

Newest Radio Creations Will Be Presented at Show Opening Thursday

ENTERTAINMENT PROGRAM SLATED FOR EACH NIGHT

Amateur Vocalists and Instrumentalists of Southern Oregon Will Vie for Prizes — Start at 7:30

Advance registrations for the amateur entertainers contest to be conducted as a portion of the entertainment program of the fall and winter radio show, indicate one of the most successful events of this kind ever held in Medford.

The committee in charge of the amateur hour contest, has announced the following rules: All amateurs in southern Oregon are eligible. There are two divisions: vocal and instrumental. Each contestant is to prepare two solo numbers.

Prizes are the same in both groups and are cash, \$15 for first, \$10 for second and \$5 for third. Awards will be made following announcement of the judges' decision Saturday evening.

Amateur desiring to enter this opportunity-contest should call in person at KMED, or write to the broadcasting station.

Stratosphere Shown at Show



One of the outstanding radios which will be on display for the next three days at the radio show in the Sparta building is an ultra-modern 25-tube Zenith Stratosphere received in Medford by Pruitt's Melody shop especially for this event.

Rare woods have been effectively combined in designing the Stratosphere cabinet, which is 59 inches high, 30 inches wide and 19 inches deep.

Five wave bands individually illuminated in colors, 535-63,000 kilocycles. Following the radio show the Stratosphere will be displayed at Pruitt's Melody shop, 111 West Main street.

The smartly styled Philco 116-X model which has just been announced by C. D. Bean, Inc. Every broadcast service on the air—U. S. government forecasts, all-American broadcasts, all police calls, amateur ship and radio stations, are assured according to its makers.

RADIO COMPANIES PLANNING LAVISH SELLING CAMPAIGN

Greatest Radio Program Ever Undertaken Will Be Feature — Public to Be Told of Set Improvements

One of the most intensive and far-reaching advertising and sales promotion campaigns ever undertaken in the radio receiver field is about to be launched by the various radio manufacturing companies.

A huge radio program, details of which are being zealously guarded in preparation, company officials will commit themselves only to the extent that it is the biggest thing of its kind ever undertaken and that it contains many innovations.

Production schedules have been increased 100 per cent over that of last year. New machinery has been installed to take care of the changes; some plants are running 24 hour shifts to meet the demand for radio receivers with the new metal tubes.

It is a balanced superheterodyne with Philco high-efficiency tubes, non-radiating, noise excluding, metal shielding.

tuning is described as follows: When the set is in operation, a stream of millions of electrons bombards the fluorescent target in the dome of the tube, creating a greenish glow with a dark fan-shaped electrical shadow extending downward from the dark center of the eye. This shadow narrows down to a thin line as stations are tuned in and indicates perfect tuning when the shadow is narrowest.

The addition of an extra tube in the new receivers is claimed to increase sensitivity five times and an automatic sensitivity booster will multiply sensitivity five times again.

Other advances to be featured will include larger speakers, changes in circuit design and improvements in cabinets leaning to stronger, more substantial and more luxurious cabinets, with neo-classic influences apparent in design and with finer veneers and rare imported woods entering into their construction.

SCHOOL HEAD TO CUT PUPILS LOSS

ST. LOUIS, Sept. 11.—(AP)—Dr. Henry J. Gulling, superintendent of schools, has personally pledged \$25,000 to help repay losses of 20,000 school children in two closed banks.

Gerling offered the money to the board of education from his personal funds last night after the St. Louis court of appeals affirmed a decision that denied petitions of the children to have their claims against the Savings Trust Co. placed in the preferred class.

It was estimated neither the Central Savings Trust Co. nor the National Bridge Trust Co., in which about \$92,500 of school children's thrift club funds were deposited, would pay more than 60 per cent on depositors' claims.

Gerling said he considered it a "moral obligation" that the children be paid.

CASH PRIZES WAIT WINNERS IN RADIO MUSICAL CONTEST

The committee in charge of the amateur contest, to be staged in conjunction with the Fall and Winter Radio Show, Thursday, Friday and Saturday evenings announces that there is still time for more entries.

The radio dealers will present a full bill of entertainment on each of the three evenings. W. F. Quisenberry, who has appeared here in many theatrical and musical productions, will act as master of ceremonies.

The Harmony Honey, a local dance orchestra has been engaged. Local radio dealers have arranged for a number of special visual electrical displays as well as the full line of new radio sets for 1936.

All amateur entertainers in southern Oregon, regardless of age may enter the contest. Cash prizes include fifteen dollars for the two first places ten dollars for second, and five dollars for third.

Don Hucksabe, popular musician and program director, will assist all entries. He will be in the KMED studios from three until four o'clock each afternoon and from seven until eight o'clock each evening.

Those amateurs who enter by writing are to be at KMED Friday evening at seven o'clock for final instructions. Thursday and Friday evenings will feature eliminations and Saturday evening will mark the cash awards following announcement of judges' decision.

WINDOW GLASS—We will window glass and will replace your broken windows reasonably. Frowbridge Cabinet Works.

LEONARD DISPLAYS LATE RADIO LINES

Newest model Atwater Kent radios will be displayed at the Medford radio show Thursday, Friday and Saturday by the Leonard Electric company, local dealers for these well known instruments.

All metal tubes are a feature of Atwater Kent radios for 1936 and selectivity-fidelity switch control pure, rich tone quality without any compromise, assuring superior reception on all tuning ranges.

The Leonard Electric company, in its new location at 303 East Main street, will also display General Electric radios at the radio show in the Sparta building. Metal tubes were

developed by General Electric, the "House of Magic," and are destined to be one of the most valuable contributions to the radio world, according to Morris B. Leonard.

General Electric has been prominently identified with the radio industry for the past 28 years, and during that time has produced a number of improvements including stabilized dynamic speakers, sliding-rule tuning scales. General Electric radio cabinets are always in step with prevailing trends in furniture design, and rare woods are used in fabricating each cabinet.

Oregon Weather Fair tonight and Thursday, but some cloudiness in northwest portion and on coast; slightly cooler in northeast portion tonight; gentle to moderate west and northwest wind off the coast.

Carole Likes Sapphires. HOLLYWOOD—(AP)—Carole Lombard's passion is star sapphires. In addition to the huge one she wears on her middle finger, she has innumerable pins, clips and other jewelry set with the same stone.

All Metal Tubes Throughout—Are Featured In ATWATER-KENT AND GENERAL ELECTRIC

The new metal tubes gives the new Atwater-Kent and G-E Radios remarkable performance and tone. See them—Hear them—at the Radio Show or at our store!

ALLOWANCE ON Convenient Terms YOUR OLD RADIO

LEONARD ELECTRIC COMPANY 303 E. Main. Morris B. Leonard. Phone 427

All Eyes Are on 1936's New Radio Creations!

New Models With Sensational Short-wave Reception Are Announced

Affording Varied Entertainment... Improved Reception... Beautifully Styled Cabinets

PERFORMANCE—finer than ever before—plus unsurpassed beauty feature the radio presentations for the new season. Foreign reception, United States government weather forecasts, police calls, aircraft, ship and amateur stations—all are available to the person who owns one of the newest sets. . . These Medford firms invite you to see their new season showing . . .

- C. D. Bean, Inc.
Fick's Hardware Co.
Leonard Electric Co.
Palmer Music & Electric Store
People's Electric Store
Pruitt's Melody Shop

This advertisement published in the interest of southern Oregon's radio industry by The California Oregon Power Company.

See the 1936 Radio Models—with Startling New Features—at the Radio Show SPARTA BUILDING—MEDFORD Thursday—Friday—Saturday

