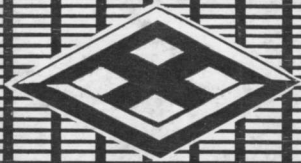


The Philco Retainer



September

Volume II

1923

Number 3

Business is Where You Are—
Are *You* There?



The Purpose of the BM Line

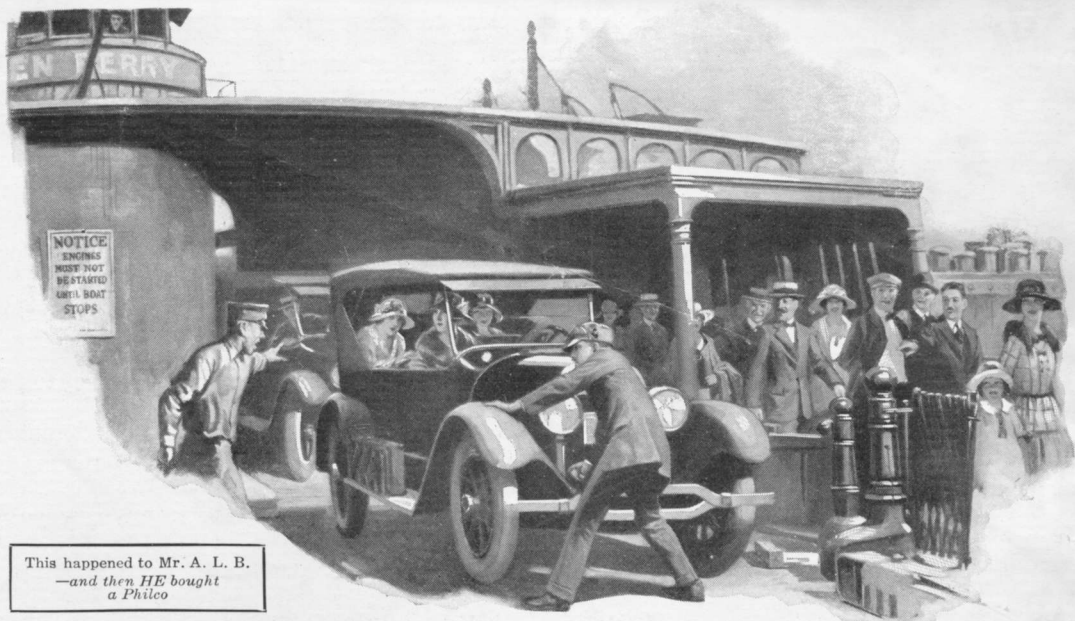


Caught in the Retainer



The New Philco
Farm Lighting Battery

Our September Advertisement—it will appear in the following publications: The Saturday Evening Post, The American Magazine, Literary Digest, National Geographic Magazine, Farm Journal and Successful Farming. If you have not already ordered your electro or mat to tie up this advertisement, do so at once.



This happened to Mr. A. L. B.
—and then HE bought
a Philco

“Then I got my Philco!”

“My old battery flunked on a Lackawanna ferry—Hoboken to 23rd Street—and I held up the whole boat until finally pushed off. Then I got MY Philco!” writes A. L. B., of South Orange, N. J.

Whirling a big engine—summer or winter—is *no job for an ordinary battery.* To avoid the humiliations and dangers of battery failure—GET YOUR PHILCO NOW!

The Philco Diamond-Grid Battery—with its tremendous surplus power and excess capacity—its famous Diamond-Grid plates and other exclusive Philco features—is built up to a quality standard, not down to a competitive price.

Yet you can now obtain a genuine power-packed Philco Diamond-Grid Battery *at less cost than just an ordinary battery.* Tremendous increase in Philco sales—efficient manufacture—economical distribution—have made this possible.

For safety, comfort, economy—for quick starts, steady ignition, brilliant lights—GET A PHILCO! The nearest Philco Service Station has the right type for your car. Write for a complimentary copy of our new booklet “How to Stretch Your Battery Dollar.”

Philadelphia Storage Battery Co., Philadelphia

Philco Batteries are standard also for farm lighting and isolated power services; for radio, electric motor trucks, industrial tractors, mine locomotives and passenger cars; for marine work, auxiliary power, etc. Whatever you use batteries for, write Philco.

Lowest prices in history
A genuine, full-powered
PHILCO BATTERY
\$17.85
war tax paid

\$17.85 is the exchange price east of the Mississippi River for Ford, Chevrolet, Overland, Star and other light cars. Genuine Philco Diamond-Grid Batteries for all other cars reduced proportionately.

Tremendous increased Philco sales—efficient manufacture—economical distribution—have made these extraordinary reductions now possible.

There is a long-life, power-packed Philco Diamond-Grid Battery for every make and model of car.



PHILCO

DIAMOND  GRID
BATTERIES

LOOK FOR THIS SIGN OF PHILCO SERVICE



Over 5500 Philco Stations all over the United States. There is one near you. Write for address, if necessary.

The

September, 1923

PHILCO RETAINER

Published monthly by the Philadelphia Storage Battery Company for the confidential information of Philco Diamond Grid dealers. Address all communications to Editor.

Business is Where You Are—Are You There?

SPEAKING of batteries—we have never yet sent out a boy to do a man's job. It's not Philco policy. Philco Batteries first and always have been man size in power, capacity and strength.

Among some manufacturers there seems to be a growing tendency to succumb to the temptation of selling under-capacity batteries in an endeavor to match the new low prices of Philco Batteries, especially the 116 LM at \$17.85.

It is true that the average car owner is kept poor by the very fact of owning a car. He buys a car on the installment plan, he may even mortgage his home to get the original cash payment, and when he comes to buy a replacement battery he just hasn't got much money.

Even the car owner who is well fixed financially often wants to buy cheap because he figures on trading his car in soon.

