

GOOD NEWS

ABOUT RCA RADIOTRONS



NUMBER 8-9

VOLUME 2 *BRUNDE*

Why let *worn-out radio tubes* distort his flowing melodies?



PAUL WHITEMAN . . . the man who made music out of jazz . . . his smooth, flowing melodies have an individuality all their own . . . don't let them be distorted by worn-out radio tubes . . . get new RCA Radiotrons today.

Improve your radio set with new RCA Radiotrons, the radio tubes used by more than 200 big broadcasting stations

RADIO tubes wear out so gradually that you don't fully realize how poor your reception really is. Get a set of new RCA Radiotrons and see what a big difference they make. They are the radio tubes recommended for years by leading set manufacturers . . . the radio tubes used by 200 big broadcasting stations.

When you buy one of the marvelous new radios on the market, remember that it can perform only as well as its tubes. Look inside the cabinet and make certain every tube is an RCA Radiotron. And when you buy new tubes to replace your worn-out tubes, look for the red and black RCA Radiotron carton. Inside you will find the printed guarantee of RCA.

RCA RADIOTRON CO. Inc., HARRISON, N. J.
A Radio Corporation of America Subsidiary



Beware of
WORN-OUT TUBES!

Even a single worn-out tube can spoil your reception. Remember—the eye can't tell the difference between a good tube and a worn-out tube. So today . . . have your radio dealer test your old tubes. New RCA Radiotrons will put new life in your radio. The prices of RCA Radiotrons are now lower than ever before.



RCA RADIOTRONS

The heart of your radio

Keeping Tabs on the Broadcasters

*Million Dollar Monitoring Plant in Nebraska is Government's
Chief Radio Intelligence Officer*



Benjamin Wolf

Manager of the Frequency Monitoring Station

CONFUSION on the air in the days of broadcasting's infancy is a painful memory to most of us. Now, with our 600-odd broadcasting stations spread intelligently and conveniently over the dial, we are inclined to give the matter little thought. To the inquiring mind, however, it must have occurred that the task of keeping stations to their allotted wavelengths is a difficult job.

Not that wilful violation of federal radio regulations is a practice common to the broadcasting stations. It's just that, with so many stations on the air, some sort of effective supervising is necessary to prevent chaos. Send 600 capable and well-meaning motorists up various lanes to a crossroads where a traffic officer is on duty and no congestion is likely to occur. But take away that officer and a snarl will result that it will take many policemen to untangle. The broadcasting situation is much

the same. There has to be a traffic officer. It is the duty of this officer to set aright stations which are interfering with other stations through variations in wavelengths. In most cases, this is unintentional, due to faulty equipment, and the station is instructed to make corrections. In the event of an intentional variation, the station would in all probability be ordered off the air.

Checks U. S. Stations Regularly

The radio traffic officer is stationed near the town of Grand Island, Nebraska. His official title is Radio Frequency Monitoring Station. This station is capable of listening, and does listen, regularly, to practically all broadcasting stations in the United States, as well as a considerable number of foreign broadcasters. Aside from its routine duty of keeping a constant check on U. S. broadcasting stations, Grand Island performs numerous other special

services for the Government. It is prepared, for example, to report on wireless transmission in practically any country on the globe.

To function successfully, such a station obviously must be equipped with the finest receiving apparatus and must, in addition, be extremely favorably situated. One reason for the location of the Radio Frequency Monitoring Station at Grand Island was, of course, its proximity to the geographic center of the country. But there were other determining factors. For example, the Government first considered other sites in Nebraska and neighboring states, but it was found that the soil and other factors were not as suitable as those of the site chosen. The soil under the Grand Island Station is sandy. The site, comprising 50 acres, was sold to the Government for \$1.00.

Absence of man-made disturbances was an important requirement. When



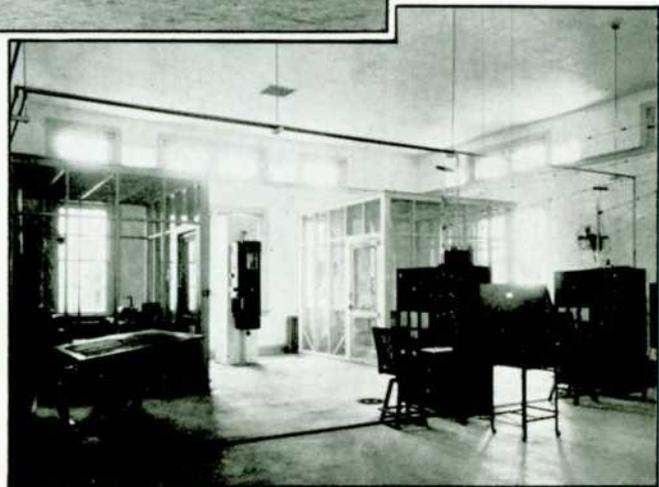
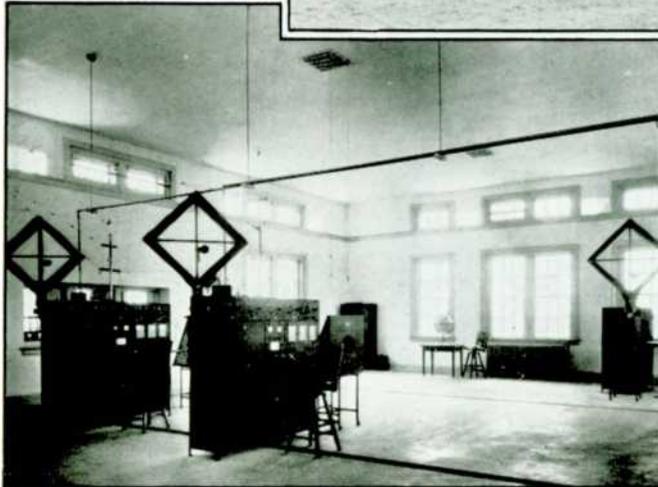
Grand Island was chosen as the site of the Frequency Monitoring Station after an extensive governmental study had revealed that the flat prairie regions of central Nebraska offered as nearly perfect receiving conditions as it was possible to find in the center of the country

the Department of Commerce selected the Grand Island site, it assured itself that no power lines would be built nearer than three miles to the Frequency Monitoring Station. The station is about five miles west of town and is set back some distance from the highway. There are no high-power broadcasting stations in the vicinity.

When completed, the Grand Island Station will have cost approximately \$1,000,000. It has at present five receiving sets, which are valued at approxi-

tennae points in the direction of London, and this is used for tuning in European stations. Another, aimed at Porto Allegro, is used to pick up South America. Four more directional systems

which is mounted in a vacuum chamber in a ten-ton concrete column. The Precision Clock corresponds to the standard pound, the standard foot, the standard quart, etc., in Washington, and is law to the broadcasters. Its pendulum makes one complete swing in two seconds, or one-half cycle per second. This frequency is multiplied through a tuning fork and vacuum tube amplifiers to 30,000 cycles per second, from which harmonics are produced and selected to



Above—General view of the station, showing a part of the antenna system. The beacon is to warn night-flying trans-continental air-mail pilots to steer clear of the area. Left—Intermediate and low frequency receivers. Right—

Screened measuring booths, Precision Clock, and high frequency receivers. The signal energy is transmitted to the measuring apparatus within the screened booths by means of a conductor enclosed in metal tubing

mately \$5,500 each. These sets are capable of tuning in practically every broadcasting station in the country and are probably as sensitive as any receiving sets in use today. More sets will be added as the need for them arises.

Miles of Antennae

An important feature of the Grand Island Frequency Monitoring Station is the antenna system. There are many antennae, made up of many miles of wire stretched over the prairie. The control system is so arranged that the operator of any receiving set can easily switch from one antenna to another.

For long distance work, directional antennae are employed. One set of an-

are planned, one for Africa, one for Japan, one for Russia, and one for Australia. There are also several general-purpose antennae.

The "diversity antenna" system is sometimes used at Grand Island to minimize fading, as well as static and other natural disturbances. It has been found that signals do not fade simultaneously in different localities. Also, static is to a certain extent directional. With the diversity system, several aërials located at reasonable distances apart are used. The signals are brought into the receiving sets, and by means of automatic selectors, only the antenna having the best and steadiest signal is connected through.

Station wavelengths are measured against the Standard Precision Clock

match the lowest or highest radio frequencies in commercial use.

During the course of operations, a 24-hour watch is maintained at the station. While reception is taking place careful notes are made of weather conditions, barometrical pressure, and other items which tend to furnish information on transmitting conditions. Approximate signal strengths are noted as well as any other characteristics of the received signal. By reason of this information, it is expected that transmitting conditions under given circumstances will be predictable, and that it will be known, in a general way, what stations can be received under certain conditions and at what times reception will be at its best.

New Prices Remove Barrier to Complete Renewal Sales

Bonus Decreed as Reward for Splendid Cooperation in Developing Renewal Market

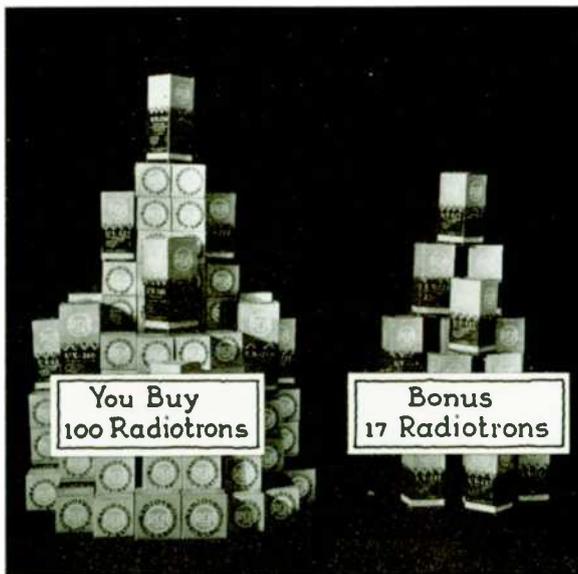
DOWN they go! Once again Radiotron prices drop, and once again we move a big step nearer our goal—every radio set owner renewing all his tubes once a year.

Now we're so close it's no longer just an ideal—it's a hard reality almost within our grasp. The need for renewing tubes regularly has always existed, but price in the past has been an obstacle before which many a set owner has balked. With the latest price reduction, that obstacle is completely removed—wiped out. Set owners who want the best from their radio sets (and what set owner doesn't?) can now have it at a fraction of the cost that once was involved.

RCA Radiotron dealers throughout the country have done a remarkably good job in developing the renewal market. Two years ago, the extent of that market and the possibilities it held for increasing dealers' profits were not even dreamed of. But today every progressive retailer is aware of this vast and perpetual source of renewal sales, and most of them have made commendable strides in claiming their share of it.

The Bonus Plan

In return for this splendid and practically universal cooperation on the part of its dealers and distributors, the RCA Radiotron Company has decreed a system of bonuses on future sales. This is a limited offer, subject to withdrawal at any time. These



Under the Bonus Plan dealers are liberally rewarded for their promotional efforts

bonuses are to be paid out in advance and in accordance with the number of tubes ordered by the dealer. The reward is free Radiotrons—either 224's or 227's. The bonuses will be made according to the following schedule:

DEALER BUYS	HIS BONUS
10 Radiotrons	1 Radiotron
20 Radiotrons	3 Radiotrons
50 Radiotrons	8 Radiotrons
100 Radiotrons	17 Radiotrons

As mentioned above, the dealer has the option of taking his bonus in UY-224's or UY-227's. He may take all of one type or he may take some of one type and some of the other.

