



Plans for 1927-1928

**The Story of the New 1928 Models,
National Advertising and Nation-
Wide Broadcasting Program, Selling
Plans, and many other features.**

**Prepared and Printed
Exclusively for
Authorized Philco
Dealers**



PHILADELPHIA STORAGE BATTERY COMPANY
Ontario and C Streets
PHILADELPHIA, PA., U. S. A.

Big Profit Opportunity For the Retail Dealer!

**One Million Retail Philco Sales this Coming Season.
Splendid New Line—Big New Selling Plans
Unequaled Philco Prestige**

**\$1,000,000 in National Advertising
Newspapers, Magazines, Nation-wide Broadcasting**

You are now an Authorized Philco Dealer or you would not be getting this booklet. It is published solely and exclusively for Authorized Philco Dealers and contains a world of very valuable and confidential information.

You are going to make more money this year as a Radio Dealer by far than you have ever made in any previous radio season. Broadcasting equipment, conditions and programs have been vastly improved. The radio public will enjoy reception as never before in radio history, and *the demand for radio sets will exceed all previous records by a wide margin.*

But the biggest single reason why you are going to make big profits this season is the tremendous and universal demand for Philco Socket Powers. Last season, although our factory actually built nearly 500,000 Philco Socket Powers, we were unable to keep up with the public demand. Indications from every section of the country so far this year convince us that this demand for Philco Socket Powers will be far greater than ever. We will build nearly 1,000,000. The demand will undoubtedly be close to one million. There is bound to be some shortage, but as an Authorized Philco Dealer you secure preference in delivery.

Light Socket Operation in Demand

You know without our telling you that the trend toward the electrical operation of radio sets is coming with a rush. Everybody wants to run his radio set from the electric light socket, *and the wonderful thing for us and also for you as an Authorized Philco Dealer is the fact that the Philco Socket Power is the one device that the entire buying public seems to have full and complete confidence in.*

You must remember that although the radio fan is mighty anxious to run his radio set from the electric current, nevertheless he does insist that the radio set he buys has the tone and hook-up that he prefers; the selectivity and distance range that he desires.

The radio fan is not willing to sacrifice tone, distance and selectivity merely to get electrical operation; *neither does the radio fan want to experiment with new electrical devices.* The buying public does not accept a new device or a new piece of merchandise until it has been proven absolutely reliable and satisfactory.

There may be a number of electrified radio sets placed on the market this season. There may actually be quite a number of them sold, but you have been a retail radio merchant long enough to know that the buying public will not purchase an electrified set until absolutely certain that it will stand up and give constant service.

The mere fact that a radio set in itself is designed and built to run from the electric light socket will not alone sell it; *a set to be a sure seller must have public confidence.* It must give the quality of tone and the smoothness of reception that the public has learned to demand.

We are convinced that all of the well-known, well-tried and proven radio sets of the past will be the big, very big, sellers this season—not sets with new-fangled and uncertain electrical equipment, but sets that have proven themselves from the standpoint of tone, dependability, selectivity and distance range.

Then the buyer will want to run that particular kind of set from the electric light socket, and the most natural thing for him then to do is to buy a Philco Socket Power to get this electrical operation. As we said before, the public knows the Philco. It has confidence in it.

Now you can readily see what a big opportunity the Philco Socket Power presents to you for a big retail sales volume. You can now offer the public any tried and proven radio set—a set with the selec-

tivity, distance range and pure tone—a set with prestige and one for which there is a big and steady demand; and finally, you can give the retail buyer electrical operation for this set he wants by supplying him with the Philco Socket Power.

A Selling Combination Unbeatable

Here is a combination that simply cannot be beaten. You are now in a position to sell to the radio fan the well-known, dependable radio set he wants, and you are also in a position to give him Philco—the electrical equipment that everyone knows and demands.

You will not be meeting with any sales resistance, and the secret of profitable retail merchandising is rapid turn-over. You know how often retail profits are eaten up because of the necessity of spending a lot of time convincing the retail buyer that he should buy something entirely new to him—something that he does not understand or never heard of before.

Furthermore, the present set owner may have a radio set that he is perfectly satisfied with; then you simply sell him the Philco Socket Power and he gets electrical operation. He knows the Philco Socket Power is dependable merchandise.

You probably handle a radio set right now and you sell it because you know that it stands up and gives continuous satisfactory service. You know that it has exquisite tone, selectivity and wide distance range and you can safely sell that set to any one and feel absolutely certain that it will give complete satisfaction.

You might not be that confident if you were selling a newly designed electrified set, *but the splendid thing about your position as an Authorized Philco Dealer is the fact that you can sell the radio set that you feel you ought to sell and then include a Philco Socket Power with it.* You know absolutely that you are then giving the buyer the best and most dependable device on the market for electrical operation—a device that is absolutely guaranteed and will cause you the minimum of trouble and service.

We have been told that this season we could sell hundreds of thousands of Philco Socket Powers without spending one dime in national advertising. As a matter of fact, many of our Jobbers and Dealers have told us that the prestige and popularity of Philco Socket Powers are

such today that we could sell our entire production without one penny of national advertising on our part.

Possibly you feel the same way about it, but the fact is that *the Philadelphia Storage Battery Company will actually spend one million dollars (\$1,000,000) in national advertising this coming radio season.*

And a Million Sales in Sight

This is probably the largest national advertising appropriation ever made by the manufacturer of a radio accessory, and that is one of the big reasons why we are certain that nearly one million Philco Socket Powers will be demanded by the public this year.

In this booklet we are going to tell you in detail the full and complete Philco selling plans for the retail Dealer this season. You will not be able to read it and digest it all in a few minutes' time, but it will pay you to sit down at home in the evening and read this book from cover to cover.

We know that you want every bit of information that we can give you. You want to know every single thing that we can tell you about how to increase your Philco Socket Power business, and if you read this book—every word of it—you will then realize the big opportunity you have with Philco without the slightest risk—financial or otherwise.

Here are the important reasons why you will sell Philco Socket Powers this year in twice or even three times the volume of last year. Here are the reasons why Philco will be by far the biggest selling radio accessory this season.

\$1,000,000 in National Newspaper and Magazine Advertising

It is a fact! The Philadelphia Storage Battery Company's advertising appropriation for Philco Socket Powers for this season totals the huge sum of \$1,000,000—the **largest sum ever expended by us in national advertising**. In fact, this appropriation of \$1,000,000 is probably the largest appropriation ever set aside by any manufacturer of a radio device to be spent in the same length of time.

This huge appropriation will be devoted to extensive National Newspaper and Magazine Advertising, and to National Radio Broadcasting. It will also include the most comprehensive advertising campaigns in Direct Mail to assist you and all other Philco Dealers in getting more Philco business.

We will now tell you in detail all about our big National Advertising plans. We urge you to read every word of it.

Philco Dealers' Names on All This Newspaper Advertising

Here's the biggest thing we have ever offered Philco dealers. You can have the name and business address of your store on all Philco National Newspaper Advertising in your particular territory. **AND IT ISN'T GOING TO COST YOU ONE PENNY!**

We repeat it: Your name and your address on every advertisement placed by Philco in the newspapers in your community—FREE! Read the details of this wonderful advertising plan. Advertising that will really be YOUR advertising.

Think of it! A million-dollar advertising campaign! Millions in magazine circulation covering every city in the United States. More important still, the greater portion of this million dollars will be spent in national newspaper advertising in 663 cities and towns, and with the Dealers' names at the bottom of all this advertising.

The Big Features of This National Newspaper Advertising

As just explained, we are going to do considerable magazine advertising this fall, **but by far the greater part of our appropriation will be spent in the daily newspapers**. Our plans for National Newspaper Advertising are far more extensive than ever before.

We are thoroughly convinced that the most profitable National Advertising is that which appears in the daily newspapers throughout the country. We believe that this National Newspaper Advertising does the retail Dealer a vast deal of good and **brings him actual and immediate sales**.

We will use large copy in our National Newspaper Advertising this year, and this copy will continue to be forceful and direct in its appeal. We will make the retail buyer a proposition in this advertising—telling him how he can get a Philco Socket Power from you AT ONCE.

In all of our National Advertising we will feature the following points:

1. Any radio set you like can now be run from the electric current.
2. Reduced Prices.
3. Radio Set Switch Control.
4. 180 volts—Continuous High Power—Built to Operate All Power Tubes.
5. Installation Free.
6. Easy Payments.
7. Descriptive Features.
8. Visit the Dealer at once or Mail the Coupon.
9. Very Important! The Consumer can now buy the particular set he wants; the set he likes in tone, appearance, selectivity, distance-range, etc., and that set or any set can be operated from electric current with a Philco Socket Power. This fact will be a big feature in our national advertising. **In other words, it is not necessary to buy a poor or unknown set simply to get electrified operation.**

Remember: Your Name on Philco Newspaper Advertising

Yes, it is our intention to put your name and address at the bottom of all Philco Newspaper advertisements that appear in your community. That is another reason why the biggest part of our appropriation this year will be expended in National Newspaper Advertising. And you can readily understand what a tremendously big thing it is going to be for you, as a Philco Dealer, to have your name and address at the bottom of each of these big Philco Newspaper Advertisements.

EVERY DEALER WHO SIGNED THE DEALER TO JOBBER QUOTA AGREEMENT GETS HIS NAME PLACED AT THE BOTTOM OF THESE NEWSPAPER ADVERTISEMENTS.

You are undoubtedly one of our authorized Philco dealers or you would not have received this booklet. If by any chance you have not yet signed a Dealer to Jobber Agreement let us know at once so you can get your name on the advertising.

This National Philco Newspaper Advertising will be run in 663 different cities and towns, just as fast as we receive Dealer to Jobber Quota Agreements from Dealers near and in those cities and towns. You will be interested in knowing that thousands of the agreements have been received at our factory, covering almost every section and community of the United States and Canada.



How We Will Handle the Dealers' Names in Our National Newspaper Advertising

We have already told you of our plans for extensive newspaper advertising this fall. Hundreds of thousands of dollars will be spent by us in large and powerful Newspaper Advertising over the entire United States. *This will be in addition to our big National Magazine Advertising and our Radio Broadcasting.*

We have told you of our intention to put the names and addresses of Philco Dealers at the bottom of all these newspaper advertisements.

Now, then, you have probably wondered just how we intend to keep track of this matter; just how we will know what Dealers' names to put at the bottom of these advertisements and when such names are to be added or to be taken off.

Here is the System that We Will Use

As fast as our branches send the factory's copy of the Dealer to Jobber Quota Agreements to the Sales Promotion Department at Philadelphia, we will make a card containing the name and address of the Dealer, the quota he specifies and all other necessary information.

These cards will be filed in a special index, and all of these Quota Dealers will be in line to have their name and address in the newspaper advertisements run in their nearest trading center.

However, the mere fact that a Dealer signs a Quota Agreement does not mean that his name will continue to be placed at the bottom of our advertisements. The point is that unless his purchases from the Jobber keep up to a reasonable extent his name on the advertisements will be discontinued. We will be absolutely fair about this. We don't want you to overstock. As a matter of fact there is no danger of your overstocking because Philcos are going to be scarce this year in spite of our tremendous production. **WE ONLY WANT TO MAKE SURE THAT**

ONLY LIVE DEALERS ARE LISTED AT THE BOTTOM OF OUR ADVERTISING.

It is only fair and just to live Dealers that we do not continue to run Dealers' names at the bottom of our advertisements when such Dealers may have discontinued pushing Philco or may have discontinued buying to a reasonable extent.

For that reason we have specified in our Agreement with every Philco Jobber that the Jobber is to make a monthly report to us of all sales to the Dealers. He is to let us know each month the names of the Dealers who have ordered Philcos, and the quantity of each Dealer's purchase.

A Dealer may decide to switch Jobbers or a Dealer may be purchasing from more than one Jobber, and therefore be a live Philco Dealer in spite of the Jobber's report.

Dealer Gets Every Consideration

We are providing against such a contingency by mailing a post card to the Dealer as soon as it appears on our records that he is delinquent. This post card to the Dealer will explain to him that our records show that he is not buying enough Philco Socket Powers to warrant our placing his name at the bottom of our newspaper advertisements. As we said before, you will find our ideas intelligent and reasonable.

We will tell the Dealer that our records are possibly not accurate in his case and we will give him time to prove that he is a live Dealer before we discontinue his name at the bottom of the advertisements.

At the same time that we send this post card to the Dealer we will also send a letter to the original Jobber telling him that our records show this Dealer to be somewhat inactive, and in our opinion not a sufficiently live Dealer to keep his name at the bottom of the advertisements.

If we do not hear from the Dealer in reply to our post card, and if we do not hear from the Jobber within a reasonable length of time, we will then send a follow-up warning to both the Dealer and Jobber, and then if we do not get a satisfactory reply, the Dealer's name will be discontinued at the bottom of our newspaper advertising.

You certainly must know that it is not

our desire at any time ever to eliminate any Dealer's name from our newspaper advertising. Nothing could be more satisfactory or more ideal than to have every Dealer's name stay on our advertising throughout the full season. But to protect ourselves and to protect live Dealers and to protect the Jobber and the prestige of Philco we must have certain fixed rules and regulations.

Tremendous National Magazine Advertising!

And now we come to the gigantic volume of Philco magazine advertising that will be done this season to sell Philco Socket Powers to the consumer—advertising that will move hundreds of thousands of Philco Socket Powers off the Dealers' shelves.

This \$1,000,000 advertising appropriation that is going into the national magazines and newspapers over the United States will be a mighty big factor in the sale of Philco Socket Powers this season. *Philco is today the best known of all Socket Power devices, and we are going to keep it the leader in the field by means of this wide and forceful advertising.*

This fall you will find large Philco National Advertisements in such magazines as THE SATURDAY EVENING POST, LIBERTY, COSMOPOLITAN, LITERARY DIGEST, POPULAR SCIENCE MONTHLY, POPULAR MECHANICS, THE AMERICAN WEEKLY, TRUE STORY, etc. Philco will be well represented in the advertising columns of the big magazines this year.

For instance, in THE SATURDAY EVENING POST we will run DOUBLE-PAGE SPREADS in two colors. The Philco Socket Power advertisements will dominate in those par-

ticular issues of *The Saturday Evening Post because two colors will be used, and also because the Philco advertisements will be DOUBLE-PAGE SPREADS.*

We now want to call your particular attention to the advertising that we expect to do in THE AMERICAN WEEKLY MAGAZINE. We consider that the advertising that we will do in The American Weekly Magazine is one of the outstanding features of our big national campaign for this year.

As you probably know, The American Weekly Magazine is the magazine section of the big Hearst Sunday newspapers. The Hearst interests have fourteen large Sunday newspapers in the United States. They are located in the following cities:

New York	Rochester	Chicago
Boston	Detroit	Seattle
Syracuse	Atlanta	San Antonio
Washington	Milwaukee	Los Angeles
Baltimore		San Francisco

The American Weekly Magazine appears as the Magazine Section simultaneously on Sunday in each and every one of these large cities. The total circulation is 5,000,000, which certainly is tremendous!

