

B. G. Law

**NO SQUAT
NO STOOP
NO SQUINT**



*With the
new 1938*

**AUTOMATIC TUNING
PHILCO**

A MANUAL OF POINTERS

for

SALESMEN SELLING

the

1938

P H I L C O



designed to help sell more merchandise — make more money — and build sound selling careers.

LET'S TAKE THE BUNK OUT OF TELEVISION AND SELL RADIO . . .

Television is a long way off. Hard boiled engineers and insiders with no stock to peddle state with authority that television is a long way off.

Reception is not the major problem, although that phase is no Sunday School picnic. Television receivers and receiving methods change so rapidly that a set considered sensational a few weeks ago is obsolete today.

The major problem is broadcasting, and there are three big hurdles to get over—

1. The extreme width of the wave length required for good definition.
2. High susceptibility of television to interference of all kinds and
3. Limited distance that television signals will carry.

Radio developed along one line. There has been little change except to produce refinements. Television has already tried and discarded many systems and the development of a new system once actual broadcasting was under way would send billions of dollars of broadcasting and receiving set investment to the junk pile.

When these hurdles are cleared, the production or showmanship expense of providing a schedule of entertainment for an hour or two each evening is a fiscal problem of staggering proportions.

When television comes along, PHILCO will lead the parade, but for the next few years we have plenty to sell in radio and a tremendous market to sell it to.

Get your own mental attitude straight—set your customers straight—and go to town with PHILCO for 1938.





PHILCO

... announces an entirely new Radio
that makes every existing set a back
number and opens wide the door to
unlimited replacement sales.



IN FORMER YEARS THE RADIO INDUSTRY DEPENDDED ON BROADCAST FEATURES TO SELL THE PUBLIC ON NEW RADIOS ...

Except for minor circuit improvements, it has been pretty much up to the prize fights, presidential campaigns, ball games, and outstanding entertainment features to sell the public on the idea of a new radio.

All these things will continue to sell radio sets.

But there has never been a natural in radio merchandise since the conception of the AC set and the Baby Grand. Balanced units made a good story. The Clear and Distorted Picture demonstrated a graphic advantage, but these were technical points.

Short wave created a semi-boom, but short wave was technical, hard to talk about, and difficult to demonstrate in its earlier days.

The X Model started the ball rolling and now you have a new idea in radio that you can talk about to anybody—man, woman or child—that you can show—that you can demonstrate!



THE PHILCO
DOUBLE X

No Squat

No Stoop

No Squint

The inclined sounding board made radio history (and plenty of money for Philco dealers and salesmen). Now the inclined control panel is out to make more radio history and more money for the Philco family.



Inclined Sounding Board

Inclined Control Panel

DOUBLE X

It's a Natural!!!

No longer need the listener squat, stoop and squint to tune in a station. The inclined control panel tilts back for no squat, no stoop, no squint operation whether you are standing or sitting, and you don't have to explain the advantages. They are apparent on sight.

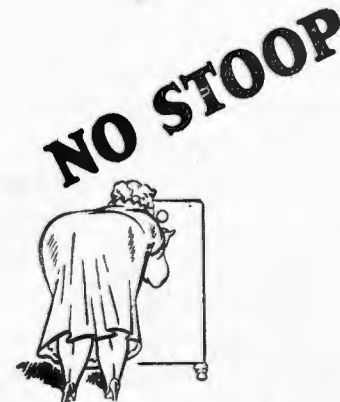
Here's a radio development that is not technical. It is going to appeal to women. It is going to score 100% with every woman from the instant she sees the first No Squat, No Stoop, No Squint advertisement.

NO SQUAT . . . NO STOOP . . . NO SQUINT . . . is more than a gag. It is a slogan based on the new idea of what a radio should do. It is funny, but not phoney, and it has become a rage. It is sweeping the country like wild fire.

The inclined sounding board brought all radio cabinets to the floor and No Squat, No Stoop, No Squint tuning is going to incline the control panels on all radios just as sure as God made little

apples. It is going to create another new vogue in radio cabinets.

