
PHILCO



DEALER
MERCHANDISING HELPS
and
ADVERTISING SPECIALTIES
1931-1932

PHILCO DEALER HELP PROGRAM FOR 1931-1932

DEALER HELPS and advertising specialties such as are listed in this catalogue have an important and useful place in national advertising campaigns. Philco, in its desire to help every dealer realize the utmost from its great national advertising campaign has carefully investigated the usefulness and sales promotion possibilities of advertising novelties with the result that the pages following in this book contain a complete list of all that is worth while in this field. Hundreds of articles have been carefully considered and the resulting list in this book contains only those items that have proven their worth as good will builders and as the best vehicles for placing and keeping your name before the buying public.

All sources of supply for each item have been carefully investigated and you can be absolutely certain that Philco's great interest in this matter has resulted in the finest quality merchandise and in low prices that can not be duplicated elsewhere.

Philco is doing its part with an enormous advertising campaign in magazines, newspapers, radios, etc., that covers the country. This national campaign is cultivating a fertile market for you and the liberal use of the many articles listed in this complete catalogue will help you to get your share. Plan now to consistently use this inexpensive form of advertising which links you directly with Philco and creates an unmeasureable volume of good will. Remember every article can be imprinted with your name and address.

In order that you may have the benefit of quick deliveries, proper imprints, and the low prices that quantity buying makes possible, Philco has appointed the Brilliant Manufacturing Company, 1035 Ridge Ave., Philadelphia, Pa., as their authorized agency for the sale of dealer specialties.

They are organized to quickly and efficiently handle your orders for material, to imprint carefully and accurately your name and address on each article and to make prompt deliveries. Because they also serve other national advertisers they buy the articles listed in this catalogue in large quantities. The low prices made possible through quantity buying have been passed on to you. Every item listed is an unusual value.

Philco urges all its dealers to use the excellent service the Brilliant Manufacturing Company offers, secure in the belief that their method of selling and distributing dealer helps is the best yet devised.

PHILADELPHIA STORAGE BATTERY COMPANY

HOT PADS FOR PLATES AND PANS

Advertise yourself with this well made and much wanted household article. Every housewife will thank you many times for your thoughtfulness in supplying her with this necessity. This asbestos pad with the **Philco** or **Transitone trade-mark** and **your name** and **address** will make warm friends for you.

1000	500	250
3½c Each	4c Each	5c Each



TWO-TONE WALLETS

Here is a gift for a special occasion. This wallet looks and is a beautiful article. Made of sheepskin and finished in a beautiful mottled effect. It will be kept and used. **Your name** and **address** and the **Philco** or **Transitone trade-mark** are stamped in gold on the inside, which while making it more valuable as a gift, loses none of its advertising appeal. It can not be opened without flashing your name.

100	50	25
55c Each	56c Each	57c Each



PHONE INDEXES

Wherever there is a telephone, this article will be used, and you can get your name across as the dealer for a nationally advertised radio, every time the phone is used.

Made of a heavy cardboard with a useful alphabetical index, it carries prominently on the front the clear and distorted pictures as used in Philco's national advertising. **Your name** and **address**, and **telephone number** with either the **Philco** or **Transitone trade-mark** is also displayed prominently on the front.

100	250	500	1000
\$8.50	\$17.50	\$33.00	\$60.00



BRIDGE SCORE PADS

These are a cheap effective advertising medium. Every home needs them and uses them frequently. Distribute them to your store prospects, let your salesmen carry them on outside calls, or mail them to a selected list. This score pad carries on the front the same clear and distorted pictures that are a part of Philco's national advertising. The **Philco** or **Transitone** trade-mark and **your name** and **address** are also printed plainly on the cover. On the inside cover is a complete listing of standard bridge rules. Order a sufficient quantity now for distribution to all your prospects. They are a lasting reminder and a good will builder of merit.

