

Confidential Selling Plans!

for

PHILCO
REG. U. S. PAT. OFF.
Dealers

PHILCO
REGISTERED
**Balanced-Unit
RADIO**

PHILADELPHIA STORAGE BATTERY COMPANY

**Ontario and C Streets
PHILADELPHIA, PA., U. S. A.**

A PERSONAL MESSAGE

You have probably noticed the rapid trend in the radio business—the weeding-out process—the rapid dropping out of fly-by-night, inefficient and unreliable manufacturers—the general stabilization of the radio industry.

This means that the reliable, dependable, alert manufacturer—the one with firm and just dealer and consumer policies—will move ahead with great strides year after year. And it also means that the radio dealer who identifies his store firmly and surely with a stable and aggressive manufacturer is going to find the retail radio business a mighty desirable and mighty profitable business to be in.

The automobile some years ago passed through the same process of development that radio has just passed through. There was a time when the automobile dealer handled first one car and then another—often losing money and seldom making any—always contending with overstock and obsolete models. Many a dealer gave up the business in disgust. Many dealers, of course, stuck to it through thick and thin, and then as the business became stabilized, those dealers who picked the right manufacturer to string along with soon found themselves in a most profitable business—proving again that one of the big secrets of successful retail selling lies in picking the right line.

The radio dealer has just gone through the same experience, buying one make of radio after another—always overstocked with a variety of competing makes—always finding himself with obsolete models on hand and hence *no profits*. A certain few radio manufacturers are naturally going to dominate in the radio industry and the dealer who chooses ONE line, and chooses well, and then concentrates on that line is the dealer who will survive and reap the big profits that are sure to come—and **THEY BEGIN THIS SEASON.**

You are now an authorized, registered Philco dealer, and you will find this Philco franchise of constantly growing value to you as the months pass. Valuable to you because Philco has determined to build nothing but quality radio—to build it as the public wants it built—in the variety it should be built—at prices that are amazingly attractive—backed up by continuous tremendous advertising—deliveries when deliveries should be made, and with none of that over-production that has been so unsettling to the industry.

And then, most important of all, giving the dealer the right territorial protection so that the Philco franchise will always be a possession of value to those particular selected Philco Dealers.

This means that now the *big profits* lie in *concentrating* on Philco. Now is the time above all times for you to become known as the PHILCO DEALER both to the public as well as to the factory—just as the Ford dealer is known and identified as the Ford dealer; likewise the Chevrolet dealer—*concentrated, undivided, ever-growing profitable business.*

Philco gives you everything you need as a radio dealer—a complete line—a quality line—an eye-value line—priced to sell—tremendous advertising and territorial protection. Do not make the mistake of losing this Philco franchise! We welcome you as an authorized Philco dealer, and we are going to make Philco dealers the most outstanding, the most prosperous in the radio business.

Do not make the mistake of stocking up with a variety of different makes of radio. Don't throw away the generous profits that you gather selling Philco trying to dispose of a variety of slow-moving, obsolete merchandise. Philco is bound to be the big seller of 1929. You know that or you would not now be an authorized Philco dealer. 1929 is the Philco year. And we are going to

CONFIDENTIAL SELLING PLANS FOR PHILCO DEALERS

make that true every year hereafter by keeping one jump ahead of all competition.

The Philco factory plans are to keep in the closest touch with all Philco dealers—helping them work out their merchandising problems in detail. We are going to see that the Philco dealer gets every possible radio sale in his community with the most constant and the most elaborate dealer selling helps ever created.

And now a word about this Dealer Sales Manual—one of the many dealer helps Philco is furnishing this season. Below we are listing the contents of this manual. Read it from cover to cover. Use it! It will more than treble your sales and profits. We are sending you this one copy. You should undoubtedly have more copies—one for each of your salesmen. If you need two or three additional copies, write for them today.

This Dealer Sales Manual covers in detail the following subjects:

1. The Philco Line of Radios from a Merchandising Standpoint.
2. Discount Policy.
3. Furniture Policy.
4. Territorial Policy.
5. Advertising Program—Magazines—Newspapers—Broadcasting.
6. National Advertising Features.
7. Dealer Sales and Advertising Helps.
8. Large Philco Dealer Neon Sign.
9. Store and Window Arrangement.
10. Floor Display.
11. Outside Selling.
 - (a) Securing Salesmen
 - (b) Sales Organization
 - (c) Demonstration
 - (d) Standard Selling Talk
 - (e) Closing Sales Talk
12. Getting Customer Prospects.
 - (a) Newspaper Advertising
 - (b) Circularizing by Mail
 - (c) Handbill Plan
 - (d) Telephone Plan
 - (e) Door-to-Door Plan

LET US BRIEFLY ANALYZE THE COMPLETE PHILCO LINE

We at the Philco factory decided that the prosperity and success of our dealers this season, and therefore our success, depended first and foremost upon the merchandise we built. *We knew that it was vitally necessary to build exactly what the public wanted and at a price the public wanted to pay.*

Easy, fast-selling merchandise! That is the primary secret of big sales. And then when you add to that sound aggressive merchandising plans and advertising—business cannot help but be tremendous.

Here is what we decided the public would demand this year—first, and always, quality performance—superb tone, split-hair selectivity, and vast distance range; second, furniture, superbly beautiful furniture; third, a genuine ELECTRO-Dynamic Speaker; fourth, a variety of models from which to choose—all the way from the attractive table model, the beautiful open-face console, and the exquisite highboy with doors to the magnificent De Luxe Highboy.

These are exactly the features that the public demands this year PLUS—and most important of all—PLUS LOW PRICES, yes, prices that have never been approached before in quality radio. You know that to be a fact.

And finally, you can now give the public its choice in any furniture model of either the greatly improved and already famous Neutrodyne-Plus chassis or the new Screen Grid Chassis—each and every receiver balanced to use *two* of the wonderful new 245 Power Tubes.

Where is there one person living that the Philco line cannot meet his or her wants regardless of performance, regardless of beauty and regardless of pocketbook? The radio world knows today that Philco has MET PUBLIC DEMAND, and that 1929 is the big year for all Philco dealers.

Now, then, this means far more to you as a Philco dealer than simply the possession of a fast-moving line of merchandise. IT MEANS THAT NOW YOU CAN CONCENTRATE ON ONE LINE OF RADIO—THE PHILCO.

Regardless of the customer, you have a model to fit his desire. No more overstocking with a variety of makes—talking this and talking that. No more scattering of your investment, and hence working on a short discount and worrying about what is becoming obsolete.

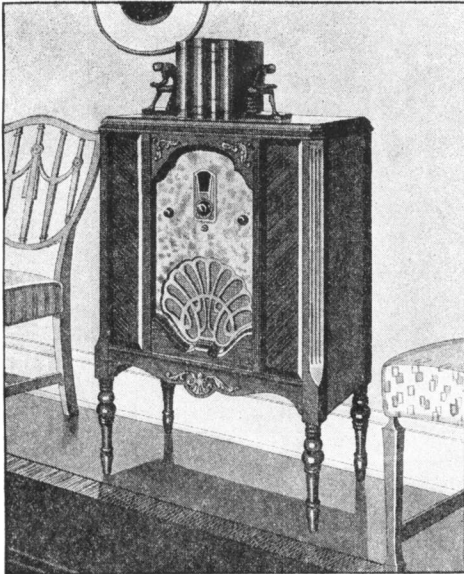
The Philco dealer organization—with protected territory and close factory co-operation—is becoming the most powerful radio organization in the world. Your Philco franchise is becoming more valuable to you every day, and we want you to keep it—to grow and prosper with us, and to always be in a position to cash in on the Philco development and Philco progress in radio.

Below we are listing the Philco models, and you know that each one of these models is a seller. Therefore we know it is good business for you to stock the entire line. You cannot afford to be without any one of these models below. Read descriptions carefully.

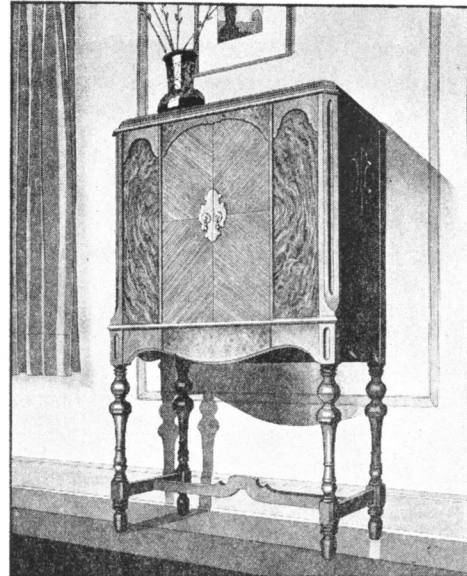
The Lowboy. This model is an unusually attractive open-face cabinet with Oriental walnut raised side panels and set-back bird's-eye maple center panel. Beautiful new and smaller bezel plate. Philco matched, BIG SIZE, genuine Electro-Dynamic Speaker and Philco Acoustic Equalizers built in.

With Philco Neutrodyne-Plus Chassis or with Philco Screen Grid Chassis. And either chassis balanced to use *two* 245 Power Tubes in push-pull.

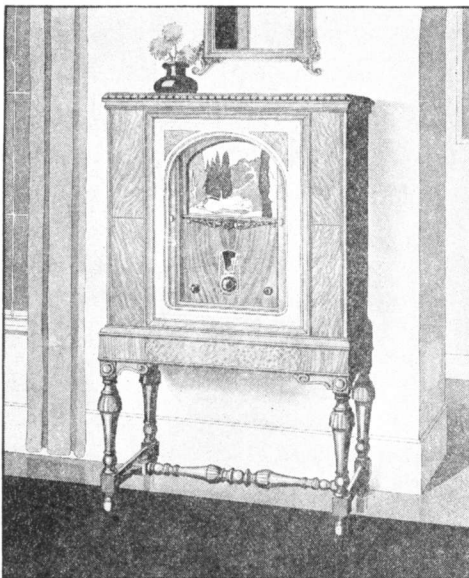
THE PHILCO LINE



The Lowboy



The Highboy



The Highboy De Luxe



Table Model

With matched Philco *Electro-Dynamic* Speaker, extra large to insure full, round tone.

The Highboy. This distinguished cabinet is also furnished with a matched BIG SIZE, genuine Philco Electro-Dynamic Speaker and Philco Acoustic Equalizers built in. Half doors, which may be closed when the set is not in use. Matched Oriental walnut on doors. Beautiful butt walnut side panels. Beautiful tapestry instead of ordinary grill over the speaker, and inside panel of exquisite bird's-eye maple. Even the backs of the doors are finished in exquisitely matched Oriental walnut.

With Philco Neutrodyne-Plus Chassis or with Philco Screen Grid Chassis. And either chassis balanced to use *two* 245 Power Tubes in push-pull.

The Highboy De Luxe. A more expensive cabinet. Sliding doors on metal runners which disappear into recesses at the sides. Philco matched, BIG SIZE, genuine Electro-Dynamic Speaker and Acoustic Equalizers. The cabinet is exquisitely finished in butt walnut, with arbor vitae burl overlay and Oriental walnut framing. With Philco Neutrodyne-Plus Chassis or with Philco Screen Grid Chassis. And either chassis balanced to use *two* 245 Power Tubes in push-pull.

The Table Model. The Philco Screen Grid is also available in an attractive table model, balanced to use *two* 245 Power Tubes and complete with matched Philco genuine Electro-Dynamic Speaker.

PHILCO'S TREMENDOUS ADVERTISING CAMPAIGN

First, the right merchandise and the right prices. We've got exactly that; and then comes the next important step—telling the vast American buying public all about these marvelous Philco models—telling about them time and again in big smashing advertisements—advertisements that capture attention—create interest—then desire and then ACTION—BUYING ACTION—that is already bringing a flood of sales to Philco dealers throughout the entire nation.

Never before has Philco launched such a gigantic, such a forceful and timely advertising campaign. Over one million dollars will be spent by Philco this season to tell the story of the Philco radio and the Philco dealer to the American people.

Throughout the Entire Summer

Philco's big advertising campaign started in June with a big DOUBLE-PAGE SPREAD IN *The Saturday Evening Post*. You have probably already seen it—the opening gun of Philco's running fire of mid-summer advertising. A powerful advertisement that goes simultaneously to more than

two million seven hundred and fifty thousand families.

And then, WEEK AFTER WEEK throughout the entire summer, Philco's great advertising bombardment continues without a let-up. Week after week in this same great national magazine—going to nearly three million families—Philco runs a big sales-getting advertisement—nothing less than a full page.

And newspaper advertising—big, dominating advertising starting in June and going right on through the entire summer—one newspaper starting after another until more than 200 big metropolitan dailies will have carried Philco's message.

You know what this signifies. You know the inevitable result—that Philco sales by Philco dealers during this summer will BREAK ALL MID-SUMMER RADIO RECORDS. And it also means that the Philco dealer with these wonderful new Philco models will have the jump on all competition when the big fall buying starts the last of August.

Think of the tremendous momentum that is gained by this big mid-summer advertising. Long before Labor Day these new Philco models at these surprisingly low prices will be known to the public everywhere. A running start that competition cannot possibly overtake.

And now about the fall and winter advertising! As the height of the season approaches the advertising becomes greater and greater. More national magazines with tremendous circulation are added—*Collier's*, *Liberty*, *Life*, *The Ladies' Home Journal*, *Cosmopolitan*,

True Story, *McCall's*, *American Magazine* and also *Time*. We are going to advertise in these big publications again and again—continuously each and every month.

These national magazines blanket the entire United States. Every single Philco dealer will feel the effects of this gigantic advertising. There is not a community so small or so far away but what the circulation of these magazines seeps in to a surprising degree to create Philco good will, Philco prestige and *buying action*. All Philco dealers benefit by this kind of advertising.

GIGANTIC BROADCASTING CAMPAIGN POPULAR WEEKLY PHILCO HOUR

Each and every week throughout the entire summer and on through the fall and winter months a new, original and delightful Philco hour will entertain millions of listeners—from coast to coast—through the Blue Net Work. This gigantic hook-up of dominating broadcasting stations carries this unique Philco Hour every Friday night at 9.30 o'clock, Eastern Daylight Saving Time (9.30 Standard Time in the fall and winter).

And at the beginning and at the end of every Philco program the vast audience everywhere will be briefly but forcibly told of the outstanding superiority of Philco Balanced Unit Radio, and the fact that you and every other authorized Philco dealer are ready to prove this superiority by free home demonstration.

Think of the millions of people who are listening-in on the Philco Hour with old-fashioned, obsolete sets—sets that don't per-

form, either in tone, distance or selectivity! And nearly all of these people are prospects, and live prospects, too. And when they hear the Philco name mentioned a dozen times in a single hour, when they hear about the marvelous qualities of the Balanced Unit Radio, you may feel sure that they will remember Philco, and they'll be more than ready to respond to all advertising and sales work that Philco is doing in magazines and newspapers and the selling you do in your own community.

This, together with the intensive magazine and newspaper advertising, gives you some idea of what the season holds for you as a registered Philco dealer.

Combine these strong sales features and you get a definite picture of the powerful merchandising co-operation backing you up. We are going to give you and every other Philco dealer full co-operation in every sense of the word!

HERE IS THE STORY THAT PHILCO ADVERTISING WILL TELL THIS YEAR

Philco is sparing no expense in the preparation of its big national magazine and newspaper advertisements—expert writers of advertising copy working with well-known artists have prepared a series of beautifully illustrated advertisements that portray the powerful Philco story vividly and with tremendous force.

Each and every advertisement is bound to create INTEREST and DESIRE in the heart of the prospective purchaser—and better still, BUYING ACTION. Our advertising is written to produce actual retail sales for the dealer IMMEDIATELY—not at some indefinite time in the future but now—TODAY! When a big Philco advertisement appears in the magazines or newspapers you can expect sales that very day, the next day and the days thereafter.

In our advertising we first unflinchingly convince the reader of the superb quality and the outstanding performance of the Philco Radio. We create the desire to own a Philco but we do not stop there. Philco advertising goes further. It tells the prospect HOW he can OWN a Philco—just how to go about it. It drives him into action.

We make the public a definite, attractive, understandable proposition. We make a specific offer, and then conclude by urging one and all to visit the Philco dealer without delay.

The following points are emphasized in every Philco advertisement:

1. The Fact of Balanced Unit Radio—the one outstanding feature that makes Philco the finest of all radio receivers. Never before in radio manufacture has the balancing of electrical units been accomplished with such exactness and perfection.

As you probably know, in the laboratories of great factories sample models of radio sets—carefully checked, balanced and as-

sembled by expert engineers—are naturally flawlessly perfect. Each unit is balanced with *scientific exactness* with all other units by the skillful use of wavemeter, galvanometer, milli-ammeter, and other delicate measuring instruments.

And today Philco Balanced Unit Radio means simply this—that our production engineers have successfully brought into factory volume production this same accurate and exact laboratory method of balancing units with such marvelous precision and perfection. It is this exact scientific balancing of electrical units that gives the Philco such overwhelming superiority—truer, richer, clearer tone; rare selectivity and vast distance range. So the one point we feature in our advertising above all others—the one big fact that we keep driving home to the public—is this fact of PHILCO BALANCED UNIT RADIO.

2. Performance Backed by Testimonial Evidence—First, as we have just explained, we tell the public all about the fact of Balanced Unit Radio to show clearly how Philco design, construction and scientific workmanship create performance never before equalled in radio; and then we prove by testimonial evidence—selected from thousands of letters from satisfied users over the United States—evidence that Philco's amazing performance is not merely a claim but an established, recognized fact, that Philco owners everywhere will enthusiastically back up and vouch for.

3. Free Trial in the Home—A national Philco sales policy—offering the prospective purchasers the opportunity of proving Philco performance in his home on free trial. This policy pays. It brings the Philco dealer many, many retail sales he would otherwise not get. This policy creates public confidence in the Philco Radio and in the Philco dealer.

So we tell the public in our advertising that any Philco dealer will gladly allow him to test this new Philco Balanced Unit Radio in his own home on free trial and without obligation. Later on in this book we go thoroughly into the proper manner for the dealer to handle this offer of Free Home Trial.

4. Easy Payments—In our advertising we tell the buying public that the Philco dealer in their neighborhood will gladly let

them purchase the Philco on Easy Payments. As you know, the public in vast numbers expects and desires to buy on easy payments, and we greatly increase dealer sales by mentioning the fact in our advertising that Philco can be bought on payment terms. (Philco has worked out a most liberal plan for the handling of your time payment paper. You can now do a volume of business on easy payments and Philco's plan gets you the money at once.)

IDENTIFY YOUR STORE WITH THIS HUGE NATIONAL ADVERTISING CAMPAIGN

Huge sums of money are being spent weekly for the benefit of Philco dealers—thousands of dollars going into powerful, result-getting advertising covering the entire nation. This money is being invested in the greatest radio advertising campaign we have ever put on, so that you, as well as ourselves, may reap a harvest of business that will mean money in the bank for all of us at the end of the season.

No matter where you are doing business, thousands of people in your community will know the Philco name and will be familiar with Philco Balanced Unit Radio. It will be important to you, therefore, that you be known in your neighborhood as the registered Philco dealer. Important, first, because of the sales that you reap from the tremendous Philco advertising and selling campaign; and second, because of the prestige that will be added to your store when you are known as the official Philco dealer in your territory.

