

# GOOD NEWS

ABOUT RCA

RADIOTRONS



NUMBER 2

APRIL

VOLUME 1



## Introducing the Editor

### HENRY W. BAUKAT

#### Formerly Associate Editor, Radio Retailing

HERE'S more good news for RCA Radiotron dealers. With this issue Henry W. Baukat, one of radio's leading men, becomes Editor of *Good News*. Mr. Baukat, until March 12, was with *Radio Retailing* as Associate and Technical Editor. Mr. Baukat's association with *Radio Retailing* dates from the first issue of that publication. He has been in no small measure responsible for its success.

Mr. Baukat brings to *Good News* a wide experience in all phases of the radio business—technical, merchandising, and finance. With his wide experience combined with ability to write clearly and authoritatively on radio subjects, *Good News* will be of even greater assistance in helping RCA Radiotron dealers with their selling problems.

Mr. Baukat's coming with the RCA Radiotron Company is but additional assurance that every effort is being made to insure RCA Radiotron dealers of the best possible sales assistance. Assistance that will truly reflect the fine quality of our product.

# GOOD NEWS

About RCA Radiotrons

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25 Cents A Copy—\$2.00 A Year

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### The Editor Recommends—

THE leading article on "The Responsibility of Leadership." Here Mr. Robertson brings home to us some pertinent facts that we are too often prone to forget. We all have a certain duty to assume in our everyday relationship with our fellow men. It is only by realizing and accepting it that we may hope for real achievement.

The methods brought to us by Mr. Newill in "Radio's New El Dorado." Here's an inspiring one when we stop to consider the importance attached to radio by the leader of the automobile industry. This one new application alone will, without a doubt, result in millions of dollars worth of new tube business annually.

The Easter broadcast, as is discussed in "This Month Radio Brings Us Magnificent Church Programs," is a thing of beauty such as has never before been possible to this world. It is to be one of the most wonderful things ever done over the air. Don't fail to tell your community about it.

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A magazine of radio merchandising counsel to help distributors of RCA Radiotrons make more profit.  
Published Monthly by RCA Radiotron Company, Inc., Harrison, New Jersey

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# THE Responsibility

## OF Leadership

**The Radio Dealer who Aspires to Leadership Must Bring Manifold Benefits of Radio to All the People**

By **A. W. Robertson**

Chairman of the Board, Westinghouse Elec. and Mfg. Co.

As told to T. F. Joyce



**A. W. ROBERTSON**

Few are the men who have achieved such distinguished success as A. W. Robertson. Teacher, lawyer, industrialist, his career has been chiefly one of service to his fellow men. Broad-minded, possessed of a keen sense of responsibility to his associates, essentially an idealist yet intensely practical, Mr. Robertson is Chairman of the Board of Directors of the Westinghouse Electric and Manufacturing Company, which employs over 45,000 people, operates 24 plants in the United States and sells its products in every country in the world. Besides his many business interests, being a director of more than a dozen companies, Mr. Robertson finds time to take an active part in civic life.

**I**T was early Tuesday morning. The United States was just awakening. On the other side of the world, it was Wednesday. Australia was just going to bed.

Ten thousand miles apart, as a surveyor would count them, yet on that day these two countries were no further distant than the switch on your radio set. For radio, the magic of the day, had linked New Zealand with America. Admiral Byrd was being welcomed back to civilization by his fellow countrymen, two months before he will reach the shores of his native land. His eager, happy voice was

heard by countless admirers, not only here, but all over the world.

At noon, the day before, Ramsay MacDonald, that picturesque spokesman for the British people, spoke directly to the people of the United

message full of human understanding and sympathy. And to the three "R's" of school-day fame, he added another R—Responsibility.

### **Radio a Fundamental Industry**

In three successive days, three great leaders from three corners of the world, talked directly to the American people. Who can say that radio does not stir the imagination? Who can say that those engaged in the radio industry are not in a fundamental industry which is rendering a great public service? Who can say that they are not in an industry whose limits are beyond the dreams of even the most visionary an?

In his address, the President laid great stress on his fourth R—Respon-



Amos



Andy

*Radio gave them to us*

States from his Downing Street home in London, England. Those who listened to him, and millions did, felt in his voice the sincerity of his driving desire for world peace.

Two days later, our people gained an entirely new conception of our President, Herbert Hoover. From the White House in Washington he addressed the Boy Scouts of the nation. His was a



*Photo by Underwood & Underwood*  
Peasants enjoying radio in a Russian community house

bility. As he spoke, I could not help but think of the responsibility which those of us in the radio industry have. Both the radio retailers and the manufacturers have the responsibility of bringing radio to all the people.

### Radio is a Constructive Force

The radio dealer should visualize his occupation as one of selling entertainment. We are not only in the business of building and selling cabinets, power packs, speakers, and tubes, but also, we are in the business of bringing happiness to all the people. Radio is a constructive and helpful force in the world at large and to the individual buyer in particular.

I have already mentioned three spectacular programs. I should not call them that for such programs are becom-



Plugging in London for the N.B.C. Chain. Dr. Goldsmith, left; O. B. Hanson, right

ing everyday occurrences. Each day the air is full of enjoyable features for all the family. Health exercises, cooking advice, spot news, dance music, opera, church services, sporting events, and a host of other features. Around the clock with radio, brings to the listener the finest entertainment and educational features the world affords.

### Bringing Radio to All the People

The radio dealer can do a tremendous civic good by making radio available to everyone in the community. Making radio available to everyone does not mean just having merchandise for sale. The responsi-



The President of the United States, Herbert Hoover. He added a fourth "R"

bilities of leadership require that radio be brought to the people. If it requires aggressive salesmanship to do this, then it is up to those retailers who aspire to leadership to use the sound principles of salesmanship and merchandising which will bring us nearer to our goal—a radio set in every home. Possessed with an honest conviction that the public cannot invest its money in anything else which can bring such rich returns in happiness and well-being, it should be possible for us to "crusade" for our ideal with just as much enthusiasm, vigor, and courage as the militant crusaders of old.

The moment the dealer sells a set, he assumes a definite responsibility. That responsibility is to see that the buyer has available to him, at all times, the wonderful radio programs that are being broadcast. And this is only possible when the set is in perfect operating condition. To be certain, there is a joint responsibility between the manufacturer and the retailer, to guarantee radio satisfaction to the customer. But it is on the shoulders of the retailer, who is the contact point with the customer, that the responsibility rests for having the sets respond as they should, bringing the programs in clearly at the touch of the switch.

### The Penalty of Leadership

It has been my observation that many dealers either take lightly, or not at all, the responsibility which it is their duty to assume when a sale is made. In so doing, they are not only hastening their own destruction, but are doing much harm to the industry which supports them. In such cases, it is the responsibility of leading dealers to take over the servicing of radio sets sold by such irresponsible dealers. I say this because they have a definite responsibility to protect the good name and reputation of radio. It is the penalty of leadership. It

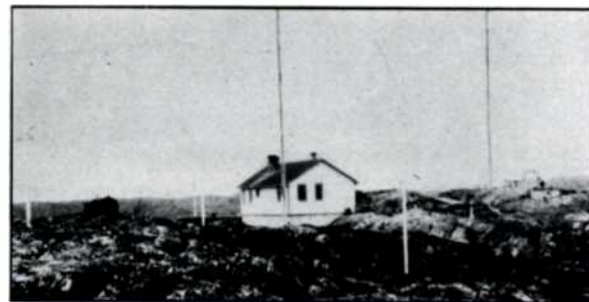


Virginia Gardiner's vivid personality brought to millions by radio

isn't a pleasing task but it is one which ultimately brings much satisfaction and gratification.

The radio industry has just passed through a period of stabilization. The retailers who maintained their responsibilities to the public during that period have emerged stronger than ever.

(Continued on page 27)



A remote wireless station—Resolution Island, Canada

# BUILDING TODAY

## FOR Tomorrow's Profit

**Payne Radio Service Builds Volume and Profit by Building Permanently. Turns RCA Radiotron Stock 24 Times Annually**

By T. H. McWhirk, Detroit, Mich.  
As told to L. E. Orendoff

**S**TUDY your business and everything connected with it.

"Study your customers and their buying habits.

"Study your merchandise and your markets of supply.

"Study your community and how you can be of greater service to it.

"And most important of all, study yourself!"

These simple rules came from Mr. T. H. McWhirk, the man who has made the Payne Radio Store Detroit's headquarters for radio merchandise and service.

"If every dealer," he went on, "followed these rules he'd soon see the difference in his volume of business and profit. These principles result in a smooth, well-running, well-paying, retail business. Merchandise keeps moving out of the store and customer dollars into the cash register."

Mr. McWhirk knows what he is talking about. With a normal RCA Radiotron stock of \$600, he turns this over 24 times a year.

The resulting profit from this investment is a record that cannot be sneezed at. Mr. McWhirk speaks from the school of practical experience.

### **Turnover Keeps Business in Liquid Condition**

"Now, the term turnover is frequently misunderstood," continued

Mr. McWhirk, "and its importance in relation to profits is not given the serious study it deserves. It is only



With this display Payne Radio Store doubled its normal RCA Radiotron Sales

through turnover of merchandise that the potential profit is made an actual profit in the form of cold, hard cash. Turnover is the solvent that keeps the dealer's affairs in a liquid condition. It takes the 'cramp' out of business. It 'limbers up' departments that ordinarily would be muscle bound! It was at one time the generally accepted standard to have just three turnovers a year, but in modern business, those days are gone forever. Why? Because present day competition forces a

dealer to do business with a minimum capital. He has to work efficiently. It's a good thing, too, for it forces the

retailer to keep a fresh stock. With a high rate of turnover it is impossible for obsolete and deteriorated merchandise to accumulate. Besides, with the sudden changes that so frequently happen in this industry, a dealer has to sell his stock quick or he soon has a lot of unsalable merchandise.

"Slow turnovers must be accompanied by increased mark-up, and cause a good many so-called sales.

"Some merchants feel that the way to build business is to sell cheap merchandise. I have no argument with that method, when the customer knows it's cheap merchandise and recognizes the value he gets for his money, as he usually does. However, in many instances the customer does

not know this. He is misled through ambiguous advertising and high pressure salesmanship. However, in the long run, the dealer does not kid the public. The customer usually values an article at what he pays for it.

### **Price Cutter Undermines Stability of Industry**

"The price cutter, in my estimation, is worse than a fool. He is a criminal. He not only pulls down his own standing and stability, he pulls



See that RCA Radiotron stock behind Mr. McWhirk? Well, he nets a nice profit annually on that little investment

down his competitors' and undermines his whole trade.