250
\$12.00

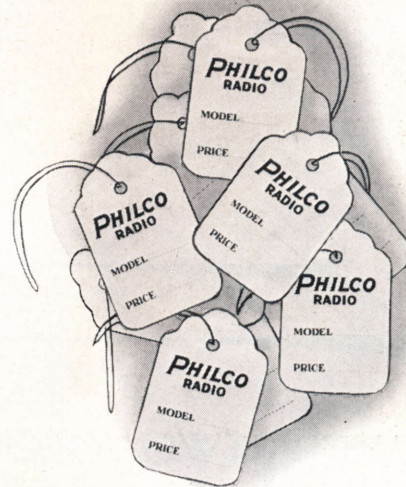
500
\$22.00

1000
\$41.00

PRICE TAGS

Philco recommends to all its dealers the use of this uniform price tag. Printed on a substantial stock with the **Philco** trade-mark and a space for the model number and the price below. Each has a tag string for easy attachment.

\$1.50 per thousand
Minimum Quantity 1000



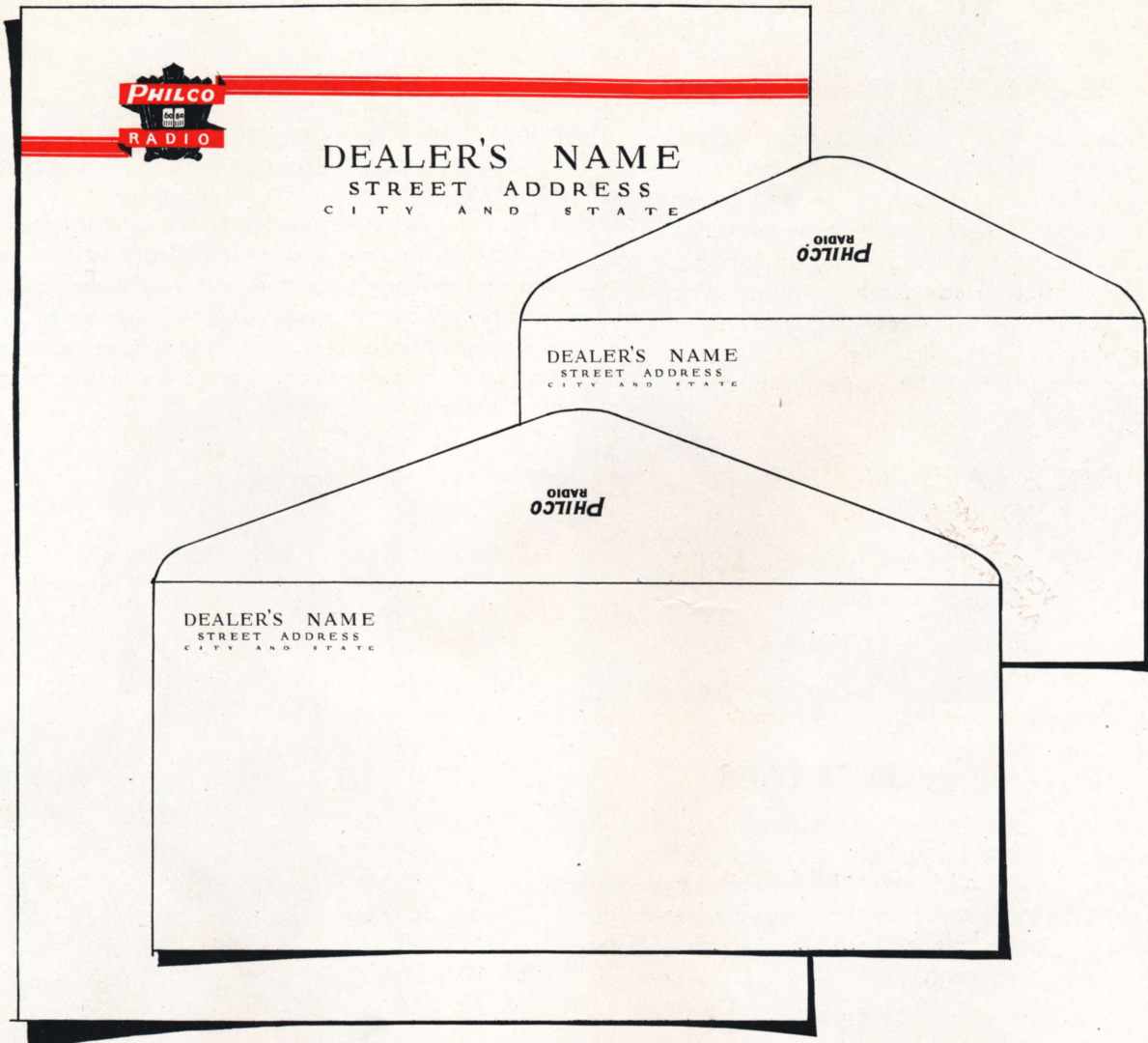
LEATHER KEY GUARD

Just the thing to constantly remind your Transitone prospect that you are the dealer for this nationally known automobile radio. Made in tri-tone, light bison grain sheepskin with hooks for two keys. Can also be supplied with **Philco Trade-mark** and your **name** and **address**.

100
15c Each

50
16c Each

25
18c Each



BEAUTIFUL TWO-COLOR LETTERHEADS AND ENVELOPES

Your letterhead speaks for you when you are absent. It should be so designed that it reflects credit at all times on you and your organization.

Always looking for something better, Philco has managed for you to have the advantage of using a two color letterhead at prices that are only made possible through large quantity production.

It will pay you well to use a letterhead carrying the Philco trade-mark. It immediately identifies you as the dealer who sells the nationally advertised Balanced Unit Radio. You will be proud of these letterheads and envelopes and you will find that your sales letters will get better attention.

We have illustrated here the layout of this attractive stationery. **Your name and address** will be printed as indicated, and the **Transitone trade-mark** may be added if you desire.

When Ordering Letterheads and Envelopes

Be sure that your imprint instructions are plainly written and in exactly the order you wish them printed. Be sure to specify the size envelope wanted.

DIE STAMPED ENGRAVED BUSINESS CARDS

