Watch for Friday issue of the Las Vegas Age Shopping News delivered at your door Friday afternoon. Phone Seven if you fail to get your copy.

Complete coverage in Las Vegas West Side and North Las Vegas. Las Vegas shopping bargains will be listed for your convenience.

NUMBER 2

VOLUME XXXVI.

LAS VEGAS, NEVADA, SATURDAY, JANUARY 13, 1940

WINIER SPORTS ON THE DESERT

The rapidly increasing interest in skiing has turned the thoughts of Las Vegas people to their own winter playground in the Charleston

Mountain areas. It used to be we had no use for the coolness of our mountain forests except during the summer months. Now we find that the rolling hills and steep slopes of the pine forested areas provide wonderful winter sports when clothed with their mantle of spotless white.

It is only 30 minutes from the balmy sunshine of the brush covered desert about Las Vegas to the majesty of pine forested areas covered with snow. And, we are just tically batty over the delights of Charleston mountain snow sports. Las Vegas has a wide variety of

attractions equalled by but few spots on the face of the earth and, I am convinced, this skiing craze which is building a great winter resort at Sun Valley, Idaho, will, in time, do the same here.

Snow and ice and skiing on one side; boating, swimming and fishing on the other with some of the most striking scenery on earth scattered about promiscuously, will attract plenty of pleasure loving people to this section.

This skiing, which a very short time ago was considered as merely a passing fad of little importance, promises to become one of our substantial assets.

"BONANZA INN"

I have been reading a book published in 1939, the name of which is "Bonanza Inn." It is written by Oscar Lewis and Carroll D. Hall, and is a rather detailed history of the Palace Hotel, San Francisco, which they call "America's First of the McCarran Civil Aeronautics Luxury Hotel."

The book has given me much pleasure since I have been familiar with The Palace since soon after I first came to California in 1887, a five-man aviation authority, an included stroyed by earthquake and fire in 1906, having stopped there on numerous occasions.

The old Palace had an air of disnot generally succeed in achieving. termine all matters of aviation pol-Its Grand Court into which my in those days), when I first went subsidy is necessary to keep those there after coming by the old steamer, was not only grand but architecturally beautiful. The cabby drove through the grand entrance on Montgomery street into the court and around the circle, stopping his horse in front of the desk. It was a stratling and unusual way to enter izing the training of civil aircraft your hotel.

The book gives sketches of many of the great of previous generations who stopped at the Palace and a most interesting and dramatic chapter of the book was that giving a ventures of Sarah Althea Hill, whose contract marriage to Senator Sharon, owner of the Palace, brought on what was probably the most bitter litigation and the most intense hatreds ever known in California. Her second marriage to Judge David S. Terry, who had been her attorney in her suits against Sharon. was ended when he was shot and killed in an eating house at Lathrop, Calif., by a body guard of Justice Stephen J. Field of the United States court, who had rendered a decision unfavorable to Sarah Al-

Most of the things related in the book were events occurring after I the subject of a volume recently came to California and were topics published by Charles S. Rhyne, exof almost world-wide interest. Those pert in aviation law. of you who have memories of some of those events will get a thrill by reading "Bonanza Inn."

MESQUITE CLUB

The Mesquite club members enjoyed a very pleasant session Friday. After the dessert luncheon, the proceeds of which went to the Student Loan Fund, the treasurer read her report which was most encouraging, as the mortgage has been paid in full and the property clear.

The Girls' Glee club of the high school rendered three numbers under the direction of Professor Johnson which were loudly applauded. The Misses Betty Porter, Dorothy Belcher and Jeanne Smith gave readings which showed great dramatic ability on the part of each of the participants.

LUNCHEON HOSTESSES AT 9. CLUB

Mrs. R. J. Stevens, Mrs. Arden Lusch, Mrs. Lou Woitishek and Mrs. Hale B. Slavin will be joint hostesses at a bridge luncheon at the 91 Club this afternoon to a number of to resume his studies at the Unitheir friends.

