

No 7652

R. L. Turner



Radio Sales Manual



PHILADELPHIA STORAGE BATTERY CO.

Ontario and C Streets

PHILADELPHIA, PA., U. S. A.

R. S. D. *[scribble]*

Philco Radio Sales Manual

This Sales Manual, prepared and printed for the benefit of the retail dealer, contains a great deal of very valuable information. It will certainly pay you as a retail dealer to read it carefully. It will show you how to get the biggest possible volume of business on Philco AB Socket Powers and how to realize the greatest net profit on this volume of business.

Read Very Carefully

The information that we give you in this Manual has been gained from actual experience in the retail business. The plans submitted have been thoroughly tried out and tested. Possibly every suggestion we make will not fit perfectly in the conduct of your particular business.

**The Philco Plan
is Based on
Experience**

However, we know that you are broadminded enough, shrewd enough and sufficiently progressive to take the fullest advantage of every suggestion which will increase your business and your profits.

Our National Advertising Plans

Our plans for national advertising provide for an expenditure of more than \$600,000 in national magazine and newspaper advertising during the next eight months.

We realize that there is frequently a great deal of national advertising done by different manufacturers that does not perceptibly increase the dealer's business. National advertising can be a tremendous factor in producing retail business for you, yet on the other hand, if not done intelligently, it may produce for you and other dealers only small results.

We ask that you very carefully read the following information we are going to give you regarding our national advertising. We are convinced that this national advertising is going to be the most effective from the dealer's standpoint of any advertising in the last ten or even twenty years.

**Philco Advertising
Will Be Specific,
Definite and
Effective**

The advertising copy used in this national advertising will not be the so-called "good-will, prestige-building," kind of advertising. This national advertising will present to the general public a specific proposition on how to buy a Philco AB Socket Power and how to buy it at once.

Our national advertising will tell the public that it can get a Philco AB Socket Power to run any radio set from the electric current either direct or alternating; that it can be purchased on the easy-payment plan; that a liberal trade-in allowance will be made for the old "A" storage battery; that installation will be made free.

**Philco Advertising
Will Be DEFINITE**

You will receive copies of our national magazine and newspaper advertising. We ask that you read these advertisements and see if they do not appeal to you as business-getting advertisements.

You will notice that each large advertisement carries a coupon for the public to sign and mail in.

Each and every one of these coupons will be turned over to our retail dealers over the United States, and you probably know that \$600,000 will produce a tremendous number of these coupons.

**You Will Have
Real "Leads"
Sent to You by
Your Jobbers**

It goes without saying that it is quite certain that you will receive a number of these coupons in response to our national advertising. Later on in this Manual we are going to tell you how to handle these coupons to turn them into actual sales.

Our national advertising will also, because of its very nature, create such an interest that purchasers will come into your store and buy over your counter.

**We Will Bring
Customers Into
Your Store**

We believe that our advertising copy and our proposition to the public in this advertising are such that it will respond immediately—directly after the first insertion appears in the magazines and newspapers.

We will run full pages in *The Saturday Evening Post* beginning in August and full pages will also appear in the *Liberty Magazine* beginning September.

These publications have many subscribers in your locality.

**A Tremendous
National Newspaper
Campaign**

Furthermore, hundreds of thousands of dollars will be spent in newspaper advertising over the entire United States. Without question, a large number of newspaper subscribers in your locality will read these advertisements. The entire country will be covered.

Trade-In Allowance

The idea of allowing the public to trade in the old "A" storage battery as part payment on the Philco AB Socket Power is going to be one of the biggest factors in producing sales. As you probably know, the trade-in idea has built up a very large volume of sewing machine, electric cleaner and electric washing machine business.

**Appealing to the
Set Owner Who
Already has an
"A" Storage Battery**

The trading in of the old "A" storage battery as part payment on the Philco AB Socket Power is even more logical and more attractive than the trading-in idea in connection with electric cleaners, washing and sewing machines.

Although the demand for Philco Socket Powers has been tremendous since we began manufacturing them, nevertheless, a great many sales were lost because the prospective buyer did not want to sacrifice his investment in his "A" storage battery. By all means do not overlook this attractive selling feature. It is played up in all of our national advertising, and the public expects you to be ready to make a fair allowance on the old "A" storage battery.

We assist you in making this allowance, which is to be made only when you sell either a Philco "A" Socket Power or a Philco AB Socket Power for 6-volt tube sets.

**How Philco Helps
You in Making
a Trade-In
Allowance**

The retail price of the Philco "A" Socket Power is \$36.50. However, our discounts to the dealer are figured from \$35, so that we allow you \$1.50 towards your trade-in allowance as far as the "A" Socket Power is concerned. This is in addition to your regular 40 per cent discount.

The retail price on the Philco AB Socket Power for 6-volt tube sets is \$67.50. However, our discounts to the dealer are figured from \$65, which means that we allow you \$2.50 toward the trade-in allowance that you decide to make in each case.

This gives you the opportunity of acquiring a large number of storage batteries which you can rebuild and retail at reduced prices at a profit. You can then advertise re-built storage batteries and do considerable business.

**How You Can
Dispose of the
Traded-In Batteries**

If you do not care to re-build these traded in "A" storage batteries, you can sell them without trouble to either a dealer who makes a specialty of selling second-hand batteries, or, if automotive batteries are traded in, to a used car dealer. Perhaps you will find other outlets to dispose of the storage batteries you have traded in that are in good shape.

In selling these batteries outright you should at least realize your trade-in allowance if you have used reasonable judgment in making the allowance. If, however, you have taken in trade batteries which have no re-sale value insofar as radio or automotive service is concerned, you can arrange with a local junk man to take them off your hands. The junk man will give you at least the market price on the scrap lead contained in these batteries.

By all means do not lose a sale because of insufficient trade-in allowance offered, as long as you can see that you are going to make a real profit for yourself in selling the Philco AB Socket Power.

**Don't Miss a
Single Profitable
Sale**

Another thing with reference to making trade-in allowance for the old storage battery is the desirability of promptness in making your offer. For instance, you should decide just who is authorized in your place of business to make this trade-in allowance, and it is well to educate as many of your employees as possible in the matter of making this allowance.

Your outside salesman should be given authority to make a fixed trade-in allowance. If he goes out to close a Philco Socket Power sale on telephone or mail inquiry it will save considerable time for him to be able to make the prospect a definite allowance proposition without the necessity of returning to your store with the battery to get your opinion. If you happen to be away from your store for an hour or two, someone in your store should have authority to make the trade-in allowance. Otherwise sales will be lost.

**Don't Make the
Prospect Wait**

Easy Payment Plan

It is probably not at all necessary for us to sell you on the desirability of merchandising on the Easy Payment Plan. As you know, the biggest thing that has built up a tremendous volume of business over the country in electric cleaners, automobiles, electric washers and many other articles has been the installment payment plan.

Deferred payments are particularly desirable as a selling plan when the merchandise retails for \$35 or more. Your business and that of the many other thousand Philco dealers can be greatly increased by offering Philco Socket Powers on the Easy Payment Plan.

**Increase Your
Business by Selling
on the Easy Pay-
ment Plan**

We are including this idea of Easy Payments in our national advertising. The advertisements that appear in the newspapers over the United States, *The Saturday Evening Post* and *Liberty Magazine* will inform the public very forcibly that Philco Socket Powers can now be purchased

on the Easy Payment Plan from all Philco dealers. This is one of the features that will make our national advertising bring and get a volume of business immediately to the stores of Philco dealers, including yours.

The newspaper advertisements that we furnish you from time to time to be run in your locality over your own signature and at your expense will embody this idea of Easy Payments.

In this national advertising of ours we do not specify to the public just what the Easy Payments will be. We do not give a specific down payment or specific monthly payments.

Make the First Payment as Low as Possible

You can use your own judgment as to how much you desire for the Philco Socket Power as first payment and subsequent payments. We suggest, however, that you make your first payment as low as possible. The easier you make the first payment the greater volume of business you will do.

Our recommendation is that you make the first payment \$5, and the monthly payments \$10 each. We recommend that you do not let the monthly payments extend over more than seven months. If you like, you can, of course, make the first payment \$10 or even \$20 or \$25 and the monthly payments in proportion. **Always remember that you should make an extra charge of at least 10 per cent on the retail price for easy payment terms:** for instance, if you sell the Philco AB Socket Power retailing for cash at \$67.50, your time payment price should be \$74.25 or even \$75, particularly if you sell it on terms of \$5, and \$10 per month or very close to that figure. If you ask for a much larger down payment and monthly payment you should make the extra time payment charge proportionately less.

Properly conducted, there is absolutely no economic objection to the time payment plan of selling. The leading bankers and the leading business men and manufacturers of the United States agree on the economic soundness of the deferred payment plan of selling. However, it is absolutely necessary that the dealer be thoroughly business-like in offering Easy Payments.

Be Sure of Your Customer's Credit Rating

You must be sure that the credit of the customer justifies extending him the Easy Payment privilege. It is a very simple matter to check up on the credit of your customer. You should know where he is employed and how long he has been employed in the one place. You should also secure and look up two business references, preferably merchants who are extending the prospective buyer credit. You are probably thoroughly familiar with the methods of investigating the credit standing of individuals.

