

# NATIONAL

# RADIO

# NEWS

FROM N.R.I. TRAINING HEADQUARTERS

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WASHINGTON, D. C.

MAY, 1929



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

# Radio Retailing

Mc Graw-Hill Publishing Company Inc.  
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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,

*Ovid Riso*  
Assistant Editor.

Ovid Riso

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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.



Prominent United States senators who were the speakers in the first three programs of the National Radio Forum. Left to right: Senator Jones of Washington, Senator Smith of South Carolina, Senator Borah of Idaho who was the first Forum speaker, Senator Harrison of Mississippi and Senator McNary of Oregon.

# National Radio Forum Major Broadcast Event

THE formation of a National Radio Forum by the Washington Evening Star in cooperation with the Columbia Broadcasting System is an event of great significance in Radio.

Nationally known speakers will discuss questions of great importance in these weekly broadcasts over a chain of 50 stations. This signifies a new day in the era of broadcasting. It fills a real demand for programs of the highest quality, and furnishes a constructive information service on the problems before the government to people in all sections of the country.

The first speaker of this new series of programs was Senator Borah of Idaho. Senators Jones and Harrison spoke on the following Saturday evening on "Farm Relief," and Senator Smith and Senator McNary spoke on the third Saturday evening on the same subject, and were followed by Congresswomen Ruth Bryan Owen of Florida and Ruth Hanna McCormick of Illinois. Many other notables are scheduled to speak over this Forum every Saturday evening at 10 p. m. They include Secretary of Treasury Mellon, Secretary of State Stimson, Senator Moses of New Hampshire, Congressmen Longworth of Ohio, and Gar-

Mr. Oliver Owen Kuhn, originator of the National Radio Forum, and managing Editor of the Washington Star



ner of Texas, and other members of the Cabinet, senators, and congressmen.

It is significant that a Washington newspaper should sponsor a program of such magnitude, reach out beyond its circulation and bring to the people in all corners of the land the best thought of government officials and other nationally prominent men and women.

And yet it is only natural that Washington, the Capital—where leading Radio activities and regulations converge, should also be the source of one of the most noteworthy of the chain broadcast programs.

It is developments of this character that reflect the growth of Radio and its strong grip on the American public.

This is just one of the many "signs of the times" that indicate that interest in Radio activities will continue at a higher level this Summer than ever before.



"I would not part with my course for \$100,000 and I tore up the Money-Back Agreement the first month I enrolled." Stanley E. Campbell, Rt. 1, Box 199, Petaluma, Calif.

"My employer wrote you requesting a catalogue and some information about your course, as I was considering taking some course in Radio. Although he is a graduate of another school, he recommended your school to me, because he said he thought you gave the most thorough training to be had in this line." Harry F. Nourse, c/o Mapleton Radio Shop, Mapleton, Iowa.

"I would not sell my knowledge gained from first 10 lessons for \$1000." Mr. J. Gates, P. O. Box 389, Salisbury, N. C.

"Out of about twenty applicants, Mr. Blackmore, Certified Master Radio-Trician of N. R. I. and myself secured positions with Kemper Radio Corp. I am now employed as service manager of the Oakland branch." Mr. Wade W. Wightman, 847 44th Street, Oakland, Calif.

"I have successfully serviced Radiolas, Crosleys, Majestics, Bremer Tully, Orphens, Fadas, and quite a few outlandish, nameless and terrible concoctions, including three sets that were declared by quite smart men as unfixable." Mr. Louis T. Thoma, 3125 Vine St., Cincinnati, Ohio.

"I can't express myself or my feelings in words just how much I value and treasure my association with the National Radio Institute." Cliff D. Johnson, Columbia, So. Dakota.

"The study of Radio is full of thrills and adventures. Each lesson is a book of adventures, leading into the great jungle 'Radio!' The N. R. I. Radio course is wonderful and interesting." Herbert G. Faris, 1953 Ahuula St., Honolulu, T. Hawaii.

"I am getting along fine with my set-building experiments on the apparatus you furnish with the course. I get Nashville, Tenn., most every night with the one tube circuit—that's 850 miles." E. M. Mickle, Belleville, Ont., Canada.

"I have been selling Philco Radios and have made about \$750.00 in 3 months." Mr. F. H. Williamson, 1880 Portsmouth Ave., Portland, Ores.

"Before enrolling I had worked at most everything but did not seem to be satisfied with anything very long. I am now employed by a large music store handling most of the leading Radios and electric Phonographs at a fine increase in salary. Words cannot express the benefit I have received from your course." J. R. Lewis, 1154 Corona St., Denver, Colo.

"Your Radio Job and Service Sheets are a great help to me." Homer F. Saville, 503 W. Main St., Blanchester, Ohio.

"I have made about \$275 in the last three weeks during my spare time. I surely got out of the rut when I took up N. R. I. course. It is worth twenty times what it cost me. I will always be a booster of N. R. I." H. G. Perkins, Box 661, Greenville, Penna.

"I made about \$65 or \$70 in the last ten days here—not so bad for a small town." Mr. J. W. McCool, Jr., 607 Grant St., Dennison, Ohio.

"I have averaged better than \$275 per month for the last eight months." M. Eckenbeck, Skamokawa, Wash.

"I have made \$436.00 since I took up the study of radio with you." Robert J. Clark, R. F. D. No. 1, Box 390, St. Calir Shores, Mich.

"I met an N. R. I. graduate the other day. He sure gave the N. R. I. and faculty a good send-off! He advised me as you have done, to stay with it EVERY DAY and not to play off as some do! He certainly is 'tickled to death' that he graduated from your, or rather, our school. He can't be more tickled than I am to know that I am receiving the VERY BEST there is!" W. A. Higgins, 11156 Burbank Blvd., North Hollywood, Calif.

"I've been so busy servicing sets around this district that I've not had an hour to call my own for the last two weeks, and I've another busy week ahead. You know I can only service in the evenings. Since I wrote you last I have made \$91.30, so that's not doing bad for a small village and farming district. I feel sometimes that I'd like the servicing to slacken up a bit so as to give me a chance at my lessons." John Johnston, Box 240, Richmond Hill, Ont., Canada.

"Your lessons are so interesting and very clear. I am Swiss French. When I wrote to you the first time, I could speak English, but not read or write very well. Now I can. If you know some people here that would like to join the N. R. I. and are still hesitating, I should be very pleased to prove to them that the course is worth a lot more than you ask." Mr. H. Giroud, Rua Jacequay, No. 45, Sao Paulo, Brazil.

"I received my Junior Radio-Trician card and it got me a job in a large radio factory." Hymen Kushner, 718 N. St. Louis St., Los Angeles, Calif.

"I have been so busy that I haven't had time to write you but I will say that the training the N. R. I. gives a man sure is good. At the present time I am making about \$30.00 per week in my spare time and I would not sell what the N. R. I. taught me for \$10,000. My servicing is increasing by leaps and bounds. And I thank you and Mr. Dowie for all you are doing for me." F. H. Williamson, 1880 Portsmouth Ave., Portland, Oregon.

"I've averaged about \$1.75 or more for every hour I've put in so far." Jos. H. Bingham, 7259B, 2068 Merd. Ave., Ogden, Utah.

