

GOOD NEWS

ABOUT RCA RADIOTRONS



NUMBER 1

MARCH

VOLUME I



H. M. RUNDLE

Here's GOOD NEWS for RCA Radiotron Dealers

RCA Radiotron dealers and the RCA Radiotron Company are fortunate in having the services of H. M. Rundle, the brilliant artist who painted the cover for this issue of Good News.

Mr. Rundle, as Creative Director, in the Sales Promotion and Advertising Department, of the RCA Radiotron Co. will be in charge of the design of store sales aids, including window and interior displays. Under his discerning eye will pass every piece of advertising material, to make certain that it lives up to the high standards of the product.

RCA Radiotron dealers can look forward to receiving display aids which will keep them out in front in the battle for attention that is being fought on every business street in America. In Mr. Rundle's keen knowledge of business combined with his artistic ability, RCA Radiotron dealers have another assurance of continued leadership in merchandising.

GOOD NEWS

About RCA Radiotrons

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25 Cents A Copy—\$2.00 A Year

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The Editor Recommends—

"KEEP Your Eye on Your Customer, Not on Your Competitor," not only as an article to read but an axiom to follow in your business. All of us are inclined to pay too much attention to our competitors and to neglect our customers. Jack Hurd, the successful Elizabeth, N. J. dealer knows what he's talking about.

The stock market collapse taught the people one thing: buy on value, not on promises. Dealers every day are learning the importance of this principle in retailing. There's a real lesson in Meade Brunet's article, "Buying for Profit."

To us, the most important development in the radio industry during 1930 will be the new RCA Radiotron Company. What are the policies of this new company? What is it going to do to promote your welfare? Let George C. Osborn tell you in, "What the New RCA Radiotron Company means to the Industry."

Laugh with Milt Gross in "They Always Come Back to RCA Radiotrons." The famous cartoonist will be with us each month throughout the year. You will enjoy him.

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

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What the New RCA Radiotron Co. Means to the Industry



Industry Prosperity to be Promoted; Sales Volume to be Built Through Present Outlets

By G. C. OSBORN

Vice-President in Charge of Sales

OUTSTANDING success is achieved by a company when it contributes most to the general prosperity of its industry.

Back of the RCA Radiotron Company are these fundamental policies:

1. Higher quality entertainment for the public.
2. Merchandise methods to speed sales.
3. A fair profit for the distributor and the dealer.
4. Increased sales through existing outlets.
5. Maintenance of public acceptance and demand for RCA Radiotrons.

Increased Entertainment Value Will Speed Radio Sales

Many people have radio sets but use them only once in a while. Why? People don't buy radio sets or even RCA Radiotrons. They buy entertainment.

If the broadcast programs are poor, a flip of the switch and the customer tops "buying" broadcasting. On the

other hand, the broadcast programs may be excellent (many of them are) and yet the discriminating public might refuse to listen in because of poor reception. Unsatisfactory reception may be due to: poor broadcasting; interference; poor set design; or inferior vacuum tubes.

The public can do little to correct the first two. Alert station operators and those who are paying for time on the air are continuously working to improve broadcasting and to eliminate interference.

A Set Is No Better Than Its Tubes

Even with perfect programs and broadcasting, actual reproduction in the home may be far from perfect. A poorly designed radio set will not give good results. However, there are thousands of well designed radio sets which do not reproduce with fidelity the studio programs because of inferior tubes. One poor tube will mar reception.

Today's RCA Radiotrons represent the highest attainment in the field of vacuum tube design. Few instruments approach their sensitivity. They are developed in the greatest electrical research laboratories in the world and are manufactured on a large production scale with laboratory precision. RCA Radiotrons are, other conditions being

right, an assurance of good reception.

RCA Radiotron research engineers are far from satisfied. They are continually experimenting, always with two objects in view—improving present RCA Radiotrons and leading in the development of new vacuum tubes which will further the standards of radio reception.

Speeding Up Replacement Demand

The development of better RCA Radiotrons (and set designs) will increase the quality of radio reception. With improved radio reception, an in-



Photo by Davis

"Our policy will be to concentrate our efforts and merchandising activities with those dealers who can and will feature RCA Radiotrons. . . ."

creased number of people will turn to radio for their enjoyment. Millions who now do not own radio sets will become buyers and enthusiastic users. The millions of people who now look to radio for their entertainment will use radio a greater number of hours each day. Increased use of radio sets will increase the replacement demand for all radio tubes and RCA Radiotrons in particular. If we could increase by 50% the average daily use of radio sets it would represent as much as \$5,000 additional radio tube business for the large dealer, \$1,000 for the medium size dealer and \$250 for the small dealer.

Effort Directed to Help Dealers Make More Profit

Selling the dealer has no place in the RCA Radiotron Company's policy. *Helping the dealer to sell has.*

We are vitally concerned with the retailer's financial success. All of the efforts of the Radiotron organization will be directed towards helping the dealer to make money.

In the merchandising organization of the RCA Radiotron Company will be found men of proven ability, men who have had years of practical experience in evolving merchandising methods which have helped thousands of retailers to make more money. You can expect window display material which will bring people into your store; you can expect interior displays which will capitalize the human senses of touch and



Famous stars who have performed for RCA Radiotron Hour—Back row, left to right: Fred Forrester, Leonard Joy, Nat. Schildkret, Leo Reisman, Frank Crumit. Front: Welcome Lewis, Helene Hendin, Rudy Valee, Marcella Shield.

sight; you can expect result producing outside sales activities which will build sales volume at a profit. You can expect tested and perfected ideas and plans which represent the cream of our experiences in working with thousands of enterprising and successful retailers.

Dealer's Prosperity Is Our Prosperity

The selling policies of the RCA Radiotron Company are predicated on the basis that the retailer must make his profit.

Successful retailers mean increased prosperity for the RCA Radiotron Company. The retailer performs just as important a function in the industrial world as the manufacturer. He is entitled to a worthwhile margin of profit for his efforts. Every legitimate effort will be made to encourage the dealer to make his profit. No effort will be spared in helping the dealer to make sales with a minimum of expense.

Building Sales Through Present Outlets

The retailer's total sales profit is determined by his sales volume. It is our belief that the public is best served and sales can be best developed when RCA Radiotrons are sold through retailers who can and will serve the public. Efforts will be directed to help those dealers build an attractive sales volume.

We know that the more profitable we make the RCA Radiotron business to our dealers, the more interest they can and will take in its distribution. Our policy will be to concentrate our effort and merchandising activities with those dealers who can and will feature RCA Radiotrons. Loyal RCA Radiotron dealers can and have a right to expect 100% cooperation in the development of their sales.

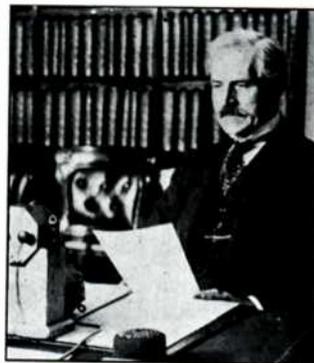
Planned Advertising to Maintain Acceptance and Demand

To the radio set owner RCA Radiotrons stand in a class by themselves. They are the standard by which all

other vacuum tubes are judged.

The acknowledged public acceptance and demand for RCA Radiotrons speeds selling. No customer has to be convinced that RCA Radiotrons represent the highest attainment in the field of vacuum tube engineering and manufacturing. Millions of dollars invested in advertising drives home these points.

Our advertising activities, highly profitable to all RCA Radiotron dealers, will be continued and expanded. The campaign for 1930 exceeds all others in thoroughness and in numbers of messages. In general magazine advertising leading set manufacturers are urging their customers to equip their sets with Radiotrons to insure the best operation.



Ramsay MacDonald, British Prime Minister, broadcasts message to America on Naval Conference.

Radio broadcast programs urge listeners to equip their sets with RCA Radiotrons to get the most from the many high class broadcast programs which are on the air.

It will be our policy to make the RCA Radiotron Company an ever increasing important factor in promoting the prosperity of the radio industry. All of the future policies and plans of the RCA

Radiotron Company will be formulated with a view to promoting industry interests. We will depend upon superior research, engineering, manufacturing and merchandising ability to get our share of the business.

Radiotron Company World's Largest Tube Producers

With its five factories located at Harrison, Newark, Cleveland and Indianapolis, the RCA Radiotron Company, Inc. is the largest producer of radio tubes in the world. These factories provide 1,147,000 square feet of floor space, will employ 5,500 people, and have an output of 210,000 tubes a day. Present trade demand can be adequately handled. To meet the increasing demand for RCA Radiotrons, an expansion and development program will enable the new company to meet all the demands of the trade.

Strategically located warehouses in New York, Atlanta, Dallas, Chicago and San Francisco put the RCA Radiotron Company in a position to render immediate service to all of its customers.

Keep Your Eye on Your Customer— Not on Your Competitor

By JACK HURD of Elizabeth, N. J., as told to J. K. WEST

"THE reason I have been successful," said Jack Hurd proudly gazing around his good looking radio store, "sounds so simple when you say it, but it is the hardest thing a dealer in radio has to do. It's like taking off weight, reducing, if you please. Anyone, can tell you what to do, but it is no easy proposition to do it."

Jack Hurd is a student and a merchant. His continued success in selling radio sets and RCA Radiotrons convinced us there must be a reason. Just what that reason was, was the cause of our inquiry.

"I can pack all I've learned about merchandising sets and radio tubes into one sentence. *Keep your eye on your customer and not on your competitor!*

Forgetting the Discount

"People don't buy radio sets because they can get five per cent more discount. They buy them to listen to broadcasting.

"They don't buy RCA Radiotrons just because they love nice things. They buy them so they can hear the fine broadcasting programs at their best.

I am convinced that most of the failures in radio are those people who can't keep that simple fact ever before them.

"Nearly everybody knows that another Dempsey-Tunney fight or another political campaign would help our business. What they don't know is that business can be good without a man-hauling contest. Most of them sit around bemoaning the fact that the Dempsey-Tunney air attractions are too few and far between. They fail to realize that just as big events are on the air every day.

Wins Prizes by Merchandising Broadcasting

"Take the time I won the prizes of the RCA on selling sets. I planned my

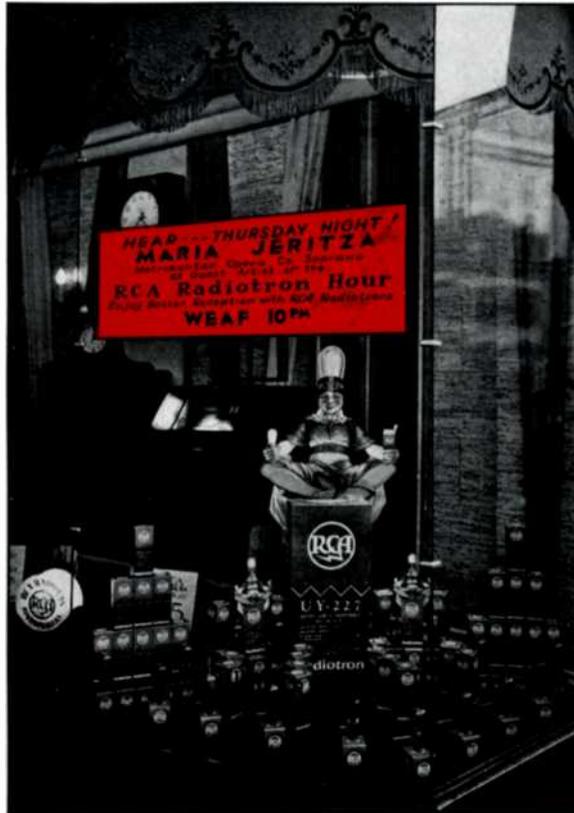


Photo by Davis

A good window turns passers-by into steady customers

whole selling activity around the entertainment of the customer. Instead of selling radio I sold the enjoyment to be had from radio. Instead of talking about radio generally, I merchandised the broadcasting programs and the personalities on the air. Customers can picture the joy to be had from listening to a Rudy Vallee, a John McCormick or any one of the countless radio stars. I have found that the regular programs are just as exciting and have just as much buying appeal as the big "specials," if they are played up to the public.

"Take Amos and Andy. I understand that that program has changed the peak at movie theatres from 8:15 to a later hour. A fellow was telling me that even telephone calls have taken quite a slump during the period that this famous pair are on the air. If people will change their life long habits just to hear Amos and Andy, it is certain that they will not argue over price or small discounts when buying a radio set or an RCA Radiotron. A few cents or even a few dollars are not going to stand in the way of their enjoyment. All they want is to hear the best possible reproduction of their favorites.

