

NATIONAL

RADIO

NEWS

FROM N.R.I. TRAINING HEADQUARTERS

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WASHINGTON, D. C.

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IN THIS ISSUE

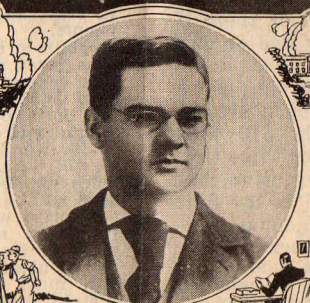
Servicing Radiola 60
Tobe Power Supply
Designing Small Transformers
Prize Contest Announcement

PRES. HOOVER

as he appeared in a recent speech over a large "hook-up." He is one of Radio's best friends.



HOOVER, AS A CHILD



— AS A STUDENT



— AS AN ENGINEER

Every N. R. I. Man Should Get In On This Prize Contest

Aside from the money prizes we are giving in this contest you will be interested to know that you men may get still more recognition in Radio circles. Let me tell you about it. A number of men have approached us on the idea of writing newspaper and magazine stories about the Institute and our students and graduates. Now they need some definite material to work on and that's the reason for this contest.

Don't lay this magazine aside until you have sent in your contribution to the Contest Editor. Better sit down and write yours as soon as you finish reading this article. You not only have the chance to win a cash prize but there is a possibility of getting some very valuable publicity for yourself and for your old N. R. I. which is standing right back of you all the time.

The men who want to write newspaper and magazine stories for us realize that you fellows are doing some mighty fine work in Radio, that many of you are employing original ideas and plans for getting and handling spare time or full time Radio business—and that's what they want to base their stories on. Now, I am going to try to tell you just the kind of information we want. We are going to give four first prizes, but all acceptable material that you send will be turned over to these men who want to write the articles. Real good ideas may be passed on to other students and graduates by us—but not to men in your immediate vicinity, of course, as we would not make competition for you.

Below I am listing subjects on which we want you to write. Be very definite in your explanation and accounts on these subjects. Write on all of them if you can. If you cannot, any one or any number of them will be all right.

If you write on more than one, use a separate sheet of paper for each article.

The prizes are going to be \$10 each for the four best and if we get some that are good enough to get recognition, but not quite good enough to fall in the first prize class, we will hand out some additional \$2 and \$5 bills to those.

Now here is the idea. I'll bet each of you has your own pet way of doing or handling some phase of your business. One fellow out West, as an example of the kind of material

we want, has a sign outside his door which reads about like this: "Come in and ask questions—no charge for help on your Radio problems." You get the idea behind that, don't you? That fellow wants people to come into his store, so he can make their acquaintance and is willing to answer their questions without charge just to get them in because he knows that sooner or later he is going to sell them some material, or perhaps have the chance to fix their set.

Another fellow I know sends out a little mailing slip to the people in his neighborhood who have Radio sets asking them whether they can get certain stations on their Radio sets. He lists the stations. Then he tells them that they should be able to get them—if they cannot—he will fix their set so they can tune them in. Now that's a clever little stunt to get business. Those are only two of the many ideas I know about—and I'll bet that almost each of you knows of the uses as many as come to my attention.

Now, I want you to tell me your plans, ideas and other things I ask for in the subjects listed below. They will form the basis of this newspaper and magazine publicity campaign. Wherever possible your name will be mentioned in the articles when any of your ideas are used.

Here are the subjects:

1. List the plans you use for getting spare-time service jobs and give the approximate results in number of jobs you get in relation to money and effort expended.
2. What are your plans for meeting the dealer competition which offers free service on Radio sets they sell.
3. Give me your plans for handling installment sales.
4. How do you handle open account sales—how do you do your financing.
5. Explain in detail your hardest selling problem and how you are overcoming it.
6. Explain in detail your advertising—how much space—how often, type of ad, appeals and other points you want to bring out.
7. List and explain any special schemes that have been working extra good for you in getting service jobs or buyers for parts and sets.
8. If you put sets in homes on trial, explain how long a period of time you allow them to stay, and your success in selling such people.
9. Explain in detail the nature of the service jobs most common in your vicinity, how you correct them.

