

With Dealer and Customer

Getting Together To Solve Radio Selling Problems

POOR CRITICISM.

No experienced or discreet radio dealer ever criticises other trader's goods. Such criticism never convinces a prospective buyer and is apt to influence him against the critic.

POOR QUALITY GOODS.

Those who are new in the radio business will soon discover that "cheap and nasty" radio goods are not desirable. Buyers who are let down do not forget to tell their friends, and the trader quickly gets a bad name. Radio currents are exceedingly weak until amplified, and poor quality parts spoil reception.

TESTING VALVES.

A customer should, in every possible case, see every valve tested before taking delivery of it. It is not to be expected that the trader will entertain a claim for a new valve if the purchaser brings back a valve in a damaged condition.

CONVERT YOUR SET.

Those who still operate the old three-coil regenerative set should not delay in having it brought up to date. The most economic method is to convert the old set into a Browning-Drake. Another valve is inserted in front of the detector, and Browning-Drake coils take the place of the old tuning system.

A PROPER AERIAL.

A buyer cannot expect a radio set to take in the long-distance stations when the set is hooked on to a "clothes-line" aerial. A good set deserves a good aerial. The latter should not be less than 30 feet in height above

all obstacles over which it passes. At least three good insulators at each end of the aerial are desirable.

THE SCHOOLS FIELD.

When the New Zealand Education Department commences regular broadcasts for the State schools a good field will be opened up for the sale of first-class receiving sets and equipment for the schools. Some of the "live" school committees could be approached even now, for a receiving set is always an acceptable acquisition to an up-country school.

NO RADICAL ALTERATIONS.

Some customers harbour the illusion that some radical improvements in radio sets are imminent, and that an up-to-date set to-day will be obsolete in a year or two. The leading radio authorities throughout the world agree that there is little hope of any revolutionary improvement in receiving sets for many years to come. Attention, instead, is being concentrated on improving transmission where there is room for further progress.

WHEN STATIC IS BAD.

If a prospective purchaser and trader experiences the bad luck to strike static on the occasion of a demonstration of a receiving set it is wiser to close down and postpone the demonstration until better conditions obtain. This would be fairer to both parties, than to persist in trying to bring in long-distance stations through a fusillade of static.

ITEMISING ACCOUNTS.

Some New Zealand radio traders should take a hint from the following "tip" given by an American radio concern:

In presenting bills to customers we always itemise everything very carefully. This applies to repair work and cleaning as well as to the sale of new sets. We find that customers like to see just what they are paying for and we find that when bills are fully itemised the customers seldom make any kicks about paying the full amounts.

ATTRACTING CUSTOM.

It is common practice now for radio traders in New Zealand to have a set in operation while broadcasting is in progress. It acts as an attraction to passersby and brings custom. The trader, however, is not always particular as to the quality of reproduction, and a novice in that case is not likely to be favourably impressed with radio. Traders should take care to have a C battery inserted in the audio amplifying circuit, and not overload the valves.

TOO MUCH NOISE.

It is a mistake for a city trader to turn on a five-valve set at full blast to bring in the local broadcast station. The valves become overloaded, and the music comes out of the speaker with a jarring harshness. Volume can be reduced by many methods, such as lowering the plate voltage on the valves, turning out some of the valves, slightly detuning the set, etc.

CLEANING SETS.

Dust will find its way into any receiving set in time, and it has a harmful effect on reception owing to the leakage of high-frequency currents it causes. An American radio house stated recently: "We advertised in the local newspapers that sometimes old radio sets do not give as good results as form-

erly because they need cleaning. Then we said we would clean any average set for about 8s. This brought us a splendid lot of business.

PUBLIC CONFIDENCE.

William S. Hedges, radio editor, the Chicago "Daily News," lately announced: "Every analytical test applied to the radio industry gives a positive reaction. The radio industry is no longer treading uncertain ground, but has reached the stage of stability. The buying public now has confidence that sets may be purchased to-day which will not become obsolete to-morrow."

EXTENDING CREDIT.

In all trade even the most cautious dealer will sometimes be caught by "bad marks." Some New Zealand traders, however, are not over-particular in granting credit.

Don't extend credit first and then investigate afterwards. If you have already extended credit, what earthly good will it do you to make an investigation and find out you've made a mistake? The time for all investigations is before credit is extended. That's when investigations do you some real good.

LOUDSPEAKERS.

Don't sell a poor loudspeaker with a high-class receiving set. Because a great deal of the trouble experienced in radio in the past has been due to poor or indifferent speakers, a great deal of misconception exists as to the exact function of a speaker. This is at once apparent when a fine speaker (not necessarily built for any particular set) is connected to a good set after a poor speaker has been used previously.

There will be a noticeable improvement in the quality of reception.

STRANGE BUT TRUE.

Don't neglect the "location factor." Bill Jones may have a much cheaper, simpler set than you, but because he is in a better radio location he'll beat you every time on distance reception. You can thank Dame Nature, also, for the phenomenon. The queerest part of this location freak is that sometimes the same set, proven to be a distance getter, when moved next door will turn out to be "dead as a door nail."

UNITED STATES STOCKS.