Here is the Story that Philco National Advertising Will Tell This Year

You will undoubtedly be much interested in just how this National Advertising copy will read. You probably want to know just what story will be told, and just why this tremendous advertising is sure to produce a gigantic volume of business for you and every other Philco Dealer.

In the first place, all Philco National Magazine and Newspaper Advertising copy is written for the purpose of selling Philco Socket Powers IMMEDIATELY.

When a big Philco advertisement appears in a national magazine or any newspaper in your community you can absolutely expect to make sales the very next day and for the days thereafter.

Philco advertising copy is not written with prestige and good-will in mind; Philco advertising copy is not written with simply the idea of slowly and gradually creating prestige with the public which may finally result in retail sales.

Philco Advertising Sells TODAY

Our advertising copy is written with the idea of selling the public TODAY. We consider prestige and good-will to be a by-product. We firmly believe that when any advertisement is written not only to interest the public **but also to actually sell the public**, then the greatest possible good is done the retail Dealer. And incidentally the best way in the world to get prestige and good-will from advertising is to run advertising that actually sells merchandise. **THE SALE OF MERCHANDISE AND THE ACTUAL USE OF MERCHANDISE IN THE HOME IS THE GREATEST PRESTIGE AND GOOD-WILL BUILDER EVER KNOWN.**

Therefore, in all Philco Advertising we tell the entire Philco sales story. We first, with big headlines, call the attention of the radio user to the fact **that any radio set he likes can now be run from the electric current.**

We tell the radio fan in our headlines that the Philco Socket Power will run the set that he now owns from the electric current. We tell him that it will run the set he is going to buy. Furthermore, we stress the point that the radio fan can now choose the set he likes for tone, for hook-up,

and that he can run that particular set from the electric current with the Philco Socket Power.

The general public buys the radio set that has the prestige—the radio set that it has heard about; that it knows it can depend upon. It buys a set for tone, and for selectivity and distance-range, and then the public buys the Philco Socket Power in order to run any particular set from the electric current.

Philco has prestige. The public has confidence in Philco. It knows that it can absolutely depend on Philco Socket Powers. Today the radio user and fan is most interested in knowing how he can get a Philco Socket Power. He knows he wants one, and therefore he is anxious to learn just what our proposition is and just how he can get the Philco.

For that reason in our advertising copy we not only tell the prospective buyer what the Philco Socket Power is, what it will do, **but we also make him a definite proposition.** When any advertiser makes the reading public a definite proposition then they will respond, and they will not respond until you do make them a definite proposition, and give them an invitation to send a coupon or a letter, for the fullest details.

Points Emphasized In All Philco Advertisements

In our advertising copy, therefore, we tell the public clearly and fully the following points:

1. Installation Free

Any retail Dealer will gladly install free a Philco Socket Power that he sells. And the radio user is mighty glad to get this free installation.

2. Easy Payments

A tremendous percentage of the buying public desires to buy on easy payments. You can make the payment terms to suit yourself—\$2.00 down or even \$20.00 as a first payment.

3. Trade-In Allowance for the Old "A" Storage Battery

This offer of a trade-in allowance for the old "A" storage battery takes care of the old set owner who is wondering whether he must lose the money he has already invested in the "A" storage battery. Any Dealer is glad to give a trade-in allowance for an old "A" storage battery because the old battery has a cash value and can easily be sold.

3. Every Philco Socket Power Guaranteed

You can realize what a big advertising asset

this guarantee is going to be this year. **This is a factory guarantee.** It gives the public confidence. Read all about our guarantee in this booklet.

5. 180 Volts and Built for all Power Tubes

There is a very marked public trend toward 180 volts and we are building Philco Socket Powers that will deliver 180 volts and maintain high voltage. Philco Socket Powers are built this year to operate all power tubes, and you know that the public is buying power tubes on a tremendous scale. The radio fan wants a Socket Power that will deliver the proper voltage for such power tubes.

6. Visit the Philco Dealer or Mail the Coupon Now

In all of our advertising we urge the public to visit the Philco Dealer right away. We have told the public what our proposition is and it reads mighty attractive. That is the reason why tens of thousands of people after reading our advertising **do visit the Philco Dealer and do buy Philco Socket Powers.** Furthermore, many, many thousands of coupons will pour into our factory the mo-

ment our national advertising starts. These will be coupon inquiries from people who are interested in buying Philco Socket Powers, *and these inquiries will be turned over to our Jobbers, who will distribute them among the Philco Dealers.*

Coupons Create Prospects

Last season we actually received over 250,000 coupon inquiries at our factory from our National Advertising. This season we expect to receive over 500,000 inquiries direct from the buying public. These will be turned over to the Jobber and through him they will be distributed to you and other Philco Dealers.

These coupons are immensely valuable. They mean actual retail sales for you, so by all means see to it that you take the fullest advantage of inquiries that are turned over to you. Do not neglect them, because they mean money to you.

It is not only a wonderful thing that the Philadelphia Storage Battery Company is going to spend \$1,000,000 in National Advertising, but it is still more important and still more pleasing for you to know that the advertising copy that will be used will bring you the actual business in the way of retail sales RIGHT AWAY—when you have the merchandise to deliver.

Philco Newspaper Advertising in This List of 663 Cities

Look over the following list of cities. Actually 663 of them, comprising every one of the trading centers in the entire United States, and we will run Newspaper Advertisements week after week this fall in each of these cities.

New England

- | | | | | |
|---|--|--|---|--|
| <p>Maine</p> <ul style="list-style-type: none"> c Augusta B Bangor c Houlton B Lewiston B Portland c Rockland c Waterville <p>Rhode Island</p> <ul style="list-style-type: none"> B Newport A Providence B Woonsocket | <p>Connecticut</p> <ul style="list-style-type: none"> A Bridgeport c Danbury A Hartford B Meriden B New Britain A New Haven B New London B Norwalk c Norwich B Stamford B Waterbury c Willimantic | <p>New Hampshire</p> <ul style="list-style-type: none"> c Berlin c Concord c Dover c Keene c Laconia c Lebanon B Manchester B Nashua c Portsmouth c Rochester | <p>Vermont</p> <ul style="list-style-type: none"> c Barre c Bennington c Burlington c Rutland c Brattleboro c St. Johnsbury c St. Albans <p>Massachusetts</p> <ul style="list-style-type: none"> A Boston A Brockton A Fall River | <p>Massachusetts</p> <ul style="list-style-type: none"> B Fitchburg c Greenfield B Haverhill B Holyoke B Lawrence A Lowell B Lynn A New Bedford c North Adams B Pittsfield B Salem A Springfield A Worcester |
|---|--|--|---|--|

Middle Atlantic

- | | | | | |
|--|---|--|--|---|
| <p>New York</p> <ul style="list-style-type: none"> A Albany B Auburn B Binghamton A Buffalo c Corning B Elmira c Gloversville c Ithaca B Jamestown B Kingston c Little Falls c Malone c Middletown B Newburgh A New York c Ogdensburg c Olean c Oneonta c Oswego c Plattsburg B Poughkeepsie | <p>New York</p> <ul style="list-style-type: none"> A Rochester B Rome B Schenectady A Syracuse B Troy B Utica B Watertown <p>Maryland</p> <ul style="list-style-type: none"> A Baltimore c Cambridge c Cumberland c Frederick B Hagerstown c Salisbury <p>Delaware</p> <ul style="list-style-type: none"> A Wilmington <p>District of Columbia</p> <ul style="list-style-type: none"> A Washington | <p>Pennsylvania</p> <ul style="list-style-type: none"> B Braddock c Beaver Falls c Clearfield c Greensburg c Indiana c Kittanning c Punxsutawney c Ridgeway c Warren B Allentown B Altoona B Bethlehem c Bradford c Butler c Carbondale c Carlisle c Chambersburg c Connellsville c Easton B Erie B Harrisburg | <p>Pennsylvania</p> <ul style="list-style-type: none"> B Hazleton c Huntingdon B Johnstown B Lancaster c Lebanon c Lewistown c Lock Haven c McKeesport c Mahanoy City c Meadville c New Castle B Norristown c Oil City A Philadelphia A Pittsburgh c Pottstown c Pottsville A Reading A Scranton c Shamokin c Sharon | <p>Pennsylvania</p> <ul style="list-style-type: none"> c Sunbury B Wilkes-Barre B Williamsport c Uniontown B York c Washington <p>New Jersey</p> <ul style="list-style-type: none"> B Atlantic City A Camden c Dover B Elizabeth A Jersey City c Long Branch c Morristown A Newark B New Brunswick A Paterson B Perth Amboy B Plainfield A Trenton |
|--|---|--|--|---|

Middle Western

Ohio

- A Akron
- C Alliance
- C Ashtabula
- B Canton
- C Chillicothe
- A Cincinnati
- A Cleveland
- A Columbus
- A Dayton
- C East Liverpool
- C Findlay
- C Greenville
- B Hamilton
- C Lancaster
- B Lima
- B Lorain
- B Mansfield
- C Marietta
- B Marion
- C Middletown
- B Newark
- C Piqua
- B Portsmouth
- C Sandusky
- B Springfield

Ohio

- B Steubenville
- A Toledo
- C Washington C. H.
- A Youngstown
- B Zanesville

Wisconsin

- C Appleton
- C Ashland
- C Eau Claire
- C Fon du Lac
- C Green Bay
- C Janesville
- B Kenosha
- B LaCrosse
- B Madison
- C Manitowoc
- C Marinette
- A Milwaukee
- B Oshkosh
- B Racine
- B Sheboygan
- C Stevens Point
- B Superior
- C Wausau

Indiana

- B Anderson
- C Bedford
- C Crawfordsville
- C Elkhart
- B Evansville
- B Fort Wayne
- C Frankfort
- C Huntington
- A Indianapolis
- B Kokomo
- C Lafayette
- C LaPorte
- C Logansport
- C Madison
- C Marion
- B Muncie
- C Peru
- B Richmond
- B South Bend
- B Terre Haute
- C Vincennes
- C Wabash

Illinois

- C Alton
- B Aurora
- B Bloomington
- C Cairo
- C Champaign
- A Chicago
- B Danville
- B Decatur
- B Elgin
- C Freeport
- C Galesburg
- B Joliet
- C Kankakee
- C Kewanee
- C LaSalle
- C Mount Vernon
- B Peoria
- B Quincy
- B Rockford
- B Springfield
- C Streator

Michigan

- C Adrian
- C Alpena
- C Ann Arbor
- B Battle Creek
- B Bay City
- C Calumet
- A Detroit
- C Escanaba
- B Flint
- A Grand Rapids
- C Ironwood
- B Jackson
- B Kalamazoo
- B Lansing
- C Manistee
- C Marquette
- B Muskegon
- C Petoskey
- B Port Huron
- B Saginaw
- C Sault St. Marie
- C Traverse City
- B Pontiac

Southern

Alabama

- C Albany
- C Anniston
- A Birmingham
- C Dothan
- C Florence
- C Gadsden
- C Huntsville
- B Mobile
- B Montgomery
- C Opelika
- C Selma
- C Troy
- C Tuscaloosa

Kentucky

- C Ashland
- C Bowling Green
- C Danville
- C Frankfort
- C Hazard
- C Hopkinsville
- B Lexington
- A Louisville
- C Mayfield
- C Maysville
- C Middlesboro
- C Owensboro
- C Paducah
- C Somerset
- C Winchester

Florida

- C Gainesville
- B Jacksonville
- C Key West
- B Miami
- C Ocala
- C Orlando
- B Pensacola
- C Tallahassee
- B Tampa

Georgia

- C Albany
- C Americus
- C Athens
- A Atlanta
- B Augusta
- C Bainbridge
- C Brunswick
- C Carrollton
- B Columbus
- C Cordele
- C Dublin
- C Fitzgerald
- C Gainesville
- C Griffin
- C La Grange
- B Macon
- C Newman
- C Rome
- B Savannah
- C Thomasville
- C Valdosta
- C Waycross

North Carolina

- B Asheville
- B Charlotte
- C Durham
- C Elizabeth City
- C Fayetteville
- C Goldsboro
- C Greensboro
- C Henderson
- C Kinston
- C New Bern
- C Rocky Mount
- C Salisbury
- C Statesville
- C Washington
- B Wilmington
- C Wilson
- B Winston-Salem

Tennessee

- C Bristol
- B Chattanooga
- C Clarksville
- C Columbia
- C Jackson
- C Johnson City
- B Knoxville
- A Memphis
- C Morristown
- C Murfreesboro
- A Nashville

West Virginia

- C Bluefield
- B Charleston
- B Clarksburg
- C Elkins
- C Fairmont
- C Grafton
- B Huntington
- C Logan
- C Martinsburg
- C Morgantown
- B Parkersburg
- B Wheeling

Mississippi

- C Brook Haven
- C Clarksdale
- C Columbus
- C Corinth
- C Greenville
- C Greenwood
- C Hattiesburg
- C Jackson
- B Meridian
- C Natchez
- C Tupelo
- C Vicksburg
- C Yazoo City
- C Gulfport

Virginia

- C Charlottesville
- C Covington
- C Danville
- C Fredericksburg
- C Harrisonburg
- B Lynchburg
- A Norfolk
- B Petersburg
- A Richmond
- B Roanoke
- C Staunton
- C Winchester

South Carolina

- C Anderson
- B Charleston
- B Columbia
- C Florence
- C Georgetown
- C Greenville
- C Greenwood
- C Newberry
- C Orangeburg
- C Rockhill
- C Spartanburg
- C Sumter

Texas

- C Abilene
- C Amarillo
- B Austin
- B Beaumont
- C Brenham
- C Brownsville
- C Brownwood
- C Bryan
- C Cleburne
- C Corpus Christi
- C Corsicana
- A Dallas
- C Denison

Texas

- B El Paso
- A Fort Worth
- B Galveston
- C Greenville
- A Houston
- C Laredo
- C Marshall
- C Palestine
- C Paris
- C San Angelo
- A San Antonio
- C Sherman
- C Temple
- C Tyler
- B Wichita Falls
- B Waco

Arkansas

- C Batesville
- C Camden
- B Fort Smith
- C Fayetteville
- C Helena
- C Hope
- C Hot Springs
- C Jonesboro
- B Little Rock
- C Paragould
- C Pine Bluff
- C Russellville
- C Searcy
- C Texarkana

Louisiana

- C Alexandria
- C Baton Rouge
- C Lake Charles
- C Monroe
- A New Orleans
- B Shreveport
- C Thibodaux

Western

Minnesota

- c Albert Lea
- c Brainerd
- B Duluth
- c Hibbing
- c Mankato
- A Minneapolis
- c Rochester
- c St. Cloud
- A St. Paul
- c Winona
- c Fergus Falls