But—just because the average car owner has price strongly fixed in his mind is no reason why he should be sold an under-powered, undersize battery, stuffed with wood so that the over-all dimensions would appear the same as a full capacity battery.

To build or to sell such a product is business suicide. It reminds us of the shoemaker and the monkey.

The shoemaker busily engaged at his work in a basement store was amused, upon looking up on the casement window, to find a monkey mimicking every move. When he used a hammer, awl or any tool of his trade the monkey would go through exactly the same motions.

However, after several weeks, amusement changed to annoyance and he tried to shoo the little animal away, without success. Finally he placed a sharp knife on the window seat where the monkey could easily get hold of it. Shortly afterward he picked up a knife similar to the one now in the monk's hand and pretended to draw it across his throat. The

monkey swiftly duplicated the movement except that he actually cut his throat instead of pretending as the shoemaker did.

To ape the Philco policy might be possible *if* the product was genuine, *if* it was full-powered and guaranteed. But it's not, and when any company sells an 80-ampere hour battery on the grounds that it will do the same work as a 95-ampere hour battery they are cutting their own throats. "You can fool some of the people all of the time and all the people some of the time, but not all the people all the time."

It is equally foolish to think that one announcement of price for one day in a few hundred newspapers, hitting a few hundred big cities and little else, is real, honest-to-goodness national advertising—advertising that will drive sales to the service station.

Can any single, or spasmodic announcement compare with the regular monthly "selling of Philco Batteries" in the *Saturday Evening Post*, *Literary Digest*, *American Magazine*, *National Geographic*, *Farm Journal* and *Successful Farming*, having a combined circulation of over thirty million readers?

No; it is not only the price that Philco has made that is putting Philco sales over in the biggest volume in history—it is the fact that in addition, Philco has not cut quality one iota and the fact that, in addition, Philco's real, honest-to-goodness NATIONAL advertising is selling, selling, selling car owners on the exclusive Philco combination of full power and high quality with moderate price.

When we advertise \$17.85 for Ford LM and \$22.90 for Buick LM, will we stop selling LS and LSR? We will when Buick and Studebaker and Hudson and Packard quit and Ford has all the car business, and when Henry sells nothing but touring cars. Car owners are poor, but more than half of them are able to buy more cars than the lowest priced car. The reason why they do is *salesmanship*.

Where the PHILCO Dealers display no salesmanship they will sell all LM (or BM perhaps). Where the PHILCO Dealers do display salesmanship they will sell LS and LSR, just like Ford dealers sell sedans.

And because PHILCO stations, due to advertising the \$17.85 price, get a chance to talk LS and LSR oversize advantages to three times as many people, they will sell more LS and LSR than ever before.

If a dealer has been selling 50 batteries—25 LS and LSR—and he now sells 150, won't he be a pretty poor salesman if he don't sell 50 LS and LSR?

We believe that you are going to make a lot of money this fall and the volume the new prices help you to get is one of the things that is going to enable you to make a lot of money.

Brooklyn, Columbus, Detroit, Los Angeles, Baltimore, Buffalo, Waterloo, Peoria, Philadelphia, St. Louis, Kansas City, Boston—Philco Stations all over report wonderful business.

When we analyze these spots we find in every one of them two significant things:

1. A live well equipped distributor.
2. Who is advertising \$17.85 locally.

That's the combination—national *quality advertising* plus aggressive dealers plus local publicity.

Mr. A. J. Tobey, of Los Angeles, writes in “. . . recent price reduction has been a great stimulator—it will give us an increase in August of almost 100 per cent over the month of July. Of course the price reduction has no value unless properly advertised. When I say properly advertised, I mean more than the national advertising you are doing. It is up to every dealer to let the public know that there has been a price reduction. We have been successful in getting our dealers to enter a co-operative campaign in the four largest newspapers in Los Angeles.”

That's why Los Angeles wires in—“sold out of LM types—doing our best to hold things over until our carload gets in.”

Detroit wires for two hundred batteries, then 200 more and then cancels the second 200 and gets them out of Chicago because they can't wait for Philadelphia shipment. Erie, Toledo, Charlotte, Keysport and Chattanooga

all wiring for batteries. Baltimore runs a full page newspaper advertisement (like Detroit) and orders and reorders four times to fill the demand the ad created.

Buffalo, Washington, also ran full page ads—all out of LM. Counting on shipment to arrive soon and save the situation.

Brooklyn—more cars in station than ever before in their history.

Columbus, Nashville, Wellington, Birmingham—August twice as good as July; still on the up grade.

Last week's orders were the second largest in the history of the Philco Company, and we never yet made a record in August that we didn't beat all hollow in September.

You are going to have the greatest volume and most profitable

business this fall you ever had—if—

You'll keep hammering away with your local advertising.

If you did run a full-page ad and it produced results—it's the best reason in the world why you should use another.

If you did run one and it didn't move *all* your batteries—run another, and then another. Two ads always have more than twice the effect of one.

We don't expect to create a consumer demand by using one issue of the *Post*.

Campbell's soups have captured the soup market—by keeping everlastingly at it.

You are now in a position to capture the battery business in your town, but to do so you must not stop with one or two advertisements, you must keep everlastingly at it.

