

GOOD NEWS

ABOUT

AMERICAN
BROADCASTING

NEWS

... COMPANY ...

NO PARKING



NUMBER 5-6

FALL MERCHANDISING PLANS

VOLUME 2

TO RADIOTRON HEADLINER DEALERS:

It is with a great deal of satisfaction that we announce in this issue of GOOD NEWS our 1931 Fall Merchandising Plans and Sales Aids. ¶ The material which you have available to help you develop your Radiotron and radio merchandise sales is the result of careful testing and investigation covering a period of 18 months. No guess work has gone into their making. We had to know that they would work before we would risk an investment of several hundred thousand dollars in them. ¶ May we direct your attention to what we can rightfully claim to be the two outstanding contributions this year to radio tube merchandising—the Radiotron Store Merchandising Plan and the Radiotron House-to-House Selling Plan. Never before have radio tube dealers had two such practical plans for the development of their radio tube sales. ¶ Among the many high-spots in our plans and material are the Radiotron Merchandisers. They are destined to revolutionize radio tube merchandising methods, representing as they do, more than a year's experimental and testing work on our part. No expense or effort has been spared to make them what they are—active Radiotron salesmen that will increase your Radiotron sales and profits. ¶ It should be a source of gratification to you to know that you are associated with not only the leading tube manufacturer, from a quality, engineering, and research standpoint, but also the leader in the introduction of new radio tube merchandising methods. What you have seen in the way of advanced merchandising assistance, all directed toward helping you to make more profit, is an indication of what you can expect in the future. ¶ Our best wishes for a prosperous Fall season.

Sincerely,
G. C. OSBORN
Vice President in Charge of Sales.



**FALL • MERCHANDISING
PLANS • AND • SALES • AIDS
RCA RADIOTRONS**

Not One Week But Every Week

Radiotron Advertising Is Educating Your Customers to the Renewal Idea

Powerful, effective advertising is consistent, constant, steady. RCA Radiotron advertising—newspaper, magazine or through any other medium—does not appear for one week, then to vanish.

Every week, hammering away relentlessly, RCA Radiotron advertisements carry to radio set owners the message, "Renew Your Tubes." We cannot be content with making a single impression which might soon be forgotten. Repeated time after time, the story, "Renew Your Tubes," takes on added force as it impresses itself on the minds of set owners. Week after week the public reads the message, "Renew Your Tubes," week after week the public is given a dramatization of the wide difference in reception afforded by worn-out tubes and that enjoyed with new RCA Radiotrons.

Every Radiotron advertisement carries the illustration showing a worn-out tube's reproduction of a musical note as compared with a new Radiotron's reproduction of that same musical note. Every newspaper advertisement carries the story of the need of new Radiotrons to improve radio reception; every advertisement tells the reader that new Radiotrons are the tubes for that purpose.

Every magazine advertisement carries the same story with full force, "Renew Your Tubes," a concise, hard-hitting message. Every Radiotron advertisement is formed with that message as a keynote, every advertisement brings before the public eye that single message that becomes more effective with repetition.

RCA Radiotron advertising has paved the way, and is paving the way, to greater renewal sales for dealers who merchandise RCA Radiotrons. The name, "RCA Radiotrons," and the message, so often repeated, "Renew Your Tubes," have been flashed before the eyes of set owners so uniformly and repeatedly that the customer cannot help being in a receptive frame of mind toward RCA Radiotrons. There remains the job

of completing an operation. The way to a sale has been carefully paved, the job that lies in your hands is that of completing the sale.

Two ways lie open to you. You can carry the story of RCA Radiotrons and perfect radio reception to your customer's home or you can bring the customer to your store to receive your message. The RCA Radiotron Company offers its dealers two peerless, result-getting plans, tested and tried to the point of perfection. The House-to-House Selling Plan and the Store Merchandising Plan offer you a complete plan of action.

The question is not, "Shall I put one of these plans to work?", rather the question is, "How soon can I put these plans to work?" The answer is: "Today!" Advertising has created a consumer demand and acceptance for RCA Radiotrons. You have the opportunity to cash in on this advertising with either or both of two carefully formulated plans, both of which mean increased sales of RCA Radiotrons and other merchandise.

Tie-in with the tremendous punch in back of RCA Radiotrons—the punch that means that your customers are already half sold on the idea of replacing their worn-out tubes with new RCA Radiotrons. Put into operation the RCA Radiotron plan best suited to your type of store. Install a window display on RCA Radiotrons that will be effective; use the Fall window display furnished to Headliner dealers. Always have some piece of RCA Radiotron display material in your windows. A certain percentage of passers-by are set owners who actually need new tubes. Get their business.

Be sure to keep a Radiotron Display in the interior of your store. Customers who enter your store for other merchandise may need new RCA Radiotrons, too. These tie-ins with the sales-creating message, "Renew Your Tubes," will mean increased sales and profits for you!

In the Magazines—

Catch all their musical team-work with new radio tubes

Today... replace your old with new RCA Radiotrons, the radio tubes used by just big broadcasting stations.

Enjoy all their pep and sparkle with new radio tubes

For richer radio tone ...renew your tubes

Use RCA Radiotrons, the high quality tubes recommended for years by leading radio set manufacturers...

Tonight...put New Life into your radio set

...by putting in the radio tubes used by more than 200 leading broadcasting stations...

Get all their harmony with new radio tubes

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

The secret of marvelous radio tone?

Insist on the radio tubes used by over 200 of the leading broadcasting stations.

RCA RADIOTRONS
The heart of your radio

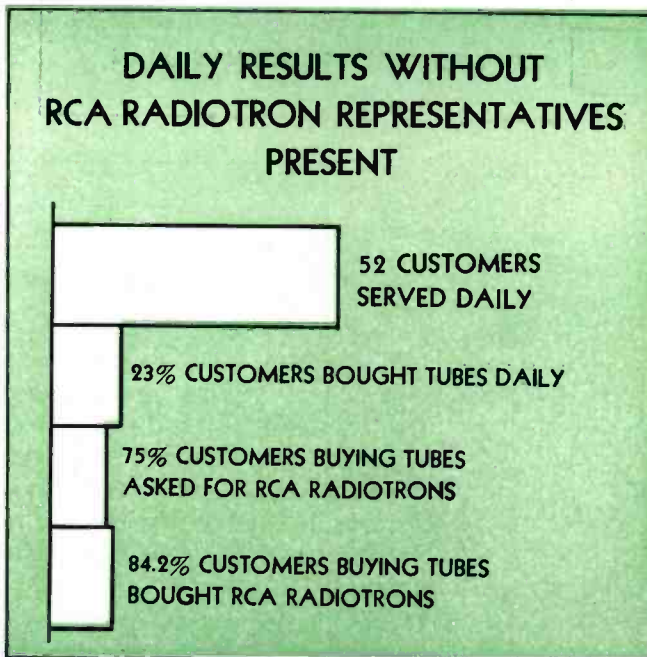
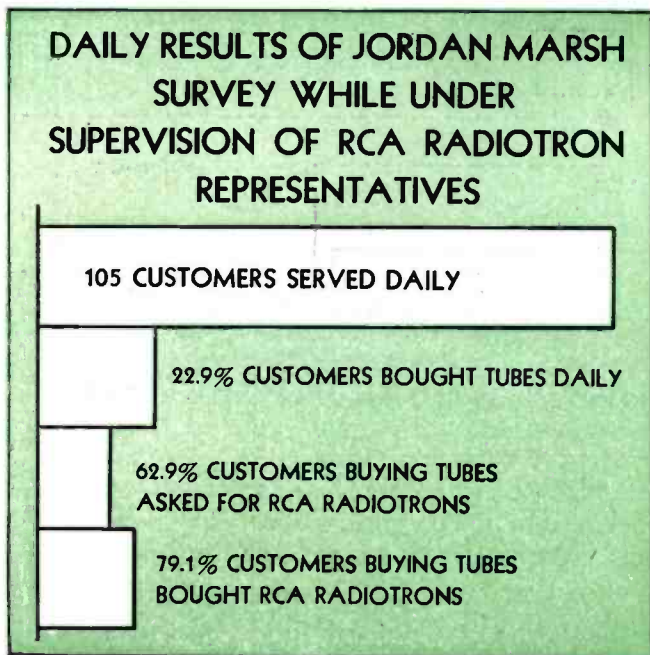
The Saturday Evening Post, Literary Digest, Collier's and other magazines carry the "Renew Your Tubes" message to millions of set owners. This advertising is educating your customers to the idea of changing tubes at least once a year.

RCA RADIOTRONS...THE HEART OF YOUR RADIO

It's Hard to Believe!

Yet These Are the Facts!!

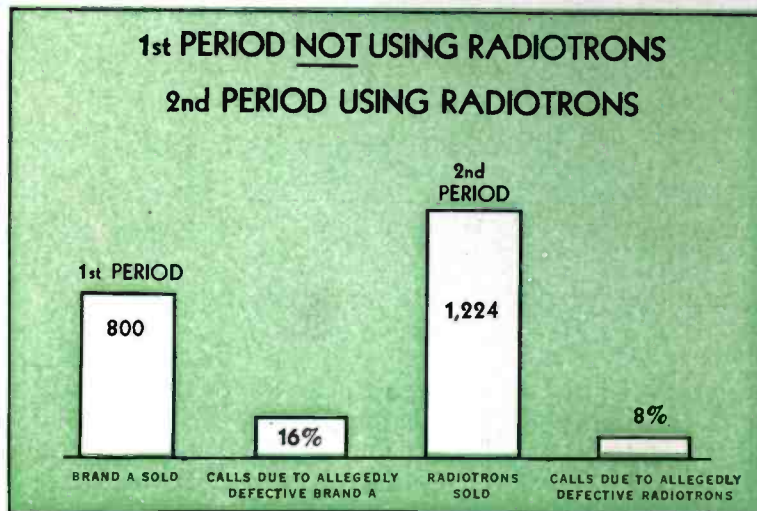
Customers Demand Radiotrons for Renewals



Definite, concrete, indisputable proof of the consumer demand for Radiotrons was secured in a six weeks' test conducted with Jordan Marsh, Boston's leading department store. The above charts tell their own story.

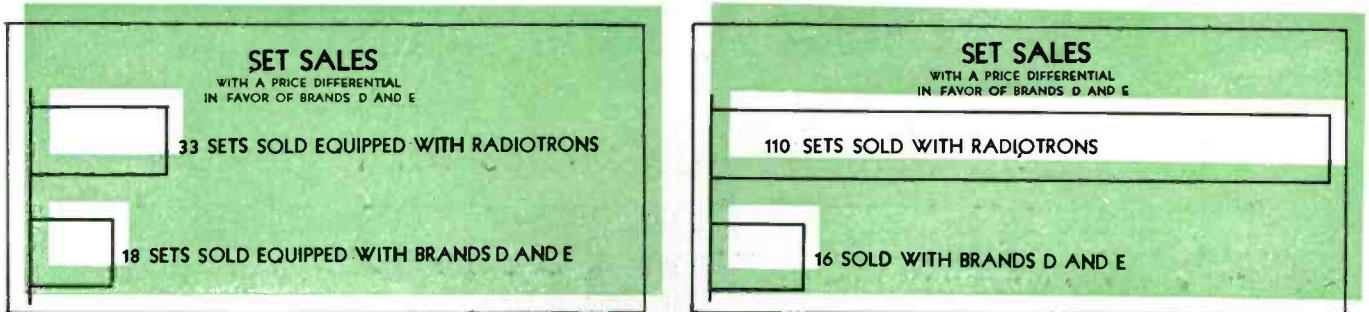
The decrease in the number of customers during the second period was the result of splitting the Radio and Music Departments.

Service Organization Switches to Radiotrons; Cuts Call-backs 50%; Increases Business 50%



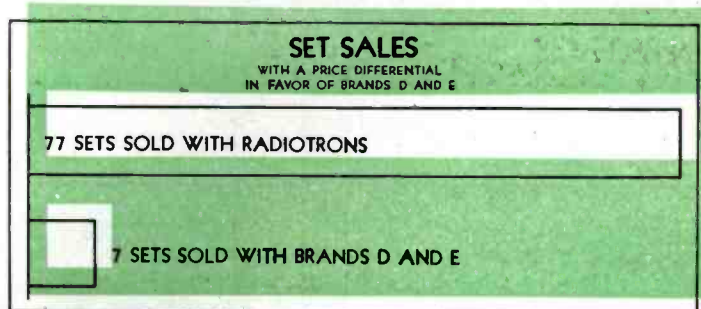
Public Address Systems, a Detroit service organization, was being troubled by too many free send-back calls on the tubes then handled by the firm. The men who manage the organization are smart business men. They saw the wisdom of throwing overboard a proposition which gave them a jobber's discount, and taking on Radiotrons at dealer prices. The result: a marked increase in business with the announcement that Radiotrons would be used in all future service work, and a 50 per cent decrease in call-backs.

Chain Operator Finds Customers Prefer Sets Radiotron Equipped—and Will Pay More for Them!