A REMARKABLE OFFER

A die stamped engraved card at prices that are lower than you would pay for ordinary printing. Take advantage of this opportunity now and order a quantity of these engraved cards that will immediately stamp you as a wide-awake, up-to-date merchant. The **Philco Trade-mark** is neatly engraved in the corner. **Your name** and **address** is tastefully printed as indicated. The **Transitone** trade-mark can be added in the upper right hand corner if desired.



BUSINESS CARD PRICES WITH YOUR IMPRINT

250....**\$1.95** 500....**\$3.00** 1000....**\$4.00**
 Each name change per hundred cards **40c** per change.

BLANK CARDS

Blank card with only the Philco trade-mark engraved in the upper left-hand corner.
 1000....**\$3.50**

STATIONERY PRICES

LETTERHEADS

1000.....**\$4.50** per M
 2000.....**4.48** per M
 3000.....**4.47** per M
 4000.....**4.46** per M
 5000.....**4.45** per M

6¾ ENVELOPES

\$4.25 per M
4.23 per M
4.22 per M
4.21 per M
4.20 per M

No. 10 ENVELOPES

\$5.40 per M
5.38 per M
5.37 per M
5.36 per M
5.35 per M



BULLET PENCILS

A well made handy pencil, easily adjusted and ready for writing. Don't let your prospect fumble for a pencil when he is ready to sign. Hand him one of these with your compliments. Every pencil carries the **Philco** or **Transitone** trade-mark and **your name** and **address** on the band.

TAPE MEASURES

A tape 48 in. long in a well made celluloid container with a spring that snaps the tape out of sight and harm when not in use. Have your salesmen leave one of these when calling on a prospect and you will surely have the lady of the house on your side. On one side the **Philco** trade-mark and on the other **your name** and **address**.



100	250	500	1000	500	250	100
16c Each	15c Each	15c Each	5c Each	6c Each	7c Each	8c Each



