

# Standard Philco Radio Cuts—Order by Number

Halftones



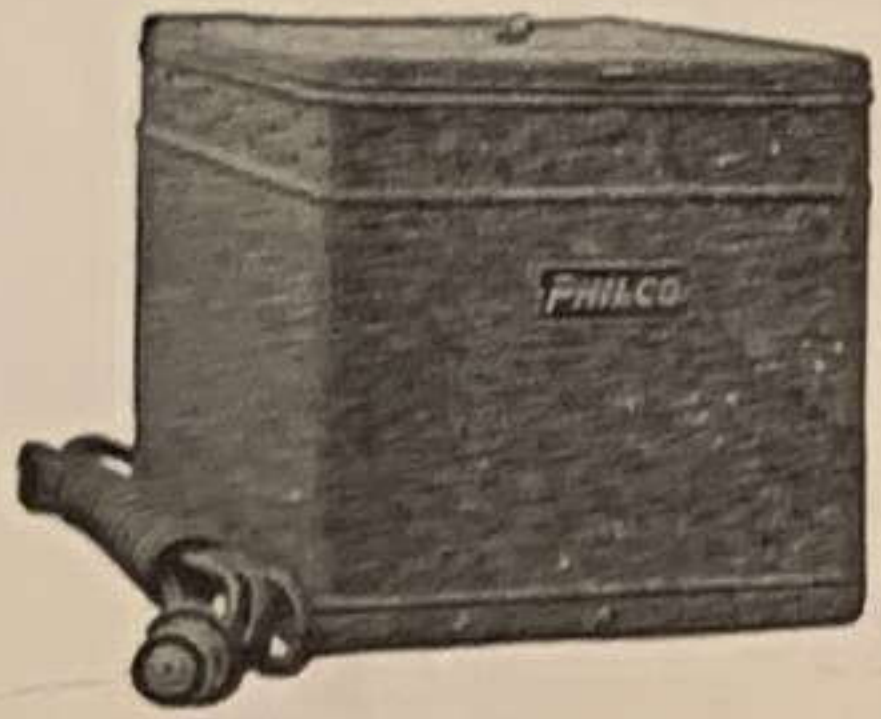
Socket Power A  
No. 477



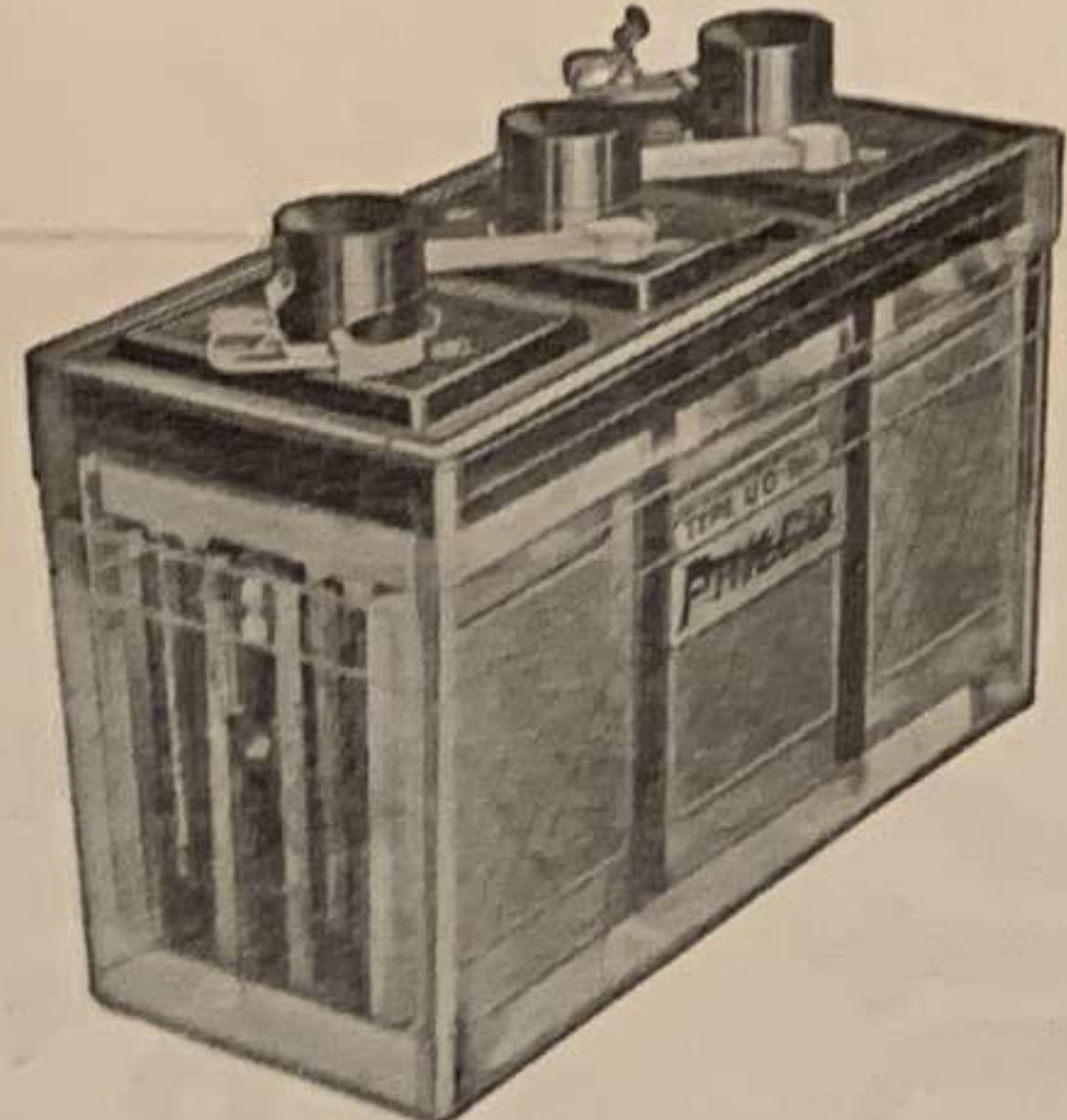
Socket Power A  
No. 476



Socket Power B  
No. 479



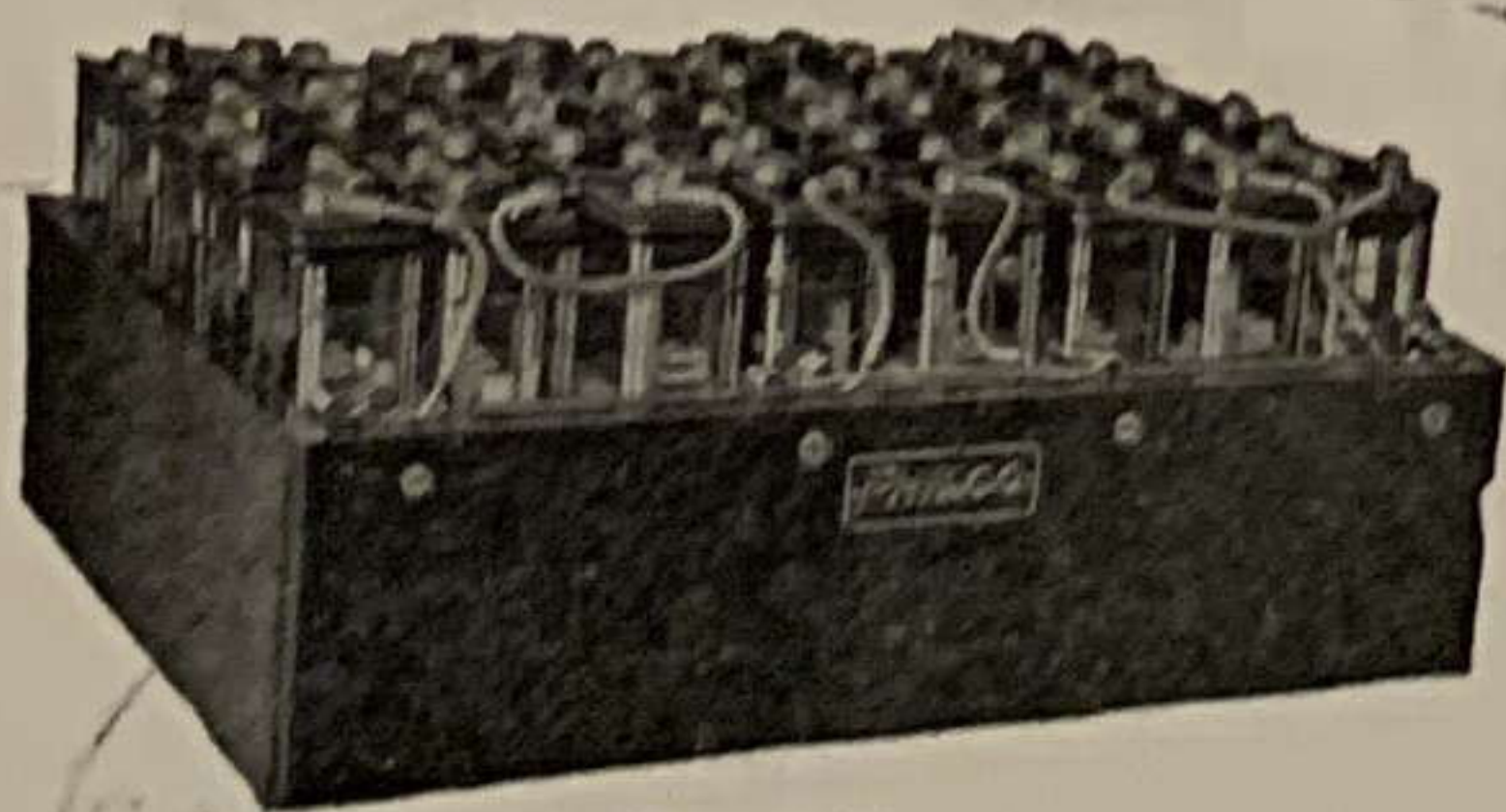
Socket Power B  
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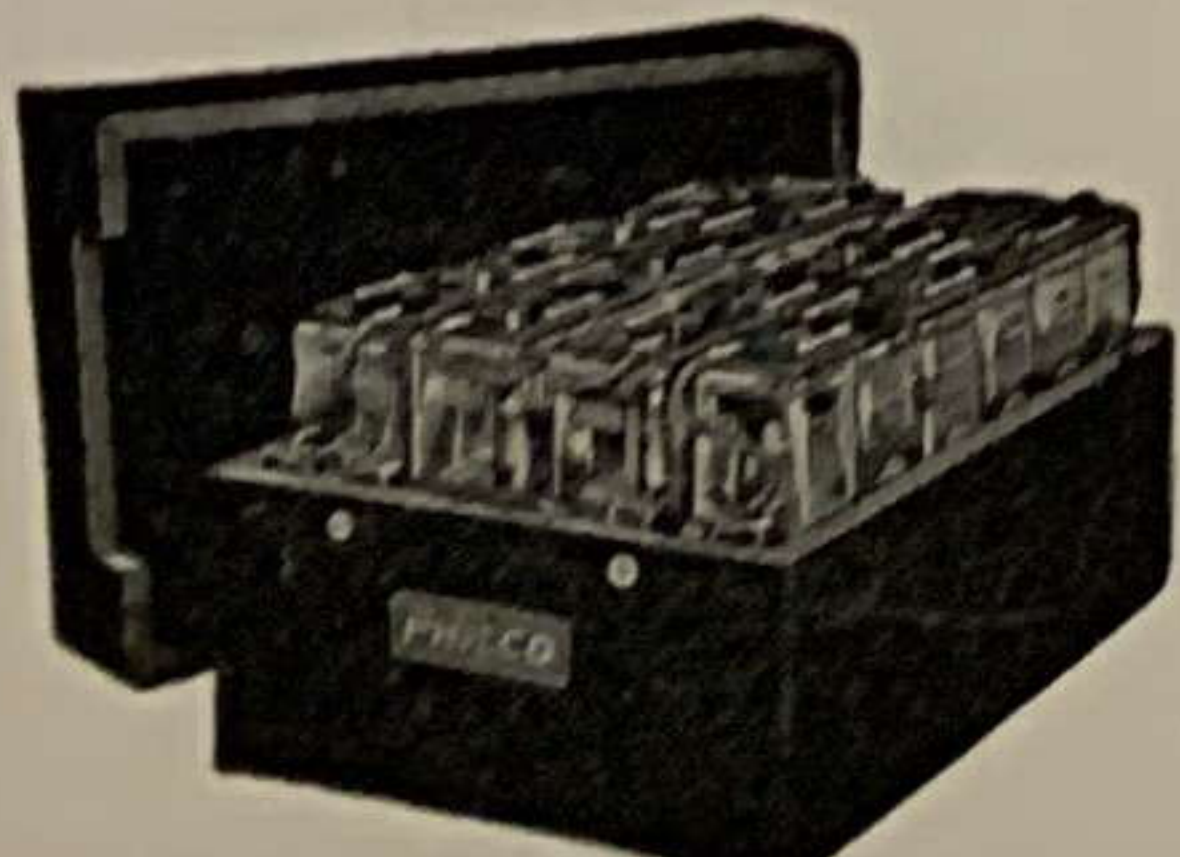
Tr. Ch. A Battery  
UD 86  
No. 491



