

PHILCO

REG. U. S. PAT. OFF.

NEWS

Published every Month by PHILCO solely for PHILCO Dealers—the most progressive group of Radio Merchants in America

VOL. II

NOVEMBER, 1930

No. 1

A Grand and Glorious Feeling

The PHILCO Band Wagon Heads the Parade



EVERY dealer who has climbed aboard the Philco Band Wagon since June has found himself right bang up at the head of the radio procession!

The Philco Band is the biggest one in the history of radio. There may be other bands in the parade, but you can't hear them. The choice of instruments you have had to play has made red-hot sizzling music in the cash box, right from the first day.

A New High Record Every Week

For eleven consecutive weeks now, Philco dealers have attained a new high level of sales, each week beating the previous week.

There's no mystery about this overwhelming success. You

have the finest, most complete and best-priced line of radio merchandise in the world. You have been backed by a merchandising and manufacturing strategy that never goes to bed. You have been given every weapon that will help you to go out and fight a good fight. Philco is mighty proud of the way you've done your job. But —

There is Plenty of Work Still Ahead!

Don't go to bed now! We've only started the show! There are still thousands of sets to be sold, and you are sitting pretty right now to do that selling.

Your competitors are praying for you to get tired. Anything you do now to make their job easier makes your own job harder. So keep on pounding away. Don't stop to tell people you're good — *show them!*

For here is the straight-from-the-shoulder truth: the dealer who goes to bed this month with the Philco franchise for a blanket is going to wake up next month far behind the procession.

While the dealer who keeps his feet in his shoes, and his pencil in his hand, is going to travel on the Philco Band Wagon all the way up Prosperity Street.

IT WILL PAY TO PLAY ON THE PHILCO BAND WAGON!

STOKOWSKI

Now Let's Clear the Decks for His Second Broadcast —and CASH IN



© HILBER

Stokowski at Work on His Musical Scores

ONE figure looms out in the radio broadcasting firmament today, with head and shoulders above all the rest. That figure is Leopold Stokowski—the man who put over the perfect broadcast! Throughout the entire country his ability is acknowledged, his music loved, his genius recognized. His ideas and his activities are of the greatest interest to everyone. He has the nation's ear!

Here's an opportunity. Let's make the most of it.

He's been working for you, and *you* and *you*—for every radio dealer who flies the Philco flag and handles the hottest line in radio. His genius has been at work drawing nationwide attention to his music, to his orchestra, to PHILCO.

On October 12th, he led his musicians in a program that was hailed everywhere as the perfect broadcast; and in addition he helped *you* sell Philco radios.

Now this man, who has captured the imagination of the nation, is busily preparing for another epoch-making broadcast. When he steps before the microphone in the second of the four concerts Philco is sponsoring, more people will be listening to him than to any other single radio personality. The whole nation will want to tune in.

The program is going to help your sales—it's that kind of a program. Your opportunity as the man-on-the-spot representative of the great organization sponsoring this broadcast is limited *only by yourself*.

THE MORE YOU PUT IN IT, THE MORE YOU'LL GET OUT OF IT!

Dr. Stokowski's first program is now an historical accomplishment of great significance to music lovers, and its effect is still being felt. Letters of appreciation are still coming in from every nook and cranny of the United States. In another column are listed some of the comments on the program by music and radio critics. Read them over. Remember these statements are made by the most neutral judges of radio programs anywhere—men who are paid to listen all evening to radio programs of every description and judge them calmly on their merits. Yet these men, experienced and critical, called the Stokowski concert "the outstanding musical program of the year" and "a new thrill to lovers of fine music."

If radio and music critics felt justified in rising to such heights in praise of the program, what do you think the average radio fan feels? Don't you think he's eager for the chance—his only opportunity if he lives outside of Philadelphia—to hear this greatest of symphony orchestras? Don't you think he remembers that it was *Philco* that made this musical treat possible?

Don't you think he's open to the suggestion that the next concert will be received with better and clearer tonal qualities over a new Philco?

Even the music critics are helping you to sell Philcos. For example, Deems Taylor, one of the foremost of America's composers and critics, gives you a splendid talking point when he discussed Stokowski's concerts in the September *McCall's Magazine*. Here's what he wrote: "Fully a third of my own concert-going last year was done over the radio; and that third

Has the Nation's Ear

included some of the most enjoyable concerts that I heard." The hints that follow, therefore, are no mere theory; they are the plans and suggestions of an addict.

"First of all, take your radio concerts as seriously as you would if you were paying to hear them—Second, *if you wish to get the full value of good orchestral music, you must have a good radio set.* Jazz and the general run of dance music can stand a good deal of punishment from bad reception without serious damage. In music of this type a good melody and a marked rhythm are the essentials; and any radio set that will transmit anything will transmit melody and rhythm. *But symphonic music is a more perishable article—for the quality of the sound is one of the features of a symphony orchestra.*"

Now, every Philco dealer can use that argument to sell Philco sets!

The Stokowski series has been so important musically that newspapers everywhere—the papers that print what is going on in the world—just had to write about it. It was NEWS—big news, and they devoted column after column to talk about Dr. Stokowski's new device, to the program itself, to the



Sorting Out Hundreds of Thousands of Letters and Newspaper Stories—
Every One of Them to Leopold Stokowski

splendid way in which the broadcasts were handled.

If you could see the columns and columns of newspaper stories which have come in our mail from everywhere—if you could read the thousands of letters we have received from the radio audience telling of their delight and appreciation of the Stokowski concert—you'd realize that you are presented with the greatest selling opportunity that's ever hammered at your door. If you bear in mind that all the newspaper comment and letters are additional to the fifty-seven million advertisements that shouted Philco's message just prior to

the first concert, you'd recognize the fact that, when Stokowski faces the microphone on the afternoon of November 16, at 5 to 6 o'clock, Eastern Standard Time, the nation's ear will be close to their radio receivers.

AND YOU HAVE THE CHANCE TO LEAN OVER HIS SHOULDER AND TELL THE WORLD ABOUT PHILCO!

Here's how! Put the gorgeous Philadelphia Orchestra window display in your window; announce the event with the Stokowski window sticker; throw wide your doors for a

reception during the concert; announce your radio concert by handbills and throwaways; run an essay contest on "What the Concert of the Philadelphia Orchestra Meant to Me" or a similar subject; make use of the publicity stories sent you; install a loud speaker in the city square and park; and a thousand other things you alone can do; local stunts of your own origination right on the spot, in short—work with Stokowski, and he'll work for you.

If you do, you'll find that Dr. Stokowski, greatest orchestra conductor in the world—is THE BEST RADIO SALESMAN YOU'VE EVER MET!

Just a Few of the Many Comments

"It may be said without reservation that whatever be the nature of the new contrivance Mr. Stokowski used in broadcasting, the result was far ahead of any achieved under the old method. . . . We can hardly express it better than by saying that the effect was very much what happens when clouds that dim our vision of a beautiful horizon roll away. . . . The esthetic value of his discovery cannot be overestimated."

"Exquisitely rendered."

"The new invention has the advantage of preserving whatever musical illusions may be necessary, yet dividing the entire

orchestra into distinct choirs. . . . Not a single static squeak marred the smooth perfection of this concert."

"Leopold Stokowski kept his promise yesterday and gave the nation a radio concert such as it has never heard before. . . . The average musical ear was unable to detect the slightest distortion of tone or the fuzzing of a single note. . . . The first Stokowski broadcast of the new season was more nearly perfect than any other symphony broadcast ever made."

"The orchestra played with great brilliance and beauty."

"New York music critics who listened in on the concert agreed that the Stokowski

device marked a great advance in the broadcasting of a symphony orchestra."

"The Stokowski program presents a new thrill to lovers of fine music."

"Were I called upon to name the outstanding musical program of the year I would choose the first concert of the Philadelphia Orchestra under the eloquent stick of Stokowski."

" . . . The results of his study and testing were seen in the first of his concerts broadcast last Sunday afternoon, and his earlier theories stand vindicated. There can be no doubt that the conductor worked out as near a perfect broadcast as any music lover might wish for."