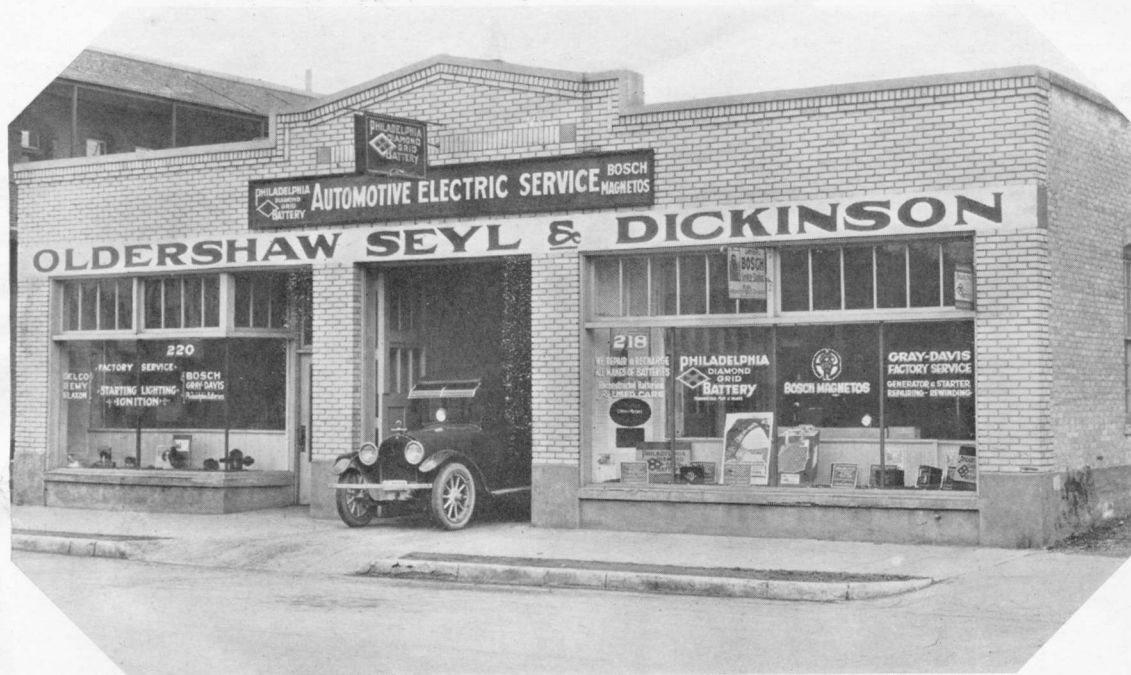
Here's Part of Your 1923-24 Market

Automotive Statistics August, 1923

Total registration of cars and trucks in the United States, July 1, 1923	13,048,128
This shows a gain of 23 per cent or 2,440,001 vehicles more than July, 1922	
First six months of 1923 figures exceed the total registration of year 1922 by	683,751
On estimated population for July 1, 1923, there is one motor vehicle for every 8.5 persons.	
With six states missing, registration fees for first six months of 1923 total	\$147,386,407
This shows an excess over the total of July, 1922, of	\$22,000,000
Ohio shows greatest gain since July, 1922, with 215,000 more registrations.	
West Virginia shows greatest percentage gain over same period with an increase of 40.6 per cent.	
California heads the list for persons per vehicle with one motor vehicle for every 3.9 persons.	
With eight states missing which do not register trucks and passenger cars separately, total registrations up to July 1st show:	
Passenger cars	10,192,096
Motor trucks	1,378,237
An interesting sidelight in the development of automotive vehicles is the continued loss in motorcycle registrations, the net loss July 1, 1922, to July 2, 1923, being	27,220
Only twelve states show a gain in motorcycle registrations while most of the remaining states show heavy losses, New York leading with a loss of 10,133 registrations.	

—Literary Digest

Oldershaw, Seyl & Dickinson Spokane, Washington



SPOKANE knows Oldershaw, Seyl & Dickinson, and through them Spokane knows the Philco Battery. For the past five years, through constantly, everlastingly putting across increased sales, Oldershaw, Seyl & Dickinson have come up the ladder of success until today, having built their business through their personal integrity plus the quality of the products they handle (foremost among them being the Philco line) they are now reaping their harvest of increased sales in a field of satisfied customers.

Their service station at 218-20 Madison Street, South, was designed especially for their business, affording, as it does, splendid service facilities, which is second only to the service they render.

A desire to please the motorists of Spokane prompted Messrs. Oldershaw, Seyl & Dickinson to add lines equally as well known as

Philco to their line of automotive accessories. Mr. Oldershaw, through his years of actual contact in the automotive field, has reached the enviable position of being the judge and counsellor for the younger business members in and adjacent to Spokane.

The members of this firm feel that their success is due primarily to the far-sightedness in consistently advocating the purchase of Philco Retainer Type Batteries, believing that it is not only more profitable to them but also far more profitable to the car owners in the long run.

We understand that they are preparing a rather intensive advertising campaign this fall which will be handled in much the same successful manner. Doubtless this will result in more sales and more profits than previous campaigns.

The Long Winter Nights Are Just Ahead in Farmland

THIS is the month that farmers are preparing to renew their farm lighting equipment. Make sure that you will be ready for this business by filling in the coupon on the back cover of this edition and mailing it in today.

L. E. HOLLAND, *President*

J. H. NEAL, *Treasurer*

Associated Advertising Clubs of the World

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Affiliating Local Better Business Bureaus and Commissions

HEADQUARTERS—383 MADISON AVE.
NEW YORK CITY

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HERBERT S. HOUSTON, *Ex Officio*

The Purpose of the Committee is: To Create Maximum public confidence in advertising by making all advertising trustworthy.



[This article is so pertinent that we are reproducing it verbatim.—THE EDITOR.]

Abuses in Battery and Automotive Electrical Field Undermining Public Confidence in the Industry

Preliminary Investigation

Certain practices in which a considerable number of manufacturers, distributors and service station dealers in the automotive electrical field, particularly the battery trade, are now indulging, are not only misleading and deceptive but in numerous instances partake of actual fraud. Complaints coming to the National Vigilance Committee of the Associated Advertising Clubs of the World from widely divergent sources indicate that such abuses are not sporadic, but are quite general in many localities, and that prompt steps in abatement must be taken unless they are to become more or less the general rule.

The National Vigilance Committee has made a preliminary survey in this field, and has concluded that there is need to extend its activities, and to take definite action in order to preserve the full confidence of the public in the advertising of these commodities.

