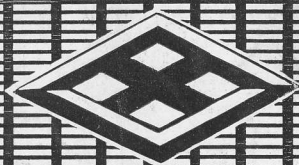


# The Philco Retainer



## June Number

Volume II

Number 2

Free Service *vs.* Charge Service



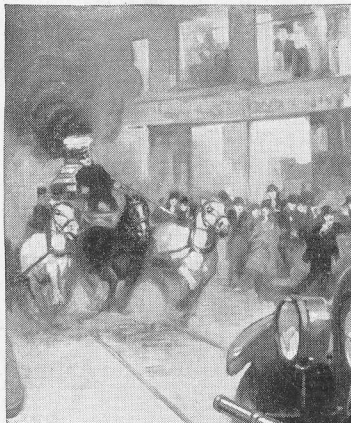
Toadstools or Mushrooms?



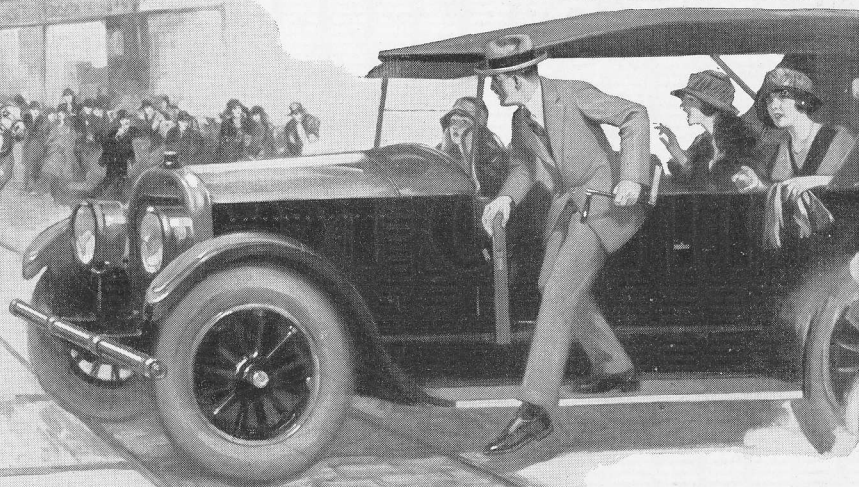
Before Your Ship Comes In



Fifteen Hundred Miles of  
Philco Advertising



COURTESY OF R. G. W.  
—and then he bought a Philco  
What experiences—embarrassing or dangerous—have you had through the failure of ordinary batteries? We would be glad to hear from you.



## Then he got a Philco!

—the high-powered, long-life, shock-proof battery of whirling starts, quick white-hot ignition, brilliant, road-flooding lights—the battery that safeguards you and your family from the dangers and humiliations of battery failure.

Veteran car owners know—thousands from perilous experiences—that there is no safety in undersize, under-powered, ordinary batteries. Every crossing a peril. Every road-mile a risk. Every single start of your engine a possible hand-cranking ordeal.

And that's why—at the first sign of battery trouble—hundreds and thousands of motorists today are replacing their ordinary batteries with Philcos. They realize that a battery—beyond every other automobile part—must make good in performance or quickly give place to something better.

Philco's service guarantee says TWO YEARS. But Philco's exclusive oversize construction—its tremendous excess capacity—its famous Diamond-Grid Plates and other sound, time-tested engineering features—not only make this extraordinary guarantee possible but extremely conservative.

Why longer risk the uncertainties of ordinary batteries? A Philco Retainer Battery—the strongest, toughest and most powerful Philco Battery ever built—now costs you no more, in many cases even less, than just an ordinary battery.

There's a Philco Battery for every make and model of car. See your nearest Philco Service Station at once. Write for address, if necessary. Send for a complimentary copy of our new Booklet, "How to Stretch Your Battery Dollar."

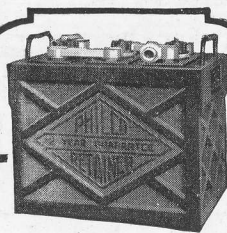
### Philadelphia Storage Battery Co., Philadelphia

The famous Philco Battery is standard for Radio "A" and "B," electric passenger cars and trucks, mine locomotives and other battery uses where long-lasting, low-cost service is demanded.

Whatever you use batteries for, write Philco.

**PHILCO**  
REG. U.S. PAT. OFF.  
SLOTTED  RETAINER  
BATTERIES

with the famous shock-resisting Diamond-Grid Plates



### 3-Point Superiority

1. The Famous Diamond-Grid—the diagonally braced frame of a Philco plate. Built like a bridge. Can't buckle—can't warp—can't short-circuit. Double latticed to lock active material (power-producing chemical) on the plates. Longer life. Higher efficiency.

2. The Philco Slotted Rubber Retainer—a slotted sheet of hard rubber. Retains the solids on the plates but gives free passage to the current and electrolyte. Prevents plate disintegration. Prolongs battery life 41 per cent.

3. The Quarter-Sawed Hard-wood Separator—made only from giant trees 1,000 years old; quarter-sawed to produce alternating hard and soft grain. Hard grain for perfect insulation of plates. Soft grain for perfect circulation of acid and current—quick delivery of power. Another big reason why Philco is the battery for your car.

#### LOOK FOR THIS SIGN

of Philco Service. Over 5,500 stations—all over the United States. There is one near you. Write for address, if necessary.





# The Philco Retainer

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

Vol. II

JUNE NUMBER

No. 2

## Free Service vs. Charge Service

**P**RESSURE from car manufacturers and new car dealers has forced battery manufacturers who sell batteries for original equipment to recommend a rather extravagant degree of "Free Service" to their dealers. Manufacturers of equipment batteries have said so much in their advertising about "Free Service" that the new car owner and the car dealer have come to look upon extravagant "Free Service" as a natural right.

The burden of "Free Service" falls upon the battery service station, and in particular upon the service stations of equipment battery companies. The records of equipment battery stations show that a far larger percentage of new car owners come to them for "Free Service" than buy replacement batteries from them.

The Philadelphia Storage Battery Company, being doubtful of the profit value of extravagant "Free Service" to the battery service station, and being unwilling to cut battery quality to meet equipment prices, has never sought original equipment business, but has devoted its entire energy to producing a battery of unequalled punch, power and life, through which it has attained a commanding position of leadership in the replacement field, and without any burdensome service obligations.

The "Free Service" problem has therefore never been of such great importance to the Philco organization. Philco Batteries have been of such quality as to require little service, and the factory has laid down no iron-bound rules forcing Philco Service Stations to give extravagant free service. Philco stations have, in every case and always, been free to limit their free service to a reasonable and profitable amount. Recently several stations have asked us to make a definite statement regarding our views regarding "Charging for Service." Our views are:

1. Free service has been much abused and made to cover too much. Equipment battery stations have been forced to extremes in order to satisfy new car owners and car dealers. Non-equipment battery stations have too blindly followed them, the result being a general reduction in legitimate net profits.

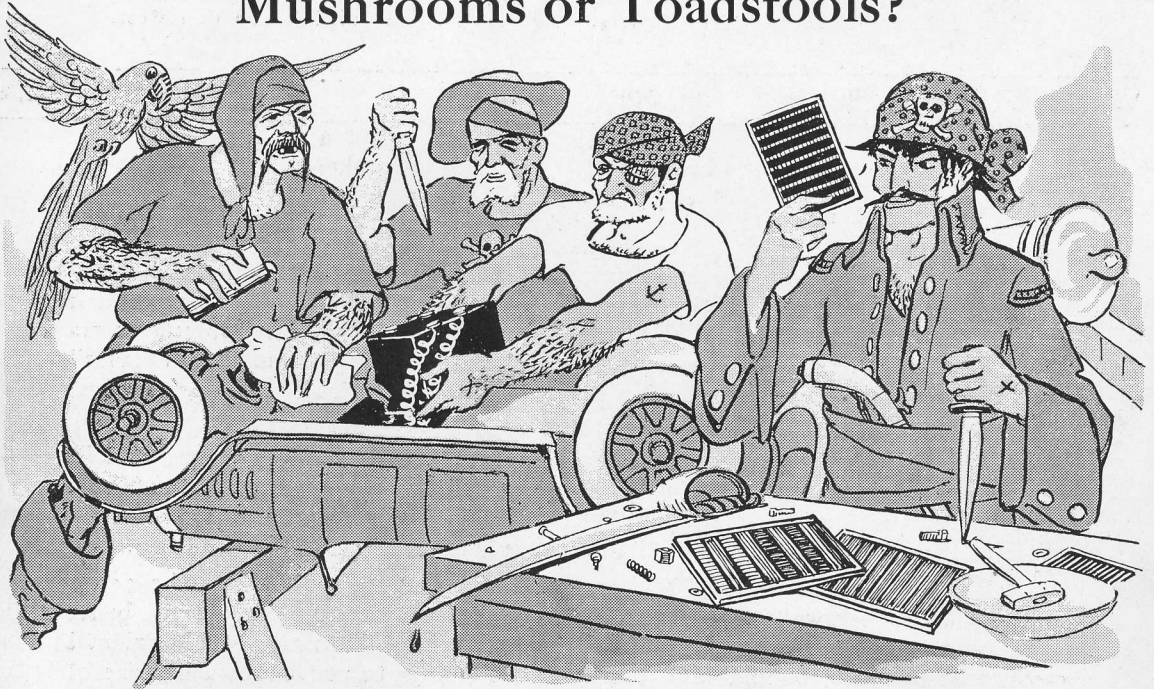
2. A charge for service can be made, but only when service of real value to the car owner is rendered.

