

## ALL RADIO LINES ARE REPRESENTED IN ASSOCIATION

Body Fostering First Annual Show Comprises Delegates From Firms Allied by Broadcasting.

THE RADIO AND MUSIC TRADES ASSOCIATION, under whose auspices the annual radio show is being held, is an organization whose membership includes all the radio manufacturers, agents, jobbers, dealers, and those interested in the development of the radio generally. Dwyer C. McLean, executive secretary of the association said: It is the group of men who are always seeking to better the radio trade and for that reason have selected the radio exposition idea as a medium for educating the people of this section in the entertainment and commercial value of radio. "The Radio and Music Trades Association is a combination group," Mr. McLean declared, "working to establish and maintain uniformity and harmony in the commercial usages of radio and the radio industry, and to promote friendlier relationships among the various bodies connected with radio."

Dinner meetings are held from time to time with representatives of the entire industry, where problems are discussed and plans made for general cooperation. The organization is under the direction of a board of trustees which includes the following: L. C. Warner, of the radio company bearing his name; W. H. Graham, Hopper-Kelly Company; C. J. Miller, Standard Furniture Company; and Charles C. Enghard, of the W. Martius House.

E. R. Mitchell of the Liberty Music House, is active president of the group, with Harry J. Martin of the National Carbon Company, and F. S. Kuhn of the Western Radio Sales Company, vice presidents. H. C. Phillips, representative here of the Radio Sales corporation, is secretary-treasurer.

### Splitdorf Builds All Parts Use In Its Radio Receivers

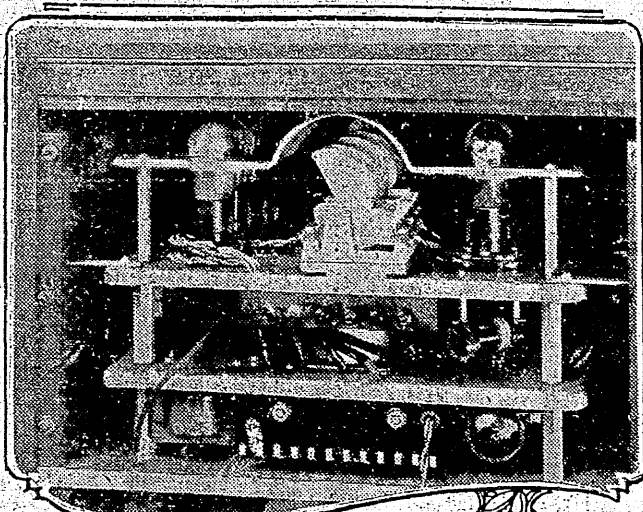
OUTSTANDING radio manufacturers have ceased to be assemblers only, but for the most part build the components that go to make up receivers and other equipment. In the case of Splitdorf Radio Corporation parts for the Splitdorf sets are made by Splitdorf Electrical Company.

Shields and shield pedestals are fashioned of aluminum. The special deck of all metal is made in the plant as are variometers, variometer cases, condensers and transformers. Also all molded parts, except binding posts and sockets, are made by the makers of the radio receiver.

It is pointed out that the Splitdorf company for years has been making virtually every component that goes into a complete radio set. For years it has been the source of supply for various parts for many outside leading companies in the industry.

Both Splitdorf Radio Corporation and Splitdorf Electrical Company are subsidiaries of Splitdorf-Bethlehem Electrical Company. The parent company occupies plants at Newark, Bethlehem, Chicago and Toronto, Can., covering more than 400,000 square feet.

### NEW SPLITDORF SET



### COMPACTNESS MARKS SPLITDORF RECEIVER

New 6-Tube Instrument Has Unusual Selectivity and Tonal Quality.

COMPACTNESS is an outstanding characteristic of the Abbey Splitdorf Radio Corporation's new six-tube receiver.

Differing in shape from other radio sets on the market, the Abbey carries out in its technical aspects advantages of arrangement that set off its interior unit in equal measure to its exterior view.

Final Tonal Quality. This unit employs four-tuned circuits yielding excellent tonal quality and unusual selectivity. This is brought about through straight tuned radio frequency using three straight stages of tuned radio frequency amplification with a variometer in the antenna stage. By this arrangement it is said there is assured more selectivity, greater sensitivity and the permitting of the use of various lengths of antenna with equal efficiency.

