

STATIONS SEEKING CALL CODES WITH THEIR OWN NAMES

By ISRAEL KLEIN (NEA Service Radio Editor) The vanity of radio broadcasters is growing in their call letters. They are having these letters changed to conform with their initials. Perusal of the list of broadcasters...

Soon will come station WHIT, a new high-power broadcaster in Chicago, named after William Hale Thompson, former mayor of Chicago, and its leading sponsor. Slogan Initials On the other hand, Station WGN, at Chicago, tells the world through its call letters that the newspaper owning it is the "World's Greatest Newspaper."

The Detroit Police Department was perhaps the first station to take advantage of this stunt. Its call letters are KOP, appropriate enough, and the K fits nicely. But the New York Police Department has to be satisfied with K2WV.

In Canada, the Canadian National Railways has the same advantage, since Canada's call letters must begin with C. So the eight stations of the C. N. R. have call letters that begin with CNR and end with a letter signifying the city where the station is located. For instance, CNR is at Calgary, CNRE at Edmonton, CNRT at Toronto, and so on.

For the rest, the first letter has to be tolerated. Stations so far advertising themselves by their call letters are: WJCA, Hotel McAlpine, New York. KPFX, First Presbyterian Church, Pine Bluff, Ark. ESAC, Kansas State Agricultural College, Manhattan, Kas. WCAP, Chesapeake and Potomac Telephone Co., Washington, D. C. WSUL, State University of Iowa, Iowa City. WCEE, Charles E. Erbstein, Elgin, Ill. WERP, E. B. Pedicord, New Orleans, La. WEEL, Edison Electric Illuminating Co., Boston. WFBC, First Baptist Church, Knoxville, Tenn. WGBS, Gimbel Brothers Store, New York. WNYC, Municipal Station, New York. WOAW, Woodmen of the World, Omaha, Neb. WRC, Radio Corporation of America, Washington, D. C. WAHG, A. H. Grebe Co., Richmond, Ill. L. L. "Wait and Hear Grebe."

WJJD, Order of Moose, Mooseheart, Ill., after James J. Davis, secretary of labor. KPCC, First Congregational Church, Helena, Mont. WGBC, First Baptist Church, Memphis, Tenn. WREO, Rex Motor Car Co., Lansing, Mich. WROE, School of Engineering, Milwaukee, Wis. WMBP, Miami Beach, Fla. WDWV, Dutee W. Flint, Cranston, R. I.

Others contemplated may get the call letters, WHOA, for the "Home of Aviation," Dayton, O., and WSMK, a Dayton radio firm with these initials.

WARBLING CANARY MAKES RADIO HIT Who now can gainsay the fact that radio is educating all of us to a better appreciation of fine music? Many listeners in have appreciated the fact that "Uncle John" at KJLJ at Los Angeles, Cal., occasionally stops a program in the middle in order to allow one or more of the trilliest of canaries, Radio Kindness Radio Happiness, Radio Joy, to render solos, duets and trios as only well-trained canaries can sing. Radio Joy, one of the birds, was entered in competition with a brilliant field at the annual Los Angeles radio show and received a special prize for an extraordinary fine exhibition of singing what is known as the "water roll."

Fan Thinks Radio Has eye Upon him Harry Pettinill of Kewanee, Ill., while tuning in on his radio set on a recent Saturday afternoon, decided to make himself some coffee. The coffee started, he came back to the set and had it tuned in WQJL when he was greeted from the loud speaker with, "Is the coffee hot, Harry?" spoken to Harry Giese by Jerry Sullivan at WQJL's weekly Saturday afternoon Kaffee Klatsch. Mr. Pettinill knew, however, that he was not the "Harry" referred to.

RADIO FINDS WIDOWER When all other means failed to locate H. L. Hartenstein, traveling in Michigan when his wife died at home in Chicago, Dr. Preston Bradley, interrupted his Sunday sermon over WQJL to ask his radio congregation to help. Mr. Hartenstein was found as a result.

New Call Letters The University of Iowa station at Iowa City is getting in line with all other self-advertisers. Its station name to be WHIA. Now it's WSUL, the last three letters meaning State University of Iowa.

