

GOOD NEWS

ABOUT RCA RADIOTRONS



NUMBER 4

JUNE

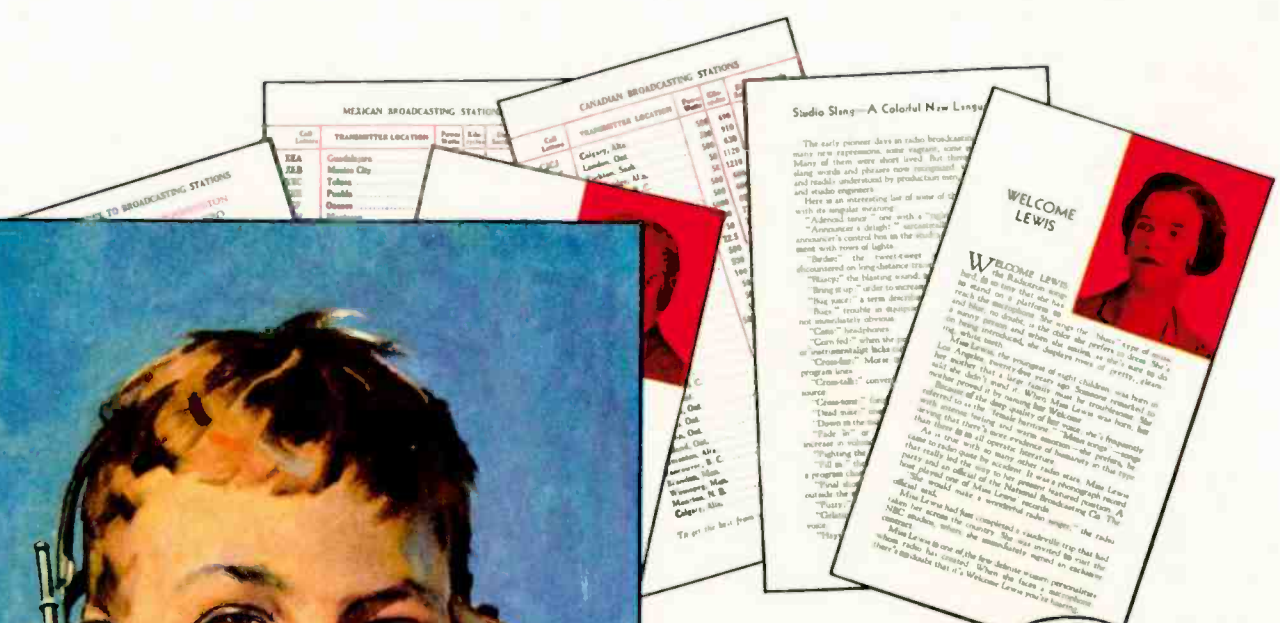
VOLUME 2

The Best Broadcast Station Directory Yet!



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RADIO LOG

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THE NEW RCA RADIOTRON RADIO LOG

READY JUNE 10



Jack Foster, well known radio columnist, author of biographies

13 FEATURES

- Four-color cover, full of human interest.
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- U. S. Broadcasting Stations by states and cities.
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- Principal Short Wave Stations of the World.
- "Studio Lingo"—words and phrases commonly used in Broadcasting Stations.
- "16 ways to Improve Radio Reception." Illustrated.
- Complete list of RCA Radiotrons.
- Page on changing tubes once a year.
- Message on back cover to your customers. Your name under this.

RCA Radiotrons

THE HEART OF YOUR RADIO

GOOD NEWS

About RCA Radiotrons

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VOLUME 2

25 Cents a Copy \$2.00 a Year

NUMBER 4

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Department and General Stores
Turning to Radio Tubes for
Increased Volume and Profit . . .

RCA Radiotrons Are the Leader

Realizing that department and general stores have been turning

Examined . . . Approved . . . Recommended

THE Associated Department and General Stores Buying and Reporting Corporation, an organization supplying 13,000 merchants with information as to workmanship, quality, price and market suitability of various merchandise lines, has placed its seal of approval on RCA Radiotrons. A thorough examination of the renewal market by this organization led to the conclusion, first, that radio tubes are a highly desirable and profitable item. An equally thorough consideration of the different brands of tubes brought an equally conclusive indorsement of "RCA Radiotrons—the Leader." More than usual significance may be attached to the fact that an association serving so many astute and respected dealers has thus singled out RCA Radiotrons for its unqualified approval.

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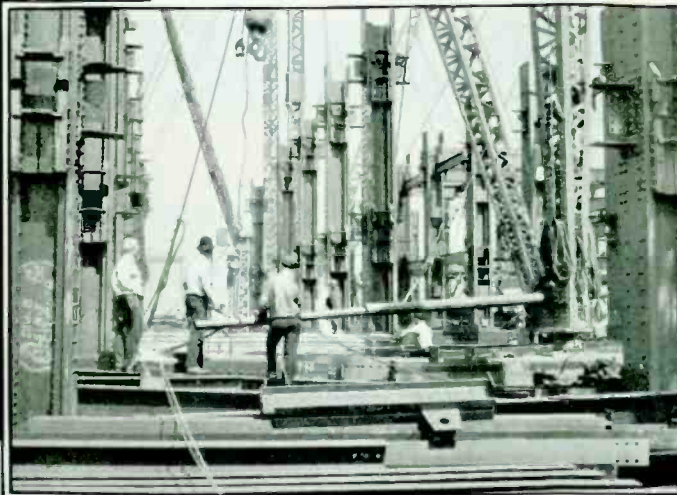
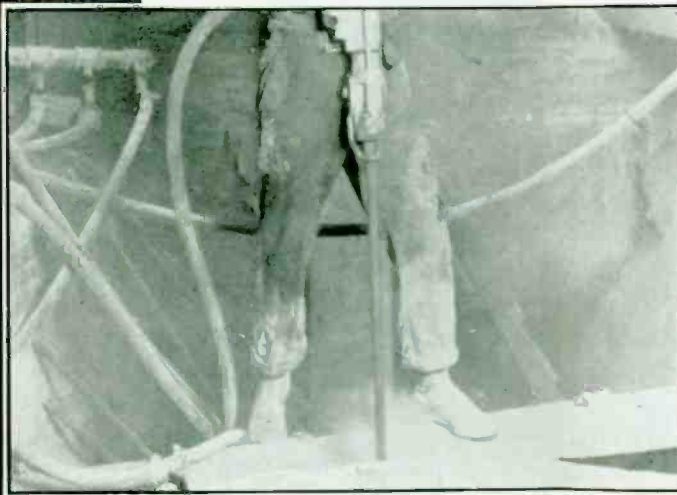
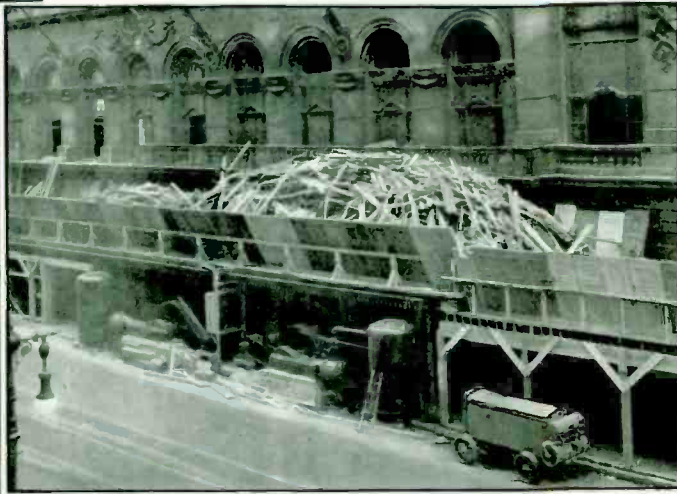
F. B. WANSELOW

A magazine of radio merchandising counsel to help distributors and dealers of RCA Radiotrons make more profit.

Published Monthly by RCA Radiotron Company, Inc., Harrison, New Jersey

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Building for



IF you want to get a true idea of the immensity of the Empire State, drive over to Jersey. Look at her as she towers above the other skyscrapers of Manhattan like a Great Dane picking her way through a brood of tumbling pups. Aloof she stands, symbol of lofty grace and beauty.

But strength? From here in Jersey she suggests it, but, as we of the movie age well know, this may be only an illusion. Hollywood could build an Empire State just as good looking and impressive as this one—from the front—and it would only take a week or so to do it. The trouble is you couldn't sell it to anybody after you were through taking the picture.

Let us drive back to Manhattan and see the real Empire State at close range. There she is, as solidly actual as a mountain. No fake here, no Hollywood set. This one is built for permanency.

A small army of workmen toiled for a year to make this building. Working at a terrific pace, they lifted the structure skyward a few skeleton stories a week. And yet—funny, when you think about it—the invisible portion underground was probably given more thought by the engineers and architects than the beautiful towering shaft we know as “the Empire State Building.”

Try to conceive of the downward push of this mighty pile. Practically impossible, with only our puny muscles to gauge by, isn't it? But the engineers and architects had to know, exactly, what this pressure would be. They had to know before a stone of the walls was placed in position. They had to know in order to plan a sub-ground structure capable of withstanding it.

Down through the remains of the old Waldorf-Astoria they drilled, down through the soil beneath, down through stone and gravel—to bedrock. On bedrock—the earth's very crust—they built their castle. A building for the ages.

* * *

There is a lesson in a great structure of steel and concrete for the builders of a new business. Any business, to last, must rest on a firm foundation. The more permanent the founders want their business to be, the deeper they will dig before beginning to build. Impatience to rise upward will only hasten their course downward—until they have reached facts as hard and permanent as the bedrock which supports the Empire State. Then, painstakingly, carefully, they will lay the underpinning for the superstructure that is to follow. That is building for permanency.

Permanency

The RCA Radiotron Company is a year and a half old this month. Into that year and a half has been crowded a heaping portion of activity. Much has been accomplished in a constructive way. But, lest anyone mistake the purpose of our efforts, let us hasten to add that they have gone into the sinking of the piles and the laying of a foundation. We are just ready to start.

Our heritage at birth was a group of men who, for experience in tube manufacturing, could be equalled nowhere else in the world. As a result, improvement in the quality of the product has been constant.

It was up to the sales executives to match these superb manufacturing facilities with a sales organization, sales policies and sales methods of the same high calibre. We began by gathering facts. A thorough digest of the most accurate statistics available revealed the then existing status of the radio tube industry. From that we were able to form an opinion as to the possibilities of the renewal market and to make tentative plans for developing it. Next, we sent out into all types of retail stores our own merchandising experts for the purpose of studying various methods of selling tubes. In various parts of the country we made exhaustive surveys of radio tube merchandising channels. These tests and surveys paved the way for the sales promotion assistance with which every live radio tube distributor and dealer is familiar today.

* * *

With this as a beginning we proceeded to improve and strengthen our distribution system; to revise and increase our newspaper, magazine and radio advertising; to establish price-protection and other policies beneficial to the dealer; to issue Good News, a monthly magazine devoted to sound merchandising counsel for dealers and service men, and to push our program of practical display and utility material. At the beginning of the present year we inaugurated a selective merchandising plan, known as the Headliner Enrollment, for the purpose of singling out for our exclusive attention those dealers who showed a willingness to make the most of their opportunities. More recently we have assisted dealers in deriving the greatest possible benefit from the substantial list price reductions on popular types of Radiotrons.

These activities, we believe, have brought us to the point where we can grow onward and upward fully confident of our underpinning. Those dealers who choose to go with us may do so with the assurance that we have built for permanency.



"Back to Prosperity" Contest

R. B. Jolley, Morristown, N. J., Radio and Electrical Dealer, Cashes in on Human Nature's Love of Guessing

IF YOU are a normal human being, you like a contest—especially if there is a worthwhile prize attached to it. Aware of this fact, R. B. Jolley, progressive radio and electrical dealer in Morristown, New Jersey, took the idea and made it work for him at a time when he thought business was a little slower than there was any good excuse for.



R. B. Jolley, who believes that aggressive action is the best antidote for slow sales

A guessing contest has about as universal an appeal as any. It looks easy. No special knowledge is required to enter. Anybody can do it. Mr. Jolley decided upon a guessing contest.