And to sell the story for you, Philco is *swinging* into the greatest advertising campaign of all history.



**NEWSPAPERS, BILLBOARDS, MAGAZINES,
AMERICAN WEEKLY, BOAKE CARTER ON
THE AIR, STORE DISPLAYS**

The newspapers, magazines and billboards will all feature No Squat, No Stoop, No Squint cartoons in endless variety. Carter will paint vivid pictures of how radio listeners look when they tune their old "squatters."

Greater than all the barrage of advertising copy will be the word of mouth publicity. Comedians will joke about it, broadcasters will air new gags, and the American Public will become fanny conscious, radio conscious, and Philco Double X conscious, all at the same time.

The idea has caught . . .

"TIDE," the advertising magazine, on July 1st, pictured the dealer window display and said: "The new 1938 Philco Radio campaign marks a nice departure in radio advertising. On the left we have three horrible examples of what happens to you when you own an old style radio set, and on the right you are transformed by the new Philco into 'Beauty at the Switch'."

The Chicago American, July 12th, commented under a heading "Men Like Gods"—"and now comes a radio on the market guaranteed to make possible manipulation of the dials 'without impairing human dignity'. A slanting control panel is designed to prevent the glorious human race from stooping to an ungodlike position to squint at the numbers on the dial in order to get, let's say, the jokes of one of the nighttime comedians. . . . It's revolutionary!"

SALES POINT No. 1 . . .

Show every customer who comes into the store a PHILCO DOUBLE X. . . . a few people will still want conventional models, but offer the Double X first—then you are in the clear.

If you sell anybody's conventional model without first showing the Double X, you leave yourself open to trouble. Your customer is going to see Double X models in her friends' homes, in the newspapers, magazines, on the billboards. Unless you show her a Double X and give her a chance to own it, she will certainly come back later and accuse you of selling her an old style radio.

Remember: the dignity of the retail salesman is assured in demonstrating the Philco Double X. No longer need the retail salesman stoop, squat, or squint to demonstrate the radio to the customer. He no longer needs to shove his fanny in the customer's face to show him how to tune the set.

NO SQUINT



*And That Is
Only Part of
Philco's Story
for 1938*



THE 1938 PHILCO STILL OFFERS

MORE TONE
MORE PERFORMANCE
MORE VALUE

The new 1938 Philco is a better radio. Besides being a new kind of radio, it has everything that the 1937 models had plus new features that were not present in the 1937 sets.

PHILCO has always set the standard of quality for the industry. PHILCO IS SET UP to continue in the lead, and certainly no one can handle the responsibility of leadership better than Philco.

REMEMBER THESE POINTS

1. In Philco's background is the remarkable and valuable experience of building and selling over 9,000,000 radio sets since 1929.
2. Philco, by being exclusively in the radio business, concentrates 100% on radio, and hence puts the maximum amount of research and development into each season's line.
3. Philco, by virtue of being a closed corporation, does not have to make excessive profits to pay dividends on huge public stock issues.

4. Philco has the largest engineering department in the industry. A department that has proved its ability to keep experiments in the Philco laboratory where they belong.
5. The Philco factory works twelve months out of the year—no layoffs, no letdowns, and workers are paid 20% more than the industry average. This elimination of employee turnover insures uniformity of production, impossible anywhere else in the industry.
6. Every 4th worker (out of over 12,000) is an inspector.
7. Philco never guesses production requirements; hence never dumps. Philco instituted production control as far back as 1929.
8. Philco's advertising dominates the industry. Philco's volume, because of advertising, enables Philco **actually** to put in **more** value per dollar in each radio set.

The basis of Philco's success has been quality merchandise. No gadgets . . . no fakes . . . no useless tubes . . . no painted-in speakers . . . no metal tubes, and the 1938 Philco line is built on the same principle.