It's All Clear Profit!

Sales of tubes received as a bonus represent clear profit to the dealer. It is anticipated that wise dealers will use this additional money to promote the sale of complete renewals of Radiotrons, and thereby still further stimulate the renewal movement to which the price reduction has already given a mighty impetus.

A house-to-house Radiotron campaign, in accordance with the proven RCA Radiotron plan, is one highly profitable means of investing this extra money. Special window and interior displays featuring reduced prices should be used by all means. A direct mail campaign, employing either letters or post cards, and calling to the attention of each former set customer the new price of a complete set of new Radiotrons for his particular set, is an especially effective method of cashing in on the reduction.

An Amazing Comparison

Make the most of the great saving represented by the new low prices on Radiotrons as against the cost of the same tubes in 1929. Here are the differences in prices of complete sets of Radiotrons for various popular radio sets:

Model	Price		Saving
	Oct. 1929	Now	
Crosley 804 Jewel Box	\$20.00	\$7.80	\$12.20
Fada, 41, 42, 44, 46	29.50	9.20	20.30
Atwater Kent 60	27.00	8.20	18.80
Atwater Kent 55	23.00	7.20	15.80
Colonial 32 AC	28.50	8.20	20.30
Radiola 44, 46	18.50	5.10	13.40
Majestic 130A, 230A	26.00	7.20	18.80
Stromberg-Carlson 652, 654	21.00	6.10	14.90
Philco 95, 96, 96A, 296, 296A	29.50	9.20	20.30
Majestic 71A, 71B, 72A, 72B	17.00	7.00	10.00
Radiola 60, 62	22.75	8.90	13.85
Edison R4, R5	22.50	8.20	14.30
Fada 10, 10Z, 11, 11Z	17.75	6.90	10.85

**Sensational Price Reductions
RCA RADIO TUBES**

Your radio is only as good as its weakest tube. With these new low prices there is no excuse to suffer inferior reception due to faulty radio tubes.

Type Tube	Old Price	New Price	Saving
226	\$1.75	1.25	.50
227	2.50	1.40	1.10
171	2.25	1.40	.85
245	2.00	1.40	.60

Spring and summer reception is good ONLY with first-class tubes because broadcast station signals are weakened from the sun's rays, thereby necessitating full power of new tubes.

Telephone 9191 for a radiotrician to come out and test your tubes.

Moses Melody Shop
708 MAIN ST.
Complete tube replacement for your radio \$ _____

Moses Melody Shop, Little Rock, Ark., obtained excellent results with the top card following the April 15 price reduction. Below is a suggested card to former set customers, embodying a similar idea

The lowering in the cost of Radiotrons at retail comes at an ideal time for the retailer. The season ending with the new year is the season in which the average dealer sells as many Radiotrons as in all the rest of the year put together. It is the time when people once again turn to their radios as the main source of the day's enjoyment. Clear, cold weather makes reception ideal, and new and bigger radio broadcasts make listening-in doubly worthwhile.

Think of it! In one week now you sell as many radio tubes as you do in the

Price Protection

As with the April 15, 1931, price reduction, dealers once more are given the benefit of the three weeks' price protection policy. That is, we are enabling our distributors to pass on to you the benefit of the new wholesale prices on all Radiotrons purchased not more than three weeks prior to the reduction, October 17. This policy is based on an investigation which showed that the average dealer who actively merchandises Radiotrons is able to turn over an adequate stock in that period.

said, however, that we ever looked upon, or encouraged our dealers to look upon, the task as an easy one. Changing the public's buying habits is always a task requiring patience and perseverance. We knew that before we started. But once we discovered the possibilities, we knew that it could be done and that the ultimate rewards would far outweigh any time and effort that we might expend. The one fact that stands out today is the concrete success of thousands of dealers, backed up by figures in our offices, in stepping up the rate of renewal in their communities.

Demolishing an Objection

In times like these, that is an achievement to be proud of. There is no gainsaying the fact that the public's

entire month of April! By a process of simple arithmetic it's easily proven that you should be putting four times as much effort into the sale of Radiotrons now as you would be at any other season.

We know there are in the United States something like 13,000,000 radio sets in use. That constitutes a theoretical annual renewal market of between 85,000,000 and 95,000,000 tubes. But we also know that four out of five sets need new tubes and therefore it appears that getting people to renew their tubes regularly is a job requiring patience and perseverance.

It cannot be

spending money has been experiencing an attack of unwonted shyness. People buy now only when they have the utmost confidence in the value of the products offered them. Value to the radio public means quality at a price it can conveniently pay. Reduce the price of the best known radio tube, the tube with an unexcelled reputation for giving first class service, until nobody can stand up and say, "I can't afford to pay that much," and the sales problem evaporates.

We've made it impossible for people to say, "Yes, I know these old tubes in my set are worn-out, but I can't afford to buy new ones just now." We've gone further; we've made it impossible for them to say, "Yes, I'd rather have the tubes backed by the guarantee of RCA, but I'm going to risk buying an unknown tube because it costs less." And finally, we've made it impossible for the dealer to say, "Sure, my sets sell faster when they

COMMUNITY RADIO CENTRE
167 MAIN STREET NEWARK N. J.

Mrs. John Doe,
212 Appleton Avenue,
Newark, New Jersey.

Dear Mrs. Doe:

When you bought your Radiola 44 from us in the Fall of 1929, the list price value of the five Radiotrons in the set was \$18.50. Today the price of those five Radiotrons is \$5.10! Think of it--less than one-third the original cost!

The latest RCA Radiotron reduction, just announced, brings perfect and continuous radio enjoyment within the range of everybody. No longer is there any reason for leaving old worn-out tubes in your set, when you can buy brand new Radiotrons at these amazing low prices.

Bring your radio up to date. Trade out your old, worn-out tubes and get in a set of new Radiotrons--you'll be astonished at the improvement in reception. Just give us a ring, and we'll do the job for you.

COMMUNITY RADIO CENTRE

A suggested letter featuring the amazing customer saving on Radiotrons

are equipped with Radiotrons, but on these inexpensive sets the price differential is a big factor."

That price differential has become so emaciated that his own mother wouldn't know him.

They Still Like and Pay

NBC and Columbia Artists Bureaus Find Amusement — Take In

By J. J. Wilson,



Kate Smith

Floyd Gibbons

Bing Crosby

PEOPLE have money to spend!

Despite the depression, and contrary to the rather prevalent belief that money is exceptionally scarce in the United States, the receipts of two large entertainment bureaus during the past twelve months totalled approximately 13 million dollars.

These two entertainment bureaus are conducted by the Columbia Broadcasting System and the National Broadcasting Company. NBC reveals that, during the past twelve months, returns from engagements secured for its artists totalled 10 million dollars, while the Columbia agency in the same period took in 3 million dollars.

Considering the slack condition of business and long-faced pronouncements on the scarcity of spending money, these figures are nothing short of amazing. It proves one thing and that conclusively—that the American public has money to spend when it wants to spend it—and as it wants to spend it. It has money to spend for entertainment.

More than 300 performers have benefited from the activities of the NBC Artists Service, and have shared in the 10-million dollar proceeds, according to George Engles,

Director. Columbia has 160 prominent artists on its roster. Performers include concert artists, lecturers, dancers, popular orchestras, radio stars, vaudeville entertainers, and public personalities representing the fields of exploration, aviation, literature, and science. The artists bureaus book them for personal appearance throughout the country, for radio and theatrical engagements, for appearances in sound films, and for making phonograph records.

In making public the year's booking returns, Engles said that advance bookings for the coming season indicate no falling off in demand for entertainers. Concert artists alone, of which the NBC organization represents 120, already have 60 per cent more bookings waiting for them for the season of 1931-1932 than they had last season.

"There seems to be money available for what people really wish to spend it on," said Engles. "The public is not economizing on entertainment. It is spending more for amusement than ever before. Perhaps this is due to an effort to find temporary relief from worry."

Growth of Agencies

Aside from the fact of the public's unabated liberality in the matter of diversion, it is a remarkable fact that these two booking agencies, which are comparatively young in their fields, should have met with such immediate and tremendous success. The figures indicate clearly what a marvelous growth the broadcasting industry has witnessed in the past few years.

Entertainment— For It!

*Public Does Not Choose to Economize on
\$13,000,000 in 12 Months*

Sales Promotion Dept.

Growing from an experimental toy to a necessity, broadcasting is now the leading source of entertainment for millions of persons. Probably the bureaus were originally conceived to book only the stars appearing over the microphone of the two prominent broadcasting chains. Now, however, they rank among the leading booking agencies of the nation, and have extended their activities to include almost every type of performer.

Commenting on the remarkable progress of the NBC agency, Director Engles said, "There are audiences to be found for every variety of entertainment, provided it is good. However, there seems to be a tremendous revival of interest in speakers—not of the old-fashioned Chautauqua type, but distinguished persons who have achieved fame in some special field."

Real Stars in Demand

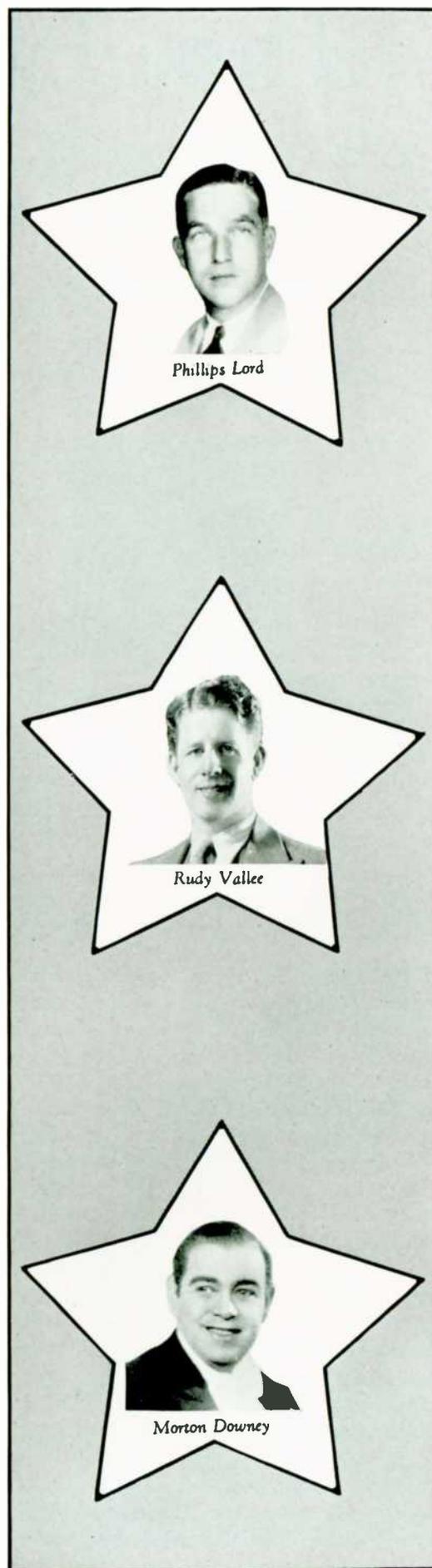
Among the individual stars listed by Mr. Engles as outstanding in demand are Post and Gatty, round-the-world fliers; Sir Hubert Wilkins, intrepid explorer; Frank Hawks, speed king of modern aviators; Irvin Cobb, the writer; and Deems Taylor, internationally famous composer. "None of these is primarily a speaker," Mr. Engles added, "but they represent the type of person who is renewing interest in our lecture platform."