He Wanted a Leader

The idea was to place a number of small items in a show window and have all who would, guess the value represented. In selecting the article for display, Mr. Jolley looked for one on which he made a good profit, since that article naturally would claim the greatest amount of benefit from the contest. In addition, however, he wanted an item that was capable of helping the sale of other items—refrigerators, vacuum cleaners, washing machines. *He wanted a leader.*

From his long and successful experience in selling RCA Radiotrons, the owner of Jolley's Radio Store knew that here was an item which suited his purpose exactly. He would pile up a small mountain of RCA Radiotron cartons around an RCA Radiola in his window and invite all to guess the list

price value of the Radiotrons represented. The Radiola was to be the reward for the guess nearest the actual value of the Radiotrons.

Fred Babbitt, Jolley's Sales Manager, installed the window, which was made attractive with assorted Radiotron promotion material. Super Selling Fools told the story of the contest

through specially painted signs held in their hands. In order to make it as easy as possible for the contestants, the store passed out price lists to all who wished them.

Like everything else, a contest must be advertised if it is to be known—and it must be known if it is to be a success. The Jolley Store occupies a prominent

location, but it is too much to expect of one store window, no matter how prominent, to provide the publicity a good contest should have. Mr. Jolley wanted this contest to be a community affair.

The readers of Morristown are served by three local newspapers. In all of these—the *Daily Record* and the *Jerseyman* in Morristown, and the *Chronicle* in Morris Plains—R. B. Jolley ran large-sized announcements of the opening of the contest, March 4. It was explained in the copy that the store owners themselves did not know the value of Radiotrons in the window and that a public tabulation would be made to determine the winner at the conclusion of the contest, March 31. In addition, Mr. Jolley arranged with the three papers to report the contest in the news columns.

Distributes Circulars

Great interest, as evidenced by the number of guesses received, was shown during the first two weeks. In order to maintain enthusiasm at this high level throughout the full time and to finish out the contest with a burst of interest, Mr. Jolley during the third week had 3,000 circulars printed explaining the contest in detail and offering 10%

BACK TO PROSPERITY CONTEST
 HERE'S HOW
 On March 31st someone will win the beautiful R. C. A. Radiola now on display in our store window; absolutely FREE!
 All you have to do is guess the cost of the R. C. A. Radiotron Tubes on display in our store window. Enter your guess now—obey nothing!
 During the remainder of the contest everyone purchasing Radio Tubes from us will be extended the courtesy of a 10% DISCOUNT.
R. B. JOLLEY
 STORE OF RELIABLE SERVICE
 754

Back to Prosperity Contest
 On March 31st someone will win the beautiful R. C. A. Radiola now on display in our store window; absolutely FREE!
 Come in today. We will explain the very simple details. You have only to guess the cost of the R. C. A. Radiotron Tubes piled high in our windows.
 During the remainder of this contest everyone purchasing Radio Tubes from us will be extended the courtesy of a 10% DISCOUNT.
R. B. JOLLEY
 "The Store of Reliable Service"
 PARK PLACE NEAR LYON'S THEATRE
 Telephone 754 Morristown, N. J.

Name _____
 Address _____ Tel. _____
 Occupation _____
 Radio _____ Kind _____ When Purchased _____
 Refrigerator _____ Kind _____ When Purchased _____
 Vacuum Cleaner _____ " _____ " _____
 Washing Mach. _____ " _____ " _____

Material used to excellent effect in the "Back to Prosperity" Contest. An enrollment card, one of the house-to-house circulars (printed on red stock) and a typical newspaper advertisement

Brings a Wealth of Set Leads

discount on all tubes bought during the remainder of March. These were personally distributed by members of

time—the end of the contest.

Results were equally gratifying. Mr. Jolley attributes the sale of over

ers, but he secured a great deal of effective advertising for a product which has made profit for him in the past and which will make more profit for him in the future—RCA Radiotrons.

Store Pleasant and Inviting

Pictures of the show window and store interior on this page will tell the reader at a glance that Mr. Jolley is a radio and radio tube merchant of the first rank. Inside, the store is appealingly decorated in the Spanish manner. Everything is pleasant, clean, well kept. The customer instantly feels at home. The same description applies to the window, which invari-



Fred Babbitt, Sales Manager

Above—Store window in which the Radiotron cartons were piled. Right—Attractive interior of Jolley's store



PHOTOS BY GAYNOR

the sales force to homes, stores, and automobiles.

Throughout the month, small reminder ads appeared in the various papers. Then, three days before the close of the contest, quarter page or larger space was devoted to final announcements. In addition, there was a simple notice in each paper the last day reading, "Free Radio Given Away Tonight at R. B. Jolley's, the Store of Reliable Service."

The newspapers ran an announcement of the winner, a woman who guessed within \$.60 of the total value of \$759.40. They also announced the winners of the "general inspection service" prizes for runners-up.

As a result of Mr. Jolley's skilful handling of the advertising and publicity, interest in the contest was never allowed to lag. Enthusiasm was maintained on a high level throughout the month, reaching its peak at the proper

\$100 worth of Radiotrons to the circulars alone. Over 200 enrollment cards and many letters of enrollment were received. The most thoroughly encouraging outcome, according to Mr. Jolley, is that he now has enough set leads to keep his staff busy for many months to come. As will be noted from the illustration, space was also provided on the enrollment cards for information as to the customer's vacuum cleaner, washing machine, and refrigerator, and much valuable information was obtained in this way.

Radiotrons a Profit Maker

Finally, Mr. Jolley not only impressed the name of his store on the minds of many new potential custom-

ably contains an interesting display. It is always an invitation to come within.

Mr. Jolley, moreover, is a believer in action. As a good Headliner Star Dealer, he is not content merely with a good looking store and a window that is constantly filled with live Radiotron and other display material. His advertising and circular campaigns during the "Back to Prosperity" contest testify to that. And, as a guarantee that the good effect of the contest will not be wasted, he has a definite plan for following up every one of the scores of prospects revealed by the contest. Mr. Jolley is a fine example of the intelligent dealer who makes his opportunities and then makes the most of them.

The Name "Fisher" Helps Sell Automobiles

By H. J. C. Henderson

Manager of Sales and Advertising
Fisher Body Corporation, Detroit, Mich.



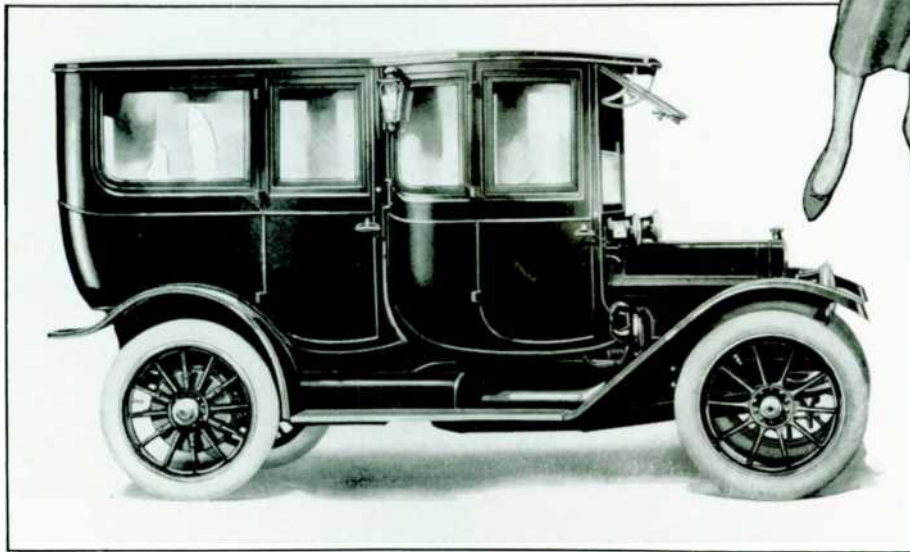
NOT so long ago a lady of my acquaintance remarked: "How wonderful it is that Fisher makes all the bodies that you see on cars."

She summed up, perhaps too well, the reason why the Fisher Body Corporation has advertised "Body by Fisher" for

several years and is continuing to advertise, even though it has never yet sold a body to an individual, and its entire contact with motor car owners is through the dealer representative of the motor car manufacturer whose chassis carries a "Body by Fisher."

Early Cars Had No "Bodies"

The earliest cars, of course, had nothing worthy of the name of "body" as that term is understood today. The automotive pioneers were interested exclusively in the mechanical aspects of their problem and followed the simple plan of calling on the carriage makers to supply their body needs. It is recorded that some carriage makers,



Lines—new and old.
Typifying Fisher
Bodies of two decades
ago, and the present

when requested to omit the whip-sockets from bodies built for automobiles, refused on the ground that the new fad would pass.

The Fisher Body Corporation is the modern successor to the carriage-making establishment which was the Fisher family's means of livelihood before the advent of cars. Quick to grasp the possibilities of the amazing new industry, those members of the Fisher family then active in the business began refining their product, and selling it to the motor car builders on the basis of the advancements it embodied. They were true pioneers in the development of motor cars. Much of the beauty, comfort, and safety of

the modern automobile is due to them.

As the years went on, the motor car body came slowly into its own. This change was hastened by woman's influence in the selection of cars, as well as by the more and more exacting demands of men. Beauty, style, comfort, convenience, and safety took on added importance—became greater and greater factors in sales. And so, from insignificant beginnings, the body progressed to the point where it represented one-third of the cost of the average automobile.

Body by Fisher advertising began because the Fisher Body Corporation believed that quality in craftsmanship, in material, and in design deserved



H. J. C. Henderson, Manager of Sales and Advertising, Fisher Body Corporation

recognition, and that such quality, once recognized, would become a potent factor in increasing car sales.

In its first advertisement, which appeared in the *Saturday Evening Post* of June 10, 1922, this statement was made:

"Because the name has come to be an asset and a criterion to motor car manufacturers, dealers, and owners alike, the finished products of the Fisher Body Corporation from this time forward will bear the imprint of the makers."

Fisher Bodies still bear the imprint of the makers. And the makers are spending hundreds of thousands of dollars every year to tell the motor car buyer why it is to his advantage to choose an automobile bearing that imprint.

Those familiar with Fisher Bodies know that the advantage is, in the final analysis, a matter of *value*. This value falls under several different heads. It includes exceptional beauty, authoritative styling, sturdy wood and steel construction, luxurious riding ease, and numerous exclusive refinements, all of which are made possible at extremely low cost per unit because of the vast number of units that are produced.

One Vast Organization

As our advertising is continually emphasizing, the Fisher Body Corporation designs and builds closed bodies for all General Motors cars. Its aggregate production runs between one and two million bodies a year. Yet a single research department, a single designing staff, a centralized purchasing system—in short, one vast organization—performs all the functions of body design and manufacture which would otherwise devolve separately on each car manufacturing division. We are doing for Chevrolet, Oakland-Pontiac, Oldsmobile, Buick, and Cadillac-LaSalle, a job for which each of these divisions would otherwise have to maintain its own body-building facilities, and would have to spread this cost over a comparatively small number of automobiles.

This, of course, would result

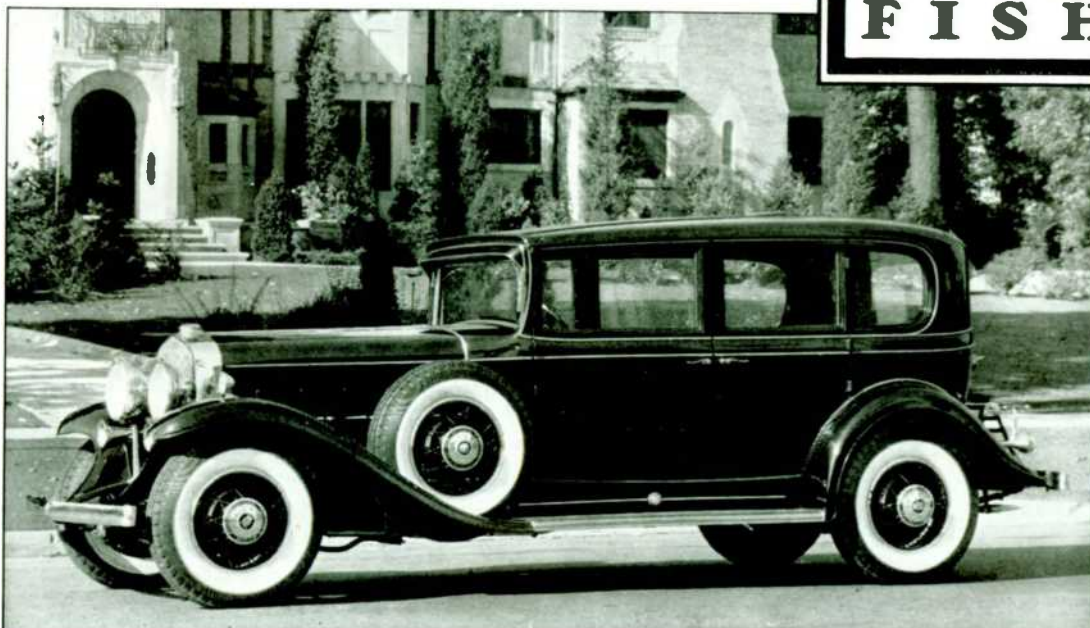
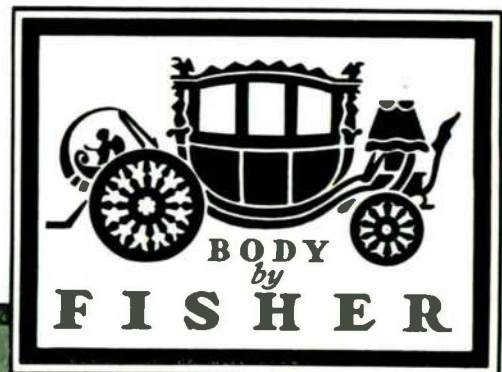
in increased costs to the consumer, and closed car bodies might still be a luxury available only to the man of means, not to anyone who can afford any kind of a car.