Philco Contract Forms

Following is a sample Contract Form that your customer could sign in making the purchase of a Philco Socket Power on Easy Payment terms. You will note that this Contract Form covers the matter of the down payment and the agreement with reference to future payments, as well as specifying in detail the other features of your sales agreement. You should impress upon your sales organization the necessity of having this Contract of Sale completely and properly filled in on each and every Easy Payment Plan transaction. You can secure as many copies of this Contract Form as you require through your jobber or direct from us.

Ask Your Jobbers for These Forms

Quite possibly you are in a position to finance a considerable volume of time payment business. You understand, of course, that inasmuch as you purchase Philco Socket Powers and other merchandise on regular terms of payment and then you sell it for \$5 down and \$10 per month, it requires a reasonable amount of capital to finance such a business, even though very profitable.

If you are in a position to finance yourself a reasonable volume of Easy Payment business you will find it very profitable, because you will then be getting for yourself 10 per cent of the retail price of the product in addition. In other words, instead of \$67.50 for a Philco AB Socket Power for 6-volt tubes you will be getting \$74.25.

**A Profitable
Business**

You can recognize how profitable it is for you to borrow money from your bank at the rate of 6 per cent per year and get this extra 10 per cent time payment charge, which means that your customer is paying you an interest rate of about 20 per cent per year where you are paying your bank only 6 per cent.

In other words, when you entirely finance your own time payment business you make an additional 14 per cent on your borrowed money.

However, many dealers are not in a position to finance a considerable volume of Easy Payment business themselves. This is not necessarily a reflection upon the dealer's financial standing, because many very well-known establishments do not themselves finance their entire installment business.

In this case you will probably find in your town a local finance company with whom you can make arrangements to buy the contracts from you. The usual arrangement is that the finance company will give you at once 90 per cent of the amount of the contract less their charge for the service. You send them the monthly payments as you collect them each month except that out of the final payment you get the 10 per cent which they held back.

If you prefer a national finance company, your jobber will submit to you the plan of the Commercial Credit Company. Under this plan you can either make the collections yourself or the Commercial Credit Company will collect for you.

Dealer Collection Plan

You sell an AB-663 at \$75. You get a \$5 down payment and make an allowance of \$5 for the old battery, leaving \$65 due from the customer. You secure a contract for five monthly payments of \$10 and a final payment of \$15. You endorse this contract and send it to the Commercial Credit Company, who will send you 90 per cent of \$65, less their charge of \$4 for financing.

You collect from the customer \$10 for five months, and \$15 as a final payment, and send these installments to the Commercial Credit Company as collected. When the final payment is made, the Commercial Credit Company will return to you the 10 per cent which they held back. Your total is as follows:

Down payment.	\$5.00
Old battery value, at least	2.50
From Commercial Credit Company	54.50
When final payment is made Commercial Credit Company sends you the 10 per cent of the contract which they held	6.50
<hr/>	
Total.	\$68.50

You have received \$68.50 for the AB-663, which is \$3.50 more than the cash price, which pays you for making these monthly collections.

If you prefer to have the Commercial Credit Company make the collections, the procedure is the same as above, with the exception that the Commercial Credit Company will make a charge of \$10 for financing and collecting, in place of \$4 for financing only, and you will receive a total of \$62.50 for the AB-663 Socket Power —\$2.50 less than the cash price, and this is all you pay for having the Commercial Credit Company make the collections.

If you haven't sufficient investment in your business, in some cases the finance company may require that your jobber endorse the contract as well as you. In this case you will endorse the contract and send it to your jobber, who will send it to the finance company. You will give the jobber authority to have the finance company send the money back to him. He will deduct your price of the Socket Power and send you the balance.

In the foregoing you would get \$54.50 less \$39, or \$15.50 plus your down payment of \$5 and the \$6.50 out of the last installment, or a total of \$27 and the old battery, which less your selling expenses would be profit to you, as the jobber would automatically be paid for the Socket Power in the transaction.

Ask your jobber for the complete Philco-Commercial Credit Time-Payment Plan. It is along the line described above and you can use it if you prefer instead of financing yourself or through your local bank or through a local finance company.

Special Campaigns Big Money Makers

Philco Socket Powers ~~can be sold~~ steadily and in good volume the entire year around, particularly beginning ~~in September~~ and until May 1st. A large number of dealers do a surprisingly big business ~~during the late~~ spring and summer. You should advertise Philco AB Socket Powers more or less continuously, offering them on Easy Payments, laying stress on the Trade-In Allowance and Installation FREE.

**Campaign Regularly
Emphasize the
Features**

However, at least twice a year you should put on a **Special Time Limited Campaign**. In other words, beginning we will say on October 1st you should run a **Special Campaign** of two weeks or thirty days. During this campaign you should offer the Philco Socket Powers on less than your regular terms of payment. Supposing, for instance, that regularly you sell the Philco Socket Power for 10 per cent down and 10 per cent monthly; during the campaign you can make a special offer of only 5 per cent down as first payment.

Very Important

The essential elements for success on a special campaign are special easy payments, a specific time limit to the offer, a special schedule of newspaper advertising of considerable volume, direct mail letters or circulars, and window display.

Special Campaign Newspaper Advertising

If your special campaign runs for two weeks, or, for instance, from October 4th to October 16th, you should run in the newspapers six advertisements of approximately 700 lines each.

Use the Evening
Papers with the
Largest Circulation

These newspaper advertisements should appear in the afternoon or evening newspaper having the largest circulation in your locality.

On the proof sheets which you will receive, you will find copies of five advertisements that you should run in the newspapers. You will note advertisement No. 1 is to appear the first Monday evening, advertisement No. 2 is to appear the first Wednesday evening, advertisement No. 3 is to appear on the first Monday of the final week of the campaign. Advertisement No. 4 is to appear on the last Wednesday, advertisement No. 5 on Friday of the second week of the campaign, it being understood that your special campaign positively ends at 5 p. m. on Saturday.

The down payment you decide upon is inserted in the blank spaces. We recommend \$5 on special campaign.

The reason we recommend the evening newspaper with the largest mass circulation is because our experience is that the evening newspaper is the best business puller. It is not necessary that you adhere strictly to this. If you desire, you can, in addition, run any one of these advertisements in any other newspaper during the campaign. If you desire, for instance, you can have twelve newspaper insertions by running each advertisement in two newspapers.

Your Philco
Representative
Knows How to Put
On the Campaign
Ask Him to Help
You

Advertising That
Brings Immediate
Returns

The Philco representative who will call on you from your jobber or direct from our factory from time to time is thoroughly posted on this matter of special campaigns and can go into the matter with you fully.

You will observe that our advertising copy prepared for your use is written to produce immediate business. It is written to bring customers into your store at once—starting the very day after your advertisement appears. This advertising copy will not only bring customers into your store, but it will bring telephone calls and coupons for your outside sales organization to handle.

Direct Mail Advertising

Direct Mail Plus
Newspaper Adver-
tising is the
Combination That
Produces Results

Direct mail advertising is not absolutely necessary to the success of a special short-time campaign, but it is a very big help. As a matter of fact, direct mail advertising ordinarily is more effective than newspaper advertising, although it is not advisable to use direct mail to the exclusion of newspaper advertising. The ideal thing is to use both direct mail and newspaper advertising on your special short-time campaign.

Your direct mail advertising should preferably take the form of a folder. The folder should present your special campaign proposition to the public in exactly the same manner as it is presented in your newspaper advertising. This printed direct mail folder is to be sealed with a pre-cancelled 1½-cent stamp; then to be addressed in the address space and dropped in the mail.

We have printed a direct mail folder that we will gladly furnish you imprinted in any quantity at the very low special price of only \$7.50 per 1000, f. o. b. Philadelphia, cash with order. At least thirty days before your campaign starts you should inform us as to how many of these special direct mail folders you desire and we will then get them to you in time for your special campaign. When you place your order with us for any certain quantity of these folders, be sure to let us have the following information:

**Order Your
Broadsides Early**

1. **Your telephone number**
2. **Your correct firm name and address**
3. **The down payment or first payment that you will require on Philco Socket Powers**

**Be Sure That Your
Order Gives Us
Complete Informa-
tion**

The moment you receive these direct mail folders, be sure to address them and stamp them promptly, because they should all be put in the mail two days before your campaign starts. If your special campaign starts on October 1st, then your direct mail folders should all be in the mail by September 28th, the newspaper advertising to follow as per suggested schedule in previous paragraphs.

It may be possible that you will use only newspaper advertising on your special campaign because of not having a direct mail list, or being unable to secure one.

There is really not much excuse for failing to secure a direct mail list. Many of our dealers take the telephone book and prepare a direct mail list from that, taking the residential addresses on the various streets. You cannot have too large a mailing list, and do not make the mistake of thinking that your mailing list must cover only the very best residential district. The real buying public are the middle classes—the workers for wages.

**Where You Can
Get a Mailing List**

While the telephone book or the assessors' list will give you a very good mailing list, the very best mailing list is that of the electric light users of your community. Undoubtedly, your electric lighting company will be glad to furnish you with this list, or at least if you will seal these folders with a pre-cancelled 1½-cent stamp, the electric lighting company may easily be willing to address them for you by running them through their addressograph machines.

Window and Floor Displays

It is, of course, desirable to have an attractive window display of Philco Socket Powers during your special campaign, and also to have an attractive floor display. When you are ready to start your campaign we will be glad to mail you suggestions for floor and window display and your jobber will gladly give you suggestions.