Finds Out What People Like

"I find out what people like, find out when it will be broadcast, and then make a window display acquainting them with the coming feature. Such window-displays register an instantaneous buying message on the minds of the passersby. 'Be Roxy's Guest Tonight. You'll enjoy him best with RCA Radiotrons.' To the people pass-

ing my store that message is a real invitation to them, for Roxy is a living personality, a part of their daily life. If any of those passersby have poor tubes, they won't let them stand in the way of a perfect evening's entertainment. They want Roxy and not a mutilated version of Roxy's entertainment. And they'll come in to buy.

Responsibility Begins When Set Is Sold

"My responsibility begins when I sell a set. Not before. As I look at it,

I am not in the business of selling radio sets. I am in the business of selling home entertainment. The customer isn't interested in the mechanics of a radio set or the particular technical reasons why his set is not in working order. All he is interested in is the simple fact that he isn't getting any music from his set or getting the enjoyment from it which I promised he would receive. It's up to me to cure that set's troubles, and to cure them quickly.

Every Employee a Salesman

"Everyone in my organization is a salesman. They are, one and all, selling the organization to the customer and the potential customer. Our service men are trained not only to repair sets, but to be courteous, tactful and helpful to the customers. A man might be a genius at repairing sets, but he might at the same time do irreparable harm to the customer's goodwill by failing to be polite.

Sell Replacements By Telling Customers the "Why"

"Many times my service men have been able to sell a complete replacement set of RCA Radiotrons by simply explaining to the customer that best results can be obtained only by having tubes of equal power or strength. They point out that the replacement of one tube often results in unbalanced and distorted reception. If this is selling, it is selling service which wins customer appreciation.

Doesn't Pay to Experiment With Our Customers

"The surest way of building customer goodwill is to sell quality, well known, merchandise. In the end, sell-



Photo by Davis

Jack Hurd and J. K. West.

ing quality merchandise pays the biggest dividends because:

1. It gives the customer the most satisfaction.
2. It does not pay to experiment on one's customers.
3. It cuts my expenses by reducing the number of service calls.
4. There's less sales resistance in selling an advertised and accepted product



Photo by Davis

People like to visit Jack Hurd's store because of its friendly atmosphere.

- and that saves me a lot of talking.
5. Turnover is speeded.
6. Instead of 'wasting' my time servicing sets, I can use that time to better advantage in profitable selling.
7. It nets me the largest profit.

I was going to ask Jack Hurd why he carried RCA Radiotrons exclusively. But when he told me his reasons for selling quality merchandise I knew that he would be repeating himself.

Here is an Opportunity to Make Money and Win Recognition

You can look forward to seeing wonderful covers on the coming issues of Good News. Send in your ideas for drawings for GOOD NEWS covers and if they are selected by Mr. Rundle, you will win fame and fortune.

We will pay \$25.00 for each idea selected for a cover drawing.

We will publish a short illustrated biography of the person suggesting the successful idea.

We will send to the winner in each case a nicely framed reproduction of the drawing, autographed by the artist.

Thirty-five thousand busy brains will be at work thinking up good ideas for these famous drawings. Any employee of a distributor or dealer is eligible.

Think over the experiences you have had in your store.

Watch for interesting ideas in your own home. Listen to the stories you hear. The ideas should enable us to picture a situation in which radio, and preferably RCA Radiotrons, play a prominent part, and a situation that is full of human interest.

It may be suggested by something that happens during a broadcasting hour. It does not have to be funny. It should have universal appeal. It should be the sort of idea

that will make everyone who sees it say, "Gee, isn't that good?"

And then, too, any ideas or suggestions which can be used in the editorial pages will be paid for at the usual rate of \$2.00 for each suggestion published.

Everyone will know that you suggested it. Address your suggestions to—Manager, Good News, RCA Radiotron Company, 215 South Fifth Street, Harrison, N. J.

NO ORGANIZATION IS

Picked men Head RCA Radiotron Company

BACK of the RCA Radiotron Company, formed January 1, 1930, are the resources of the Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company. That spells *stability*.

Directing the activities of this new company are men who have shown outstanding ability in the fields of management, engineering, research, manufacturing, selling, and merchandising. That spells *continued progress and profits* for all RCA Radiotron dealers.

No organization is bigger or stronger than its leaders. The destinies of an organization depend on them. It is they who are responsible for the formulation of the plans and policies which make for success or failure. It is they who are responsible for the development of a well-trained, smooth-working, efficient organization, without which a good product, quick service and sound merchandising plans are an impossibility.

Alert to Obligations

In T. W. Frech, President; W. T. L. Cogger, and G. C. Osborn, Vice-Presidents; F. H. Corregan, Secretary and Treasurer, Meade Brunet, Sales Manager; W. H. Thompson, Sales Operation and J. W. McIver, Sales Promotion and Advertising Manager, the new RCA Radiotron Company has executives of long proven ability, in their respective fields. The radio industry is fortunate to have these men directing one of its most important producing and selling units. Each one of these men recognizes his individual responsibility, and the obligations of the RCA Radiotron Company to promote the prosperity of the radio industry and in particular the financial success of RCA Radiotron dealers and distributors.

Frech a Developer of Men

Heading the new RCA Radiotron Company is T. W. Frech, former Vice-President of the General Electric Company, in charge of its Incandescent Lamp Department. Mr. Frech has long been associated with the incandescent lamp business, starting with the General Electric Company in 1901. He played an important part in the development of the tantalum lamp, the pressed filament tungsten lamp and the drawn wire tungsten lamp. His rise to the head of the General Electric Company's incandescent lamp business has been one of steady progress marked by achievement in every one of the numerous positions which he has held.

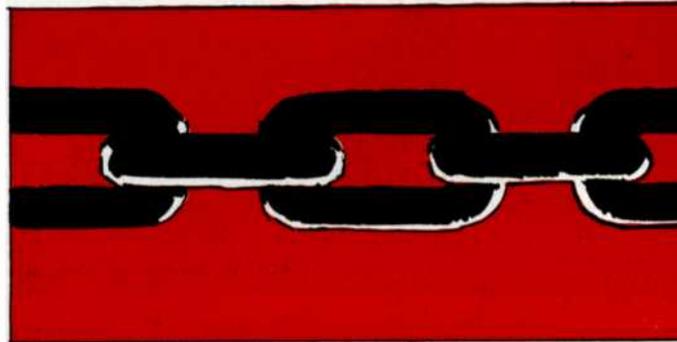
Mr. Frech is known throughout the industry particularly for his ability as an organizer and a developer of men. He has the faculty of surrounding himself with talented, able assistants, to organize, deputize and supervise.

made assistant to the Sales Manager. In this position he distinguished himself as an organizer and planner. His balance and poise, together with his vision, enabled him to look ahead, anticipating difficulties and developments, and changing sales plans and policies to meet the rapidly changing conditions of modern business. He is distinctly a progressive.

Mr. Osborn possesses a driving patience. Perhaps a unique description but still a perfect description. It is this character of determination and aggressiveness, coupled with a remarkable knowledge of human abilities and limitations, which resulted in his young, forward-moving organization.

Mr. Osborn is one of the foremost authorities on distribution from manufacturer to the jobber and dealer to the public. He is a firm believer in encouraging the distributor and the dealer to make an attractive profit.

Mr. Osborn is primarily a salesman of ideas. He is continually selling sales plans instead of merchandise, the benefits of a product instead of the product. He is a firm exponent of the sales theory that both parties to a sales transaction must profit by that transaction.



Cogger Long Identified with Tube Manufacturing Progress

In W. T. L. Cogger, Vice-President in Charge of Manufacturing, the new RCA Radiotron Company has undoubtedly the most experienced vacuum tube manufacturing man in the industry. Under Mr. Cogger's supervision were manufactured the General Electric Company's first commercial vacuum tubes. From 1917 to 1919 Mr. Cogger was in charge of all engineering and manufacturing of vacuum tubes by the National Lamp Works for the United States Government. During that period he was in close touch with all Government devel-

Osborn a Salesman of Ideas

George C. Osborn, Vice-President in Charge of Sales, was formerly General Sales Manager of the Edison Lamp Works.

Twenty-five years ago, 1905 to be exact, George C. Osborn joined the Edison Lamp Works organization. Starting at the bottom, he continually forged ahead as his associates, recognizing his abilities, promoted him to positions of increased responsibility. By 1910 he was

STRONGER THAN ITS ❖ LEADERS ❖



W. T. L. COGGER
*Vice-President in Charge
of Manufacturing*



T. W. FRECH
President



G. C. OSBORN
*Vice-President in Charge
of Sales*



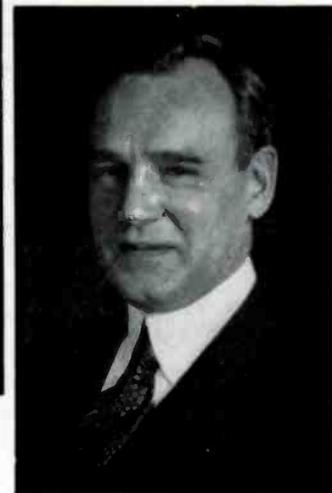
F. H. CORREGAN
Secretary and Treasurer



MEADE BRUNET
Sales Manager



J. W. McIVER
*Manager Sales Promotion
and Advertising*



W. H. THOMPSON
Sales Operation

opments in the radio art and played a leading part in their manufacture.

Mr. Cogger's first work was with the Engineering Department of the National Electric Lamp Association in 1910. From 1914 to 1917 Mr. Cogger's work as development engineer brought him in touch with every phase of lamp manufacturing. His work during this period gave to him broad practical experience in manufacturing methods and automatic machinery. 1919 to 1924 found him as Manager of the Miniature Lamp Manufacturing Department of the National Lamp Works. In that later year he was promoted to Manager of the Vacuum Tube Manufacturing Department of General Electric.

Mr. Cogger's work in the radio tube field sets him in a class by himself. His contributions to the machinization of the industry have been many and varied. He has studied tube manufacturing methods not only here, but extensively in Europe. Further rapid advances in the art of manufacturing are expected under his able direction.

Meade Brunet Sales Manager

Meade Brunet, formerly Vice-President in Charge of Sales for the Radiotron Division of the Radio-Victor Corporation, will be Sales Manager of the RCA Radiotron Company, Inc.

Few men have had as much experience in the radio field as Meade Brunet. He has not only seen the radio business grow from an infant industry to one of the giants, but has also played a vital part in helping form and mold the business of which he is a part. He is one of the best-known men in the radio trade, his duties having taken him before sales meetings from coast to coast.

His association with the electrical industry began in 1914 in the Production Department of the General Electric

Sales Department of the RCA organization January 1, 1921, taking charge of the production and distribution of RCA Radiotrons and Radiolas. In 1925 he was appointed district manager, supervising the work of all RCA departments in Chicago.

His outstanding work in the Chicago district won immediate recognition and

utility, distributor and dealer sales activities.

He has been constantly striving to make it easier for the customer to buy, which indirectly means making it easier for the dealer and the distributor to sell. His work in this direction has been responsible for revolutionizing the lamp selling methods of the industry.

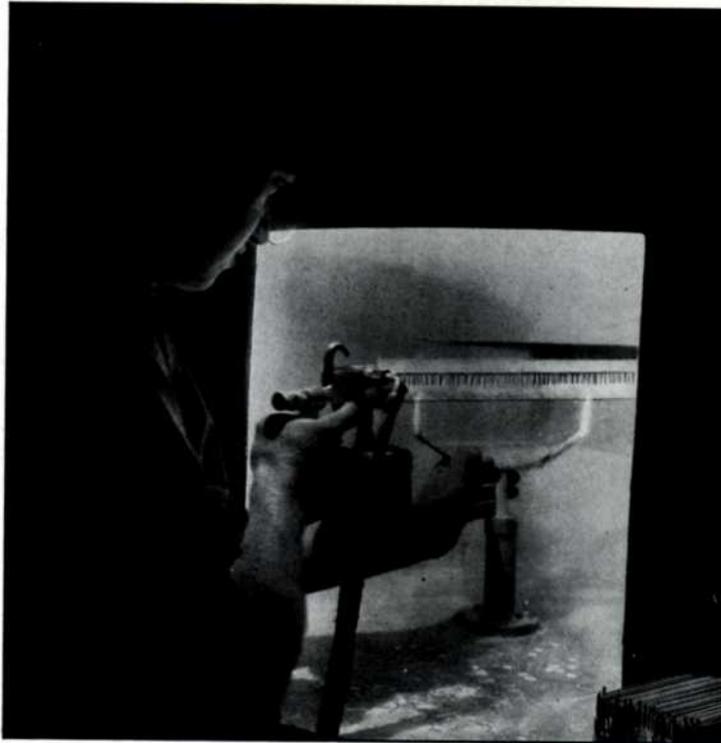


Photo by Davis

Spraying Cathodes—one of the countless delicate operations involved in the manufacture of RCA Radiotron.

