



Radio owners are not getting the full value of their investment in Radio. Many are still using the old type of sets which are out of date and require the most expensive repairs.



Standardizing stations everywhere have produced a mass of extraordinary radio equipment as a result of more than a decade of development in radio during the last year.

# National Radio Improvement Week

OCT. 1st

This week thousands of radio dealers all over the country are observing National Radio Improvement Week as an opportunity to place before the radio owning public the very latest improvements and developments which have been brought out to add to the enjoyment of the radio public.

OCT. 8th

Thousands of radio owners will appreciate the opportunity to learn not only what constitutes better radio, how they may bring old equipment up to date or require the latest in new equipment at unprecedented low prices.

Radio dealers represented on this page are co-operating to make National Radio Improvement Week a week long to be remembered by radio fans. Read the various offerings carefully and prepare for a longer season of greater radio enjoyment.

## ZENITH RADIO

LONG DISTANCE

ALL ELECTRIC OPERATION, WITH ZENITH PERFORMANCE—ONLY \$190

Zenith has bridged the years—in quality and in low price, with this advanced all-electric set. Extreme simplicity of operation—works from your light socket with no more care than the lights themselves, using A C tubes. No batteries or eliminators, no testing, no recharging—dry throughout.

Six tubes and every tube a working tube—equal to 7 in many sets. Super selective, powerful range, single control. Lifelike in

tone quality. A lasting satisfaction, completing the musical equipment of your home.

Model 11 E, in a beautiful brown walnut veneer cabinet, is the finest Zenith ever sold at \$190. The same model may be had for battery operation at \$120. Model 14 E is floor model, same circuit as 11 T, includes latest type cone speaker built-in, walnut veneer and maple cabinet, for electric operation, price \$275. For battery operation \$195. Other models \$110 to \$2,600.

### New Rules of Air Will be Discussed At Radio Meeting Which Opens Today

WASHINGTON, Oct. 4.—(UP)—The most important radio meeting ever called will assemble here today, with delegates from more than 50 nations in attendance.

With the United States at head the delegates will seek to draft a new international radio convention governing the many international aspects of the fast growing industry.

Secretary of Commerce Hoover and Admiral Bullard, chairman of the U. S. radio commission, are expected to take a leading part in proposing and negotiating the new rules of the air.

One of the most important questions to this country is involved in an attempt to obtain use of 10 new wave-lengths for broadcast, whose numbers have literally clogged many air-planes already. The American delegate expects to propose that the S. O. S. ship emergency call wave band be at 700-meter frequency, instead of 600. This will provide ten additional frequencies for broadcasting in this country, and, of course, the same number in other continents.

The meeting was called to revise the 1912 London radio convention, which does not cover many radio problems of today. It was drafted when ship-to-shore communication only was carried on commercially, and did not even recognize developments which have come since. The revision was to have been made in 1917, but the World War caused postponement.

The American Congress appropriated \$92,000 to cover the costs of the meeting, held here on invitation of this government.

The program includes a discussion of plans for international supervision, communication between stations, broadcasting, handling of press messages and other commercial operations, radio telephony, measures to eliminate interference, distress messages, radio aids to sea and air navigation, and other new uses of the radio.

Another important subject is radio exchange of weather reports, standardization of wave-lengths and languages to be used being necessary if this activity is to reach full usefulness.

Differences are expected especially in measures to regulate operation, as this country has left commercial radio almost entirely in the hands of private companies, while some foreign governments have made radio an official monopoly.

Censorship also may be discussed, but diverging views probably will prevent any definite rules being made in this regard.

The American Government is represented as being opposed to the drafting of any detailed sets of rules to be imposed on American companies, preferring to leave that to conference among the interests involved.

Besides Hoover and Bullard, the American delegation of 15 includes Senators Watson, Indiana, Republican, and Smith, Democrat, South Carolina, Rep. White, Rep. Maine, John Hay Hammond, Jr.

Some of the world experts in radio are included among the American advisers. J. H. Dellinger, Bureau of Standards, L. W. Austin, expert on radio "fading," Maj. William Blair, army signal corps, and Capt. S. C. Hooper, U. S. Navy, are among these.

### Usual Trimmings For The Worlds Series Spectacle Arranged Today

BY HENRY L. FARRELL (United Press Sports Editor)

PITTSBURG, Oct. 4.—(UP)—Baseball's biggest and richest spectacle will be staged here again tomorrow when the New York Yankees, winner of the American League pennant and the Pittsburgh Pirates, National League champions meet in the annual world's series.

Records for attendance and receipts may not be made because the admission price will be no more than in previous years and the size of the crowds is limited to the capacity of the stands in which other world's series games have been staged.

