



PHILCO
Balanced Unit RADIO



PHILCO
Balanced-Unit RADIO



Dealer Help Catalog 1930-1931

KEEP THIS VALUABLE CATALOG FOR CONSTANT REFERENCE

HOW TO ORDER MATERIAL

from this Catalog

LIST the items you select from this catalog, and write your order out very clearly on one of the order forms supplied for your convenience in the catalog. Be sure to observe the Minimum Quantity and Imprint Instructions.

Articles Not Listed

If an occasion arises which suggests an article not listed in this catalog, write to our specialties agency, LIVINGSTON ADVERTISING ASSOCIATES, 227 East 45th Street, New York City, advising them of your special requirements. Samples will be immediately forwarded accompanied by price list and suggestions on the article or articles of your choice. There is no advertising specialty which Livingston cannot secure for you.

Prices

Every article in this catalog regardless of the quantity you order, represents a most unusual value. By purchasing direct from our specialties agency you are assured of obtaining the **FINEST QUALITY** at the **LOWEST** price.

Shipments

Wherever possible, merchandise will be grouped and shipped f.o.b. New York. However, some of the plants are located out of New York, and this merchandise will be shipped direct from these plants, f.o.b. factory. All items listed in this catalog will be shipped within two weeks from date of order. Rush orders within one week, if possible.

Imprint Copy

Every article illustrated and described in this catalog permits you to obtain a certain amount of imprint copy (unless otherwise mentioned.) Some items permit only two lines, others more. Therefore, please be sure to give the **CORRECT IMPRINT COPY** for each article ordered.

Payment

All advertising specialties ordered from this catalog should be **ACCOMPANIED BY CHECK** made payable to Livingston Advertising Associates, Inc., 227 East 45th Street, New York City. No merchandise will be shipped on open account, as low prices will not permit additional cost of credit accounts.

NOTE: All orders will be shipped EXPRESS COLLECT. If parcel post shipment is desired, include cost of postage with your remittance when ordering; otherwise shipment will be delayed. Telegraphic orders will be shipped C O. D.

A MESSAGE FROM PHILCO

JUST SIX MONTHS AGO, Philco announced its first program of DEALER HELPS. The warm, enthusiastic reception accorded by Philco Dealers, everywhere, brought thousands of letters, wires and phone calls for material.

To actually list the names of these dealers and the vast quantities of specialties shipped, we would require a catalog again as large as this, but by this gratifying response, we feel we have rendered a genuine, long-needed, organized service on imprinted advertising specialties.

Consequently, this enlarged, improved program.

An important part in this campaign was played by Livingston Advertising Associates, our authorized agency, appointed for the conduct of this work, with Philco Dealers. Through the Livingston organization, whose sole enterprise is the merchandising and sale of dealer helps and imprinted advertising specialties for many of the country's outstanding national advertisers, Philco Dealers have obtained many advantages. First is the con-

siderable concession in price, resultant from the volume purchases for all their accounts, proportionate savings going to Philco Dealers. Secondly, is their efficiency in handling requests and making deliveries. And thirdly, their attention to imprinting, for which they maintain a complete division, within their own organization.

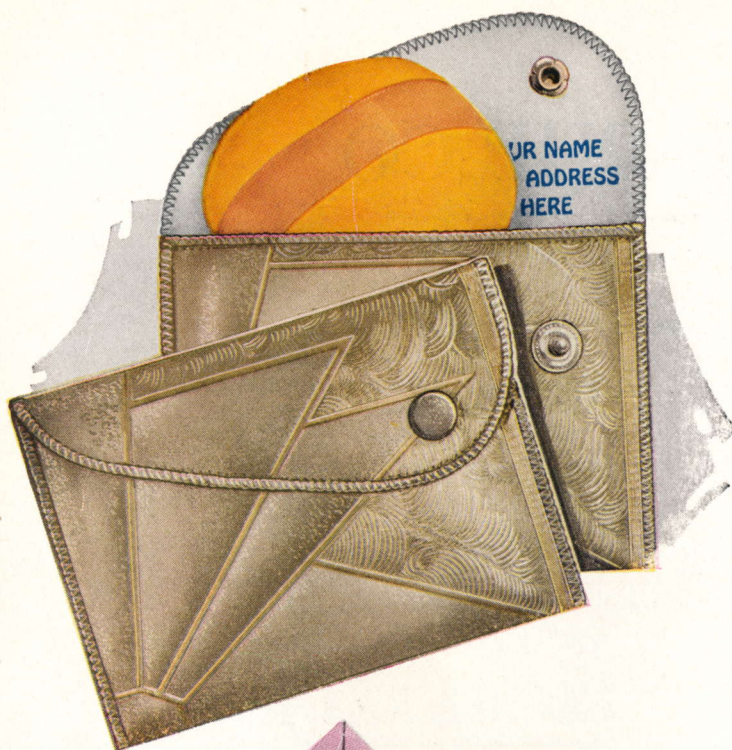
The selection of material represented on the following pages of this new catalog is the work of a competent committee, chosen to bring to Philco Dealers items from which the utmost of advertising value might be derived at a minimum cost.

Livingston Advertising Associates assures us the same accurate and speedy attention to all Philco Dealer requests as in the past. With full confidence in the merits of this program, we recognize it as a vital part of our dealer help campaign. Do not fail to place your orders directly with LIVINGSTON ADVERTISING ASSOCIATES, Inc., 227 E. 45th Street, New York, N. Y.

IMPORTANT

Owing to the necessity of printing this catalog so that you will have it for the opening of the new radio season, some items (such as blotters, lantern slides etc.) are illustrated in this catalog with last year's material. **PLEASE NOTE**, however, that all shipments to you of every item will feature the new 1930 PHILCO models, prices etc., up to date in every respect.

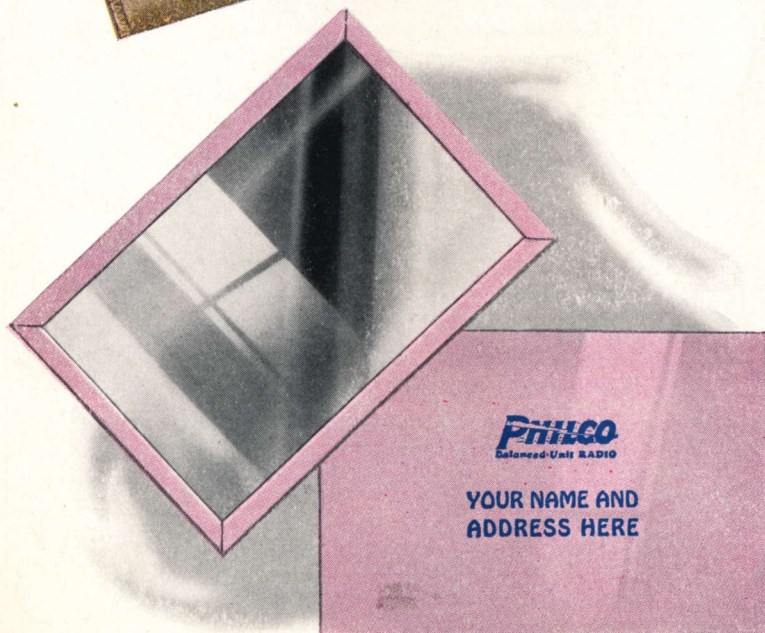
Philadelphia Storage Battery Company



Powder Puff Case

Appeal to a woman's vanity . . . and you have a greater chance of pleasing her. This lovely vanity made of silver cloth with a fine quality puff has an advertising appeal with a personal touch. **Your name and address, together with the Philco Trade Mark,** are placed right on the vanity to remind every lady of where she can spend her money wisely for a good radio.

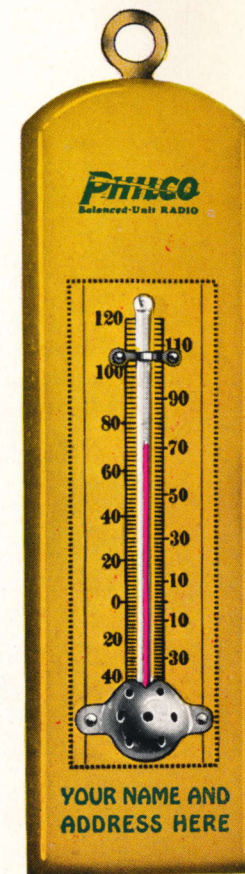
500	250	100	50
12^C Each	13^C Each	14^C Each	15^C Each



Pocket Mirror

Inexpensively priced . . . This pocket mirror makes a presentable gift for the ladies on your prospect list. Made with an attractively colored back . . . glass of high grade clear quality. **The Philco Trade Mark and your name and address** are neatly printed on the back of each mirror. Hand one to Mr. Prospect too . . . see whether he will refuse to accept it.

1000	500	250	100
4^C Each	4¹/₂^C Each	6^C Each	7¹/₂^C Each

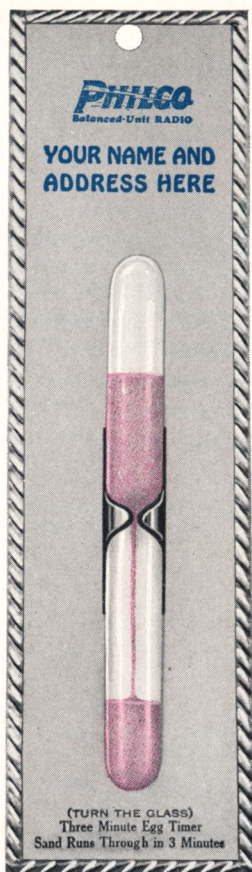


Wall Thermometer

Whether it is very hot . . . or cold . . . everybody wants to know the temperature . . . and every time a prospect looks at this thermometer your name looms up and acts as a constant reminder of where to buy that Philco Balanced Unit Radio. Of course, the **Philco Trade Mark with your name and address** will be imprinted on each thermometer as shown above.

500	250	100
13^C Each	14^C Each	15^C Each

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY



Aluminum Egg Timer

Here's a handy useful advertising specialty made of beautiful bordered aluminum. Boiling of eggs is made an easy task. A simple turn of the glass and in three minutes the sand runs through . . . and the eggs are ready to serve. Send one to each newlywed in town from time to time. **Your name and address** appears neatly displayed with the Philco Trade Mark.