Mr. Brunet was appointed Assistant Sales Manager, in Charge of Merchandising, with headquarters in New York. With the formation of the Radiotron Division in 1926, and with sales leaping to enormous proportions, a man of proven ability was needed as manager. Mr. Brunet was chosen.

McIver Heads Sales Promotion

Directing the sales promotion and advertising activities of the RCA Radiotron Company is J. W. McIver, formerly in charge of sales promotion and advertising activities for the Edison Lamp Works.

McIver is recognized as one of the foremost sales promotion and merchandising men in the electrical industry. His keen knowledge of human reactions and tendencies, as well as his ability as an organizer, have played a large part in the conception and planning of countless

Thompson a Sales Organizer

W. H. Thompson, since 1926 Assistant General Sales Manager of the Edison Lamp Works, is in charge of Sales Operations.

Mr. Thompson has been associated with the lamp business since 1912 when he joined the Edison Lamp Works. His ability as an organizer, together with his aptitude for handling difficult situations won for Mr. Thompson constant promotions. There are not many men in the industry who can boast of as many friends as "Tommy" Thompson.

Always a student of sales problems Mr. Thompson brings to the radio industry a diversified sales experience which will prove invaluable in solving many of the industry's difficult selling problems.

Corregan Sec. and Treasurer

F. H. Corregan, before joining the ranks of the RCA Radiotron Company as Secretary and Treasurer, was Assistant General Auditor for the General Electric Company. Mr. Corregan has had a long and successful accounting experience dating from 1905 when he joined the Ames Iron Works. In 1912 he entered the employ of the General Electric Company in its accounting department.

Everyone connected with the distribution of radio tubes will benefit from this new organization. The new company will be well able to meet the responsibilities of its leadership.

They always come back to RCA Radiotrons

By MILT GROSS





Photo by Davis

Ambrose Light—Guarding the entrance to the world's greatest harbor—New York. Left, first mate Emil C. Ness. Radio hasn't spoiled him.



RADIO WAVES ON THE BOUNDING WAVES

Radio Is Changing the Lives of the Men Who Go Down to the Sea In Ships

By Z. V. THOMPSON

"THEIR whole life, revolves on a radio," said the captain of the good ship "Tulip."

"By the way," he went on, "What brings you out here?"

"Well," I replied, "I read an article about the lightship with its crew of fifteen men stationed twenty miles from New York City which had changed its location for the first time in twenty years. Naturally, I was curious to know what part the radio played in their lives."

We tossed about aimlessly (for what seemed to be hours) in a damp sea fog, finally, I was consoled by a Jolly Jack Tar who told us we would be there in five minutes. Sure enough, a few minutes later, silhouetted against the cold grey dawn we beheld the ever-watchful sentry of the sea, the "Ambrose Light Ship!"

The mournful silence was then broken

by three toots and a snort from our valiant little tug the "Tulip." I assumed my best nautical manner and accosted the aforesaid light ship with a lusty "Ahoy, there Ambrose!"

"I Floundered on the Poop Deck"

Immediately, a small boat came out for us. After performing a series of intricate acrobatics on the rope ladder I floundered on (what I think was) the poop deck.

First Mate, Emil C. Ness, then escorted me to the most important cabin on the boat namely, the Radio Room.

Between a lot of brilliant repartee with the now assembled crew I hastily quaffed a much needed cup of coffee, then leaning back in an old leather upholstered chair we finally managed to narrow the conversation down to radio.

Exit Hardships at Sea

Then one "old hand" (the original "Ancient Mariner" I think) gave an interesting story of how the crew in the "good old days" had gone almost crazy when they heard the first dot and dash signals, and how they used to crowd around "Sparks" (the wireless operator) to glean a small commercial message. "Nowadays" he said, "They threaten mutiny if something happens to the set and they can't get Amos and Andy, or Rudy Vallee!"

I then realized how important it was to these men that the tubes they used should be absolutely perfect, and reliable at all times, and how a small inferior tube could actually upset the whole morale of this penned up crew, marooned out on this lonely stretch of water.

The Mate revealed to me his sure way of keeping the crew happy and contented. He had an extra set of radio tubes (wise boy that), and so averted a lot of lonely miserable days!

Salt Beef and Ship Biscuits Now Gone Forever

"Another thing," went on the old hand, "take the eats in the older times—salt beef and hard ship biscuits was a dish treated with much respect, but nowadays if our 'chef' (he used to be 'cook') doesn't get the latest recipe on the treatment of asparagus tips, it takes both the captain and the mate to coax the chef into the galley where he bends over his work with a bowed head, while the crew treat him with frowns and dark looks!"

"Oh, yes," said the mate. "We all appreciate variety in our menus."

Radio Softening a Sailor's Life

The old hand treated this interruption with a scowl; spitting his tobacco juice out of the port, he then resumed his story.

"And one thing more, we used to pull the ropes to a good old sea chanty like 'Barnacle Bill the Sailor,' but you never hear them any more," he said sadly, shaking his head. "All you hear is 'A Little Kiss Each Morning!' and such sissy stuff! I tell you a radio is softening a sailor's life!

"And another thing, the 'Shore Going' clothes they wear now. We used to think that a good stout jersey and a peaked cap was fine, and that the Bosun's 'hard hat' was the height of style!

Now, not one of them would dream of stepping ashore without knowing for sure that a derby was the correct thing with a box coat!"

Turning his head he caught a cockroach 'midships with his unerring tobacco juice.

"Then take this new fangled art, too," he continued. "You know,

'Hands across the Sea' tattooed in blue and red on a sailor's chest would be something to brag about, but now they sit and argue about these modernists, like Matisse and Rube Goldberg!"

The crew all raised their eyebrows.

Bridge Becomes the Fad

"And cards too!" he went on unperturbed. "'Rummy' was considered a great game, but now the boys keep the crew up all night discussing post



Photo by Davis

They don't have to hurry home to hear Amos and Andy

mortems on their bridge games—"

"Oh yeah?" broke in the mate, "I never heard you miss a program yet!"

Of course we knew it was this old sea dog's privilege to exaggerate a little, but his stories did bring home how much better informed the average sailor is today.

It all seemed so strange that this little world I was visiting could be so near the Gay White Way, and yet, it was nearly as remote from the outside world as the South Pole.

The monotonous tolling of the buoy, the slapping of the waves, mingling with the screech of the sea gulls, all seemed to confirm my conviction that the radio was a God-send to those men.

My heart then warmed within me as I realized what a service to humanity I am identified with.

With the great red sun settling down on the horizon, I sailed homeward, feeling very much like a Boy Scout who has done his good deed for the day.

The Radio Announcer At Home

"Good evening, wife and kiddies. . . . Ah, I see that dinner is ready to be served. The maid is attired in a new close-fitting black outfit which certainly shows her off to advantage. She is, I would say, in excellent form tonight.

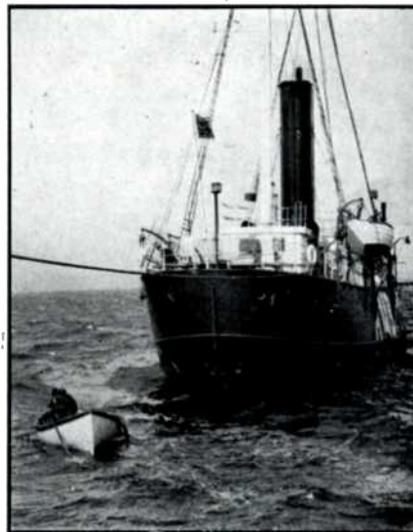
"The maid is pouring the first cocktail. . . . Please stand by. . . . These cocktails are great, believe me. The maid is now pouring another. . . . Please stand by. . . . And another! And another! . . . Oh boy, please stand by!

"Ah! Shad roe and bacon. My wife says this shad roe and bacon comes through the courtesy of the man next door, who went fishing. . . . Please stand by.

"Well, my little son has just shoved his plate off the table. Fortunately, it didn't break as it is a product of the Bustum Manufacturing Company. Remember their slogan: 'One of our plates will outlast three husbands.'

"This meal has just been brought to a close by biscuit tortoni. . . . We will appreciate hearing from all who might have enjoyed it. Good night!"

—College Humor.



Goodbye Ambrose Photo by Davis

Buying FOR Profit

Yielding to Long Discount Temptation Sounds Death Knell to Many Merchants

By MEADE BRUNET

Sales Manager, RCA Radiotron Company

NET Profit starts with buying. An old adage has it that: "Goods well bought are half sold." If the man who wrote that were alive today he probably would be a Woolworth, a Wanamaker or a Marshall Field. He knew that profitable selling is made possible only by profitable buying.

The Fallacy of the Long Discount

The first principle of good buying is to locate the fast moving lines. If you want to get to some place in a real hurry, you take the limited. Of course, you have to pay an extra fare. But, it gets you there much quicker than the local. In retailing, the same thing applies. If you want to make profit quickly, buying must be restricted to merchandise that sells quickly.

The fallacy of the long discount has been known through the ages. Quality merchandise, merchandise with a reputation, has always had a higher initial cost to the buyer than inferior merchandise. It always will. Those who "play the stock market" know that high grade stocks are referred to as "high priced" stocks. Yet, it is a significant fact that those people who live on their incomes concentrate their investments in high grade securities. In the long run, they yield more.

Yield Greatest on Quality Merchandise

Like high priced stocks, quality, well-known and consistently demanded merchandise, has a greater ultimate yield than inferior merchandise. Discounts are deceiving. Profit cannot be determined by knowing only the gross profit that a mark-up evidently allows. You must know the frequency at which

that profit is or can be earned under normal conditions.

If one dollar earns 12 profits for the dealer in a year, he can afford to take a smaller gross profit each time than on another dollar that earns only four profits during the year. Yet, the dollar that earns the smaller gross profit is the more profitable dollar because it is the more active dollar and hence earns a greater net return. *The simple fact is: it makes the larger volume of profit.*

When 40% is Larger than 52.5%

The more rapidly merchandise is sold, the more rapidly profits are earned. The stores with the fastest turnovers show the largest net profits. Let's take an actual case and see how it works.

John Brown, a dealer, has \$200.00 to invest in radio tubes. He invests \$100.00 in RCA Radiotrons and an equal amount in XYZ tubes. The RCA Radiotrons have a 40% discount from list; the XYZ tubes a 50% and 5%.

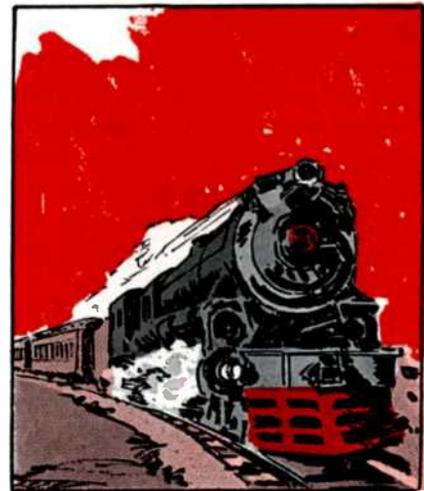
It is generally considered that the RCA Radiotrons, because of the established consumer demand and preference which exists for them, sell five times as fast as XYZ tubes. In a one month period the dealer sells his \$166.67 (list price) worth of RCA Radiotrons. During this same period \$42.54 worth of XYZ tubes were sold. But, to sell this amount of XYZ tubes it was necessary for him to concede to the customers 10% of the list value of the XYZ tubes sold.

A gross profit of \$66.67 was realized on his RCA Radiotron investment, compared with a gross of \$22.54 on XYZ tubes in the same time period.

The average cost of doing business

in the radio field, according to a survey made by Radio Retailing, is 29.5% (rent, light, heat, salaries, etc.) Therefore, the dealer's net profit on his RCA Radiotron investment was \$17.50 (\$66.67 Gross Profit less \$49.17 Selling Cost), contrasted with a net profit, in the same time period, of \$5.74 on his XYZ tube investment (\$22.54 Gross Profit less \$16.80 Selling Cost). The 10% discount given from list price has been charged to selling costs.