Program for Four-States Highway Meet Which Opened Last Night

The following program has been arranged for the Four-States Highway convention, delegates to which are expected to arrive in Las Vegas Friday, January 12: Friday afternoon_Registration of delegates at Elks'

Friday evening--Tour of the "Bright Lights" of Las Vegas.

Saturday, at 10 a.m.—Board of directors meeting at Elks' Saturday, 1 p.m.-Luncheon, Elks' Home.

Saturday, 2:30 p.m.—Business session and special entertainment for visiting ladies, including trip to Charleston Zigtema, Park and Refreshments. The ladies' entertainment is in charge of Miss Maude Frazier, chairman of the committee. Saturday, 7 p.m.—Dinner (informal) at the 91 Club.

deducting expenses, a net balance

Because the improvement was un-

games had been arranged there were

the belief that next season when

revenue to clear the indebtedness.

gram of excellent music Thursday,

when E. E. Stidham of San Ber-

devoted practically all his large in-

"Hills of Home," by Oscar Fox.

Death of Mrs. Ely

Mrs. Sims Ely of Boulder City

died shortly after midnight last

made for her many close freinds.

wood Park Memorial.

for the services.

as to know her.

SAM DARLING

IN TOWN

Funeral services were held at

Grace Community Church in Boul-

City; two sons, Northcutt Ely, of

Washington, D. C., and Sims Ely,

Jr., of Phoenix, and one daughter,

Mrs. H. C. Richardson of Cleveland,

Ohio, all of whom arrived in time

The entire business section of

Mr. and Mrs. Ely came to Boulder

City when he was appointed city

manager in the year 1931. Mrs. Ely,

except for a time when she was in

ill health, was active in the social

life of Boulder City. She was a

sweet, gentle and kindly woman,

with those who were so fortunate

ing of a nightmare.)

Rotarians Hear

 $Musical\ Program$

Sunday, 9:30 a.m.—Caravan forms at Elks' Home for trip Allister, associate conductress; Eva to Boulder City, Boulder Dam and Lake Mead.

Senator McCarran Otto Underhill Reports on Field learning, those who have ever had any experience in skiing go practically batty over the delights of At New Orleans

WASHINGTON, D.C., January 6 1940. - (Special) - Senator Pat from the night games played Gibson, past grand matron, present-McCarran has been selected to deliver the principal address at the National Aeronautic Association of \$436.20 was left to be applied on stalled matron, was presented with convention in New Orleans on Friday, January 12, according to an announcement made today. The organization, which numbers among

its 17,000 members the leaders in aeronautics throughout the country, will be host to aviation's elite for three days in the Southern city. Senator McCarran, who has been

a member of the Association for four years, serving as Governor of the organization for Nevada, was elected several months ago as an honorary patriotic member and national governor of the group. The honor was conferred upon McCarran, according to Capt. Eddie Rickenbacker, Chairman of the N.A.A's membership committee, "In recognition of his great service to aviation in the drafting and enactment Ace of 1938

The McCarran Bill provided for the creation of an independent avlation commission which includes nearly 20 years before it was de- administrator of civil aviation, and included: a safety board of three. It functions for the air lines as the Interstate Commerce Commission acts for the railroads, having the power to set tinction which modern hotels do and equalize air mail routes, to deicy, to guide the development of the "cab" took me (there were no taxis air lines, and to provide whatever

operating which are found to be of public interest. Recognized as Dean of Aviation in Congress, Senator McCarran continued during the 76th Congress as sponsor of key measures for civil of the Border" completed the proaviation programs. His bill author-

pilots, which is now in force, has been called by those prominent in aeronautics the most important piece of aviation legislation since vivid account of the destruction of the Civil Aeronautics Act. At the the old hotel. What to me was the present time some 10,000 civilian pilots are being trained in colleges and universities throughout the Sunday morning, after a comparadetailed account of the life and ad- country under the provisions of the tively short illness. Her passing McCarran bill. According to Wash- brought a pang of sorrow to the ington press commentators, the people of both Las Vegas and Boulmeasure will have two important re- | der City, where her lovable disposisults as it will not only encourage and stabalize American aviation, but it will provide a means by which the United States could better defend itself in time of war by having in readiness a pool of trained pilots.