Radio Advertising and Method of Distribution

Philco Socket Power merchandising will be done on such a tremendous scale this season that we have attempted to simplify to the last degree the distribution of all advertising literature and material. For this reason we have decided to make the jobber the keystone of our distributing organization. We will make a special effort to distribute all advertising and sales promotion material through him.

The material which we will furnish the dealer has cost us a lot of money and we want to be sure that it is used to the best advantage. Before asking your jobber for any advertising material, kindly check up your needs very carefully. We will always be glad to supply you in sufficient quantities if we are assured that you will put this material at work selling Socket Powers.

When ordering electros and mats, always order according to the numbers indicated on the proof sheets at the back of this Manual. We supply these free in every case, but always be sure you order the ones you really want. It is easy to become confused, as many of the advertising proofs look alike. Make sure of your requirements, and then order, BY NUMBER.

NOTE: Many newspapers can use only mats. Most newspapers also *prefer* mats. Order mats for newspaper advertising except when electros are specified by the newspaper.

The following is a list of material which the dealer may obtain to help sell Philco Socket Powers this season:

MATERIAL	SOURCE OF SUPPLY	COST
Broadsides (Imprinted with dealer's name, address, telephone number, terms, etc.)	Philadelphia Storage Battery Co., Philadelphia, Pa.	\$7.50 per 1,000
Window Cards (A set of five)	Jobber	Free
Radio Folders (Unimprinted)	Jobber	Free
1. AB Socket Power 2. Trickle Charger and Trickle Charge Batteries. 3. B Storage Batteries.		
Window Streamers (60" x 15")	Jobber	Free
Electros or Mats (Order by number only. Specify whether electro or mat.)	Jobber	Free
Fibre Signs (30" x 60")	Jobber	Free
Complete Sample of Direct Mail Letters.	Philadelphia Storage Battery Co., Philadelphia, Pa.	Free
Moving Picture Slides (Set of 7 radio slides)	Philadelphia Storage Battery Co., Philadelphia, Pa.	\$2.75

Taking Care of Inquiries

Your newspaper and direct mail advertising will not only bring people into your store to buy Philco Socket Powers, it will also result in your getting many inquiries by mail and by telephone.

Prospective buyers will fill out the coupons in your newspaper advertisements and mail them in to you. They will write you letters of inquiry asking the price and other details concerning the Philco Socket Power. Prospective buyers upon reading your direct mail and newspaper advertising will also telephone you asking for further details, such as price, payment terms, etc.

**Be Sure That
All Inquiries Are
Handled Promptly**

It is very important that these inquiries be handled promptly and correctly, because they mean a great many sales to you and a very considerable profit. Experience shows they are worth \$20 to \$30 apiece in sales, according to how they are followed up.

When a prospective customer writes you a letter or mails you a return coupon, you, of course, then have the prospect's name and address. However, when the prospect telephones you, it is up to you or your employees to get the name and address. You can readily see that you cannot sell prospects if you do not know their names and if you do not know where to locate them. Hence the important thing to remember is to always get the name and address of every single prospect who telephones your store.

**Always Get the
Name and Address**

Answering the Telephone

It requires a certain amount of salesmanship to properly answer the telephone in talking to a prospective Philco Socket Power buyer. We are going to explain in this Manual the correct way of handling a telephone conversation with the prospect as based upon our own actual experience.

First bear in mind that the retail prices of the Philco Socket Powers are not given in the newspaper or direct mail advertising. The reason that the prices are omitted is to get as many people as possible to write in or telephone to you to ask the price. If we put the prices in the advertisement, then the advertisement would contain all the information that anybody might desire, therefore there would be no reason why they should telephone or write you for further details. Without knowing the price, the readers of the advertisement cannot very well come to a definite conclusion as to whether or not they will buy.

**Why the Price is
Omitted from Our
Advertising**

For that reason you will find that most of your telephone inquiries will ask you first: "What does the Philco Socket Power sell for?"

Following we are giving you a telephone dialogue to illustrate the proper method of handling telephone inquiries.

PROSPECT: Is this the Smith & Brown Store?

CLERK: Yes, this is Smith & Brown.

PROSPECT: I read your advertisement in the newspaper regarding the Philco Socket Power that does away with all battery bother. What does this Philco Socket Power sell for?

CLERK: What kind or make of radio set have you and what kind of tubes are in it? The reason I ask you this question is so that I can tell just what type of Philco Socket Power you need for that set and then I can give the price it sells for.

**How to Determine
the Type of Socket
Power the Customer
Needs**

(Note to the dealer: Very frequently your prospects will not know what kind of set they own. They will not know whether it is a 5-volt tube set or a 3-volt tube set. They won't even know if it is operated with dry cells or an "A" storage battery. However, by asking them the name of the set and having them describe it to you, you can very shortly learn whether it is a 3-volt tube set or a 5-volt tube set. It may be necessary to tell the prospect that 5-volt tubes are pear-shaped and about the size of the ordinary 25-watt electric light bulb, while 3-volt tubes are cylindrical and smaller in diameter. Your conversation should then proceed as follows:)

CLERK: Yes, I see that you have what is known as a 5-volt tube set. The Philco AB Socket Power to operate your set retails for \$67.50, but right now we are making a very special offer for a short time only and I will be very glad to give you the full details of this offer over the telephone now.

Keep on Talking
After the Price
is Given

(Note to the dealer: Bear in mind that if the prospect asks you the price of a Philco Socket Power and you give this price as \$67.50 or whatever the retail price is, if you then say nothing further, your prospect will say, "Thank you," and hang up. Bear in mind that the reason the prospect called up is to get the retail price, because that is the only information as far as the terms and conditions are concerned that the prospect does not have. Naturally when you give this price and say nothing more the prospect says, "Thank you," and that ends the conversation.)

(Therefore, you will not have received the name and address, which are very important. Hence the smart thing for you to do is not to stop for an instant but to continue your conversation as above after giving the price, in order that you may get the name and address and have your outside salesman call and make the sale. Do not try to dodge giving the price. Below we are repeating part of the previous conversation and continuing.)

CLERK: The retail price of the Philco Socket Power that you will require is \$67.50, but right now we are making a very special offer for a very limited time—one that certainly will interest you. I will give you the details of it over the telephone right now.

PROSPECT: Yes, I would like to know about your offer.

Tell About the
Liberal Trade-In
Policy

CLERK: In the first place you have an old storage battery, and if you decide to purchase a Philco Socket Power we will make you a very liberal allowance for your "A" storage battery because you will not need it any longer and because you will want to get something out of it.

Emphasize the
Easy Payment Plan

In addition to making you this very liberal Trade-In allowance we are offering a limited number of Philco Socket Powers on the very Easy Payment Plan. You need make only a small payment to begin with and then you can pay the balance in very easy monthly payments.

Explain That the
Unit Will be
Installed FREE

And besides this, if you decide to take advantage of our special offer before it ends, we will be very glad to deliver the Philco Socket Power to your home and will install it on your radio set at no additional cost to you whatsoever. Before you pay us a single penny, even before you pay us the small first payment, we will see to it that your Philco Socket Power is operating perfectly on your radio set to your complete satisfaction.

This special Easy Payment, Trade-In offer ends within the next four or five days. We are able to make such an offer to a limited number of people because of special arrangements with the manufacturers. This is a real opportunity for a few people to get Philco Socket Powers on a real proposition.

Always Ask for
the Address First—
Then the Name

CLERK (without stopping): What is your address?

PROSPECT: 268 E. 8th Street.

CLERK: And the name?

PROSPECT: Mr. John Jones.

CLERK: All right, Mr. Jones, and if you don't mind I'll have one of our men at your house tomorrow evening about 7 o'clock to show you the Philco Socket Power and to tell you just what trade-in allowance we can give you for your old storage battery. Whether you decide to buy a Philco Socket Power or not we want to show it to you and to show you just how it can be connected to your set and how neatly it will look after it is connected.

PROSPECT: Well, your proposition seems fair enough, but I am not sure that I want to buy one yet. I will call at your store today or tomorrow if I get a chance and look it over.

Don't Let Them Stall. Make a Definite Appointment

CLERK: It just happens, Mr. Jones, that one of our men is going to be out in your neighborhood tomorrow and it will be very convenient for him to call on you at the same time. He will stay only a minute or two and then you can find out just what the Philco Socket Power looks like and just what trade-in allowance we can give you. Will 7 or 7.30 tomorrow evening be all right?

PROSPECT: Yes, I guess that is all right if you want to do it.

CLERK: We are only too glad to have the man call because he is going out there anyway, and you can expect him about 7 tomorrow evening.

(Note to dealer: If the time you first suggest does not meet with the approval of the prospect, then get together with him on a certain hour and a certain day when your representative can call. This is not a difficult thing to do.)

(If the prospect has a dry-cell set and therefore no "A" storage battery, hold your conversation accordingly, and eliminate the talk about the trade-in allowance and dwell upon the fact that he can then see what the Philco Socket Power looks like and how neatly and smoothly it can be connected to his radio set. Tell him the representative will answer all his questions and give him the fullest information. Tell him that whether he buys a Philco Socket Power or not you at least want him to know all about it, so that if he decides to buy one in the future he will have all the information. Tell him that this is your idea to get advertising, whether a sale is made or not.)

The following conversation should be held if you positively cannot make an appointment for your representative.