Not every dealer who applied for a Philco franchise was fortunate enough to get it.

Come to our office and we will show you applications from hundreds of dealers, and many excellent dealers among them, to whom we were forced to say "No" when they wanted a franchise. Why? Not because we failed to appreciate the standing of these men, but because we realized that fewer

dealers meant safer, bigger profits for those who enjoy the Philco franchise—if they **CONCENTRATE** on Philco with every ounce of energy and take advantage of this wonderful business opportunity.

You were selected as the Philco dealer because we want only live, active, go-getting business men, and we believe you are the type we want.

The Philco franchise will be valuable to you because, after having chosen the best dealer in any community, *we protect that dealer in his territory*. So the profits and prestige that follow the acquisition of the Philco franchise in your neighborhood may be reaped by you.

Because we have been so careful in selecting our dealers, we naturally feel that we are justified in going to great expense in supplying them with dealer helps of outstanding merit—to help them sell the Philco Radio.

When we say that it will pay you to use these sales aids, we mean just that. We want you to use them, for we know that they bring in the business. So we say—**IDENTIFY YOUR** store as the Philco store of your community. Tie up with our advertising. Cash in on this big national campaign. *And later on in this book we tell you just how you can do this.*

BIG PACKAGE OF DEALER HELPS WITH BEAUTIFUL VARIETY OF STORE DISPLAYS

Worth \$15—
Cost to Dealer Only \$7.50

Philco dealers this season will show the most attractive window displays in the radio industry. We are positive of that, and we have made a special, determined and successful effort to create for our dealers this season superlatively attractive *window and store display material*.

The best artists obtainable working with expert color artists, engravers and lithographers have created these beautiful window and store displays for the use of the Philco dealer. And by placing a big order for each one of these items the Philco factory has been able to secure the ENTIRE COMBINATION for only \$15—a surprisingly low cost. HOWEVER —

You as a registered Philco dealer can secure this entire assortment of window and store displays in ONE BIG PACKAGE through your Philco jobber AT A TOTAL COST TO YOU OF ONLY \$7.50—far less than the actual original cost in quantity production. Ask your jobber about this without fail.

Here are the items, fully described, that you get in the big package of dealer helps:

1. Master Window Display—consisting of a superbly big beautiful center show card in a brilliant variety of colors and accompanied by two harmonious and very attractive side panels.

This superb center display changes three times through the coming radio season, each new display featuring the outstanding current event—music—football—boxing, and so forth. Your jobber will see to it that your display changes reach you without delay.

2. Illuminated Sign—the most attractive electrically lighted sign for window

decoration that we have ever seen. It is unusually attractive and a sure attention getter. This colorful illuminated sign carries the words:

PHILCO BALANCED-UNIT RADIO

You must see it to appreciate it. Just the right size for your window—the finishing touch as an attention-getter. It will attract and hold the passer-by. It WILL SELL Philco for you with a certainty.

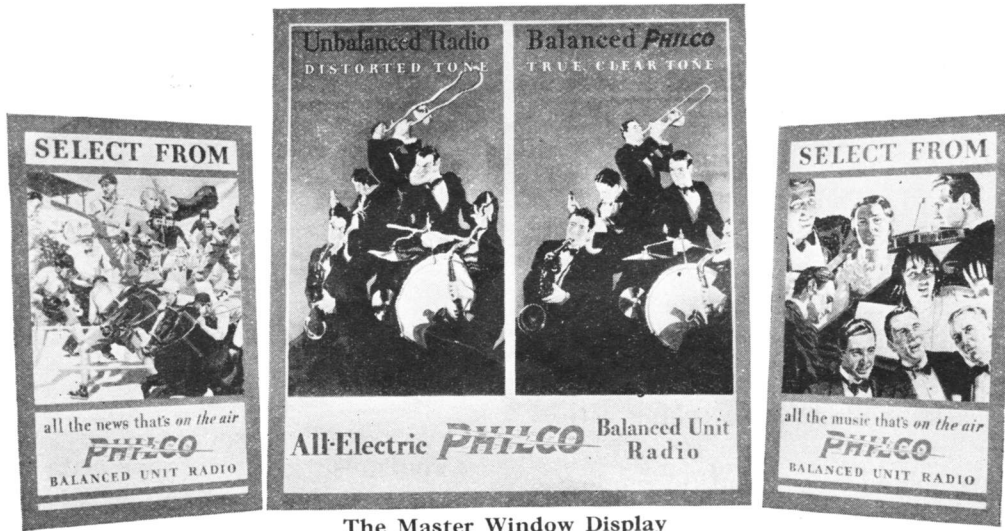
3. Elegant Counter or Cabinet Model Cards—each one a most attractive card describing each Philco Furniture Model—a card of elegance in keeping with the superb beauty of Philco furniture. These cabinet model cards can be used either on your store counters or, better still, it can be placed upon the furniture model it describes.

And together with these beautiful cards WE ALSO FURNISH A COMPLETE VARIETY OF NEAT PRICE CARDS. These price cards—one for each type of Philco Radio—are designed to fit perfectly on the corner of each descriptive cabinet card—a most practical and valuable display.

4. Window Transfer—This is a very well designed transfer that puts over the name “Philco” prominently. It is distinctive in appearance and can be placed on the glass of either your door or your window. It is not large enough to crowd the glass, but it stands out and helps greatly to identify your establishment as Philco headquarters.

5. Liberal Quantity of Descriptive Folders—This folder describes the entire

PROVEN AIDS TO BIGGER SALES



The Master Window Display



Eight-Page Descriptive Folder



Front and Back of Envelope Stuffer



The Big Announcement Banner



Brilliant Illuminated Sign



Counter and Price Cards for Each Philco Model

Philco line. Keep them on hand, on your counter or on a Special Table, where interested prospects may readily take one. They are also very desirable for direct mail purposes.

6. Envelope Stuffers — An attractive circular that you can enclose with your statements and with your regular correspondence. It offers the buying public a definite, attractive proposition that you can well afford to make. It will bring you prospects and hence sales.

7. Huge Announcement Banner — Yes, a big, attention-getting banner that you can use either across the front of your store or along the inside wall. This banner commands attention. It proclaims you as the Philco dealer. It announces the arrival of the marvelous new Philco Balanced Unit Radio. The words on this banner read as follows:

NOW HERE!

PHILCO

BALANCED-UNIT RADIO

“Neutrodyne-Plus” and “Screen Grid”

Come In!

ELECTRO-
DYNAMIC
SPEAKER

Hear It!

All of the Above — Huge Announcement Banner — Envelope Stuffers — Illustrated Folders — Descriptive Counter Cards — Price Cards — Illuminated Sign — Master Window Display — with subsequent changes following in order — all of this included in the one big package that you can secure from your jobber. Actually worth \$15 — **YOUR COST COMPLETE ONLY \$7.50.** Get in touch with your jobber at once or the Philco branch office, and you will be taken care of.

BIG, BLAZING, ALL-ELECTRIC NEON SIGN EXTRA SPECIAL OFFER TO ALL PHILCO DEALERS

Here is the greatest thing, the biggest thing, that we have ever been able to offer to Philco dealers everywhere — a special offer on a brilliant, blazing, NEON electric sign for the front of your store — a sign that can be seen blocks away.

You will agree that the greatest, the most effective, the most attention-getting and sales-producing advertising that any radio dealer or any other kind of dealer can possibly procure is to have — blazing out above the front of his store — a brilliant electric sign — a NEON sign — telling all passers-by, either on foot or in automobiles, the kind and character of his business.

You know how many times a prospective customer either for a radio set or tubes or any other radio merchandise has driven his automobile up the street looking for a radio store. It is a fact that the prospective customer never really spots a radio store until he is at least a half square past it. Why? *Because there is nothing on the front of it to*

indicate at a glance that it is a retail radio establishment.

It is different, of course, when the prospective customer is walking up the street. When on foot, the window display may immediately call his attention to the establishment.

However, every radio dealer knows that today potential buyers by the thousand in each city are in automobiles. Then the merchandise or display in the window is not conspicuous enough to attract their attention. Something more is necessary — A BRILLIANT, ILLUMINATED SIGN.

You can readily see what a wonderful thing it will be for you to have this big NEON all-electric sign blazing forth brilliantly over the front of your store. It can be seen from far away. It will command attention from people in every direction. It will rivet your establishment as radio headquarters in the public mind. It is the greatest, most productive advertising from every standpoint that you can possibly do.

Another important thing! Philco's tremendous national advertising campaign which is now under way will make a tremendous impression on the public over the entire United States, including the people of your community. You are experienced enough to know that when people begin thinking about Philco Balanced Unit Radio, the first important step is to let them know where they can inspect and buy the set. It is most important that you identify yourself as the Philco dealer in your neighborhood.

You want the public to come into your store confidently and without hesitation, knowing without question that you can show them the new Philco Balanced Unit Radio. When they hunt in vain for a Philco sign and finally wander into the first radio shop they come to, you are the loser.

Therefore, this big, brilliant all-electric NEON sign will do more to identify you as the authorized Philco Balanced Unit Radio dealer than any other one thing. It will not only advertise your establishment generally, *but it will definitely connect you and your store with this big Philco Radio proposition of 1929.*

Here is Our Offer !

First, let us tell you that this sign is 2½ feet deep and 6 feet wide—a big, predominating sign that can be seen many blocks away. The lettering on this sign blazes forth in a brilliant red glow as only

a NEON sign can blaze. The wording is as follows:

PHILCO BALANCED-UNIT RADIO

The above are the words that stand out in fiery red above the front of your store, identifying your establishment with the great national advertising campaign on Philco Balanced Unit Radio.

This splendid NEON sign would cost a dealer several hundred dollars if he were to try to purchase one of them from any manufacturer of NEON signs. But, because of special big quantity arrangements that we succeeded in making with a big manufacturer of these popular signs, you can secure this splendid, big size NEON sign for only \$90.75 through your jobber.

The actual cost of this big NEON sign is \$181.50 in big quantities but your Philco jobber has in turn made arrangements whereby you can get it for ONE-HALF of that amount—your price is only \$90.75.

Don't neglect this wonderful opportunity to display your store so brilliantly. Get in touch with your jobber without delay or the Philco branch office, and you will get the full details.

**Look for the illustrations of the large
and small Neon Signs on Page 4 of the
Advertising Portfolio**

AND ALSO A SMALL SIZE NEON SIGN BRILLIANT PHILCO WINDOW DISPLAY

Yes, you can also get for your window display a smaller size Neon sign 2 feet wide and 12 inches deep—and *at a bargain price.*

You can thank your Philco jobber for this great opportunity. Here is the message we received in March from Philco jobbers over the United States "Our dealers want Neon signs—one large one for the store front—a smaller one for window display. Please make the best arrangement with big sign manufacturers that you can, and we will co-operate with our dealers in getting the signs at a real bargain price."

We followed the request of the Philco jobbers. We have done exactly that—one big, brilliant blazing sign for over the front

of your store and ALSO a most attractively red lighted Neon sign for your window. The wording is:

PHILCO BALANCED UNIT RADIO

By special arrangements with the manufacturer of these window Neon signs we finally secured a price of only \$50, BUT YOU AS A PHILCO DEALER PAY ONLY \$25. You actually get for \$25 a sign worth several times that amount, through the co-operation of your jobber. So we urge you to get in touch with your Philco jobber or the Philco branch office at once. Your jobber will give you the full details.

STAGE YOUR OWN RADIO SHOW

Now is the time—early in the season—for you to stage a radio show right in your own store—a Philco Balanced Unit Radio Show, displaying each one of these wonderful new Philco Models.

Quite likely by this time you have placed in stock the Philco Table Model with separate Electro-Dynamic Speaker, the Philco Lowboy, the Philco Highboy and the beautiful DeLuxe Highboy Model. Naturally you will want to stock the complete Philco line at once because each and every model is a live seller; each and every model fits or meets public demand at the RIGHT PRICES. You have undoubtedly determined by this time to concentrate your selling efforts on Philco, to become identified in your community as the Authorized Philco Dealer, and therefore, by all means do not hamper yourself by not having on hand one of each of these splendid fast-selling models.

Also by this time you have probably received from your Jobber the big Philco package of Dealer Helps—the Master Window

Display—the Illuminated Sign—the Descriptive Literature—and the attractive Counter and Price Cards. We also hope that you have secured either one or both of the brilliant, blazing, attention-getting Neon signs.

Hence you are ready to stage your own Radio Show in your own store. It is not at all difficult to put on a one-week Radio Show. You merely keep your store open evenings and arrange an attractive display on your floor of each one of the Philco Balanced Unit Radio Models.

Your store window should be attractively decorated by the use of our Master Window Display, and showing at least one of the Philco Models, preferably the DeLuxe Highboy.

You will also be able to use a few inexpensive potted plants, such as ferns, with a bright touch of color to create atmosphere. This will add much to the attractiveness of the show and create the buying mood. If you are located where there is a broadcasting

station, we suggest that you get a member of the station's broadcasting talent to appear at a stated time. The radio fans flock to see the broadcasting star, local or otherwise, and it will be a great drawing card for you.

It is also a good plan to have a goodly supply of prospect cards together with all descriptive literature handy on a table. Contract forms should also be available. You should insist on your salesmen getting names and addresses, together with all possible data on prospective customers.

The more people to whom you show Philco and demonstrate it, the more sales you will make. If you show them all the Highboy DeLuxe you will sell more of them and the greater will be your profit. Note the illustration of the Radio Show advertisement on page 14 of the Dealer's Advertising Portfolio. It will bring people to your store. As you know, the public does like to attend a Radio Show no matter where it may be located. The public appreciates the opportunity of visiting a dealer's store as a Radio Show guest to look over and inspect new models. He feels that he can attend without being under the least obligation to buy and

without being unduly solicited to buy. He comes readily.

Important! Merely send in your request for the mats of this Radio Show advertisement. Order by number from Dealer's Advertising Portfolio. We will send you the complete advertisement in mat form ready for your newspaper.

Additional Suggestions

1. Be sure that proper care is exercised in uncrating the Philco furniture models when they arrive so that they will not become marred or scratched.

2. Be sure that your Philco furniture models are carefully wiped off and rubbed up with Johnson Furniture Wax before being put on display. Appearances mean a very great deal. Particularly to the woman.

3. Be sure that all radio tubes are functioning properly before demonstrating any model to a prospect in the store. Also be sure that the connections are correctly made. Remember that the best demonstration is the one that makes the sale.

4. Have a number of comfortable chairs in your store. Make your customers comfortable while demonstrating and selling.

FLOOR DISPLAY AND SELLING

All dealers know the value of an attractive floor display, and the first important thing is to have the cabinets unpacked carefully to avoid marring or scratching the fine finish of the woodwork. Use a soft cloth and wipe off the dust carefully; then bring out the exquisite finish of the Philco furniture by rubbing it up with Johnson Furniture Polish. Each Philco model is a live seller—hence you get rapid turnover, and therefore it is good judgment to have the entire line in stock. It does not represent a big investment, and the full line gives you the opportunity of making a fine floor display.

Be sure to have two or three comfortable chairs in your store so that your customers, particularly the women, may be seated rest-

fully while you are showing, demonstrating and selling the particular Philco that your customer may fancy.

As customers come in your store give them prompt and polite attention. If you are concentrating on Philco and if you are known as the Philco dealer, your conversation will quite likely proceed as follows:

SALESMAN: *Good afternoon. Can I be of service to you?*

CUSTOMER: Yes, I would like to see the new model Philco Radio.

SALESMAN: *I will be glad to show you these new model Philcos. Please step right this way.*

(We will assume that you have your Philco models arranged on your floor so that you can

RADIO SHOW!

All this week, (*insert dates here*)

Special showing of all new models

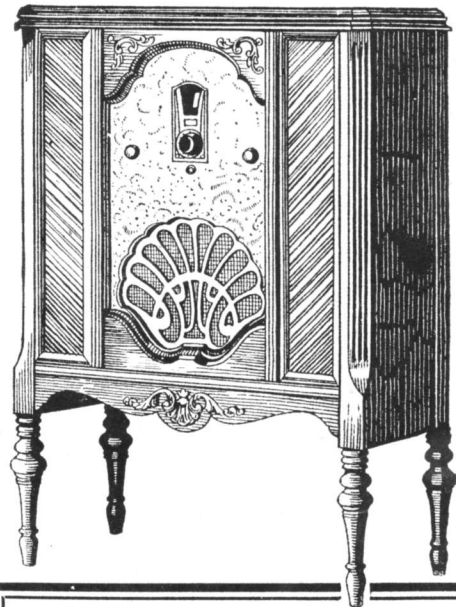
PHILCO

BALANCED-UNIT RADIO

YOU are invited to attend a special display at our store all this week of the complete range of the new and superbly beautiful Philco Balanced-Unit Radio Models. Store open evenings.

Here is your opportunity to inspect the very latest developments in quality radio, to see and hear the sensational new Philco that you have heard so much about and have recently seen announced in the great national magazines. Handsome furniture models designed by well-known artists, finished in costly imported woods.

We want you to attend this special showing whether or not you are thinking of buying a radio. However, after you have examined these various Philco models, if you wish, we will deliver any one of them to your home on free home demonstration. And then, if you decide to buy, we will extend to you very easy payment terms if you so desire.



PHILCO LOWBOY

Finished in bird's-eye maple and matched Oriental walnut. Balanced-Unit Neutrodyne-Plus circuit, built-in matched *Electro-Dynamic* Speaker and Acoustic Equalizers. Push-pull amplification for two of the new 245 power tubes.

Price only

\$129⁵⁰

Screen Grid \$119.50
(Tubes Extra)

Complete range of models, Neutrodyne-Plus or Screen Grid circuit, priced from \$67.00 to \$205.00.

DEALER'S NAME

BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO

See Page 14 of the Advertising Portfolio for additional Radio Show Ads

point each one out to the customer without wandering from one end of the store to the other. Do not have them crowded together but so arranged that your customer need take only a step or two to look at each model. Then you will find it good salesmanship to point out each model in turn slowly, calling it by name and giving the price. Begin with the Philco Lowboy and ending with the Philco Highboy DeLuxe. It is good practice to quote only the price of each cabinet model with Neutrodyne-Plus chassis. First, because at this point you do not want to create a price confusion in the customer's mind; second, you also want to sell the Neutrodyne-Plus because of its marvelous performance and for added profit. You can give prices with Screen Grid Chassis later on if it seems desirable. Also as you know Screen Grid prices are less, and it is easier to quote lower prices later rather than higher prices.)

Also quote each model complete with tubes. Your presentation will be approximately as follows:

SALESMAN: *My name is Mr. Marshall, and yours, please?*

CUSTOMER: Mrs. Smith.

SALESMAN: *This particular model, Mrs. Smith, is known as the Philco Lowboy Model, and it sells for \$149.00. That price includes everything—tubes—genuine Electro-Dynamic Speaker—everything—all ready to operate.*

And this next model, Mrs. Smith, is the

Philco Highboy Model, and it sells for \$169.00. That price also includes everything—tubes—genuine Electro-Dynamic Speaker—all ready to operate.

And this next model is the Philco DeLuxe Highboy, which sells for \$224.50, including tubes—genuine Electro-Dynamic Speaker—everything ready to operate.