"We expect to be in this business for a long while. As we are located in a neighborhood district, we must be more than just a vendor of merchandise. We must be real honest-to-goodness individuals, friends and advisors to all the neighborhood. That's why our store has become an institution. People like to buy here.

### Customers are Human Beings

"We teach our salesmen to treat customers as human beings, not as order givers or economic units. That is one of the secrets of success in selling goods. If people like you and they think you like them and if you give them a square deal, they will buy from you as long as they live.

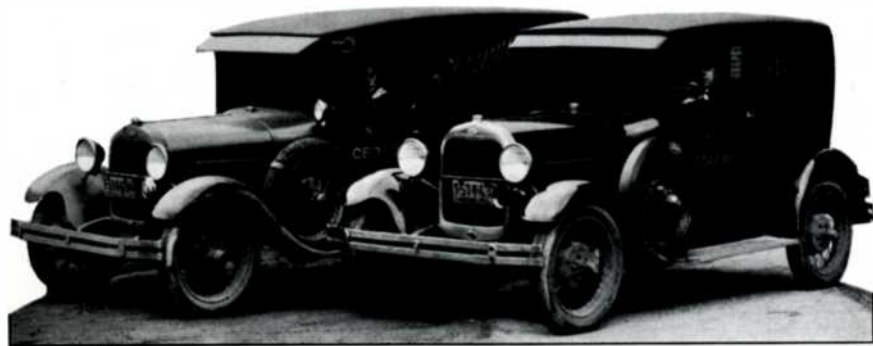
"When a customer is sold in this store we expect him to be doubly sold. First, on the product we sell him; second, on the service behind that product, that makes for satisfaction.

"We prefer to cast our fortunes with one manufacturer for each of the lines we carry. We want to hook up with manufacturers who are in the radio business to stay. That's the only way we can build with any degree of permanence. That's why we handle RCA Radiotrons; that's why we handle only what we are convinced are leaders of their respective

fields. When we handle a product we are confident that the company making it is in the business to stay.

### Single Merchandise Line Strengthens Selling Talk

"Having a single brand of tubes strengthens your selling talk. If you have two or three brands you are



Ready to go! Payne service men are super-salesmen. Spare RCA Radiotrons are carried for every service call

limited as to sales arguments. More than one brand leads to conflicting statements, because our salesmen are afraid to commit themselves on the advantages or superiority of any particular brand, or call attention to any of its particular features. They are obliged to remain somewhat non-committal during their entire selling talk.

"If you carry just one brand of tubes you can afford to carry every type of that particular brand. Whereas, with

two or three brands, to keep your stock within sound limits, it is impossible to carry a complete line for each brand.

"Not only that, but one brand speeds turnover. We're quite certain that we would never be able to turn our tube stock 24 times a year if we handled other than the fastest moving line—RCA Radiotrons.

### Don't Wait for Customers

"Business is good when it is made good. There is nothing to the idea of merchants waiting for customers to drop into the store and ask for a certain article. Aggressive merchandising must be used. It is a fact that people must be made to look before they will buy. They want to know what they buy, and how it works. A single window putting over a single message will register quicker on a passer-by's mind than a window full of many different and conflicting messages.

"Here's another good idea I've found pays well. When a service man visits a customer he fills out a card giving the customer's name, telephone number, and details of the radio set. Then at certain periods, we have that customer called up by the service man.

He finds out if the radio set is working satisfactorily and reminds the customer of the many good programs on the air which can only be fully enjoyed when the set is working perfectly. This service is not only appreciated by our customers but, most important, results in many sales to those customers and sales to their friends when they tell about the service we render.

"'Follow Thru' in business is just as important as in sports."

# THANK YOU—ALL

## A Few from the Many Comments on First Issue of GOOD NEWS. Seen as a Long Needed Publication

"Good News is the finest piece of work in its class I have ever seen turned out."

*Geo. Ollendorf, National Electric Light Co., Newark, N. J.*

"The Newcomer is well dressed and makes an excellent first impression."

*French Nestor, Pres., The French Nestor Co., Jacksonville, Fla.*

"Good News is the finest house organ that has ever come across my desk."

*H. M. Gallop, Lord & Thomas and Logan Advertising Agency, N.Y.C.*

"I want to congratulate you on the first issue of GOOD NEWS. It was surely all of that and just what we have needed for a long time."

*F. C. Rockhill, St. Regis Falls, N. Y.*

"If GOOD NEWS is a sample of the publicity material which will come from your company, RCA Radiotron sales will certainly increase."

*C. D. La Mee, Mgr., G-E Supply, Indianapolis, Ind.*

"I can honestly say that I have never seen a dealer house organ which compares with GOOD NEWS."

*Willis Kingsley Wing, Editor, "Radio Broadcast"*

"GOOD NEWS is a mighty attractive publication and I congratulate you on the opening number."

*O. H. Caldwell, Editor, "Electronics"*

"Congratulations on the appearance of GOOD NEWS."

*Curtis A. Wessel, Editor, "Talking Machine and Radio Weekly"*

"I haven't heard anything from any of our men who have read GOOD NEWS except complimentary remarks."

*R. A. Shackelford, Manager, G-E Supply, Chattanooga, Tenn.*

"I believe you are going to render a useful service to your RCA Radiotron dealers through a magazine of this kind."

*David M. Trilling, Trilling and Montague, Philadelphia, Pa.*

"Let me compliment you on the looks of No. 1, Vol. 1, of GOOD NEWS."

*M. B. Satterlee, Pres., Columbian Electric Co., Kansas City, Mo.*

"This issue of GOOD NEWS is full of very good information."

*S. E. Smith, Swords Electric Co., Rockford, Ill.*

"GOOD NEWS is most attractive, well developed, and interesting."

*H. F. O'Malley, District Mgr., G-E Supply Corp., Columbus, Ohio*

"I believe GOOD NEWS will prove a sales stimulator to the dealers."

*Roy Allen, T. E. Swann Co., Oklahoma City, Okla.*

"If you keep up the standard that you have set in the first issue, it cannot help but be of the greatest benefit to RCA Radiotron Sales."

*W. L. Perry, Sec. and Treas., Perry-Mann Electric Co., Inc., Columbia, S. C.*

"I cannot express myself too highly as to both the subject matter and the get-up of GOOD NEWS."

*Frank Falk, Union Elec. Supply Co., New Bedford, Mass.*

"The reading matter, news items, and sales suggestions are certainly to the point and give one the impression of quality. In fact, the entire setup is extraordinary."

*Geo. W. Provost, President, Double-day-Hill Electric Co., Pittsburgh, Pa.*

"Undoubtedly, GOOD NEWS will help the sale of RCA Radiotrons."

*Willard B. George, Mgr., Johnson Electric Supply Co., Cincinnati, Ohio*

"Pep from cover to cover."

*D. A. Hughes, Langdon, Hughes Electric Co., Utica, N. Y.*

"GOOD NEWS is unquestionably attractive and the educational matter is sound."

*H. W. Gee, Gee Electric Co., Wheeling, W. Va.*

"I honestly want to commend you and your organization on a real business producer."

*D. E. Harris, Vice Pres., Pacific States Electric Co., San Francisco, Cal.*

"We have felt for a long time that such a periodical would supply the missing link between the tube manufacturer and the dealer."

*Verne H. Jackson, Jackson Bros., Pen Argyl, Pa.*



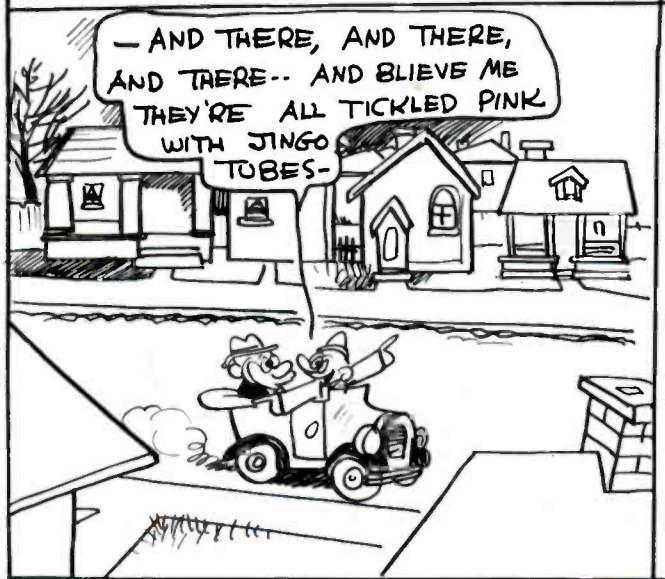
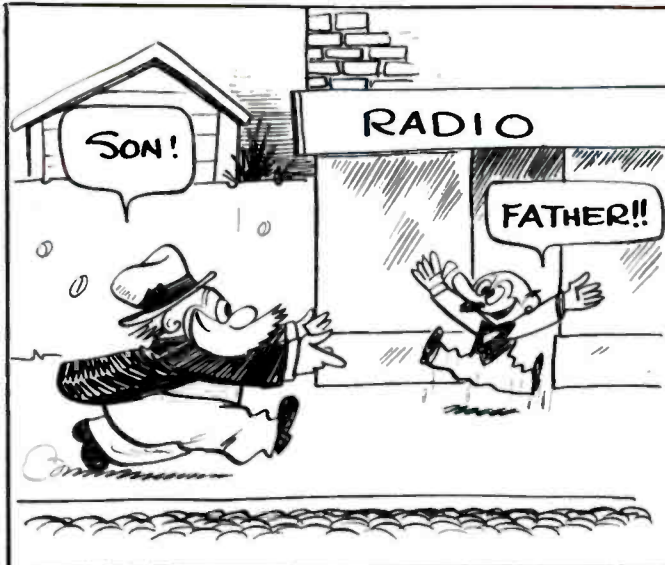
RCA Radiotron carton offers unusual opportunities to build attractive displays

Photo by Gaynor



# They Always Come Back to RCA Radiotrons

By MILT GROSS





Floyd Gibbons  
—he keeps us informed on the nation's  
greatest straw vote

# Wet or Dry—

## You Will be Proud to Know the Part Radio is Taking in This Great Nation-wide Poll

Floyd Gibbons is projected into the home of each and every person owning a radio receiver.

Twenty million ballots is the total number to be sent out. Already over 1,244,483 have been returned, properly filled out. Thousands more are pouring in every day. So successful and gratifying have the results been that the broadcasting schedule, which was to have been terminated, has been twice extended. Such is the power of radio, that great industry of which you are a part, and which is playing such a vital part in our everyday life.

### 1,700 People Needed to Address Envelopes

The list of names to which the ballots are sent is itself a wonder, being an accumulation compiled during a period of 35 years and revised every two months over that period. It is said to contain the names of people in every conceivable occupation in

all industries and all walks of life. Every village in the nation is said to be represented. It takes 1,700 addressers to mail out the ballots and they average 1,250,000 hand-addressed envelopes a day.