Rubber Case A Battery  
Type 76 R  
No. 485

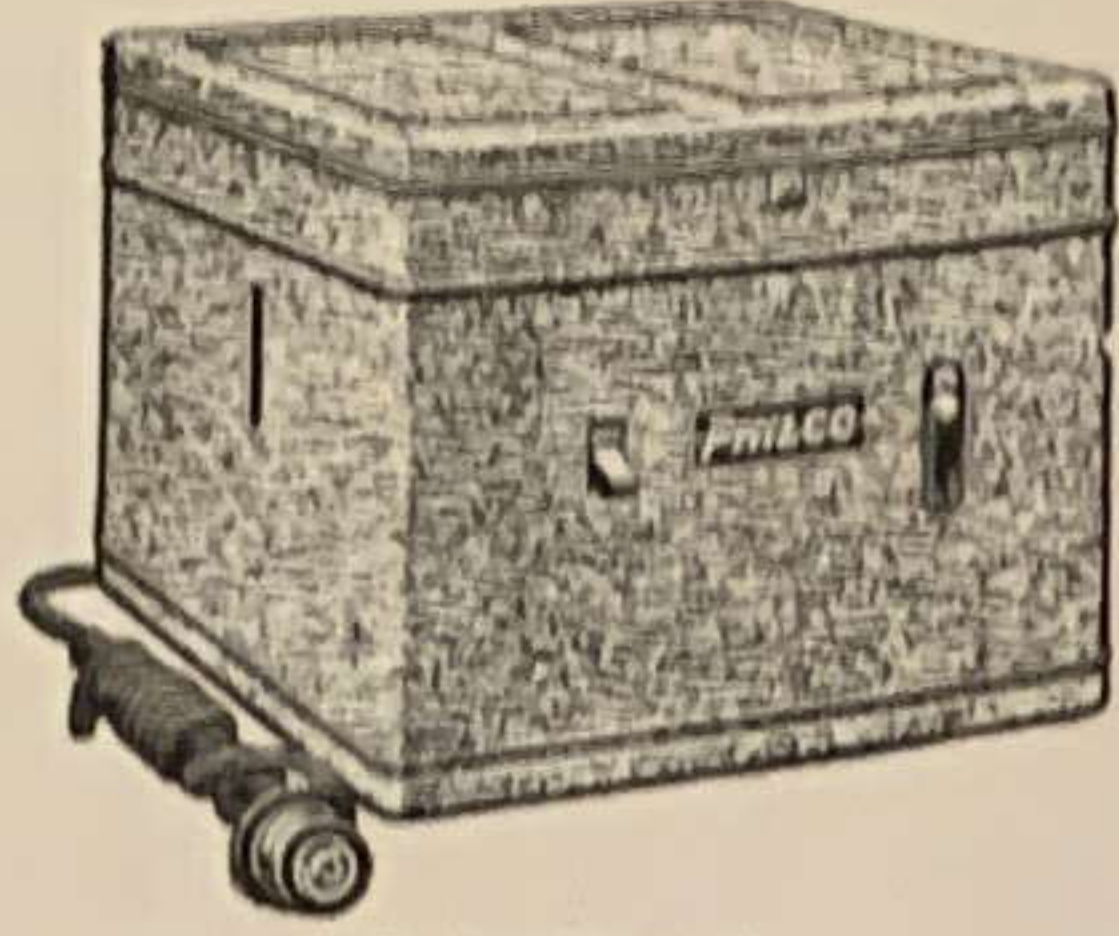


Type 83 X  
R 450

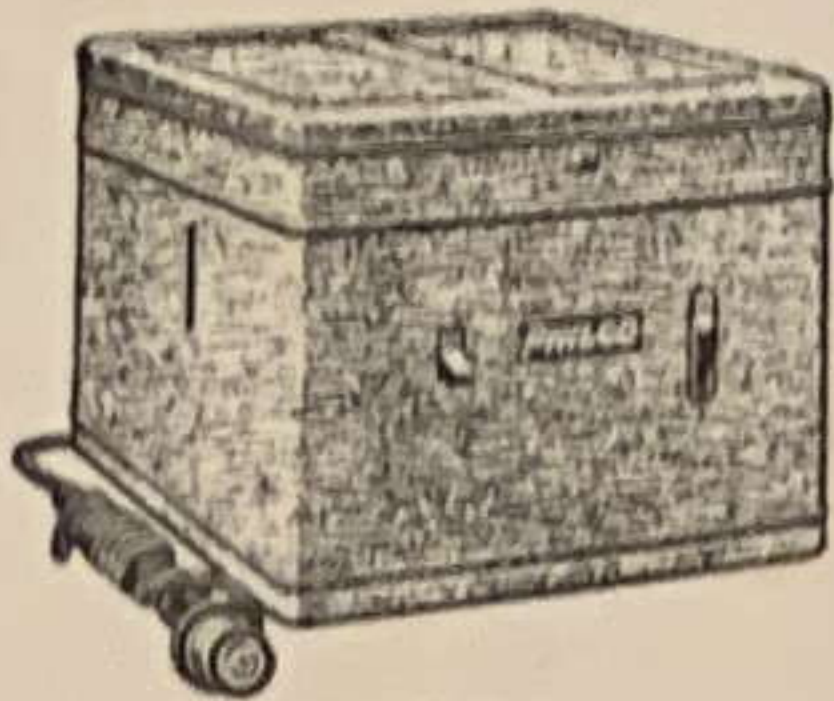


Type 248 DX  
R 219

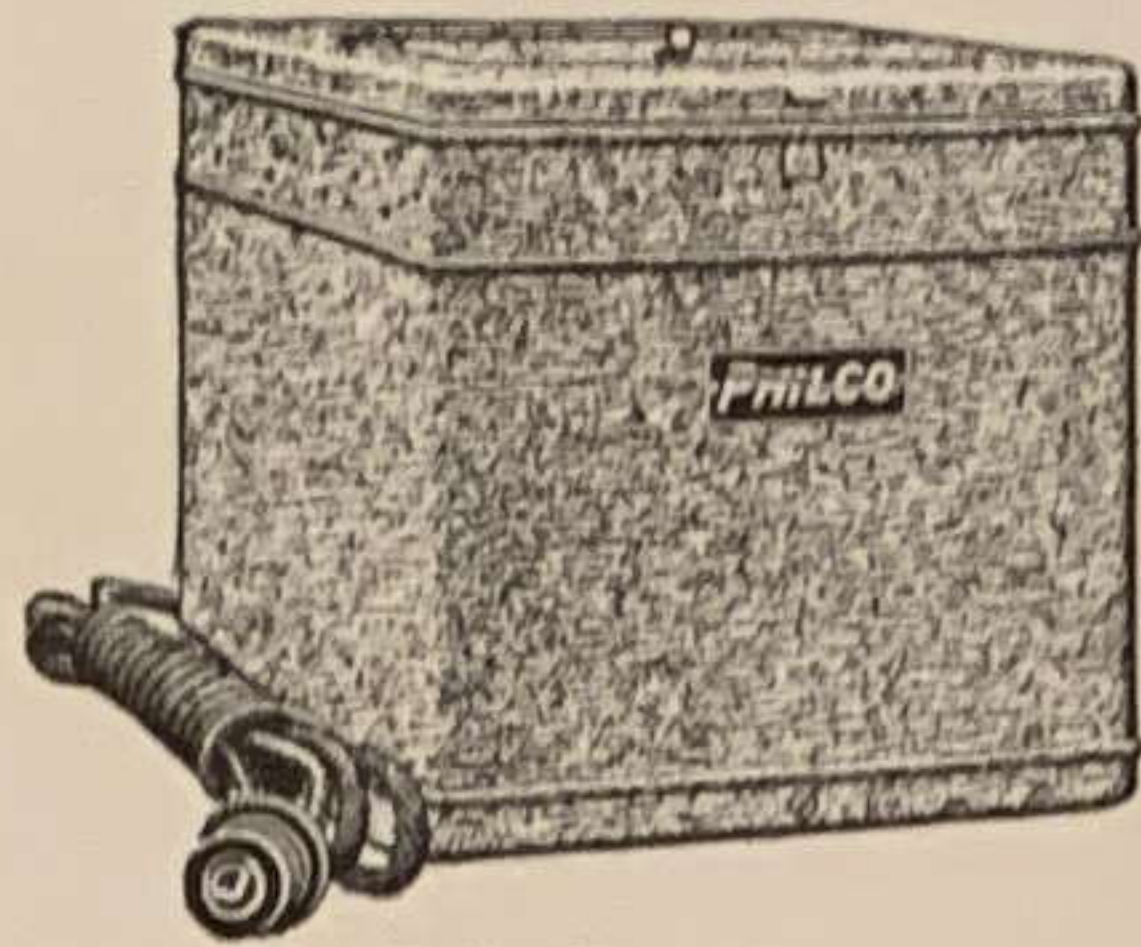
Line Cuts



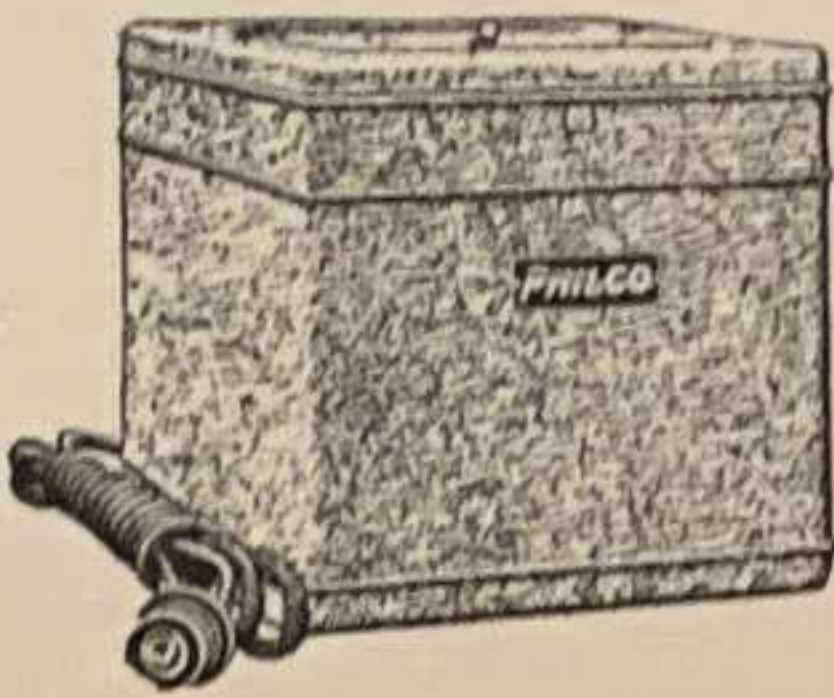
Socket Power A  
No. 471



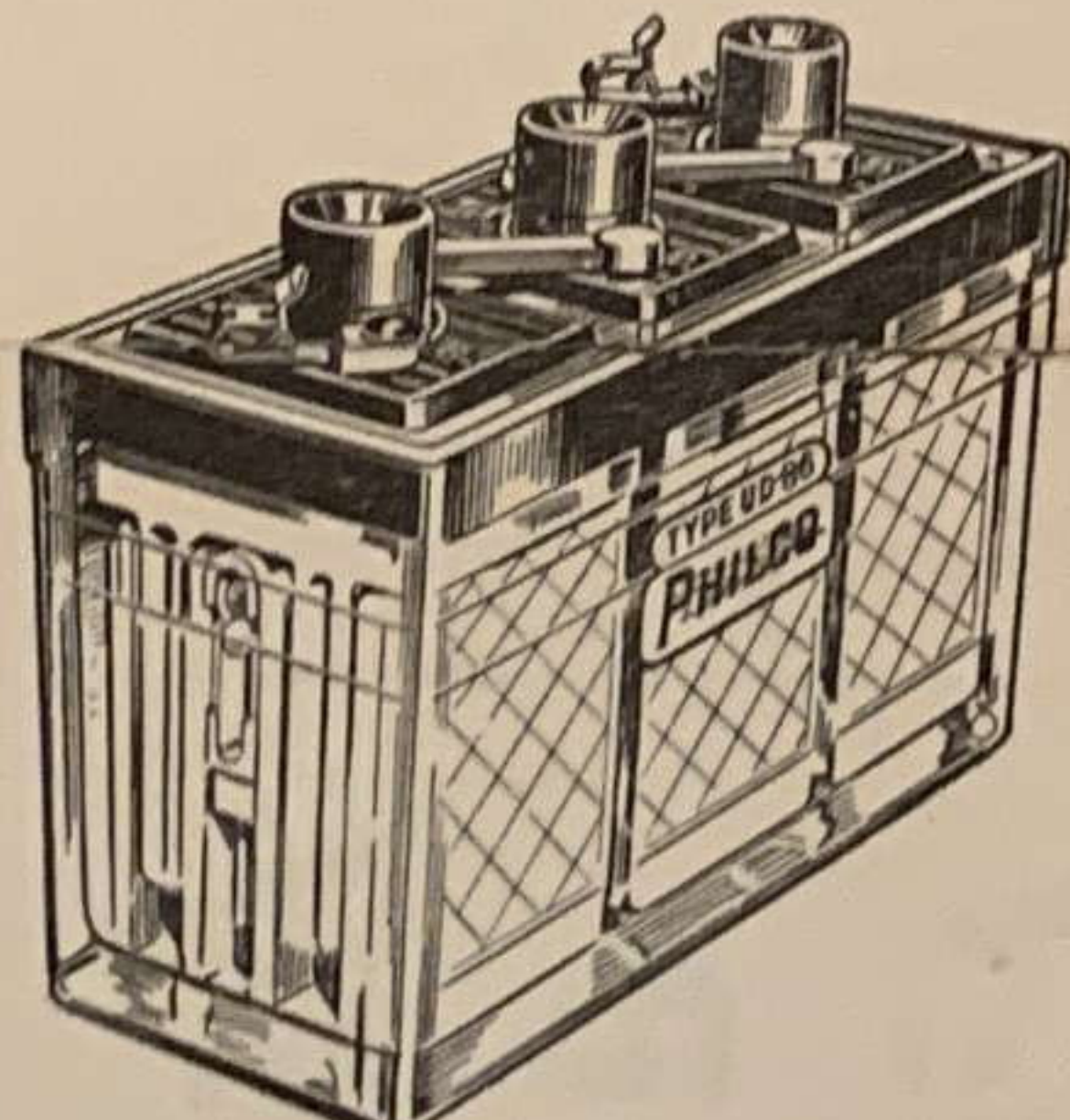
Socket Power A  
No. 470



Socket Power B  
No. 473



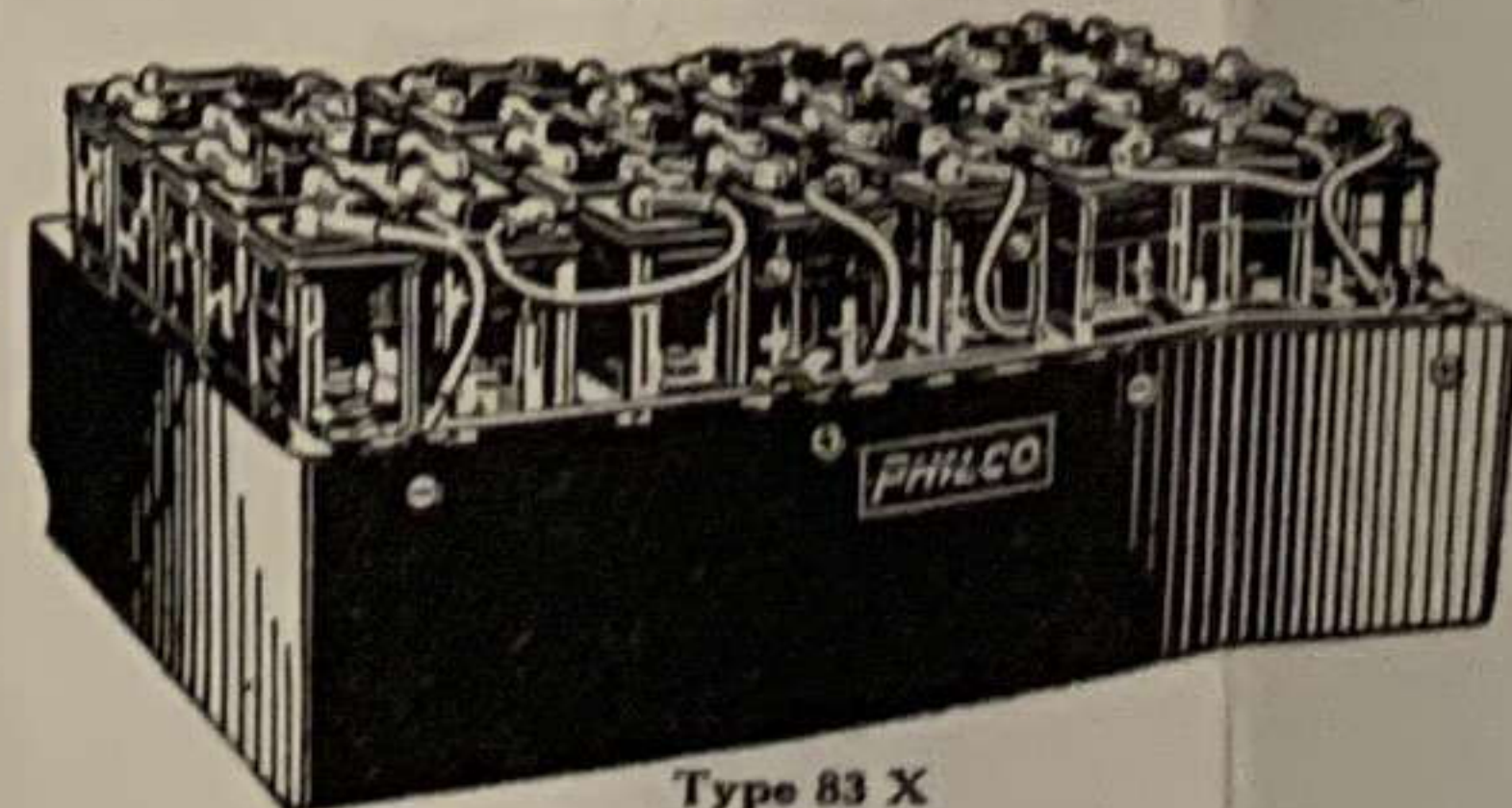
Socket Power B  
No. 472



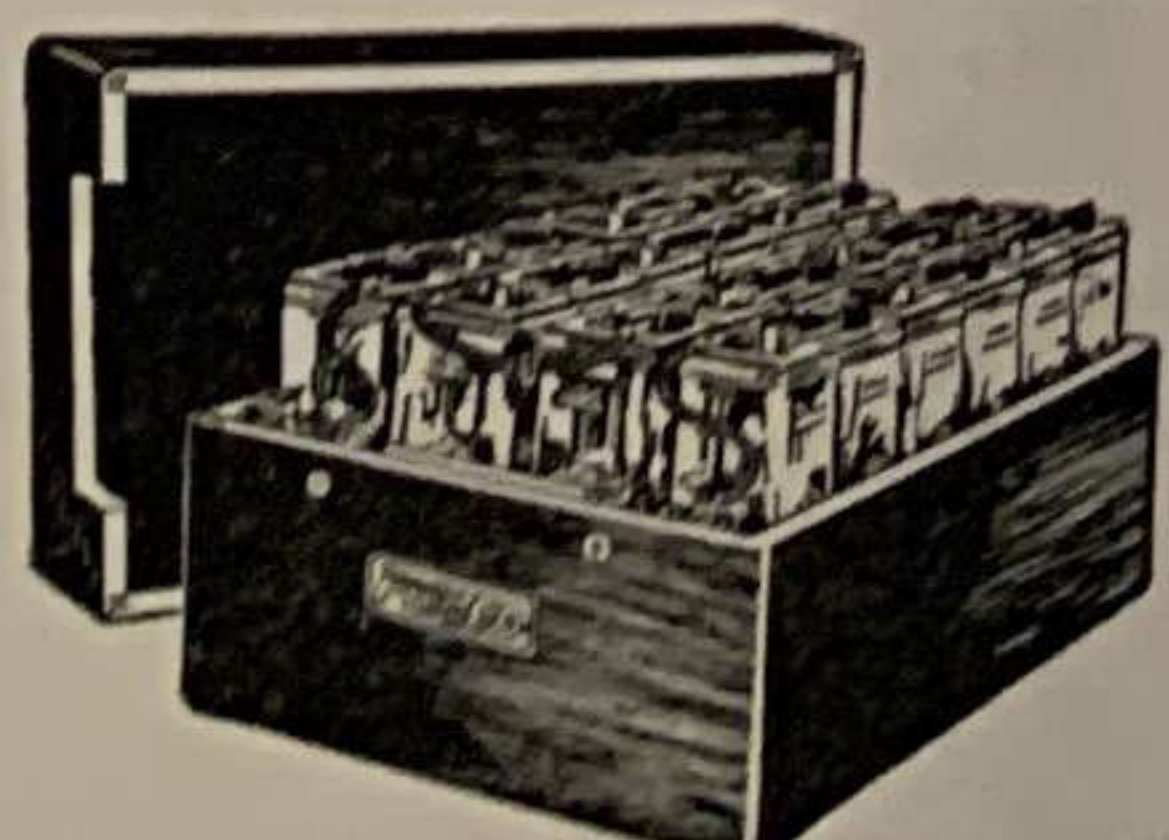
Tr. Ch. A Battery  
UD 86  
No. 488



Rubber Case A Battery  
Type 76 R  
No. 482

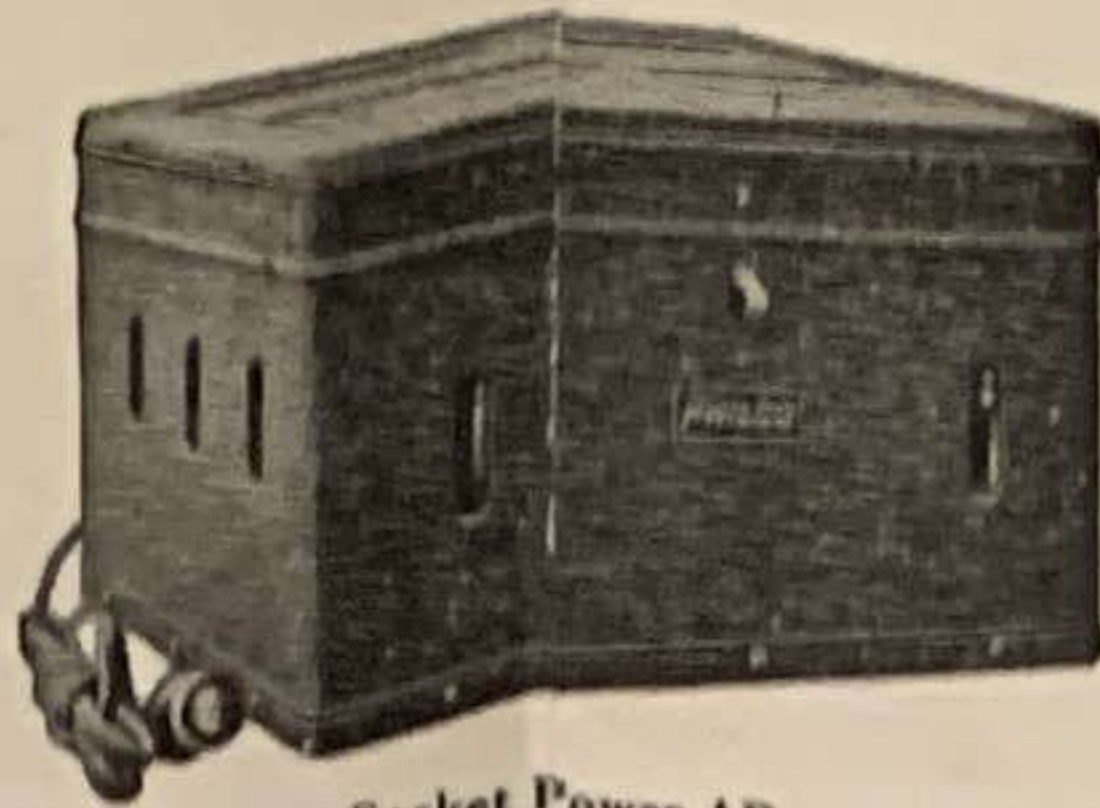


Type 83 X  
R 423

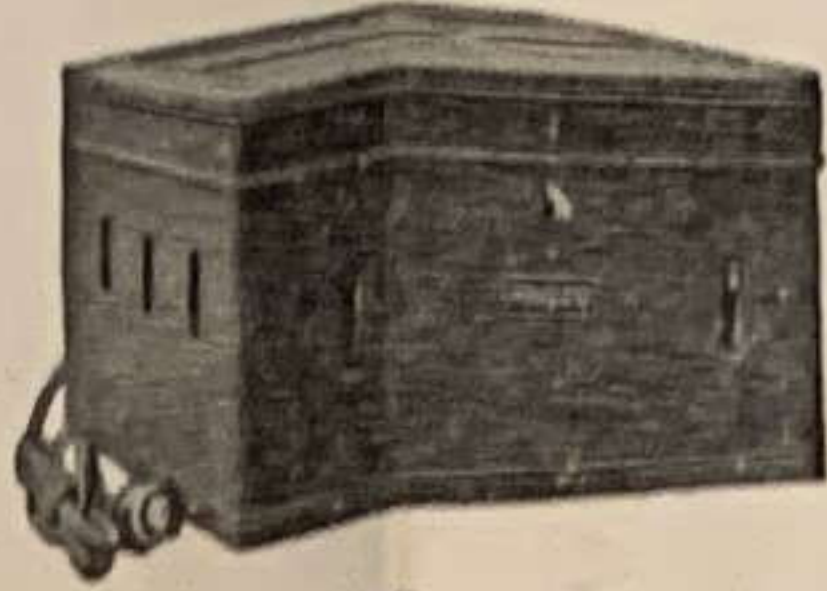


Type 248 DX  
R 214

Halftones



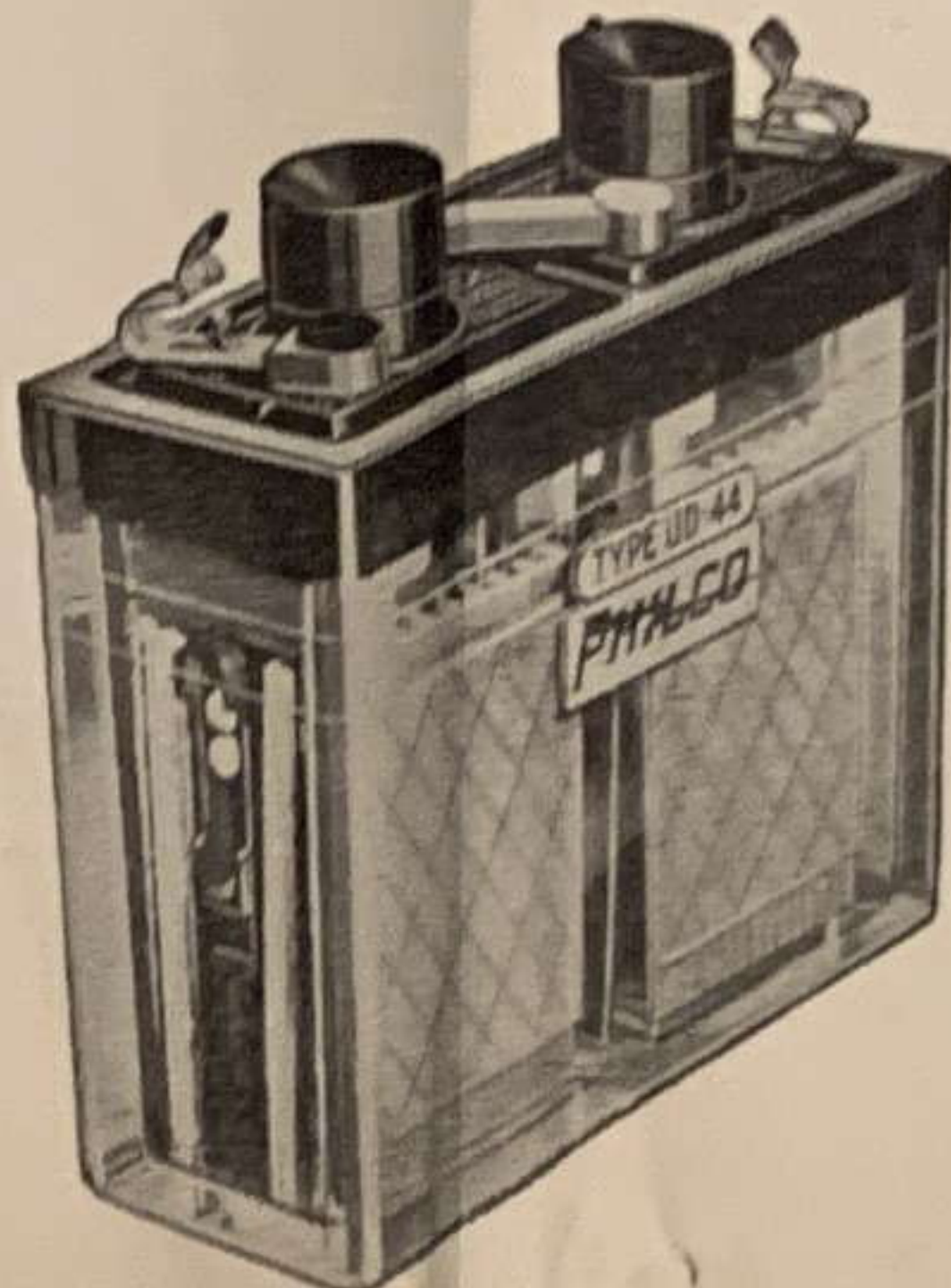
Socket Power AB  
No. 481



Socket Power AB  
No. 480



Trickle Charger  
No. 486



Tr. Ch. A Battery  
UD 44  
No. 485

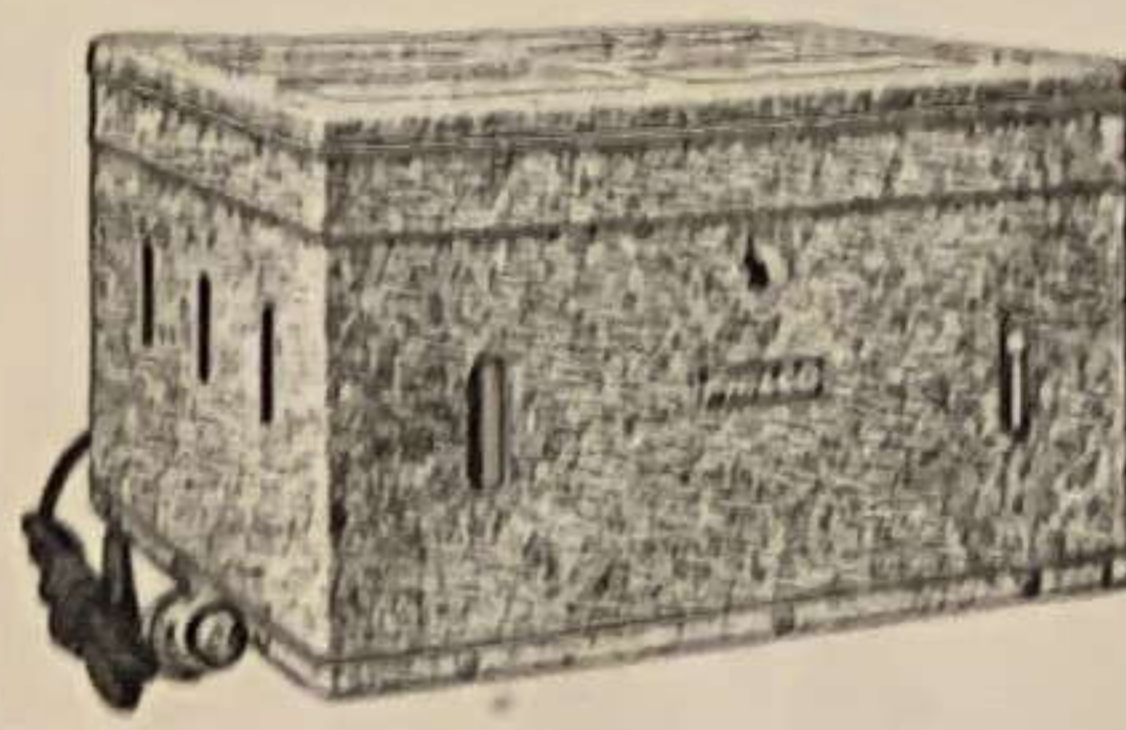


Tr. Ch. A Battery  
UD 44  
No. 494

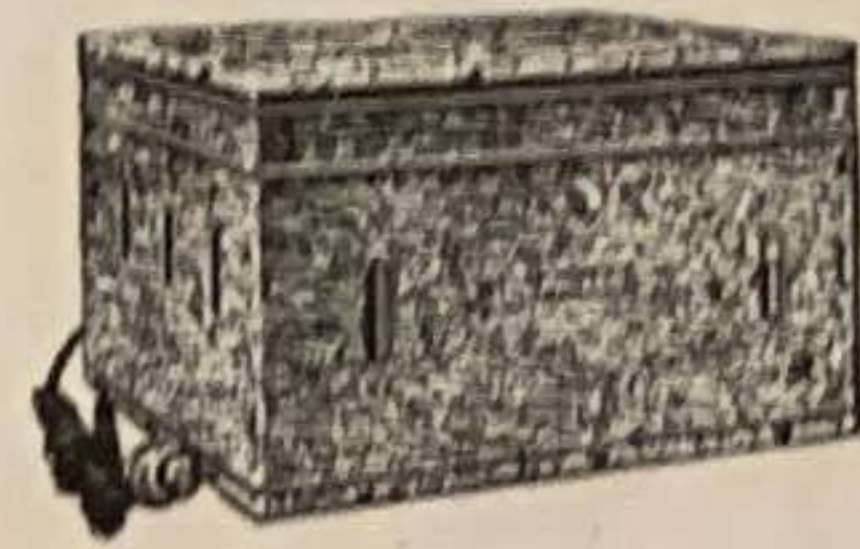


Rubber Case A Battery  
Type 76 R  
No. 446

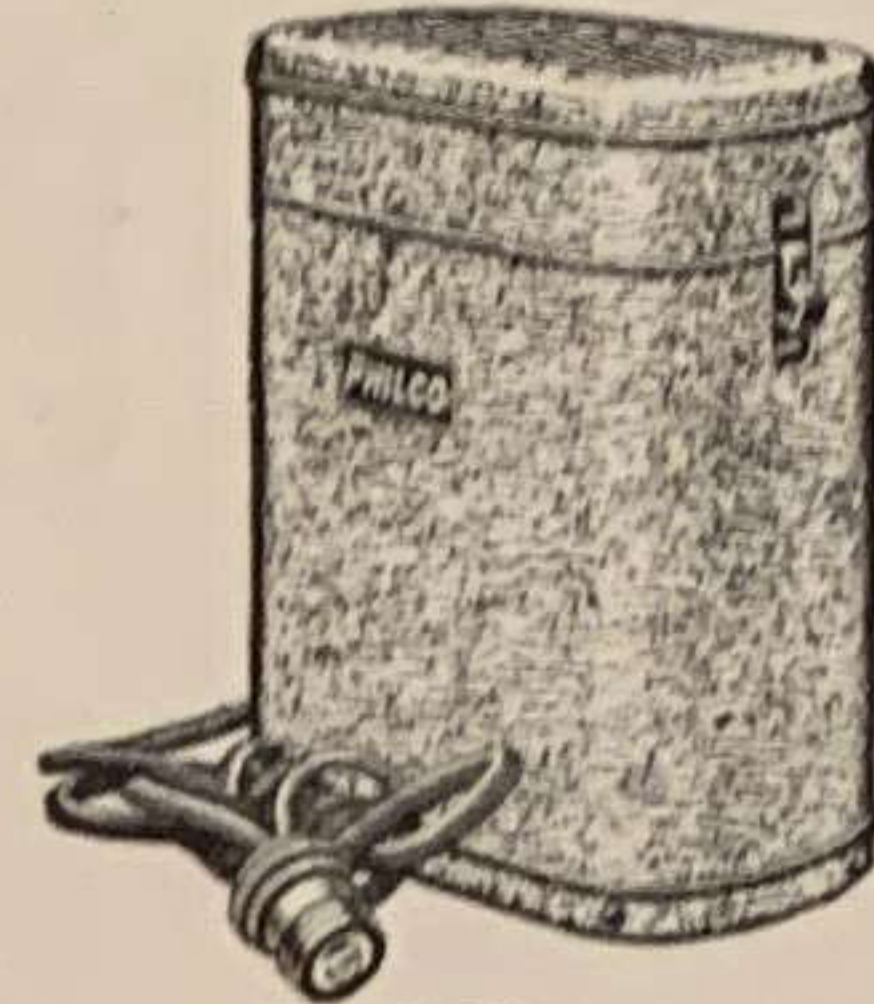