BUGS



By Roy Grove

HE BOUGHT HIMSELF A SIMPLE LITTLE CRYSTAL SET - THEN ADDED A COUPLE CONDENSERS -

AND A FEW OTHER THINGS - AND - NOW HE HAS TO USE ROLLER SKATES TO GET IT IN TUNE

Radio Programs TONIGHT'S PROGRAMS Pacific Coast KGW, Portland, 491.5 meters - 5 p. m. Children's program. 7:15 p. m. weather, police and market reports and news bulletins. 10 p. m. Columbia's Melody Men of the Hotel Portland; intermission solos by Helen Nordstrom Booher. KFL, Los Angeles, Cal., 407 meters - 5:30-6 p. m. Examiner's musical half hour. 6:45-7. "Imaginational Psychology," Dr. Clyde Sheldon Shepard; 7-7:45. Lak Arrowhead dance orchestra, Mel Lemon, director; 7:45-8. "The Bookshelf," Miss Nancy; 8-8, Examiner's community program; 9-10, classic instrumental trio; 10-11, Packard Radio club; Variety trio, Merrill La Fontaine Howard Coy, Harold Allen, Ruth and Liland Carlson, Ray West and Barney Weber. KFOA, Seattle, Wash., 455 meters - 4-5:15 p. m. Olympic hotel orchestra; 5:45-8:15, Rhody Dept. Score program; 8:30-10, Seattle Times dance music; 10:05-11, Eddie Harkness and his orchestra. KFSG, Los Angeles, Cal., 278 meters - 10:30-11:30 a. m. sunshine hour; 3:30-4:30 p. m. impromptu Gray Studio program, G. N. Nichols, Roy Reid Brignall and others; 7:30-9:30, auditorium service, special music and sermon on Divine Healing, Aimee Semple McPherson, pastor. KGO, Oakland, Cal., 361 meters - 4-5:30 p. m. concert orchestra, Hotel St. Francis; 8, program Magnavox company; Melody Maids; Elsa Pehlow Trautner, soprano; Carey male quartet; Antonio Tomac, concert soloist; Eva Gruninger Atkinson, contralto; Ray Neulan, tenor; "The Sunny Side of the Street," Thomas A. Boyer; 10-11, Henry Halstead's orchestra. KHL, Los Angeles, Cal., 404.1 meters - 6-6:30 p. m., Art Heiman's Biltmore hotel concert orchestra, Edward Fitzpatrick, director; 7-7:30, Arthur Blakely, organist; 8-10, program, Martin Music company, arranged by J. Howard Johnson, presenting "A Nite of Comic Opera." KJLS, Los Angeles, Cal., 298 meters - 10:45-12:30 p. m., services, Church of Open Door, Dr. French E. Oliver, pastor; 6:45-8, vesper musical hour with short scriptural talk, Rev. Pike; 7-9:30, complete evening services of the Church of Open Door, musical program and sermon, Dr. French E. Oliver, pastor. KKN, Hollywood, Cal., 337.6 meters - 6-8:15 p. m., Radio sunset service, Rev. Chas. P. Aked and Rev. Frank Dyer from Ambassador hotel; 7-7:45, International Bible Students' association musical hour; 8-9, Ambassador hotel concert orchestra, Josef Rosenfield, director; 9-11, program, Globe Ice Cream company. KPO, San Francisco, Cal., 429.5 meters - 8-8:10 p. m., Rudy Selger's Fairmont hotel orchestra.

Radio Extras Are Listed as 'Scotch' Here are a bunch of wild waves! One of those waves where they said it with "Scotch." Buffalo, N. Y., recently seized thirty-six cases of Scotch whiskey, so-labeled, at the American Express company's warehouse. It came from Newark, N. J., and was consigned under the billing of "radio supplies" and "dry goods."

NEW FEATURES ADDED Since WOC has eliminated all the forenoon schedules they have added several new and instructional features to their afternoon programs.

TO PILOT FILM TRAIN Hollywood, home of the cinema, has started a Radio-directed movie caravan on a twelve-week tour thru out the eastern cities. KFL, Anthony's, at Los Angeles will keep the country informed of the progress of the all-star film train.

Radio Gossip Lawrence Simmons, 24 Twentieth avenue west, "We can get all the eastern stations on our outfit, but Mrs. Simmons and I are not radio fans in that respect. We set the dial at some good program and let it stay the whole evening. Pacific coast stations are usually good enough. That symphony orchestra concert from KGO the other evening was good as anything you could hear from New York."

Cardinal Gasparri, on behalf of his holiness the pope, has expressed great appreciation of the gift of a special receiving set now in use in the Vatican. The set will receive all the principal European stations. Senator Frank W. Elliott of WOC has promised his aid to the Bishop of WAHG, in rounding up the old time fiddlers who are really state champions for the interstate contest on the air.

Sam Bond, 247 Grand: "I logged four pages full of stations and quit. Have had wonderful success in picking up eastern stations. Some of those that have given good programs are Lansing, Buffalo, Troy, Chicago."

FANS STILL JOIN LOCAL RADIO CLUB

Many Eugene radio enthusiasts are still signing for membership in the radio club, reports W. S. Myers, president. Anyone desiring to become a member of the organization may do so by coming into Myers Radio shop, 601 Willamette street, and signing the roster, or at Greer-Callahan's store, 855 Pearl, where the secretary-treasurer, Robert Callahan, is ready to receive the one dollar membership fee.

