

ASHEVILLE FIRMS CO-OPERATING

Do Their Bit Towards Making Broadcasting Station A Success

In the publicity announcing Asheville's new broadcasting station the following firms have co-operated in this spirit of community progress and development. The chamber of commerce who own and operate the station, the Vanderbilt hotel with their eleven piece orchestra, who will broadcast every evening their musical program. The Radio Shop, Griggsby Radio Co., Sterchi Bros., Diamond Grid Battery Co., Asheville Battery Co., and Webb Electric Co., who deal in radios and radio equipment and who installed all of the electric work on the station.

The following automobile Companies are likewise participating in this progressive publicity project. B. B. Motor Company, Dick Meehan, Weaver Motor Company, Plemmons Motor co. The Motor company, Logan Motor Co., Asheville Elcar Co.

Hoods Music Store, and The Dunham Music Store furnished the Knabe piano and Orthophonic Victrola for the station.

The opening of the station is scheduled for Monday night, between the hours of 7 and 8 o'clock and the public requested to listen in and participate in the entertaining programme.

The Fada Radio Co., recently opened their new place of business in Asheville. The firm comprises F. A. Plummer, John D. McMillan and Harold D. Kent, F. A. Plummer, formerly in the engineering department of the General Electric company plant at Fort Wayne, Ind., has been engaged in the radio manufacture, sales and service for many years, and will be in charge of the outside work.

John McMillan held an executive position with the Western Union in Atlanta, Ga., and has been engaged in radio sales and service work in Asheville for several months. He will be in charge of floor and counter sales available for outside service.

Harold D. Kent will be in charge of shop and all technical and engineering details, and will test and examine all items of stock before purchase. The firm will make a specialty of repair to all makes of radios and types of sets.