

## LOCAL SINGERS WILL COMPETE

Audition Contest to Be Held  
In Salem Soon Says  
Mrs. W. A. Denton

Although much interest has been manifested among the younger singers, both boys and girls, in the local audition contest under the auspices of the Atwater-Kent foundation, Mrs. Walter A. Denton, local chairman, has decided to postpone the event until early October in order that a larger entry list may be obtained. It had been planned originally to hold the contest this week.

The date has not been set definitely, but it will be in the early part of October, as the state contest will be held October 21 and local winners' names must be forwarded before that time.

Entry blanks have been left at the Salem chamber of commerce offices, and may be obtained there or from Mrs. Denton.

In last year's local contest 18 young people were entered. The winners were Mrs. Genevieve Howard and Edward Fisher. They competed, as will the winners this year, in the state contest which was broadcast over radio KGW, Portland.

The winners there are entered in the national contest, for which attractive prizes in the way of opportunities for additional instruction in vocal music, are offered.

## MANY BUY RADIOS ON INSTALLMENTS

WASHINGTON, Sept. 18.—(AP)—Many people buy radios as they do other things—on the installment plan. Some 4,050 of the 5,737 radio dealers, reporting to the Department of Commerce for the latest quarterly survey of stocks, stated that varying percentages of their total sales of equipment were made on the deferred payment plan.

The remaining 1,687 dealers, who returned the general questionnaire, either did not answer the specific question pertaining to deferred payment sales or reported that no business was transacted by them on this basis during the year. Approximately 3,000 of the dealers stated deferred payment sales amounted to between 50 and 100 percent of the total sales for the year. The remaining dealers advised of transacting between 5 and 45 percent of their business on the deferred payment plan.

Two hundred and eighteen dealers reported that their total business for the year was transacted on the deferred payment plan. Five percent of the total business on this basis was reported by 125 dealers.

The largest percentage of sales on the installment plan were reported by dealers in the Pacific states—Washington, Oregon and California. The lowest percentage of sales on this basis was reported by dealers in the west north central group of states—Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska and Kansas.

## BLIND SCHOOL GIRL RADIO ENTERTAINER

BIRMINGHAM, Ala., Sept. 18.—(AP)—From obscurity in a state school for the blind, Miss Elsie McBride has become, within a few weeks, one of the most popular musical entertainers of this city, all because of a chance appearance before the microphone on WBRC.

A student at Talladega, Miss McBride, who is just 18, was little known as a musician outside of school. Her rich soprano voice and talent for playing her own accompaniments caught the fancy of a patron at a school recital. WBRC heard of her and an invitation to appear on the program followed. She accepted and since has made two other appearances, with increasing success.

## Exports In Radio Apparatus Show Remarkable Gain

WASHINGTON, Sept. 18.—(AP)—Exports of radio apparatus from the United States during June showed a considerable increase, the gain of \$121,596 being substantially greater than the increase shown in May of this year, the Department of Commerce announced. Radio tubes were the only item which registered a decrease.

Argentina was the largest importer of receiving set components, taking equipment valued at \$63,168 while Canada offered a good market for receiving sets and accessories. Australia's chief items of import were receiving sets and receiving sets and receiving set components and accessories.

## Short Radio Wave Signals Stronger

DANVILLE, Va., Sept. 18.—(AP)—Short wave signals from across the Atlantic are beginning to improve, listeners here report. With the days growing shorter and the daylight band across the ocean narrowing, music from PCJJ, Eindhoven, Holland, 31.4 meters, and 5SW, Chelmsford, Eng., is increasing in volume. Particularly in this noticeable with 5SW between 5 and 6 p. m. Eastern Standard time.

## Latest Radio Marvel



J. L. Baird, British television pioneer, has added color to the transmission of light rays. Mr. Baird is shown demonstrating a picture receiver, which reproduces the image at the side of the scanning disc instead of the top, as in American equipment.

## Trade Expects to Finish 2 Million Sets in Year

NEW YORK, Sept. 18.—(AP)—Radio business is looking forward to one of the most active seasons since it became an important unit in the manufacturing industry.

Statistical experts estimate that 2,500,000 new receivers will be placed in American homes before the 1928-1929 season gives way to another year. They say that a big share of this business will consist of replacements.

One influence credited with adding impetus to the interest in radio is politics. The fact that big parties have made plans to make part of the campaign effort through broadcasting is thought to have given rise to an increase in the demand for sets.

Both Bond P. Geddes, executive vice president of the Radio Manufacturers' association, and Harold J. Wrape, president of the Federated Radio Trade association, say that all indications point to a considerable increase in the volume of business over last year.

"I believe that the season now opening," said Mr. Geddes, "will see more than 2,500,000 new receivers in operation. Manufacturers all over the country are unusually busy, and reports to them indicate that the demand is the greatest in several years." "Reports from all important centers," Mr. Wrape said, "point to a great radio year. It is expected to surpass all others in the number of receivers installed." Most of the new receiver models are designed for alternating

improved until tone quality is limited largely by the ability of the receiver to pass the voice frequencies. Speaker overload likewise is becoming less of a worry.

With television beginning to attract the attention of the amateur experimenters, parts manufacturers report a renewed interest in their lines. One firm says that it is receiving 150 to 200 letters a day inquiring as to progress in sight radio. Most of them come from young experimenters.