From the foregoing, the danger of falling for the long discount can readily be seen. It is not how much apparent or theoretical net or gross profit one can make that counts, it's the cash in the bank that counts.



Like the limited, the fast moving, nationally known merchandise, gets you to your destination quickly.

Selling Quality Merchandise and Investment in Good Will

Any product can be sold in competition with a nationally known standard brand of merchandise if enough high-pressure salesmanship is put behind it and the list price differential is great enough. But, the dealer who forces inferior merchandise on his customers is heading straight for the sheriff's auction sale. He is undermining and destroying his most valuable asset—customer good will. No tube replacement policy no matter how liberal it may be, can make up for the annoyance and inconvenience to the customers.

Selling inferior radio tubes is not only jeopardizing future tube sales to a customer, but also set sales. A customer who has purchased poor tubes is often ignorant of the fact that his dissatisfaction with radio is due almost entirely to the tubes. He blames his radio set and radio in general. He spreads his dissatisfaction among his friends, thus making it more difficult to interest them in buying radio sets. Further, he cuts down on the use of his radio set. Consequently, the frequency of tube renewal sales to him is reduced.

Inferior Tubes Cause Service Calls

Inferior tubes are the cause of a large percentage of service calls. Service calls are not only an expense to the dealer, but a source of annoyance and displeasure to the customer. The dealer who sells RCA Radiotrons is insuring himself and his customers against the necessity of service calls.

Customer Has Choice Between Best and Cheapest

The customer always has the choice between a high grade product or a cheap product. The American public has time and again demonstrated its marked preference for quality products at fair prices. The majority of people have found the fallacy of price buying. From sad experiences they have learned that you cannot get something for nothing.

The dealer who buys quality merchandise is building a reputation for himself which will bring business to him in the future. He is making an investment in good will. We believe RCA Radiotrons to be the quality vacuum tube with the greatest profit making possibilities. Consequently we

have no hesitancy in recommending that dealers get behind the RCA Radiotron line.

A Hint in Time

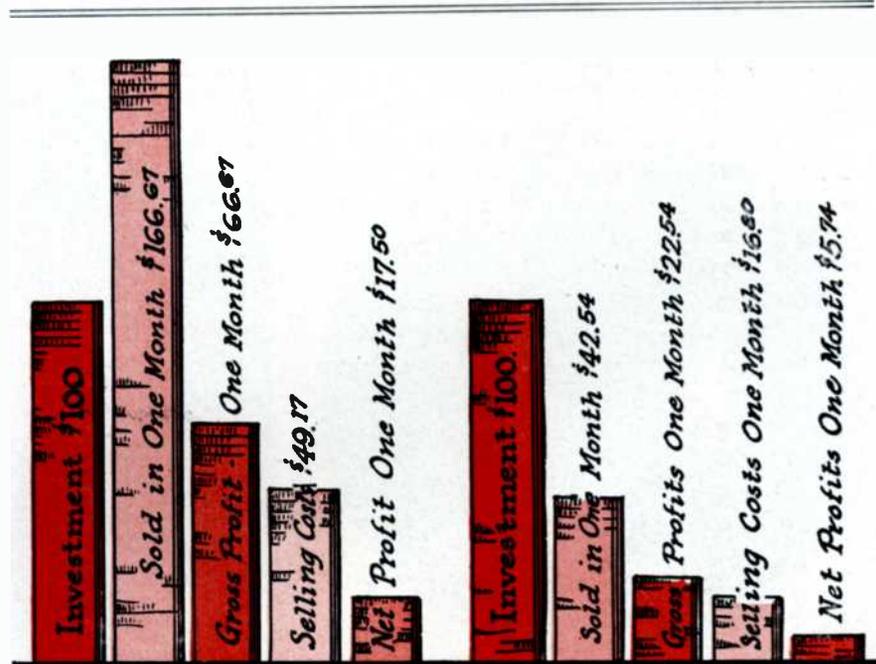
If the volume of a set is inclined to be greatly reduced, look for an opening in the aerial connection.

If the volume of a set is reduced over a period of time, the tubes are probably weak and new ones needed.

If a battery set is reduced in volume either the tubes, battery or both may be weak.

When a "gritty" noise is heard the ground connection is probably open.

If a disturbing noise comes at short and successive intervals, it may be caused by running electrical motors.



Return on Investment in RCA Radiotrons. Return on Investment in XYZ Tubes.

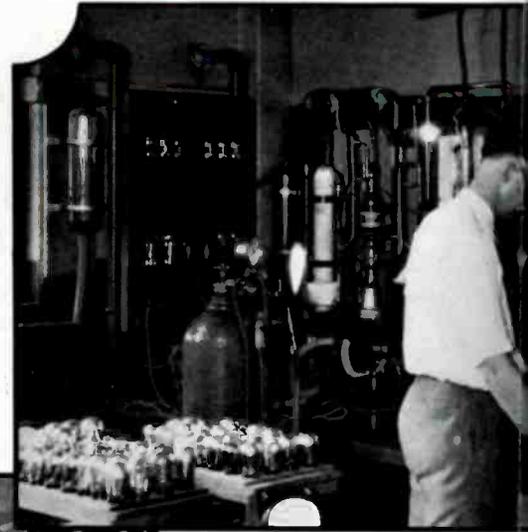
"If one dollar earns 12 profits for the dealer in a year, he can afford to take a smaller gross profit each time than on another dollar that earns only four profits during the year."



World's Greatest Laboratories an Assurance



A check test on rectifier RCA Radiotrons. Rectifier RCA Radiotrons make possible A-C operation



Dr. E. F. Lowry, famous Westinghouse scientist, studies some RCA Radiotrons



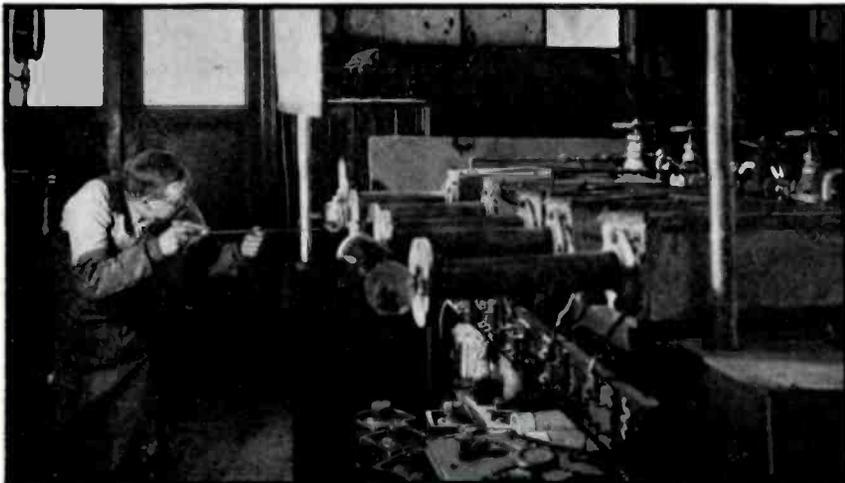
W. T. Mason, Westinghouse Exhaust Operator, tries a new vacuum tube experiment



What are a few meters more or less when it comes to studying high power vacuum tube equipment?



Dr. Irving Langmuir, pioneer in the vacuum tube field, is a prominent scientist in the RCA Radiotrons field

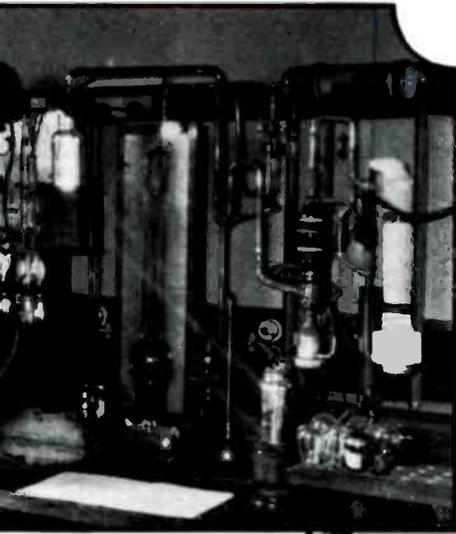


Heating tungsten bars in hydrogen. Hydrogen prevents oxidation of the tungsten bar

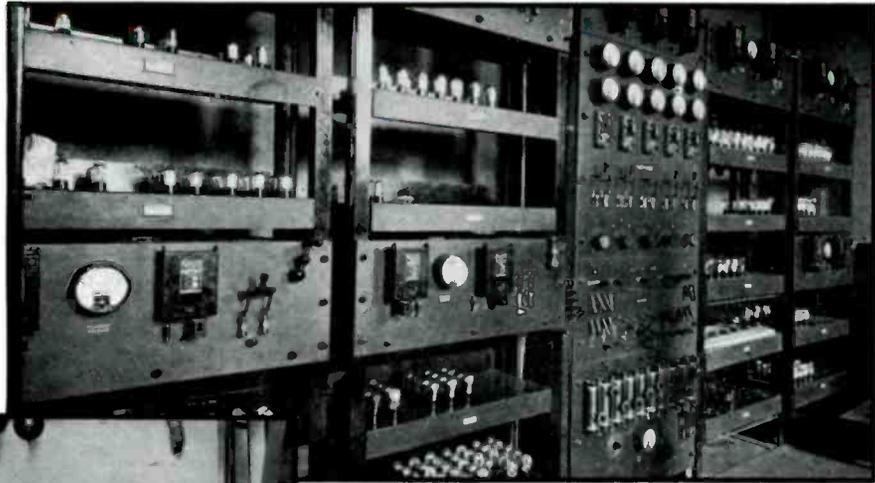


Checking the electrical characteristic of RCA Radiotrons goes on every day

continued RCA RADIOTRON Leadership



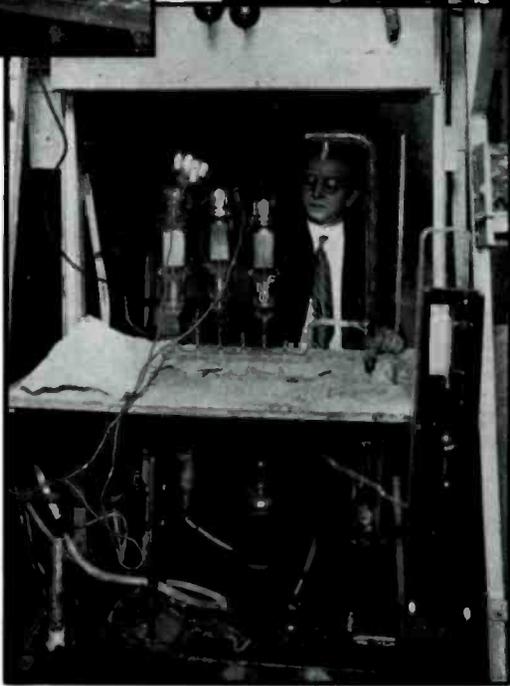
research engineer, giving
"once over"



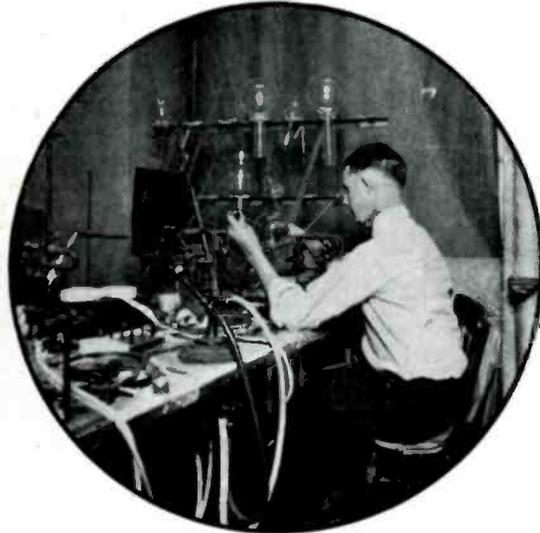
Up before the jury. RCA Radiotrons undergoing a
cross examination on life test rack



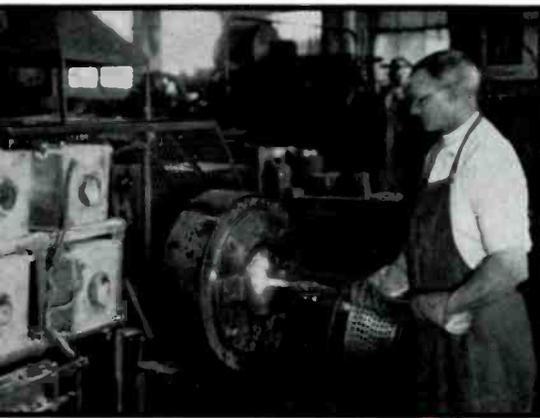
the high vacuum
tributor to RCA



The famous Langmuir exhaust pump con-
tributes much to RCA Radiotron efficiency



Something new in glass? A General
Electric laboratory man studying glass
characteristics



hammering (hammering) tungsten bar to smaller size so
it may be drawn through diamond dies to desired
size

General Electric and Manufacturing Company.