500 250 100
15^C Each **17^C** Each **19^C** Each

O-U Dust Polishing Cloth

What better gift can you give to a prospect with the sale of each Philco than this polishing cloth with the **Philco Trade Mark and your name and address** on it. Can be used wherever dust accumulates . . . on furniture, piano or on the radio itself to keep it bright, clean and gleaming, as when it first left your store. You will be proud of this specialty and so will the recipient. Each chamois cloth is neatly folded and enclosed in a sanitary glassine envelope. Note the small cost to you.

1000 500 250 100
9^C Each **10^C** Each **11^C** Each **12^C** Each



Pad For Holding Hot Plates and Pans

If you can prevent the housewives in your neighborhood from burning their fingers you are doing more than the corner drug store. You are preventing it and advertising yourself at the same time. This asbestos pad with the **Philco Trade Mark and your name and address** on it will be received by prospects with warm enthusiasm.

1000 500 250
3 1/2^C Each **4^C** Each **5^C** Each



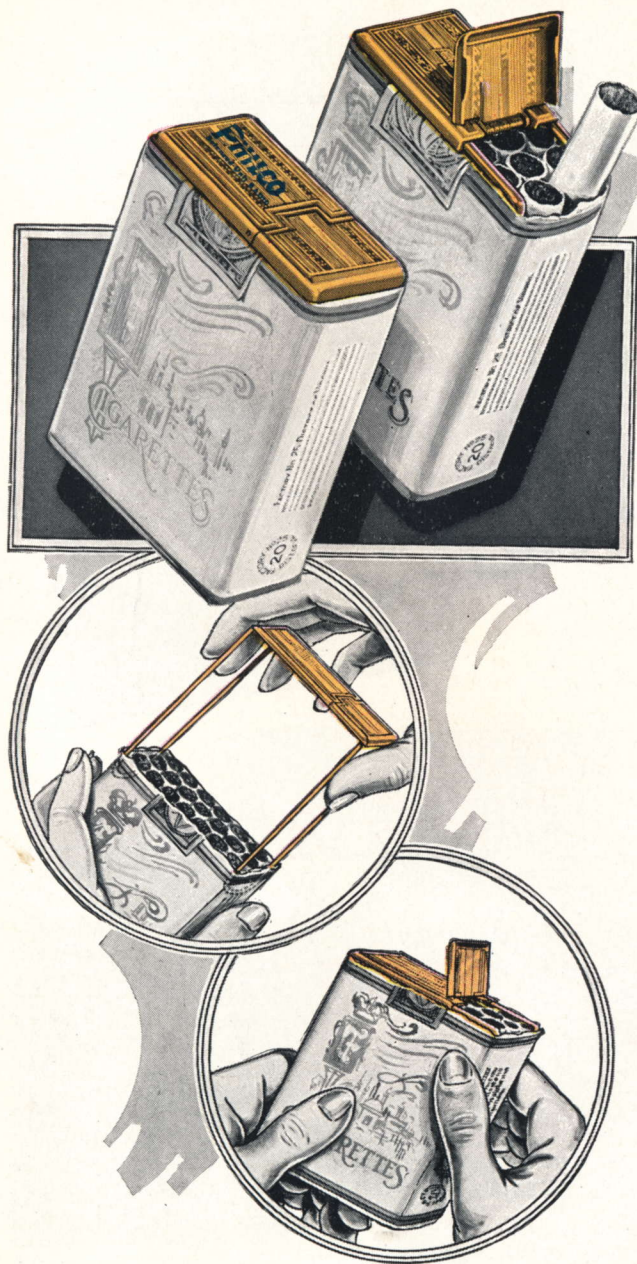
PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Cigarette Pack Holder

If he's a cigarette smoker . . . you will cement a feeling of friendly relationship if you present him with one of these cigarette pack holders. It is made of solid brass with the **Philco Trade Mark** embossed on top in the space provided for it as shown at the left. It is mechanically perfect . . . nothing to get out of order. It slips into the package snugly and keeps the cigarettes from crushing in the pocket. It is simple to insert and simple to operate. This specialty is open to retail price comparison. Compare the price listed below and you will be convinced that this number tops them all in value. Lose no time in sending your order along for a quantity of these holders. . . you will create a sensation among your gentlemen prospects with this nationally known useful cigarette accessory.

Minimum Quantity 12

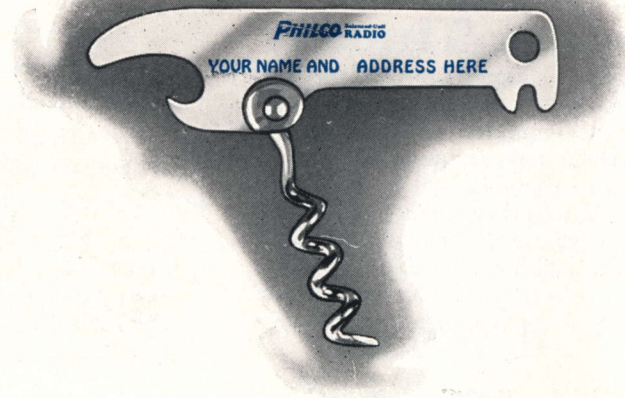
22^C
Each



Corkscrew and Bottle Opener

A personal gift and a household necessity. Made of highly polished metal, embossed with **your name and address and the Philco Trade Mark**. Fits the vest pocket. An excellent item for making outside calls. Will give your salesmen entry and make it easy for them to arrange for a Philco demonstration in the home.

250	500	1000
\$ 12 .50	\$ 20 .00	\$ 30 .00



PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Philco Book Matches for Quantity Distribution

Thousands of Philco dealers have learned the value of book match advertising. Inexpensively priced . . . they allow for quantity distribution. Many Philco dealers arrange to have them placed on restaurant tables . . . for distribution at clubs and bridge parties. The new Philco book match is attractively designed and printed in four colors . . . red, blue, black and green. The **Philco Trade Mark** is featured on the back cover and on the saddle, while **your name and address** limited to four lines is displayed on the front cover inside a colorful decorative panel. Think of the many ways you can distribute them . . . then place your order accordingly.

Book matches are packed and shipped 1000 to a box. We recommend ordering a minimum of 2500, as the carrying charges will be the same for 1000 as for the 2500.

1000
\$3.50
per M

2500 and up
\$3.25
per M



Bettini Lighter

Instead of establishing the prestige advantages of a lighter as a gift, we would rather present this as the genuine nationally known Bettini advertised at \$5.00 everywhere. It is sold exclusively by us as an advertising specialty.

The lighter is covered in Morocco leather finish, imprinted with **your name and address** below the Philco trade mark, at these prices—

The patented feature of this lighter is the top construction, which produces the light on the rebound of the trigger, as shown to the left . . . without the use of pressure or force as on ordinary lighters.

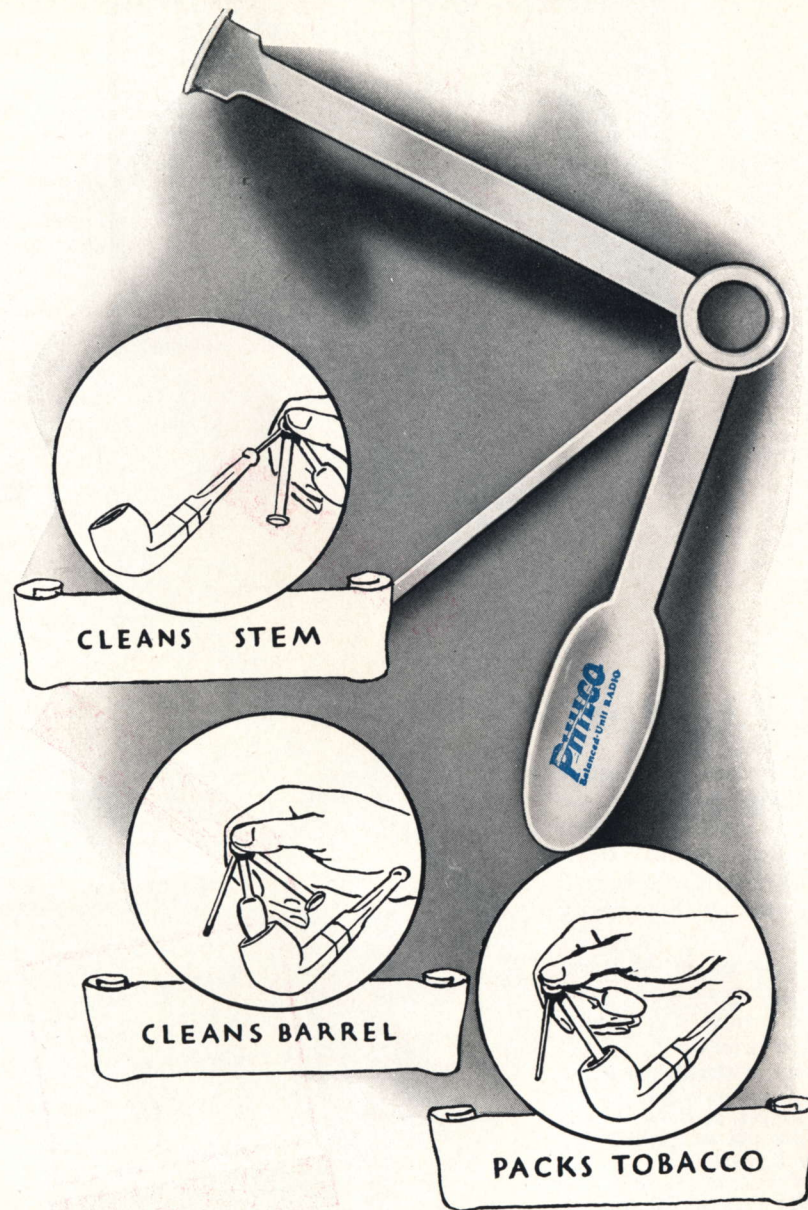
50 25 10
\$1.35 \$1.45 \$1.50
Each Each Each



PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Three-In-One METAL PIPE CLEANER

HANDY—UNIQUE—COMPACT
AN INEXPENSIVE "GIVE-AWAY"



There are plenty of pipe smokers in your town . . . you can be sure of that . . . and if you want to make a hit with the man who loves his pipe . . . give him one of these metal pipe cleaners . . . a gift that will last as long as his favorite pipe and will be cherished by him equally as long. It is made of nickle finish metal, pivots on special ring to any angle and made with specially shaped units, convenient for cleaning the stem, the barrell and for packing tobacco.