If You Can't Make an Appointment to See the Prospect Follow Up the Lead With Literature and Information

PROSPECT: I would much rather that your representative does not call. I will come into your store personally and look at these Socket Powers.

CLERK: That is perfectly satisfactory, but in the meantime we would like very much to mail you full descriptive literature telling all about the Philco Socket Power and giving you the full details regarding it. Can we mail this literature to you today?

PROSPECT: Yes, I would be glad to get it.

CLERK: What is your address?

PROSPECT: 268 E. 8th Street.

CLERK: And the name?

PROSPECT: Mr. John Jones.

CLERK: All right, Mr. Jones, we will mail you this literature right away and you will probably receive it tomorrow morning. Our special offer does not end until 5 P. M. Saturday, October 16th, but if possible, try to be at our store before that time because we have only a limited number of these Socket Powers on hand and they are selling fast, and we do not want you to be disappointed if you are planning on taking advantage of this special offer.

Emphasize the Fact That This Offer is Limited and Ends at a Definite Time

Keeping a Record of Inquiries

Don't Lose Your Prospect

As we said before, you will get the names and addresses of many prospects by mail and also by telephone, and it is also true that many people will call at your store who will leave their name and address upon request whom you may not be able to sell on that particular visit.

These inquiries are very valuable. Consider that each one, if properly followed up, is worth more than \$25 in sales. You will want to keep a good record of them. You are going to turn these prospects over to your outside salesmen to sell on a commission basis.

You will want to know that these prospects are properly followed up. You will want to know which ones are sold and which ones have not been sold, and why. You will want to know whether they answered your direct mail advertising or whether they answered your newspaper advertising. For these various reasons you will keep a record of your inquiries.

Have Some Record Sheets Made Up and Use Them

On the opposite page we are giving you a sample Record Sheet. You will note that this Record Sheet gives each prospect a number. You can begin with No. 1. Space is provided for the name and address of the prospect, and the prospect's telephone number.

Space is also provided to show which Philco Socket Power they are interested in and also the source of the inquiry, whether from newspaper advertising or direct mail, etc. Space is also provided to show which salesman you turn this prospect over to, and the day on which it was turned over to the salesman, and then, finally, a space is provided to record the result, whether sold or not, and the reason.

Sales Organization

You Don't Have to Worry About the Size of Your Sales Organization if They Are on Commission

The size of your sales organization depends, of course, upon the size of your establishment and your possible volume of business. However, do not be too modest as to the volume of business you think you can do. No matter where your store is located you will be surprised at the big volume of business it is possible for you to build up in Philco Socket Powers.

Two or Three Good Men Will Form the Nucleus of a Larger Organization

Many an electrical dealer, for instance, with a small store located far away from the business center of the city does an amazingly large retail business in electric cleaners and electric washers with a big outside sales organization; and remember, Philco Socket Powers are much easier to sell. You should have at least one, or preferably two or three, outside salesmen—men to follow up inquiries and leads, and close sales on the outside for a commission of about 7 per cent of the retail price of the Philco Socket Power. It is a fact that outside salesmen frequently get a commission of 15 per cent for selling electric cleaners and electric washers, but you must remember that in these cases the outside salesmen canvass from house to house and do not work on bona fide leads and inquiries such as you will furnish them if you advertise properly.

In addition to the outside sales organization, your clerks, whether one or more, on the floor should be thoroughly posted on Philco Socket Powers. The important thing is not that they know all about the construction of the Philco Socket Power, nor that they are filled with information on the technical features, but rather that they know how to make sales, get the name on the dotted line, and get the first payment—that is the important thing.

We do not wish to give the impression that your sales organization should not have a fair amount of technical information, but our experience has been that many of the best sales people know little or nothing about Philco Socket Power construction, but rather know a great deal about how to close the sale.

Avoid Technical Discussion as Far as Possible. Sell the Idea of "What They Do"—Not "What They Are."

In selling the Philco Socket Powers, it is well, indeed, to avoid getting into technical discussion as to the whys and wherefore, because there are many, many radio fans who will take up hours of your time discussing radio with no real intention of buying.

For instance, we have seen large crowds around the Philco Socket Power Display at the Philadelphia Electric Company. Many in that crowd actually waiting to pay their money while the clerk was holding an animated debate with someone on the merits of socket power construction in some particular.

Your sales organization for outside work and your clerks should be thoroughly trained in selling. As they gain experience their selling efficiency will increase, but following are a few suggestions of sales points that should be emphasized:

How to Build a Sales Organization

You should not have much trouble building a retail sales organization for outside selling of Philco Socket Powers, even though your sales organization should consist of as many as twenty-five or thirty men. It is entirely possible for a large retail dealer to do a big enough volume of business on Philco Socket Powers to warrant a sales organization of twenty-five or thirty men. Even a small retail dealer can easily use two or three specialty salesmen on Philco Socket Powers.

Your Problem of Creating a Sales Organization is Easy

You probably already know that there are many retail dealers selling electric vacuum cleaners and electric washing machines and other articles, who have retail sales organization running from five to as many as 150 or more salesmen. It is a difficult matter to build retail selling organizations on products such as these, because of the fact that these salesmen must canvass from door to door a great deal of the time seeking prospective buyers. This is tedious work and it makes a high type of go-getting specialty salesmen to make good at it. The commissions paid must be as liberal as 15 per cent and sometimes more.

It is Easy to Attract Good Salesmen to Sell Philco Socket Powers

On the other hand, your problem in building a retail sales organization is comparatively simple. It is not nearly as difficult as building, for instance, a retail sales organization for selling the electric cleaners because of the fact that your salesmen will work only on leads; bona fide inquiries. When you run advertising in the newspapers or send out direct mail advertising, combined with the fact that we will do a large volume of national advertising, you will receive over the telephone and by mail and by personal calls enough inquiries—names and addresses of prospective buyers—to keep your salesmen busy. An outside salesman finds it much more pleasant and much more profitable to call on actually interested parties who have inquired rather than to do what is known as a "cold canvass."

At the most, you need not pay over 10 per cent commission because a salesman can make much more money on 10 per cent commission working on leads and inquiries than he can make at 15 per cent or more commission canvassing from door to door.

Remember this: Philco Socket Powers are just enough of a specialty to require the right kind of advertising and to fully warrant creating a first-class go-getting retail sales organization. On the other hand, it is enough of a commodity to make it far easier to sell than electric vacuum cleaners and electric washing machines. With the margin of profit and the big demand it is a very profitable article of merchandise for the dealer and for a retail salesman to handle.

Your Salesmen Will Find Philco Socket Powers Easy to Sell

The salesmen you should endeavor to get are men who have had experience in selling electric vacuum cleaners and electric washing machines. Men with such training are very valuable, and thousands of them over the country have been trained in this type of specialty selling.

We suggest that in building such a sales organization you run one of the following advertisements in the classified section of the newspaper under male help wanted.

WE WANT live salesmen with clean records to sell amazingly fast selling article. Not electric cleaners nor electric washers, but a man with such experience is the man we want. You can easily make over \$50 weekly. You call only on leads and inquiries received from newspapers, magazines and direct mail advertising. No canvassing necessary. Call at.....

Here Are the Advertisements That Will Bring You the Men You Need

SALESMAN can make more than \$50 weekly selling Philco Socket Powers. We furnish you with genuine leads and inquiries from newspapers, magazines and direct mail advertising. No canvassing necessary, but we want a man who has had experience selling such articles as electric cleaners and washers. Call at.....

SALESMAN for wonderful money making opportunity. Not electric cleaners nor electric washers, but we want a man with such experience. No canvassing necessary. Genuine leads from advertising furnished you. Call at.....

You will find that any one of these classified advertisements will bring you a number of men, so that within a few days you will have your retail organization. Simply sign your name and address to the classified advertisement, and if you like you can specify a time when you would like these prospective salesmen to call.

You should be able to get a number of high-grade and very efficient men with specialty selling experience. Do not hire these men too hastily. Make them give you proper references as to character and honesty. That is even more important than references as to high-pressure selling ability. You should always be careful to have only dependable and honest men in your sales organization, so that they will not make away with first payments, merchandise, and misrepresent your proposition to the retail buyer.

You Will Have So Many Applicants That You Can Afford to be Careful in Your Suggestions

If you create an organization of five or more men it is a good plan for you to employ a supervising salesman; a man who will look after this organization, distribute the leads, see to it that they are on the job and that their methods are regular in every particular and that the contracts are properly filled out, etc. This supervising salesman should receive a salary of moderate size and a bonus or commission of about 3 per cent on the sales made by his organization. It will be up to him to produce as big a volume of business as is possible. You will observe in the classified advertising we emphasize the fact that no canvassing is necessary. This point

An Experienced Sales Supervisor is Worth Money to You

**These Men are
Used to House-to-
House Canvassing**

is emphasized because it will tend to bring you a number of good men who otherwise would not answer your advertisement. Quite likely, also, house-to-house canvassing will not be necessary, but it will pay you to encourage it after your organization has started to work. It will pay you to offer the men a larger commission on sales that they dig up themselves. This will probably increase your volume of business.

**Hold "Pep" Meet-
ings Regularly and
Make Them
Worth While**

It is a good plan to hold meetings of your entire organization at least once every month, or better still, once a week, to discuss the business generally and to inspire enthusiasm. Just before the start of a special campaign on socket powers, as outlined in the preceding pages, it is of course necessary to have a meeting of your entire organization and post everybody on the details of the campaign, the proposition to the public, the advertising, etc. Give each man a quota and put up prizes to the men who make their quota.

