

RADIOPHONE FUTURE AS TO BROADCASTING

Radio Corporation President is Enthusiastic Over Great Developments.

Points Out Its Values and Its Adaptability to Business and Education.

By EDWARD J. NALLY.

Editor's Note: Radiophones is a word that has leaped into wide popularity within the past few months and from being a word known to few is now known to everyone. The magic of the new field of entertainment, instruction, education and science has been seized with thankfulness by millions. Edward J. Nally, one of the pioneers in radio is now president of the Radio Corporation, and is perhaps the greatest living authority on many branches of the new activity, especially in the field of broadcasting.

Someday may come a writer gifted with the ability to analyze retrospectively the conditions which led up to the phenomenal growth of radiophone broadcasting. For the present it may be said that those who had most to do with launching the new art are too busy supplying the needs of the American public to have time for speculation as to who or what was responsible for the sudden universal popularity of radio.

When one views, as has been witnessed recently in a hundred cities, queues of prospective purchasers strung along streets leading to retail radio shops, it may be imagined what activity prevailed in the factories where these wondrous working radio boxes are produced.

Heretofore the factories had been engaged in supplying the requirements of radio telegraph interests for commercial communication purposes and the lesser needs of the American boy radio amateur, but when radiophone broadcasting of music, concerts, lectures, sporting news, markets, etc., was inaugurated during the Fall of 1921, the manufacturers were immediately swamped with orders.

Results Obtained.

It is natural that broadcasting, carrying grand opera into the homes of the American people should have created a concerted and impatient demand for radio receiving sets, and it is a tribute to those who had to do with the design and manufacture of the equipment that practically everyone who spent money for an outfit—low priced or high priced—was able without radio knowledge to obtain the desired happy results.

The large electrical manufacturing companies making the bulk of the necessary radio devices are permanent organizations and they really recognized that radio in the home is here to stay. Properly designed and properly made apparatus is necessary in order that satisfactory radio reception shall be permanent.

As an indication of the expansion of factory output which has taken place it may be stated that commercial and experimental radio requirements a year ago used up vacuum tubes at the rate of 4,000 per year, while the present demand exceeds 200,000 of these devices per month.

The factories manufacturing for the Radio Corporation of America are operating on a greatly expanded production program and it is quite possible that there will be a surplus of sets and parts within six months.

Verily, it may be said that a new use has been found for flag poles, chimney tops and high trees dead or alive. All have been or are being put to work sustaining one end of radio receiving antennas.

Future of Broadcasting.

The future of radiophone broadcasting might be viewed from a dozen angles. A dozen or a score of prophecies might be obtained from as many prophets, but perhaps the only sensible deductions which can be made thus far are those based on what has occurred and what progress has been made during the first six months of popular radio.

Already the broadcasting stations have tried out a range of subjects from prize fight ring-side returns to lectures on social hygiene and from jazz to grand opera. Religious sermons and sacred music are being sent out on Sundays and kiddie bedtime stories several evenings each week.

In the ambitious attempt to feel out the public desire the broadcasters have discovered what newspaper managers discovered long ago—that the mental and intellectual appetites of the American family has a wide range of interests, and in order that the new means of disseminating what the American public daily wants to know may be a success, it is essential only to realize that the change is one of manner—not of matter.

The radiophone receiver in the home car, if desired, be on duty all of the time. Its messages come in spoken words, pleasing and easy to understand. In this, city, state and national governmental departments have an agency whereby the home, the office, the farm and the workshop may be reached directly and on opportune occasions. All in all we have in the radiophone a new and valuable means of communication—in the main of course, one way communication in the sense that the matter in newspapers and magazines has a direction of flow from organized sources into the dwellings of men.

Dr. D. R. Haylor, eye specialist of Portland, will be at the Haylor jewelry store, July 30-31, and August 1-2.

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J. A. Waters left on Sunday morning for Portland, where he will be joined by Mrs. Waters and Delmar who will accompany him to Newport for their summer vacation. Mr. and Mrs. Waters have a cottage at this beach resort and it is a delightful place to spend a few weeks of the heated term.

Lawrence Reading took time to drive into town for a few hours yesterday. He states that he will be at his harvest on the Eight Mile farm just as soon as he can get ready. His yield will be fair and he has no complaint to make.

Friends in this city have been advised of the arrival of a daughter at the home of Mr. and Mrs. Lloyd Countryman at their home in Nampa, Idaho, on July 8th. Mrs. Countryman was formerly Miss Opal Hall of this city.

Mr. and Mrs. E. W. Spencer, accompanied by Mrs. Joie Jones, departed this morning by auto for Portland, Astoria and other points. They will also visit Salem and other cities in the Willamette valley, returning home via Crater Lake and Central Oregon. They expect to be absent about ten days.

Miss Luye DeVore went to Moro, Oregon, this week, where she will have work for the summer.

GILLIAM & BISBEE'S COLUMN

Obituary

IN 1921

Our Business

DIED

NOW SHE'S DEAD AGAIN

We don't know where she's gone to, only trust for the best. But trusting won't do: that is what caused her death.

Bring some money instead of flowers to the funeral.

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DO YOU ENJOY SHELL FISH?

Oysters
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Served in any style to your order.

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Machinists	70 cents per hour
Boilermakers	71 cents per hour
Blacksmiths	70 cents per hour
Electricians	70 cents per hour
Sheet metal and other workers in this line	70 cents per hour
Freight car repairers	63 cents per hour
Car inspectors	63 cents per hour
Painters, freight cars	63 cents per hour
Helpers, all crafts	47 cents per hour

These men are wanted to take the place of men who are striking against the decision of the United States Railroad Labor Board, and their status, and the FULL PROTECTION GUARANTEED, are explained by Mr. Ben W. Hooper, Chairman, in his statement of July 1:

In this case the conflict is not between the employer and the oppressed employees. The people of this country, through an act of congress, signed by President Wilson, established a tribunal to decide such disputes over wages and working conditions, which are submitted to it in the proper manner. It is the decision of this tribunal against which the shop crafts are striking.

"Regardless of any question of the right of the men to strike, the men who take the strikers' places are merely accepting the wages and working conditions prescribed by a government tribunal and are performing a public service. They are not accepting the wages and working conditions which an employer is trying to impose. FOR THIS REASON PUBLIC SENTIMENT AND FULL GOVERNMENT POWER WILL PROTECT THE MEN WHO REMAIN IN THEIR POSITIONS AND THE NEW MEN WHO MAY COME IN."

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