

# NATIONAL

# RADIO

# NEWS

FROM N.R.I. TRAINING HEADQUARTERS

Vol. 1—No. 9      WASHINGTON, D. C.      MAY, 1929



**You're Out for Success — Which Example Will You Follow?**

# Radio Retailing

Mc Graw-Hill Publishing Company Inc.  
TENTH AVENUE AT 36TH STREET  
NEW YORK, N.Y.

March 26, 1929

Mr. J. E. Smith,  
National Radio Institute,  
16th and U Streets,  
Washington, D. C.

Dear Mr. Smith:

My analysis of a number of factors which I think will have a decided influence on the radio business during the coming summer leads me unhesitatingly to express the opinion that there will be a greater volume of business done — all through the radio industry — in the hot weather months of 1929 than ever before.

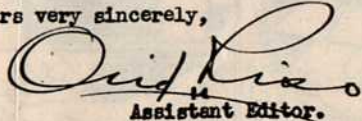
Chain programs are now being put on an all-year-round basis. Figures issued by the National Broadcasting Company show that sponsors of chain programs have practically doubled and that there is but a negligible falling off in summer broadcasting, especially as compared with previous years. Officials of the broadcasting chain systems estimate that \$25,000,000 will be spent in 1929 on chain programs alone. These facts indicate that both the quality and quantity of programs will show decided improvement this summer.

It will be remembered, also, that next summer will be the first in which the station reallocations ordered by the Federal Radio Commission last November will be in effect. The reallocations have had such a favorable effect on the broadcasting situation that they will undoubtedly prove a remarkable stimulus to summer sales.

Another favorable indicator is the radio survey among the farmers recently conducted by the Pennsylvania Department of Agriculture. This showed that 75 per cent of the farmers are using the weather and market reports which are broadcast daily. As farmers appreciate the business value of owning a radio set, hot weather will have no effect on radio sales in rural districts.

Do you not agree with me that these are excellent indications that the summer of 1929 will mark the beginning of the annihilation of the summer slump bugaboo?

Yours very sincerely,



Assistant Editor.

Ovid Riso

RR-8 PUBLISHED IN THE INTEREST OF RADIO AND ALLIED INDUSTRIES  
MEMBER OF AUDIT BUREAU OF CIRCULATIONS AND ASSOCIATED BUSINESS PAPERS

May, 1929

NATIONAL RADIO NEWS

3

## National Radio News

Published in the interest of  
N. R. I. students and graduates, by the  
NATIONAL RADIO INSTITUTE  
16th and U Streets, N. W.  
Washington, D. C.  
J. E. SMITH, Publisher; E. R. HAAS, Editor  
Copyright, 1929.  
NATIONAL RADIO INSTITUTE

Washington, D. C.

May, 1929

EDITOR'S NOTE.—Be sure and read the letter from Mr. Riso reprinted on the opposite page. As assistant Editor of a large Radio Magazine, Mr. Riso knows the Radio situation from all angles. He agrees with the views of leaders in all branches of Radio that the remaining months of 1929 will be the best yet for big profits in Radio Sales and Service.

## Summer—Growing Months for Radio Profits



IF THERE is any one thing that the Radio industry is certain of today, it is this—that Radio has lost much of its seasonal character and now maintains an all-year-around balance of Radio profits.

We must admit that there was a time when Radio activity was limited principally to the Spring, Fall and Winter months, while the Summer was rather "slow going," but that is a thing of the past now.

No matter in what direction we look we see added evidence of uninterrupted Radio prosperity throughout the Summer months of 1929 and the years ahead. Why, even last Summer Radio practically banished the bad Summer business bugaboo by piling up an unprecedented volume of sales and service profits.

With that as a start, the new Radio designs, and the many improvements in A. C. operated sets indicate that the Summer ahead offers some of the very best opportunities for profitable Radio sales and service work.

There are any number of factors contributing to this era of Radio prosperity. One is the improved quality of broadcast programs evidenced by the new Star Radio Forum which is mentioned on page 4 of this issue of the News, and also the fact that \$23,000,000 will be spent this year on chain programs alone, is another sign that Radio activities will continue at a high level.

On the opposite page there is a letter from the Assistant Editor of Radio Retailing which is worth your careful reading and thought. Look it over—note the factors that make for Radio prosperity this Summer, and then add to them the many signs of such prosperity in your

local surroundings. Why, there is no question about it at all—Radio sales are going ahead at a high pitch, and the man who lays down on the job this summer certainly is going to lose out on some mighty good profits. On the other hand, the man who digs right in, takes every possible chance he can to increase his business and income will certainly put some nice, tidy rolls of currency in his pockets.

You can make your profits even larger by laying out a systematic plan to follow in building up a good business this summer, and following it out to the letter. Map out a schedule for the Summer—lay aside so much time for studying on the course, figure out how many prospects you are going to see, drum up some new ways of demonstrating and selling sets to campers, for special Summer outing groups, lawn parties, etc., think up as many different plans for cashing in big on your Summer business as you possibly can, read this issue of the News carefully and make use of some of the money-making ideas we are giving you in it, and then after you have organized your Summer campaign—follow it out carefully and thoroughly.

You'll have a better opportunity this Summer to cash in big on a summer business than you have ever had in any previous Summer, and I want every N. R. I. man to get his full share of these rich Radio sales and service profits.

One thing more—we know that you can do the best work and go farthest in Radio when you know that we are right here on the job working with you. We have a glimpse into the future—we know what Radio holds out for well-trained men in the years ahead, and we aren't losing a minute here—we are going to be on the job all Summer, working hard, giving you the very best possible training, and ready to give you many tips and pointers to help you increase your Radio business.

So let's keep in step, work together now and make the remaining months of 1929 the most profitable months ever for you.

J. E. SMITH.