Above: First Week

Above: Second Week



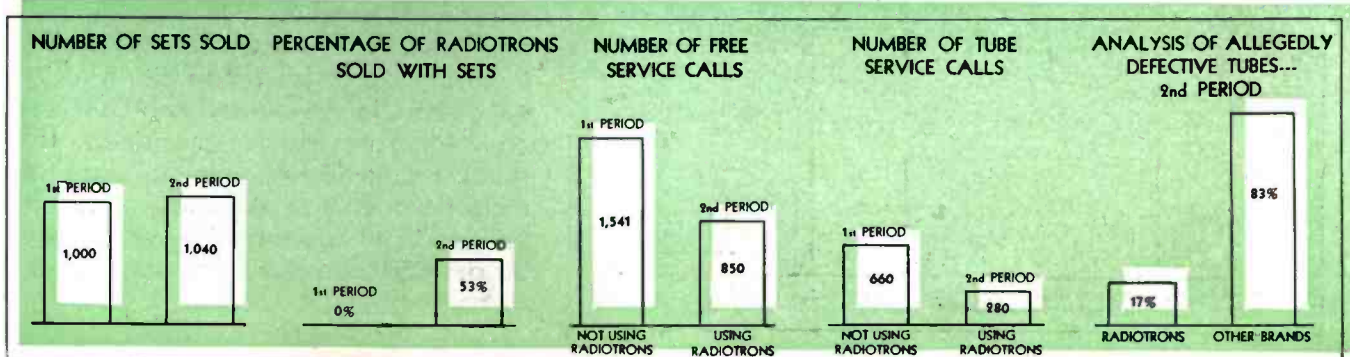
Left: Third Week

A large chain operator offered his customers the right to buy his sets with Radiotrons if they'd pay an additional charge ranging from \$6.00 to \$10.00 per set. The first week 51 sets were sold—33 equipped with Radiotrons!

At the beginning of the second week the April 15 price reduction on Radiotrons took place, lessening, but not eliminating, the differential in favor of certain other tubes. During this week the operator advertised a set sale in the newspapers. See for yourself what happened to set sales and the way in which customers expressed their preference for Radiotrons. The third week tells a similar story.

Hartford Dep't Store Cuts Free Service Calls 45% by Equipping Sets with Radiotrons

G. Fox & Company, a large Hartford, Conn., department store, guarantees its sets for a limited period. There were too many free service calls. An analysis showed that during a given period 660 calls were due to allegedly defective tubes. During that period no Radiotrons were used. During the second period, 53 per cent of the sets sold were Radiotron equipped. The number of tube service calls dropped 59 per cent. And with 53 per cent of the sets Radiotron equipped, only 17 per cent of the tube service calls were due to allegedly defective Radiotrons. The charts tell their own story.



And Now—a Plan That Increases Store Traffic and Sales

1. Gets People into the Store



One of the major problems facing the average radio retail dealer is that of getting more customers into the store. This is of great importance because retail sales, other things being equal, are in direct proportion to the number of people who come into the store.

Many methods have been devised to draw customers into the store, and many have been decidedly effective. Such is the new Radiotron Store Merchandising Plan. Designed to bring customers into the store, sell them and build a live prospect list, this plan is certain to increase the sales of any radio dealer.

2. Sells People When They Come into the Store



To get people into the store is one thing. To sell them when they are in the store is another. If customers are stimulated to bring their radio tubes to the store for testing, the dealer should make the most of the customer contact in the store by good displays of other merchandise and demonstrations of other merchandise.

The Radiotron Store Merchandising Plan helps the dealer to do this job. First, it furnishes the machinery for the selling of new Radiotrons, and second, it assists the dealer in using his customer contacts for the selling of sets and other merchandise.

3. Builds a Live Prospect List



Of course, all customers will not be ready to buy, or in a position to buy, all the merchandise which they see in the dealer's store. Therefore, the dealer should grasp the opportunity of this contact with customers to build up a live prospect list.

To help the dealer do this job, the Radiotron Store Merchandising Plan furnishes the dealer with a simple, yet complete, Prospect Card. Information regarding a need for certain merchandise which the dealer sells can be jotted down on this card for future reference and promotion effort.

What the Plan Involves—

1. *Free Radio Log for Customers Who Bring in Tubes for Testing*

A Double Post Card, designed to arouse interest in the new RCA Radiotron Radio Log, is sent out to all customers. This card describes the Radio Log in detail, and states that a free copy will be given to all set owners who bring in their tubes for free testing. This not only draws the attention of the customers to the fact that free tube testing is available, but also gives them a chance to obtain, through the Log, desirable information regarding their favorite broadcasting stars. To help further in putting this offer across to customers, mats of newspaper advertisements, and Window Cards, telling of the offer, are available free of charge.



2. *Tube Carrying Cartons for Customers' Convenience*

Customer convenience is one of the important secrets of successful merchandising. The new RCA Radiotron Tube Carrying Carton, designed for customer convenience, can be used to great advantage in stimulating customers to bring in their tubes for free testing. This Carrying Carton will relieve much of the customers' fear of tube breakage.



3. *Radiotron Store Selling Equipment*

Radio tubes belong to that class of merchandise known as renewal items. In other words they are merchandise items that people buy again and again. And like other merchandise in this class, reminding customers to buy and making it easy for them to buy is of the utmost importance in the merchandising of tubes.

The Radiotron Merchandisers, developed after more than a year of active experiment and investigation, are designed to give the dealer an effective device for the display and selling of RCA Radiotrons.



4. Accurate Tube Testers

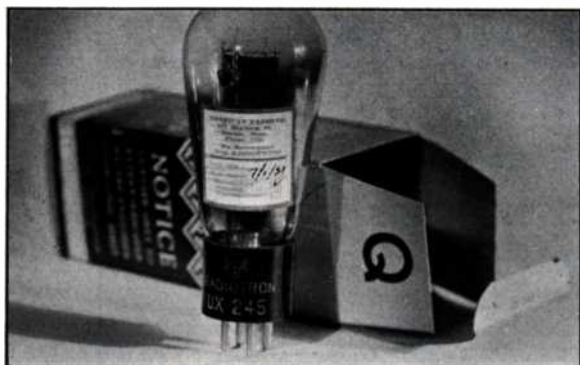


One of the most important factors in the store merchandising of radio tubes is the testing of tubes in the store. People will believe their eyes when they will not believe their ears. They may think their tubes are worn, but some are not convinced until a tube tester shows them definitely.

Various tube tester manufacturers, working closely with the engineers and sales experts of the RCA Radiotron Company, have designed tube checkers especially for the new Radiotron Merchandisers. From the point of view both of testing ability and selling power these testers deserve an unusually high rating.



5. Tube Test Stickers



It is good business for the dealer to identify the tubes that he sells or tests. A sticker accomplishes a variety of services, among which are: puts dealer's name on tube, thereby increasing his chances of getting the renewal business; gives dealer a check on age of tube; provides space for marking condition of tube at time of testing; gives the customer confidence in the dealer.

The RCA Radiotron Store Merchandising Plan includes a Tube Sticker, available to the dealer for a very small charge. These stickers are made up in rolls and can be used in the Radiotron Package Tape Machine.



6. Prospect Cards

NAME		City	
Refrigerator	Washer	Purchase	Phone
Ironer	Vac. Cleaner	DATE OF	
		Inspection	Service calls
			FOLLOW-UP
			AGE
Tubes Checked (dates)			
Remarks:			
RCA RADIOTRONS—The Heart			

A large percentage of the homes in any community will buy some item of radio or electrical merchandise during the next few months. Who gets this business and who makes the profit will depend largely on who makes it easiest for the customer to buy. And the dealer who makes it easiest to buy will probably be the one who has the best information regarding the needs and wants of the customers—the dealer with the best prospect list.

The Radiotron Store Merchandising Plan, because it will bring many customers to the store, offers an ideal opportunity to build up an active prospect list. A special Prospect Card is a part of the Plan.

Reaching the Customer

With the Free Tube Test and
Radio Log Offer

1. THROUGH YOUR WINDOWS



FREE

A 72 Page Radio Log
to all customers who
bring in their tubes for
Free Testing

11 Big Features
including intimate biographies
of 32 headliner radio artists

**ACT
NOW**



FREE

Specially constructed tube
carrying carton for your
convenience in bringing
radio tubes in for
Free Testing

We recommend
RCA RADIOTRONS

Above—The two Store Plan Window Cards tell the story briefly and effectively. Keep them in a prominent window, with the Fall Window Display, Radio Logs, Tube Carrying Cartons and RCA Radiotrons and you need not worry about bringing customers in off the street. Size, 22 in. by 28 in. Sent automatically to dealers ordering Tube Carrying Cartons. No charge.

Below—The neon-effect sign, a recent development of the RCA Radiotron Company, fills a long-felt dealer need. Compact and good-looking. This display may be used inside the store as well as in the window. Choice of two messages. Employs one 40-watt Mazda lamp. Face, 10½ in. by 5½ in. \$1.50 each complete with 6-foot cord and plug.



GET NEW TUBES!
RCA
Radiotrons



TUBES TESTED FREE
RCA
Radiotrons

2. THROUGH THE MAILS

The Announcement Post Card plays up the features of the Radio Log, describes the Tube Carrying Carton and stresses the advisability of having tubes tested periodically. It is designed very definitely to arouse the customer's desire for the Log and to impress him with the ease with which it may be obtained. This card should be mailed to all radio set owners. A free Radio Log should be given only if the customer brings in his tubes for free testing. Card folds double to standard post card size. Manila stock.

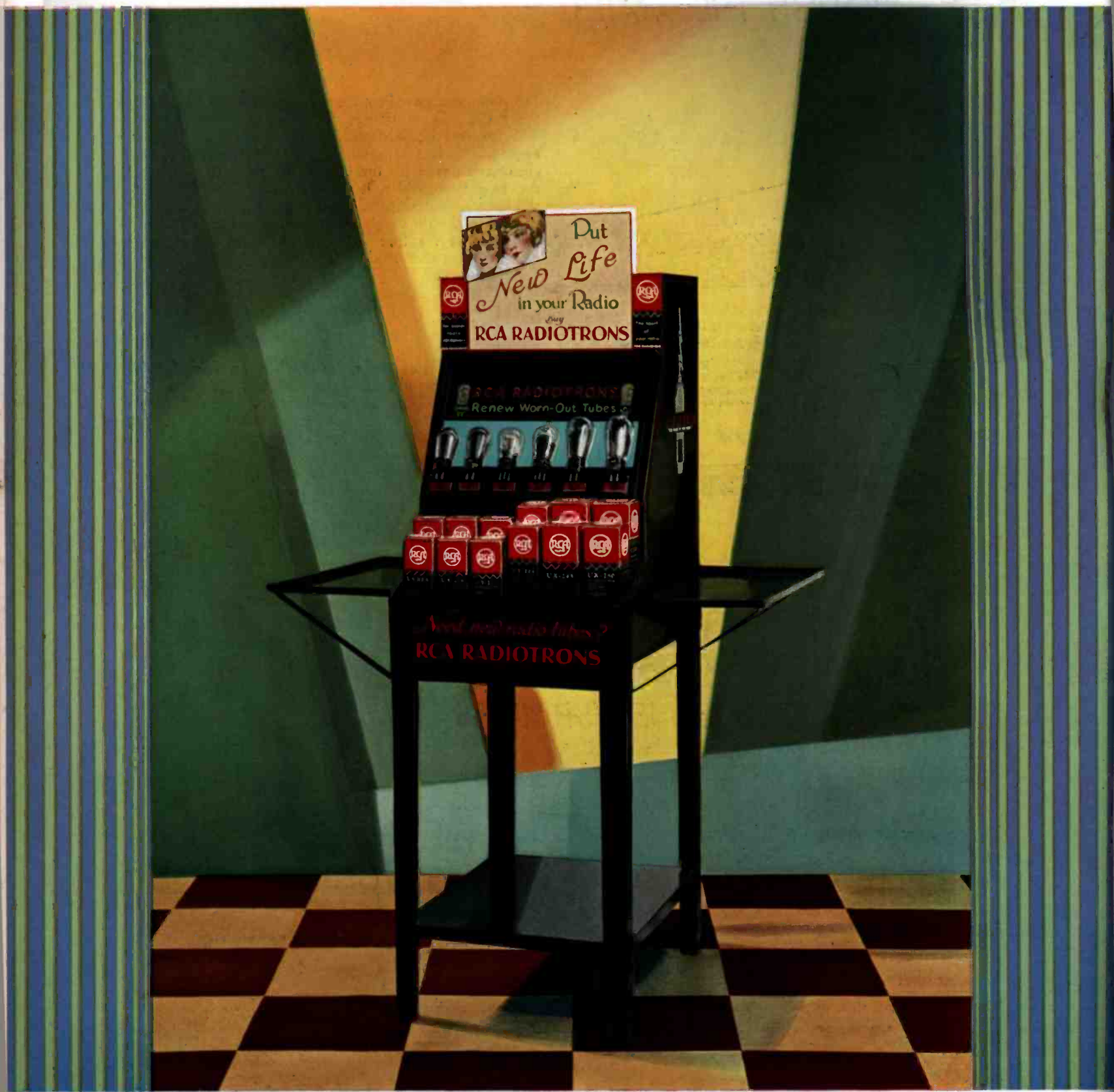


The single, or Follow-up Post Card should be mailed to all customers to whom the announcement card was sent and who have not called for the Log within 10 days. Customers who do not call within a reasonable length of time after that should be followed up by telephone. These two cards are sold in combination—100 double cards and 50 single cards to a set. Price 75 cents. Minimum imprint quantity 3 sets (300 double—150 single cards).