NOTE: If you are located West of Rockies quote prices accordingly. Watch your prospective customer during this recital and you will find that their glance will rest longer on the particular model that appeals to them. Inasmuch as they know the prices, their preference for a particular model will show quickly, not only because of the appeal of its appearance but also because the price suits their liking. Follow their glance carefully. It will return several times to the model they prefer. THEN CONCENTRATE YOUR SELLING ON THAT PARTICULAR MODEL.

Draw a comfortable chair in proper position before that particular model and invite your customer to be seated. Begin your selling talk by stating that this particular model is very popular and is a very big seller.

Important! On Pages 38 to 52 of this book you will find a very comprehensive selling talk in complete dialogue form. Be sure to read it carefully—several times—because it will be of much help to you in your floor selling.

ATTRACTING AND SELLING STORE PROSPECTS

Value of Window Display

Quite likely the most valuable space in your retail store is your window display space. This space not only is constantly advertising your store but it very forcibly advertises the particular merchandise that you display each week, creating interest and bringing customers into the store. Therefore you can well afford to give plenty of time, and thought in the preparation of your window display.

Quite likely your jobber's salesman has already made arrangements to deliver the big Philco package of Dealer Helps to you, which includes the superb Philco Master Window Display material. Your jobber undoubtedly will be glad to have his representative assist you in making your window display from time to time, giving you the benefit of attractive and practical ideas gathered from many sources.

You will find the following suggestions of value:

1. Your window display should be simple. The simplicity will be a big factor in its effectiveness. Do not crowd the window with merchandise and do not put a varied assortment of merchandise in your window at any time.

2. The lights in your window should shine always on the merchandise and not in the faces of the passers-by. As you know many more people see your show windows at night than in day time, so this matter of lighting is important. The people who look at your show window at night are relaxed and free from their business worries and therefore open to suggestion. Good window displays do lots of selling, particularly at night.

The National Electric Light Association recently had the following advice to offer on

window display lighting. We are reprinting it herewith:

"Conceal all light sources to avoid glare and resultant distraction and annoyance. In general, the only lamps that should be visible are those of very low brilliancy used for decorative purposes.

"Fit all lamps with efficient reflectors to get the maximum light on the goods for the minimum expenditure of power. Choose reflectors which distribute the light in such a manner as to illuminate the display uniformly. A high, shallow window obviously requires a different type of reflector from a low, deep one. A window likely to have a high dress should be lighted differently from one in which the material is always close to the floor.

"All mechanism of lighting should be hidden from the observer by some sort of screening device.

"Use a background of dull finish to prevent reflections of light sources.

"A light-colored backing makes a window appear brighter with less illumination than when a mahogany, walnut or similar backing is used. Warm gray, neutral buff, cream or ivory have been very effective for this purpose.

"The show window is a miniature stage, and similar methods of lighting apply. Make use of the same color effects as the theatre uses, and give every layout special attention."

Lighting authorities have proven by test that color lighting commands more attention than the white light. You will find it of value to do color lighting from time to time, and when you wish to give particular prominence to a certain piece of merchandise have a spot light playing on it.

DOUBLE—TREBLE—YOUR BUSINESS BY ADOPTING OUTSIDE SELLING

The following pages are vitally important to you as a registered Philco dealer. The most important that you have ever read. They explain in detail how you can build your radio set business to great volume, surely and successfully. It is the complete story of outside selling, and remember, that some of the greatest retail successes in this country—in fact, thousands of outstanding retail successes—have been made by this method of outside selling.

Just consider for a moment the electric cleaner business, the electric washing machine business, oil burners and so on. It is a fact that the housewife seldom visits a retail store seeking to purchase an electric cleaner or an electric washing machine. The man of the house seldom looks up the oil burner agency to purchase an oil burner.

And yet the volume of business done yearly on electric washing machines, electric vacuum cleaners, electric sewing machines, oil burners and the like is tremendous. We admit that it is not as great as the business done as a whole in radio, but nevertheless you would be very much surprised at the volume of business hundreds of retail dealers *do* secure in such electrical appliances.

The reason this big volume of retail business is done throughout the United States on these various electrical appliances is because of OUTSIDE SELLING. The dealer does not wait for the customer to come in. He goes to the customer, and such a method of selling means that he gets ten sales where he would get only one sale if he waited for the customer to come to the store. The selling at retail of electric washing machines, electric cleaners, electric sewing machines and so forth is not considered easy merchandising, but yet it is meeting with big success everywhere because of these outside selling methods.

Such electrical appliances are called specialties. They are thus distinguished from commodities. It is generally understood that a specialty is an article for which there is not very much "over-the-counter" demand and which is sold mostly by direct outside solicitation. Merchandise is called a commodity when it is sold rapidly and easily over the counter—in other words when the general public demand is so great that buyers call at the retail store and buy.

The Advantages that You Possess as a Registered Philco Dealer

You are exceedingly fortunate to be in the radio business. You have a tremendous advantage over the man who is selling electric washing machines, sewing machines, electric cleaners and so forth. And the reason that you have a distinct advantage over the electrical dealer, for instance, is because the Philco Balanced Unit Radio has *all* of the good features of a commodity and *all* of the good features of a specialty. It is a fact, as you know, that people in tremendous numbers throughout the United States do go into the radio stores and do purchase radio sets over the counter. This means that the Philco has the one best feature of a commodity. It has public acceptance. It is in keen demand. It sells "over the counter" to buyers who call.

Now then, as you may know, even though most of the larger specialties do not sell readily over the counter they do have certain marked advantages. Such a specialty generally retails at a price of \$50 or more. This means dollar volume. It is not easy to market a specialty that retails for less than \$50, and the greater the retail price the more desirable it is as a specialty. Then, too, specialties permit of a good margin of profit. Ordinarily commodities sell at a close profit.

They sell easily but the profit is slight, but when a dealer sells a specialty *he makes real money*.

Now, consider the radio set. It sells at a good retail price. It gives the dealer the same good margin of profit that he would get on a hard-selling specialty. In other words, the dealer in Philco Balanced Unit can carry on outside selling and do it most successfully. Furthermore there is a big public demand for radio. The public is mightily interested in radio. Hence it is far easier to sell a Philco than it is to sell any other electrical appliance that we have ever heard of.

Furthermore, there is a good "over the counter" demand. You will not only do a healthy retail business in Philco receiving sets over the counter because of superior Philco performance and Philco prestige, but if you will adopt outside selling—which you can easily do—you will build up a retail business that will be the envy of dealers in other lines.

You must also remember that there is a marked trend toward outside selling in the radio field. It is always advisable for any dealer in any line of business to follow the trend. Do not buck the tide when that tide means bigger and greater profits to you. You can depend upon Philco to give you every possible assistance because we surely do know that particular line of selling.

When Philco brought its all-electric AC radio set upon the market, a tremendous boost was given to outside selling. You surely realize how very simple it is to deliver a Philco to a prospective customer's home; how easy it is to connect it to the light socket and give a demonstration. No elaborate and complicated installation work. The Philco is perfectly adapted to outside selling.

A retail salesman can put a Philco Table Model and Speaker in his car, drive out to the prospective customer's home and carry it in the house easily and quickly. Two men can easily deliver any Philco furniture model.

In almost an instant the salesman has the Philco hooked up and where the surroundings are attractive and congenial. He can give the demonstration smoothly and with pleasure. You surely are in a business that gives you a splendid opportunity to develop this profitable outside selling.

And Still Other Benefits

Before we go further, we want to call your attention to a number of other benefits to be derived from outside selling.

1. Outside selling extends your operations beyond your own locality. It gives your business a chance to grow into a very big business. It spreads the contact of your store to customers you would not otherwise get. It secures you repeat tube business and other business in other merchandise.

2. Tens of thousands of people are, of course, daily thinking of buying radio sets, but they keep putting it off. They never get around to the point of actually going down to the retail store, walking in and making the purchase. Outside selling will get you that business, and it is nearly all *extra* business over and above your regular store business.

3. You thus greatly increase your volume without appreciably increasing your fixed expense. This is important. It makes it additionally attractive. Increased volume means greater buying power for you, greater prestige, and of course, greater net profits.

4. The trend in the radio business, as we may have said before, is toward Free Trial in the home. The consumer today realizes that he does not know with certainty that he wants a particular radio set until he hears that particular radio set perform in his own home. Outside selling gives you the opportunity of meeting this demand for trial in the home before purchase. Not the haphazard careless free trial methods that have been a nuisance in the past, but instead a practical, fixed policy—explained further below that makes you *safe* for extra profits. Read carefully the Philco plan for "free

trials in the home" and do not shut your eyes to this *new* opportunity.

You Can Make This Plan a Success

We naturally do not know whether a big dealer or whether a small dealer is reading this book. We do not know how large or how small your store may be or the size of your community. But please bear in mind that we do know from experience that you have all of the necessary ability and that you have all the necessary merchandising experience to make a success of outside selling.

If you are a large dealer and have already built up a big business, then there is no doubt in the world but what you should at once develop this outside department. No matter how large your present business may be, you can more than double it with an outside organization. You can operate on just as large a scale as you desire.

And if you are a small dealer there is absolutely no reason why you should remain a small dealer. Your chances of carrying out this plan successfully are just as good as anybody's. Our Sales Promotion Department in Philadelphia is willing to give you any advice or suggestions at any time. You can write a personal letter and address it to the Sales Promotion Department, and you will get an answer by return mail fully and completely.

Remember, also, that you will not only sell Philco Sets on Free Trial, but in order to do the maximum volume of business, you will also sell on the easy-payment plan. That is the reason why we are supplying all Philco dealers with the most attractive financing plan that we have ever heard of. You have probably already received from us the descriptive circular telling all about this special financing plan for Philco dealers. If you have not received this information from us, do not hesitate to write us for it immediately.

Certain Necessary Policies

As we have explained before, it is necessary nowadays to offer Free Trial. However, this does not mean that you are to leave radio sets in prospective customers' homes *indefinitely* on Free Trial.

You must regulate this just as you would any other policy. In our opinion two or three hours is Free Trial; certainly one entire night is sufficient Free Trial.

Be sure to instruct your salesman that if the prospective customer, after he has received a good selling talk, shows absolutely no interest, no intention of buying, then the radio set should be taken out and not left longer on Free Trial.

If the man of the house gives every indication of being an unpromising prospect, but yet requests that the radio set be left for a day or two days longer on Free Trial, then we suggest that your salesman use the following conversation to make sure that he is not wasting his time or leaving the set without any chance of selling it.

MR. SMITH: Well, you might leave the set a couple of days and I'll see how well I like it.

SALESMAN: *Mr. Smith, we have no particular objection to doing that. However, you must remember that the demand for Philco sets is very great. We always have difficulty getting as many of them as we want. They are not only scarce in this community, but they are scarce everywhere in the United States because of the big demand. I will be glad to leave it with you a day or two longer, but I want to frankly ask you this one question. If you find that the Philco set is everything you desire and everything I say it is, will you buy it?*

MR. SMITH: Well, yes. If I find that it gets the distance the way I expect, and if I find it pleases me in every other respect, and you give me the right trade-in allowance for the set that I have here, the chances are that I'll do business with you.

SALESMAN: *That is perfectly satisfactory and I will drop back to see you tomorrow evening.*

MR. SMITH: All right, I'll be here.

On the other hand, if Mr. Smith declares positively and absolutely that he will not even consider buying a radio set at this time, then the thing for the salesman to do is to take the set with him, and tell Mr. Smith that he may call back to see him in about a month and give him a free trial at that time.

It is also necessary that you be prepared to extend Easy Payment terms to prospective customers as we have explained before. Ten months to pay is attractive and carries fewer collection problems than shorter terms with higher payments.

Do not worry about payments all being made before the summer months. There was some sense to that policy before the days of chain broadcasting, but today the experience of the largest easy-payment operators is greatly in favor of ten months. Again we repeat, if you have not received our circular that fully describes the financial plan that we have for Philco dealers, be sure to write for it at once. Address the Sales Promotion Department at Philadelphia and merely say: "Send me the details of the financing plan for dealers."

Trade-In Allowance on Old Sets, Power and Speakers

Another important thing is the fact that the AC sets have made nearly 6,000,000 radio sets obsolete. It is an actual fact that close to 6,000,000 radio sets in operation today are not all-electric, and hundreds of thousands of owners are good prospects today for the Philco electric set. This is a tremendous opportunity for the retail dealer and for everybody in the radio business. It means, however, that every retail dealer should be ready to offer a trade-in allowance for old radio sets.

Our recommendation is that you decide

just how much trade-in allowance you want to offer for each type and make of old radio set; also how much allowance for the power equipment that operates the old radio set; also how much allowance you wish to offer for old speakers. You first determine just exactly how much trade-in allowance you wish to offer on these various types and makes of radio sets, power equipment and speakers, and then you inform your salesmen that those amounts are exactly what you will allow and no more.

Whenever one of your retail salesmen meets with an old radio set which he thinks is worth considerably more than the fixed allowance you have made, let him take the matter up with you, and then you personally decide whether you wish to increase your allowance in that or any other particular case. Do not let the trade-in apply as the first payment or any part of the first payment. Merely deduct the trade-in allowance from the total retail cost, and divide the balance into easy payments.

Be firm on trade-ins! Don't let the prospect "bluff" you. Don't be afraid of the other Philco dealer. There are not too many of them around, thanks to our policy of restriction—and don't be afraid *at all* of the bigger trade-in allowance some seller of another radio may have offered. He hasn't a *Philco*.

When talking to a prospective buyer, don't quote your trade-in allowance until *after* you have sold him the Philco so that he is just itching to get it. Then look at his old set, while giving him a brief talk about the "bunk" on trade-ins and then quote him a fair allowance, not too little—be liberal, but *stand pat* on a price for trade-ins which represents the resale value of the old set and no more. You will thus always leave yourself a net profit at which you can well afford to operate.

IMPORTANT !

Good Merchandise and Good Profit Absolutely Vital! Avoid Cheaply Built Sets on This Plan

The facts on this page are vitally important to you. Read them over carefully—not once but twice—and then think them over in the light of the Philco Franchise and any other radio franchise you might secure.

Philco's Furniture Policy and How This Policy Protects Your Profits

We have pointed out to you why you should by all means sell Philco Radio Sets on Free Trial and the Easy Payment Plan, also offering a Trade-In Allowance on the old set. We have also explained to you the necessity of selling a radio set of unquestioned quality—a set that will satisfy the most exacting radio user in performance and appearance. And it is therefore most apparent that you cannot afford to sell cheaply constructed, bargain-priced radio receiving sets on such a plan.

And remember this: It is necessary for you to have sufficient dollar margin of profit. This means not only a liberal discount such as Philco gives, but actual *dollar margin*—sufficient profit in actual dollars to pay expenses and leave you a real net profit.

Fully important from the dealer's point of view is Philco's iron-clad furniture policy. *Philco Balanced Unit Radio will be sold only in Philco Cabinets!*

Philco Cabinets have been carefully designed for the Philco Set, and only in Philco Cabinets will the Philco Balanced Unit Radio give that complete, perfect satisfaction for which it is so famous. We are not interested in having Philco offered by some big dealers in inferior cabinets at bargain prices, so that other dealers cannot compete fairly. The dealer is entitled to his legitimate profit.

This means that the Philco chassis will not be placed in a wide variety of cheap and unsatisfactory cabinets, and that your chances of getting the business will be just as good as anybody's, for you are fully protected.

Every Philco Radio and every Philco Cabinet will carry a serial number.

The Philco Will Carry the Factory Guarantee Only When Contained In Its Original Cabinet

Then, bear in mind that *the per cent of discount is no more important than the number of good, hard dollars that discount represents*. And on both these counts Philco is extremely liberal.

The dealer who does a big volume of radio set business today is the dealer who offers the public Free Trial in the home, Easy Payments and a Trade-In Allowance for old sets. This means that radio sets must often be delivered to the home, that they must be demonstrated in the home and that the sale must frequently be consummated in the home. It also means that many times radio sets must be returned to the store after Free Trial.

Incidentally, when the dealer gives a Trade-In Allowance for the old radio set, the value of that set must be appraised in the home. Then it must be taken from the home to the store. Contracts of sale must be made out for the Easy Payment plan. In other words, this plan means that the dealer must employ outside retail salesmen to deliver, demonstrate and sell radio sets and to trade-in the old set. The dealer can, of course, do this work himself on a small scale, but the dealer's time is worth money, and he may not want to be constantly away from his store.

While this selling policy of free trial, etc., is by far the best, it does incur some expense. That is why it is important for you to retail a radio set that is far superior to other sets on the market in construction and performance, and a set that gives you a sufficient dollar margin at retail prices that are so attractive that selling is made doubly easy.

Your dollar margin of profit is important if you expect a sufficient net profit left after you have borne the expense that goes with selling.

In bringing out the Philco Balanced Unit Radio we have been particularly careful to protect you in this respect. The Philco positively outperforms any set on the market at anywhere near the price! There is absolutely nothing finer on the market! AND — we have placed surprisingly low retail prices on this splendid Philco line of receivers — *Prices that give the dealer full and sufficient dollar margin on which to do a profitable business!* With the Philco line you need have no fear that you will lack sufficient dollar margin to carry out the necessary selling policy of Free Trial, Easy Payment and Trade-In Allowance. In Philco you have radio of recognized and admitted quality at prices never before equalled in the industry.

You can be certain that the selling policy so carefully explained in this Sales Manual can be carried out profitably and successfully with Philco, but do not attempt such a progressive plan with cheap merchandise — merchandise that does not allow you a sufficient dollar margin of profit! Remember, it isn't the per cent of profit you are interested in so much as the actual number of good, bankable *dollars* you will get on every sale.

HOW TO CARRY ON OUTSIDE SELLING

Getting the Retail Salesmen

You can proceed with the plan of outside selling on most any scale you desire—large or small. The only mistake you are apt to make is operating on too small a scale. We admit that it is better to carry on outside selling on a small scale than not to do it at all, but there is no reason why you should not build up a good sized organization for this work, and get the volume of business that your opportunities hold out to you.

Possibly you have a salesman or two connected with your store at present. There is no reason why one of these men cannot become your first outside salesman because it presents to the man a real money-making opportunity. And be *liberal* in paying him extra bonuses or commissions *when* he is making profits for you.

If you are now doing business on a small scale there is no reason why you, yourself, cannot spend an hour or two each day and another hour or two each night in outside selling. However, the thing you should strive for is to build up a real go-getting organization of at least five or six men to carry on this work day in and day out. There are many radio dealers who last year conducted comparatively small businesses but now have out organizations of twelve to twenty men bringing them in sales in astonishingly big volume.

Frankly, it is almost as easy to operate with an organization of five or six men under a competent supervisor as it is to operate on a small scale. A large organization does, however, require more system, and we explain to you later in the book just how to handle such an organization. You will find this explanation or instruction under the heading "How to Handle Outside Salesmen."

We desire to make one more comparison with the electric cleaner and electric washing machine business. It is much more difficult to build up retail selling organizations on

those products because of the fact that the cleaner and washer salesmen must canvass from door to door to seek prospective buyers. This is tedious work—door-to-door canvassing—and it takes a real go-getting specialty salesman to make good at it because of the fact that electric cleaners and electric washers are slow-moving specialties.

The reason that door-to-door canvassing is necessary on those particular products is because the public demand and the public desire is not keen enough to secure sufficient inquiries and live leads from any kind of advertising. Hence since sufficient live prospects and good inquiries cannot be secured from advertising, it is necessary to canvass from door to door to get the business.