Moreover, "Body by Fisher" has come to mean a guarantee of quality in a motor car body comparable to the name "Sterling" in Silverware. It is associated at once with style, with beauty, and with fine craftsmanship, because of the character of the advertising that has appeared in its behalf.

The value of "Body by Fisher" becomes apparent every day in motor car sales.

"It's a Fisher Body" is the only word needed to satisfy the customer that the quality is right.

This is so because Fisher Body quality has never suffered, but has grown steadily better year by year; because Fisher Body styling has set fashion after fashion in motor cars; and because, coincident with this, Fisher Body advertising has kept constantly telling the public to demand this quality which Fisher Body alone provides.



Fisher Bodies and RCA Radiotrons are both looked upon as integral parts of other products. The fact that an automobile bears the label, "Body by Fisher," however, makes it much easier to sell. Similarly, the legend, "Equipped with RCA Radiotrons" helps sell even the finest radio receiving set.

Free Tube Service Calls Reduced 58%

*G. Fox & Company, Hartford
Department Store, Cuts
Service Costs by Switching
to Radiotrons*

By J. R. Shamper

Radio Buyer, G. Fox & Company, Hartford, Conn.
(as told to J. M. O'Neil)

THERE are two avenues open to any merchant who wants to increase his profits. He can either increase his sales or cut down his expenses. Most intelligent business men today are making an honest effort to do one or the other, or both.

For some time, I have been giving close attention to the problem of reducing waste. About a year ago, it occurred to me that we were making an unusually large number of free service calls on our radio sets. I decided to make a study of the equipment used.

I had been equipping radio sets sold in our store with several brands of tubes. The manufacturers of every one of these various tubes claimed the highest quality and efficiency of action for their own product. Such, of course, could not be the case. There can be only one best. I had always cherished the belief that RCA Radiotrons, the tubes which were acknowledged the standard of the industry, were the quality tubes. The only way to discover the truth was to work on the case myself. I began by analyzing the tube situation.

Earmarks of a Good Tube

To my mind, as a dealer, there were four qualifications which a good radio tube had to offer:

1. Uniform quality. I wanted a tube which rendered the most in customer satisfaction through perfect operation—a tube which would reduce to a

minimum the free service calls which eat up a dealer's profit.

2. A fair profit for the dealer. Not a tube which gave me a long discount, and then wore my profit down by continued free service calls.

3. Advertising. A tube that is well known requires much less time and effort to sell. And, in our store at least, we consider time and effort as money.

4. Demand. This is the result of uniform quality and advertising, and is something that the smart dealer is quick to take advantage of.

Each radio set sold by G. Fox & Company carries a six months' free service guarantee. It's quite obvious

I do not feel that I am at liberty to divulge the exact number of radio sets sold during that period, but let us assume that the number was 1000. On a ratio basis, then, my free service calls for all complaints whatsoever totalled 1540, excluding installation of the set itself. These service calls were divided as follows, still on a ratio basis:

| | |
|----------------------|-----|
| Chassis trouble | 380 |
| Power pack trouble | 150 |
| Speaker trouble | 120 |
| Cabinet work | 30 |
| Dial and pilot lamps | 60 |
| Outside interference | 140 |
| Defective tubes | 660 |

My free service calls, then, due to defective tubes, were more than 42 per cent of my total service calls, and there were approximately 2 free tube service calls for every three sets sold.

Devouring Profit

Something had to be done. Those service calls were devouring my profit at the rate of about \$1.00 a call, not including the expense we were put to in replacing the defective tubes.

Since I recognized that RCA Radiotrons—the leader—were more likely, by virtue of their com-

manding position, to be the quality tubes that I was seeking, I resolved that, during the coming inventory period, I would equip as many of my sets as possible with RCA Radiotrons and observe any appreciable difference in the number of free service calls I was forced to make. The results were not



A typically clean-cut G. Fox & Company window display

from that statement that I had to find, for my own protection, the radio tube which would cause the fewest service calls. I therefore made my test. Over one inventory period, the various radio sets sold by G. Fox & Company were equipped with almost all the so-called leading brands of vacuum tubes.

only enlightening, they were delightful. They did much more than vindicate my faith in RCA Radiotrons.

Figuring the number of set sales on the same ratio basis as for the previous period, I had sold 1040 sets. The amazing thing was that my free service calls on these sets totalled only 850. With an increase in the sale of sets, my free service calls had dropped from 1540 to 850, a decrease of 45 per cent. These calls were divided as follows, still on a ratio basis:

| | |
|----------------------|-----|
| Chassis trouble | 340 |
| Power pack trouble | 7 |
| Speaker trouble | 13 |
| Cabinet work | 30 |
| Dial and pilot lamps | 30 |
| Outside interference | 150 |
| Defective tubes | 280 |

During the period covered by these figures, RCA Radiotrons were sold with 53 per cent of our sets. Notice the remarkable drop in the number of calls, due to defective tubes, from a total of 660 to 280, and from 42 per cent of the total service calls to only 32 per cent. This represents a drop in defective tube calls of 58 per cent.

Although RCA Radiotrons had been sold with more than 50 per cent of our sets, the service calls for defective Radiotrons were only 17 per cent of the service calls for all defective tubes. This is another way of saying that, whereas practically the same

number of sets were sold equipped with other brands of tubes as with Radiotrons, service calls on the other brands were almost five times as numerous!

Going no farther than that stage of the analysis, it was enough to convince me that my future profits from the sale of tubes with sets had to be

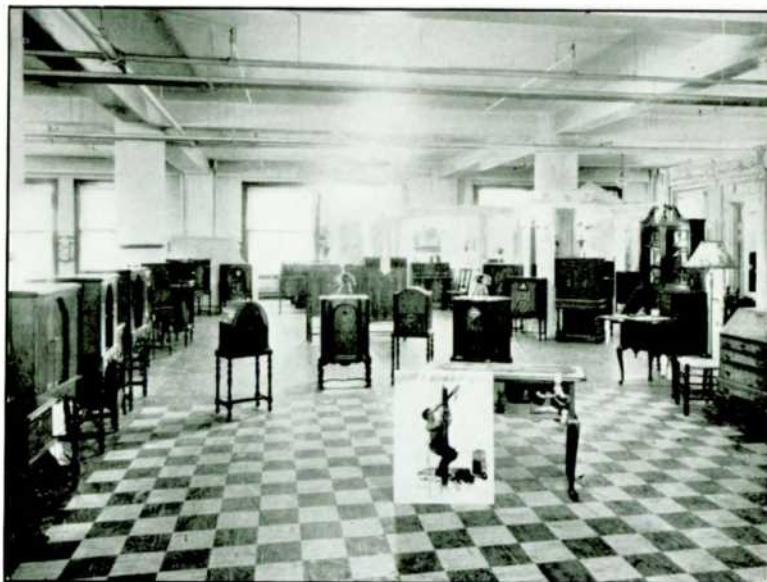
but by the customer satisfaction that is preserved. It certainly doesn't help a store's reputation for handling quality merchandise to be forced to make service calls on a large percentage of sets sold. This condition can be eliminated so easily, if the merchant has the foresight to equip his sets with quality tubes and thereby eliminate wasteful calls.

I know that I'll always be grateful that I insisted on a careful check of all our service calls, and that I had the courage and belief in Radiotrons to warrant my using them in as many sets as I possibly could.

I want to emphasize that, to my mind, comprehensive records are one of the most important factors in radio merchandising success. A man just can't go into the radio business, sell the merchandise that offers

him the greatest immediate profit, and let the matter slide at that. He has to know what he is doing. I know now, and that's why, in the future, every radio set that goes out from G. Fox & Company will, if possible, be equipped throughout with RCA Radiotrons.

You can see why I am such a stickler for the phrase "Know what you are doing" as the real secret of successful merchandising.



The radio department—light, roomy, well-planned

safeguarded by using RCA Radiotrons as often as I possibly could. There was a lesson in quality that I couldn't overlook.

Business Records Essential

I think you can easily appreciate what it meant to me to cut my free service calls 45 per cent and to cut my calls on defective tubes 58 per cent, not only with an eye to the actual profit that is protected by that drop,

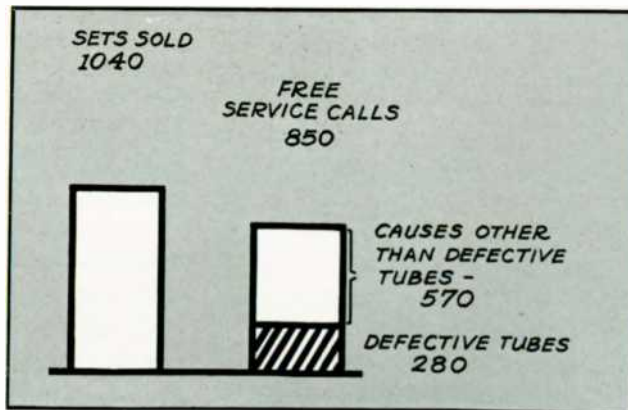
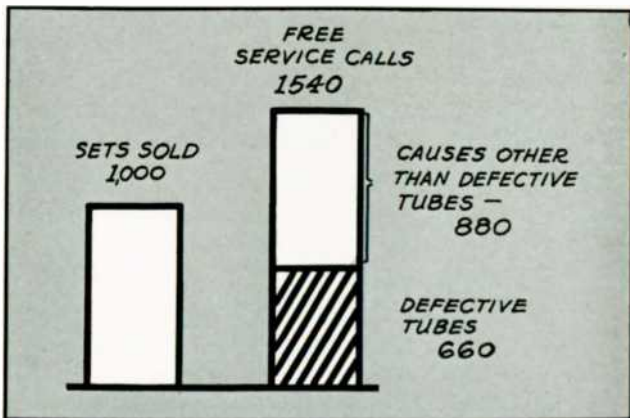


Chart at left represents first inventory period, during which less than 1% of sets sold were equipped with Radiotrons. Tubes were the cause of 42% of all free service calls. Chart at right shows result of equipping 53% of sets with Radiotrons. During second period only 32% of free service calls could be traced to tubes. Calls on Radiotron-equipped sets were only 17% of all "tube trouble" calls. Drop in total free tube service calls, 58%

A Headliner's Merchandising Program

Millions of Sales are Never Closed Because of Poor Retail Salesmanship!

By T. F. Joyce

Sales Promotion Department, RCA Radiotron Company, Inc.

EARNEST Elmo Calkins, famous advertising man, reports, in the January issue of *Advertising & Selling*, the following experience which he had when trying to buy a steel trowel from a hardware merchant.

"The salesman pulled open the drawer and, regretfully, informed me that they were sold out. 'How about the one fastened to the drawer?' I asked. 'No, that could not be sold. That was the sample.' 'But why a sample when you have no more to sell?' 'Oh, we'll order some more next spring.' 'When you order your new stock, why will not one of those serve for a sample?' The clerk was obdurate to my argument. I asked for the proprietor and he supported the clerk. They positively would not sell the sample. I finally wrung from him the admission that the sample had been specially treated to keep it from rusting and that was why they would not sell it.

"I had planned to spend about twenty-five or thirty dollars at this particular time, but naturally I took my wants and money somewhere else."