Among the radio stars, Rudy Vallee, Mr. Engles informs us, heads the field in demand. "Seth Parker," the radio character created by Phillips Lord, has also built up a following of millions in the last two years. He is now on a three months' transcontinental tour.

And each year the demand for stars increases, according to officials of both broadcasting systems. To meet this demand, NBC this season is importing from Europe, Super-via, the renowned Spanish coloratura soprano, and "The Blue Bird," a Russian revue. Both features have met with an amazing booking response.

The remarkable success of two agencies dealing solely in entertainment points to the fact not only that people still have money to spend, but that they will pay it out willingly in return for interesting programs and genuine talent. Radio today is by a long way the least expensive form of high-grade entertainment there is. If people are willing to pay several dollars for a single concert or talk, it can scarcely be doubted that they are glad to pay a few cents each for hundreds of concerts and features of the same high calibre over the air.

New and vigorous radio tubes are an essential to the fullest appreciation of any fine radio program. Worn-out tubes are a handicap which the listener would speedily remove if he were aware of the extent to which bad tubes detract from his enjoyment. Take a tip from the artists bureaus. Sell what your customers want—entertainment.



Phillips Lord

Rudy Vallee

Morton Downey

The Type TALKS!

New Magazine Ads Pack Powerful Punch---Newspaper Copy Links Tube Renewals with Annual Events

A set of new RCA Radiotrons will make **KATE SMITH** ... **KATE SMITH** again

If in your receiving set there are DYING TUBES you are not hearing the real KATE SMITH. Have your tubes tested today.

It's a miracle—a simply miracle—in busy New York where your car radio usually breaks down. For tubes don't go bad all at a sudden. They die a lingering death—and your radio experiences this with them.

Throughout the months, as their radio gives trouble and trouble your radio experiences the same trouble and grief—no gradually that you don't notice it. If this happens, had your tubes tested near the Thanksgiving, a little earlier you are saving a lot of inconvenience that is just too good to miss.

For now take an extra minute today by replacing half-died tubes with a set of brand new RCA Radiotrons—the tubes of the real and best sound ever—the tubes backed by the power of 21st Century at work! Today—and every day—the standard demand before such a glorious achievement is on the air!

It's a remarkable quality—the standard, the best!—of a tube because it makes the best.



Hear the real **KATE SMITH**—the voice that makes you hear the music. The RCA Radiotrons are the tubes that make the difference between a good radio and a great one. They are the tubes that make the difference between a good radio and a great one. They are the tubes that make the difference between a good radio and a great one.

RCA RADIOTRONS
The heart of your radio

One of the new magazine advertisements

A NEW wallop! That's the shortest and most effective manner of describing the change that will be apparent in RCA Radiotron newspaper and magazine advertising this Fall. Two new ideas have been injected into the copy, and both, in case anybody asks you, are the kind that make dear reader sit up and take notice. They're the sort that make it easy to get our points and get them fast.

Just Listen . . .

Or, to speak more correctly, look. We're talking about the new magazine copy now. You look and then you listen. You hear while you see. For the letters on the page convey the difference in sound that a new set of Radiotrons will make in a radio set. They perform the functions of both copy and illustrations. In other words, we're using a new kind of type—a type that *talks!* If any faster and more

appropriate method of getting over our message exists, we'd like to know it.

Glance at the reproduction on this page, "A set of new RCA Radiotrons will make *Kate Smith* . . . **KATE SMITH** again." Get it? Sure you get it, and so will everybody else. It's the kind you can't miss. If that isn't concentrating "Renew Your Tubes," and giving it a new meaning, and packing a ton of explosive in a couple of lines of printers' ink, Pepper Martin is a ball player, and everybody knows he's a team.

The "type that talks" will make its initial appearance in the big national weeklies in November, and from then on you will see a lot more of it.

Nor will newspaper advertising take a back seat. We just had to keep up the pace for our own good. We couldn't let the right hand outdo the left. Maybe you have already taken a squint at these smart reminders that tie up renewing Radiotrons once a year with national holidays and other events that occur annually. The idea is this . . . "If (for example) you haven't renewed your tubes since last Thanksgiving, they're about worn out by now . . . give yourself a new treat on Turkey Day . . . get a new set of Radiotrons."

Besides making good, timely copy, these advertisements achieve two very concrete purposes. They provide a definite motive for renewing Radiotrons and set a definite time for doing it. Swell idea? Right! Just watch them pour in to have their old tubes tested.

As you already know, there will be no let-up in Radiotron newspaper advertising this Fall or Winter. Twice-weekly insertions in over 200 leading dailies. Watch for them . . . and don't forget to keep the other eye cocked for "the type that talks."

A Formula That Works

Radiotron advertising in magazines has always been noted for its human interest appeal . . . in newspapers for its snap and ability to get quick action. These same qualities will again predominate, freshened and strengthened by a vigorous new idea. The formula is simple, but so are most good things. First, the background—resources, a



Showing new "annual" idea in newspaper copy

quality product, reputation—in the great national magazines. Then, the reminders—direct, simple, action-compelling—in the newspapers. No wonder it's a formula that works to perfection.

A Simple Catechism on • • • Tube Checkers • • •

Every Dealer Who Values Satisfied Customers and Who Hopes to Increase His Profits through the Practice of Tube Testing Should Know the Answers to these Questions

Q. To what demand do we owe the existence of tube checkers?

A. Tube checkers came into existence because of the demand on the part of radio dealers, and particularly service men, for a quick method of determining the ability of tubes to perform in a radio set.

* * *

Q. What kinds of tube checkers are there to choose from?

A. Tube checkers vary in kind from the type which will successfully pick out inoperative tubes to the most elaborate and accurate equipment maintained by vacuum tube manufacturers for their own laboratory work.

* * *

Q. What should be the basis on which tube checkers are judged?

A. A tube tester should be judged only on the basis of its success in doing what it was designed to do.

* * *

Q. Is a simple tube checker just as desirable, from a dealer's point of view, as an elaborate one?

A. A simple tester, which is intended only to pick out worn-

out tubes, may be just as good for its job as more elaborate equipment would be for the same job, but its limitations must be recognized.

* * *

Q. What fact should the dealer be particularly interested in determining by the use of a tube checker?

A. Radio dealers today are interested first in increasing their tube sales, and consequently, they are particularly interested in determining which tubes brought in by their customers are worn-out.

* * *

Q. What is the requirement for a tube tester in this field?

A. The requirement for a tube tester in this field is simply to consistently separate worn-out tubes from good tubes.

* * *

Q. What kind of equipment is necessary to do this?

A. This kind of job can be accomplished by means of well-designed equipment relatively simple in form and of reasonable accuracy.

Q. What is the advantage of such simple equipment?

A. Such simple equipment has the virtue of needing little supervision and of giving fair results in inexpert hands.

* * *

Q. Can the results of this type of equipment be considered laboratory measurements?

A. In practice, a simple tube checker cannot of itself duplicate conditions which will be representative of every type of set, every kind of tube in operation, and of all actual set operating conditions, so, naturally, the results obtained from such type of equipment can never be considered laboratory measurements.

* * *

Q. What is the primary purpose of tube checkers being purchased by dealers today?

A. It must be remembered that the tube checkers that are being purchased today by dealers are primarily intended to give quickly, results indicative of tube performance in a radio set in order to determine whether or not the tubes are worn out.

"Prospering in Hard Times"

Michaels Brothers, Operating Stores in Brooklyn and Long Island, Increases Sales Volume 23%—Turns to Radiotrons for Renewals and Service Work

By T. J. Bernard

Sales Promotion Department

TO THE residents of Brooklyn and Long Island, New York, the name "Michaels Brothers" is a familiar one. As these good citizens go to and from the subway, ride the surface cars or elevated, pass by in automobiles or walk about the streets, they see the name over the attractive looking furniture and radio stores that go to make up the Michaels chain in this section of metropolitan and suburban New York. But to many thousands of these residents, Michaels Brothers is more than a name. It is a symbol. It stands for something that, apparently, many other stores do not have, and that they never realized they did not have until the present era of cautious buying. For how else can we account for the fact that, at a time when many merchants are claiming it is impossible to keep out of the red, Michaels Brothers is showing a 23 per cent increase in sales volume and a 72 per cent increase in new accounts?

These figures, for the first six months of the current year, are not the only startling ones. Here are some more: in the same period total transactions increased 34 per cent; number of pieces delivered increased 21 per cent; radio transactions increased 120 per cent; cash in the bank increased 31 per cent; and liabilities decreased 33 per cent.

Opened Two New Stores

During this same period, Michaels Brothers opened two new stores, one on Long Island and one in Brooklyn. They added a number of new employees while retaining all the old ones. The proprietors assure us that there has been no let-down in their prosperity and that the figures for the second

half of 1931 will be equally as remarkable as for the first half.

A member of the firm, Mr. Louis R. Gans, enclosed these facts in a letter to the *New York Journal*. So unusual did this newspaper consider them that it promptly incorporated the statistics in a leading editorial.



Jules Frank, astute young buyer for Michaels Brothers, is a firm believer in carrying only those products which reflect the character of his organization

All of us should be interested in the reasons to which the owners attribute this remarkable prosperity. To use their own words: "We attribute this tremendous success to our careful merchandising, our aggressive sales promotions, to the confidence of the public in our values, and to our advertising in newspapers which have proven their ability to produce results."

It is not strange that we find such a wise, such an alert, such an aggressive merchandising organization turning to RCA Radiotrons exclusively for service work and for developing the renewal market. Mr. Jules Frank, direct, forceful young buyer, is the embodiment of those principles of merchandising which have brought

unusual prosperity to Michaels Brothers. He knows which lines are moving and which are not. If a line is giving trouble, Mr. Frank is on the spot to analyze the complaint and find a remedy. In the case of vacuum tubes, Mr. Frank discovered an undesirable situation. There were too many returns. This was particularly true of service work, wherein, as every dealer knows, call-backs are apt to be a particular annoyance. Mr. Frank called for figures. He was convinced that they were handling the wrong tube. With characteristic directness and common sense, he put the matter up to a vote of his service men. There are 15 service men, employed full-time the year round. Radiotrons were chosen by an overwhelming vote, receiving twice as many tallies as the next most popular brand.

As Mr. Frank himself says, "We felt that the brand of tube we were handling was not all it should be, in view of the prestige that Michaels Brothers enjoys. We wanted a standard, up-to-date, quality tube that was known to our customers and that would give them the kind of service they expect from our stores. The service men employed by Michaels Brothers have to be experts in their line or they couldn't hold their jobs. I took their decision as to which was the best tube to handle, as final."

Going After Renewals

Michaels Brothers have now been handling Radiotrons for about two months. They intend to make as great a success of developing the renewal market with Radiotrons as they have of defeating the depression in the past year. There are nine Michaels Brothers

stores. A Radiotron Star Merchandiser has been ordered for each. "We're more or less new to renewal selling on a large scale," says Mr. Frank, "but you can be sure we're going after it in the same aggressive spirit that our organization has always displayed. We'll use all the material you can supply us with. We know the dollars-and-cents value of each of our store windows, in which Radiotrons are constantly displayed, and we intend to get a good share of that revenue back in Radiotron sales. We have always believed in newspaper advertising, and we

mean to use this medium for Radiotrons. We plan to put on a direct mail campaign on Radiotrons as soon as the details can be worked out.

