

RADIO SHOW TO PAINT PICTURE OF BIG INDUSTRY

More Than \$250,000 Worth of Equipment Will Be Exhibited; Seattle Proved Hub of Pacific Northwest

By L. C. WARNER,
Chairman Show Committee.

SEATTLE'S pageant of radio progress, the first annual Radio Show—the feature, climaxing Radio Week in Seattle—will depict a picture of the nation's youngest industry never before painted in this section. Here will be shown every type of radio receiving set, and accessories that go with it to furnish happiness and entertainment to thousands each evening. The magnitude of Seattle's first Radio Exposition can be visualized in the fact that more than \$250,000 worth of radio equipment will be on the spacious exposition floor. The Masonic Temple, Harvard and Pine, where the show is being held, will be a veritable fairland of radio. Many of the displays are being sent direct from factories in the East, and their showing in Seattle will mark the world's premiere on several sets. More than fifty manufacturers of nationally advertised sets, will have displays.

Seattle is hub. As in other lines of business, so equally the radio industry recognizes Seattle as the logical center for the Pacific Northwest. Thousands of merchants will come from the surrounding cities to see and hear about the latest refinements of radio, thereby keeping in touch with the progress made in this line.

Seattle has long been known as the radio center of this section, due in a manner to the wealth of talent available in our schools and studios. The major broadcast stations here furnish regular programs each day to millions of out of town people, and assist in keeping the long winter months of Alaska more cheerful.

Many Stars to Appear. Through the cooperation of local broadcasting stations we are enabled to present entertainment never equaled heretofore. Radio stars, known only to the public by their voice, will be present in person on the great stage in the exposition hall. Here they will meet face to face the audience that they have entertained over the air. In addition to the local stars, there will be programs presented by the cream of radioland stars selected from stations of the Northwest and brought to Seattle by the exposition management to supplement the work of local artists.

The radio show is primarily an educational undertaking sponsored by the Radio and Music Trades Association, a group of leading business men interested not only in the commercial field of radio but in the entertainment as well.

**FILM WILL SHOW
RADIO STARS AT
WORK IN STUDIOS**

WHILE it is impossible for all the leading stars of radioland to come to Seattle for its first annual exposition, many of the KPO artists will be here, but not in person. The show management has arranged to display a film called "Stars of Radioland" taken in the studios of KPO.

This picture tells a picturesque story of the radio studio, giving intimate glimpses of California's leading stars and the manner in which they present a program for the millions of radio listeners. The reel will be shown at the auditorium each evening of the show.

COMPLETE SHOWING NEW FADA Radio

TERMS

Seattle Music House
C. J. CASSATT

NEW LOCATION

1512 Fifth Ave. ELLiott 2672

FADA Radio

The new FADA SPECIAL critics say it is an achievement. You will agree with them that it's the finest receiver at the price ever manufactured.

\$99.00

The Fada "Special" 6-tube 3 radio frequency stages with Fada cone speaker at \$27 extra.

Drew-Warren Radio Electric Co.
600 Union St. MAIn 8634

GREETINGS RECEIVED FROM FADA FACTORY

F. A. D. Andrea Says Future Will See Even Greater Radio Achievements.

Upon learning of the forthcoming radio exposition to be held in Seattle, F. A. D. Andrea of the Fada factory sent telegraphic greetings to the Fada dealers of the Northwest, wishing them a full measure of success and assuring them of the utmost effort to supply the heavy demand this season for Fada radio.

On a recent visit to the factory in New York City, L. C. Warner, president of the L. C. Warner Co., Northwest distributor, asked Mr. Andrea what one factor has been most responsible for the success of Fada radio.

Growth of Organization. Mr. Andrea said: "Recollection flashed through my mind of a thousand incidents in the growth of our organization. In a few short moments, I lived over again all the humble beginnings, dreams, determinations, patience, anxieties and accomplishments that are the very warp and woof of Fada history."

"As time goes on, it seems only yesterday when F. A. D. Andrea, Inc. began operations in 1920. But the short interim from then till now covers the whole career of commercial radio from its primitive crudeness to its present magnitude and importance as an industry."

"These seven years have seen one of the marvels of all time develop from a mere toy to a tool for the imagination of millions with wonder—an instrument of art that is already contributing tremendously to the spread of culture the world over."

"I firmly believe that every sale of radio equipment is more than a business transaction. In the enthusiasm of every Fada purchaser it becomes a boost for the whole industry, a furtherance of fine radio appreciation and a stimulus to the radio business of the Northwest."

"As brilliant as the past has been, it is to me simply the foundation for still greater achievement."