3. Good business would dictate avoiding petty charges for such minor work as mere inspection, hydrometer readings, or even filling with water, but good business would also dictate that work which falls more properly under the heading of "battery maintenance" should be charged for. Such work would include cleaning and greasing terminals, removing the battery to clean and paint the case and battery compartment, resealing, etc.

4. Car owners should not be expected to give tips if a charge is made for service, and this policy should be advertised.

5. The exact division between free and charge work will naturally depend upon the general attitude of all the nearby battery stations, and we suggest that you arrange a meeting of proprietors of such stations to discuss this matter.

## Mushrooms or Toadstools?



**SUPPOSE,**” says Mr. G. R. Fessenden, in *Cosmopolitan Motor Sales Service*, “a hotel chef should be deluded into believing he could save money for his hotel and make a little extra profit for himself by using any old kind of fungus for his mushroom dishes, instead of taking pains always to get the real *agaricus campestris*—which is just the fancy name for ‘eatin’ mushrooms.”

“It would surely be easier to take whatever was brought in to him instead of going out to the recognized suppliers where only the genuine article would be furnished. It would be a lot cheaper, too, not to have to pay a premium for careful growing and selection. Just let some irresponsible picker gather in whatever he could find around the barnyard or on the lawn and pay him only for picking and whatever profit he wanted to take for himself.

“You can fool some of the people  
some of the time and some of  
the people all of the time, BUT—

“How about the poor, unsuspecting guests? They naturally have a right to expect conscientious attention to their interests from those who make a business of serving them. So when these unwholesome gyp dishes were set before them under the guise of honest food, they would be taken in, absolutely unawares

and without warning—for the first time at least.

“But it wouldn’t be very long before the guests would begin to compare the symptoms of their digestion troubles and piece together a suspicion that there was something wrong either with the cooking or with the ingredients of the food, or both. And once—just once—let the reputation of an establishment, dependent upon honorable service for its good name, become clouded with such a suspicion—then the only hope of survival is to ‘reopen under new management after the first of the year.’”

### *Caveat Emptor*

When it comes to service parts for the car the case is very much the same. The motorist looks and depends on his garage or service station to put on the right thing when he needs new parts for his car. And unless his suspicions have been previously aroused, he takes what is given him and goes his way in hope that all has been done as it should.

It is through this absolute confidence on the motorist’s part that the way has been opened for the apparently “easy money” to some repairman by using substitute “made-to-sell” parts instead of genuine. And, which is worse, the motorist almost never hits on the real cause of the trouble that is bound to occur



after imitation parts have been substituted for the right ones.

Usually he blames everything but the right thing, and in many cases his wrath is directed at the service man and his workmanship is condemned. But the real offender—the maker of pirate parts—has so far been quite successful in dodging the consumer's criticism and in keeping the profit coming his way.

### SUBSTITUTION IS SUICIDE

Why then has his practice of using substitute parts grown to such alarming proportions when the repair concerns using them are doomed in the long run to lose the confidence and good-will of their customers? The answer in most cases is ignorance of the full significance of what it means to substitute gyp parts for genuine.

A demand has been felt by the repairman for certain classes of replacement parts. Various brands of these parts have been brought to his notice, in season and out of season, and their virtues have been dinned into his ears by trick salesmen who could sell a motometer to the owner of a Franklin car or a short skirt to a 1923 flapper, and by old-timers who have for years represented distributing houses of unimpeachable name. Well, they certainly do seem worth trying. A limited stock is put in and it moves even better than was expected. The stock is increased and still turns over in fine style and a good, round profit comes in with every sale.

When trouble and comebacks begin it is simple enough for the service man to fool himself and his customers into believing that each trouble is just one more of those isolated instances that must crop out in quantity work every once in so often.

### THE DISCOUNT TEMPTATION

And then there is the discount. Whatever else a pirate part may have or may not have it always has an alluring discount. This is only natural, because the sole purpose for which these parts are made is to be sold, and there is nothing like a fat discount to appeal to the unscrutinizing and the unscrupulous—and the pirate parts-makers know it. The list price may be just the same as on the genuine part or it may be a little below or above. But the discount is almost always bigger than the legitimate makers can ever afford to offer. When 60 per cent, 70 per cent or even 80 per cent is "confidentially" granted from list, no wonder the temptation has so often proved

irresistible even to those who ought to know better.

On the face of it, therefore, the repair man or accessory dealer who thinks he is anything of a business man would call himself a fool to turn his back on this extra slice of profit just for the sake of a little gratuitous loyalty to the original makers who have never taken any particular interest in him so far as he has been able to make out.

While many Philco Distributors have tumbled to the fact that "Market Street" is wide open for profit on Philco plate sales, some have undoubtedly been scared by the seemingly low price on gyp plates.

Scrap lead is worth 50 to 60 per cent of new lead price (send for your junk dealer and get rid of what's left of the ordinary batteries you've replaced) and most gyp plates and lead parts are made more or less from scrap lead. Any experienced battery man who at one time or other has used gyp materials knows this to be true.

Philco Bar Grid replacement plates are better plates than many of our largest competitors use, and it would be at least unethical to even think that our competitor plates were made of scrap lead. Even if they were, they couldn't be sold at scrap prices and show a legitimate profit.

Philco replacement plate prices are more than reasonable—they are low! (lead is now very high) so low, in fact, that you should have no reasonable excuse to buy gyp plates, but the peddler of pirate parts will try to instill the insidious thought in your mind that 3 cents or 4 cents is too much—Oh my yes!—much too much to pay for the extra quality.

### *Give 'em enough rope and they'll hang themselves*

Let's assume that the gyp's wonderful, unbeatable, stupendous, we-show-you-how-to-make-the-profit quotation is as much as 4 cents per plate less than a Philco Bar Grid Replacement plate. After he has told you the story of his life and how people misjudge his attempts to earn an honest living, slip this to him:

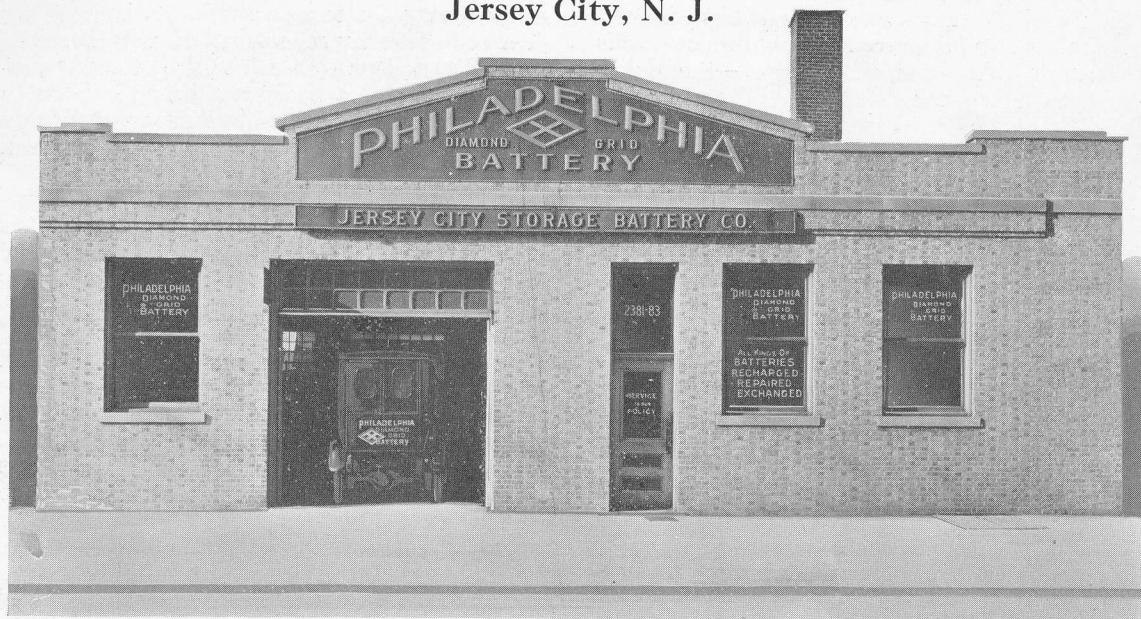
"Philco Plates are fully formed, while in many instances gyp plates are only partially formed, some altogether unformed and require extra time, possibly seventy or more hours, which is a long time to go without eating, and incidentally current costs money."

The difference in plate costs for a 6-volt 11-plate battery and the gyp plates, even assuming that the gyp's plates had been subjected to a "bootleg" boost, would be

*(Continued on Page 22)*

## Jersey City Storage Battery Company

Jersey City, N. J.



**I**N the fall of 1919, one of the large equipment battery companies exhibited at all its conventions and at sales meetings of different motor car companies, using their batteries as equipment, a film which was called "The Successful Business."

This film showed the "Ideal Station," operated by "John Todd," and proved conclusively that the best investment anyone could make was an investment in the goodwill of the customers.

Courteous treatment, together with a convenient, clean, well-arranged station, and consideration of the fact that if the customer is not always right he should at least be given the proper advice in a way that would enable him to get the most out of his battery, is good business insurance.

"John Todd" was Walter Lightfoot, and the "Ideal Service Station" was the Jersey City Storage Battery Company, Jersey City, N. J.

