

NEW AND DEFINITE STAGE ANNOUNCED

Pooley Double Horn Speaker Patented For Special Use With Radio

PHILADELPHIA, Pa.—A new and definite stage in radio development was reached today with announcement by the Pooley Company of the patenting of the new speaker to be used with a special Atwater Kent reproducing unit.

The perfection of this device and its protection through the Patent Office in Washington are considered one of the most important developments in tone reproduction during the present year. This new type of horn speaker has been developed entirely by the Pooley Company, which for the past twenty-odd years has been building and experimenting with reproducing instruments.

Since the new and improved type of phonograph has been placed on the market, those who have made a special study of the subject agree that the larger the horn—both in length and area at the mouth—the better the tone range, provided, of course, the taper of the horn is properly matched with the reproducing unit and the size.

The new Pooley double horn speaker has been scientifically designed to amplify sound waves evenly, accurately, completely. Its length is important. It is approximately five feet long. Its construction is such that the tones from the reproducing unit are carried through a cast iron tone conductor or goose neck—cast iron because that is the best available metal having no resonant tone of its own—to an enclosed compartment or tone separator, which is one of the exclusive features of this speaker.

The tone separator is not made of a solid block of wood, because such a block of any size would tend to vibrate.

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water Kent low impedance reproducing unit, and in the assembly and installation of the entire equipment, the same suspended floating arrangement that has been used so successfully in the past is again employed. Being a floating horn any resonant features which the cabinet itself may contain cannot in any way effect nor tend to distort the natural reproduction.

SIMPLICITY AND BEAUTY ATTRACTS

Set Simple Inside and Out; Accounts For Perfection of Work

Simplicity, beauty and performance, at a lower price than anything comparable on the market, characterize the new "A. C." receiver set brought out this week by A. Atwater Kent, Philadelphia radio manufacturer and broadcaster. The receiver is distinctive in both appearance and mechanical design. In it, Mr. Kent has reduced the complicated mechanism of the house current set to the utmost compactness and simplicity and has added a feature which has proved so popular in the automobile field during the past two seasons—color combinations which give richness, beauty and quality, making the set unusually attractive in an artistic sense.

The new set is gracefully proportioned and is smaller than any complete A. C. set thus far offered. It is only 17 1/4 inches long and 7 1/2 inches high, yet it houses everything except the speaker. All the A. B. and C battery power comes through a built-in tone separator, which is one of the exclusive features of this speaker.

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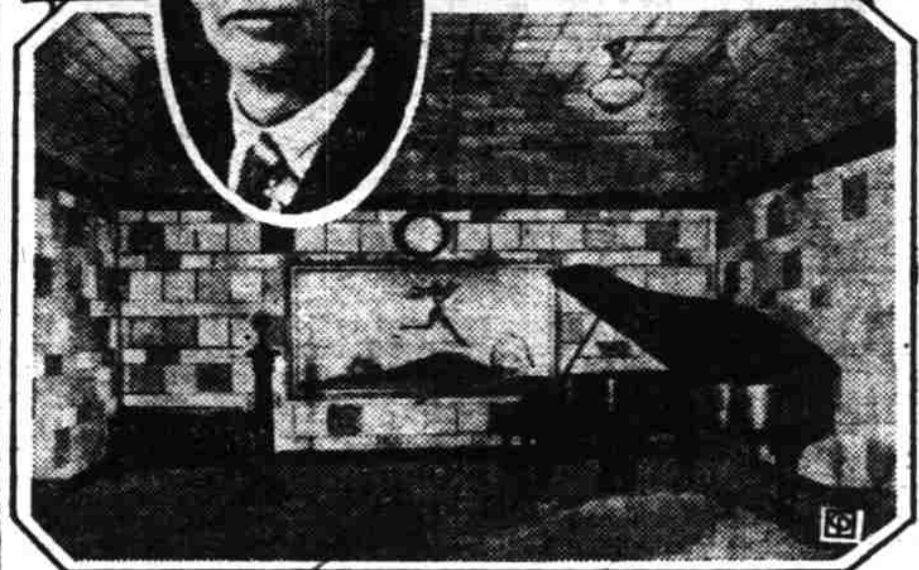
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FEW YEARS REVOLUTIONIZE RADIO



Broadcasting's tremendous growth within the past seven years is emphasized by these two photos of Radio Station KDKA at Pittsburgh. Above, the station in 1920, photographed during the broadcasting of the Harding-Cox election returns, which, according to station officials, is the first organized radio program ever presented. Note the box-like microphone in the hands of the man without the receivers on his hands. Below, the artist's room of the present station, which is larger than the entire pioneer station. Insert is of Frank Conrad, station engineer, who put the first Westinghouse station on the air.