Retail Selling Work

Following is an outline of what your salesmen say when talking to a prospect:

SALESMAN: The first thing that you probably want to know is what the Philco Socket Power is and what it does. I could talk to you for two hours on what a Philco Socket Power is and what it does, but I am going to be brief and tell it to you in a very few words.

**Talk to Him in a
Language He Will
Understand**

In the first place, right now your radio set is operated by dry-cell "A" batteries, or an "A" storage battery and dry-cell or storage "B" batteries. In other words, right now there is a regular mess of batteries around your radio set wired in a dozen different ways.

These batteries run down every once in awhile and your reception is poor. It is necessary for you to recharge the "A" storage battery every now and then and to keep buying "B" batteries or dry-cell batteries. In other words, there is a lot of trouble, mess and inconvenience with your present batteries that you know as much about as I do. Now then, the Philco Socket Power does away with all of this. It does away with the "B" batteries, the dry-cell batteries and the ordinary separate "A" storage battery and the network of wires and the charger.

**Sell Him the Idea
That All the Work
is Done for Him.
All He Has To Do
is Enjoy It**

We come out to your home and in a few minutes' time connect this Philco Socket Power to your radio set. It makes a very neat appearance, and from the minute we connect it, if you want reception you merely press this switch. When you want to shut off reception you merely press the switch again. That is all that there is to it. There is no charging to do, no dry cells to replace, and your electric current from then on gives you a steady flow of radio power. This means clear, constant, uninterrupted radio reception, with no hum and no distortion. This may sound almost too good to be true, but our proposition to you is this: All you need do is to make this first small payment on the Philco Socket Power and we will install it free on your set. If it does not do just exactly what we claim and if you are not perfectly satisfied in every particular, simply call us up and we will come and get the Philco Socket Power, re-connect your old batteries and return your first payment. The trial will not cost you one single penny.

**Make It Plain That
He is Guaranteed
Absolute and Last-
ing Satisfaction**

Now, you have this old "A" storage battery, and because of special arrangements with our factory we are able to make you a trade-in allowance so that it will not be a dead loss to you. We will make you an allowance of \$5 (dealer should allow what he thinks best) for this old storage battery on the purchase of a brand-new Philco Socket Power and we will install the Philco Socket Power absolutely free.

The Trade-In is
One of Your Great-
est Selling Features.
Use It!

(Conditions vary with each sale, and in consequence it is hardly possible for us to give you a detailed selling talk. We are merely trying to emphasize certain points of importance. You may hold quite a discussion with regard to the trade-in allowance and dicker back and forth a little, but we want to suggest further a style of closing talk that has been very successfully used.

After the prospect seems satisfied on the trade-in allowance and is ready to close the sale:)

SALESMAN: Do you want to pay cash, Mr. Jones, or do you desire to buy on our Easy Payment Plan?

How to Close the
Sale

(Instead of asking Mr. Jones point blank whether he wants to buy, you get that decision by asking whether he wants to buy for cash or on the Easy Payment Plan. We will repeat that question and proceed with the sales talk.)

SALESMAN: Do you want to buy for cash, Mr. Jones, or on the Easy Payment Plan?

MR. JONES: Well, I prefer to buy on the Easy Payment Plan.

SALESMAN: How large a first payment do you want to make, Mr. Jones? Is \$20 about right?

MR. JONES: I thought I could buy this and not pay as much as \$20.

SALESMAN: Is \$15 about right or do you want to pay \$10 down?

MR. JONES: \$10 is as much as I want to begin to pay on it.

SALESMAN: That is perfectly satisfactory.

(Note to dealer: The salesman then proceeds to rapidly fill out the contract, asking the prospect how he spells his name and the initials, and asking him questions that will necessarily get "Yes" for an answer while he is filling out the contract. When the contract is filled out he then hands it to the prospect with a pencil, saying:)

After He is Sold
Don't Unsell Him
by Further Talking

SALESMAN: Sign your name right here, Mr. Jones, and this will be your receipt for the first payment.

(Note to dealer: If everything runs smoothly and as per schedule, Mr. Jones will sign his name and reach for his pocketbook and the sale is closed. Sometimes it does not run so smoothly, and then it is up to the salesman to prove whether he is a real salesman or simply an order taker. These suggestions are given to you to assist you as far as we can to develop a profitable business for you and not with the least idea how to run your business. If there are any questions that you would like to ask on any point in connection with the Philco Socket Powers, or the selling or installation or construction, do not hesitate to write us. We will be only too glad to reply fully and in detail.)

Service and Installation

In addition to your sales organization you should have one or more service and installation men, as may be required. We suggest that you pay these men approximately \$2.50 for each socket power they install. You can use your own judgment, of course, in this regard. You may prefer to have these service and installation men on a salary basis.

We suggest, however, that you make installation just as quickly as possible after a sale is made. All buyers are impatient on the matter of quick delivery, particularly the radio fan.

You should provide your installation men with blanks to fill out and have the customer sign, stating that the installation is satisfactory.

The Service Manual should be read over and over again by your service and installation men. In addition to the assistance furnished by our Service Manual, you can call upon your jobber for installation instructions. He will be glad to send a man to your store for a day or two to train your service men on the matter of installation.

List of Equipment Needed for Installation

When you are putting on a Socket Power Campaign and the volume of sales warrants hiring and training several installation men, it is a good thing to know what equipment these men need in order to make the installations efficiently.

Following is the list of material needed that either the installation men or the installation supervisor should carry in his car:

Installation Men

- | | |
|-------------------------------------------------|------------------------------------------------------------------------------|
| 5 10-ft. A.C. Extension Cords. | 1 1" Bit |
| 5 5-wire Power Cables | 1 Bottle of Ammonia |
| 500 ft. No. 18 Rubber-Covered or Celasite Wire. | 1 Electric Soldering Iron |
| 2 Rolls Tape. | 6 A Socket Power Fuses
Part No. Z-163 |
| 1 Gross $\frac{3}{8}$ " No. 8 Bolts (brass) | 6 Standard Detector Resistors
Part No. Z-129 |
| 1 Gross No. 8 Nuts (brass) | 12 Instruction Sheets of each type. |
| 1 Pr. Pliers | 2 15-Watt 110-V. Mazda Lamps |
| 1 Pr. Wire Cutters | 2 25-Watt 110-V. Mazda Lamps |
| 1 Screwdriver ($\frac{1}{8}$ " blade) | 2 50-Watt 110-V. "C" Type (gas filled)
or new inside-frosted Mazda Lamps. |
| 1 Brace | |
| 1 $\frac{3}{8}$ " Bit | |

Supervisor

- | | |
|-------------------------------------------|-----------------------------------------|
| 3 UX-201-A Tubes | 1 4-Pole, Double-Throw Switch |
| 3 UX-199 Tubes | 1 B Voltage Adjuster
Part No. Z-195. |
| 3 UX-120 Tubes | 3 45-V. Dry Batteries |
| 3 UV-199 Tubes | 1 22 $\frac{1}{2}$ -V. Dry Battery |
| 1 UX-112 Tube | 2 4 $\frac{1}{2}$ -V. Dry Batteries |
| 3 10,000-ohm Bradleyunit Fixed Resistors. | |

Advantages of Philco Socket Powers

We want to call your attention particularly to the fact that although prices have been greatly reduced, we have absolutely preserved the high quality of Philco Socket Powers.

You will notice that the units are of ample size. No attempt has been made to crowd the units into a small space at the sacrifice of quality. We venture to say that Philco Socket Powers give more weight per dollar than any competitive socket power. And the result of this non-skimping policy is found in the extraordinary reception which Philco Socket Powers make possible, and their extremely long life. This is very important. It is possible to make Socket Powers smaller and cheaper than Philco, but it is not possible to do this and still maintain Philco quality.

Philco Socket Powers Are Not Skimped

The "B" Unit, type B-603, is 135 to 150 volts. It is quite similar to the B-601, except that the price has been reduced to \$35, and, as on all Philco Socket Powers and Trickle Chargers, the terminals have been placed on the inside, thus doing away with all unsightly wires at the front.

Operate All Power Tubes

The "A" Socket Power, type A-603, is similar to the A-602, but with inside terminals and the cable to the set removed, because most sets are coming out equipped with cable. The price is \$36.50, but \$1.50 of this price is a trade-in allowance which we make the dealer, and all discounts are based on \$35, so that you have considerably more than 40 per cent on the A Socket Power, and can afford to make a liberal trade-in allowance for the old "A" storage battery.

All Terminals Inside

The AB Socket Power is made in both 4- and 6-volt types, both in metal cabinets with terminals inside. The 4-volt type is priced at \$58.50, without trade-in allowance, because the old dry cells which it replaces have no trade-in value. There is space provided inside the cabinet for a 22½- and a 4½-volt dry "C" battery, as required on Radiolas. This feature will appeal to Radiola owners. The 6-volt unit is priced at \$67.50, but \$2.50 of this price is a trade-in allowance which we make the dealer, and all discounts are figured on \$65, so that you have considerably more than 40 per cent on the AB, and can afford to make a very liberal trade-in allowance for the old "A" storage battery, which will greatly increase your sales.