Shortly after this picture was produced, Mr. Lightfoot decided on a change. He felt that operating a business under ideal conditions should show a profit, and while the battery he was handling gave him a paper profit, it did seem as if a lot of it slipped through his fingers before it got to the bank.

He went into the matter thoroughly—for what he does he does that way, and he decided

that some of his losses were due to free service, incidental to handling an equipment battery, and some were due to making good other peoples' mistakes.

Mr. Lightfoot, after careful consideration, decided to change to Philco and instead of an expected reduction in business, due to the change over, he was most agreeably surprised to find that there was a decided increase.

It is doubtful if any distributor handling any battery in New Jersey has the dealer clientele the Jersey City Storage Battery Company has, as they have carried dealer co-operation to the point where the mere fact that they make a recommendation is sufficient for the dealers.

Jersey City Storage Battery Company is owned and operated by Mr. Walter P. Lightfoot and Mr. Lee L. Kelts, Mr. Kelts managing the inside and Mr. Lightfoot assuming complete charge of all sales and distribution.

The service station of this company is laid out for the speedy and efficient handling of motor cars that drive in for service. The driveway, which runs from front to rear of the building, is wide enough for three cars to drive straight through, so as the cars pull in they stand behind one another, and their service men make the necessary battery changes on the cars, and the cars drive through and are on their way.



## Enthusiasm Gives Business Wings

**Kelley Avers that Deep Natural Interest in Every Phase is Necessary for Maximum Effort Needed to Put Service Station on Profitable Basis—Imbues Employees with Same Spirit.**

IF everyone did business in the same way there would be nothing to talk about and our business life would be reduced to a formula. R. F. Kelley's automotive electrical shop at 6 North Willow Street, Trenton, N. J., is different from the ordinary shops of its kind. Kelley is somewhat different from the ordinary business man and his business is operated upon original ideas.

According to an interesting and cleverly written article in *Automotive Electricity*, Mr. Kelley says, "Old Dame Nature is a clever lady. She never does the same thing twice the same way. You may think that one flower is exactly like another, one tree has the same shape as another, or one fruit tastes like another of its kind, but that is merely because you don't stop to examine details. Nature never repeats herself, and that's the reason why she is always interesting.

"What I mean to say is that if more men yielded to their natural instincts, instead of trying to make themselves and others over, there would be more successful ones in the world."

Kelley says that nature made him an electrician, or at least gave him the inclination that way, and he merely helped nature along by going into that business. He avers that an automotive electrician must be born, not made, and that unless a man's interest lies in a certain field he should not enter that field for failure is almost certain. A man's heart and soul must be put into his work.

Kelley is the authorized factory representative of the Eisemann Magneto Co., and distributes Philco Batteries through Moyer-Carlin, of Trenton, N. J., and has been in the present location for approximately three years. His business has grown during that time from a one-man affair to the point where he employs two men and works himself.

Not only does Kelley follow the electrical work during the day, but most of his spare time is spent in experimental work upon electrical apparatus. It is his idea that the more knowledge a man can get covering the business he works at the better he can do his work. Since he was fourteen years old he has been an interested investigator of electricity.

It is not strange that Kelley has established an excellent reputation for himself. He enjoys his work, consequently he does it well. He

puts as much enthusiasm into the repair of a generator as the average man expends upon golf, baseball or religion. He claims that his customers have been quick to realize how important it is to have on the job a workman who enjoys his work.

Kelley is very much of a "professional" man in every sense of the word. Not only does he follow his profession night and day but he adopts the doctor's tactics in obtaining business. He gets his business mainly upon his reputation.

"I am a firm advocate of advertising—extensive advertising," says Kelley, "but I believe in reasonable advertising above everything else. By this I mean that while a manufacturer might well afford to advertise in national mediums, on signboards and through newspapers, the little fellow must study the situation and act on careful judgment. When we hear of a manufacturer spending half a million dollars or so in advertising we seldom think in terms of comparison. The amount means a fortune to us when in reality it may be only a fraction of a per cent of the manufacturer's income.

"If the small fellow were to make any comparison with the large, he would find that the large fellow, comparatively, is a 'piker' when it comes to advertising. But as a matter of fact, to the big business man, advertising merely means something that will increase business, and he figures to put a certain percentage of his gross income into it. He usually only spends from one to five per cent of his gross income annually in advertising.

"If the small fellow were to spend \$100 in advertising he would have to do a \$10,000 business to justify the outlay. Show me the automotive electrician who does not spend that much on cigars to give away to his customers!

"It follows that since the small fellow sometimes spends much more than he rightfully can afford on advertising he must make every penny count. My idea of the correct way to spend money for advertising is to utilize form letters and send them to my customers and prospects under two-cent stamps. I am also contemplating having some small folders printed showing pictures of the inside of my shop, and mailing these to my friends."

(Continued on Page 21)

## Roberts Battery Service

Boston and Salem, Mass.



**E**VER since the day that the Pilgrim Fathers landed at Plymouth, in 1620, New England shrewdness and resourcefulness have been an American tradition.

Mr. Fred Roberts, a lineal descendant from Mayflower ancestry, has for years been actively engaged in the battery business in Salem, Mass., where through his personality and aggressiveness he has built his clientele up to the point that he is recognized by many manufacturers as one of the best and most desirable distributors "Down East."

The story of Mr. Roberts' success is most interesting, as practically everything he has accomplished has been made possible through his determination and eagerness to succeed. From a modest beginning he has built up an annual gross business larger than seems possible in the comparatively short space of time he has been in business. His friends and supporters are legion, and from all indications it will not be very long until he is operating one of the largest, if not the largest, distributing stations in New England.

Last spring Mr. Roberts saw an opportunity to expand his retail business and establish a small wholesale business by soliciting the Philco franchise and distribution from

the Cape to Portland—but let Mr. Roberts tell the story himself:

"After carefully going into every detail and giving every viewpoint an earnest consideration, we signed the Philco contract in July, 1922, and cancelled our former contract the same day.

"Since that time we have sold approximately 500 batteries (July, 1922, to January, 1923). During the whole of the preceding year we sold only 500 batteries. This has proven conclusively to us that there is no question as to the salability of Philco Batteries, as we sold twice as many Philco Batteries in the last five months of 1922 as we did in any previous twelve months while handling the former make.

"Since the time of signing our contract in July we have never been called upon to make any adjustment for any cause whatsoever."

As further evidence of his satisfaction with the Philco franchise, he says: "Since signing with Philco we have been offered the XXXXX contract, not only in Lynn but in Salem. However, after experiencing such satisfactory relationship I would not even consider handling the former line, regardless of the territory

*(Continued on Page 22)*



## Australian General Electric Company, Ltd. Melbourne, Australia



**D**URING 1921, the Australian General Electric Company, Ltd., of Melbourne, Australia, after making a careful investigation of the many makes of batteries offered by manufacturers for Starting and Lighting service, became interested in Philco batteries through the efforts of the American Steel Export Company, New York City, which operates the Philco Export Department. After this investigation, which consumed several months of interesting test and survey work, arrangements were concluded for the distribution of Philco batteries through the entire province of Victoria, Australia.

The wisdom of their decision to join forces with Philco is proved by the fact that their business has enjoyed a steady and satisfactory growth since the time of placing their first order, in December, 1921.

The Australian General Electric Company is without a doubt one of the best informed companies in the electrical field, and they realized that the distribution of storage batteries is a specialized business, somewhat apart from the distribution of other standard lines of electrical merchandise.

They, therefore, built a new and modern building on Therry Street, equipped to handle a large volume of battery business.

In the planning of this building no expense was spared, as the photograph above illustrates, to give the motorists of Melbourne and vicinity all the newest, most modern and convenient methods of battery service.

They established in this building, which is entirely independent from their general offices and warehouse, a completely equipped modern storage battery service station.

From the photograph you will notice that an ample driveway through the service space has been provided, and the car owner is always assured that courtesy and efficient service are available, regardless of whether the car is equipped with an ordinary battery or a Philco.

The battery department of the Australian General Electric Company is under the capable management of Mr. R. G. Gepp, and we are very certain that Mr. Gepp will be glad to welcome all Philco readers who may be touring his way.

## If You Believe It—It's So

Mr. Charles P. Malpas says:  
"Decide definitely what you want to do—then do it."



**I**N the fall of 1919 Mr. Charles P. Malpas purchased, in the city of Baltimore, a company which held the Philco franchise previous to his entry into the battery field.

The old company handled tires, batteries, and unfortunately employed a manager who thought more of the easy side of life than he did his business, so most naturally the reputation of this concern was "not so good" and the total amount of gross business done was even less than that. So when Mr. Malpas assumed charge and complete control he found that there was a lot of work to be done.

First of all, in an endeavor to get away as far as possible from the so-called "goodwill" of the old company, Mr. Malpas changed the name to the Belvedere Sales Company, by which it is known today. This name is now recognized all over the State of Maryland with confidence and respect, instead of the distrust with which the old company was regarded.

On second thought, Mr. Malpas figured that he would much rather carry all his marbles in one bag, so he discontinued the tire business entirely and devoted his entire time and energy to the building up of a very much run-down battery business.