THESE EXAMPLES OF QUALITY CONSTRUCTION WILL HELP YOU IN YOUR SELLING JOB

1. THE 1938 PHILCO HIGH EFFICIENCY AERIAL:

The logical place to start a story on radio performance is with the aerial. After all, the aerial is the radio. Until signal is delivered to the chassis, no radio ever built will play.

The 1938 Philco without the 1938 Philco Aerial is only part of a radio. It is like an automobile without gastank, gasoline, and carburetor.

The 1938 aerial is a new aerial.

The 1936 aerial delivered 78% of the signal picked up.

The 1937 aerial delivered 89% of the signal picked up.

The 1938 aerial delivered 98% of the signal picked up.

It has a new iron core transformer.

It is built to pick up maximum signal from 110 KC to 37 megacycles instead of stopping at 22 megacycles.

It can be cut to 25 feet or extended to 150 feet without hurting its efficiency.

If you want every sale to bring you more sales, install every set with the 1938 aerial and make sure the man who installs it puts it up right.

As soon as that is done, these other features will all go to town for you.



2. PHILCO CABINETS:

Philco builds radio cabinets first to provide the most scientific baffle possible for the chassis that are to operate in them. Secondly, Philco builds cabinets to be fine pieces of furniture design. Furniture that will fit the American home with dignity. Furniture that can be lived with over a period of years. Philco does not tolerate flashy cabinets that become tiresome to the owner before his time payment contract is completed.

Every Philco cabinet is built of seasoned woods and fine veneers. It is durably constructed to stand up under years of vibration, and changes of temperature and humidity. Philco never permits novelties in design that might later prove troublesome in construction.

This year Philco has sealed the back of all American and foreign receivers. This protective back shield finishes the cabinet, keeps the youngsters away from the chassis and speaker, and keeps dust and dirt out of the set.

To help you do a selling job, each protective back shield is stencilled in big letters with the following statement.

"The Philco within this sealed cabinet is doubly guaranteed by your dealer and by The Philco Radio & Television Corporation. This instrument is designed to receive both American and foreign broadcasting. Because foreign stations are so far away, be sure to use the Philco High Efficiency Aerial sold with it."

and in smaller type:

"This Philco is equipped with genuine Philco High Efficiency tubes. To insure maximum performance, have them checked by your Philco dealer at least once a year."



3. PHILCO AUTOMATIC TUNING:

The outstanding development of 1937 is made even more convenient for 1938 by placing it on the inclined control panel. No Stoop, No Squat, No Squint—one silent turn of the dial and CLICK—there's your station.

This year the Philco engineers have improved in performance and appearance a device which seemed well nigh perfect.

4. CONE-CENTRIC AUTOMATIC TUNING:

This new type of automatic tuning allows stations to be set within 25 cycle (1/40th of a kilocycle) of positively correct tuning.

The difference between "Cone-Centric" tuning and "Automatic with Magnetic" tuning used on higher priced sets is this: automatic with magnetic is an approximate mechanical setting of the dial, followed by an automatic electrical correction for mechanical error. Cone-Centric, on the other hand, is a positive mechanically correct setting of the dial.

To function properly, Cone-Centric tuning models must be set with a Philco 077 oscillator. The setting is simple. It doesn't require a serv-

ice man. Any retail salesman can do it, but it must be done accurately. The ordinary individual will be off the station as much as 3 kilocycles in attempting to set by ear. An experienced engineer will be off as much as $\frac{3}{4}$ of a kilocycle. This error might not be serious in the daytime, but at night it would be enough off to require manual adjustment to bring the stations in clearly.

Accurate setting requires a means for setting, and Philco has provided this in Cone-Centric tuning. Cone-Centric tuning is simple—the call letters are already printed on the dial. Its action is silent, speedy and accurate. The built-in cone slips positively and accurately into position and centers the station you want. Its appearance is marvelous, new and different.