It might be of interest to you to know that the advertising rights are reserved exclusively to the Livingston organization, naturally resulting in these low prices to Philco Dealers.

The Philco Trade Mark . . . is embossed on each Pipe Cleaner as shown in above photograph.

100
10^C Each

50
12^C Each

25
13^C Each

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

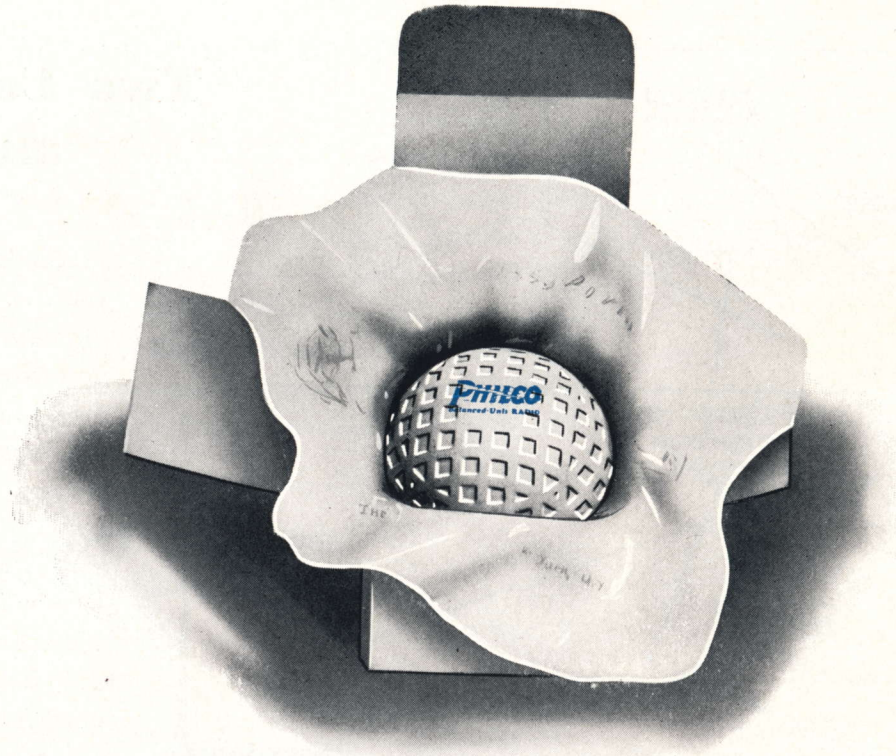
Philco Super-Quality GOLF BALL

The business minded Philco dealer will agree that the golfer is a logical prospect for a Philco Balanced Unit Radio . . . and the giving of a golf ball to that particular client is good business judgment. Outside of using them yourself or for your salesmen you can find many result-producing ways of distributing these golf balls. A friendly little letter to the members of a particular golf club, inviting the gentlemen to step into your store for a Philco ball will do no harm, or perhaps a post card mailed out to Mr. Prospect, stating that under separate cover you are sending him a golf ball that you want him to try out on his next round of golf, will be a good idea.

It is as fine a golf ball and will give as great a distance as any ball made. It has a tough cover and is beautifully finished and painted with a

55^C
Each

Note:—Read the column to the right. All orders will be filled in the regulation small size ball unless otherwise specified.



paint that is guaranteed not to flake or chip. It will putt true and fly true and will not go "out of round" when hit. In every respect the super quality Philco golf ball is an excellent ball both for the expert golfer or the "dub" . . . for it combines to the highest degree those qualities so necessary to meet the demands of the average golfer.

The **Philco Trade Mark** appears on each end of the ball. Each ball is neatly packed in a tissue wrapper and an individual box.

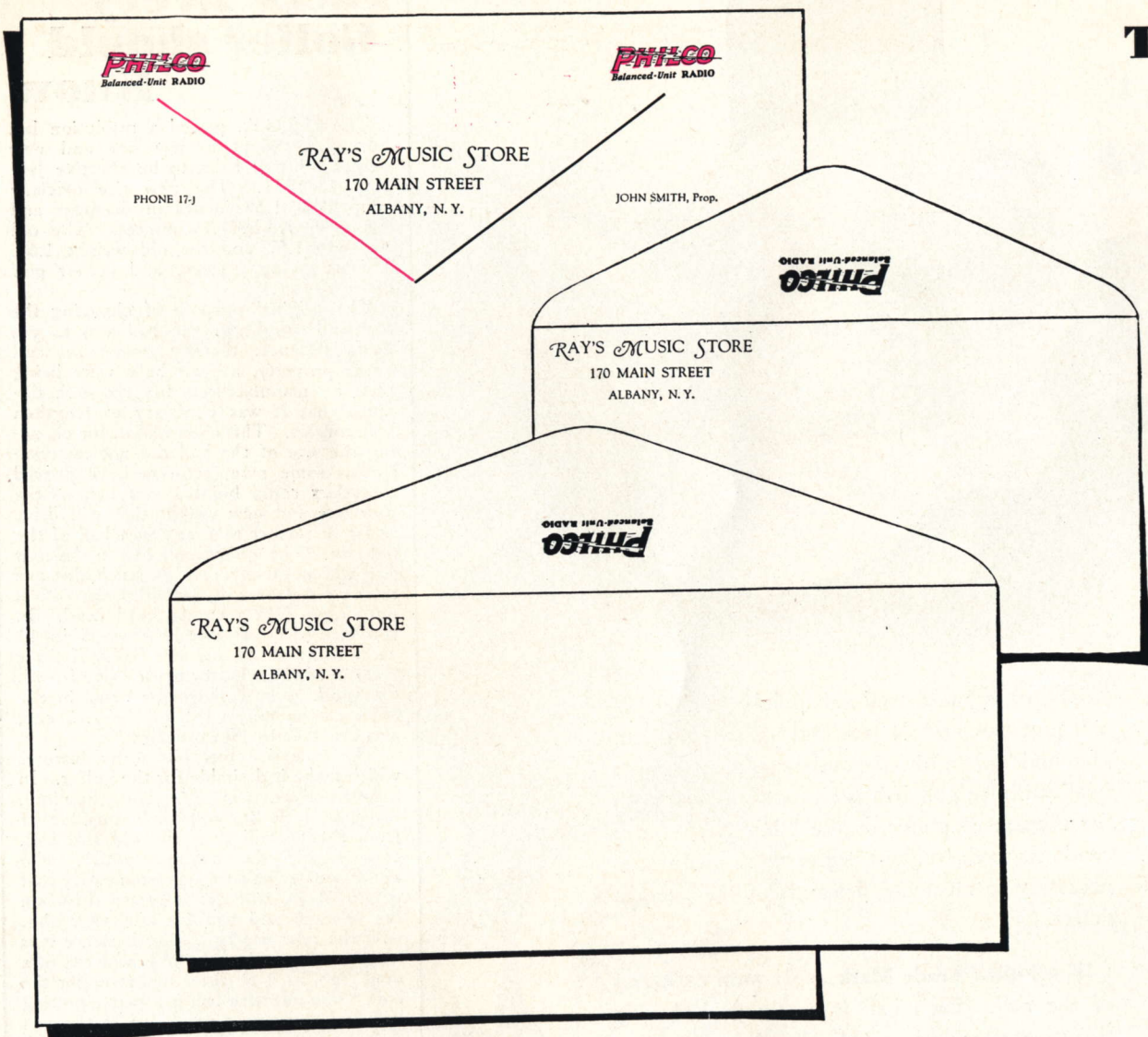
Facts Every Golfer should Know

The U.S.G.A. passed a resolution last Spring to adopt a new size and new weight for golf balls, to be effective January 1, 1931. The new size officially adopted is 1.68 inches in diameter and the new weight 1.55 ounces. The old size was 1.62 and the old weight 1.62. This is giving a larger and lighter golf ball.

The original purpose of changing the size and weight of the ball was to cut down distance, thereby saving on real estate property, as golf balls were being built by manufacturers to give such distance that it was necessary to lengthen golf courses. This chief reason for changing the size of the ball did not materialize, as some manufacturers have proved that they could build a golf ball of the new size and new weight that will drive as far or farther than any golf ball of the old size. The Philco golf ball in the new size will positively give as much distance as the old 1.62 ball, provided the ball is not driven into a strong head wind. In this case the ball will be from 5 to 12 yards short of the old size ball. If there is not a strong wind or if the drive is with the wind. The ball will be equal in distance to the Philco ball of the 1.62 size, also available to Philco dealers.

The new size ball has many features which make it desirable for the golfer. In the first place, it is larger and, therefore, easier to hit. Its equator stands higher from the ground than the old size ball, consequently the average golfer, who either tops or half tops approximately half of his shots, will get a better drive on the average and will hit a cleaner shot with the new size ball. Furthermore it is easier to play out of the rough or out of a sand trap, as it is easier to get under the ball. The new size ball is a better putting ball and easier to control due to the fact that the club head remains in contact with the surface of the ball a longer duration of time than it did with the old size ball. The majority of golfers who have given the new size ball a fair test, by playing both old and new size together, find that they get a lower score with the new size ball than with the old, and that is after all what every golfer is striving for.

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY



Two Color Letterheads and Envelopes

Letterheads and envelopes are sales aids for you . . . properly designed, they speak for themselves. There is an advantage in tying up your name with Philco on a letterhead. It immediately identifies you as the dealer who can supply the national demand for this Balanced Unit Radio. Letters written on a good quality bond paper printed in two colors speak for themselves. You can double your sales by having periodic mailings on personally signed sales letters. It spreads the news and that's what counts . . . in added sales and profit for you. Use this standardized Philco stationery . . . it can be purchased for considerably less than the local price of less attractive stationery. The illustration to the left will give you some idea of the typography and layout used in Philco standardized letterheads and envelopes as ordered by thousands of wide awake Philco dealers throughout the country.