In the mailing rooms, the hundreds of bags of mail reach the ceiling and 24 stamping machines are in use to automatically stamp the envelopes. They ring up over 2,000,000 pennies an hour for Uncle Sam, who helps the work along by sending 40 expert mail clerks to operate a substation right in the mailing rooms and see that the letters are properly routed. And over all there is the feminine babel of over 500 girls who assemble the 60,000,000 pieces of printed matter, 20,000,000 ballots, 20,000,000 instruction sheets, and 20,000,000 envelopes.

It takes 80 tellers to count and tally the incoming votes, for, though the poll is unofficial, it is surrounded with as many safeguards against error



Checking 20,000,000 names! No small job!!! 1,250,000 hand-addressed envelopes prepared every day



On their way—millions of ballots for wets and dries. Uncle Sam has 40 expert mail clerks to handle the *Literary Digest* poll

as are humanly possible. The ballots are specially printed on cardboard that is used on only four presses in America, and every pound of this paper is accounted for during the time of the polling.

Besides the 20,000,000 ballot poll that is now fully under way, the *Literary Digest* announces that it will follow this immediately by a supplementary poll of nearly 1,000,000 ballots which will be sent to all the physicians, lawyers, clergymen, and school teachers in America; each class to be reported separately.

Now, it is usually fair to estimate, in a survey of this kind, that the results will run from one to three per cent. With the help of radio we

venture to predict that this time the return will be better than 25 per cent.

### Radio Aids Direct Mail

So many times we have heard the complaint that radio destroys the effectiveness of direct mail or other forms of printed advertising. At last we have conclusive proof that such is not the case. *Literary Digest* previously had a weekly circulation of 1,400,000. Now it is up to 2,300,000 and the subscriptions are still pouring in. Radio certainly has played a major part in this great experiment.

What does all this mean to you as a dealer? It means that every day we have broadcast feature programs which only a limited few are receiving and

which millions would now pay much to hear if the programs were properly presented to them.

Consider just this one short program from a sales angle. How many people in your locality are vitally interested in this prohibition question but have no radio with which to hear Floyd Gibbons? Coupled with the entertainment features of the evening this interest is one of the strongest sales arguments you could possibly have for radio sales.

Realizing the far reaching influence of this poll, RCA Radiotrons are being advertised regularly in *Literary Digest*. Millions of people are thus impressed with the importance of keeping their sets RCA Radiotron equipped.



Coming back. Uncle Sam is swamped in the day's greatest game—straw voting

# Sell Me In SEVEN STEPS

**Your Window Display Must Work Fast  
if it is to Sell the Hurried Passer-by**

**By T. F. Joyce**

**Sales Promotion Dept., RCA Radiotron Company, Inc.**

"SELL me in seven steps!" This is the challenge being flung at you by every customer who passes your store.

You will notice that I said "customer." Perhaps she hasn't bought anything from you as yet, but most certainly she has bought something from someone. Therefore she is a customer and *should be your customer!*



NOT THIS

BUT THIS

*Make your window displays timely*

mind of the passer-by—a message which pleasingly reminds her to buy and brings her into your store.

Are your best salesmen asleep on the job? Possibly. Half the rent you

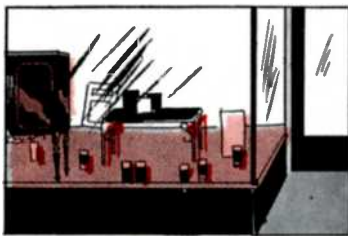
not only recognize the selling power of good window displays, but depend largely upon them to keep merchandise moving out of the store and money into the store. A classical example of what will happen when a window display is asleep on the job is found

in the tests conducted by the Liggett Drug Stores. The usual drug store type window display was replaced with a "high hat" Fifth Avenue type display—a single bottle of perfume strikingly displayed. The average display man would more than likely call the display "unusually good from an artistic standpoint."

But was it good from a cash register viewpoint? Most decidedly not. In that three weeks' test, sales took a decided slump. To be exact, they fell off to the following extent:

Specialty Goods	41 per cent
Candy	32 per cent
Rubber Goods	22 per cent
Toilet Goods	18 per cent
Soda	14 per cent
Stationery	10 per cent
Prescription Dept.	2 per cent

Why the slight falling off in prescription business in contrast with spe-



NOT THIS



BUT THIS

*Balance makes a display pleasing and interesting*

This is an age of speed. In seven steps the average person passes the average store window. Within the time required to take those seven steps you must sell the passer-by. If you don't she is gone by your window, perhaps to be sold by your competitor down the street or to go home without making a purchase she fully intended to make but didn't because she was not reminded to buy. It's up to you to do that reminding.

If your window is to sell the hurried passer-by, it must work fast. Everyone is in a hurry. Few are they who take time to investigate. Your message must be instantaneously flashed to the

pay is for what should be your best salesmen—your window displays. Are they producing the results they should? That is for you to judge.

Time and again the value of a window display for stimulating sales has been proven. The great chain organiza-



NOT THIS



BUT THIS

*Price cards should be used in every display*

cialty merchandise? The answer is simple. Only a small percentage of the people are sick at any one time and they cannot be reached by window display! But the healthy people walked by that window, missed the specialty merchandise, or more accurately, were not reminded to buy, with the resultant heavy slump in sales.

### What Merchandise Lends Itself Best to Display?

This experience shows two things plainly. First, the value of window



displays in increasing sales; second, that the merchandise which lends itself best to display purposes is that which is well known, a leader in its field, frequently needed and having a low unit price. Such merchandise has a steady demand. All that is needed to make the customer buy is to remind her of her needs. A good display of the merchandise will do that.

There is no secret to window display selling success. The principles of successful window selling can be followed with as much ease by the merchant on Main Street as the merchant on Fifth Avenue. An honest-to-goodness window display does four things—attracts attention, arouses interest, creates a desire, and stimulates action. Simple? Yes. Let's see how it is done.

The ideal way of attracting attention to your window would be to have a mechanical device which would firmly grasp the customers' heads while they were passing the window. This device would then turn their faces toward the window. Unfortunately, under the existing rules of etiquette, this is hardly permissible.

Attention, however, can be attracted in several other ways. A bright spot in the window, motion devices,

good lighting, clean glass, bright woodwork. All these act on the passer-by, unconsciously drawing her attention to your window.

### Ways to Attract Attention

How about your store front? Can it compete with others for attention? Is the window glass clean inside and out? If it is, then the chances are better than five to one that your window has more appeal than your competitor's. How does your lighting compare with others down the street?

Does your eye travel to your window when you walk down the street after dark? Or, like countless other citizens, does your eye travel to a more brightly lighted window? Answer these questions for yourself and you'll know just



**The ideal way to attract attention to your window would be to have a mechanical device which would firmly grasp the customers' heads while they were passing the window. This device would then turn their faces toward the window. Unfortunately, under existing rules of etiquette, this is hardly permissible.**



how your store stacks up in the battle for attention.

Interest in your window display can be secured by the attractive arrangement of merchandise. Backgrounds that please the eye; simplicity of the idea presented; timeliness;

neatness, and completeness. These factors each have a very definite influence on the passer-by's interest in your window displays.

### Merchandise has Most Appeal

The desire to buy is more easily secured than might be imagined. In most cases it hinges on displaying merchandise which the customer needs. Merchandise has a tremendous appeal in itself. This applies particularly to merchandise which is purchased frequently. For people who are in need



of certain merchandise, that merchandise stands at the head of the list for attention value. No need to create a desire, for the desire to buy is already there. After all, these are the people in whom you are interested, because they are out to spend their money.

For quick sales results, price cards should be used. By far the large majority of people are interested in price. Having the price prominently displayed saves their time. It answers the all important question in their minds—"How much does it cost?" Avoid losing customers by answering this question for the passer-by. Make it a hard and fast rule that every item must bear a price ticket.

Change your window displays at least once a week; twice a week is preferable. People don't go to the same movie twice. Once seen, the novelty has been removed. Likewise, window displays become tiresome after they have been seen once or twice. Don't allow your windows to become monotonous to the people who frequently pass your store. Keep them changing, always fresh, always interesting to the shopper.

Try the foregoing suggestions in your window. You'll find that they will produce real, satisfying results.

# APPEARANCES COUNT

**Flood & Jones and R. B. Jolley, Two of New Jersey's Leading Merchants, Know the Sales Value of Attractive Stores**



Above: One of the two sales making windows of Flood & Jones. RCA Radiotrons occupy part of the window all of the time

The cheerful, inviting interior, of the Summit, N. J., store of Flood & Jones, has a big influence on sales. Notice the RCA Radiotron Display to the left



Above: This window is typical of the treat which R. B. Jolley gives to those who pass his store. As usual, RCA Radiotrons occupy a prominent position

In this famous Morristown, N. J., store of R. B. Jolley decorated in the style of Southern Spain, radio music has a peculiar charm over would-be customers. They usually buy after one demonstration. Yes, as you see, RCA Radiotrons are out where they can be seen



R. B. Jolley, one of the industry's leading merchants, is looking more and more to the tube replacement market for future sales volume and profit. Needless to say, he's going after it with RCA Radiotrons

# WE POINT WITH PRIDE—

To This Group of Intelligent, Square Dealing, Hard Working, Enthusiastic Young Men who are Helping RCA Radiotron Dealers and Distributors Make More Profit

**R**OBERT S. Burnap was born on July 12, 1894, at Monterey, Mass. In 1917 he entered the Edison Lamp Works at Harrison, N. J., as an assistant in the life testing department. Every year saw a milestone added to the path of his progress. By 1925 he was factory engineer. Then in 1926 he was placed in charge of



R. S. Burnap

testing. Here it was his pride to see that every incandescent lamp was equal in quality to its predecessor.

Because one of his hobbies is radio—the other is photography—and because of his capabilities, shown through his successful career, he was asked, the first of this year, to join the RCA Radiotron Company as its Commercial Engineer. In addition to keeping up with all the new commercial applications of the vacuum tube, Mr. Burnap has a never ceasing interest in the improvement in quality which is being continually made by the factories. He is continually working with the factory engineers in their never ending struggle to improve quality.



F. B. Wanselow

**I**N Ferdinand B. Wanselow, Eastern District Sales Manager for the RCA Radiotron Company and a member of the Advisory Board of GOOD NEWS, you'll find a mighty able citizen.

Radio first claimed him as an operator aboard one of Uncle Sam's destroyers in the much troubled war zone. That was back in 1915. 1918 found him a serious student at the United States Naval Academy. Naturally, he made the Annapolis crew and helped bring back the cup from the Olympic games held in Antwerp in 1920.

