

HOWDY



VOL. 9

OCTOBER

1930

*A monthly visit to you in print
to make you
better acquainted with*

HOWE & COMPANY

DISTRIBUTORS

ATWATER KENT RADIO

841 BOYLSTON STREET BOSTON

Howdy Says:

This is October, the month of Hal-lowe'en when witches and spooks stalk forth. The time when we bob for apples and are supposed to see the future in a mirror.

The radio year just past has been a constant bobbing and ducking for many dealers with the ghosts of net losses only too near.

Profiting from this experience, the wise radio dealer needs no mystic mirror to decide that he will eliminate all hope of "Golden Profit" from phantom and orphan sets. He will concentrate solely on Atwater Kent, "The Radio With the Golden Voice," which spells "Golden Profits" for him.

He realizes the largest radio factory in the world stands squarely behind him in its policy to give the world the best there is in radio at the lowest price consistent with a fair deal for the consumer, and a "Golden Profit" to the dealer.

ATWATER KENT RADIO.

Announcement

A new Atwater Kent Super-Heterodyne Set, consisting of nine tubes housed in a new cabinet and known as Model 72 will soon be available.

This set is in no way expected to supercede the present Model L but is designed for those who desire a Super-Heterodyne with greater range and sharper tuning than is possible in a tuned circuit.

Less Tubes
The Price is \$133.00

Prospects

Visiting the home of a newly-married couple the conversation drifted to home canvassers.

They stated that, from the day their marriage license was applied for, dozens of letters and solicitations were received from retail dealers which included furniture dealers, automobile salesmen, vacuum cleaners, book agents, washing machines and what nots.

Not one radio music dealer or representative called. Why should this be? Surely there is no more likely prospect for a radio than a couple setting up a new home.

If such an obvious and likely source of prospects as the license bureau is overlooked by the radio dealer it is safe to say other mediums of building prospect lists are also neglected. Other merchants are alive to these opportunities and overlooking no bets. It behooves the radio music retailer to do likewise.

Prospects are all around you. Wake up radio dealer! Take a golden profit from the radio with the "Golden Voice"—ATWATER KENT.

Mr. L. A. Hutchinson of Milford, N. H., is a live wire Atwater Kent Dealer who realizes the benefit of individual advertising.

At the Milford, N. H., industrial show, his attractive booth was the center of interest where he donated a model 70 to the holder of a lucky ticket.

In this way he secured the names of over two thousand prospects and has already closed the sale of several sets with the prospect bright for many more.

It Pays To Advertise
ATWATER KENT RADIO

"May I ask, Mr. Paderewski," said a sweet young thing, "who is the composer of that selection you played last? It is indeed wonderful."

"Beethoven," answered the pianist. "Ah, yes," she replied. "Wonderful. Is he composing now?"

"No, Madam," replied Paderewski gravely; "he is decomposing."

Service Flashes

The Service Department is very glad to note the large number of warranty tags which are being forwarded for its files. The dealers who are forwarding these warranty cards can rest assured that every possible service will be given them for the ninety-day warranty period on a "no charge" basis.

Since the last edition of "Howdy" the factory has made a slight change in the type "L" chassis. A 2-ampere fuse has been inserted in the A-C line as a preventive for burnt-out power supply units. A great many of the dealers are not yet aware that this fuse is in the set.

If you have a set in which all the tubes refuse to light remove the bottom pan and you will see this new 2-ampere fuse mounted on the condenser assembly on the underside of the power supply.

A quantity of these fuses may be obtained from our Service Dept., or from any automobile supply house—the number is 3 A. G. 2-ampere. However, any 2-ampere fuse, similar to the one used, will work satisfactorily.

A news item from Joplin, Mo., states that game wardens are seeking a law to prevent fishermen from using Radios to attract fish to the bait, claiming it amounts to fish raids.

This is not the first time we have heard of Radio fish being hooked by the bait of "longer discounts, unsound concessions and larger profits" which have resulted in net losses.

Atwater Kent has for eight years built soundly, operated conservatively, and advertised constructively. These policies have built an acceptance and good will for Atwater Kent Radio that has no equal in the entire industry.

Today's Humor

"My razor's awfully blunt, dear. I can scarcely shave with it."

"Why, Charles, you don't mean to tell me your beard is tougher than the linoleum!"

Lee Howe's Message

The season of 1930-31 will surpass anything yet attempted in the way of organized effort to help the dealer sell Atwater Kent Radio. "Net Profits" is to be the theme song.

We believe "The One Call Campaign," embracing, as it does, certain new and original features, is one of the best ideas we know of to lessen sales resistance.

In addition a series of dealer bulletins, full of selling ideas and promotional stunts, will be an important help in making the theme song "Bigger Net Profits" one grand chorus.

Do not fail to sign up at once for "The One Call Campaign."

Howdy Says:

I hate to be a kicker and I'm awfully strong for peace
But the wheel that does the squeaking
Is the wheel that gets the grease.

The grease in this instance refers to money.

Some Atwater Kent Radio dealers seem to have heard rumors that we no longer need money in the operation of our business.

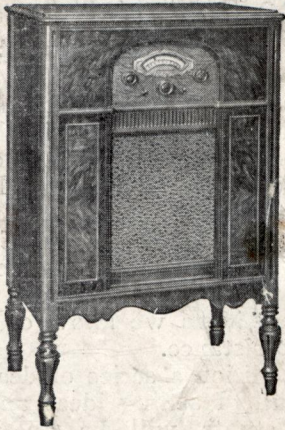
We want to spike this rumor right here by quoting Mark Twain's reply to a report of his death, "Greatly exaggerated."

Our hundreds of dealers look to us to keep them supplied with Atwater Kent Radio, the Radio with the "Golden Voice," which spells "Golden Profits" for them.

All this requires money, and, unless we get our money promptly we cannot continue to furnish this "Golden Profit" at our expense.

Remember the modern golden rule of business, which is—"Remit as promptly to your distributor as you would have them make shipments to you."

WE THANK YOU!



MODEL 70 LOWBOY

Height, $38\frac{3}{4}$ in.; width, $24\frac{3}{4}$ in.; depth, $15\frac{1}{8}$ in. Finished in American Walnut with matched butt walnut front panels.

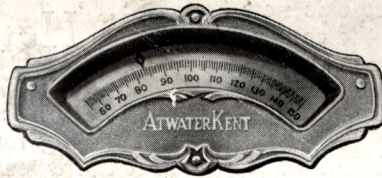
\$139.20



MODEL 75

Radio-Phonograph Combination. Height, 40 in.; width, 24 in.; depth, 17 in. Piano-hinged top with automatic stop support. Ample and accessible record compartment.

\$215.20



**Atwater
Kent
Control
Panel**

Reading left to right: Volume Control Knob, Local-Distance Switch, Tuning Knob, On-Off Switch, and Tone Control Knob.



MODEL 76

Highboy with Sliding Doors; height, $45\frac{1}{2}$ in.; width, 26 in.; depth, $16\frac{1}{4}$ in. Doors slide easily and are muffled with felt for silence.

\$165.20



MODEL 74

Table Model. Height, $30\frac{1}{4}$ in.; width, $24\frac{1}{2}$ in.; depth $16\frac{1}{2}$ in. Finished on all sides.

\$145.20