Iowa

- c Alonga
- c Atlantic
- c Burlington
- B Cedar Rapids
- c Centerville
- c Clinton
- c Creston
- B Davenport
- A Des Moines
- B Dubuque
- c Ft. Dodge
- c Iowa City
- c Keokuk
- c Marshalltown
- c Mason City
- c Muscatine
- c Ottaloosa
- c Ottumwa
- B Sioux City
- B Waterloo

California

- c Bakersfield
- c Chico
- c El Centro
- c Eureka
- B Fresno
- B Long Beach
- A Los Angeles
- c Marysville
- A Oakland
- B Pasadena
- B Sacramento
- c San Bernardino
- B San Diego
- A San Francisco

Missouri

- c Cape Girardeau
- c Carthage
- c Columbia
- c Hannibal
- c Jefferson City
- B Joplin
- A Kansas City
- c Moberly
- B St. Joseph
- A St. Louis
- c Sedalia
- B Springfield

Kansas

- c Arkansas City
- c Atchison
- c Coffeyville
- c Dodge City
- c Emporia
- c Fort Scott
- c Hutchinson
- c Iola
- c Lawrence
- c Leavenworth
- c Manhattan
- c Ottawa
- c Parsons
- c Pittsburg
- c Salina
- c Junction City
- B Topeka
- B Wichita

California

- B San Jose
- c Santa Ana
- c Santa Barbara
- c Santa Cruz
- c Santa Rosa
- B Stockton

Arizona

- c Douglas
- c Globe
- c Nogales
- B Phoenix
- c Prescott
- c Tucson

Oklahoma

- c Ada
- c Altus
- c Ardmore
- c Bartlesville
- c Chickasha
- c El Reno
- c Enid
- c Guthrie
- c Lawton
- c McAlester
- c Miami
- B Muskogee
- B Oklahoma City
- c Okmulgee
- c Shawnee
- B Tulsa

Nebraska

- c Beatrice
- c Columbus
- c Fremont
- c Grand Island
- c Hastings
- c Kearney
- B Lincoln
- c Nebraska City
- c Norfolk
- c North Platte
- A Omaha

Pacific

Washington

- c Aberdeen
- B Bellingham
- B Everett
- c Olympia
- A Seattle
- A Spokane
- B Tacoma
- c Walla Walla
- c Wenatchee
- c Yakima

Montana

- c Anaconda
- c Billings
- c Bozeman
- B Butte
- c Dillon
- c Great Falls
- c Havre
- c Helena
- c Kalospell
- c Lewiston
- c Missoula

Wyoming

- c Casper
- c Cheyenne
- c Evanston
- c Laramie
- c Rock Springs
- c Sheridan

North Dakota

- c Bismarck
- c Devil's Lake
- c Dickinson
- c Fargo
- c Grand Forks
- c Jamestown
- c Mandan
- c Minot
- c Valley City
- c Williston

Oregon

- c Astoria
- c Baker
- c Eugene
- c LaGrande
- c Medford
- c Pendleton
- A Portland
- c Salem
- c The Dales

Nevada

- c Elko
- c Reno
- c Tonopah

South Dakota

- c Aberdeen
- c Brookings
- c Deadwood
- c Huron
- c Mitchell
- c Pierre
- c Rapid City
- B Sioux Falls
- c Watertown
- c Yankton

Colorado

- c Boulder
- B Colorado Springs
- A Denver
- c Durango
- c Fort Collins
- c Grand Junction
- c Greeley
- B Pueblo
- c Trinidad

New Mexico

- c Albuquerque
- c Carlsbad
- c Deming
- c Gallup
- c Las Vegas (East)
- c Raton
- c Roswell
- c Santa Fe
- c Silver City

Idaho

- c Blackfoot
- c Boise
- c Idaho Falls
- c Lewiston
- c Nampa
- c Pocatello
- c Twin Falls
- c Wallace
- c Weiser

Utah

- c Logan
- B Ogden
- c Provo
- A Salt Lake City

Philco Is On the Air!

Every Friday Night in the Largest Nation-Wide Hookup of Radio Stations in the World!

Twenty-six Super-Powered Radio Stations That Will Positively Link Up the Entire Country!

Millions Will Listen In!

Think what this means! 26 broadcasting stations! This is the first time in radio history that a radio broadcasting tie-up of such tremendous coverage has ever been attempted by any manufacturer. It actually means that there is hardly a town or a hamlet in the whole country from the Atlantic to the Pacific, from Canada to the Gulf, that will not be reached with the tremendous broadcasting program.

It is a fact that almost EVERY SINGLE RADIO SET in the entire United States can be tuned in on the Philco Hour each and every Friday night during the coming season.

Every Friday night, starting September 16th, from 9 o'clock until 10 o'clock Eastern Standard Time and Pacific Coast Time and from 8 o'clock until 9 o'clock Central Standard Time, Philco will be on the air right straight through the radio season.

Now as you probably know Philco has been broadcasting every Friday night since last April through

WJZ . . .	New York
KYW . . .	Chicago
KDKA . . .	Pittsburgh
WBZ . . .	Springfield, Mass.
WBZA . . .	Boston

We have found that our broadcasting has produced marvelous results in advertising and sales.

The response from radio fans has been amazing from every standpoint, and has been of tremendous help to Philco Dealers. That is why we have decided to increase the number of our stations to 26 and thus cover the entire United States and Canada. It is the biggest thing we have ever done to help Philco Dealers.

Here is the list and wave lengths of the 26 big, high-powered stations that Philco will use every Friday night throughout the entire coming radio season. Look this list over, then you can see how many millions of radio fans will get the Philco story every week.

WJZ	New York, N. Y.	(455 M)
KDKA	Pittsburgh, Pa.	(316 M)
WBZA	Boston, Mass.	(333 M)
WHAM	Rochester, N. Y.	(278 M)
WHO	Des Moines, Iowa	(535 M)
KSD	St. Louis, Mo.	(545 M)
WCCO	Minneapolis, Minn.	(405 M)
WFAA	Dallas, Texas	(500 M)
WSM	Nashville, Tenn.	(319 M)
WSB	Atlanta, Ga.	(476 M)
KFI	Los Angeles, Calif.	(469 M)
KGW	Portland, Ore.	(492 M)
KHQ	Spokane, Wash.	(370 M)
WBZ	Springfield, Mass.	(333 M)
KYW	Chicago, Ill.	(526 M)
WBAL	Baltimore, Md.	(286 M)
WJR	Detroit, Mich.	(441 M)
WOW	Omaha, Neb.	(508 M)
WDAF	Kansas City, Mo.	(370 M)
KVOO	Bristow, Okla.	(248.6 M)
WHAS	Louisville, Ky.	(461 M)
WMC	Memphis, Tenn.	(517 M)
KPO	San Francisco, Calif.	(422 M)
KGO	Oakland, Calif.	(384 M)
KFOA	Seattle, Wash.	(477 M)
KOMO	Seattle, Wash.	(306 M)

You can't even begin to figure out what that means—millions of listeners-in on absolutely the best radio night of the week and the best hour of the best night. The National Broadcasting Company figures that the direct radius covered by the individual radio broadcasting station is at least one hundred miles in any direction of the station itself.

In other words their direct clientele is located in this hundred-mile radius, although it is claimed that thousands of radio set owners outside the hundred-mile radius tune in every night on these particular high-powered stations.

Furthermore, it is not going to matter very much what period during the Philco Hour a radio fan tunes in on any of the 26 Philco Stations, he very likely will get the word "Philco" right off

the bat. It is not a case of mentioning Philco at the very start of the broadcasting program and then again only at the close—nothing like that.

The radio people and ourselves have arranged a series of announcements during the "Philco Hour" whereby the word Philco is worked into it a dozen or more times during the broadcasting period. All this is done in a very dignified way, which is not at all offensive to the listener-in.

Every Listener-In is a Philco Prospect

Furthermore, every listener-in on the "Philco Hour" is a prospect for a Philco "AB" Socket Power. They all have radio sets, they all are constantly looking for some way to get better reception from their sets.

See how much better is the position of Philco with its broadcasting program than that even of the radio manufacturer! The manufacturer broadcasts to the set owner that is true. But his listener-in generally has a radio set, and the only way he can hope to sell that prospect is to convince him he ought to change his set for the particular make the manufacturer is interested in selling him. That is some job! It is going to take a mighty lot of propaganda to unsell the radio fan on his own choice of radio set.

Where is the radio fan who does not think he has the finest set in the world whether he made it himself or some manufacturer turned it out? But, where is the radio fan who is not interested in getting the most out of the set of his choice?

"The Philco Hour" Artists

We have arranged for worth-while entertainment during "The Philco Hour" which radio fans will eagerly look for each week. It comprises a galaxy of noted radio artists: soloists, instrumentalists, comedy duos, quartettes, sextettes, and the very finest orchestra "on the air."

Not too "high brow" but just what the radio

fan wants—popular music and songs and popular dance numbers. The kind that makes you sit around the radio and hum the choruses; that forces you to get right up on your feet and do a bit of fancy Charlestoning or glide a nifty step across the floor.

Now it stands to reason that a continuous repetition of Philco such as we have planned is going to create plenty of Philco talk, and when radio owners are encouraged to talk Philco it is a safe bet a great many of them are going to think seriously about buying Philco. ***They are coming to you and ask about Philco and you naturally are going to sell more Philco Socket Powers.***

An entirely unique broadcasting entertainment; something that's different and something that covers a wide range of everything the listener-in wants to hear.

Does it get across? We'll say it does! No competition of any consequence from any other high-powered station during that particular hour! The whole radio field practically to ourselves and the Philco program standing out as the very finest on the air.

And on Friday night, too—the night before the country's biggest shopping day!

Constantly reminding them of Philco, they very naturally recall the extensive Philco advertising and then get to thinking they had better get busy and get a Philco "AB" Socket Power installed in their set. They've all agreed, very likely, that ultimately they will buy a Philco. This constant reminder brings Philco more forcibly to their minds and chances are Dad will announce to the folks that tomorrow he's going to have a talk with the Philco Dealer near his home and find out more about this famous radio power unit.

Here's How It Helps You!

So much for the Philco broadcasting tie-up and the Philco artists. Now a word as to what this great broadcasting achievement means to you.

Thousands of letters come to us after each "Philco Hour" praising the entertainment and—more important still—asking for the interesting Philco Booklet describing and picturing the marvelous Philco Socket Powers.

This Philco booklet is offered only to those set owners who are directly interested in knowing more about the Philco. We announce very pointedly over the air that the Philco booklet is available only for those INTERESTED. It is not for the professional letter-writer or the catalogue-gatherer.

This plan, therefore, makes nearly every person

who writes for the Philco Booklet an actual Philco PROSPECT. We know that when a person writes to us that person is directly interested in Philco.

Every radio set owner is a Philco prospect. They own a set. They listen-in on the "Philco Hour." We tell them briefly the story of Philco and how it runs ANY radio from the electric current. They are interested. They will be MORE interested during the coming radio season because socket power operation of radio sets is the biggest thing in radio today. EVERYBODY WANTS IT!

Philco is known. It has world-wide prestige. There are more than 500,000 Philco Socket Powers in use today. And don't forget that the regular magazine and newspaper advertising campaign WILL BE RUN IN ADDITION to this vast Philco broadcasting program.

This means that inquiries by the hundreds of thousands will pour into our factory from this

magazine and newspaper advertising combined with the big radio broadcasting program.

These inquiries—each and every one of them—are sent on by us to all Authorized Philco Dealers. A big percentage of them WILL BE ACTUAL CUSTOMERS FOR YOU!

The name and address of every person who writes to us for the Philco Booklet is turned over to your Philco Jobber for YOU. That means that, if you are an Authorized Philco Dealer, you will get every name and address originating in your particular territory.

We go further than that. We give your Philco Jobber for YOU a double postcard, all ready for mailing, containing the Philco prospect's name and address and containing also a message to the prospect telling him your store is Philco headquarters in your neighborhood. All YOU have to do is sign your name and address to the postcard and mail it!

Method of Distributing Philco Advertising Kit

We have decided upon a definite and accurate plan of distributing advertising material to Authorized Philco Dealers this year. This plan will avoid waste to a considerable extent, but at the same time will go far to guarantee that every Philco Dealer receives the required amount of advertising literature and material.

When the Jobber gets your Dealer to Jobber Quota Agreement two copies are sent to our branch, and when we receive one of the two copies at the factory, we will then ship you a complete Advertising Kit.

This Kit will include the following material:

1. "Radio Sales Manual."
2. "Radio Service Manual."
3. Proofs of a variety of Dealer Advertisements.
4. Authorized Philco Dealer Certificate.
5. Descriptive Circulars of the Philco Line.
6. Handbill Sample.
7. Complete set of Counter Cards.
8. Catalog for ordering Mats and Electros.
9. Furthermore, you will receive every month the PHILCO SALES BULLETIN, which contains valuable sales helps and suggestions.

Now then, you can reorder advertising material when necessary. Every Philco Sales Bulletin that will be published hereafter will contain an order blank for advertising material. All Authorized

Philco Dealers will receive the Philco Sales Bulletin regularly, and you have the privilege of filling out the order in the Philco Sales Bulletin and mailing it to us for additional advertising material.

We are going even further than this in the distributing of advertising material for fear that some good dealers may not be signed up on the Dealer to Jobber Quota Agreement, and yet may be buying Socket Powers, and therefore deserve advertising material.

When we receive from the Jobber the names of such Dealers we will check them against our list. If they have not received advertising material we will then send to them the same variety and same quantity of advertising material that we send to the Dealer who reorders on the order blank that will be contained in the Philco Sales Bulletin.

Dealer Advertising

We will send you a proof sheet of a variety of advertisements for you to use in advertising the Philco Socket Powers in your local newspapers.

These advertisements are in a variety of sizes—small and large—for wide use. You can secure the mats for any one or more of these direct from the factory.

It will pay you to use these advertisements in your local newspaper. They are written to bring the business immediately, and it will pay you to get these newspaper advertising mats. We will fill your request promptly, and the more requests we

get for these mats the better we will like it, and the more Socket Powers will be sold.

However, we suggest you use judgment in ordering these electros and mats. Do not order more than you require. You will not need all of

them. Look over the proof sheet and decide just which electros and which mats you are really sure of using, and then send your request for them.

Furthermore, be sure you order mats instead of electros whenever it is possible to use mats.

The New Philco Window Display and Counter Cards

Another important sales help which Philco has developed to help you make more Philco sales is the wonderful Philco Window Display and the series of attractive and sales-getting Counter Cards that can be used either in connection with your window trim or inside your store—or both.

The Philco Window Display is a marvel in attractiveness and in sales-producing features. For your convenience, it has been designed in one large center-piece so that you can place it easily in your window, no matter what the size or shape of the window.

Two side flanges swing from the central panel and these can be adjusted at any angle that best suits your window. On one of the panels is shown a good-looking girl tuning in the radio set that is Philco-equipped, showing just how easily and conveniently the Philco "AB" Socket Power is worked directly from the switch on the radio set. The opposite panel shows the young woman's husband settling himself down with a good book and his favorite pipe—all set for an interesting radio concert over his Philco-equipped radio receiving set.