The Second Stokowski Concert Will Be Broadcast November 16th

IF You Know Your Broadcasting Onions the Bread and Butter Will Come Easy

WE'VE heard a lot of kick-backs on Ray Sutcliffe's article in the September PHILCO NEWS, entitled "I Challenge." In six years of interviewing radio dealers he has asked thousands about their selling methods, and it is his conviction that today he has yet to find a single chap who is doing more than just an ordinary job of raising the desire for radio entertainment to the boiling point . . . who knows, in other words, his broadcasting onions.

It's high time, he says, that we realized that we are selling something besides a box of tricks; that the most glorious bet in selling is to get hep yourself to all that is good in current broadcasting programs, and then to tell your prospects about all these good programs.

IN OTHER WORDS, TO MAKE THEM REALIZE WHAT THEY ARE MISSING WITHOUT A RADIO!

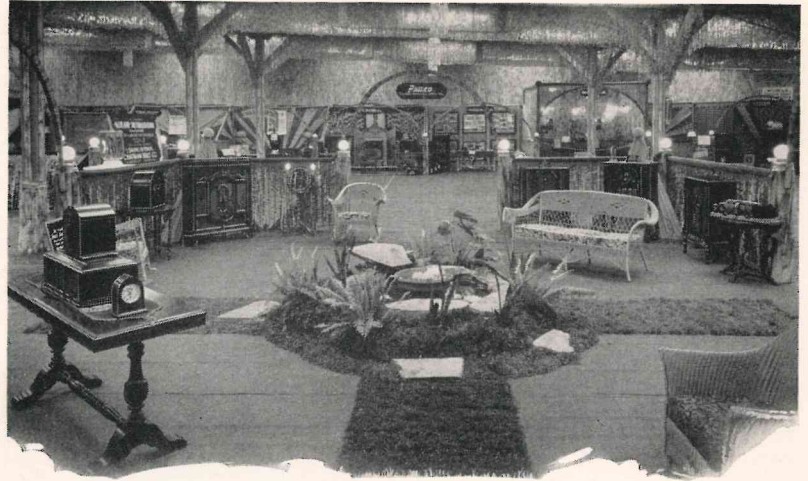
The Challenge Accepted

Well, we've received a lot of letters from that article. Apparently some do and some don't, and the balance of weight is with the "don'ts." Sutcliffe is right.

Out of the mail bag came one constructive letter. It said, "We don't get sufficient advance information on programs to know far enough ahead what is coming. I find it unreliable, also, to depend on my own judgment of what a good hour is. Will you please tell me what the 'big' popular hours are next month, and I'll sure take Sutcliffe's article to heart."

Here are the Popular Hours

Philco has acted on that request, and we present below a summary of the most popular hours that will be on the air during November. This list represents the votes of several



The Philco Exhibit of Southern Wholesale Supply Co., at the Knoxville Radio and Electric Show.

hundred disinterested people. You will do well to clip the schedule, follow the programs, get familiar with them, and tell your prospects about them.

Schedule of Popular Chain Hours During November

All times quoted are Eastern Standard Time. Station from which program emanates to chain are indicated as follows:

CBS - Columbia Broadcasting System

WEAF - National Broadcasting Co., RED NETWORK

WJZ - National Broadcasting Co., BLUE NETWORK

Sundays	7.00- 7.35 - WEAF - Iodent Big Brother Club
	7.30- 8.00 - WJZ - Williams' Oilomatic
	7.35- 8.00 - WEAF - Major Bowes Family
	8.15- 9.15 - WJZ - Collier's Hour
	8.30- 9.00 - WEAF - Chase & Sanborn Choral Orchestra
	9.30-10.00 - WJZ - World Adventures with Floyd Gibbons
Mondays	7.00- 7.15 - WJZ - Amos 'n' Andy
	7.15- 7.30 - WJZ - Tastyest Jesters
	7.30- 7.45 - CBS - Evangeline Adams
	7.30- 7.45 - WJZ - Phil Cook
	7.45- 8.30 - WJZ - Roxy and His Gang
	8.30- 9.00 - WEAF - A. & P. Gypsies
	10.00-10.30 - CBS - Robert Burns Panatela Program
Tuesdays	7.45- 8.00 - WJZ - Adventures of Polly Preston
	8.00- 8.30 - WJZ - Pure Oil Orchestra
	9.00- 9.30 - WEAF - Eveready Program
	9.30-10.00 - CBS - Philco Symphony Orchestra
	10.00-10.15 - CBS - Graybar - Mr. and Mrs.
	10.15-11.00 - CBS - Paramount-Publix
Wednesdays	8.30- 9.00 - WEAF - Mobiloil Concert
	8.30- 9.00 - CBS - Forty Fathom Trawlers
	9.30-10.30 - WJZ - Camel Pleasure Hour
	10.30-11.30 - WEAF - Cocoa Cola Program
Thursdays	8.00- 9.00 - WEAF - Fleischman Hour
	9.00- 9.30 - CBS - Van Heusen Program
	9.30-10.00 - WJZ - Maxwell House Program
Fridays	8.00- 9.00 - WEAF - Cities Service Concert Orchestra
	9.00-10.00 - CBS - True Story Hour
	9.30-10.00 - WEAF - De Lamp's Eversharp Orchestra
	10.00-10.30 - WJZ - Armstrong Quakers
Saturdays	7.30- 8.00 - CBS - Necco Surprise Party
	8.30- 9.00 - WJZ - Fuller Man
	9.00-10.00 - WEAF - General Electric
	9.30-10.00 - WJZ - Dutch Master Minstrels
	9.30-10.30 - CBS - Hank Simmons' Showboat
	10.00-11.00 - WEAF - B. A. Rolfe - Lucky Strike Orchestra

On November 16th - Stokowski and Philadelphia Orchestra - in a special Philco broadcast



A PHILCO JUMBO SET IN THE EAST AND THE WEST

On the left: Lefty Groves, star pitcher of World's Champions, Philadelphia Athletics, is making presentation of the \$7000 Lipton Outboard Motor Trophy to Harold Ferguson, of Lake Elismore, California, winner of the Lipton Outboard Regatta held on the Schuylkill River, Philadelphia. The Philco Jumbo Radio Set was operated from the press box for announcements and entertainment during the regatta.

On the right: The Philco Jumbo Set at the Denver University is connected up with the Public Address System, and is used to give play-by-play broadcasts of their football games.

November, 1930

On the Spot!

Philco Spot Broadcasting Programs Already the Talk of the Country

TWO years ago, or even a year ago, if somebody asked you what you thought of Spot Broadcasting, the chances are it would have meant just about as much to you as Jaberwocky. Spot Broadcasting, or the broadcasting of a radio program, which has been especially recorded on phonograph records, by electrical transcription, has not only been perfected to the point where it is impossible to distinguish it from the orthodox method of broadcasting, but it has swept within less than a year to a point of popularity where it now threatens to revolutionize the entire principles of broadcasting.



The Famous Philco Quartette

Read These Advantages

If you have not used Spot Broadcasting you will want to know the advantages. There are many, but they can be summed up in this:

First, the program can be put on records and played back immediately by the producing studio. If there are any defects, a new record can be made then and there. The broadcaster is assured of a perfect program. Such things as breakdowns by musicians, the necessity of canceling a radio artist because of sickness, etc., is forever obviated. You know that the program is correct in every detail.

Second, your program can be put on over the best station in your town. And, of greater value still, you can put that program on on the best night of the week, and at the best time of the evening in your town. This is a particular advantage in points west of the Mississippi, where a chain program out of New York at 9 P. M. reaches you too early in the evening to be of any real value.

Third, by co-operation and intelligent scheduling, a program can be staggered over the various stations in any one section of the country so that the program is heard on a different station each night.

Philco a Pioneer

Last year, Philco investigated the possibilities of Spot Broadcasting. Then in its infancy, this method of broadcasting presented too many obstacles to be of practical merit.

This year, however, the difficulties were removed, and Philco was able to undertake the production of a Philco broadcasting program, each program a half-hour in length.

The plan was demonstrated to all Philco distributors last May. It was enthusiastically received by many who saw its advantages and were eager to use it.