Space Inside Case for C Batteries

Judging from the demand last year, the AB units will be the greatest sellers. The B unit in the 4-volt AB is limited to 135 volts, as this is the maximum voltage recommended for the UX-120 power tube, but gives up to 150 volts on the 6-volt AB, because this voltage is permissible on UX-112 and UX-171 power tubes. The exact voltage obtained will depend on the current rate, and the AB-663 may be depended upon to give more voltage than the average voltage of 157½ volts of dry cells. This is the basis on which the 83X storage "B" battery worked out so splendidly last year.

Radio Owners Want Both A and B Power in One Cabinet

We will make a special 180-volt "B" for those people who desire the maximum volume from the UX-171 tube. But we do not expect very great sales of this unit, because the B-603 and the AB-663 will give equally fine quality on the 171 tube, and so much volume that nothing more will be needed for ordinary home use.

180-Volt Model

B Socket Powers

**"B" Philcotrons
Never Need Water**

The liquid in a Philcotron is no more bothersome, and less likely to give trouble, than the vacuum in a rectifying tube. "B" Philcotrons are shipped filled with enough solution to last the full life of the electrodes without the addition of water. This is a unique feature in electrolytic cells, and makes the cells entirely comparable to tubes in convenience.

**Philcotrons Are
"Reliable"**

The use of Philcotrons as a rectifying means insures uniformity in Philco Socket Powers, and uniformity is one of the most important points to you. Furthermore, the life of Philcotrons is at least twice as long as the life of the best rectifying tubes, the cost of new Philcotrons is no more than that of tubes, and Philcotrons are just as easy to put into place.

**"B" Philcotrons
Don't Require
High-Voltage
Transformers**

IMPORTANT! One of the biggest advantages of Philcotrons is that they avoid the use of high-voltage (250 to 500 volts) transformers, which are necessary with tubes, in order to drive the rectifying current across the vacuum. These high-transformer voltages are applied directly to the condensers in the filter circuit, and even with the best condensers there are bound to be breakdowns, due to the excessive voltage strain. With only the moderate transformer voltage necessary with Philcotrons, condenser breakdown is unknown. Also, the low voltage makes Philco Socket Powers safe around the home.

**Philcotrons Contain
No Corrosive Acid**

There is no corrosive acid used in Philcotrons, and there can be no spray from the cells to corrode the working parts of the Socket Power, even after long continued use. This is important, because most people buy Socket Powers as an investment, expecting to recoup the additional cost over dry cells by the fact that the Socket Power will last for years. Philco insures long life by avoiding the use of corrosive acid.

"B" Philcotrons are shipped in place, corked up, and all that is necessary to make them ready for service is to push the corks down into the cells.

**Philco Socket
Powers Prove That
Radio Power Need
Not Look Out of
Place in the Finest
Living Room**

It is very important that Socket Powers should present a neat appearance, because they are expected to fit into the living room, alongside the most expensive Radio sets. Philco has gone to a great deal of expense to provide a most beautiful finish, in crystal brown, and has removed all terminals and adjustments from the front of the Socket Power, placing these inside with the lead-in wires entering at the back. You can readily appreciate what a neat hook-up this makes possible.

**Philco Socket
Power "B" Cannot
Burn Out Tubes**

The "K" terminal connection is an important and exclusive Philco feature which takes out a certain kind of hum that is often encountered, due to unusual line conditions, or exceptional conditions within the radio set. This terminal makes it unnecessary to run a ground wire to the Socket Power. It also avoids the dangerous practice of connecting the "B" negative terminal to the enclosing case, which is a likely cause of short circuits and fireworks when the "B" unit is used near a radiator to which the set is grounded.

**Philco Socket
Power Operates
UX-112, UX-120
and UX-171 Power
Tubes**

Except on the AB Socket Powers for 199 and 120 tubes, where the maximum voltage which should be applied on the tube is 135 volts, Philco B Socket Powers are equipped to deliver up to 150 volts, depending on the current draw of the particular radio set. This is about 15 volts more than last season, and enables the user to get the maximum results from the

UX-112 tubes, and also to get maximum quality with almost full volume from the UX-171 tube—more volume than is needed for anything except to fill a hall. It is a very safe buy for any radio user, because, even though he starts out with the UX-201-A tubes in all sockets, he can later shift to power tubes, and Philco Socket Power will properly operate these tubes also.

There is only one voltage adjustment on Philco Socket Power B, and this adjustment need be set only once for any given installation, and then left alone forever after. However, this adjustment is very necessary in order to adapt socket powers to all the different types and kinds of radio sets on which they must operate. Without this adjustment it is not possible to make a Socket Power operate at its maximum on all sets. It is a very important point to the dealer to have a Socket Power which he can safely sell for any make of set.

**Philco
Socket Power B
Has the Necessary
Adjustment to
Make It Fit Any
Radio**

Philco is practically the only Socket Power which has made any attempt to meet the 25-cycle demand. The best proof of Philco quality is that Philco Socket Powers can be made for 25-cycle operation. The 25-cycle hum is very much more difficult to filter out than the 60-cycle hum, and this is a job which has proven too great for most Socket Power manufacturers.

**Philco
Socket Power is
Made for 25 Cycles
Also**

The switch on the Socket Power B can be reached from the top of the Socket Power without opening the cover, but this switch need never be turned off when the Socket Power B is used in connection with Socket Power A.

**Philco
Socket Powers
Bring Both "A"
and "B" Power
Under the Control
of One Switch.
Snap It On and
Enjoy Your Radio.
Snap It Off and Go
to Bed**

One of the important advantages of Philco Socket Powers is the bringing of the control of the "B" power, "A" power, and even the radio set itself under one switch. This switch is just as convenient and reliable as an electric light switch, and it enables the non-technical user to control his radio just as he controls his electric light, by the snap of one switch.

It is possible to control the power supply to a radio set by the use of a relay, which is set into operation by turning the set switch on and off, but the low voltage available makes this a rather hazardous method to rely upon, and the voltage used up in the relay reduces the working voltage of the battery by one-third or more.

**Philco
Socket Power
Switch is Reliable
and Does Not
Reduce the Effective
Battery Capacity**

For instance: A 6-volt "A" battery starts to discharge at about 2.05 volts per cell, or 6.15 volts for three cells. It reaches the lower limit of usefulness at about 1.75 volts per cell, or 5.25 volts per battery. This means that the working voltage range of the battery is the difference between 6.15 volts and 5.25 volts, or 0.9 volt. The voltage used up in the coil of the relay is from 0.3 to 0.4 volt for an average set, so that one-third or more of the working voltage range of the battery is absorbed by the relay and the effective capacity of the battery for radio reception is only two-thirds or less of what it is when a switch is used.

For use with a relay, a battery fifty per cent bigger is necessary for the same effective discharge capacity than is needed for switch control. Naturally, a battery of this size adds to the bulk and cost, unless the acid-proof features, etc., are omitted, without doing any useful work whatever except energizing the relay.

Furthermore, a relay is necessarily a more delicate piece of apparatus and more likely to get out of order than a simple switch. Believing that you prefer to have nothing incorporated in Philco Socket Powers which has not been thoroughly tried out, or about which there is any doubt, Philco has decided to stick to the simple switch, particularly since the switch can, where desired, be mounted on the end of a six-foot cable. This gives the remote control advantages of a relay in cases where it is not convenient to operate the switch mounted directly on the Socket Power.

A Socket Powers

Philco Charge Indicators Tell the Non-Technical User the Condition of His Philco Battery at All Times

Socket Power A uses the famous UD Glass Jar Philco Trickle Charge Battery. This battery contains built-in Charge Indicators. The Charge Indicator is one of the most important factors in the success of A Socket Powers and Trickle Chargers.

Imagine an automobile without a gasoline gauge! Just think how the driver would have to keep worrying about how far he had run since the last time he filled the tank! Or, if he adopted the policy of putting ten gallons in every night, regardless of how much he had used through the day, think how much gasoline he would waste overflowing the tank after days when he had run very little mileage!

Three Charging Rates Make Philco Socket Powers Fit All Sets—Large and Small

The Philco Socket Power, as well as Trickle Charger, is equipped with three different charging rates—0.2, 0.4, and 0.8 ampere. The user can put in two gallons of gasoline a day, or four gallons, or eight gallons, according to how much the Charge Indicators show that he is using. If he is using four gallons a day, and putting only two gallons back each night, one of the Charge Indicator Balls will still be down the next time he goes to use his set. This tells him that he needs more charge; in other words, to step up to the medium charging tap. And if he cannot bring both balls up on the medium tap, he knows that he needs still more charge, and he steps up to the high tap, and on the high charging tap he can run the new six or seven tube sets seven or eight hours a day, every day, and still bring his battery back to full charge by the time he is ready to use the set the next day.

People don't all use the same size radio sets; they don't all have the same kind of tubes, and they don't all use the set the same number of hours each night. No one charging rate will fit all users any more than any one number of gallons per day will be right for every automobile. Philco provides different rates to take care of different conditions, and provides Charge Indicators to tell the user which rate to use for his particular needs.