The National Vigilance Committee in co-operation with its affiliated Better Business Bureaus throughout the country, proposes to direct its attention to these practices, in order that the public may be protected and given a dependable guide, and that legitimate concerns be provided with a standard on which better business methods may be permanently built.

Deceptive Guarantees

No phase of battery advertising has been more abused than the guarantee clause or certificate. A perusal of current copy discloses that guarantees of all sorts are being made and to unbelievable extents.

Prospective purchasers are told by one manufacturer that its batteries are "Unconditionally Guaranteed for a Year." The next says "Unconditionally Guaranteed for Two Years," and so on, one out-doing the other until three, four and five year limits are reached, and the time guarantee becomes preposterous, incapable of fulfillment, and of no advertising value to the reputable manufacturer who may care to use a guarantee.

Other battery makers state that their product "Will Out-last the Car," and "Buy the . . . Battery and your Troubles are Over." To meet these claims competitors counter—"Outlasts Four Ordinary Batteries," "Will Outlast any other Battery on the Market," "Will Outlive any Two Batteries you have ever used." Comparative advertising of this sort inevitably results in grossly exaggerated claims which react in a detrimental manner.

In addition to these there are the guarantees made for the second-hand or so-called "Re-built" or "Reconstructed" batteries, which

(Continued on Page 14)

Cumings Brothers

Jobbers and Manufacturers of Automotive Supplies
Flint and Detroit, Michigan



Flint, Michigan

THE April, 1923, issue of *Jobber Topics* says: "Many things have entered into the building of the wonderful reputation and business of the Cumings Brothers" and we modestly admit Philco as being one of the most important of the "many things."

Eleven years ago their business was started in the back of a little garage by E. M. Cumings, who was salesman, shipper, stock clerk and everything else combined. Today a sales organization of twenty-four "go-getters" are spreading the gospel of square dealing and clean merchandising. This company owns two motion picture projection machines and there is hardly a night goes by but that some group of dealers is gathered together by a "C. B." salesman and shown an educational film on better business, such as "Ask 'em to buy," etc.

"Don" Cook, the manager of the branch at Dynamic Detroit, who is also manager of the Battery and Supply Department, when interviewed on Philco prospects said: "Nothing to it! A wonderful advertising program on an article that surpasses your fondest expectations

in actual performance and an enthusiastic gang of 'go-getters' working to 'tell the world,' not only Michigan; so why say more 'cept we've given you some good business in the past, but just watch us GO!"

See Cumings Bros.' full-page advertisement on page 19.



Detroit, Michigan



8,350,000 Philco Salesmen

THINK of this vast army—8,350,000 salesmen—at work selling Philco Batteries, day after day, month after month!

Just an idea of the tremendous sales backing we are giving our Philco dealers through the world's foremost advertising mediums.

With a combined circulation of 8,350,000 and over 33,000,000 readers, these great national magazines, shown above, are broadcasting the Philco message to every corner of the United States.

Look at our September national magazine advertisement reproduced opposite the first reading page of this issue.

Do you wonder—with such powerful arguments against ordinary batteries appearing month after month—that increasing thousands of motorists are demanding dependable, long-life Philcos!

And think what's going to happen when our new history-making low price—\$17.85 for a genuine, full-powered Philco Diamond Grid Battery—has once bitten into the consciousness of the motoring public!

If you are not selling more Philco Batteries

today than ever before—if you are not making more money and winning more new customers—*there's something wrong.*

Are you telling the car owners of your community that you sell Philco Batteries—or do you expect them to find out by accident?

It's our job to make car owners WANT Philco Batteries—but *it's your job to make it easy for them to buy Philco Batteries from you.*

Are you displaying our new authorized Philco Service Station Sign? You can get one complete through a deposit of only \$6, which will be refunded under our "money-back" plan.

Are you using our new Philco Diamond Grid Battery Fibre Signs on road fences and trees leading into your town? We supply them at nominal cost.

Last, but not least, are you using our ready-made newspaper advertisements, sales letters, mailing cards, booklets, etc? We supply all the material you need at cost price—imprinted with your name and address.

It's not batteries on your shelf—but *batteries moving over your counter*—that make your cash register ring. **ADVERTISING MOVES THE GOODS.**

It's not goods on the shelf—but goods moving across the counter that make the cash register ring

*Advertising
Moves the
Goods*



Lowest Prices in History

*for genuine full-powered
PHILCO Batteries*

\$17.85

Exchange Price—War Tax Paid

for Ford, Chevrolet, Overland, Star and other light cars. Big reductions also on Philco

Diamond-Grid Batteries for all other makes of cars.

Tremendous increase in Philco sales—efficient manufacture—economical distribution—have made these extraordinary prices now possible.

Don't miss this opportunity to own one of these famous full-powered, long-life Philco Diamond-Grid Batteries. Now cost less than just an ordinary battery. See us at once.

Your Name Here

PHILCO DIAMOND GRID
BATTERIES

Electro Cost, 75 cents

No. 521

Mat Cost, 30 cents

Tell the car owners of your community that you sell these famous full-powered Philco Batteries. The more car owners you tell the more Philcos you'll sell.

Here is the advertisement that sounds the death-knell of the "back-alley" battery. Think of the tremendous new market this now opens up for the sale of Philco Batteries!



Now a genuine Philco Battery

\$17⁸⁵
WAR TAX
PAID

With the famous Diamond Grid Plates

Tremendous increase in Philco sales — efficient manufacture — economical distribution — have now placed a genuine *full-powered* Philco Diamond-Grid Battery within reach of every car owner.

Think what this means! No more hand-
sanding, or dole. No more dangerous or humili-

cranking ordeals. No more dangerous or humiliating experiences in traffic. No more "hang-ups" from battery failure, miles from a service station.