Beneath each of these wonderful pictures is a brief sales message to the consumer. These messages bring out the important features of the Philco and give your customers and your prospects excellent reasons why they should operate their radio set—any radio set—from the electric current in the home with the marvelous Philco "AB" Radio Socket Power.

The central panel is so arranged that you can quickly and easily fit into it a Philco "AB" Socket Power and then hook it up with the electric light socket set in the panel. In a word, it is a practical display of the Philco "AB" Socket Power already set up and attached to the electric light socket for immediate use.

Beneath this panel, too, are several brief and pointed sales talks that give additional reasons for the supremacy of the Philco and explain, in a word, the wonderful Free Installation, and Trade-In Allowance features you are offering to prospective Philco purchasers.

The whole display is done in nine colors and is,

from a lithographic standpoint, absolutely one of the finest radio displays ever conceived. ***It will DEMAND attention from passers-by and will force them to stop and look in your window.*** That's one-third the sales battle. Get them interested and they will come into the store.

The Philco Counter Cards, explaining the unique Philco features, are admirably adapted for use in your window along with the Philco Trim. There is contained in the Trim a big Instruction Sheet that gives you some worth-while pointers on how you can best trim your window to make it sell Philco for you and how you can use the Philco Counter Cards to best advantage.

These cards, also in colors, have easel-back arrangements that make it extremely easy and simple for you to stand them in the window alongside your Philco Display or place them on your store counters inside the store where persons coming into your store may easily read them.

These cards and the Philco Trim actually talk to your customers and prospects. They represent your store's best salesman. They are your first contact with the consumer and they shout continuously a Philco message that's bound to be heard and to be heeded by hundreds who pass your store and glance into the window.

The Counter Cards are sent to you as part of the Philco Advertising Kit. The Philco Window Display comes to you through your Philco Jobber. Ask him about it. Be sure you get it. Put it to work for you in your window. Keep it there. Remember, we are spending \$1,000,000 in newspaper and magazine advertising to help you sell the Philco Socket Powers and the Philco Window Display centers attention on YOUR store as the Philco headquarters in your neighborhood.

If your Philco Jobber doesn't tell you about this new Philco Window Display, be sure you ask him about it, because it's one of the biggest sales-getters ever conceived and you'll want to install it in your window immediately so as to be ready for the bang-up big business in Philco that's sure to come to the live dealer this season who capitalizes on all of the wonderful sales helps we have outlined for his benefit.

Selling the New Set Owner

Here is an opportunity for making money on Philco Socket Powers that you probably are not overlooking—*selling the Philco Socket Power together with the new set.*

Last season hundreds of Dealers wrote to us telling how they had doubled and even tripled their Philco Socket Power business by always making it a point *to sell a Philco Socket Power whenever they sold a radio set.*

Many of these Dealers frankly told us that during the previous season they simply sold Philco Socket Powers when they were asked for. They had always done a good Philco business, but just as soon as they began to push Philco, not only to the old set owner but to the new set buyer, they discovered that it was a very easy sale to make and showed them a surprising increase in volume and cash profits.

You know the many reasons why the new set buyer should also purchase a Philco Socket Power. He must have some kind of power equipment. He must at least purchase dry-cell batteries and the ordinary storage battery and charger. He must make some investment in power supply.

Therefore, it stands to reason that any one who is making an investment in a radio set will be only too glad to purchase the very latest and most dependable equipment for operating that set from the electric light socket—the Philco.

The Philco Socket Power is attractive in appearance and compact. Whether it goes into a cabinet or whether it rests under a table it does not look unsightly or out of place.

Be sure to tell your radio set customer that he can run that radio set direct from the electric light socket by purchasing a Philco; that he can do away with all troubles of battery recharging, battery replacement and get a constant and dependable “A” and “B” power from his electric current steadily and continuously. Then that radio set customer, at least nineteen times out of twenty, will gladly purchase the Philco Socket Power.

This means that you are not only making the sale of a radio set and making your profit on the

radio set, *but in many cases you will almost be doubling that profit because of the sale of the Philco Socket Power.*

Important! Do not forget that the radio fan today is buying power tubes. The demand for power tubes is tremendous right this moment and is getting greater every day. Be sure to call the attention of your radio set customer to the fact that the Philco “AB” Socket Power will give him 180 volts at 60 milli-amperes, the necessary high voltage to operate all radio power tubes.

You know that when the radio set fan tries to obtain 180 volts with dry-cell batteries for power tube operation that it is necessary for him to arrange banks of dry-cell batteries to secure this 180 volts. This not only costs money but it takes up a lot of space, and furthermore, it means continual battery replacements and a constant variation of voltage as the batteries grow weaker.

You know without our telling you that a dry-cell battery begins to deteriorate the moment it is built. When you stop to think it over, you will agree that there is absolutely no reason why a new set owner should purchase a radio set without also buying a Philco Socket Power. He surely should have the Philco if he expects to operate radio power tubes and wants the desired voltage for that purpose—180 volts at 60 milliamperes.

We have probably told you here a number of things that you are perfectly familiar with. You may have been doing the very things that we suggest, but we emphasize these facts because we know what a big Philco Socket Power business you can do and how much additional money you can make, if you will always make it a point to push the Philco with each new radio set you sell.

Everybody wants to run his radio set from the electric current. Everybody has heard about it and they all know that Philco is the one device that will do the job satisfactorily. And furthermore, as we said before, if the new set owner expects to use radio power tubes, and most all of them do, then he almost of necessity must buy a Philco.

Selling the Old Set Owner

We have just explained to you how easily you can sell the Philco Socket Power with new radio sets, and how important it is to you from the standpoint of volume of business and big cash profits. *On the other hand, selling Philco*

Socket Powers to old set owners is equally important. Over six million radio sets are now in use over the United States—a tremendous field for Socket Power sales.

Our records show that over the United States

60 per cent of our production last season were sold to new set buyers and 40 per cent went to old set owners, and in spite of Philco's tremendous volume of sales last year, the old set market was hardly scratched.

Our experience last year has taught us all that we have been neglecting the business from the old set owners. Six million sets now in use!

This means that actually millions of people today who own radio sets want to run them from the electric light socket. It is up to us to get as much of this business as we possibly can, and surely we are going to help you get it. You want to get as much of this business in your community as you can.

It is an actual fact that last season a number of the biggest electric lighting companies and department stores sold tens of thousands of Philco Socket Powers by running special campaigns, and at least 90 per cent of all of these socket powers were sold to old set owners.

You must also remember that last season all of our national advertising appealed to the old set owner. We received at our factory over 250,000 inquiries from old set owners in answer to our national advertising, which only goes to show how big the demand is for Philco Socket Powers from people who now own radio sets.

Possibly you have only been selling Philco Socket Powers when someone asked for the Philco. Perhaps you have been selling Philcos only with new radio sets. In any event, do not forget that you can build your Philco business up to a mighty big volume by going after the old set owner, and also making sure that the new set buyer includes a Philco with his purchase.

Our national advertising this year will appeal to the new set buyer, and also to the old set owner. In our national advertising, we will urge the radio fans to run their radio sets from the electric light socket with Philco—whether they are about to buy a new set or whether they now own a radio set.

In your advertising and sales efforts, you should do the same thing; get all of the Philco business you can with new sets and do everything you can to sell Philco to the old set owner.

In this booklet, we are giving you selling ideas to assist you in getting the business of the old set owner. You will find that every one of these ideas that we give you is profitable, **and will cost you very little money to put into use.**

You may possibly desire to run newspaper advertising from time to time in your local newspaper, advertising Philco Socket Powers, over your own name.

We are able to furnish you with electros and mats of a variety of newspaper advertisements that will fit your needs exactly. These newspaper advertisements which you can get from us **will bring you the actual business as soon as they appear in the newspaper.**

As you know, all of our national newspaper advertising that we run in the newspapers and magazines over the United States at our own expense is not written with the idea of merely educating the public on the use of the Philco Socket Power.

WE MAKE THE PUBLIC A PROPOSITION IN OUR OWN NATIONAL ADVERTISING. We tell the radio owner how he can get a Philco Socket Power, and we urge him into action immediately. As you probably know by this time, Philco national advertising in magazines and newspapers brings the actual business to the dealer **AT ONCE.**

Now then, as we have said before, our advertising department has prepared a variety of newspaper advertisements for your particular use—advertisements that you can run in your local newspaper whenever you feel that you should run some advertising of your own on the Philco Socket Power.

This newspaper advertising that we have prepared for you is the kind of advertising that will bring you the business at once; it is selling advertising—cashing-in advertising.

We know that when you run one of these advertisements on a certain Monday or a certain Tuesday, or any other day, that you will make sales and do business, because of that advertisement, on the very next day. We have prepared these advertisements for you with that particular idea in mind—**advertising copy that will bring the sales into your store immediately.**

These advertisements are written to appeal to the old set owner as well as to the new set customer, and if you will run them from time to time, you will find that they will bring you business, not only in the way of new radio set sales, but also in the way of Philco Socket Power sales to old set owners and new set owners.

Circularizing Old Set Owners

Right this minute you probably have on hand a list of the names and addresses of people to whom you have sold radio sets in the past. Quite likely you are in a position to get a considerable number of additional names of people who own radio sets in your community.

You should by all means get such a list of old set owners together, and then send to them the double postcard folder shown on the advertising proof sheet.

This double government postcard is the most successful direct mail selling literature that we have ever prepared. When these double postcards reach you, you will notice that the postage is already paid—the postage that covers your mailing them out and the postage that covers the reply from the prospective customer.

In other words, after you get these double government postcards, **THERE WILL BE NO POSTAGE FOR YOU TO PAY.** There will also be no postage for the prospective customer to pay when he sends back the inquiry to you. They are government double postcards with postage paid.

These double postcards will cost you very little. (See prices on advertising proof sheets.) The cost even includes the postage and you can readily see how very inexpensive it is.

These double postcards are printed in two colors, and one half contains a very strong message

to the prospective buyer on the Philco Socket Power and why they should get one for their particular radio set.

You make a very definite and attractive selling proposition to these old set owners with this double postcard, and the old set owner is urged to sign the other half of it with their name and address and mail it back to you.

Your name and address will of course appear on this double government postcard. There will be no other name and address on this postcard than your own, and the inquiries from the prospective customers will all come back to you. We imprint your name and address on these postcards at no additional cost to you.

The old set owner may call on you at your store instead of sending back the postcard. The old set owner may telephone you instead of sending back the postcard.

In any event, just as soon as the old set owner sends his inquiry for more information to you, either by telephone or by postcard, **then by all means be sure to call upon him personally and close the deal for the Philco Socket Power.**

You will certainly be surprised at the big volume of business that you will do if you will get together a list of several hundred, or if possible, a list of several thousand old set owners and then send out to them by mail this double postcard.

Soliciting by Telephone

Possibly you have the telephone numbers of a considerable list of old set owners, or you can quite likely get the telephone numbers of a goodly number of old set owners. If so, it will certainly pay you to solicit their Philco Socket Power business on the telephone. This is easily done, and produces a lot of Philco sales. Thousands of dealers are using it with great success.

We suggest that you call the old set owners on the telephone and ask them how their radio set is working. You can inquire as to what kind of radio set they have in case you do not know. You should then ask them if they run it from the light socket or whether they use the old-fashioned storage battery and dry-cell equipment.

You can explain to them rapidly over the phone that you are the authorized Philco Socket Power dealer in that community, and that you have made special arrangements with the factory, whereby you are sure of getting a certain number

of Philco Socket Powers in stock for the next two or three months for your particular customers.

You can tell them that the demand for Philco Socket Powers is always much greater than the supply and that is the reason you are telephoning them. You can tell them that you understand that they have a radio set and inasmuch as they are a logical customer of yours, you thought they would want to know just what the Philco Socket Power would do for them, and just how they can get one.

Be sure to explain the large benefits of the Philco to the set owner; exactly what it will do for them; then tell them that you will be glad **to install it free** and that you are perfectly willing to make them a liberal allowance for their old storage battery.

Tell them that you or one of your men expects to be in their neighborhood within the next day

or two and ask the old set owner's permission to call on him. Explain that you can show him then just what the Philco will do to improve the reception of his radio set and why it will give him steady and uninterrupted radio power. Be sure to let the old set owners know that they can purchase from you on easy payments and that you will install

it without charge and give them a liberal trade-in allowance for their old battery.

Remember, while there is certainly no objection to closing the sale over the telephone, bear in mind that the real object of this telephone conversation is to make a definite appointment with the old set owner either at your store or his home

Dealer Handbill Campaign

This particular retail selling plan has proven very successful. It is inexpensive and will bring you a surprisingly big volume of retail sales.

Last season we started this Handbill Campaign Plan late, but nevertheless hundreds of Dealers tried it out, and we have received many letters telling of the big success they had. Over 2,000,000 Handbills were distributed.

Upon request we will send you copies of the Handbill which we will ship to you in quantity. This Handbill will cost you \$3.00 per 1000 folded. The average Dealer will use 5000, which means that the entire cost for the Handbills, folded, will be only \$15.00, and we pay the transportation cost.

When we print the Handbills for you, your firm name, address and telephone number are also imprinted on them, and they arrive ready for distribution from house to house.

Your order for Handbills can be sent to us on any one of our regular order blanks, or it can be sent in to us by letter.

At any time you want to send in an additional order for Handbills, all you need do is to write us a letter containing the necessary information. The following information must always appear on the order for Handbills for this particular plan:

1. Name of Business (for imprint purpose).
2. Address, including City and State.
3. Telephone Number.
4. Number of Handbills required.

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.

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 each in sales, according to how they are followed up.

5. Whether or not Window Cards, Streamers, Counter Cards are wanted.
6. Checks for Handbills must accompany the order.

As soon as the Handbills reach you, hire a number of boys—school boys. Pay them only \$1.50 per day or possibly \$2.00 per day. These boys will report at your store at 8.30 o'clock on a certain Monday, and you will have them each deliver 400 to 450 Handbills daily to the homes within a certain radius of your store.

Four (4) boys, for instance, can deliver 1600 Handbills daily, which means that at the end of four days you will have 5000 Handbills slipped under the doors or into the mail boxes of 5000 homes in the vicinity of your store. Four boys can do that job.

You should start these boys out, giving them each a particular district in which to distribute the Handbills. You should check them up now and then to see that they are doing the work thoroughly, and giving them more Handbills from time to time as needed.

That is really all that there is to the plan, but the results are very satisfactory. We have found out from the experience of many Dealers that 5000 Handbills properly delivered will sell twenty or more Socket Powers within a week. ***The total cost to you for operating this plan on the basis of 5000 Handbills is less than \$50.00, and the sale of twenty Socket Powers will show you a profit of over \$450.00.***

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.

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.

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.

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 \$59.50, 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.

(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 \$59.50 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 \$59.50, 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.

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.

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.

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.

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 to-day or tomorrow if I get a chance and look it over.