On the other hand, your problem of building a retail selling organization is comparatively simple. Advertising does pull and pull briskly on Philco Radio. Public interest in radio is so keen that newspaper advertising, when properly prepared, brings inquiries and brings them in good volume. The same is true of the handbill plan which we explain to you in this book, and it is also true of the telephone solicitation plan which we outline to you in the following pages.

The big point is that the salesman you employ will work only on leads—bona fide inquiries. You receive these inquiries over the telephone and by mail from newspaper advertising and also by personal call. You receive inquiries from the handbill plan and you get live leads over the telephone. 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."

Advertising for Salesmen

To assist you in building a sales organization we suggest that you run one or more of the following advertisements in the classified section of the newspapers 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 \$60 weekly. You call only on leads received from newspaper and direct-mail advertising. Automobile required. No canvassing necessary. Call at.....

SALESMAN can make more than \$60 weekly selling Philco Balanced Unit Radio. We furnish you with genuine leads and inquiries from newspapers and direct-mail advertising. No canvassing necessary, but we want a man with automobile who has had experience selling such articles as cleaners and washers. Call at.....

SALESMAN with automobile for wonderful money-making opportunity. Not electric cleaners nor electric washers, but we want a man with such experience. No canvassing necessary. Genuine leads from advertising. You can make over \$60 weekly. Call at.....

PHILCO requires at \$60 and up weekly several salesmen with cars to sell on Free Trial the wonderful new Philco Balanced Unit Radio. Genuine leads furnished. No canvassing. Rapid advancement. Call at.....

It is not difficult to prove to a man that he can make \$60 a week selling Philco Radio. He would need average only a set every other day to make that money, and when you furnish him with leads it can be done.

If you wish, you can specify in the classified advertisement the particular hours at which you wish these applicants to call. Do not put your telephone number in the advertisement, because you will be annoyed by too many telephone calls and it is not satisfactory to talk to an applicant over the phone. In case you do get telephone calls from your advertisement invite them to your store and explain the selling plans in full. *Always* interview each man privately. He will express himself more freely under those circumstances and you can size him up better.

We suggest that you require the man to give references as pertain to his character and honesty. Whenever possible, we suggest that you employ men who have had experience in house-to-house work selling electric vacuum cleaners, electric washers, sewing

machines and brushes of various kinds. Such a man will have the advantage of a great deal of valuable experience.

You should not have any difficulty getting good salesmen to accept the positions you offer them because of the fact that you are going to furnish leads, and particularly because of the fact that the most attractive thing to sell today is radio sets. The public demand for radio sets is very keen and it is far easier to sell than any other electrical device.

You can briefly tell the applicant about the Philco—what an outstanding radio set it is—the fact that you will put it out on Free Trial and sell it on very easy payment terms and make a liberal trade-in allowance for old radio sets. Any salesman can at once see what a big opportunity such an offer gives him to make real money.

Inasmuch as you are furnishing leads which you secure from telephone solicitation, handbill plan and newspaper advertising, you should have no trouble getting men to work on a commission of 10 per cent. Some of our dealers pay only 8 per cent commission but most of them pay 10 per cent. It is all a matter of leads.

By that we mean if you are in a position to furnish your salesmen with a goodly number of leads or inquiries they will be very glad to work at 10 per cent commission. You can readily see that if a retail salesman sells only four Philco Radio Sets per week he can make over \$60 weekly.

Do not be surprised if some of your salesmen sell eight or ten sets in a week's time and make as high as \$200 or more weekly. Selling radio sets in the home is one of the biggest selling opportunities in the world today, and you will have some salesmen who will bring you in a mighty big volume of business. And, of course, the more business they bring in to you, and *the bigger the commission checks you pay out each week, the more money you will be making.*

HOW TO GET LEADS FOR SALESMEN

Newspaper Advertising

In this Sales Manual we are giving you several methods for getting good, live leads for your outside retail salesmen—(1) the telephone plan—(2) the handbill plan—(3) the direct mail plan—(4) the customer plan, and (5) newspaper advertising. On this page we will discuss your newspaper advertising, and why your newspaper advertising of Philco Balanced Unit Radio will pay you big profits this year.

Two things are necessary to make newspaper advertising pay, and when your advertising possesses those two features then newspaper advertising does become mighty profitable. Those two necessary things are: first, *a story to tell that the public is really interested in hearing—that demands attention*; second, *the way that story is told or written*.

Now, then, you know the public is keenly interested in radio, and can you imagine a greater advertising story than Philco Balanced Unit Radio—marvelous performance—Neutrodyne-Plus or Screen Grid—two 245 power tubes—extra big, genuine Electro-Dynamic Speaker—superbly beautiful furniture—free trial—easy payments—trade-in allowance—and finally amazingly **LOW PRICES?** That's a story, isn't it? **IN FACT, IT'S EVERYTHING!**

And now, the other thing that is necessary to make newspaper advertising pay—**THE WAY THAT STORY IS WRITTEN OR TOLD**. The best, the most expert, advertising men obtainable have been secured by us to write the newspaper advertisements for our dealers—advertisements large and small and in a wide variety. The Philco story is powerfully presented in each and every Philco advertisement for Philco dealer use.

We are furnishing you, together with this

Sales Manual, a big proof sheet of a variety of newspaper advertisements. We will furnish you electros and mats of these particular advertisements **FREE**. Select the ones you are interested in—the ones that seem to fit your particular need, and order them from us by number and we will send the mats and electros to you without delay.

As we have told you often before, Philco advertising is written to bring the business and bring it immediately. These particular newspaper advertisements have been tried and tested, and we know that they will bring you actual business as soon as they appear in the newspapers.

This advertising is written not merely with the idea of educating the public and creating prestige, but it has been written to bring leads and inquiries and actual sales at once. It is known as "pulling copy." You will note that we make the public a proposition in our advertising. We tell the customer how he can get a Philco Balanced Unit Radio on Free Trial—on Easy Payments, and how you, as the dealer, will give him a liberal trade-in allowance for his old radio set. We urge him to send the coupon, or to telephone you or to write in or to visit your store.

In other words, this advertising copy that we ask you to run over your name in your community is advertising copy that will bring you results and help you furnish leads and inquiries to your salesmen.

Look over the advertising proof sheet and order from us the mats and electros you want. If you do not have one of these proof sheets of dealer advertisements, ask your jobber or write us for it at once, address the Sales Promotion Department at Philadelphia, and merely say: "Please send me dealer proof sheet of advertisements."

THE TELEPHONE PROSPECT PLAN

Instructions for Using the Telephone to Get Splendid Sales Prospects for Outside Selling

You can secure dozens, yes even hundreds, of live prospects by the use of the telephone. A great many businesses have been built up to big proportions by telephone solicitation from prospects. You can do the same thing and do it easily in your community.

Remember this, that although the telephone has been used successfully in getting prospects for the sale of such merchandise as electric cleaners, electric washers and electric refrigerators, it is far more effective, far more successful, in radio than in any other line of business. This is an actual fact, and we assume that it is true because of the widespread and keen interest in radio.

Some Philco dealers have as many as ten people using the telephone constantly securing prospects for home demonstration. Quite possibly your community and your store would not justify your using more than one or two persons for such telephone work. Read the following instructions and then by all means test out this telephone plan. Try it out for at least an hour or two to prove to yourself how splendidly it really works out.

Take the telephone yourself and call up ten or twelve housewives, one after the other, using the telephone conversation that we outline in these pages, then note the results you receive in the way of real live leads—good salable prospects.

As you probably already know, the woman of the house is a big factor today in the buying of radio receiving sets. There was a time when the man was almost the sole purchaser, but today very few radio sets are sold to the home without consultation between man and wife.

Then, too, Philco furniture models are so superbly beautiful and attractive that they will have an instant appeal to the

woman of the house. Hence this telephone solicitation can very profitably be tried out during the day by telephoning the housewife for an appointment to call. Our advice is to start with the housewife. You will also find it profitable to use this telephone solicitation in calling up the men folks at their office or when they are at home at night.

As we said before, many retailers employ a number of bright young women to do this telephoning to secure leads for salesmen. On the other hand, many stores give the salesmen the use of the telephone and the salesmen secure their own leads.

The following rules apply to all telephone solicitation:

1. When the lady of the house answers the telephone, tell her in a deliberate, well-modulated voice, and very distinctly, so that she will not have to ask you to repeat, who you are and whom you represent. You gain her confidence by your directness.

2. Do not prolong your telephone conversation unless she wishes to do so. Two or three minutes is enough.

3. Do not use any trickery to get into her home. She will resent it. By your directness you will gain her confidence and if she is interested, she will see you; otherwise don't waste your time or hers—call another number at once.

We suggest that your conversation go along the following lines:

Mrs. Smith answers the telephone.

SALESMAN: *Is this Ontario 2675?*

MRS. SMITH: Yes.

SALESMAN: *Is this Mrs. Smith speaking?*

MRS. SMITH: Yes, it is.

SALESMAN: *Mrs. Smith, my name is Mr. Marshall. I am in charge of the Radio Department of the Whiteside Radio Company. I called up to ask you what kind, what make of radio set you have.*

(Do not merely ask the lady if she has a radio, because if you do, she is very apt to

say "Yes" whether she has one or not. If you ask her what kind, what make, of radio she has, while she may not recall the name of it, you will at least get the correct answer as to whether or not she owns one. This point is more important than you may think.)

MRS. SMITH: Why, we have a Meadowlark Radio. (She may not recall the name of her set but merely state that she has one. It makes no difference in the conversation.)

SALESMAN: *Let me ask, Mrs. Smith, is your radio set operated by batteries or does it operate from the electric light socket?*

MRS. SMITH: Well, really, I don't know.

SALESMAN: *Does your husband have to buy batteries for it?*

MRS. SMITH: Oh, yes, I remember now, now, Mr. Smith does buy batteries for it and he has to have them fixed up or charged.

SALESMAN: *That is what I wanted to know, Mrs. Smith. Now let me tell you why I called you up. Our Company—The Whiteside Radio Company—has secured the dealer franchise for the Philco All-Electric Balanced Unit Radio. It is that marvelous new 1930 model that is creating such a sensation. It has the most marvelous purity of tone you ever listened to. It can reach out and bring in stations, many, many stations, from far-away places—stations that I don't think you have ever even heard of before.*

I can truly say that this Philco Radio Set is built in the most beautiful furniture that I have ever seen.

This Philco Set is strictly All-Electric—operating directly from the light socket just exactly in the same manner that one of your table lamps is connected to the light socket. The Philco is entirely dry. No batteries, no acids, nothing of that kind whatsoever. It certainly is a truly marvelous radio. However, what I really started to tell you, Mrs. Smith, is that the Philco factory at Philadelphia have informed us that we can place a limited number of these new model Philco Radios on absolute Free Trial in a certain selected list of homes.

Mr. Whiteside made out a list of ladies this morning for me to call up to inform that they could have a Free Trial of this Philco Set in their homes without the slightest obligation to them whatsoever.

You are one of these ladies and I want very much to bring this Philco Radio Set out to your home.

I want Mr. Smith and yourself to try out this Philco—to listen to its wonderful tone, and its marvelous reproduction. You have never heard anything to equal it, and Mr. Whiteside and myself want you to test out its vast distance range and its hair-line selectivity. We particularly want you, Mrs. Smith, to see its rich beauty as a piece of furniture. It is superbly rich and attractive in appearance, and we would certainly like to have you see how beautifully it will look in your living room. You probably know right now the exact spot in which it ought to be placed.

We want you to feel perfectly free to accept this Free Trial Offer. There are no strings to it whatsoever and it does not place you under the least obligation. (Be cordial and confident. Talk clearly and easily.)

MRS. SMITH: Well, I hardly think—

SALESMAN: *We are only too glad to do this, Mrs. Smith. You will not be imposing upon us in the least in accepting this Free Trial Offer. It just happens that I will be in your neighborhood tomorrow afternoon. I am having a Philco delivered on Free Trial only a block or two from your home, and at the same time I can easily bring out to you one of the beautiful Highboy Models for you to try out. Remember the trial is free, and it does not obligate you in any manner.*

MRS. SMITH: Well, your offer sounds very fair, but really we have not been thinking of buying another radio set. I don't believe that we can afford it.

SALESMAN: *Mrs. Smith, I want to assure you again that this Free Trial does not obligate you to buy. We are very anxious to have Mr. Smith and yourself hear this new model Philco, I know that you both will admit as*

soon as you hear it that you never dreamed that radio reception could be so true, so clear and so amazingly lifelike. We are glad to give you this Free Trial Offer from the standpoint of advertising alone.

However, if you and Mr. Smith should decide that you would like to keep this Philco Radio, bear in mind that we will make you a very just trade-in allowance for your old radio set, and furthermore, if you like, you can purchase the Philco on very easy monthly payments.

What time will you be home tomorrow afternoon, Mrs. Smith? Will 2.30 or 3.00 o'clock be a convenient time for me to call?

MRS. SMITH: Yes, that will be all right; but you understand that we are not under obligation to buy a radio set.

SALESMAN: I understand that perfectly, Mrs. Smith. I feel sure, however, that once you and Mr. Smith have seen this beautiful radio and have tried it out for distance and purity of tone, that you will insist on keeping it and trading in your old set, but I thoroughly understand that you are under no obligation to do so. And whether you buy a Philco Radio or none, we are anxious to have you take advantage of this Free Trial offer.

So I will be there between 2.30 and 3.00 o'clock and will not take up very much of your time. Will that be all right?

MRS. SMITH: Yes.

SALESMAN: Thank you. Goodbye.

Variations of Conversation

If you ask Mrs. Smith the kind or make of her radio, and she replies that she does not own a radio of any kind, then your conversation should proceed as follows:

SALESMAN: Inasmuch as you do not own a radio, Mrs. Smith, I KNOW that you will be very much interested in what I am going to tell you.

MRS. SMITH: Well, we are not thinking of buying a radio now. We might some time later, but not now.

SALESMAN: That is perfectly all right, Mrs. Smith, but first let me tell you why I telephoned you. It will take me only a minute or two and this is not in any way a selling talk.

Our Company—The Whiteside Radio Company—has secured the dealer franchise for the Philco All-Electric Balanced Unit Radio. It is that marvelous new 1930 model that is creating such a sensation. It has the most marvelous purity of tone that you ever listened to. It can reach out and bring in stations; many, many stations from far-away places—stations that many of us never even heard of before.

And besides that, this Philco Radio Set is built in the most beautiful furniture models that I have ever seen.

The Philco Set is strictly All-Electric—operating directly from the electric light socket just exactly in the same manner that one of your table lamps is connected to the light socket. (Continue your conversation with Mrs. Smith just as previously instructed from this point on.)

Another Possible Variation

If Mrs. Smith replies that she owns an All-Electric Radio, when you ask her what kind or make she possesses, you start your conversation as follows:

SALESMAN: Does your Electrad Radio satisfy you completely, Mrs. Smith? Doesn't it ever give you any trouble?

MRS. SMITH: No, I don't believe it gives us much trouble. We enjoy radio very much.

SALESMAN: There have been such big improvements made during the last year in All-Electric Radios, Mrs. Smith, and particularly such marvelous improvements this season, that many people are becoming dissatisfied with their old sets. You probably would like to get better, clearer, more perfect radio reception yourself, Mrs. Smith.

MRS. SMITH: Well, we enjoy our radio very much and I am sure that we are not interested in buying a new one.

SALESMAN: *That is perfectly all right, Mrs. Smith. But I am very anxious to tell you why I called you on the telephone. It will interest you very much I am sure, and I am not going to make you any selling talk of any kind in any way. (Proceed with conversation as previously instructed.)*

Try Out This Telephone Plan

By all means, Mr. Dealer, do not neglect to use this telephone plan. You will be amazed at how many very good prospects you can get over the telephone. Try it out yourself. Give it a good test.

Do not be satisfied with merely calling up two or three ladies, but spend at least two hours at the telephone. In other words, whoever starts at the telephone have them put in two or three hours, and when they are through you will be amazed at the amount of business you will have in sight.

Study the dialogue in the telephone conversation we have given you here. Have the telephone operator or whoever is going to use the plan read this telephone conversation over several times. Have them recite it to you. You will find that it is a big assistance to you or any of your sales persons in moulding their own conversation. The words will very quickly come easily and smoothly.

All that is necessary is to talk easily, nonchalantly and in a friendly tone of voice. Don't hurry your conversation. Don't give the impression from the way you talk that you are afraid you will not be listened to.

Many housewives will have no objection whatsoever to hearing your story. The plan is being used with big success over the entire United States, and there is no reason why it cannot be used just as successfully in your store.

Checking Back Prospects

If it happens that you employ one or two or more bright young women to use this telephone plan for your business to get you prospects, remember that it is a good plan to have the salesmen call up the prospect again before going out to keep the appointment. Therefore the thing to do is to instruct the young women to make no appointments for the day on which they telephone but to make appointments for the following day or later days.

The salesman who expects to make the call should telephone the prospect before going out with the radio set to make sure that the lady of the house has not forgotten her appointment. The lady of the house does sometimes forget that she made the appointment.

Furthermore, it is so easy to secure a goodly number of prospects by this telephone plan that a salesman may easily have eight or ten appointments for a single day. Therefore, it is well for him to get them all on the telephone before making the call in order to sort out the best of these prospects for his attention, and particularly to make sure that the lady will be home.

THE LEAD-GETTING HANDBILL PLAN USED WITH BIG SUCCESS EVERYWHERE

Costs But Little—Easy to Carry Out

Here is an advertising plan to get live leads and also store sales that you can carry out at any time with big success—very big success.

IT WILL COST YOU \$49.50—AND NO MORE—TO CARRY THIS PLAN OUT IN EVERY DETAIL. Very little trouble! Very little time necessary! And you should sell, without question, 10 to 15 or more Philco Radio Sets and Speakers. Why? Because it will bring you plenty of live prospects for your retail salesmen—and actual sales in your store—every time you try it.

Figure it out for yourself. If this plan requires very little time, very little effort, and is simple to handle, and you can sell even 10 Philco Radios at a total cost to you of only \$49.50, then you will admit that the plan is just the thing you want. Ten Philco sales at a total cost of \$49.50 means that you are paying only about \$5 advertising cost per sale. A mighty profitable venture isn't it? It means that your profit will be about \$500 or even more, depending upon the models you sell.

And You Can Do This At Least Once Every Month

If you can spend \$49.50 and make \$500 and even more because of the live prospects or leads you will get, then you certainly do want to do it. That's a fact, isn't it?

We realize that it would be a big mistake on our part to advise any dealer to do a single thing in the way of spending money that did not pay him liberally. We would not for a moment tell you to carry out this plan or any other plan if we did not know that it would pay you and pay you well indeed. It certainly is worth your while to try this plan ONCE to prove to yourself whether or not it really works as we say it does. Then repeat it time and again.

Now Here Is the Plan

First, read the copy of the handbill reproduced in the Dealer's Advertising Portfolio. The handbill is, of course, larger than this illustration. Its actual size is 9 inches by 12 inches. You will notice that it is an inexpensive handbill. It costs you only \$3.50 per thousand.