Philco Dealers Go On the Air

A series of eleven of these half-hour Philco shows were produced on records and slightly less than fifty stations started with the program around the first of August.

Almost immediately a wonderful reaction was felt to the broadcasting, by the

dealers. Other dealers heard the programs and wanted to take on Spot Broadcasting also. Even today, contracts are still coming in from points, skeptical at first, but convinced now that Spot Broadcasting of a Philco program, over their own name, and over their own local station, is the finest type of advertising that was ever invented.

Wonderful Publicity

Dealers who are broadcasting this Philco Hour tell enthusiastically about the comments from radio owners, of the people who actually come into the store to buy, and the prestige that these high-class programs are actually bringing to their own business.

At Houston, Texas, the program is being broadcast from four different stations throughout the territory. They state that Spot Broadcasting was a definite factor in almost doubling quota percentage since the programs have started; and say further that they have learned that the right kind of broadcasting adds tremendously in prestige building.

From Scranton, word comes that the programs sent over the local station met with such wonderful comments that the dealers wondered how the distributors could afford to bring such good talent to Scranton. The station received many phone calls, and the program is now being broadcast twice weekly.

At Peoria, Illinois, the programs are going out over several stations in the territory. They have proved so popular that other stations are soliciting the broadcasts.

In North Carolina, the programs have already built a regular following, and they are looked forward to every week. Letters are pouring in to the dealers. At Columbia, South Carolina, the program was not broadcast once because of a severe storm. The Haverty Furniture Co. received twenty-five or thirty letters asking why.

From South Bend we received a letter, saying in part: "We were very much surprised and pleased at the very favorable and complimentary comment received on these programs. The Philco Spot Broadcasts rate high in advertising value, and contribute to the thing of interest to us all, which is better broadcasting."

Pittsburgh has found that it puts across a story that they cannot cover in newspaper advertising. At this point, the programs are going out over four key stations, with amazing results. Letters flow from four states, and many sales are traced directly to the broadcasts.

Bluefield, W. Va., states that since running spot Broadcasting, sales have picked up from 200 per cent to 400 per cent!

These are only a few of the many letters we have received. We have space left only to tell you something about the program.

The Program

Eleven programs have been produced. This easily is sufficient for twenty-six weeks of broadcasting, as the records can be interchanged one with another, a new program built up, and the records used over numberless times.

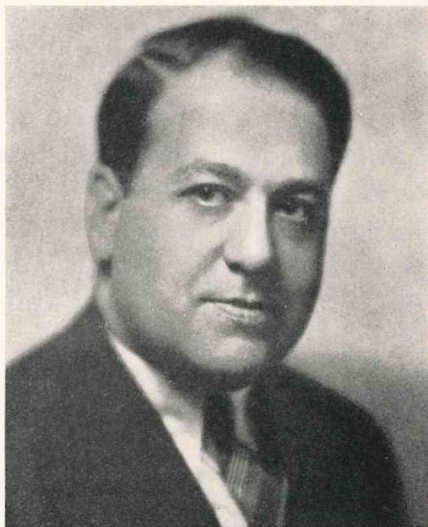
Henry M. Neely, Philco's Old Stager, is at the microphone. The best entertainment, hottest, peppiest popular music you ever heard in your life, is provided by Billy Artzt and the Philco Concert Orchestra. And there are wonderful male quartets, soloists, blues singers, all kinds of instrumental solos—in short, the highest quality popular musical show that has ever been recorded.

If you haven't taken hold of Spot Broadcasting in your territory you are passing up an advertising vehicle that will do more good work for you, and do it cheaper, than any other type of advertising.

Write us for information, and we'll be glad to send full details.



Old Stager - Henry M. Neely, Who Takes Charge of Each Philco Broadcast



Billy Artzt, Well-Known Conductor of Philco Orchestra



Here's New Theatre Tie Philco-Paramount Pre

New Child Wonder in "TOM SAWYER"

Stunts ∴ Contests ∴ Publicity ∴ Sales

HERE'S the latest and hottest thing in the show business; a new star who has made a sensation with her juvenile screen creations; a child wonder who has leaped into favor just as Jackie Coogan did a few years ago with Charlie Chaplin in "The Kid."

Mitzi Green is her name and her greatest show is going to be a "Philco Show" for every Philco dealer during November. "Tom Sawyer" is her play and it's a Broadway sensation already. "Tom Sawyer"—the boy whom Mark Twain made immortal. The smart rascal who got the other boys to whitewash the front fence because it was such a "fancy" job; the youngster who led Huckleberry Finn through such exciting adventures all up and down the Mississippi River—he's your super-salesman for November.

When Mitzi Green, playing "Tom Sawyer," appears in your nearest theatre showing Paramount Pictures, THE SHOW WILL BE YOUR SHOW if you tie up with the theatre owner and co-operate on the plans outlined on these pages.

Everybody in your territory will see this great picture. And everybody will see your Philco Display in the theatre lobby. They will enter the contests you plan with the theatre and the newspapers; they will read all about those "Two Great Little Stars—Mitzi Green and Philco Baby Grand Radio" in heralds and rotogravures which you can flood through your territory—these are but a hint of the sales-producing stunts that can be developed to boom your November business.

THE SATURDAY EVENING POST November 29, 1930

The surprise radio of the year!
PHILCO BABY GRAND \$49.50
... a Bigger Performing radio than its thousands of new owners expected

Philco Baby Grand has been called the surprise radio of the year... a bigger performing radio than its thousands of new owners expected.

Produced in complete form—and at such prices! When these Baby Grands were announced we promised quality. The surprise of it is that the very latest tests in fact have shown that it was exactly what we had in mind.

Philco Baby Grand has been called the surprise radio of the year... a bigger performing radio than its thousands of new owners expected.

THE WORLD'S LARGEST SELLING AND MOST COMPLETE RADIO LINE

PHILCO
BALANCE-UNIT RADIO

TWO GREAT LITTLE STARS
MITZI GREEN, HAYWARD IN THE PARAMOUNT PICTURE "TOM SAWYER," AND PHILCO BABY GRAND.

Reproduced from
The Saturday Evening
Post, November 29th

Mitzi Green and Philco Baby Grands are featured in this ad which appears also in *Time*, November 24, and *New Yorker*, November 15. Paste it in your window when it appears.

This ad appears in The Saturday Evening Post issue of Nov. 29 and also in other national magazines.

This 24-Sheet Poster Goes on
Your November Boards

Here's the opening gun in the November campaign to make your store the center of attraction in your locality. This 24-sheet poster featuring Mitzi Green, PHILCO and you appears on your regular boards early in November, regardless of when the picture plays in your theatre. It works IN ADVANCE to make your Philco-Paramount Tie-Up a success.

TWO GREAT LIT

MITZI GREEN
TOM SAWYER
a Paramount Picture

PHILCO RADIO

You get as much as you give—put all you've got into this tie-up,

Tie-Up for November presents Mitzi Green

Special Stunts for the Mitzi Green Tie-Up

Street Parade. Dealers in all parts of the country have made wonderful sales events out of the Philco-Paramount Tie-Ups, leading off with a street parade. They get the co-operation of their local officials. They get the theatre man and the expert publicity man in on it. They stir up their neighborhoods to such an extent that people can talk of nothing else but the picture, the dealer and Philco. Talk this over with your theatre man. Go through his Press Book on Mitzi Green. In it you will find concrete plans for a street parade and many other enterprising events.