One of them, Maurice Menjard, deaf but not mute, who is an automobile builder and is reputed to be a remarkable driver, gives his conviction that the loss of speech and hearing does not make his fellows unsafe on the road. He reminds the public that a driver who ultimately becomes deaf is not deprived of his license to drive although he is less to be trusted. A deaf person who passes a driving examination in spite of his affliction and also has had the training and experience in overcoming the disadvantages of his physical defect.

The year 1927 made radio history in several important respects. A basic law for radio control and regulation was passed by Congress. Television, or "seeing by radio," was accomplished and widely demonstrated. The lamp socket receiving set became a commercial product, merchandised on a large scale. Adequate radio channels have been cleared, reaching into

every home. And by international agreement among 70 nations future operations and development in the whole radio spectrum have been outlined and protected from interference.

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SEES DEVELOPMENT FOR RADIO IN 1928

Considerable History Made In 1927; Fields Opening All the Time

By O. H. Caldwell

WASHINGTON, (AP)—During 1928 the spotlight of public interest in radio will turn upon the long reaches of the radio spectrum below the broadcasting band. For invention and commercial development these channels form a vast terra incognita, in which pioneers are now exploring and staking their claims.

In the short wave region we may expect during the year a rush of applications for channels which in its commercial, industrial and economic reverberations will make the recent episode in the broadcasting band seem mild by comparison. Aside from all other communication demands, it is clear that future aviation progress will depend wholly on these short waves for communication to airplanes in flight.

In the broadcasting band through various methods of synchronizing the carrier frequently of stations we may succeed in multiplying by several times the carrying capacity of existing channels for regional stations. Chain station operation on but three or four frequencies instead of 15 or 20 may further economize our precious channels. Single sideband transmission may cut the present 10-kilocycle separation nearly in two, further doubling the channels. Meanwhile broadcasting service in cities during 1928 may start on its inevitable transfer to local wire systems, telephone or electric light, leaving space to radio to serve the open spaces and rural communities.

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Seeks New Honors



Winston Kratz, of Louisville, Ky., captain of the University of Wisconsin swimming team, is out to repeat his success of last year when he won the Big Ten and national collegiate titles in the breast stroke. He is rated as one of the best young swimmers in the country.

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IMPETUS PROVIDED MUSIC BY RADIOS

Difficulties Being Overcome and Music Brought Into Majority of Homes

NEW YORK (AP)—Three more years of radio and the United States will be the most musical country in the world.

This is the vision of the future forecast by Walter Damrosch, former conductor of the New York Symphony Orchestra, in reviewing for The Associated Press the musical accomplishments of 1927.

Mr. Damrosch, who is music counsel for the National Broadcasting company, predicted that at the end of these three years, the United States will also show an increase in its own creative musical artists.

"The last years have seen a further technical improvement in American composers," said Damrosch. "Their scores are now technically more perfect and the theory of music has been well learned. All they must do now is to get the great American thought and put it into their music, as the Germans, the Italians, the French, and the Austrians have done."

"This country has been behind in music appreciation and accomplishment," he continued, "merely because of its youth and its size. During the last few years there has been marked improvement in the big cities, but the rural communities have remained still remote and cut off from any musical opportunities."

"The radio is overcoming this difficulty, and through its powerful agency fine music is being brought into every home, no matter how isolated.

"This past year has brought the most marked improvement in the national music consciousness, and now that we are at the start of another year we can look back with an appraising gaze.

"The development of the radio has been the largest single factor in this improvement, but in its wake have been many others of equal importance."

Damrosch, whose series of popular and explanatory concerts

with the New York Symphony over the radio have proved so successful, stated that the United States has come to lead the world in the matter of symphony orchestras, with five of its fifteen organizations considered the finest in the world.

When he took over the leadership of the New York orchestra 42 years ago, at the death of his father, who established the organization, there were but three symphony orchestras in the country.

"Opportunities for young students to learn their art have increased markedly," he continued. "The young American of real talent has just as fine opportunities of training here as he would have in the older countries."

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WILLAMETTE VALLEY'S LARGEST MEN'S And BOYS' STORE

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