We want you to order from us 5000 of these handbills. This means that the entire 5000 handbills will cost you only \$17.50, AND WE WILL PAY THE TRANSPORTATION CHARGES. This \$17.50 for handbills is the first item of the total cost to you of \$49.50.

Read this handbill thoroughly—read every word of it—and you will see that it is a very strong and powerful piece of advertising copy. We happen to know for a fact that it is a very strong piece of advertising because we have tested it out and it has produced the business.

Your name and your address and your telephone number will appear on each of the 5000 handbills that we ship to you. They will be printed for your own particular business.

Now Then—the Next Step

Just as soon as these handbills reach you, you are to hire four boys—school boys. You pay them only \$1.50 per day, or at the very most \$2.00 per day.

Such boys come into your store every day and you know them. When you hear from us that your circulars have been shipped, or when you receive the circulars, ask four boys in your neighborhood, who you know are honest and reliable, to report to your store at 8.30 o'clock on a certain Monday morning. In the meantime, find out whether or not it is necessary to secure a permit for these boys to distribute the handbills. In some cities local ordinances require a small fee of 50 cents or a dollar. Just phone the City Hall for this information. Probably such a permit is not needed in your community.

LOOK!

Read Our Special Offer on the

New **Philco**
all-electric

BALANCED-UNIT RADIO

YES, this is a most remarkable offer, made to a selected list of persons. Come in! See and hear the marvelous new Philco Balanced-Unit Radio that you have heard so much about—the same radio that you have seen announced in all the leading magazines. Then select the one you want for a—

Free Demonstration

We will install the model you select, right in your own home, on free demonstration. There you can judge for yourself its rare, marvelous purity of tone—its hair-line selectivity and its vast distance range—all made possible by Balanced Units, a remarkable technical advance. And there too you can judge the marvelous value represented by exquisite cabinets, finished in burl walnut, bird's-eye maple, and other costly woods.

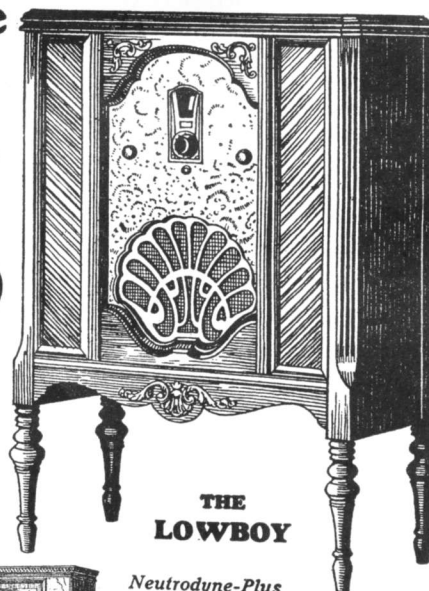
Easy Payments

Yes, easy payments, if you decide to buy after the free home demonstration. You merely make a small payment to begin with and pay the balance monthly.

**Call at Our Store
or Telephone Today**

As you probably already know the demand for this marvelous new Philco is tremendous. Hence we can place only a limited number on free home demonstration. So call at our store or telephone before this special offer ends. No obligation.

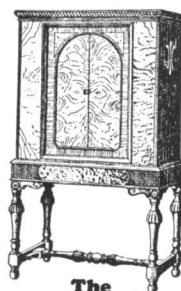
Dealer's Name



**THE
LOWBOY**

Neurodyne-Plus
only **\$129.50**

Screen Grid . . **\$119.50**



**The
Highboy DeLuxe**

Rich and magnificent. Disappearing doors. *Electro-Dynamic Speaker* and *Acoustic Equalizers*, built in.
Neurodyne-Plus, **\$205**
Screen Grid, **\$195**



The Highboy

Exquisitely designed. *Electro-Dynamic Speaker* and *Acoustic Equalizers* built in.

Neurodyne-Plus
\$149.50
Screen Grid, **\$139.50**

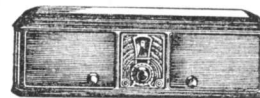
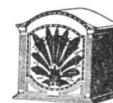
And here's what you get:

- 1 Superbly beautiful cabinet—walnut and bird's-eye maple.
- 2 Genuine *Electro-Dynamic Speaker*.
- 3 Provision for two 245 power tubes, push-pull.
- 4 Rich, full, clear tone of revolutionary fidelity.
- 5 Split-hair selectivity—now sharper than ever.
- 6 Astonishing distance range.

Philco Speaker

Genuine *Electro-Dynamic* balanced perfectly with table model.

\$32.50



Philco Table Model

Screen Grid, **\$67.00**

SEE AND HEAR THE NEW PHILCO BEFORE YOU DECIDE ON ANY RADIO

Now Then – the Third Step

You will find that these boys can deliver these handbills to the homes in all of the blocks surrounding your store at the rate of 400 to 450 daily for each boy. In other words, each boy can slip this handbill under the door or into the mail box of over 400 houses each day.

This means that if you have four boys working for you, beginning at 8.30 Monday morning, they will deliver 1600 handbills for you every day. At the end of four days AT THE MOST every one of these 5000 handbills will have been slipped under the doors or into the mail boxes of 5000 homes in your vicinity.

Before these boys show up at your store to go to work delivering these handbills, you should get the territory laid out. You can easily decide which streets each boy is going to work so that there will be no duplication.

Another Important Feature

Boys are all more or less alike. You know and we know that they do not take business seriously, and therefore they will bear watching while they are delivering these handbills for you.

A boy may start out for you and deliver very conscientiously 100 handbills and then suddenly get the idea that he can throw the rest away, and collect the money from you anyway. This is a trouble that is easily prevented. You simply give each boy a part of his circulars and start them all out. Tell them what streets to work on and what direction to go. Tell them that somebody will meet them with your automobile several times during the day, and will give them more handbills and further instruct them where to go. Then all you need do is to take your car and check them up once or twice every day. Drive up to them suddenly and ask them how everything is going. Then they will realize that you are on the job and watching them, and you will find that the boys will then very thoroughly deliver each one of your handbills.

And Then What Happens?

The thing that then happens is that you begin immediately to get telephone calls, coupons, personal calls. In fact, you get live prospects for your retail salesmen outside. *Most important, you get people into your store interested in buying the Philco Balanced Unit Radio.*

Remember! *Whether you have outside salesmen or not, by all means use the handbill plan, the telephone plan and our newspaper advertising because they bring you the business in the store as well as inquiries.*

FURTHERMORE, YOU CAN CARRY OUT THIS PLAN ON A LARGER SCALE THAN 5000 HANDBILLS. MANY DEALERS DISTRIBUTE AT LEAST 10,000 EACH MONTH. THE MORE DISTRIBUTED THE BIGGER THE VOLUME OF BUSINESS.

Actual Cost Figures to Operate This Plan

5000 Handbills delivered (with your imprint)	\$17.50
Cost to you of four boys for delivering over period of four days. . .	<u>32.00</u>
TOTAL COST	<u>\$49.50</u>

NOTE: It may not cost you \$32.00 to get the handbills delivered. You may get the boys for \$1.50 per day instead of \$2.00, and furthermore, they may make the entire delivery in three days instead of four days.

Your profit on this operation should easily be \$500, because you should most certainly sell 10 Philco Radios, if the handbills are carefully distributed. We have given you a conservative estimate of sales because we do not want to exaggerate in the least, but we know dealers who have sold 25 and 30 Philcos by simply distributing the 5000 handbills.

Furthermore, the distribution of these handbills will give your business a great deal of general advertising in your location, and it will also result in the immediate sale of other merchandise. This is the simplest and

most profitable advertising plan that we have ever discovered for the retail dealer.

If you decide that you want to distribute 10,000 handbills or more, we will be very glad to furnish them to you for only \$3.50 per thousand with your imprint. WE WILL PAY THE TRANSPORTATION CHARGES TO YOU.

Prepare Your Window

Be sure to have a good window display all ready before starting the boys out distributing the handbills. It is a simple matter for you to decorate your window with Philco Radio.

An illustration of this handbill is also shown on the Dealer Advertising Proof Sheet. Send your order for handbills right away.

When ordering handbills, write your name and address clearly; also your tele-

phone number, so that we will be sure to imprint your handbills exactly the way you want them. Also enclose your check to cover the cost of the handbills at the rate of \$3.50 per thousand.

Just as soon as we get your order, we will at once go to press with your handbills and send them on to you in 4 or 5 days, transportation prepaid.

We repeat below the details that must be given when you order handbills under our plan:

1. Name of business (for imprint purposes).
2. Address, including city and state.
3. Telephone number.
4. Number of handbills required.
5. Check for handbills should accompany order.

DIRECT MAIL—ANOTHER SURE WAY TO GET GOOD PROSPECTS

Yes, the use of direct mail is another very profitable form of advertising. It will bring you the leads, the prospects and pay you well. Many dealers find that direct mail advertising pays them even better than newspaper advertising, and this season the Philco line is so exceedingly attractive in quality and price that newspaper advertisements are bringing business to the dealer in big volume.

Naturally the smart merchant uses every plan, every profitable method for getting the business. He does not overlook a single bet, so we urge you to try out the telephone plan, the handbill plan, the newspaper advertising that we recommend and this plan of direct mail letters. They all pay and pay mighty well—it's the way to double, yes, even treble your volume of business—and at a *big profit*.

First, note the illustration of the Philco dealer letterhead and letter shown on page 36. The illustration does not do this beautiful letterhead justice. It is a most attractive

letterhead. It has character. It has force, display value and color.

We have prepared this letterhead for direct mail purposes for our Philco dealers. It shows the entire line of Philco Radio—each big Philco value from the attractive Table Model with separate Electro-Dynamic Speaker to the superbly beautiful Highboy DeLuxe.

And you will note that liberal space is provided at the top for the name of your store—your business name, address and telephone number. We will furnish you with these letterheads for only \$10.00 per thousand and you can use them for your correspondence or for any special letter you may want to send out.

Next, turn to the illustration again and read the letter that is on this letterhead. Read it carefully, because it is a letter so prepared, so worded, as to bring response—plenty of replies from interested people. This letter has been tried out, we know that it

is good—THAT IT BRINGS THE BUSINESS. Now here is the plan.

First, we will print for you as many of these letterheads—together with the form letter—as you may want for only \$11.25 per thousand. For instance, if you want 3000 of them, the total cost to you is only \$33.75; postage on the package prepaid by us.

And remember, that this includes the printing of your business name, address and telephone at the top of the letterhead. It also includes the letter itself—multigraphed in imitation typewriting—on each and every letterhead. They arrive ready for you to sign and put in your own envelopes for mailing.

How to Order Letterheads

When ordering these letterheads—either complete with multigraphed letter or in blank, and with your own name imprinted—be sure to write your business name and address and telephone number plainly just as you want it to appear at the top of the letterhead. State the number you want and enclose your check or money order. Remember, the cost of the letterhead with your name and address is \$10.00 per thousand; with form letter the cost is \$11.25 per thousand.

Just as soon as we get your order we will at once go to press with your letterheads, and will send them on to you, prepaid, within four or five days.

Preparing for Mailing

While you are waiting the few days to receive the finished letterheads complete with form letter, accumulate or secure a good mailing list. This is not at all difficult.

Many of our dealers take the telephone book and prepare a mailing list from that, selecting the residential names and addresses on the various streets. Do not make the mistake of thinking that your mailing list must cover only the very best residential districts, for in reality the biggest buying public are in the middle classes. You can easily determine yourself just what names to select. You know your own city.

While the telephone directory or the tax assessor's list will give you a good mailing list, probably the very best list is that of the electric light users in your community. Those are all prospects. Quite likely your electric lighting company will be glad to furnish you with this list if you explain your purpose.

Address the envelopes and be sure to sign each letter. Drop them in the mail—several thousand if you can get that many names, and within a day or two you will be getting telephone calls and personal calls from live prospects for Philco Radio. It will pay you well.

Getting Leads from Customers

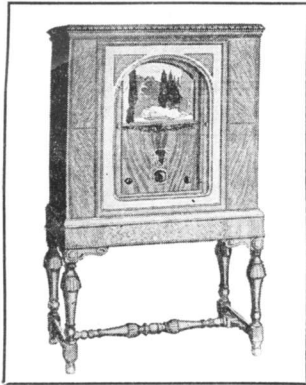
The satisfied customer is the best advertisement any merchandise could have. This fact should enable a shrewd salesman to uncover many good leads himself in addition to the leads you furnish him.

Ordinarily, however, it is not a good plan to begin asking your customers for leads the moment they have signed the contract and have made you the first payment for their Philco. Let them own the set for a day or two and show it to their friends before you begin to ask them for leads.

At this point we might suggest that after you have sold the Philco radio to Mr. and Mrs. Smith, after the contract is signed and payment made, do not be in too much of a hurry to leave. While it is not wise to remain at any considerable time chatting, nevertheless do not leave so quickly as to give the impression that the only thing you were after was their money and that you do not really have their interest at heart.

We suggest the following dialogue after you have closed the sale:

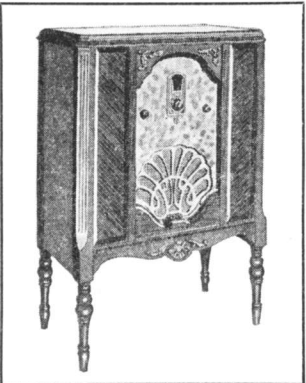
SALESMAN: *If you don't mind, Mr. Smith, I am going to call you or Mrs. Smith on the telephone in a day or two to hear about the stations you have brought in on the Philco. Frankly, I use a great many of my customers as reference, and we always like to hear of the splendid performance of each Philco. It gives us lots of satisfaction. I presume you don't mind if I call you up shortly?*



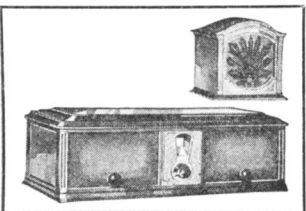
\$205 is the price of the Highboy de Luxe, with Neutrodyne-Plus chassis, genuine Electro-Dynamic speaker and Acoustic Equalizers, cabinet of burlled walnut overlaid with costly imported woods. Price, with Screen Grid chassis, \$195



\$149.50 is the price of the Highboy, with Neutrodyne-Plus chassis, genuine Electro-Dynamic speaker, and Acoustic Equalizers, cabinet of matched Oriental and butt walnut, with bird's-eye maple panel. Price, with Screen Grid chassis, \$139.50.



\$129.50 is the price of the Lowboy, with Neutrodyne-Plus chassis, genuine Electro-Dynamic speaker, and Acoustic Equalizers, cabinet of Oriental walnut and bird's-eye maple, open face style. Price, with Screen Grid chassis, \$119.50.



\$67 is the price of the table model Philco Screen Grid receiver. Balanced Philco Electro-Dynamic speaker, \$32.50. This is without question the finest radio combination ever priced under \$100.

Dealer's Name and Address Here

REGISTERED DEALER FOR **PHILCO**
ALL-ELECTRIC *BALANCED-UNIT* RADIO

SPECIAL PHILCO RADIO OFFER:

The wonderful new Philco Balanced Unit Radio--in superbly beautiful furniture--has just arrived at our store and, before this first allotment is gone, we want you to have one in your home ON FREE TRIAL.

By special arrangements with the Factory, we are able to make this special Free Trial Offer to a limited number of persons, including yourself. This offer does not place you under the least obligation. You can feel perfectly free to ask for it.

We want you and your family and your friends to hear the truly marvelous tone of this splendid instrument; to note the exquisite design and the rich appearance of the furniture; to try out its hair-line selectivity and vast distance range. You should certainly SEE and HEAR the Philco before you even think of buying any radio. And now you can do this on Free Trial.

And then, if you are convinced that it is everything that you desire in radio, you may keep it and pay for it in very easy monthly payments. And remember this, while the Philco looks expensive and performs phenomenally, it actually costs surprisingly little.

Our first shipment arrived yesterday and we are mailing you this letter at once. As soon as you receive it telephone us. Merely say you received this letter and we will give you any further details over the phone.

Better still, call at our store at your first opportunity--the sooner the better. Then you can see all of these beautiful Philco models on display and pick the one you want for Free Trial. Awaiting your early telephone or personal call, we remain,

Very truly yours,

See pages 34 and 35 about this two-color letterhead. Price per thousand, with your name and address, \$10.00; with name, address and letter, \$11.25.

MR. SMITH: No indeed. In fact, I will be glad to hear from you.

SALESMAN: *Now, if there is anything that you do not understand thoroughly at any time, Mr. Smith, do not hesitate to call me up and I will attend to the matter without delay. Here's my card. It has my name and telephone number and I want you to feel at liberty to call me at any time.*

MR. SMITH: All right.

SALESMAN: *Thank you. Good night.*

Now going back to the question of getting leads from customers, we suggest that you wait about two days after the sale. Then make it a point to call on Mrs. Smith in the afternoon to inquire how the Philco is operating. Tell her you just happened to be in the neighborhood and dropped in for a moment to make sure that it was giving its usual great satisfaction.

Merely ask Mrs. Smith if any of her friends or neighbors have been in to hear the Philco. She will undoubtedly reply that they have. Then you can ask her if she will kindly give you the names of some of her friends or neighbors who might be interested in getting a Free Trial on the Philco.

Mrs. Smith will probably reply: "Why, yes. The Whites, right across the street, have an old radio that is not very satisfactory. They might be interested—I am not certain." And then the salesman has another lead.

At this point you can tell Mrs. Smith that you will be very glad to pay her the sum of \$2 or \$3 for every lead that she gives you that develops into a sale. You will be surprised how this offer will spur Mrs. Smith on to get you a number of leads. She will invite her neighbors and friends in to hear the Philco. She will become a great Philco booster, and then if you telephone her every few days, you will find that she will always have two or three leads ready for you.

And then, just as soon as you sell one of these leads, be very prompt in paying Mrs.

Smith her \$3. The salesman will then gain an enthusiastic friend and booster. Good leads will flow in from his customers.

Assuming that Mrs. Smith gave you the name of a Mrs. White, when calling upon Mrs. White, it is well to casually mention the fact that the Smith's have just bought a new Philco Balanced Unit Radio and are mighty well pleased with it. Right then Mrs. White will show a degree of interest that will surprise you, for she and her neighbors, too, are eager to keep up with the Smiths.

Properly handled, a lead like this can easily be developed into another sale. A good salesman can work up an endless chain of new prospects—friends of his customers—the best prospects he could possibly have to work on.

Letter of Thanks

The Philco dealer should write a letter of thanks to the new customer within 24 hours after the sale is made. A courteous letter of this kind from the owner of the store to the Philco customer builds up a strong good will and means more future sales. A letter similar to this:

Mrs. John Smith,
268 East 8th Street,
Holland, Mich.

Dear Mrs. Smith:

Our Mr. Marshall has just called my attention to the fact that you have purchased from us a new model Philco Highboy All-Electric Radio. I know that you will be immensely pleased with this marvelous balanced unit radio, and I wish to express to you my appreciation of your business.

We want you to feel at perfect liberty at any time to telephone or to write for any little service that we may be able to render you.

Thanking you again, I remain,
Very truly yours,

THE RETAIL SALES TALK

In the following pages in complete dialogue form is the actual selling talk that the retail salesman should use when he calls on the prospect. We have assumed that the prospect is one with whom a telephone appointment has been made. The prospect may have been secured by means of newspaper advertising, the handbill plan, the telephone plan or direct mail. We are assuming, however, that an appointment to call has been made by the salesman and the conversation is carried out accordingly.