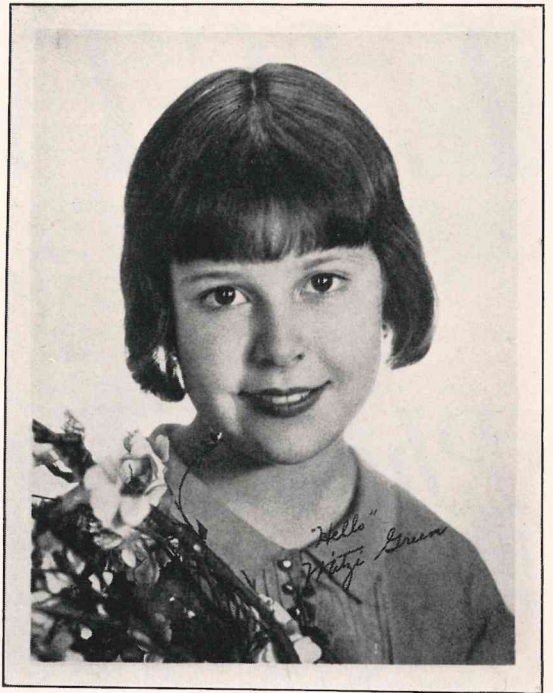
Local Broadcasting. Here's another stunt that takes a little more enterprise than just opening up the old front door and hoping people will walk in—but it PAYS. Get your theatre and possibly your local newspaper to co-operate with you in a special half-hour broadcast from your local station, built around the Mitzi Green picture and your store. Get some local talent, or the theatre talent, interested in it. "Plant" some strong selling talk; a good trade-in offer; a part-time payment plan; in the middle of the broadcast. Advertise it in the theatre day and night. Get the people listening. You'll sell Philcos.

Theatre Lobby Display. Don't overlook this opportunity to let everybody see your name and your Philco Line in the theatre lobby. Set up a good display and be sure to have a demonstrator on hand at all times. He can pass out cards good for fan photos at the store; contest entry blanks; souvenirs, etc. This is a live one!

Contests. There are so many good contest ideas in the Mitzi Green Press Book (your theatre man will go over it with you) that we recommend your seeing them ALL. Contests are great trade-pullers. They last for days or weeks and keep interest at fever heat. The theatre will be eager to go into a contest with you. Prizes can be theatre tickets, radios, tubes, credit cards, etc. Lucky numbers on a Philco can be given out in the theatre. And when you get through, you have a new, live list of prospects that you and your sales people can work on for weeks.

Steps to Take for Philco-Paramount Tie-Up

- 1 Mitzi Green is featured in the regular Philco advertising for November in *The Saturday Evening Post*. When the ad appears, paste it on your window.
- 2 Philco-Paramount 24-sheet posters, featuring Mitzi Green and Philco are ready. Handled in the regular way through your jobber.
- 3 Call on your nearest theatre showing Paramount Pictures now and find out when Mitzi Green in "Tom Sawyer" will appear. Then make plans with the theatre manager to put on the biggest Tie-Up Campaign you've ever staged.
- 4 Notify your jobber as to when the picture appears in your section and tell him what tie-up material you will need, and how much. Talk over with the jobber's salesman. He'll be glad to help.
- 5 Get all your plans COMPLETED weeks before the picture comes to your theatre. Time your stunts to keep the interest at fever heat before the picture comes and during its "run."
- 6 Be sure to keep an accurate list of names and addresses of all people brought in by the tie-up; all those sent to you by the theatre; those interested in contests, souvenirs, etc. It's the making of a list of prospects that will be good for continuing sales after the tie-up has ended.



Mitzi has her autograph on these fan photos, which you can use as prizes, souvenirs, etc. Everybody will want one, especially the "kids." Work out with the theatre some of the many ways to use these photos to pull them into your store.

[NAME OF THEATRE]

The great little name in radio

PHILCO

BABY GRAND CONSOLE

The great little name in films

MITZI GREEN in "TOM SAWYER"



Coming soon to this theatre in "Tom Sawyer" ... watch for PHILCO radio "stunts" when she plays here.



ALL FOR \$69.50
less tubes

Free Demonstration . . . No Obligation

LOOK AT THIS

7 Tubes (3 Screen Grid); Genuine, Built-in Electro-Dynamic Speaker; high Selectivity; Station Recording Dial; Push-pull Audio; All-Electric; 19 inches wide, 33 1/2 inches high; Cabinet of Genuine Walnut and Bird's-Eye Maple trimmed with African Zebra wood.

COME IN TODAY OR TELEPHONE

DEALER'S NAME, ADDRESS AND PHONE

FLOOD YOUR TERRITORY WITH "ROTOS"

Here is an ad for you to use in imprinting the backs of "rotogravures," which the theatre can supply. They are great, too, for inserts in all your mail. Use this mat, too, for special newspaper advertising announcing the tie-up. Get these mats from your jobber, free. If you are running a special trade-in or part-time payment plan, have the printer set it at the bottom.



up, it's not a free ride, but a big plan for advertising and SALES

LISTEN!

to the Selling Dialogue

on the

Philco Baby Grand

BY HARRY BOYD BROWN

THE marvelous Philco Baby Grand Receiver is sweeping the country. It is not only proving to be a phenomenal business-getter for the retail dealer, but it is certainly the ideal radio for the specialty salesman, the man who gets the retail business in volume by intelligent "outside" effort. The Baby Grand is more than doubling the business of Philco retail salesmen everywhere.

And you know all the many reasons why — marvelous value at a price; portability, you can carry it easily; great as a regular set; great as an extra set; no saturation whatsoever; and the widest market in the history of the radio industry, college students, clubs, offices, homes — everywhere you turn the Baby Grand fits.

For some time now you have been perfecting your selling talk on the Philco Baby Grand to sell any type or kind of prospect, and, judging by the tremendous volume of business that is pouring into the Philco factory, we know that you have made real progress in your sales presentation.

This is our second article in the PHILCO NEWS in which we give you sales suggestions on the Philco Baby Grand — practical, workable, order-getting sales points that we have gathered from successful Philco salesmen throughout the country.

As an "outside" selling Philco specialist, you will perfect the following variety of sales talks:

1. *For Use in Door-to-Door Selling.* (a) As an extra set. (b) As a regular set.
2. *For Following Up Prospects Who Have Telephoned, Written or Called in Response to Advertising.* (a) As an extra set. (b) As a regular set.
3. *In Approaching Prospects to Whom You Have Been Recommended by Satisfied Customers.*

In this article we outline a suggested skeleton of sales talk to be used in straight door-to-door solicitation. The first outline will cover the sale of the Philco Baby Grand as an extra set.

The article next month will cover the sale of the Baby Grand as a regular set, and then the Baby Grand Sale having been closed, the salesman will proceed to switch the sale to the Philco 96 Lowboy, not only because it is a larger unit of sale, and therefore, more commission, but the world's finest radio is the Philco 96. Many a Philco Baby Grand prospect can well afford and should certainly own this marvelous Philco 96, especially at its attractive low price.

When you start out tomorrow morning, take one or two Philco Baby Grands, equipped complete with the Balanced Philco tubes, with one Baby Grand snugly placed, ready and convenient in the Webb Slingabout padded jacket or any similar convenient carrying case. And when you start out, bear in mind that you are about to render the buying public a real favor.

You are taking to the home the greatest, most popular value in the merchandising world. What can you think of today, whether radio or not, that begins to be as popular, and in as big demand as the Philco Baby Grand?

It is an actual fact that, right at the moment this is being written, our factory has on hand over 143,000 unfilled orders for Baby Grand models ALONE. This is not only the most

amazing success in radio, but we doubt if it is equalled in any type of merchandise on the market today.

So you are truly doing the customer a favor. You are actually offering a genuine Philco Balanced-Unit Radio, a seven-tube set (3 Screen Grid) and equipped with a genuine PHILCO Electro-Dynamic Speaker, a radio of big, yes, mighty big performance, and selling for only \$68 complete with tubes.

Not only that, but you offer it on easy payment terms. Everyone can afford to buy it, and after it is bought it gives twice the performance that any one ever dreamed possible. And here you come with that great value, and ready to make delivery.



Prepared and Confident

First, select the locality in which you wish to work. Picking your location does not require long consideration because the Baby Grand sells everywhere and to all classes. Have your pad of contracts ready; also convenient descriptive circulars, and be sure your fountain pen is working.

Pick the house on the corner; park your car carefully in

front of it; wipe any dust off the Baby Grand, and with it under your arm or in the carrying case, mount the steps confidently. You can well be confident, because you have something entirely new in radio, marvelous and interesting, and at a price so low it surprises everyone.