Studying RCA Radiotron assembly methods in the laboratory preparatory to
being put into factory production

RADIOTRONS ARE SPECIALISTS

Each Type of RCA Radiotron is
Designed for a Special Purpose

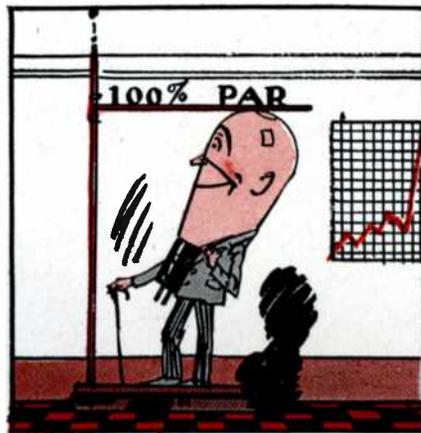
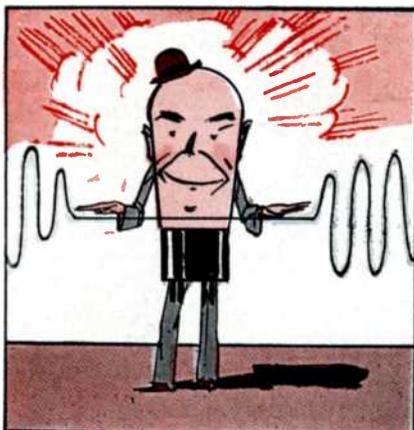
By R. S. BURNAP

Commercial Engineer, RCA Radiotron Company

THE modern radio set has grown out of the adaptability of the vacuum tube. The vacuum tube is used as an amplifier of small radio frequency currents, a detector or rectifier of these same currents as modulated by music or voice, and as an amplifier of the voice and music currents to operate a loud speaker. A simpler design of vacuum tube finds wide usage as a rectifying device for converting the alternating current of the household lines to direct current for use as a B battery supply.

Vacuum Tube Can Do Many Jobs

The vacuum tube is versatile. It can be designed as an all-purpose tube and perform any of the above functions with varying degrees of proficiency. This indeed, was the state which existed a few years ago when one type of tube was called upon to perform in every capacity in a radio set. The growth of the radio industry and the advances made in designing sets which are simple to operate, reliable, and



take their power supply from the household lines have, as is the case in almost any growing industry, created specialists. Instead of having one vacuum tube to meet all requirements, vacuum tubes have specialized, and now concentrate on some particular function as required in a radio set. These special purpose tubes, as compared with the general purpose tube, make it possible for the set designer to show his skill in the highest degree in designing and manufacturing a set, which, in the home, can give a realistic reproduction of a program occurring in a broadcasting studio many miles away.

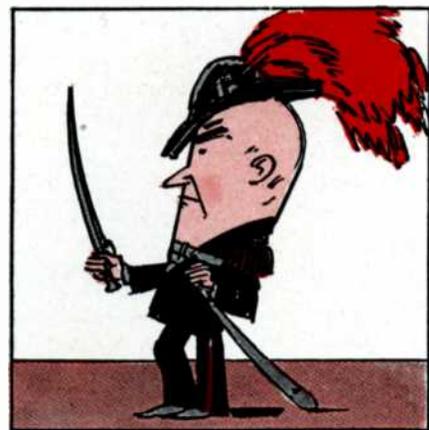
A Set is as Strong as its Weakest Tube

The vacuum tube is the heart of the radio set. Each tube in the set is important to the performance of that set. Each tube must be up to par and perform according to a carefully conceived procedure, if one desires to obtain the best from a radio set. The advent of special tubes for special purposes has

placed severe requirements on the tube manufacturer to insure that his product meets the conditions under which it will be used. It is necessary for a manufacturer who is proud of his product and desires to have it stand pre-eminent in the field, to check every stage of manufacture of the product before shipment, to make sure that it meets the standards which have been laid down as representing a product of high quality.

Uniformity of Quality Absolute Necessity

In discussing with several factory representatives of the RCA Radiotron Company, what attribute they considered most essential to a good RCA Radiotron, and quizzing them as to what they considered most important in insuring that RCA Radiotrons would perform satisfactorily in sets, their reply was "Uniformity." To these men this answer was sufficient, but I have a desire to add an additional phrase: "Uniformity of the highest



quality." The amplifying phrase which I have added did not occur to these men, because in their work quality is a basic requirement, accepted as a fact and so well imbedded in their minds that uniformity meant highest quality and needed no amplification.

Results of Diligent Research

The engineers, having established the requirements for a tube of highest quality, the factory's immediate job is to see that the product conforms to close limits as to electrical characteristics, details of physical construction, and that individual Radiotrons, in so far as possible, will perform alike for each type of construction, or in other words, that their product has uniformity in its broadest sense.

Each Worker a Proud Skilled Craftsman

Uniformity of product can be obtained in several ways. A characteristic one might be called the "brute force" method. Factories using this method work on the assumption that a certain percentage of the product is going to be bad and cannot be prevented. To stop the defective tubes from reaching the public constant hammering and frequent inspections are made. The difficulty is that this method is like plugging leaks in a hard pressed dike; let up for a few hours and bad products leak through at some unprotected spot.

A better, but a more difficult method is to so sell the organization on the importance of producing a quality product that every worker is on the job to prevent defective work passing his or her bench. This method raises the level of quality. It makes every employee an inspector. The regular inspectors are really super-inspectors. I say that this method is difficult, because it takes time and effort to produce results. Employees



must be adequately trained, satisfied with their work and certain of regular employment. Good management and resulting loyalty to the company, on the part of the worker and pride in the job, are absolutely essential for this method, but the results show in the product. The effects are cumulative. Competent engineers, management and satisfied and seasoned workers insure a good RCA Radiotron. A good RCA Radiotron causes steady demand for the product. A steady demand means permanent employment and trained



workers. Trained workers produce better RCA Radiotrons, more demand, and so on, to a smoothly operating plant, turning out the best vacuum tube possible—a vacuum tube worthy of bearing the good name, RCA Radiotron. A vacuum tube which instills confidence in the radio public in the quality of RCA Radiotrons.

Those of you who have read thus far perhaps are wondering what this is all about. In a few words: Vacuum tubes have become specialists; a tube for every purpose. We expect more of specialists. Just so, a specialized Radiotron has a "bigger" job to do and its manufacture is therefore more difficult. This harder job requires advanced engineering, competent manufacturing technic, and skilled workers, if the tube is to be up to the mark. RCA Radiotrons have this backing and therefore, are the standard of comparison.

Do You Know That—

For the price of a few months' entertainment the buyer of a radio set gets the best in music, speech, and drama for his home for many years.

About 5 cents out of every dollar goes into radio.

When Uncle Sam takes his 1930 census of population he will also count the number of radio sets in use in the nation's homes.

Victor Herbert is a Godsend to Program Directors.

Photo by Gaynor

The vacuum tube is a vital part in sound pictures.

215 Stations cooperate directly with the U. S. Weather Bureau in sending daily forecasts, warnings and other data for farmers.

TUNING IN

With J. W. McIVER

ALL we have to do in promoting the sale of RCA Radiotrons is to make it easy for the public to buy and use RCA Radiotrons. We must keep the name on the tip of everyone's tongue. We must make everyone want to enjoy radio entertainment; teach them how to get the best radio enjoyment and to remember to buy RCA Radiotrons after they learn how.

The best brains, hands, legs and feet—not forgetting other essential equipment—on advertising, merchandising and selling, that can be found, will be working continuously and effectively for you.

We have available all of the facilities and abilities of one of the largest and, at the same time, one of the best advertising agencies in the world. Not only are they available but they are producing. And if I must get convincing, the RCA Radiotron account is no small account, even in a large advertising agency.

Then too, we have busily at work, producing with surprising speed, a crack, snappy advertising and sales promotion department. A group of aggressive young experts who are devoting their energies and abilities to the single purpose of helping the public to get better results from their radio sets and you, our representatives, to make more money. Each person in this advertising and sales promotion work has been carefully selected because of tested ability, experience, enthusiasm and a charming willingness to work. Everyone is hard at it. Even our boasts aren't idle.

COMMEND to your discerning and experienced eye this first issue of our magazine.

The cover, the appearance and the content are fair samples of the talents and ability of Mr. Joyce and Mr. Rundle of our Department. Mr. Rundle is charged with the tremendous responsibility of seeing that everything that is produced, in promoting the sales of Radiotrons, is truly representative of the high quality of our product. Mr. Joyce, like Fox's Movietone, speaks for himself.

We are proud to have such able gentlemen helping you. It is most important that everything we do is



the best we can do. You can't buy a better tube than an RCA Radiotron and you won't find any better sales assistance than that of the RCA Radiotron Company.



CAREFUL check-up shows that no one has ever used the name "GOOD NEWS" for a sales magazine. It is most surprising! It seems to us that it is perfect for the purpose. What short, snappy name will tell you as much in as short a time?

We shall continuously bring information to you about selling better Radio entertainment, RCA Radiotrons, and making more money. If that isn't GOOD NEWS to every man, woman and child in the radio industry, we have sadly misjudged a great number of very nice people.

The man who thought of putting the simple word "GO" on a traffic cop's sign would be proud to admit the authorship of "GOOD NEWS" as the name of a house magazine. It has just enough optimism, confidence and accuracy to be about right.



THE ideas that get into people's minds are the ideas that get there quickly. "This is an age of speed," they say. Right! Some people call a thirty-minute broadcasting program an "Hour."

The points we look for, in selling our product, are the points that pack, imply or stimulate the things we want people to think. For instance, you can spend days presenting statistical statistics to me as to why I should be buying General Motors stock. All of that will not be half so understandable nor half so convincing or interesting as the simple statement that Mr. Alfred P. Sloan was buying the stock.

In the same way, you can amaze me with tons of disentangled data on the wonderful things our engineering departments and our manufacturing departments are doing to make such good tubes as the RCA Radiotrons. These things are most stimulating and convincing but darn my busy time, I



just can't or won't listen long enough to get it all.

However, the simple statement, that important manufacturers of radio sets advise me to take no chances with inferior tubes and tell me that their sets are built to fit RCA Radiotron characteristics (some one ought to translate that word into supper table English), is just about what I want to know and about all I have time for.

It is easy for us to confuse the public. And it is a temptation to me right now to attempt the very thing that will confuse the public. I have found so many good sales arguments and so many good ideas, I am afraid that I won't live long enough to use them all.

One of our gifted engineering friends was telling me the other day how easy it is to get good arguments for RCA Radiotrons.

He spoke of the care and precision with which our tubes are made. He mentioned 75—I think—spot welds in one tube and he was prepared to give me an outburst of Mother love on each spot. I couldn't avoid getting enthusiastic but I struggled hard to keep on my track.



IT is dangerous for us to make busy, happy people who are speeding about their daily activities stop and try to get the details of why our tubes are so good. It is enough for us to know that they will accept our statements, and believe them if we repeat them often enough. A little verse, that was handed to me by Mr. Litcher some time ago, explains the point. I do not know the author.

A centipede was happy quite,
Until a frog in fun
Said, "Pray which leg comes after
which?"
Which raised her mind to such a
pitch.
She lay distracted in a ditch
Considering how to run.

This engineering friend agreed to that and heartily. I was happy. Usually, an able engineer with a good commercial sense is as rare as a beautiful woman with brains—and as delightful.

I must say, I have found our engineers to be particularly delightful.

Not So Long Ago



The original Rudy



"... I can hear it just as plain ..."



In the good old dial days



The original short wave set



"Some day, Evelyn, who knows, we may get orchestra concerts over the telephone."

"Not on your tintype, dearie, I can't imagine anything better than our talking machine."

—Courtesy N. Y. Evening Post and C. D. Batchelor



"Gosh! What will they do next?"