> Groups other than the N.A.A. by which the Senator has been honored, include the historic society of held and interment made in Green-CONQUISTADORES DEL CIELO, The Airline Pilots Association, and National Aviation Forum. Then Senator's air transport legislation was Bureau of Reclamation of Boulder

Walter Bracken Is Doing Nicely

Walter R. Bracken, who underwent an operation at Good Samaritan Hospital, Los Angeles, Wednesday, is doing well, according to word sent to friends in this city.

He is still suffering from the effects of the operation and unable to see visitors, but the physicians report him as doing as well as could be expected.

REX BELLS HOME

Mr. and Mrs. Rex Bell have returned from Rochester, Minnesota, where Mrs. Bell received treatment at the Mayo Clinic. They left for their ranch near Searchlight, where Mrs. Bell will take a long rest to regain her health.

ARTIE HAM BACK

TO U. OF N.

Clark county and formerly a mem-Artie Ham, son of Mr. and Mrs. A. W. Ham, left for Reno Sunday several days in Las Vegas. versity of Nevada.

Installation of Eastern Star Officers Held

Southgate Chapter, O.E.S., held their annual installation Monday evening at the Masonic temple.

Mrs. Alice Day, retiring worthy matron, installed the officers chosen to serve the chapter for the coming year, with Velma Van Eaton assisting as marshal and Maydel Pistole at the piano.

The following officers will guide the chapter through 1940: Tilla Cronick, worthy matron; Barney associate matron: Fred Viola associate patron; Fitzgerald, conductress; Gladys Mc-Gibson, secretary; Sarah Bremner treasurer; Virginia Vance, chaplain; Alice Day, marshal; Carol Melton, organist; Helen Fitzgerald, Adah; Ora Pritchard, Ruth; Dorothy Thompson, Esther; Betty Oglesby, At Thursday's meeting of Las Ve-gas Rotary Club, Otto Underhill, Rena Zigtema, warder, and Fsther chairman of the committee on light-

ing the high school football field for Mrs. Day, the retiring matron night games, which was sponsored with a few well chosen words, toastby the club, reported that receipts amounted to \$962.05 and that after ed Mrs. Day with her past matron's jewel. Mrs. Cronick, the newly inretirement of the \$1,000 raised to a beautiful gavel by her little daughter. The gavel was made by her brother and her husband dertaken after the schedule of Charles Cronick, who passed away a month ago, had the O.E.S. insigonly two games played at night the nia and a suitable inscription placed past season. Mr. Underhill expressed the star points Mrs. Ruby White sang "Beautiful Eastern Star" very several more games will be played at night, will produce sufficient effectively. Geo. O. Day was elected as trustee

social hour was enjoyed and refreshments were served in the banquet hall. A large number of members from Desert Chapter No. 22, Las Vegas Rotarians heard a pro-Boulder City, were present.

nardino, trust officer and auditor of Pioneer Title Insurance & Trust Rotarians Coming Company, sang a group of selections, In Special Train accompanied by Mrs. Witt Olive. Mr. Stidham was in excellent voice

and was received with the favor planning to charter a special train geles, according to Bob Woodruff, Over Week-End which always is given him when he to bring several hundred to Las Ve- who appeared before the Rotary gas for the Rotarian District Con- Club Thursday noon. vention April 14, 15 and 16, accordfield Cadman. (As a preliminary to ing to President Archie Grant, who the song Mr. Stidham gave a little attended the conference of Rotary kill time on the way to keep from sidelight on the composer who has Angeles.

come in assisting young musicians.) District of Rotary in which Las Ve-"Lord Chancellor's Dream," from gas and Boulder City are situated. Gilbert and Sullivan's light opera, "Iolanthe." (Mr. Stidham declared January 16, to confer with local Rothis number to be a realistic enacttary officials on convention program and arrangements. A dinner "On the Road to Mandalay," "Capat which President Otto will meet tain Stratton's Fancy" and "South with the officers and committee chairmen will be held at the Marine Room of the Apache Hotel at \$35,000 Building rine Room of the Apache Hotel at 6:30 Tuesday evening next.