From this time on under the able guidance and leadership of Mr. Malpas the business

flourished, and the following will give you some idea of the growth of the Belvedere Sales Co.:

During 1921 they sold three times as many Philco Batteries as were sold in 1920 (the first year of operation). In 1922 they sold over three and a half times the number of batteries they sold the first year. One of the most interesting features of this phenomenal growth is the fact that Mr. Malpas, before engaging in the sale of Philco Batteries, was associated with a business that was as different from the battery business as night is from day. This emphasizes the fact that

the sale of Philco Batteries is not only a very high-grade merchandising proposition, but it illustrates the salability of Philco Batteries.

Think of it! This man, totally unfamiliar with batteries, assumes full charge of a business that is about ready to pass out of the picture and makes it the largest wholesale battery station in the State of Maryland inside of two years!

How did he do it? By first of all having the very best battery on the market, by fair and square dealing with his customers, liberal advertising and real honest-to-John hard work.

Business is never rotten with Mr. Malpas. It may not be so good, but he is enough of an optimist to look always on the bright side of life. When he took hold of the reins the first day he said he would put a thousand batteries in Baltimore and vicinity the first year. He did, and quite a few more besides.

Mr. Malpas conceived an idea, believed in this idea, stuck to it, worked hard and realized on this idea and is entitled to a world of credit. Moral: If you believe it—It's so.

Mr. Malpas has another idea now. He is going to be the largest wholesale battery man in the South—bar none. More power to the king!





## Fifteen Hundred Miles of Philco Advertisements

**I**MAGINE walking from New York to Omaha, Nebraska, on magazines laid end to end!

Just an idea of the tremendous magazine circulation carrying our Philco advertisement for June, reaching car owners in every city and hamlet all over the United States.

To print this advertisement in *The Saturday Evening Post* alone requires eighteen tons of paper. Think of it!

Philco advertising is not only big, powerful and convincing, but it is *continuous*—month after month—year in and year out.

More than 32,000,000 persons—thousands right in your own community—are getting a Philco message every month.

And this is **YOUR** advertising—designed to help **YOU** sell Philco Batteries. *How are you using it?*

No amount of advertising will *drive* customers into your station. Neither will it send any great numbers on the “hunt” for your particular place of business.

The chief function of our advertising is to create confidence in Philco Batteries and a desire on the part of motorists to obtain them.

It is for you, the dealer, to *make it easy for car owners to buy Philco Batteries. How can you do it?*

Use our Philco Service Station signs. Display them prominently—on the outside of your building where car owners must see them as they pass.

New Philco Diamond-Grid Service Station signs will be ready for distribution in a few days. They are not only more attractive than any we have ever put out before but *you can obtain them on far more liberal terms.*

Equally important—use our newspaper advertisements. We will supply you, at cost, with replicas of our national advertisements—in 450- and 200-line sizes—ready to be inserted in your local newspapers with your name and address.

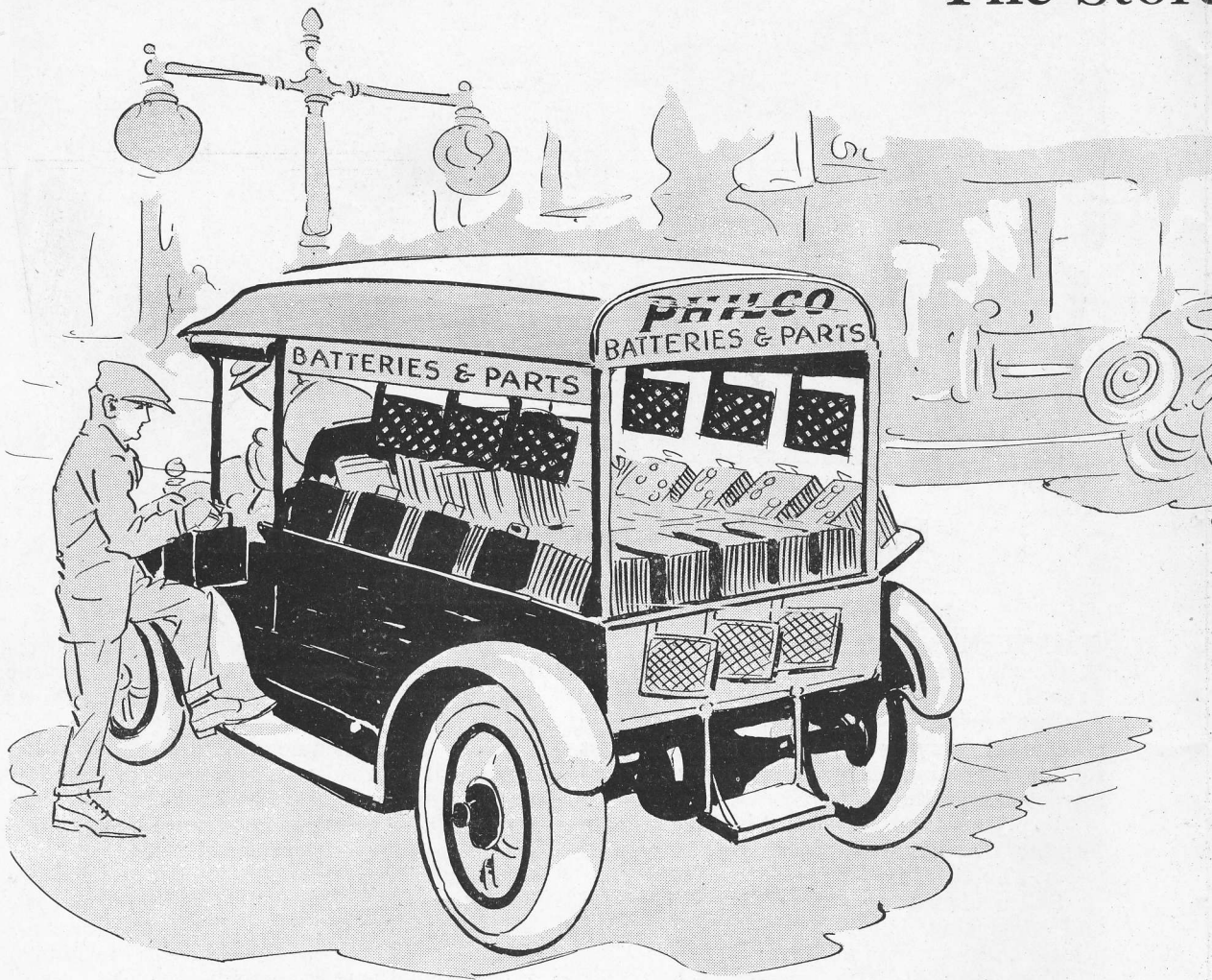
Local advertising connects your business directly with the demand for Philco Batteries created by our magazine advertising. It points the way to *your* store.

And don't overlook direct-by-mail advertising. We will supply you with all the letters, mailing cards, booklets, folders, etc., you need.

Use this advertising material—use it effectively—and you'll be astonished how it will boost your battery sales. *And more sales mean more profits.*

Read the article on Page 16, decide how much money you want to make, send in your order and put your advertising at work bringing in new business.

## The Store



**D**ID you ever visit your uncle on the old farm during the summer vacation, when you were a young shaver? Do you remember the "Store Wagon" that used to come around on Wednesdays and Saturdays? If you did you'll remember how Auntie used to say "I need some of this or that, but I'll wait 'til 'the Store Wagon' comes tomorrow."

All arguments to the contrary, the chap who drove that "Store Wagon" had the right idea.

He took the store to his customers and sold a lot of merchandise he would not have sold if he had waited until those same customers came to his store; which in some

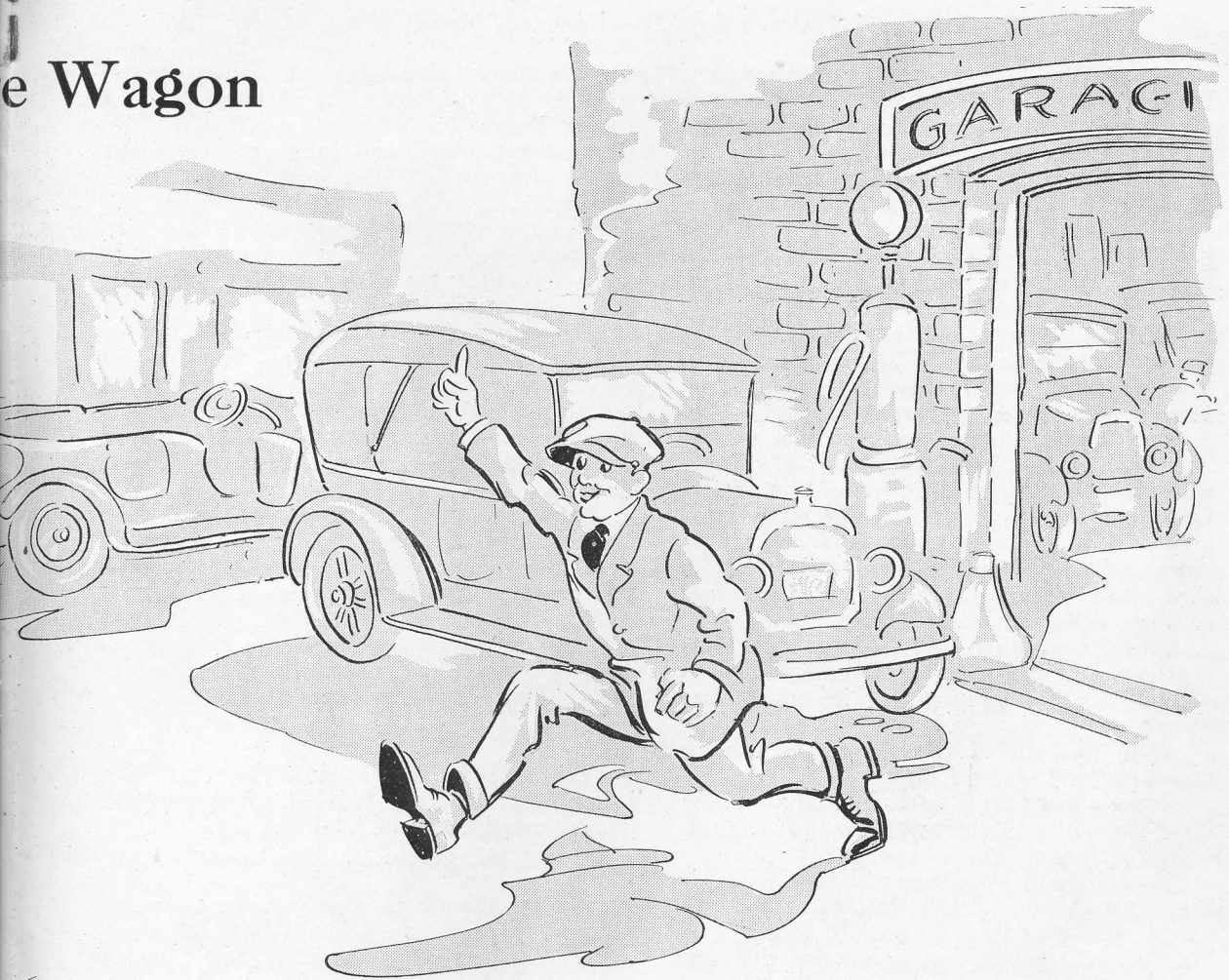
instances was fifteen miles away. This meant a three-hour drive in those days.