Just a touch of the starter—a mighty surge of Philco's motor-whirling power—and you're off. Hot, fat sparks racing through your plugs—brilliant head-lights flooding the road.

\$17.85 is the exchange price, East of the Mississippi River, for Ford, Chevrolet, Overland, Star, and other light cars. Philco Batteries for all other cars reduced proportionately.

Come in and let us show you this wonderful battery.

Your Name Here

PHILCO INC. U.S. PAT. OFF. **DIAMOND GRID BATTERIES**

Electro Cost, \$1.42

No. 518

Mat Cost, 45 cents

The time to advertise is now—and all the time. Car owners in every community cannot help but respond to this appeal. Start now, using these special Philco advertisements.

The Purpose of the B M

WE left the B M in the line because even with the new low L M price you will still have competition from under-powered batteries at lower prices. The B M gives you a weapon to meet such competition and the **B M is a full-powered battery, too.**

If you wish to take the offensive with the B M, we will supply you at cost with mats or electros of this advertisement which describes the B M as a full-powered battery built by Philco but with the conventional horizontal bar grid and flat sawed separators.

You will note that space is provided for your newspaper to insert whatever 116 B M consumer price you decide on.

In addition, we have made this advertisement tie up with Philco national advertising by including the paragraph marked "Important," and the \$17.85 price.

COUPON

Sirs:

Please send me.....Electro,
.....Mat, Nos. 518, 521, 550
(Check number desired and
whether Electro or Mat).

Ship immediately, parcel
post, C. O. D.

Name

Address

City and State



Lowest Prices in History

for Sturdy Power-Packed Batteries of PHILCO Manufacture

A **Full-Powered** battery with conventional horizontal bar grid plates, and Flat-Sawed Separators.

*Insert
your price*

A **Full-Powered** battery with the famous Philco Diamond Grid Plates, and Quarter-Sawed Separators. Guaranteed

\$17.85

A **Full-Powered** Philco Diamond Grid battery with a Monobloc Rubber Case. Guaranteed

\$19.95

These exchange prices are for Ford, Chevrolet, Overland, Star and other light cars. Philco Batteries for all other cars are priced proportionately low.

Important: Beware of *under-powered* batteries. Sooner or later they will get you into embarrassing, humiliating, or positively dangerous situations.

(Dealer's Name)

PHILCO DIAMOND GRID
BATTERIES

Electro Cost, 75 cents

No. 550

Mat Cost, 30 cents

National Electrical Supply Company Washington, D. C.



SEVERAL years ago, when a certain competitive battery was in its prime, the National Electrical Supply Co., of Washington, D. C., dominated the automotive battery field in the District of Columbia, Maryland and Virginia.

However, in May, 1923, Mr. José decided that the battery they were handling did not offer them the broad opportunity that the Philco line did, so they signed the Philco franchise.

The National Electrical Supply Company have fourteen men traveling the District of Columbia and the territory adjacent to Washington. They call on all the crossroad garages as well as the large business establishments in

the cities. They are equipped to furnish anything in the electrical line, from a ten-cent fuse to a complete Hydro-Electric central station. The Automotive Department carries everything for the automobile, including tires and specialties.

We feel confident that the National Electrical Supply Company will at least sell twice as many Philcos as the battery they formerly handled.

Their location in Washington is right in the midst of the general business section and just around the corner from automobile row. They have a larger warehouse conveniently located near the railroads, thus affording splendid shipping facilities.

Abuses in Battery and Automotive Electrical Field Undermining Public Confidence in the Industry

Continued from Page 6

are being offered and sold to motorists with the guarantee of the rebuilder. When trouble comes the user often learns, to his sorrow, that he has simply purchased a "Guarantee" and not a battery.

It is not intended to convey the thought that all guarantees are unreasonable and worthless, but the public should know whether the guarantee is that of a manufacturer, who is willing and capable of making good the terms given, or that of some irresponsible party who uses the guarantee only as a means of making a sale.

"A Guarantee is only as Good as its Maker," and this should be borne in mind at all times.

"Dope" Solutions

From divers sources, complaints have come to the National Vigilance Committee that the motoring public is being imposed upon, from time to time, by unscrupulous concerns who offer a remedy for all battery troubles through the medium of pastes, fillers, solutions and other compounds to take the place of regular electrolytes. Tests and analyses of several of these "dope" solutions indicate that while they apparently give a battery greater momentary "kick," they oftentimes contain ingredients which are absolutely ruinous to the plates and separators, thereby shortening the life of the battery from fifty to seventy-five per cent.

Purchasers should inquire carefully regarding such solutions and assure themselves that the substitute they are procuring has real merit and will not damage the battery, before placing their orders.

Dry Batteries

Another misleading and sometimes fraudulent situation attends the manner in which many so-called "dry batteries" are advertised. Some of these are exploited as "new and wonderful" inventions that "never need to be taken to a service station," that "require no water" nor added charge "no matter how long in use," "cannot freeze," etc.

The vast majority of such batteries are in reality semi-dry storage batteries, in which silicate of soda or infusorial earths are used to keep the acid in solution. Either of these

materials acts in about the same capacity as a blotter, and tends to cut down rather than increase circulation, and hence the capacity of the battery.

Simple electrical tests show that many of these batteries will not stand up to the claims which their makers make for them. Here, as with the substitute electrolytes, the purchaser should investigate carefully, and assure himself the battery has real merit before he buys.

Substitutions of Parts

Some service stations, known and advertised as the authorized station for a named manufacturer, are prone to trade upon the established reputation of the manufacturer and carry on a questionable business in the substitution of foreign and oftentimes inferior parts in the reconstruction of batteries.

The automobile owner is at the mercy of a battery service station in the matter of having his battery charged, changed, rebuilt or repaired, for it is impractical to dis-assemble a battery and identify the parts. If he wants the repair parts put out by the maker of his battery, he is entitled to receive them, even though there may be repair parts made by others, which could be used just as efficiently. Substitution under such circumstances constitutes a fraud upon the public and jeopardizes the good will and reputation of the battery manufacturer which the station purports to represent.