3. THROUGH THE NEWSPAPERS

Newspaper publicity is in many cases a desirable method of supplementing your windows and the mails in a campaign of this sort. Mats of the newspaper advertisements illustrated here are available without charge. It is suggested that they be run at the beginning and end of the campaign, with small reminder ads in between. Mats are two columns wide.





*The Radiotron
Merchandiser*



ere IT IS—THE FIRST REAL RADIO TUBE MERCHANDISER.

¶ THERE ARE MERCHANDISERS AND MERCHANDISERS. SOME ARE MERE ADAPTATIONS OF MERCHANDISERS OF OTHER LINES OF GOODS. THESE, BY THEIR VERY NATURE, ARE BOUND TO FALL SHORT OF THE MARK.

¶ WHY IS ANY MERCHANDISING DEVICE SUCCESSFUL? BECAUSE IT IS A HIGHLY SPECIALIZED INSTRUMENT, DESIGNED AND CONSTRUCTED TO SELL ONE PARTICULAR ARTICLE.

¶ BECAUSE ITS DESIGNERS AND MAKERS, WHILE ADHERING TO THE PRINCIPLES OF GENERAL MERCHANDISE SELLING, HAVE ALSO NOTED AND MADE PROVISION FOR EVERY CONCEIVABLE MERCHANDISING PECULIARITY OF THE ARTICLE TO BE SOLD. ¶ THE

RADIOTRON MERCHANDISER HAS BEEN IN PROCESS OF DEVELOPMENT FOR OVER A YEAR. IT IS MADE TO SELL RCA RADIOTRONS, AND TO SELL THEM AS NO OTHER DEVICE POSSIBLY COULD. MORE THAN 50 MODELS HAVE BEEN BUILT, TESTED IN ACTUAL OPERATION, STUDIED, CRITICIZED, REVISED AND THEN REBUILT. NO LESS THAN 350-ODD MERCHANDISING AND DISPLAY EXPERTS HAVE CONTRIBUTED IDEAS TO THIS AMAZING EVOLUTION.

¶ WE NOW OFFER YOU, AS THE STAR EXHIBIT OF OUR FALL MERCHANDISING PLANS AND SALES AIDS, THE FINISHED PRODUCT, THE RADIOTRON MERCHANDISER. IT IS COMPLETE. IT IS COMPACT. IT IS STRONG. IT IS GOOD LOOKING. IT ATTRACTS ATTENTION. IT IS CONVENIENT. IT IS A SAFE PLACE FOR YOUR RADIOTRONS. IT IS INEXPENSIVE. IT

SELLS RADIOTRONS. ¶ PRICE, PREPAID, \$19. TOP, \$14.50; TABLE, \$4.50. DELIVERIES TO START IN SEPTEMBER.

**A YEAR OF TESTING AND EXPERIMENT—
MORE THAN 50 PRELIMINARY MODELS—
INCORPORATES THE IDEAS OF OVER 350
MERCHANDISING AND DISPLAY EXPERTS**

Open display of six fastest selling Radiotrons. Carton display. Display tubes and cartons supplied. Removable price and identification cards. Lighted glass behind tubes makes them stand out sharply.



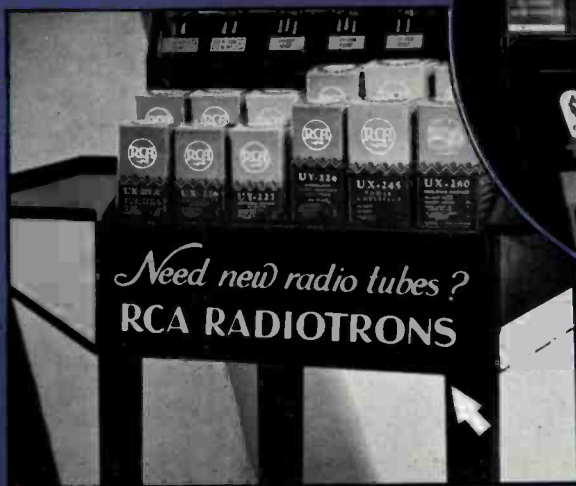
Card service for merchandising radio programs. Three display cards furnished with unit. Colorful, lighted sign—"RCA Radiotrons—Renew Worn-out Tubes".



Message lithographed on steel behind display card, so space is not wasted if card is lost. Radiotron carton design lithographed on metal at either end. Vents on top for sign—no overheating.

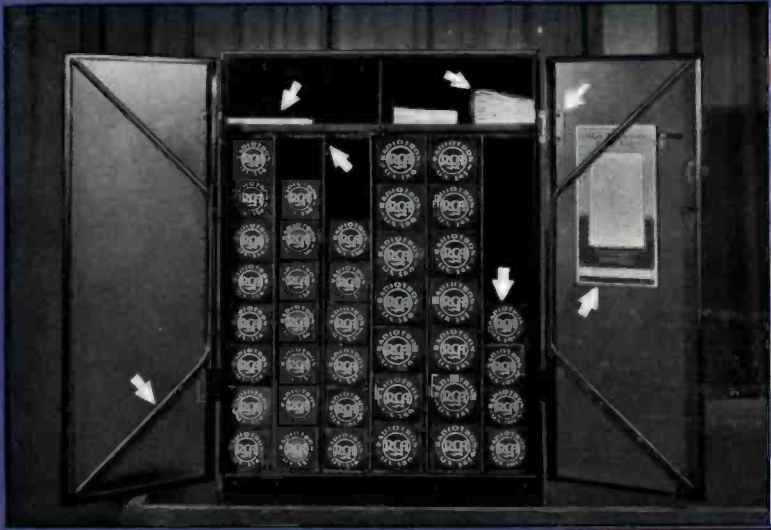


Reminder message lithographed on metal table front. Also takes reminder card. Fresh cards supplied periodically.



Bottom of carton-display shelf perforated to remove dust and dirt. Partitions adjustable to take care of future changes in carton sizes.





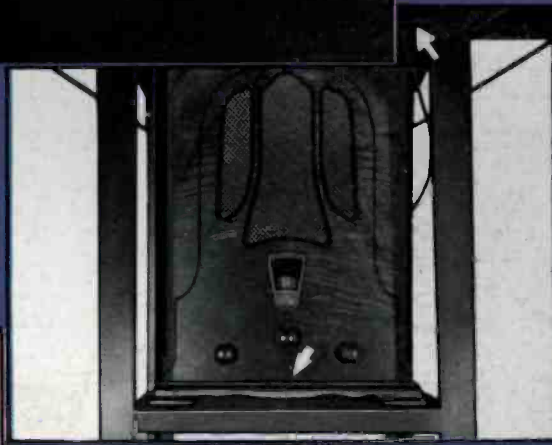
Lockable space for \$75.00 (list price) Radiotron stock. Space for Socket Layout Guide, Price Reference Card, Price Lists, Radio Logs, etc. Adjustable partitions. 180 deg. hinge—no danger of breaking reinforced door.



Table and cabinet separate. Shelves for merchandise display or tube testers. Shelves readily removable. Shelves have ledge all way around to prevent merchandise from falling off. May be used as a wrapping counter.



Electrical outlet for tube tester. Tube tester fits on shelf at side of cabinet—convenient to Radiotron stock.



Shelf at bottom for midget radio. Electrical outlet on under side of cabinet for radio.

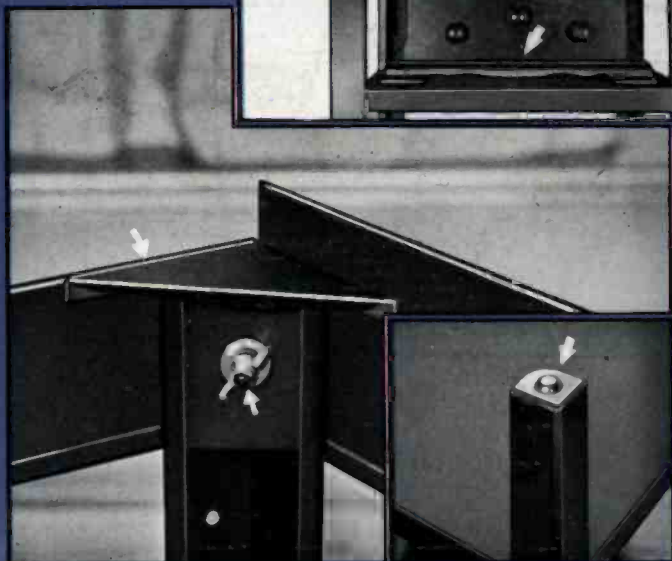
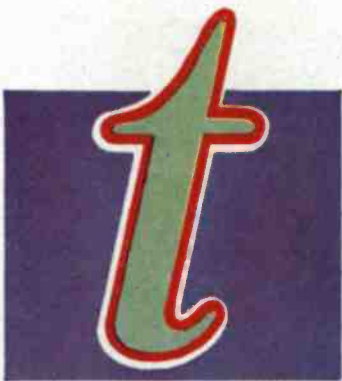


Table ledges for supporting cabinet. Reinforced, thumb-screw table joints. Table can be taken apart for storing. Steel button on leg ends prevents scratching.

DESIGNED
BY 350
MERCHANDISING
EXPERTS



*The Radiotron
Star Merchandiser*



here ARE SOME STORES SO EQUIPPED THAT A UTILITARIAN MERCHANDISING DEVICE WOULD LOOK OUT OF PLACE IN THEM. THE ARRANGEMENT OF THESE STORES, MOREOVER, FREQUENTLY IS SUCH THAT A SEPARATE AND SELF-CONTAINED UNIT OF HANDSOME APPEARANCE IS HIGHLY DESIRABLE. ¶ WE HAVE DEVELOPED FOR SUCH FINELY APPOINTED SHOWROOMS, AND HEREWITH PRESENT FOR THE CONSIDERATION OF THEIR OWNERS, A SELLING DEVICE **PAR EXCELLENCE**—THE RADIOTRON STAR MERCHANDISER.

¶ AS WITH ITS COMPANION DEVICE. THE RADIOTRON STAR MERCHANDISER IS THE RESULT OF A YEAR OF EXPERIMENT AND TESTING. A LIKE NUMBER OF PRELIMINARY MODELS WERE BUILT AND SUBJECTED TO THE MOST EXPERT SCRUTINY. THE PRODUCT WE OFFER IS A MASTERFUL COMBINATION OF MERCHANDISING EFFICIENCY AND DECORATIVE REFINEMENT. IT IS THE ULTIMATE IN PRESENT-DAY RADIO TUBE SELLING. ¶ EXCLUSIVE CONSTRUCTION DETAILS ARE DWELT UPON IN THE FOLLOWING PAGES. NOT UPON ANY ONE FEATURE OR GROUP OF FEATURES, HOWEVER, DOES THE RADIOTRON STAR MERCHANDISER DEPEND FOR ITS VALUE. IT IS A MERCHANDISING UNIT. AS SUCH IT IS SOUNDLY CONCEIVED, SKILFULLY EXECUTED. ABOVE ALL IT IS ADEQUATE—A COMPLETE RADIO TUBE DEPARTMENT IN FOUR SQUARE FEET OF SPACE. ¶ AND—NO ORDINARY ACHIEVEMENT—ITS APPEARANCE AND ATTRACTIVE POWER PLACE IT IN A CLASS UNAPPROACHED BY THE USUAL PIECE OF STORE FURNITURE. ¶ PRICE, PREPAID, \$50. DELIVERIES TO START IN SEPTEMBER.

A COMPOSITE OF MORE THAN TWO-SCORE PRELIMINARY MODELS—COMBINES THE UTMOST IN EFFICIENCY WITH BEAUTY—FOR THE FINELY-APPOINTED RETAIL STORE

Four-way lighted neon-effect sign. Ground glass at bottom permits use of sign to floodlight tube tester and top of merchandiser.



Eight special tube display holders with price signs for display shelves. Display tubes and cartons included. Illuminated Radiotron strip on glass.



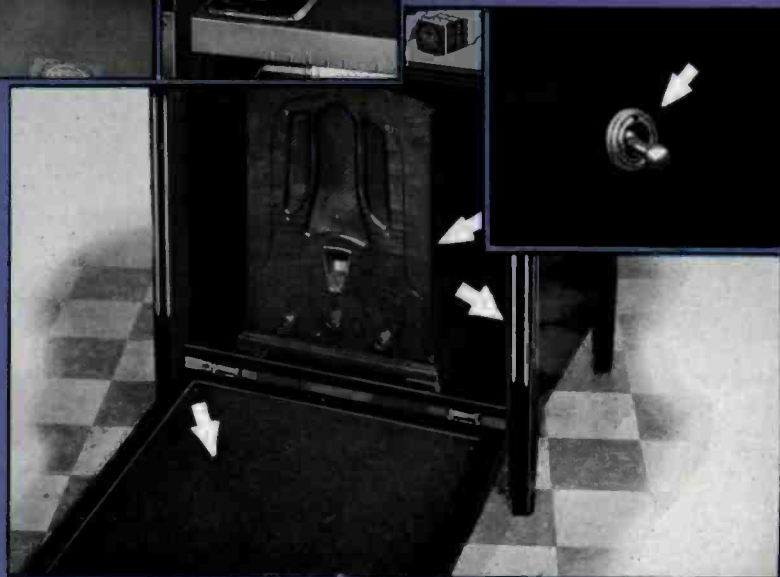
Lighted display enclosed by triplex glass. Glass is removable for arranging and cleaning. Strong socket support for uprights of lighted sign. Display compartment is locked by special pin arrangement.