Remember, if these people of the house have a radio receiver, even though it were purchased only last week, they are mighty good prospects for the Philco Baby Grand. *They are going to buy it as an extra set.*

If they do not own a radio, naturally they want one. Everyone wants a radio, and when a home does not possess a radio today, it is generally a matter of cost. They probably feel they cannot afford one. You are bringing them the complete answer to that problem—a big, full performing receiver at a price they can afford and on easy payments if they wish.

The Approach

The following dialogue will cover selling the Baby Grand AS AN EXTRA SET.

Approach the door; set the Baby Grand on the porch slightly to one side, and just out of range of vision of the person who answers the door. Certainly the Baby Grand is attractive to look at, but you place it to one side at this moment because you want Mrs. Smith to hear every word you utter. These first few moments you are selling yourself. You want her permission to enter the house.

Ring the bell, not too loud, but with one firm pressure. We will assume that the lady of the house answers the door. The following dialogue is suggested as probably the most effective in quickly gaining your point.

SALESMAN: "Good morning, Mrs. Smith. My name is Mr. Williams and I am representing Philco. As you probably know, the Universal Radio Company (give name of your establishment) represents Philco Balanced-Unit Radio in this locality. Philco has just created a most wonderful radio development, Mrs. Smith, and when I mentioned this morning that I was going to be in this neighborhood today, Mr. Adams, our General Manager, gave me three names and told me to be sure and call on them. Yours was one of the names. I presume you have a radio, Mrs. Smith?"

MRS. SMITH: "Oh yes, we have a radio."

SALESMAN: "So I thought, Mrs. Smith, and that is why I knew you would be immensely interested in this wonderful new Philco development. It gives you radio reception anywhere in the home. I want to show it to you because it will take only a moment or two and, of course, this doesn't place you under any obligation whatsoever. May I come in?"

Note: The salesman at this point picks up the Baby Grand. He may not be using a carrying case or he may have it in the Webb Slingabout. The unusual, attractive, compact shape of the Baby Grand, the very nature of the Slingabout, will excite interest, will intrigue the prospect.

MRS. SMITH: "Why, yes, come in."

SALESMAN: (Entering the house) "Thank you."

Note: Shortly you will connect the Baby Grand for demonstration. Quite possibly you will use the aerial and ground connections of the owner's present set, but not necessarily. Therefore, be sure to have with you a lengthy ground wire and the necessary temporary aerial wire or Ducon plug. For detailed instructions on installing and testing Philco Radio in the home, we refer you to Pages 35 to 41 in the Manual on Salesmanship. The Philco distributor can supply this book.

Selling

SALESMAN: (Laying aside his hat and coat) "I see you have the Ampletone radio receiver, Mrs. Smith. It looks like one of the late models."

MRS. SMITH: "Yes, we have had it only a few weeks."

SALESMAN: "I understand the Ampletone is quite a satisfactory radio set and I know you must enjoy it. I presume you have it tuned in most of the time, don't you, Mrs. Smith?"

MRS. SMITH: "Yes, we do—most every day from morning until late at night."

SALESMAN: "I presume everybody in the family wants to listen to the radio, and they each probably have a different idea of the particular program they want. I know it's that way at my home; the children want one program, I want 'Amos 'n Andy,' and Mrs. Williams has some other program in mind—all on the air at the same time."

"The children win the argument most of the time. I seldom do. Don't you often have the same experience, Mrs. Smith, one program appealing to you, another to Mr. Smith and perhaps still another to some other member of the family, and all of those programs being on the air at the same time?"

MRS. SMITH: "That does come up pretty often."

SALESMAN: "It does in every home, Mrs. Smith, and that is why so many people today are buying an extra radio set, either for the children's room, father's den or to be placed in the kitchen or in a bedroom. The extra-set idea is growing tremendously, and thousands and thousands of radios are being sold today as extra sets for the home."

"It is an actual fact, Mrs. Smith, that scores of people in this city are paying \$150.00 to \$175.00 for the convenience of an extra radio receiver, and once they have it, they certainly find it comes in handy. And now I want to show you what Philco has done. When this big demand for an extra set began to assume such large proportions, Philco created the marvelous Philco Baby Grand for just that purpose. Here is the greatest thing in a radio. It has literally taken the public by storm."

SALESMAN: (Taking the Philco Baby Grand from the carrying case) "Let me show it to you—the Philco Baby Grand Radio, a complete, full-fledged big-performing radio receiver, Mrs. Smith, a radio with seven tubes—three of them Screen Grid, and equipped with a genuine Philco Electro-Dynamic Speaker. There it is—complete in every respect. Isn't it attractive?"

MRS. SMITH: "It certainly is, but it doesn't seem possible that this is a complete radio receiver. It's so small. I like it."

SALESMAN: "It is the most powerful, the finest performing, small size radio receiver ever built. The tone, the selectivity, power and distance range are amazing. And, as you can see, Mrs. Smith, it is portable—as easily moved from room to room as a mantel clock. And just wait until you hear it. I'll give you a demonstration now; I'll show you how remarkably it performs."

Note: In the meantime you have been looking about for the right place for the Baby Grand. Before you start to place the Baby Grand be sure you locate the suitable stand. Don't hunt around. Perhaps you will decide that the place is on top of the regular set so that you can use the existing ground and aerial connections.

Possibly you will select a place in whatever room you think it will be most desired as an extra set. In any event select a location convenient for ground and aerial, and a stand that will bring the Baby Grand to the proper, convenient operating height.

Make your installation connections and do your preliminary testing as you would with a Philco 77. Complete instructions on installation and testing in the home are covered on Pages 39 to 41 in the Manual on Salesmanship. You will also find these instructions on Page 11 of the October issue of the Philco News.

SALESMAN: (Continuing the talk as he is making the necessary connections) "Do not be surprised, Mrs. Smith, if this Philco Baby Grand gives better performance than your big Ampletone receiver. I have heard of the Ampletone, and I understand it is a very good receiver, but remember, this Philco Baby Grand possesses the same famous balanced-unit construction that characterizes the larger Philco models, the complete Philco line. This Baby Grand naturally should be a wonderful performer."

SALESMAN: (Continuing to comment while completing connections) "This Baby Grand is not only easily carried anywhere, but better still, it takes only a moment or two to connect it. I simply fasten the ground wires at this point and connect it to any radiator or pipe just as I am doing now. Simple enough, isn't it, Mrs. Smith?"

MRS. SMITH: "Yes, it is."

SALESMAN: "And then all you need to do is connect the aerial at this point, drop a short length out the window or string it anywhere in the room. You notice that it takes me only a few seconds. You understand, of course, Mrs. Smith, how to turn on the set and tune it in?"

Note: The salesman at this point turns on the Baby Grand and revolves the dial to the exact location for a certain desirable program that he knows is on the air. While the tubes are heating up he continues the conversation.

SALESMAN: "Anytime, Mrs. Smith, that you happen to be spending an hour or two in the kitchen, you can have the Baby Grand with you and be enjoying radio reception. You can take it with you into the sewing room, the children's room, away with you to the seashore, and the best part of it is that you will always be getting the finest of radio reception, pure, clear, Philco balanced-unit tone."

"Frankly, the only radio receivers in the world that excel the Philco Baby Grand in any way or particular are Philco's larger furniture models. It is pretty generally conceded everywhere today that Philco Radio gives the finest, truest of all radio performance."

Note: The tubes are now heated and the salesman is ready to give the demonstration. He sees to it that Mrs. Smith is comfortably seated, and he proceeds to conduct the demonstration as given in dialogue form on Pages 17 to 25 in the Manual on Salesmanship. If you do not now possess a recent edition of the Manual on Salesmanship, the Philco distributor in your territory can supply it. The cost is only 50 cents.

We now assume that the demonstration has been given along the lines outlined in the Manual on Salesmanship. The time has arrived for closing the sale, and we know that you can get this order. You can get it, not only because you can sell, but the salesman does not exist who ever presented a greater value. Remember, that right at this moment orders at the factory for the Philco Baby Grand model alone exceed our gigantic production by more than 140,000. At this moment you are selling a product that the public is demanding in far greater volume than even Philco's large resources can produce.

Closing the Sale

Getting the name on the "dotted line" is the important thing. There are many salesmen who can deliver a good selling talk but seem to lack the knack or ability to close the sale. They become nervous and uncertain of themselves when the time comes to get the first payment. They lack that necessary initiative and confidence a good salesman displays when he hands the pen to the prospect and shows her or him where to sign.

