

On the Air

U. S. RADIO DEALERS PROVE VARIED LOT

One Merchant Designates Place As "Wife Saving Station"; Sells Washers

WASHINGTON (AP)—Four undertaking establishments, a Bible store and a "wife saving station" are among the radio dealers who have replied to questionnaires sent out by the electrical equipment division of the Department of Commerce. The merchant, who designated his place of business as a "wife saving station" is a washing machine dealer, officials of the Department said.

Other business establishments listed as handling receiving sets as a side line are a grocery store, a dozen lumber yards, two confectioneries, two harness shops, garages and gasoline filling stations. One orthodox radio dealer wrote to the Department, declaring there ought to be a law prohibiting the sale of radios by fitting stations.

The largest number of replies to the questionnaires was received from electrical supply shops. Exclusively radio stores and hardware stores tied for second place.

A total of \$1,262 questionnaires on the radio stocks in dealers' and jobbers' hands on October 1 was sent to all parts of the United States and 7,718 replies have been received, a response of approximately 25 per cent. This is the first census of the kind to be made by the Department of Commerce.

The 7,718 dealers and jobbers reported a total of 147,548 battery operated and 9,549 socket power receiving sets in stock. A large number of the dealers reported a greatly increased demand for the socket power sets, some saying they were unable to supply the requests. The census showed 153,091 ordinary loud speakers and 5,018 amplifiers in their stores. For "B" and "C" batteries, the report was 525,441 and for storage (A) 77,145.

In the battery eliminator grouping, there were 15,460 "A" socket power with storage battery, 7,503 "A" socket power without storage battery, 51,979 "B" socket power, and 26,853 "A" and "B" socket power combined. The tube survey showed 1,006,099 for 6 volt D. C., 244,198 for 4 volt D. C. and 52,065 A. C. The A. C. unit census gave 58,075 high voltage for "B" power supply, 18,546 low voltage for "A" power supply.

In the classification of the survey by states, the list is headed by 747 New York dealers who reported 28,111 battery operated and 1,547 socket power sets. Illinois is second, 576 dealers reporting 23,556 battery operated and 972

COAST SURVEY USES RADIO



socket power sets. Missouri is third, 284 dealers with 9,042 battery operated and 415 socket power sets. California is in fourth place with 432 dealers, 8,453 battery operated and 555 socket power sets. Ohio is fifth, 591 dealers accounting for 8,095 battery and 755 socket power.

The census shows that the stores with the large stocks are near the big broadcasting centers of the country.

FANS TURN THUMBS DOWN ON "PIRATES"

No Consideration Due Stations Jumping Wave Length Says Report

WASHINGTON (AP)—Radio fans are virtually unanimous in the conviction that "pirates", the stations that jump their wave lengths, should be given no consideration.

This was revealed in a survey made by Ira L. Grimshaw of the department of commerce. Grimshaw studied 2,000 letters and telegrams sent by listeners to the Federal Radio Commission, spending several weeks at the task.

His digest of fans' suggestions, which were made with regularity and unanimity follows: "Whatever plan is followed, every station must remain exactly on its assigned wave length. A crystal or other control should be required to accomplish this purpose.

"Stations logically should be classified into the big and little or the high-power and low-power, the local and the national, the general and the special. The higher grade stations should have

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TAKE HOWL OUT OF TOUR RADIO

Fans' Complaints Turned To Paens of Praise For New Achievement

By JOSEPH D. R. FREED
President Freed-Eisemann Radio Corporation.

Now is the time when all good electric sets have come to the aid of the radio manufacturer.

The ultimate consumer is getting what the factory intended he should have. Not that we're quite in the "just cannot go wrong" stage, but mighty near it—brought about by the result that furrowed brows are reduced to a minimum.

The public is blessing the advent of simplified receiving apparatus, but not any more than the maker of these indispensable products for bringing the concert hall and the opera right to the family fireplace.

Reputations in radio are soaring; while the market in highly-seasoned exclamations is falling fast.

There are good reasons for this. First of all, everyone recognizes that radio has progressed, phenomenally. It is far, far away from the experimental stage. A receiver is a finished product in keeping with the best scientific standards, to meet a necessity of every day life. No one at this period regards radio as a luxury. It is only a question of time when the vast majority of American homes will be equipped with one kind of set or another—some of them actually with a receiver in every room.

But radio has not been fooling. Three radio sets automatically on the ship. The difference in time between the explosion and the three radio echoes gives the surveyors the distance the noise travels to each shore station.

proof; there is where the trouble has been found, in large extent. Perhaps the story might be told in this manner:

Hundreds of thousands of dollars are spent annually by the manufacturers in research. No one puts out a receiver or an accessory which has not been the result of continuous experimentation. When the final model is announced to the public, everyone may be assured that behind it is a tale of long days and nights of study and that it is the representation of the best brains in radio engineering and design.

Three years ago radio passed the howling stage—but the people didn't.

It is human nature, perhaps, never to be satisfied with anything. That is part of the American spirit, quite a reflection in its way, of American greatness. We are all striving for something bigger and better.

At the same time, what are popularly referred to as "yowls" are sometimes ill-advised and unfair.

Some hotels and stores have the rule: "The customer is always right."

In the same spirit, all radio manufacturers and dealers do their best to placate purchasers, regardless of the nature of the complaint.

