

BUY RADIO OUTFIT NOW IS ADVICE OF DEALER IN EUGENE

"Are the sets of today going to be out of date in the coming year? Should I wait or buy a set now?"

These questions are answered by C. A. Elkins of the Electric Store, the newest shop in Eugene to enter the radio supply business. A. S. Myers, president of the Eugene Radio club, will be in charge of the radio department, and a special room for demonstrations and stock is being built into the store.

"These questions," says Mr. Elkins, "have been asked since radio first became popular, and I suppose will be asked for several years to come."

"My answer is that there will be no radical changes in radio for the next few years. The good set of today will be the good set of tomorrow. There will be little changes on the basic circuits. The most popular sets of today are the neodymium, superheterodyne, and superregenerative sets. These were all popular a year ago. The improvements will be made not in theory but in the mechanical aspects. Better parts will be constructed but further than that there is little probability of any basic change."

"Buying a radio set should be looked at in the same light as buying a good automobile or piano. There will be improvements of details in the next few years surely, but they will not obsolete what you have. The pleasure in operating a set lies in being able to get distance. The man whose set does this to best advantage gets the most enjoyment out of his instrument."

"There is little logic in overlooking the many hours of pleasure that can be had from a set at the present, just for the sake of waiting for something new. If we all did that there would be no radio as we know it today."

"There are many great surprises in store for the man who has never owned a radio set and who gets one for the first time. Any form of entertainment he desires may be had at will. The new allotment of wavelengths brings tuning within the scope of the most inexperienced listener."

"To conclude, do not hesitate a moment if you desire to get a set. The programs which are being broadcast and the facility with which it may be received is as good as it will be a year or two years hence."

U. S. DISCOURAGES NEW BROADCASTERS

Immediately following his announcement to the radio world that the class B broadcast wave lengths were exhausted or practically so, Secretary Hoover wrote to some thirty potential backers of broadcasting stations, calling their attention to the congested conditions.

The letter may serve as a timely warning. Ordinarily applications for licenses are filed upon the completion of stations, but even now it would be useless to apply for a class B license, when there are no vacancies in other channels. The name of the organizations reported by district radio supervisors as erecting or contemplating the construction of high-powered stations are not made known by the secretary, but it is understood that most of them represented religious orders, educational bodies, chambers of commerce, publishers or big manufacturers. Except for seven pending applications in New York and three in Chicago, most of the reported projects were in the south and southwest, Florida, Texas and Alabama concerns were included. They are all too late to secure exclusive class B wave lengths.

It is curious that so many of these prospective broadcast transmitters want to operate where the congestion is at its worst, New York and Chicago.

More class B stations, in either city are out of the question. If we are to have any quantity of good transmission and reception. Why some big organizations do not seek to operate in the "great open spaces" of radio land is not known. They could function as well, reach just as far, and by remote control lines, be operated from practically any center of business or commerce.

Seventy-eight class B stations are now on the air sharing the forty-seven available wave lengths, and about a dozen more are on the priority list, most of them old class A stations seeking a transfer to the more popular route through the ether. During the past year new stations have come in so rapidly that the department can't guarantee anything in advance. Class A licenses are still available, however.

Specialization for Broadcasters Asked

FT. WORTH, Tex., April 11.—The famous "Hired Hand" of station WHAF, here, has an idea.

It's the idea of specialization to broadcasters. He suggests that each station dwell on a particular kind of program, although it need not discard other forms of entertainment.

By this system of specialization, he believes, a fan could tune in at a particular station for whatever kind of music or talk he cares to listen to.

"It's a kind of cafeteria arrangement," remarks the Hired Hand.

Subways For Venice
VENICE, April 11.—This city of canals may have a subway under its famous thoroughfares. A subway eight miles long and reaching all parts of the city is being considered. Tubes which would be built in the bed of the canals may be used.

Hebrew University
JERUSALEM, April 11.—Jewish philosophy and history, the Bible, later biblical literature, the Talmud, Jewish jurisprudence, and Hebrew philology will be studied in the proposed University of Jerusalem.

BUGS



By Roy Grove

SENDING STATION ESTABLISHED IN TOLEDO IN 1907

TOLEDO, April 11.—The first radio sending station in the world, where music and the voice were broadcast by wireless telephone, was established in a room in the Nicholas Building, this city, in July, 1907.

Lee De Forest, inventor of the wireless telephone and father of the present extensive radio broadcasting, was at the sending station. His co-worker, Frank E. Butler, received in a room a block away in the Ohio Building.