It is impossible to tell whether Fred Isenbrown or Charles Zimmerman, now of the Zimmerman-Lehay Co., of Reading, Pa., had the "Store Wagon" in mind or not; at any rate they bought a Dodge chassis and put a small box body on the back, with shelves and compartments in it.

Into this body they loaded some ten or twelve popular size Philco Batteries, a few rentals, a flock of battery and ignition parts, together with some tires and tubes. Then Zimmerman set sail on the sea of business adventure, with the idea firmly imbedded in



## e Wagon



his mind that he could get a lot of business that the gyps were getting if he could show the man what he was buying, and make delivery at once from the "Wagon."

The adventure was a thousand times more successful than Zimmie or Fred ever thought it would be. *Right from the start* it paid for itself over and over.

Between the towns of Reading and Hamburg he called on every garage, gas station and general store, etc., on the road. The distance between these two towns is twenty-five miles and he sold over \$80 worth of parts alone, and not a cent's worth of this was to a contract station. *All freelance.* Think of what

that means in the way of new customers and new accounts!

Behind every successful enterprise you will find that the campaign is carefully planned before it is put into execution, so when asked "How was it done?" Zimmie replied, "I would stop at every little garage and get talking with the 'Boss,' who would notice the Dodge with the box on the back which carried the Hood tires and the Philco Signs. He would start to ask questions about what was inside. Then I would open up the 'Store'—let him not only see them but handle them.

"Sir boss would then go inside and after a squint around his store would find that he

*(Continued on Page 14)*

## The Store Wagon — Continued from Page 13

was in need of this, that and the other part. He would turn to me and say, 'I need four of this and six of this,' etc. Then I could tell him that the price of four—six—is so and so; but I can give you these in standard package lots of ten or whatever it happened to be for so much less, and nine times out of ten the boss bought in standard package lots. I also sell lots and lots of Diamond Grid and BM Batteries in the same way."

The big feature of this adventure was that the merchandise was sold C. O. D. and Zimmie stood ready to make delivery as soon as he saw the color of his customer's money.

One funny instance happened on one of his trips. A station which had been dealing with Zimmie, through the 6th and Elm Streets Garage, on open account, reeled off a large order. Zimmie made it up from out of the "Wagon," figured out the man's bill, toted the stuff into his place and said: "John, it comes to thirty dollars and fifteen cents." John said: "All right; mail me the bill." Zimmie: "Nothing doing! I am delivering these things to your door, giving you a good price and I must have *cash*."

Well, this ruffled the old chap's dignity and a chewing match followed.

Zimmie picks up the articles and starts for the "Wagon." "Hey! wait a minute; you are right. I pay you."

In addition to freelancing with the "Wagon" Zimmie called on all the stations in the territory, supplying their immediate wants from his "Store" and taking orders for delivery from Reading of stock batteries and parts.

This method of selling performs at least two important functions, as far as Philco stations are concerned: it keeps the stations well stocked—not excessively; when they have batteries on hand, they will do their very best to get their money out of them, which is only natural.

This was the beginning of the end for the gyp peddler in that territory, because when Zimmie freelances he usually succeeds in selling enough to last at least a month, and when the month is up you'll find Zimmie's "Store Wagon" parked in front of the door.

There is one point that may be overlooked. We said "in a month" meaning just that. If Zimmie saw John the 23d of last month, he is there the 23d of this month. Of course, he doesn't work Sundays.

Although there are volumes that could be

written about this method of selling, the net of it is that 6th and Elm Streets Garage is selling Philco Batteries and parts like "hot dogs at a famine" and fully expects to lick every last one of you every month from now on.

In many cases we believe that Philco Distributors can help their salesmen sell and to sell successfully by allowing them to deliver the goods *at once*.

Every distributor's salesman may not be so keen about this idea to start with, but let him take batteries and parts along with him on his next trip and make him promise he'll give the idea a square shake and see what happens, especially if he is on a commission basis.

It won't cost you one wooden nickle. Instead, experience has proven that it will go over like a house afire, and if you do this you have your competitor licked before you start.

You can down any argument the station you are trying to sell puts up. Price, consignment, advertising, service or what not.

### PRICE

Your price is better because you are making immediately delivery f. o. b. his town with quality merchandise at a fair price.

### CONSIGNMENT

It costs money to give service; moreover he must pay for consignment batteries some day. Why not now? Further, he is not in business right, as a business man, if his goods are on consignment. He is not getting the price that he should; somebody has to pay and that somebody is himself. Look at his last bill.

### ADVERTISING

So and so gives him a dollar's worth of advertising with his batteries. So do we in national advertising, price and quality.

### SERVICE

This is where you have him dead to rights, because your warehouse is right at his door. What could be sweeter? Some of you fellows have said time and again: "You want to make money." Now did you mean those sweet words or were you just making conversation? If you mean them, here is one of the best ways in the world of doing just that.

This "Store Wagon" scheme is not theoretical—it is *practical, and profitable*.



## Marking Time Brings No Profits

**Aggressive Selling and Contact with Prospects Imperative if Business is to be Obtained, Asserts Live New York Service Station Owner—Inaction Dulls Initiative and Intelligence.**

**R**EAL business never comes to the man who only sits and waits. There is plenty of business to be had if one is willing to go after it, and if a man is too lazy to do a little chasing, then some other fellow will catch the profits." So said H. Frey, manager of the West Farms Battery Service Co., located at 1856 Boston Road, Bronx, N. Y., Distributor of Philco Diamond Grid Batteries.

Frey continued his statement with: "The early bird, it is said, catches the worm; but just remember that the early bird must get out of his nest and hustle around, for worms don't climb trees. The bird who sits around his nest all day has to content himself with a few caterpillars that probably make poor eating and are mostly fur, anyhow."

Frey and his partner, L. Bockden, are both hustlers; one of them is always on the road while the other is in the shop, and there is a continual stream of business coming in daily. They operate two Ford trucks and cover an area ten miles square, visiting hundreds of garages and service stations.

Business like this cannot be built up in a week or a month; it takes years of constant effort and good salesmanship to line up a representative number of garages and bring them to the point where they will collect batteries and give the business to one organization.

Frey and Bockden are clean-cut, honest-appearing fellows with convincing personalities. They are both experienced electrical repair men and are often called into consultation by the various garage men with whom they have formed an alliance.

Frey's proposition and agreement with the other garage men is a regular business affair. In his spare time, at first, he made a point of seeing all garage proprietors within a radius of five miles of his shop. Having made their acquaintance he would make an offer to give them a commission on all battery work they would hand over to him. He pays a commission on every job, whether it is a complete repair or merely the recharging of a rental radio battery.

At first the scheme brought Frey only battery work, but as time went on and he became better acquainted with the various garage men, he gradually worked up an excellent electrical repair business, doing the work in the various garages and enabling the latter to advertise electrical service.

The two trucks average to collect from fifteen to twenty batteries a day, running only up to noon, the afternoon being spent in the shop.

Frey says that he averages to recharge from 400 to 500 batteries a week and that the radio battery work is something worth cultivating. In the section and near where his shop is located there are many private houses and thousands of radio receiving stations. The owners of such stations can have the batteries recharged at Frey's station and the batteries will be delivered to their houses free.

In speaking of battery rentals, Frey says: "We make no hard-and-fast rule requiring a deposit on rental batteries; in fact, if we had any rule it would be in favor of renting without a deposit. We want to encourage car owners to rent our Philco Batteries, not because we make any money on the rental itself, but because the rental is a 'service' to the customer.

