

Radio Progress for Year Notable In All Branches of Great Industry

1925 Finds Growing Army of Fans Enjoying Programs of Excellent Quality from Nation's Broadcasters



The Grebe "Colortone" hushes annoying sounds and allows notes of voice and instrument to reach you in full natural tones

This is, perhaps, the greatest recent contribution to radio reception. It enables you to alter to your taste the quality or timbre of speech or music from high, thin pitch to low, deep, round tones.

Do not miss a demonstration of this great Grebe innovation. A. H. Grebe & Co., Inc., 109 W. 57th St., N. Y.



"Chet" Hemenway Radio "NOTHING ELSE BUT"

601 Willamette Street Telephone 2102-J

ZENITH RADIO Reception

If you want to experience the thrill of fine radio reception—listen in with a Zenith. Note how quickly you can tune in dozens of different stations, and how clearly they come in.

In Zenith we offer the best in radio reception that money can buy—and we will gladly prove it to you by demonstration.

Eugene Music Shop 1038 Willamette Street

groups are the largest, however, with the educational institutions controlling more than 100 of the broadcast stations.

Next in the rank of class ownership are the churches, with forty-seven stations in the group.

There are 114 stations in the class "B" range from 230.2 meters to 445.1 meters, all of 500 watts or more, and there are 479 stations in the band from 202.5 meters to 230.2.

Advances in Quality of Programs In contrast to the lack of growth in the number of stations, the progress manifested in the conduct of the broadcasters.

Isolation Banished by Messages from Air Portable set is used in South America with Great Success by Air Service Officer

"The outstanding feature of our flight was the success in radio communication from the jungles," declared Captain A. W. Stevens, chief photographer of the United States army air service, who recently returned from South America and is now embarking upon an aerial expedition over the western half of the United States.

How Radio Is Growing In 1921 the United States total radio sales were \$5,000,000. In 1922 the sales had jumped to \$120,000,000. This year they will total \$500,000,000.

WHAT WILL YOU—RADIO "Uncle Jack" Is Popular

SAN FRANCISCO—Another regular feature which is providing popular with the radio audience according to scores of letters received by KPO, is the appearance of Big Brother's "Uncle Jack" before the microphones of the Hale-Chronicle station.

If a rattling noise is heard in the receiver when someone walks across the floor, it indicates a loose connection in the line.

Radio Programs Today



Best Features Throughout the Country Tonight 12:30 p. m.—WFAA (412.9) Dallas. Farmer's hour.

KFI—Los Angeles—107 10:00 a. m.—Services. 6:30 p. m.—Nightly doings. 7:00 p. m.—Organ recital.

KJH—Seattle—384.1 3:00 p. m.—Band concert. 7:15 p. m.—Organ recital; evening worship.

KXN—Hollywood—336.9 2:00 p. m.—Musical program (2 hours). 7:00 p. m.—Evening services.

CFAC—Calgary—135.8 7:00 p. m.—Dean Brothers studio program. 9:00 p. m.—Ladies' concert trio.

KFDJ—Oregon—282.5 8:00 p. m.—Musical selections; farm talks. 9:15 p. m.—Alumni Program.

NEW "RADIO ART" STUDIO HAS WORLD'S SMALLEST THEATER W.L.S. Small Studio Alphonse Lanelli W.L.S. Little Theatre

"RADIO ART" is an adaptation of the decorative idea to express broadcasting. It has been applied for the first time to the new radio studio of W.L.S. the Sears-Roebuck Agricultural Foundation station.

8:00 p. m.—Hans Thorston and Artists. 9:00 p. m.—Murphy Motor program.

KGO—Oakland—304.2 3:00 p. m.—Musical program. 6:30 p. m.—Kiddies' club. 8:00 p. m.—Dinner concert.

KOA—Denver—322.4 10:00 a. m.—Brown Palace string orchestra. 6:30 p. m.—Sandman hour; special program.

KPO—San Francisco—128.3 6:30 p. m.—Towne Cryer; orchestra. 7:00 p. m.—Fairmont hotel orchestra.

What Will You Pay for Your Next Radio? Public is Willing to Pay High Prices for Good Receivers, According to Statistics of Listening Groups.

When the broadcast announcers tell you over the air that two million people are hearing the program now being broadcast, remarks Kingsley Wiles in the November Radio Broadcast magazine, "It is breaking no confidences to say that they do not really know how many listeners they are actually reaching."

The investigators were much interested in learning why a particular make of receiver was bought. It was found that 46 per cent of the owners purchased their set because they thought it the best make, while 17 per cent acted on the advice of friends.

ATWATER KENT RADIO is a radio set you can always depend on for all-round performance. It is as simple to operate as a telephone.

for grandma! because old age is a lonely time and a really fine radio is mighty good company.

601 Willamette Phone 2102-J

assembled receiver, which was found to cost about \$40. The survey indicated quite definitely that most of the present owners are willing and expect to pay more for their next set.

RADIOS ON XMAS LISTS HOMES TO BE GLADDEN BY THESE GIFTS Christmas will have a new meaning in the homes of thousands of American families this year and the thing that will bring this about is radio.

PHOTOS OBJECTS IN AIR MOTION PICTURES BY RADIO NEW INVENTION An invention which, it is said, will transmit photographs of moving objects, has been completed by Dr. P. Popov, professor of physics of the university at Saratov, Russia.

Dead Spot Remedy If you live in a so-called "dead spot," that is, where you can't receive certain stations, take off the ground connection. This will make local reception better, at least.



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Air Studio Announcer Must Be Resourceful and Quick-Witted

The studio announcer is often required to demonstrate his quick wit and equilibrium. The job of announcing goes smoothly until something goes wrong in the program arrangement, or when something not on the program occurs.

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The simplicity of the New Magnavox Radio is the outstanding feature that gives Magnavox owners so much pleasure. Just one dial to turn and station after station is brought in easily and clearly.

Marshall's Music Shop 56 NINTH AVE., WEST STANLEY BUILDING

RADIO

A Gift of Everything Under the Sun A gift of a Radio is a gift of great scope—a gift of a Radio includes all the book lore, all the news of every day, all the music of all time, all the education on things past and current; everything that happens every day of the year.

Myer's Electric Service Co. 66 Tenth, West Just One-Half Block off Willamette Telephone 320