F. B. Wanselow joined the Radio Corporation of America in 1922. His first job was selling radio sets in department stores. That's where he secured his keen knowledge of retail merchandising methods. In 1926 he organized the Authorized Dealer Plan for RCA Radiolas. Then in 1928 he was made Assistant Eastern District Manager for RCA.

If you ever want to know the real meaning of this word "service", just call on F. B. Wanselow.

**R**ICHARD A. Graver, who is now Southeastern District Sales Manager and is located in Atlanta, Ga., has had many years of merchandising experience. It was in 1916 that he began to learn the ins and outs of the phonograph industry. He was well on his way towards mastering this when radio made its debut. This but



R. A. Graver Photo by Davis

added impetus to his activities and before long he had amassed a substantial background in both the radio and music fields. His travels have taken him all over the country, but in the main his activities have been centered in the south and southeast. Here he is well known and liked.

Not only has he the dealers' and distributors' viewpoint but he has studied, at close range, the problems that confront the furniture manufacturer, the set manufacturer, and the tube manufacturer. Those dealers and jobbers who are fortunate enough to be in Mr. Graver's territory will find him fully informed as well as refreshing and helpful.

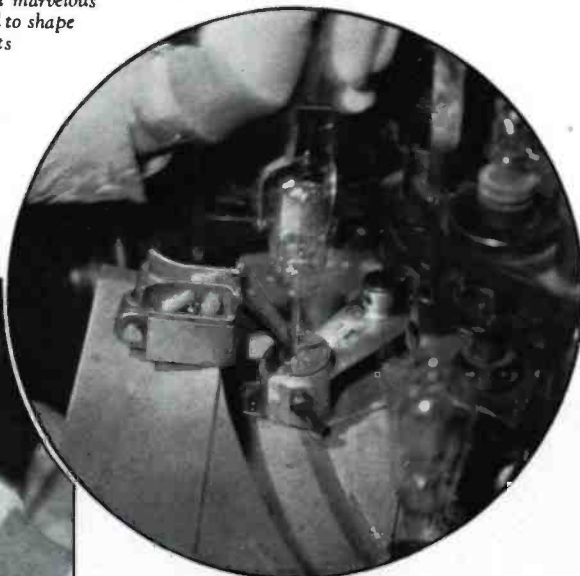
# Skilled Workers and Precision Machinery



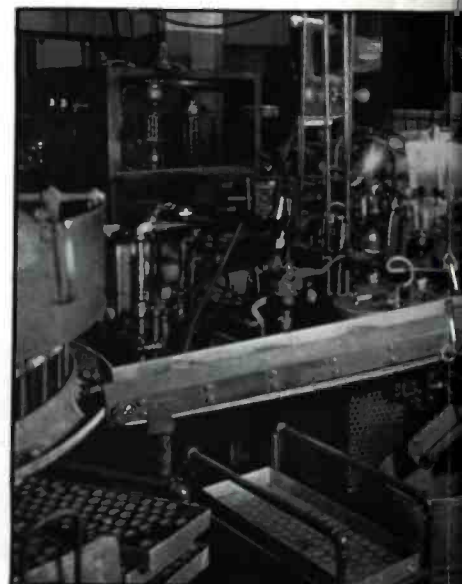
*Trained hands and a marvelous patience are needed to shape the filaments*



*A craftsman's skill and iron nerves are essential to welding a screen grid properly*



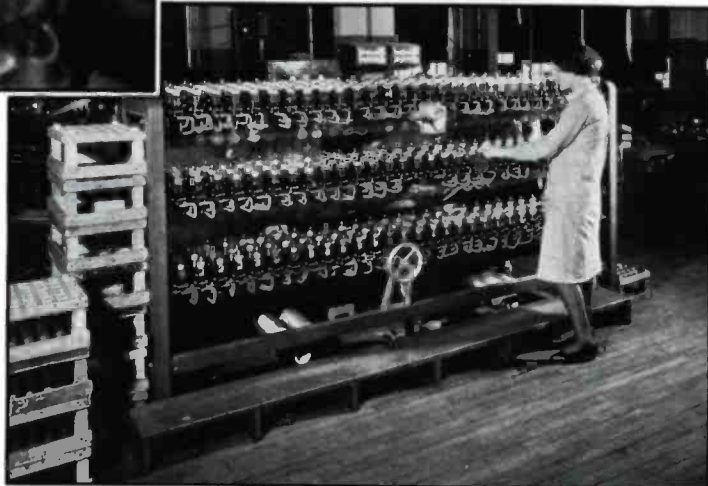
*Superior vacuum pumps quickly and efficiently exhaust RCA Radiotrons*



*This intricate machine, built seals and evacuates*



*Almost human-like are the operations of this machine which seals the stem and bulb*



*One of the many seasoning and degasifying racks where the first check for quality is made*



*Accurate instruments a Radiotrons their fin*



# Assure RCA Radiotron Quality



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



Every mount assembly is carefully inspected and checked by discriminating eyes



As a watch, both  
the time



Placing the famous name RCA  
Radiotron on the base



This carefully supervised ma-  
chine cements the bases  
to the bulbs



in giving RCA  
characteristic tests



Every RCA Radiotron receives careful individual  
attention in packing it into its carton

# Talking Turkey About



Photo U. & U.

## THE Tube Renewal Market

Here is the Largest Undeveloped Field  
in Radio. Its Proper Exploitation is  
Worth Millions of Dollars Yearly

By Henry W. Baukat

**D**OES your annual tube business amount to better than one-third of your annual set business? If it doesn't you are not getting your share of tube renewals. Is each person, to whom you have sold a set, spending \$15 a year with you for new tubes? That is what you should be getting. If you aren't it's your own fault.

During the year of 1929 there were 55,000,000 radio tubes sold. During this same period 4,000,000 radio receiving sets were sold to the public. Now if we assume that an average set takes six tubes, we find that new set sales absorbed but 24,000,000 radio tubes. Therefore, 31,000,000 tubes were sold either over the counter or by service men on their calls. In any event this represents the number of tubes used for replacements last year.

### Renewals are One-sixth of Total Set Market

In terms of dollars, this represents a business of \$79,000,000. Conservative estimates place the number of sets sold in 1929 at 3,900,000. In round numbers

this represents a business of \$500,000,000, done in sets alone. A glance at the tube and set figures at once reveals that the tube replacement business is over one-sixth of the total set business. This is a highly significant fact, for these are all conservative figures.

### Each Set Requires Average Tube Renewal of \$75.00

Suppose that the average life of a radio receiver is five years. Also, that our figure of an average of six tubes a set is correct. If the set owner replaces his tubes once a year, which he should, then during the five years he will have purchased 30 new tubes. Taking an average price of \$2.50 a tube this means that the radio merchant will have done a gross business of \$75 with each customer, for that period of time, in tube replacements alone. How many dealers have actually done this?

Now let us consider 1930. If at the end of this year we have 14,000,000 radio sets in use and if we use the same average of six tubes per set, this means 84,000,000 tubes in service.

Even as it is today with approximately 11,000,000 sets in use, the picture is most enticing. To be conservative let's figure on each set owner replacing five tubes. This gives us a mark of 59,000,000 tube replacements to shoot at, representing a \$148,750,000 potential and highly possible market.

Now the question is, how shall we get the most out of this market? What is the proper sales angle?

### We are Selling Entertainment

Let's diverge just a bit. What are we selling anyway? Just what is the public seeking when it buys radio equipment? Certainly it is not furniture, nor transformers nor even a-c. operation at this stage of the game.

What it is buying is *entertainment*.

Every survey that asks what the customer considers of prime importance when buying a radio set, brings back the same answer, "quality of reproduction."

As the heart of the set is its tubes, it is perfectly evident that fidelity of tone cannot be had without the use

of good tubes. Not only must the new sets sold meet these specifications but every set in operation should come up to them. There is but one way for this to be accomplished—keep the customer supplied with the best tubes.

### **No Set is Better than its Tubes**

It is therefore up to the radio dealer to see that every set he has sold or is called upon to service, is placed in the best operating condition possible. It is within the scope of this obligation that the tube replacement business falls. No radio receiver is better than



Photo by Gaynor

*RCA Radiotrons—the heart of the set should be the heart of your business*

its tubes. In order to insure perfect reception of programs, with which excellence we are well acquainted, it is absolutely necessary that each and every receiver be equipped with the best tubes it is possible to buy.

That is why the leading set manufacturers are so careful in selecting the tubes that they build their circuits around and which they recommend their sets to be used with—and they are RCA Radiotrons. You cannot build a quality product with inferior parts.

### **One Poor Tube can mar Reception**

One bad tube can ruin the entire operation of an otherwise fine receiver. And conversely one good tube placed in a set whose other tubes are either bad or indifferent is time and money wasted.

So, it is clear that in order to keep sets operating to give fidelity of tone, the primary requisite is a set of good tubes. If your automobile engine starts

to miss, and you know that you haven't replaced any spark plugs in 10,000 miles, what do you do? You replace them, of course. Likewise, it is part of your selling job to educate the customer so that he will know that when the reception of his set is no longer clear, it is time to replace the tubes.

### **Service now Plays Vital Part**

At present there is no one better fitted to push the sale of renewal tubes than the service man. It is he who comes into direct contact with all sets, both new and old. It is his recommendation, if he be the proper kind of service man, that carries most weight with the customer. He is the one who should take personal pride in seeing that every receiver he services has a set of the best tubes.

Of course there are a certain number of people who come into the store to buy a renewal tube. These are mostly cases of burn-outs. You don't sell these tubes, the customer buys them. All you do is wrap them up.

### **Aggressive Merchandising Needed**

What are you doing to *sell* tubes? What are you doing to secure \$15 worth of tube business a year from each of your set customers? Is your tube business just a side line, or is it a real live part of your business? It

should be the heart of your business—the real profit making division. What can you do?

First, concentrate your efforts in a quality, well known tube, such as RCA Radiotrons. Then give them the proper amount of display in your show window so that passers-by will be reminded that they need new tubes. Use the displays furnished you by the manufacturer. Make the public tube conscious.

The inside of your store should also have enough tube displays in evidence so that there is no danger of the customer not being reminded that perhaps he should buy some new tubes. Fix your show cases and shelves so that your tubes receive prominent position.

An accurate tube tester is desirable for the tube counter. It instills confidence in the customer to have each tube tested in front of him.

In addition to all these things you can do to assure yourself of your share of the tube replacement business, you should check the record of your set sales. Make a list of all the sets that have been out a year or more. Then call the customer or send the service man around to see if the set is operating properly. Chances are that the great majority need new tubes. Do this systematically the year 'round. The business is there, waiting for you and it is extremely profitable.

