

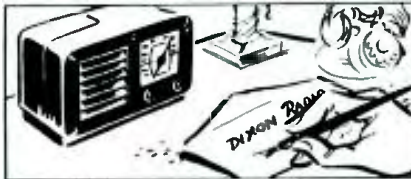
Advertising and Selling



**A distinctive advertisement
that tells a definite story
increases sales and profits**

By T. W. DRESSER

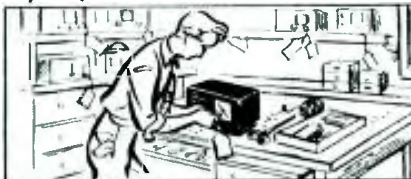
*Won't it
Play???*



When your radio goes blooey, bring, phone, or write an S-O-S to DIXON'S.



Our engineer calls promptly. If necessary, he takes set to our repair shop.



Here set is labelled for identification, vacuum-cleaned, and passed to...



...repair technician in special room equipped with the latest instruments.



After repair, radio goes to inspection department for actual on-the-air test.



Before set is returned to you, French-polish experts make it shine like new!



That's the story—the way your radio gets the A-to-Z treatment by experts. We take pride in our work; you'll be proud of your radio. You'll say... "GO TO DIXON'S. I'M GLAD I DIDI"

Dixon's Radio

Whichburg

Phone 72272

AGENTS FOR
EMERSON R.C.A. PILOT
PHILCO ADMIRAL
ROGERS-MAJESTIC

WITH few exceptions radio technicians look on advertising as sheer waste of money. They reason that the return is not worth the expenditure, and consider that their reputation for good honest work at a reasonable figure should ensure them their fair share of the neighborhood's radio business. Of course, a sound reputation built up over a period of years will ensure a steadily increasing trade. But it is a slow process and uphill work; and one dissatisfied customer—whether his complaint is justified or not—can do more harm to such a business than the good done by two completely satisfied ones.

The reason advertising is looked at askance by most radio technicians is simple. Their advertising, as it stands, does not pay. I have studied thousands, probably tens of thousands, of service-dealers' advertisements. Not one in a thousand was worth the money spent on it.

They are stereotyped in their layout and in the style of type used. Interesting facts that could have been brought out are submerged in an unattractive assembly of garden-variety illustrations and wording. That is not advertising; it is philanthropy—giving money away!

Publicity, like anything else worth doing, must be planned. Its only purpose is to bring together in favorable circumstances the prospective customer and the salesman; that is the sole aim of advertising, and it is worth remembering. It is worth remembering because today publicity is high pressure. Hundreds of thousands of firms and people are aware of its value, and your advertisement will be submerged in the flood of mediocre publicity—unless you make it outstanding! Generally, radio technicians' advertisements fall down because they are not attractive enough to warrant reading through, or because they attempt too much in a small space. The inevitable result is that the advertiser gives it up after a period of poor results and thinks that advertising is a much overrated business.

The aim of any well-organized dealer is to "feed" his staff—or himself in the case of a one-man business—with a steady succession of new prospects whose interest has already been aroused. It is the only possible way to run a successful business, and it cannot be done by good will alone. Only good publicity can supply such a flow of new prospects. Figure one is an example of good advertising by a service technician, which stands out by virtue of its distinctiveness; it looks interesting and invites the reader to scan it again. In fact, its attention-compelling angle is comparable with that of the daily comic strips.

Having drawn the reader's attention, this advertisement then forces its point home. The gist of its story is that, if the reader's radio is defective, he should take it for servicing to the dealer whose name appears at the foot of the ad. The other illustrations show

This advertisement tells a story with pictures. Readers will see and scan it.

what will happen to the radio while in the dealer's hands, and are calculated to inspire confidence in the work done. The appeal is then extended to cover new sales by explaining in the final paragraph that "We take pride in our work; you'll be proud of your radio. You'll say . . . 'Go to Dixon's. I'm glad I did.'"

Another form of publicity with a decided pull is that in Fig. 2. The appeal of this advertisement lies principally in the fact that—superficially at least—it offers "something for nothing." It invites readers to phone and stresses in the most effective manner possible that there is no obligation. In consequence the reader feels that, if he does phone or write, he can ignore, without embarrassment or cost, whatever advice is tendered. In other words, he *feels* he is under no obligation.

Service-dealers' advertisements may be based on this model, although they should not copy its (or anyone else's) format slavishly. Designed to bring inquiries, it ultimately ensures a regular flow of both service and new sales. Once the contact has been made between the "prospect" and the dealer, personal salesmanship and demonstrations should produce that flow of sales and servicing.

Showcards, letterheads, and window lettering can all contribute at a small outlay a substantial quota to the appeal to the prospective customer. Fig. 3 shows the slogan used by a highly successful service-technician-dealer in this city [Bradford, England]. His letterhead and business card carry the same wording and on each repaired radio in his shop stand small cards printed

IS YOUR RADIO IN TROUBLE ???

I can't get WBZ.
Interference spoils program.
Do I need an antenna?
Why can't I get FM?
We are asked similar questions several times each day. Our advice is given free and without obligation. If you have radio trouble ask our help. It doesn't matter what make or type or where you bought it. Our technical dept. is at the service of all listeners.

**TECHNICAL DEPT.,
DIXON'S RADIO**

**Whichburg
Call, write or phone 72272**

Fig. 2—This ad invites free inquiries. as in the figure. This reiteration of a theme subconsciously impresses itself on the mind of all who encounter it, and in time they associate automatically any mention of radio with the name of the dealer in question.

The same theme is carried into the window lettering and—in conjunction

with a well-arranged window and an attractive colored fluorescent lighting scheme—has brought this technician-dealer the major share of the radio business of a town of 300,000 inhabitants. Yet four years ago he was almost unknown in this city! Such success is an outstanding example of the value of rightly handled publicity.

In advertising new radios far more emphasis should be placed upon the value of demonstrations at the dealer's premises or in the customer's home. Many dealers' advertisements fail to stress how much such demonstrations can help the customer make a wise choice. Others fall down in their appeal

Repaired

by

SHAW

"The Radio Doctor"

Fig. 3—People remember shop's slogan.

to the reader to take some definite action. Most people already know that any modern radio showroom will gladly demonstrate receivers in stock, but there is a vast difference between subconscious awareness and active interest. Good advertising will burgeon this inactive knowledge into real interest. To this end the dealer's publicity should stress the advantages to be derived from demonstrations, while indicating that they imply no obligation whatever on the prospective customer's part.

Whenever and wherever possible manufacturer-dealer campaigns should be used to their fullest. Such publicity—while essentially concerned with the products of one particular manufacturer—does succeed in bringing in potential customers, and the dealer need not refuse a sale if the customer rejects the advertised brand. Sales aids supplied by manufacturers also help greatly in making an attractive window display, an essential in pulling in the casual passerby.

There is no doubt that intelligent, well handled publicity pays handsomely in the radio trade, more so perhaps than in many other industries. The dealer with initiative will use it to the limit to boost his steady trade in sales and servicing, to take advantage of periodic booms such as television is experiencing at the moment, and to buffer the slack periods.

His reward will be an increasingly steady trade, constantly building up, for advertising does not stop when the campaign is over. Satisfied customers—brought in by his publicity—tell others; thus advertising is the most satisfactory "snowball" in the world.