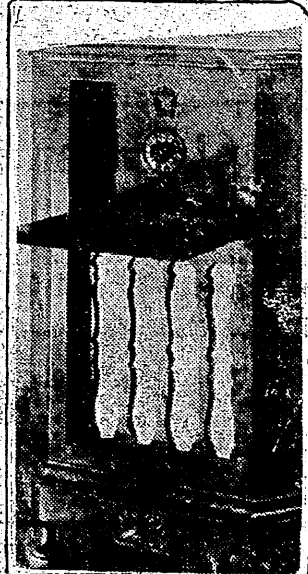
By utilization of a metal deck, Splitdorf engineers have evolved a unique method of mounting components. There is three-point suspension in this chassis, the effect of which is to make it impossible for condensers to get out of alignment in the course of shipping and handling of the merchandise.

Has Aluminum Shield. In regard to shielding an aluminum shield is placed on top of the deck through which the tubes protrude with the variometer fully shielded.

With the latest improvements in its audio end, the Abbey is credited with establishing an entirely new standard of radio comparison with a great array of exclusive features. This unit is wired for a power tube in the last stage.

Turned after an Old World jewel case, the antique beveled corners setting it off perfectly the richly carved wood control knobs and dial ornaments, this receiver makes a handsome appearance and at the same time is well within the reach of the average citizen.

At 14 Mrs. Cordelia Edwards Rees, a famous Welsh singer, was soloist at a concert in London recently.



Upper—The Splitdorf six-tube chassis, which is built in three decks. The tubes and tuning condensers are on the top deck, the coils immediately below and the light socket power unit is mounted at the bottom. Lower—The Splitdorf "Warwick" console in which this chassis is housed, with a loud speaker, making a beautiful and compact "all-electric" receiver.

### KFI Gets Most Letters From Pennsylvania Fans

For the fourth consecutive year, Pennsylvania leads the field in number of letters written to KFI, Los Angeles, with California second, New York third, and Illinois fourth. It is a singular fact that the postal number of letters received from citizens of Pennsylvania, some 2,600 miles distant, is almost twice the number written from the home state, California.

Radio "Wise Cracker" Is 30. Billy Morris, the "KFWW Wise Cracker," who has been appearing regularly over this station, is the oldest living member of the Eagles. Although 30 years old, his droll humor has pleased thousands of KFWW listeners. Bill has spent practically all of his life on the vaudeville stage, and he is never at a loss for a funny story or witty repartee.

## PROCLAMATION FOR RADIO WEEK ISSUED BY MAYOR

WITHIN the span of a few brief recent years science has given to the world some of its most amazing gifts; such as were scarcely dreamed of by our fathers in their wildest flights of fancy. One of these gifts, most conducive to human happiness and security, is the possibility of communication through the air—radio in its various highly developed forms. The radio is one of the signal achievements of the living generation, and it is fitting that our almost unbelievable progress along that avenue be called to public attention in some dramatic way. To that end the week of September 5 to 11 inclusive is herewith set aside as Radio Week in Seattle, to be marked especially by Seattle's first Annual Radio Show Beautiful at the Masonic Temple, conducted by the Seattle Radio and Music Trades Association, Incorporated, together with daily programs by Seattle broadcast stations. The listening public should need no urging to participate in this general tribute to the wonders of radio.

BERTHA K. LANDES,  
Mayor.

### Radio Listeners Like to Become Part Of Public Events by Direct Broadcast

"WHAT does the listener enjoy most from his radio set?" is the question that is often answered by an argument as to the relative popularity of classical and popular music, indicating a general acceptance of a part of the occurrence at the time it is happening—the broadcast of events of national interest, such as the arrival and reception of Col. Charles A. Lindbergh in Washington, D. C., the Dempsey-Sharkey fight, the dedication of the Peace Bridge at Buffalo, New York, when he is able to listen in on an event that is in actual progress.

The world of experience for the average man is very limited, if one considers those experiences that come to him through his own senses. To direct observation by his own senses must be added, of course, stored impressions of others conveyed to him through reading accounts or occurrences or hearing music previously composed or viewing pictures—all of this, however, second-hand.