FEATHER INDIAN HATS

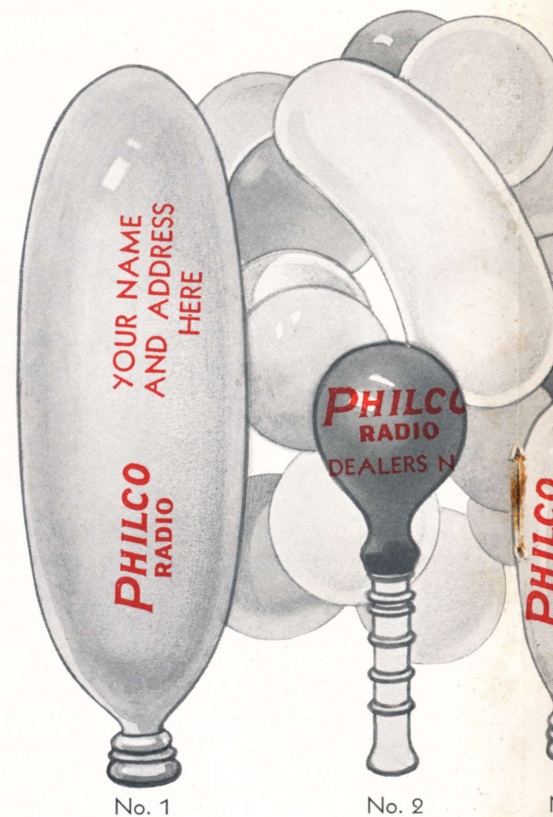
Give a child this war bonnet, decorated with many colored feathers, and his imagination will supply all the rest for a rollicking game of Indians and Cowboys.

Make the kids happy and gain their parents' good will. School parties, Sunday School picnics, Fairs, and Bazaars all provide opportunities to gain prospects and friends with this inexpensive gift.

The **Philco** or **Transitone** trade-mark and **your name** and **address** is prominently displayed.

500
\$29.00

1000
\$54.00



No. 1

No. 2

BALLOONS!

Reminding us of the old cry and the vendors who sold them for them.

You'll make many a firm and lasting friendship which carries **your name** and **address** with either a supply now, you should never be without them.

Every shipment includes five assorted colors; two types are made of heavy durable rubber that will

No. 1 Airship approximately 28 inches long, Twist valves.	No. 2 Round, approximately 8 inches diameter with squawker stem.	Airship approximately 4 inches diameter, Twist valves.
500 \$21.00	500 \$9.50	\$
1000 \$40.00	1000 \$17.00	\$1

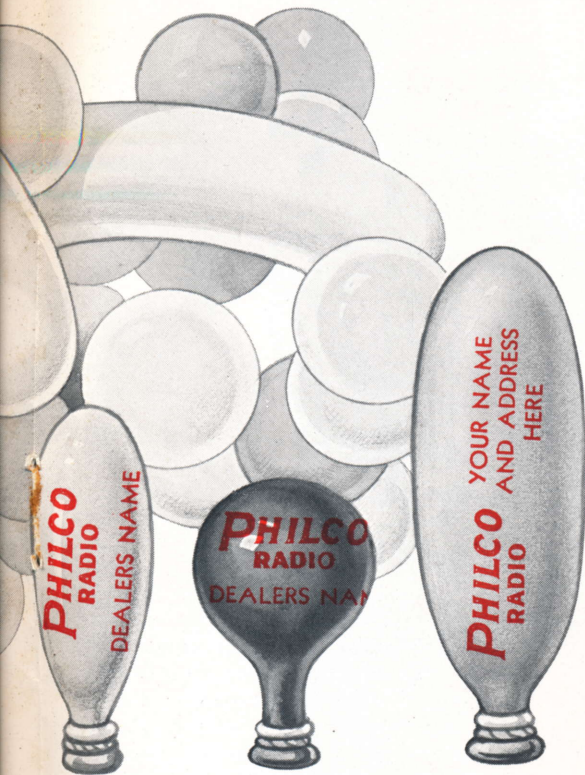


FANS

An ideal advertising medium for the summer months. Distributed in churches, theatres, fairs, and outings, and always available in your showroom for the comfort of your customers. This is the most popular one made because it is durable, light and easy to hold. It is rightly called the "Comfyhold" because of its design which eliminates fatigue and discomfort when in use.

The front of the fan contains one of Philco's famous pictures: true and distorted tone. Your **name** and **address** will be on the reverse side. The **Transitone** trade-mark can also be used on

250 \$7.00	500 \$9.50	1000 \$16.50	2500 \$35.00
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No. 3 No. 4 No. 5

PHILCO BALLOONS!

Dealers who used to sell them and how the kids cried

friendship and please many a mother with this novelty either the **Philco** or **Transitone trade-mark**. Order them.

Colors; red, yellow, purple, blue, and green. All balloons will inflate to a large size.