And we want to assure you right here and now that "closing the sale" does not require a rare and unusual ability. Any man can learn and quickly master the methods of getting the signed contract—the completed sale. All it requires is a little study, thought, determination, confidence and self-assurance.

So by all means do not get the impression that you're not "cut out" to be a salesman, because it is a man's own impression of himself that is the difference between success and failure. The good salesmen arrive at the point by simply deciding they can and will sell—not a thought to the contrary—and then they back up that determination with a little study and with plenty of actual practice.

Customers expect to be sold. They expect at the right moment to be asked to buy. It isn't going to surprise them when you mention it. They know why you are there, and they know why you are demonstrating.

However, don't expect your customer to say "I will take it" without a word or a bit of direction from you. The customers expect the salesman to handle the sale. It is his job, not theirs. Even though they intend to buy, they want to be asked to buy—and even urged.

We suggest the following as a typical closing talk:

SALESMAN: "Isn't that tone wonderful, Mrs. Smith?"

MRS. SMITH: "Yes, it certainly is."

SALESMAN: "And didn't you notice, Mrs. Smith, that throughout the demonstration, no matter what type of program was on the air, speech or music, the tone was always perfectly balanced?"

MRS. SMITH: "Yes, I noticed that."

SALESMAN: "The secret of that perfect tone, Mrs. Smith, is Philco Balanced-Unit construction. It means that 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. And this powerful little radio, Mrs. Smith, has the same painstaking balanced-unit construction."

MRS. SMITH: "I see."

SALESMAN: "And did you notice the splendid volume of tone, Mrs. Smith?"

MRS. SMITH: "I certainly did. I was surprised. I did not think it possible."

SALESMAN: "The Baby Grand possesses absolutely everything, Mrs. Smith. It is a fact that thousands of people every day buy the Philco Baby Grand as a regular set. Any why not? It has the perfect, pure, balanced Philco tone, worlds of volume, sharp selectivity, one station after another, and a world of distance range."

"As the days pass, Mrs. Smith, you are going to find that you will enjoy this Philco Baby Grand even more than your big Ampleton receiver. I think you will agree right now that its performance is just as good if not better."

MRS. SMITH: "It is a wonderful little radio. You must sell lots of them."

SALESMAN: "I am glad you said that, Mrs. Smith, because I've been wanting to tell you that I was really lucky to get this Baby Grand to bring out here. Philco builds 6,000 radios each and every day, and last week the factory was over 140,000 sets behind on this one model alone."

"For the last two weeks, until yesterday in fact, we were not able to get a single Philco Baby Grand. Yesterday we received a shipment, and I promptly saw to it that four of these were set aside for me. They will all be gone today. It is an amazing radio value for the money, don't you think so, Mrs. Smith?"

MRS. SMITH: "You haven't told me the price."

SALESMAN: (Quoting always the time payment price first) "That's right, I haven't. And I know, Mrs. Smith, that the price is quite a bit less than you expect to pay. This Philco Baby Grand radio just as you see it, complete with tubes, all ready to operate, costs you only \$74.80. Isn't that a bargain?"

MRS. SMITH: "Yes, it seems very reasonable."

SALESMAN: "That is why we are selling so many of them, Mrs. Smith, and furthermore, you can buy it on the easy payment plan. You merely pay part of it to begin with, and then you can pay the balance monthly."

Note: The salesman will have the contract of sale—the lease—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.

The next step is for the salesman to get the contract signed and to get the first payment. He takes the pad of contracts in his hand, and with the fountain pen starts filling out 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."

Important

Complete instruction on this matter of getting the contract signed and getting the first payment are covered in the Philco Manual of Salesmanship, on Pages 26 and 27, inclusive. You will also find these same instructions on closing the sale given in detail in dialogue form on Pages 10 and 12 of the October issue of the PHILCO NEWS.

Switching the Sale

Now we will assume that the Philco Baby Grand has been sold, the contract signed and the first payment secured. The next step is to switch the sale to the Philco Baby Grand furniture console.

And why not? It is a larger unit of sale—a great value, and quite possibly just the thing that Mrs. Smith should have as an extra radio set.

The salesman places the signed contract with the money in his pocket, remains seated, and leaning forward slightly with a sudden "new thought" expression on his face, says:

SALESMAN: "You know, it just occurred to me, Mrs. Smith, as I look around at the roominess and attractiveness of your home, that you probably should have the Philco Baby Grand Console Model. It is just the thing you ought to have as an extra set, and it costs but very little more. (Then slowly) I think I can get you one."

"I probably should have told you about this Philco Baby Grand Furniture Console in the first place. There is no question in my mind but it is the set that you ought to have, and I guess the reason I did not mention it is because we have had such a difficult time getting any from the factory."

"The demand has absolutely swamped the Philco organization. This Philco Baby Grand Console, Mrs. Smith, is the same Baby Grand chassis, but is housed in a marvelously attractive little Lowboy furniture cabinet. It is an exquisite furniture model, standing on its own legs, and doesn't need a table or any stand whatsoever. In my opinion it is the most attractive radio furniture model that we build."

"This Console model has the same seven-tube, screen-grid chassis and genuine Philco Electro-Dynamic Speaker. I can show you a picture of it." (Salesman takes the Pictorial Sales Album from pocket, opens to Baby Grand Console Model and shows it to Mrs. Smith.)

SALESMAN: (Continuing) "This little Console Model, Mrs. Smith, is thirty-four inches high, nineteen inches wide and ten and one-half inches deep, a wonderfully attractive little set. It is ideal for use as a night table, holding a bed lamp between twin beds, beside an arm chair, at the end of the divan."

"Here is a radio receiver that you can put anywhere in your home and it will certainly add to the attractiveness of the furnishings. The cabinet is of beautiful Walnut and Bird's-eye Maple, and trimmed with African Zebra wood. You will be delighted with it. We will change the contract now, and I will see to it that the Baby Grand Console gets out here tomorrow."

MRS. SMITH: "How much does it cost?"

SALESMAN: "Very little more, Mrs. Smith, and that is why I suggested that you take the Baby Grand Console instead of the Baby Grand. Considering the attractiveness of your home, it is the best thing for you to have."

"Your cost on this Baby Grand as you know was \$74.80, and the new Philco Baby Grand Console costs you only \$22.00 additional, and divided into easy monthly payments."

Note: Always quote your regular time payments price first. In case the customer desires to buy for cash, he or she will say so upon inquiry, and then, when you name the cash price, it will seem that much more attractive.

SALESMAN: (Continuing and again taking out his contract pad and starting to fill it in) "We will let the same first payment stand, Mrs. Smith, so you need not give me any more money, and I will simply increase these monthly payments very slightly each month and you will own the Philco Baby Grand Furniture Console which is certainly the thing for you to have. What time tomorrow is convenient for us to make delivery on the Console, Mrs. Smith?"

MRS. SMITH: "I expect to be home all day tomorrow."

SALESMAN: (Handing the new contract to Mrs. Smith together with the fountain pen) "Merely sign your name right here, Mrs. Smith. I'll now tear up the first sales contract, and I will see to it that the Philco Baby Grand Console gets out here just as early as possible and is installed exactly where you want it."

"I greatly appreciate this opportunity of being in your home, and I know that you will be immensely pleased with the Philco. I also want you to know that you can call on me at any time in case there is any question you wish to ask or any service that I can render. Thank you again, and good afternoon."

MRS. SMITH: "Good afternoon."

The above suggested sales talk, as you observe, dealt only with selling the Philco Baby Grand as an extra set; and then switching the sale to the Philco Baby Grand Console model.

We realize that the big market for the Philco Baby Grand and the Philco Baby Grand Console is to those people who desire to use it as a regular set. The extra set market is, of course, very large, but the regular set market is by far larger. Therefore, in the next issue of the PHILCO NEWS we will present a skeleton of sales talk on selling the Philco Baby Grand as a regular set; then switching the sale, if possible, to the 96 Lowboy or the 96 Highboy.