Line Cuts



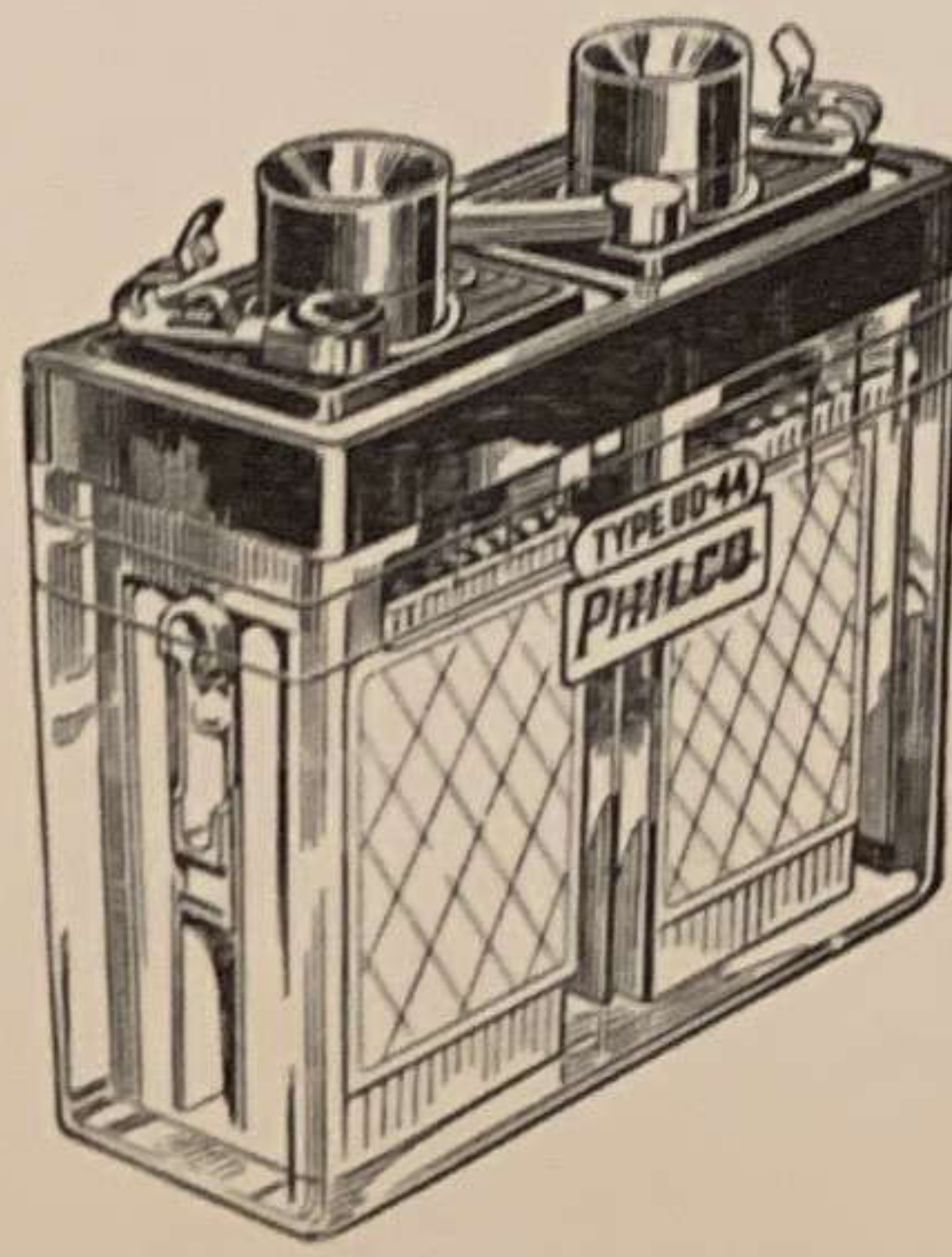
Socket Power AB  
No. 475



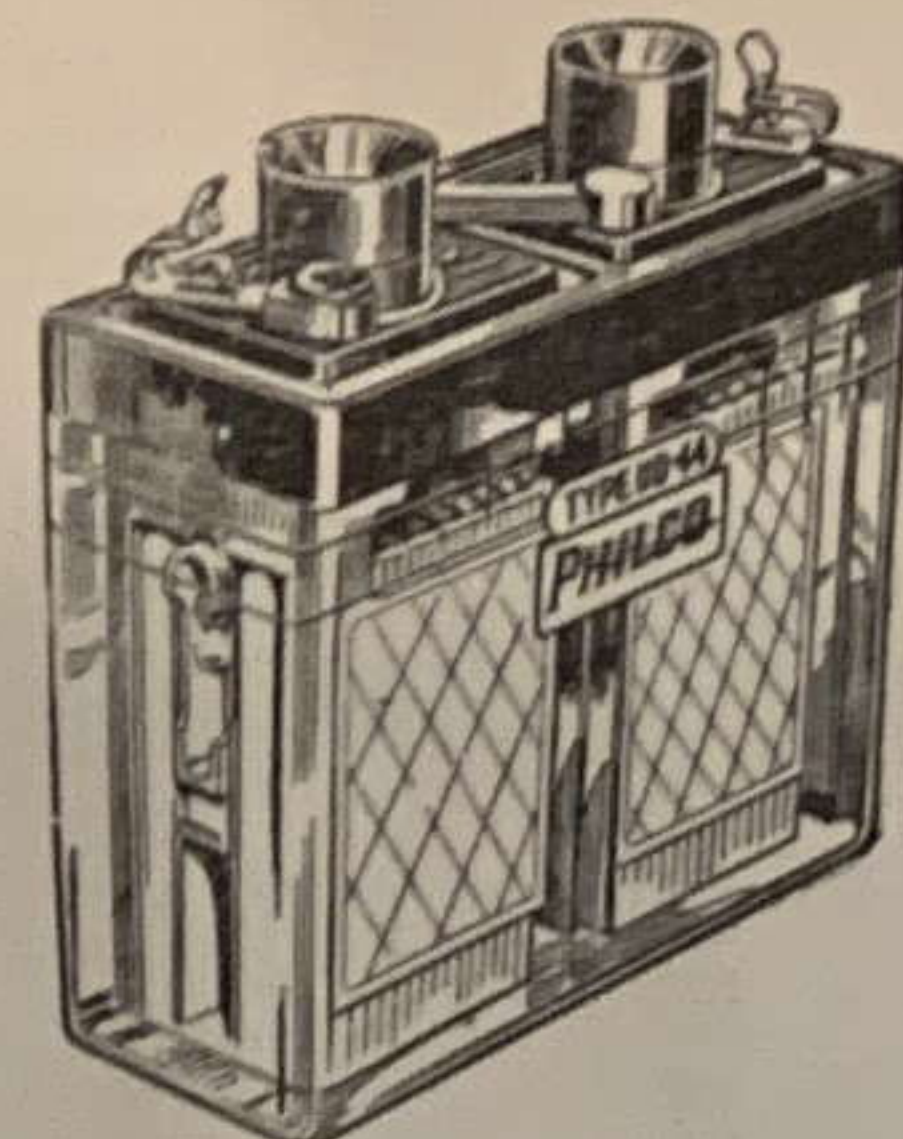
Socket Power AB  
No. 474



Trickle Charger  
No. 483



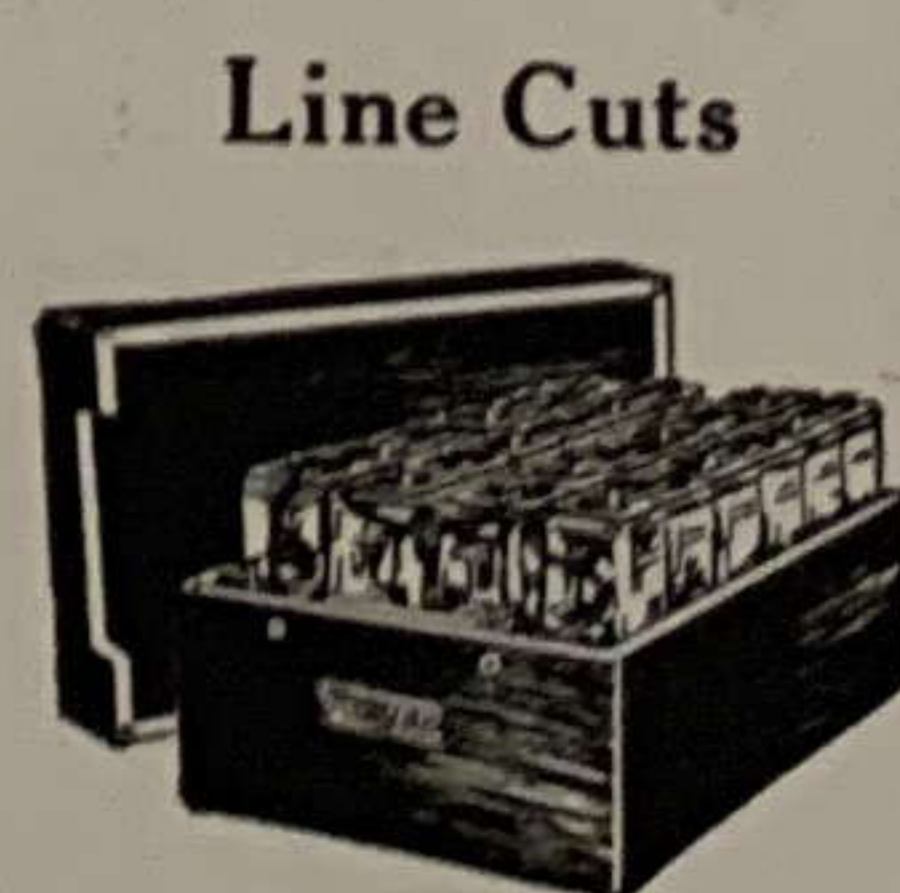
Tr. Ch. A Battery  
UD 44  
No. 492



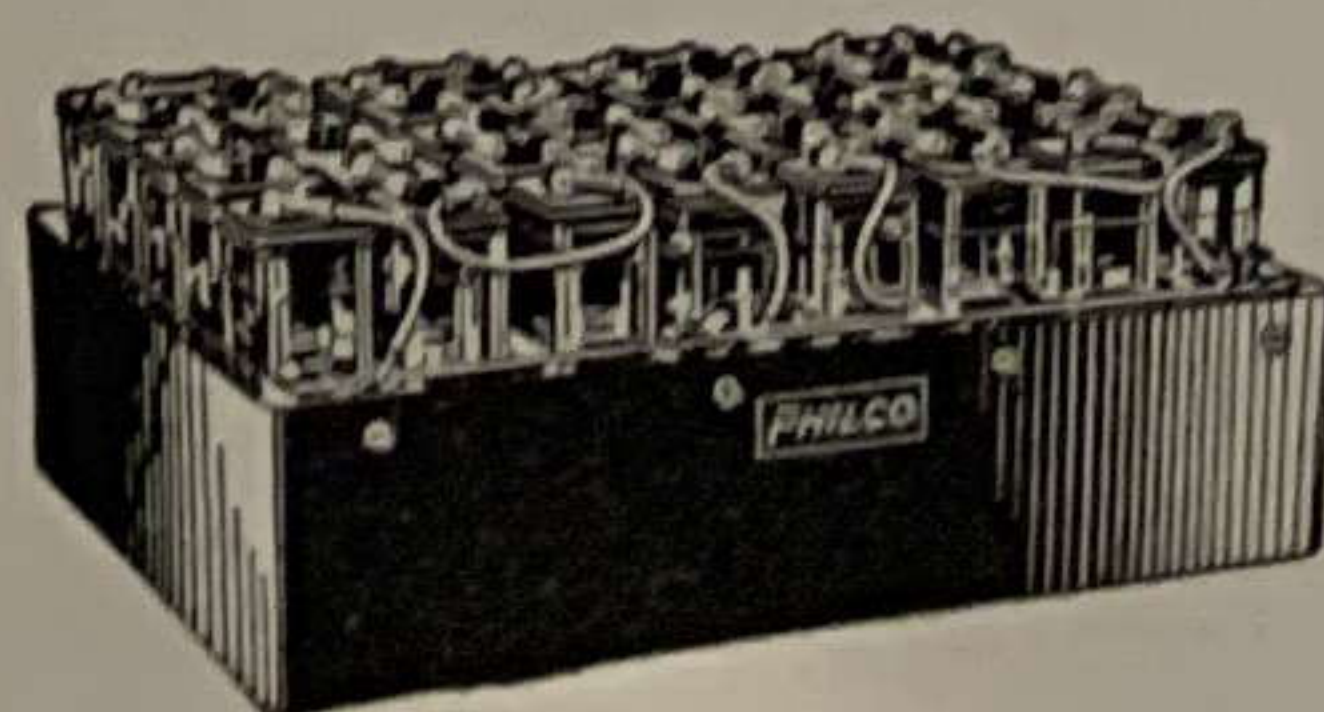
Tr. Ch. A Battery  
UD 44  
No. 493



Rubber Case A Battery  
Type 76 R  
No. 411



Type 248 DX  
R 215



Type 83 X  
R 422

Halftone



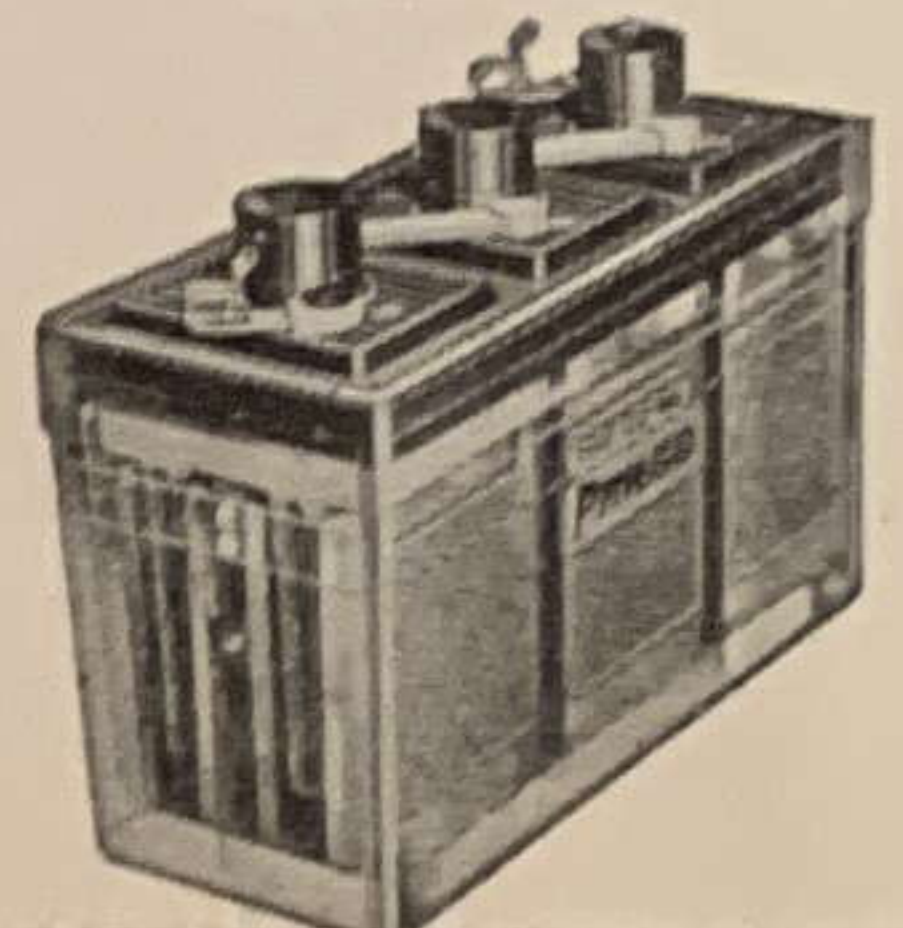
Trickle Charger  
No. 487

Line Cut



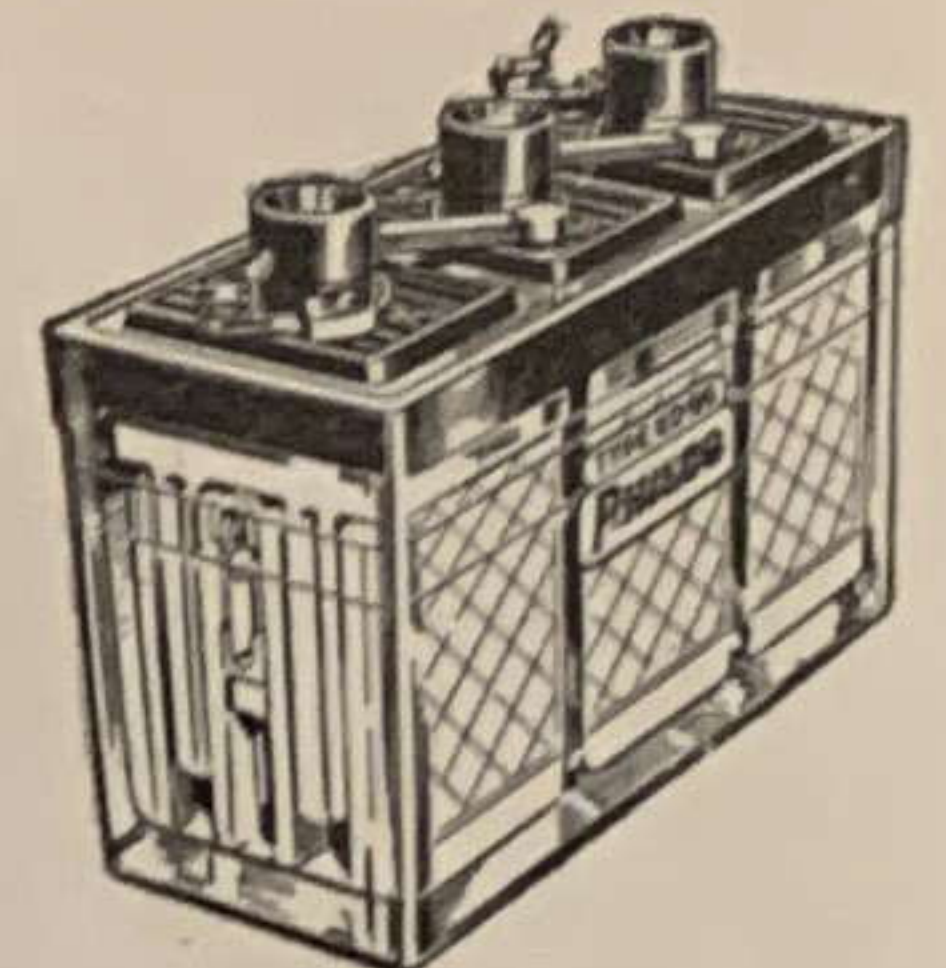
Trickle Charger  
No. 484

Halftone



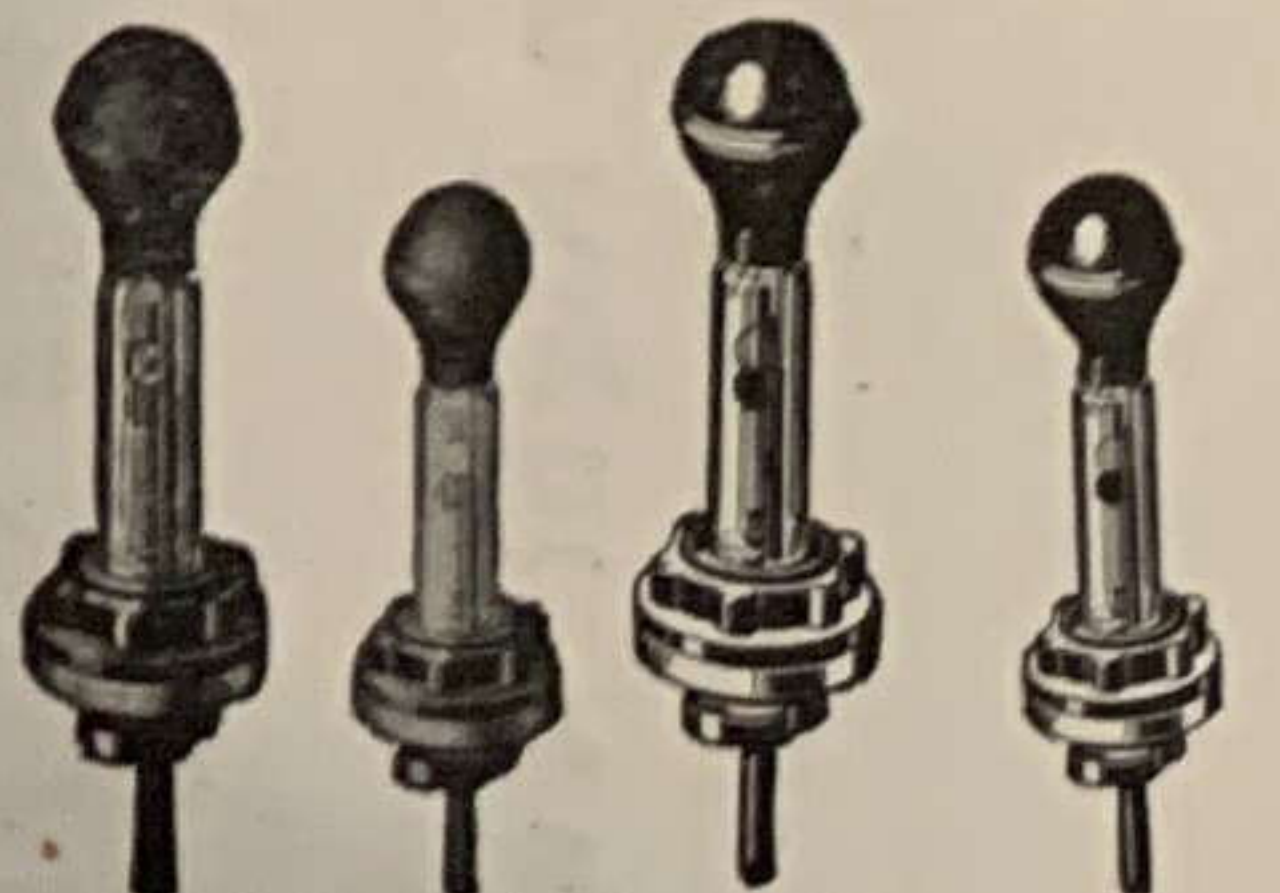
Tr. Ch. A Battery  
UD 86  
No. 490

Line Cut



Tr. Ch. A Battery  
UD 86  
No. 489

Halftones Line Cuts

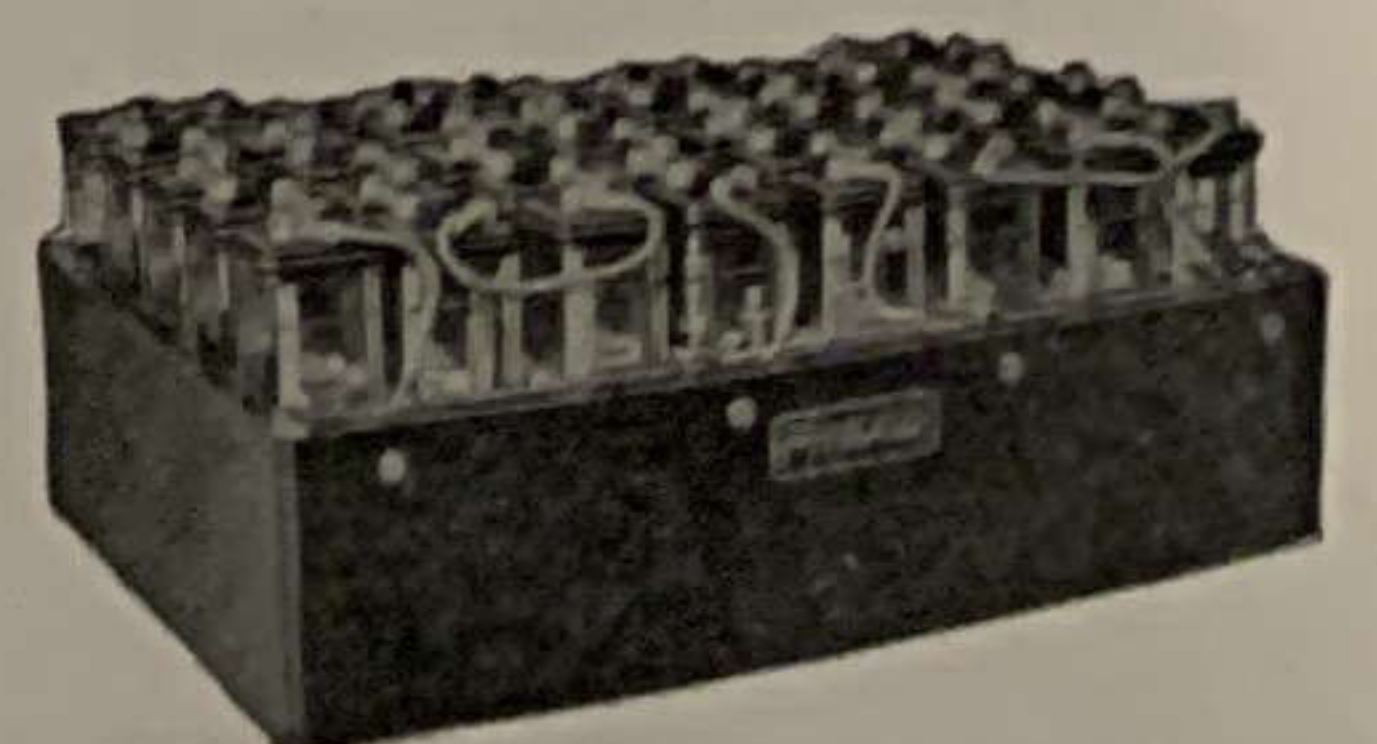


Filler Cap Charger Tester  
No. 283 No. 447 No. 284 No. 403

Halftones



Type 248 DX  
R 469



Type 83 X  
R 449

Line Cuts

Line Cuts

# Last Day Saturday!

Only One Day Left—  
Then This Offer Ends!

Only \$

(1) Down

For the Marvelous

~~PHILCO~~ Radio "A" and "B"  
Socket Power

*Runs Any Radio from  