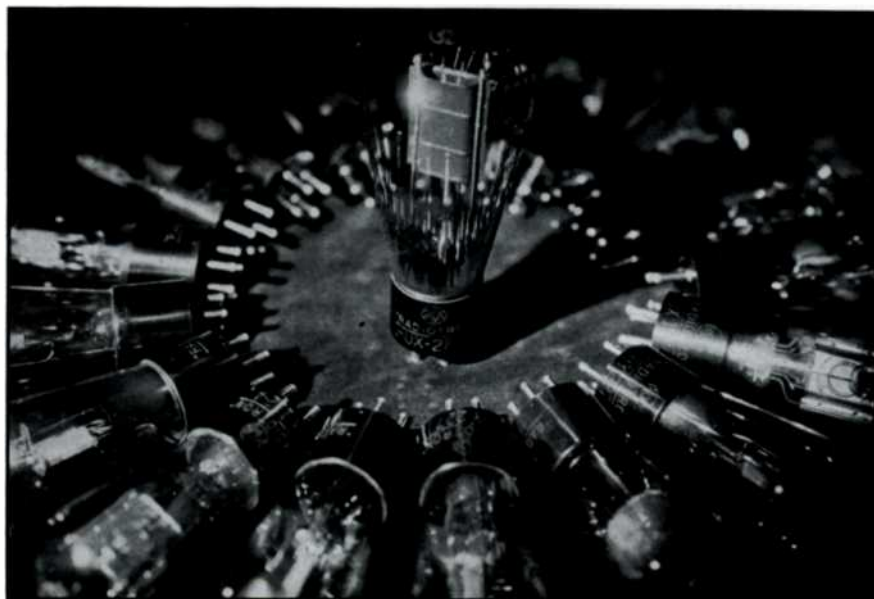


Photo by Gaynor

*Uniformity of quality, an outstanding characteristic of all RCA Radiotrons*

# RADIO'S NEW EL DORADO

## The Automobile—A New Tube Merchandising Opportunity

By E. B. NEWILL

Vice President, General Motors Radio Corporation



E. B. NEWILL

As Vice President of General Motors Radio Corp., E. B. Newill is one of the foremost authorities on the subject of the field for radio in the automotive industry. He sees big things. See them with him and you'll be ready to profit from Radio's new El Dorado.

**I**NVARIABLY the announcement of any new technical accomplishment causes the public to inquire, "Yes, but what is it good for?"

The commercial application of radio to automobiles is no exception, and many have asked, "Why put a set in a car?" The answers to this question are the same as the reasons for the universal use of broadcast receivers in homes. Actually, an analysis shows that there are more reasons for wanting a receiver in a car than in a living room. There are more opportunities to spend an hour usefully and pleasurably in a living room than in the confines of an automobile, either in company or alone. The living room is more favorable for conversation, reading, cards, study, or work than the automobile. However, the radio receiver is approaching the class of a necessity in the American home, and logically so, because it is a source of enjoyment and information. It will be found in the automobile for the same reasons.

From the amount of public interest already shown it is evident that many thousand automobile radio installations will be made during 1930. And it is a fact that most makes of cars will be designed to accommodate receivers in the very near future because of the added convenience it gives motorists.

Of course many specific instances may be cited in which radio programs will be much desired by passengers confined to their cars. Nine million people in the United States made their vacation journeys in automobiles during 1929. These tourists would have enjoyed tuning in on daylight programs to help shorten long drives, even though the scenery was very interesting. It is also a fact that night driving on tours is becoming increasingly popular. With no scenery

to look at after the sun goes down, what more can these tourists ask for than a radio set in the car. They will then find the time passing more pleasantly while receiving some of the wonderful evening broadcasts. Parties will find short week-end trips through well-known territory more enjoyable

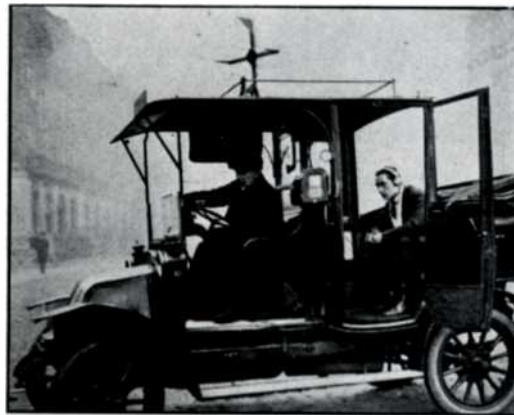
when fresh air is mixed with good music.

There are many men and women who do not want to miss a favorite radio feature, or who want to hear stock quotations, or the reports of some sporting event

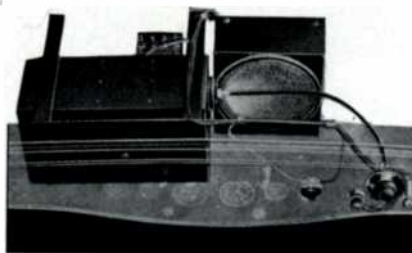
even though they must be in their cars when the program is being broadcast. A business man must travel from home to office over six hundred times each year, and he will welcome any program to relieve the monotony. Of course, many passenger buses will be radio equipped—many now carry such installations.

### No Serious Objections

There have been objections to automobile radio, chiefly on two counts—first, hazard, and second, bedlam on the streets. As to hazard, it is claimed that programs will distract the driver's attention, but certainly no more than conversation. It is also claimed that



An early application of radio to the automobile—  
a London taxi



A phantom view showing location of the radio set behind the dash

drivers will not hear warnings, but hundreds of deaf people drive without accidents. Again, it is suggested that the manual operation of tuning takes the hands from the business of driving, but so do cigar lighters, handles for raising windows, levers for adjusting temperatures, and switches for lights.

Insurance companies have investigated the situation and have announced that there will be no change in their rates when radio sets are installed on cars. As to the bedlam, constant use of radio through city streets has proven that pedestrians rarely know that the car contains a set, even when a traffic light has halted the car a few feet from the curb. It is interesting to note that an ordinance was proposed in a large eastern state to forbid the use of radio in automobiles. At the hearing, the ordinance was rejected by an overwhelming vote.

### **Automobile Sets Must Stand Vibration**

From a technical standpoint, the automobile installations have greatly multiplied the difficulties which confront the designer. Of course the set must be rugged mechanically to withstand vibration, and its tuning device must be mechanically balanced to prevent motion on a rough road. The best antenna which can be installed in an automobile is the equivalent of a very poor home installation. The amount of energy available from the batteries is much more limited than in the case of socket power receivers.

There are many possibilities for noises which originate in the ignition system. Some of these noises are due to

radiation, others to currents flowing in the wires which are common to the radio and ignition circuits. A great deal of advancement has been made in the last few months toward solving these problems, and very pleasing results are now obtained. However, it is obvious that these additional difficulties make it

radio, resulting in a greater demand for modern receivers for the home.

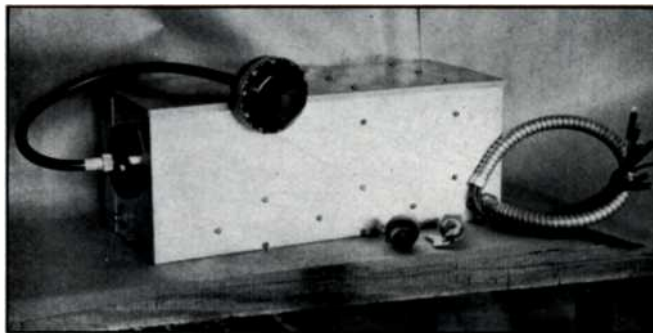
### **Much Enthusiasm Shown by Auto Radio Fans**

Although the business of supplying automobile receivers is very young, it has developed the same kind of enthusiasm which was shown in the early days by radio experimenters or "fans." This undoubtedly means that the growth of automotive radio will be similar to that of the home radio. Those who possess sets in their cars have proven to be the foremost exponents of radios for automobiles, and have been responsible for much interest on the part of the car builders.

The more expensive cars are now adapting radio because it is their policy to offer their customers all desirable devices or accessories. The manufacturers of the less expensive cars are preparing their experimental designs for future years to accommodate radio receivers, because they follow the leadership of the finer cars and like to offer the same equipment as is found in the best automobiles.

Like all new developments, the automobile radio is starting off slowly. We want to make certain that everything is as near perfect as possible before we start actively to place a radio set in every car. We want every automobile that is radio equipped to be not only an advertisement for the automobile radio set, but, in addition, help develop the home market.

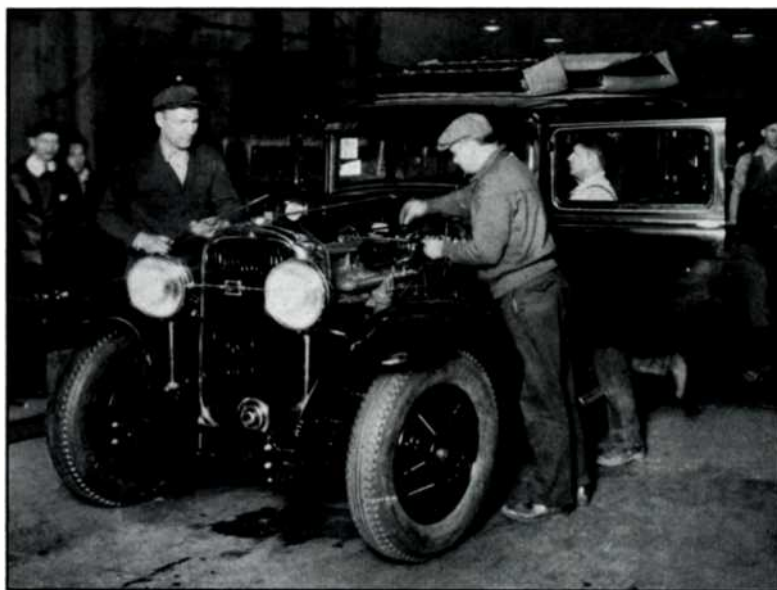
Once the industry gets going, it is going to grow rapidly. In time the radio set will be just as much standard equipment as balloon tires, shock absorbers, and windshield wipers.



*The automobile radio set developed by General Motors Radio Corp. Note the flexible control shaft for tuning*

impossible to apply to an automobile a set which has not been designed by engineers who are familiar with both radio and automotive ignition problems.

It is too early to predict the final channels of distribution for automobile radio sets. However, for the present the radio dealer may contribute to their satisfactory use through good



*Buicks coming off the assembly line. Soon radio will be standard equipment on many of the leading automobiles*

advice and good service to their users. The immediate effect on the radio dealer's business will be an increased number of tubes sold. A more general effect will be an increased interest in

# This Month Radio Brings Us

# MAGNIFICENT

On the RCA Radiotron Hour, April 17,  
with Lawrence Tibbett, Richard  
Chorus will Attract Nation-wide Atten

**T**HIS month will be the month of months. Many special Lenten programs will be on the air. Holy Week, especially, will find a variety of pleasing numbers and services which will long be remembered.