In closing, let us give you this word of advice: Never attempt to switch the sale to a higher-priced model until you have the signed contract and the first payment on the model that you started to sell.

New *Window Display Cards*



Don't miss this opportunity to make your show window attract buyers by using these brilliantly colored Window Card Posters. Get them from your jobber right away as a part of the Philco Dealer's Kit Service, and be the first to be further identified as an authorized Philco dealer, and to link up closer with the great Philco National advertising campaign.

A Free World's Series Party in the Omaha City Auditorium



THE Jumbo Philco radio and electric Play-o-Graph were used in combination to give the World's Series games play-by-play at the Omaha Auditorium. Plays were shown electrically on the electric Play-o-Graph, and at the same time were described by the Philco Jumbo set. The crowd in the auditorium not only heard the plays described but were able to see them as well.

The Greenlease-Lied Motor Co., in co-operation with the Omaha *Bee News*, gave the entertainment to the fans in this most complete and modern manner. It was a front-page story in the *Bee News*, and was a part of an extensive newspaper campaign.



M. E. Blatt Co., Atlantic City, N. J., Window Display



The Daniels Furniture Co., Colorado Springs, Col., show an interesting window display by combining Philco sets and Philco advertising material in a striking manner which made the passer-by stop, look and come in.

Philco Radio Service Page

"B" Battery Drain of Model 30

The total plate current of the Model 30 Battery-Operated Receiver is between 22 and 24 milliamperes. This is the lowest plate current ever obtained for a battery receiver giving anywhere near Model 30 performance. It means that one set of heavy-duty "B" batteries will last more than one year. Try this receiver and you will be surprised at the sensitivity—selectivity—tone quality—automatic volume control—tone control and the other features of this modern battery-operated receiver. No filament rheostat or filament voltmeter is needed and the operation is just as simple as any of the electric receivers.

Change in Resistor Value in Model 96

Starting October 6th, a change was made in two resistors in the Models 96, 96A, 296 and 296A. These are resistors numbers 14 and 36 as given in Table No. 3 of Service Bulletin No. 14. The original value of these two resistors was 13,000 ohms. The new resistors are 33,000 ohms. The part number of the 33,000-ohm resistor is 3525.

Philco Owner's Service Policy

An owner's service policy is now packed with every Philco radio. You have seen the policy by this time but we want to call your attention to the importance of making full use of it.

If a prospect of yours asks about a guarantee on the receiver you can show him the service policy which is self-explanatory. Some dealers have felt that they were compelled to give six months' or twelve months' warranty, but with this policy stating the factory warranty you should be able to standardize on ninety days.

Your customers will appreciate having the record filled out by you, giving the serial number, model and date of purchase. Fill out this record on every sale so that you have the carbon copy in your own file for future reference. If you fill these out, you will find that the customers will not expect free service beyond the warranty period.

Your copy of the record will also give you important information in a convenient form, if you mark the service calls on this same sheet.

Different Circuit Arrangement for Model 20-A

(25-40 cycles)

Model 20-A for use on 25-40 cycle lines is wired differently than the Model 20. The plate supply lead for the two 24 R. F. tubes is taken from the low side of the speaker field

coil. On the diagram in Bulletin No. 36, the lead "D" to the 24 tubes should be changed to "J" for the Model 20-A only. This will change the plate voltage from 250 volts to 115-125 volts. The plate current readings will also be lower than those given in the table.

Trouble from Soldering Paste

Occasionally receivers come back to our distributors with the report that they are noisy. Upon investigating we find that there is a poor connection caused by some one using soldering paste when working on the receiver. This is rather a difficult trouble to find but it can easily be prevented by all service men using a solution of denatured alcohol and rosin or else a rosin core solder on their repair jobs.

Many of the soldering pastes will cause corrosion which later will make bad contacts and cause noise. Play safe on all of your work and always use either a solution of denatured alcohol and rosin or else a rosin core solder.

Slipping of Model 20 Tuning Condenser Drive

If the tension spring and the two washers on the tuning condenser drive shaft are not properly shaped, the tuning condenser will either slip or else will bind.

The simplest way to correct this condition is to replace the tuning condenser drive shaft assembly which consists of the small shaft and the tension spring with washers. It is not difficult to remove this shaft without removing the tuning condenser from the chassis. The part number of this assembly is 4214B.

New Speed Regulator on Model 296 Philco Motor

The factory is about ready to start production on a radio phonograph speed control below the motor board so that it is reached from the back with a screw driver.

This new regulator will not turn very freely so that once it is adjusted it will not require further attention. We have had considerable trouble caused by people turning the speed regulator without knowing it and spoiling the reproduction.

Another Example of the Ever-Widening Sales Field of the Baby Grand



The Baby Grand in a Barber Shop in Camden, N. J.

PHILCO NEWS

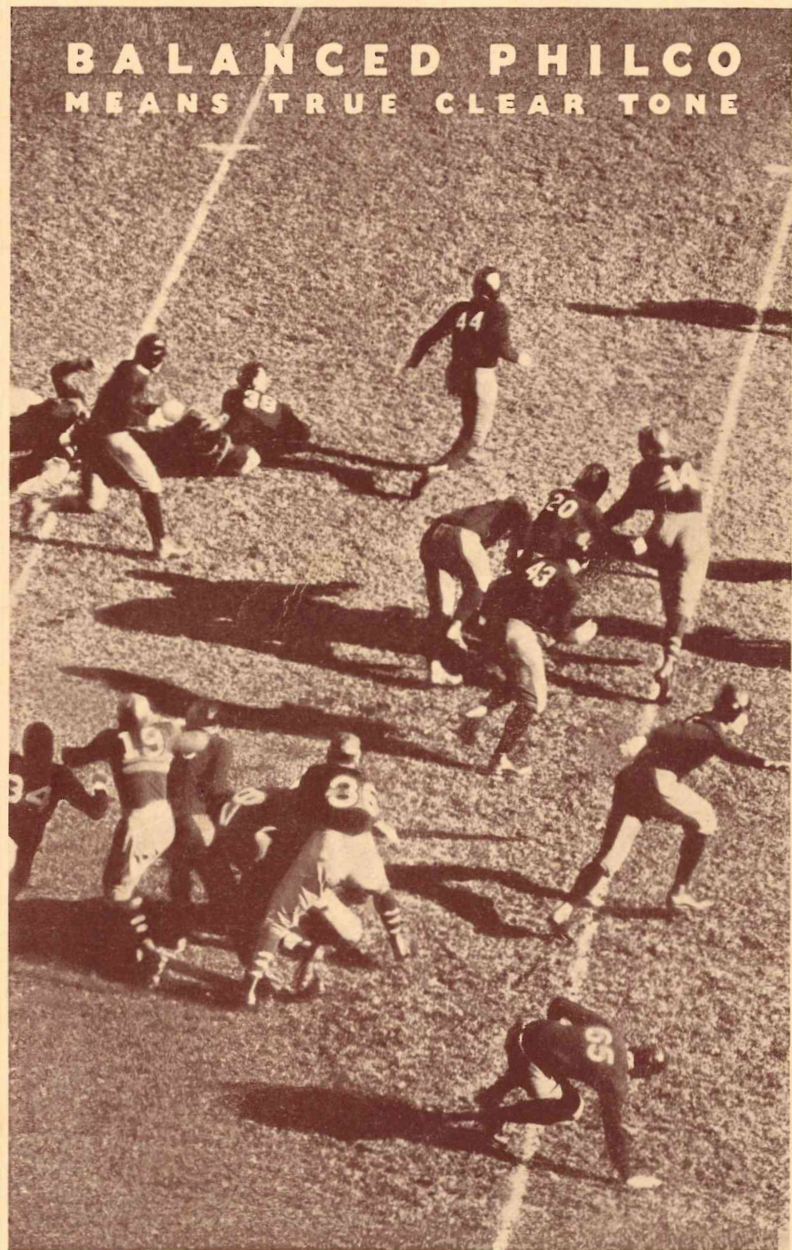
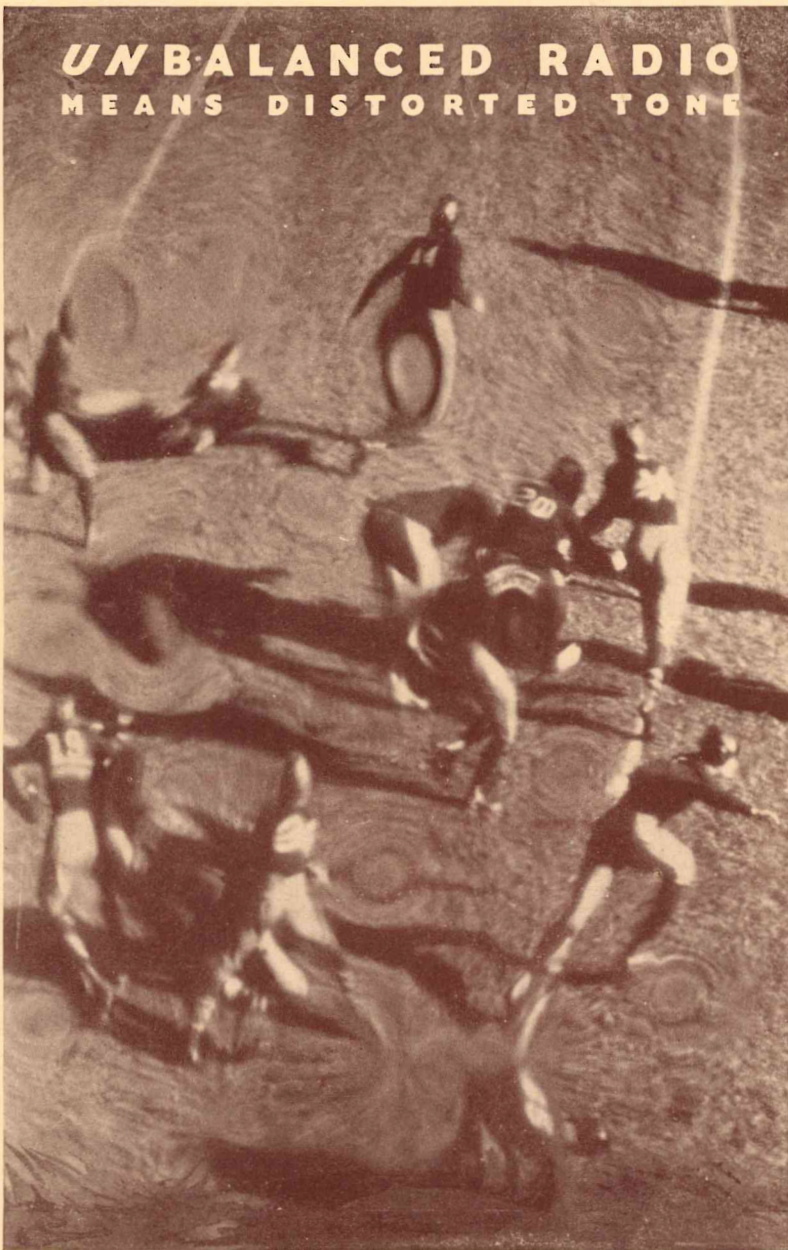
REG.-U. S. PAT. OFF.

