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# Summer Depression

*peak, Griffin says — but local conditions must dictate the choice*

In general, the things which can best be combined with radio divide themselves immediately into two classes. The first partakes of entertainment and covers a very broad field. The second partakes of the service-after-sale feature of radio, and is for the most part confined to electrical devices, mostly of strictly utilitarian purposes.

OUR STORE, by reason of location, personnel and methods of selling, was essentially adapted to the sale of articles intended for entertainment. We decided that we would add nothing in the way of a sideline which would detract from the appearance of our store, which, through a process of gradual development has become a specialty store, somewhat expensively furnished, and in which certain types of merchandise would be very much out of place. In other stores quite the opposite is true, and undoubtedly these stores would find such types of equipment as electrical refrigerators and other heavy

our sales over a twelve-month period, but to find something which will keep our stores busy and active during the hot weather.

I HAVE little faith in so-called cure-alls, whether they be for bodily ills or for radio merchandising problems. There is not, in my opinion, any such thing as an ideal sideline for all radio dealers. What may be good for one store may be very bad medicine for another store. Consequently, no dealer would do well to copy blindly the plan of some other store. The best he can do is to combine the experience of many other stores, secure all the facts within the limit of their experience, consider them in the light of their application to him, and the result will probably be a plan different in many details from that adopted by any other dealer.

Three years ago Haynes-Griffin was a 100 per cent exclusively radio dealer. Nothing was sold in our stores except that which was used in radio. Today only about

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electrical apparatus more practical. This, therefore, is the first decision to be made by any radio retailer: "Will I seek sidelines of purely entertainment value, or will I seek lines which are for the most part articles of utility?"

THERE is another very important consideration in picking sidelines. The sideline should, theoretically, be every bit as seasonal as radio, but its peak demand should come in the summer, when radio is at its lowest ebb. I utter this warning lest the radio store, in its desire to extend its activities, become a hodge-podge of merchandise. By this I mean the radio dealer should not take on a line of Christmas tree supplies, which have their peak at the same time as radio. His store, during the radio season, should be sufficiently busy with radio alone to occupy his complete attention. If that is not the case, then he has not sufficiently developed his radio market and his attention might better be devoted to doing this rather than to seeking other products to increase his sales.

What the radio dealer needs and should look for is a sideline that has its peak during the summer months and which is relatively dead during the remainder of the year. For the problem immediately at hand is not to increase