Your Electric Current!*

Yes, you can now have radio power for your radio set as dependable and as constant as your electric current. It makes no difference what kind or what make radio set you have. Philco Socket Powers will give you both A and B Radio Power from your electric light current, smoothly and perfectly no matter what kind of electric current you have.

Think of it! Now you can do away with dry-cell battery troubles, "B" batteries and the ordinary "A" storage battery. No more recharging to do; no more dry batteries to replace.

*Just a small payment down; balance a little each month.*

## This Offer Ends Tomorrow!

This unusual offer positively ends tomorrow. It was made possible only by special arrangement with the manufacturer and now we have only a limited number of socket powers left to deliver on this remarkable plan.

Mail This Coupon Now  
or Phone (3)

That is all you need to do. Remember, this coupon is not an order. It does not place you under the slightest obligation. It is simply a request for free, illustrated, descriptive literature, telling all about the Philco A and B Socket Power.

We will send you full details on the national offer of Easy Payments and Trade-In Allowance for your old storage battery. Sign and mail the coupon today and all this information will be sent, FREE, to you immediately.

(4)

© H. B. B.



### Liberal Allowance on Your Old Storage Battery

It's a fact. We will make you a very liberal allowance for your old "A" storage battery on the purchase of a brand new Philco A and B Socket Power. It makes no difference how old or worn out your "A" battery may be.

### Expert Installation FREE

We understand exactly how to make the installation of the Philco Socket Power on your set. We will connect it, free of charge, and guarantee complete satisfaction.

### Special Offer Coupon

(5)

GENTLEMEN:

Please send me, WITHOUT COST, the complete illustrated literature describing the famous Philco A and B Socket Powers. I also desire the full details of your Easy Payment Plan and Trade-In Allowance offer. It is understood that this request does not place me under the slightest obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

Make of Radio Set \_\_\_\_\_

**NOTE:** These advertisements are not complete as they stand now. Notice the five blank spaces to be filled in. When you hand over the mat or electro to your newspaper, instruct them to imprint in the proper places the following:

1. The Amount of the Down Payment.
2. The Date the Offer Ends.
3. Your Telephone Number.
4. Your Signature at Bottom of Page.
5. Your Signature on the Coupon.

*This is very important, of course. The newspaper will understand exactly how to do it. Just give them the information listed above.*

# Final Week!

Only a Few Days and  
This Amazing Offer Ends!

Only \$  
(1) Down

For the Marvelous New

**PHILCO** Radio "A" and "B"  
Socket Powers

*Runs Any Radio from  
Your Electric Current!*

Yes, you can now have radio power for your radio set as dependable and as constant as your electric current. It makes no difference what kind or what make radio set you have. Philco Socket Powers will give you both A and B radio power from your electric light current, smoothly and perfectly no matter what kind of electric current you have.

