

SEATTLE'S FIRST RADIO EXPOSITION OPENS TOMORROW

In Addition to Mechanical Displays, Broadcasting Stars of Many Stations Will Entertain Crowds.

TOMORROW noon the great doors of the Masonic Temple, Harvard and Pine, will swing open on Seattle's first radio exposition, during which all the latest refinements and improvements of radio and the radio industry will be on display here for four days. The annual pageant of radio progress is being staged under the direction and auspices of the Radio and Music Trades Association, a group of leading business men of the city interested in the radio industry.

More than fifty manufacturers of radio equipment will occupy every bit of available space on the main floor of the spacious hall, and its corners have reserved space in the basement, where the activities of the show will be continued.

Whole Idea Educational.
The booths will carry out the educational idea, with every opportunity given those attending the show to learn more of radio and its uses in the commercial field.

The management of the show is expecting to open the doors at noon, but the official opening will not take place until evening, when Mayor Bertha K. Landes and state and county officials will appear in the model broadcast studio to open the program. This opening event will be broadcast over KOMO.

Stars Will Entertain.
A wealth of entertainment has been arranged not only for broadcasting, but for the thousands who attend the exposition. Here it will be possible to see and hear the radio stars who have been furnishing programs over the local stations during the past year. In addition to the local stars, there will be the cream of radio talent selected from the major stations of the Northwest.

Something has been planned for every minute of the day, and show visitors will have the best of entertainment as well as educational programs during Radio Week in Seattle.

ATWATER KENT DEALER IS PIONEER IN TRADE

Four Years Ago Archie Kincaid Opened His Present Store in University District.



ARCHIE KINCAID.
SEATTLE'S pioneer Atwater Kent dealer is Archie Kincaid, who established a radio store in the University district in January, 1924, and is continuing his original sales policy of "Atwater Kent exclusively."

Mr. Kincaid, after several years experience in the automobile business, chose the University district in preference to a metropolitan site, and his judgment has been justified by his success. In the last three years the University Radio Company has done a gross business of \$100,000 and 75 per cent of this is represented by sales to residents of the own district.

Before making his decision in 1924, Mr. Kincaid tested every known make of radio in his home, and decided to handle Atwater Kent exclusively, as being, in his judgment, "the most satisfactory radio for the home."

Rural Teachers In Colorado Will Be Helped by Radio

WHAT is believed to be the first attempt to take expert knowledge from educational centers to rural schools by means of radio is to be made by station KOA, Denver, Colo.

The innovation is backed by the Colorado state department of public instruction. Educational lectures will be broadcast under direction of Dr. Katherine C. Polly, supervisor of state rural schools.

First lectures will be for teachers. It is the plan of Dr. Polly to have all rural schools later equipped with radio sets so that talks may be made directly to the pupils.

John C. Tlert, United States commissioner of education, has given the project his unqualified indorsement. When Dr. Polly recently outlined her idea to him, he characterized it as the biggest thought on rural education given out in many years. He predicted it will revolutionize rural child and adult education.

Well known educators of Denver and Colorado have promised their cooperation in making the venture a success.

Harvey Firestone's Set.
Harvey Firestone, the tire manufacturer who spent the winter near Tucson, Ariz., bought an Atwater Kent set in a Peoria, Ill., store. The Electrical Equipment Company of Phoenix. The same firm sold one to the novelist, Harold Bell Wright, who spent the winter at Tucson.

ORPHEUM GIRLS ENTERTAINED BY RADIO



Ned Wayburn's "Buds" Using Atwater Kent Set.

"B" ELIMINATOR IS READY FOR BIG SETS

Unit With Four Plus Taps Is Available for Sets With Heavy Current Draw.

Many radio fans are still of the opinion that no reliable "B" battery eliminator is available for the larger sets, which use a particularly heavy amount of current and which have binding posts for 22½, 67½, 80 and 135 volts. This impression is erroneous. As a matter of fact, engineers for the Grigsby-Grunow-Hinds Company in Chicago, making the Majestic "B" current supply units, have produced an eliminator which is ideally suited to all types of sets having exceptional current draw.