No. 3 Airship approximately 4 inches by 18 inches long, Twist valves.	No. 4 Round, approximately 8 inches in diameter, with Twist valves.	No. 5 Airship approximately 18 inches long, Twist valves.
500 \$8.00	500 \$9.00	500 \$9.25
1000 \$14.00	1000 \$16.00	1000 \$16.50

months. They can be used and should always be used by customers. This type fan is light in weight, and easy to hold of its narrow handle

pictures featuring the Philco will be printed on the reverse side.

500
\$70.00

OVERSEAS CAPS

Here's a way to interest the American Legion Post. Take enough of these hats to their next meeting. All their youngsters will want hats like their daddies. A simple way to create good will. Hats are made of blue and white bleached material with waterproof fibre sweatband. Sizes are assorted with the **Philco** or **Transitone trade-mark** and **your name** and **address** boldly displayed.



500 \$30.00	1000 \$55.00
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CRICKETS

Something for the kiddies and the grown-ups too when they give parties, picnics, etc.

Due to the small size, they can not be imprinted with the dealer's name but will carry the **Philco trade-mark**.

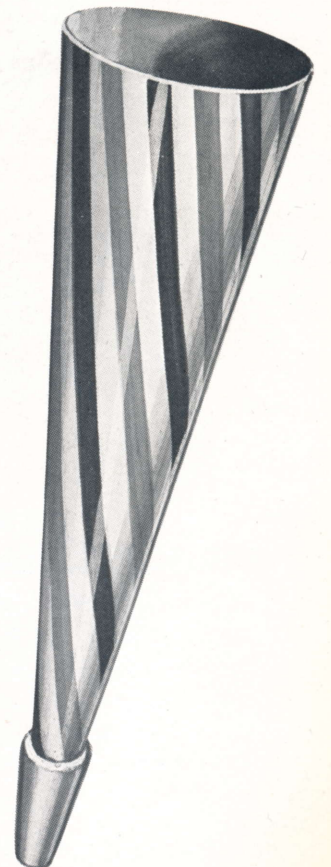
250 \$2.60	500 \$4.50	1000 \$6.00
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RED-WHITE-BLUE HORNS

Let the youngsters blow your horn for you. Every toot will advertise you and Philco. This attractive souvenir can be distributed at fairs, banquets, parties, and dances.

Price **3c** each. Minimum quantity—500.



BOB WHITE WHISTLE

An inexpensive novelty that will be popular with the children. With a little practice, a youngster can quickly imitate the clear notes of a Bob White and many other song birds.

250 \$6.00	500 \$10.50	1000 \$18.00
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ADVERTISING TIRE COVERS



This style can be supplied in full drum or quarter drum with either the Philco or Transitone trade-mark.



This style can only be supplied in full drum as shown above.

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.

Tire cover advertising is so universally used that it could be classed with billboards and street car cards. Every Philco Dealer should take advantage of this modern form of publicity which will get their name across in an inexpensive forceful way.

Order enough now for your own and your salesman's cars. Make a note of the models your customers and prospects drive and order covers for them. Every one on a car is working day and night for you.

Philco and Transitone Tire Covers are made of 250 wt., in a diced grain finish with cord in welt.

GROUP SIZE SYSTEM

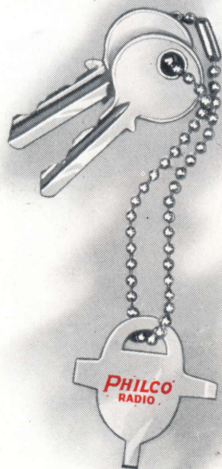
Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
27x4.40	29x4.40	30x3½	31x5.00	30x5	32x4.95
28x4.40	29x4.50	30x4.50	30x5.25	31x4.40	33x4.95
28x4.75	29x4.75	30x4.75	30x5.50	31x4.95	32x5.77
28x5.25	29x5.00	28x4.95	30x6.00	32x5.00	33x6.00
28x5.50	29x5.25	29x4.95	31x6.00	31x5.25	32x6.20
29x6.00	29x5.50	30x4.95	30x6.20	30x5.77	33x6.50
27x5.50	29x6.50	30x5.00	31x6.20	32x6.00	31x6.75
			30x6.50	30x6.75	32x6.75
			31x6.50	30x7.00	33x7.00
				32x7.00	34x7.00
				31x7.50	

