Tannhauser, "Elsa" in Lohengrin and one of her favorites is "Aida". Her accompanist Thursday night will be David Campbell, who will also be heard in solos.

STEINITE'S PLANT GROWING RAPIDLY

H. L. Stiff Furniture Company Local Agents For This Radio

Atholson, Kansas, boasts the fastest growing radio factory in the West, according to Fred W. Stein, president of the Steinite Radio Company, Inc. Mr. Stein is a pioneer in the manufacture of a batteryless radio set. His product last year swept the popular price

Chicagoans Seeking Selectivity de Luxe

CHICAGO (AP)—With the Monday silent night a thing of the past for this reception area, those listeners who build their own are beginning to concentrate more than ever on the receiver that will cut through the locals.

An increased inquiry to dealers has been noted, and most of these have related to some of the new ten tube hookups that have recently appeared. Even the manufacturer receiver is receiving attention in this connection.

Even the new quarters are rather cramped, Mr. Elwell goes on to explain, and in view of the fact orders for more than 10,000 Steinite electric receivers have been received since the first set was shown in Chicago a few months ago, increased factory space must be obtained as soon as possible. H. L. Stiff Furniture Co. sons having pianos, violins and

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other stringed instruments may now check their tuning by radio. Every night at 8 p. m. the sharp and resonant tone of 440-A Pitch is sounded from Station KEX of Portland.

Three distinct beats are given, with time enough between for a listener to strike the "A" key of the piano to ascertain if it is true and similarly test other instruments.

The service is considered particularly helpful to mountaineers and persons in other isolated districts.

"MAYDAY" MEANS HELP
 The Radio Commission has coined a word to be used as a distress signal in the same manner as the SOS of telegraph. The word "MAYDAY" has been given official sanction for use in vocal messages. It is taken from the French "M'aider," meaning "Help Me," being the phonetic spelling of that phrase.

RADIO

For Christmas

PLEASURE THAT NEVER FADES, A LIBERAL EDUCATION, AND A FAMILY COMPANIONSHIP SUCH AS YOU CANNOT BELIEVE—THESE ARE A FEW OF THE THINGS YOU GIVE WHEN YOU PRESENT YOUR FOLKS WITH ONE OF OUR RADIOS.

The Steinite Electric Radio

Has Eliminated the Eliminators

In the Steinite Electric Radio you will find the absolute simplicity, the freedom from "fussing" and the perfect performance you have always wanted in your radio set.

In one single stroke the Steinite Electric Set completely does away with batteries in every form, also battery substitutes, such as A and B eliminators. No acids, liquids, chemicals or outside attachments.

It is a completely self-contained unit, operating direct from the electric light socket, using reliable standard tubes, giving a powerful, deep, velvety smoothness of tone equalled only in the broadcast studio.

As easily operated as an electric iron or toaster. Consumes less than one-cent's worth of current for a whole hour's entertainment.

The steady unflinching, limitless power supply of your electric light socket enables the STEINITE to bring in distant stations with plenty of volume. You hear the big "boom—boom—boom" of the bass notes. High tones are reproduced with liquid purity.

Amazing Performance!

You get distant stations without even a hint of distortion! And you never tire of Steinite's rich, mellow tone! Six tubes—and two illuminated dials. It operates on a penny an hour! Remember—when you make comparisons—that the Steinite has absolutely no outside attachments!

Before you consider any radio, arrange to see and hear the Steinite! There is no longer any reason for anybody to endure the annoyance and bother of old-fashioned radio—when Steinite offers modern electrical operation, at America's lowest price! Licensed under R. C. A. Patents.

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Also the Philco Socket Power which runs the Radio from the Light Socket

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