"While we are just getting started in selling Radiotrons for renewals, we're veterans in the set line, and know the value of having quality tubes in the sockets. There is no question but that a radio set equipped with Radiotrons is that much easier to sell. When we put on a set sale, we make the most of the fact that the sets are Radiotron equipped. It pays."

Giving New Blood to an Old Formula

The Michaels Brothers' formula for success is a time-honored one, with some additional factors that are particularly interesting in times like the present. Employees of Michaels Brothers are not order-takers. They merchandise. Furthermore, they merchandise carefully. Aggression the firm always practices. Not only in boom times, but now—especially now. This takes confidence and it takes courage. While many others are all but closing up their stores to wait for better times, Michaels Brothers open up new stores and take on more employees. They continue to spend large sums in

advertising, wisely making a careful selection of the mediums to be used.

One other vital and important point. Michaels Brothers has so selected its



A prominent window in the Livingston St. (Brooklyn) store PHOTO BY GAYNOR

merchandise and so ordered its selling policies that it not only retains the confidence of its former clientele in its

earned cash, the public today refuses to gamble on merchants and merchandise which do not convey the idea of value. The result is that the merchants

who do very definitely suggest quality — by their attitude, the appearance of their stores, and the merchandise they carry — are reaping a well-earned harvest.

A glance at Michaels Brothers' record will show that public confidence in them is manifested in terms of hard, cold cash. They have discovered the secret of suggesting value in all they do. Not the least of their reasons for turning

to Radiotrons was the fact that, by handling this well-known, quality product, they were merely adding to that impression.

Prospering in Hard Times

A Successful Firm Tells How It's Done.

(Following are extracts from an editorial on Michaels Brothers, which appeared under this heading in the *New York Journal*, Sept. 4, 1931.)

Michaels Brothers achieved its success by means of aggressive confidence, backed up by intelligence.

No victory was ever won on the defensive. A great general once said: "The best defense is a vigorous attack."

The best defense against depression is a vigorous attack, also. Faced by widespread economic distress, Michaels Brothers did not back water.

Instead of closing a few branches, they opened two new stores.

Instead of discharging employees, they hired more.

Instead of cutting down on advertising lineage, they increased it.

The results speak for themselves. The wisdom of such a policy is established by irrefutable figures, by cold cash in the bank.

• • •

As Mr. Gans points out, to succeed, a merchant must adopt a policy of careful merchandising. He must conduct aggressive sales promotions. He must earn the confidence of the public in his values. And, in order to win even the attention of the public and make these policies effective, he must advertise and advertise in the medium which experience and common sense have shown him will produce the best results.

values, but it inspires more customers every day with that confidence. Never more reluctant to part with its hard-

A Military Analogy

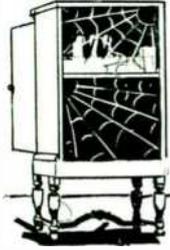
Reading the comments of the *Journal* editorial writer, we are reminded of an interview with General Pershing, last Spring, in which suggestions for defeating the depression were discussed. The point at issue was whether an aggressive attitude in business today would not bring a return of prosperity as surely as it brought military victory in France. General Pershing, who confessed in his memoirs that he had always had the desire to retire from the army while still in middle age and enter business, indicated very strongly that he thought it would. Pershing insisted on an attitude of aggressiveness and a well-founded confidence, rather than discouragement and defensive measures, and won a signal victory overseas. He would be no less impatient with timidity, inaction and retrenchment as means of fighting economic stagnation.

Certainly Michaels Brothers have applied the Pershing principle of courage and aggressiveness, and with results that it is impossible to discount.

TUNING IN

With J. W. McIver
 Manager, Sales Promotion Department

WHILE struggling to get free from the clever machinations of a suave salesman, the thought struck me, "What has become of all the other spiders?" I haven't seen an old-fashioned spider web in a long time.



Another curious thing—flies don't like to light on the highly varnished radio sets. (It's elementary, Watson.) The spiders must have moved into the radio sets.

There is no better place than a radio set for a philosophical spider who is hell-bent on contemplation.

IF WE take the best guess as to the number of radio set sockets now in use and divide that by the number of tubes sold for renewals, we find that the average renewal of tubes occurs about once in three years. Not so good. In fact, very dangerous. It is undoubtedly true that as people get poorer and poorer reception from worn-out tubes, radio slowly goes out of their lives.



We have a real responsibility and opportunity to convince people that a new set of tubes will make *radio* RADIO again.

THE principles we must follow in selling this idea, in rendering this service, are not complicated. We must get the confidence of people, make them realize what a new set of tubes will mean to them, and ask them to buy.

Not long ago, while on a



vacation in the South, I tried the experiment of applying to a different industry the same principles we are using in developing the sale of Radiotrons.

A hard-working and willing colored man was out of work. He came by one day and asked for the job of mowing the lawn. I told him to go ahead. Then I tried out some ideas for developing his business.

He was alert and a fast worker. Soon, under our selling plan, he had the sharpest, brightest-colored, smoothest-running lawn mower in town. He had a professional hoe, that looked like no other hoe. He had a small scythe for trimming the spots that others forget. He was to go to the house of a lady in the center of a block of lawns that needed trimming. On advice of counsel he was to say he would be very happy to fix up her lawn for a surprisingly reasonable rate, because she was holding up all the lawn mowing business in the town. He was to inform the lady that everybody knew (according to the cooks) that she led and others followed and that if she didn't have her lawn mowed the others wouldn't.

After giving him his selling slant, I didn't see him for several days. When he saw me next, he begged for a "Business-Losing Plan." It seems the poor fellow had so much work he had worn out his shoes and walked about a hundred miles. Business was too good. He wanted "no mo' mowin'."



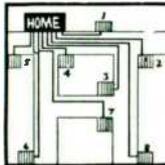
The point is that the principles were the same principles we are trying to apply in selling RCA Radiotrons. Winning the confidence of the customer by legitimate means, giving the customer an excellent reason why she should buy, and asking her to buy.

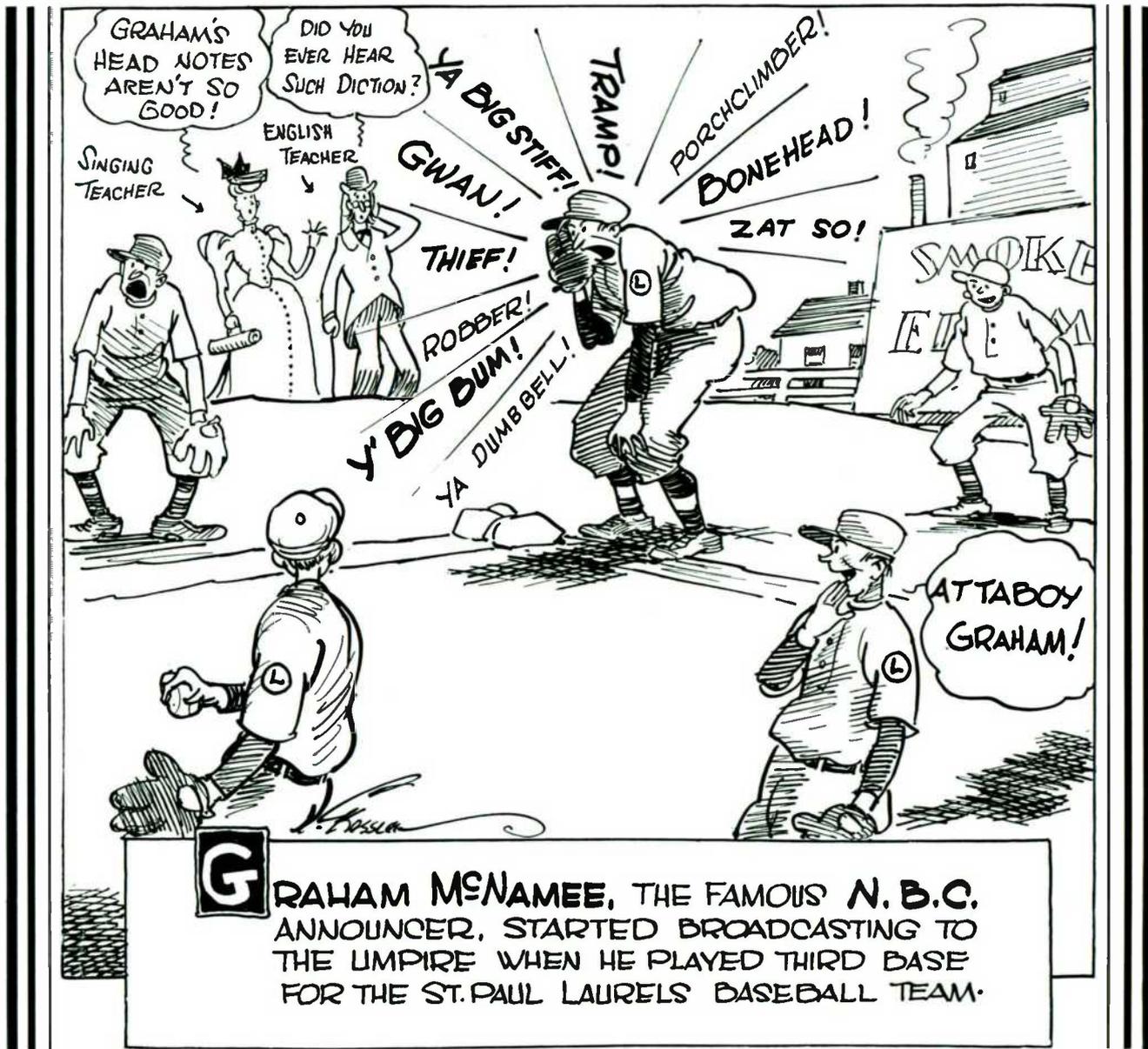
WE HAVE presented our merchandising plans and the Radiotron Merchandisers. Now we have the new low prices!

These prices make it possible to sell a complete renewal of tubes for less than ten dollars (a great point); make it foolish for radio users to make eight trips to eight stores in renewing one set of tubes; bring millions of new prospects into the market for complete renewals; enable you to increase your volume with the same time, effort and selling that it takes to sell one tube, and make people less susceptible to the so-called "bargains" in unknown merchandise, when they can get the standard of the industry for so little.

Put our merchandising plans to work. As one good dealer remarked after a meeting recently. "Well, Mr. McIver, if I can't take those plans and triple my Radiotron business, I am going to go out on the street and sell apples."

"Hell's bells," quietly remarked another good merchant who up to that time had not spoken, "if you can't sell tubes with these plans, Big Boy, you can't sell apples."





GRAHAM McNAMEE, THE FAMOUS N. B. C. ANNOUNCER, STARTED BROADCASTING TO THE UMPIRE WHEN HE PLAYED THIRD BASE FOR THE ST. PAUL LAURELS BASEBALL TEAM.

Radiograms

Radio communication circuits are so far-flung that correspondents half-way around the globe often forget that their business day is night at the point where the message is being received. Many messages sent from important business conferences in Europe, for example, reach America while the business official from whom an immediate reply is demanded is still in bed. To meet such emergencies the Central Radio Office of RCA Communications, Inc., in New York has a large and up-to-the-minute file of the home telephone numbers of the officials

of those corporations that receive such urgent messages.

Ninety-seven per cent of all telegraphic communications from Sweden to the United States now come by radio. Radio communication is carried on between the Swedish Government station and RCA Communications, which receives the messages at Riverhead, Long Island.

In order to maintain the highest possible degree of accuracy in the transmission of unintelligible code

language in which most radio messages are written, RCA Communications, Inc., the international radio-telegraph subsidiary of the Radio Corporation of America, has established a system with its operators whereby the erroneous transmission of a single letter results in an administrative demerit. Many operators of the company work for months without incurring a single penalty.