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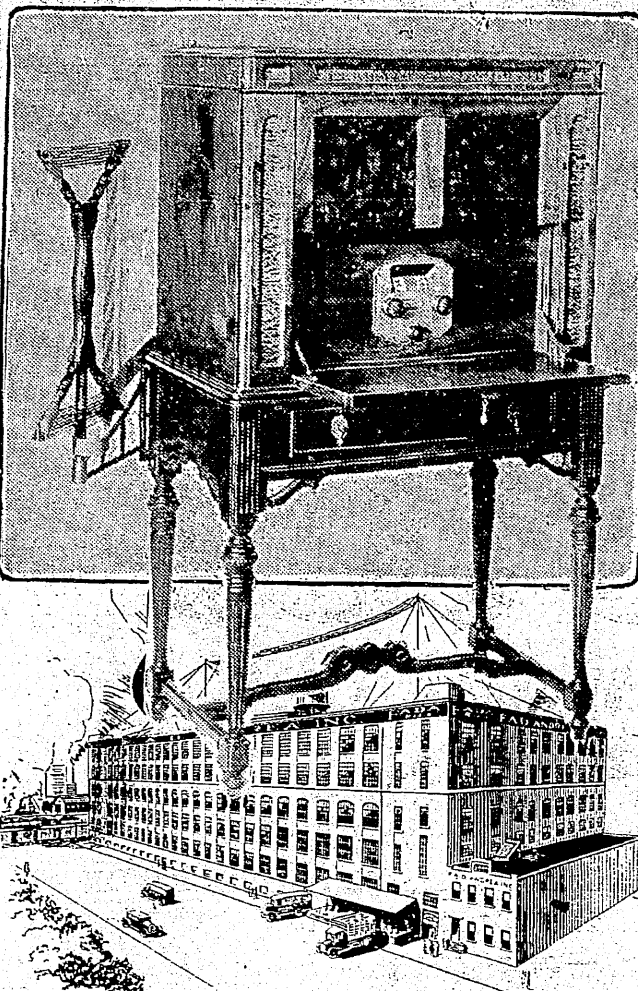
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FADA FACTORY AND NEW PRODUCT



8-Tube, Loop-Operated Console.

CHICAGO RADIO SHOW GREATLY AIDED TRADE

Splitdorf Radio Corporation President Says Beneficial Results Are Apparent.

The stimulating effect of the trade show held in Chicago recently has already been felt to an appreciable extent, in the opinion of Walter Rautenstrauch, president of the Splitdorf Radio Corporation. "It gave it as my opinion just after the show," said Mr. Rautenstrauch, "that the convention, enabling jobbers, dealers and manufacturers for the first time to get together, would have a highly beneficial effect. There was opportunity to look over new models and for the trade to get properly lined up. Another thing that impressed me was standardization of sets and of the industry in general."

An interesting feature in going around among the dealers, as reported by our field men, is the significance placed by the dealers on proper license associations and patent controls. Never before have radio dealers been so interested in where a manufacturer stands in respect to patents.

When only 5 years old, Mozart composed a minute.

20 Broadcasting Stations May Be Ordered Off Air

By Associated Press.

WASHINGTON, Wednesday, Sept. 7.—Approximately twenty radio broadcasting stations probably will be dropped from the roll of the Federal Radio Commission for failure to apply for new licenses, commission officials said today.

These are included in the forty smaller stations which were given until today to apply for permanent licenses. About half of the forty were said today to have filed applications, but the remainder, including some college stations, either have failed to write the commission or have given various excuses for not doing so.

The names of the stations to be dropped were being compiled today and will be announced within a few days.

Of the score or more stations which the commission gave thirty days in which to adhere to new wavelength and power assignments by the commission, about twelve were said today to have failed to meet the requirements. They have until September 14 to do so on pain of suspension of licenses.

More Danish Fans.

Until April 1 of this year, there were 120,805 radio receiving sets in Denmark. This figure represents an increase of 60 per cent over the number of sets of the same period.

KREISLER GIVEN TRYOUT AT KFQW BEFORE PLAYING

LAST winter, at the time Fritz Kreisler, the celebrated violinist, was appearing in Seattle, George T. Hood, manager of the Metropolitan Theatre, and Mr. Kreisler dropped in at the studio of KFQW. Calling the announcer aside, Mr. Hood stated that he had a violinist who played fairly well and asked if it would be all right to permit him to play a number before the microphone. The announcer said that it would be best to try out the unknown musician, and Mr. Hood, smiling, left the studio. A few days later he advised the KFQW staff of the presence of another distinguished visitor.