Read back over this list again. Pick out those that you can answer—that apply to you—and write out your article in not more than 150 words on each one. The four winners will be awarded \$10 each. Other good articles will be paid for. All material that is used will be paid for although they all may not be prize winners. Now get busy. Make some extra money for yourself, and get your name in the papers.

The contest closes April 5. All manuscripts must be in this office by that time. Don't put it off. Start writing up your plans and ideas NOW. Send them to contest editor.

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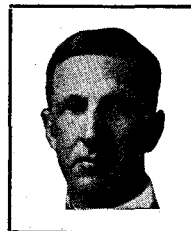
NATIONAL RADIO INSTITUTE

Washington, D. C.

March, 1929

OUR COVER—The Inauguration of President Hoover on March 4th has suggested our cover for this issue. The new President is the first engineer President since George Washington and is everywhere regarded as one of Radio's warmest friends. He has been closely associated with Radio's early development and control and understands its problems and opportunities of today.

Most Successes are Built on "Tough Breaks"



AS I start to write these few lines—this little talk with "my boys"—this question stands out in my mind: What one thought do I want to put across to N. R. I. men this month?

I feel a responsibility of the keenest sort every time I write this page for it is in getting together this way that enables us in a large measure to solve our common problems and march onward to our common goal in Radio.

And yet it is a very easy thing for one to be thrown off the track—to lose one's grip on things—to lose sight of the intended goal. Some will let a trivial thing stand between them and the success they want, others will go a little farther, but after meeting defeat a second time will lose heart and drop out of the race.

Yet the men who have achieved the most remarkable successes in the world are those who have come back after a series of successive skirmishes and defeats to win everlasting fame and fortune.

Thomas Edison was thrown out of school before he was ten years old because the teacher said he was too hopelessly stupid to learn anything. A few years later while "tinkering" in his small experimental laboratory, he was in such poor financial circumstances that creditors threatened to ruin him—but he stuck it out, and today no name is more widely known throughout the civilized world than his.

Then there is the story about Lincoln, who, it seems, thrived on adversity and defeat—only to come back the next time still more determined to push on through to the end and win.

At the age of twenty-three Lincoln was defeated as a candidate for the Illinois legislature. Before he was thirty he was a candidate for Speaker of the House, in Illinois, and was defeated. Two years later he was defeated a second time when he ran for the same office. At thirty-four he was a candidate for Congress and was defeated. At thirty-five he was defeated as a Presidential elector. At forty-three he was again defeated as a candidate for Presidential elector. At forty-six he ran for the United States Senate and was defeated. At forty-seven he was a candidate for nomination for the Vice-Presidency and was defeated. At forty-nine he was defeated a second time as candidate for the Senate. At fifty he had known little but defeat.

Yet think how gloriously and nobly he ultimately triumphed. Had he been easily discouraged, had he lost patience, had he exhibited less backbone, he never would have accomplished for America and for humanity what he did accomplish.

We all know the Lincoln at the height of fame and triumph, but too few of us know him as a man faced with endless problems and seemingly insuperable difficulties—as a man who met several stinging defeats before he finally triumphed.

We can read the life histories of hundreds of big men and learn that, the same as with Edison and Lincoln, those who make the biggest success are those who have refused to be thrown off the track by every little difficulty that pops up in front of them and even refuse to lose sight of their ultimate goal after several pretty hard lickings.

I wonder if there isn't a thought in this for every one of us. I wonder if we wouldn't win out in the end if we would go to the mat with every tough problem we get, lick it or get licked in the attempt, and then come up smiling regardless of the outcome and head straight for the next problem. I believe that if a man will just keep his eyes glued on the top rung of the ladder that he will get there sooner or later—he'll get there if it's humanly possible, and that's lots better than becoming discouraged and giving up early in the game.

That's the thought that I want to leave with you N. R. I. men this month. Just come up smiling when a "break" goes against you—thrive on it, and you're bound to win.

J. E. SMITH.