Warning

The National Vigilance Committee, including its Better Business Bureaus, proposes to curb, and if need be, to aid in the prosecution of matters in the automotive electrical field, where fraudulent or deceptive advertising is involved. It is inaugurating a vigorous campaign of investigation in an effort to abolish conditions which threaten to become injurious to an important industry.

Manufacturers, distributors, and jobbers, who are jealous of their reputation and that of the products which they market, can lend material aid by calling to the Committee's attention specific abuses of the character herein described. Prompt attention is assured.

Niagara Battery Corporation Buffalo, N. Y.



WE have talked with enthusiastic distributors, but never in our experience have we talked with a more enthusiastic and optimistic distributor than Mr. Bettinger, President of the Niagara Battery Corporation, of Buffalo, New York.

The Niagara Battery Corporation, a month ago, took possession of their new building at 1681 Main Street, and since that time, according to Mr. Bettinger, people have been literally knocking down the doors in an attempt to buy new Philco batteries. Just about the time they moved into their new location, the new low prices went into effect. As a rule when a firm or individual takes possession of a new building, it takes the public a while to find out where they are, but the Niagara Battery Corporation have been fortunate in turning over their complete inventory stock consisting of 350 batteries of assorted types within the last thirty days.

Naturally, the entire organization, from the President of the Company to the expressman who delivers the batteries, is very optimistic.

Mr. Bettinger attributes their success to

“SERVICE, SERVICE, AND THEN SERVICE”

“Give the car owners what they want, when they want it, and you will find they are more than willing to spend their money with you” is the creed of this wide-a-wake progressive firm. The rapid expansion of the Niagara Battery Corporation is truly remarkable. That the car owners of Buffalo have already realized

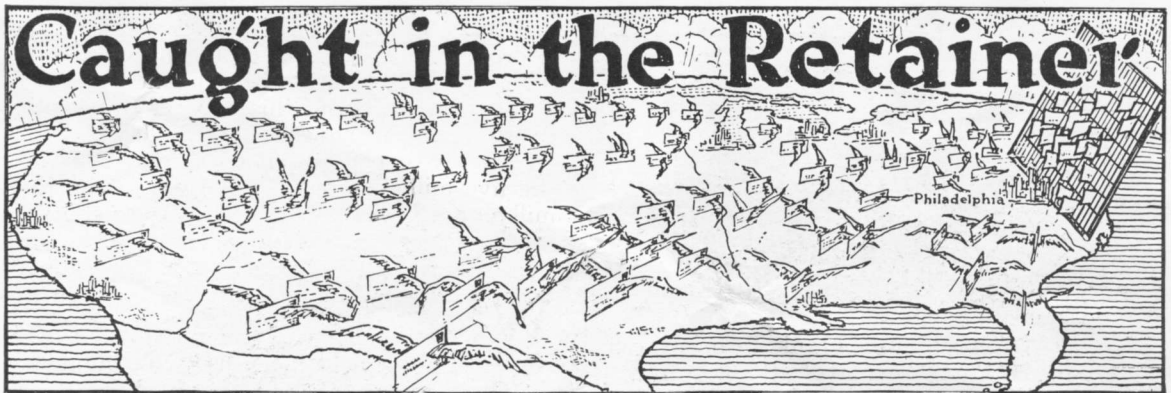
and appreciated this exceptional and positive kind of service is evident not only in actual sales but in future sales, which can only be realized when the additions to the new building are completed.

“Smiling Red” Bettinger is a firm believer and advocate of extensive local advertising, which will enable the dealer to tie up with the manufacturer.

From the time you get within twenty-five miles of Buffalo the roads are completely dominated by their advertising and by that of his associate stations. Visible on Main Street for a half mile in either direction is the new gigantic Philco electric sign which is 8 feet by 4 feet in size. This sign is probably the largest one in the entire Eastern division, and the Niagara Battery Corporation has every reason to be proud of it.

While to some people the expenditure of \$300 in an electric sign might seem hardly worth while, Mr. Bettinger feels that it has proven distinctly profitable, as night after night it flashes its message to the thousands of car owners motoring along Buffalo’s principal highway.

From all indications, the starting and lighting business will be given a close run for first honors by the radio business, as Mr. Bettinger has been fortunate through hard work and perseverance in securing an unusually large outlet for both the new Radio “A” and Radio “B” batteries. Possibly the firm will go to the expense of incorporating a broadcasting outfit in their new building if it seems worth while.



Philco's New Home

Portland, Oregon



IN order that the increasing number of Philco distributors in and around Portland, Ore., might receive the same careful attention and prompt shipments the distributors near Philadelphia receive, the Philadelphia Storage Battery Company recently opened a new direct factory branch at 45 North Park Street.

Mr. H. D. Hansen is in direct charge of the branch under Mr. C. L. McWhoter, Manager of the Pacific Coast Division.

In addition to the sales office, a complete line of Philco Batteries and parts, including automotive, farm lighting, radio, electric motor truck, auxiliary power, marine and industrial truck batteries will be stocked in line with the customary Philco Service policy of giving their distributors quick and efficient service.



How to Post Your Philco Fibre Signs

WE are indebted to Mr. E. R. Alexander, Manager of the Philadelphia office, for the easy, yet effective, way of posting the fibre signs on barns, buildings, walls, etc.

First, double four strips of heavy manilla wrapping paper about two inches wide so that they will form a frame.

Second, superimpose a strip on each side of sign and nail in position, using small wire brads.



EXTRACT from a letter received from the Central Electric Service Company, Seattle, Wash.

.....I note the new prices and will say that if Philco does not go over the top with a huge volume of sales it is because we are all dead or that we have taken in the sign and gone fishing.

