

PAPERS ARE SAFE SAY RADIO HEADS

The flush of enthusiasm that accompanies all new developments oftentimes is borrowed at the supposed expense of a related industry. The expansive enthusiast believes the new development will wholly replace the established industry; whereas it really only complements it. Radio broadcasting compared with newspaper publishing furnishes an apt example.

In the early days of broadcasting the lovers of the new art saw radio as a competitor of the newspaper, with the latter gradually doomed. How wrong this idea, born of enthusiasm rather than vision, was pointed out by Edward H. Jewett in a discussion concerning the broadcasting of the Scopes trial at Dayton Tenn.

"Radio is too literal a process to give a satisfactory distance-picture of what went on there or in any similar assembly," Mr. Jewett said. "Lacking an announcer—and naturally no announcer could be permitted to interrupt the procedure of the court—the listener-in can get no description of what is going on. Missing the description he misses the most interesting part. I have noticed that a great portion of the newspaper accounts are concerned with word-pictures, not merely factual reports. The newspapers were enabled to do, in connection with that extraordinary event down there, what the radio could not do."

JAPAN CHARGES FOR JUST LISTENING IN

SAN FRANCISCO, Oct. 17.—United News—In Japan radio enthusiasts must pay for the privilege of "listening-in."

Y. Itow, radio director of the Imperial Japanese Communications department, arrived here on a four months' tour of America, in which he will study the radio science.

"Radio is becoming increasingly popular with the people of Japan," he said. "In Tokyo alone there are at 100,000 authorized receiving sets and almost 30,000 sets that are not authorized. Users of authorized sets pay one yen (about 50 cents) for installation and one yen per month for service. The people are on their honor to pay this money.

"People who do not pay are not

prosecuted—as yet. The stations do not send out collectors—the subscribers pay direct. There are three broadcasting stations in Japan."

Itow said that at first only the wealthy persons took up radio, but that now all classes of people are deriving pleasure from the air.

FARMERS TO HAVE MOVIES AT FIRESIDE

Broadcasting of motion pictures will be next outstanding advance in the field of wireless communication. Atwater Kent of Philadelphia, a member of Sec. Hooper's committee on broadcasting, believes.

Declaring he has been intensely interested in the recent transmission of motion pictures by radio across the city of Washington and their projection on a miniature screen, Mr. Kent said he anticipates the time when "radio movies" will be shown as clearly and large as canned pictures now thrown on theatre screens. He added:

"When it is remembered that radio broadcasting stations and broadcasting words and music of whole vaudeville shows and operas are achievements of the past ten years, perfection of radio motion pictures during the next few years seems a goal likely to be attained.

"Recent success in radiovision experiments indicate that by 1935, and perhaps even sooner, we can sit at home and watch the playing of a championship baseball series, projected on a radio picture screen, beside hearing the umpire's voice and the crowd's cheers, which the sound receiving set now picks up."

Anything you wish to sell? Or to buy? Tell all Klamath Falls about it in the economical, efficient way—through a little News Classified Ad.

Masons Attention!

M. M. Degree will be conferred Monday night, October 19, by the Medford Degree Team.

Visitors welcome.

No examination of visitors after 7:00 p. m.
Dinner at Masonic Hall, 7:30 p. m.
C. E. Dennis, W. M.

WILLYS-OVERLAND BREAKS RECORDS

That all sales records for Willys-Overland are being broken for this season of the year is the report just received by Joe Brett, local representative for Overland and Willys-Knight cars, who has just received record of his standing in the big national sales derby now in progress for the big Toledo manufacturer.

"From New England to California, from Florida to Washington and Oregon, and from all way points, retail deliveries are setting a pace which makes even the sensational achievements of the summer months skeptical of their laurels," is the word sent out by the sales department at the factory.

The statement is based on actual records of sales for every retail salesman, every dealer, every sales manager, and every wholesale man-

ager in the United States, those records being mailed to Toledo every week where they are checked over by a huge staff of employes who are directing and checking the contest.

From Portland comes the report that the first week of the contest shows an 8% increase in deliveries for the territory over the past week of September, and a 62% increase over the corresponding week of last year.

In the national contest, the Portland territory shows a standing of 13% of its quota with seven more weeks to go before the contest closes.

"We've got a big field to work in," says Mr. Brett, "for 93% of all buyers of motor cars are to be reached within the price limits of the Overland and Willys-Knight models.

"This means that practically every buyer of a motor car is a logical owner and a user of either an Overland or a Willys-Knight car."

"The highest resale value still further enhanced by tremendously reduced prices"



The used-car columns of your daily newspaper tell the story. You will find there but few Willys-Knights for sale. And such as are, command, always, an almost incredible premium.

When a car goes to the graveyard for automobiles, it goes there for one major reason, one only—gears, transmission, differential, wheels, frame, usually are in reasonably good condition. It is the engine that sends a car "across the river." It is the engine that makes or breaks a car . . .

The Willys-Knight engine never wears out

—unlike any other motor-mechanism in existence, it does not deteriorate. It actually improves with use . . . After 50,000 miles, on up to 100,000 and over, it is a smoother and quieter, more powerful and more completely efficient engine than it was on the day you bought it! . . .

Used-car experts (than whom there are no keener judges of car-values) consider a Willys-Knight at 50,000 or 60,000 miles a first-class selling proposition. Can the same be said of any other car in, or under, or considerably

above its price class, with that resale value against it? . . . An experienced used-car owner will buy a Willys-Knight, register it, 75,000 miles more, with absolute confidence. The used-car trader will tell you he can scarcely give you other cars after they have been run 25,000 or 30,000 miles! . . .

The patented Knight sleeve-valve motor

—that is the leading reason for its phenomenally long life, and, consequently, the gratifyingly greater sale-rating of the Willys-Knight . . .

So—when you buy your Willys-Knight, particularly at these STANTIALLY REDUCED PRICES, you are not merely buying an automobile. You are making an investment in sustained motor-car satisfaction. And the dividends that investment brings to you—in service, in freedom from expense and annoyance, in pride of ownership—are matched only by its strength as a gilt-edged security. In high cash redemption value if, in an emergency, you are obliged to dispose of your car.

four-cylinder	
TOURING	now \$1195
COUPE	now \$1395
SEDAN	now \$1395
SEDAN	now \$1450
BROUGHAM	now \$1595

All prices f. o. b. Toledo



six-cylinder	
TOURING	now \$1795
ROADSTER	now \$1995
COUPE	now \$1995
SEDAN	now \$2195
BROUGHAM	now \$2395

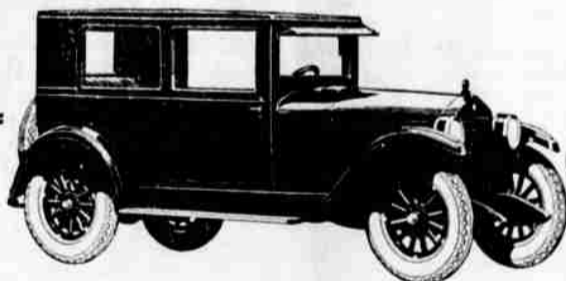
All prices f. o. b. Toledo

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A TOUCH ON THE ACCELERATOR AND YOU THRILL TO THE INSTANT SURGE OF UNFAILING POWER. ON AND ON YOU GLIDE THROUGH THE CRISP AUTUMN AIR. IF YOU FIND IT COOL, YOU CLOSE THE WIDE WINDOWS. YOU RIDE IN COMFORT—ALWAYS—IN AN ESSEX COACH.

GET YOUR ESSEX TODAY AND LEARN HOW IT FEELS TO REALLY LIVE.

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