At noon, Wednesday next, a joint meeting of Boulder City and Las Vegas Rotarians will be held at Boulder City with Governor Otto as guest.

President Archie Grant reports that he found a great deal of interest in and about Los Angeles in the coming convention in Las Vegas. "All the clubs in the metropoli-

tan district are looking forward to getting out of the city for this year's tion and cheery companionship had ting out of the city for this year's convention," said Mr. Grant.

der City at 9:30 Tuesday morning, Rev. H. H. Eymann reading the Scripture service. The remains were then conveyed by train to Phoenix where the final services were

nix, where the final services were Clark county, in their annual report, show substantial savings dur-Mrs. Ely is survived by her husing 1939 as compared with the year band, Sims Ely, manager for the before.

government are credited with the savings; the road department with a saving of \$8,000; the relief and indigent fund, \$9,000; and the county

nospital. \$1.000. Chairman George Hanson of the board states that the hospital saving Boulder City was closed Tuesday will be more than \$1,000 reported. morning to honor the memory of Mrs. Ely and the church was packed The cost of the hospital increased here by herself and family are typto the limit with sorrowing friends \$4,000 during the year, but to offset from both Boulder City and Las this more than \$5,000 was collected Vegas. The floral tributes were most from patients and there is approximately \$4,000 still due from patients, profuse and beautiful, a fitting tespart of which at least is collectable. timonial of the love in which she Along with the savings in hospital

operation the commissioners state greater variety because of having adopted the policy of buying supplies at wholesale.

whose memory will long remain WEDS HERE

Thursday, January 11th, Lya Lys, Viennese motion picture actress of Hollywood, became the bride of John Gunnerson of Chicago. The ceremony was performed by District county court house. Deputy Clerk

Ski Carnival Is Set for February 24-25

Winter Sports Carnival was set for February 24 and 25 last night in the first meeting of the Desert Alps Ski club. This events is also sponsored by the Junior Chamber of

coming year were Richard Ronzone, president: Charles Doherty, vice retary-treasurer.

A committee consisting of Ronzone, Doherty and John Cahlan were designated to study the annual event and contact outside skiers to participate in the meet. Present plans call for a two-day meet consisting of the cross country race on Saturday, with the downhill and slalom racing and exhibition jumping on Sunday

Novel events, including the wo man's snow shoe race have also been tentatively scheduled.

Plans were also made for a mem nance the annual event. Season membership tickets will be on sale and an attempt will be made to interest high school students in the club with special student rates.

The next meeting will be held a Charleston Park Sunday, February 28, at which time moving pictures of skiing will be shown, a fashion upon it. During the installation of parade of latest ski toggery and equipment will be given; and the fundamental turns in skiing will be demonstrated, along with a short talk on ski courtesy on the practice hills. The general public is invited

Asking Railroad To Delay Trains The Junior Chamber of Com-

merce is asking other civic organizations of this city to cooperate with it in the movement to have the Union Pacific trains west bound in the evening, remain in Las Vegas at least one and one-half hours be-Southern California Rotarians are three proceeding on toward Los An-

Challenger are both compelled to Vegas Hospital. arriving in Los Angeles at too early an hour, it is declared. To allow President Otto Nelson of the 107th | the trains to remain in Las Vegas | the Abbott car skidded on the wet instead of loafing along the way, would give passengers time to take will be in Las Vegas next Tuesday, a little walk, see a little of the much to the attractiveness of a trip on these trains.

Project Advances

What will, when completed, represent the expenditure of approxigram undertaken by Mrs. Mayme V. Stocker, at the corner of Twelfth and Fremont streets.

The building permit for \$25,000 1939 and represents the largest during the year 1939 except for the new Union Pacific depot.