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.

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.

Keeping a Record of Inquiries

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.

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

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.

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 8 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.

In selling the Philco Socket Powers, it is well, indeed, to avoid getting into technical discussions 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 fifteen to eighteen 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.

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 organizations 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 takes a high type of go-getting specialty salesman to make good at it. The commissions paid must be as liberal as 15 per cent and sometimes more.

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 salesman 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 8 or 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.

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 \$40 weekly. You call only on leads and inquiries received from newspapers, magazines and direct mail advertising. No canvassing necessary. Call at.....

SALESMAN can make more than \$40 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 canvas-

sing 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.

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 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 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.

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.

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.

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 snap this switch "ON." When you want to shut off reception you merely snap 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, reconnect your old batteries and return your first payment. The trial will not cost you one single penny.

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.

(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?

(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:)

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.

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 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.

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. The public expects it and wants it.

Although the demand for Philco Socket Powers has always 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.

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

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.

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 may be lost.

Easy Payment Plan

It is probably not at all necessary for us to convince you of 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.

We are including this idea of Easy Payments in our national advertising. The advertisements that appear in our tremendous Newspaper Campaign over the United States, THE SATURDAY EVENING POST and LIBERTY MAGAZINE and the other magazines we will use, will inform the public very forcibly that Philco Socket Powers can now be purchased on the Easy Payment Plan from all authorized Philco dealers. This is one of the features that will make our national advertising bring 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.

You can use your own judgment as to how much you desire 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 \$59.50, your time payment price should be \$65.45 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.

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.

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.

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 \$59.50 for a Philco AB Socket Power for 6-volt tube sets you will be getting \$65.45.

You can recognize how profitable it is for you to borrow money from your bank at the rate of 6

Contract

Name of seller _____

We agree to purchase from you the following personal property at the prices noted, the total price being _____ Dollars (\$)

DESCRIPTION _____

1. Terms of Payment

Discount of _____ per cent for payment within _____ days of delivery; or \$ _____ cash with order and \$ _____ each _____ from date of delivery, until fully paid for.

Deferred payments ^{are} not to be secured by notes bearing interest at 6 per cent from date of delivery. These notes are not to be considered payment, but simply security for payment.

2. Retention of Title in Seller

Title to all the personal property above mentioned shall remain wholly in the seller until the entire purchase price has been paid in cash, including all notes or extended notes in connection with the property. In case any payment is not made when due, or in case of bankruptcy, receivership, assignment for benefit of creditors, or of levy upon purchaser's property under process of any court, the entire unpaid balance shall, at the option of seller, become immediately due and payable, and failure to make any such payment shall warrant seller in re-taking possession of all or any of the property above mentioned, with or without legal action, without liability for refund of any payments previously made.

3. Duties of Buyer

The buyer agrees to keep the above-mentioned property in good condition, and permit inspection whenever seller desires.

4. Place of Delivery

The goods are to be delivered and first kept for use by the buyer at

(Street address) (Town or city) (County—important) (State)

Buyer further agrees not to remove the property from the above location prior to making full payment without written consent of the seller, nor to attempt to sell, mortgage or otherwise dispose of the property.

This contract, dated _____ 19____, contains all agreements, express or implied, between the parties.

Witness to signature of buyer _____

Name of buyer _____

Nature of organization { corporation individual
 { partnership

Accepted, _____ 192____

Names of partners { _____
 { _____

(Seller)

Signature of authorized representative _____

Address of buyer _____

Note:—If the Uniform Conditional Sales Act is in effect in the state where goods are to be delivered, this contract should be filed within ten days from its date in the office of the Prothonotary of the county mentioned in Paragraph 4.

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, be-

cause 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.

Philcotrons for Replacements!

Be sure to stock Philcotrons. The demand is big. The profit on Philcotrons is large. It is absolutely necessary for you to have them in stock.

This is a very important matter! By all means do not neglect to see that you are stocked up on Philcotrons this year. You absolutely need these Philcotrons for replacement business. There are today over 500,000 Philco Socket Powers in use, and by January 1st of next year there will be over one million Philco Socket Powers in use. Replacement business in Philcotrons is growing rapidly every day, and already the demand from the public for Philcotrons for replacement purposes is becoming felt in every section of the United States. This will be very profitable business for you.

There are several reasons why you must not neglect to get plenty of Philcotrons in your stock immediately. It is our desire that every user of Philco Socket Powers be thoroughly satisfied and remain satisfied. If we are to attain this end then our Dealers everywhere in the United States must be ready to fill the demand for Philcotrons for replacement.

There could be nothing more irritating to the user of a Philco Socket Power than to suddenly need a Philcotron and be unable to get it. Such a condition not only is very harmful to the Dealer's prestige in his community, but it is also very harmful to the prestige that the Philco Socket Power now possesses the world over.

It is very important to you and certainly it is important to our factory that the prestige and leadership that the Philco Socket Power now possesses should not be endangered by the fact that the public is unable to buy Philcotrons when needed from the Philco Dealer.

Furthermore, we must also bear in mind that a great deal of money will be made by the Dealer in selling Philcotrons for replacement purposes.

This business is growing every day and it very shortly will become a tremendous factor from the Dealer's standpoint.

The greater the number of Philco Socket Powers sold in any community the greater will be the demand for Philcotron replacements. The Dealer should be prepared for the good of his business to take care of this demand and particularly he should be prepared to take advantage of this opportunity to make additional profit.

Furthermore, if the public finds that they can depend upon a Dealer to furnish Philcotrons or any other replacement article, then the public will patronize that particular Dealer, not only for that particular item but for other merchandise as well.

A Dealer can easily lose his prestige and he certainly can lose his customers if he is not prepared to furnish them with the merchandise they need, just when they need it.

This is particularly true of Philcotrons, because when the radio user needs Philcotrons, he wants them right away.

On the other hand, the live Dealer who keeps his merchandise stock up, who is ready to give service and furnish replacement parts promptly, will profit accordingly. He will not only make the desirable profit that comes with each Philcotron sale, *but he will be building up good-will and prestige in his community that are very valuable.* The public will learn to depend upon him and their tendency will be to give him their patronage.

The Dealer has everything to gain and nothing to lose by carrying a good stock of Philcotrons for replacement purposes. And the Dealer who learns that he can depend upon you and your house to furnish him the Philcotrons when he needs them will certainly stick to you and give you the business.

The Philco Socket Power Guarantee

This is one of the most important selling features of Philco Socket Powers for this coming season—a very definite and very specific guarantee on the "AA" Philcotron and the "B" Philcotron for the Dealer and the Jobber and the public.

This is a factory guarantee that means something, and will give the Dealer and the public every confidence in our product. This guarantee will be mentioned and played up in all of our National Advertising. It is one of the many features that are going to bring a flood of Philco sales.

As you know, the Philcotron is the very heart and secret of the Philco Socket Power. And when we guarantee the Philcotron we are practically guaranteeing the Philco Socket Power. This guarantee does two very definite things:

1. *It proves that the Philcotrons today are a perfected and lasting piece of mechanism.*
2. *It gives complete assurance to the Dealer and the Jobber that the factory stands behind him on the matter of complete consumer service and satisfaction.*

Our Guarantee of Philcotron Dependability

The "AA" Philcotron in 6-volt "A" and "AB" Socket Powers

Each and every Philcotron will operate with full efficiency and give satisfactory service for definite periods of time, as follows:

10,000 charging hours if used on low tap, as indicated on the Current Economizer with word LOW.

6000 charging hours on medium tap as indicated on Current Economizer with word MEDIUM.

3500 charging hours on high tap as indicated on Current Economizer with word HIGH.

Therefore we definitely guarantee "AA" Philcotrons to deliver a minimum of 3500 charging hours.

This guarantee is made with the understanding that the user will add water regularly as per instructions to the "AA" Philcotron at the same time he adds water to the battery.

The life of the Philcotron when used on boost tap, as indicated on the Current Economizer with the word "Boost," is less than 3500 hours. We do not make an "AA" Philcotron guarantee when

used on "Boost" tap, for the reason that the boost tap is not intended for constant use. It is intended only for occasional "emergency use."

4-Volt "AB" Socket Powers

The Philcotron used in the 4-volt "AB" Socket Power will give the same satisfactory and lasting service as the "AA" Philcotron used in the 6-volt "AB" Socket Power. This "A" Philcotron will operate with full efficiency for the definite periods of time as follows:

10,000 charging hours if used on low tap, as indicated on the Current Economizer with word LOW.

6000 charging hours on medium tap as indicated on Current Economizer with word MEDIUM.

3500 charging hours on high tap as indicated on Current Economizer with word HIGH.

Therefore we definitely guarantee the "A" Philcotron to deliver a minimum of 3500 charging hours.

It is understood that the user will add water regularly.

"A" Philcotron Guarantee in Philco Trickle Chargers

The "A" Philcotron is also definitely guaranteed in use in the Philco Trickle Chargers. Each and every Trickle Charger Philcotron will operate with full efficiency and give satisfactory service for the definite periods of time as follows:

7500 charging hours if used on LOW tap.

5000 charging hours if used on MEDIUM tap.

2500 hours if used on HIGH tap.

Therefore we definitely guarantee the "A" Philcotron in the Philco Trickle Charger to deliver a minimum of 2500 charging hours.

It is understood that the user will add water regularly.

"B" Philcotron Guarantee

We guarantee each and every "B" Philcotron to operate at the highest point of efficiency and to give satisfactory service for a minimum of 1650 operating hours. This means eighteen months, using the radio set three hours each and every day. ***This is the longest guarantee ever made on any rectifying device in a "B" Socket Power or Eliminator.***

The Current Economizer

The new 1928 models of the Philco "AB" Socket Powers are equipped with the new Current Economizer. It is the round dial on the case of the Socket Power, indicated by the word "Economizer."

This Current Economizer is one of the outstanding improvements on our new models. Every user can now very easily adjust his Socket Power to the low tap, medium tap, high tap, or, if necessary, the boost tap.

This Current Economizer is fully described in the section devoted to the line, and you can readily understand what a big factor it is going to be in prolonging the life of the "AA" Philcotron. It will enable the user to save current. It will increase the life of the battery as well as the Philcotron and reduce the number of times it is necessary to add water. *In many cases it will more than double Philcotron life and it will cut current bills in half.*

Description of the Philco Line and Its Outstanding Advantages

The 1927-28 Philco Radio Line is COMPLETE.

Dealers can and should for their own advantage concentrate on PHILCO to the exclusion of any other radio power line. Concentration always tends to make sales effort more convincing, and thus increases sales. Concentration reduces capital invested, which is especially worth while in a seasonal business like radio.

Philco provides units to operate any radio set from the smallest to the largest, and either from the light socket or through the old standard batteries and chargers.

And what is very important, the Philco line has been made complete without including any unit which has not had a thorough tryout in actual service during the past 1926-27 radio year. Every radio Dealer knows that practically every new development in radio has had its troubles during at least its first season on the market, and that it pays best to stick to tried and proven units, both in set and accessories.

"AB" Socket Powers

The Philco AB-663 was the outstanding success in the radio accessory field last year. This unit will be continued, at a much lower price, for those who prefer switch control. It will include the improved and guaranteed "AA" Philcotron and other refinements.

Two new "AB" Socket Powers, with relay control, are added for sets up to and including six tubes, including either a 112 or 171 power tube. Relay control enables the user to turn the Socket Power ON and OFF by means of the radio set switch.

AB-656 contains the improved and guaranteed "AA" Philcotron Rectifier, and is priced at \$59.50, the same as AB-663. AB-356 contains a dry rectifier at \$10.00 additional cost.

All "AA" Philcotrons are now guaranteed. On LOW rate they will deliver a minimum of 10,000 charging hours; on MEDIUM, 6000; on HIGH, 3500. We, therefore, definitely guarantee all "AA" Philcotrons for 3500 charging hours. The manufacturers of dry chargers guarantee them for one year.

Both AB-656 and AB-356 have on the front, readily accessible to the user, the new Current Economizer, which allows the user always to adjust his charging rate to the lowest point of current consumption which will keep his battery charged. This saves current bills, increases the life of the battery, reduces the frequency of adding water, and increases the life of either the Philcotron or dry charger. Three charging rates for constant use as well as a BOOST rate for emergency use are provided. Philcotron life will in many cases easily be doubled because of the Economizer. We have found many users in the past who didn't know there was a Charge Adjuster in the Socket Power and who were using the highest charging rate when the lowest rate was all they needed.

The HIGH charging rate on the 656 is .5 ampere, which will operate a six-tube set, including a power tube, five hours per day, every day. This is well above the average daily use of a radio set. Plenty of reserve capacity is provided for much longer daily use on occasion, and a BOOST charge rate of .8 ampere is provided to bring the battery up to full charge quickly after long hours of use. The BOOST rate is not recommended for constant use.

The maximum (BOOST) rate on the 356 is also .8 ampere, which will operate a six-tube set seven hours per day, every day. The BOOST rate on the 356 may be used continuously if desired.

Both the AB-656 and AB-356 have the new typewriter case construction. The top and sides are spot welded together to form one piece. They are not fastened to the bottom. When the Dealer

is preparing the Socket Power for service, and when the user has to add water, the top and sides are lifted off, making all the working parts readily accessible and visible. You can see how much easier this makes it to fill the battery without spilling.

Furthermore, when a Socket Power is installed in a radio cabinet, the top and sides are permanently removed, thus providing the greatest possible ventilation. The top and side pieces are interchangeable on Socket Powers of the same type. If a Dealer has an enclosed model in stock, and makes a sale of a cabinet model, he simply removes the top and sides, sells the bottom with the working parts, orders a cabinet model at its lower price, puts the top and sides on, and he has again an enclosed model.

The "B" Philcotrons are guaranteed for 1650 operating hours—approximately eighteen months' average service. The "B" Philcotron holding rack has been improved so as to give more positive contact with the "B" Philcotron terminals.

All the hum-free construction of the 1926-27 line has been retained and refined. One of the things we have to contend with is the tendency of the user to monkey with the variable resistor after the Dealer has adjusted this to the radio at the time of installation. To guard against this we are removing the knurled head from the variable resistor and replacing it with a slotted head, which requires a screw driver to turn. This will result in nearly 100 per cent of Socket Powers staying in adjustment in the future.

We are using a new and more beautiful satin crystal finish on the cases. Internal wiring has been simplified. Terminal markings have been made clearer. Improved fixed resistances have been incorporated. In every detail the phenomenally successful Philco "AB" Socket Power has been refined and improved so as to keep it as far ahead of competition this season as it was last season.

180-Volt "AB" Socket Powers

Two additional relay control Socket Powers are added for sets containing six to ten tubes, including a 112 or 171 power tube.

These are very high output Socket Powers, which will give amazing quality and volume on any good radio.

The AB-686, at \$69.50, contains the guaranteed Philcotron Electrolytic "AA" Rectifier, and the AB-386, at \$79.50, a Dry "A" Rectifier.