## Radio Hints

Salem radio fans are reporting that they are getting several of the eastern stations to come through just now in good shape when the conditions are right. WCCO at St. Paul and Minneapolis was reported with good volume last night. They may be located on the dial just above KHJ at Los Angeles. Also Shreveport La. (KWKH) coming in quite regularly being between KGO and KHJ. Council Bluffs, Ia. (KOIL) is also coming through when KOIN at Portland is off the air being on the exact wave length.

Several stations over the country are considering putting in television and it is rumored that one of our most popular Pacific Coast stations expects to have this service available by November 1.

You no doubt read that the Federal Radio Commission have made great changes in the wave lengths of the majority of the Pacific coast stations effective November 11 that should clear the air of hetro-dyning or getting two stations on the same wave length at the same time, thus allowing the eastern stations a far better chance of getting through. So have a little patience with the commission that they may have time to clear the air of this interference.

The Wirt Manufacturing company have announced that they are putting on the market a small, inexpensive device that will control the voltage going into AC operated receivers where the line voltage is not regular, prolonging the life of the tubes and preventing the burning out of so many. There are several of the dealers who already have these in stock and will be glad to supply you with them making the proper installation for you.

## Features On The Air

(Central Standard Time)

WEDNESDAY, SEPT. 19

7:00—Address by Senator W. E. Borah—WOR WADC WAIU WKRC WMAQ WOWO KMOX KMBC KOIL WSPD WHK.

7:00—Philco Hour "The Fortune Teller"—WJZ KPRC KVOO WOWO WOC WCCO WTMJ KYW KWK WHAS KDKA WJR WREN KOA WSB WMC WSM WOAL.

7:30—Palmolive Hour: "Lotus Land"—WEAF WJAX WSM WMC WSB WRC WSAI WGY WGN WDAP KSD KVOO WOC WFAA WTAM WHO KPRC WJW WOW WOI KOA WTMJ WCOO WHAS.

8:30—Buccaneers; Novelty Program—WOR WADC WKRC WGHF WMAQ WOWO KMOX KMBC WSPD WHK.

THURSDAY, SEPT. 20

6:30—Hoover Sentinels; Popular—WEAF WTAM WRC WGY WJW WSAI KSD WOC WHO WOW KVOO WFAA WHAS WSM WMC WSB WDAP WECB.

8:00—Melodies and Memories; Works of Old Masters—WABC WADC WKRC WGHF WOWO KMOX KMBC WSPD KOIL WHK.

8:00—Michelin Men; Quartet and Orchestra—WJZ KDW WJR KYW KWK WREN WLW.

8:30—Thirty Minute Men; Jazz Tunes—WABC WAIU WADC WKRC WGHF WOWO KMOX KMBC WSPD WHK.

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## Southern Girl Is Popular Now as Radio Performer

ATLANTA, Ga., Sept. 18.—(AP)—A pair of dextrous hands that romp from one end of the piano keyboard to the other, and an unusual interpretation of popular music have won nationwide popularity for Miss Louise Hoefer, Eau Claire, S. C., society girl and radio entertainer.

Three years ago, the girl whom radio audiences have christened "dixie fingers," visited in Atlanta in the home of a friend of Lambdin Kay, director of WSB. Kay heard Miss Hoefer play and arranged a piece for her on a WSB broadcast.

"She literally burned up the air from the start," Kay says. "Telegrams and telephone calls came from all over the country requesting numbers."

Miss Hoefer is the daughter of a former mayor and prominent business man of Eau Claire, a suburb of Columbia, S. C. In addition to her talent as a pianist, she is noted for her ability as an interpretative dancer and a singer of "blues" songs.

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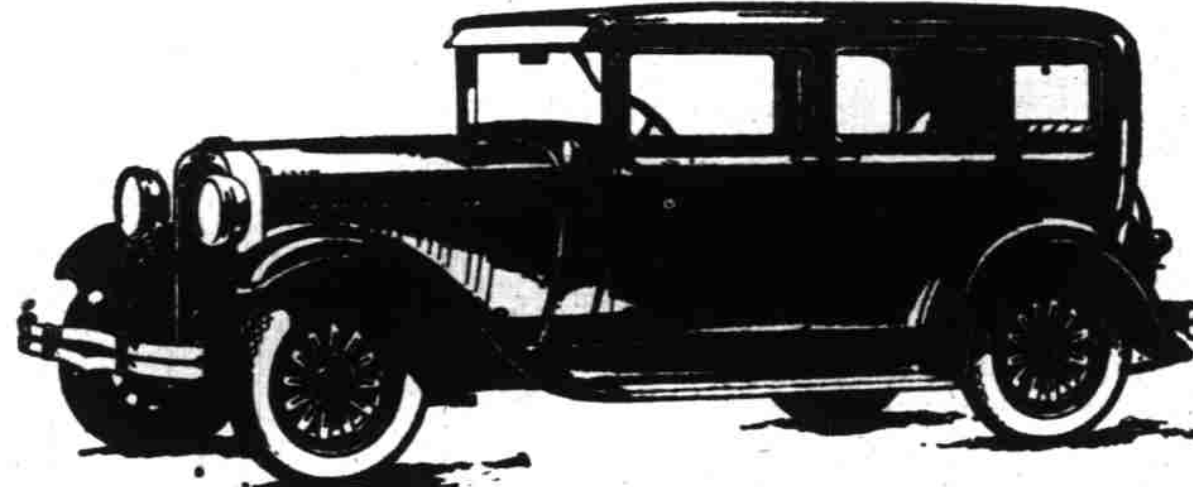
### Radio Headquarters

Chas. K. Denison

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## Bonesteel Motor Co.

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