First, we recommend that a Philco Neutrodyne-Plus furniture model be delivered on Free Trial. We make this recommendation not only because the new Philco Neutrodyne-Plus is the greatest radio ever built, but also because a splendid demonstration can be made without an aerial. And frequently you will not find an aerial in the home.

We understand, of course, that the Philco Table Model in combination with the Philco Electro-Dynamic Speaker is going to be a very big seller—because of its splendid performance and very attractive price—and it also can easily be delivered by one man—the salesman—in his automobile. When you know that the prospect has an aerial in the home, and you know positively the Table Model is the only one they are interested in because of price, then it is probably best to take out the Table Model.

But remember this, the public trend is strongly toward furniture. A great many people who might first seem to be table model prospects because of price will switch to the Philco furniture models when they see them and learn how very little they cost. Also it is good salesmanship to sell the higher price merchandise. It means bigger commissions for the salesman and bigger profits for the dealer.

So again, we say deliver a Philco Neutrodyne-Plus furniture model. You then require no aerial for a splendid demonstration, and

YOU ARE MEETING THE PUBLIC TREND.

Finally we advise—strongly advise—you to take out the HIGHBOY NEUTRODYNE-PLUS MODEL. We recommend the Highboy model because no one objects to doors and thousands of housewives INSIST on doors. The Highboy Model is not the lowest priced Philco furniture model, but it is so reasonably priced that it is well within the reach of the average pocketbook.

Remember, that it is easier to start with the Highboy model and come down if necessary to the Lowboy model than to start with the low-priced Lowboy and work up. The middle ground is the best, so we say take out the Philco Highboy Neutrodyne-Plus. In this connection, however, it is only fair for us to tell you that many salesmen will take out the Philco Neutrodyne-Plus Highboy DeLuxe Model and invariably sell it. All Philco models are priced so attractively this season that it is easy to sell the Highboy DeLuxe to most good prospects.

Be Ready Before Calling

Two men—the salesman and a helper or junior salesman—can easily deliver the Philco Highboy Model, but before starting out be sure that you have tested the tubes and be sure all necessary connections have been properly made. Have the radio in perfect shape for immediate light socket connection.

And another thing—do not call on the prospective customer except during “live” radio hours. *Don't find yourself ready to demonstrate the Philco only to find nothing on the air.* When you confirm by telephone your appointment with the prospect, see to it that some good radio music is on the air at that hour. The public wants music—not speeches. And also make sure to know at just exactly what point on the dial you can get the musical program that you want. Don't “fish” while trying to sell.

Pointers for Dealers' Salesmen Learning from Experience

Your present salesmen may not need these words of advice—these following ten tips on selling—but no matter how successful a salesman may be or how sure of getting sales, it pays him to take stock of himself every now and then—to search for selling faults and correct them. Be sure to have your men read and think about these ten points; then have them read, study and practice the dialogue selling talk that follows:

1. Be sure that you know the prospect's name, how it is pronounced and how it is spelled. Merely ask the prospect. They will not refuse to tell you. In fact, they will appreciate your interest.

2. Always be on time for appointments. People appreciate promptness, and then, too, you do not want to give a prospect your tardiness as an excuse for not listening to your story.

3. Do not be in a hurry. Take plenty of time and cover each sales point thoroughly as you go along.

4. Smile! Be courteous! Never argue with a prospect and never become irritated. Talk in a pleasant, agreeable conversational manner.

5. Give the prospect a chance to talk. A salesman is supposed to sell and in order to sell he must, of course, do some talking, but do not try to do all of it.

Very often the only way to judge the progress you are making is to allow the prospect to make comments. Frequently the prospect sells himself. Let the prospect talk because he may be wanting to sell himself, and all that may be necessary for you to do is to be ready with the contract form and the pencil.

It is also a fact that if you let the prospect talk he or she is very apt to indicate to you what it is they do like in particular about the Philco. They may show you the way to sell them.

6. Do not let the prospect wander too far from the subject—tactfully bring them back to it.

7. It is a very good plan to deal with every objection as soon as it is brought up. And again we say do not let these objections annoy you.

8. If a competing make of radio is mentioned by the prospect, tell them briefly, clearly and frankly why the Philco is superior. Do not overdo it. Do not knock or belittle the other make of radio. It is not necessary. Neither is it necessary or wise to dodge such an issue.

9. Give polite consideration to the prospect's own view. Do not for a moment say anything to belittle their judgment.

10. Always assume that the prospect will certainly buy. Have no doubt about the matter. Be confident on that score and it will go far in helping you make the sale.

Sales Experts Know the Value of a Standardized Sales Talk

The many outstanding features of the Philco and the amount of interesting information that is available about this Balanced Unit Radio is so great that it cannot be learned in a short period of time. Naturally all of the reasons why a person should own the Philco Balanced Unit Radio cannot be given to any one prospective customer. Furthermore, it is not necessary ever to attempt to do so.

In the following pages we are outlining to you in detail a method and a manner of presenting the outstanding Philco features and sales arguments. It is a standardized selling talk, and well worth plenty of close study.

Many salesmen are under the impression that they can get along very successfully without any organized plan of selling; that they can rise on the spur of the moment to any emergency in selling. However, it is generally admitted by the most successful salesmen and expert sales organizers that a

thoroughly planned and well-organized selling talk or presentation will sell the prospect in less time and with less effort than will any hit-or-miss message.

We understand, of course, that the salesman will more or less modify a standardized selling talk as conditions may require, putting into it his own personality, his own experience, observation and enthusiasm. He will talk easily and naturally.

Now for the Actual Selling

The delivery truck parks before the house. The helper or junior salesman remains on the truck. The salesman walks to the door briskly and confidently. Why not? He has an appointment and Mrs. Smith—keenly interested in radio—has undoubtedly been waiting for him.

He rings the bell and then steps back from the door, fully at ease, and waits for her to answer. The door opens. Mrs. Smith looks pleasant and agreeable.

SALESMAN: *Good afternoon, Mrs. Smith. I presume this is Mrs. Smith?*

MRS. SMITH: Yes, it is.

SALESMAN: *I am Mr. Marshall, of the Whiteside Radio Company. You probably remember my making this appointment with you this afternoon for your Free Trial of the Philco Balanced Unit Radio.*

MRS. SMITH: Yes, I remember. Won't you come in?

SALESMAN: *I'll be glad to. I have your Philco right here and I will bring it in. I was able to get a Philco Highboy Model for you. It is a big seller and in big demand, and it looked for a while as though I could not get you this Highboy. Everyone seemed to want one. I'll bring it right in. It won't take a moment.*

MRS. SMITH: But you understand we have not been thinking of buying a radio.

SALESMAN: *I understand that perfectly. This is a Free Trial Offer that we are making you, and you are not under the least obligation, but I think when Mr. Smith sees it and tries it out, he will not part with it. In any event*

we want you to have this Free Trial. We want you to know how the Philco performs.

SALESMAN (Continuing): *While we are bringing in the Philco, Mrs. Smith, will you please decide just where in your living room you would like to have it placed? You know where it will show up to the best advantage.*

(This point is important. Let Mrs. Smith pick the spot for the Philco. She takes pride in arranging her home. She will want to keep the Philco where she places it—where it adds to the beauty of the room. It is a good plan to have an extension cord with you so that you do not need to change the position of the Philco because of the location of the electric light socket.)

MRS. SMITH: Yes, I will.

The salesman and his helper then bring in the beautiful Philco Highboy Model, carrying it carefully so as not to bump or mar or scratch the radio or the walls or the furniture.

Before proceeding with this dialogue selling talk a pointer or two are in order at this stage of the proceedings.

Immediately upon placing the Philco in the spot selected by Mrs. Smith, put her at ease, let her relax and be comfortable by offering her a seat where she can watch you make your demonstration.

Place the Philco carefully and correctly just as she would like a piece of her furniture placed. Using a soft cloth wipe the cabinet off thoroughly but quickly so that it shows up to the best advantage.

This selling talk to Mrs. Smith will be reasonably brief because after all your big job will probably be selling Mr. Smith when you return in the evening. There are certain features of the Philco that Mrs. Smith must be sure to remember when her husband comes home. Therefore, the salesman should not talk at too great length on technicalities nor explain minor features at too great length.

If the Smith home has an aerial by all means take advantage of it. Although you will not try for distance in the afternoon,

nevertheless, an aerial helps you make a better demonstration. You will also want the aerial connected for the benefit of Mr. Smith when he comes home in the evening.

We said this selling talk to Mrs. Smith would be reasonably brief because it is quite likely it will be necessary to sell Mr. Smith. However, if you find you can close the sale with Mrs. Smith by all means do so, never putting off getting a contract signed and first payment when it is possible to make it.

So Now Let Us Proceed

SALESMAN: *Isn't it a beauty, Mrs. Smith? (Stepping back and looking at the Highboy proudly.)*

MRS. SMITH: Yes, it is—very attractive.

SALESMAN: *You have picked exactly the right place for it, Mrs. Smith. You have this room very well arranged and this beautiful Highboy gives it just the right balance—the finishing touch. Every proportion—the height, width and depth is just right, isn't it?*

MRS. SMITH: I think it looks fine.

SALESMAN: *I want you to notice these artistic half doors, Mrs. Smith. (Have the doors closed.) When closed like this you get the beautiful effect of this fine Oriental Walnut smoothly and superbly finished and blending perfectly with these exquisite butt walnut panels. Albert Carl Mowitz designed this cabinet, Mrs. Smith, and he is one of the most famous furniture designers in America. He gave it these graceful lines, and the perfect matching of the finished woods.*

But it is the expert craftsmanship in finishing, Mrs. Smith, that gives it that rich and handsome appearance. Cabinet making is really an art. It is a craft that is handed down from father to son, and in the Philco furniture factory many of the very best cabinet makers in America are doing the finishing work on these Philco cabinets. Just pass your hand over this surface. You can tell by the feel that this is fine workmanship.

MRS. SMITH: I like it very much.

SALESMAN: *And now, Mrs. Smith, look*

at it with the doors open. (Opens the doors.) You understand you keep the doors open when the set is in operation. I particularly want you to note how attractive it is with the doors open. That is important because your Philco will be in use a great deal of time. Many radio manufacturers seem to have overlooked that fact, and their cabinets are not attractive when the doors are open.

You will notice we use these shapely half doors instead of full doors; not only because they are much neater in appearance, but because they fold back gracefully against the walnut panels instead of sticking out on the sides of the cabinet. You may have noticed that open full doors on cabinets stick out like elephant ears.

MRS. SMITH (smiling): Yes, I can see where the half doors are much better.

SALESMAN: *And over the speaker opening you have this beautiful tapestry—the very latest in the finer grades of radio cabinets. You would be surprised to know, Mrs. Smith, that some radio manufacturers merely put a plain wooden grill over the speaker opening. We use only artistically designed tapestry. And this inside panel is fine bird's-eye maple. So your Philco radio not only looks beautiful when the doors are closed, but just as handsome when the doors are open. It looks great either way, doesn't it?*

MRS. SMITH: Yes, it does.

SALESMAN: *And now, Mrs. Smith, you will be glad to know that the Philco is all-electric—strictly all-electric. That means no batteries—no acids—no liquids—nothing of that kind whatsoever. It operates directly from your electric light socket just as simply as a floor lamp or table lamp.*

SALESMAN: *(Continuing and unwinding the cord.) This is all there is to it. Merely plug it in the light socket like this and forget it. Any time you want to you can move it to any other light socket just as you would move a lamp. Simple, isn't it?*

MRS. SMITH: It certainly is.

CONFIDENTIAL SELLING PLANS FOR PHILCO DEALERS

SALESMAN: *And the Philco is just as easy to operate. Just nothing to it at all. If you will please step over here, Mrs. Smith, I will show you how to turn it on.* (Salesman pushes the switch. Philco lights up.) *You see you merely press this switch and the dial lights up. You press the other way to turn it off and the light goes out. Try it!* (Salesman has Mrs. Smith turn the Philco on and off two or three times.) *Simple, isn't it?*

MRS. SMITH: Very simple.

SALESMAN: *And now we will have some music. I don't know what is on the air, Mrs. Smith, but I would like to bring in some instrumental music so that you can hear the marvelous tone range of the Philco—the splendid way in which it brings in all the high notes and all the low notes in perfect balance and proportion. Even our competitors admit that Philco has the finest, purest tone.*

I see that you have a piano and evidently know something about music. You will understand and appreciate Philco performance. First you push the switch to turn the Philco on, and then you merely turn this one dial slowly until you get the broadcasting station that you want. (Salesman turns dial confidently to the station he has planned to get. Make sure beforehand that the station is on the air. Don't "fish.")

SALESMAN: *There we have it—good music, too. When you bring in a station like this, Mrs. Smith, you get just the volume you want by turning this volume control. You will notice when you turn it to the right the volume increases. You can get a tremendous volume if you want it.* (Salesman turns volume up for an instant.) *And then, Mrs. Smith, by merely turning the control to the left the volume is cut down to just the right degree. I guess we have it about right now for this room.* (Salesman now has Mrs. Smith sit down to enjoy the music.)

SALESMAN: *Isn't that simplicity of operation, Mrs. Smith?* (When the salesman makes a comment with set in operation, he should reduce volume while talking. Do not mix talk and music.)

MRS. SMITH: I never had any idea a radio could be operated so easily.

SALESMAN (Now seating himself): *While this orchestra is playing, Mrs. Smith, I want to point out just one or two Philco tone features. I am not going to interrupt this music very much because it is too good.* (Salesman should attempt to point out only the remarkable tonal range and tonal balance of the Philco while the prospect is listening to the music. He should do this briefly and quietly, but forcefully.)

SALESMAN: *We will listen for the low notes of the bass viol and the drums. Some radios do not bring them in at all—others greatly over-emphasize them so that it sounds like shouting in a rain barrel. Those radios do not get the high notes of the flute at all. Philco brings in every note in perfect balance. Just listen.*

As the musicians play and the bass drum notes sound, the salesman, raising a finger says, *Hear the drums?* And when high flute notes float in he merely says, *Listen to those high notes—the flutes. Perfect reception, that.* The salesman quietly calls the prospect's attention to the high and low notes several times.

SALESMAN: *The announcer will make his announcement in a moment, Mrs. Smith. Then you will hear how clearly every syllable floats through the Philco. You can almost hear him breathe. Listen—clear as a bell, isn't it?*

MRS. SMITH: Wonderful!

Now the salesman turns off the radio. One selection is generally enough to prove the superiority of Philco reception. Do not let matters drag at this point, do not try for distance during the afternoon.

SALESMAN (Continuing): *As you know, Mrs. Smith, the station we have just listened to is a nearby station, but you are going to be amazed at the distance range of your Philco. Night after night you are going to bring in stations thousands of miles away. I can show you hundreds of letters from Philco owners in the United States, who have brought in stations in Cuba, Canada, Mexico, Hawaii, Japan and*

Australia. Many Philco owners have actually logged more than 300 stations. Philco is famous the world over for its selectivity, distance range, and superb purity and clarity of tone. Didn't you think it was wonderful?

MRS. SMITH: I certainly did.

SALESMAN: *Now I want to tell you in just a few words why the Philco has this remarkably pure and balanced tone. Naturally you want to know. First I'll admit that this particular set is marvelously well synchronized. It's like buying an automobile. Every now and then some person happens to get a perfect car, one that never needs even the slightest adjustment. This is that kind of a radio, but there is a reason why every Philco made has rare purity and balance of tone.*

The reason is this—At the Philco factory every unit, every part in the instrument, is scientifically balanced and synchronized before it leaves the plant—one part with another with an exactness never before possible in manufacture. That is why Philco is known everywhere as the Balanced Unit Radio—that is what gives it such perfection of tone.

MRS. SMITH: I see.

SALESMAN: *Yes, that is the secret plus one thing more—the genuine Electro-Dynamic Speaker. This Philco, Mrs. Smith, contains the big size genuine Electro-Dynamic Speaker. You will notice that the back of the Philco is left open to insure absolute clarity of tone—to give full, clear, unsmothered range to this marvelous speaker. That is also the reason for these attractive acoustic equalizers on the sides of the Philco. They are not only ornamentative but prevent the slightest stifling or smothering of sound. The Philco engineers perfected the Dynamic Speaker, and each and every Philco Electro-Dynamic Speaker is balanced and matched perfectly with every set in each and every cabinet. That is why all the sparkle and brilliance of the original music or human voice are reproduced in your home so perfectly.*

And Now — Closing the Sale

Getting the name on the dotted line is the important thing. There are many sales-

men who can deliver a good selling talk but seem to lack the ability to close the sale. They lack that extra initiative the good salesman displays when he hands the pencil to the prospects and shows them where to sign.

Customers expect to be sold. They expect at the right moment to be asked to buy, but there are salesmen who give a good selling talk and then actually wait for the customer to say "I'll take it."

The prospective customers expect the salesman to handle the sale—not themselves. Even though they decide to purchase, they want to be asked to buy—and even urged.

Therefore, remember this: After Mrs. Smith has received a complete and thorough selling talk, and after she has listened attentively and with interest, then proceed to close the sale.

Here is where the average man falls down as a salesman. Teach every man to close. Be sure he rehearses the following out loud before he starts out.

We suggest the following as a typical closing talk.

SALESMAN: *Now, Mrs. Smith, frankly, did you ever hear or see a finer radio set?*

MRS. SMITH: It certainly is a very fine radio.

SALESMAN: *You cannot be blamed in the least if the Philco makes you dissatisfied with your present radio. Tens of thousands of people are discarding their old radio set in order to get this big Philco improvement in radio.*

MRS. SMITH: I can imagine that you are selling a lot of them.

SALESMAN: *And, Mrs. Smith, you can buy this splendid Philco Radio at a price no greater than the cost of an ordinary radio. This beautiful furniture model which looks so attractive in this room costs only \$169.00. And remember that this is the complete cost. It includes the Speaker, the tubes, everything. And only \$169.00—just as you see it!*

MRS. SMITH: I hardly think that we can afford to—

SALESMAN: *I am also going to make you a liberal allowance for your old radio set, Mrs. Smith. I am not only going to make you a trade-in allowance for the set itself, but I am also going to make you an allowance for the batteries and also for your old speaker. Of course, there is not much of a market nowadays for these obsolete radio sets, but the Philco factory established a national policy to give owners of old radio sets just as liberal an allowance as could possibly be afforded.*

MRS. SMITH: Of course, if we bought the Philco set we would not have any use for this one.

SALESMAN: *Certainly you won't, and we will allow you \$15 for this old radio set and the batteries, plus an additional \$5 for your old speaker. This means that we will allow you a total of \$20. Subtracting \$20 from \$169.00, your new Philco Radio complete in every way, will cost you only \$149.00. And furthermore, you can buy it on very easy payment terms at hardly any additional cost.*

NOTE: The salesman will have a contract of sale with him. This contract is to be signed by Mrs. Smith and also by the salesman as representing the store. Mrs. Smith will retain a copy, and the salesman will take the other copies back to the store with him. WE WILL NOW EXPLAIN HOW A SUCCESSFUL SALESMAN USES HIS CONTRACT TO HELP HIM CLOSE SALES.