Butler is now manager in charge of sporting goods and radio sets in a Toledo department store. He had been associated with De Forest since they met at the St. Louis Fair in 1904 when Butler, then a train dispatcher, visited the exposition.

In the summer of 1906 Butler, from the station he had erected at Manhattan Beach, L. I., in conjunction with De Forest, sent the first wireless telegraph message across the Atlantic.

De Forest in 1907 perfected, in

the old Parker Building, New York City, the first audion bulb the instrument that foreshadowed the dawn of the wireless telephone. He and Butler designed two crude sending and receiving sets and went to Put-in-Bay, in Lake Erie, where during the yacht races the wireless telephone proved its worth. De Forest had his set on the yacht Thelma and sent to Butler, on shore, verbal accounts of the races on the lake.

Neither had funds. Toledo being nearby, Butler induced De Forest to come here where they at least could eat at Butler's father-in-law's table. Setting up their crude sets in the Nicholas and Ohio Buildings they carried on their experiments, using an old talking machine for music when not discussing the results orally by wireless.

Butler says De Forest got his real financial start when he was ordered in 1908 to build 40 wireless telephone sets for Admiral Bob Evans' fleet about to sail around the world. Butler left the inventor about this time and organized the American Wireless Institute, the first of its kind in the world.

Orchestra By Mail

DETROIT, April 11.—A course in "school orchestra" is given by the extension department of Detroit Teachers' college. This course is intended for teachers who wish to direct orchestras and to broaden their musical knowledge.

STAGE AND RADIO COME TOGETHER

ELGIN, Ill., April 11.—A new way to pay for broadcasting is to be tested by stations WTAS and WCEE here.

It consists of putting radio entertainers on the stage to perform before a paying audience.

For this purpose Charles E. Erbstein, noted Chicago attorney, who owns both WTAS and WCEE, has leased the Blackstone Theater, in Chicago, for nightly radio and public entertainments. It is the first time this stunt has ever been attempted.

WTAS artists and the WTAS orchestra will broadcast nightly from the Blackstone stage. A low admission fee will be charged to defray the expenses. Nearly 1500 people will have this opportunity of watching the nightly radio broadcasting program.

Stars of the vaudeville, theatrical and concert world are also expected to appear on Elgin programs, facing their audiences nightly on the Blackstone stage and at the same time broadcasting their entertainment by microphone, through WTAS and WCEE.

A remote control line connects the

Blackstone stage with the operating rooms at Elgin, 40 miles away.

The Blackstone experiment will be a step farther in the line of broadcasting before an audience. Erbstein has been staging his studio entertainments for the past year every Monday night before audiences of 500 persons in Kimball Hall, here.

His success at this small venture reassures Erbstein in his bigger experiment.

"I am sure the venture will be successful," he says. "We have consistently turned away thousands of people at Kimball Hall on our public broadcasting nights."

"At the Blackstone Theater there will be plenty of room for everyone. If the public wants it, we will continue indefinitely to broadcast from the Blackstone Theater. It is an experiment and we will give it a thorough trial."

ANNOUNCER LEAVES

WRC, "The Voice of the Capitol," at Washington, has lost its leading announcer, C. F. Gannon, who is bidding adieu to his friends of the invisible audience to go to New York and become a stock broker.

New Superstition

Station WHT is to be the cell signal for a new superstition in Chicago. Its studio is in the Wrigley Building. William Hale Thompson, former mayor of Chicago, is one of its sponsors.

BASEBALL GAMES TO BE BROADCAST

Here's news to baseball fans as well as radio fans of Eugene. The latest is baseball games over the radio!

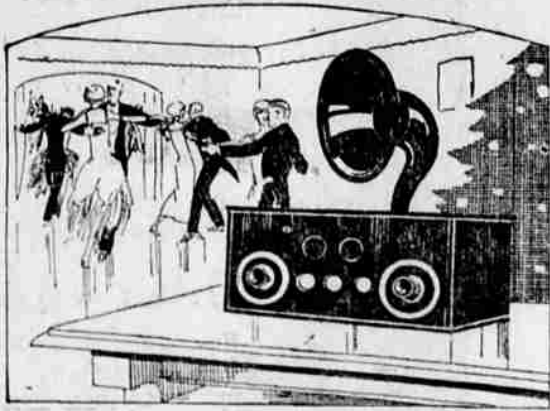
Baseball season opens Tuesday, April 14, and as the many horsehoes go bounding through the air over the various ball diamonds the stories of the games, play-by-play, will also go through the air, broadcast by stations in all sections of the country.