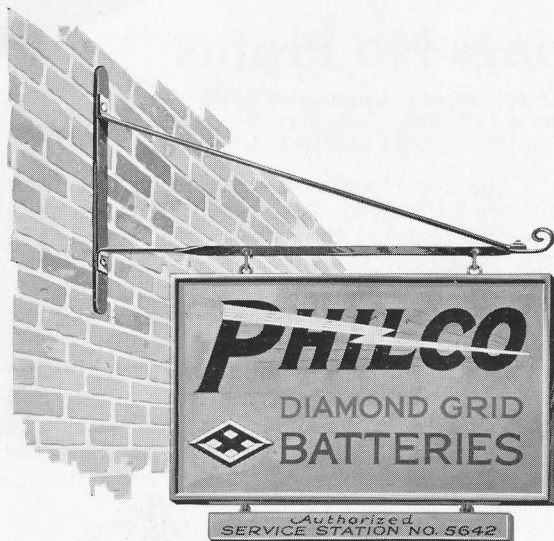
"We have found that the average car owner is usually pleased at the performance of the rental—perhaps he is influenced by the comparison of it with his old battery—but anyway he often buys a new battery from us on the strength of the rental's performance.

"Rent out a battery and you are practically giving the car owner a trial or sample proposition." Admitting that Frey was right in this argument, he was asked if he didn't lose batteries occasionally, particularly in cases where old batteries belonging to the customer were in very poor condition. Frey's answer to this question is interesting:

"Yes, occasionally we lose a rental battery. I think that we have lost one or two batteries in the past year, but if I wanted to chase up the rentals I don't think I would lose any. I take a complete record of every rental which goes onto a car, the car owner's name, address, license number and engine number, and through this data I could easily locate the car again. The best prospect in the world for a new battery is the fellow who brings in a battery so badly shot to pieces that it is almost worthless.

The West Farms Battery Service Station is located on a road which is heavily traveled, especially during the touring months, on week-ends and holidays. It is open until ten o'clock every night, and Frey has proved that night service is a well-paying proposition.

—From *Automotive Electricity*.



Authorized Philco Service Station Sign

**T**HERE are a great many battery dealers throughout the country who are doing a creditable job of launching their ship, by forcefully telling the car owners of their community, through local advertising, that they are not only in business but eager to serve them.

This article is not intended for these wide-awake men, but the chances are they, too, will absorb the most salient points and use them profitably.

One of the greatest forces in advertising is continuity—the continual “telling of the story” to motorists, radio fans, etc., of the value of real battery service. And as everyone likes to do business with business-like people, they appreciate your constructive efforts to build up your business.

Two of the quickest ways in the world to spend money are horse racing and advertising. In the former you bank largely on form and luck for profit. In the latter you depend more on form—that is, the method, place and style, with luck present, although to a lesser degree.

By following a consistent and well-planned schedule you can dominate the battery business in your town, and because of your dominance you will be building your business on a strong and solid foundation.

The preparation work necessary to a successful plan is a burden that must be placed firmly on the shoulders of the owner, or the

## Before Your It Must

manager of the station, and his decision must be based on the possibilities for different forms of advertising dependent on the location of the town, size, situation, and so on.

As we have said, an important point in all advertising is continuity, but before we can have this most desirable feature we must first decide on the amount to spend, and the way to spend it.

It is an accepted practice among advertisers to assume that five per cent of your estimated gross sales during the first year should be devoted to advertising your product, your station and your service. This amount has proved profitable time and time again, and gives you a decided advantage over the firm which operates on a hit-or-miss program, a method commonly known as spasmodic advertising.

While it is, of course, impossible to say that in Podunk, Mr. Jones should spend so much money in newspapers, so much in outdoor advertising and so much in direct mail, it is possible to intelligently plan a basis of advertising for the average station, assuming that his first job is to keep his present customers and friends who have already spent some of their money with him.

You cannot afford, at any cost, to lose any of this group, as they represent real tangible “word of mouth” advertisements for you, and you must impress upon them the fact that

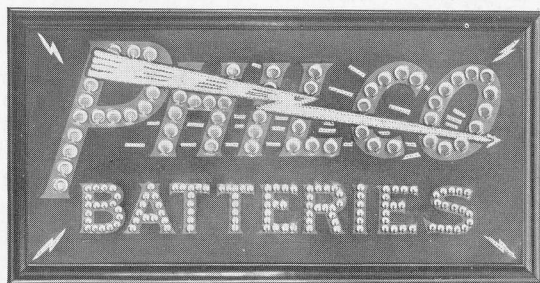
you are as alert and progressive in methods of publicity as you are careful and efficient in your shop.

Intelligence and hard work are the two outstanding factors that will aid you in controlling this first group.

Secondly, you will have to advertise “to” the car owners in your

vicinity who are potential buyers, prospects for your service and Philco Batteries. If it is possible, and it is, to retain your old customers through intelligence and hard work, put your advertising appropriation to work and keep it working—you will find as others have found that “It pays to advertise.”

“But—how, provided I agree to spend



Philco Da-Nite Electric Window Sign

**Detailed Specifications and Prices of all Advertising Material are Listed  
on Sales Promotion Circular No. 27-C**



## Ship Comes In be Launched

this sum, shall I apportion my expenditures?" you may ask. As we have said, that must be decided on by you, although we can and will suggest the proper vehicles and media to use.

First of all, the most common and popular of advertising mediums to use is your newspapers and you—your friends, your prospects, depend upon the newspapers to keep them informed to the world's progress.

The majority of newspapers are now so arranged that the advertisements appear interlocked with the news of the day, and you undoubtedly create a favorable impression of solidity with the reader as your advertisement will be grouped together with other successful business men. Success matched with success breeds success.

"But which paper should I use?" Which paper do you read? Why do you read it? Because Jim Jones does? Because you approve of its editorial policy? These things all have a direct bearing on it of course, but the most important of all are: largest paid circulation—circulation to a class of readers that are logical prospects—and cost of space. In the great majority of cases one or possibly two papers stand paramount—the leaders in their fields. Use them!

How often? As often as you can.

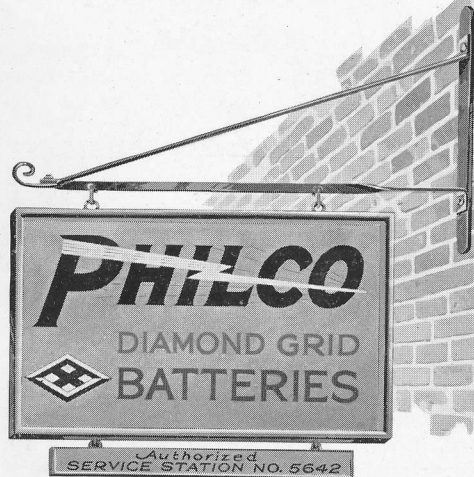
We supply you at cost with not only the 450- and 200-line replicas of our national advertisements, but with many complete advertisements in varied sizes, ranging from a 5-inch single column advertisement—available in either an electro or mat—to one 10 $\frac{3}{4}$  inches deep and three columns wide. Ask your Philco district representative to show you the many different advertisements. He will gladly assist you in making your selection.

### OUTDOOR ADVERTISING

It is entirely possible that in many towns you will be able to get more "coverage" in outdoor advertising than in newspapers but that is something you must decide on yourself.

Outdoor advertising is comparable in a

**Detailed Specifications and Prices of all Advertising Material are Listed on Sales Promotion Circular No. 27-C**



Authorized Philco Service Station Sign

way to the "Shock Troops," a creation of the World War, whose objective was to crash through the seemingly impenetrable barriers and establish communicating lines for the general advance. On the other hand, it is possible to post your road signs at advantageous points, along the main highways, in a manner similar to the posting of sentinels, or you can lay down a general batrage of field signs, metal, fibre or flange type. If you can obtain good positions, such as the crossroads, sharp turns or the crest of a hill, etc., on the heavy traveled roads, you are practically certain of getting 100 per cent circulation.

Last, but not least, be sure that you have designated your place of business as the Authorized Philco Service Station by displaying your authorized sign on the most prominent position available on your building.

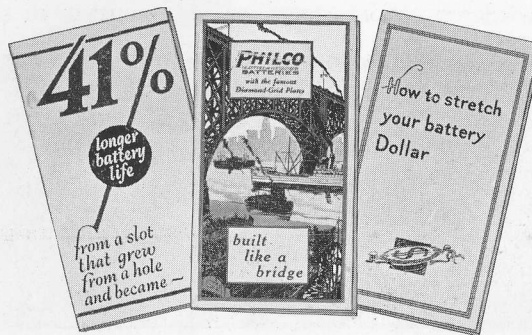
### DIRECT MAIL SERVICE

There is no surer way of reaching the car owners in your community than by telling them through the mail of your money-saving, trouble-saving, battery service.

They'll come to you sooner or later, not only for battery service but for new batteries. Experience, backed by thousands of sales records, prove it.

We have prepared a number of letters

*(Continued on Page 18)*



Sales Promotion Booklets

Before Your Ship Comes In — *Continued from Page 17*

(copies sent upon request) and by absorbing a large percentage of the expense we can furnish you with an entire series (three letters to a series) at a total cost to you of 2½ cents per letter (in lots of 1000), which is far below that of the individual buyer.