Adjustable, tilting platform at top for small tube testing equipment. Permits clear vision of dials by customer. Invisible outlet for tester.



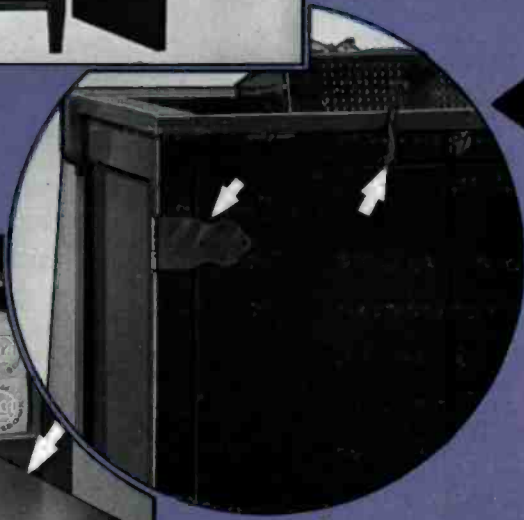
Concealed chamber for midget radio. Compartment door swings downward, permitting radio to be removed easily. Outlet for radio in chamber. On-off switch at side of Merchandiser.



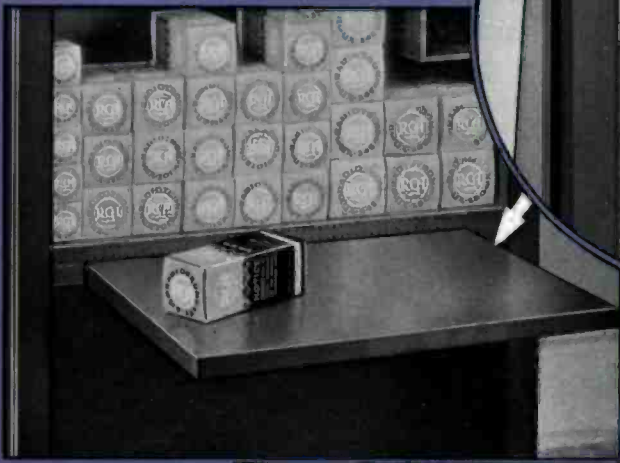
WHAT THE
INDUSTRY HAS
BEEN WAITING
FOR



Lockable space for \$200.00 (list price) Radiotron stock. Pull-out shelf for wrapping packages. Space for Package Tape and Machine, Radio Logs, Price Lists, Socket Layout Guide, etc. Adjustable partitions. Drawer for returned tubes.



180 deg. hinge prevents door breakage. Permits full swing of door. Invisible outlet for tube tester.



Pull-out shelf for wrapping packages. Shelf has ample purchase on cabinet to support heavy weight.



Space for Package Tape and Package Tape Machine. Machine and 10 rolls tape included with Star Merchandiser.



Drawer for keeping returned tubes—convenient and safe. Partitions for tube stock adjustable to take care of future changes in carton size or style.

**A MERCHANDISER
THAT
SELLS RADIO
WITH RADIO**

18 Months Devoted to Perfection of Merchandisers

Work Under Supervision of Those Who Pioneered New MAZDA Lamp Merchandising Methods

"How did you do it?" That's the question asked by everyone who sees the many built-in features of the Radiotron Merchandisers.

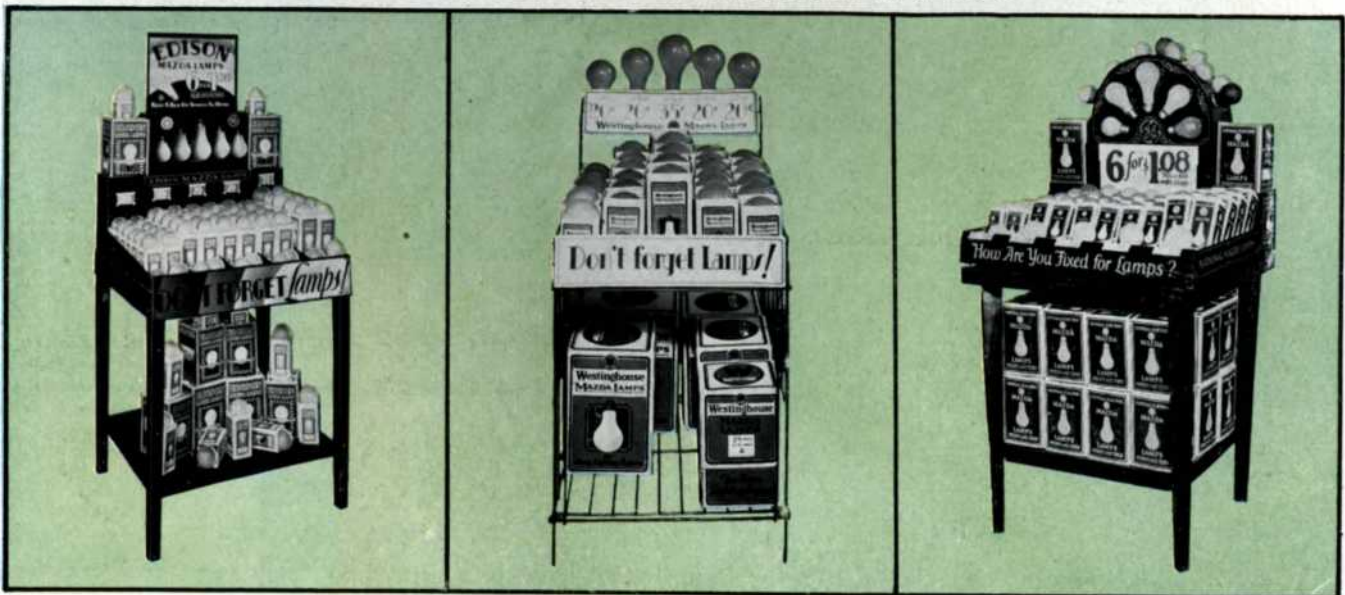
Out of the laboratory of experience they have come. They are not the result of a day's or a week's or a month's development—but 18 months! During that period approximately 100 merchandisers of almost as many different designs have been undergoing the acid test—out where Radiotron sales are made—in the stores of progressive Radiotron dealers.

Before the conception of the Radiotron Merchandisers was even expressed on paper, representatives of the RCA Radiotron Company spent weeks behind the counters of dealers'

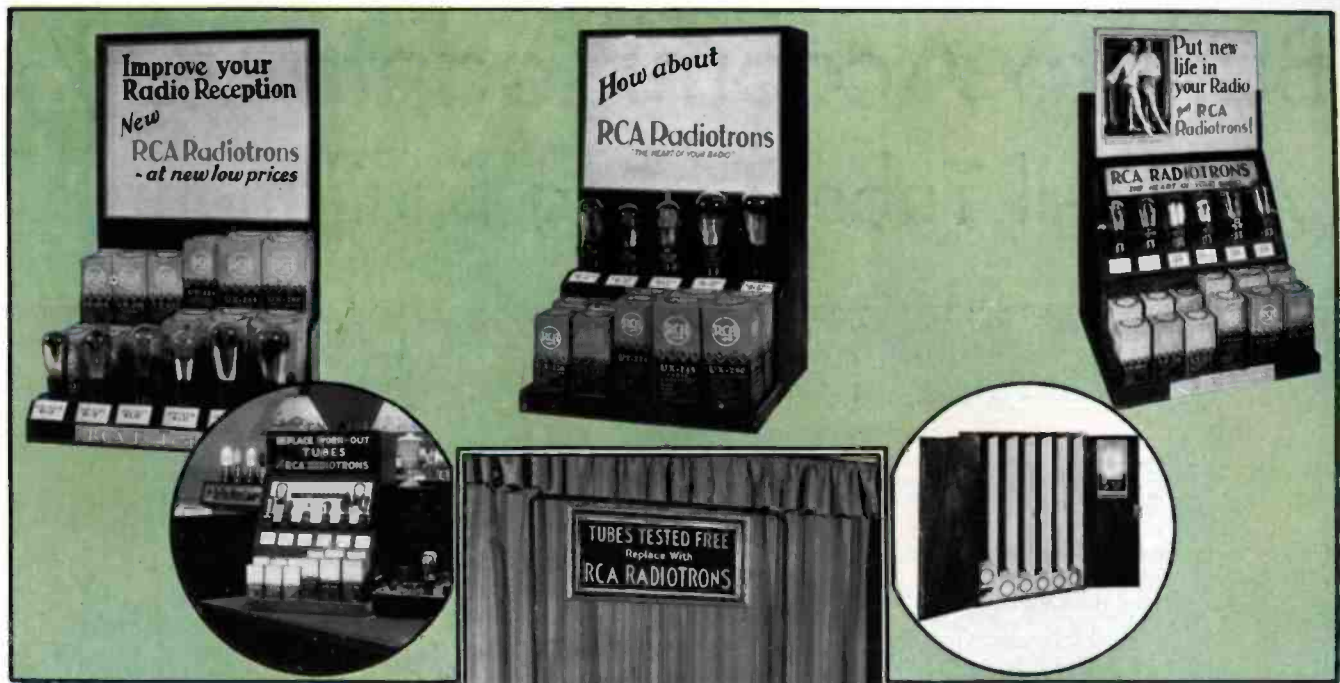
stores selling Radiotrons and studying the tube selling requirements of the dealers.

From this work, the first models were built. They were crude affairs compared with the final product. Into the stores they went—to be sold from by Radiotron representatives, dealers, and their clerks. Not many sales were made before suggestions for improvement started to come in.

With these suggestions, new models were built. They, too, were tested. New suggestions and ideas resulted and more models followed. So the work continued until we established the fundamentals which the merchandiser should incorporate. They were:



*Left, Edison Merchandiser; center, Westinghouse Merchandiser; right, G-E MAZDA Lamp Merchandiser.
These merchandisers have been used successfully by lamp dealers everywhere*



Early models of Radiotron Merchandisers. In circle: merchandiser on test in New York Edison Store

Left: Early model of Radiotron Star Merchandiser. Above: note in circle early arrangement in back

1. Ideal place for a balanced Radiotron Stock. Stock should be sufficiently large so that it would not require constant replacing.
2. A display of the fastest selling Radiotrons.
3. Prices on fastest selling Radiotrons prominently displayed.
4. A display of the well known Red and Black Radiotron Cartons.
5. An attractive device to get attention.
6. A method of merchandising broadcasting—either with display cards or radio itself.
7. A tie-up with our national advertising, picturing the worn-out tube versus the new Radiotron.

8. Place for leaflets, price-reference card, socket layout guide, etc.
9. Provision for tube test equipment.
10. Flexibility to take care of future trends in carton and tube design.
11. A merchandiser that would be a piece of store equipment and not just a cabinet or lithographed display.
12. A merchandiser easy to sell from.

The next step was to incorporate all of these principles in merchandisers which would have eye appeal as well as utility. The final merchandisers were the result.

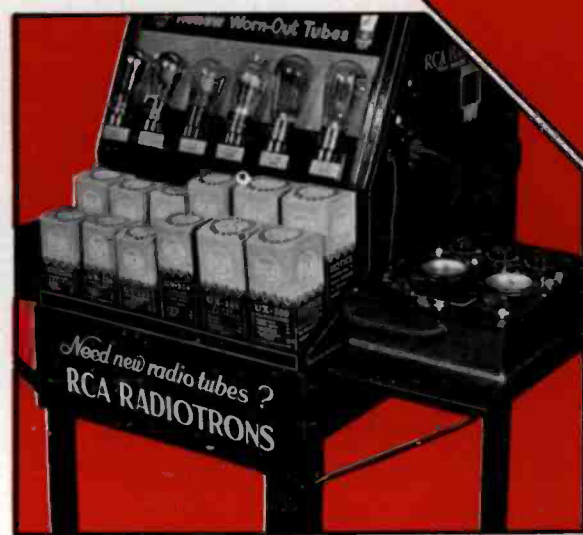


In charge of the development of the Radiotron Merchandisers were the men who were largely responsible for the development of the Edison MAZDA Lamp Merchandiser which changed lamp merchandising methods everywhere. Since the introduction of the Edison Lamp Merchandiser almost 30,000 such devices have been sold

by the Westinghouse, G-E MAZDA and Edison lamp organizations. The principles incorporated in the Edison Merchandiser were also used in building lamp merchandisers in all parts of the world.

With a knowledge of the vast amount of research and development work which has gone into the Radiotron Merchandisers, Radiotron Dealers can invest their money in them with an assurance that they will return their investment many fold year after year.

Built to Accommodate 90% of All Tube Testing Equipment



An accurate tube tester is essential to the success of the RCA Radiotron Store Merchandising Plan. We believe that each individual dealer can best judge the make of tester, as well as the type or model, suited to his needs.

The important point here is that the Radiotron Merchandisers are purposely designed to accommodate practically all makes and models of testers.

This means that you can buy one of the Radiotron Merchandisers and a reasonably accurate tube tester at a price far below that of any comparable combination now on the market. And remember, you will then have a testing and merchandising device which for completeness, convenience and selling power has not even been approached by any other manufacturer.

... Tube Checkers ...