Sales News for America's Most Alert Radio Merchants

Vol. II

NOVEMBER, 1930

No. 1



When sports events are broadcast a partially balanced radio set makes the game seem like the picture on the left.

But with Philco's exact balancing of all units in the set you get the true, clear, undistorted details as pictured on the right.

IN THIS ISSUE: A Grand and Glorious Feeling—Stokowski Has the Nation's Ear—If You Know Your Broadcasting Onions—On the Spot!—New Theatre Tie-Up for November—Listen to the Selling Dialogue on the Philco Baby Grand—New Window Display Cards—Service Page—Philco's November Schedule

Philco's November Schedule

of Magazine Advertisements

PHILCO NOW THE WORLD'S

LARGEST SELLING RADIO
Balanced-unit performance leads more people to buy Philco than any other radio in the world

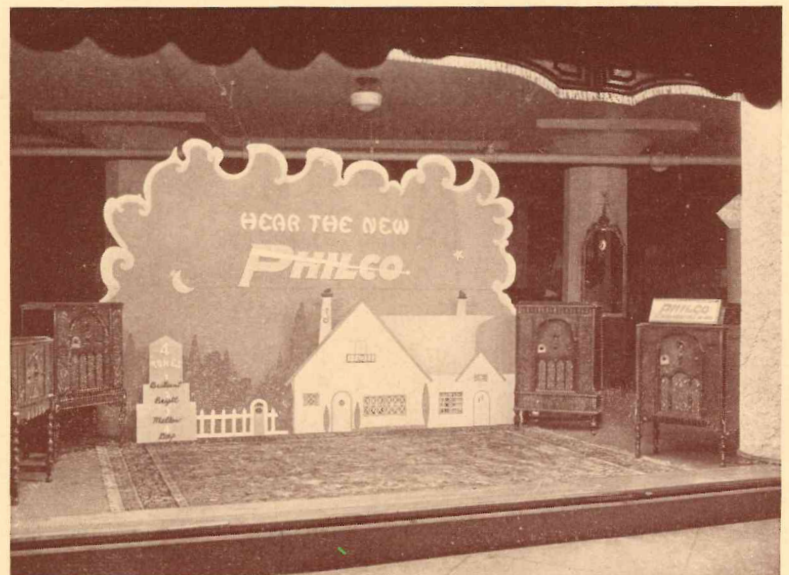
The Saturday Evening Post . . .	1 page . . .	November 1st
	2 pages . . .	November 15th
	1 page . . .	November 29th
Collier's . . .	1 page . . .	November 1st
	2 pages . . .	November 15th
	1 page . . .	November 29th
Time . . .	1 page . . .	November 3d
	1 page . . .	November 24th
Liberty . . .	1 page . . .	November 8th
Life . . .	1 page . . .	November 1st
New Yorker . . .	1 page . . .	November 15th

Double-Page Spread Appears in "The Saturday Evening Post" and "Collier's," November 15th

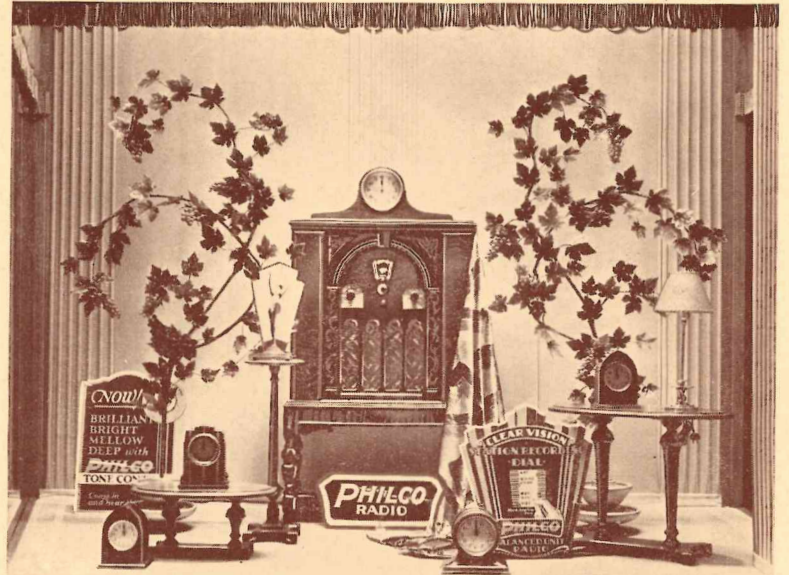
THE double and single page advertisements which will appear in the leading national magazines will reach millions and millions of readers during October and November. During the cooler months of autumn, people stay at home more and more and Philco advertisements are seen more and more.

Never miss the opportunity of tying up with the largest advertising campaign in the radio industry by pasting copies of these ads on your window and having the magazines on your counter opened to the Philco message.

PHILCO —the World's Largest Selling and Most Complete Radio Line!



A different kind of window display created by Johnson Furniture Co. Shreveport, La.



A representative window as designed to display Philco throughout the chain of forty-two stores of the West Penn Appliance Co., of Butler, Pa.