This process of "damning with faint praise" (to say the least)—which has been all too common a failing—has marred the reputation of many a manufacturer, nearly always quite unfairly.

A set, made under careful supervision by competent men, is always given a series of actual broadcast tests before it leaves the factory. It goes in a specially devised carton, shock-proof, to a jobber, and in this original form is passed on to a dealer. There is no question that within its limitations it is a work of art.

Yet what happens? The batteries are hooked up wrong, poor tubes are used, a faulty loud speaker is introduced—and then the howl starts, first in the loud speaker and then from Mr. and Mrs. Buyer. Grief yields to abuse and before any expert opinion is rendered the maker is condemned.

"He makes sets that are on the blink." You've heard it.

Of course, examination reveals the reasons for the unsatisfactory results, but the harm has been done. The Neighbors Radio Gossip club gets busy and before long even the folks in the next village hear that Jones bought a — set and it was terrible!

Every cloud has its silver lining, the poets say, and now the manufacturer is having his day.

Why? Because of that electric set!

It means simplicity in the Nth degree. All that it requires is the use of the kind of tubes about which error cannot be made and plugging into the current socket.

The customer does not call the dealer on the telephone and make the wires red hot, the dealer has no occasion to use cuss words with the jobber, and the wholesale merchandiser is able to save money on telegrams to the factory—the usual process before a final examination whatever wrong with there were approved for production.

the set but the bright kid in the house had inserted connections on the touch and go style.

Here is joy for everybody. The manufacturer is relieved of great deal of worry and expense and gains in favor from a more pleased and enlightened public. The dealer is certain to make extra sales when Smith's set works so well that all the visitors must have one like it. The whole industry gets an impetus.

The electric sets, which are now in tremendous demand, so that factories are working overtime putting them in the hands of enthusiasts practically all over the world, were not placed on the market until the manufacturers were certain that all the obstacles to A-1 operation and service had been overcome.

In our own research laboratories, for example, more than three years has been spent in perfecting these receivers, and when they passed the most critical inspection, after long time tests, they were approved for production.

Thus we have come to a stage in the radio industry that offers signally pleasant possibilities and at the same time there is rendered to the public an unusual service. There is no longer any excuse for howls when we listen to a program. And there is likewise no justification, 3,999 times in 10,000, for howls of another sort.

Titled French Instructor Visits U. S. Laboratories

NEW YORK (AP)—Count Guy du Bourg de Bozas, celebrated French inventor in the field of radio-electricity and member of a distinguished and wealthy family of France, arrived from Paris recently in search of polo-play and conferences with American radio experts. He intends to play polo at Miami, Fla., and to visit radio laboratories of American universities and scientific foundations in many parts of the country. France and Italy have both honored the Count de Bozas for his inventions.



Gilfillan radio operates from electric socket for only one-third cent per hour

And no cost of any kind for batteries! The modern Gilfillans require no "trickle chargers" and no "A-eliminators." They use the genuine A-C tube. Simply attach to nearest electric-light socket, and tune in!

Gilfillans are made in a variety of models, of which the most popular is the now famous "Seventy," price \$350. It has a self-contained Rola loudspeaker of round, full, clear, liquid, mellow tone; and is an imposing piece of carved walnut console furniture, 40 inches high.

The bigger brother of this model is the \$685 "Ninety," and this instrument occupies a place all by itself in the home given over to fine things.

Gilfillan radio sets can be purchased here for a cash deposit, the balance over a period of months to suit your convenience.

Other Gilfillans moderately priced to suit any purse

"Tune in every Thursday evening at 8:30 on Sherman, Clay & Co. and Gilfillan radio program. Stations KEF, KGA and KJR will broadcast simultaneously this great Sherman, Clay & Co. and Gilfillan program from Portland.

The program on December 15th will be Alma Peterson

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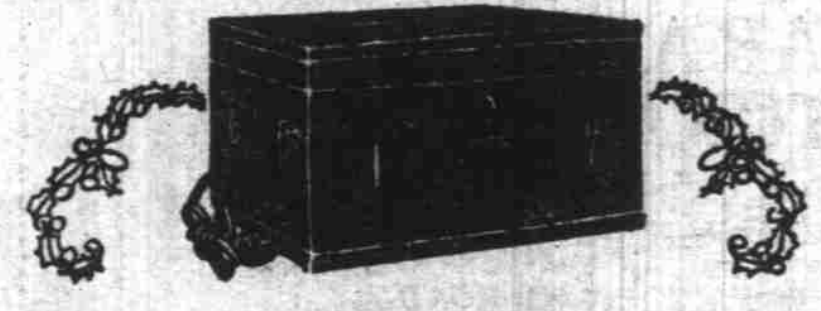
The ten tube Electric Zenith is the first receiver of this type to be placed on the market

Self-contained in every sense of the word—no batteries, liquids or acids, no inside loop or outside aerial. Merely plug into a light socket and you have de luxe entertainment at your command.

Hear this remarkable Zenith ten-tube all Electric Model, with power speaker giving matchless clarity and naturalness of tone. The model shown has doors moved back into recesses—an exclusive Zenith feature. When doors are drawn out and closed, this model represents an historically correct period cabinet. The De Luxe Electric Model also comes in Colonial, Italian, Chinese, and Spanish styles.

16 Zenith Models—\$100 to \$2500—3 different circuits—6, 8 and 10 tubes—loop, antenna or antennaloss—battery or electric

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