5. COUNTER-BALANCED MAGNETIC TUNING:

Philco's automatic frequency control, popularly called "magnetic tuning" now provides even better control of automatically tuned stations as well as increased efficiency of operation during manual tuning. Philco's magnetic tuning is still the only perfect counter-balanced frequency control on the market. It gives more uniform "pull" throughout the broadcast range

and has more effect on the short wave bands to prevent foreign stations from drifting than any similar circuit in use today. It provides a remarkable freedom from any tendency to jump from one station to another.

6. THE SPREAD-BAND DIAL:

This feature, so outstanding in 1937, remains equally outstanding in 1938. On three nearest competitive sets, the dial space between 6 and 18 megacycles does not exceed 6.6 inches. The same band coverage on the Philco set was slightly in excess of five feet.

The Philco dial covers all that's interesting on the air. Many competitive dials eliminate a lot of amateurs and other features in order to include a selected group of foreign stations. The Philco dial names and locates the foreign stations, and with the Philco aerial and the foreign tuning system, makes overseas reception the rule rather than the exception.

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7. VERNIER TUNING:

On even the lower priced sets, Philco provides 20-to-1 ratio for fast tuning, and 80-to-1 ratio for slow speed tuning. Competitive sets range from 3-to-1 to 18-to-1, and usually by means of a string rather than the finely cut gears found in Philco.



8. CHASSIS CONSTRUCTION—CIRCUITS:

Philco uses a solid steel chassis construction, with welded ends, to prevent distortion of the frame such as is commonly found in practically every other make.

Compact construction cuts down the length of leads between vital parts and eliminates the pickup of noise. In the better models, the power tube is placed directly on top of the transformer to eliminate pickup of high voltage noises and hum.

Heat is centered high up in the chassis, away from coils and heat-sensitive parts. Special coil design provides maximum gain per tube used, built-in line filters prevent interference and exclude line noise. Power transformers are built to stand 100% overload and operate at much lower temperatures.

Major talking points this year are:

1. Beam type audio and inverse (distortion cancelling) feedback circuit.

Philco sets, down to the 3XX, use this sensational new audio circuit and 6L6G tubes.

To start with, there is no "beam power tube" in anybody's radio.

The actual beam tube, while perfect in theory, does not work out in practice. However, a 6L6G tube, with the distortion cancelling circuit, actually produces the advantages in the set that the beam tube produces in theory.

This circuit cuts down distortion and produces greater naturalness than any circuit ever used in radio.

Warning: The use of 6L6 tubes without the inverse feedback circuit, is straight balhoo and does not produce beam type output performance.

2. NEW RF AMPLIFYING TUBES:

The 6U7G tube now used in Philco sets provides a very high gain, RF amplification. This feature increases the signal obtained and cuts down noise level.

3. WATTS OUTPUT:

The significant thing about watts output in Philco sets lies in the rating which Philco gives watts output. For instance, the new so-called beam type tubes in Push pull are rated by the industry at 60 watts with 10% distortion.

Philco rates them at 20 watts.

What competition would rate as 40 watts, Philco would rate as 15.

Where competitive ratings allow for 7 to 10% distortion, Philco's 1938 rating allows for a maximum of 3% distortion.

The 1938 690XX will actually deliver 60 watts as normally rated by the industry. Philco rates the set at 20 watts.

In other words, Philco's 1938 watts are better watts and produce far richer tone quality with less distortion.



4. NEW IRON CORE IF COILS: NEW PADDERS:

Philco uses new iron core IF coils in an entirely different manner than customary sets. Philco uses the iron as a means of adjusting primary and secondary coils individually and without drift, using air as the coupling medium.

This feature, plus new padders that contract instead of expand with heat, makes the new 1938 Philco the most reliable set ever built for short wave.

9. SPEAKER CONSTRUCTION:

The most important feature in connection with Philco speakers is the light weight of the cone material. Philco cones are lighter in weight than any other speaker cones on the market. This allows the output of the set to be turned into sound much more easily and more efficiently. The resulting tone response is naturally greater.

Smaller air gaps ($1/2$ the size of competitive speakers) provide more power output for the same wattage consumed, and makes the speaker more responsive.