Indications from a recent survey of radio dealers by the electrical equipment division of the United States Department of Commerce are that there are in stock 242,968 radio receiving sets. Out of a total of 31,453 dealers, 7842 replied to the questionnaire of the electrical equipment division. The replies indicate that there were nine receiving sets and loudspeakers in the stock of each dealer on October 1, 1927. B and C battery stocks showed an average of thirty-one per dealer, in units of 45 volts, and 7 storage batteries for A power, whereas eliminators averaged five per dealer. Receiving tubes, not A. C. averaged sixty-three per dealer, whereas A. C. ones averaged four. A total of 935 jobbers was circularised, of whom 236 replied. The number of receiving sets per reporting jobber was 373, loudspeakers 385, B and C batteries 1220, 45 volt units, storage batteries 103, eliminators 254, tubes other than A. C. 3140, A. C. tubes 97, and rectifying tubes 171.

STANDARDISED SELLING

AMERICAN DEALERS' POLICY.

The radio dealers of the mid-western States of America have combined to place the radio business on a sound business basis, and have drawn up a sales code. They are now able to point out to prospective buyers the fact that dealers who offer greater inducements than the industry regards as good business must make up for such inducements in some other way—by offering inferior merchandise, or by failure to provide competent service on a reasonable basis.

Following is their code:—

1. No radio receivers will be sent out on approval, but we are ready at any time to make a demonstration in your home, at such time as you may choose. If necessary to install antenna equipment, a charge of £2 or more, covering the actual cost, will be made, the antenna to remain your property.
2. Sets on demonstration will be considered sold if not returned within three days. Antenna equipment is not returnable.
3. Any material on demonstration not returned in good condition must be paid for.
4. If a radio receiver is purchased on the deferred payment plan, an initial payment of at least 25 per cent. must be made, with a carrying charge on the balance.
5. No free operating instructions or service will be given on any receiver after ninety days. Any service after that will be charged for at the rate of 8s. per hour, and expenses, plus cost of material used. The minimum charge for service will be 8s. All service is on a strictly cash basis.
6. Our charge for aerials, including installation, is £1 to £3, depending on types selected.
7. All valves and batteries are tested before delivery. No exchanges will be made, except for actual defects in material.
8. Don't ask us for discounts. Our goods and service are worth the price we ask.
9. No radio merchandise is returnable for credit.

GUARANTEES GIVEN.

The standardised guarantees given by this association are:—

1. We guarantee the radio receiver and all equipment furnished by us to

be free from defects in material or workmanship. If any defects develop within the manufacturer's guarantee period, provided the mechanism has not been tampered with, we agree to repair the receiver satisfactorily, or, at our option, replace it with another of the same type. Where such an exchange is made tubes and batteries will not be included in the exchange.

2. We do not guarantee the reception of distance stations on any radio receiver, regardless of model or price.

The securing of distant stations depends upon elements beyond our control, such as weather conditions, location of receiver, and the skill and patience of the operator.

3. Equipment such as tubes and batteries furnished by us are of standard make and tested quality. Owing to the fact that the life of the very best of such equipment is uncertain, and also because we have no means of determining the amount or kind of usage such equipment received in the hands of the purchaser, we do not guarantee the life of either vacuum tubes or batteries. When our service department is called upon to replace batteries or other accessories in the home of a customer, a cash charge is made for such service.

4. Storage batteries should be recharged and refilled according to instructions which we furnish at the time of installing the receiver. We are not responsible for damage to storage batteries which are allowed to completely discharge or run dry.

5. We gladly give information to our customers, on request, with regard to proper operation of their radio receivers. We feel, however, that in a period of ninety days any purchaser can fully familiarise himself with the proper operation of his radio equipment, and on service rendered after the ninety-day period a charge is made at regular service rate.

New Zealand buyers would do well to study the TERMS of those guarantees. They will then be effectively armed against the over-keen sales talk and extravagant promises which are often features in shops which stock doubtful lines.

Broadcast station KOA, Denver, Colorado, broadcasts lessons on aviation as a regular feature. These lessons are creating tremendous interest in the States where aviation has reached tremendous proportions.

HONEST ADVERTISING

BY AMERICAN RADIO DEALERS.

The Radio Dealers' Association of Buffalo, U.S.A., recently approved the advertising standards offered by the Buffalo Better Business Commission.

John M. Kibler, president of the Dealers' Association, stated that the Buffalo Better Business Bureau would conduct an advertising campaign to acquaint the public with new standards of value in radio sets and equipment.

The standards adopted by the radio dealers include:—

First, distance and selectivity claims should be based on average rather than on exceptional performances.

Second, "complete" means that nothing further need be purchased to operate the set; "list price" should mean selling price; price quoted should state whether selling price includes accessories.

Third, state total price in down price offers.

Fourth, name the cabinet woods.

Fifth, identify standard equipment by name.

Sixth, guarantee should be stated in clear and simple terms.

Seventh, superlative terms to be eliminated, lack selling force.

Eighth, disparagement of others to be discouraged.

Ninth, claims for quality of tone which are exaggerated destroy confidence.

