



“Leave It to Us —and Be Satisfied”

“Specialized, Personalized Service” Is the Fundamental Reason Underlying the Success of This Radio Dealer—Makes Annual Charge for Service Calls by Giving “Radio Insurance Policies”

SERVICE FIRST” is the sales standard of the Blanchard Radio and Electric Company, Providence, R. I. “Specialized, personalized service” is the policy of this company. “Leave it to us and be satisfied,” is the slogan on which R. C. Blanchard, president of the company, has built up his business.

A noteworthy feature in the sales policy of this company is given in a copyrighted booklet which it has issued:

“We will not install any radio set until we have visited the place where the equipment is to be used. Greatly varying local conditions prompt us to go to this extra expense in order to satisfy you. If we believe that your location for radio reception is poor, we will tell you so without any equivocation.”

Blanchard himself calls within a week from the date of installation of a radio set for a customer and checks up both installation and operation, making certain that the set is giving satisfaction.

In addition to this inspection, the company sells its service in the form of Radio Satisfaction Policies. Any one owning a radio set is entitled to ten calls within a year at any time he wishes for twelve dollars. When a person purchases a set from the company he can have six service calls for \$6 in addition to those included in the installation and inspection of the set.

This service has proved very popular and has been instrumental in the sale of a great many sets. With apparently everyone anxious to go into the radio business, with people selling radio who know little or nothing about it but who are convinced that “there is a lot of money to be made in the business,” it is only natural that a considerable number

of sets are sold which are not properly installed and which require a certain amount of service before they will give satisfactory reception. The concern that renders this service is likely to be the one from which the next set is bought when the owner decides he wants a bigger and better receiver.

Trade-in Sets Sell Readily

Featuring service to the extent it does, doing its business in the home of the customer rather than exclusively in the store, it is only natural that the trade-in demand should early have been brought to the attention of the Blanchard company. Its policy being satisfying customers by rendering what practically amounts to a professional radio service, it also followed that this company was among the first to handle trade-in transactions.

The trade-in idea has worked out very satisfactorily and no serious difficulty has been experienced in disposing of the sets taken in. As in the automobile business the most important thing has been to put a fair price on the set taken in, one not so high that a loss will result to the dealer and one not so low as to be unfair to the owner.

Trade-ins are something new in the radio field. They are a fixed custom in many other industries. Radio sets have been distributed so

“Radio Insurance Policies”

are the features of the unique service plan inaugurated by Blanchard, of Providence, who issues two “Radio Satisfaction Policies.” The idea is to supply service to any set on the customer’s purchase of a “radio insurance policy.” One type of policy may be bought for \$12, entitling the set owner to ten calls within a year, at any time he desires the call.

The second type of policy is issued to anyone who buys a set from Blanchard and sells for \$6, entitling the purchaser to six calls within the year. Non-holders of service policies are charged at the rate of \$1.60 an hour.

widely, that if the industry is to grow and prosper some provision must be made for disposing of sets now in possession of the consumer, so that they will feel free to buy more expensive and more modern sets. Blanchard has been quick to meet this need by offering to take old sets in trade.

Circular letters have been used extensively by this company. The service feature was introduced to radio fans by mailing to several thousand set owners and prospects in the vicinity of Providence a letter featuring a special "get acquainted" offer of a service and inspection call for \$1, the regular price being \$1.60. With this letter was enclosed a twenty-page booklet telling about the service offered by the company and its general business and sales policy, together with a list of the sets it sells.

It has been found that letters going directly to those known to be interested in radio or already owning a set command attention that other kinds of advertising do not. It is customary to enclose a stamped postcard in all these letters. With the carefully selected lists used this policy pays. With a haphazard list not kept strictly up-to-date, it would probably not pay to enclose the stamped card.

Every newspaper advertisement is made distinctive by the use of a

border at the top and bottom. The top border is a black band with white circles enclosing a line representing an electric spark, which is the trademark of the company. The bottom border of black has the words, "Specialized—Personalized." These heavy borders make the Blanchard advertising stand out on a page carrying other radio advertisements.

Radio Cross-Word Puzzle Used

Perhaps the most attention-compelling advertisement that has been used was a cross-word puzzle. All the fans naturally wanted to win the prizes offered for the correct solution of the puzzle. The answers resulted in adding the names and addresses of a number of good radio prospects to the mailing lists. These have since been followed up by mail.

This business is conducted with very much of a professional atmosphere. When one enters the store, he does not feel he is in a store so much as in the office of a concern rendering professional service. There are not the distractions likely to be found in a street floor store and one feels like sitting down and talking over his radio problems.

If the experience of Blanchard proves nothing else it demonstrates that radio fans appreciate service. His is a company founded on service, doing business on a service

Trade Association Adopts "Radio Guarantee"

Wisconsin radio dealers are making every franchise a protective one. The following radio guarantee is given with every radio set purchased from a member of the Wisconsin Radio Trade Association. Although it has been in use only a short time, it is reported that it has served greatly in protecting the dealer from unwarranted kicks from purchasers and in establishing a general good will for members of the association.

Conditions of Contract Fully Specified

1. We guarantee radio sets and all equipment furnished by us to be free from defects in material and workmanship. If any defects develop within the manufacturer's guarantee period, provided the mechanism has not been tampered with, we agree to repair the set satisfactorily, or at our option replace it with another of the same make. Where such an exchange is made, tubes and batteries will not be included in the exchange.

2. We do not guarantee the reception of distant stations on any radio receiver, regardless of make or price. The securing of distant stations depends upon elements beyond our control, such as weather conditions, location of the radio, 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 receives in the hands of a 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 set. We are not responsible for damage to storage batteries which are allowed to completely discharge, or allowed to run dry.

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


6. This guarantee applies to..... radio receiver, Serial No., purchased 192....

Dealer's Signature.

Accepted.....

Purchaser.

Date.....



RADIO SATISFACTION POLICY TYPE _____

Issued by Blanchard Radio & Electric Company, Inc.

In consideration of the sum of \$ _____ received from Mr. _____, the Blanchard Radio & Electric Company guarantees to keep the insured Set operating at maximum efficiency at lowest upkeep cost.

This policy entitles the holder to free service calls, to be made at the Policyholder's convenience, but within one year from _____ Our service consists of inspection and repair, but does not include the free replacement of parts worn out through ordinary use.

This policy becomes void if anyone but a representative of Blanchard Radio & Electric Company adjusts, changes or tampers with insured set or if the necessary replacement tubes and batteries are not tested and O.K'd by us.

To insure your complete and positive satisfaction why not "Leave it to us and be satisfied."

SPECIALIZED PERSONALIZED

RADIO SATISFACTION POLICY TYPE _____

This type of Policy entitles you to _____ calls and reports. Do not hesitate to ask our Service man anything in regard to your set or about Radio in general. We want you to enjoy and appreciate our service.

Calls	Reports
1	_____
2	_____

9 _____

10 _____

Remarks _____

BLANCHARD RADIO & ELECTRIC COMPANY, INC.

Here is one of the "Radio Satisfaction Policies" issued by the Blanchard Radio and Electric Company of Providence, Rhode Island. These "radio insurance policies" provide service to any set owner at a stated annual price and seem to be an answer to the so-called service "problem." Ten calls yearly are made for \$12, or six calls for \$6 if the set is purchased from Blanchard.

basis, growing on service. It elevates radio selling to the standard of a profession rather than a mere matter of selling merchandise. It shows that the standard upon which the business is conducted may be of far greater importance than the location or the appearance of the store. "Leave it to us and be satisfied," means a bigger and a much better radio business. It means satisfied set owners and enthusiastic radio fans.