Facts Every Dealer Should Know About Their Uses and Limitations

At the present time, the RCA Radiotron Company is working closely with a number of the leading manufacturers of testing equipment, to the end that their apparatus will have the benefit of our engineering and merchandising experience. The testers illustrated in this article, and elsewhere in GOOD NEWS, are representative. New models of other manufacturers will be shown in GOOD NEWS, as they become available.

A customer brings his used tubes into a radio store to have them tested when he thinks they have reached the end of their useful life. It is not practical for the dealer to run a complete characteristic test of the tubes to determine whether additional and satisfactory service is obtainable. Fortunately, however, comparatively simple testing equipment can be used by the dealer, which will adequately separate satisfactory and worn-out tubes.

Such simple equipment gives best results with tubes made by manufacturers who make a special point of maintaining a high degree of uniformity for their product, since ordinarily but one important tube characteristic is checked by simple tube testers. The assumption, which is not always true, is that other characteristics are normal and therefore may be ignored.

Purpose of Tube Testers for Dealer Use

In discussing the application of tube checkers for dealer use, it is advisable to state and understand first what is to be accomplished by tube tester equipment.

The tube tester should assist the dealer in two ways:

1. By providing a means for determining whether a person who has brought in some used tubes is a logical customer for new tubes.
2. By building customer confidence and making for efficiency in promoting a sale of new tubes.

To accomplish these objectives, the tube tester must be properly designed, first from the engineering viewpoint as a tester, and secondly, from the merchandising viewpoint as a sales aid.

Engineering Requirements for a Tube Checker for Dealer Use

From the engineering viewpoint, the most important features of a good tube checker are accuracy of results and simplicity of operation. Practically, good design means a proper balance between these two requirements. Extreme accuracy is of little value, if the equipment is too complicated for use by non-technical salespeople. Simplicity of operation without accuracy adequate to the job means false conclusions as to the conditions of tubes tested.

In not entering the meter business, the RCA Radiotron Company believes that the development, distribution and servicing of tube checkers can best be handled by organizations which specialize in the instrument field.

Accuracy Requirements

Accuracy is a relative word and simply indicates precision necessary for the job. In the case of tube testers, the job is to determine whether a tube will give satisfactory results in a radio receiver. Actually the design factors of radio sets vary between manufacturers and between sets of the same model, and even between sockets using the same tube in the same receiver sufficiently so that only approximate values can be given for the point at which a tube may be considered worn-out. Under these conditions, moderate accuracy of tube measurements is all that is required or can be utilized.

The requirement of simplicity in operation places further limitations on possible tube checker accuracy. Ordinarily only one or two tube characteristics are checked and then frequently under approximate conditions. More elaborate testing imposes impractical conditions for dealer use. Thus it can be seen that the accuracy



of tube checkers is fitted only to the job of distinguishing between good and worn-out tubes, and indicating to the customer what can be expected in the way of set performance from used tubes.

For the purpose of dealer use, it is not necessary that a tube checker show the exact condition of the tube in terms of mutual conductance, plate drain, or other electrical characteristics provided that the readings can be easily interpreted with the required accuracy in terms of performance in a receiver. In fact, a classification of results such as "Satisfactory," "Doubtful" or "Unsatisfactory" has much to recommend it from the viewpoint of simplicity. The customer recognizes that the wise thing to do is to buy new tubes when results are doubtful or unsatisfactory.

Simplicity Requirement

Simplicity of operation and of reading is most essential both for the customer's and salesman's benefit. Many radio tube salespeople have little or no technical training and are consequently not qualified to operate elaborate tube checking devices. Likewise good merchandising practice forbids a meter which is intricate and usually incomprehensible to the customer. The device and method of reading should be so simple that the non-technical customer can readily understand the results.

This ability on the customer's part to draw his own conclusions as to results eliminates explanations and loss of the salesman's time and increases the customer's confidence in the dealer.

Sales Requirements of Tube Testers

As mentioned before under discussion of the purpose of a tube checker, the device is useful in assisting the salesman in making a sale by enabling the customer to visualize for himself that his tubes are unsatisfactory for further use. The customer likes to see for himself whether the tubes are good or bad. He likes the feeling of assurance that comes from the fact that he has just had his tubes tested and

knows their condition. Thus a tube checker is an inducement for people to come into the store and a means of giving that special service which is so productive of results in merchandising.



Cost

A good tube tester should be considered as a selling tool and its cost measured in terms of increased selling efficiency. On this basis the average dealer is warranted in making a fair investment in a tube checker. In investigating the usefulness of tube checkers cost has been an influencing factor in determining requirements, since prohibitive cost is just as impractical as extreme accuracy.

At present, tube checker manufacturers offer equipment over a wide range of prices, but present indications are that equipment ranging from \$75.00 to \$150.00 best meets the requirements of the majority of dealers.



Summary

A good tube tester has the following distinguishing features.

1. Indicates tube value by some form of mutual conductance measurement.
 - a. Direct reading method.
 - b. Shift of grid bias method.
2. Has line voltage control with indicating voltmeter.
3. Presents results clearly and simply to salesman and customer.
4. Has preheater for heater types of tubes.
5. Indicates shorted tube elements.
6. Is simple to operate.
7. Is built for service.

A number of tube checkers are available on the market at the present time, which essentially meet these requirements.

As a closing caution it is advisable to point out again that a tube checker is only a quick way of indicating tube performance. It is not a final court of appeal which will accurately decide the

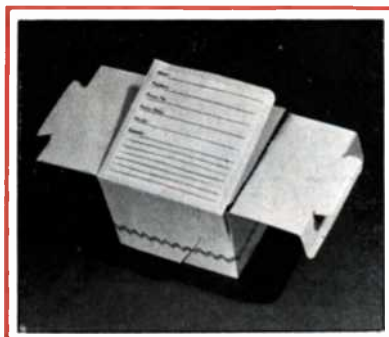
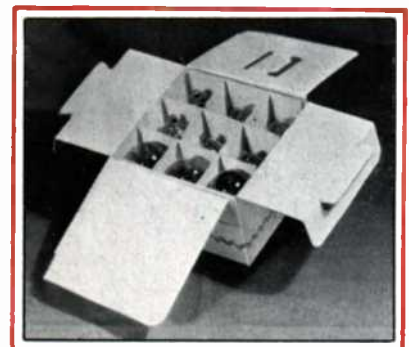
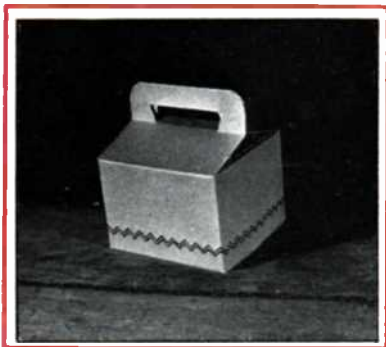
relative merits of two tubes, nor is it a laboratory device capable of completely defining a tube's actual worth.

A tube checker when properly employed is, however, a useful sales aid, and will do much to build customer confidence and good-will.



Tube Carrying Cartons

That Make It Easy for Customers to Bring Tubes into Your Store for Free Testing



These cartons have five outstanding features, three of which are not found in any tube carrying cartons in use today:

- 1.** Made of heavy cardboard. Rigid-cell construction made possible by having partitions which cross each other in such a manner as to act as a brace. This keeps each tube in its proper place—thus avoiding the possibility of breakage.
- 2.** Duplicate numbered tube stickers for identifying each tube and socket. These stickers are attached to a flap of the carton. As the customer takes a tube out of its socket, she places a number on it and a corresponding number on the tube. This insures each tube getting back in its proper socket.
- 3.** No advertising on the outside of box where it can be seen. Mist-tan box, with appropriate design. Your customers will not object to carrying it. Imprint can be either on side or on flap.
- 4.** Reinforced handle on carton makes it easy for the customer to carry it. On the other hand, should the customer desire to have the carton wrapped up, it can be.
- 5.** Sales copy urging customer to bring in tubes for free testing as well as an educational message on the importance of replacing worn-out tubes.

Size, 7 in. by 7 in. by 5½ in. Price, \$3.50 per 100 unimprinted. \$4.00 extra for imprinting, regardless of quantity.

Merchandise Broadcasting With This Display

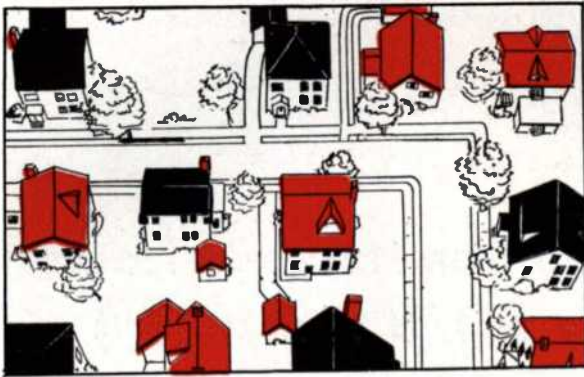


The Fall, or WD-10 Display, is designed with the idea of selling people on high quality entertainment that is radio. The lovely lady at the piano will induce more people to listen to the radio, or the same number to listen to the radio more. It will make them want quality reception such as only a set of new RCA Radiotrons in the sockets can give them. Sixty display cartons included. Sent automatically to Headliner and Star Dealers. No charge.

This Fall—Use the Radiotron House-to-House Selling Plan to Increase Volume and Profit

Consider the Facts——

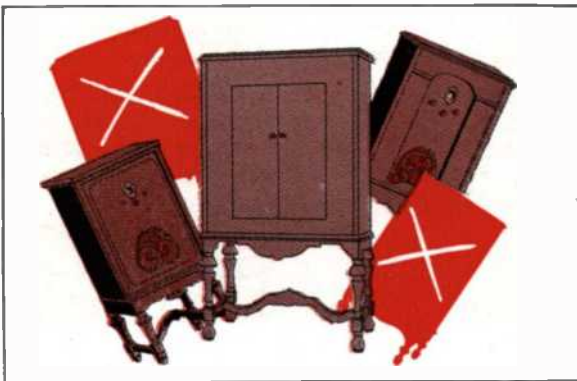
1. Only One Home Out of Two Has a Radio Set!



There are 15,000,000 radio sets in the United States, and there are 29,000,000 homes. In the average community at least every other house is without a radio.

What a sales opportunity! Here is one of the nation's greatest merchandise markets waiting to be sold. In this day and age radio is no longer a luxury—it is a necessity. The RCA Radiotron House-to-House Plan, making a contact with every home in your community, will uncover a large amount of new radio set business.

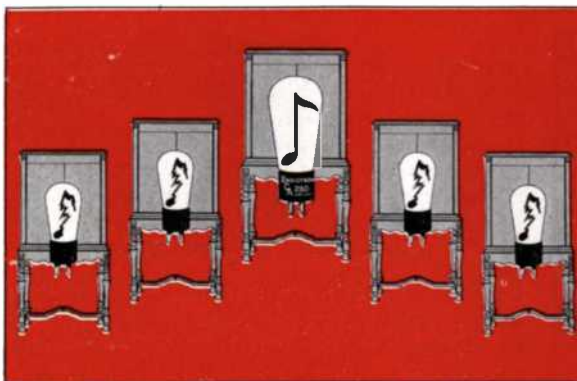
2. Two Out of Five Sets Now in Operation Are Obsolete!



Due to the tremendous improvements made in the design of radio receivers since 1928, two out of every five sets now in operation are obsolete. Many of the owners of these sets do not realize that they are receiving only a fraction of the radio enjoyment which could so easily be theirs.

People who own radios are the best prospects for new set sales—they know that a radio can bring real entertainment and enjoyment into the home. Practically all of these excellent prospects can be uncovered through the RCA Radiotron House-to-House Plan.

3. Four Out of Five Sets Need New Tubes



The sale of renewal tubes offers the dealer of today one of his greatest markets for sales and profits. Extensive surveys show that four out of five radio sets have worn-out tubes—tubes that should be replaced with new Radiotrons.

And because new Radiotrons improve the operation of the set, the customer gets more enjoyment and appreciates that a service has been done for him by the dealer.

The RCA Radiotron House-to-House Plan gives the dealer the machinery with which to contact all set owners and give them better radio reception.

4. The Radiotron House-to-House Plan Gets Your Salesman into the Home



The success of any sales activity depends on the effectiveness of the plan at the actual point of contact. In house-to-house selling this point of contact is the door of the customer's home, and the test of the plan is its ability to get the salesman beyond the door.

The RCA Radiotron House-to-House Plan GETS THE SALESMAN INTO THE HOUSE. Not only this, it will also secure for him favorable interviews with people who do not own radios. Moreover, it will give him an opportunity to obtain prospect information regarding other merchandise items.

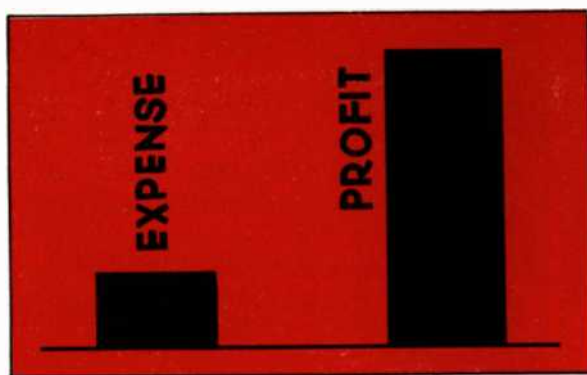
5. 1,000 Calls With the Radiotron House-to-House Plan Produces Approximately \$1,178 Gross Profit



Actual application by dealers has proven that the Radiotron House-to-House Plan produces results. By calling on 1,000 homes a dealer should sell at least 1,000 Radiotrons, or an average of two Radiotrons for each home equipped with a radio.