How to Order Philco Letterheads and Envelopes

Be sure that your imprint instructions are plainly written and in exactly the order you wish them to be printed. Prices are listed separately for letterheads, $6\frac{3}{4}$ envelopes and No. 10 envelopes. Be sure to specify the size envelope required.

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Two Color Business Cards

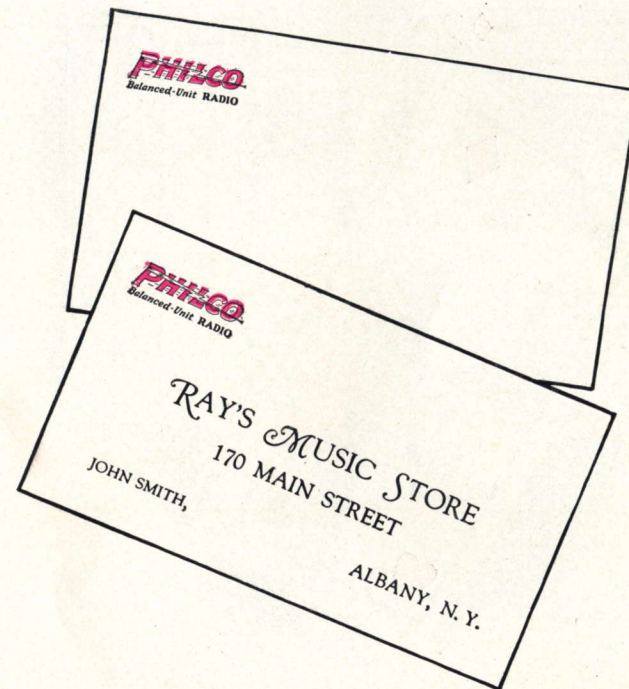
The business card is your representative. It should be neat and business-like in appearance . . . characteristic of your store . . . and the merchandise you have to sell. The business cards, standardized by Philco, are very attractive in design, printed in two colors on a fine quality white bristol. As in stationery, business cards are printed in 2,000,000 lots . . . the savings derived from this are passed on to all Philco dealers . . . giving you the benefit of volume buying and volume production. All cards are printed with the **Philco Trade Mark** in two colors in the upper left-hand corner . . . with your name centralized in a neat looking set up. Please be sure your imprint instructions are plainly written when ordering.

Business Card Prices

WITH YOUR IMPRINT

250	\$2.90	3000	11.70
500	3.30	4000	15.20
1000	4.20	5000	18.70
2000	7.90		

On orders for 500 or more cards, changes in individual's name will be made at a cost of 53c additional per change, 100 cards being the minimum that can be imprinted for each name.



Stationery Prices

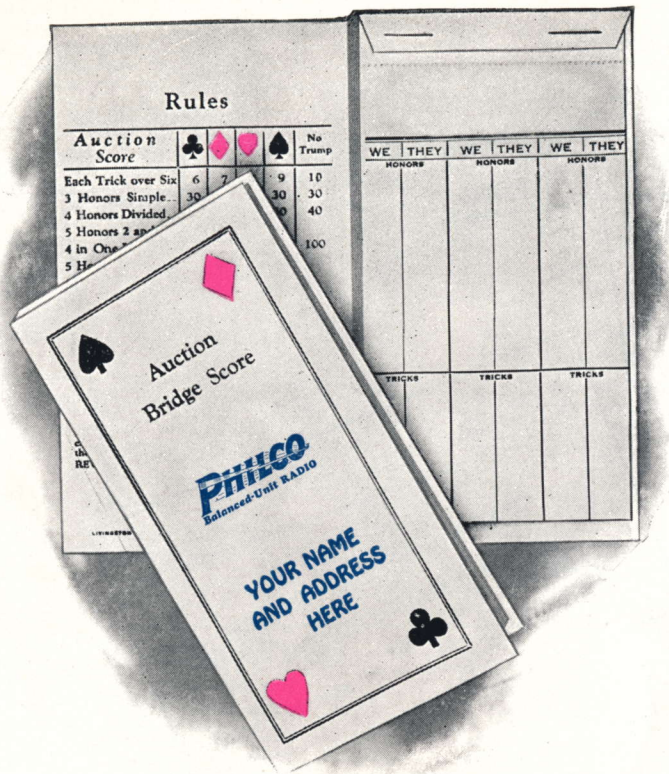
INCLUDING YOUR IMPRINT

Letterheads		6 ³ / ₄ Envelopes	No. 10 Envelopes
1000	\$4.50 per M	\$4.25 per M	\$5.40 per M
2000	4.48 " "	4.23 " "	5.38 " "
3000	4.47 " "	4.22 " "	5.37 " "
4000	4.46 " "	4.21 " "	5.36 " "
5000	4.45 " "	4.20 " "	5.35 " "

Blank Cards

Blank cards, with only the **Philco Trade Mark** printed in two colors in upper left hand corner, 10 cards in one sheet. You can pass them along to your printer to print according to your instructions.

1,000 \$1.50



Bridge Score Pad

It will be well worth your while to order a quantity of these bridge score pads for distribution in your store . . . for salesmen's use in making outside calls . . . or for a direct mailing to a special list of interested Philco prospects. This score pad contains 50 sheets . . . the cover is daintily designed, printed in two colors and carries the **Philco Trade Mark**. On the inside front cover is the comprehensive listing of standard bridge rules. **Your name and address** attractively imprinted on it, makes this gift full of advertising value, not only to the one, to whom you present it . . . but to everybody who takes a hand in the game of bridge. You will not regret placing a substantial order for this valuable advertising specialty.

100	250	500	1000
\$ 6.00	\$ 12.00	\$ 22.00	\$ 41.00

Tightwad Wallet

Since the new small bills call for a new size wallet . . . this one, made of high grade leather with beautiful mottled effect, will be most welcome to Philco prospects. The next time you sell a Philco, place the customer's change in one of these wallets and present it as a goodwill gesture. Every time this practical gift is handled the **Philco Trade Mark** with your name and address will leave an indelible impression.

500	250	100	50
18^C Each	19^C Each	20^C Each	21^C Each



PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Philco Radiolog

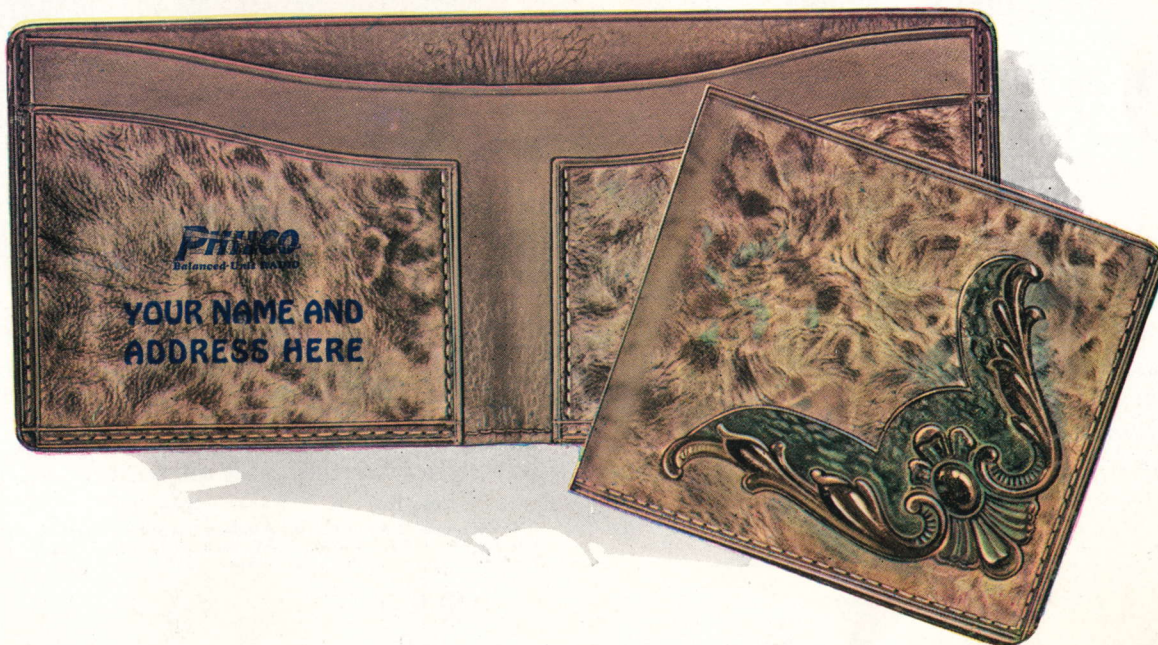
Here's a radiolog that has taken the country by storm! Philco dealers everywhere send in their orders in constantly increasing numbers every day of the year. Thousands have been sold to individual dealers who know the value of good advertising directed along the right channel. What better tie-up with **your name** than a Philco radiolog? The low price is the reason for its success with Philco dealers. The front cover contains the **Philco Trade Mark with your name and address**. The center is provided with station calls, location, wave lengths, kilocycles and dial settings. On the reverse side is a complete list of the better known stations throughout the country. Order now . . . order enough.

100
\$1.92

250
\$3.13

500
\$5.33

1000
\$9.69



Two-Tone Wallet

Exclusive! Exquisite! . . . the only way we can describe this costly looking wallet. Made of sheepskin with mottled finish and tooled embossing. We recommend this gift for special celebrations. For times when you want to put **your name and address** with the **Philco Trade Mark** across in a memorable manner.

100
71^C Each

50
72^C Each

25
74^C Each



Feather Indian Hat

Summer days mean play days for the youngsters, and every kiddie, whether boy or girl, will be tickled to receive a big chief Indian hat from you. Whether you distribute them at various school functions, picnics or for use at parties, they will strike a responsive cord in the hearts of parents . . . your prospects. All orders to be filled as photographed to the left.

