

# Personal Contact Needed to Close Foreign Accounts



ROSS D. SIRAGUSA  
President of TCA (*Clarion*)

Clarion Executives  
Tell How  
They Invaded  
The Foreign Market

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A. J. HUNTER  
*Clarion's* Director of Exports

## Long-Distance Telephone Demonstration Brings Order « « » »

RECOGNIZING the unlimited opportunity a well built radio would offer in the foreign field, Ross D. Siragusa, president of Transformer Corporation of America, immediately followed introduction of *Clarion* in this country by proceeding with arrangements for the sale of *Clarion* abroad. Mr. A. J. Hutter was appointed as director of exports, with Mr. Arthur E. Maybrun as department manager and Mr. F. San Roman Jr. in complete charge of the foreign sales promotion division. All have been closely identified with the exportation of radio since the early days of the industry and have achieved enviable records of results.

Conditions affecting radio reception in foreign countries were minutely studied, and plans were formulated to make the necessary changes in *Clarion* sets that would insure utmost efficiency of reception.

With this foundation the export division prepared a sales drive and surveys were launched in every market of the world. In the execution of this program, Mr. Hutter made his first extended trip throughout Europe in behalf of TCA, and he successfully concluded sales arrangements in a number of countries.

Samples were forwarded to foreign representatives immediately after the *Clarion* line was announced in this country.

While these activities were taking

place in the home office, Mr. Hutter was just completing his European tour. Merchants in Latin America, Mexico, Cuba, etc., applied for the line as the radio season was then at its height in those countries. However, the policy of the company demanded that distributors must be contacted by a personal visit before their appointment could be sanctioned. Personal contact in foreign countries, although costly, is essential for good and immediate results, and TCA strongly advocates this doctrine. Immediately upon Mr. Hutter's return, plans were made for a trip that would take him to the South American republics via Mexico and Cuba. Connections were established in these two latter countries. Cia Commercial Ircá, Mexican distributors for *Clarion*, is responsible for four carloads of *Clarion* radios in less than three months.

A long distance telephone demonstration from Chicago to Montevideo, Uruguay, a distance of eight thousand miles, was negotiated successfully. Reception at the TCA factory was transmitted to Casa Paradizabal in Montevideo, who, after listening, placed a sizeable order.

*Clarion's* spectacular preliminaries

were witnessed in the Argentine, Brazil, Chile, Venezuela, Central America and the Antilles, also the Far East, and today these receivers are rapidly advancing to the forefront in all markets where they have been introduced. From the confines of Syria to the mystic lands of Confucius, down to the ardent soil of the Pampas, *Clarion* has become a byword for tone, sensitivity, selectivity, quality and construction. Testimonials show *Clarion* reaching eleven thousand miles to bring to our friends in New Zealand the latest tunes of American stations, and in the romantic land of Spain the cadentious and tangoized music of the Cuban "danzon" is reproduced with realism.

In less than six months *Clarion* radios are being sold through a world-wide network of distributors covering the principal markets of the world. Mr. Hutter reports that, according to indications from the foreign markets, still more spectacular and gigantic success will be realized at the advent of our new *Clarion* line—an array of super-heterodynes of value, beauty, and unparalleled performance that will bring *Clarion* to the pinnacle in the export field.