The name of the new enterprise is "The Chief Autel." It will consist of 21 units for the accommodation of guests, built in U shape, with the necessary office and administration building. The whole construction is the result of careful planning and will provide for the most modern of equipment with all conveniences found in a first-class hotel, including electrical heating and

cooling systems. Fittings and furnishings will be new and modern in all respects and designed for beauty as well as for

comfort and utility. The new enterprise shows in striking way the faith which our substantial citizens have in the future of Las Vegas. Mrs. Stocker has been a resident of Las Vegas for 30 years and her ample investments ical of the constant growth the city has made.

DINNER DANCE AT 91 CLUB

Mr. and Mrs. Clint Boggs entertained with a dinner dance at the that they provided better food and | 91 Club Thursday evening. The following guests enjoying the evening were Messrs, and Mesdames Jake Beckley, Will Beckley, T. W. French, J. A. Fleming, Sam J. Lawson, W. E. Ferron, C. S. Wengert, H. P. Marble, R. R. Russell and the host and hostess, Mr and Mrs. Boggs.

SECOND-HAND STORE

ENIERED Prowlers entered the Little Sec Sam Darling, pioneer resident of Judge Roger Foley in the Clark ond-Hand Store on Second street Saturday night. The store was enbut the cash in the safe.

Annual Election Chamber Officers On Next Tuesday

the Chamber of Commerce office. 2:30 and the board of directors will act as an election board in opening may be cast in person or mailed to the secretary. Ballots sent by mail written across one end of the envelope in such a manner that the name may be torn off without injuring the ballot.

Since no nominations other than two widely separated sections of those made by the nominating com- Las Vegas show that an average dio reception and radio interference mittee have been received up to January 6, there are no contests and the following will be the of- only one is radio interfering. This survey beginning November 15th, ficers elected to serve the coming one average is made up of seven

R. J. Kaltenborn, president; Otto Underhill, first vice president; K. O. Knudson, second vice president; A. H. Harrington, treasurer, with the following directors:

Laws and legislation, A. S. Henderson; Commerce, James Down; business and living conditions, Harvey Luce: manufacturing and industrial relations, Lloyd Tritle; real estate, James A. Fleming; aviation, R. B. Griffith.

Entertainment and housing, Cliff Jones; publicity, Murray Wollman; hotels, R. R. Russell; transporta- per week; covers one block. tion, James Cashman; Mines and mining, C. D. Baker; federal, state of these are moderate noise makand municipal affairs, Marion B. ers; used two hours per week; cov-Earl; agriculture and horticulture, John Wittwer.

Audit and Finance, Dave Farnsworth ; streets and highways, A. F. Cahlan; membership, E. W. Allen; banking, C .S. Wengert; reclamation and power, A. C .Grant,

National parks and monuments, A. L. Riddle: education, Miss Maude Frazier; public morals, R. O. Gibson; fish and game, Rev. Chas. H. Sloan; archaeology and history Hayward Milligan.

Four Accidents

The Los Angeles Limited and the week sent several people to the Las

Mrs. Leonard Hughes of Mesquite was a passenger in the car of W. O. Abbott and wife of Mesouite when payement on highway 91 near Crystal when Abbott tried to avoid hitting some cows which were crossing night life of Las Vegas and add the highway. Mrs. Hughes received a fractured spine and Mrs. Abbott was severely bruised. Both are patients at the Las Vegas Hospital. Mr. Abbott, his father, Wm. E. Abbott, 79 years old, Floyd, his son, and his brother, Deloy Abbott, all of Mesquite, did not require hospitalization.

Mrs. C. Stewart of Nampa, Idaho, skidded on the wet pavement near Jean, Nevada, on highway 91 about mately \$35,000, is the building pro- 9:30 Sunday morning and turned over three times, sustaining a fracture of her back. She is receiving treatment at the Las Vegas Hospital. Mrs. E. W. Rising, also of Nampa, was taken out the latter part of who was riding in the coupe with Mrs. Stewart, received contusions and a sprain of her neck.