Every day thousands of retail sales are lost because of poor salesmanship. It wasn't salesmanship not to sell Mr. Calkins the specially treated sample. Service to customers comes first. Mr. Calkins should have been given his trowel, even though it inconvenienced the store to do so. That store not only lost that particular sale, but it undoubtedly lost for all time a customer and a booster as well.

Salesmanship Needed Now

At no time was retail salesmanship of more importance than it is right



T. F. Joyce

In this series of 14 articles—"A Headliner's Merchandising Program"—Mr. Joyce is outlining to GOOD NEWS readers the fundamentals of retail merchandising. Mr. Joyce's experience fits him admirably to write such a series. As a sales clerk for the Direct Importing Company, chain grocers, and as a retail salesman for the G. R. Kinney Shoe Company, Mr. Joyce secured a thorough training in retailing. Later, directing the merchandising investigation activities for the Edison Lamp Works, he had an opportunity to study the methods used by hundreds of merchants

now. With savings accounts mounting daily and business continuing at a slow pace, salesmanship is needed to get people to invest their money in merchandise which they need now but which they are postponing pur-

chasing until times take a turn for the better.

In some respects, the opportunities of a retail salesman are limited. In retail selling, the customer has to come to the salesman. The number of times a salesman can present his selling proposition is in direct proportion to the number of customers who enter the store. A retail salesman is also limited by the merchandise which the store has to sell. He cannot sell that which the store does not carry. It is, therefore, the problem of the store management to devise ways to get people to come to the store, and when they are there to offer them a well-selected line of merchandise.

Only 20% of Time Spent Selling

It is unfortunate that a retail salesman cannot spend 100 per cent of his time in actual selling work. A U. S. Department of Commerce analysis shows the following time distribution:

| | |
|--|------|
| Actual selling..... | 29% |
| Service to customers after sale is made..... | 13 |
| Giving information..... | 8 |
| Stock work..... | 17 |
| Waiting or idle time..... | 33 |
| Total..... | 100% |

The greatest loss is the idle or waiting time. However, this time does not necessarily need to be lost. If the salesman will spend this time in preparing to sell, then it will be used to advantage. The salesman who makes use of the time between sales to learn more about the merchandise he has to sell, and the uses for it, is more productive during his selling time.

Eight Characteristics of a Successful Salesman

Every successful retail salesman has eight characteristics. It makes little difference what he is selling; these characteristics are essential to his success. They are:

1. *Knowledge of his selling proposition*—Successful salesmanship is founded on knowledge. The more the salesman knows about a product and its uses, the more faith he has in it. When he is sold 100 per cent on what he has to sell; when he believes absolutely in what he is selling and cannot be shaken from that belief, then he is not stopped by a "no" from the customer.

2. *Interest of his customer at heart*—The interests of the customer come first with the salesman. The successful salesman will not sell

his customers anything which they do not need. Yet the star salesman will not hesitate to use the spur if he finds that you are merely reluctant to buy. He has a sincere belief and conviction that you are going to benefit by what he has to sell. He will not violate your confidence, for he knows that all selling is based upon confidence and, should he destroy it, he will wreck the very foundation of salesmanship.

3. *Truthful*—If the truth won't sell it, then don't sell it. Falsehoods may get business once from a man, but seldom the second time. Be honest when relating the qualities of the merchandise and what it will do. Under estimate rather than over estimate.

4. *Courteous*—The courteous salesman always has the edge on the salesman who may have ten times his selling ability, but lacks courtesy. People like to be treated right and to know that their business, no matter how small, is appreciated. In the end, by being courteous to customers, you make them boosters for your store.

5. *Resourceful*—Every sales situation usually differs in some one aspect

from any other situation. The successful salesman treats each customer as a different problem and adjusts his sales presentation accordingly.

6. *Healthy*—A successful salesman is characterized by enthusiasm and optimism. Both of these qualities depend directly upon good health. With the first sign of discouragement,

by purchasing it. To arouse this desire, there are two appeals—logical and emotional. Few people buy on logic. As long as people are emotional, as long as their emotions can be appealed to, this will be the strongest appeal. A radio set can be sold on logic—but it can be more easily sold if the salesman appeals to the desires for happiness, enjoyment, entertainment, etc.



Picture to the customer the happiness that radio brings into the home

the salesman is usually licked—and a tired and sick man is easily discouraged.

7. *Will*—Selling requires strength of character—the ability to use truth, courtesy, and resourcefulness and maintain good health.

8. *Self-confidence*—The salesman must have confidence in himself and his ability to make the sale. The confident salesman never hesitates. He has the confidence which carries him forward—a confidence which puts him on a higher footing than the man he is trying to sell.

Steps to a Sale

To close a sale, you must have your prospect's undivided attention and interest while you are presenting your proposition. To gain these, you must study and plan your approach as well as the progress of the sale. Concentrate your sales talk on that in which the customer expresses an interest. Your presentation should be courteous, energetic and forceful.

A desire for the merchandise you have to sell is secured by picturing to the customer how he is going to benefit

sales which he never closes. Always avoid the difficulty of a major decision. The best way to close the sale is to get an affirmative decision on minor points. For example:

"Will you want us to install the antenna?"

"Will you want to buy this set on the installment plan?"

In closing the sale, there are a few well known principles which should be followed. Always use positive suggestions and endeavor to ask questions which call for a "Yes" answer. Keep your prospect in the affirmative state of mind. Then, the first thing he knows he will be saying "Yes" before he knows it.

If your prospect demurs, or refuses to buy, you might say: "Now that you have decided 'No,' I want you to do me a favor. Tell me your real reason." In this way, you may find out what his real reason for not buying is, and then by meeting and overcoming it, make a sale where apparently you had lost. Do not leave your prospect in an unfavorable frame of mind and thereby close the door to future sales.

Get Decisions on Minor Points

The final step in making a sale is action. The hardest thing in the world for the average person to do is to make a decision. Most people like to lean on someone.

If you compel your prospect, in so many words, to take it or leave it, he will nearly always leave it. That is the place where most sales are lost. Every salesman makes hundreds of

TUNING IN

With J. W. McIver

Manager, Sales Promotion Department

IN THE Headliner Contest, Mr. Stephens, the winner, prepared a plan which was exceptionally successful in selling Radiotrons and sets. He succeeded in being welcomed into homes, a difficult and dangerous operation these days.

But more of that later. The point is—the success.

I was very much impressed by a news item which was called to my attention the other day. It seems that an advertisement appeared in the personal columns of a newspaper, of a certain city, which announced that a young, but eccentric millionaire, wished a wife. The advertisement stated that the young rich man was very particular and queer about his desires in the matter; that he had definite ideas of what he wanted. Perhaps, it was said, the best way to describe the young lady's qualifications would be to say that her description would exactly fit that of the heroine of a novel which was named. The day after, every copy of that book was sold. This, it appears, was exactly what the book seller thought when he worked up the stunt.

They say that the book business has gone to the dogs. Perhaps there are other equally effective ways to make people want them, or we can say, anything else we have for sale.

Perhaps we need more selling and telling and less yelling.

IN THE Good Old Summer Time" should be the theme song in radio for the coming months. Many are

planning to sing, "In the Bad New Summer Time." There are numerous opportunities in front of us for the sale of sets.

And wise dealers have found that a good way to sell radios is to push Radiotrons. Few people have thought of, nor do they know the joy of, the two-set home.

In every home there are always spirited arguments as to the selection of the program. Father can't stand jazz; Mother wants to take Amos 'n' Andy out on the front porch; Big Brother dislikes Rudy Vallee, who delights the Kid Sister. Every member of the family should have his own set. Radio sets should be as individual and personal as tooth brushes.

I KNOW a gentleman who takes long trips in his car, with his family. He used to travel with a portable phonograph—going constantly. Now he has discovered the wonders of auto radio. He says that he wouldn't be without it. It is a perfect cure for back-seat drivers. He said he was very much disturbed because he hadn't been told about it before.

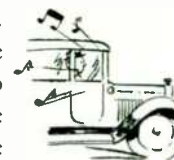
ONCE it was thought terrible for business offices or factories to be anything but dignified, dreary and dull. Now we find more and more people are introducing radio into their businesses. The Radiotron factories are equipped with centralized radio, and programs are given every day. The managers find it pays.

Millions of people will soon start their annual jaunts to camps, resorts, etc., for a rest. Every one is a prospect, if someone would only tell them. If the theatrical business is hard hit, and the gay and giddy places can't make a go of it, the book business is hard hit, and so on and so on, how are we entertaining ourselves? Has it come to gloom and gin?

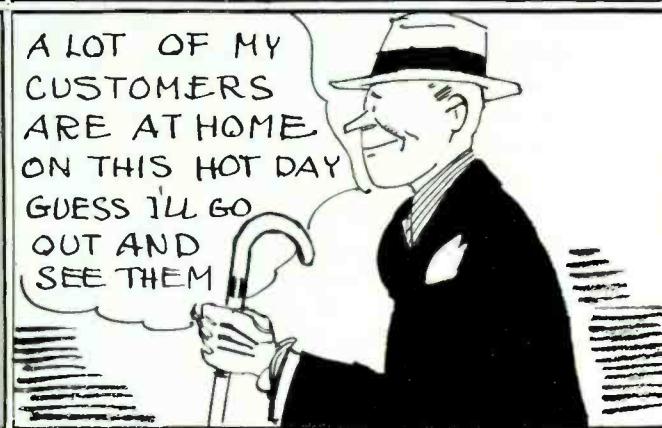
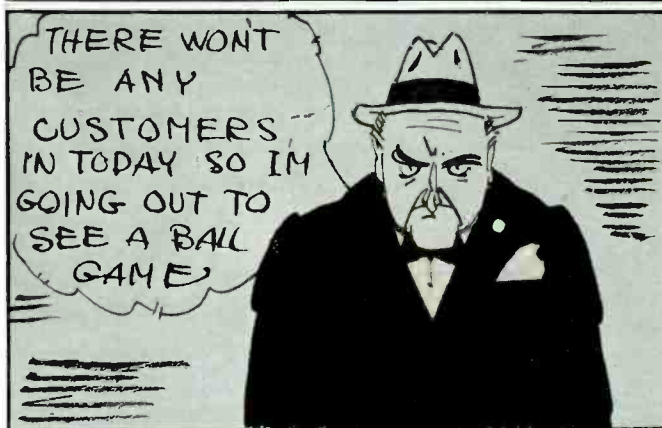
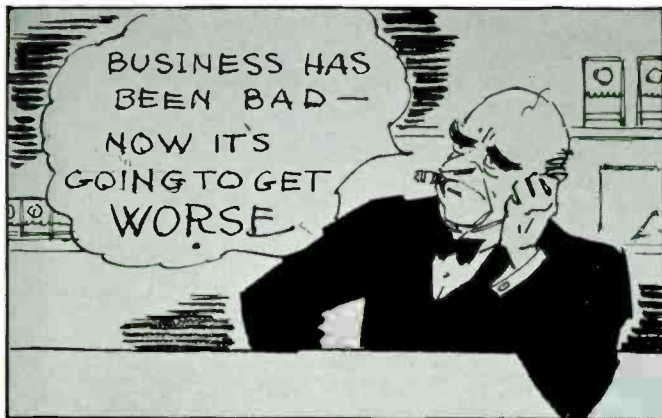
In estimating the amount of effort and energy that we should plan to put behind the sale of tubes and sets, we should figure as did a prominent executive lately. He said that he could not afford to make his plans on the basis of an expected sales volume of half the previous year's, rather, he had to figure that his selling would be twice as hard. This gentleman has been conspicuously successful.

I shall never forget Bruce Barton's story of the engineer who was driving his train up a steep grade and stalled. The fireman, while the engine was puffing hard to make it, had slammed on the brakes for fear that the train might slip back.

What to do? May we make a suggestion? In GOOD NEWS there is a gold mine of successful ideas. And one of the smartest ways for winning praise and opportunities is in the new RCA Radiotron Radio Log. It is about the most appealing, interesting Log Book that has ever been published. It's a perfect approach. Try a few on your prospects now. As someone has said, "The minutes go so slow—the years so fast."



IN THE Good Old Summer Time



The Successful Retailer

"A Fact-Guided Opportunist"

By Sheldon R. Coons

Director of Merchandising, Lord & Thomas and Logan

THE period of business depression through which the world is passing has forcibly indicated the fundamental strength or weakness of types of business and their owners. Many businesses have been unable to weather the storm—some through no fault of management or principle. Others carry on safely, even though profits have been temporarily deflated. The many business failures, the disappearance of many dealers, illustrate that too many businesses existed only for temporary return. Surely, something can be learned by studying the basic philosophy and methods of the survivors.