PRICES

(Assorted sizes can be ordered)

Quantity	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6
1 Cover	\$1.50 ea.	\$1.50 ea.	\$1.55 ea.	\$1.60 ea.	\$1.65 ea.	\$1.70 ea.
3-5 Covers	1.15 ea.	1.15 ea.	1.20 ea.	1.25 ea.	1.30 ea.	1.35 ea.
6-10 Covers	1.10 ea.	1.10 ea.	1.15 ea.	1.20 ea.	1.25 ea.	1.30 ea.
11-20 Covers	1.05 ea.	1.05 ea.	1.10 ea.	1.15 ea.	1.20 ea.	1.25 ea.
21-30 Covers	.98 ea.	.98 ea.	1.05 ea.	1.10 ea.	1.15 ea.	1.20 ea.
31-50 Covers	.95 ea.	.95 ea.	1.00 ea.	1.05 ea.	1.10 ea.	1.15 ea.

(When ordering, specify full drum or quarter drum.)



KEY CHAINS

Any man will be glad to carry this novel key chain which includes a metal holder stamped out with three different size screw drivers. The Philco trade-mark appears as indicated.

100	250	500
\$12.00	\$27.00	\$51.00



OIL CHANGE RECORDERS

A useful novelty to advertise Transitone. Stamped out of metal in a bronze finish. It holds small fibre tabs that revolve to indicate the mileage of your car when the oil is changed. Either the Philco or Transitone trade-mark and your name and address appear plainly.

50	100	250	500
15c Each	12c Each	9c Each	8c Each



PHILCO ADVERTISING BLOTTERS

Blotters are a standard form of advertising that never goes out of date. You can use blotters for distribution from house to house, in letter boxes, through office buildings, and as envelope stuffers in sales literature. You make Uncle Sam's 2c stamp carry its full weight through the use of these sales helps.

Your message will be read and reread. **Your name and address** appears on all blotters at the bottom as shown in the illustrations. Price **6c** per set of six. Including your imprint. Minimum quantity—fifty sets (300 blotters).

NOTE: Because this catalog had to be printed in time for the opening of the new radio season, it was impossible to show the new Philco Blotters. All shipments to you will feature the latest Philco copy and be up-to-date in every respect.



GOLF TEES

Five finely finished wooden tees in a book imprinted with **your name and address** and either the **Philco** or **Transitone trade-mark**. Make yourself solid with the golfers. They are good prospects.

250	500	1000
9c a box	7c a box	6c a box

LEATHER CIGARETTE CASE

A beautiful English Type cigarette case made in sheep-skin in a beautiful mottled grain effect. Will hold twenty cigarettes and protect them from breakage. Every smoker will appreciate a case of this kind. Either the **Philco** or **Transitone trade-mark** and **your name and address** are stamped in gold as indicated. Priced cheap enough to give away.



25
27c Each
50
25c Each
100
24c Each



PHILCO PHOTOS

Photographs help push Philco Radios. Every dealer should have a complete set showing all models both in home settings and in silhouette. Help the prospects to visualize the set in their own home and you hasten the sale. If you do not carry all Philco models in your showroom, photos are the next best thing.

Size 8 x 10
 20c each
 Glossy finish
 Black and white

Size 14 x 17
 70c each
 Mat finish in
 sepia.

LAPEL BUTTONS

Every Philco Salesman should wear a Philco Emblem in his lapel. The border and lettering of this beautiful emblem are in gold on a colored enamel background. Order enough now for your entire force. A good souvenir for dealer meetings.

Price 25c. each
 250 20c. each



ADVERTISING COLORED LANTERN SLIDES

Visualize the interior of a theater with hundreds of pairs of eyes riveted on the screen on which is suddenly flashed your sales story. A beautiful reproduction of a set, the price and **your name** and **address**. What better form of advertising could you wish for than this?

Make engagements with your local theaters now and send for the New Philco Lantern Slide Series, beautifully hand tinted in four colors and sent to you in a strong corrugated box.

Price: **\$2.25** per set of six.