The cathedral High Fidelity speaker has a specially processed center for reproducing high notes (treble) and a flexible rim for reproducing low notes (bass), and every speaker is exactly matched in size and electrical characteristics to the output of the chassis.

For your information, speaker sizes in the 1938 Philco sets are as follows:

Cathedral speaker14 inches

Auditorium speaker12 inches

Oversize speaker10 inches

Standard speaker 8 inches

Every Philco speaker is matched perfectly as to size and electrical characteristics to the output of the chassis on which it is designed to operate.

10. HIGH FIDELITY:

True High Fidelity in the Philco model 116XX and 690XX produces the most natural tone of any reproducing instrument ever built.

Most sets reproduce low notes, starting anywhere from 80 to 150 cycles and cut off on high notes above 2500 cycles.

True High Fidelity, as found in the 116XX, reproduces the entire range from 60 cycles to 5000 cycles, more than doubling the frequency range of ordinary sets.

The range of the 690XX is from 40 cycles to 8000 cycles. Three times the range of ordinary sets.

High Fidelity is best explained to the customer as "naturalness." With High Fidelity, instruments in an orchestra retain their identity. A violin sounds like a violin and a tuba like a tuba. The same is true with voices.

High Fidelity is made possible in these sets through the combination of many familiar features:

- High Fidelity audio system
- High Fidelity speaker
- Acoustic clarifiers
- Wide angle sound diffusion
- Magnetic tuning
- Treble selectivity control
- Individual bass control
- Proper cabinet baffle

None of these features alone will produce the desired result.

11. UNDERWRITERS' APPROVAL:

Every Philco set is built to meet underwriters' approval. Every part, every foot of wire, every soldered joint, meets specifications that insure safety.

For instance, Philco uses all flameproof wire. Philco uses transformers that could stand a 100% overload, so they operate cooler.

Your customer is entitled to this protection and she gets it in a Philco set. Remember: If your customer owns a set that does not have underwriters' approval and has a fire caused by the set her insurance policy is automatically cancelled.

NO STOOP



PHILCO'S PROPOSITION IS BEST FOR DEALER AND SALESMAN . . .

Philco's average unit sale is 40% higher than the average of the industry.

On the average the dealer collects \$20.00 more on every Philco he sells and the salesman collects commission on an extra \$20.00 when he sells a Philco set.

In 1936, there was a Philco sold at retail every 16 seconds. In order to duplicate that record without Philco, dealers would have to stock a full line, every model of RCA . . . Zenith . . . Grunow . . . and part of Crosley's line, and then it would only average out one every 18 seconds.

Consumer demand surveys show that seven out of ten people asking for a radio by brand name ask for Philco.

FOR THE DEALER PHILCO MEANS:

1. A greater volume of business.
2. A higher average sale price.
3. A greater turnover on his investment.
4. Less service cost.
5. Less reverts on time payment paper.

FOR THE SALESMAN PHILCO MEANS:

1. Easier sales.
2. Faster sales.
3. Greater volume.
4. More customer goodwill.
5. More total commissions.

NO SQUINT



ABOUT THIS SELLING BUSINESS . . .

The success of a man selling at wholesale depends on his ability to develop accounts to the point where each customer is bringing him in a steady profitable flow of business.

The man selling at retail builds his career the same way—by developing customers—customers that bring him a constant and profitable flow of business.

Any retail business that has succeeded and prospered over a period of years has done so on the support of its old customers, and any man selling at retail who has succeeded over a period of years, has also succeeded principally on the support of **his** old customers.

New customers are necessary too—but their value to the retailer or to the salesman does not lie in the dollars involved in the immediate transaction. The **NEW** customer becomes valuable only when he is added to that all-important clientele of **OLD** customers.