On Easter Sunday there will be beautiful programs direct from the most magnificent churches in the land. In preparation for this great church holiday, many special features are now being rehearsed. Easter Sunday on the air will be a memorable one.

April 17, 1930, will be a high spot day. For on that day the RCA Radiotron Company is going to give a treat to millions.

Lawrence Tibbett, the famous baritone of the Metropolitan Opera Company, perhaps better known as the latest sensation of the talking picture world because of his big hit, "The Rogue Song", will be on the air. But, he is not alone. Richard Crooks, tenor, who has long been a favorite on both the opera and concert stages of two continents, will be with him. So, too, will Mark Andrews, famous organist, and universally hailed as a great composer of organ music.

These three men—and to hear any one of them would cause most people to break most any engagement—with an all star chorus will sing John Stainer's, "The Crucifixion", one of the supreme pieces of church music.

This rare and unusual musical treat comes at a most opportune time. It will be put on the air Holy Thursday evening, April 17, over a coast to coast NBC network headed by WEA. The program starts at 10 p.m. Eastern Standard Time.

In "The Crucifixion" will be portrayed in a simple, sincere fashion, to beautiful music, the story of the Lord's Passion and Crucifixion. There are few times in the life of an individual when the opportunity is given of hearing a musical masterpiece sung by such remarkable talent. This program has been arranged only after

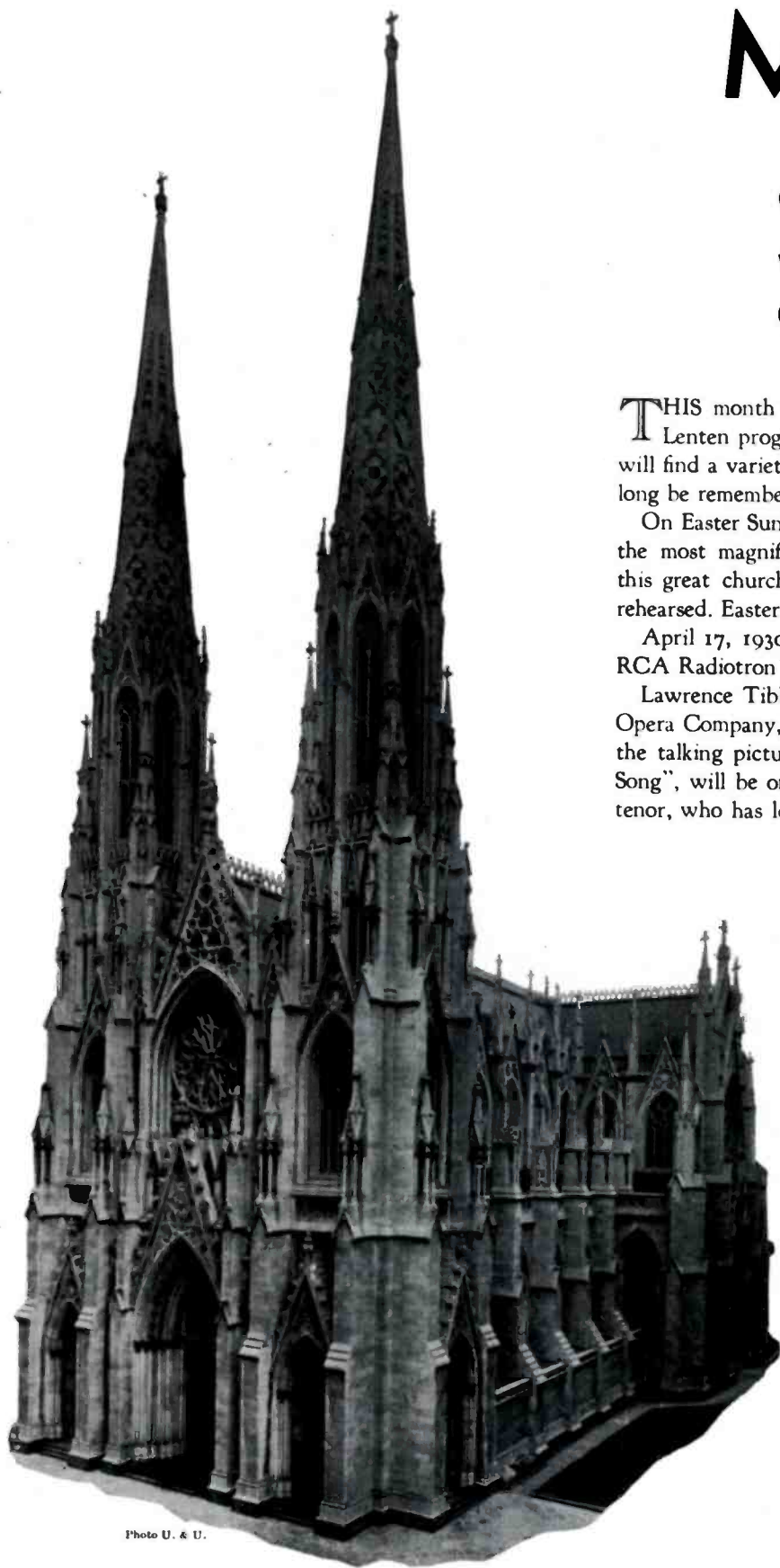
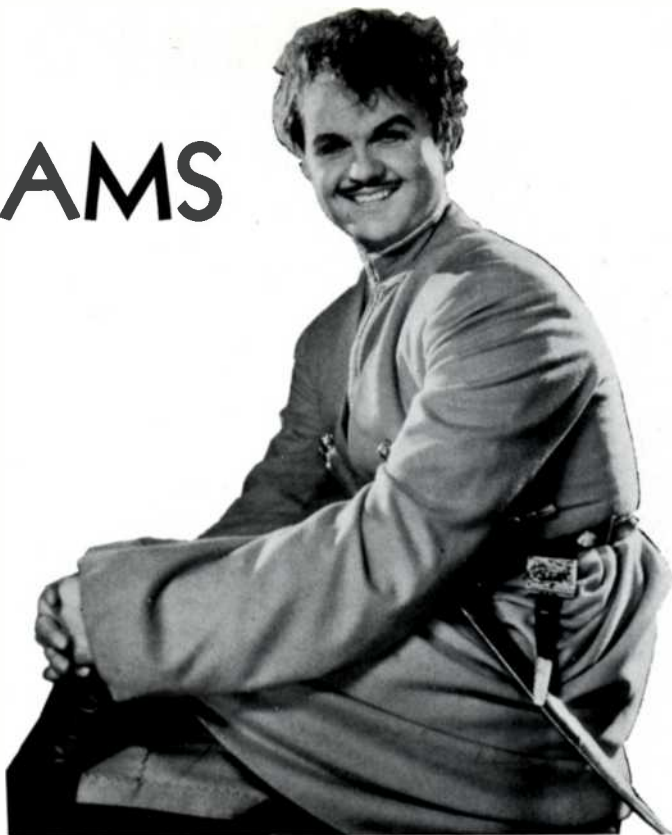


Photo U. & U.

# CHURCH PROGRAMS

ner's Oratorio, "The Crucifixion",  
oks, Mark Andrews, and an All Star  
This is but One of Many Features



Lawrence Tibbett  
*Metropolitan Opera, the Star in "The Rogue Song"*

months of arduous work to bring together in one place, the NBC studios, some of the foremost singers of the day. No expense has been spared to insure a perfect rendition of a piece of music which is dear to the heart of every Christian and music lover—"The Crucifixion."

## Programs Should be Heard in Every Home

Every home should hear the marvelous Easter and Lenten programs. Each program will be a rare treat in itself—uplifting, inspiring, and spreading the message of good will among men.

Since the dawn of Christendom it has been the ambition and desire of Christians to visit the famous shrines

of worship on Christmas or Easter Sunday. Now, the services from these inspiring churches are brought right into the home. Poor and rich alike can hear Easter in all its glorious splendor.

## Any Price is Cheap to Hear These Programs

Who can set a price on the opportunity of hearing church music and services by the most talented clergy and laymen in all Christendom? Who can set a price on the beautiful memories which come from listening to "The Crucifixion"? If for no other single reason than the fact that it makes these outstanding programs available to everyone in the home, radio should be in every home throughout the land.

A radio set at any price is cheap to hear these programs. A high quality radio tube at any price is cheap to hear these programs exactly as they are broadcast, without marring or distortion—bringing them into the

home with all the fidelity of the original program.

## Tell the Public About It

Everyone in your community desires to hear and should hear Lawrence Tibbett, Richard Crooks, and Mark Andrews in "The Crucifixion." It is part of your responsibility as a radio dealer to call this program to their attention.

Naturally, such a rare program will receive widespread publicity in the press. However, lest anyone fail to see the press notices, or forget the date of this important broadcast, special streamers for your windows have been prepared. One is enclosed with this copy of Good News. Place this streamer on your window on the 14th and 15th of April. It will call attention to the program.

## Usefulness of Radio Continues to Grow

In these church programs we have an added demonstration of the ever-expanding influence and usefulness of radio. Now, more than ever before, radio should be in every home.



Richard Crooks  
*Metropolitan Opera Concert Star*

# TUNING IN

With J. W. McIVER

**A** FRIEND of mine, who is old enough to know better, recently told me that he saw little chance to develop the sales of RCA Radiotrons. In his funny little way, he said that there are just so many radio sets, just so many sockets, and just so many people to buy new tubes when tired tubes give up and quit.

As the Governor of North Carolina probably did not say to the Governor of South Carolina, "It's a damn long time between thinks."

I have had an opportunity, speaking carelessly, of listening to my friend's radio set, as it played on its home grounds. It gave forth sounds that were not unlike the sounds made by an ambitious egg in a hurry to get fried. Rudy V. sounded as if he were singing through a piece of paper and a comb—an old worn comb. The theme song from a silent prayer is the only thing that this set could possibly reproduce perfectly.

My friend told me, confidentially, that he didn't enjoy radio as much as he had.

He said a service man had told him that if he got some new tubes, he would get some wonderful music, if he got a new set. He said the programs were not good. There was too much jazz, too much classical music, too much talking, too much advertising, too much singing, and too much that he didn't care to hear.

There are millions of radio listeners, who sit by their sausage grinders, or poorly-equipped good sets, and deplore the poor quality of the programs. At the same time, there are millions of radio



listeners who sit by their good sets—equipped with RCA Radiotrons—and deplore the fact that there are so many good programs on the air they can't listen to all of them.