This unit is known as the Special Master Majestic, and the maximum voltage output is sufficiently high to operate not only UX-113 and UX-120 power tubes (drawing 150 volts), but also the latest super power tubes, such as the No. 17L.

On this unit the "line control" variable resistance makes it possible to use the eliminator on all sets having heavy blasing "C" batteries and unusually low current draw. Needless to say, this unit has four B plus taps.

Recently a fan in Alabama wrote the Majestic Company of a remarkable record attained on a ten-tube set having unusually heavy current draw, where organ notes from across the continent

"Ling, the Chinaman," Is Pestered For Funny Stories During Business Hours

"BILL" SEROY, the genial sales manager of the western branch of Grigsby-Grunow-Hinds Company, has been leading a "double life" for more than a year and a half. In the daytime he devotes most of his hours to selling Majestic battery eliminators. But when night comes around Bill becomes "Ling, the Chinaman," and in this character captivates the interest of thousands of radio listeners up and down the coast.

It isn't easy to lead a "double life," as Bill will tell you. No matter where he goes, folks generally insist, right in business hours, that he entertain them with Ling's funny Chinese stories. However, despite this hardship, Bill sells a lot of his Majestic, and has a lot of fun, besides helping a lot of other folks to enjoy themselves.

Before he came on the air from KTAB, Bill appeared as "Ling" from the KGN station in Chicago and was a "popular" favorite there. He has been appearing from KTAB with the Goat Island Goats now for more than a year and a half, and has become one of the most enjoyable personalities on the air around these parts.

As for his Majestic B-Eliminator, Bill reports that his quota for 1927 on the Pacific Coast is 47,000 of these units, and up to date he is ahead of this quota.

A letter received at the KJR studio recently from New Zealand tells of hearing that station's program on June 15. On that night KJR carried its entertainment through until nearly 4 a. m. Sunday. The letter reads:

"I would like to report hearing a station giving the call letters KJR on Sunday, June 12. The station signed off and announced the hour as 3:45 a. m. Sunday, P. S. T. If this information is correct, would you kindly verify same, as I don't think your call has been logged here before. Diamond Clark."

The letter was written from St. Leonards, Dunedin, Otago, New Zealand.

A broadcasting station in Berlin is now sending out a university course of general interest.

New Chinese Station.
XNA, Canton, China, is the newest Chinese broadcasting station. It was constructed at a cost of \$75,000, it operates on 2,800, 3,800 and 4,305 meters.

MUSIC APPRECIATION DEVELOPED BY RADIO

Critic Noted for Attacks on Studio Takes Optimistic Attitude.

John Wallace, well-known critic, whose frequent attacks on radio education have received wide publicity, takes a surprisingly optimistic stand when considering the value of broadcasting from a musical education viewpoint. "Radio is the best fitted agent to do this work," he says in the Radio Broadcast Magazine. "It can function to its own best advantage by forgetting all its silly aspirations to replace the technical college and by devoting itself to this equally large and far more important task."

"Not all the millions of people in the United States who own radio sets have the intelligence to really get the low-down on what music is, but that does not detract from the fact that there are thousands upon thousands of people in the land who have got the mental equipment to enjoy music if they put themselves to it. It is amazing how many people who are apparently cultivated, well educated, and surrounded by opportunities, and who profess to enjoy music, can be discovered by a competent, well directed question, not to have the remotest idea of what music really means."

There are many excellent books on the market, and in the public libraries which offer primer courses in the understanding of music. The only objection, to learning music from a book lies in the fact that the book can't play the music. It is talking about it. It can quote measures, but if you are unable to read music this is of little use.

Herein lies the advantage of radio; it can offer explanations and at the same time illustrate them. There have been a number of music appreciation programs on the radio already but the saturation point has been far from reached. An impetus in this direction is furnished by the report that Walter Damrosch has accepted the post of musical counsel for the National Broadcasting Company and has under way a comprehensive plan for promoting the music through the medium of radio broadcasting. This plan provides for a series of concerts supplemented by talks which will reach the majority of the 25,000,000 students in American schools and colleges.

