

The Matter with Radio Broadcast Talks

Program Manager's Fear of Adverse Publicity Causes too Much Censoring, According to Dreher

The trouble with radio talks is... The managers of the stations feel... The trouble with radio talks is...

be nature and significant, you... have a large order... "Even an interview is often...

Is Radio Jazz on Wane?

Listeners Often Tired of Constant Repetition by Fifth Rate Orchestras in Broadcasting

Radio Programs Today



Best Features Throughout the Country Tonight... Sunday, November 29... 7:00 p. m.—WBNS (176.2) Chicago...

went this famous selection as one... of the numbers on his program... Incidentally the Skinner organ...

Christmas will be a real holiday... in the postoffice of America... this year, The Radio Santa Claus...

HOOVER RADIO CONFERENCE HELPS

Considering All that Happened at the Capital It Looks as if the Radio Audience Is the Winner

The radio conference in Washington called by Secretary Hoover... has come and gone and in considering all that happened in the few short days at the nation's capital...

STATION HEARD IN ISLES

CHARLES J. WILLETT CHECKS UP ON BROADCAST

CHICAGO—Radio station WOK, broadcasting on 217.3 meters, was clearly heard in the Hawaiian Islands...

The New MAGNAVOX

No need to tune several circuits in the New Magnavox—it's been done for you, by a tuning meter a thousand times more sensitive than the human ear...

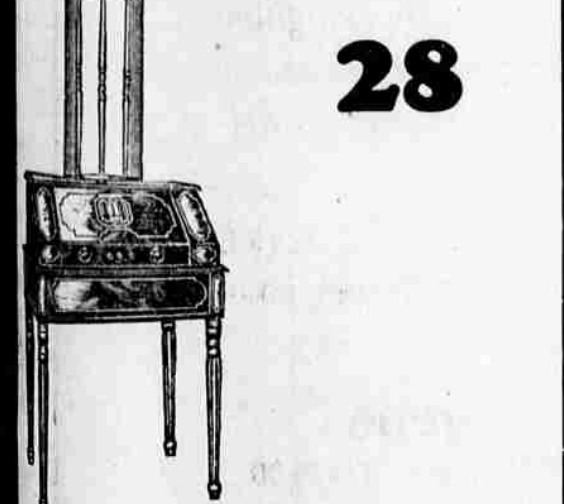
This latest achievement of the pioneers in sound amplification has an unique "ever-new" feature—an interchangeable Receiver Unit in all models except the Junior...

New throughout—New Tubes, New Sets, remarkably rich and mellow New Speakers—the New Magnavox establishes a new high standard in radio enjoyment...

Arrange For Demonstration In Your Own Home

Marshalls Music Shop 56 NINTH AVE., WEST STANLEY BUILDING

Radiola 28



EIGHT tubes operated by a delicately adjusted SINGLE control! Radiola 28 will cut out a powerful station playing close to you and bring in a distant station on a near-by wave length...

Let us demonstrate this Radiola in your home. Convenient time payments arranged if desired.

"Chet" Hemenway Radio "NOTHING ELSE BUT" Telephone 2102-J

PIANIST HAS FOLLOWING

CHICAGO—Bob Moksrejs, pianist at radio station WOK, who is coming to the front as one of the most popular radio artists west of New York...

While there are those who are utterly opposed to jazz, whatever its origin, the more liberal among us recognize that jazz music has a very strong hold on a large percentage of the public...

"Frank McHenry, of station KOA, at Denver, in answering a recent inquiry about this subject, said that on the whole, he believed that listeners tire of jazz much more quickly than they do of the classical or semi-classical presentations...

"Jazz has been called primitive, uncouth, banal. It has been charged with disrupting homes, weakening church ties, and undermining the morals of the nation. Personally, I feel that jazz is not all bad—it is not clever enough for that. It may be banal, and at times it is discouragingly stupid, but it is not essentially bad...

Notouch Rumbeco, who has determined to be a movie actress, declares she prefers dogs to children and phonographs to radio sets. Mothers and radio fans will be sure fire patrons of the Rumbeco type of the silent drama...

Some one has said a little radio knowledge is dangerous. Wonder if there is a single member of the DX fraternity who knows enough to be entirely out of danger—sort of a safe and sane radio fan, as it were...

Random Radio Wafflings... Some one has said a little radio knowledge is dangerous. Wonder if there is a single member of the DX fraternity who knows enough to be entirely out of danger...

Read Register Classified Ads.

Best Features Throughout the Country Tonight

Sunday, November 29... 7:00 p. m.—WBNS (176.2) Chicago... 8:30 p. m.—WBNS (176.2) Chicago...

Best Features Throughout the Country Tonight

Sunday, November 29... 4:00 p. m.—WLS (144.5) Chicago... 5:00 p. m.—WLS (144.5) Chicago...

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Man named Moses is telling Bible stories to the microphone of a department store broadcaster in New York...

Man named Moses is telling Bible stories to the microphone of a department store broadcaster in New York. His stories from the book of Exodus are not only interesting but possibly new to many young radio fans...

London Air Crowded

So many broadcasting stations have been erected recently in Europe, due to great growth in popularity of radio, that the air has become overcrowded. A reduction of the number of stations may be necessary...

Read Register Classified Ads.

Read Register Classified Ads. Zenith Radio advertisement.

The Choice of Radio Fans

The secret ambition of thousands of radio fans is to own a Zenith MacMillan's choice, exclusively, for his Arctic Expeditions.

A side-by-side test with any other set on the market will quickly show you why! Costs More—But Does More!

EUGENE Music Shop 1038 Willamette Telephone 312

Here's Your Radio at Laraway's Why Not Have the Best? RADIOLA Super-Heterodyne Distance—Volume—Tone Quality—Six or Eight Tube Models—Prices Low as Anywhere in the World—Why delay the purchase of your Radio. You are missing a wonderful thrill every night right in your own home.

Terms on Radio RADIOLAS—GILFILLANS—ATWATER KENTS Laraway Music Store 968 Willamette Street Telephone 1

SANTA—Broadcasting Over Station X-M-A-S Radio Answers The Question of Happy Christmas Gifts RADIO—A gift in tune with the times—a gift on the high wave of popularity—a gift for all the family—a wonderful gift sure to delight anyone who hasn't a set or can use a better one—a FRESHMAN set will delight the receiver of your gift. Freshman Radios The Greatest Buy in Radio The sensation of the season is the New FRESHMAN MASTERPIECE Receiver with full throated loud speaker—made of the finest materials in a genuine mahogany cabinet. A Complete Line of Radio Accessories Are Always in Stock Drop in and Hear One of These Sets in Operation. We Are Open Evenings! Myer's Electric Service Co. Just One-Half Block off Willamette 66 Tenth, West Telephone 320

TUNGAR BATTERY CHARGER DEPENDABLE—Proven by the performance of 4000 Tungars now in use. VERSATILE—Without attachments it will charge all "A" and "B" radio storage batteries. ECONOMIC—Low initial price, low cost of operation, and long bulb life. QUIET—No disturbing noises in the home. EASILY OPERATED—Clip it onto the battery and plug it into the lighting circuit—no adjustments to be made. CONVENIENT—Comfortable handle and compact design make carrying easy. SAFE—No danger of damaging Radiators if battery remains connected to the radio set during charging. CLEAN—Contains no materials which would soil furnishings in the auto or home. COMPLETE—Ready for immediate use when unpacked. BEAUTIFUL—A suitable companion for the finest radio set. Eugene Storage Battery Company 940 PEARL STREET TELEPHONE 1272