Mr. and Mrs. S. K. Herzog of San Rafael, California, at the scene of the Stewart accident, side-swiped a parked truck, ripped off the right side of the machine but escaped uninjured.

Another accident occurred between Midway and Whitney when C. B. McClelland of Kingman, Arizona, skidded into a ditch and landed upright. He received treatment for cuts about the face at the Las Vegas Hospital.

Garrison Heads The Shrine Club

At the annual meeting of the Boulder-Vegas Shrine Club held at the Green Shack Thursday evening, Howell Garrison was elected president of the club. Dr. J. R. McDaniel was made vice president and Claud Haff secretary-treasurer.

Heads of committees will be announced by President Garrison at an early date. The Shriners enjoyed an excellent dinner and floor show before leav-

EARLY MORNING FIRE DOES LITTLE DAMAGE

ing for home.

narrowly escaped being destroyed by fire early Sunday morning. The occupants, Mrs. Walker, her baby and Lorraine Gagnebin, were awakened by smoke and hastily fled. The fire department was at the scene in short order and found the fire had started from a leaky oil line which had deposited a pool of oil on the ber of the Clark county board of Sonya Worthy and Sherwin Garside tered by severing the lock with wire floor near the hot stove. Most of County Commissioners, is spending of the Review-Journal acted as wit- snippers, but nothing was taken the damage to the home was from

The home of Mr. and Mrs. Ralph

Walker, 410 % South Fifth street,

RADIO EXPERTS SUBMIT REPORTS ON ELIMINATION The annual election of officers of the Chamber of Commerce will be of the Chamber of Chamber of

Allen Foote, radio engineer licens-The ballot box will be open until ed by the Federal Communications much experience in locating radio Commission, has made a rather de- interference in southern California. tailed study of radio interference in and who, since November 15 last, and counting the ballots. Ballots Las Vegas and has made public a has been making a survey of radio report on the subject at his own ex- reception and radio interference in pense and through the courtesy of Las Vegas at request of Mayor John should have the name of the voter the local press in which he has L. Russell, has made a report on the classified the sources of radio stat- matter, of which the following are ic intereferences, as follows: Status

"Averages taken at 60 homes in home has four appliances that it uses. Of these four, an average of found it during the period of my main types of appliances as fol-

"Electric razors-90 per cent of these are very bad noise makers; used 15 minutes per day. Interference covers three blocks.

"Vacuum cleaners-85 per cent of minutes per day; covers one block. "Sewing machines-85 per cent of day and night. these are moderate noise makers; used two hours per week; covers 1/2

"Food mixers-50 per cent of these are bad noise makers; used 1 hour "Washing machines-15 per cent

"Heating pads (automatic) - 5 per cent of these are TERRIBLE

noise makers; used six hours per week at odd times; covers 10 blocks. "Fans-4 per cent of these are oad noise makers; six hours per day, in summer; covers 2 blocks.

"Flatirons-4 per cent of these are bad noise makers; used 4 hours per week; covers one block.

"Power line troubles causing radio interference are on 24 hours per day when they start and an average of one or more a week break bad reception from 5 to 20 square emerge from the speaker as guard blocks, depending on how bad it is.

Mr. Foote suggests several steps toward elimination of radio interference, among them, in brief, the

Ban the sale or use of all defect-

ve electrical appliances. Hire one man acquainted with ocating power line troubles and with appliances and electric filters, with automobile equipped with radio. 44 hours each week. Thirty hours to be spent in house to house complete coverage of Las Vegas and Westside. The balance of 14 hours per week to be spent in systematic nspection of electrical distributing systems twice or three times daily.

To locate and report to the power company or the city and cooperate in stopping the radio noise with the least possible delay. To check on all changes of occu-

pancy and inspect all new appliances used.

To inspect all radio appliances for radio interference and install the necessary filters, and as to safety; if unsafe, inform owner to have found to be at fault to report same to city electrician.