KJR Radio Program Heard in New Zealand

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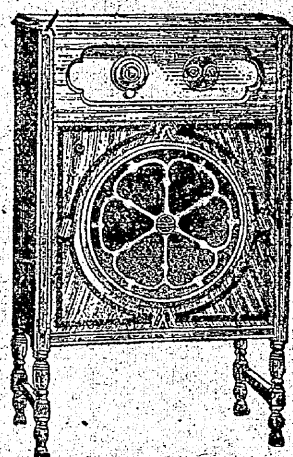
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Long Fifty-Three Nations.
Station 9 DNG, owned and operated by Fergus McKeevan, 19-year-old school boy of Lawrence, Kan., has fifty-three nations on its log. Among them are Japan, Siberia and Africa.

Pianologues Amuse Seattle Radio Fans

One of the new features being presented over KFQW is Ned Douglass, the "bald-headed music maker of KFQW," whose clever pianologues are pleasing Seattle listeners. Little Wendell Hall and Art Gilman, Mr. Douglass talks to the listeners while his fingers are working at the piano.



In its walnut veneer this console adds much to the beauty and pleasure of the most artistic home. It comes equipped with either a Model 30 6-tube Atwater Kent Set and Model B Speaker (illustrated), less batteries and tubes, at \$144.00.
With Model 33 6-tube Set and Speaker, less batteries and tubes, \$164.50.

SINCE 1924 University Radio Co.

EXCLUSIVE



We are just completing our third year in radio as exclusive Atwater Kent dealers. A period in which the University Radio Company has enjoyed unprecedented prosperity as a new concern, doing a business of nearly \$100,000.00.

It has been our privilege to install and service Atwater Kent radios in almost 500 homes, and it is with pride and confidence in its performance that we credit the complete satisfaction our clients enjoy in their radio entertainment.

Upon this record of Atwater Kent performance, and a further knowledge of the present perfection of the 1927 models, we enter the greatest radio year in history; still exclusive Atwater Kent dealers, a year in which the Atwater Kent radio, already the world's leading radio, will be in even greater demand by the radio purchaser who requires the ultimate in radio value.

University Radio Co.

4732 University Way

Kenwood 6192

Archie Kincaid, President



This full-toned cone type new Atwater Kent Speaker, rich with mellow tones giving clear, correct reproduction of voice or instrument, is the latest addition to the Atwater Kent line. Price here \$29.00.

Platt Music Company Sells ATWATER KENT from 8 Los Angeles Stores



Price \$8.00

Mr. Woodward's letter merits careful reading by every Atwater Kent dealer in the Pacific Northwest. As Manager of one of the largest branches of the Platt Music Company he has made careful tests of the Preston Permanent Radio Ground and has found it to be a worthwhile radio accessory... one that he can conscientiously recommend to his customers.

You too will find, after testing the Preston Permanent Radio Ground with receivers of different makes, that this popular ground connection has more genuine merit than any similar product ever perfected.

The Preston Permanent Radio Ground is sold by us on a positive guarantee that it will, when properly installed, result in greater reproduction volume, increase selectivity of the receiver, insure better tone and greatly diminish extraneous noises within the receiver that are commonly attributed to static. We authorize you to return the full purchase price to any dissatisfied purchaser without question. This guarantee, coupled with the performance of the Preston product, means increased sales and profits for you. Your jobber in the Northwest can fill your initial order NOW.

SUNSET ELECTRIC CO.
PORTLAND SEATTLE



Every socket of your radio receiver requires special attention—every set will respond beyond realization when equipped throughout with

Cunningham
RADIO TUBES

Each of the twenty types is designed to perform some particular task in the right socket of your receiver—that is why it is necessary for you to consult your dealer and learn from him the correct use of Cunningham Radio Tubes for which your set was designed.

Twenty different types—
all in the Orange and Blue carton

E. T. CUNNINGHAM, INC.
New York Chicago San Francisco

Since 1915—Standard for all Sets