Similarly, statistics based on last year's set sales show that each month eleven home owners out of every thousand buy a new radio set. This is the minimum number of sets a dealer can expect to sell as a result of the Radiotron House-to-House Plan.

6. The Plan Is Simple and Inexpensive to Operate

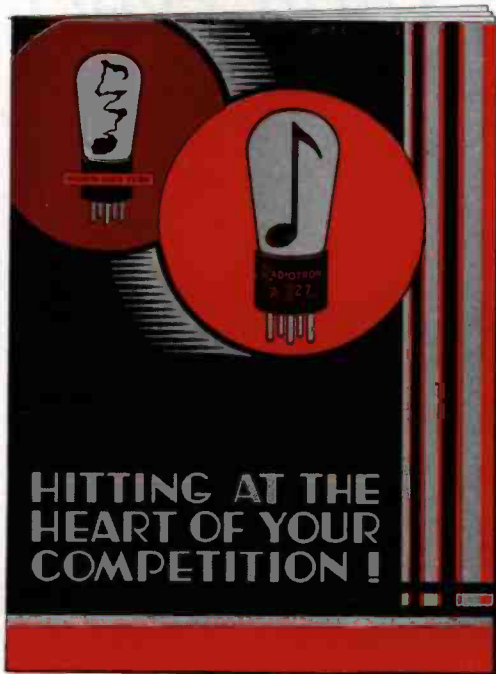


Experience has proven the Radiotron House-to-House Plan effective, yet it is not expensive. For 1,000 calls the average expense is \$401.50, including mailing cards, Radio Logs, commissions, etc. From these 1,000 calls, assuming the salesman is of average ability, sales of Radiotrons will amount to approximately \$1,550.00, and sales of other merchandise to \$1,450.00, or a total of approximately \$3,000.00.

Figuring an average gross profit of 40 per cent a dealer would realize a gross profit of approximately \$1,200 per thousand calls. Eighteen calls per day should bring the dealer a daily gross profit of \$21.00.

A House-to-House Plan

That Sells Radio Sets as well as Radiotrons



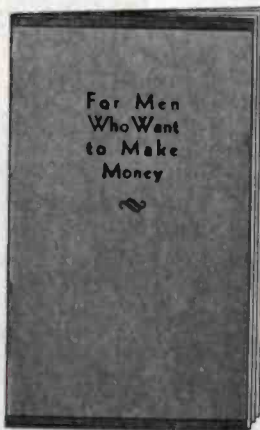
House-to-House Portfolio
 Contains detailed outline of plan for increasing your Radiotron, radio set and other merchandise sales, estimated costs and results, and samples of material to be used. Sent free on request.



Advance Card
 To announce call of house-to-house salesman. We recommend that this be printed locally, since it is of the greatest importance that each card bear the name and **photograph** of the salesman.



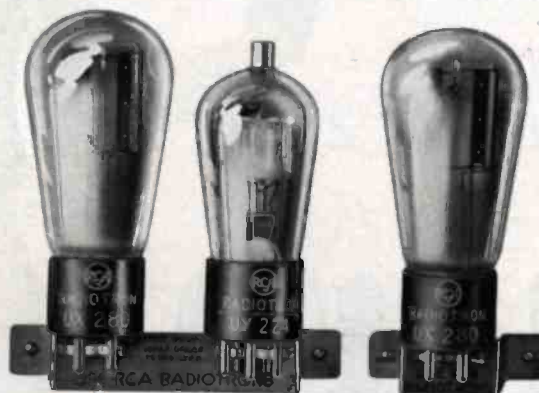
Set Name Plate
 To be fastened inside set at time of sale of new tubes. Insures future business. Space to write date tubes should be renewed. Brass. Imprinted, \$3 per 100.



House-to-House Primer
 Complete outline of Radiotron house-to-house selling for your salesmen. 32 pages. Red cover. Free.



Radio Log
 Described in detail on page 26. Used as a gift to customers to get the salesman inside the door.



Spare Tube Clips
 To be screwed inside sets sold or serviced. Invalidate argument of no place to keep extra tubes. Single clip, \$1.50 per 100; double, \$2 per 100.



Radiotron Carrying Case
 Designed particularly for use by Radiotron house-to-house salesmen. Carrying space for three dozen RCA Radiotrons. Exceptionally strong and durable. Black fiber. Price, \$2.50 each.

The Super Selling Fool— More Popular Than Ever!

**I work for
5,000 Dealers
or more!**

Why not for you?



It is a year since the Selling Fool was first introduced. In that time he has made merchandising history. There are more than 33,000 likenesses of him in the stores and windows of progressive dealers throughout the country. More thousands are being sold each month. No up-and-coming merchant can afford to be without a set of these amusing, versatile and efficient figurines. Made of molded wood composition, flexible parts held together with heavy elastic cord and steel piano wire. Price, 4 for \$5, including 14 two-color display cards, shown on opposite page.

14 Useful Display Cards



This set of attractive cards will cover most of your needs as far as consumer messages are concerned. With a set of Super Selling Fools and these cards you can effectively merchandise your radio department, your service department, RCA Radiotrons and other merchandise. Thus you are saved the added expense of having special cards made up.

Carry the Message
Wherever You Go!

This Display
Says
"Quality"



Place the handsome RCA Radiotron Banner on your delivery and service trucks and reach your customers going and coming. An effective, running advertisement at no extra cost. May also be used to advantage in windows, on store front or in the interior. Made of weatherproof, durable drill cloth; size, 48 in. by 29 in. Lithographed in five colors. Metal grommet in each corner for attaching. No charge. For Headliner Star Dealers only.



Hand made, imported, wooden display in four colors. Startling and distinctive. For window, store interior, exhibits, etc. Remarkable value at \$1.50 each.

Utility Material that Makes Selling Easier for You . . .



Price Reference Card

For ready reference by dealers. Prices effective May 1, 1931. Cardboard. No charge. One per dealer.



Address Labels

Size, 3 1/2 in. by 5 3/4 in. Ungummed, with your imprint. No charge. For Headliner Star Dealers only.

This free material is designed and kept strictly up to date in order that routine connected with selling RCA Radiotrons may be as simple as possible for you. Attractive in appearance, the Price Reference Card, Catalogue and Price List, and Address Labels also have advertising value.



Catalogue and Price List

Shows every RCA Radiotron with brief description, dealer's cost, and list price. No charge. One per dealer or salesman.



Socket Layout Guide

Showing socket layouts and identifying the correct RCA Radiotron for each socket, in sets manufactured since January 1, 1921. Other useful information. Pocket size. One already sent to each Headliner and Star Dealer. Additional copies, \$0.50 each.



Package Tape

Made of strongest kraft paper, 1 1/4 in. wide. Heavily gummed. 500 ft. to roll. \$2 for ten rolls, no imprint.



Package Tape Moistener

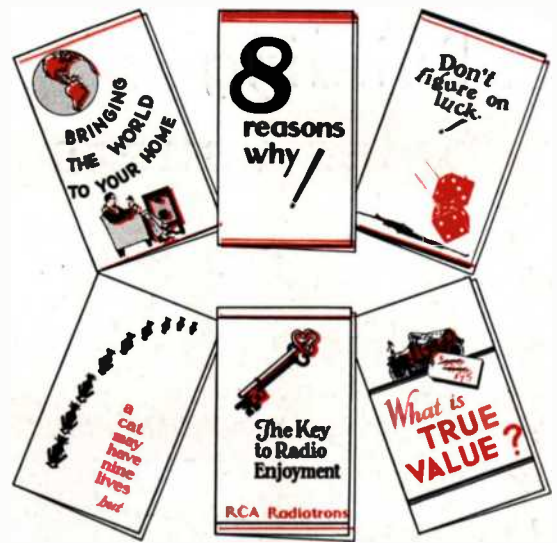
Cast iron and steel. Size, 10 in. long, 2 1/2 in. wide, 4 1/2 in. high. Weight, 4 lb., 10 oz. Complete, no detachable parts. Brush moistener. \$4.25 each with 10 rolls of tape.

A "Renew Your Tubes" Postcard Campaign



Use these "cards with a punch" to awaken customers to the need of yearly tube renewals. To be mailed out periodically. \$0.40 per 100 imprinted; minimum imprint order, 300, not less than 100 of any design. Unimprinted, no charge; maximum order 500 sets. Stamped cards, 1c. per card extra.

A "Renew Your Tubes" Booklet Campaign



Six curiosity stimulators that put across the worn-out tube story in forceful fashion. Action-producing messages, interestingly presented. Unimprinted, no charge; maximum order, 500 sets. Imprinted, \$0.40 per 100; minimum order, 300; not less than 100 of any design.

Store Sales Aids



Price Tags

For any merchandise. Cut in shape of RCA Radiotron carton. Size, 1½ in. by 3 in. String attached. Unimprinted. No charge; usual allotment per dealer, 100.



Set Price Sign

Polished celluloid. Price card slips behind rectangular opening. Neat and durable. 10 for \$1.



Set Sign

Made of heavy red celluloid. \$1 per dozen.



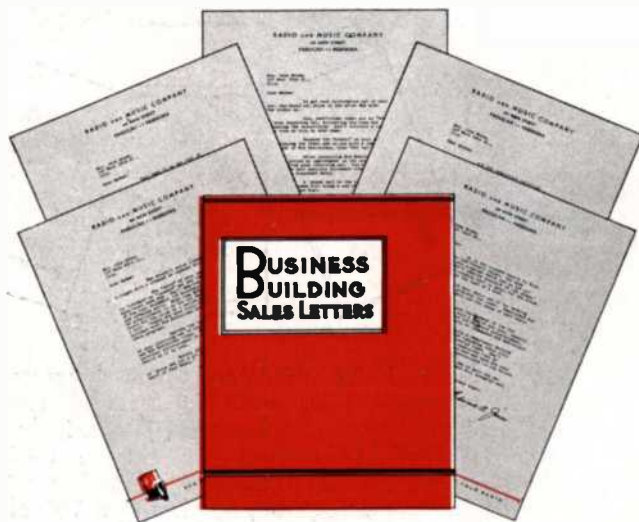
Price List

A four-page folder containing a complete list of RCA Radiotron prices for consumer use. Two interesting messages to consumers. Fits neatly into envelopes, packages, etc. Unimprinted. No charge.

Let the Customer Read!

Business
Building
Sales Letters

Four Blotters —
“Renew Your Tubes”



New series twelve suggested sales letters giving scientific reasons why tubes should be renewed each year, in language every set owner can understand. Merchandise your store and service department. Three suggested reply cards. No charge.

Featuring GOOD NEWS cover subjects. Lithographed in five colors. Size, 3½ in. by 6 in. \$0.40 per 100 imprinted. Minimum order, 300, not less than 100 of any design.

Merchandising Your Service Department

IN OUR SERVICE WORK
We Pledge

1. TO USE THE HIGHEST QUALITY MATERIALS
2. TO BE THOROUGH IN ALL OF OUR WORK
3. TO HANDLE YOUR PROPERTY WITH CARE
4. TO USE THE RADIO TUBES RECOMMENDED BY LEADING SET MANUFACTURERS—RCA RADIOTRONS
5. TO MAKE REASONABLE PROMISES AND KEEP THEM
6. TO CHARGE A FAIR PRICE FOR OUR SERVICE

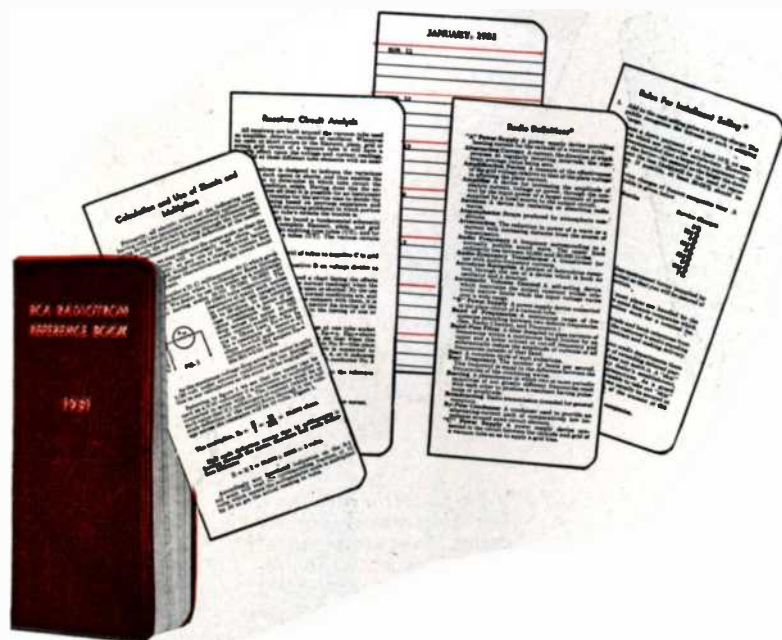
John J. Breary



It is the conviction of the RCA Radiotron Company, substantiated over and over again by experiences of dealers, that any well-conducted service department can be made to pay satisfying profits by proper merchandising. This plan includes a handsome store placard, and a supply of booklets and post cards, all calculated to instill respect in the customer for the high quality of your service work. It brings results. For Headliner Star Dealers only. No charge. Maximum order, 500 sets. Imprinting of booklets and post cards, \$0.40 per 100, minimum order 300.