Naturally, first-hand experience is more desirable when possible. Radio, in widening the possible direct experiences, is giving to the listeners their source of keenest enjoyment.

One little event, a recent occurrence in the KOMO studios, illustrates the interest shown in the broadcast of actual events, rather than music and other entertainment. A young couple, radio fans from Eastern Washington, visited at the KOMO studios one morning and dropped the remark that they intended to go to the courthouse to be married that afternoon. Discovering that the young couple had made no arrangements for a wedding, they were invited to come to the studios for the wedding, letting the Totem Concert Orchestra play the wedding march, staff vocalists sing the solos—the whole ceremony to be performed in front of a microphone.

Wedding Was Broadcast. In the afternoon announcement was made over the air to the effect that a wedding would be broadcast at a certain hour. The bride was a little late in arriving and during the intervening minutes the switchboard at KOMO was swamped with calls anxiously inquiring how soon the wedding would occur. No mock wedding, no matter how elaborate, could have elicited the interest that the real ceremony did. It so happened that by the time the principals arrived KOMO was broadcasting a program for a certain com-

mercial concern over KOMO, Seattle, and KHQ, Spokane. The advertising manager of this company, hearing that the wedding was probably off due to the late arrival of the principals, graciously permitted it to go on as part of the chain program and the consequence was that listeners all over the Northwest, much to their pleasure, unexpectedly heard a bona fide wedding through the two stations.

In the case of the broadcast of athletic events, while it is true that the observer's account to the listeners brings him second-hand information of the progress of the game, the most successful broadcast of athletic events always brings to the listeners the cheering of the crowds and similar features which intensify his pleasure in the broadcast.

### Improved Programs Declared to Depend On More Listeners

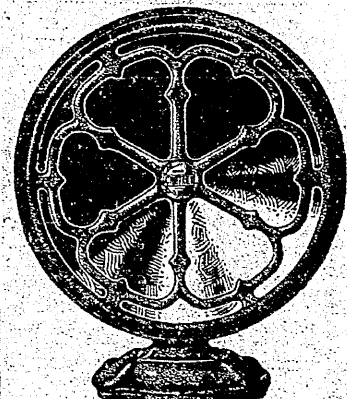
A MOST important problem of the radio industry is to make better known what it offers as an inducement to the purchase of a radio set, suggests Radio Broadcast Magazine editorially.

The sales barrage on the public, says the editorial, has been concentrated upon selling the radio receiver as a perfected electrical instrument. The important work of making the big programs on the air better known has been more or less neglected. Broadcasting needs more listeners in order that programs may be improved, and programs cannot improve unless there are listeners.

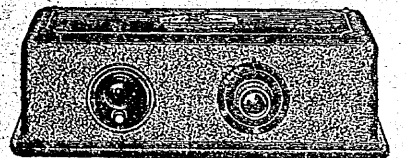
The cost for talent for a commercial hour ranges, on an average, between \$50 and \$250. Top-notch entertainers are said to receive from \$1,000 to \$2,000 for a single studio appearance, while one jazz orchestra is booked for \$1,500 an hour. Still, one of the problems of radio is how the standard of programs may be improved. Commercial broadcasts cannot be expected to spend larger sums and to present better programs unless the numbers of the radio audience increase proportionately to their increased expenditures.

Advertising and sales effort directed to the nonradio user, should stress the variety and quality of radio education and entertainment available rather than emphasize the good points of individual receivers.

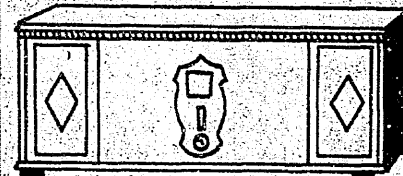
## Ernst Hardware Co.



### ATWATER KENT RADIO

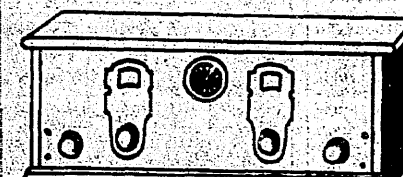


Atwater Kent is the radio set that satisfies. It satisfies in performance, appearance and price. That is why over a million families have singled it out for their homes. The radio set illustrated is the Model 35, single-dial, six-tube, and Model E speaker.