Since this article is addressed to retailers, it is interesting to note that department stores—small or large—are still "doing business at the old stand"—and at a profit, however small. Practically no failures are recorded and apparently none have disappeared.

Let us examine this phenomenon. When a man opens a department store, he plans to stay at it. He attempts to build firmly and hopes to pass his business on to his family or associates when the time comes. Think for a moment of the department stores of your city. How many department stores in your city have ever failed or been liquidated? Even if the ownership has changed, has not the the *business* continued? Thus we have:

Precept No. 1 The department store proprietor is in business to *stay*. A department store, to succeed, must operate to obtain customer good will. With this as his platform, he must adopt—

- Precept No. 2** *Serve and satisfy*. To fulfill this, he must supply
- what the customer wants
 - when the customer wants it
 - at a price the customer wants to pay.

If able to do this, he takes care of his business for *today*. To fulfill Precept No. 1, he must distribute reliable goods, sell them intelligently, represent them honestly, be prepared to make good his every promise.

THE FACT-GUIDED RETAILER FOLLOWS THESE SEVEN PRINCIPLES



IN LOCATING OPPORTUNITIES FOR ADDITIONAL SALES VOLUME

In the successful performance of these two precepts, is the probable explanation of the department store's ability to successfully survive business depression.

Let us now study the methods employed. A great retailer once said that "merchants at their usual stride were rather uninspired traders—at their best, supreme opportunists." In studying the operation of successful retailers, we find that they are "fact-guided opportunists."

The opportunist in retailing secures the largest possible sales volume from every item and capitalizes every situation—suggests and creates new items and new situations. Sometimes an opportunist is only a "hunch" player, but usually he studies facts and capitalizes his fact findings into opportunities.

To have "what people want," a store is expected, or should regard as its purpose, to have what people would like even before the customer himself has realized it, and to provide that which the customer might like at a price he can afford. To create additional sales volume, a retailer should strive to make available to more people that which they want at a price within their means.

A Four Year Course in Two Pages!

That's our opinion of this article by Mr. Coons, who has been an advertiser and merchandiser for twenty years. He joined Lord & Thomas and Logan, March 1, 1931, as Director of Merchandising. Starting as a youngster in the leading store of his native city, Wilkes-Barre, Pennsylvania, he became advertising manager; then managed a large art production and advertising syndicate in Chicago; then acted as sales and advertising manager of one of the five department stores of Portland, Oregon. In 1918 he joined Gimbel Brothers, New York City, as advertising director. He was successively sales manager, general merchandise manager, chairman of the company's merchandise and sales committee, and vice-president of the corporation.

The *fact-guided retailer* follows these seven principles in locating opportunities for additional sales volume—

1. He has installed, or will install, the retail system of inventory. He then creates his business around the only information of importance—the retail price.

2. He keeps a record of fast selling items; slow selling items; non-selling items. From a study of these records, he notes the slightest tendency of an item, or a price-line, to assert itself with larger sales. He pounces upon it and proceeds to tell the world that he has found a “best seller.” He puts enough in stock. He displays it in a larger way. He gets it in the windows. He features it on sales tables. He advertises it. He instructs the sales people that this is the item for which the store’s customers are expressing a preference. Conversely, if it be a slow seller, he disposes of it quickly. He does not wait. He rids his stock promptly.

3. He studies his stock investment by classification. Realizing that a large percentage of inactive stock cripples his buying power, or represents that much unnecessary capital investment, he does one of two things. He either liquidates his inactive stock and banks the money, or takes the released capital and devotes it to larger assortments of active merchandise.



Sheldon R. Coons

4. He builds a record of sales by price-lines. From this record he finds the price the public wants to pay for goods in his store. He keeps full assortments at these preferred price-lines. He tries to better his first costs on these preferred items, or to earn larger discounts, thus adding to his profits. He does not cut the price of a best selling price-line, since his customers have voted that price as the price they like to pay him. Knowing that his profit is protected on this “best seller,” he may experiment as much as he pleases with new items or old items without disturbing his main source of revenue—the “best seller.”

5. He has his salespeople make out a “call slip” for every item requested by a customer not carried in stock or “out of stock.” He tabulates these calls, and upon the slightest better-than-average demand, he places the item in stock or uses promotional efforts when requests assert themselves, thereby adding to his business prestige.

6. He is around his own store, his competitors’ stores, and the town. From this, he frequently notes that an item active in his competitor’s store is inactive in his. This is probably due to inattention or inadequate assortment. He acts the minute he finds it out, for the opportunist knows that public demand occurs simultaneously, and he cashes in with the demand. But he also studies his competitors’ display, presentation, assortment, and price. He cannot expect similar results with less effort.

7. He analyzes his items by manufacturers. He may learn that a given vendor’s goods always produce a large number of customer returns, or a low gross mark-up, over a period of time. He knows that there is something wrong with that vendor, and he cuts him out—concentrating on the maker whose goods indicate a constant profit and a low ratio of complaint. From such analyses, he finds that the original retail price of certain manufacturers’ lines are never realized;

that certain makers force shipments too early, and that this is as bad as having the goods arrive too late; that profits are made or lost only on the *realized price*, not on the price at which carried in inventory.

Earlier in the article it was pointed out that the successful opportunist in retailing must also “suggest and create new items and situations.” To accomplish this, the successful retailer rises above his records and

—keeps his eyes open; talks to people; reads the magazines, the trade papers.

—observes people’s buying habits—and his own. Asks himself and others, “Does this thing conform to the rule of good taste, good line, good color; is it comfortable; is it becoming; does it bring a new pleasure; will it simplify living? Every new thing that answers these simple questions will eventually become popular (if priced right) and the retailer who senses it early cashes in early.

—watches people at play; their daily movements; studies their reaction; all are guides to retailing opportunities.

—keeps close to his manufacturers, for they are the men who can tell him the trends. Deals only with good manufacturers—and deals fairly with them. Good makers are apt to be “right”—they have the resources and standing to back the retailer. They bring him countless suggestions of volume opportunities that have been successful with other retailers. He knows that manufacturers like to work with him because he is business-like—and in business to stay. He knows that manufacturers will turn themselves inside out for a man who has ideas, and who will work with them. So the rules are simple, and they are not protected by patents. All retailers might profitably apply the rules, for in their application lies the answer to every dealer’s desire—security against temporary depression—permanence, and an increasing livelihood.

Successful merchandising is largely a matter of common sense—seeing what should be done and then going ahead and doing it.

Hello America!



Hello Europe!

Germany's Youthful "Roving Reporter" Reveals Some of the Emotions He Experienced While Broadcasting High Spots of American Life to the Fatherland

An Interview with Hellmut H. Hellmut . . . By G. G. Bowen and J. J. Wilson

IT was just 10:15 a.m. on Thursday, May 7, that we paced up and down the starboard side of the bridge of the North German Lloyd liner *Stuttgart*, as she lay in her berth, Pier 42, at the foot of Christopher Street in New York City. We were awaiting the arrival of Hellmut H. Hellmut, Germany's Roving Reporter—the "Floyd Gibbons of Germany"—who for the past two and one-half months had been touring the United States, broadcasting not only to American, but, on short-wave hook-ups, to German radio audiences.

Stockyards to Empire State

Hellmut went as far west as Chicago where he broadcast a description of the Chicago Stock Yards. He climbed the 102-story Empire State Building and expressed his feeling of awe and wonder, via the microphone, to his friends in Germany. He cavorted about at the top of the Statue of Liberty in order to give the home folk in Germany an accurate picture of just what the harbor of the "World's Greatest City" looked like. He went to Washington, where he saw the President and told those back home about how democratic and unassuming a fellow Mr. Hoover is. And now he was going to broadcast his farewell to America as the *Stuttgart* steamed out toward Sandy Hook.

As we paced the bridge we wondered just what kind of a fellow

Hellmut H. Hellmut was going to be. The apparatus for the broadcast was in order. An NBC engineer was talking over the mike, making certain, we presumed, that all was ready. Then, twenty minutes before the broadcast was scheduled to begin, Mr. Hellmut arrived.

We were startled!

Hellmut is a young man—very young—just 21 years old. Impetuously, he dashed about the bridge, shaking hands with everybody, including ten page boys, who were getting their first impression of how things looked to the officer of a great ocean liner. Finally we cornered Hellmut (fortunately there were two of us) and hurled questions at him so fast that he had to say something in self defence.

"How did America strike you?"

Oh, yes, America was certainly startling! The buildings were so large. "To me," said Mr. Hellmut, "New York City is like a Jules Verne portrayal of what Germany will be in the future—perhaps in 100 years. The

Empire State Building—102 stories high! In Germany such a building is still a dream. There, five stories is a skyscraper."

Found President Democratic

"And in Washington," said Mr. Hellmut, "your President is just another citizen. I was, what you say, very much surprised. In Germany, to

see President Von Hindenburg you would have to pass an armed guard, five or six doors and—oh, hundreds of secretaries and under-officials.

"But in Washington it is different. There—one door—maybe a few Secret Service men but you don't see them—and then the President. There is nothing to it."

At this point

Hellmut was called to the "mike" for a few photographs. "Excuse me," he said, "I will be right back."

As soon as the photographs had been taken, we rushed at Hellmut to continue our interview. "How about some of your European Broadcasts?" we asked. "How do your programs



Hellmut broadcasting to Germany from the top of the Statue of Liberty

differ from ours?" Hellmut is a former newspaper man, now identified with the Reichsrundfunkgesellschaft, a holding company for the ten German Broadcasting Companies.

"I will answer your second question first," said Hellmut. "Every German owner of a radio set must announce himself to the nearest post office. There he pays fifty cents each month for the privilege of owning a radio set.

"In Germany there are more than 3,000,000 radio set owners so that the income from this source amounts to about \$18,000,000 annually. The government holds 51 per cent of the stock in all the broadcasting companies. You can see that radio is a very profitable item as far as it is concerned.

What? No Amos 'n' Andy?

"But to get back to the programs. We have no Amos 'n' Andy over there. The continuous program does not exist. I think the best way to give you a picture of our broadcasting programs is to sum up an ordinary day's activity in a German station.

"There are news reports, talks to housewives, recorded concerts and so forth in the morning; distinguished educational speakers, dramatic criticisms, book reviews and a children's hour in the afternoon. At 7 p.m. the chief programs begin. They include music and dramatics. Sometimes whole plays, lasting hours, are presented. Little jazz is broadcast, although programs are sometimes presented from the cabarets. This is never until 10 or 11 p.m.

"In Germany we have no outdoor broadcasts as you have here. We do not prepare our regular programs with your exacting care. Fifteen seconds time limit between programs? Why, that is unheard of in Germany!"

"Hellmut! Hellmut! C'mon, we're

goin' on the air!" James Wallington was already announcing Hellmut's farewell American broadcast. He was telling American listeners that the *Stuttgart* was about to pull out and



Viewing New York's Skyline

that Hellmut was to bid America "Goodbye" as the liner slipped down the Hudson.

"You can leave on the tug," said Hellmut as he slipped away toward the "mike." "Stay around and I will tell you some more."

So we stayed. It is not every day

turned our attention to Hellmut. He was just beginning to talk into the "mike."

"Hello America! Hello Europe!—" He went on, speaking rapidly in excellent English. He thanked all for their kindness, raved again of his broadcast from the Empire State Building which he assured us was the most thrilling experience of his life, and gave a brief description of the Hudson River and the New York skyline as the mighty *Stuttgart* nosed down stream.

In fifteen short minutes Hellmut had concluded his broadcast. "Auf wiedersehen", he said, "Not goodbye. 'Auf wiedersehen' means, 'I will see you again soon.'"

And so Hellmut returned to us and our interview. "There are only a few minutes left," he said. "Your tug is pulling up alongside now. But I will try to answer the first question you asked a while ago.

"I entered radio in an indirect way, what you call indirect, and how! While attending college, I began writing for the newspapers. I reported social news from the Riviera and from Venice. I also edited the radio, automobile and technical section of a Berlin newspaper.

Last October, while attending the Paris Motor Salon—an important and extensive exhibit on the continent—the R-101 disaster occurred.