The RCA Radiotron is truly the heart of radio enjoyment and the heart of good business. The difference between selling RCA Radiotrons and an unknown brand of tubes is the difference between the ease and joy of steering a smooth-running, high-powered motor car and the pain and trouble of pushing a heavy, motorless car.

It is easy to steer the increased use of RCA Radiotrons as people learn what good radio entertainment can be, as they learn what it takes to get it and as they learn how to continue to get it. At least, that is my friend's most sensible conclusion.

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**M**R. RICHARD Graver, Southeastern District Sales Manager for the RCA Radiotron Company, has just left Harrison for Atlanta, Georgia. Before leaving he produced a neatly turned paragraph that packs more knowledge than most encyclopedias.

Mr. Graver is a packing expert. He packs a tremendous amount of energy and enthusiasm for RCA Radiotrons into one human body.

The other day he returned from a visit to Mr. L. D. Brown's RCA Radiotron Factory in Newark. He rushed into my office. His eyes were sparkling; his eyebrows were curling; his nostrils were quivering, and his temples



were throbbing. He nearly leaped upon my desk and, in a strong, vibrant voice, said, "I am sold. Sold on the quality of our tubes. Never before in my life have I seen such a factory. Do you know, in that plant, it is a hundred times easier for them to make a good tube than it is for them to make a bad one? Man, they just have to be good."

And there you are. After the experts on manufacturing, advertising, merchandising, and management have finished all of their lectures and have published all of their books—you will find that about all they have said is: "Make it easy for people to do what you want them to do."

So now, our secret is out.

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**A** SUCCESSFUL advertisement or a good piece of promotional material should be as charming, as delightfully effective and as self-effacing as a loving mother. A mother is willing to give her all to help her child succeed. A good piece of promotional material should give its all to help the success of its child—the product.

However, many mothers who love their children are, in turn, loved and admired. This publication, *Good News*, has been slightly overwhelmed and a little embarrassed by the nice things our friends have said about it.

*Good News* hopes to be delightfully effective, and somewhat self-effacing, giving its all to the RCA Radiotron and we do appreciate fine reception.



# Not So Long Ago



"Ah! You can't kid me!"



The new party line



"I'm getting something"



"It's the cat's whiskers"



Back in the days of petticoats and piccolos



Eastern Practically Standard Time



Station DRUM signing off



"Aw, Pop, gimme a chanst will ya?"



Plugging in Chicago

# SERVICE SLANTS THAT

**W**ITH this issue of Good News we inaugurate a new feature, a section for the service man.

Upon the shoulders of the service man rests the responsibility of maintaining customer good will. As soon as a customer ceases to enjoy radio he becomes a knocker of your business instead of the strong booster he should be. Faulty reception or poor broadcasting will more than offset the constructive forces of the industry. Poor reception due to improper servicing or bad tubes is not by any means unusual. It is up to the service man to remedy this situation.

that set is junked. A person buys a radio set because of the enjoyment it can afford him. If he doesn't get the maximum pleasure from his investment it is because the dealer is not giving him the proper kind of service. Good will is any dealer's greatest asset. It is the basis of all future sales and the source of the most effective advertising —

winded discussion of technical and mechanical details. The customer isn't interested in such things. All he wants is enjoyment from his radio set.



*Leave the entrance to the home clear so that the owner may park his car there*



*Remove any mud or dirt that may be on your shoes*



*Photos by Davis*

*Always remove your hat when the lady of the house appears*

## **Neatness**

When unpacking sets do not use the customer's living room as a workshop. Customers always resent this and rightly so. Use the garage or some similar place. Then when you are through remove all traces of packing and excelsior from the premises. You'll please your customer by doing so.

the recommendation of one friend to another. Without good will no dealer can hope to succeed.

There are many features of service that appear to be self evident, yet they are overlooked and neglected far more than one would imagine. If the service is to be effective and efficient the following points must not be overlooked.

RCA Radiotron engineers are anxious to assist service men as much as possible. Write to us about the troubles you are having with servicing and we will publish the questions and the answers in this section. Short articles on tubes and technical data of interest to the service man will be presented from time to time.

**T**HE radio business is primarily one of service. As soon as a dealer receives as much as a nickel for a set, his service obligations begin, and, from that time on, they never cease until

The customer takes it for granted that the service man knows something about radio repair work or he wouldn't have called him in. The most convincing proof of the service man's ability lies in the results he gets. Service men should not get into any long



*Photo by Davis*

*When delivering a set in its packing case, always unpack it in the garage or some other inconspicuous place*

# BUILD SALES

By E. C. Hughes  
RCA Radiotron Company, Inc.

## Preparedness

Whoever, at the shop, receives a call for service, should make a note of the make and type of set to be serviced.



Photos by Davis

Carry a clean cloth on which to lay your tools and instruments

Then when the service man goes out on that job he should have with him a complete set of tools for that set. Going back after forgotten tools means a loss of money to the service department and usually a loss of both time and temper on the part of the customer. Since inferior or worn out tubes cause most of the

trouble experienced in modern radio sets, the service man should always carry a complete set of RCA Radiotrons with him.

## Use the 'Phone

The service department should 'phone each customer a day or so after his set has been installed, to see if it is giving



Always carry a spare set of RCA Radiotrons for the set you are out to service

complete satisfaction. If it isn't, the trouble should be remedied at once. This will show your interest in each individual customer and it will bring pleasing results in added sales. After a set has been serviced, the customer should be 'phoned the following night to learn if the trouble has been satisfactorily corrected. It is only fair to the customer to see that he gets enjoyment from his set. In fact, it is a good plan to 'phone all customers at regular intervals to see if anything can be done to further the pleasure which they are now receiving from their radio set. Show them

that you are interested in the continued operation of the set. Don't let your interest stop with the completion of the sale. Many dealers are using this follow-up plan. Most of them find it a decided asset in keeping old customers and in winning new ones.

## Politeness

It seems hardly necessary to mention the value of politeness, yet service men have been known to enter homes without removing their hats or scraping the mud from their boots. Such things are always noticed, and failure to observe



Before leaving assure the customer of your desire to see her secure maximum enjoyment from the radio

these courtesies will produce more than a little prejudice against your store.

## Punctuality

Be there at the time specified. The customer probably made the date for an hour that would be convenient to her. Therefore the service man should be there at that time. It impresses the customer with the efficiency of the organization.

These are but a few of the ordinary things that you should know and practice every day. They give a real meaning to the word "service."

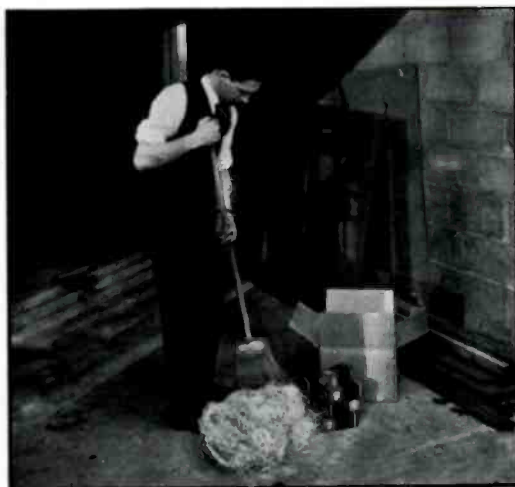


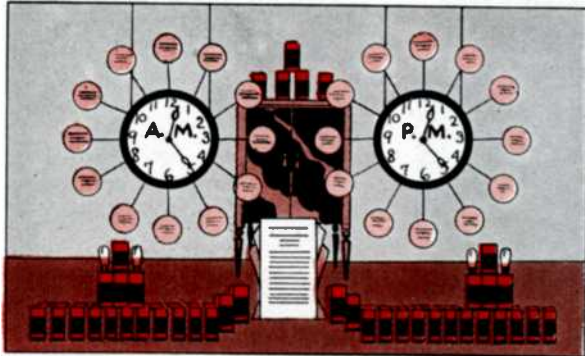
Photo by Davis

When you have installed a radio set, always leave the place looking neat and clean

# RADIO TONICS

By G. GERARD CLARK and W. F. KNECHT

**H**AVE you ever tried to work up an original window display? It's really not so very hard. Besides, it is interesting work and when you see the increased attention passers-by give your merchandise, as well as the additional store traffic you will get, you will realize that the effort is time well spent.



## Around the Clock with Radio

**H**ERE'S a window display which will dramatize the fact that every minute of the day the air is full of good radio programs—a real desire creating display which will sell not only RCA Radiotrons, but a good many radio sets as well.

On the left side of the window is a large reproduction of a clock dial with the letters A.M. in the center. From each hour-numeral a streamer runs out to a window sticker. On this sticker is the announcement of the best feature on the air at that time.

On the right side of the window is an exact reproduction of the clock dial, the difference being, this clock is marked P.M., announcing the programs from noon on. A radio set in the center of the window with an attractive arrangement of RCA Radiotron cartons completes the story. The show card in the lower center bears the slogan, "Enjoy Every Radio Hour with RCA Radiotrons!" This makes a "timely" display, indeed!

## Attracting the Feminine Eye

**W**ATCH this display catch the eye of the feminine passer-by. Ever see a woman who could pass a mirror? If you did, chances are nine to ten you saw a freak!

So, take a console set, or better, a table type radio set and fasten a mirror on the under side of the lid. Arrange the lid at an angle so that it gives a clear view of the radio tubes. From the mirror run streamers to the adjoining show cards. One show card should bear the slogan, "Look to RCA Radiotrons for good performance."

On the other card print, "RCA Radiotrons are the heart of your set." You'll get results!

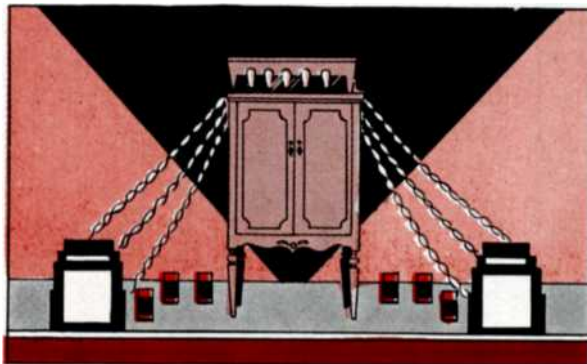
## Contrast

**W**ANT contrast in your window? If you do, here's a sure-fire way of fulfilling your wish.

Build a series of platforms in your window, mounting one on top of the other. Cover these platforms with black oilcloth. Use

red and black crepe paper for your background effects.