Think of it! Now you can do away with dry-cell battery troubles, "B" batteries and the ordinary "A" storage battery. No more recharging to do; no more dry batteries to replace.

*Just a small payment down; balance a little each month.*

**Liberal Trade-In Allowance for  
Your Old Storage Battery**

It's a fact. We will make you a very liberal allowance for your old "A" storage battery on the purchase of a brand new Philco A and B Socket Power. It makes no difference how old or worn out your "A" battery may be.

**Offer Positively Ends (2) !**

This unusual offer holds good for a short time only. It was made possible only by special arrangement with the manufacturers and we have secured only a limited number of Socket Powers to deliver on this remarkable plan.

So don't delay! Don't put this matter off! Avoid disappointment by sending in the coupon below, telephoning or calling on us personally, right away.

**Mail This Coupon Now  
or Phone (3)**



That is all you need to do. Remember, this coupon is not an order. It does not place you under the slightest obligation. It is simply a request for free, illustrated, descriptive literature, telling all about the Philco A and B Socket Power.

We will send you full details on the national offer of Easy Payment and Trade-In Allowance for your old storage battery. Sign and mail the coupon today and all this information will be sent, FREE, to you immediately.

(4)



**Easy as Turning on  
Your Electric Light**

One switch controls everything. Snap it ON, and from your house current you get a strong, steady flow of A and B power. Snap it OFF, and your radio is silent. No more annoyance! No more recharging and replacing!

**Expert Installation  
FREE**

We understand exactly how to make the installation of the Philco Socket Power on your set. We will connect it, free of charge and guarantee complete satisfaction.

**Special Offer  
Coupon**

(5)

GENTLEMEN:

Please send me, WITHOUT COST, the complete illustrated literature describing the famous Philco A and B Socket Powers. I also desire the full details of your Easy Payment Plan and Trade-In Allowance offer. It is understood that this request does not place me under the slightest obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

Make of Radio Set \_\_\_\_\_

# Only Three Days More!

## Then This Offer Ends!

### Only \$

### (1)            Down

### For the Marvelous

# **PHILCO** Radio "A" and "B" Socket Powers

*Runs Any Radio from Your Electric Current!*

Yes, you can now have radio power for your radio set as dependable and as constant as your electric current. It makes no difference what kind or what make radio set you have. Philco Socket Powers will give you both A and B Radio Power from your electric light current, smoothly and perfectly no matter what kind of electric current you have.

### Liberal Allowance for Your Old Storage Battery

It's a fact. We will make you a very liberal allowance for your old "A" storage battery on the purchase of a brand new Philco A and B Socket Power. It makes no difference how old or worn out your "A" battery may be.

### Installation On Your Radio Set Free

We understand exactly how to make the installation of the Philco Socket Power on your set. We will connect it, free of charge, and guarantee complete satisfaction.

## Offer Positively Ends

### (2)

# !

This unusual offer holds good for a short time only. It was made possible only by special arrangement with the manufacturers and we have secured only a limited number of Socket Powers to deliver on this remarkable plan.

So don't delay! Don't put this matter off! Avoid disappointment by sending in the coupon below, telephoning or calling on us personally, right away.

## Mail This Coupon Now or Phone

### (3)



That is all you need to do. Remember, this coupon is not an order. It does not place you under the slightest obligation. It is simply a request for free, illustrated, descriptive literature, telling all about the Philco A and B Socket Power.

We will send you full details on the national offer of Easy Payments and Trade-In Allowance for your old storage battery. Sign and mail the coupon today and all this information will be sent, FREE, to you immediately.

### (4)



*This switch controls everything*

~your A power  
~your B power  
~even the radio set itself



*Just a small payment down; balance a little each month.*

Think of it! Now you can do away with dry-cell battery troubles, "B" batteries and the ordinary "A" storage battery. No more recharging to do; no more dry batteries to replace.

### Special Offer Coupon

### (5)

GENTLEMEN:

Please send me, WITHOUT COST, the complete illustrated literature describing the famous Philco A and B Socket Powers. I also desire the full details of your Easy Payment Plan and Trade-In Allowance offer. It is understood that this request does not place me under the slightest obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

Make of Radio Set \_\_\_\_\_

# Special Dealer Campaign Advertisements

4 Column Newspaper Advertisement No. 1

4 Column Newspaper Advertisement No. 2

## READ Directions Carefully!

These campaign advertisements are written for you to produce IMMEDIATE BUSINESS! They are written to bring customers into your store the very day after your advertising appears. They will not only bring customers into your store to buy Philco Socket Powers, but they will bring telephone calls and coupons for your outside sales organization to turn into sales.

Whenever possible, use the local evening newspaper that has the largest circulation in your locality. It is our experience that the evening paper is the best business puller. It is not necessary that you adhere strictly to this, however. For instance, it would be good business on your part to run each of the five advertisements in a morning and evening paper, too.

If your campaign runs for two weeks, or for instance from October 4th to October 16th, you should run these five advertisements in the following way:

Adv. No. 1. Monday evening. This is the first day of your campaign.

Adv. No. 2. Wednesday evening—two days later.

Adv. No. 3. Monday evening—first day of the second week.

Adv. No. 4. Wednesday evening of the second week.

Adv. No. 5. Friday evening, the day before the campaign ends, it being understood that the campaign positively ends at a certain hour on Saturday.

Be sure to get your mats or electros from us in plenty of time to give them to your newspaper on the above days of your campaign.

The Philco representative knows how to put on your campaign. Ask him to help you.

These are the five newspaper advertisements for you to use for Special Philco Socket Power Campaigns. We will send you complete mats or electros of these advertisements, free of charge. Please order by number and specify whether you want mats or electros.

Remember, in running a Special Philco Socket Power Campaign you should use each one of these five newspaper advertisements. During this season you should run at least four special 15-day Philco Socket Power Campaigns. You should run one of these campaigns in October; the second should be run the two weeks before Christmas; the third should be run in February; and the fourth should be run in April; using these five newspaper advertisements each time.

We can also furnish you with mats and electros of Standard Newspaper Advertisements (see other proof sheet) which you can run from time to time as you see fit, between campaigns or during the periods when you are not campaigning and using the Special Campaign Advertisements.

# LOOK!

Read This Most Amazing Offer!

Only \$ (1) Down

For the Marvelous

## PHILCO

### Radio "A" and "B" Socket Powers

*Runs Any Radio from Your Electric Current!*

Yes, you can now have radio power for your radio set as dependable and as constant as your electric current. It makes no difference what kind or what make radio set you have. Philco Socket Powers will give you both A and B Radio Power from your electric light current, smoothly and perfectly no matter what kind of electric current you have.

Think of it! Now you can do away with dry-cell battery troubles, "B" batteries and the ordinary "A" storage battery. No more recharging to do; no more dry batteries to replace.

*Just a small payment down; balance a little each month.*

## Offer Positively Ends (2) !

This unusual offer holds good for a short time only. It was made possible only by special arrangement with the manufacturers and we have secured only a limited number of Socket Powers to deliver on this remarkable plan.

So don't delay! Don't put this matter off! Avoid disappointment by sending in the coupon below, telephoning or calling on us personally, right away.

### Mail This Coupon Now or Phone (3)

That is all you need to do. Remember, this coupon is not an order. It does not place you under the slightest obligation. It is simply a request for free, illustrated, descriptive literature, telling all about the Philco A and B Socket Power.

We will send you full details on the national offer of Easy Payments and Trade-In Allowance for your old storage battery. Sign and mail the coupon today and all this information will be sent, FREE, to you immediately.

(4)



#### Easy as Turning on Your Electric Light

One switch controls everything. Snap it ON, and from your house current you get a strong, steady flow of A and B power. Snap it OFF, and your radio is silent. No more annoyance! No more recharging and replacing!

#### Expert Installation Free

We understand exactly how to make the installation of the Philco Socket Power on your set. We will connect it, free of charge, and guarantee complete satisfaction.

#### Liberal Allowance on Your Old Storage Battery

It's a fact. We will make you a very liberal allowance for your old "A" storage battery on the purchase of a brand new Philco A and B Socket Power. It makes no difference how old or worn out your "A" battery may be.

**Special Offer Coupon (5)**

GENTLEMEN: Please send me, WITHOUT COST, the complete illustrated literature describing the famous Philco A and B Socket Powers. I also desire the full details of your Easy Payment Plan and Trade-In Allowance offer. It is understood that this request does not place me under the slightest obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

Make of Radio Set \_\_\_\_\_

# Think Of It!

Only \$ (1) Down

For the Marvelous

## PHILCO

### Radio "A" and "B" Socket Powers

*Runs Any Radio from Your Electric Current!*

Yes, you can now have radio power for your radio set as dependable and as constant as your electric current. It makes no difference what kind or what make radio set you have. Philco Socket Powers will give you both A and B Radio Power from your electric light current, smoothly and perfectly no matter what kind of electric current you have.

It's a fact! Now you can do away with dry-cell battery troubles, "B" batteries and the ordinary "A" storage battery. No more recharging to do; no more dry batteries to replace.

*Just a small payment down; balance a little each month.*

#### Liberal Allowance for Your Old Storage Battery

Yes, we will make you a very liberal allowance for your old "A" storage battery on the purchase of a brand new Philco A and B Socket Power. It makes no difference how old or worn out your "A" battery may be.

## Offer Positively Ends (2) !

This unusual offer holds good for a short time only. It was made possible only by special arrangement with the manufacturers and we have secured only a limited number of Socket Powers to deliver on this remarkable plan.

So don't delay! Don't put this matter off! Avoid disappointment by sending in the coupon below, telephoning or calling on us personally, right away.

### Mail This Coupon Now or Phone (3)

That is all you need to do. Remember, this coupon is not an order. It does not place you under the slightest obligation. It is simply a request for free, illustrated, descriptive literature, telling all about the Philco A and B Socket Powers.

We will send you full details on the national offer of Easy Payments and Trade-In Allowance for your old storage battery. Sign and mail the coupon today and all this information will be sent, FREE, to you immediately.

(4)



#### Easy as Turning on Your Electric Light

One switch controls everything. Snap it ON, and from your house current you get a strong, steady flow of A and B power. Snap it OFF, and your radio is silent. No more annoyance! No more recharging and replacing!

#### Expert Installation FREE

We understand exactly how to make the installation of the Philco Socket Power on your set. We will connect it, free of charge, and guarantee complete satisfaction.

**Special Offer Coupon (5)**

GENTLEMEN: Please send me, WITHOUT COST, the complete illustrated literature describing the famous Philco A and B Socket Powers. I also desire the full details of your Easy Payment Plan and Trade-In Allowance offer. It is understood that this request does not place me under the slightest obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

Make of Radio Set \_\_\_\_\_

Order By Number Specify Mats or Electros

**NOTE:** These advertisements are not complete as they stand now. Notice the five blank spaces to be filled in. When you hand over the mat or electro to your newspaper, instruct them to imprint in the proper places the following:

1. The Amount of the Down Payment.
2. The Date the Offer Ends.
3. Your Telephone Number.
4. Your Signature at Bottom of Page.
5. Your Signature on the Coupon.

This is very important, of course. The newspaper will understand exactly how to do it. Just give them the information listed above.

One of the Philco National Newspaper Advertisements  
Which will appear in newspapers all over the United States beginning in October

# Run Any Radio From Your Electric Current

With the Marvelous  
**PHILCO** Radio "A" and "B"  
Socket Powers

Yes, you can now have radio power for your radio set as dependable and as constant as your electric current. *It makes no difference what kind or what make radio set you have, PHILCO Socket Powers will give you both A and B Radio Power from your electric light current, no matter what kind of electric current you have.*