Both AB-686 and AB-386 contain a UD-96 battery, which gives greater voltage and capacity and contains more space for solution over the plates and sediment beneath the plates. Thus

water is required less often and battery life is increased.

Both AB-686 and AB-386 are equipped with the new Economizer for easily adjusting charging rates.

The HIGH charging rate on the 686 is .6 ampere, which will operate an eight-tube set five hours a day, every day. This is well above the average daily use of the great majority of radio sets. A BOOST rate of .8 ampere is provided for emergency use, but not for continuous operation.

The maximum (BOOST) charging rate on the 386 is 1 ampere, which will operate an eight-tube set seven hours a day, every day. The BOOST rate on the 386 may be used continuously if desired.

Both the AB-686 and AB-386 contain the most powerful "B" Socket Power on the market. The output is 60 milliamperes at 180 volts. Four transformer taps are provided, so that in connection with the variable resistor the output voltage can be exactly and permanently adjusted to the value required by any particular radio set and any particular line voltage. The transformer taps dispense with the lamp adjustment used on AB-656 and AB-356.

Using the 171 power tube tremendous volume and perfect quality are obtained, and the necessity for a power amplifier is entirely eliminated. Don't assume that the use of AB-686 and 386 should be confined to seven or eight-tube sets. The quality and volume of even a five-tube set will be vastly improved by the use of the AB-686 or 386, provided a 171 or 371 power tube and proper "C" battery are used. The AB-686 in particular is most adaptable to five and six-tube sets, because the Current Economizer can usually be set at LOW or MEDIUM, and very long Philcotron life will be obtained.

And, best of all, this high "B" output is maintained month after month. It is obtained without placing any additional strain on the "B" Philcotrons. We are able conservatively to give the same 1650 hour guarantee on the Philcotrons in AB-686 and 386 as in the AB-656 and 356. On the contrary, the life of any rectifying tube is greatly shortened where high voltage and large current output is required, and long before the tube actually fails its output greatly decreases and noises generally develop. Philcotrons entirely avoid these troubles.

As a safety measure we use three-paper condensers on the AB-686 and 386. The strain on condensers, using Philcotrons, is less than two-thirds as great for the same output voltage as with tubes, and yet some tube Socket Powers use only two-paper condensers, and none uses four-paper condensers which would be necessary to provide

for the same output a factor of safety approaching that which Philco has with three-paper condensers.

And remember that Philcotrons contain only a harmless solution, free from any corrosive acid, and that water need never be added to "B" Philcotrons. Also, they are just as easy to replace as tubes; last two to five times as long; and cost the user only about one-third as much as tubes in operating expense. If for no other reason than "B" Philcotrons, the Philco Socket Power line is the safest, most reliable, most economical on the market. Also, "B" Philcotrons bring out from any radio set the very finest quality and greatest volume it is capable of, and keep its performance up to maximum ALWAYS.

Philco Socket Powers are all built to conform to Underwriters' specifications. This is especially important on the high "B" voltage types, such as AB-686 and 386. Using Philcotrons, transformer voltage need not be greatly above output voltage. Nevertheless, we have provided a safety switch which automatically kills all circuits when the Socket Power cover is removed. We do not have cabinet (open) models of 180-volt Socket Powers, because of the difficulty in operating the safety switch properly on such open models.

In comparing other Socket Powers to Philco, one of the important questions to ask is whether the hazard of fire and electric shock in the home has been properly cared for as required by Underwriters' specifications. The Dealer who sells any make of Socket Power unit might easily be held liable for accidents occurring in the home, unless the unit conformed to Underwriters' specifications.

4-Volt "AB" Socket Powers

AB-463, for all UX-199 tube sets, and AB-463-5, for installation inside Radiola-28 Cabinets, are continued unchanged, except for refinement of details.

AB-463 is switch operated, and AB-463-5 is relay operated, because of the convenience of using the radio set switch when the Socket Power is installed inside a cabinet.

Both types contain the wonderful new "A" Philcotron, which, like the "AA" type on 6-volt Socket Powers, will deliver a minimum of from 10,000 hours at LOW rate to 3500 hours at HIGH rate, and is therefore definitely guaranteed for 3500 hours.

At the very low charging rates required for UX-199 tube sets very little water is evaporated from either Philcotron or the UD-44 battery, and filling with water is necessary only once every two to four months.

The charge indicator balls on the UD-44 keep the user informed as to which charging rate he should use (three are provided) and when to add water.

No water need ever be added to "B" Philcotrons. These marvelous "B" Philcotrons are absolutely free from tube rectifier noises, they need no attention whatsoever, and they are guaranteed for a minimum of 1650 hours, which is eighteen months' service, using the radio set three hours per day, every day.

Both AB-463 and 463-5 operate Radiolas without hum, and give more power and quality than can be obtained from dry cells. Furthermore, the power is maintained at full value at all times, instead of decreasing perceptibly from week to week, as with dry cells.

"B" Socket Powers

Last season we had all we could do to fill "AB" orders, and to a large extent we neglected the "B" Socket Power market.

This year, with a greatly enlarged factory, we are in a position to fill "B" orders as well as "AB."

The "B" market is not as large as the "AB" market, but it is a huge market nevertheless. Probably one "B" can be sold for every two "AB." Perhaps three "B" for every four or five "AB."

We have two "B" Socket Powers. Either will operate both 112 and 171 power tubes.

The B-603, in general, should be used on sets up to six tubes, although it will operate seven and eight-tube sets very satisfactorily where maximum volume is not required, especially when equipped with the 112 instead of the 171 power tube. Its price is reduced to \$32.50—a marvelously low figure considering the outstanding advantages of Philco "B" Socket Power. The B-603 will deliver volume enough to more than fill the average room, and fine quality of reception as well.

The B-86, which is a redesigned and larger output B-604 at \$10.00 lower price, should be used where maximum volume with perfect quality is required. The larger the number of tubes and the greater the milliamperage draw of the set, the greater the advantage of using the B-86. For anyone who wants the very best, the B-86 should be used on five or six-tube sets equipped with power tube, and practically always on sets with more than six tubes.

As in "AB" types, the "B" Philcotrons used in Philco Socket Powers have every advantage over tube rectifiers, both in B-603 and B-86. The life of Philcotrons is many times greater, they are more reliable and uniform, they are free from disturbing noises, they maintain their output as they grow

older, they permit of lower transformer voltage for a given output voltage, and thus put far less strain on condensers.

Philcotrons are wrongly thought by some people to contain corrosive acid, because the cells in certain competitive "B" Socket Powers contain sulphuric acid. This is not so. Philcotron solution is absolutely harmless. It is entirely free from sulphuric or other harmful acid.

Also, some people think "B" Philcotrons require the addition of water because "A" Philcotrons and competitive "B" rectifier cells do require water. Neither is this so. It is not hard to add water to "A" Philcotrons, because they are comparatively large and you can easily pour the water from a pitcher or bottle. But to add water to small "B" cells you need a medicine dropper, and it is a delicate job at that. So we make the "B" Philcotron jars large enough to hold all the solution which will ever be required during the full life of the cells, and then we cover this solution with a layer of oil to prevent evaporation. Due to these features, "B" Philcotrons never need water during their entire life.

"A" Socket Powers

The A-603, with snap switch control, is continued unchanged but at \$32.50 instead of \$36.50 as formerly. The A-603 contains the new and improved "AA" Philcotrons, which will deliver a minimum of 10,000 charging hours at LOW rate, 6000 at MEDIUM rate, and 3500 at HIGH rate. It is definitely guaranteed for 3500 hours.

A six-tube set, with a power tube, uses $1\frac{3}{4}$ amperes. Using the radio three hours per day, five days per week, which is about all the average radio owner uses his set after the first flush of enthusiasm, 27 ampere hours are used during the week. LOW rate delivers .2 ampere. Charging hours available per week are 153. The ampere hour input during the week is therefore .2 x 153 or 30.6 ampere hours. This is more than enough to replace the 27 ampere hours used and will keep the battery fully charged and in perfect condition.

The majority of radio owners can use LOW rate. They will, therefore, obtain 18 months' life from the "AA" Philcotron. Their current bills will be very low indeed, using .2 ampere, and the battery and Philcotron will need water only about once every three or four months.

There is no better source of "A" power for five or six-tube sets than the A-603, and none which will operate more economically and faithfully.

For seven, eight and nine-tube sets we provide the A-36 at \$12.50 additional. The A-36 is relay operated and contains a Dry Charger, which is

guaranteed for one year. It delivers a maximum charging rate of 1 ampere instead of the .8 ampere maximum on the A-603. The 1 ampere charging rate will keep the battery charged when an eight-tube set is used seven hours per day, every day, which, of course, is far beyond the average daily time that ninety per cent of all sets are used.

The A-36 contains a UD-96 battery, which delivers the extra voltage and current required to operate large sets many hours per day. The UD-96 also contains more space for solution over the plates, thus reducing the frequency with which water need be added, and more sediment space under the plates.

Both A-603 and A-36 contain sockets for plugging in a "B" Socket Power, which is then automatically turned ON and OFF by the same switch which controls the "A."

There will be on the market certain "A" Socket Powers with $\frac{1}{2}$ ampere Trickle Charge rate and $1\frac{1}{2}$ to 2 ampere Boost Rate, and in all cases that we know of the battery will be a THIN plate battery of 30-40 ampere hour capacity.

Two amperes is a very high rate for such a battery, especially if users leave the 2 ampere rate on for any length of time. No amount of instruction will prevent a certain number of users from charging continuously at 2 amperes, and in such cases battery trouble is sure to occur. Think how quickly the water will boil out, and how soon the thin plates will buckle and shed their material.

We consider 1 ampere the maximum permissible trickle charge rate, even with the rugged THICK Diamond Grid plates in Philco UD batteries.

Furthermore, we don't consider a single trickle rate of $\frac{1}{2}$ ampere satisfactory. It is too much for the majority of users, and causes them extra expense for current, shortens battery life (especially with thin plates), and makes the battery require water more frequently. In other cases, especially for new set owners, it is too low a rate and the battery will run down. Philco provides a range of three trickle charge rates, none of which causes undue battery wear. Philco Socket Powers can be adjusted to the exact requirements of any radio set, and to many or few daily hours of use.

Relay Control

After more than a year's development work on automatic socket power control, we have developed and thoroughly tried in service a reliable relay switch which will be used in most of the new Philco Socket Powers. Hundreds of different design features have been tested and many thousands of Socket Powers equipped with the final Philco type of relay switch have been put into service, and we

can assure you that the many troubles resulting from the use of relays of incorrect design have been eliminated. Philco relay switches have the following important design features:

1. Low coil resistance resulting in less than 0.25 volt drop when used on a set taking 2.5 amperes filament current and proportionately less on smaller sets.
2. High contact pressures, insuring against trouble from bad contact.
3. Enclosed design, protecting contacts and moving parts from injury in handling and from dust.
4. Positive action.
5. Adjustable spiral return spring, permitting of positive and close adjustment of action.
6. Wiping silver contacts.

Philco relay switches are designed to operate positively on a minimum of four $\frac{1}{4}$ -ampere, 6-volt or four 60 milliamperes, 3-volt tubes, depending on the type of Socket Power. For sets having less than four tubes, a switch model Socket Power should be used.

In using relay equipped Socket Powers there may be a tendency to install the Socket Power in the cellar or at some distance from the radio set. This is all right provided the power cable is not over 10 feet long and the "A" wires in the cable are No. 14 B. & S. gauge or larger. Longer or smaller "A" wires are apt to reduce the selectivity and otherwise affect the operation of the radio set.

Philco Trickle Chargers

Last season's highly successful Philco Trickle Charger has been continued unchanged, except that the wonderful new "A" Philcotron is now used in it. This "A" Philcotron will deliver, in a Trickle Charger, a minimum of 7500 hours at LOW rate, 5000 hours at MEDIUM rate, and 2500 hours at HIGH rate, and is therefore definitely guaranteed for 2500 hours in Trickle Charge service.

LOW rate will keep the battery charged with average use of a five or six-tube radio. This is regardless of the size of the battery used. Of course, the most convenient batteries to use with any trickle charger are the Philco glass case type UD-86 or UD-96. The Charge Indicator Balls show the user the condition of his battery at all times, and he can shift to a higher or lower charging rate at any time that he uses his radio more or less than usual. But he can use a 60, 80, 100 or 125-ampere hour rubber case battery, and the Philco Trickle Charger will keep any one of these batteries charged, just the same as it will keep a UD-86 or UD-96 charged. It isn't a question of how big the battery is. It is a question of how much current

the radio set consumes during the average week, and how many hours remain available for charging. Furthermore, if he uses a Philco rubber case battery, the Filler Cap Charge Tester tells him the condition of the battery almost as conveniently as the Charge Indicator Balls built in the UD-86 or UD-96.

The Philco Trickle Charger is the most convenient to use. It has a snap switch, so that you do not have to pull the plug from the light socket when you start to use the radio. It has a socket for plugging in a "B" Socket Power, and the Trickle Charger snap switch then controls both "A" and "B" automatically. Its three charging rates make it adjustable to different radio sets and different daily hours of use, save current, add to battery and Philcotron life, and make filling with water necessary less often. Furthermore, the Philco Trickle Charger is housed in an attractive brown metal case with crystal finish. A high-grade job through and through!

Comparison of Philcotrons and Dry "A" Chargers

Both have their advantages.

Philcotrons have been on the market longer and have had time to become perfected. Dry Chargers have not been on the market long enough for anyone to say just how long their service life will be.

The manufacturers of Dry Chargers guarantee them for one year, regardless of whether LOW, MEDIUM, HIGH or BOOST rate is used. They should give longer life, the lower the rate used, the same as Philcotrons.

The life of "AA" Philcotrons is a minimum of 10,000 charging hours (eighteen months) at LOW rate, 6000 hours (one year) at MEDIUM rate, and 3500 hours (6 months) at HIGH rate. Therefore, we definitely guarantee a minimum life of 3500 charging hours.

The average use of radio sets, after the enthusiasm of the first month or two, is less than three hours per day. Almost always the Current Economizer can be set on MEDIUM or LOW tap, which means 6000 to 10,000 hours Philcotron life.

On five or six-tube sets, which are used three to four hours per day, the life of the Philcotron will be as great as or greater than the guaranteed life of the Dry Charger. At the new low price of \$4.00 for "AA" Philcotrons, two and one-half replacement Philcotrons can be bought before the \$10.00 saving on the original price of the Socket Power is used up. In other words, if each Philcotron averages fifteen months, the life of the original Philcotron and two and one-half replacements will

be $3\frac{1}{2}$ x 15 months, or over four years, and the Dry Charger would have to last over four years before it becomes as economical as the Philcotron. The Dry Charger may last that long, or it may not, or it may last longer; nobody knows yet.

The same figures apply to seven or eight-tube sets used three or four hours per day. The Dry Charger must last over four years to match the economy of Philcotrons.

