



# Here and There RADIO On the Air

## Home Entertainment Is Selling Feature

Earl Shepherd, when asked what he considered the greatest feature in radio retailing, replied "Home Entertainment."

The realization that you may sit down at your radio set and often bring in the unexpected which may range anywhere from the sublime to the ridiculous is certainly one of radio's greatest attractions.

The persons making the most fun of radio are generally those who have never tuned a set and these are the folks who "fall the hardest for radio" when they finally do take the time to become converted.

To date this fall the greatest demand has been for radios retelling from one hundred up to one hundred fifty dollars which means completely installed but before Christmas we expect to sell many housed in beautiful cabinets.

Last winter the sets using dry batteries seemed to lead in sales by a large volume while now those fitted with the automobile type battery with charger have come strongly to the fore.

Human nature remains the same in regard to different classes of sets; that is, some people prefer three dial set enjoying the extreme care necessary to tune a station in well while others lean strongly to the simple one dial set which they can tune in quickly and perfectly.

## COAST BROADCAST STATIONS OPPOSE S. C. A. P. DEMANDS

SAN FRANCISCO, Nov. 7.—A convention of representatives from leading broadcast stations was held in the Cliff hotel here on October 22 for the purpose of considering the demands of the American society of composers, authors and publishers for the radio use of the copyright music it controls. The convention went on record as unanimously endorsing the resolution adopted at the recent meeting of the National association of broadcasters held in New York. United States senator C. C. Dill of Washington gave the chief address. He went on record as believing that radio should be kept free to the listeners on the grounds that "every additional burden placed on the broadcasters would tend to bring about some plan of collection from the listeners." He also explained that the plan of campaign adopted by the broadcasters is to get new congressional legislation rather than to carry their fight to the courts.

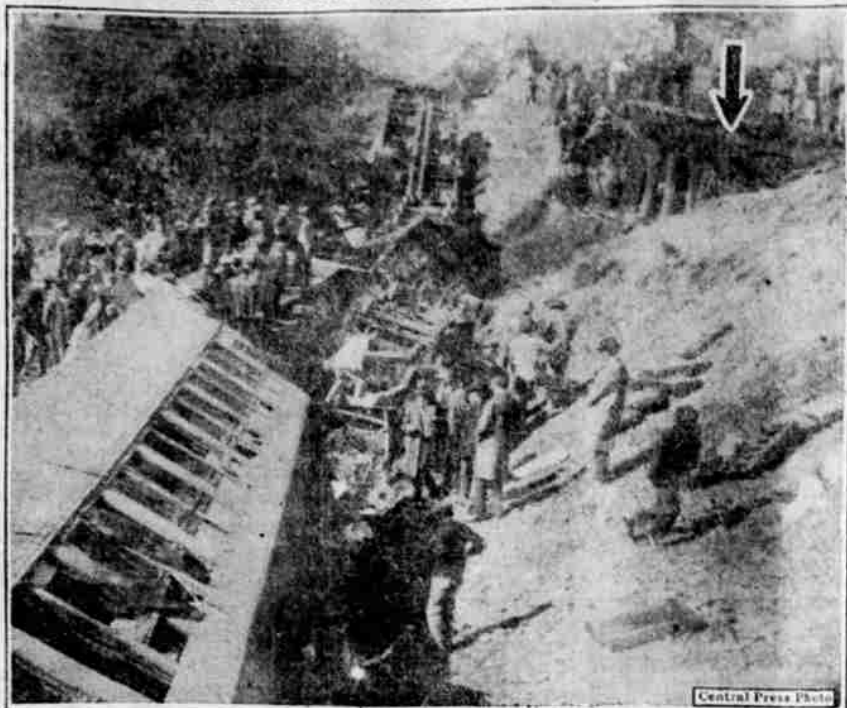
## SONG PRICES ARE HELD EXHORBITANT BY RADIO

There is no reason why the society of authors, composers and publishers should make the exorbitant demands it does for broadcasting songs composed by its members. The society is making radio the goat and is milking the goat to the death and will continue its parasitic methods until someone calls a halt.

Radio popularizes any song given repeated hearings over the air. Radio sells that song to the public. The society should pay radio stations rather than extort ludicrously high license fees from an institution whose very existence is of inestimable material benefit to composers of musical selections.

The national association of broadcasters has gone on record as favoring legislation in congress that would put radio broadcasting of copyrighted selections in the same class as mechanical reproductions—that is, to pay the owner of the copyright a stipulated sum each

## Where Broken Rail Wrecked Train, Killed Score



A broken rail is blamed for the wreck of a St. Louis and San Francisco Ry. passenger train near Victoria, Miss., in which a score of persons were killed and many injured. Authorities are proving the crash. Photo shows scene of disaster and shattered cars, which were tumbled off the trestle when a wheel struck the broken rail (indicated by arrow).

time a song is broadcast. This is a fair and equitable arrangement. It would pay the composer an adequate royalty, would continue the popularization of his songs and would insure broadcasting stations of an even flow of musical numbers at a reasonable figure in payment.