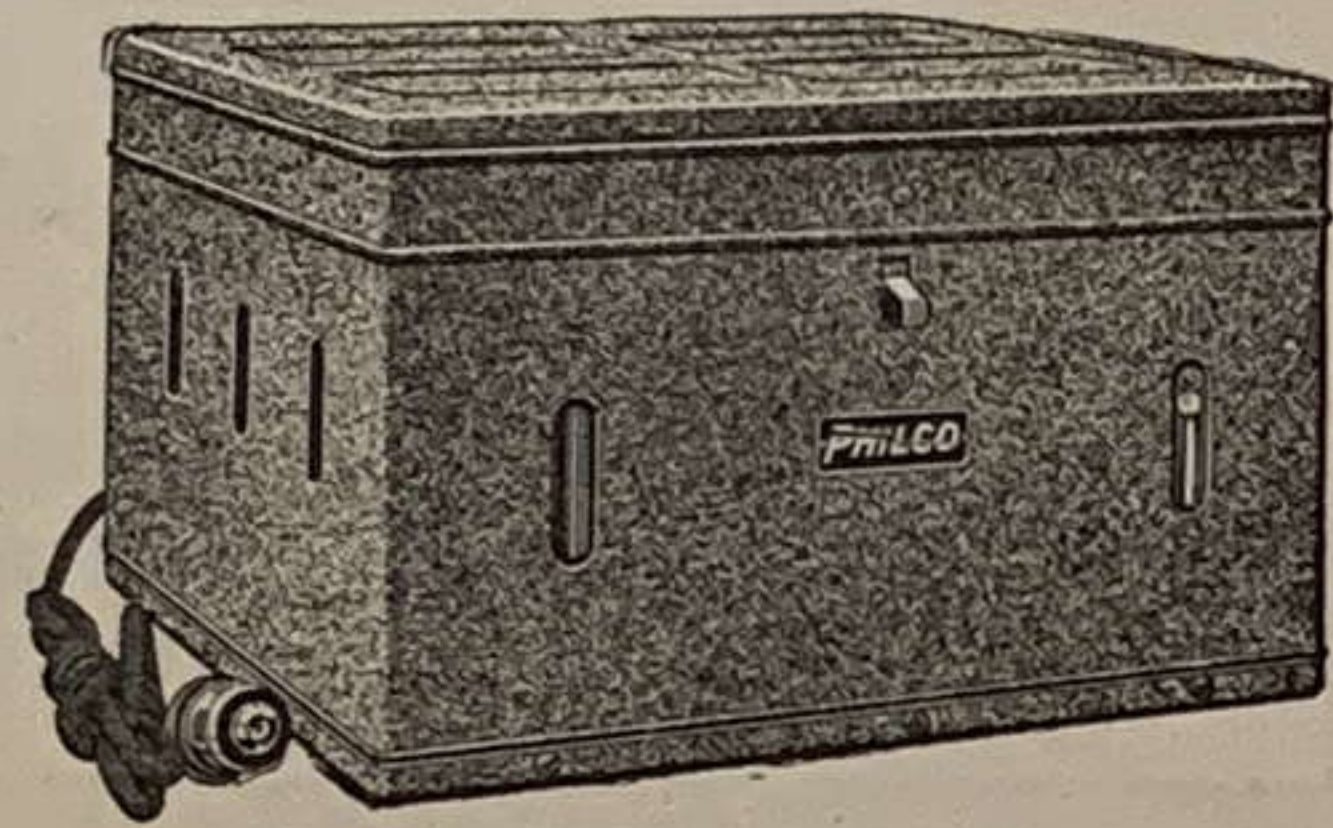
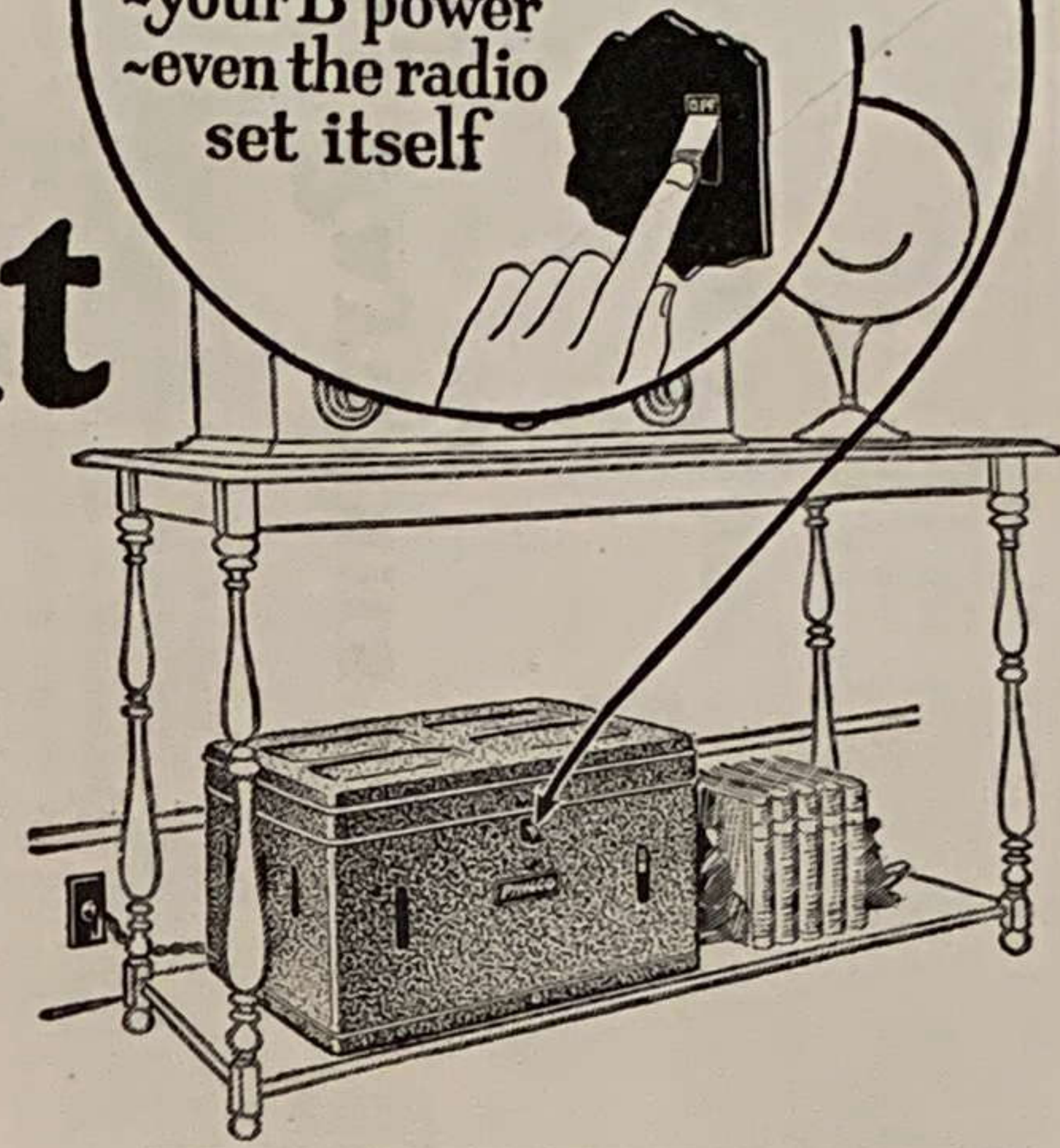
One switch controls everything. Snap it ON, and from your house current you get a strong, steady flow of A and B Power. Snap it OFF, and your radio is silent.

Think of it! Here is your opportunity to do away with dry-cell battery troubles, "B" batteries and the ordinary "A" storage battery. Your electric lighting current will now operate your radio set smoothly and perfectly.

No more recharging to do; no more dry batteries to replace; no hum; no distortion. The PHILCO Radio A and B Socket Powers are sold by the leading Electrical, Radio and Music dealers everywhere.

*This switch controls everything*

-your A power  
-your B power  
-even the radio set itself



This is the Famous Philco Socket Power "AB"

## Yours On Easy Payments

You can buy Philco A and B Socket Powers on EASY PAYMENT TERMS from any Philco dealer in your town. You merely make a small first payment and then you can pay the balance in easy monthly installments.

Go to your Electric Dealer, Department Store, Electric Lighting Company, Music Dealer or Battery Service Station; tell them you read this advertisement and that you want the PHILCO Radio Socket Power. If you prefer, simply mail the coupon below to us and we will give you prompt service direct from the factory.

## Liberal Allowance for Your Old Storage Battery

It's a fact. Any one of the many thousands of Philco dealers will make you a very liberal trade-in allowance for your old "A" storage battery on the purchase of a brand new PHILCO Radio A and B Socket Power.

It makes no difference what make of A storage battery you now have; *it makes no difference how old or worn out it may be*, the Philco dealer will make you a liberal allowance for it on the purchase of a brand new, guaranteed Philco A and B Socket Power. This great trade-in offer is made possible by special arrangements between ourselves and our many thousands of Philco dealers.

## Installation FREE On Your Radio Set

No matter where you live, there is an authorized PHILCO Dealer near you. He will deliver a brand new Philco A and B Socket Power to your home on the very day and hour you desire it. He will connect it perfectly and correctly to your radio set AT NO ADDITIONAL COST TO YOU.

Your Philco dealer understands exactly how to make this installation. He will guarantee you complete satisfaction. You can safely buy from any authorized Philco dealer anywhere.

**Absolutely—  
No Hum!  
No Distortion!**

Philco "A" and "B" Socket Powers will give you absolutely the best reception without the least hum and without the least distortion. Your radio power is always steady, smooth and uninterrupted. Your radio reception will be constant and unvarying.

**Read What  
Mr. Griffin Says:**

"During the evening of November 18, 1925, I logged 53 stations, at loud speaker volume, on a Radiola Super-Heterodyne Set, 1924 Model, equipped with Philco Socket Power AB. I credit this fine reception to my Philco Socket Power AB. Nothing compares with the wonderful way it puts the programs across."

J. W. GRIFFIN  
Cedar Rapids, Ia.

The above is only one of scores of letters received by our dealers over the United States telling of the wonderful reception secured with Philco Socket Powers.

## Easy as Turning on Your Electric Light

No more fuss! No more bother! No more annoyance caused by recharging and replacements. All you need to do is snap one little switch "ON" when you want to listen in, "OFF" when you are finished.

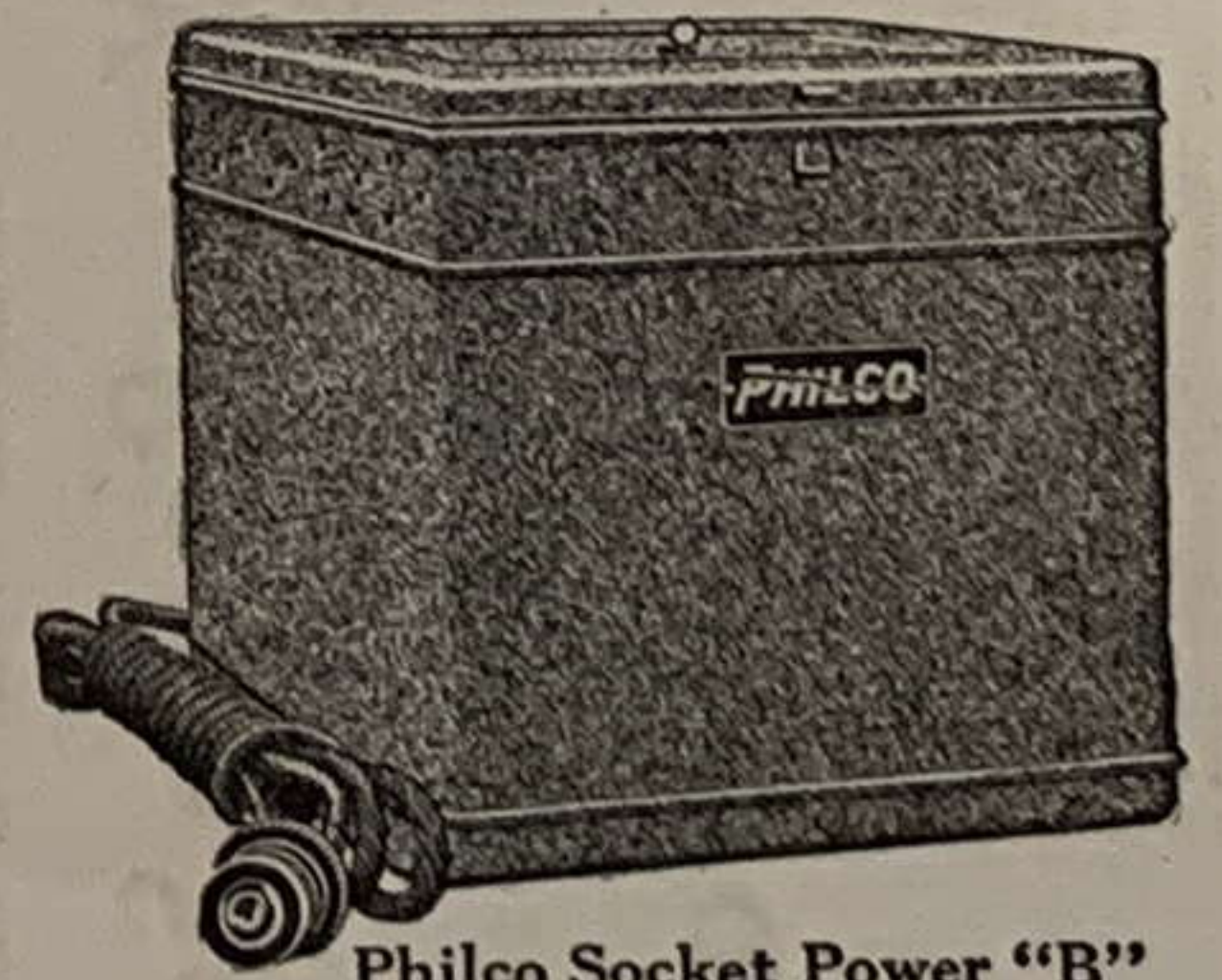
## Positively Operates Any Make of Radio Set

Here are a few of the well-known sets that give perfect reception when connected to the famous Philco Socket Powers:

Atwater Kent	Bosch
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DeForest	Pfanstiehl



Philco Socket Power "A"



Philco Socket Power "B"

Sign your name and address to this coupon and mail it in an envelope to any one of the distributors listed at the bottom of this announcement or to our factory or branch office.

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Remember, this coupon is not an order. *It does not place you under the slightest obligation.* It is simply a request for free, illustrated descriptive literature, telling about the Philco A and B Socket Power.

We will send you full details on the national offer of Easy Payments and Trade-in Allowance for your old storage battery. Sign and mail the coupon today, and all this information will be sent, FREE, to you immediately.

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