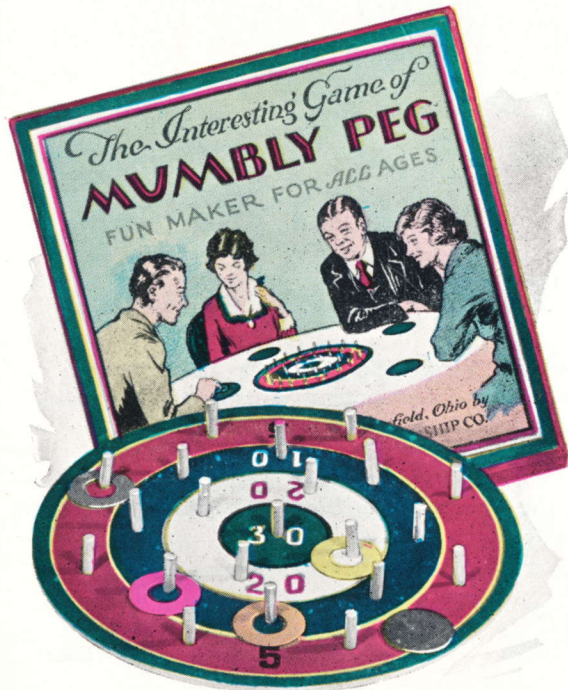
The Philco Trade Mark at each end and your name and address boldly displayed in the center. You will like this novelty, and better still, the price at which it is offered to you.

500
\$29.00

1000
\$54.00

Mumbly Peg

Another specialty for you to distribute to kiddies . . . an intriguing game . . . boys and girls will be wild about. No better way of gaining the goodwill of a prospect than by pleasing his or her kiddies . . . and Mumbly Peg will do it for Philco dealers. Your name and address and the Philco Trade Mark will be printed on the gummed sticker appearing on the front cover. A good way of distributing this game is to place a placard in your window, reading something like this . . . "If you get "A" in conduct next month, bring your report card in here and receive one of these Mumbly Peg games free of charge."



500
9^C Each

100
11^C Each

250
10^C Each

50
12^C Each



ADVERTISING BALLOONS

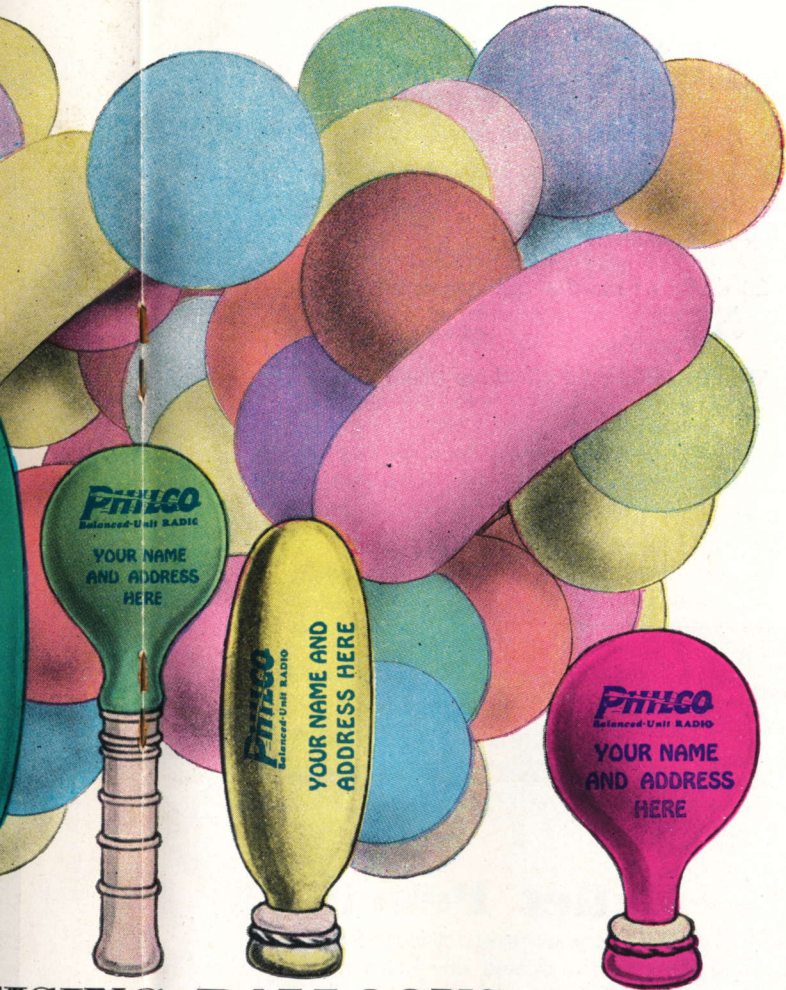
"Children cry for Balloons." Why not dry their tears and make two . . . a sure way of pleasing the older folks who ordinarily are oblivious . . . with your name and address are imprinted on the colorful background colors . . . red, yellow, purple blue and green. All made of heavy, durable material and will last up for a year's supply . . . It will build good-will and sales for you.

No. 1
Airship approximately 28 inches long, Twist valves.
500 \$21.00
1000 \$40.00

No. 2
Airship approximately 18 inches long, Twist valves.
500 \$9.25
1000 \$16.50

No. 3
Round, approximately 8 inches diameter with squawker stem.
500 \$9.50
1000 \$17.00

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY



USING BALLOONS

dry their tears and make them smile by presenting them one or
 ks who ordinarily are obliged to buy them. The Philco Trade Mark
 on the colorful backgrounds. Each shipment comes in five assorted
 . All made of heavy, durable rubber. Inflates to large size. Stock
 will and sales for you.

<p>No. 3 Round, approximately 8 inches diameter with squawker stem.</p> <p>500 \$9.50</p> <p>1000 \$17.00</p>	<p>No. 4 Airship approximately 18 inches by 4 inches with long. Twist valves.</p> <p>500 \$8.00</p> <p>1000 \$14.00</p>	<p>No. 5 Round, approximately 8 inches in diameter, with Twist valves.</p> <p>500 \$9.00</p> <p>1000 \$16.00</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Oversea Cap

Pass word around to the kiddies! Organize baseball
 teams! Have all nine come into your store to be out-
 fitted with one of these caps. That's just one way of dis-
 tributing this valuable advertising specialty. You can
 capitalize this idea by tying it up with some unusual win-
 dow display. Made of blue and white bleached material
 with waterproof fibre sweatband, in an assortment of sizes
 . . . from 6¾ to 7¼ inclusive. With the Philco Trade
 Mark and your name and address prominently displayed . . .
 it's a walking advertisement for you.

500
 \$30.00

1000
 \$55.00



Red, White and Blue Horn

Have the kiddies in your neighborhood play the
 part of Paul Revere . . . the town crier . . . for
 you. It won't be necessary for you to blow your
 own horn . . . they'll do it for you. This attractive
 red, white and blue horn, distributed at parties,
 fairs, banquets and dances will do you a lot of
 good. The Philco Trade Mark with your name
 and address will appear on each horn you dis-
 tribute. The price is low enough, permitting quan-
 tity buying.

3C Each
 minimum quantity 100



PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY



Playing Cards

Wide awake Philco dealers will take advantage of the prestige and business that can be obtained from the distribution of playing cards. They are useful and much wanted by bridge, poker and rummy fans. Far better than getting your business cards in your prospects' homes is the placing of these playing cards before appreciative Philco prospects or customers. The Philco playing cards are especially designed and printed in four attractive colors. On the back of each card is the famous **Philco Trade Mark** with the **Balanced-Unit Radio** idea, cleverly portrayed. Each deck contains a special joker, ace of spades and a bridge score card. Philco dealers who want to share in the present popularity of card playing will turn to Philco playing cards as an effective and inexpensive way of getting their names across to many prospects.

PLAYING CARD PRICES

Your name and address will be neatly printed on a sticker, which will be placed in the panel on the face of the tuck case. Notice this space on the illustration at the left.

20 decks or more	Less than 20 Decks
55^C per deck	55^C per deck
With Dealer Imprint	Without Dealer Imprint



Bullet Pencil

When your prospect is ready to sign on the dotted line hand him one of these bullet pencils. Present it to him with your compliments after the transaction is finished . . . Clever gesture! It is well made and easily adjusted and ready for writing. Of course, it contains **your name and address** with the **Philco Trade Mark** printed on the barrel.