The following nineteen different operations will give you an idea of the breadth of the Philco Service:

Paper, envelopes, printing letterhead in two colors; composition and printing of your name, address, telephone number, etc.; multi-graphing letters, filling in heading and signature; printing envelopes, addressing envelopes, folding letters, imprinting and enclosing one "Let Us Stretch Your Battery Dollar" booklet, sealing, wrapping and shipping in bulk to your address, parcel post charges prepaid.

At the time you write to us for samples we suggest that you also write to the Auto List and Addressing Company, 250 W. 54th Street, New York City; The Motor List Company, 401 Grand Avenue, Des Moines, Iowa; The James R. Donnelly Co., 731 Plymouth Street, Chicago, Ill.; The Charles Paist Co., 218-226 South 11th Street, Philadelphia, Pa., or any other reputable firm, requesting a quotation on the mailing list you desire.

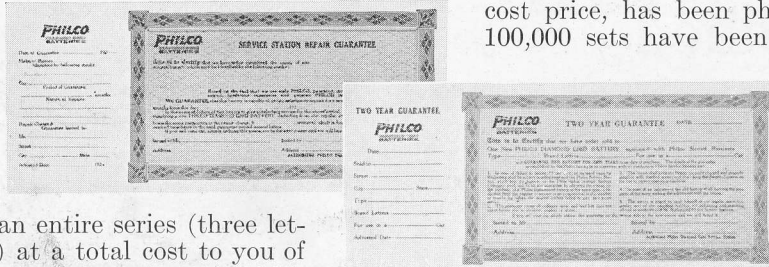
Select any three of the letters you desire, then write to us enclosing your mailing list, stating that you desire letters No. 1, No. 3, or No. 7, as the case might be, shipped to you in bulk, so that you can mail them from your local post office. Enclose your check at 2½ cents per letter (per lots of 1000) and we will do the rest.

**MAILING CARDS**

Supplement your letters from time to time with our unusually attractive two-color mailing cards. Send them out to your prospects and to your regular customers, who "forget" to drop in regularly for battery inspection. The demand for these cards, which we supply at

cost price, has been phenomenal. Over 100,000 sets have been sold within the last two months.

Set includes six postal cards, printed on coated stock in two colors, attractively illustrated,



Philco Guarantee Pads

size 5½ inches wide, 3¼ inches deep.

**SELL THE NEW PHILCO  
GUARANTEE FORMS**

We have purposely left the subject of the guarantee forms until the last because we desire to emphasize their importance and illustrate their many different uses.

The value of these forms cannot be over-estimated, as a recent survey showed very definitely that a large percentage of the replacement batteries purchased were bought *on account of their guarantee.*

First of all, the Philco guarantee is really the published expression of the company's policy, and if you can get your prospect to read a copy of your guarantee you will have accomplished more toward breaking down his sales resistance than you could in almost any other way.

Does that sound like a broad statement? We hope so, because it's true.

Put yourself in the position of the buyer.

If you were going to spend twenty or forty dollars for a product wouldn't you feel safer in mind if you had a brief, concise, agreement in writing that protects you month after month from battery expense? Particularly if there were no strings tied to it — and found out that



Philco Outdoor Fibre Sign

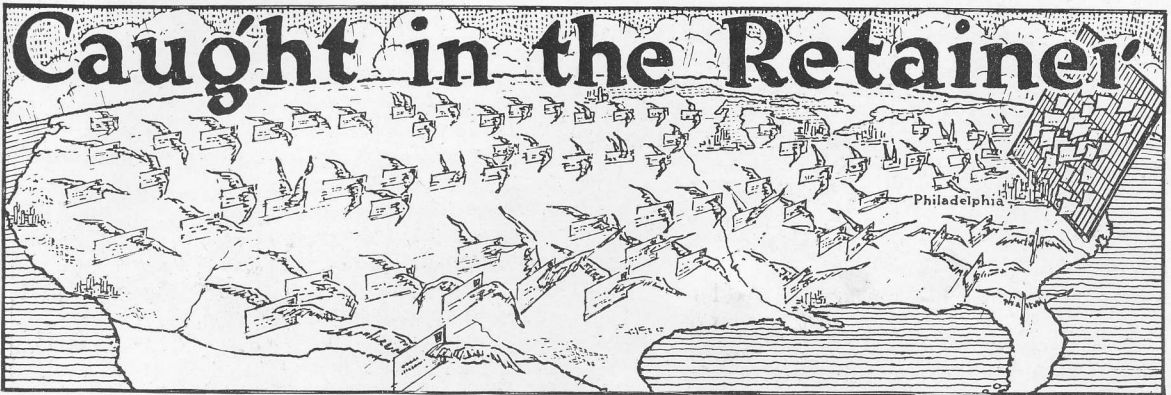
it was actually transferable!

Wouldn't you get the thrill of a lifetime if you could walk into a shoe store and buy a pair of shoes with a mileage guarantee? Especially if you knew that whether you were in Walla Walla, Washington or Kennebunkport, Maine, you'd not only be entitled to an adjustment—you'd get it. You bet you would!

*(Continued on Page 23)*

**Detailed Specifications and Prices of all Advertising Material are Listed  
on Sales Promotion Circular No. 27-C**





### Wm. E. Chase Engineering Co.



**T**HE Wm. E. Chase Engineering Company, of Spokane, Washington, is one of the veteran distributors of Philco Batteries.

Every day in every way this firm's Philco enthusiasm has increased as their business has grown.

The Walla Walla Philco Station shown here is a good

example of the type of direct Chase Stations which are located in three states. Headquarters are at Spokane, as indicated above; branches are operated at Walla Walla, and Yakima, Washington; Pendleton, Oregon; and Helena, Montana.



### Philco Again Leads the Field

**M**AY, 1919, The Seneca Copper Corporation, Calumet, Michigan, purchased two Westinghouse locomotives equipped with Philco Batteries, and two Lakewood locomotives equipped with batteries of a competitive make. When they purchased these locomotives the Seneca Copper Corporation said they would standardize on the battery that gave the best service. Last week (March, 1923, or three years and twenty-two months after the original installation) we received an order for the first replacement battery, *by mail*, without solicitation. Seneca had found out that Philco was best, beyond doubt.

Calumet and Hecla placed their first order for Philco in 1918, operating these batteries alongside of batteries of each competitive make.

They have placed repeat orders for Philco *each year since*. Last week, three orders arrived *by mail unsolicited*. *Some record!* Needless to say, Philco is now "supreme" in the copper country.



### The Hanging Garden

(By courtesy of J. H. Mehan)

**O**LD KING NINUS, of Babylon, was a good picker, and when he picked himself a queen from over in Ascalon, the hill country, he selected a Lu Lu. The courtiers nudged one another, and agreed that she was a swell dish. And peace reigned in Babylon.

But anon her majesty grew weary of the flat and barren plains of Babylon. Her memory rose up to smite her, and she was athirst for Hills and greenery. She lifted up her voice and wept. And when she wept, she was a mess. Yea, verily! And peace was gone in Babylon.

So old Ninus, good husband, wouldst build a hill, and he didst. The horses grunted, the gears stripped, and the union leaders made speeches, but the hill riz up in the desert, and was an hundred cubits this way, more the other way, and twice that in height. Trees were transplanted, fountains played, the birds warbled. And thus came about the Hanging Garden of Babylon, one of the ancient wonders.

Was the queen pleased? Yea, greatly, and clapped her hands and climbed all day. And again the second day. But her delight dwindled, and her approval slumped to contempt, and the hill, said she, was a mere fake. And soon she took up her toothbrush and left the country forever, and returned to the hills. And thus was the king rewarded.

And so it was, and is, and ever shall be. Far fields are green. We salesmen want better conditions, new lines, better terms, concessions at every turn of the road. Those we've had didn't help, but new ones surely will. And so our bosses build new hills, and we tire of them and cry for something else.

Am I right?—(Ask an Engineer)



R. St. Germain, 22 Prince Street, Montreal, has been appointed distributor for the Province of Quebec for the Philadelphia Storage Battery Company.



### Birthday Greetings



Max O. Thoensen

MR. Max O. Thoensen and Mr. Henry C. Thoensen, General Manager and Secretary, respectively, of the Storage Battery Service Co., of Davenport, Iowa, are celebrating the fifth anniversary of their entry into the battery business by announcing the opening of their new building on the auto highway of Davenport.

*Red letter days in their business history.*

April 1, 1918

Started with a Philco contract, eleven batteries and a determination to succeed.

February 5, 1920

Incorporated under the laws of Iowa, with a capital stock of \$10,000, of which \$6000 was paid in (representing nearly all the profits from less than two years of business).

April 1, 1920

Forced to move into larger quarters.

April 1, 1923

After five years of business, again forced to move into larger quarters.

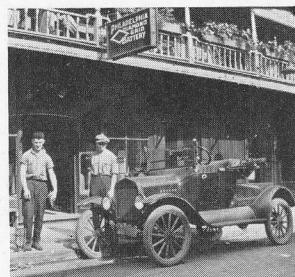


Henry C. Thoensen

### Service With a Smile

YOU have often heard of a road six miles long, but who ever heard of a smile six years long?

In 1917, Mr. Muldoon started the famous smile which has carried him safely through lean years of hard work, as utility man, service man, salesman, until April, 1922, when he decided to branch out for himself, and so established the A.A. Muldoon Co., of Bradford, Pa.



"It was a tough struggle, at first," says Mr. Muldoon, "but I am now forced to move into larger quarters, so that I can install additional charging apparatus, inasmuch as my present rectifiers are inadequate to handle the work."