Yours truly,

CENTRAL ELECTRIC SERVICE COMPANY
F. M. Sandusky

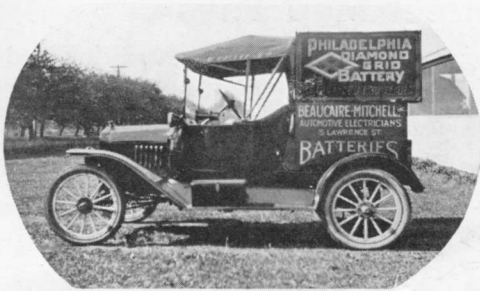


Another Use for Philco



SHOWING an Austin car, built by The Austin Specialty Co., Dayton, Ohio, equipped with a Philco Battery.

Reproduced through the courtesy of Harold Matthiesen, Yanktop, S. Dakota.



ACCORDING to Mr. Frank Beaucaire, of the Beaucaire-Mitchell Company, Rochester, N. Y., this fall will be the best period in the business history.

Enthusiasm and pep seem to be the watchwords of this organization, to say nothing of the original business-getting plans these men develop. The service car shown above, direct mail and the lavish distribution of Philco fibre signs, all do their share in "bringing them in."



MERT MONAGAHAN, Manager of the Factory Service Station, tells us that the new low prices have boosted 116 LMX sales tremendously. It is his experience that by displaying the 116 LMX many owners cannot resist the appeal of this type in its attractive Monobloc rubber case, especially at its price of under \$20.



LOWER battery prices make it necessary that every service station should carefully consider the desirability of "charging for service."

A plan covering this phase of your business will be in the hands of our salesman, and you take it up with him in person on his next call.



Million Ford Engines Made in Less Than Six Months

FORD MOTOR CO. built its 8,000,000th engine July 11th, rounding out another million in six days less than six months, and is on its way to another million at the rate of about 7000 engines daily. Engine No. 7,000,000 was built January 17th of this year at which time production was averaging about 4800 daily. The average for the latest million period was 6711 a day for the 149 working days or about 166,670 a month.

Under the increased manufacturing schedule the company built its last million in two months less time than its seventh, eight months being required to round out this total, as the six millionth passed off the assembly line May 18, 1922. Nearly a year before that date, May 28, 1921, the five millionth engine was built. The first million mark was passed in 1915.—*Motor Age.*



WE take a great deal of pleasure in reproducing the announcement sent out by the Noyes Motor Car Co., of Ellsworth, Maine.

This announcement, which was sent to all car owners in their trading area, attracted many new customers and paid large dividends on their investment.

Announcement

In line with our policy of always supplying our customers with the highest quality products of their kind on the market, we have finally obtained the franchise for distributing the famous PHILCO Batteries—the highest-powered, longest lived, lowest-cost-per-month of service batteries made.

We are also equipped to give the very best of service on anything electrical. Our electrician, who has done nothing but electrical work for the past twenty years, will give you courteous service at a reasonable charge, and whether your trouble be ignition, generator or starting motor, or battery, our stock of brushes, points and the like, assure you of the very promptest attention.

Our BATTERY REPAIRING is guaranteed for one year after date, so that our customer is certain of receiving a battery which will satisfy, or we will not repair his battery without his consent. By charging your batteries in eight hours, we save you rental charges and enable you to be little inconvenienced.

Give us a chance to serve you.

Yours for service,
NOYES MOTOR CAR COMPANY,
Ellsworth, Maine.



Just Another Satisfied Customer

NIELS LANGVARDT
BOX 304

CROSTOBAL CANAL ZONE May 24th, 1923

Philadelphia Storage Battery Co.,
Ontario and C Street,
Philadelphia, Pa

Please inform me if you have Philco Service Station on the Canal Zone, or any agency, through which I can order a Diamond Grid Battery, Type X 150 LM-D Amp. Hrs. 110 Six Volts.

My old battery is gone, after four years satisfactory service, if you have no representation in this place please send me your price and I will remit cash with order.

Yours very truly

(Signed) N. Langvardt

**What Does Your Battery
Cost You per Month?**

Oldsmobile Owners

Do you know that you can have para-
mount battery service in your car from



at the very nominal monthly cost of
\$1.47

If your battery is in operative con-
dition we will make you an attractive
allowance on a new battery.

Telephone 216-41



15th & Hope Sts., - Los Angeles.

Direct Mail Pays

THIS postal card is typical of a form of advertising used by Mr. A. J. Tobey, of Los Angeles. After obtaining a mailing list of car owners having certain models of automobiles using a standard type and size of battery, Mr. Tobey mails each person the correct card showing the cost per month of service.

*This is one of the most
intelligent ways of selling
Retainer Batteries we have
ever seen.*

It is through original plans like these that the A. J. Tobey Company ranks foremost among the battery men in his country. Steal a page from his book and use this plan yourself. We do not believe that Mr. Tobey would

object—he no doubt has many more plans up his sleeve.



Attractive Philco Display

DURING Fiesta Week in San Antonio, which is celebrated around April 21st each year, several parades are held. The Battle of Flowers parade is one of the most beautiful in the United States.

The electrical trades display parade attracts attention because of its uniqueness, its educational value and its attractiveness. April 21st commemorates the day the Texans defeated Santa Anna.

The Diamond Grid float was made up of

three Philco electric signs set in frames mounted on an electric truck furnished by Diamond Grid Batteries. The painting on the truck was green and red. The frames around the signs were black with orange and black filling in, and 96 Christmas tree lamps lighted the border. The hood was removed from the batteries in front and a sign placed there reading:

“NO ENGINE, JUST PHILADELPHIA BATTERIES”

HAGNER TIRE & BATTERY Co., INC.



CAUGHT IN THE RETAINER (continued)

Read What these Go-Getters Say: And Take a Tip from Cumings Bros.

