

# Easier to Tune Stewart-Warner "Magic Keyboard," Finer Tone Are Features of 1939 Model

The Stewart-Warner radio for 1939 is in a class by itself according to Mr. Earle Heider, manager of Heider's Radio and Electric shop, local distributor of the Stewart-Warner line. Outstanding in major improvements, the new Stewart-Warner features easier tuning, improved tone, better reception of all bands including foreign and local, and the "Magic Keyboard." This "Magic Keyboard," automatic tuning is incorporated in all of the new 1939 models and is a new and simplified system that brings your station instantly and accurately at all times.

"It is so simple in operation that even a child can tune it with perfect fidelity," stated Heider. "Every Stewart-Warner is completely new in every detail, not just a 'warmed-over' 1938."  
Heider's Radio and Electric company is Salem's pioneer radio shop. Heider started in the radio business in 1923 and has been actively engaged in this line of work ever since. Employed at the shop are two other radio experts with more than ten years of radio repair business to their credit. This shop is one of the best equipped in the state and offers a unique "drive in" service for car radios.  
Heider's engineers specialize in difficult installations such as installing sets where they have never functioned before due to local interference, large installations with many speakers similar to hospital or hotel conditions, remote control sets with public address systems for use in schools and auditorium.

# Heights People Enjoy 7000-Mile Jaunt by Motor

SALEM HEIGHTS—Just why anyone will go across the ocean to see beautiful places and scenery when this country has such breath-taking beauty, is a puzzle to Mr. and Mrs. Stolze who returned recently from a 7000-mile trip that included sights at Zion National park, Bryce canyon, the Painted desert, the petrified forest and other natural and man-made wonders in Arizona, Oklahoma, Texas, Utah, New and Old Mexico, California and Oregon.

But for a home, they still prefer Oregon.  
The Stolzes went the first lap of their journey with their son and daughter-in-law, Dr. and Mrs. R. M. Stolze and family and her mother, Mrs. B. T. Gregory, of Hartford, Conn. The eastern folk traveled by car and deluxe trailer house, the latter for convenience of Mrs. Gregory, an invalid. At Redmond the local folks joined another party which included their daughter, Neva, with a final reunion with the Connecticut travelers being held by all at Salt Lake City.

### Change in Speakers for Women's Club Reported

SILVERTON—Mrs. Cletus Butsch will be the speaker for the Silverton Women's club Monday, October 10, instead of the scheduled speaker, Mrs. Coble deLespinasse.

# Radio Programs

**KSLM—SUNDAY—1370 Kc.**  
 9:30—Christian Endeavor.  
 10:00—Organ Recital.  
 10:15—Romance of Highways.  
 10:30—Spice of Life.  
 10:45—American Lutheran Church.  
 12:00—Join World Series Baseball.  
 12:30—Men With Wings.  
 2:00—Varieties.  
 2:30—Nation's Playhouse.  
 3:00—Dr. Cochrin, Organist.  
 3:15—Chevy of the Week.  
 4:00—Hanni Magnin.  
 4:15—Henry Woodman Orchestra.  
 4:30—Dickens Day Program.  
 5:00—Nassau Church.  
 5:20—Say It With Words.  
 6:00—Old Fashioned Revival.  
 7:00—Good Will Hour.  
 8:00—Music by Percy Faith.  
 9:00—Songs of Pioneers.  
 9:15—Chico and His Orchestra.  
 9:30—Chevy of the Week.  
 9:45—Jerry Blaine Orchestra.  
 10:00—The Back Home Hour.  
 10:00—Mitchell Ayer Orchestra.  
 10:30—Jose Manzanera Orchestra.

