

U. S. DEPARTMENT OF COMMERCE
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BUREAU OF FOREIGN AND DOMESTIC COMMERCE
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**MERCHANDISING PROBLEMS
OF RADIO RETAILERS
IN 1930**



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FOREWORD

Because of the rapid growth of the radio industry, dealers have had to cope with many new problems; in fact, dealer outlets have had to be created. The matter of service on sets sold requires technical knowledge, and staffs had to be trained for that purpose. As part of the program of the Electrical Equipment Division of the bureau, a list of dealers picked at random were circularized for the three years 1928, 1929, and 1930. Returns for 1928 were simply tabulated, answer by answer, but the present bulletin attempts to make certain deductions from the 1930 returns, in an endeavor to make available to the 50,000 radio dealers in the United States some facts and figures which they may find useful in the conduct of their business.

With about 15,000,000 sets in use in the United States at the present time, and an investment by the public of approximately \$3,000,000,000 in radio in the past 10 years, the industry has assumed a prominent place in the commercial field. With this thought in mind, in October, 1927, a quarterly survey of dealers' and wholesalers' stocks and sales was inaugurated by the Electrical Equipment Division, in cooperation with the radio division of the National Electrical Manufacturers' Association. This was carried on until April, 1930, and since then has been continued by the Bureau of the Census. This survey gives data on distribution of stocks and sales and on various other points. During the decennial census of 1930, a count of sets was made, this showing ownership distribution. Owing to the predominant place held by the electrically operated set, a count of electric meters is now in progress, the results of which will show potential market distribution.

Thus by having available information on stocks and sales periodically, on distribution of sets already sold and in operation, and the total number of domestic consumers of electricity, a comprehensive picture of the radio market can be obtained. The division also maintains complete files on foreign markets, including lists of broadcasting stations in other lands and the kind and type of electric current available.

This study of dealers' operations has been prepared under the supervision of the Electrical Equipment Division, by Jerome Hubbard, of the Marketing Service Division of the bureau.

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