Tenth, specify number of sets or number of pieces of equipment if they are limited when advertising a special sale.

Eleventh, define claims for interference eliminators.

Twelfth, describe tuning operations adequately.

Thirteenth, the name "static eliminators" is unwarranted; should be avoided entirely.

Fourteenth, "seconds" should be branded.

Fifteenth, "from factory to you" should mean sold by the maker to consumer.

Sixteenth, illustrated cuts should be accurate.

Seventeenth, word "free" should be used only when article is free, and when it is not necessary to purchase an item to obtain the free one.

ELECTRIC LOUDSPEAKING

NEW BRITISH PRODUCT.

It is a commonplace observation that the British radio trade has been beaten on the New Zealand market by the Americans. Some measure of satisfaction, however, may be gained from the appearance of the British Thomson Houston Co.'s new electric power loudspeaker, a demonstration sample of which is on view at the National Electrical and Engineering Co.'s Wellington headquarters. This loudspeaker is astonishing in tonal qualities, and its volume can be regulated from a whisper until it could fill the largest hall in

"HEAR HERE!" STIRTON'S

Music and Radio Store.
PETONE.

HUTT VALLEY AGENTS FOR:
CROSLY AND C. AND B.
BROWNING DRAKE SETS.

SERVICE AND SATISFACTION
GUARANTEED.

New Zealand, and at the same time maintain fidelity in tone. It is a handsome affair resembling in outward appearance a console gramophone of the most luxurious type, and has a beautiful piano finish. It is operated from either a 110-volt, 230 or 250-volt electric supply line, either direct or alternating current. There is one amplifying valve which takes 450 volts on the plate. The input goes through a huge transformer, and there are three rectifying valves. The six-inch cone loudspeaker, which, by the way, is invisible, is made of a new material, and is driven by a moving coil floating between the pole pieces of an enormous permanent magnet which is so heavy that it is just about as much as one man could carry. The fluctuations in current from the electric supply line are compensated by a special device. The amount of current consumed while the loudspeaker is operating is about 50 candle-power, or the same as that of one ordinary household electric light. A large number of radio listeners have been treated to demonstrations by this new loudspeaker, which they acclaim as a revelation in reproduction.

The best method by which one can vary the "B" battery voltage on the plate of a soft detector valve is to connect a potentiometer across the "A" battery terminals and connect the middle leg of the potentiometer to the negative of the "B" battery. This will give a six volt variation on the plate of the valve.

A RADIO XMAS

SYDNEY TRADE ENTERPRISE.

The suggestion was published in these columns recently that the New Zealand radio traders should "make this a Radio Christmas." News now comes from Sydney that the official organ of the radio industry in New South Wales reports that special efforts are being made in the radio trade to bring before the public the advantage of radio receiving sets as Christmas and New Year presents. The range of values in radio receivers, it is pointed out, is from a few shillings, for which a crystal set can be purchased, to £50 or a £100, or even more, covering the price of the high powered multi-valve type of instrument which brings in not only every broadcasting station in Australia, but several stations in foreign countries as well.

ENGLISH CHRISTMAS RELAY.

Of late the practice is becoming firmly established of the Sydney broadcasting stations picking up and rebroadcasting the stations of England, America, and Europe, and one of the points which the radio trade is stressing most strongly is that Australian listeners will be able to hear special Christmas broadcasts from England. The British Broadcasting Corporation has arranged a programme of carols which will be radiated from an English cathedral, picked up in Sydney, and rebroadcast on Christmas Eve.

Shop Phone 22-385.

Private Phone 25-010.

RADIO ENTHUSIASTS

THE MOST DEPENDABLE BATTERY THAT MONEY CAN BUY IS THE

EXIDE

As installed at the 2YA Station, Wellington.

We have Batteries in all sizes from 9/- each.

Exide Battery users: Have your Battery charged by Exide experts. Collection and Delivery Service Daily, City and Suburbs.

EXIDE SERVICE STATION,
79 KENT TERRACE, WELLINGTON.

JUST ARRIVED!

JUST ARRIVED!

SHORT WAVE ADAPTERS

For converting your receiver into a SHORT WAVE SET.

This device will enable you to hear SHORT WAVE BROADCASTS on your ordinary receiver by simply connecting your aerial and ground wires to and plugging your detector valve into the ADAPTER, and the ADAPTER into your detector valve socket—that's all—quite simple, then search the world with the ONE DIAL on the ADAPTER.

Several large AMERICAN STATIONS ARE NOW BROADCASTING ON SHORT WAVE-LENGTHS and many more are coming SO BE READY.

Make your receiver into a highly efficient SHORT WAVE set and be THRILLED by the distance you can cover. PRICE 25.

There is nothing else like it on the market, it is a guaranteed article and can be obtained only from—

Mack's RADIO CO. LTD.
76-77 KENT TERRACE.

"The House of Service,"

WELLINGTON.

WELLINGTON.

The CAMERA Coy.
OCTAGON, DUNEDIN.

The House For Satisfaction.

Have You Heard

PAGE RADIO?

This powerful Six-Valve Receiver is the machine you are looking for. For distance, selectivity and tone, it is unexcelled.

Prices from £16