**KEX—SUNDAY—1180 Kc.**  
 8:00—Dr. Brock.  
 8:30—Hollini Trio.  
 9:00—New Ball Hadden.  
 9:00—The Quiet Hour.  
 9:30—Musical Hall.  
 10:00—Hornet and Buggy Days.  
 10:45—Radio Tips.  
 11:00—Magic Key of RCA.  
 12:00—Projecting Louisa Talk.  
 12:15—Lost and Found.  
 12:17—Orchestra.  
 12:30—Oregon State Grange.  
 12:45—Musical Hour.  
 1:00—Family All Stars.  
 1:30—Hanna Kabinoff.  
 1:45—Barry McKinley.  
 2:00—Opera Auditions.  
 2:15—Musical Gomez.  
 2:45—Mister Builder.  
 3:00—Catholic Hour.  
 3:30—Boredom.  
 4:00—Popular Classics.  
 4:30—Argentine Trio.  
 4:45—Orchestra.  
 5:00—Songs We Remember.  
 5:15—Catholic Truth Society.  
 6:00—Orchestra.  
 6:15—Book Chat.  
 6:45—Boredom.  
 7:00—Horace Heidt.  
 7:30—Cinema.  
 8:00—News.  
 8:15—Orchestra.  
 8:30—Catholic Sing.  
 9:00—Dr. Brock.  
 10:00—Orchestra.  
 10:30—Catholic Hour.  
 11:15—Catholic Hour.

**KOIN—SUNDAY—940 Kc.**  
 8:00—West Coast Church.  
 8:30—Major Bowen.  
 9:00—Salt Lake Tidewater.  
 10:00—Church of the Air.  
 10:30—Europe Calling.  
 10:45—Deet's Girls.  
 11:00—Walberg Brown.  
 11:30—Farmer Takes the Mike.  
 12:00—Everybody's Music.  
 1:00—Lutheran Convention.  
 1:30—Texas Rangers.  
 2:00—Old Songs of the Church.  
 2:30—The Year.  
 3:00—Silver Theatre.  
 3:30—Laugh Lines.  
 4:00—Deep River.  
 4:15—Strange as It Seems.  
 4:30—News.  
 4:45—Preferred Program.  
 5:00—Mercury Theatre.  
 6:00—Evening Hour.  
 7:00—Hollywood Showcase.  
 8:00—Headlines and Bylines.  
 8:30—Ben Bernie, Lew Lehr.  
 8:45—Orchestra.  
 9:15—News Review.  
 9:30—Orchestra.  
 10:00—Clem Kennedy.  
 10:15—Thanks for the Memory.  
 10:30—Orchestra.  
 11:45—Prelude to Midnight.

**KGW—SUNDAY—620 Kc.**  
 8:00—News.  
 8:05—Pine Tavern.  
 8:30—Sunrise Program.  
 9:00—Ray Towers.

**RCA Victrola**  
 Above is one of the attractive new RCA Victrolas. Phonograph is equipped with a "feather-touch" crystal pick up and the new top-loading needle socket, while the radio unit has the recently improved electric tuning feature.

# Sargent Elected Liberty SS Head

LIBERTY—The Liberty Sunday school held its annual election this week. C. C. Sargent was elected superintendent; Albert Brownlee, assistant superintendent; Staryl Austin, secretary-treasurer; Jacqueline Judd, pianist. The church organization recently engaged Liston Parrish

of Salem as pastor. He is attending Northwest Christian college in Eugene and drives back weekends for the duties here.  
A boy was born Monday to Mr. and Mrs. Ralph Matney (Borise Hisey) at the Bungalow Maternity home.  
Friends of Mr. and Mrs. Glen Leek received word this week of the death of their baby Betty who was two years old last August. The Leeks moved to California a few months ago. They have one younger child.

# Amity FFA Dairy Team Is Second

AMITY—The dairy team from Amity high school placed second among Oregon teams at the Portland Livestock show. Gresham having the high Oregon team and Molalla placed third.

The team, composed of Raymond Heinonen, Wallace Harding and Francis Stufel, placed eighth in the entire contest composed of 72 teams from the three northwestern states. Albert Derave was alternate.  
Francis Stufel was seventh boy in the contest and third Oregon boy winning a silver medal for playing the Jersey class second best and a trip to the American Royal Livestock Exposition to be held in connection with the national FFA convention in Kansas City, Oct. 14 to 22.

# PRESENTING the BIG RADIO BUY of 1939 BY WANT THE MOST RADIO FOR YOUR MONEY?... HEIDER

## SEE THIS GREAT NEW 1939 STEWART WARNER



You Can't Match It for Tone and Quality

- ★ Latest-Type Tubes (No Dummy Tubes)
- ★ 8 Push Button Magic Keyboard
- ★ 3 Wave Bands
- ★ Full 12-Inch Dynamic Speaker
- ★ Shadow Beam Tuner
- ★ New Roller-Type Magic Dial
- ★ BIG FULL SIZE CONSOLE



- BIG VALUE TABLE MODEL**
- ★ Latest-Type Tubes (No Dummy Tubes)
- ★ 4-Station Magic Keyboard Tuner
- ★ Genuine Dynamic Speaker
- ★ Lighted Magic Dial
- ★ Automatic Miniature Magic

Plus all the other important value features you'd expect to find in a set of this size at a much higher price! Remember: This set is built brand new for 1939! It's not a warmed-over '38 model dressed up to look different! It's the BIGGEST BUY IN THE 1939 MARKET!