1000	500	250	100
5^C Each	6^C Each	7^C Each	8^C Each

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Government Post Cards

Series of Six

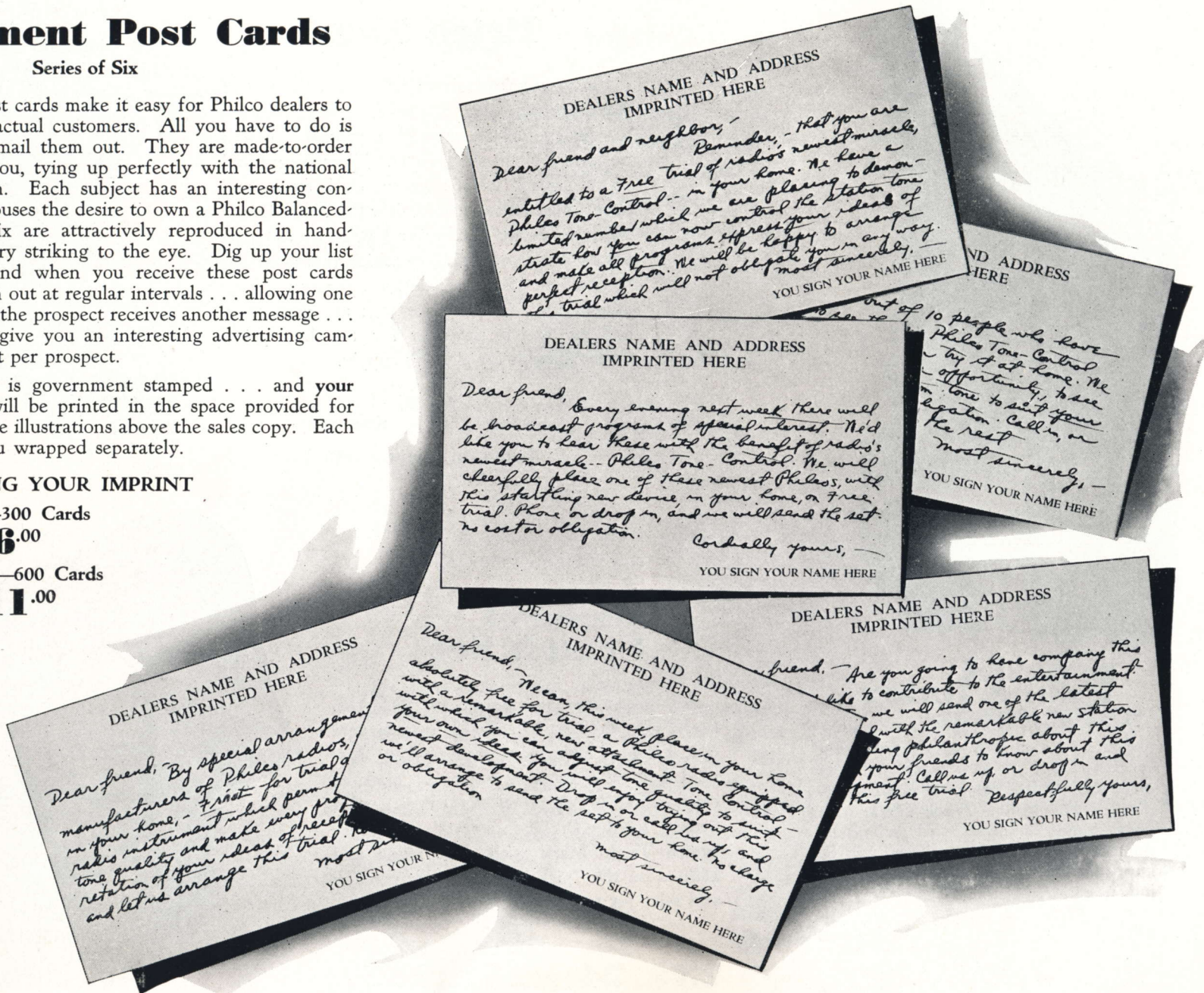
Government post cards make it easy for Philco dealers to turn prospects into actual customers. All you have to do is simply address and mail them out. They are made-to-order advertisements for you, tying up perfectly with the national advertising campaign. Each subject has an interesting consumer appeal and arouses the desire to own a Philco Balanced-Unit Radio. All six are attractively reproduced in hand-written style . . . very striking to the eye. Dig up your list of prospects now and when you receive these post cards arrange to send them out at regular intervals . . . allowing one week to lapse before the prospect receives another message . . . six weeks in all, to give you an interesting advertising campaign at a trivial cost per prospect.

Each post card is government stamped . . . and your name and address will be printed in the space provided for same, as shown in the illustrations above the sales copy. Each subject comes to you wrapped separately.

PRICE INCLUDING YOUR IMPRINT

50 Sets—300 Cards
\$6.00

100 Sets—600 Cards
\$11.00



PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY



Phone Index

A necessary accessory to every home phone . . . a mighty good advertising specialty for you. It is made of heavy cardboard with a complete alphabetical index. The Philco Trade Mark with your name, address and telephone number, limited to three lines, will be imprinted on the cover of each phone index.

100	250
\$7.50	\$16.00
500	1000
\$30.00	\$57.00

Price Tags

Philco recommends to its dealers the use of this price tag. There is nothing more pleasing to the eye of an interested prospect than a uniform looking show room. They are printed on a heavy weight green card stock and have a marked out space below the Philco Trade Mark to insert number and price of the particular model or article to which this price tag is attached. All price tags are strung for easy attachment. These price tags are printed in millions which accounts for the low price. Order enough for a year's supply.

\$1.00 per thousand

Minimum quantity 1000



Crumb Set

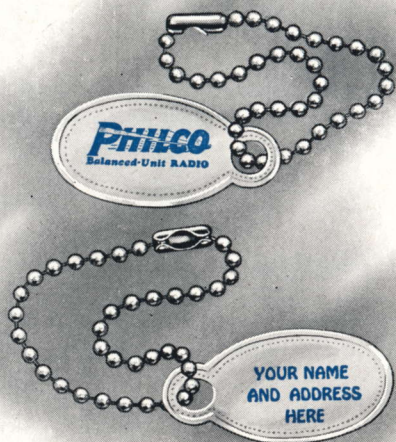
All housewives will be pleased with this useful gift, and you Mr. Dealer, may be sure that it is good advertising to please her. It is used daily in most every home . . . made of thick celluloid. A pretty floral design adds beauty to the "receiving tray" while the Philco Trade Mark with your name and address on the "pick up tray" adds prestige and sales for you.



1000	500	250	100
23 ^C Each	24 ^C Each	25 ^C Each	26. ⁰⁰ Each

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

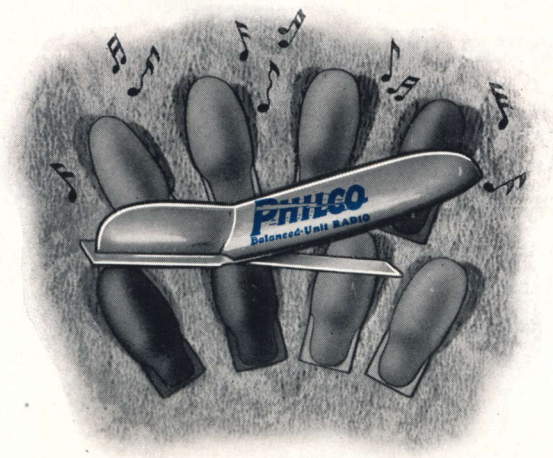
Key Chain



To those who don't like key cases, this key chain made with an aluminum medallion will appeal strongly. Everyone will appreciate receiving one of them. It's a useful advertising novelty. The Philco Trade Mark and your name and address are stamped in raised letters.

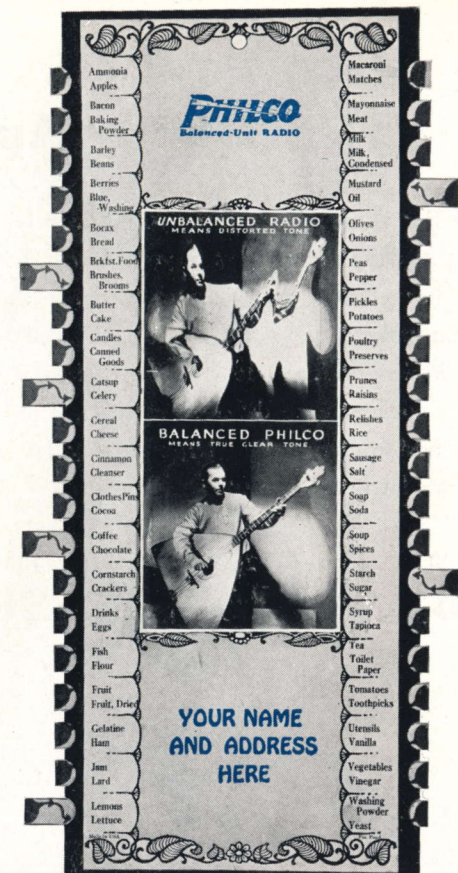
250	500	1000
\$18.00	\$32.00	\$55.00

Crickets



For picnics, gatherings, home parties, Christmas, New Years or everyday play days, these crickets combine music with a sales appeal. It will appeal to the kiddies . . . and the grown-ups too. Due to the limited amount of space, no provision is made for dealers imprint. All orders will be filled with the Philco Trade Mark as shown in the photograph to the left.

100	250	500	1000
\$1.25	\$2.60	\$4.50	\$6.00



Kitchen Reminder

This attractive kitchen reminder tells at a glance what to buy at the grocers. All items are clearly listed. A slight pull and an index points to the required product. Your name and address and the Philco Trade Mark are clearly printed on each reminder to remind the Mrs. of a Philco Balanced Unit Radio.

500	250	100
9^C Each	10^C Each	11^C Each

Handy Apron

For those clever little youngsters who sell the Saturday Evening Post or daily newspapers in your town . . . for the housewife who hangs out her clothes on the line . . . for the bootblack . . . this handy apron makes a pleasing practical gift and a splendid advertising medium for Philco dealers. It is made of heavy white washable canvas, with three pockets, each different in size. **Philco Trade Mark** and **your name and address** printed in large display letters that won't come off after repeated trips to the tub.

500
18^C
Each

250
19^C
Each

100
20^C
Each

50
25^C
Each



"Low Price" Phone Mouthpiece

Here is an inexpensive advertising specialty that can be handed out freely by your salesmen who make outside calls. As a gift it dresses up a telephone and serves as a hygienic addition. As for its advertising value you can make sure that every time the phone rings . . . every time a call is made . . . **your name and address** together with the **Philco Trade Mark** appear before the eyes and minds of possible prospects for Philco Radios. Of course your telephone number is imprinted too.