### Case Radio

Advance showing of the loop-operated Case set. Nine tubes, one tuning control. Cabinet of genuine 5-ply veneered walnut.



### Steinitz Electric

A complete, self-contained electric set, using no batteries or liquids, operated direct from the light socket. Six tubes, illuminated two-dial control. Genuine mahogany panel, Duco finish.

### TERMS

You may buy either of these radio sets on the monthly payment basis, arranged to your convenience. See the displays at the Radio Show or at any of our five stores.

## On Sale at 5 Ernst Stores

MAIN DOWNTOWN STORE

West Seattle  
4224 California Ave.  
West 5410

North End  
10th N. E. at 66th St.  
Kenwood 2806

Lower Downtown  
First and Cherry  
Elliot 7260

Bremerton  
306 Pacific St.  
Phone 1152

Pike St. at Sixth Ave.

## The Premier Event of the Year!

# RADIO SHOW

## The Show of Shows!

Mayor Bertha K. Landes and Governor Roland H. Hartley will formally open the new Radio Season and the Radio Exposition in person tomorrow evening. Novak's Californians, Movie Film "Stars of Radioland" featuring Maurice-Gunsky, Gypsy and Maria and others; Olive Malthouse, Premier Saxophonist and Carl Schenker, Crooning Baritone; Robt. L. Mack, America's Radio Wizard and KOMO broadcasting before your eyes, will provide the most colorful entertainment program ever accorded an Exposition. Be there, it will be the talk of the town. See it!

Think of it—\$250,000.00  
In Radio Exhibits—You Must See  
It—Plan Now to Attend!

Matinee, Adults 25c—Evening 50c  
Kiddies a Dime Always

September  
8th to 11th  
Inclusive

This Is Radio Week

RADIO SHOW

Celebrate by Attending

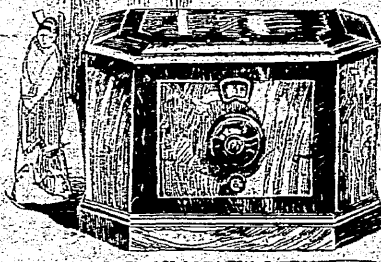
Masonic Temple  
Auditorium  
Pine and Harvard  
Near Broadway

CONTINUOUS ENTERTAINMENT  
Show Open from 12 noon to 12 p. m. Program Changed Daily

## Constant Entertainment With SPLITDORF'S "Abbey" Model!

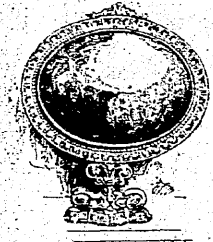
WHEN it comes to real entertainment, you'll look a long time before you'll find a receiver that equals the Splitdorf "Abbey" Model—a single-dial, six-tube set that inaugurates a new standard in beauty, tone and performance. It's a value that can only be appreciated as it is enjoyed!

**PAY JUST  
\$25  
DOWN!**



COMPLETE with five tubes, power tube, speaker, "A" battery, 3 "B" batteries, and 2 "C" batteries.

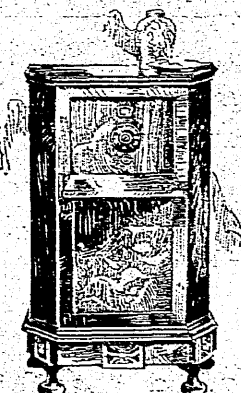
**\$192**



The famous Oval Cone Speaker (\$38.50) which is included in the complete outfit listed above.

THE "Abbey" model is patterned after an Old World jewel case. It is finished in rich walnut, with control knobs of wood and a translucent dial which is automatically lighted when the set is in use. A complete absence of metal distinguishes the outside of the cabinet. An unusual set, in appearance and performance!

And Another Fine  
Receiver—  
The "Warwick"



Illustrated above is "The Warwick," a magnificent piece of furniture and a Single Dial Six-Tube Receiver of unusual merit. It is AC electrically operated and includes the console with enclosed speaker, five tubes, one power tube and a "C" \$322.50 unit, at ....

**\$45 Down!**  
Easy Payments

## Piper & Taft

THE SPORTING GOODS STORE

1107-1109 SECOND AVENUE

(Northwest Splitdorf Distributors)

See the  
SPLITDORF  
Display at the  
Radio Exposition  
This Week!