Volume Control ★ Tone Control ★ Broadcast and Police Band.

# Another Ancient Well Discovered

SILVERTON—While removing the cement pavement in front of the Odd Fellows building in making a true alignment of the Walk and curbing on South First street Wednesday an old time well, partially filled was discovered. This had been the cause of the trouble.  
A similar situation was disclosed a few months ago near the Cliff Dickerson store on Water street.  
These wells were once used for watering the horses of the farmers who drove to town for their weekly trading founts.

# Don't Look Any Farther! HERE'S THE BIG RADIO BUY FOR 1939 STEWART-WARNER

The "Must Hear" Air Wonder of the New Season!



- ### YOU GET ALL THIS:
- ★ Latest-Type Tubes (No Dummy Tubes)
  - ★ 8 Push Button Magic Keyboard
  - ★ Full 8-Inch Dynamic Speaker
  - ★ Domestic and Foreign Wave Bands
  - ★ Shadow Beam Tuner
  - ★ New Magic Dial
- Look at other new 1939 6-tube consoles of equal size, and see how much more radio Stewart-Warner offers for your money! More conveniences! Faster automatic tuning! Finer depth of tone! 9-tuned circuits; automatic volume control; tone control; and many other features!



- ### DISTINCTIVE 1939 COMPACT MODEL
- ★ Latest-Type Tubes (No Dummy Tubes)
  - ★ 4-Station Magic Keyboard Tuner
  - ★ Genuine Superheterodyne
  - ★ Genuine Dynamic Speaker
  - ★ Broadcast Band and Police Calls
  - ★ Lighted Magic Dial
  - ★ Automatic Fine Volume Control, etc.

An Advertisement of KSLM and the Mutual Broadcasting System

# We're Proud to be Part of Radio!

Events of recent days have made us all proud to be a part of radio. We have seen radio do a job unequalled in the records of public service, here or abroad. We have seen it save life and preserve peace.

When a hurricane swept away life and property in the New England area, radio men, true to their traditions, stuck to their posts, repaired damaged transmitters, reestablished lines of communication, coordinated rescue and relief work, tossed commercial considerations overboard, operated on a twenty-four-hour emergency basis that further suffering and loss of life might be prevented.

American radio had other work to do: it was to render a contribution to civilization for which history ever more will give it thanks.

The industry has done an outstanding, superb piece of work through the war crisis. And radio news editors and announcers the country over have measured up to the seriousness of their responsibility in delivering the news. Station management again put the "public interest" above all other considerations.

And what is this contribution American radio has made? Fulton Lewis, commentator on MBS-KSLM, said from Washington—

"And if you'll forgive me for injecting a personal observation—there's one angle of this whole affair, that seems to me even more important—even more revolutionary and vital for the future—than the mere question of who has won a diplomatic victory—because in the last analysis, it made these victories possible.

"To my mind, if these conferences are a success, it means the dawn of a new era in international relations. It means that secret treaties and secret bartering between nations behind closed doors, is ended forever. It means that the day is gone when a people can be stampeded into way by propaganda.

"And that, ladies and gentlemen, is not due to any one man. Instead, it's due to the funny, mysterious, little box that's before you, at this very minute. The Radio. If war is avoided at these conferences, it does seem that radio should be a candidate for the Nobel Peace Prize of 1938."

— 1370 KILOCYCLES — **KSLM** — MUTUAL BROADCASTING SYSTEM —

WE MAINTAIN ONE OF THE  
**FINEST EQUIPPED RADIO REPAIR SHOPS IN THE NORTHWEST!**

All Our Engineers Have Had at Least 10 Years Radio Experience

**Drive-in Service**  
For Your Car Radio

**Dial 7522**  
For Prompt, Courteous Service

Salem's Pioneer Radio Repair Shop

Corner of Center and High Sts.  
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