"The German radio people, hearing of the disaster, asked me to report it over the microphone. An airplane was hired. It took me to a point near Beauvais, developed motor trouble and cracked up when it hit some high voltage wires in an attempt to make a forced landing. I was unhurt, however, and sped by motor car to the scene



Aboard the "Stuttgart." Saying farewell to American radio listeners

that one has the opportunity of gliding down the Hudson on the bridge of a North German Lloyd liner, to be taken off later by a special tug. We

of the dirigible disaster. What with the accident and the horrible sight of the disaster, I was well initiated into broadcasting. But you see I'm still at it!"



• Business Offices • A Neglected Radio Set Market

THE WELL known, popular and often spectacular commercial broadcasts that go on the air during the evening hours have a tendency to divert attention from the many splendid daylight programs. The adjective "splendid" is used advisedly. Any casual—and therefore careless—observer who has concluded otherwise should be told to listen closer and use his head.

No doubt the broadcasting companies would prefer to present the choicest morsels in the evening, when the radio audience is largest. But events, obviously, cannot be so ordered. Many interesting and important happenings must therefore reach the ether during the day or not at all.

Housewife Only Listener?

Does this mean that only the housewife shall listen to them? Such, apparently, is the verdict of the radio dealers. You will find painfully few of them canvassing the business and professional men of their neighborhoods for set leads.

What of the business man? He comes home in the evening to hear his wife mention that she has heard a splendid talk by so-and-so over the air. Perhaps it was the President of the United States, or an outstanding economist, or an international business figure whose voice came from across the water. Perhaps it was a major sporting event. No matter. The question is whether friend husband is interested, whether he would have taken the time off to listen to it if he had had a radio in his office. Our honest guess is that the average man would have.

The prevailing impression that business men have no time for radio during business hours—at least, not for such frivolous things as sports—seems to us to be based on a fallacy. After all, business men are human. The successful ones don't allow extraneous matters to usurp any considerable portion of their attention, but they have to have a "break" just the same as anybody else. It is a well known fact, calling for no apology, that they take a few minutes

off for a chat now and then, that they talk to friends on the telephone, that they glance through magazines that come to their desks. They permit themselves these small liberties, first, because an occasional few minutes of relaxation makes for better work, and, secondly, because the contacts and knowledge acquired are beneficial.

Is there any reason why radio should not be used at such times? Certainly, the many high-calibre business features broadcast during the day are equally entertaining and more illuminating than most office chat.

Radio Dealer Squeamish

It is not our burden, however, to make excuses for the business man. In so doing, we are falling into the same error as the radio dealer. It is *he* who is responsible more than anyone for the fact that most business offices are now without radio. He has taken for granted that the business man has no time for radio and let the matter go at that. As a matter of fact, we know many business men—good business

men—who have never been approached, and it is our conviction that most of them could be sold sets without any unusual amount of persuasion. The business man is not nearly so conscience stricken at the thought of an office radio as is the radio dealer.

The daytime chain programs for almost any week will be found to contain several events with a wide business man appeal. Not all of them may be of interest to everybody, but



The small-office dweller should be a good prospect for a midget radio set

●

An office radio enables the executive and his staff associates to listen in on valuable business reports and comment

almost everybody will be interested in some of them. Take the period during which this is written. A casual glance reveals the following outstanding daylight broadcasts during the first two weeks of May: President Hoover's address before the International Chamber of Commerce; opening of the New York Institute of Human Relations of Yale University, with Secretary of the Interior Wilbur, Governor Cross of Connecticut, and other prominent speakers; the talk of Merle Thorpe, editor of *Nation's*

Business, before a luncheon of the New York Advertising Club; and the opening of the French International Exposition, with President Doumergue and others as speakers. In addition, there are the daily market, weather, and stock reports, which are invaluable to certain businesses.

Modern business men spend half or more of their waking hours in their offices. Naturally, they want their surroundings to be as pleasant and as stimulating mentally as possible. The result is that the workaday sanctuaries of those whose positions and pocket-books justify it are handsomely appointed affairs. They are usually the handiwork of skilled interior decorators and often adhere to a definite

the owner of a small private business.

Still another widely inclusive class of office holders offer extremely attractive possibilities—professional men and others who have a high regard for the comfort and convenience of their clients. Restaurants and confectioneries seem already to have sensed this opportunity, but from our observation, there remains much to be done as regards doctors' and dentists' offices and reception rooms, barber shops, beauty shops, automobile show rooms, book stores, florist shops, and the like.

Suggestions

Our suggestion is to canvass the business men of your community for the purpose of making a follow-up file. Have your man notice especially the type of office and the kind of radio set most suitable for it. Go over the weekly broadcast programs regularly, note the daylight events that might appeal to business men and mail them out on a card to your prospects. These broadcasts might also be worked into your



PHOTOS BY GAYNOR

period of design. It will be well to try to interest the owners of this type of office in a well designed console model or a custom installation (see April Good News) rather than a cheaper set.

Other, less pretentious offices, however, constitute a lucrative market for midgets and other small models—such, for example, as the office of

newspaper advertising and window displays during the period. It will pay you also to look into the possibilities of custom installations and play up this feature. In locating prospects of the second class—professional offices, reception rooms, show rooms—no better prospect list could be found than the Classified Telephone Directory.

"I Own An Old Radio"

*When a Customer Orders an Old-Type Radio Tube
He Invites You to Sell Him a New Receiver*

By G. C. Isham

Sales Promotion Department, RCA Radiotron Company, Inc.

IF YOU were a dealer in guns and a customer came into your store to buy flints for an old muzzle-loader, you would consider that person an excellent prospect for a new, modern gun. And he would be! You would, if you were a wide-awake dealer, lose no time in demonstrating a firing piece of the latest design. You would quickly point out all of the advantages of the new over the old, with the result that you would probably sell a new gun.

Or, if you were an automobile dealer and a person asked you for a straight-side tire, which would indicate it was for an old car, you most certainly would, if you were a progressive merchant, find out the model car the tire was for, how old it was, how long the present owner had had it, and you would throw in a few good words for the particular car you were interested in. And then, at the very earliest opportunity, you would call on that person and give him a demonstration. You would have a good chance of making a sale.

It Happens in Your Store

What happened in the gun store and in the garage, happens almost every day in your store. True, customers do not come in and ask for flints or out-of-date tires, but they do come in and ask for tubes for radios that were old several years ago. The mere fact that these people are buying

tubes shows that they are interested in radio. If you ask them how their radio works, some will say, "Oh, fine.

It works just as well as it did the day I got it. You'll never catch me paying out good money for a new set while my old one works so well." But each of these people is a red-hot prospect for a new set. In a large majority of the cases, a new set taken to their home and left for a week's demonstration, will never return. The enjoyment available from the modern radio is so much greater than from the older sets that a direct comparison of the two makes the sale.

Watch the Automobile Salesman

Did you ever watch a crack automobile salesman at work? He concentrates on the owners of old cars. He knows that, although a person may be, to all appearances, perfectly satisfied with his car, he is actually the easiest person in the world to whom a new car may be sold. The reason is obvious. The car owner is already sold on the advantages of owning a car. He would be lost without one. And he is quick to appreciate, by comparison, the improvements incorporated in the newer models. As a result, the new model has a much stronger appeal for him than for one who has never known the pleasures of driving. The salesman's only task is to convince him that a particular make of automobile best meets his requirements.

The alert radio salesman will find that the same situation exists in his business. Two out of every five radio sets in operation today are obsolete models. Most of them, undoubtedly, work after a fashion, but every single owner, having heard one of the latest model sets in the home of a friend, wants a new radio himself.

Radio sets less than a year old do not, as a general rule, need new tubes. But the old timers need them, and the owners come into your store to buy. While two out of five radio sets are obsolete, many more than two out of five tube customers own old sets.

Let us say, for example, that Mrs. Jones comes into your store and asks for an RCA Radiotron UV-199. You know immediately that Mrs. Jones has an old radio which has been in use for a long time. And you also know that her radio, working at its best, can give her nowhere near as much enjoyment as a new set. She is, however, interested in radio, as evidenced by the fact that she is buying new tubes. Therefore, she is an excellent prospect for a new set.

The owner of an old set is as easy to recognize by the type of tubes he orders as he would be if he wore a big sign—"I Own an Old Radio," or if he



advertised in the newspapers, "My Radio is Old—I am in the market for a new one." All that the radio dealer has to do to cash in on this available market is to watch tube sales and pick out those customers who have old radios—and then follow up those customers in the right manner. A customer who buys a WD-11, a WD-12, a UX-120, a UV-199, a UX-199, a UX-200A, or a UX-210, is a real prospect for a new radio. Frequently those who ask for UX-112A's, UX-171A's, UX-201A's, or UX-226's are also good prospects. Exert selling effort on these customers and you will be surprised at the sales results you will achieve.

A Plan Is Essential

As in the promotion of any idea, an organized plan, well thought out and thoroughly executed, is the deciding factor of the success or failure of the venture. It is not enough to make a mental note that henceforth you are going to watch all tube purchasers for set prospects. You might watch tube customers for a couple of days, and you might even give your salesmen a couple of leads, but unless you have a well-defined plan that will do a complete job, your efforts will lack continuity and your results will be meagre.

It is not my purpose here to give you a plan of action, complete in every detail. But I am going to set down some of the things which should be done.

1. You should aggressively merchandise RCA Radiotrons so that you will get as many customers as possible into your store. It is obvious that the more customers you have for Radiotrons, the more you will find with old sets. This merchandising effort should take the form of continuous window and interior display, direct mail advertising to all set owners and newspaper advertising.

2. You should keep an accurate record of the sets owned by all tube purchasers. The best way to do this is to design a card for the salesperson to

fill out either at the time of the tube purchase or later in the day. If so desired, information regarding sets can be jotted down on the sales slips and then transferred to the cards at the end of the day. All information, however, should be placed on the prospect cards daily to prevent unnecessary delay in following up the leads. These cards should call for the following information: Name and street address of the customer, make of set, model of set, whether it operates satisfactorily, and whether it is the only radio owned by the customer. These cards should be filed under two classifications: Immediate prospects, and future prospects.

3. Service men should make out similar cards for every set which they service. These cards, giving complete information, should be turned over to the office clerk every night, for classification and filing.

4. The immediate prospects should be given to your salesmen for follow-up. The salesman should call and offer to place a set in the home, with no obligation whatsoever, for a week's demonstration. A salesman with any ability whatsoever should be able to get permission for this demonstration from a large percentage of his prospects. The set should be installed carefully so that it will have a chance to operate at its very best.

The "Clincher" Argument

5. Having located those who logically should be in the market for a new set, and having demonstrated a new set to them, there remains only the problem of clinching the sale. In most cases this should be comparatively easy. It is a matter of simple salesmanship. There is

always a certain percentage of people, however, who hold out against buying a new set on the ground that radio is still changing rapidly. They feel that it is foolish to put much money in a new radio that in a few months will be just as much out of date as the old one is now.

This is an argument that had real merit as recently as a couple of years ago, but it will no longer hold water. Sound experts agree that the reproduction of the modern receiver has reached a very high level of excellence. In general, engineers are in agreement that the art of radio reception has reached a mature stage. Improvements continue to be made, and—let us hope—will always be made, in the design of receiving circuits. These are manufacturing improvements, however—refinements rather than fundamental changes. They mean better reception and simpler operation for the layman but cannot be considered vital to his enjoyment. The person who purchases one of the fine sets on the market today can rest assured that it will give him good, up-to-date service for a reasonable length of time to come. Use this as your "clincher" argument on the die-hards. It's all true and it's something everybody ought to know, anyway.

They're Waiting to be Sold

Using tube sales to uncover set prospects is real selling. The beautiful part of the whole thing is that your prospects are *prospects* and not just *suspects*. The fire extinguisher salesman concentrates on those neighborhoods that have recently experienced fires. He knows that the people in those communities are interested in fire extinguishers. The same is true in radio selling. The old set owner is interested in

better radio reception. In reality he is waiting for some dealer to come along and give it to him in the form of a new, up-to-the-minute radio set. Why not sell him?



Big Dividends from an Unusual Service Outfit

"Public Address Systems," Detroit Service Organization, Makes More Money per Cube by Changing to Radiotrons—Cuts Send-Back Calls 50%

By E. C. Hughes, Jr. and R. J. Stewart, RCA Radiotron Company, Inc.



PROBABLY the best proof of the fact that a service department can make money is to cite the case of an organization which makes a substantial profit each year by doing service work without having a retail store behind it. Such an organization is the Public Address Systems, 340 East Grand Boulevard, Detroit, Michigan.

