

SEATTLE KOLSTER DEALERS

KFQW ARTIST APPEALS TO "MIKE"



Edith Harden in the University Studio.

"Mike" (the microphone) is unknown to Edith Harden, and she appeals to the microphone to transmit her best efforts to the listeners. Miss Harden, popular young "blues" singer, is a regular performer at the new KFQW University district studio in the University Music Store.

FANS LIKE DISTANCE DESPITE ENGINEERS

Recent Questionnaire Proves Listeners Tune in on Stations Far Away

Radio Commissioners H. A. Belz and H. A. Belz believe that the distant station listening must be abandoned. He does not stand alone in this assertion; however, for the opinion that no one listens to anything save the nearest stations is constantly being expressed, and is frequently denied. An editorial in Radio Broadcast Magazine, takes exception to the commissioner's remarks.

"The distance listener is frequently scored by radio engineers, particularly those who have an appreciation of good tonal quality. They realize, as does everyone who receives really good quality, that the range limit of high-quality reception for a 500-watt station is some thirty miles, and for a 50,000-watt station, one hundred miles. Anything beyond this distance the engineer considers distance reception and frowns upon it as unnecessary. It is not generally realized, however, that these frowns shadow nearly 80 per cent of the area of the United States. Only about 20 per cent of our area is within the high-quality reception range of any broadcasting station. If the radio business and the radio listeners of 80 per cent of the United States are of no account, it is fair to set down distance listening as of no value.

"Fortunately the engineers do not rule the world. Some listeners are willing to listen to a station three or four hundred miles distant in spite of them. Indeed, a great many are compelled to listen to stations at such great distances because the nearest high-grade broadcasting is at least that far away. In a recent questionnaire conducted by Radio Broadcast, readers were asked to list the favorite out-of-town stations which they wish retained. More than 50 per cent of the readers listed stations which they considered as long distance favorites.

"And still they say distance listening is of no importance."

KELSO RADIO WORKS

NEWCASTLE, ENGLAND

Movie Operator Discovers That After Midnight Hours Are Midday in Britain.

Washington radio fans point with pride to their many reports of consistent reception of Australian, Japanese, Hawaiian and Philippine stations and the attendant thrills relished by every set owner, and now, to prove their claim to the fans' paradise, they come forward with the experience of a movie operator who is forced to do all his listening in after midnight.

Donald Johnston, they declare, a resident of Kelso, Wash., habitually tunes in his Kolster set on the programs of 2BL, Sydney; JOAK, Tokyo, and 3LO, Melbourne, after returning from his work in a nearby theatre.

A few days ago, after listening to all these, he was surprised when the loud speaker announced, "Station XNO, Newcastle, England. It was 4 a. m. in Kelso and noonday in England. The program was coming to him through the daylight hours over the Atlantic through the dawn on the eastern coast and the darkness of night in the Rocky Mountains. Yet the voice of the announcer filled the room."

Spirituals One Of America's Favorite Types of Music

BALTIMORE, Wednesday, Sept. 7.—The prediction of the Baltimorean composer, Anton Dvorak, that the plantation and camp-meeting melodies of the Afro-American would form the basis of a national folk music, is substantiated by a survey that Frederick R. Huber, director of WBAL, has just had made by the literary and musical research department of the station.

Broughton Hall, head of the department, reports that over fifty separate annotations have been written for the broadcast of spirituals, plantation melodies and work songs and that the record shows a total of over one hundred and fifty separate broadcasts of music of this type by Station WBAL.

To Australia and return in five minutes is a radio record established by Station WGY, at Schenectady, N. Y.

Government schools throughout Soviet Russia are giving students instruction in the mechanics of radio.

UNIVERSITY DISTRICT GETS BRANCH STUDIO

KFQW Broadcasts From College Center Building in Full View of Crowds

Station KFQW opened a branch studio in the University district August 27, when an elaborate program was presented from the corner window of the College Center Building, East 45th and University Way. The studio is on the mezzanine floor of Ned Douglass' University music store, where programs are presented each forenoon at 10 o'clock. A permanent installation has been made in the window, and it is planned to present special features in view of the spectators on the street. A crowd estimated at between five and ten thousand persons witnessed the dedicatory program given in the window.

The University District Studio is not intended to take the place of the main KFQW studios in the Continental Hotel, and the majority of programs will be presented from the downtown suite.

The University studio will permit the introduction of a college corner where in KFQW programs which should prove interesting. Plans are under way to broadcast the University pep rallies, political speeches, and many vaudeville features during the coming school year.

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RADIO BUSINESS HAD ITS BIRTH IN TENT

That sentiment and romance in business still exist is illustrated in the story of the success of the C. J. Dunlap Home Radio Shop.