1000
3^C
Each

500
4^C
Each

250
5^C
Each

100
6^C
Each

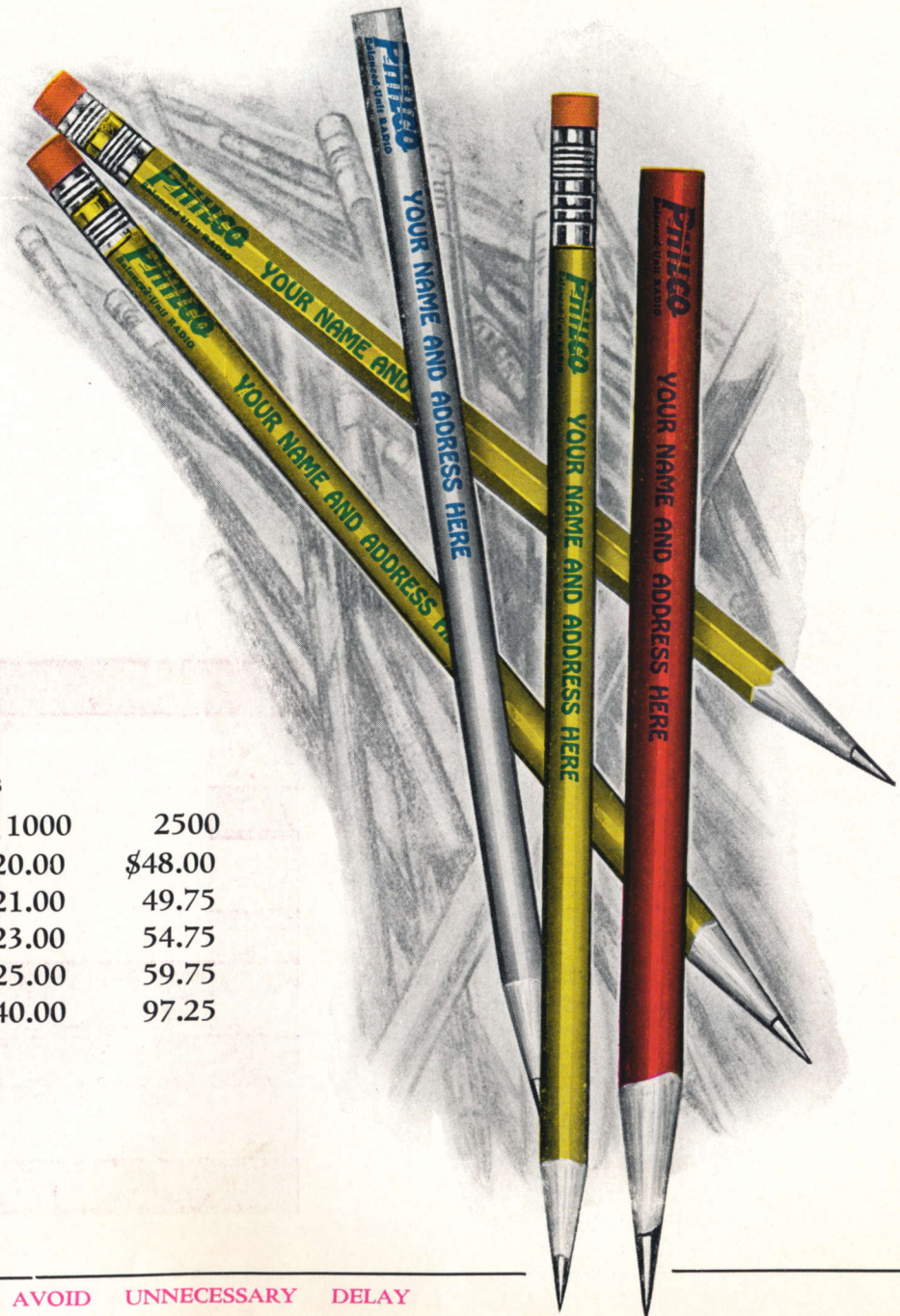


PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Wooden Pencils

A most practical token to be sure . . . yet most inexpensively priced, to enable you to hand them out freely . . . over the counter and for quantity distribution on the outside. The **Philco Trade Mark with your name and address**, limited to three lines are clearly printed on each pencil. The pencils are varnished after they are imprinted so that your message will not rub off. There are five styles in the Philco series as listed in the table below. Please be sure to mention style number when ordering.

- Style 1—White enamel round pencil, with eraser.
- “ 2—Yellow round pencil with gilt tip, white eraser.
- “ 3—Yellow hexagon pencil with gilt tip, red eraser.
- “ 4—Blue round pencil with gilt tip, red eraser.
- “ 5—Red oversized round pencil, without eraser.



Low Price Whistle

Appeal to the parents through their kiddies with this low-priced whistle. Your name will be on everybody's lips. Cost is trivial, thus permitting you to distribute them freely to the children in your neighborhood. This whistle available with the **Philco Trade Mark** only because of its small size.

500 1000 5000
 \$ **1**.50 \$ **2**.45 \$ **11**.75

Prices

Style No.	500	1000	2500
1	\$11.00	\$20.00	\$48.00
2	11.50	21.00	49.75
3	12.50	23.00	54.75
4	13.00	25.00	59.75
5	21.00	40.00	97.25

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Children's DRAWING-BOOK

To color the pages and learn the jingles . . . what a thrill it is to little boys and girls! Just think years back when you were a child, the pleasant hours and days you spent when mother or dad brought you a brand new drawing book with a box full of colored crayons. How proud you were when you filled in the pictures with the proper colors, close to the line . . . and how careful you were not to go beyond that danger line.

You, as a grown-up Philco dealer, can now capitalize on something that once thrilled you during your never-to-be-forgotten childhood days. This drawing book complete with a set of crayons sufficient to color the entire book is now available to you, with **your name and address** imprinted on the front cover. Each page of this book contains four color processed pictures with the **Philco Trade Mark**, all to be filled in by future Philco prospects. On the center two pages is a typical home scene showing a Philco Radio and the kiddies tuning in on it to get their favorite bedtime story before retiring. The jingle underneath it is really a sales message from you, written in simple style to leave an indelible impression upon the minds of youngsters.

A profitable way to distribute these Philco drawing books is to place them on a contest basis in the lower grades at the public schools. You can offer three prizes of \$3.00, \$2.00 and \$1.00 for the best painted book submitted from each school. Order a quantity of them now . . . you will have all the parents and kiddies in your town asking you for one. An interesting advertising campaign for you to be sure!

500	250	100
8^C	9^C	10^C
Each	Each	Each

Crayons Supplied With Each Book at 3c per Box



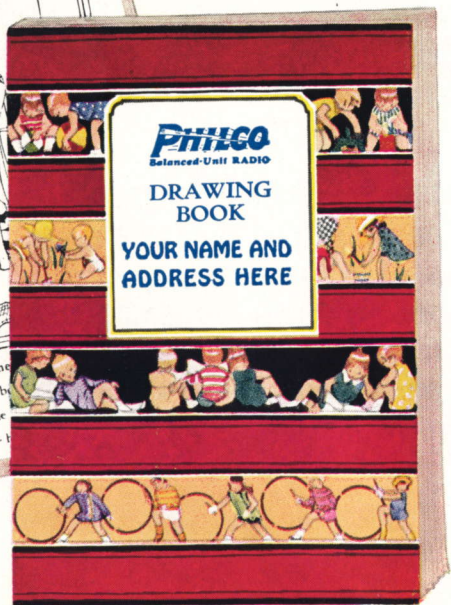
We have a game we like to play
When we get out of bed,
The first one out, is the first one in
The tub - then he's ahead,

The next in line then takes his turn
While he begins to dress,
But if one forgets to brush his teeth,
Well - he goes to the foot, I guess.



We have a game we like to play
When we get out of bed,
The first one out, is the first one in
The tub - then he's ahead,

The next in line
While he b
But if one
Well -



Verses by Jesse Mae Jewett
Drawings by Doff Siple

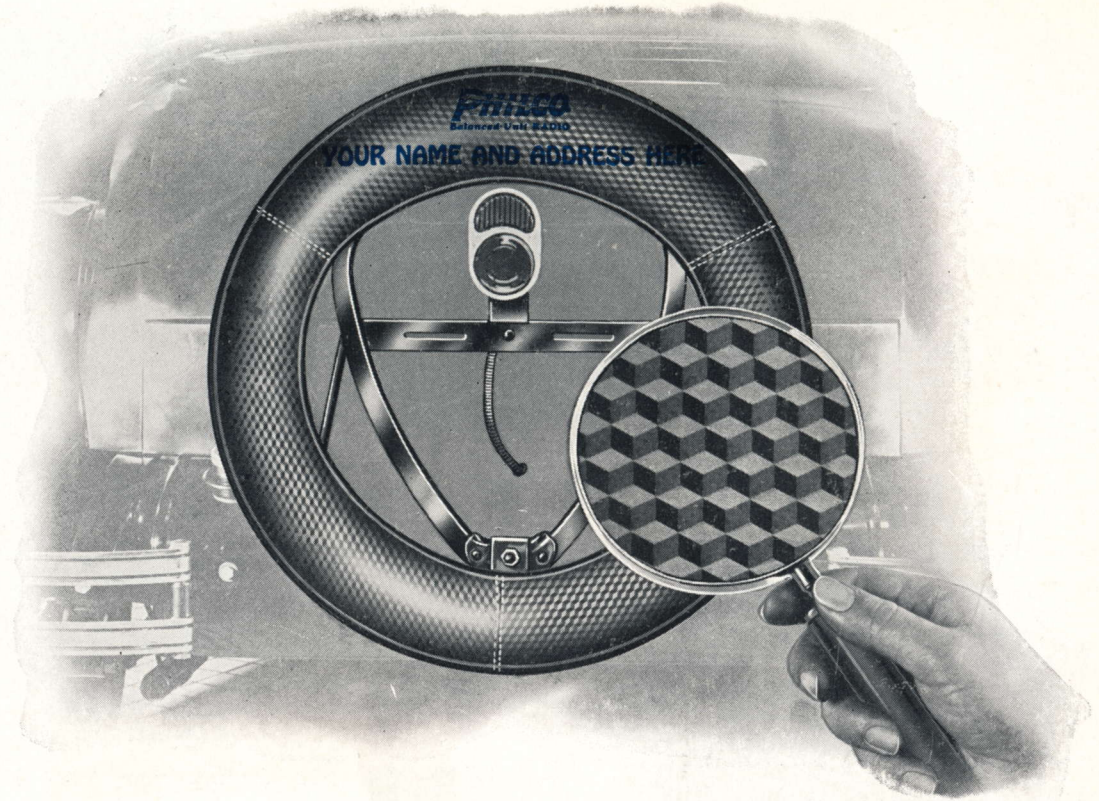
PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Advertising TIRE COVERS

Nobody can dispute the value of tire cover advertising. Philco dealers throughout the country are cashing in on this method of getting their name across in a dignified, impressive manner. Philco dealers order them for their own automobiles and for their salesmen's cars. Thousands of them ask their customers and prospects what car they drive . . . they make a note of it and then place their order for tire covers to fit their model car. These tire covers are exceptionally fine in quality, made of the very latest design material, known as a dice grain; 220 drill, having corded seams and elastic coil at the back.