Growth

Under the able and far-sighted direction of Mr. Nathan Reiss, the Public Address Systems has grown from an organization which, as the name implies, devoted itself entirely to the installation and rental of public address systems, to a large and successful radio service organization. The company now has three service trucks manned by experienced radio technicians. Twenty-four-hour service is rendered, and the field of activities includes all of greater Detroit.

Mr. Reiss was formerly with radio stations WRJ, WWJ, and WREO, both as announcer and technical expert. From the experience gathered in this line of endeavor, Mr. Reiss conceived the idea of supplying public address systems to state fairs, conventions, and any large gathering where the voice of the speaker could not hope to reach the remote sections of the audience. He equipped several trucks with speech amplifiers. As each truck is completely equipped, it is very simple to send the apparatus to the desired location and have the speech amplifier operating within a few minutes after the time of arrival. In addition, the trucks can be used for advertising purposes, either music or voice being broadcast while



"Public Address Systems" speech amplifying equipment. Above—a quartet of trucks equipped with loudspeakers. Mr. Reiss is standing before microphone at extreme left

the truck is being driven about town.

This venture has proven highly successful, as the trucks are in great demand all through the surrounding territory. Sometimes they even have to go out of the state to supply the needs of a customer who must have a public address system in a hurry and at a not exorbitant cost.

In spite of his success with public address work, Mr. Reiss was not satisfied, and he was constantly on the

lookout for a new field in which he could further develop his business. And then he happened to see a copy of Good News. He says that right then and there he became sold on the possibilities of the radio tube market, and he decided that he ought to go out after his share of the profits.

Aim: Superlative Service Organization

Because of his highly skilled radio men and his own technical experience, Mr. Reiss concluded that the best way to go after the tube business was through a service organization. He therefore set about organizing and equipping a service department that would be second to none. But, even the wisest make mistakes, and Mr. Reiss was no exception. Although he was employing the best men obtainable and using the very latest and most successful equipment, he decided to buy radio tubes on price. Feeling that the longer discount on another brand of radio tube made up for the difference in quality and customer acceptance to be had with RCA Radiotrons, Mr. Reiss decided on the other brand.

As the company had no store or display space, he had to devise some means of getting his message across to the public, if they were to develop their service business. Direct mail was finally selected as the most profitable and surest way of selling their service.

From the very first the business succeeded, except for the fact that the company was losing a large portion of its profits due to "send back" calls to replace tubes which had failed shortly after their installation. This went on for some time and the business growing slowly, but not nearly as fast as it should. Finally, when the list of customers had grown to about 400, Mr. Reiss decided to switch to RCA Radiotrons and see if they would not lower his service costs.

The sales letter to cus-

tomers and prospects announcing that from that time on the Public Address Company would use only RCA Radiotrons in its service work resulted in the immediate sale of 262 RCA Radiotrons.



Nathan Reiss, head of "Public Address Systems"

Since then, Mr. Reiss has found that the tube business has increased 58 per cent since he switched to RCA Radiotrons.

However, Mr. Reiss thinks the best part of it all is that he is making more money per tube with RCA Radiotrons than he did on the other line with a longer discount. He finds that he has decreased his send-back calls 50 per cent by the use of RCA Radiotrons.

Mr. Reiss has also noted an increase

in his service business since the company started to use RCA Radiotrons exclusively. He says that this is due to the fact that more people will now let him do their radio service work since he is using a tube which is of known quality and performance.

In developing his tube and service business, Mr. Reiss makes use of direct mail at regular intervals. Each customer receives a letter once a month, reminding him to buy RCA Radiotrons and to call on the Public Address Systems for superior service. Each truck is equipped with RCA Radiotron banners reminding every person on the street to buy RCA Radiotrons for his set.

In order to increase his number of customers, Mr. Reiss has arranged to display cards in various neighborhood drug and grocery stores. In this way, he gets the business of many people who would not otherwise know he was doing radio service work.

Neither Luck Nor Magic

The Public Address Systems has recently been awarded the contract for the sound equipment at the Michigan State Fair, which is to be held in Detroit this September. Mr. Reiss is now planning to make daily announcements over his speech amplifiers, telling the people about RCA Radiotrons and the service work of the Public Address Systems.

Mr. Reiss holds no special talisman that assures his success in the service business. By applying the proven principles of good business, superior equipment, and expert technicians, he has developed a service organization that is paying handsome profits.

These principles can be applied with success in any radio business. The store owner, moreover, has an advantage over Reiss—whose headquarters apartment is in the heart of a residential district—in that he has a conspicuous place of business to attract customers.



You Can Cut Your Send-Back Calls

"But for send-back calls, I would lead a comparatively happy, sane and peaceful existence" was the way one radio dealer put it. Every dealer and every service man knows the problem . . . the wise ones have found it can be largely removed by using RCA Radiotrons. The two stories in this issue, "Big Dividends from an Unusual Service Outfit" and "Free Tube Service Calls Reduced 58%" speak for themselves.

These Pentodes — What Are They?

By L. G. Lessig, Commercial Engineering Dept.
RCA Radiotron Company, Inc.

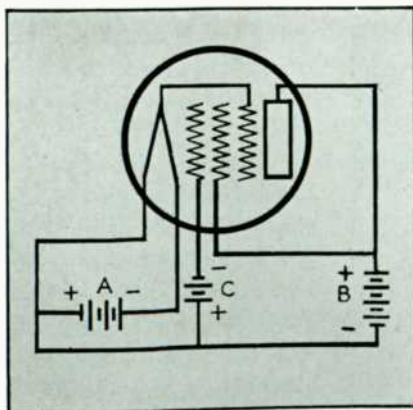
MANY dealers and service men have recently asked for information on the operational theory of the new power output pentodes, the RCA-233, RCA-238 and RCA-247. Much of this interest has been aroused because of the increasing use of these tubes in new lines of radio receivers.

The general characteristic which distinguishes the power pentode from the four-electrode tube with its cathode, grid, screen and plate, is the addition of a fifth electrode, known as the suppressor grid, or simply suppressor, which is placed between the screen and plate. The purpose of the suppressor is to reduce secondary emission from the plate.

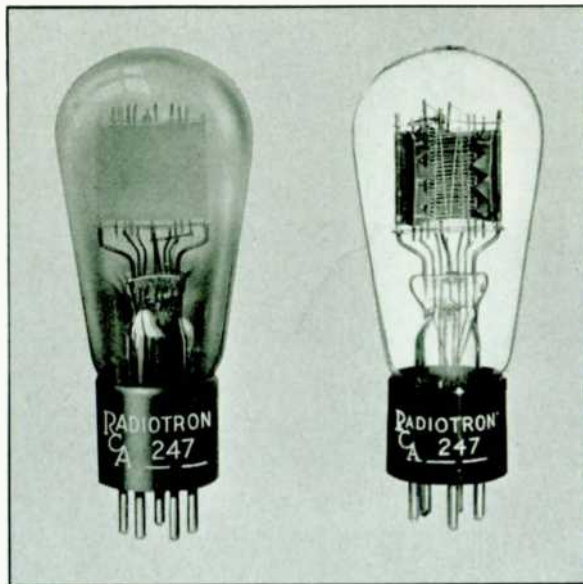
Operation

In order better to understand what goes on in a pentode during normal operation, let us review the theory of our three- and four-electrode types.

When a filament is heated, a negatively charged cloud of electrons surrounds it. If a positively charged



Elementary diagram of the circuit connections of the five-electrode vacuum tube



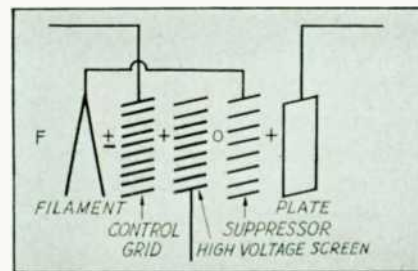
Exterior and interior view of the RCA-247 pentode

plate is placed near the cloud, many electrons will be attracted to it. The control grid merely regulates the flow according to the incoming signal. In the four-electrode type, a positively charged screen is added between the control grid and plate. This screen not only reduces the grid-to-plate capacity as in a screen-grid radio-frequency amplifier tube but also accelerates the electron flow to the plate. The electrons may, however, be so speeded up on their way to the plate, that, upon striking it, they dislodge new electrons which in turn are attracted back to the positive screen if the plate voltage swings lower than the screen voltage. These electrons, called secondary electrons, may be freed in large enough quantities to create a flow of current between the screen and plate. This current is due to secondary emission and limits the power output from four-electrode screen-grid types.

The effects of secondary emission are greatly reduced in the pentode by

a third grid known as the suppressor. This new grid, connected internally to the filament (or cathode), serves as a barrier or grounded shield to prevent secondary electrons from reaching the screen. The screen and suppressor, therefore, aid greatly in increasing the output of the pentode. For a given plate current and voltage, the grid will operate at a lower bias. Consequently it will require a smaller signal for maximum output than the three-electrode type. In comparison with the three-electrode type, the pentode enables one to obtain not only a greater output but also a greater power

sensitivity for a given set of operating conditions—provided, of course, these conditions fit in with the pentode requirements. For maximum power sensitivity, it is desirable to use a higher value of screen potential than is possible in the four-electrode type,



Diagrammatic sketch of a pentode. The electron leaving the filament proceeds as follows: It passes within the influence of the control grid which may have some fixed voltage determined by the C bias. The electron is drawn through this grid by the positive voltage on the high voltage screen and on the plate. It comes into the field of the screen and is speeded up. It passes through the suppressor unretarded, since the suppressor is at zero potential. It lands on the plate and in all probability will knock off another electron which finds itself between the suppressor and the plate. Instead of proceeding to the screen it is forced back into the plate by the suppressor

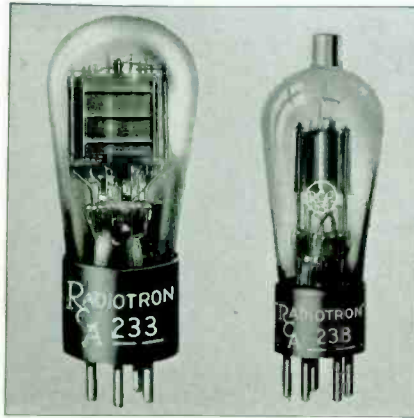
since secondary emission is eliminated. The design has been determined experimentally so that the tubes give maximum output results when the screen potential is equal to that of the plate.

Operating Hints

In order to utilize the pentode to its best advantage, the load impedance should be maintained fairly constant at the recommended value. This value has been chosen to limit distortion to a minimum.

Due to the inherent characteristics of the pentode it has a tendency to emphasize the high frequencies at the expense of the low. This may necessitate some corrective measures. One way of suppressing the higher frequencies is by the use of a filter in the plate or grid circuit of the pentode stage—or, the characteristics of the speaker may be chosen to give the desired results. Regardless of the method

employed, the effect is to produce a better balance of high and low frequencies.