We predict that Mr. Muldoon's slogan, "Service with a Smile," will carry him far, and it will not be long before he is again forced to seek larger quarters.



### Constant Potential Charging

THE constant potential method of charging which has been applied successfully to vehicle and industrial truck batteries is not available for charging low-voltage batteries of the starting and lighting types. Equipment has recently been developed for this purpose which operates with a three-bus system giving 7.5 volts from the outside busses to the center of 15 volts across the outside busses. These systems will thus take care of practically all starting, lighting and radio batteries.

For a normally discharged battery which is not badly sulphated, a constant potential charge is entirely satisfactory, provided, of course, the finishing rate is not so high as to cause excessive gassing. For the charging of dry seal batteries, or badly sulphated batteries, we understand that the manufacturers of constant potential apparatus have provided individual fixed resistances which make it possible to give to a constant current charge at any desired low rate. Special instruction cards are now being supplied with our batteries calling attention to the necessity of using these resistances. The tags read as follows:





## Mushrooms or Toadstools?—Continued from Page 5

thirty-three times 4 cents or \$1.32 more for genuine Philco plates.

There are salesmen and salesmen; one stands behind a counter and sells two-cent stamps, another spends his time between Hollywood, Calif., and Haddon Heights, N. J., and sells gold mines. The first salesman gets \$16.75 per week, if he's on time every day for five consecutive weeks. The second salesman gets \$1,000,000 a year. The difference is sales resistance.

Any Philco Station that can't get \$2 additional from his customer for a complete renewal made with genuine Philco plates and a definite legitimate guarantee in writing in preference to an unknown maybe-it-will-maybe-it-won't, gyp plate—won't admit it. If he does—he shouldn't.

But because he is a Philco Distributor he will, and therefore will make 68 cents more, in addition to his regular profit, than he would on the same job using gyp plates. On a positive renewal the difference would be fifteen times 4 cents or 60 cents. Motorists are few and far between who will not gladly pay an extra

dollar for genuine Philco parts and a definite guarantee. (Remember the two salesmen!)

Prove to yourself that it's merely a question of salesmanship, and the first thing you know you'll automatically be crediting yourself to the additional 40 cents.

If these high-powered gyps attempt (and they will) to pull the rental renewal on you, tell them to play this on their radio:

Any station, handling any battery in any town will certainly admit that Philco plates last at least thirty days longer than gyp plates. The extra cost of the thirty-three plates required for a 6-volt 11-plate battery is \$1.32, while the income from rental service at 25 cents per day for a minimum of thirty days extra life would be \$7.50. Get the idea? You pay \$1.32 more, you get \$7.50 more, and you keep \$6.18. If you re-invest it in Philco plates you'll soon be paying an excess profit tax.

Don't let them pull a fast one on you—don't pass up this parts business. It's a real "business builder" for you just as Philco Batteries are, because *Philco Batteries and Philco parts stay sold!*

## Roberts Battery Service—Continued from Page 8

offered, under any circumstances, as we find that Philco batteries are very easy to sell and we can now talk quality and service, impossible before July.

"When we decided definitely to cancel our contract we felt that we would perhaps lose quite a lot of customers who had XXXXX equipped cars, but we were agreeably surprised to find that upon checking up we have held all our old customers and have gained a great number of new ones, due to the fact that we can sell them a guaranteed article that actually gives the service it is supposed to give, and we firmly believe that Philco quality, Philco service and Philco's national advertising make a combination that is unbeatable from the viewpoint of the service station operator."

Not content with this remarkable increase, Mr. Roberts decided to look around for new fields to conquer, so in January, Mr. Roberts talked the proposition over with Mr. "Jim" Kennally, Manager of our Boston Branch, and the result was—well, ask any car owner about the Roberts Battery Service, of Boston.

Mr. Roberts felt that if we would take some of the outside selling burden off his

shoulders so that he could devote plenty of time to the organization of his station, he would be in a position to give prompt delivery on batteries either wet or dry, odd assemblies, standard package, or anything else, he would be doing as much for himself as if he spent half of his time out in the territory soliciting business, only to have a certain amount of it lost due to failure to ship promptly, or to give the customer exactly what was wanted.

Not only has Mr. Roberts benefited himself by the class of service he is giving but he has benefited every distributor in New England as well, as the ability to take care of a customer immediately, even if he wants an odd size, or odd assembly battery, is something which is of the greatest value to all Distributors, and with Philco advertising pulling as it is in the East there is no doubt but that immediate shipments will become more and more desirable as well as profitable.

What Mr. Roberts is doing on a larger scale, any Philco distributor can do on a relative scale, that is, work with the Philco district man, so that immediate and accurate service can be made right out of stock.



## Before Your Ship Comes In

*Continued from Page 18*

Don't you think a motorist feels the same way about a battery?

Display the guarantee forms prominently; they will help you sell the idea of low-cost-per-month-of-service, which after all means battery insurance to the motorists.

### INSIST ON GIVING YOUR CUSTOMER A PHILCO REPAIR GUARANTEE

Quite a few Philco Distributors refuse absolutely to take a repair job that they can't safely guarantee for six months, and after the job is completed they insist on giving the car owner a written guarantee for six, seven or nine months, as the case might be, because when repaired with genuine Philco parts the battery will usually long outlast its guarantee, and surely one must assume that if we or you got more than our money's worth at a repair station, we wouldn't purposely avoid that place when the time came around for a renewal. The motorist doesn't.

On the other hand, let us suppose the repair job did not outlive the guarantee and the customer hotfoots it back to you for an adjustment. Are you "out of luck?" Not a bit of it! You can't lose, and this is the way you'll gain:

Suppose the entire repair job cost \$12 and was guaranteed for eight months, but at the end of five months it needed replacement. You then owe your customer for the unexpired time of three months, or three-eighths of \$12 or \$4.50. The \$4.50 is then deducted from the price of a new battery which you sell the customer as part of the adjustment.

You have not only made a booster for your service, you have not only saved your customer's money—but you've made a sale at a good profit.

Remember—there is a difference between "mushrooms and toadstools." You will make money by using Philco parts and a definite written guarantee, but you stand a good chance of being run-ragged if you should fall for gyp merchandise and still issue a written guarantee.

If you must use this junk, if you must give a written guarantee, don't, DON'T make it a definite written guarantee. You can't.

Philco is spending hundreds of thousands of dollars to help you sell batteries.

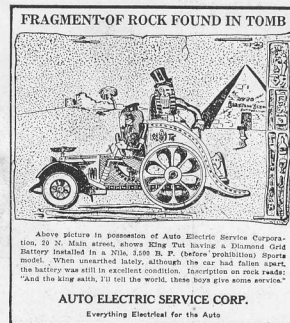
It is the most complete, convincing and continuous campaign ever run by a battery manufacturer.

You cannot only make it larger, but you can make it *mean something to you* by bringing it right home to your own place of business—and putting it to work.

## Caught in the Retainer

*Continued from Page 21*

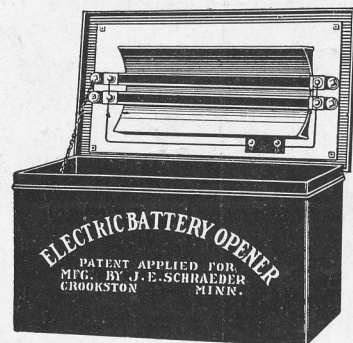
### From the Tomb of Old King Tut



### Electric Battery Opener

**T**HIS electric battery opener is also a box drier. It is designed for use with either direct or alternating current, and may be had in the conventional sizes for different voltages. Inside dimensions are 14 inches high, 15 inches wide and 20 inches long.

The metal used is 24-gauge Copperoid. The double cover is protected from the heating element by a 1/4-inch sheet of asbestos. The heating element is encased in sheet mica, which, in turn, is protected by a steel jacket and guaranteed for a period of one year when used upon the proper voltage current.



A feature of this device is the automatic switch in the cover. Contact through the heating unit is not formed until the cover is closed. When the opener is in operation the heat from the element is concentrated upon the top of the battery by a reflector.

The opener is also adaptable to general electrical service station work, such as field coil, armature and coil baking, drying paint and similar jobs. Made by J. E. Schraeder Co., Cookston, Minn.



Fleet of Electric Motor Trucks Operated by Blinn, Morrill & Company, Boston

“OUR Philadelphia Batteries have been operating on heavy grades and in deep snow all this winter giving absolute satisfaction.

“Our wide range of battery experience has completely sold us on the NEW PHILCO PROCESS P M T Batteries which we are now using in our electric trucks. We find they give better mileage per charge than any of our former battery equipment.”

*From a letter by  
Mr. Harry E. Willard, Manager  
Blinn, Morrill & Co., Boston, Mass.*

PRINT paper as used by newspapers is one of the heaviest commodities hauled through our city streets. It must be delivered regularly, regardless of extreme weather conditions or any other circumstances.

Philco Batteries are meeting the unusually strenuous demands of this service in our larger cities.

When others say it can't be done—watch Philco do it.

PHILCO BATTERIES will be prominently displayed at the ELECTRIC TRUCK SHOW which will be a feature of the N. E. L. A. Convention in New York City, June 2d to 9th.

ELECTRIC TRUCK  
SHOW

JUNE 2-9

THE NEW YORK EDISON  
COMPANY

Irving Place & Fifteenth Street

9 A.M.—8 P.M.



Admission  
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