The official opening of the American league takes place April 14 at Yankee stadium, New York, when the New York Yankees and the Washington Senators will match bats against one another. Definite arrangements for broadcasting this game have not yet been made, but it is believed to be practically certain that WJZ, WRC and WGY, linked together, will give the interesting picture of the game.

On April 22 WEAF of New York and possibly WEEI of Boston will report the game between the New York Giants and the Boston Braves at New York.

EUGENE RADIO HEADQUARTERS

We Wish To Announce that beginning this week we will conduct a Radio Department in charge of A. S. Myers, well-known Electrical and Radio Specialist. Mr. Myers will have exclusive direction of Radio Sales and Service, and expects to make the Electric Store the Radio Headquarters of Eugene.



WHY WE FEATURE SERVICE

A Radio set is as good only as the service that goes with it. We expect to make service the keynote of our radio business. No matter what kind of a radio outfit you choose at the Electric Store, you're going to be sure of complete satisfaction. All standard dependable parts will be carried at prices to fit all purses. If you have any questions to ask about the operation of your set, if you need any advice or suggestions about any phase of radio operation, you'll find us ready and anxious to help you out.

LOWEST WAVES ARE TO BE TRIED

CHICAGO, April 11.—Practical testing of the Reinartz, low-wavelength theory will be undertaken, when Donald B. MacMillan, the arctic explorer, goes back north this summer.

It was John L. Reinartz of South Manchester, Conn., who gave voice to the idea that the extremely low wavelengths can be heard best over long distances during the daytime, even surpassing the best results of long waves at night.

Upon this advice, therefore, MacMillan has decided to equip his boat with a 20-meter transmitter with which he will send weekly reports to amateurs in America from his station in the arctic. Besides this low-wavelength transmitter, however, he will equip himself with three others, one each for transmission on 40, 60 and 180 meters.

Most daylight transmission, however, will be undertaken on the 20-meter band. The 40-meter transmitter will be used around midnight. The 60-meter range will be kept for emergency calls, and the 180-meter transmitter will be mostly experimental.

Out of the 17,000 amateurs in the United States, only about 20 are equipped for 20-meter transmission and reception. Many are therefore rebuilding their sets, or making additions, with the hope of talking, or at least listening, to MacMillan during his arctic sojourn.

MacMillan will take with him an amateur, picked by the American Radio Relay League, as he did last year. The choice will depend on the amateur's personality, ability and physique, besides his knowledge of short wave transmission.

Short Wave Tests
The French line cargo carrier, Jacques Cartier, has been equipped with a 400-watt short wave transmitting set to be used in connection with experiments to be undertaken in this field.

LINKS ADDED TO CHAIN
WTAM, Willard station, and WEAF, Goodspeed, at Cleveland are both now interconnected in the cross country chain of stations broadcasting WEAF programs.

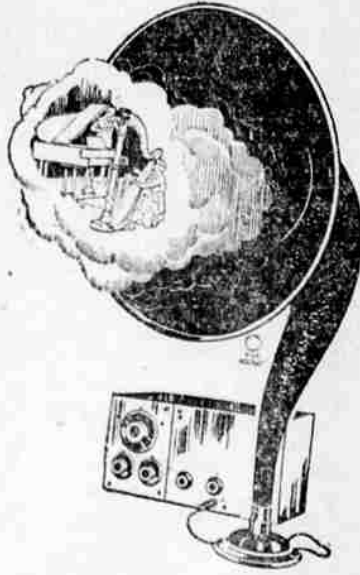
RADIO AT IT'S BEST

Your receiver, to be giving you 100 per cent satisfaction should give:

- 1.—SIMPLICITY
- 2.—SELECTIVITY
- 3.—TONE PURITY
- 4.—POWERFULNESS
- 5.—AND BEAUTY

Some receivers have only one of these features; some two, some three, and others even four, but Electric Store radio sets have all five. Every one is important. If your set is not right, we will make it right—or we don't want your money. We sell only standard, guaranteed sets that combine simplicity of operation and beauty of appearance with reasonableness of price.

—AND REMEMBER—The Electric Store stands behind every Radio set it sells!



The Electric STORE

C. A. ELKINS

1027 WILLAMETTE