For Service Men and Salesmen—

The RCA Radiotron Reference Book



Nowhere, so far as we know, is there so much sales, technical, and generally useful radio information so compactly assembled as in the RCA Radiotron Reference Book. A gold mine of quick facts for your employees and yourself. Contains, in addition to tables, charts, maps, selling rules and suggestions, adequate diary and note space—60 pages. One already sent to each Headliner Dealer and two to each Headliner Star Dealer. Additional copies available free for your salesmen and service men.



A Giant Radiotron for Giant Sales



The three-dimensional Giant Radiotron is an exceptionally desirable display piece, whether from the point of view of eye-attraction, suggestiveness, or ready usability. An exact reproduction of the RCA Radiotron UY-224, 24 inches high, it is bound by its very size to draw a good measure of attention, and to suggest to those attracted by it the need for new Radiotrons. Made of papier-mâché, painted silver and decorated with hand-colored musical notes, as shown. Excellent for store window, counter, shelves, or top of radio sets. Cap slotted to hold display card. Price, \$4 each.

Novelty Material



Genuine sheep skin key container. Six swivel-holders of finest spring steel. \$10 per 100 with your imprint in gold



Vest-pocket note-book. Red leatherette cover, black design. Removable pad of unruled paper, easily re-fillable \$10 per 100, imprinted



Automatic pencil Black bakelite barrel, nickel ends. Dealer's name in red \$0.50 per pencil Minimum imprint quantity, 25



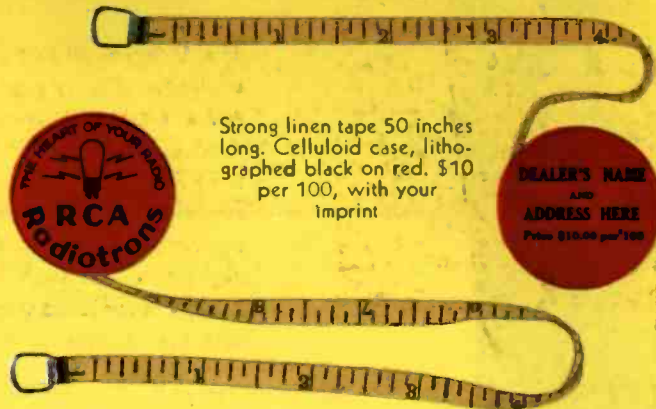
Eberhard Faber pencil. Red with black imprint. \$3.85 per gross, including your imprint



Four-color cover Black matches with red tips. \$3.50 per 1000, imprinted



Red and black erasers. Shape and design of RCA Radiotron carton Pliable and long wearing \$2.50 per 100, imprinted



Strong linen tape 50 inches long. Celluloid case, lithographed black on red. \$10 per 100, with your imprint

Symbols of a Quality Store

An RCA Radiotron Decalcomania Transfer on your door and an RCA Radiotron Transfer Strip on your window signify to the public that here is a high grade radio establishment. Of a design appropriately in keeping with the high quality of the merchandise they represent, these two insignia create the favorable impression that is a natural consequence of distinction. What is perhaps equally important, they do not usurp an unreasonable amount of space. No charge.



RCA RADIOTRONS
"THE HEART OF YOUR RADIO"



Moving Picture Films

Add to your reputation by exhibiting locally the two interesting films—"The Earth's Four Corners," showing how the many materials used in the manufacture of RCA Radiotrons are obtained, and "Man Made Miracles," the complete story of the manufacture of RCA Radiotrons. With or without sound track, two sizes—16mm. and 35mm. No charge; loaned, not sold.

Lantern Slides

One glance at this brand new series of colorful lantern slides should make an explanation of their advertising value unnecessary. Excellent for local theatres. Hand colored, with three-line imprint. No charge.



Unparalleled Facilities



General view of the RCA Radiotron Chemistry and Physics Laboratory



Shielded Test Room, for making sensitivity and selectivity radio-frequency tests



Part of the Circuits Laboratory, where experiments with new radio circuits are conducted



A few of the instruments in the Equipment Laboratory, used in measuring finished machine parts

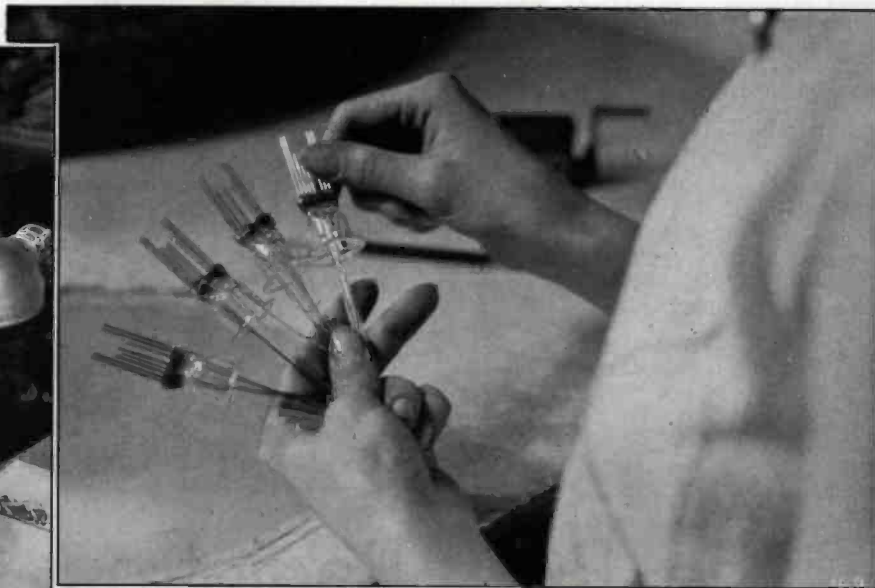


In the General Testing Laboratory extensive tests are made on experimental tube designs

Insure Quality Leadership



Every mount assembly is carefully inspected and checked by discriminating eyes



Electrical and mechanical inspections are made after each major operation



Assembling the mounts requires the precision and care of well experienced operators



Seasoning and degassifying racks, where Radiotrons are "tempered" for stabilization of characteristics



A craftsman's skill and coordinated senses are essential to the proper welding of the screen grid.



W. T. L. Cogger
Vice President
In Charge of Manufacturing



F. H. Corregan
Secretary and Treasurer



E. T. Cunningham
President



G. C. Osborn
Vice President
In Charge of Sales

The RCA Radiotron Company—

*Guided by Men Who Have
Your Interests at Heart*

RCA Radiotron Dealers are naturally interested in the quality of the product they sell and the sales plans and policies for that product. The product, policies and plans reflect the character and ability of the men who are directing the activities of the manufacturing and selling divisions.

No company is bigger or stronger than its leaders. Without a well-trained, smooth-working, efficient organization, a good product, quick service and sound merchandising plans and policies are an impossibility. Directing the activities of the RCA Radiotron Company are men who have shown outstanding ability in the fields of management, engineering, research, manufacturing, advertising and sales promotion. That spells continued p-r-o-g-r-e-s-s and p-r-o-f-i-t-s for Radiotron dealers.

The RCA Radiotron Company is less than two years old. Even so, it is the recognized leader in its field. Why? Because in the experience and ability of its management it ranks with America's

oldest concerns. In the manufacturing, research and engineering divisions are men who have been in the vacuum tube business from its inception. In the selling division, too, can be found men whose experience in radio selling goes back to its infant days. Then, too, the RCA Radiotron Company has liberally drawn talent from other fields. From the highly successful Mazda lamp companies have come many of the sales executives, who have had wide experience in the distribution of a product that is similar in its merchandising aspects to Radiotrons.

The guiding powers behind every move and activity of the RCA Radiotron Company have your interests at heart. No change in commercial policy is made without first carefully considering and weighing the beneficial effects upon the Radiotron distributing organization. The executives of the Radiotron Company realize that the continued success of the Company depends upon the continued success of its distributing organization.

Home Office Activities Under Direction of Industry Leaders



Meade Brunet
Sales Manager



J. W. McIver
Sales Promotion Manager



W. H. Thompson
Sales Operations



R. M. Ryan
Credit Manager



R. R. Kane
General Counsel



C. W. McClair
Patent Counsel



F. H. Troup
Assistant Secretary
and Treasurer



R. S. Bernap
Commercial Engineer



A. L. Pipper
Manager, Manufacturing
Operations



J. C. Warner
Manager, Research and
Development Laboratories



J. D. Leeson
Manager, Purchasing Department



W. L. Van Keuren
Manager, Engineering Department



C. P. Boggs
Assistant to Manufacturing
Vice President

This Sales Promotion Dept. Develops Sales Producing Plans for You



T. E. Wisneski
Budgets, Production, Distribution



H. M. Rundle
Art Director
and Display Design



J. W. McIver
Manager



T. F. Joyce
Assistant Manager



G. C. Isham
Sales Plans



T. J. Bernard
Editor, "Good News"



Miss Elsie Blomquist
Stenographer



G. G. Clark
Displays



Miss L. A. Conroy
Secretary



F. H. Fleischman
Production



J. O. Gaynor
Photographer



Miss Ruth Herdman
Mailing Lists



Mrs. K. M. Heibel
Secretary



E. C. Hughes, Jr.
House-to-House Plans



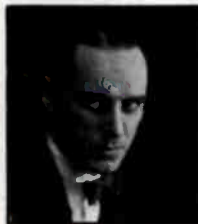
T. A. Jolloff
Distribution



Miss Sue Kenney
Orders



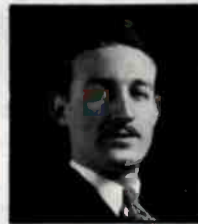
Miss Anna McGowan
Stenographer



J. R. Morrissey
Layouts



J. M. O'Neill
Writer



J. L. Parvin
Artist



William Pollak
Distribution



Miss Joan Schipper
Secretary



Miss Elsa Stumpf
Stenographer



Melvin Wall
Artist



J. K. West
Advertising and Exhibits



J. J. Wilson
Writer



H. J. Yeck
Layouts

Progressive Factory Managers Guard Radiotron Quality



H. I. Stanback, Mgr.,
Harrison Works



J. M. Smith, Mgr.,
Ivanhoe Works



L. D. Brown, Mgr.,
Newark Works



S. A. Combs, Mgr.,
Harrison Parts Works



D. B. Wright, Mgr.,
Cleveland Parts Works

Prompt Service the Watchword of These Service Station Managers



E. M. Greenhalgh, Mgr.,
Eastern Warehouse



W. J. Langan, Mgr.,
Southwestern Warehouse



W. J. Fiannelly, Mgr.,
Central Warehouse



H. G. Cunningham, Mgr.,
Pacific Warehouse



E. E. Jordan, Mgr.,
Southern Warehouse



L. E. Mitchell, Mgr.,
Lake Erie Warehouse

48 Field Merchandising Experts to Help You!



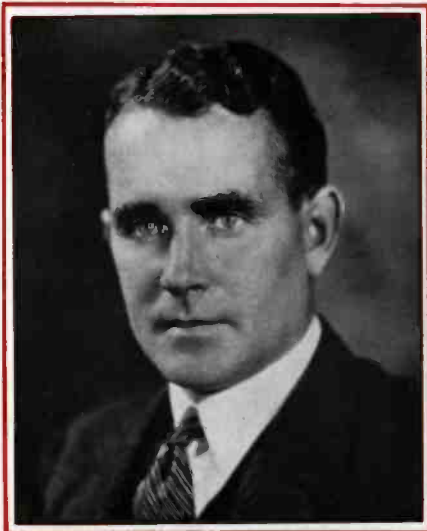
W. H. Clarke, Sales Manager,
Central District



R. A. Graver, Sales Manager,
Southern District



J. B. Jeter, Sales Manager,
Southwestern District



F. A. Mulvany, Sales Manager,
Pacific District



L. W. Teegarden, Sales Manager,
Lake Erie District



F. B. Wanselow, Sales Manager,
Eastern District

A force of trained RCA Radiotron Merchandising Specialists is maintained in the field for the specific purpose of assisting dealers in the merchandising of RCA Radiotrons. These men are experts in their line. First thoroughly schooled as to principles, they have all had the advantage of sound seasoning in the field. No more competent, nor more experienced group of radio tube merchandising men are to be found in this country.

Explain your difficulties to the RCA Radiotron Repre-

sentative in your territory, and he will help you—whether the problem is one of window display, interior arrangement, outside selling, advertising, training of clerks, or what not.

Directing the activities of these men are the six outstanding sales executives pictured above. Known throughout the industry for their energy, sales wisdom, and astuteness, these leaders are eminently fitted to direct the job of making your selling job easier.