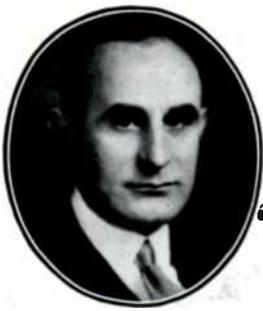
Improved pick-up



"Ladies and gentlemen of the radio audience. ..."



"... 24 votes for Oscar W. Underwood ..."



**"Take no chances
with inferior tubes!"**

says **F. A. D. ANDREA,**
President of F. A. D. ANDREA, INC.
"FADA RADIO"

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

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



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

RCA RADIOTRON CO. INC. HARRISON N. J.

RCA Radiotron

THE HEART OF YOUR RADIO SET

PLANNED RCA

**Twenty-five Million
Messages in March,
not Including Broad-
casting, tell Relation
of RCA Radiotrons to
Better Reception**

said that: "no matter how much care and skill we employ in making our sets, the final results depend upon the quality of the vacuum tubes used. The finest instrument that can be built is no better than its tubes." Unhesitatingly, the manufacturers told advertising readers that in the manufacture of their sets RCA Radiotrons were used because they insured finer reception.

This testimonial campaign had a telling effect on public demand. When millions of set owners saw the manufacturers of those sets urge the use of RCA Radiotrons, whatever doubt they may have had about the superiority of RCA Radiotrons was removed. They knew then that RCA Radiotrons were the acknowledged standard by which all other vacuum tubes were judged. They knew that RCA Radiotrons were worth whatever difference in price was asked between RCA Radiotrons and other makes. And they gladly paid.

"Give me an RCA Radiotron."
"Is this a genuine RCA Radiotron?"
"Do you carry RCA Radiotrons?"
"No, I want an RCA Radiotron!"
"Is this set equipped with RCA Radiotrons?"

THESE, and many similar questions, are asked ten thousand times or more every day, every week, every month. From the lips of radio owners everywhere you will hear that famous name—RCA Radiotron. It is the "buyword" of radio users—the magic name that speeds vacuum tube sales and turnover.

It Doesn't Just Happen

RCA Radiotron doesn't just happen to be the "buyword" of radio. Consistent advertising, planned with a definite objective, has made it what it is.

A uniformly high quality product, year in and year out, has made friends for RCA Radiotrons wherever the voice of radio is heard.

From the day the first feeble voice came from station KDKA the famous RCA trademark has been a household symbol. Soon it was to be joined with Radiotron. Millions of dollars have since been invested in building a public acceptance and demand for RCA Radiotrons. Millions more will be invested to maintain and enhance this acknowledged leadership.

Powerful Testimonial Campaign to Continue

In 1929 leading set manufacturers, through RCA Radiotron advertising, urged all who purchased their sets to use RCA Radiotrons for maximum results and enjoyment. In effect, they

Leading Magazines Tell RCA Radiotron Story

This testimonial campaign, greatly enlarged and improved, will continue to appear in the Saturday Evening Post,

ADVERTISING MAKES RADIOTRONS THE "BUY WORD" of RADIO USERS

Collier's, Liberty, Literary Digest and Popular Science. These magazines blanket the field. Through them eight million messages will reach potential customers during March. The total circulation for the year will exceed ninety-six million.

As the advertisement on the foregoing page shows, the message is seen at a glance. "Take no chances with inferior tubes," says Mr. F. A. D. Andrea, President,



F. A. D. Andrea, Inc. It's fast. Even the most hurried reader gets that message. Let this, and similar messages, reach the reader many times throughout the year and sooner or later he becomes sold on RCA Radiotrons. He will accept no other brand. No need to waste precious moments trying to sell him a tube.

200 Newspapers Carry RCA Radiotron Advertising

Backing up this magazine schedule, 200 newspapers in the principal trading areas carry reminder advertising on RCA Radiotrons. Appearing as it does, in most instances, on the radio page the highest percentage of radio set owners are reached. Not one member of the family, but many members, refer every day to this, the most used page in America. They want to know what's on the air. As they impatiently scan the evening's program four out of five radio set owners, by carefully placed RCA Radiotron advertising, see the message: "You'll never know how good your radio set really can be until you

try RCA Radiotrons" or "Enjoy tonight's programs with RCA Radiotrons."

Each advertisement adds one more impression to the thousands that have been made before—an impression of RCA Radiotron quality and uniformity.

Broadcasting Program Sets Standard of Excellence

Realizing that the future of all radio depends on the quality of radio

programs, the RCA Radiotron Company has established its Thursday night program on a high plane. Through this program world-famed Victor artists give entertainment which is made possible only by RCA's pre-eminent position in the entertainment field. The entire program furnishes enjoyment to millions of listeners. From it the listener cannot help but feel that not only the RCA Radiotron Company, but its dealers are keenly interested in seeing that the public fully enjoys not only this, but the many other high quality programs which are on the air every day. Listeners learn that RCA Radiotrons are an assurance of enjoyment.

The established demand for RCA Radiotrons puts all RCA Radiotron dealers in a preferred position. No need to argue with a customer over the relative merits of a radio tube. The customer comes in with his mind made up—made up to buy RCA Radiotrons.

You can cash in on this advertising by:

1. Identifying your store prominently.
2. Displaying RCA Radiotrons in your window and in your store.
3. Asking customers to buy.
4. Advertising in your local newspaper.

USED
by all the
EXPERTS

Leading makers of fine radio sets use RCA Radiotrons for testing and initial equipment, and recommend them for replacement.

RCA Radiotron
THE HEART OF YOUR RADIO SET

The maker advise

Don't blame your poor reception on your tubes. Once you have a set of tubes, they advise RCA Radiotrons.

Year old?

IT NEEDS NEW TUBES

Flame your radio set for reception with RCA Radiotrons. Once a set of tubes, it needs a brand new set of RCA Radiotrons. The set builders advise this.

RCA Radiotron
THE HEART OF YOUR RADIO SET

Typical one column newspaper advertisements.

LET THE PEOPLE BUY

Secret to Merchandising Success so Obvious That Few See It

By T. F. JOYCE

JOHN A. CHRISTENSEN, astute buyer for W. T. Grant's nation-wide chain, once said to me:

"Chain stores are based on the principle of letting the customers sell themselves . . . You must have the right merchandise at the right time, at the right price, before you can hope to start making any real profit out of the retail business . . ."

It's all so simple. Those who see its simplicity make outstanding successes in the retail field. Those who fail to see this obvious aspect of retail merchandising straggle by the wayside.

People Buy With Their Eyes

It is a well known fact that people are eye-minded. Most of our impressions,



Photo by Davis

Display RCA Radiotrons on your sets. They act as an invitation to buy. Photo from Davis Electric Co., Newark, N. J.

since the day we came into the world, have been received through the eye. Psychologists tell us that sight impressions are twenty-two times stronger than those received through any of the other senses.

By displaying merchandise attractively, people will buy of their own accord. No high pressure salesmanship is necessary. The success of Woolworth proves the point. In Woolworth's no one asks you to buy anything, yet you are asked to buy everything. Woolworth's good merchandise displays, as well as good merchandise, give customers an opportunity to buy.

Window is the Contact Point

Does your window display give passersby an opportunity to buy? It does, if it displays merchandise that everyone needs, that everyone knows, that is plainly price marked. Such window displays have their greatest effectiveness when the merchandise displayed is within the everyday buying range of the average customer.

A beautiful Packard car will attract the attention of four out of five people. Few are the passersby who could not use a Packard or fail to recognize its famous name. Yet probably only 1 in 500 could afford to buy that Packard. Purchases are largely premeditated with articles which cost \$5 or more. Such articles are shopped for, discussed in family circles and finally bought. Buying them is an event, not an everyday occurrence.

Few people rush into a store to buy a radio set that may be displayed in the window. To be sure, window displays

have a very definite effect on radio set sales, but not to the same degree as in selling RCA Radiotrons.

Most Passersby Are Prospects

Every radio set owner passing your store is a prospect for RCA Radiotrons, even though no set is in operation. People more and more are seeing the wisdom of regular replacement of all vacuum



Photo by Davis

Counter displays remind customers to buy.

tubes with RCA Radiotrons. Too, they are keeping spares on hand for experience has taught them that a pleasant evening's entertainment can be marred by the failure of a single tube. The price of RCA Radiotrons puts them within the reach of every customer. Window displays which remind customers to buy RCA Radiotrons will produce immediate results.

To reach its maximum effectiveness, the window must do its selling job in seven steps. This is an age of speed. The slow moving pedestrian is as rare as the autoist who complies with the 12 mile an hour speed law. Pedestrians are by your window in a flash. Like the red light of a traffic signal, your window must instantly register the message: "Stop. You need RCA Radiotrons. We sell them. Come in and buy." This

applies to every product. To get across an instantaneous message your window display must have a dominating feature—some one merchandise item which stands out above all the rest, literally crying out for attention.

Window's Job Ends When Customer Crosses Threshold

Once the customer crosses the threshold the window display's selling job has ended. From then on sales depend on interior displays.

Again, good interior displays are nothing more than displays of merchandise which give the customer an opportunity to buy. Merchandise on shelves, in drawers and in glass show cases doesn't give customers an opportunity to serve themselves. Such stores are warehouses parading under a false name.

Your store should be so laid out that it encourages the circulation of customers. Ninety per cent of the customers entering the average store never get more than ten feet from the door. They fail to see the merchandise which they need and can afford to buy that is displayed in the center and rear of the store.

A customer is nothing more than a bundle of sales possibilities. Making those possibilities become actualities can be brought about by "exposing" the customer to as much merchandise as possible. There is no limit to human desires. The more those desires are appealed to, through proper merchandise displays, the greater your sales will be.

Demand merchandise should be displayed up in front of the store. Because of its faster turnover it deserves the best position.

Counter Displays For Results

In stores which practice the "pick-me-up-and-buy-me" merchandising ap-

peal you'll find the cash registers responding to the purchases of hurried customers. These store operators know that touch ranks next to sight as a selling force. With this knowledge, they capitalize the customer's sense of touch as well as sight. Not only that, but they bring into action an important psychological factor. The customer's selfish sense of possession asserts itself. He wants to own what he has. In most instances he is willing to pay for the merchandise in his temporary possession rather than place it back on the counter.

Proper displays of RCA Radiotrons give customers an opportunity to exercise their desire to buy. Such displays build sales volume at a profit.

Good Lighting a Necessity

In both the store window and interior good lighting speeds sales. When



Photo by Davis

People are eye-minded. That's why displays are such a powerful force in merchandising.

F. J. Griffiths, president of the Whelan Drug Stores said: "Poor illumination is nothing short of business suicide," he spoke with authority. He knew.

Again, let the people buy by making it easy for them to buy.

Business is Good

THE stock market crash happened so long ago that most of us who were "burned" by it have forgotten.

It's temporary effect on business is being thrown aside by business' onward march. President Hoover brings us good news about increased employment. Increased employment means increased business activity and expanded purchasing power.

The brakes were momentarily put on the radio business by the collapse in stock values. Perhaps it was a blessing in disguise. It gave the industry a much needed breathing spell; an opportunity to set its feet squarely on the ground and move resolutely forward, fortified with the knowledge that the radio industry is offering greater dollar value to the public than at any time in its history. While there has

been a temporary recession in the radio industry generally, this has in most cases not been felt by dealers on RCA Radiotron sales. Since October 24, sales have kept at a high peak. Dealer demand for RCA Radiotrons, which reflects the public demand and buying power, established a new record for RCA Radiotron replacement sales for the November to March period. Production schedules have been

and still are on an even keel, giving constant employment to the factory organization which is, in itself, an assurance of a quality product.

That the sales of RCA Radiotrons for replacement have continued at a high level is conclusive proof of the wisdom of selling the tube that knowing customers buy. An ambitious advertising, merchandising and sales promotion program promises that RCA Radiotron dealers will find business even better. That's good news.

Yesterday An Infant—
 Today A Giant—
TOMORROW

=====? ? ?====

**No Man Dares Predict Future Growth of
 the Industry that Staggers Imagination**

A YOUNG, unknown, unheralded, Italian, Guglielmo Marconi by name, journeyed to England in 1896. He had with him an idea—the transmission of a message from one point to another point without the use of wires or any other visible connecting medium. It wasn't a flight of fancy. It was a practical idea. To himself he had already demonstrated its feasibility.

Such was the beginning of radio.

No Silver Spoon in Its Mouth

It had no auspicious start. No silver spoon was found in its mouth. Few but Marconi looked for or expected it to do wonders.