No Acid on the Outside of Philco Glass Case Batteries. They Stay Dry and Clean All the Time

The acid in the UD-86 battery is kept inside the battery at all times by means of special, exclusive, acid-tight, spray-proof sealing developed by Philco and used only by Philco. The cell posts are moulded right into the rubber covers, so that acid cannot leak out along the posts. The covers are sealed tightly to the glass jars, and the vent holes are provided with special condensing vents, which absolutely condense all acid in the gas escaping from the battery and return it to the cell. A piece of copper gauze can be put right on top of the vent of the Philco UD battery, and it will not turn blue, thus showing the absolute freedom from all acid at the mouth of the vents.

No other battery has these acid-proof features. They are unique with Philco; and just think how important they are in a battery used in a living room or inside a cabinet and supposed to work for years without causing corrosion in that cabinet! It is absolutely dangerous, for long-continued use, to place a battery, without special acid-proof design, inside a cabinet.

Philco Glass Case Batteries Are Safe for Cabinet Use Even After They Grow Old, Due to Exclusive Acid-Tight Construction

The UD-86 battery is at least 100 per cent oversize even for six or seven tube sets. In other words, it has more than twice the capacity needed to operate even such big sets six or eight hours a day. And the Charger is plenty big so as to bring it up to full charge each day while the set is not in use.

The plates and separators in a Philco UD battery are almost twice the usual thickness. Thick plates are essential for long life in trickle charge work. Thin plates will simply not stand up.

Philco Thick Plates Give Longest Life

Extra large acid space is provided in the UD batteries, so that filling with water is not necessary very often. It is necessary less often on the low charging tap than on the medium tap, and less often on the medium tap than on the high tap, because the higher the charging rate the more water is evaporated by the charging. This is another reason why it is desirable to have several charging rates, so that the user can adjust his charging to the lowest rate consistent with his use of the radio, and thus have to add water less often. When water does have to be added to Philco UD-86 batteries, the user knows it, because he can see through the glass case that the charge indicator balls are not floating up to the top of the ball cage. The vent tubes are not removed when water is added. They are funnel-shaped and water is poured directly through them, thus washing back into the battery any acid spray which has condensed around the inside of the vent openings, and giving the vent a cleansing every time water is added. If the vents had to be removed to add water, as with ordinary batteries, there would be danger of a drop of acid dripping on the carpet or furniture.

Philco Batteries Need Water Very Seldom

The height to which water should be added is shown by the marks on the glass case, and the user can look through the case while he is filling with water, and thus be sure to get the right height.

UD batteries either separate as Trickle Charge Batteries or in Socket Powers are shipped with the necessary acid in the bottles, and with the plates one-half to three-quarters charged. All you need do to prepare the battery for service is to fill it with acid. Although it is a good idea to plug a new Socket Power into a line over night, before using, bringing the battery up to full charge, no initial charge is absolutely necessary. Type UD batteries are the easiest batteries for you to put into service and they are the most convenient batteries for the user to keep in service. Furthermore, they are less expensive than the old types of batteries.

Philco Batteries Are Easy to Put Into Service

UD batteries may be used with any Trickle Charger.

The Philco Charger used in the A Socket Powers and Trickle Charger is a large type electrolytic charger, which needs water very seldom; in fact, only when the battery needs water; and water is poured directly through the vent hole, just as in the case of the battery, so that there is nothing messy about the job. The easy way to do it is to fill a 6-ounce or 8-ounce medicine bottle with water and pour directly from the bottle into the vent hole.

The Philco Charger Needs Water Very Seldom

**The Philco Charger
Has Very Long Life**

The Charger will give extremely long life; twice as long as the life of the best tube-type Trickle Charger. When the time comes to renew it, the renewals cost about the same as renewal tubes, and they are just as easily made. All that is necessary is to take off two Fahnestock clips, remove the old cell, insert a new cell in its place, and replace the Fahnestock clips. The old cell is then thrown away. No attempt is made to make renewals in the old jars, as both electrodes and solution would have to be renewed, and the cost of the jar is so little that it is much more convenient and no more costly to make the complete cell renewal.

**The Philco Charger
Takes Care of Large
Sets and Long
Hours of Use**

The charging rates with a Philco Charger are much higher than can be obtained with the tube type of Trickle Charger, and are especially adapted to long hours of use, and to new users, who work a set to death during the first month or two, and to owners of sets containing a large number of tubes; and when you include these three classes you include a very large percentage of all radio users. While too high rates are objectionable Philco has thought it worth while to provide a $33\frac{1}{3}$ per cent increase in high tap charging rate over last year's models, which were themselves the highest charging rate Trickle Charger outfits on the market. You can readily see that the charging rate controls the maximum hours of use rather than the size of the battery.

For instance, if a set requires $1\frac{3}{4}$ amperes and is operated seven hours a day, it uses $7 \times 1\frac{3}{4}$ or $12\frac{1}{4}$ ampere hours, which is nowhere near the full 30 ampere hours the UD-86 battery will deliver. The time left for charging, after using the set seven hours, is seventeen hours. On the high tap the rate is .8 ampere, and in seventeen hours, $17 \times .8$ or 13.6 ampere hours will be put back, which will more than bring the battery up to full charge.

The UD battery will deliver the current, and it will do no harm to operate the set twelve or fifteen hours in one day, and, provided this is not done every day, the Charger will bring the battery back to full charge after a few days, even though the set is used four or five hours per day in the meantime.

Philco Socket Powers thus provide for the maximum requirements of 99 per cent of all radio users and this without resorting to a $1\frac{1}{2}$ or 2 ampere charge rate, which would overheat and overgas the battery, and which, with any other than Philco acid-proof UD construction, would most likely cause acid spray. Also, Philco Socket Powers have low and medium charge rates, thus providing for radio owners who use their set only a few hours a day.

The Trickle Charger rates used in Philco Socket Powers have been most carefully worked out to cover practically all users without departing from the Philco principals of making everything convenient and proper for the living room.

The charging rates are very easy on the battery compared to the old method of charging furiously for a few hours at a high rate. In Philco Sockets the principle is to charge slowly at low rates for a long number of hours. This reduces the amount of acid spray with any battery, and even with the acid-tight construction of Philco UD batteries, the low rate is an additional factor in keeping all the acid INSIDE the cells at all times. It is impossible to harm the battery in Philco Socket Powers by overcharging on any tap, and Philco Socket Powers do not accumulate any

film of acid on the outside of either charger or battery. This is one of their important advantages for long life and safety in the living room.

Radio users do not want a lot of separate units standing around the room when everything can be operated by one unit, and the Philco AB Socket Power combines all the advantages enumerated for separate A and B Socket Powers, together with the advantage of everything being contained in one cabinet and at a lower price than the separate A and B units.

**Philco AB
Socket Power
Combines Both A
and B Power in
One Cabinet**

Trickle Chargers

The Philco Trickle Charger contains many conveniences not ordinarily found on Trickle Chargers. It is completely housed in an attractive crystal brown metal case. It is provided with a switch, so that the plug need not be pulled from the socket every time the set is used. It contains a socket for inserting a B Socket Power, so that the buyer of a Philco Trickle Charger does not bar himself from convenient operation with the B unit when he gets around to buying one.

**Philco
Trickle Chargers
Are Complete with
Switch.
Three Charging
Rates.
Contain No Acid**

Since everyone does not have the same kind of set, and the same kind of tubes, and does not use the same number of ampere hours per day, no one charging rate can be universally applicable. A high rate will waste current for the owner who uses his set infrequently, and a low rate will be insufficient for the larger sets used a large number of hours per day. Therefore, the Philco Trickle Charger is provided with three charging rates—low, medium and high—0.2, 0.33, 0.6 ampere. Instead of the ordinary small jar the Philco Trickle Charger is provided with a quart jar, and therefore requires water much less frequently. The Charger contains no corrosive acid, and this is another big advantage of the Philco type.

There can be no acid spray in Philco Socket Powers and Trickle Chargers. Therefore the metal parts will not become corroded, and there is no particular limit to how long they will last. This is an important feature to the consumer who generally buys a Socket Power with a view to saving its cost in dry cells several times over in the long run, in addition to the greater convenience of use and more constant unvaried reception.

We would not think it right toward the consumer to give him battery or charger cells containing corrosive acid with no protection in sealing and vent construction to prevent acid spray from escaping and ultimately eating away the metal parts. There is acid in Philco UD batteries but you know that the sealing and vent construction prevent any spray.

There is no corrosive acid in Philco Chargers, not even in the Trickle Charger. After long service the Philcotron Charger cells will need to be replaced. This is not objectionable to the user provided that the cells have given long and good service any more than the occasional replacement of a tube (and Philcotrons have longer life than any tube).

The replacement of Philcotrons is actually a very great advantage to you as a dealer, because every Philco Socket Power and Trickle Charger you sell creates future Philcotron replacement sales for you. After you sell a large number the volume of Philcotron replacement sales will be a very large item in your business and one which you will make a good profit with practically no trouble or expense, because it is the simplest matter

in the world for the user himself to take the old Philcotron out and slip the new one in place. He can't get the connection wrong.

You will readily appreciate that we owe the purchasers of Philco Socket Powers and Trickle Chargers good and prompt service in obtaining replacement Philcotrons. This must be made just as easy for them as obtaining replacement tubes. We ask you, therefore, to purchase from your jobber at least a standard package of four of each type and to fill in the stock when these are sold. You will then insure good service to your customers and make a good profit in doing so.