Two new RCA Radiotron power output pentodes

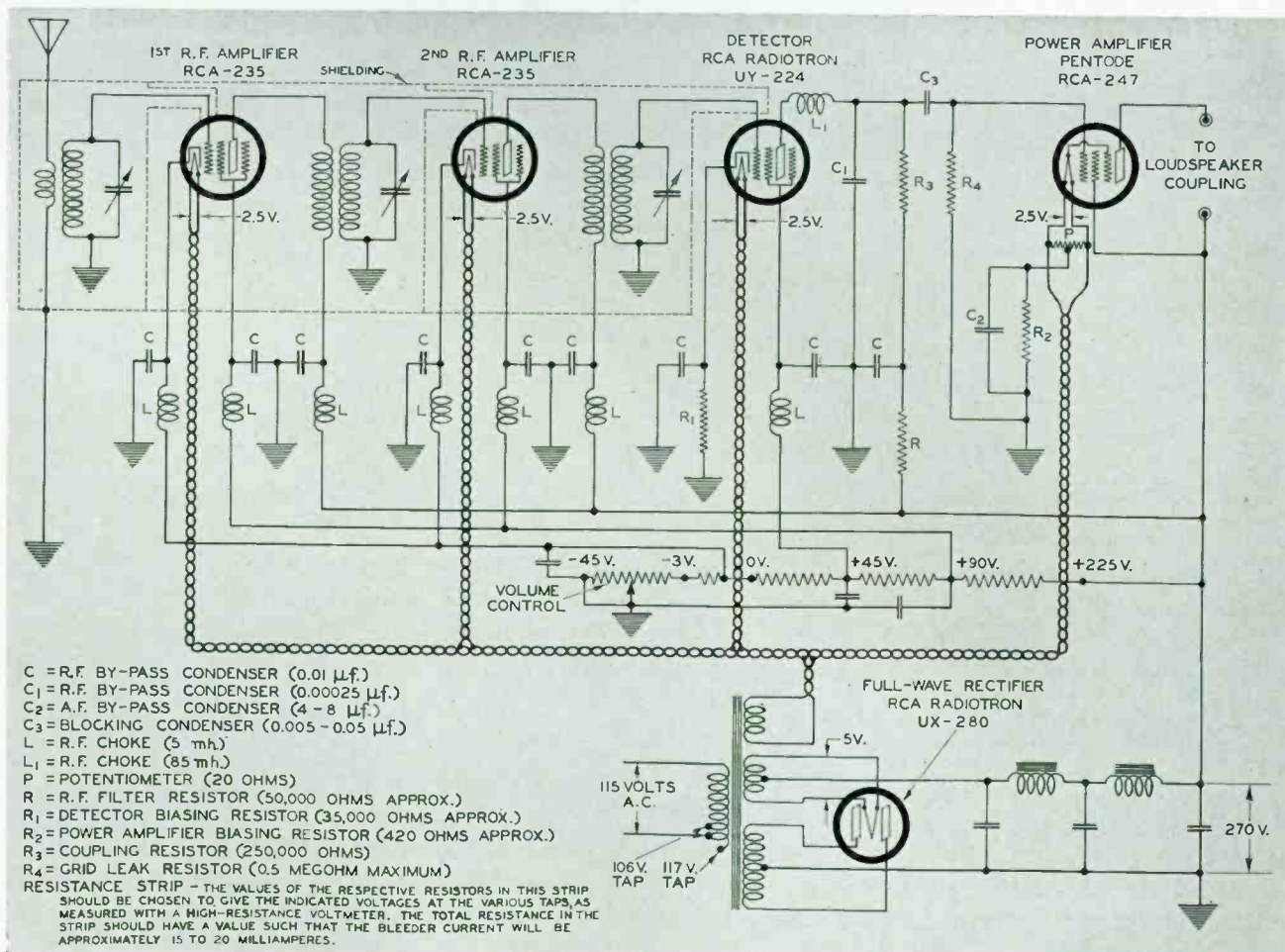
The new two-volt RCA-233 pentode is designed for use with its companions, the RCA-230 and RCA-232, in the power output stage of battery operated receivers designed for it. The increased power sensitivity available

with this type will be highly desirable for receivers in the portable field and rural areas.

The RCA-238 is an automobile power pentode designed to give good output volume consistent with the relatively low plate voltage characteristic of automobile receivers. Its special cathode design allows satisfactory operation over a wide range of heater voltages. This feature, together with that of the general freedom from microphonic disturbances experienced with heater-cathode types, makes it particularly suited for use in automobile radio sets.

The type which has found prompt application is the RCA-247, a pentode which has been developed for use in the audio-output stage of AC receivers designed to take advantage of its characteristics. This RCA Radiotron is capable of giving large power output and sensitivity with a relatively small grid input voltage.

Diagrammatic Circuit for Super-Control R. F. Amplifier RCA-235 and Power Amplifier Pentode RCA-247



RADIO TONICS

By G. Gerard Clark and T. A. Joloff

Sales Promotion Department, RCA Radiotron Company, Inc.

ONCE again we emphasize the value of timeliness in window display. As we swing into summer, with habits and habitats changing to suit the weather, fresh ideas for seasonal windows should not be wanting. Summer sports are an almost inexhaustible source of new material. Midget windows suggestive of summer cottages, camps, and canoes are right in line with the times, and, if properly executed, should bring you a new high volume of summer business. Seldom before has there been such a promising outlook for the torrid season.

The beauty of having such a versatile device as the Super Selling Fool to work with is that he is capable of interpreting practically any idea you can conceive. If you haven't any ideas, give him a random twist, and more times than not, he will suggest one. Give the boy a chance!

We have attempted to work out a couple of ideas for this month's Radio Tonics, which, if not original (we don't say they're not), are at least a bit out of the ordinary. June—with its annual yield of weddings and its perennial crop of sweet girl-and-boy graduates—is our subject.

June Wedding Window

1. Place the console in position at rear of the window, center.
2. Construct three broad steps in front of it with empty cartons. It may be found simpler to construct this staircase of rough wood.
3. Tack the end of a bolt of gray crepe paper to the back of the staircase and bring it forward to the window glass. The paper should follow the contour of the steps closely and be stretched smooth over the floor of the "aisle." See illustration.

4. Place strips of black velvet on either side of the gray crepe. This should overlap the crepe on either side, leaving a ten-inch width of gray.

5. Place the bride and groom on the steps. Both are Super Selling Fools.



A background of bright, summery blues features this setting for a midget radio

The groom is clothed in trousers of black crepe. Dressing the bride, we admit, is somewhat of a problem and may necessitate an appeal to the handier sex. This outfit was made with nothing more than white crepe paper, needle, and thread. The bride is carrying a bouquet of small, white, artificial flowers.

6. Place additional Fools, representing admiring friends, on either side of the aisle. Their postures, as well as the rice-strewn crepe and velvet, are evidence that they are giving the couple a merry send-off.

7. Fill out the foreground, left and right, with cartons, as shown. Dignity befitting a wedding is lent to the window by the table lamps in the rear, which are mounted on pedestals covered with black velvet. These pedestals also serve as rests for the message

cards. Additional pedestals, constructed of cartons and covered with velvet, support the message cards and act as rests for the price reduction cards.

Graduation Window

1. Place midget radio on a pedestal about four feet high and draped with black velvet. The velvet is brought forward to the window glass.

2. Pose Super Selling Fool on top of radio.

3. Place other Fools in positions shown. Put a diploma in the hand of each and several on the little stand made of a cardboard box covered with black cloth or crepe paper. The diplomas are small rolls of white paper tied with red ribbons.

4. Arrange cartons in the foreground to resemble the outer edge of a stage.

5. Construct additional pedestals for the Giant Radiotrons and price reduction cards. These supports also are covered with velvet.

6. Connect center knob of radio with message cards by means of a narrow white ribbon. Complete the design with RCA Radiotrons placed at various points as indicated.

Small Window

Walls and floor are of Dennison's Bluebird crepe, No. 55. The two wedge-shaped pieces of paper behind the midget radio, reaching from the floor, where the small ends meet, to the top of either wall, are of Azure crepe, No. 51½. Each wedge is outlined with a twisted streamer of Bluebird crepe. The decorative feature at the right of the rear wall is of Azure. Install midget radio, Super Selling Fools, cartons, tubes, price reduction material, and Modernistic Display as shown. This is an excellent small-window filler.



The June Wedding Window should have a universal appeal at this traditional mating season

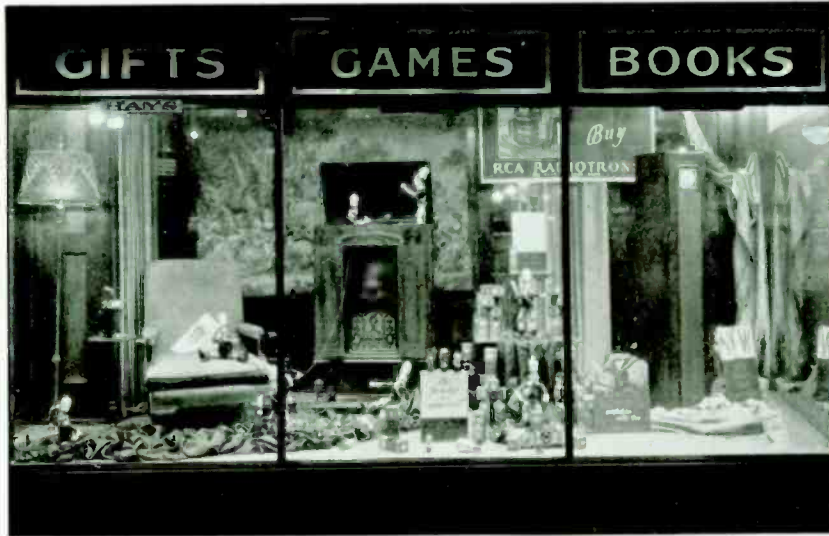
PHOTO BY GAYNOR



Super Selling Fools receiving graduation diplomas mark this as unmistakably a seasonal offering

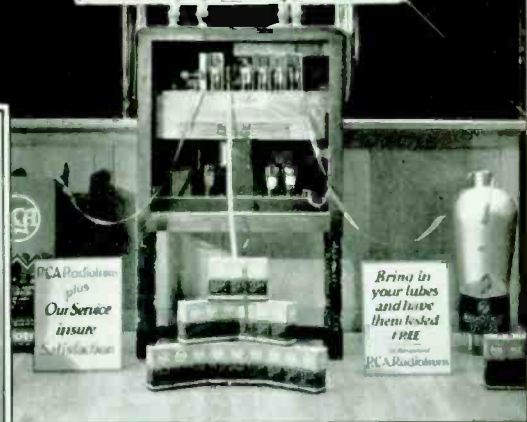
PHOTO BY GAYNOR

Four Window Winners



A handsome window of the Harrison J. Hays store, East Liberty, Pa., enlivened by a troop of ever-playful Super Selling Fools

We find many dealers using ideas suggested for window displays in GOOD NEWS. Others are sending in ideas of their own for use in Radio Tonic. Both types are most encouraging. We are printing some fine examples this issue and shall print more from time to time



Tatum & Cunningham, Corsicana, Texas, draws attention to tubes in a simple, effective manner



Radio Tonic is indebted to this window of Hurley's Radio Shop, Camden, N. J., for the ladder idea used in May Radio Tonic. A clever thought



An effective adaptation of an idea used in March Radio Tonic—focusing attention on the old tubes in a radio set. Christophe's Music Store, San Francisco, Calif.



Get *all* their harmony with new radio tubes



Install RCA Radiotrons, the radio tubes used by more than 200 leading broadcasting stations.



Julia Sanderson and Frank Crumit, famous stage and radio duet, get their harmonious effects by a fine interplay and shading of voices. Don't let their delicate balance be spoiled by worn-out tubes! Get new RCA Radiotrons today!

Beware of Worn-out Tubes!

A single worn-out radio tube can cause hum, distortion and poor tone! The eye can't tell a good tube from a worn-out tube. Have your radio dealer test your tubes. Replace the old with new RCA Radiotrons.

A RADIO set is no better than its tubes. Even the most expensive radio cannot yield its true, rich tone with inferior tubes. That is why leading radio manufacturers have for years advised you to use RCA Radiotrons. And 200 big broadcasting stations use RCA Radiotrons to transmit millions of dollars worth of programs each year. To get full tone beauty in the new radio you buy, see that every tube is a genuine RCA Radiotron. Look inside the cabinet and make sure. To put new life in your radio, replace worn-out tubes at least once a year...insist on RCA Radiotrons...the radio tubes in the red and black carton...the radio tubes *guaranteed* by RCA!

RCA Radiotron Co., Inc., Harrison, New Jersey
A Radio Corporation of America Subsidiary

Tune in on the new RCA Radiotron Broadcast on N. B. C. coast-to-coast network every Wednesday and Saturday night at 8:15 p. m., Eastern Standard time.

LIST PRICES REDUCED

| Tube | Old Price | New Price | You Save |
|------|-----------|-----------|----------|
| 224 | \$3.30 | \$2.00 | \$1.30 |
| 227 | 2.20 | 1.25 | .95 |
| 245 | 2.00 | 1.40 | .60 |
| 280 | 1.90 | 1.40 | .50 |



RCA RADIOTRONS

The heart of your radio

• • Do Set Sales Come Hard? • •



try equipping your sets with
RCA Radiotrons!

MODERN radio set buyers are "in the know." They are *buying*, but they are insisting as never before that they get value for their money. They are looking inside the cabinet to make sure that well-known, quality tubes are there. Does this investigation catch you unprepared? Does it embarrass you? Do you have to grope for an explanation?

Have your distributor deliver your sets equipped with RCA Radiotrons, and know the pleasant feeling of being ready for the most hard-to-please. RCA Radiotrons, the standard vacuum tube of the industry, satisfy *everybody*. No tubes are better known; no tubes enjoy a better reputation for quality performance. RCA Radiotrons actually *help sell* sets.



RCA RADIOTRON CO., INC. ~ HARRISON, N. J.

A Radio Corporation of America Subsidiary

RCA Radiotrons

THE HEART OF YOUR RADIO

Printed by
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