1920. Twenty-four years later, the brain child of now Senator Guglielmo Marconi, was still what it was that day in July, 1896, when he demonstrated it as a method of point to point communication to the Chief Electrical Engineer of the British Post Office. To be sure, it had outgrown its infant clothes. Scien-

tists, inventors, engineers and amateurs had contributed to it ideas which increased its practicability. Yet, it was still nothing more than a method of communicating a message from one point to another.

**A Feeble Voice That Caused an
 Industrial Revolution**

Something happened in 1920.

Out in Pittsburgh, a Mr. F. Conrad was experimenting with voice transmission by radio. Nothing new about it. It had been done before. Amateur radio men—there were thousands of them war-trained—listened in. Their friends heard the voice plucked from the air. They wanted to bring the magic into their homes. . . . Amateurs were induced to build sets for their friends. . . . The demand grew. . . . Another station went on the air. . . . Then another. . . . Radio

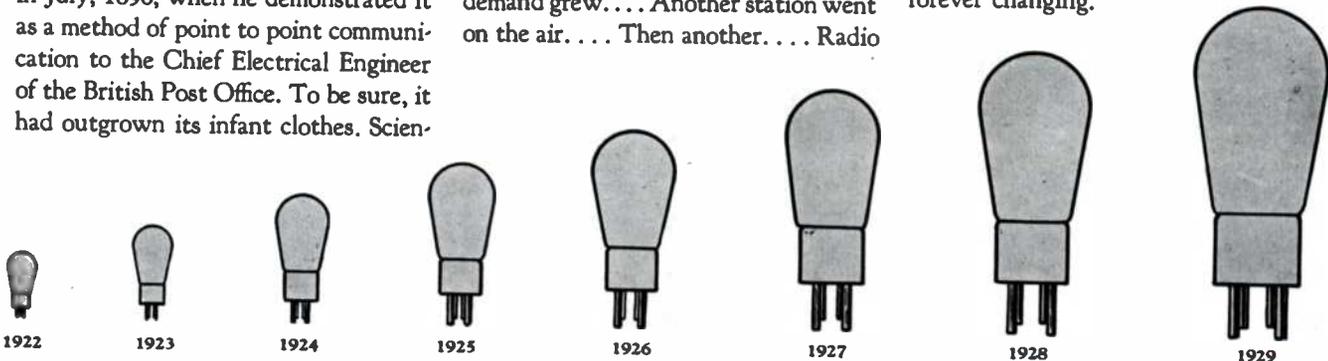
factories started to go up. . . .
 Radio had arrived.

**Sixty Million Dollars in 1922
 Eight Hundred Million in 1929**

In 1922 the public spent sixty million dollars to "experiment" with radio. Last year \$805,928,000 passed over the retail counters of the United States so that people might enjoy, not experiment with, radio.

That, briefly, is the Aladdin-like story of radio.

What have been the significant features of these hectic years intervening between the early days of station KDKA? Those who have had the good fortune to have been in radio during those years know that the predominating feature has been change . . . change . . . change . . . forever changing.



RADIO TUBE SALES SHOW MOST CONSISTENT GROWTH

The growth of radio tube sales has been more consistent than any other division of the radio business. The radio tube business is assuming an increasingly important position. The tube business acts as a stabilizing force. Renewal sales have increased to the point where they are larger than original installation sales. Tube sales by years: 1922: 1,000,000, \$6,000,000; 1923: 4,500,000, \$17,000,000; 1924: 12,000,000, \$36,000,000; 1925: 20,000,000, \$48,000,000; 1926: 30,000,000, \$58,000,000; 1927: 41,200,000, \$67,300,000; 1928: 50,200,000, \$110,250,000; 1929: 55,000,000, \$137,500,000.

Here Today; Gone Tomorrow

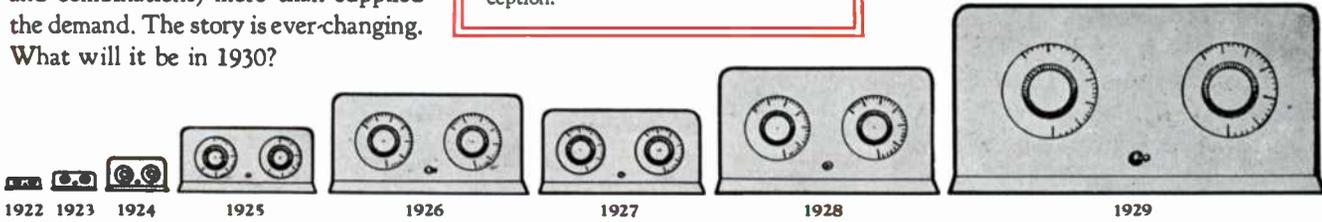
In 1924 one hundred million dollars' worth of parts were sold to radio fans. Last year parts sales didn't reach eight million. Next year ?????? In 1928, \$66,000,000 worth of reproducing units (excluding those used in consoles and combinations) were needed to satisfy the never-ending cry for more radio. Last year \$16,000,000 worth of reproducers (excluding those used in consoles and combinations) more than supplied the demand. The story is ever-changing. What will it be in 1930?

RCA Radiotrons to Benefit from General Electric and Westinghouse Research

The new RCA Radiotron Company, Inc. will continue to receive full benefits, in its field, of the broad research facilities of General Electric, Westinghouse and Radio Corporation of America. At the Radiotron Laboratories at Harrison, N. J. some of the foremost radio engineers and scientists will devote their time and effort to the improvement of present Radiotrons, and the development of new Radiotrons to improve the quality of radio reception.

ing facilities may be found in nearly every branch of the industry.

Merchandising is the job of the hour. Those dealers and distributors who see the need for aggressive merchandising and lay plans now for definite merchandising activities are assuring their place in the future distribution picture. Retailers must take stock in their selling methods. New sales plans must be introduced to meet the intensive com-



SET SALES CONTINUE TO CLIMB

Radio set sales have shown a consistent gain every year with the exception of 1927. The trend has been distinctly to the console with built-in reproducers. Continued rapid progress can be looked for in set sales, for the saturation point is still far in the distance. Set sales by years: 1922: 100,000, \$5,000,000; 1923: 250,000, \$15,000,000; 1924: 1,500,000, \$100,000,000; 1925: 2,000,000, \$165,000,000; 1926: 1,750,000, \$200,000,000; 1927: 1,350,000, \$168,700,000; 1928: 3,200,000, \$350,000,000; 1929: 3,900,000, \$487,500,000.

Vacuum Tube Business Shows Steadiest Progress

It has been in the vacuum tube division of the business that the steadiest progress has been made. 1,000,000 vacuum tubes were sold in 1921. 71,000,000 were sold in 1929. In dollars and cents the business increased from \$6,000,000 in 1921 to \$137,500,000 last year. More RCA Radiotrons were bought by the public in 1921 than any other brand. Public acceptance and demand for them have not diminished for more RCA Radiotrons found their way into the homes last year than any other make of vacuum tube.

the art of broadcasting and reception was being developed. The radio set of today is not the radio set of five or even two years ago. Today, the manufacturing end of the business is being rapidly stabilized. Progressive manufacturing organizations are growing stronger with each day.

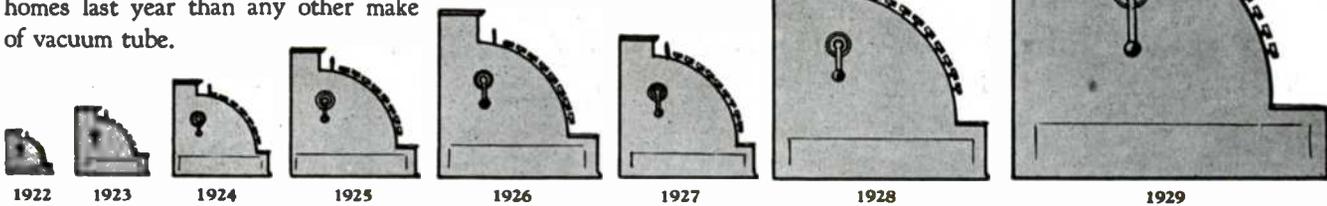
petitive conditions which we now have and will continue to have.

Radio Knows No Horizon

What about the future of radio? Even those who are closest to it, those who have grown up with it, are afraid to predict the future. It's beyond their comprehension. Radio's future has no horizon—it has no limit.

Merchandising Era Has Arrived

Radio is now entering the third stage of its development—merchandising.



TOTAL RETAIL SALES PASS \$800,000,000

Retail sales for 1929 crossed the 800 million dollar mark. Radio has become a major industry. It will soon be in the billion dollar class. Sales by years: 1922: \$60,000,000; 1923: \$136,000,000; 1924: \$358,000,000; 1925: \$430,000,000; 1926: \$506,000,000; 1927: \$425,600,000; 1928: \$690,500,000; 1929: \$805,000,000

Three Phases to Radio Development

Radio has passed through two of its three development stages. First, was the experimental period, during which

Until 1929 it was not necessary for the radio industry to do an intensive merchandising job. The demand, generally, has always far outstripped the supply. But today, excess manufactur-

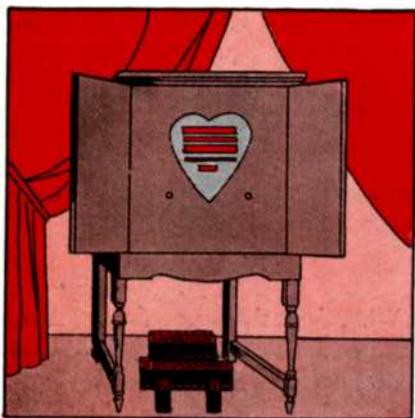
The RCA Radiotron is the heart of radio. It will continue to grow with Radio. And those dealers who now sell RCA Radiotrons will find their "partnership" of ever expanding value.

RADIO TONICS

By G. GERARD CLARK and W. F. KNECHT

The Heart of the Set

There are novelties and still more novelties but one that is unusually unique is that of using a Radio set and an ordinary piece of tracing paper. As is shown in the accompanying illustration, the paper is cut out in the form of a heart. Upon this is printed in black letters on a background of red, "Radiotrons are the Heart of Your Set." By simple manipulation this is placed behind the screen of the loud speaker, and behind this is placed a 60 watt Mazda Lamp which is to flash



intermittently. The effectiveness of this display will be guaranteed, in the first place, by the size of the object displayed, and in the second place, by the attention drawing powers of the flickering light and color contrast.

Always in the Limelight

The display here illustrated is characterized by its dignity and simplicity. This fact lends a great attractive force to the central object and thus increases the effectiveness of the display. The background is draped with black crepe. The drapes are suspended from a central position in the background and carried forward and sideward to each of the foreground ends. In the center of this miniature stage is placed an RCA Radiotron. Attention is directed to it by brilliantly illuminating its position. The spotlights, one on each end of the upper border, focus their beam directly on the RCA Radio-

Stimulants for your Business

Can your sales stand "toning up"?

If so, Radio Tonic will help you. For Radio Tonic brings to you tested merchandising ideas which have built sales for enterprising dealers.

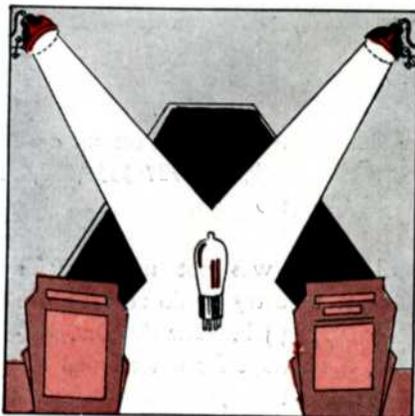
Read Radio Tonic each month. If nothing more, it will stimulate your imagination and suggest plans and ideas which can be applied to your store.

When you have a good idea, send it in. Other merchants would like to use it. Let Radio Tonic be a merchandising display idea exchange.

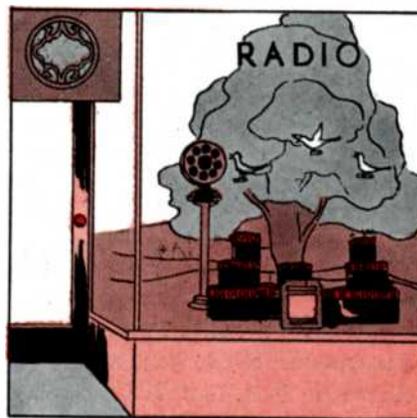
tron and hence add to its prominence. Attention is then directed to two show cards on opposite sides of the RCA Radiotron which bear the slogans, "Always a good Performer" and "Always in the Limelight," respectively. This display will be found especially useful inasmuch as it is not only easy to lay out and inexpensive to create, but also because it is very striking to the eye. This display can be made ten times more effective by using black velvet as a background.