When it is desired to operate a set five hours per day, each and every day, which is the exception rather than the rule, the HIGH tap must be used continuously and Philcotron life will average eight months (the guarantee of 3500 hours is conservative). The life of the original Philcotron and two and one-half replacements will then be $3\frac{1}{2}$ x 8 months, or nearly $2\frac{1}{2}$ years. To match Philcotron economy in this case, the Dry Charger must last nearly $2\frac{1}{2}$ years.

The place where the Dry Charger must be used, regardless of initial cost or economy, is where a set is used six or seven hours per day, each and every day. This is most unusual. Philcotrons on the maximum (BOOST) charge rate of .8 ampere will operate a set six hours per day, every day, but constant use of BOOST rate is not recommended. It is permissible to operate an AB-386 continuously on the BOOST rate of 1 ampere. It is thus possible, with the AB-386, to operate an eight-tube set seven hours per day, every day, a seven-tube set eight hours per day, and a six-tube set almost nine hours per day, every day. It is true that these are most unusual requirements, but the AB-386 will meet them where they occur.

Of course, when we say that the average use of a set is less than three hours per day, we don't mean that on some days the user may not operate his radio six or eight, or even ten or twelve hours. BOOST rate is provided just to cover such occasional use. What we are talking about is the average over a period of weeks or months. Bear in mind that all Philco Socket Powers, either with Philcotrons or Dry Chargers, have plenty of reserve capacity for greatly increased use of the radio on all special occasions.

There is no argument for using a Dry Charger just because it is "dry," because water need be added to the "AA" Philcotron only as often as it is added to the battery, and it is no harder to add water to four holes than to three. Furthermore, adding water is now very easy, due to the fact that sides and top of the Socket Power case are removed together.

One point to emphasize about the Philcotron is that it contains no corrosive acid. There has been corrosion trouble with certain makes of electrolytic chargers, due to their using a sulphuric

acid electrolyte, and the impossibility of sealing a charger up to keep all the acid inside as we seal UD batteries to keep all the acid inside. We don't want Philcotrons to fall heir, in the minds of the Dealers or public, to the troubles of acid electrolytic chargers, and we must constantly stress the fact that Philcotron solution is absolutely harmless.

The fact that Philcotron solution is harmless should always be emphasized in a comparison of Philcotrons and Dry Chargers. In other words, if a Dealer or prospective user has the wrong impression that Philcotrons contain corrosive acid solution, he may, on this account only, be inclined toward a Dry Charger. This wrong impression must be corrected, so that the comparison may be made on a fair basis.

Underwriters' Specifications

For the protection of the radio user from fire and electrical shock hazard, and for the protection of the Dealer against damage suits, the Underwriters' Laboratories, in connection with a Committee of the Radio Division of the National Electrical Manufacturers' Association, have worked out specifications for all radio apparatus which is to be connected to the light socket.

All Philco Socket Powers are built to conform to these Underwriters' specifications. Due to the use of Philcotrons instead of tubes for "B" rectification, Philco Socket Powers use lower transformer voltages for given output voltages and are inherently the safest Socket Powers made. In addition, in Philco Socket Powers, all terminals are inside, all panels and bushings are made of Bakelite instead of hard rubber, automatic safety switches are provided on the 180-volt "AB" and "B" Socket Powers, etc. Every safety detail has been thoroughly worked out exactly as the Underwriters specify.

Socket Powers containing rectifying tubes should have safety switches even for 135-volt output. Due to higher transformer voltage required by tubes, Philco 135-150 volt Socket Powers, with their low transformer voltages, are absolutely safe and conform to Underwriters' specifications without safety switch.

No radio user wants to get into insurance complications, and no Radio Dealer wants to be personally liable for the safety of apparatus that he sells. You can readily see how the fact the Philco Socket Powers conform to Underwriters' standards safeguard both user and Dealer.

Comparison of Trickle Charger Type with Direct-from-the-Socket "A" Power

We considered marketing a Direct-from-the-Socket "A," but have sidetracked the idea, due to

1. Uncertain performance of Tungar, Rectigon contact, or any other known rectifiers in this service, especially as regards oscillation noise coming from the rectifier.
2. The indifferent quality of reception obtained, due to variations and line noises in electric light current supply in different parts of the country and in different parts of the same city. These variations and noises are very apparent on the "A" circuit, when they are unnoticeable on the "B" circuit.
3. The very annoying swelling and fading of the volume of reception occurring many times every hour and resulting from the fact that small, usual variations in the A. C. line voltage produce relatively great variations in the filament current. This occurs not only in small towns, but in large cities. On some radio sets a variation of even one volt in line voltage will cause reception to fade out or blast out. Even the largest Central Stations regularly have a voltage variation of considerably more than one volt.
4. The greater generation of magnetic flux, requiring keeping the unit away from the radio set, and of heat, requiring exceptional ventilation—both due to the need of a very large transformer for "A" power direct from the socket.
5. The additional cost, size and weight over the Trickle Charge type, and the impracticability therefore of making a combined "AB" Socket Power.
6. Unless voltage is accurately controlled by the user, tubes in the radio set may be burned out
7. Unless a Storage Battery is used it is absolutely impossible to use a relay.

We are still testing out various forms of Direct-from-the-Socket "A" in our laboratories. Rest assured that if a good Direct-from-the-Socket "A" can be produced, Philco will produce it as soon as any one. There has been a disposition in the radio business to rush undeveloped or unproved innovations on the market to the future grief of Jobbers and Dealers.

Our judgment is that a Direct-from-the-Socket "A" in its present state of development will give trouble and, therefore, must not be inflicted on Philco Jobbers and Dealers.

Now consider the advantages of Trickle Charger Socket Powers:

1. Proved and perfected by three years' service.
2. "A" power uninfluenced by electric light line fluctuations, because while the radio set is being used, the "A" battery is entirely dis-

connected from the electric light current. Pure, direct, storage battery current, which simply cannot cause hum or distortion or noise of any kind in the receiving set.

3. Perfect voltage control; therefore no harmful overloading and burning out of tubes in the set.
4. The slight battery overvoltage noticed in louder reception for the first few minutes the radio is turned on, automatically rejuvenates the radio set tubes every time the set is used, keeps them up to the highest possible operating efficiency, and makes them give maximum life.
5. Lower current rates required for trickle charging, as against Direct-from-the-Socket "A", are well within the capacity of a number of commercially proven rectifiers. On the other hand, no rectifier in the world has proved itself commercially successful for Direct-from-the-Socket "A" service.

Comparison of Tubes and Philcotrons for "B" Socket Powers

Both are convenient to use and replace. It may not be generally appreciated by all Dealers that Philcotrons may be replaced without disturbing any wires, that you merely slip the old Philcotrons out from under the spring contact clips and slip new ones in. The new typewriter case construction on Philco Socket Powers makes it very easy to slip in new Philcotrons. However, new Philcotrons are not needed nearly as often as new rectifying tubes.

Neither requires any attention in service. "B" Philcotrons are shipped in place and corked. The Dealer removes the corks. Water never need be added during their entire life. Practically no breakage of "B" Philcotrons occurs and even if one should break, the solution is harmless. There can be no corrosion inside a Philco "B" Socket Power as it grows older. This does occur in other electrolytic "B" Socket Powers containing sulphuric acid solution, and we must be sure to make clear to the world that "B" Philcotrons contain no harmful acid, and therefore cannot cause destruction of Socket Power parts as the Socket Power grows older.

Tube life is much shorter than Philcotron life, and output of voltage of tubes falls off sharply long before they are worn out. Furthermore, a big percentage of all "B" rectifier tubes sooner or later develop noises which are very objectionable in the radio set. The output of Philcotrons remains HIGH during their full life. Therefore, reception is maintained at full quality and volume. And Philcotrons cannot cause noises in the radio set.

Tubes without filaments have no longer life than tubes with filaments, the implications in no-filament tube advertising notwithstanding.

Most tubes are not guaranteed. None is guaranteed more than one year. "B" Philcotrons are conservatively guaranteed for 1650 hours, which is eighteen months' service using the radio three hours per day, every day, which is more than most users average.

The life of rectifying tubes is very irregular. Some fail or must be discarded because of reduced output or noises, in 200 or 300 hours. Others of the same type last 600 to 800 hours. The average life is probably no greater than 50 hours.

"B" Philcotrons are very uniform. The 1650-hour guarantee is conservative. The average life is 2000 hours.

Now compare the cost to the user:

On a 135-150 volt "B," the user will have to buy three tubes, at about \$4.50 each, to give the same life as one set of Philcotrons, taking the Philcotrons at only their conservative guaranteed life of 1650 hours. This is \$13.50 for tubes against only \$4.00 for Philcotrons, a \$9.50 saving with Philcotrons. On a 180-volt "B," the user will also have to buy three tubes, at approximately \$6.00 each, to give the same life as one set of Philcotrons. This is \$18.00 for tubes against only \$8.00 for Philcotrons (180-volt "B" uses eight Philcotrons)—\$10.00 saving with Philcotrons.

Why should the user spend \$9.50 to \$10.00 more in eighteen months' time for "B" rectifiers? It isn't as though tubes had any advantage of any kind over Philcotrons. The fact is that Philcotrons are superior to tubes, even disregarding cost. Read the following list of Philcotron advantages:

1. No breakdown of condensers.
2. No noise in the radio set.
3. No falling off of quality and volume with age.
4. Uniformity.
5. Safety
6. Greater output—greater volume of reception—longer distance from the radio.
7. Perfect quality of reception.
8. Small variations of output voltage with milliamper draw of the set. This enables Philco Socket Powers to be accurately adjusted to any and all radios.

UD Batteries

The UD-44 and UD-86 will be continued as before. In addition, we will have a larger 6-volt

glass case battery, the UD-96, for the larger radio sets, at \$13.90. The UD-96 occupies the same floor space as the U-86, but has more sediment space under the plates, and more water space over the plates. It therefore has extremely long life, and needs filling with water less often.

All three UD batteries will be packed individually, with bottled electrolyte, at no increase of price.

All three contain the famous Philco Charge Indicator Balls, which have contributed so much to the convenience of radio users.

All three contain the famous Philco spray-proof construction—construction that has proved to the radio world that a battery need not be the messy affair that everybody used to think it was. Philco UD batteries are the only real living room batteries. Just think of it! All the acid stays inside where it belongs. No spray! No leakage! No covers wet on top! Any battery may stay dry on top for a few months, but no battery but Philco stays dry on the outside permanently.

All three UD batteries contain THICK plates. Thin plates should never be used in Trickle Charge Service. This is fundamental. And yet, the radio public will most likely be offered competitive batteries for trickle charge service which contain very thin plates and very thin separators. Of course, thin plates and thin separators are cheaper, and perhaps their first cost to the user may be a little less than the first cost of a Philco UD. But many Philco UD batteries have been in service for over three years and are still going strong, and the wise Jobber, Dealer and Radio Owner will continue to prefer the big, husky, Diamond Grid thick plates and thick quarter-sawed hardwood separators that Philco gives them.

Don't assume that every Dealer is familiar with all the advantages of Philco UD construction. We all know these advantages by heart, and sometimes it seems almost boresome to repeat them. But these advantages have probably never been explained at all to many a dealer, and even the best informed Dealer may know about some of them, but not others.

For instance, we had at the factory the other day a man who is high up in the electrical industry, a man who had been Chief Engineer of one of the leading electrical manufacturing companies. He knew that Philco UD batteries were long-lived, he knew they were acid-proof, etc. But HE HAD NEVER SEEN NOR HEARD OF THE CHARGE INDICATOR BALLS! When we explained their operation he was very, very, enthusiastic.

So it will pay you to sell every prospect on the advantages of UD batteries, just as if they were new on the market this year, because, for all you

know, they may be new to the particular man you are talking to.

Thousands and thousands of loose Philco UD batteries have been sold during the last two years for Trickle Charge service; many with Philco Trickle Chargers, and many with other makes of Trickle Chargers.

Don't overlook the market with other makes of

Trickle Chargers. 1927-28 is going to be a Trickle Charge year. Philco isn't going to supply all the Trickle Chargers. There will be a huge market for UD batteries to be used with other makes of chargers. See Dealers stock UD batteries early, and prepare for this demand, because we greatly fear a shortage of UD batteries during the peak season.

Read the Amazing Record of the Philcotron Rectifier

(Reprint from "Philco Sales Bulletin")

On the day that this was written, March 26, 1927, the two-millionth Philcotron was manufactured in our Philadelphia plant. It will interest you to know that the first Philcotron was perfected in our Engineering Department in August, 1923—actually less than four years ago.

The amazingly rapid development of one single radio unit is one of the marvels of the radio industry, and the radio industry throughout has been a parade of almost magical achievements in engineering.

The Philcotron is admitted by the leaders of the radio industry everywhere to be the real secret of the enormous popularity and tremendous demand the world over for Philco Socket Powers.

The Philcotron is based on the principle of Electrolytic Rectification. It makes possible electrolytic rectification to the highest degree of efficiency for use in Radio Socket Powers.

Electrolytic Rectification with Philcotrons is conceded to be by far the most dependable and most consistent. Such rectification had been used for laboratory purposes for some years before the invention and perfection of the Philcotron.

Our Engineering Department deserves full credit for the invention and development of the Philcotron, which has made it possible to commercialize Electrolytic Rectification so that the general public has been able to secure its full benefits in the well-known Philco Socket Power.

A Long-Life Service

First bear in mind that two million Philcotrons have been manufactured by us for use in the Philco Socket Power. Our factory records show that actually less than one-fifth of one per cent of this number have been returned because of defective material, workmanship or service failure to date.

Think of it! Two million Philcotrons in strenuous day-in and day-out use, thousands of them over two years old, and out of this gigantic number

actually less than one-fifth of one per cent have been returned for any reason whatsoever!

Furthermore, over 90 per cent of all Philcotrons returned were made in a three-month period last summer and fall just preceding our development in conjunction with the engineers of the Aluminum Company of America, of a specially pure grade of Aluminum which almost entirely eliminated previous irregularities and helped to make the Philcotron the most consistent and reliable rectifier in the radio field.

In this day of rush and hurried production and overnight development and changes, the lasting efficiency and long life of the Philcotron is an engineering achievement to be proud of.

The Philco Research Laboratories are well known to the electrical and radio industry. Every new development in radio is thoroughly tested and investigated by us. Every conceivable method and idea of Socket Power construction is subjected to complete tests in our laboratory before it is discarded as impractical.

For these reasons we are in a position to state positively that the Philcotron, exclusively used by us, is today the one satisfactory rectifier for radio socket power units, and we are convinced that it will be some years before the Philcotron is succeeded by an improved device, if ever. And when such an improvement takes place, you can depend upon it that it will be an improvement brought out by the Philadelphia Storage Battery Company.

Here are the outstanding points that make the Philcotron such a highly important unit in Socket Power construction:

1. It replaces tube rectification with its uncertainties.
2. It contains no corrosive acid of any kind. "B" Philcotrons never need to have water added and "A" Philcotrons only when the battery cells need water also.
3. It is entirely free from tube noises and is absolutely silent in operation.