Mr. Dunlap paid the toll of war service as did thousands of other

Here's a Treat for All


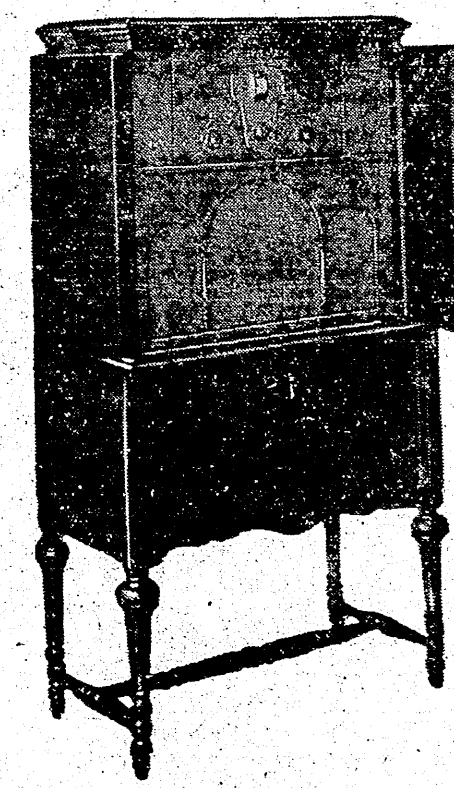
See This

Kolster

At the Show

Booths 26-27-30-32

This set proved to be the sensation of the Chicago and San Francisco Radio Expositions—and, undoubtedly, it will have a similar effect here. Don't fail to see it—and to hear it!

Kolster 6H

A Tone-Triumph, proving once more the dominant leadership of Kolster in the quality radio field. A new power cone reproducer, exclusively Kolster, built into the superb console cabinet, is the secret of a tone-character and clarity that makes any listener dissatisfied with less than Kolster performance. The famous 6-tube Kolster chassis is contained in this console.

KOLSTER RADIO

Prices Range from \$89.50 to \$375

All Kolster Dealers Will Gladly Arrange a Demonstration

<p>DOWNTOWN</p> <p>National Radio Co.</p> <p>1908 Third Ave.</p> <p>ELliott 0579</p>	<p>DOWNTOWN</p> <p>Howell Piano Co.</p> <p>1519 Third Ave.</p> <p>MAin 1912</p>	<p>DOWNTOWN</p> <p>Borgum-Brosche</p> <p>1523 Olive Way</p> <p>EASt 1179</p>
<p>DOWNTOWN</p> <p>City Electric & Fixture Co.</p> <p>216 James Street</p> <p>MAin 7461</p>	<p>DOWNTOWN</p> <p>Broadway Radio Sales Co.</p> <p>721 East Pine Street</p> <p>EASt 1176</p>	<p>WEST SEATTLE</p> <p>C. J. Dunlap's Radio Shop</p> <p>5007 California Ave.</p> <p>Granada Theatre Building</p> <p>WEst 6060</p>
<p>UNIVERSITY</p> <p>Ned Douglass' University Music Store</p> <p>College Center Bldg.</p> <p>MElrose 4430</p>	<p>NORTH END</p> <p>Western Radio Sales Co.</p> <p>6603 10th Ave. N. E.</p> <p>KElwood 1494</p>	<p>QUEEN ANNE</p> <p>Queen Anne Radio Shop</p> <p>Queen Anne Ave. at Galer St.</p> <p>GARfield 8371</p>
<p>WALLINGFORD</p> <p>Radio Service Shop</p> <p>1905 North 45th Street</p> <p>MElrose 7460</p>	<p>COLUMBIA CITY</p> <p>Driftmier Radio Co.</p> <p>4852 Rainier Ave.</p> <p>RAinier 4141</p>	<p>TACOMA</p> <p>Rhodes Brothers</p> <p>11th at Broadway,</p> <p>Tacoma, Wash.</p>

HARPER-MEGGEE, Inc.

Fourth and Blanchard

ELliott 8092

Seattle, Wash.

American citizens. He was discharged from the service after a serious illness which had nearly ended his life. Broken in health, but not in spirit, in 1920 Mr. Dunlap began experimenting with radio as a means of livelihood.

At that time radio reception was

had by means of crystal sets, and in his little tenthouse, which he called his Home Radio Shop, Mr. Dunlap built crystal sets. From this beginning he gradually developed a business in radio.

In 1923 tubes were first used in home receiving sets for radio am-

plication and Mr. Dunlap began building tube sets. In 1924 the Home Radio Shop took on its first radio agency, selling Atwater Kent radio sets.

From this beginning has grown the C. J. Dunlap Home Radio Shop,

as it is known, one of the outstanding radio concerns in Seattle.

Recently Mr. Dunlap opened a new store in the Granada Theater building at 5007 California Avenue, which is said to be one of the finest suburban radio stores on the Pac-

fic Coast, a splendid monument to his success.

The concern today has ten employees, everyone wholly devoted to the store's success. A business of \$75,000 annually is transacted. The store now handles Stromberg-Carlson, Radiola, Kolster, Gilfillan ra-

dios and Victor talking machines.

Mr. Dunlap attributes his success largely to the assistance of Mrs. Dunlap and his salesmanager, Joseph Farley, who looks after the business in Mr. Dunlap's absence.

Little Irulque, Chill, will spend \$1,250,000 on public works.