"Right at present we are sort of making time," says Mr. Myers, "until we receive word that the district air chief, O. S. Redfern, or his agent, will pay us a visit. At present Mr. Redfern is the only one on the job in Seattle, and until his assistant arrives it will be impossible for either to visit Eugene."

The membership roll of the Eugene Radio club at present is as follows: W. R. (Obak Wallace), 1108 Jackson street; H. Benton, 750 Fifteenth avenue east; J. F. Goodman, 1450 High street; Harold Turner, 1414 Willamette street; C. Wallace, 333 Pearl street; Mike Gross, 630 Charlemont street; J. C. Price, 241 Fourteenth avenue east; A. D. Jacobson, 8 Ninth avenue east; A. O. Farrell, 222 Tenth avenue west; F. C. Purley, 331 Ninth avenue west; Ray Wil, 634 Olive street; C. J. Darill, 109 Fifth avenue west; Will Jewett, Fairmount boulevard; Martin King, 740 Seventeenth avenue east; E. J. Bartholomew, 90 Eighteenth avenue west; Hugh Walker, 128 Tenth avenue west; R. Sieperstein, 551 Eighth street.

Bob Callahan, 858 Pearl street; W. Ross, 693 Clark street; W. W. Strong, 1190 Hillyard street; Glen Elkins, 1841 Olive street; E. R. Frank, 909 Ninth avenue east; H. M. Adams, 12 Fifth avenue east; H. Mitchell, 2022 Broadway street; O. H. Turan, 2050 Friendly street; H. R. Conrad, Dr. William B. Neal, 351 Tenth avenue west; O. E. Blackwood, 558 Jefferson street; Earl Moses, 1009 Fourth avenue west; H. L. Potter, A. Lundstrom, 1191 Lawrence; C. A. LoVan, 924 Fifth avenue west; Seth Laraway, 610 Ninth avenue east; Max Conih, 443 Twelfth avenue east; Warren Clark, motor route A; Albert Applegate, 1139 Pearl street; J. H. Zehring, 1801 Orchard street; Earl Ludford, 400 Lincoln street; Glen Sims, 182 Sixth avenue west; Dick O'Neil, 19th avenue east; J. E. Cupp, 2227 Agate street.

A. S. Myers, 601 Willamette street; C. Brechtel, 709 Ninth avenue west; P. J. Haans, 532 Eighth avenue west; H. Brundage, 258 Tenth avenue east; Andy D. Anderson, 1074 Monroe street; Jack Luckey, 330 Seventeenth avenue west; W. N. Wintler, 1483 Pearl street; E. W. Wellman, 132 Lincoln street; Dr. F. E. Adams, Twenty-second avenue and Grundy street; F. S. Williams, motor route C; D. M. Williams, motor route D; Henry Kincaid, 1074 Ninth avenue west; Jack O'Neil, 19th avenue east; O. I. Lewis, 691 Willamette street; H. A. Thomas, 1147 High street; Virgil L. Hicks, 527 Willamette street; E. D. McAlister, 334 Pearl street; J. W. Shumath, Osburn apartments; L. A. Truman, Elmira road.

Simple But Efficient The new radio set that we are now recommending for home installations is so simple a child can manipulate the dials and obtain excellent results. It is equipped with the latest improvements and gives entire satisfaction. Its very low cost recommends it to those who cannot afford a de luxe set.



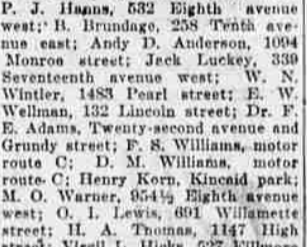
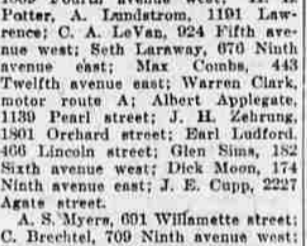
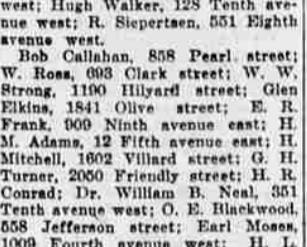
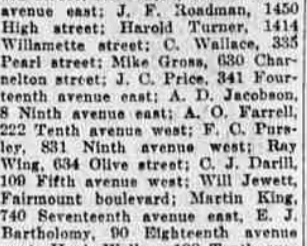
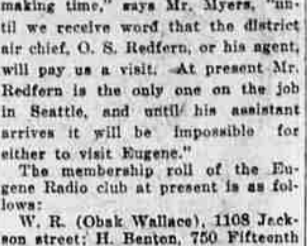
RADIO SUPPLY CO. 684 Olive Street Phone 1827

Thompson Radio Neutrodyne The Thompson Parlor Grand provides a quality of tone anyone will be proud to have his friends listen to. Local and distant stations are heard in natural, clear tones always at the same dial settings. The two-tone mahogany finished cabinet is an ornament to any living room.