HOW TO ORDER

Order by group number only because covers are made to fit all sizes shown in the group under the number. For example: Group 2 fits any of the nine sizes shown under this heading. The total quantity of your order is the price by which you are to be guided. You can order 25 tire covers in assorted group numbers and obtain the 25 quantity price.



Imprint Copy

There is ample space for your advertisement. Your imprint, limited to two lines will appear below the Philco Trade Mark.

TIRE COVER SIZES

Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
27x4.40	30x3 1/2	30x4.75	31x4	32x3 1/2	33x4
28x4.40	29x4.40	30x4.95	31x4.40	32x4	34x4
28x4.75	30x4.50	31x5.00	31x4.95	32x4 1/2	33x4 1/2
28x5.25	29x4.75	30x5.25	32x5.00	32x4.95	34x4 1/2
28x5.50	29x4.95	30x5.50	31x5.25	33x4.95	33x5
	29x5.00	30x6.00	30x5.77	32x5.77	33x5.77
	30x5.00	31x6.00	32x6.00	32x6.00	35x6.00
	29x5.25	30x6.20	30x6.75	34x6.00	33x6.75
	29x5.50	30x6.50		32x6.20	34x7.30
		31x6.50		33x6.20	34x7.50
				32x6.50	
				33x6.50	
				31x6.75	
				32x6.75	

Prices—Quarter Drum Tire Covers (Assorted sizes can be ordered)

Quantity	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
1 Cover	\$1.97 ea.	\$1.97 ea.	\$2.01 ea.	\$2.04 ea.	\$2.09 ea.	\$2.12 ea.
3-5 Covers	1.16 "	1.16 "	1.19 "	1.23 "	1.28 "	1.30 "
6-10 "	1.00 "	1.00 "	1.04 "	1.07 "	1.12 "	1.14 "
11-20 "89 "	.89 "	.93 "	.96 "	1.01 "	1.04 "
21-30 "77 "	.77 "	.81 "	.84 "	.89 "	.92 "
31-50 "75 "	.75 "	.78 "	.82 "	.87 "	.89 "
51-75 "74 "	.74 "	.77 "	.81 "	.86 "	.88 "
76-100 "72 "	.72 "	.76 "	.79 "	.84 "	.87 "

FOR FULL DRUM TYPE ADD 12c PER COVER

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY



**LANTERN
SLIDES
Attractively
Colored**



Note!

Owing to the necessity of printing this catalog so that you will have it for the opening of the new radio season, lantern slides are illustrated with last year's material. Please note, however, that all shipments to you of lantern slides, will feature the new 1930 Philco models and prices; up to date in every respect.

MAKE arrangements with your local theatre and flash your sales story across the screen. With every eye riveted on your advertising, your name and the name of Philco become part of the memory of the audience. You, as a Philco dealer, for a few moments, become the sole star on the screen. When people relax in the theatre, they are in a receptive frame of mind and can easily be sold on the merits of Philco Balanced Unit Radios . . . and the fact that you are conveniently nearby to serve them.

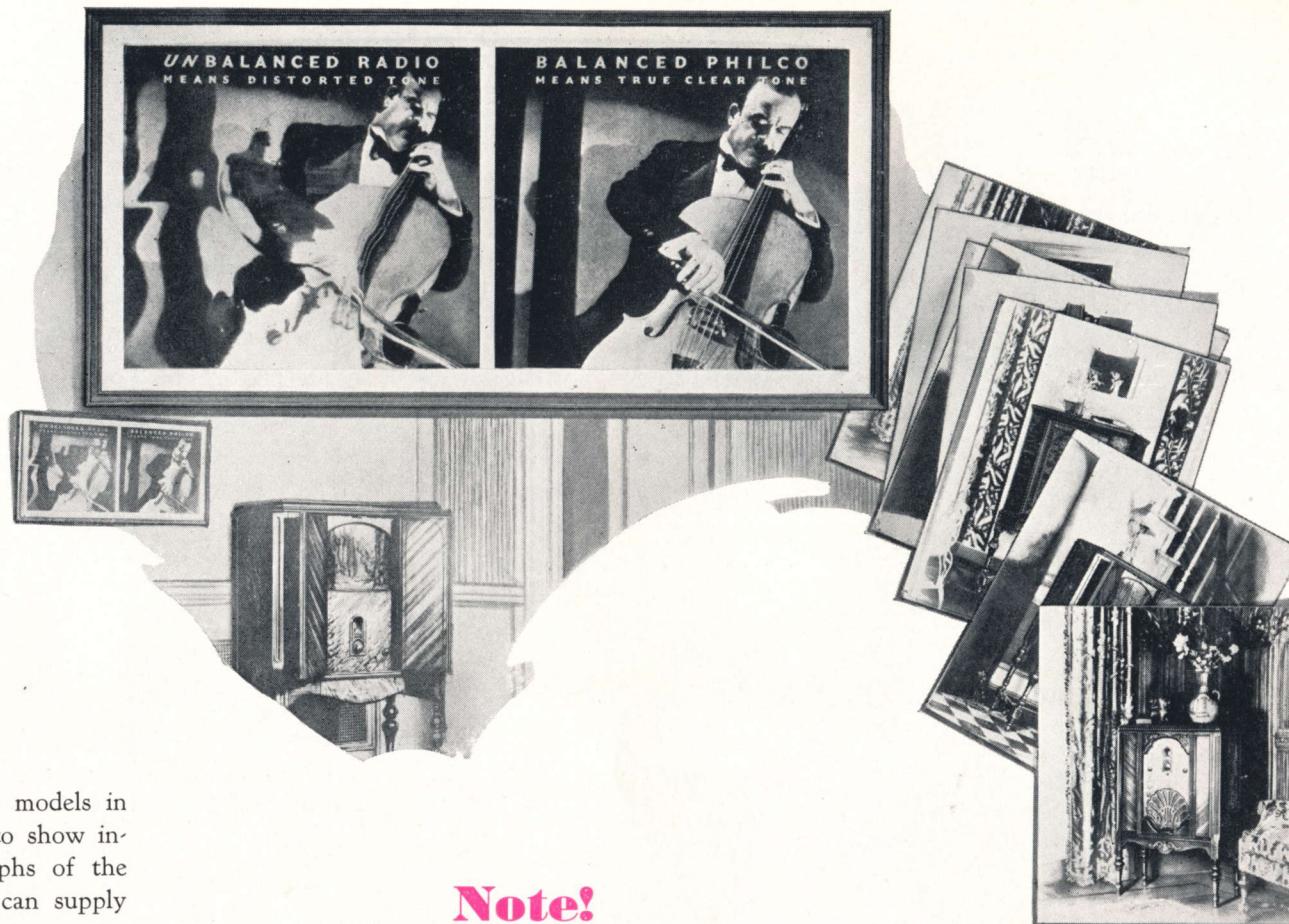
Your screen message will have a stirring effect when you use the new Philco Lantern Slide series, each of which is beautifully hand tinted in four attractive colors. They are sent to you in a strong corrugated box, packed in sets of 6 and guaranteed against breakage.

\$1.50
Set of six

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

PHILCO PHOTOS

help close
sales . . .



If you do not carry all the Philco models in your showroom, the next best thing to show interested Philco prospects is photographs of the models that you, as a Philco dealer, can supply your trade.

Photographs help push Philco radios, and they are something that all dealers should have in a regular folder so that when prospects come into the store you are equipped to show them models of all Philco Radios in both home setting and silhouette. In this manner oftentimes prospects are sold on the idea of a home setting as they can quickly visualize just how that beautiful Philco will look in some corner of their home.

Photographs of balanced and unbalanced reception are also available to dealers.

Note!

Owing to the necessity of printing this catalog so that you will have it for the opening of the new radio season, photographs are illustrated with last year's subjects. Please note, however, that all shipments to you will feature the new 1930 Philco models and advertising-photograph releases; up to date in every respect.

Size 8x10

20^C
Each

(Glossy Finish, Black and White)

Size 14x17

70^C
Each

(Mat Finish in Sepia)

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Philco Advertising Blotters

Series of Six



Note:

Owing to the necessity of printing this catalog so that you will have it for the opening of the new Radio Season, blotters are illustrated with last year's material. Please note, however, that all shipments to you of advertising blotters, will feature the new 1930 Philco photographs and prices . . . up to date in every respect.

No better subjects can possibly be used to help sell more Philco Radios for Philco dealers than those shown in the new blotter series. Blotters have long been a standard advertising specialty . . . A useful inexpensive reminder of you and your store. They come in sets of six . . . each one containing a different sales message and illustration. Printed in attractive colors on heavy white enamel stock, with the blotting surface in assorted colors. Use these blotters for quantity distribution from house-to-house

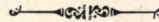
in letter boxes, through office buildings and through the mails with your various sales literature, bills and letters. No dealer can afford to pass up this inexpensive way of advertising Philco Radios. You can be sure your message will be read and re-read. **Your name and address** will be printed on all blotters at the bottom as shown in the illustrations on this page.

Note:—All orders for blotters will be filled with photographic reproductions of current releases.

6^C per set of six
including your imprint
Minimum quantity 50 sets

PLEASE ENCLOSE CHECK WITH ORDER AND THUS AVOID UNNECESSARY DELAY

Why We Request Cash With Order



BEING in business yourself, and being a business-minded person, you can very well understand why we request cash with order.

In the first place, the specialties offered by the Livingston Advertising Associates are priced to be sold on a cash-with-order basis; that is, all items are bought in bulk, from the most advantageous sources, and only a small profit added. Rather than make a large profit and extend terms to Dealers, Livingston has found, through years of experience, that a small profit on a cash-with-order basis is best for all concerned.

The second reason is that carrying open accounts would necessitate considerable bookkeeping

and additional clerical workers, which would add to the selling price.

The wisdom and advantages of our cash-with-order policy is readily obvious. No matter how much in a hurry you are for a shipment of specialties, we feel sure that you will co-operate with us by sending along your check. If you wire, please send your check by next mail, to make certain that your order will be shipped promptly.

Orders mailed without check will simply be delayed and unnecessary correspondence carried on.

Please be sure to attach your check to order and thus avoid unnecessary delay.

Livingston Advertising Associates

Incorporated

Everything At One Source

227 East 45th Street, New York