Arrange on the platform a display of RCA Radiotrons and RCA Radiotron cartons. To either side of the



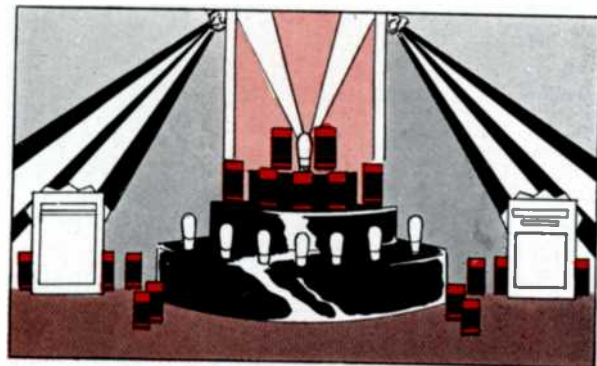
platform place display cards with the following messages: "Headquarters for standard radio supplies," "Enjoy tonight's radio programs with a new set of RCA Radiotrons."

For this display, dummy tubes can be used. You should have a collection of worn-out tubes for display purposes. It will save you from tying money up in tubes for display purposes. To make the lettering on the bases of these tubes stand out, fill them with white ink or paint. Do this by rubbing the ink or paint into the crevices and then wiping the tube base dry.

## New Stars Shine Every Night

**E**VERY night finds new stars on the ether waves. Are these stars building business for you? They will, if you put this idea to work.

Drape the background of your show window with a dark, rich, blue crepe



paper or velvet. In the center of the window place a radio set. From the set to the background run silver streamers, which fasten to stars, cut out of cardboard and covered with silver paper. In the center of each star place a photograph (or the lettered name) of a popular radio performer, such as Rudy Vallee, Amos and Andy, Lawrence Tibbett, Floyd Gibbons, or any sensational new star on the air.

The foreground can be devoted to featuring RCA Radiotrons. Show cards can be distributed in various sections of the window. Such slogans as "Hear Famous Voices with Famous Tubes!" and "Unclouded Reception for your

Favorite Stars!" add a finishing touch to this assembly.

### Give This Name a Front Row Seat

THE famous name "RCA Radiotron" deserves a front row seat in your display window. Yes, it will pay the orchestra seat price—pay it many times over in terms of increased sales and profit.

The illustration shows how to use the RCA cartons to good advantage. There are two rows of these; three on the top and ten on the bottom. Out of the front of each carton is cut a letter corresponding to the letters of "RCA Radiotrons." A small Christmas tree lamp is placed in each carton, and by causing these to flash in unison, a very good effect is produced. This display is especially good for a small window or for a foreground filler.



Another way to build this display is to place the fronts of these cartons on a frame, cut out the letters "RCA Radiotrons", back them with yellow tissue paper and place an intermittent flashing light behind. The flashing light attracts attention; the lettering and the cartons furnish the sales stimulant. Together, they create a forceful sales booster.

### A Lightning Arrester Display

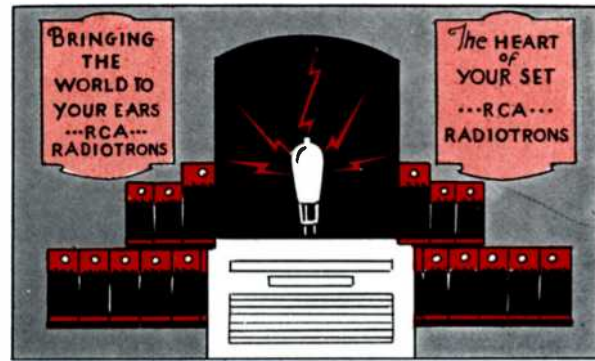
YES, just that! A display that flashes a message to the forgetful consumer. People will not only stop to look at this display, they'll be talking about it for a week.

Build a light box about two feet wide by two feet high, having a semi-circular top. Make the front of your light box out of beaver or compo-board, which should be painted a dark

blue. Insert into the front panel an RCA Radiotron, from which should radiate lightning-like flashes. These should be cut right out of the beaver board. Back these flashes up with red tissue paper. Have your lighting circuit arranged so that the light comes on and off at regular intervals. This gives the display the desired attention-getting qualities.

The lightning-like flashes concentrate at-

tention on the RCA Radiotron from which they emanate. Two placards mounted to either side of the flashing display carry the message.



## The Responsibility of Leadership

(Continued from page 3)

I look forward with confidence to the time when radio will make it possible for the eye to see that which is now being pictured to us through the ear by words. All the interesting things of the world will then be both visible and audible to each and every citizen. Then it will be possible to fly over the South Pole with a Byrd while sitting be-

seated in our living rooms. But before this can be available to every citizen each must own a radio set.

### The Reward for Service

Today, the air is full of many good things. While waiting for television, every citizen should be participating in the manifold benefits of radio. And it is our responsibility to bring radio to them. The dealer who assumes this responsibility now, will establish himself permanently in his community. He will be building solidly for the future. Then, when television does come, the members of this dealer's community who looked to him for the best in radio will also look to him for television. His is an opportunity for making a substantial profit as his reward for service and the acceptance of responsibility.

### Hints from Hank

Well, well, look where this column popped up. We hope that the trip hasn't injured it any. However, time will tell; it always does. That's one thing that doesn't keep still.

Keep your eye peeled and next month we'll give you more.



# E · D · I · T · O · R · I · A · L



## Price Cutting Benefits Nobody

**S**TRANGE as it may seem, price cutting benefits neither the customer nor the dealer.

The retailer cuts prices in the belief that he will increase his sales volume sufficiently to overcome the lower profit margin and still show a larger dollar and cents net profit. Unfortunately, this rarely happens. The dealer who initiates cut prices seldom stops to think that these prices will be met by his competitors.

And in this vicious cutting circle, prices always descend lower and lower until eventually all dealer profit is wiped out and instead of a profit, a loss is shown.

At first glance it might seem as though the customer would benefit by the price cutting tactics of retailers. The customer may receive a temporary advantage, but it will only be that.

The customer has a vital interest in the stability of the retailer. Dealers who have a hard time keeping ahead of the sheriff have few satisfied customers. Prosperous retailers are in a position to render service to their customers. Their interest in the service which a customer secures from merchandise purchased extends over the life of that merchandise.

Let's stop trying to use price cutting as a method of building sales. Build permanently by selling service and stability.



## Trade Associations and the Radio Dealer

**T**HE purpose of trade associations, according to Kenneth A. Ford, is to "legally increase profits for their members and make possible greater service to consumers through their legitimate collective activities."

That's just why radio retailers should have strong local associations. Let's see what the manifold benefits from local trade associations are:

In the first place, associations develop a sense of fair play so that one's competitors are looked upon not with a feeling of contempt, but with a feeling of understanding arising from mutual interest. Thus, unfavorable practices can be abolished and the standard of business elevated.

Ethical business practices build up customer good will and satisfaction. People naturally trade where they receive the best treatment. If higher standards and principles are

encouraged, it will result in more business and profit for the dealers who apply these principles to the management of their business.

Trade associations can tone up a local market. They can engage in a program of advertising and thus improve its receptiveness. Aside from this they can improve the character of retail advertising. Misrepresentative statements will be reduced to a minimum. The abundance of superlatives on show cards will disappear; actual facts will be put in their place. Questionable practices and shady dealings will be abolished.

There are many other functions of the trade association which are invaluable to the dealer. Delinquent lists, cost accounting, credit and collection, and statistical service are but a few of the numerous aids of such organizations.

The trade association is, then, a valuable assistance to radio retailers. The total of the benefits derived can never be calculated in definite terms. But this much is sure, *a higher standard of business ethics will be guaranteed.*



## No Let-up on Advertising

**A** LITTLE thought and reflection on the following pertinent facts quickly formulates the conclusion that big business is by no means conducting a retrenchment policy. It is out to make 1930 a banner year.

The Association of National Advertisers points out in a report dated February 21, 1930, that advertising appropriations for 1930 exceed those for 1929 by \$10,000,000. This is for 164 reporting companies and represents an increase of 9.7 per cent. The actual facts are, that out of 164 reporting members 83 showed increases in appropriations from 2 per cent to 200 per cent; 11 showed decreases from 5 per cent to 33 1/3 per cent while 70 remained the same.

National advertisers have confidence in 1930. Success will largely depend on the degree with which a schedule of hard work, increasing alertness, and new merchandising methods are pursued. Business will be good for those who make it good. It *will* be good for the RCA Radiotron Company, its distributors and dealers, for *they* are out to make it good. A sound plan of advertising, sales promotion, and merchandising—the largest in the history of radio—will keep RCA Radiotrons in foremost place during 1930.

# SEEING IS SELLING

Is the enormous advertising campaign on RCA Radiotrons making money for you? It should, for the extensive newspaper, magazine, and broadcasting advertising activities have created millions of customers for RCA Radiotrons.



Turn passers-by into your store to buy RCA Radiotrons. Let them know you sell this famous vacuum tube. This new double-purpose sign will do it. It flashes an instantaneous buying message to the minds of radio users.

Here's a sign and a footlight combined. It fills your window with light—showing off your merchandise to the best advantage. Here's an investment that will reap rich returns for you. It has for hundreds of successful RCA Radiotron Dealers. Price \$5.00 complete. Send your order with check or money order today to your distributor or to the nearest RCA Radiotron Company District Office.

Overall size of sign 22 in. wide, 10 in. high, 5 in. deep.  
Equipped with two sockets and 10 feet of cord and attachment plug.

**RCA RADIOTRON COMPANY, Inc.**  
HARRISON, N. J.



# “Take no chances with inferior tubes!”

Says F. A. D. ANDREA,  
President of F. A. D. ANDREA, INC.  
“FADA RADIO”

“WE test all our sets with RCA Radiotrons and recommend the use of RCA Radiotrons for Fada Vibra-Control Radio. RCA Radiotron quality and engineering precision assure the maximum performance built into every Fada set. They are the only safeguard against troubles caused by faulty tube construction. Take no chances with inferior vacuum tubes. To get maximum enjoyment from Fada Vibra-Control Radio use long-lived RCA Radiotrons throughout for both initial equipment and yearly replacement.”



Look for the red and black carton and the famous RCA trade-mark

#### RADIO ENGINEERS ADVISE:

Replace all the vacuum tubes in your radio set with RCA Radiotrons at least once a year. This is the only sure way to maintain good performance and minimize disagreeable noises and other troubles caused by inferior tubes. RCA Radiotrons will give you the maximum in selectivity, sensitivity and tone quality. Old tubes may impair the performance of the new

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

# RCA Radiotron

THE HEART OF YOUR RADIO SET

This advertisement will appear in Liberty, April 5th; Literary Digest, April 12th; Saturday Evening Post, April 19th; Popular Science, April; Country Gentleman, April; and appeared in Collier's, March 29th