For 15 years the Armies, Navies and Big Commercial Companies of the world have used radio apparatus produced by the Thompson Organization. Greer - Callahan Co. 858 Pearl St.

SERIES-PARALLEL SWITCH IS USED

Radio Fans Can't Do Without It; Six Connections Are Shown in Diagram; Proves a Saver on Batteries



Six connections by means of a series-parallel switch

As shown with the A battery along the line at the left of the two. If you happen to have two aeriols, or an outside aerial and a grounded loop, sketch No. 3 shows how to join these to the set through a series-parallel switch. By this arrangement, either one of the aeriols may be chosen by the mere turning of the switch.

A variation of this is shown by sketch No. 4. Here there is one aerial and ground, but two receivers. Thus one or the other receiver may be switched to the aerial and ground. For Testers Sketch No. 5 shows a convenient arrangement by which the polarity of the A battery may be switched. Experimenters will find this one of the most useful means of using either positive or negative voltage on the filaments, at will. The last sketch is useful to every fan. It shows how to arrange the switching points so that the battery can either be connected to the set or to a battery charger for recharging.

After the set is used each night, or every other night, the switch can be turned over to the charger side, and the battery allowed to bring the battery up to normal value.

inagural address. No one in Eugene was able to do it, and you don't hear Portland fans boasting about it, either. Top of the company of KGO players, under the direction of Wilda Wilson Church at Oakland, Cal., will speak the parts of Booth Terkington's comedy, "Clearance," for the light's comedy, "Clearance," for the pleasure of radio listeners on Thursday evening, March 12. Between E. Adams, Twenty-second avenue and Grundy street; F. S. Williams, motor route C; D. M. Williams, motor route D; Henry Kincaid, 1074 Ninth avenue west; Jack O'Neil, 19th avenue east; O. I. Lewis, 691 Willamette street; H. A. Thomas, 1147 High street; Virgil L. Hicks, 527 Willamette street; E. D. McAlister, 334 Pearl street; J. W. Shumath, Osburn apartments; L. A. Truman, Elmira road.

TONIGHT'S GAME TO BE BROADCAST

Eugene radio fans who are able to "tune in" on station KFDJ at Oregon Agricultural college tonight, will be able to hear the University of Oregon-Oregon Agricultural college basketball contest broadcast, play by play. This announcement was made from the college in its broadcast program last night.

The usual play-by-play basketball reports haven't been entirely successful, most fans report, on account of the noise from students cheering, and the referee's whistle, which are reproduced as plainly over the microphone as the announcer's voice. However, the Aggie station declares that arrangements are being made to eliminate this trouble, and that the report will be sent out from another room. Direct connection has been made between the men's gymnasium and Apperson hall over the new high-power station, W. A. "Bud" Kearns, director of physical education, will be the official announcer.

Morning Broadcast Starts Small Riot Such is the power of radio that while entertaining Japanese listeners, radiofans in Australia, New Zealand and Tasmania, a recent early morning broadcast from KGO of Oakland, Cal., started a neighborhood riot in Honolulu, 2000 miles from the station.

The report of O. L. Rodgers, warrant officer in the United States army, stationed in Honolulu, shows that only the prompt arrival of the native police saved the situation of peace breaking on riot.

Your special program was received so loudly," wrote Rodgers, "that it disturbed the slumbers of my neighbors. Somebody telephoned the police. I thought for a while that we would spend the rest of the night in the police station."

LARAWAY'S ATWATER KENT RADIO Your "Magic Carpet" THINK WHAT IS BACK OF IT LARAWAY'S Music Store

Yes! Its a Wonder: What? The New Super Heterodyne For Selectivity, Distance Volume. Seven tubes either 201A or UV199. Complete parts for the set including Cabinet and Loop, \$80.00. Or we will build it for you at a small cost. Accessories For Set: 7 Tubs at \$3.00 each. A Battery, \$16.00 to \$23.00. B Battery, 90 volts, dry, \$7.50. B Battery, 90 volts, wet, \$32.00 to \$48.00. Loud Speakers, \$16.00 to \$30.00. Hear this set before you decide. WE DEMONSTRATE The price is written within reach of all.

MYERS Radio & Electric Service Nearly opposite the Heilig Theatre 691 Willamette St.

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