DEALER IS OPTIMISTIC OVER COMING SEASON

E. P. Kelly of Hopper-Kelly Co. Believes Trade Will Boom This Year.

Confidence in the commercial and artistic future of radio was expressed by E. P. Kelly of the Hopper-Kelly Company when he said:

"The coming radio season will be the best from the fan standpoint of any in the history of the industry. We are sparing no expense or effort to prepare our radio department for a satisfactory season."

The radio department personnel and enlarged service division has been placed under G. E. Murdoch, who has wide experience in the radio field.

In order to take care of the extended scope of the radio sales department, larger quarters have been arranged on the second floor of the Hopper-Kelly store, which have been planned with every convenience for addition.

The Hopper-Kelly Company is showing four nationally known sets, Atwater-Kent, Radiola, Fada and the Freshman Masterpiece, with loud speakers and accessories.

Montevideo and Colonia, Uruguay, are to be connected by a modern highway.

FADA Radio

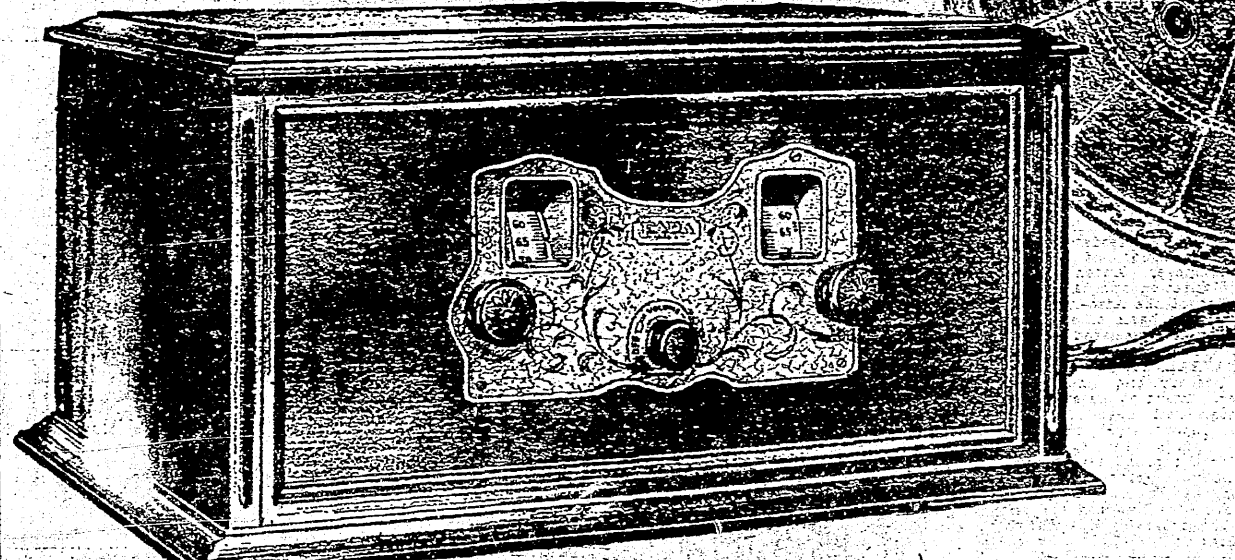
Harmonated Reception

A NEW criterion—a new standard. A new Radio—Harmonated Reception at a popular price. Fada engineers have turned the trick. Fada engineers have scored. They have fabricated steel—brass—wood; shaped it, trimmed it, polished it and built it into the NEW FADA SPECIAL. Critics say it's an achievement. But we will leave it for you to decide. Drop in on any Fada dealer. Hear this little masterpiece at first hand. You'll say it's the sweetest tone you've ever known. And the price—at last—gives you Harmonated Reception at no greater cost than ordinary Radio.

FIFTEEN MODELS TO CHOOSE FROM—TABLE MODELS AND BEAUTIFUL CONSOLES—REASONABLY PRICED FROM \$85.50 TO \$420.00—AT AUTHORIZED FADA DEALERS ONLY

The Fada "Special" \$99. 6 tube—3 radio frequency stages—detector—2 audio—amplification stages. Individual stage shielding. Equalized amplification.

Fada 17-Inch Cone Speaker \$27. Free-floating cone—permanent magnetized magnet. Cone of Grecian design. Antique bronze finished trifoot.



The L. C. Warner Co.

Portland

Spokane

Seattle

FADA Radio

New FADA "Special" \$99.50

At These

State Dealers

Aberdeen
Thompson Radio Co.

Port Townsend
H. F. DONNOVAN
Fada Dealers

Bremerton
Clark Music Co.

Puyallup
DE BOLTS RADIO NOOK

Montesano
Engen & Bowen

Mt. Vernon
Auto Electric Shop
Fada Dealers

Sequim
Keeler Radio Service

Port Angeles
Keeler Radio Service

Sumas
Hendrickson Jewelry