Large ocean liners frequently handle as many as 2000 radiograms on a single round trip, in addition to the ship's routine business.

Gotham Dealers Flock to



The New York meeting for presenting the Radiotron Merchandisers and Fall Plans, held September 30th in the Hotel Pennsylvania, Bruno-New York, Inc., General Electric Supply Corp., General Motors Radio Corp., Gertler Electric Co., Graybar Electric Co., J. C. Seedman, Inc., Superior Distributors, Inc., Times Appliance,

Mammoth N.Y. Presentation



was attended by 1100 persons, of whom approximately 1000 were dealers. Sponsors, in addition to the RCA Radiotron Company: Greenfield Electric Supply Co., Manhattan Electric Supply Co., Metropolitan Electrical Distributors, Inc., Plaza Music Co., Inc., Westinghouse Electric Supply Co., and Wolfe Radio Co.

Eight Hundred Dealers in



This great Radiotron gathering was held in Chicago, September 28th. Sponsors were: H. Channon Company, Chicago T
Manhattan Electric Supply Company, Westinghouse Electr

n Attendance at Chicago



Talking Machine Company, Commonwealth-Edison, General Electric Supply Corporation, Graybar Electric Company, Electric Supply Company, and the Triangle Electric Company

"Full Houses" in Every City



Pittsburgh dealer meeting, September 2. 265 dealers present. Sponsors: Anchor Lite Appliance Company, Doubleday Hill Electric Company, Dyke Motor Company, General Electric Supply Corporation, Graybar Electric Company, Ludwig Hommel and Company, Iron City Electric Company, and Standard Talking Machine Company



Dealer meeting in Thomas Jefferson Hotel, Birmingham, September 25. Attendance, 51. Sponsored by Graybar Electric Co., Matthews Electric Supply Co., and Moore-Handley Hardware Co.



Dealer meeting in Memphis, September 23. Sponsored by General Electric Supply Corporation, Orgill Bros. & Co., Reichman-Crosby Company, Westinghouse Electric Supply Company, and Gambill Distributing Company



Dealer meeting in Detroit, August 19. Sponsors: Automobile Equipment Company, General Electric Supply Corporation, Graybar Electric Company, State Distributors, Inc., Republic Radio Corporation, and Westinghouse Electric Supply Company

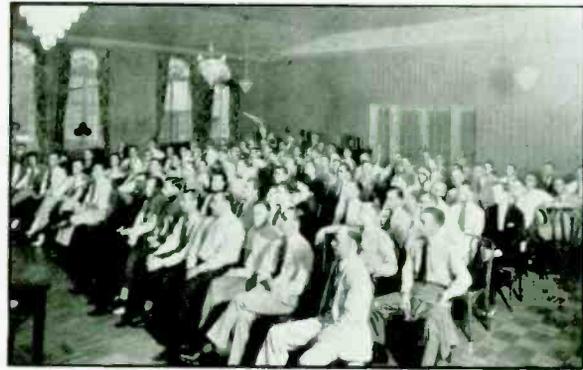
Prove Nation-wide Interest



Los Angeles dealer meeting, September 11. Sponsored by Chanslor & Lyon Company, General Electric Supply Corporation, Westinghouse Electric Supply Company, Graybar Electric Company, and Leo J. Meyberg Company



Dealer and distributor meeting in San Francisco, September 2. Those present included invited dealers, officials of the RCA Radiotron Company, and officials and executives of the following distributing houses: H. R. Curtiss Company, Chanslor & Lyon, General Electric Supply Corporation, Graybar Electric Company, Leo J. Meyberg Company, and Westinghouse Electric Supply Company



Dealer meeting in Oklahoma City, September 9. 200 dealers present. Meeting sponsored by Hughes-Bozarth-Anderson Co.



Buffalo dealer meeting, August 31. Sponsors: General Electric Supply Corporation, Graybar Electric Company, McCarthy Bros. & Ford, New York Talking Machine Company, Joseph Strauss Company, Inc., and L. A. Wooley Company

A Headliner's Merchandising Program

House-to-House Selling

By T. F. Joyce

Assistant Sales Promotion Manager

SALES are made in two places— in the store and in the home. With store sales generally at a low ebb, few are the merchants who are not considering the possibilities of house-to-house selling as a means of maintaining sales volume and profit.

Like all activities, success in this field depends upon a knowledge of the problems which are peculiar to it and a willingness to work. Let us critically analyze the elements which make for success in selling in the home.

1. Product

The first thing that must be considered is the product. It should possess certain qualities which make it a good house-to-house selling proposition. Those qualities are:

a. *Universal appeal.* House-to-house selling is mass selling, as its name implies. Every home should be a prospect for what you propose to sell.

b. *Easy to sell.* It should be as easy to sell the product in the home as in the store. Shoes, for example, would be difficult to sell in the home because of the many complicating elements, such as style, size, price, etc. On the other hand, shoe polish and laces are more easily sold in the home than in the store.

c. *Portability.* Demonstration of the product is desirable. A great number of items are not readily portable. In such cases it is necessary to sell the housewife on the idea of coming

down to the store to look at the product or arranging for a future

has in her home at the time of call. This makes it possible to close the transaction right then and there. It eliminates the element of credit, bookkeeping, collection charges, etc.

e. *Reputation.* The product should be known to the housewife. Its name should be a standard of quality. This gives the customer confidence in the salesman and the representations which he makes.

f. *Profit.* The article to be sold should carry a profit margin which permits a house-to-house selling operation. Generally, house-to-house selling is more expensive than store sales, unless the store is set up primarily as a house-to-house organization.

A number of products are being successfully sold house-to-house not possessing all of the above qualities, particularly low price. The above qualities are given to point out the ideal set-up.

If the radio dealer considering house-to-house selling will check Radiotrons against the specifications just outlined, he will find that they check 100 per cent. If he checks against the specifications Radiotrons as well as radio sets, then he has an ideal house-to-house selling set-up, for only one home out of two has a radio set; two out of five radio sets now in operation are obsolete and four out of five sets need new tubes. This is a tremendous market actually waiting to be sold. With the combination of radio tubes and radio sets, every home is a prospect.



PHOTOS BY GAYNOR

Success in house-to-house selling depends on thorough planning by the man directing the activity

demonstration. An article which can not only be sold to the customer, but left with her has many factors in its favor.

d. *Low price.* The cost should be no greater than the average housewife

House-to-House Selling Portfolio

The purpose of this article is to set forth some of the principles of house-to-house selling. It does not deal with the technique of it. Should you desire to conduct a house-to-house selling activity, send for the 20-page house-to-house selling portfolio, "Hitting at the Heart of Your Competition." It will give you all of the essential details.

2. Securing Salesmen

Many dealers give as their reason for not doing any house-to-house selling their inability to secure the proper men.

The first place to look for house-to-house salesmen is in the store. A store employing two or more salesmen need not go outside for the nucleus of an outside selling organization. According to the Department of Commerce only 29 per cent of the average store sales person's time is spent in selling. The other 71 per cent is spent doing odd jobs around the store and waiting for customers to come to the store. Generally, most of the store sales are made between 10 a.m. and 12 noon and from 2 p.m. to 4 p.m.

It is essential to have all of the sales personnel in the store during the peak sales hours. However, during the off-peak sales hours salesmen should be scheduled, alternately, to do house-to-house work. This will give them an opportunity to meet a number of people they never saw before, make sales and arrange for store demonstrations as well as win new customers for the store.

If it is necessary to employ new salesmen, first ask your employees if they have someone that they can recommend. Check over your list of acquaintances and customers to see if you can't find someone who would make good material for the work.

If you are unable to get the proper individuals in this way, then insert a display advertisement in your local newspaper. Be specific in your advertisement as to the type of man you want. Warn others not to apply. Feature the possibilities for financial reward.

3. Training

A great many people look upon house-to-house selling as depressing work. It isn't. For men and women who enjoy meeting people, house-to-house selling is an enjoyable task. The reason why so few people make a success out of it is that they become discouraged the first day or the first week. This discouragement is due to lack of training.

Training should include more than a knowledge of the product. Of equal or more importance is a knowledge of human nature and a few fundamental principles of salesmanship. The first task in house-to-house selling is to get inside the front door. The salesman must be told and shown how this can be done. Once inside, the salesman must know how to present his proposition and how to close the sale. He must be prepared to meet the numerous objections which the customer will bring forth—objections to the price—post-



ponement of purchase, lack of cash, and so forth.

4. Compensation

Good men don't work for nothing—even when seven million people are out of work. Your house-to-house salesmen must be adequately paid for their work.

It has been found that a salary and commission arrangement is best. When you pay a man a salary you have the right to tell him what to do, when to do it and how to do it. It gives you control. The salary should be commensurate with the salesman's earning power. For example: If over a period of time it has been found that the salesman averages \$50.00 a week, salary and commissions, then his salary could be safely set at \$30.00 a week. In setting a man's salary who is just starting to work for you, it should be at a much lower figure—between \$15.00 and \$20.00 a week.

5. Prospects

Who are the prospects for the product that you are to sell? In the case of radio and radio tubes, all sections of the community can be profitably covered. Consequently, a systematic canvass of the community should be made, covering one street at a time.



Only 29 per cent of the sales person's time is spent in selling. Use part of the 71 per cent of unproductive time for selling in the home

Note: The subject "Financing Sales" will be covered in a later article.

Watch These Pages for

*Successful Merchants are the Most Reliable
Here are a Few Examples That*

Unusual Method, Unusual Results



THE Adams Bennet Music Company in Wichita, Kansas, has adopted an unusual method of radio and electrical merchandising which is producing fine results. This company has procured a mailing list of 7000 names through a canvass of church organizations. From 50 to 75 ladies are invited to the store each day for a demonstration of merchandise. Each lady receives 25 cents for attending, turning this sum over to her church organization.

During the demonstration, cards in the form of a questionnaire are passed out with a prize award and drawing. The cards, containing information about merchandise owned by those who visited the store, are turned over to a house-to-house salesman for his use. Results have been highly gratifying. In the one week about which we have information approximately \$100 worth of Radiotrons were sold.

Merchandising to the Full

MR. Sutter of the Sutter Radio Co., Portsmouth, Ohio, isn't letting any other merchant get the jump on him by cornering the Radiotron renewal business. He has a man employed, with excellent results, in house-to-house selling. Postcards are sent out a few days before the service man's call to let the customer know that the man will call to test tubes and deliver a Radio Log. One of Mr. Sutter's scoops is an advertisement in the classified section of the Telephone Directory using the Radiotron Service Pledge as copy.

This Always Works

LAKE View Radio Company, Chicago, increased its Radiotron sales nearly 100 per cent in a few weeks through a window demonstration built around a tube tester. With the aid of a loudspeaker system, the operator explains the test to watchers without, supplementing his explanation with an educational talk on the construction of tubes and the reasons why they eventually wear out.

More Telephone Sales

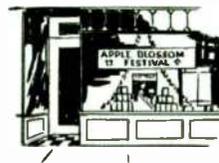
HAVERTY Furniture Company, Little Rock, Arkansas, is sold on the idea of using the telephone to stimulate renewal sales. From one calling they obtained permission to test the tubes in 22 homes. They found 67 worn-out tubes and sold that number of new Radiotrons to replace them.