Note: Because this catalog had to be printed in time for the opening of the new radio season, it was impossible to show the new Philco Lantern Slides. All shipments of lantern slides will feature the new Philco Ads in full color and be up-to-date in every respect.



DRESS YOUR STORE AND WINDOW WITH THESE



WALL BANNERS

Made of same material as back drop into which is woven the **Philco Trade-mark** and lined with sateen to hold shape. Size 17 inches x 24 inches. Supplied complete with ornamental wooden rod and gold cord for hanging.

Price **\$1.40.**

DAMASK BACK DROPS

That will bring out to the fullest extent the beautiful lines of the new Philco Models. Made of rayon and cotton damask in the very latest modernistic design into which is woven the name Philco. Finished with fringe on the bottom and supplied with a metal rod with decorative spear ends for hanging. Every Philco Dealer needs at least one of these to relieve the cold bareness of showroom walls and windows. Size 50 inches x 72 inches. Complete with metal rod, **\$7.95.**

BEAUTIFUL BROCADED SCARF

With the Philco Trade-mark woven into the naturalistic floral design in three places. Each scarf lined with gold sateen. Size 8 inches x 44 inches. Can be used for display purpose in any Philco Dealer's Showroom, either to throw over sets or to place on tables or counters for advertising literature.

The price has been made so reasonable that many Philco Dealers have adopted the policy of giving them away with sets. Price, **\$1.85** each.



Size 8 inches x 44 inches



Order Blank for Philco Advertising Novelties

To BRILLIANT MANUFACTURING COMPANY

1035 RIDGE AVENUE
PHILADELPHIA, PA.

• Please Ship the Following:

DESCRIPTION OF ARTICLE	Philco or Transitone Trade Mark	Quantity Wanted	PRICE	AMOUNT

ALL SHIPMENTS WILL BE CONSIGNED CARRYING CHARGES COLLECT

CHECK ATTACHED FOR TOTAL \$

IMPRINT COPY

SHIPPING INSTRUCTIONS

1st line
2nd line
3rd line

.....

.....

.....

Name

Street

City State

Special Instructions:

PRINT CLEARLY

SPELL CORRECTLY

Signature

PLEASE DO NOT FAIL TO ENCLOSE YOUR CHECK AND THUS AVOID UNNECESSARY DELAY

Read Carefully the Instructions on the Other Side before sending this order

Order Blank for Philco Advertising Novelties

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PRINT CLEARLY

SPELL CORRECTLY

Signature

PLEASE DO NOT FAIL TO ENCLOSE YOUR CHECK AND THUS AVOID UNNECESSARY DELAY

Read Carefully the Instructions on the Other Side before sending this order

PLEASE OBSERVE THE FOLLOWING BEFORE SENDING YOUR ORDERS

List carefully all the items you have selected from this catalogue being sure to observe the minimum quantities, and write clearly your imprint instructions.

Every order should be accompanied by a check made payable to the Brilliant Manufacturing Company, 1035 Ridge Ave., Philadelphia, Pa. The low prices quoted in this book makes it impossible to carry open accounts.

Merchandise will be grouped and shipped, f. o. b., Philadelphia, with the exception of some articles manufactured outside of Philadelphia. These will be sent, f. o. b., from the factory where they are made.

All articles listed in this book will be shipped within two weeks from date of receipt of order. Rush orders in a shorter time if possible.

Each article listed in this book can carry the amount of imprint as shown in the illustration and can carry also the Transitone or Philco trade-marks. Therefore, be sure to indicate which trade-mark you desire, and give the correct imprint copy for each article.

If you should desire any article not listed in this book, write to Brilliant Manufacturing Company, 1035 Ridge Ave., Philadelphia, Pa., Philco's authorized specialty agency, advising them of your requirements. They will immediately forward samples and prices to you. There is no advertising specialty which the Brilliant Manufacturing Company can not secure for you.

All orders will be shipped EXPRESS COLLECT. If Parcel Post shipment is desired, include cost of postage with your remittance or your shipment will be delayed. Telegraph orders shipped C. O. D.

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All orders will be shipped EXPRESS COLLECT. If Parcel Post shipment is desired, include cost of postage with your remittance or your shipment will be delayed. Telegraph orders shipped C. O. D.