Signing the Contract

The next step is for the salesman to take the pad of contracts in his hand, and with a pencil he should start filling in the contract as though he assumes that the sale is made. As he fills in the contract he should keep up a running dialogue with Mrs. Smith, asking her questions that inevitably bring the answer "Yes."

For instance, in the average retail contract of sale, the name of the customer is filled in, the number, kind and character of model, the date, the total retail price, the trade-in allowance, the down payment, and the amount to be paid each month. You can

see that while the salesman is filling in these facts he has an opportunity to ask a number of questions to maintain interest. We will now proceed with an example of this dialogue.

SALESMAN: (As he fills in the date and the name of the store.) *The Philco is surely a beautiful set to look at, don't you think so, Mrs. Smith?*

MRS. SMITH: Yes, it is a very pretty radio.

SALESMAN: *And don't you think that the tone is wonderful, Mrs. Smith?* (Filling in the type and model of set.)

MRS. SMITH: Yes, it has a very beautiful tone.

SALESMAN: (As he fills in the trade-in allowance and the retail price.) *And you find it very easy to operate don't you, Mrs. Smith?*

MRS. SMITH: Yes, I do.

SALESMAN: *Do you want to pay cash, Mrs. Smith, or would you like to buy the Philco on the Easy Payment plan?*

MRS. SMITH: Why, I think I would rather purchase on the Easy Payment Plan.

SALESMAN: *How much do you want to pay down, Mrs. Smith? About \$40 or \$50?*

MRS. SMITH: Well, I hardly think —

SALESMAN: *Just how much do you think you would like to pay down, Mrs. Smith?*

MRS. SMITH: Well, I might pay —

SALESMAN: *\$25? That's perfectly all right, Mrs. Smith.* (Filling in the down payment and the amount to be paid each month thereafter.)

The salesman then signs his name to the contract and hands the Sales Contract to Mrs. Smith, with the pencil, saying: *This is your receipt for the first payment, Mrs. Smith. Simply sign your name here.*

The sale can now be considered closed and by this time Mrs. Smith has quite likely made her first payment to the salesman.

Again we say that very frequently you will find that the housewife does not have the authority to purchase items such as radio sets and so forth; therefore the salesman must interview the husband before he can hope to make the sale.

Preparing for Return in the Evening

Hence, after the salesman has connected the Philco, and has explained very briefly its most important and most attractive features, and after he has shown Mrs. Smith how easily she can operate it, then the conversation should proceed about as follows:

SALESMAN: *Mrs. Smith, I want to ask you have you ever seen a more attractive radio set from the standpoint of cabinet design and superb finish?*

MRS. SMITH: I don't believe I ever have.

SALESMAN: *It surely looks mighty well in your home. It looks as though it had been built for this particular room. And don't you think that the tone is beautiful?*

MRS. SMITH: Yes, it certainly has a fine tone.

SALESMAN: *And don't you find it very easy to operate and tune in?*

MRS. SMITH: Yes, I did not have the least trouble with it.

SALESMAN: *Now, when Mr. Smith comes home you tell him that I will be back this evening to talk to him about the set, and tell him about the trade-in allowance I will give him for his old set; and how he can purchase a Philco on very easy terms if he desires. You tell him to go right ahead using the Philco before I get here because he cannot possibly do it any harm.*

You can show him just how to start the set and how to tune it in because you understand perfectly just how to operate it. Be sure to show him just how this volume control operates.

If you will please get me a piece of paper, I will write out the particular things that I want to call to Mrs. Smith's attention. I would like to have him look the Philco over and try it out before I get here.

Important!

The salesman should then write a short note to Mr. Smith telling him why he finds this superb Philco Highboy in the living

room upon his return home. In the note the salesman should tell Mr. Smith that the Philco is all ready to operate. He should urge him to tune in the Philco, try it out in every way and see for himself how selective it is, how easily it brings in the distance, and what beautiful tonal qualities it possesses.

It is very important that the salesman have Mrs. Smith thoroughly sold before he leaves, but it is equally important that he write this note for her to give Mr. Smith, regarding the outstanding features of the set, and telling Mr. Smith that he will recognize these just as soon as he tries the set out. Be sure to urge Mr. Smith to try the set without waiting until your return. The Philco set will very frequently sell itself. At least it breaks the ice for you.

We suggest that a letter similar to the following be left for Mr. Smith:

Dear Mr. Smith:

By special arrangements with the Philco factory, we are putting a few Philco Radio Sets on Free Trial in a selected list of homes. That is the reason why you find this marvelous new Philco Radio Set all connected up in your home tonight. We are very anxious for you to try the set out, and this trial does not place you under the slightest obligation.

I have explained the operation of the set to Mrs. Smith and she can operate it perfectly. I know you will understand the operation instantly. I would very much appreciate your looking the set over carefully before I return this evening; I would also like to have you tune it in and test it out thoroughly. Try it out as soon as you have finished dinner or during dinner if you like.

Please notice the attractive design, beautiful appearance and finished workmanship; also its marvelous selectivity and vast distance range; also its superb tonal qualities.

We want you to feel perfectly free to try it out because we want you to see how splendidly it performs.

Very truly yours,

Then, too, very frequently a man is not much impressed with his wife's recommendations on merchandise. He is often of the opinion that she is too easily sold, and opposes the purchase for fear of encouraging her. That is the reason why this note to Mr. Smith is important. It shows that the salesman is giving him full consideration as head of the house—as final purchasing agent. And then, if Mr. Smith tries the set out before the salesman returns, his antagonism will have vanished if it ever did exist.

NOTE: Mr. Smith will undoubtedly try the Philco not only because of your invitation, but because of his own curiosity. And if he does, it will be a mighty big help to you. He will compare it with his own set. Nothing could suit you better. He will see if the Philco can do certain things his own set cannot do. And the Philco will. Mr. Smith is the best salesman to sell himself. And remember, a man operating a set is never annoying to himself.

We realize that it is generally necessary for you personally to demonstrate the Philco set before you can close a sale. However, be sure to make your demonstration effective but brief, as we have explained before. You will frequently find that Mr. Smith has already made his own demonstration by the time you get there, and he is not only thoroughly satisfied with the Philco but immensely delighted with it. When you find upon arriving that Mr. Smith has already discovered the remarkable selectivity of the Philco, its distance range and superb tonal qualities, then by all means do not go to the trouble of making a demonstration.

A further demonstration may easily irritate Mr. Smith, because he may consider himself a radio expert. If he is satisfied that is all you want to know, and you can then proceed to close the sale.

Important! When demonstrating the Philco set to a prospect, always seek stations with the volume control turned down. First, get the station and then turn up the volume control if you desire more volume. Philco is a radio set with super-power—extra power. Hence, if you have the volume control at full volume as you turn the dial, local stations and even distant stations will come in with terrific volume. This is not pleasant to hear. Hence seek the stations with the volume control turned down, and when you get the station, turn it up as much as you like.

Selling the Husband

The salesman now returns to the home in the evening to close the sale with Mr. Smith. You understand that in this dialogue we are outlining what may be considered a difficult sale. Many a sale will be very easy. For instance, it is often mere routine to sell prospects who have telephoned your store or written you asking for information. You will get such inquiries from us from your newspaper advertising, your direct mail and also handbill distribution. It would do you no good for us to outline to you an easy sale; what you want to know is how to close difficult ones.

When the salesman enters the home in the evening he should introduce himself to the man of the house, because Mrs. Smith might just neglect to give this introduction.

THE SELLING TALK TO MR. SMITH

In returning to sell Mr. Smith stand at the door just a moment to hear if the Philco is in operation. The chances are you will find it tuned in on some program. If it is, then introduce yourself briefly, as previously explained, walk directly to the Philco, and stooping down, look at the dial.

SALESMAN: *I see you are tuned in on station "LXY," Mr. Smith. (With this remark make any slight adjustment of control knob or dial to secure better reception if necessary.) It's certainly coming in nicely, isn't it?*

MR. SMITH: Yes, it is.

NOTE: If the station being brought in is a distant station, then proceed as follows:

SALESMAN: *That's pretty fair distance, Mr. Smith, but nothing compared to the distance that you're going to bring in during the nights to come. I can safely say that you will get pleasant surprises on distance every night in the year. There never has been a radio, built, Mr. Smith, with such marvelous selectivity and vast distance range as the Philco Neutrodyne-Plus. (Then casually.) Everybody admits it has the finest tone.*

If you have the time, Mr. Smith, start a log of the stations you bring in. Merely put down the call letters and the dial number. If you don't, your friends won't believe your stories about distance and selectivity.

NOTE: At this point be ready to tell Mr. Smith briefly several local cases of Philco's marvelous performance. What distance this or that person got; how many stations this or that person brought in. And end by saying that practically all Philco owners get these remarkable results. You will not be exaggerating.

If Mr. Smith happens to have a local program coming through proceed as follows:

SALESMAN: *Apparently you like a good musical program, Mr. Smith; you will get plenty of them from now on, because broadcasting is developing tremendously. Many new and wonderful programs have been scheduled*

for this season, and every night there will be a number of rare treats on the air such as (recite a number of outstanding programs). You did not have the least trouble tuning in the Philco, did you, Mr. Smith?

MR. SMITH: No. It seemed very simple.

SALESMAN: *It IS very simple. It cannot be much simpler than this. Press the button and the Philco is on. Turn the dial and in come your stations. Then you easily regulate the volume to suit your taste by simply turning this volume control knob. Don't you think the Philco has a wonderful tone, Mr. Smith?*

MR. SMITH: Yes, I do. It certainly is a good set.

SALESMAN: *Do you want to buy the Philco for cash, Mr. Smith, or would you prefer to have it on our very easy payment plan?*

(The point here is that you should not put off closing a sale any longer than necessary. Mr. Smith might be ready to buy right at this point. If so, then proceed to close the sale. Do not be under the impression that a long sales talk is always necessary.)

In this dialogue talk, of course, we are going to assume that such a long talk is necessary.

Our advice is to qualify Mr. Smith early by asking him how he wants to buy. He may buy right then; at least his answer will give you a direct line on his thoughts in the matter. Finally, if Mr. Smith at this point, and in answer to the above question, indicates he will buy, then close him in the same manner as indicated in our selling talk to Mrs. Smith.

MR. SMITH: (Answering your question as to how he prefers to buy—cash or easy payments) If I bought this Philco, I would probably buy it on the payment plan, but I don't think I'll buy one now—perhaps later. I have a pretty good set now, and I think I will stick with it a few months longer.

SALESMAN: (Turning off radio or cutting volume way down.) *It may not have occurred to you to buy a new radio set right now, Mr.*

Smith, but I have a special proposition that I want to make you this evening, and I think that after you have heard this particular offer you may change your mind. I am not going to take up much of your time, but there are a few facts about the Philco Radio that you ought to know; then you also ought to know how easily you can own one on the offer I am going to make you. You don't object to giving me just a few minutes of your time do you, Mr. Smith?

MR. SMITH: Why no, go ahead.

SALESMAN: I am not going to give you a long, drawn-out talk, Mr. Smith. I will be brief, but I first want to tell you that the Philco Balanced Unit Radio is made by the Philadelphia Storage Battery Company, as you may already know. In other words, it is a Philco product, and Philco has been known all over the world for twenty-five years for the excellent quality of its merchandise. You probably often heard of the Philco's Diamond Grid batteries for automobiles.

MR. SMITH: Yes, I've heard of Philco often before.

SALESMAN: And Philco, for many years, has been one of the world's largest producers of power for radio; also power batteries for mine locomotives and power batteries for telephone exchange equipment. During these twenty-five years Philco has built up a prestige and a reputation that is world-wide, and the Philco executives would never dream of producing a piece of merchandise unless it was the very finest—the last word—in its particular class. They have spent too much money, too much effort, over a period of many years to build up their wide reputation to ever run the slightest risk of losing any part of this prestige.

Philco is always dependable, and our Company—the store I represent—considers itself mighty fortunate to have been able to secure a Philco franchise. This Philco reputation for always doing things right is also your guarantee of lasting satisfaction when you buy a Philco product.

Even our competitors admit that Philco is

highest quality radio, but they never dreamed that production methods would be discovered that could produce such marvelous radio receivers at prices so amazingly low as Philco prices this season.

You will be interested in knowing that over four years ago the Philco staff of engineers began to experiment with radio. Philco purchased every radio set on the market. Their engineers studied the weakness as well as the good points of each and every one of those sets.

They experimented with practically every known circuit and hook-up because Philco had decided that what the public wanted was not only a radio set with the very finest of tone quality, but that the public also wanted that set to have sufficient extra power to bring in far-distant stations at proper volume; also that the public wanted a set that was very selective—easy to operate and tune in—so that the radio user would not need to grope around blindly trying to bring in stations.

The present Philco set was finally perfected and already Philco is one of the very leaders in the industry. It is an actual fact, Mr. Smith, that the radio fan does not get true radio performance today in the fullest sense unless he uses a Philco. That is a strong statement, but it is absolutely correct.

After the Philco engineers had perfected this marvelous Philco set, they still were not content. They had absolute instructions not to omit one single feature that would place Philco in a class by itself. Therefore, Philco proceeded to secure a license under practically every important patent that has ever been issued by the United States Government covering radio receivers.

Philco today is licensed under the patents of the Radio Corporation of America, The General Electric Company, The Westinghouse Electric & Manufacturing Company, The American Telephone & Telegraph Company, Latour Corporation, Lowell and Dunmore, Hogan and the Hazeltine Corporation.

Philco picked the cream of all radio scientific achievements in building the Philco Radio

Set and then to all of this they added the discoveries of Philco's own engineers. There are many improvements in the Philco set that are not possessed by any other radio set on the market.

SALESMAN: (Continuing.) As a matter of fact, Mr. Smith, when our Philco engineers revealed to certain other well-known engineers the type and character of radio set that Philco intended to produce, those other engineers said: "If you produce a radio set as good as that it will cost you so much to make it that you will be obliged to retail it for five or six hundred dollars." It did look that way, but Philco had planned on quantity production of this quality radio set, and when the manufacturing plans were finally determined on, it was found that we could build this quality radio set in quantity at no greater cost than any ordinary radio set.

SALESMAN: (Continuing.) You have probably noticed, Mr. Smith, that Philco is always referred to as the *Balanced Unit Radio*.

MR. SMITH: Yes, I've noticed that.

SALESMAN: Well, that is exactly what it is—balanced unit radio, and that is the secret of Philco's marvelous, superior performance. You undoubtedly know, Mr. Smith, that in the research laboratories of great radio factories sample models of newly developed radio sets—carefully checked, balanced and assembled by expert engineers—are naturally flawlessly perfect. Each unit is balanced with scientific exactness with all other units by the skillful use wave-meter, galvanometer or milli-meter.

And today Philco *Balanced Unit Radio* means simply this—that our production engineers have successfully brought into factory volume production this same accurate and exact laboratory method of balancing units with such marvelous precision and perfection. It is this exact scientific balancing of electrical units that gives the Philco such overwhelming superiority—truer, richer, clearer tone; rare selectivity and vast distance range. So everyone has come to know of Philco as the *Balanced Unit Radio*. Just step over here, Mr. Smith, and let me show you this chassis. You can

even tell by looking at it that the finest kind of materials and workmanship went into its construction.

MR. SMITH: I'd like to look at it.

SALESMAN: (Bringing chassis into view.) Isn't that a fine piece of workmanship?

MR. SMITH: Yes, it looks it.

SALESMAN: The very finest materials obtainable—the most expensive—went into this chassis, plus precision workmanship, each part balanced with the other with scientific exactness. Notice the shielding of the parts. Complete and careful shielding is one of the most important things in radio construction and it is very often neglected. The object of complete and careful shielding of the parts is to keep the electric current in absolute control; in other words, to keep it in its definite, designed path—to keep it from spreading—to prevent one circuit from interfering with another. That prevents oscillation. And you know what oscillation does to radio reception.

MR. SMITH: Sure.

SALESMAN: And here we have *TWO 245 Power Tubes*. Here is a new tube that IS a marvelous radio development. Many sets carry only one of these 245 power tubes. Your Philco has two of them.

MR. SMITH: Just why are they supposed to be so good?

SALESMAN: Because they possess a remarkable reserve of power. These tubes are not only a big factor in getting distance for you but they are a mighty big factor in giving you pure, clear-toned reception. Previous to this, Mr. Smith, the different power tubes in use did not possess this necessary reserve of power. Consequently in the course of radio reception, even at ordinary volume, when loud notes came in those power tubes did not possess the necessary power reserve to carry them successfully. The result would be a clacking sound—a rattle—but today in this new Philco, with its 245 power tubes, the loud notes, at even very loud volume, are carried through to you sharply and clearly with complete purity of tone.

It's just like an automobile, Mr. Smith.

Some engines start knocking going up hill. Others with a reserve of power go up smoothly and easily.

MR. SMITH: I see. Very interesting. But what about the screen grid tubes? Isn't this Philco a screen grid radio?

SALESMAN: *No sir! It is not. This is the Philco Neutrodyne-Plus Radio—the very finest thing you can possibly buy in radio.*

MR. SMITH: I've been told that the latest and best thing in radio is the screen grid. That's what I would want.

SALESMAN: *Well, then, you can certainly have it, Mr. Smith. Philco builds a screen grid chassis and it is a splendid job. Almost every radio manufacturer builds a screen grid chassis. There is nothing exclusive or sensational about it. And I know there is not a screen grid radio built at any price that equals Philco screen grid in performance. And you can get it in this same superb furniture cabinet. The screen grid, as you know, Mr. Smith, is a new tube. It's a little early yet to say just how it will stand up in comparison with other types of tubes, but you can depend upon it that the Philco Screen Grid Radio chassis has been properly designed and built to carry the screen grid tube successfully. Now, it is up to the factories that build these tubes. Furthermore, the Philco very carefully selects the screen grid tubes that go out with Philco radio.*

You understand, of course, Mr. Smith, that there is not a screen grid chassis built of any make that could possibly approach Philco Neutrodyne-Plus. The Philco screen grid job comes the nearest to it. It actually equals it in tone but nothing can quite equal the selectivity and distance range of this Neutrodyne-Plus. That is why I brought it out to you. And this Philco Neutrodyne-Plus costs but little more than the Philco Screen Grid model. The Screen Grid Highboy, complete with everything, is \$159.00, and this Neutrodyne-Plus Highboy is only \$169.00. Just \$10 more. You might just as well get the best for only that difference.

MR. SMITH: Does the Philco have an Electro-Dynamic Speaker?

SALESMAN: *Positively yes—and a genuine, big size Electro-Dynamic Speaker. And you know, Mr. Smith, that there are radio sets built equipped with what are really magnetic type speakers but masquerading under the name dynamic. I want you to know and know positively that the Philco Electro-Dynamic Speaker is a genuine Electro-Dynamic and it is a tremendously big factor in creating the marvelous tone that the Philco possesses.*

Philco has also applied to this Electro-Dynamic Speaker the scientific balancing of all units—in design, in construction, and in production at the factory.

You will be interested in knowing that to get maximum speaker results the cone of the speaker must be made as large as possible without giving it too much weight. The cone must also have exactly the right degree of flexibility. It must be flexible but not flimsy. The object is to get the largest sound area possible without creating the fault of too much weight or the fault of too much lightness or thickness of cone material.