In the Spring a Radio

Out in the streets could be heard the pleasant songs and chirpings of canaries. They came clear and voluminous; but where from? A crowd assembled around a nearby show window and the sound seemed to be com-



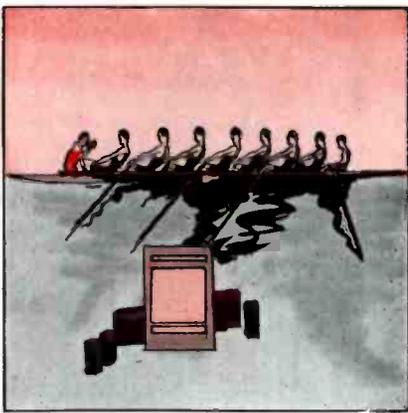
ing from that direction. An investigation showed that this was the case. In the window were a few canaries which were having a great time flitting from branch to branch of an artificial tree placed in the center of the floor. In the upper left hand corner was a microphone which caught the canaries' songs and transmitted them to a loud speaker placed at the entrance of the store. From here issued the sounds which had attracted the crowd. In the foreground a lettered show card showed that RCA Radiotrons were



used to reproduce this unusual fidelity of tone. The cut illustrates how the display can be worked out. It is not only a new idea but is also most effective as it uses a very important advertising medium, namely, sound. It might also be wisely remembered that Spring is always an ideal time to appeal to one's inherent love of nature.

Uniformity

There is a vast sporting element in the United States, and they, as a class, are perhaps more receptive to suggestions than any other class. A very ingenious means of getting their attention and directing it upon RCA Radiotrons is to construct a scull similar to that shown in the illustration. In the scull are eight oarsmen and a coxswain, seven of them are pulling together, the eighth pulling independently of the other crew members. On either side of this "crew" are placed



tration shows a receiver around which is a streamer. The dealer can here bring into play any ideas of his own. The streamer and lettering may be of any two colors, preferably however, two which create a striking contrast. The slogan could read, "RCA Radiotrons are Essential for Ideal Performance." Simple designs like this are very often highly efficient sales boosters.

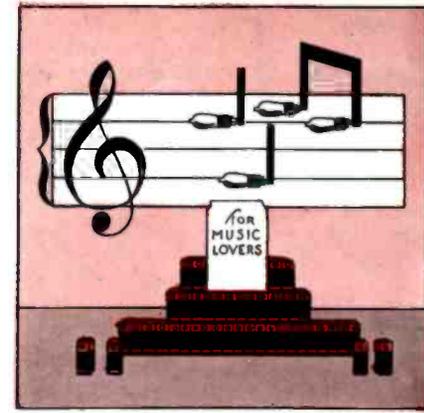
For Music Lovers

Here is a window display that will

show cards bearing the slogans, "Have you Tubes that are Not Pulling Together?" "For Perfect Uniformity Use RCA Radiotrons." An enterprising dealer will find this display of great advantage and high efficiency for it uses motion as an attractive force and the "crew" as a sporting appeal.

Strike up the Band

One of the most simple and easiest window displays to lay out is to again call the Radio set into use. Our illus-



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appeal to any ardent admirer of Rudy Vallee or, in fact, to any one with a music sense. The background is taken up by a clef and a subsequent musical score. RCA Radiotrons are used for notes and can be arranged according to the designer's discretion. The illustration shows a floor display of RCA Radiotron cartons below the scale. The chief advantage of this display is the flexibility of its arrangement. It could be used in the smallest as well as the largest of windows.

Building Blocks for Better Business



E • D • I • T • O • R • I • A • L



Good News

GOOD NEWS. We hope to make it just that, *good news* for you about RCA Radiotron plans to help you make more profit.

The new RCA Radiotron Company has an ambitious plan of sales promotion—plans to speed the movement of the famous RCA Radiotrons from your store to the radio sets in your community. Plans to aid you in giving millions of radio listeners better reception and better service. To keep you informed on this and many other important phases of our work—that's the function of Good News. Certainly—that will be *good news*.

We are in a progressive industry—an industry full of vitality. Continuous improvements are being made. Good News will keep you posted on those improvements which are commercially practical and are not mere fads. It is in a position to do so for developments and changes will come from the RCA Radiotron Laboratories and the laboratories of affiliated companies.

An RCA Radiotron is as sensitive as a human nerve, an instrument more accurate than the finest watch. The how and why of present and future RCA Radiotrons will be told in ABC fashion through the columns of Good News.

Good News will be an authoritative publication on merchandising. It will bring to you each month the merchandising principles and methods which are building sales for countless retailers. It will reflect the thinking of leaders in the merchandising field.

Good News is *good news* to the retail branch of the radio industry.



The President was up Earlier than Usual

THE profound influence that radio is having on our daily life is demonstrated at every turn. The President of the United States, the other day, was up long before the first rays of the sun touched the capitol's dome, so that he might, at the touch of a button, give himself a seat at the opening of the history-making London Peace Conference.

He was not alone. Mail men, statesmen, stenographers, business executives, iron moulders, industry captains, farmers, trappers—all types of people, people of all nationalities and beliefs, as if moved by some supernatural force, found their way to the radio so that they, too, might join with the

King of Great Britain and Ireland in opening a meeting which marks the beginning of a new era in human understanding. More than one hundred million people "listened-in."

The vacuum tube, which made it possible for the humblest world citizen to attend the Peace Conference, is a greater force for peace than all other agencies, but education. People do not fight their neighbors. Radio is making the diamond worker of South Africa just as much a neighbor of the coal miner of Pennsylvania as though they lived across the street. Today, the whole world is rapidly becoming our neighbor.

It is a privilege to be a part of an industry which is such a force for peace. It carries with it its obligations—an obligation to see that all radio set owners enjoy the multitude of high class entertainment and educational programs; an obligation to bring the untold benefits of radio to those who now do not have them. Those who realize their obligations and make every effort to discharge them, will be handsomely rewarded.



We Go to Little America

IN this busy world, with things happening so fast that we never catch up we had almost been allowed to forget Admiral Byrd's breath-taking dash over the South Pole. Our conversation had turned to things closer to home. When we woke up the other morning, the bootblack was telling us that it looked too bad for Byrd. . . . Owen tells us the food supply can't hold out . . . the ice pack is 350 miles wide . . . do you think the whalers can crash through? . . . Our morning newspaper filled in the details.

In Peary's time such instantaneous knowledge of what's happening in the way-off corners of the world wouldn't have been possible. The Byrd expedition might have perished and the outside world never known what happened to America's intrepid explorers and their illustrious leader. Thanks to the vacuum tube, the heart of radio, we go to Little America. We are as familiar with Byrd's problems as he is.

Romance? Columbus, Magellan, Pizzaro, Lewis & Clark, they and thousands of others found romance and adventure in pushing back the frontiers of the world. Romance still lives. Lives in radio which brings the whole world to our door step. The mighty arm of radio knows no barriers or limitations.



Cash In on RCA Radiotron Newspaper Advertising

OVER two hundred big city newspapers will prominently display, during March, sales increasing advertisements on RCA Radiotrons.

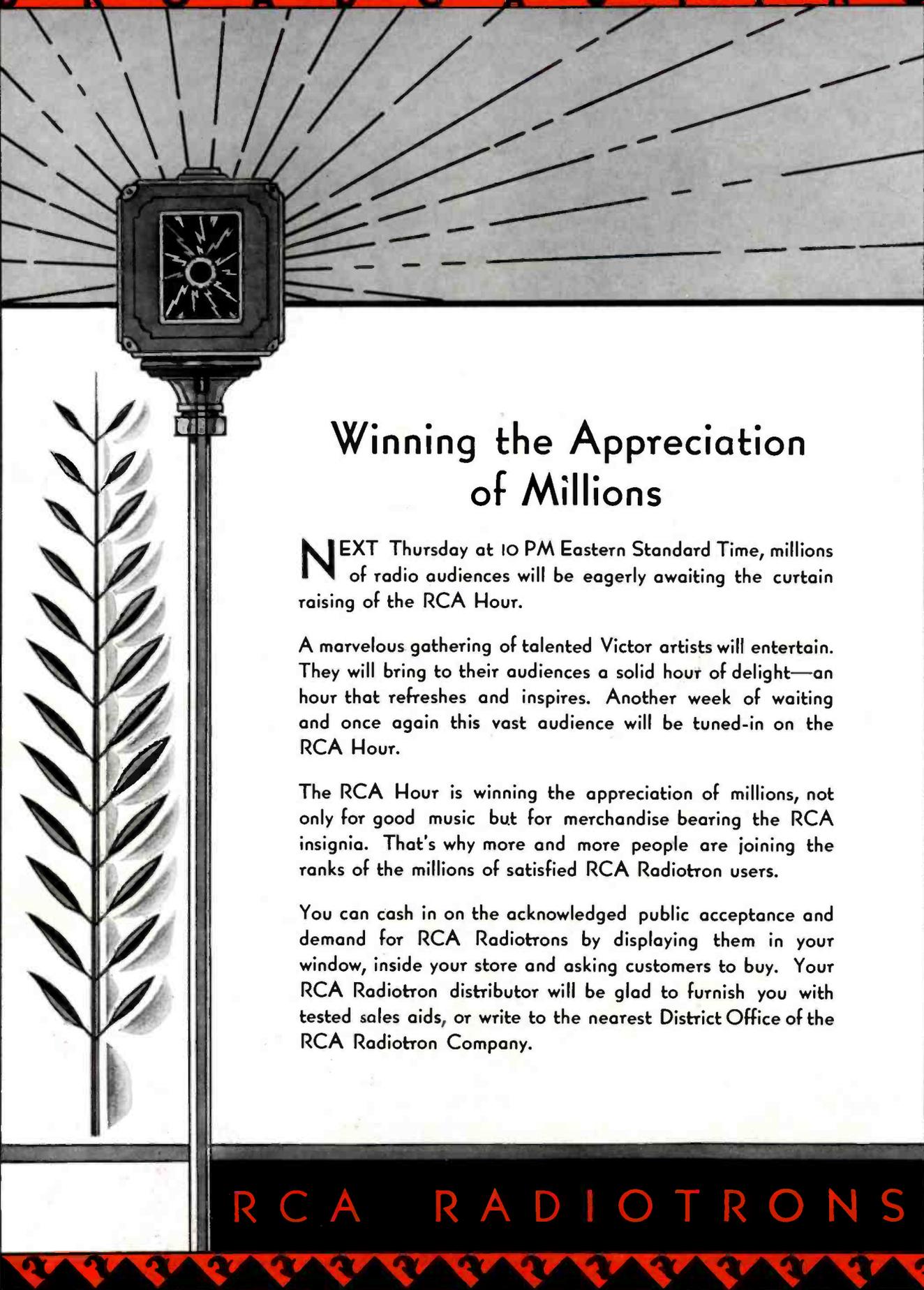
This advertising, together with a full schedule in general magazines and radio broadcast programs, is playing an important part in the onward march of RCA Radiotron sales which is taking place this March and every month.

Join hands with the greatest vacuum tube sales-making advertising and merchandising activity in all history. Do

it by local advertising in your newspaper—letting your customers and prospective customers know that you handle RCA Radiotrons and other quality merchandise. Do it by reminding customers to buy, through adequate window and interior displays of RCA Radiotrons.

Your distributor will be glad to cooperate with you by furnishing newspaper electros or mats as well as eye-arresting display material. Or write to the nearest RCA Radiotron District Office.

RCA RADIOTRON COMPANY
HARRISON, N. J.



Winning the Appreciation of Millions

NEXT Thursday at 10 PM Eastern Standard Time, millions of radio audiences will be eagerly awaiting the curtain raising of the RCA Hour.

A marvelous gathering of talented Victor artists will entertain. They will bring to their audiences a solid hour of delight—an hour that refreshes and inspires. Another week of waiting and once again this vast audience will be tuned-in on the RCA Hour.

The RCA Hour is winning the appreciation of millions, not only for good music but for merchandise bearing the RCA insignia. That's why more and more people are joining the ranks of the millions of satisfied RCA Radiotron users.

You can cash in on the acknowledged public acceptance and demand for RCA Radiotrons by displaying them in your window, inside your store and asking customers to buy. Your RCA Radiotron distributor will be glad to furnish you with tested sales aids, or write to the nearest District Office of the RCA Radiotron Company.

RCA RADIOTRONS