This question directly concerns every radio dealer, jobber and manufacturer. Great harm would be done to radio if it was choked off from any type or group of songs. Therefore, every reader of this publication should make it a personal obligation to bombard his congressmen with demands that radio broadcasting of music be put on the same payment basis as mechanical reproductions, and dealers should make it their business to see that set owners send letters to Washington at once advocating that plan.

## RADIO BRINGING CONTENT OF FARM

The cities are claiming fewer and fewer of our farming population due to the beneficent effect of radio, which is successfully combating the roving spirit inspired in part by the automobile and motion pictures. No longer does the younger generation want to rush off to town after the day's chores are completed. Radio is bringing to their fireside better things than the average town has to offer. A Kansas postmaster writes this to the Rural New-Yorker:

"The automobile was largely instrumental in demoralizing farm help and the residents of farms, in that it took them away too often hunting pleasure when they should have been at home at work. I feel from conversation with farmers who come to the windows on Saturday afternoons after their mail that radio is going to change all that, for they can have much of their entertainment at home in the future. On the whole farmers are better off than for the past several years, and more content."

## DEMAND FOR GOOD MUSIC

Reports from station KGO, Oakland, Cal., indicate a big response to the Victor radio concert recently broadcast over that section. At that time there were presented Tito Schipa and Marcel Journet, this being the first time artists of this caliber had been heard over the air on the Pacific coast. The radio public of California, and indeed of the entire Pacific coast within re-

ception distance has demonstrated unusual enthusiasm, and the effect of this concert upon public interest in radio cannot be estimated in set terms.

At the actual time of the concert, so great was the interest that all public loudspeakers at stores, garages, etc., were packed with people not owning a receiving set or having friends owning sets, while after the concert letters of appreciation simply poured into the office of KGO and the Victor talking machine company's coast headquarters.

Regarding this occurrence in its true significance, it at once fell in line with the policy so often dictated by the Musical Courier extra, that is, that there exists today in the radio field a huge and as yet unexploited field for vastly increased sales through the bettering of the musical programs and the inducing of the stars of the musical world to make their appearances before the microphone.

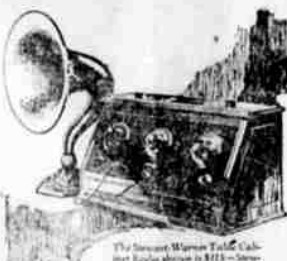
The effect of the single Victor effort on the Pacific coast is an evident sign of the desire of the people of that locality to hear better music through the radio receiving sets. The fact that many people were compelled to listen to sets outside their homes when there was really something worth while on the air, shows what a huge field remains. Those same people are the potential buyer class. They want music and they want the entertainment and enjoyment that the radio can bring. A single glance at the programs afforded them, however, shows that the majority of the hours are devoted to the expounding and reiteration of topics and music of the "popular" variety, a serious misnomer by the way for the cheaper type of music is by no means the most in favor, as the short life which music of this type enjoys is witness.

Pretty cretonne kimono, unpacked today at Bee Regis's Dress Shop for only \$2.50. N5-5

## RADIO AIDS KEEPING YOUNG PEOPLE ON FARM

Radio is playing an important part in keeping young people on the farms by ending the isolation of farm life. General J. G. Harbord, president of the radio corp. of America, declared in an address on "Radio and the Farmer" before the Advertising club of New York on September 14.

General Harbord recalled the hardships of the days when he was a boy on a Kansas farm forty years ago. "It has not been the physical hardships," he said, "but the dullness of life, the utter monotony and lack of recreation that has caused



The Stewart-Warner Radio Cabinet Radio shown in this advertisement is a 5-tube set with a speaker. It is a 5-tube set with a speaker. It is a 5-tube set with a speaker.

## You Must Hear The Stewart-Warner Matched-Unit Radio

The complete group of Matched Radio Units—an achievement in radio manufacture—perfect, harmonious performance.

Let your own ears tell you that the Stewart-Warner is the Radio you have been waiting for.

Open evenings by appointment.

EARL SHEPHERD CO. Phone 282 507 Main St.

the boy and girl, as well as the laborer, to desert the old farm and seek the city.

Through radio the farmer receives the advice of agricultural authorities. Be it insect plague, epidemic, threatening weather or other adverse conditions, the radio brings the information necessary to meet the problem. With these utilitarian benefits there comes a wealth of entertainment.

General Harbord stated that radio is a matter of dollars and cents to the farmer in the broadcasting of daily market reports, and called attention to the educational work it is doing in tying in with the extension courses of agricultural colleges and schools.

"Entertainment, culture and the throbbing life of the metropolis carried to the farm by radio, makes rural life more attractive and desirable," he said, "and will sustain the farm class which is the very backbone of our national existence."

## Radio Program

**Sunday, November 8**  
KPO, 428.3 meters, Hale Bros. and Chronicle, San Francisco.—9:45 a. m., non-sectarian church services; 5 p. m., organ recital; 6 p. m., States orchestra; 6:35, 8 p. m., Palace orchestras; 8:30 p. m., Seiger orchestra.

KGO, 351 meters, General Electric, Oakland.—11 a. m., 7:45 p. m., Trinity Episcopal church, San Francisco; 2:30 p. m., KGO Little Symphony orchestra.