4. It functions at a very low electric current cost.
5. The Philcotron is as easily replaced as a tube when necessary, and you make a profit on the replacement sales.
6. Most important, it has remarkably long life "B" Philcotrons easily last over twice as long as the best "B" rectifying tubes. "A" Philcotrons have at least three times as long life as "A" rectifying tubes. The normal life of "A" and "AA" Philcotrons is over 10,000 charging hours on low tap. Most users can keep their batteries charged by using the low tap. For instance, you can operate a six-tube set almost twenty hours a week on low tap.
7. Finally, one of the outstanding advantages of the Philcotron is the fact that dangerous high-voltage transformers are done away with. Furthermore, the low transformer voltage which Philcotrons make possible for a given output voltage relieves the condenser of all peak voltage strain, and condenser breakdown is practically unknown in

Philco Socket Powers. Philcotrons make the Philco "AB" or "B" Socket Power a perfectly safe thing around the home.

Better than Before — The Improved Philcotron

Yes, the Philcotron has been improved for this year's Socket Power production. It has more refinements than ever before in its construction resulting in even greater efficiency of operation. As mentioned before, our Research Department last fall developed an improved quality of aluminum that now goes into every Philcotron manufactured.

Improvements which greatly prolong life have been made also in the character of the special alloy anode and in the electrolyte itself. The solution is still free from all corrosive acid or other harmful substances and water need never be added to the "B" Philcotron and only to the "A" Philcotron when the battery cells need water. Of course, all of these improvements which are lengthening Philcotron life beyond our fondest hopes of a few years ago, have been made without sacrificing any of the other exclusive Philcotron advantages.

Serial Numbers

For the protection of our Dealers each Socket Power and Trickle Charger will again carry a serial number. This serial number will be stamped by the factory on the Socket Power and Trickle Charger base when the base starts through the Assembly Department. At the same time, a four-section tag will be attached. Each section of this tag will carry the same serial number, printed on, not handwritten.

The fourth section is the factory assembly record and will be removed by the factory. The third section from each Socket Power or Trickle Charger in one shipment will be removed by our Shipping Department and enclosed in an envelope,

which to avoid error has previously been properly marked to identify customer by the Order Department, and furnished to the Shipping Department, attached to the order.

This envelope, with the stubs enclosed, will then be forwarded to the Filing Department, which will mark each card and file them in numerical order.

Every precaution has been taken this year to make this record accurate and to speed up the work of recording and filing. As soon as this system is started, we will be able to furnish information immediately in regard to the shipment of any Socket Power or Trickle Charger.

Mahogvanized Rubber Case Radio "A" Batteries

Nearly 2,000,000 radio sets were sold last year and a good percentage went to rural districts, farms and small villages. There are in all nearly 1,500,000 radio sets on farms.

These homes are in general not "wired." In fact approximately only one-half of all the homes in the United States are wired, thus affording a tremendous outlet for storage batteries.

Philco sold more Radio Storage Batteries last year than the year before. Thousands more. Furthermore, we expect to increase our Radio battery production again this year.

Not only on account of the above-mentioned reasons, but because we believe that there will be such a terrific demand for Socket Powers in the fall months that no manufacturer or even group of manufacturers will be able to supply this demand.

In addition, you know quite well that straight storage batteries, although inconvenient, will always operate radio sets as well as any Socket Power.

We are making our battery proposition more attractive, more salable than ever, and we are looking to you to increase your battery sales this year.

In the first place, from the standpoint of the Consumer, we are going to give away FREE one Philco Charge Tester with each "R" and "RX" battery! Think of it! Doesn't that add to its salability? You bet it does!

The radio public today wants to have its radio set just as modern as its pocketbook can afford, and Philco Charge Testers will do more toward modernizing battery-operated sets than almost any other accessory.

Philco Radio Batteries are the easiest batteries to sell because Philco is so well known. Do you realize that every fifth or sixth radio set is equipped with Philco Batteries or Philco Socket Powers?

In addition to being well known, Philco Radio Batteries will sell because they are unquestionably the most attractive radio battery built. The beautiful mahogany finish of the rubber case takes Philco out of ordinary battery class. Philco Batteries LOOK quality.

The Charge Tester and mahogany finished rubber case undoubtedly add to the salability, but that's not all. A Philco owner is a Philco booster, and you have hundreds of thousands of boosters helping you right now.

Philco Batteries sell and SELL EASILY. More important still is the fact that *when a Jobber or Dealer sells a Philco Battery he makes a full profit.* He is doing business on a decent margin.

When you are talking to the Dealer on Philco Radio Batteries be sure to stress the point that Philco is one battery on which he makes the proper margin of profit, and at the same time gets the volume of sales. There is no money in the gyp or cut-price battery business. You know this and the Dealers know it, and it is up to you to bring the point home to them.

Philco gives both the volume and the profit. What more could any merchant ask? And does any other battery have the following outstanding features and advantages?

One of the big outstanding features for Jobbers and Dealers is the ease with which the famous Philco Radio Batteries can be handled.

Built charged, but DRY, they can be put into service immediately without an initial charge by the mere addition of electrolyte of the proper specific gravity.

Furthermore, Philco Drynamic Batteries have a wonderful sales appeal. The radio owner can see that he is certain to get the *full life* of his battery because the life of a Philco Drynamic Battery doesn't start until he buys the battery and you pour in the electrolyte. ***He cannot get a stale Drynamic Philco.***

Philco Charge Tester. Does away with the need of an old-fashioned, messy, sloppy hydrometer that drops acid every time a gravity reading is taken. Always tells at a glance the exact state of charge, and, furthermore, whether or not the addition of water to the battery is necessary.

Beautiful Mahogany Finished Rubber Case. Attractive, distinctive. A fit companion for the finest radio set, more than just a black box.

Bayonet Filler Caps. Removed and replaced with merely a quarter turn. When an owner fills his Philco Battery with water all he has to do is—Zip! a quarter turn and the vent cap is lifted out. No more endless turning or skinned knuckles. Philco Batteries are easy to fill with water and keep in first-class operating condition.

Thick, Heavy Diamond Grid Plates. These thick plates built on the famous Diamond Grid are recognized everywhere by everyone as "the" radio plate. It will hold its charge over longer periods than any other. It will resist buckling and warping long after an ordinary battery plate is in its grave. They work, and work, and work. They last and last and last!

Patented Quarter-Sawed Hardwood Separators. Just as long as the plates stand up straight and retain their active material a battery will work. How long this will be depends largely on the separator. Philco Quarter-Sawed Separators represent the finest type of wood insulation obtainable. Quarter-sawed to produce alternate hard and soft layers of wood. The hard layer insulates or keeps the plates apart. The soft layer permits rapid diffusion of acid, therefore current. Unbeatable! Unmatchable!

Radio "B" Batteries

Radio "B" batteries are also available for the radio owner who has no electric current in his house and who does not care to dash to the nearest radio store for dry "B's" every other month or so. Ideal for use on farms with Delco or other 32-volt lighting outfits.

Philco "B" Storage Batteries in the small, compact, square glass jar still reign supreme in the "B" battery field. Imitated and copied in part, as it has been, Philco still retains *all* the best points of construction.

Charge indicators, built-in pilot cells of the battery, tell when the battery needs recharging and when it needs water.

Sealed-in posts and well-shaped covers keep the acid inside where it belongs and make filling with water easier.

The Drynamic (Dry charged) feature also adds to its salability because it enables the owner to put the battery into service immediately without first having it charged. All he need do is fill with electrolyte of the proper specific gravity, connect up and start in using it.

For charging "B" batteries we are continuing the Single Charger, calling this the Philco "B" Charger. We are also continuing the Charger Panel which enables the owner to hook up his "B" batteries once for all and then switch them from set to charger and back again, without

changing a single wire, but merely by throwing the two switches.

Every time you sell a "B" battery be sure also to sell a "B" Charger and Charger Panel, because of the great convenience and satisfaction they give the user.

Your proposition to the trade is just as wonderful. Full big discounts and Dollar Margins to the Dealer and Jobber. For complete details regarding prices, discount, packing, etc., read the section under "Sales Policy," and your price sheets.

Philco "B" Socket Powers a Big Seller This Season

You are going to do a big business this year in the sale of Philco "B" Socket Powers. The opportunity was never greater. The demand was never stronger, and this year's models of Philco "B" Socket Powers are the finest by far that we have ever produced.

Our careful study and investigation of the huge Socket Power market has thoroughly convinced us that the demand for "B" Socket Powers this season is going to be very big. We have laid our plans to get a tremendous volume of this "B" Socket Power business.

Philco "B" Socket Powers this year will be far superior to any competing make both in construction and performance. This fact combined with the outstanding prestige of Philco in the Socket power field makes it certain that tens of thousands of Philco "B's" will find a ready market.

Give this matter plenty of effort. You can make real money pushing the Philco "B" Socket Powers. They are going to sell readily, and a big profit is made by the Dealer on each one he sells. Now read about our big advertising campaign on Philco "B" Socket Powers.

Big National Advertising Devoted Solely to "B" Socket Powers

We have decided to run a big newspaper and magazine National Advertising campaign devoted solely to advertising Philco "B" Socket Powers. **Remember, this advertising will be run IN ADDITION to our big volume of Philco "AB" Socket Power advertising.** A tremendous demand for Philco "B's" will be created and this gives you an opportunity of doing a big business on these "B" Socket Powers.

And all authorized dealers get their business name and address at the bottom of our national newspaper advertising on Philco "B" Socket Powers.

Outstanding Features of the Philco "B" Socket Powers

Philco "B" Socket Powers are absolutely recognized as "standard," and furthermore there is a Philco "B" Socket Power for every kind of circuit or set.

You know that there is an enormous market for the B-603, ideal for use with sets using 6 tubes or less, including the UX-112 power tubes. There is almost as great a market for the B-86, for sets using 6 tubes or more, including the UX-171.

Maximum volume with perfect quality will be received from power tubes with the B-86. It is an actual fact that the B-86 gives you everything in tone volume and tone quality that has been secured in the past by means of expensive power amplifiers.

The retail price of the B-603 is only \$32.50, a remarkably low figure when you consider the remarkable features of this Philco "B" Socket Power.

And the B-86 used when maximum volume and perfect tone quality are required at the low retail price of only \$45.00 is another outstanding bargain to the radio user. The demand for the B-86 in our opinion is going to be very great.

Do not let any one underestimate the big market and the big demand for these items, particularly in view of the extensive National Advertising we are going to do on Philco "B's" alone.

A Final Word—Very Important

We know that you are going to make a big success this season with the Philco line of Socket Powers. We are convinced that Philco will be your biggest selling item and will make you the most money. It cannot possibly be otherwise.

The public demand is so great, and our line is so far ahead of all other competition and our plans have been so carefully and elaborately worked out, that retail selling success of Philco is going to come to you on a bigger scale than you ever thought possible.

You will be interested in knowing that our Factory Traveling Service Organization is actually three times as large as it was last season. This traveling organization of service men has been created solely to co-operate with Philco Jobbers and AUTHORIZED PHILCO DEALERS. In other words you are going to get plenty of service co-operation this season—all you need, because your Jobber also has expert service men in his employ.

We also want you to feel at liberty at any time to communicate with us at the Factory giving us in detail any problem that may present itself to you.

Our Sales Promotion Department at the Factory is operated for you and all other Authorized Philco Dealers. You can get sales helps and suggestions from us and we shall be glad to hear from you at any time.

Note Well These Four Points

Before closing we want to call your attention in particular to the following very important points:

1. Have you as yet signed the Dealer to Jobber Quota Agreement? You have everything to gain and nothing to lose by signing it, and that is the thing that makes you an Authorized Philco Dealer. *It is the thing that guarantees that your name is placed at the bottom of all Philco National Advertising placed in the newspapers that circulate in your community.*

You probably have already signed up the Dealer to Jobber Agreement with your Jobber or you would not be reading this booklet. However, if by some chance you have not already made this arrangement with your Jobber, be sure to let us know by early mail and we will fix it up for you; then you will be able to cash in on our National Advertising by having us list your business name and address.

2. Another thing; be sure to read what we say in this booklet about selling the new set owner as well as the old set owner. You will be surprised at the volume of Philco business that you can build up by putting forth these special, easy and effective selling efforts.

3. Also we urge you not to get the impression that your store is too small (no matter how small it is) for you to successfully operate the Hand Bill Plan or the Direct Mail Plan that we tell you about in this booklet.

Some of the smallest retail stores in the United States have worked these plans with very big success. Read them over and if there is anything you do not understand clearly, do not hesitate to write us.

4. Finally, be sure that you have arranged with your Jobber for delivery of Philco Socket Powers to you *particularly during the months of August, September, October and November*. Our production is tremendous, but without any question there will be a shortage of Philco Socket Powers in view of the tremendous world-wide demand.

Now is the time for you to get your necessary stock in for the coming season, and bear in mind, *that this year the radio season is going to start much earlier*. **FURTHERMORE, PHILCO NATIONAL NEWSPAPER ADVERTISING STARTS IN AUGUST.**

Below you will find a list of Philco branches throughout the United States. Get in touch with any one of these branches at any time you feel that the branch can be of assistance to you:

ATLANTA, GA.
665 Glenn St., S. W.
Phone—West 2666

BOSTON, MASS.
1123 Commonwealth Avenue
Phone—Brighton 5741

BUFFALO, N. Y.
1019 Genesee Building
Phone—SEneca 7382

CHICAGO, ILL.
3335-45 W. 47th St.
Phone—VIRginia 1400

CLEVELAND, OHIO
510 Commercial Bank Building
Phone—Cherry 2062

CINCINNATI, OHIO
820 Provident Bank Building
Phone—Canal 9002

DENVER, COL.
13th Ave. and Broadway
Phone—Main 5822

DETROIT, MICH.
424 W. Elizabeth St.
Phone—Cadillac 0123

KANSAS CITY, Mo.
2008-10 McGee St.
Phone—GRand 0947

LOS ANGELES, CALIF.
1149 Wall St.
Phone—WEstmore 8672

MINNEAPOLIS, MINN.
216 3d Ave., N.
Phone—Main 3790

NEW YORK, N. Y.
47 Christopher St.
Phone—SPring 6485

PITTSBURGH, PA.
Corner 5th Ave. and Smithfield St.
Phone—ATlantic 4972

PORTLAND, ORE.
54 N. 10th St.
Phone—BRoadway 8926

SAN FRANCISCO, CALIF.
218 Fremont St.
Phone—Davenport 3140-41-42

SEATTLE, WASH.
2024-26 Third Ave.
Phone—Main 3354

ST. LOUIS, Mo.
317 N. 11th St.
Phone—Garfield 9034

DALLAS, TEXAS
Philadelphia Storage Battery Co.
of Texas
2403 S. Harwood St.
Phone—4-6703

Phone—Regent 8840

Factory, Laboratories and General Offices
Ontario and C Streets, Philadelphia