Enterprising



CREW'S MUSIC SHOP in Atlanta, Georgia, has an ambitious plan for "sewing up" the tube renewal business in its community. The plan is to put a few Radiotron cartons on display in each community drug store, of which there are four, and also supply them with envelope stuffers, imprinted with the drug store's name and address. These Tube Renewal folders are to be wrapped with every package leaving the store. All calls for tubes, service, or other work are referred to Crews' Music Shop. The drug stores are to receive a commission on their tube sales.

Does Your Town Have Festivals?



WHEN Winchester, Virginia, celebrated its annual Apple Blossom Festival

this year, more than 200,000 persons were in town to see the doings. The four Radiotron dealers wisely put in special window displays and made an extra effort to merchandise tubes. They were rewarded with many additional sales. Local celebrations mean bigger crowds, and bigger crowds mean more sales—if you are prepared.

Sales and Sales Prospects

W. G. ARTHUR, Orchard Park, N. Y., recently put a service man to work on a Radiotron house-to-house campaign. In three days, working three hours a day, he sold 135 Radiotrons, one radio set, \$25 worth of repair work, and located 40 excellent prospects for radio sets, refrigerators, and other merchandise.

A Paying Letter

MCLEAN'S, in Orange, Texas, sent out a letter to everyone in town about radio tubes, a letter that was well drawn up and calculated to sell. The title of the letter was "Are You Gambling with Your Radio Enjoyment?" Three paragraphs followed, together with an illustration of the worn-out tube and the new Radiotron. The three paragraphs were captioned, "Did You Know That Tubes Are The Secret of Marvelous Radio Tone?", "We Test Tubes Free," and "The Brand Does Make A Difference."

Merchandising Ideas

*Source of Successful Ideas on How to Sell---
Deserve Wide-Spread Application*

Man-sized Merchandizing



THE Peffer Music Company in Stockton, California, gives warning that it is going after the Radiotron business in really big-time fashion. Just a few weeks ago this dealer turned in an order to his distributor for 5000 Store Merchandising Announcement Cards, 500 Follow-up Cards, 500 Tube Carrying Cartons, 1000 Radio Logs, 5000 Tube Test Stickers, 10,000 "Renew Your Tubes" postcards, 1000 "Renew Your Tubes" booklets, a set of Super Selling Fools, and 1000 Radiotrons. Peffer is going to put on a gigantic Radiotron campaign, using the newspapers, radio broadcasting, and direct mail, in an effort to get greater business.

He Reads Good News



C. H. DAVIS, of Ardmore, Pennsylvania, is more than glad that he is a constant reader of GOOD NEWS. It has meant a substantial amount of money to him. In the issue of last December, Mr. Davis read the article by J. R. Wilson, president of Wilrath, Inc., Philadelphia, wherein Mr. Wilson told of the success he had enjoyed by putting into use a "Special Two Dollar Radio Service." This consisted of a complete checking and balancing of the set, cleaning the chassis and speaker, inspection of the antenna, and a thorough checking of tubes. Mr. Wilson sent out 10,000 four-page folders, to prospective customers, with

a reply card attached. A large percentage of these reply cards came in with a check in the "yes" column.

Mr. Davis' use of the plan resulted in the sale of eight radio sets in a short period, and the service and tube sales in the homes of those who asked for the inspection service brought an average revenue of \$8.00 per home.

Ask Them To Buy

SALES clerks in Adams Music Shop, Covington, Ky., have been asking all customers a question: "How is your radio working?" The result has been a noticeable increase in Radiotron sales, the sale of a number of radio sets, and more service work.

Parts Guessing

NATIONAL Music Shop, Chicago, not long ago offered prizes for guessing the number of parts in a UX-250. Of the 127 persons who tried their luck, 28 purchased from one to three RCA Radiotrons while submitting their guesses. The service man then called on the other 99 entrants and sold 19 more Radiotrons. The cost of the prizes and window cards was about \$10.

Investigating Pays

MR. THOMAS, of the Thomas Radio Company, in Des Moines, Iowa, told a Radiotron representative recently that his tube unit sales were running about 300 a month, a volume he considered very good. He then checked up with his manager and found that Radiotrons had not been displayed for four months and no effort

had gone into selling them. Mr. Thomas then realized that 300 units was not the best volume for his store. He, therefore, ordered a Radiotron display set-up, sent in his order for a Radiotron Merchandiser, and will pay his service man and sales girl 10 per cent commission on all Radiotron sales made. He expects this procedure to boost his sales greatly.

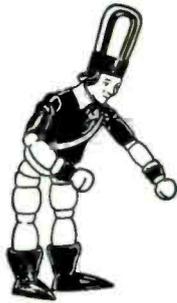
Remember Its Attracting Power



QUITE a good number of wide-awake dealers made use of their Radiotron or Star Merchandisers during the World Series by placing them outside the store on the sidewalk, using the radio set in the bottom to broadcast the ball game, and attracting a great share of attention. It strikes us that this procedure could be profitably followed in a great number of important broadcasts during the year, especially during the football season now under way. The same thing applies to elections, news broadcasts and even regular features that enjoy a wide popularity. An excellent advertising effect is possible, provided there is sufficient space.

Another good way of getting the most out of your Merchandiser is to place it in a window, or where it can be seen plainly, at night. Simply plug it in and leave it. No other lights are necessary. In fact, the neon-effect attracting signs of both the Radiotron and Star Merchandisers are at their best when there are no other lights to compete with them. Try this and watch the results.

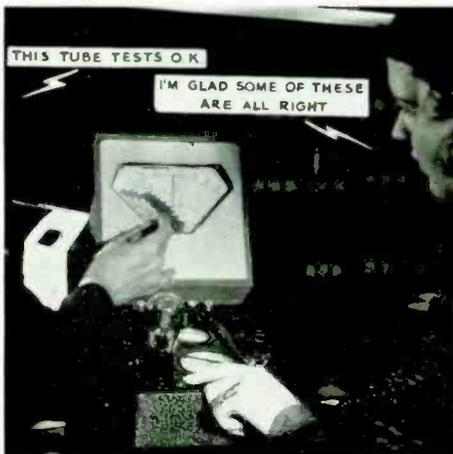
Making It Easy to Buy with



1. Customer enters store with old tubes to be tested, in Tube Carrying Carton. Greet her courteously and pleasantly



2. Before you test any tubes, explain the workings of your meter. Make sure the customer understands what you are doing



5. If a tube tests "satisfactory," say so. Be honest with your customer. She will repay you with her continued patronage



6. Label and mark in front of the customer all tubes that test "satisfactory," and put them back in the Tube Carrying Carton



7. Give the customer a report on the condition of her tubes—so many "satisfactory," so many "unsatisfactory"



11. Break tubes which tested "unsatisfactory" in presence of customer. Point out that no one can tell a good tube from a bad tube merely by looking at it.



12. Get the customer's name and address for your Prospect Card. Ask her if she has a refrigerator, a vacuum cleaner, a washing machine, etc.

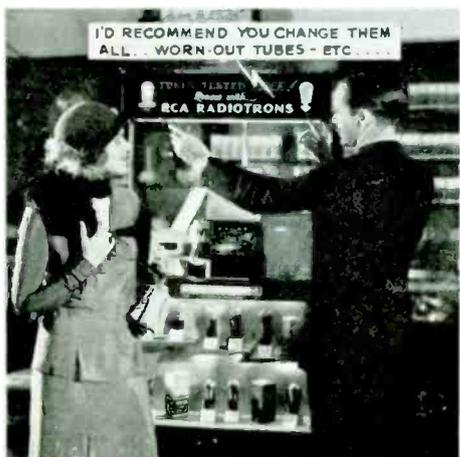
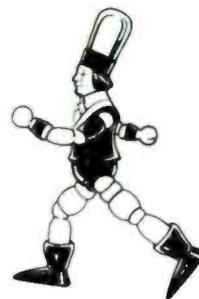
the Star Merchandiser . . .



3. Let the customer test her own tubes by pressing the test button. This gives her confidence in you and in the products you sell



4. Using a Tube Test Sticker, mark the bad tubes as soon as they have been tested. Let the customer see you mark them



8. When you recommend a complete renewal, point out the symbols of the worn-out tube and the new Radiotron on your Merchandiser Sign



9. Suggest to the customer that she keep as spares the old tubes that test "satisfactory,"—automobile tires are a good analogy to use



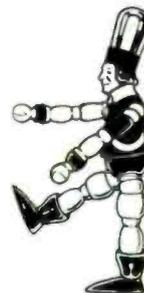
10. Put a Tube Test Sticker on each new Radiotron and write in the date sold. Write on the Sticker the socket number of the old tube



13. Suggest to the customer that she bring the tubes back for testing in three months. Use the argument of unbroken radio enjoyment



14. As the customer is about to leave, give her an RCA Radiotron Radio Log. Bid her good-bye courteously and cheerfully



Proving that Good Service

Acme Radio Service Laboratory Relies on Radiotron Sales to Supplement Profits from Repair Orders

By C. N. Chambers and E. C. Hughes, Jr.

MANY, many times these columns have carried the statement that good service work can be made profitable, yet we are constantly being told by dealers and service men that they cannot make operating costs from service work, let alone show a profit. Many blame the advent of the midget sets, many blame the customers, and many more blame anything that comes to mind—except themselves.

Therefore, we take pleasure in citing the case of Mr. R. R. Foster, owner of the Acme Radio Service Laboratory, Inc., 3767 N. Illinois St., Indianapolis, Indiana. Mr. Foster does not sell radio sets; he merely services them; and he makes a nice profit out of his business. That alone shows that service work can be made to pay, but it does not tell how. All right, then, suppose we see how Mr. Foster goes about getting business and how he conducts it after he has it.

In the first place, the Acme Service Laboratory is located on the main street of a neighborhood business district. A street car line runs past the door, making the store accessible to all. Thus, people have no trouble getting to the store, and it is so convenient that they do not have to think twice before making the trip.

Advertising

In going out after business, Mr. Foster uses three main advertising

channels—the best, he believes, for his purpose: the telephone directory, direct-mail, and the telephone.

dissatisfaction can be removed before they become irritating to the customer, and much new business is developed.



Complete and accurate equipment is a feature of the Acme Service Laboratory's workshop

The advertisement in the telephone directory gets the attention of new customers when they are looking for a place to call for service. It also makes it easy for former customers to call for service.

The direct-mail campaigns are designed to remind customers that the wise thing to do is to have their sets inspected at regular intervals and to have their tubes tested free of charge. These campaigns result in large RCA Radiotron sales and a great number of set inspection calls, both of which are highly profitable.

Mr. Foster has found it advantageous to use the telephone in checking up on service calls to see that the work was done to the entire satisfaction of the customer, and to see if former customers' sets are working properly. In this way, many cases of

Window Displays

The Acme Radio Service Laboratory is a firm believer in attractive window displays to attract attention and to remind customers to buy RCA Radiotrons. As a result, each week sees a fresh RCA Radiotron and parts display in the window. Typical examples of these attention-getting displays are shown in the accompanying illustrations.

Equipment

Like all other good service managers, Mr. Foster finds that complete and accurate equipment is necessary for the successful completion of service work. The shop of the Acme Radio Laboratory contains all the well-known devices used in checking radio apparatus. Set analyzers for locating faults, resistance measuring equipment, voltmeters, ammeters, oscillators, and the like, go to make up the assortment.

In addition, the shop is fully equipped with tools for making any repairs necessary on a radio receiving set.