KLX, 508 meters, Tribune, Oakland.—Silent.

KNX, 337 meters, Express, Hollywood.—7 a. m., 7 p. m., First Presbyterian church; 2 p. m., musical program; 8 p. m., Ambassador orchestra; 9 p. m., program.

KHJ, 465.2 meters, Times, Los Angeles.—10 a. m., Rev. Gordon Palmer; 10:30 a. m., 7 p. m., First M. E. church; 4 p. m., music; 6:30 p. m., Arcade orchestra; 8 p. m., musical program.

KFI, 467 meters, Earle C. Anthony, Los Angeles.—10 a. m., church federation; 4 p. m., vesper; 6:45 p. m., Father Richard's sunspot forecast of weather; 7 p. m., organ recital; 8 p. m., classic hour; 9 p. m.,

program; 10 p. m., Packard orchestra.

KGW, 491.5 meters, Oregonian, Portland.—10:55 a. m., First Presbyterian church; 7:50 p. m., First Church of Christ, Scientist.

## Monday, November 9

KPO, 428.3 meters, Hale Bros. and Chronicle, San Francisco.—Regular features; 1 p. m., Seiger orchestra; 2:30 p. m., Hawaiian music; 5:30 p. m., children's hour, stocks; 6:40 p. m., States restaurant; 7 p. m., Seiger orchestra; 8 p. m., organ recital; 8:45 p. m., exercising talk; 9 p. m., Y. M. C. A. Father and Son program; 10 p. m., States orchestra.

KGO, 351 meters, General Electric—Usual features; 1 p. m., musical program; 5:30 p. m., KGO Kiddies' Klub; 6 p. m., concert; 7 p. m., news, weather, stocks, markets; 8 p. m., educational program.

KLX, 508 meters, Tribune, Oakland.—4 p. m., women's hour; 5 p.

m., Aunt Elsie's Irate m., news; 8 p. m., program Lake Merritt Ducks.

KNN, 337 meters, Wood—Usual features; Coast theatres; 1 Household Hint; 7 contest; 7:30, 8, 9 p. m., 10 p. m., Goodrich orchestra, West orchestra.

KHJ—465.2 meters, Angeles—Usual features; m., Piggly Wiggly Grocery; KFI, 467 meters, thony, Los Angeles—cooking talk; 7:30 p. m., Studio six on p. m., bookshelf chat; lean League of Penwork radio and concert artists program.

KGW, 491.5 meters, Portland.—7:15 a. m., news; 10:30 a. m., news; 12:30 p. m., 7:30 p. m., weather, sports; 8 p. m., concert

## See Us First

Don't buy a receiving set before you hear the PRESTODYNE—the biggest radio buy on the market.

We also carry the RADIOLA "2" Portable.

## Wirtz Music House

Phone 125 122 So. Sixth

# ATWATER KENT RADIO



Hear it tonight at the home of a friend



Buy it tomorrow at your dealer's store



Hear it tomorrow night in your own home

One person hears it in another person's home... —and that is the way Atwater Kent Receiving Sets and Radio Speakers are sold



Model 10 Price \$85.00



Model 20 Price \$85.00



Model 1, Radio Speakers \$17.50 to \$30.00

THAT is the simple truth, vouched for by hundreds of retailers in all parts of the country and proved by the ever-increasing popularity of Atwater Kent Radio.

A person hears it, sees it, buys it and then enjoys it in his own home.

If you have never heard an Atwater Kent Receiving Set in operation with an Atwater Kent Radio Speaker, do so today. Go to a nearby store and ask for a demonstration.

Then make your decision. We are content to leave it to you.

## On K. P. O. Wednesday

Special program given by Atwater Kent artists featuring their orchestra and tenor soloist. A program of unusual merit.



Model 20 Complete Price \$85.00



Model 24 Price \$85.00



Model 24 Price \$85.00

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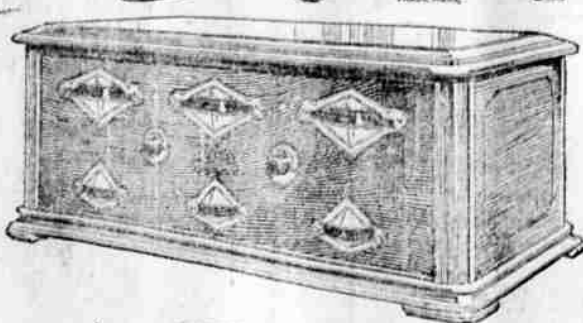
Phone 261 "THE WINCHESTER STORE" 416 Main

## BE A "GOLDEN RULE" RADIO NEIGHBOR

Use a DeForest Radiation Preventer. Prevents radiation from regenerative sets. Increases selectivity. Assures neighborhood harmony.

UHLIG'S ELECTRIC STORE Phone 234. 1026 Main St.

## GREBE SYNCHROPHASE



## NEW MODELS

Above is pictured one of the highest grade Radios made in America. It has exclusive features to be found in no other.

No other can have the "Binocular Coils" which brings in distance and give that bell like tone.

The new Grebe is handled exclusively by EARL SHEPHERD CO.