Philco's engineers made the most exhaustive tests and comparisons to determine the proper compromise between sound area, cone weight and cone flexibility. So in Philco you have an Electro-Dynamic Speaker of extra size and of perfect cone design. You have a speaker of true sensitivity with a liberal area provided for sound waves and volume of air—with flexibility that gives perfect sound reception. The perfect balancing of the Philco Electro-Dynamic Speaker with the Philco radio shows in the exquisite clear tone you get, don't you think so, Mr. Smith?

MR. SMITH: Yes, it's well built—no question about that.

NOTE: The salesman then proceeds to demonstrate the Philco set. This demonstration should not be long and drawn-out. The shorter a demonstration is made the better. First tune in on a good program to show the tonal qualities. Bring out the fact that drums can be heard; that the low notes as well as the high notes can be heard. It is

very easy to put over clearly the superiority of Philco tone quality. Note demonstration to Mrs. Smith given on previous pages.

Then show selectivity. Demonstrate once or twice how you can have one station on one point of the dial and then merely by a hair's-breadth turn bring in another station. Show this two or three times. However, do not keep it up, because no matter how successful you may be, constant switching from one station to another is irritating to the radio fan.

Merely demonstrate this selectivity two or three times to prove the point, and then be done with it. Then, inasmuch as it is in the evening and weather conditions will probably be reasonably favorable, bring in some distant station. If conditions are unusually favorable, bring in quite a number of distant stations. However, as stated above, too much switching from one station to the other is irritating unless the customer himself is doing the tuning and the "fishing." It makes a lot of difference who is operating the set—the prospect or the salesman. Let the prospect handle the dial a bit.

After you have successfully and quickly demonstrated the Philco's ability to get distance, then switch back to the matter of tone. Always wind up your demonstration with a good program on the air and show him the tonal qualities of the set. Do not do a great deal of talking while you are demonstrating the set. You will not be heard as well, and people do not enjoy listening to talk at the same time that they are listening to a program. When you get ready to continue your selling talk shut off the radio.

SALESMAN: *Just consider, Mr. Smith, what you are getting for only \$169.00—the Philco Neutrodyne-Plus Balanced Unit Radio—8 tubes including TWO 245 power tubes with push-pull—genuine Electro-Dynamic Speaker with Philco acoustic equalizers on each side—and all of this in a superbly beautiful piece of furniture. Everything—complete and operating—for only \$169.00. It's certainly a bargain, isn't it?*

MR. SMITH: Oh, it's a good value, all right.

SALESMAN: *And you can buy it on our club plan. Almost everybody takes advantage of this club plan. There's no reason why you shouldn't. How much do you consider is the convenient down payment for you to make?*

NOTE: Mr. Smith may reply that he is willing to pay \$25 or \$30 down. If so, proceed to close the sale and get the contract signed as outlined previously in the selling talk to Mrs. Smith. However, Mr. Smith may reply as follows:

MR. SMITH: The Philco is a mighty good set all right, but I think I will look at an Electrad Radio Set before I decide.

SALESMAN: *Just what, Mr. Smith, do you think you could possibly get in the way of performance in another radio that Philco could not give you better?*

MR. SMITH: Oh, I don't know.

SALESMAN: *Certainly you cannot imagine a radio set more beautiful to look at.*

MR. SMITH: Well, I guess that's right.

SALESMAN: *And you will agree that Philco has a marvelous selectivity. You proved that to yourself, didn't you?*

MR. SMITH: Yes, I did.

SALESMAN: *And you'll admit that Philco has a wonderful distance range. We even proved that by merely fooling around with it a bit tonight, didn't we?*

MR. SMITH: You're right about that.

SALESMAN: *And let me tell you, Mr. Smith, no radio set built possesses that purity and that clarity of tone. It's perfect, isn't it?*

MR. SMITH: The tone is mighty good.

SALESMAN: *You've got this Philco here now. It is in perfect condition. It's our biggest selling model and always scarce. We're always running out of these models. You can enjoy it tonight, tomorrow night and all the nights to come.*

MR. SMITH: There are so many new developments in radio I had better wait to see what changes are going to be made.

SALESMAN: *If you do that, Mr. Smith, you will never own a radio. You and I cannot imagine anything more perfect than this Philco reception, but radio is like the automobile. Undoubtedly it will continue to be improved for years to come. Automobiles are improved a little here and a little there year after year, but millions of them are sold and have been for over twenty years.*

Why? Because you would not, and other people would not, spend year after year walking instead of riding just because the automobile might be improved.

And listen; you're not going to miss all the wonderful programs night after night and year after year because radio might be improved. Am I right?

MR. SMITH: *Yes, that's right, but what am I going to do with this old radio I now have?*

SALESMAN: *Why, Mr. Smith, I am going to make you a liberal allowance for this old set of yours. I am also going to make you an*

allowance for the batteries and also for your old speaker. As you know there is not much of a market nowadays for these obsolete sets, but we are going to make it as convenient as possible for you to own this new Philco Highboy.

We will allow you \$15 for the old radio set and batteries, plus an additional \$5 for your old speaker. In other words we will make you a total allowance of \$20.

Now, then, subtracting \$20 from \$169.00, this new Philco Highboy Model, complete in every way, will cost you only \$149.00. And as I said before, you need pay only \$25 to begin with and the balance monthly, and only a slight extra charge for the club payment plan.

NOTE: The salesman will have his contract of sale in his hand and will have his pencil handy. He proceeds to fill out the contract form, asking Mr. Smith his correct initials and correct address. He will have Mr. Smith sign the contract and give it to him as his receipt in exchange for the first payment.

HOW TO GET AND LOOK AFTER A SELLING CREW OF SIX MEN

Your retail establishment is undoubtedly big enough, and it is also probably located in a large enough community to warrant your having 6 outside salesmen selling Philco Radio Sets and Speakers under a Sales Supervisor. It is quite possible that your locality even makes a crew of 10 or 12 men practical.

You must remember that many a retail dealer located in a city of not more than 35,000 people operates an outside selling crew of 6 or more men. This does not require a large store; neither does it require a downtown location. Frankly, all that it does require to operate a crew of 6 men is the determination to do so—the will to get a big and profitable volume of business, and a sufficient stock of merchandise in order to take care of the business.

Again we repeat that you have a golden opportunity to develop this plan of outside selling because you are a registered Philco dealer. The Philco Balanced Unit is perfectly adapted to outside selling. It possesses everything that could be desired for that particular plan of merchandising, and the most important thing is that there is a big public demand. This means that your salesmen will make money. And when salesmen make money it is a simple matter to build up an organization and keep it.

If you have an organization of only two or three men or even four or five men, you can probably look after them very well yourself. However, when your organization

grows to 6 men or 8 men, then you should have a Sales Supervisor to carry on the sales managing for you. Also, bear in mind that you can just as easily start with an organization of 6 men under a Sales Supervisor as you can with an organization of only two or three under yourself.

As we said before it does require more system to handle an organization of 6 men. It is nothing at all elaborate and nothing at all difficult, but in the next few pages we will give you information which you will find very valuable.

Your first move in starting out with an organization of 6 or more men is to employ a competent Sales Supervisor—a man who has had charge of salesmen of this kind before in the electric washing machine, the electric cleaner or electric sewing machine business. To this man you can give a reasonable drawing account and a commission of 3 per cent on the total volume of business that he gets from these salesmen each week.

Before your Sales Supervisor employs his selling force he should have everything prepared so that he can start his men out immediately on productive work after giving them the necessary training. The necessary training should not take over a day or two. It must be remembered that nothing so encourages and strengthens a new salesman as an order on his first day out. Therefore, the Sales Supervisor should be ready to give him two or three good leads the very first day that the new man goes out.

A FEW POINTERS ON HIRING SALESMEN

This is the most important element of a Sales Supervisor's job, and it is mostly composed of "don'ts." A few of the most important are:

Don't employ "down and outs" or floaters. The same factors that caused a man to fail in his previous job still obtain and you have not the time to correct them.

Don't employ men who are financially irresponsible. A *good* salesman is never broke.

Don't employ a man whose appearance is not exceptionally good. You are entitled to good men and with the Philco proposition you can get them. It may take a little more time to select the proper kind of men but don't handicap yourself with poor material. Remember, it is not necessary that a man be a radio expert to be a successful salesman. As a matter of fact, the expert is generally not a good salesman. You want men who can get the name on the dotted line—not engineers to discuss radio.

Don't hire men without cars, even on the promise that they will get one. Their handicap of transportation is so great that they probably won't buy one. They will be a "drag" on your organization from the start.

Be "tight," very tight, on giving advances to men unless you *know* they will produce.

There is one principal thing you must do in justice to yourself. Make this a positive rule; do not vary from it; do not permit yourself ever to be sold on any other principle, and your success is assured. Your work will be infinitely easier—*Hire the man who loves to sell*. You will recognize him after a very short interview. If you keep the above pointers in mind and he sells you

thoroughly and enthusiastically, he will sell your prospective customers. He is easy to handle, always on the job, always producing, and is a constant inspiration to the other salesmen.

Training the Salesman

The training of the newly hired salesman should not require more than one day. The training course should be carefully planned so that there is no hesitancy on the part of the Sales Supervisor. By that we mean that the Sales Supervisor should always appear to thoroughly know his business in handling men. The men should be employed with the understanding that they will spend one day in training. And thereafter, they should spend 30 minutes or one hour in a review of their training and in discussion of new ideas.

The course in training should consist of explaining each model Philco Balanced Unit Radio to the men. They should be versed thoroughly on the retail prices, either for cash or on the time-payment plan. They should be carefully coached in making out the contracts of sale. They should be trained in telephone solicitation; also in following up the telephone solicitation, and finally of course in selling the Philco—how to close the sale.

After the salesman has been made thoroughly familiar with the Philco—the different models—the retail prices—filling out of the contract and has been coached in the selling talk as outlined in this booklet, then the Sales Supervisor should arrange to go out with him the next day to give training in the field in making actual sales.

THE MORNING MEETING

Suggestions for Sales Supervisor

With the salesmen properly prepared, the morning meeting is the most effective method of getting them on the job. Meetings should be held at 9.00 o'clock sharp every morning. Do not get into the habit of starting meetings late. Train your men to be punctual. Penalize them for being late. A successful penalty is to rule that no salesman appearing after the start of the meeting will be entitled to any leads or to use the telephone on that day. While this rule may seem harsh, it is necessary to be firm. The morning meetings are necessary to the conduct of a successful campaign, and unless you are firm about the starting hour your meetings will be broken up by those men who are not punctual at the expense of those who are.

These meetings should be dignified and orderly. Do not permit random talking, but maintain full charge yourself. Have an interesting message each morning, something that will instill enthusiasm into the entire sales force. Prepare this message in advance and be sure it is interesting.

Leads should be distributed and in a manner which will be obviously fair. It is always a temptation to give the best man the most leads, but this does not build up the weaker men—it discourages them. Distribute the leads equally; then spend the necessary time on the weaker men.

A short time should be devoted to an open discussion of matters of interest. Do not permit long arguments. Make these discussions constructive and enthusiastic and keep the meeting well in hand.

Some men are chronic kickers. Watch them. Don't permit them to expose their grievances at the meetings. Discuss their troubles privately with them. If you find them breaking down other men, warn them; if they persist, remove them. Keep your force working on enthusiasm and don't permit a "grouch" to destroy this enthusiasm.

No matter how good a salesman he may be, he can do more harm than good if he is not a co-operator. Usually a friendly, private talk will serve to show him the harm he is doing, but if it does not, remove him.

Above all, keep the enthusiasm of the force at the highest point at all times.

Quotas

A quota board should be in every meeting room and every man should have a weekly quota.

There are three important elements in almost every man's make-up, and by a careful analysis of these the operation of a quota board may be made one of the most important factors in the successful direction of a sales force.

These elements, in the order of their importance, are:

1. Interest of the salesman in his income.
2. His ambition.
3. His pride.

His interest in his income often needs stimulating. Give him a fair but difficult quota to reach, show him what his income will be and how to reach it, talk it over with him at each meeting and show him how many sales per day he must make to reach it. He may not have enough leads—your prospect file will so indicate. If he is short on leads show him how to fill up his prospect file by telephone canvass, by getting the names of interested prospects from customers, friends, etc. Keep his work balanced—never too few or too many prospects. Perhaps he secures plenty of leads but is not a successful closer. You can correct that. Finally, through his interest in his income, you can analyze his work for him and develop his weak points, usually if he has the desire to work, producing a good salesman.

His ambition can be aroused to a point where it will overcome many of his weak points. His quota, showing the earning

possibilities of his job, is a successful stimulant, then arouse him further by showing his future possibilities with your Company if he is a successful salesman. Most men are susceptible to this kind of treatment and you can develop many good men by stimulating their ambition.

The element of pride may become a very helpful factor in the operation of a quota board. This is best developed by ranking each man according to his results. Rank your men on the board each day according to business secured. You can then, each day during the meeting, point out the successful men, discuss their methods, the income resulting, etc. Then privately you can point out to the weaker men the reasons for their failure and methods of improvement. Usually the failure of outside men is due largely to lack of hard work. Few men will stand the pressure of always being low in rank. They will either adopt your suggestions for their improvement or leave. Either action on their part should be made compulsory. After a reasonable time, the man who does not make an average reasonable quota should be removed. He is either incompetent or lazy. You cannot correct either and a failure is a poor influence on the other members of your sales force. A sample of a simple quota board follows:

MONTH _____	DATE _____		
	QUOTA	SALES TO DATE THIS MONTH	RANK TO DATE
	PHILCO RADIOS	PHILCO RADIOS	

Prospect Filing System

A prospect filing system strictly up-to-date at all times is essential. Its principal functions are:

(a) To insure that all prospects from whatever source are promptly followed up.

(b) To insure that all prospects are in the files of the Company. No matter how secured, all prospects are the property of the Company and all salesmen should understand this.

(c) To know at all times how many prospects are on hand. The total should average between 20 and 30 per salesman. If the average is below these figures, your men should at once devote their time to securing prospects; if over these figures, they should start closing. You will find a very definite relation between your sales and the number of prospects on hand. Keep the proper number on hand and sales will follow.

(d) To protect each salesman against the prospect purchasing from some other salesman. This protection has the additional advantage that it renders it necessary for each man to file all his prospects if he is to be sure that all his sales are credited to him. The operation of this system is very simple. Provide a cabinet 5 inches by 8 inches with calendar index 1 to 31. Provide a supply of prospect cards, specimens attached, in duplicate, the original on light-weight stock for the salesman to carry as his record and the duplicate on cardboard stock for the office record.

The office copy is filed in the calendar index, giving the salesman three days to report. At the expiration of three days, if prospect is sold, mark card "Sold," with date of sale, and place in a "Sold" file, arranged alphabetically. This provides a complete customers' record and should be kept intact for reference purposes.

If prospect is not sold, the time may be extended, at the discretion of the Manager, for an additional three days, or may be turned over to another salesman. After six days, except for a particularly good reason, prospect should be arbitrarily given to another salesman. Prospects are always best when new and this plan stimulates the salesman to follow them up promptly.

These files should be in charge of a clerk and should be up-to-date at all times. Access to the files should be had only through this clerk, and no one else.

On these pages you will find illustrated first an inquiry record form, which you will find most convenient. It is not necessary for you to have these printed.

You can take a ruler and a pencil or pen and ink and make up 12 or 15 of these inquiry record sheets.

This sheet will contain the name of the prospect, the address, the telephone number, just what Philco merchandise they are interested in, from what source the inquiry came, the salesman you turn the inquiry over to and the date you give it to him. Then

there is also a space to show the result whether sold or not sold.

You will also see illustrated here a card that you can file in an index file. This card, as you will see, contains a space for the name, address and phone number of the prospect. It also has a space for the day and time of appointment to call. Also to what salesman the prospect was assigned and the type of set that the prospect is interested in. You can also indicate whether the prospect came from the telephone, store, direct-mail, newspaper or from the Philco factory. We cannot impress upon you too strongly the importance of keeping close track of your inquiries, and it does not take much time and certainly it is an easy thing to do.

IMPORTANT NOTICE!

Below you will find complete instructions for ordering Philco dealer material and sales helps:

1 Big Package of Dealer Helps. This splendid assortment—fully described on pages 9, 10 and 11—consists of attractive window display, illuminated sign, counter and cabinet model cards, descriptive folders, envelope stuffers, window transfer, and big announcement banner. Entire package costs you only \$7.50—actually worth \$15.00. **Order it from your jobber or from the nearest Philco branch office.**

2 Splendid Big Neon Sign. This magnificent, big, blazing Neon Sign is fully described on pages 11 and 12. Be sure to read about it. Actually costs \$181.50 in big quantities, but **cost to you is only \$90.75.** Your jobber will co-operate with you in getting one of these big Neon Signs for the front of your store. **Ask your jobber or nearest Philco branch office about it at once.**

3 Powerful Small Neon Sign for Window. This sign is fully described on page 13. Just the thing for your window. Actually costs \$50.00 in big quantities **but the cost to you is only \$25.00.** **Ask your jobber or nearest Philco branch office about special offer to dealers on this sign.**

4 Handbills for Circularizing. This great plan for getting business is fully explained on pages 31, 32, 33, 34. Don't miss it! Read all about it now! **Order the handbills either direct from Philco at Philadelphia or San Francisco or from the nearest Philco branch. Have check accompany your order.**

5 Handsome Letterheads. Yes, your own special Philco letterheads either in blank or with effective form letter multigraphed thereon. Read about this plan on pages 34, 35, 36. **Order these letterheads either in blank or otherwise direct from Philco at Philadelphia or from San Francisco. Enclose check with your order.**

6 Envelope Stuffers. A most attractive folder to enclose with all your correspondence and to use in direct mail. **Order these direct from your jobber or Philco branch office.**

7 Philco Sales Manual—Philco Service Manual—Dealer Advertising Portfolio. These three important items are furnished to all Philco dealers. If you desire additional copies write either to **your jobber or Philco branch office.**

8 Advertising Mats—Advertising Cuts. Surely you will want mats of our attractive, business-getting dealer advertising; also cuts for such advertising. Select the ones you want from the Advertising Portfolio, and **then order by number from your jobber or nearest Philco branch office.**

See next page for list of Philco Branches and Addresses.

Philadelphia Storage Battery Company

MAIN OFFICE

**Ontario and C Streets
Philadelphia**

PACIFIC COAST OFFICE

**218 Fremont Street
San Francisco, Calif.**

Branch Offices

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

BOSTON, MASS., 1123 Commonwealth Ave.
Phone—Brighton 5741

BUFFALO, N. Y., 1669 Main St.
Phone—Fillmore 7793

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

CINCINNATI, OHIO, 212 E. 8th St.
Phone—Canal 9002

CLEVELAND, OHIO, 2309 Chester Ave.
Phone—Prospect 1000

DALLAS, TEXAS
Shannon Building, 2403 S. Harwood St.
Phone—4-6703

DULUTH, MINN., 309-49 S. 5th Ave., West
Phone—Melrose 1100

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

LOS ANGELES, CALIF., 1145 Wall St.
Phone—WEstmore 7194

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

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

PHILADELPHIA, PA., Ontario and C Sts.
Phone—NEBraska 5100

PITTSBURGH, PA., 218 Park Building, 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., 3313 Washington Blvd.
Phone—Chestnut 9034

SYRACUSE, N. Y., 202 O. C. S. Bank Building
Phone—Syracuse 22165