Method of Handling Work

An inoperative radio set is always a source of irritation to a customer who wants to hear his favorite programs each evening. Mr. Foster is well aware of this fact, and he owes much of his success to his ability to get the work

Work Pays » » » »

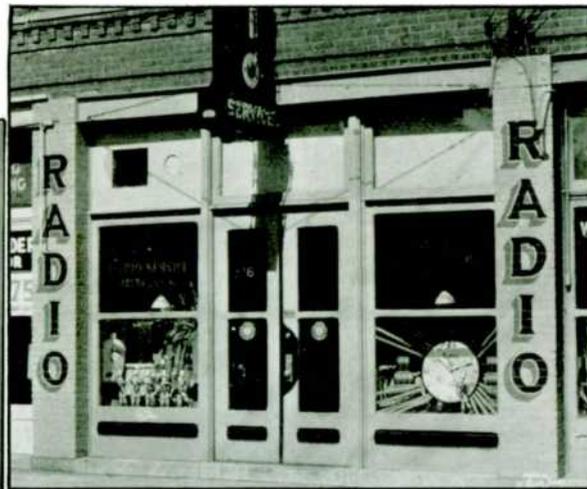
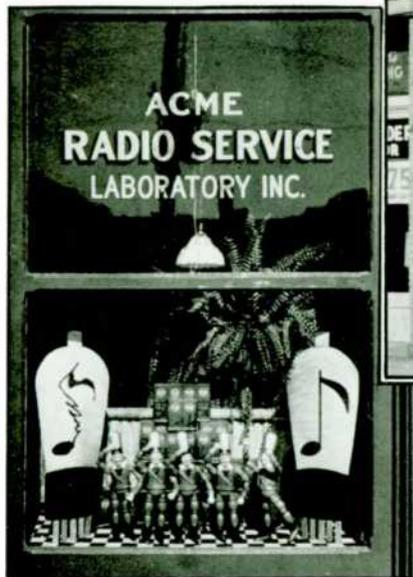
done—and done properly—quickly. His organization is trained to estimate the time required to make the necessary repairs. The customer is told when he can have his set back in operating condition, and the store sees to it that he

customer's set for the demonstration.

In addition, the Acme Radio Service Laboratory uses the mails and the

trouble with RCA Radiotrons and fewer "send-back" calls because of tube troubles. Besides, the public acceptance is greater for RCA Radiotrons, and his customers are better satisfied.

Mr. Foster says, "I find it ad-



Mr. Foster believes in constantly displaying Radiotrons and parts



The worn-out tube vs. the new Radiotron

A good point effectively dramatized

gets it by the promised time or sooner.

Once people find they can count on a service organization to keep its promises and do the work within a reasonable amount of time, they are not going to look for another repair man the next time the set goes bad. Mr. Foster works on this principle, and his customers always come back.

Radiotrons 45% of Total Volume

Mr. Foster has found, like many others, that there is a good profit to be realized from the sale of RCA Radiotrons, and he has gone about developing his market until today his RCA Radiotron business represents 45 per cent of his total volume. He believes that a service organization is in a particularly favorable position to make renewal sales. In the first place, he says that it is good business to see that his customers always have good tubes in their sets, insuring good reception, and, in the second place, the service man can sell tubes to the customer in his own home, using the

telephone to advertise free tube testing. In this way, it has built up a profitable business on RCA Radiotrons.



Such direct-mail points as timeliness, constant reminding and special values during a dull season are keenly appreciated by this store owner

In explaining why he concentrates on RCA Radiotrons, Mr. Foster says that they have proved to be the best in his long experience in the radio business. He says that he has less

visible, many times, to explain to the customer just why cheap tubes are only as good as what you pay for them. In a great number of cases, I find it necessary to ask the customer to sit down while we talk it over. I explain the difference between an RCA Radiotron and cheap tubes, and I usually end up by selling a complete new set of Radiotrons."

Mr. Foster goes even further—"I often recommend to my customers that they have their new sets equipped with RCA Radiotrons, as I know that they will get better results from them. It pays in the end, as there are less service calls, and the customers are better satisfied with their sets."

So we see that a nice profit can be realized on service work and RCA Radiotrons. By doing good work, and charging a fair price for it, the average dealer can build up a service department which will not only pay for itself but also show a profit on its operations. And the best part of it all is that it sews up former customers for future sales.

The Voice Control Relay

Novel Apparatus Employing Radiotrons Mystifies Public---Construction Explained

Prepared by Commercial Engineering Dept.

THE apparatus to be described is known as a Voice Control Relay. It has proven value as a means of getting public interest, having been used by the RCA Radiotron Company at numerous radio shows during the past year and it has never failed to get its generous share of public attention. The device is usually used in conjunction with an electric sign and is designed so that a person whistling at the apparatus will cause the sign to flash on. A clap of the hands is then all that is necessary to turn off the sign.

Simple in Theory

Although it can be made to mystify the layman, the general theory behind its operation is quite simple.

The feeble voltage generated in a microphone circuit is stepped up by a microphone transformer and then amplified by a simple two-step audio amplifier. The filaments of the amplifier tubes are heated by alternating current and the proper plate and grid voltages are supplied by a suitable eliminator. In the plate circuit of the last tube are the exciting coils of two small relays. The output tube of the amplifier is used as a bias power detector to rectify the audio signal received by the microphone. The rectified signal current varies with signal strength to operate the sensitive relays. The relays are so adjusted that a low intensity of sound will cause one relay to act. This closing of the relay circuit operates a power switch

which completes a 110-volt A.C. circuit. If a greater intensity of sound enters the microphone, both small



PHOTO BY GAYNOR

A whistle lights the lamp—a clap of the hands puts it out

relays in the plate circuit of the final UY-227 amplifier will be closed. The operation of the second sensitive relay breaks the current through the interlocking power switch and opens the 110-volt A.C. circuit. The device may control any small electrical device, although an electrical sign is simple and spectacular, and ordinarily used.

Parts Listed

The following is a list of the parts that will be needed to build the unit. Good quality parts should be used throughout. The total cost of the parts to the dealer should not exceed \$60.00.

Microphone—Single Button Microphone
Microphone Battery—Two large size flashlight cells
Microphone Transformer—ratio 60:1 approximate
Audio Transformer—ratio 4:1 approximate
Sockets—3—2 UY type and 1 UX type
Power Transformer—
300-600 volt secondary—centertapped
2.5 volt “
5.0 volt “
Switches—2 snap-switches
Condensers—2—2-mfd. 400 volt D.C.
Choke—30 henry—40 milliamper minimum rating
10,000-ohm variable slider resistor—40 milliamper minimum rating
1,000-ohm potentiometer—40 milliamper minimum rating
5,000-ohm resistor—20 watt type
1,500-ohm resistor—4 watt type
1,000-ohm resistor—4 watt type
200-ohm resistor—4 watt type
30-ohm center-tapped resistor
Type B-26 relays—2—Western Electric Holding relay—G. E. Magnetic Switch—Type CR2810-1245A
Master Relay—G. E. Relay—Type CR2930-1080-C2
Two UY-227 RCA Radiotrons
One UX-280 RCA Radiotron

Compact, Substantial Unit

The photos show a compact and substantial unit built primarily for portable usage. The average user will get very satisfactory results with a bread-board type of layout, however, which will mean a less expensive outfit and one that can be built in a shorter time.

The best procedure in wiring the device will be first to wire the eliminator and see that this essential part of the equipment is in working condition. The 10,000-ohm variable slider resistor is adjusted to the point where

Device » » »

the voltage drop across the 5,000-ohm fixed resistor is approximately 135 volts. Then the voltage drop across the 1,000-ohm potentiometer will vary the



bias voltage to the second stage UY-227 RCA Radiotron from about 4.5 volts to approximately 22 volts negative.

The amplifier should next be wired. With the amplifier connected to the eliminator, the correct voltages for normal operation are 135 volts on the plates of both UY-227 Radiotrons. The bias on the first amplifier tube is

fixed at 9 volts negative while the bias on the final UY-227 is variable over 15 volts approximately by means of a 1,000-ohm potentiometer.

Provision should be made to read the plate current of each UY-227 separately during adjustment. With the microphone out of its circuit, the plate current of the first tube should be between 4 and 6 milliamperes. At the same time, the bias voltage of the second stage tube should be adjusted by the variable bias resistor so that the plate current does not exceed 1 mil.

After the apparatus has been adjusted as outlined, the microphone should be placed in the circuit and the plate current fluctuations noted for the final amplifier stage when someone whistles into the microphone. This action should cause the current to change from the normal of about 1 mil to a maximum of 5 or 6 mils when the volume of sound is quite large.

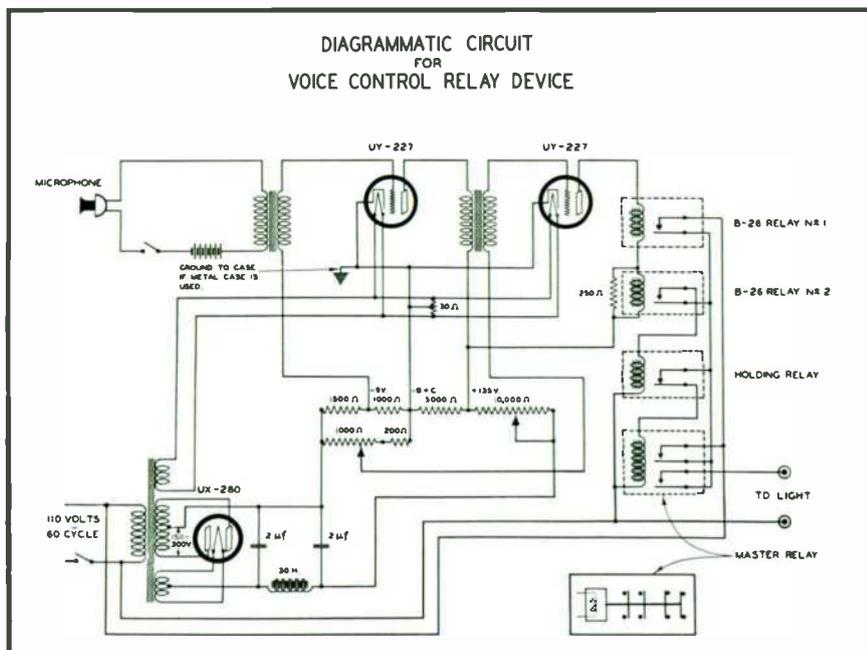
The relay circuit is now ready to be wired. Great care must be taken to

follow these connections, for the entire usefulness of the apparatus depends on the right action of these relays. The two outer prongs of the B-26 relay are the connections to the exciting coil through which the plate current of the second stage UY-227 passes. The inner two prongs are the connections to the switching part of these small relays. The B-26 type relays should first be adjusted. The spring adjustment of Number 1 is set to close at about 2 mils. The spring adjustment of Number 2 is set for operation at about 4 mils current. This is easily accomplished by



first removing the microphone from its circuit and then adjusting the bias voltage control for the last tube so that the steady plate current is the value wanted—first 2 mils and then 4 mils. After the relays have been adjusted for these values, the bias voltage is then increased to its former value where the normal plate current is about 1 mil. It will be noticed that Number 2 relay is shunted with a 250-ohm resistor. The purpose of this resistor shunt around the less sensitive relay is to make the adjustment normal for good operation. The bias voltage on the microphone should follow the manufacturers' instructions but ordinarily should not exceed 1.5 volts.

The power switches should be placed in a box containing sound-absorbing material. If this is not done, erratic operation is liable to result, due to the noise made by the movement of the contactors.