PART FOUR THE DETROIT FREE PRESS, SUNDAY, AUGUST 5, 1923 3

PHILCO DIAMOND GRID BATTERIES

Lowest Prices In History for genuine full-powered PHILCO Batteries

\$17.85 for Ford, Chevrolet, Overland, Star and other light cars. Big reductions also on Philco Diamond-Grid Batteries for all other makes of cars

Tremendous increase in Philco sales - efficient manufacture - economical distribution - have made these extraordinary prices now possible.

Don't miss this opportunity to own one of these famous full-powered, long-life Philco Diamond-Grid Batteries. Now cost less than just an ordinary battery. See us at once.

Buy PHILCO Batteries at These Sales and Service Stations

- WEST SIDE: F. A. Berry & V. G. Borset, Joy Road Tire Co., Wm. A. Strell, John Hodson, Victor J. Wise, Red Front Tire Co., Starter Battery Service, C. I. Livingood, Peerless Tire Repair, Parker's Tire & Battery Service. EAST SIDE: Becker Battery Service, Better Battery Service, C. E. Johnson Co., Marvel Tire Service, Grosse Pointe Garage, L. E. Ling, Kercheval Auto Supply, DOWN RIVER: D. P. McIlhinny Battery, Al Keith. NORTH END: M. & H. Tire & Battery Service, Philadelphia Tire & Battery Service, Progressive Auto Service, Oakman Tire Shop, Arco Battery & Ignition Service, Alhambra Tire & Battery Service, DOWNTOWN: Lawrey Battery Service, A. A. Wehr & Co.

Detroit, Mich. Cumings Brothers Flint, Mich.

PHILADELPHIA STORAGE BATTERY CO. Attention: Advertising Dept. We want you to make the most of the great new which is coming out in the battery business...

PHILADELPHIA STORAGE BATTERY CO. F. E. Avery, General Manager. We are especially enthusiastic regarding the battery business for numerous reasons...

PHILADELPHIA STORAGE BATTERY CO. Attention: Advertising Dept. The writer wishes to express his appreciation for the service rendered by the Philadelphia Storage Battery Co. in the sale of a Philco battery...

DELMI COMPANY, Inc. Attention: Mr. Foster. I will undoubtedly interest you to learn that our new Philco battery is a real improvement...

SOUTHERN STORAGE BATTERY CO. Attention: Mr. Bennett. I saw 11 page 7 advertisement. On August 1st we put out a circular letter, which has been received...

Your Battery Needs Water. PHILCO BATTERIES. Attention: Mr. J. W. Bennett. PHILCO BATTERY CO. has been making a big business out of the Philco battery...

PHILCO BATTERIES. Attention: Mr. J. W. Bennett. We have been handling PHILCO DIAMOND GRID BATTERIES in Baltimore, Md. for some time...

Philco Farm-Lighting Battery

Glass Jar Cell—Type F G

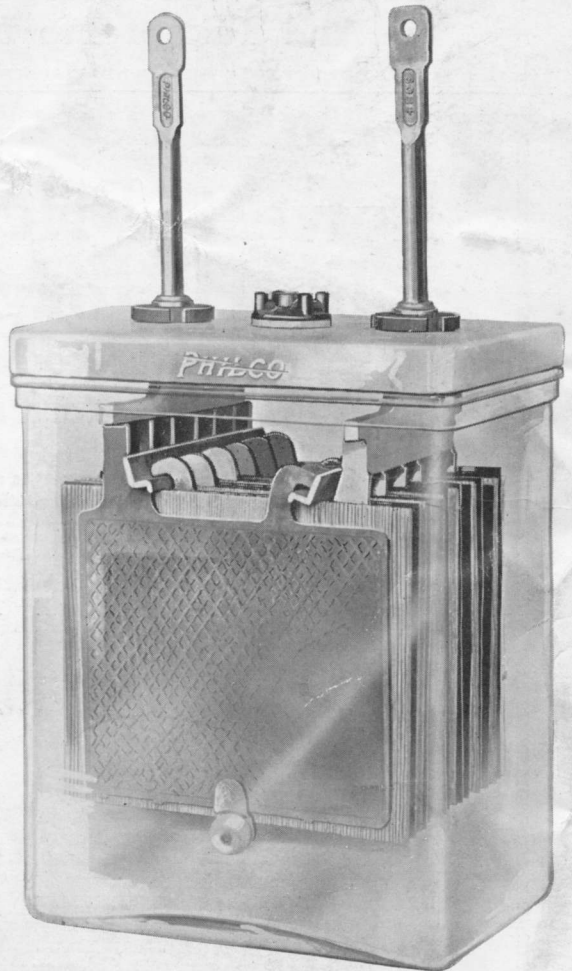
A Tremendous New Market Now Open to Philco Dealers

ONLY seven per cent of the farm homes of America are equipped with gas or electric lights. This gives some idea of the tremendous new market the Philco Farm-Lighting Battery now opens to you—a Philco Dealer.

With all the famous time-tested features of the Philco Diamond Grid Battery for automobiles, this new Philco Battery has the excess capacity and long life demanded for continuous, low-cost, trouble-free service.

In addition to farm use, this new Philco Battery is adapted for summer homes, country estates and all isolated electric lighting and power services.

Every Philco Dealer should display one of the glass jar cells, shown herewith, where every person who enters his store or passes his door can see it. Fill out the attached coupon and mail today.



Type F G

Tear out this Coupon and Mail to Philadelphia

Sirs:

Please send me a Glass Jar Cell—Type 13 F G—for display purposes, together with a standard package of the new catalogs and a window poster announcing the new Philco Glass Jar Battery. I understand that the catalogs and window poster are included with the cell without extra charge.

Ship via freight , express , parcel post , (check way desired) from Philadelphia , or nearest depot .

Name..... Address.....

City..... State.....