No retail business and no retail selling man can exist or has ever existed permanently on new customers alone. Many have tried, thru excessive trick advertising, thru heavy canvassing, thru

pressure methods, to maintain a steady flow of new customers to whom they could sell a gold brick proposition . . . once-over sales where the customer never comes back. The retailer says: "So what—there are two born every minute"—but he wonders why business is harder to get each year, why it takes more advertising, more pressure, more tricks. He wonders why his business falls steadily off. Finally, he wonders why he folded.

The successful selling man or the successful merchant adds new customers to replace the old customers who die or move away and he adds new customers in keeping with his plans and ambitions for increasing his business. This is the function of his regular newspaper and radio advertising but—THE THING THAT KEEPS HIS BUSINESS GOING MONTH AFTER MONTH AND YEAR AFTER YEAR IS HIS OLD CUSTOMERS.

This is fact—not theory.

A salesman's first job is to make sure that every customer remains HIS customer and that the circle of friends and relatives that surround that customer also become HIS customers. It is the developing of these customers and customer circles that makes the difference between a successful

business and dry rot. It's this same development of customers and customer circles that makes the difference between a successful salesman and a clerk or any ordinary canvasser.

A customer going to a merchant to buy an article goes there because she feels that that merchant knows all about the article she desires. She is sure that he will guide her in the selection of the merchandise and help her to obtain the greatest possible value for the money she has to spend.

It is the merchant's business and the business of any man selling merchandise to know merchandise so that he CAN guide the customer in the selection. That is his first obligation to his customer. That is, if he expects to continue selling that customer and if he expects to do business with that customer's circle of friends and relatives.

That becomes the first and most vital rule in successful retail selling. **SELECT FOR YOUR CUSTOMER THE BEST MERCHANDISE AVAILABLE ON THE MARKET FOR THE MONEY.**

If you keep this rule uppermost, your new customers will become old customers. They will come to you exclusively for any merchandise that you are able to supply. The daughter who is getting

married, the friends and the relatives will also gravitate to you and your business or your selling career will begin to take on health and permanence.

A good definition for profitable selling is "Selling merchandise that doesn't come back to customers that do come back."



PHILCO PLUS'S

Plus items are the gravy in the radio business. Every dealer and every salesman can make plenty of extra money on all of them.

PHILCO AUTO RADIO:

The auto radio business should hardly be called a plus. At the rate it is going, it might soon be as big as the home set business.

Every radio dealer should be in the business and every salesman should use it to step up his earnings.

All of the policies that insure Philco Home Radio quality also establish Philco Auto Radio as the best piece of merchandise available.

Thirty-two car manufacturers use Philco exclusively because it is the **best** auto radio for their cars.

Your home radio customers should be **your** auto radio customers and new customers added through auto radio sales will eventually become **your** home set customers.

PHILCO TUBES:

Every tube sale leads you to a set prospect and it doesn't cost you a penny.

Be sure you sell **Philco** tubes because you can hardly recommend Philco as the finest radio, equipped with the finest tubes, parts and everything else, and in the same breath recommend a competitive tube. It just doesn't make good sense.

PHILCO PHONE:

You have and can sell as a Philco product the finest private two-way communication system ever built, and at a price that is making history.

Talk Philco Phone, get a few installations in good spots, and each system will bring you a steady stream of new prospects.

AUTOMATIC TIMING:

This new Philco electric automatic control clock teams up so naturally with an automatic tuning Philco (or any other Philco) that you can make a combination sale almost every time. This quality clock will turn the radio (or any other electrical appliance) on or off at any pre-selected time.

MODEL 905 PORTABLE AMPLIFIER:

For years there has been a demand for a good portable amplifier, priced right. The model 905 gives you the perfect setup for orchestras, lodges, lecturers, singers, halls, schools, and, in fact, every place where a portable unit has ever been used. Cash in on the plus money that this one offers.

PHILCO UTILITY AERIAL:

The telescoping aerial mounts permanently on the window sill and is ideal for apartments and hotels, where complete aerial installation is impossible. It is also ideal for use on extra sets in the bedroom, kitchen, children's room, etc. It is highly efficient on both broadcast and short wave.