B. B. Barber, Central



G. G. Bowen, Eastern



G. W. Briggs, Central



G. C. Bruder, Central



C. N. Chambers, Central



W. W. Cone, Eastern



W. H. Eden, Eastern



W. D. Evans, Jr., Pacific



D. H. Ferris, Eastern



V. P. Finger, Eastern



D. J. Finn, Lake Erie



K. D. Fullerton, Lake Erie



F. W. Grant, Pacific



A. M. Grosse, Eastern



S. A. Harris, Eastern



W. Hughes, Central



C. H. Hunter, Central



S. E. Jones, Central



S. P. Jones, Pacific



A. V. King, Eastern



C. R. Klinger, Pacific



H. Kolshorn,
Southern



C. Krone, Central



H. H. Kronen, Eastern



A. P. Matthews, Pacific



F. R. Mekeel, Eastern



E. P. Miles,
Southwestern



J. A. Milling,
Lake Erie



O. A. Netschke,
Lake Erie



M. Noack, Pacific



A. R. Oliver, Lake Erie



J. L. Raab, Eastern



H. H. Rainier, Central



G. F. Reed, Eastern



W. L. Rothenberger,
Southern



J. R. Slocomb,
Southwestern



F. P. Stevens,
Southern



R. J. Stewart,
Lake Erie



Z. V. Thompson,
Southwestern



O. A. Tow, Central



H. I. Van Duzer,
Lake Erie



S. K. Wood,
Lake Erie

HEADLINER FALL SALES AIDS

* Indicates material available to Headliner Star Dealers only.

Displays

DECALCOMANIA—Silver tube, green lightning, red slogan. 10" x 12 1/2". No charge.

WINDOW DISPLAY No. WD-1—"For Better Radio Reception." Features boy putting up aerial. Lithographed in full color. Center panel, 24" x 31 1/2". Two side cards, 11" x 14", "Bring in your tubes and have them tested free" and "RCA Radiotrons plus our service insure satisfaction." 60 dummy cartons included. No charge.

WINDOW DISPLAY No. WD-2—"Life-like Reproduction." Boy masquerading as Selling Fool. Lithographed in full color. Center panel 24" x 31 1/2". 2 side cards, 14" x 9 3/4", with folding flanges. Top flange holds three tubes. No charge.

FALL DISPLAY No. WD-10—Woman at piano, broadcasting. Lithographed in full color. Size 24" x 31 1/2". Two distinctive side cards and 60 dummy cartons included. No charge.

No. 4 DISPLAY—RCA Radiotron man cutout as carton holder. Lithographed in 6 colors. 15" x 8 3/8". No charge.

IMITATION NEON SIGN—Attractive lighted sign. Face, 10 1/2" x 5 1/2"; gold-bordered, illuminated red lettering; black crystalline finished frame. Employs one 40-watt Mazda lamp. Legend: "RCA Radiotrons." Choice of two messages: "Tubes Tested Free" or "Get New Tubes." \$1.50 each, complete with 6-foot cord and plug.

MODERNISTIC DISPLAY—Hand made, imported display. Wood. 4 colors. 12 1/2" wide, 19 3/4" high, 3 1/4" deep. Silver tube. Red and green cut-out lettering. Red lightning. Glossy, washable finish. \$1.50 each.

SUPER SELLING FOOL—Red feet, yellow legs, red and yellow arms, black body, natural tinted features, hat in shape of silver tube, black base. Made of molded wood turnings. Flexible. Held together by heavy elastics and steel springs. Slotted feet and

hands to hold cards. Ring in hat for suspension. 15" high. \$5 for 4, including 14 two-color display cards to help merchandise radio sets, Radiotrons and your store. Unusual display value.

TRANSFER STRIP—Lithographed red and black, easily applied. Slogan: "RCA Radiotrons—The Heart of Your Radio." Carton and tube reproduction. 10 3/4" x 1 1/8". No charge.

GIANT TUBE—Tri-dimensional papier mâché model of RCA Radiotron UY-224. Black base, silver tube. 24" high. \$4 each.

of Your Radio." 1 in. wide. 500 ft. per roll. 10 rolls for \$2, unimprinted.

***CLOTH BANNER**—Weatherproof, durable drill cloth; 48" x 29"; lithographed in 5 colors; metal grommet in each corner for attaching. Packed and shipped individually. Used on truck, inside store, or on window. No charge.

SPARE TUBE CLIPS—To be screwed inside sets sold or serviced. Polished nickel steel. Hold tubes with either 4 or 5 prongs. 1 1/2" clearance for tubes. Length over all, single tube clip, 3"; 2-tube clip, 5". Single tube clip, \$1.50 per 100; 2-tube clip, \$2 per 100. Special screws included.

GOOD NEWS BINDER—Stiff, black imitation leather; 12 3/4" x 9 3/4". Good News imprinted on cover in gold. \$1 each—additional imprinted lines \$0.10 each.

Remembrance Advertising

AUTOMATIC PENCIL, ERASERS, KEY CASES, BOOK MATCHES, NOTEBOOKS, PENCILS, TAPE MEASURES. See page 38 for full description and prices.

WALLET—Real pig skin with memo pad and pocket for cards. "RCA Radiotrons" stamped in gold on strap holding pad. Wallet, 4" x 6 5/8"; memo pad, 3 1/4" x 5 7/8". \$1 each with imprint, maximum 3 lines. Additional individual names, \$0.10 each.

Sales Promotion Material

CATALOG AND PRICE LIST—Description of each RCA Radiotron, list and net prices, standard package quantities and RCA Radiotron characteristics chart. No charge.

BUSINESS BUILDING SALES LETTERS—12 suggested letters to build tube renewal business and 3 reply cards. No charge.

BLOTTERS—Featuring popular Good News covers. 4 subjects in 4 colors. 3 1/4" x 6". \$0.40 per 100 with imprint; minimum order, 300.

RADIO LOG—American, Canadian, Mexican, U. S. possession stations. Principal short-wave stations of the world. Pictures and biographies of

Where and How to Order

Do not order from Harrison, N. J. Order all material from nearest RCA Radiotron Warehouse, listed below. Check or money order must accompany all orders for material for which there is a charge, unless ordered through your distributor. Orders for Radiotron Merchandisers must be placed through your distributor.

WAREHOUSES

Chicago, Ill. 589 E. Illinois St.
Newark, N. J. 266 Hillside Ave.
Cleveland, Ohio 1123 E. 152nd St.
San Francisco, Cal. 325 Ninth St.
Atlanta, Ga. 498 Spring St., N.W.
Dallas, Texas 2200 Griffin St.

Utility Material

***ADDRESS LABELS**—3 1/2" x 5 3/4", lithographed in red and black. Supplied un gummed, with your imprint. No charge.

SET PRICE SIGN—Polished celluloid, lithographed in 2 colors. 3" x 4". Slot in back for insertion of price card. 10 for \$1.

SET SIGN—Polished celluloid. Red and black. Copy—"This set is equipped with RCA Radiotrons." 5" x 1 3/4". 12 for \$1.

TAPE MACHINE—Made of cast iron and steel. 10" x 2 1/2" x 4 1/2". \$4.25 each, including 10 rolls of tape.

PACKAGE TAPE—2 colors with slogan: "RCA Radiotrons—the Heart

leading radio stars. Studio slang, messages to customers, and catalog of RCA Radiotrons. \$2.50 per 100. In lots of 1000, \$2.25 per 100. In lots of 2500 or more, \$2 per 100. Prices with or without imprint.

RCA RADIOTRON HOUSE-TO-HOUSE CAMPAIGN—Detailed plan for increasing your RCA Radiotron, radio set, and other merchandise sales. Portfolio gives outline of plan, estimated cost and results, and describes material to be used. No charge. Sent on request.

HOUSE-TO-HOUSE PRIMER—32 page booklet, "For Men Who Want to Make Money." Complete outline of house-to-house selling, including approach, gaining entrance to home, selling renewal RCA Radiotrons, and selling other merchandise. Part of House-to-House Campaign. No charge.

RADIOTRON CARRYING CASE—Black imitation leather. 22" long, 14" high, 6" wide. Space for 36 Radiotrons. Price \$2.50.

POST CARDS—Set of 4 cards, each containing a different "Renew Your Tubes" message. Red and black on manila stock. Unimprinted, no charge; maximum order, 500 sets. Imprinted, \$.40 per 100; minimum order, 300, not

less than 100 of any design. Stamped, 1c. per card extra.

NEW PRICE LIST—Attractive 4-page folder, containing complete list of new prices on RCA Radiotrons and two interesting messages to consumers. Used as envelope enclosures, package inserts, etc. $9\frac{3}{8}'' \times 6\frac{3}{8}''$. Unimprinted, no charge. Imprinted, \$.40 per 100; minimum order, 300.

PRICE REFERENCE CARD— $4\frac{1}{4}'' \times 8\frac{1}{2}''$. No charge.

PRICE TAGS—Shape of RCA Radiotron carton. $1\frac{1}{2}'' \times 3''$. Red and black on white stock. No charge.

LANTERN SLIDES—New series, 6 hand-colored, with 3-line imprint. No charge. For local theatre advertising.

SET NAME PLATE—Brass. Gold lettering on black background. $4'' \times 2''$. Fastened by gummed back or small brads. Space to write date tubes should be renewed. Your imprint at bottom, black on gold; 3 lines or less, no more than 28 letters to a line. Imprinted, \$3 per 100.

TECHNICAL BULLETINS—Technical information on all RCA Radiotrons. No charge. Address requests to Commercial Engineering Dept., Harrison, N. J.

RCA RADIOTRON REFERENCE BOOK—Red imitation leather cover, name in gold letters. $2\frac{1}{8}'' \times 5\frac{3}{4}''$. 60 pages radio definitions, symbols, engineering data, merchandising tables, tube characteristics lists, service rules, etc. One already sent to each Headliner Dealer and two to each Headliner Star Dealer. Additional copies available for service men and salesmen.

SOCKET LAYOUT GUIDE—For all standard sets. Shows what tubes each model uses. Engineering data, etc. One already sent to each Headliner and Headliner Star Dealer. Additional copies, \$.50 each.

NEWSPAPER MATS—For insertion in local newspapers. Tie in with national RCA Radiotron advertising. No charge.

***SERVICE DEPARTMENT PLAN**—Complete, for merchandising your Service Department. Includes placard for window, post card and folder, all featuring service. Maximum order, 500 sets. No charge.

****"RENEW YOUR TUBES" BOOKLETS**—Series of 6 booklets, 2 colors. Used as envelope or package enclosures. Unimprinted, free; maximum order, 500 sets. Imprinted, \$.40 per 100, minimum quantity 300.

STORE MERCHANDISING PLAN MATERIAL

RADIOTRON MERCHANDISER—Combination tube stock cabinet and scientifically designed device for displaying and merchandising RCA Radiotrons. Nineteen exclusive, built-in features. Accommodates 90 per cent of small tube testing equipment. Built of reinforced steel. Special steel table included. Space for \$75 (list price) Radiotron stock. Black, with red striping. Complete, \$19; top \$14.50; table \$4.50.

RADIOTRON STAR MERCHANDISER—De Luxe combination tube stock cabinet and merchandising device for the finely appointed store. All wood cabinet, black with red striping. Complete radio tube department in four square feet of space, including concealed chamber for midget radio, patented tilting platform for the tube tester, wrapping counter and supplies, four-way electric sign, lockable space for \$200 (list price) Radio-

tron stock, and many other features. Complete, \$50.

TUBE CARRYING CARTON—For customer convenience in carrying tubes to and from store. Strong cardboard, rigid cell construction, handle for carrying, large imprint space, duplicate numbered stickers to insure tube being returned to proper socket. $7'' \times 7'' \times 5\frac{1}{2}''$. Price, \$3.50 per 100. \$4.00 additional for imprinting, regardless of quantity.

ANNOUNCEMENT CARD—Informs customer of free tube test and Radio Log offer. Describes Log and Carrying Carton. Folds double to standard post card size. Sold in combination with Follow-up Card.

FOLLOW-UP CARD—Single card, reminder for customers who have not called within 10 days after mailing of double card. Price, 100 double cards and 50 single cards, \$.75. Minimum imprint quantity, 300 sets (300 double, 150 single).

STORE PLAN WINDOW CARDS—2 cards, $22'' \times 28''$, featuring Radio Log and Tube Carrying Carton. Red and black lettering. Sent free automatically to dealers ordering Tube Carrying Cartons. No charge.

TUBE TEST STICKERS—With ratings in terms of *satisfactory*, *unsatisfactory*, or *doubtful* at time of test. Carry your imprint and line "We Recommend RCA Radiotrons." $1\frac{1}{2}''$ square. Come in roll form, with perforated divisions, 2500 stickers to a roll. Price, \$1 per roll, imprinted.

PROSPECT CARD—For keeping a record of tube customers. Space for information as to customer's radio set, refrigerator, and other merchandise. Reverse side for recording service calls. Price, \$1.25 for 500.

NEWSPAPER MATS—Featuring Radio Log and Tube Carrying Cartons. To be run at beginning and end of campaign. Two columns wide. No charge.

50



OF TUBE BUSINESS IN NEXT FOUR MONTHS



MORE THAN 50% OF THIS YEAR'S BUSINESS WILL BE DONE IN FOUR MONTHS—SEPTEMBER, OCTOBER, NOVEMBER AND DECEMBER.

WHAT DOES THIS MEAN TO YOU? JUST THIS: IF YOU ARE TO GET YOUR SHARE OF THE RADIO TUBE SALES AND PROFITS YOU MUST ACT NOW. NO TIME CAN BE LOST.

TODAY—SIT DOWN AND ORDER THE TESTED SALES AIDS WHICH YOU WILL NEED TO HELP YOU INCREASE YOUR RADIOTRON SALES AND PROFITS. REMEMBER—IT TAKES TIME TO GET THEM. SO, DON'T DELAY! ACT TODAY!