RADIO TONICS

By G. Gerard Clark and T. A. Joloff
Sales Promotion Department

ENCLOSED with this issue of Good News is a banner carrying the heading "Football is in the Air" and featuring a striking mass-action football picture. This banner is designed to give power to the thought "Tubes should be renewed once a year" by linking it up with an annual occurrence of unusual significance for the great sports-loving public—the football season.

Elsewhere in Good News this idea is discussed in its relation to our new newspaper advertising. Its purpose, briefly, is to remind by forcible and timely association, and to set definite times for renewing tubes. As with the World Series streamer sent you with the September issue, the football streamer is of such a nature as to catch the public eye at the moment. Whereas last month everyone was talking baseball, now people have turned to the gridiron as the never-ending source of conversation.

As the season passes out of its early, experimental stage and into the era of championship games, everyone is picking the contests he would

most like to see. Thousands will see them. But countless other thousands, denied the privilege, will be thankful that they have a radio set.

No loyal old grad, no undergraduate forced to remain behind, no family with a son in college, no true sports fan—and the name of this composite group is legion—will want to miss a detail of play because of worn-out tubes. Now that their thoughts are on football, make football remind them that, if their radio tubes are a year old, they should be renewed. The good work that this banner can do is limited only by the space and position you can give it in your windows.

Mass Type Window Effective

Window No. 2 is a suggested new set-up for the Store Merchandising Plan material. It is a modified mass window, in which the most important features of the plan are presented in quantity. In this window a considerable number of both the Tube Carrying Cartons and the RCA Radiotron Radio Logs are used, but it is possible with good effect to include still larger

quantities of each, in addition to employing RCA Radiotron cartons, Selling Fools, display cards, the neon-effect sign, etc., etc. As the chain stores early discovered, this type of window has the virtue of attracting by the very force of numbers. We recommend that you try at least one window of this spectacular type, since it does produce results, requires no unusual skill and the Store Merchandising Plan material is unusually well adapted to such treatment.

The lower left-hand picture on this page is a suggestion for combining a midget radio set and the WD-10 Display in a small window.

Lower right is a variation of the Tube Carrying Carton window shown last month. In this example, attention is effectively focused on the central carton through the use of converging crepe paper tubes and a Super Selling Fool. A large central card, upon which is hand-lettered a list of the various exclusive features of the carton, tells an interesting story. In the foreground there is a manikin to illustrate each of the features mentioned on the card.



Two pertinent displays suitable for the small store window. Crepe paper is used effectively in each

PHOTOS BY DAVIS



1. Football is the logical subject for a timely window today—that's what the banner's for



2. A good-looking window is not hard to achieve with Store Plan Material. Here's one suggestion

PHOTOS BY GAYNOR

Headliner Material + + +

* Indicates material available to Headliner Star Dealers only.

Displays

DECALCOMANIA—Silver tube, green lightning, red slogan. 10"x12 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"x31 1/2". Two side cards, 11"x14"; "Bring in your tubes and have them tested free" and "RCA Radiotrons plus our service insure satisfaction." 60 dummy cartons included. No charge.

WIDOW DISPLAY No. WD-2—"Life-like Reproduction." Boy masquerading as Selling Fool. Lithographed in full color. Center panel 24"x31 1/2". 2 side cards, 12"x9 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 21"x31". Two distinctive side cards and 60 dummy cartons included. No charge.

No. 4 DISPLAY—RCA Radiotron man cut-out as carton holder. Lithographed in 6 colors. 15"x8 3/8". No charge.

NEON EFFECT SIGN—Attractive lighted sign. Face, 10 1/2"x5 1/2"; gold-bordered, illuminated red and green 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 cutout 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, radio tubes 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"x1 1/8". No charge.

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

Utility Material

***ADDRESS LABELS**—3 1/2"x5 3/8", lithographed in red and black. Supplied un gummed, with your imprint. No charge. Maximum imprint, 3 lines.

SET PRICE SIGN—Polished celluloid, lithographed in 2 colors. 3"x4". 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"x1 1/4". 12 for \$1.

TAPE MACHINE—Made of cast iron and steel. 10"x2 1/2"x4 1/2". \$4.25 each, including 10 rolls of tape.

PACKAGE TAPE—2 colors with slogan: "RCA Radiotrons—the Heart of Your Radio." 1 in. wide. 500 ft. per roll. 10 rolls for \$2, unimprinted.

***CLOTH BANNER**—Weatherproof, durable drill cloth, 48"x29". 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"x9 3/4". Good News imprinted on cover in gold. \$1 each—additional imprinted lines 10c. each.

RCA RADIOTRON CARRYING CASE—Light, durable black fibre. Space for 36 Radiotrons of most popular types. Two holding straps to prevent breakage. For house-to-house work, etc. Size, 22"x14"x6". Net weight, 4 lb., 9 oz. Price \$2.50.

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 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.

Remembrance Advertising

AUTOMATIC PENCIL—Dur-O-Lite. Decagonal, black bakelite barrel, space for dealer's name in red. Nickel finished at either end. "RCA Radiotrons" under celluloid disc on cap. Eraser and refill leads. Length, 5 3/8"; diameter, 3/8". 50c. per pencil. Minimum imprint quantity, 25. One line imprint, maximum number of letters, 40, including spaces.

ERASERS—Best rubber, carton shaped. 1"x2". \$2.50 per 100 with imprint. Maximum imprint, 3 lines.

KEY CASES—Sheepskin cover. 6 ring, swivel type, spring steel key clips. \$10 per 100, with imprint. Maximum imprint, 3 lines.

BOOK MATCHES—\$3.50 per 1000 with imprint. Maximum imprint, 3 lines.

NOTEBOOKS—With red leatherette covers, refillable. \$10 per 100 with imprint. Maximum imprint, 3 lines.

PENCILS—Round, wood. Best grade lead and rubber. \$3.85 per gross with imprint. Maximum imprint, 3 lines.

TAPE MEASURES—50", linen tape with red celluloid cover. \$10 per 100 with imprint. Maximum imprint, 3 lines.

WALLET—Real pig skin with memo pad and pocket for cards. "RCA Radiotrons" stamped in gold on strap holding pad. Wallet, 4"x6 3/8"; memo pad, 3 1/4"x5 1/8". \$1 each with imprint, maximum 3 lines. Additional individual names, 10c. 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"x6". 40c. per 100 with imprint; minimum order, 300. Maximum imprint, 4 lines.

RADIO LOG—American, Canadian, Mexican, U. S. possession stations. Principal short wave stations of the world. Pictures and biographies of 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. Maximum imprint, 4 lines.

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.

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, 40c. per 100; minimum order, 300, not less than 100 of any design. Maximum imprint, 4 lines. 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. 3 1/4" x 6 1/8". Unimprinted, no charge. Imprinted, 40c. per 100; minimum order, 300. Maximum imprint, 4 lines.

PRICE REFERENCE CARD—4 1/4" x 8 1/2". No charge.

PRICE TAGS—Shape of RCA Radiotron carton. 1 1/2"x3". Red and black on white stock. No charge.

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

SET NAMEPLATE—Brass. Gold lettering on black background. 4"x2". 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.

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

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, 50c. each.

***SERVICE DEPARTMENT PLAN**—Complete, for merchandising your Service Department. Includes placard for window, post card and folder, all featuring service. Unimprinted, free; maximum order, 500 sets. Imprinted, 40 cents per 100, any quantity. Maximum imprint, 4 lines.

MOTION PICTURE FILMS—For exhibition locally. "The Earth's Four Corners," showing how the many materials used in the manufacture of RCA Radiotrons are obtained. "Man Made Miracles," the complete story of the manu-

facture of RCA Radiotrons. Both films are one reel in length, with or without sound track, available in two sizes—16 mm., and 35 mm. No charge; loaned, not sold. Order from Harrison, specifying film size, whether sound or silent and where and how long film is to be used.

****"RENEW YOUR TUBES" BOOKLETS**—Series of 6 booklets, 2 colors. Used as envelope or package enclosures. Unimprinted, free; maximum order, 500 sets. Imprinted, 40 cents per 100, any quantity. Maximum imprint, 4 lines.

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, and lockable space for \$150 (list price) Radiotron stock. 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

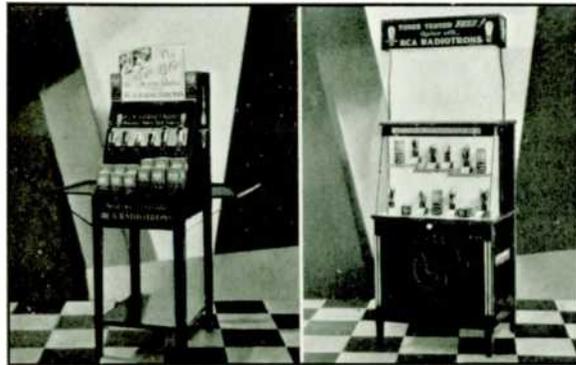
numbered stickers to insure tube being returned to proper socket. 7"x7"x5 1/2". Price, \$3.50 per 100. \$4 for imprinting, regardless of quantity. Maximum imprint, 4 lines.

ANNOUNCEMENT CARD—Informs customer of free tube test and

100 single). Maximum imprint, 4 lines.

STORE PLAN WINDOW CARDS—2 cards, 14"x22", featuring Radio Log and Tube Carrying Carton. Red and black lettering. Sent free automatically to dealers ordering Tube Carrying Cartons.

TUBE TEST STICKERS—Showing whether tube was satisfactory, unsatisfactory, or doubtful at time of test. Carry your imprint and line "We Recommend RCA Radiotrons." 1 1/2" x 1 1/4". Come in roll form, with perforated divisions, 2500 stickers to a roll. Price, \$1 per roll. Maximum imprint, 3 lines, no more than 20 letters to a line, including spaces.



Radio Log offer. Describes Log and Carrying Carton. Folds double to standard post card size. Sold in combination with Follow-up Card. Maximum imprint, 4 lines.

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, 75c. Minimum imprint quantity, 300 (200 double,

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.

Special Club Prices

[[Material listed below is supplied by different manufacturers and it is therefore impossible to include it all in one shipment. The various items for either deal should reach you within a period of ten days.]]

Deal No. 1

1. 500 Announcement Cards. (Double post card) imprinted	}	\$3.75
2. 250 Follow-up Cards, imprinted		
3. Newspaper Mats—no charge		
4. Window Display Cards—no charge		
5. 100 Tube Carrying Cartons, without imprint		3.50
6. 100 Radio Logs		2.50
7. 1 Roll Tube Test Stickers, imprinted		1.00
8. 500 Prospect Cards		1.25
TOTAL		\$12.00
<i>Special Price</i>		<u>9.50</u>
YOU SAVE		\$ 2.50

Deal No. 2

1. 1000 Announcement Cards, (Double post card) imprinted	}	\$7.50
2. 500 Follow-up Cards, imprinted		
3. Newspaper Mats—no charge		
4. Window Display Cards—no charge		
5. 200 Tube Carrying Cartons, without imprint		7.00
6. 200 Radio Logs		5.00
7. 2 Rolls Tube Test Stickers, imprinted		2.00
8. 500 Prospect Cards		1.25
TOTAL		\$22.75
<i>Special Price</i>		<u>18.50</u>
YOU SAVE		\$ 4.25

Note: If dealer desires imprint on Tube Carrying Cartons, the price of Deal No. 1 is increased to \$13.50 and the price of Deal No. 2 to \$22.50



*They are moving fast... Order yours today
Price \$19.00 delivered*