General interest, however, probably will be greater and the radio listeners more numerous because of the great record made this year by the Yankees because of Babe Ruth and Lou Gehrig, baseball's two greatest home run hitters.

Being a National League city, in which the series is opening, the local team was a sentimental favorite but the Yankees were found to be carrying the money in the betting.

American League partisans figure that the Yankees were a catch because they are rated as among a portend ball club with the greatest attack the game ever has seen, a fine defense and good pitching. The fact that the Yankees have several good pitchers has been overlooked in all the excitement about their offense.

It is important to remember that in a short series rapid pitching is of the most vital importance and that in Wilcy Moore, the Yankees have the greatest relief pitcher in baseball.

The Yankees, as National League argue, may not be the smartest ball club in the league but their opponents are handicapped with too many brains.

The difference in the style of pitching in the two leagues will be an important factor in deciding the championship also, if there is any difference. Among

baseball men the National League is classed as a curve ball league while the American League is rated as a fast ball league. The Yankees are supposed to have a weakness for curve balls—Art Fletcher, coach of the Yankees, who spent years in the National League, expresses the opinion, however, that there isn't any great difference in the style of pitching followed in the two leagues.

There are some sports, too, who figure that the Yankees may carry a handicap by having had such as any time in winning

## ATWATER KENT RADIOS

ATWATER KENT RADIO DOES SATISFY. IT SATISFIES IN PERFORMANCE, APPEARANCE AND PRICE. THAT IS WHY MORE THAN A MILLION FAMILIES HAVE SINGLED IT OUT AS THE RADIO FOR THEIR HOMES.

We Are Also Agents For

THE GREBE SYNCHROPHASE FREED EISEMANN RADIOS

Willard and Philco Socket Power

Have a Set Installed and Get the Baseball Series Reports.

Jordan Electric Co. Phone 80

RADIOLA 20—The set 20 times as selective as any other set, and at a moderate price.

KOLSTER RADIO

Expert Radio Servicing and Large Stock of Radio Parts.

X-L ELECTRIC SHOP

WATCH FOR THE

## New Crosley Bandbox

The Latest in Radio

PHONE US FOR A DEMONSTRATION IN YOUR HOME.

ASHLAND ELECTRIC

## LEEDOM'S

Ashland, Oregon

### ANNOUNCEMENT

WE WILL BE THE LOCAL DISTRIBUTORS FOR THE

## Stewart Warner RADIOS

A ONE DIAL CONTROL SET EMBODYING EXTREME SIMPLICITY IN CONSTRUCTION, GREAT SELECTIVITY, AND MODERATE PRICES FOR ALL SETS.

Wait for Further Notice of Arrival of Stock.

## ELHART'S

Book & Music Store

### SCOUT HEAD AT SESSION OF LEADERS

W. W. Belcher, Represents Jackson and Josephine Counties

W. W. Belcher, the Scout Executive of Oregon, led the Council of Oregon and Josephine Counties, in spending the week at Bonanza Tavern,

Hayden Lake, Idaho, where the Scout Executives from Montana, Idaho, Washington and Oregon are holding their annual Regional Convention.

They will have a very intensive study of the problems confronting the Executives in their different localities, with some of the best leaders in the Scout Movement in attendance. Roy O. Wyland and Geo. Ehler of National Headquarters, also Dr. Fisher, who has given so much to assist in this great National organization. John H. Piper, the

Regional Executive as well as Mr. Hayden his assistant will have charge of the convention, where it is expected much good will be accomplished.

Mr. Belcher will have charge of the meetings on Wednesday, and expects to put Jackson and Josephine counties on the map.

### LEVINE FORCED DOWN

ROME, Oct. 4.—(UP)—Charles Levine and Captain Walter Hinchliffe made a forced landing on the outskirts of Rome late today, their plane being slightly damaged, due to engine trouble.

baseball men the National League is classed as a curve ball league while the American League is rated as a fast ball league. The Yankees are supposed to have a weakness for curve balls—Art Fletcher, coach of the Yankees, who spent years in the National League, expresses the opinion, however, that there isn't any great difference in the style of pitching followed in the two leagues.

There are some sports, too, who figure that the Yankees may carry a handicap by having had such as any time in winning

the pennant and that their opponents will be pointed higher by having been forced to fight almost to the last minute in one of the hottest races in history.

The Yankees' steady pace since when they finished the season last year and they were stale in the series against the Cardinals but they have had a series slump this year. It is only natural, however, to relax when a strain is removed and perhaps the Yankees will not be able to snap back into their old form.

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