Inspect meters and place condensers and necessary ground wires, etc. take from 45 minutes to one hour without charge. If he does it repreto inspect and install filters where necessary on each of the 3,000 and labor. No dealer can afford to homes and business places and that it will take from 75 weeks to 100 weeks to complete the work.

The cost to owner or occupant will average about one dollar. The cost to an owner having a miximum of five nosy appliances, including meter condenser and ground, \$2.00. Average cost of automobile upkeep, \$10 per week.

The power company will spend from \$3,000 to \$4,000 per year on the basis of one or two calls per week to repair possible trouble on their lines, based on past experi-

A competent man can be had loover he can take care of the situation on a part time basis.

filters sold to the public will prounable to pay for the necessary service

Mr. oFote estimates that the cost of a 75-week campaign would be: owners of appliances or houses; this amount the cost to the city with manufacturers trying to have

(Continued on Page Four)

the essential features: To the Honorable John L. Russell. Mayor of the City of Las Vegas I submit herewith a report on rain and around Las Vegas as I have

1939, and continuing to date. During this time I have made a interference not only in the city proper, but in the surrounding terlines in all directions as they radiate from the city, checked the resithese are bad noise makers; used 30 dential and downtown areas and noted the quality of reception both

> In order to assure consistent, agreeable radio reception in this city it will be necessary to inaugurate and consistently follow through noise suppression to overcome the handicap of weak daylight signal

> Installation of Radio Receivers-There has been a great deal of research in the matter of radio reessary to stress the fact that Las Vegas is in an area of low signal strength, particularly in the daylight hours. Because of the importance of properly installed antennas I shall deal at some length with the

The purpose of an antenna is to collect signals from the air, carry them to the antehna binding post of the receiver, pass them through the various stages of rectification out in odd sections of town, causing and amplification and have them sound. The mere fact that in meas-These very seldom are on for over a uring the strength of radio signals week before detection and elimina- we deal in terms of millionths of a foit will serve to emphasize how

minute they are. The effective part of an antenna begins where it is fastened to the receiver and continues to the extreme end of the horizontal portion. Every inch of it has the ablifty to collect either radio signals or noise. The vertical portion or that part leading from the flat top antenna is of importance for the simple reason that it must enter the house, be brought into close proxgrant noise that may be carried on the house wiring unless special pre-

It has been conclusively proven that the foregoing is a source of a great deal of the interference heard. Shielded lead-ins and transposition lead-ins can go far toward reducing this type of interference and the small cost involved weighed against the investment in radio reception and the pleasure derived from it should recommend suitable antennas to all who value good reception. it repaired for the protection of all Every dealer is familiar, not only members of the family. If wiring is with this type of antenna but how to install it as well. An antenna is a separate appurtenance, it is not included by the manufacturer and it is manifestly unfair to expect a Mr. Foote estimated that it will dealer to install a special antenna sents a distinct loss in both material do this and if the public understood this I am sure they would not continue to insist on free installa-

Dealers can contribute their share toward better reception by campaigning enthusiastically for better installations or at least taking the time and trouble to explain in detail why a well engineered antenna is a good investment.

Appliance Interference-When an electrically operated appliance is connected to a convenience outlet in a home, that appliance becomes a part of the power system in that any interference created is fed back cally. It is especially necessary to through the meter, out onto the secure a local man for the job so power wires traveling into neighthat after the main campaign is borhood homes, disrupting radio reception. In cases of medical diathermy machines this interference A profit of 20 per cent on cost of can be transferred to primary and even transmission lines and be heard vide approximately \$200 per year to for miles in all directions that those take care of cases where people are power lines radiate. In the smaller appliances such as vacuum sweepers, electric shavers, citrus fruit squeezers, etc., the interference created acts in the same manner but \$2,700 for man's wages; \$750 for does not cover such a wide area. auto upkeep; \$2,500 cost to the Singly they are not of supreme importance except for nearby neigh-\$180 for miscellaneous expenses and bors, but in the aggregate they do \$3,000 cost to the power company, a considerable damage in a limited total for the 75 weeks of \$9,130. Of area. For years we have worked

(Continued on Page Four)