Direct Current Socket Powers

Many Apartment
Houses Have Direct
Current

The direct current A and B Socket Powers fill the needs of people living in apartment houses or hotels having 110-125-volt direct current supply. Also, if your store is in the direct current zone of a city you will find these units economical and convenient as compared with dry or wet batteries for demonstrating sets.

The B unit smooths out the commutator ripple and adjusts the direct current to the needs of the detector and amplifier tubes. One fixed and one (lower) variable amplifier voltage are provided, as well as the correct detector voltage. The fixed amplifier voltage will run from 100 to 115 volts, depending on the line voltage. This is sufficient to operate sets with power tubes and in actual tests on many different sets the volume and quality have proven unexpectedly good. The "C" battery voltage on the power tube must be reduced to approximately the following figures: 19½ to 21 volts for UX-120 tube; 6 to 7½ volts for UX-112 tube; 19½ to 22½ volts for UX-171 tube. For great volume of undistorted reproduction, a 45- or 48-volt B battery may be connected in series with the B Socket Power to operate sets with the UX-171 tube. If the battery NEG. (—) post is connected to the B-PWR post of the Socket Power, the Socket Power supplies the current for all tubes except the power tube, and the battery will last a long time.

The A part of the direct current units consists of a UD-86 or UD-44 battery connected to the master control switch to trickle charge through lamp resistance when the radio set is switched off. We recommend the following lamp sizes for different trickle charge rates on 110-125 volt lines:

4-Volt AB Socket Power, Type DAB-43

LOW . . .	10-W., 115-V. Mazda Lamp—Rate 0.085 Amp.
MED. . . .	15-W., 115-V. Mazda Lamp—Rate 0.125 Amp.
HIGH . . .	25-W., 115-V. Mazda Lamp—Rate 0.22 Amp.

6-Volt AB Socket Power, Type DAB-63

LOW . . .	25-W., 115-V. Mazda Lamp—Rate 0.22 Amp.
MED. . . .	40-W., 115-V. Mazda Lamp—Rate 0.35 Amp.
HIGH . . .	75-W., 115-V. Mazda Lamp—Rate 0.63 Amp.

Packing

All Socket Powers, including Trickle Chargers, UD-44 and UD-86 batteries, are packed individually, and a bottle of electrolyte is included for all A and AB units, and with the UD-44 and UD-86 batteries when shipped separately. **Convenient for Dealer to Install**

"B" Philcotrons are shipped filled and in place. All the corks are at the front of the panel and a stick is provided with each unit, for pushing the corks down into the cells without removing the "B" Philcotrons from the sockets.

The "A" Philcotrons, including replacement cells, are also shipped with solution in them. However, they are not in place inside the unit, but are packed outside, with the bottle of electrolyte for the battery. Of course, it is a very simple matter to slip the "A" Philcotron in place inside the units and attach the two wires. The positive and negative terminals are different, so that it is impossible to connect the cell up wrong.

The solution in the "A" Philcotron is shipped concentrated (double strength), as a precaution against freezing. You add pure water to bring it up to normal height and dilution.

Freezing will not hurt the solution in the Philcotrons, and so far as our experience goes, will not break the jars, especially if the "A" solution is shipped double strength. It is necessary, in the case of frozen Philcotrons, however, to let them thaw out before putting the unit into use. The thawing out may be hastened by stirring with a glass rod.

Socket Power and Trickle Charger Serial Numbers

An identification serial number will be stamped on the back of each Socket Power and Trickle Charger cabinet. **Serial Numbers to Prevent Gypping**

The serial number of each unit will also appear on the outside of the package.

A card record for each Socket Power and Trickle Charger (one card for each unit) carrying similar serial numbers and filed numerically in its group, will be kept by the factory and jobber.

This will indicate that we are going to a lot of trouble to prevent "gypping" of the Philco line by anyone.

Standard "A" and "B" Storage Batteries

You may possibly have gotten the impression, in reading thus far, that we were going out of the standard radio battery business, because everybody was going to use Socket Powers or Trickle Chargers and Trickle Charge Batteries.

This is far from the case, however. There are 6,000,000 radio sets in use, and perhaps 2,000,000 or 3,000,000 more will be sold this year.

If all users wanted Socket Powers or Trickle Chargers, it would be impossible for them to get them, because neither Philco alone nor Philco plus all the other Socket Power and Trickle Charger makers could produce that many.

Also, many radio users do not have electricity in the house, and so cannot use either Socket Powers or Trickle Chargers.

And many more, in spite of our advertising, will not believe that perfect reception can be obtained from the light socket, or they may have a good Tungar or Rectigon two-ampere or five-ampere charger and prefer to take the trouble to charge their batteries in the old way.

We estimate that there will be at least 2,000,000 of the old-style rubber case "A" batteries sold this season, and 250,000 storage "B" batteries.

We would be very foolish to overlook this market, and we know that you will not want to pass it up, either.

So we have tried to make our standard "A" and "B" storage battery proposition as attractive as possible to the radio user and very profitable to you as a dealer.

Of course, you cannot make \$28.50 gross profit selling an "A" storage battery as you can selling an AB Socket Power.

But you can make 40 per cent discount from a fair list price when you sell a Philco 100-ampere-hour 76-R battery—or any other size for that matter. Even the big 130-ampere-hour 96-R retails for only \$19.90.

And you will find Philco easy to sell, not only because Philco advertising has made Philco the best-known name in radio power, but also because Philco "A" batteries are built in mahogany finish rubber cases and look *quality* on the outside, and because on the inside they contain thick, heavy plates, built on the famous Diamond Grid, which is proof against buckling and warping, and thick, heavy, patented, quarter-sawed, hard wood separators that wear and wear and wear.

One big point that makes Philco mahogany case "A" batteries appeal to the consumer is the bayonet filler caps. These are removed and replaced with just a quarter-turn twist. They don't stick like the moulded screwthreads used on ordinary batteries, and you don't have to screw and screw and screw to get them in and out. All batteries must be periodically filled with water. Why make this a hard job? Philco makes it easy!

And then, you can sell with the battery, and it certainly appeals to the prospect and makes the sale easier, a Filler Cap Charge Tester that takes the place of the regular filler cap on one of the cells, and tells the user at all times just how far charged the battery is, and when it needs water. No other battery has this Philco convenience, and it is just as important to the user as the gasoline gauge on his automobile, and serves the same purpose.

And to go back to the mahogany finish. No one wants a black box in the living room. A battery is not ornamental, and a black battery stands out in a room like a black eye on a face. Our idea is to make the battery in soft mahogany finish, so that it will not force its way on

your eyes the minute you come into the room, but will merge inconspicuously into the background. Radio owners want a battery to light the tubes—not to be seen—and the mahogany finish of Philco will sell many batteries for you.

You can get Philco "A" batteries either wet charged, with electrolyte in them, or "Dry-dynamic" (dry charged) with the acid in bottles—either way at the same price and with the full 40 per cent discount. Dry-dynamic batteries will stay fresh in your stock, no matter how long you keep them, but being Philco probably you won't keep them long. Philco batteries sell fast; and don't forget you make your full 40 per cent margin on them.

Now as to "B" storage batteries. You probably know that Philco originated the square glass jar, which saves so much space, and the mahogany finish case, which makes the "B" battery a thing of beauty and not an eyesore. And the Charge Indicator Balls that tell when the battery needs recharging, and when it needs water. And the sealed-in posts and well-shaped cover that keep the acid inside and make filling with water easier. And the Dry-dynamic (dry charged) feature, which enables you to put the battery into service without any charging. All that is necessary is to fill the cells with electrolyte. And the price of \$19.85 for the 40-cell 83-X type, which replaces 90 volts of dry cells and gives higher average voltage.

All these things have made Philco by far the fastest selling "B" storage battery on the market.

They are continued this year, and in addition, we are giving you a 272-DXO at \$17.95, which will give better reception than 90 volts of dry cells on many sets, and at less than twice dry cell price; and two units of 272-DXO will give you better average voltage than 157½ volts dry cell and will operate power tubes—either UX-112 or UX-171.

The 272-DXO should be a good seller for you, both for 90-volt sets and sets specifying 150 volts on the last stage power tube.

For charging "B" batteries, we are continuing the Single Charger, at \$9.75, calling this the "Philco B Charger." And no Charger is more convenient for charging "B" batteries.

We are also continuing the Charge Panel at \$2, which enables the owner to hook up his "B" batteries once for all, and then to switch them from set to Charger and back again, without changing a single wire, but merely by throwing two switches. You should, by all means sell a Philco "B" Charger and "B" Charge Panel with storage "B" batteries, because of the great convenience and satisfaction these give the user.

No! Philco is not going out of the radio battery business. Far from it. Our policy is to give you a complete radio power line, Socket Powers, Trickle Chargers, Trickle Charge Batteries, standard "A" batteries, "B" storage batteries, so that you won't miss any possible sale. And, furthermore, to make every single unit absolutely the best of its kind, free from acid, convenient, long-lived, fair prices, full discounts, and easy to sell.

We ask your co-operation in acquainting the public with the whole line. Our contract with the radio user is through you, the dealer. If you see to it that each customer gets what fits his needs and his pocketbook, that the units are properly installed, that he gets a Charge Tester if he buys a standard "A" battery, and a Charge Panel if he buys a "B" battery, so that he gets all the convenience and satisfaction that we have tried to provide for him, you will be doing your share in keeping Philco the biggest and fastest selling radio power line and the most profitable for the dealer to handle.

