

PHILCO SERVICEMAN

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RADIO · MANUFACTURERS · SERVICE · NEWS

JUNE, 1936



Third Year of Radio Manufacturers Service Brings Big Advances to Industry

Public Acceptance Brings Greater Stability

JUNE, 1936, marks the third successful year of Radio Manufacturers Service. The biggest and most influential factor in radio service has contributed more toward the advancement of the industry than any other factor that we know.

In June, 1933, PHILCO announced the formation of the world's greatest service organization—Radio Manufacturers Service. In the July, 1933, issue of the PHILCO SERVICEMAN the following statement was made:

"PHILCO, appreciating the possibilities of proper organization and the importance of improving service conditions, announces the formation of a national organization to be called RADIO MANUFACTURERS SERVICE. There will be a local unit of this group organized by the PHILCO distributor in your territory. We are looking for the 25,000 best servicemen in this country to join and work with us in building up a service organization."

R. M. S. has grown during the past three years until at present there are over 20,000 members. At the time PHILCO started R. M. S. it was felt that it would require at least five years to obtain the 25,000 members referred to. We think this is a remarkable record for a three-year period, and it has been made possible only because of the remarkable advances which R. M. S. has made for the serviceman.

One of the most effective ways in which R. M. S. has helped the service industry is through advertising. The organization has been advertised nationally by PHILCO in every possible way until today Radio Manufacturers Service is a well-known emblem among radio-set owners. In addition to the advertising of R. M. S. by PHILCO, millions of advertising sales helps have been made available to the individual members of R. M. S. This advertising material, which was prepared by some of the world's leading advertising experts, was made available to the individual member of R. M. S. without any expenditure on his part for the advertising preparation. Only the cost of printing was involved. R. M. S. signs, letter-heads, cards and various other forms of advertising material have helped gain

more prestige for the individual member and enabled him to make more money in the radio service business.

One of the most helpful accomplish-

ments of R. M. S., almost from the very beginning, was the assistance rendered in stabilizing prices for radio service work. The R. M. S. Labor Charge Sheet has been universally accepted as a guide by servicemen throughout the country. This charge sheet is not binding upon members in any way, but is a fair suggestion for all types of service charges. It was based upon years of experience in radio service work and was prepared by men who were on the front lines of service.

Direct factory mailings of R. M. S. material have been one of the most helpful accomplishments for the individual member. Every Radio Manufacturers Service member who reads this account realizes without question the tremendous value of the service bulletins, catalogue sheets, advertising helps and other important information which is being supplied frequently direct from R. M. S. headquarters.

Perhaps the greatest accomplishment of Radio Manufacturers Service for the service industry is the feeling which it has created in the minds of the public with regard to the industry. Before the advent of R. M. S., the public had been overcharged and cheated on many occasions, and yet on many other occa-

(Continued on Page 2)

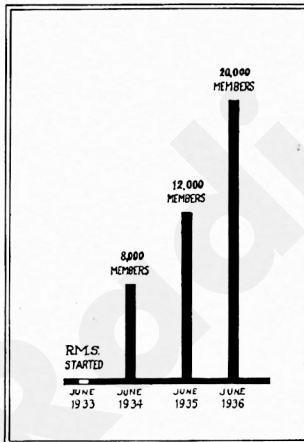
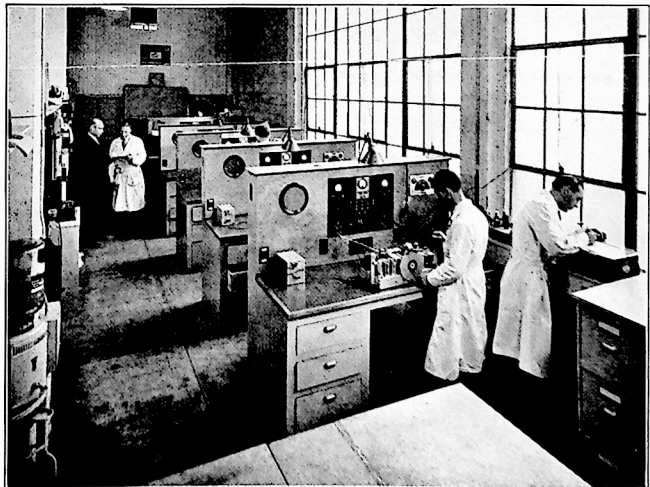


Chart Shows Remarkable Growth of
Radio Manufacturers Service



Service Department, PHILCO Radio and Television Corporation of California, San Francisco

Foreign Station Demonstrator Solves Big Problem for Dealer

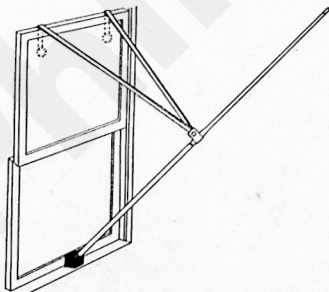
EFFICIENT AERIAL QUICKLY INSTALLED

ONE of the dealer's greatest problems in home selling has been solved by PHILCO with the introduction of the new Foreign Station Demonstrator. This new device is a highly efficient portable aerial, which can be installed in five minutes to provide an efficient demonstrator aerial for both standard broadcast and short-wave reception.

In the past many dealers have hesitated to demonstrate short-wave receivers in the home because of the difficulty in getting a satisfactory aerial installation. It is necessary to have a good aerial in order to get good foreign reception, and unless the dealer goes to the expense of installing such an aerial, he cannot give his customer a satisfactory demonstration. The PHILCO Foreign Station Demonstrator is attached to the window in the manner shown in the illustration. The small rubber block at the base acts as a support and an insulator simultaneously. The rubber cups, which are fastened to the inside of the window, give adequate support for the metal pole, since most of the actual pull is through the insulated strip against the window sill and not against the rubber cups. One of the fabric strips contains a fine stranded wire, which acts as the lead-in for connection to the receiver.

The entire installation is so simple and so compact that it will enable dealers and home salesmen to give convincing demonstrations within five minutes after unpacking the set in the home.

An aerial of this type is particularly helpful in the case of large apartment houses, where an outside aerial is a diffi-



Foreign Station Demonstrator
Installed on Window

cult problem. The Foreign Station Demonstrator can be installed on the outside of the window and will give unusually fine performance on every wave band.

For the sake of portability and permanence, the Foreign Station Demonstrator is supplied in a waterproof tubular container similar to a large mailing tube. Retail salesmen who are calling upon prospects for demonstrations can take the aerial with them at all times and can be assured of the best possible performance of the receiver.

Every dealer should have a number of these aerials on hand at all times, since he will, in all probability, be demonstrating several receivers over a period of three or four days. The PHILCO Foreign Station Demonstrator is known as Part No. 45-2201 and sells at a list price of \$6.00. Be sure to order your supply from your PHILCO distributor at once so you can start cashing in on the new PHILCO business.

Third Year of Radio Manufacturers Service Brings Big Advances to Industry

(Continued from Page 1)

service work was done on a cut-throat basis in order to freeze out various competitors. This entire price situation created a feeling on the part of the public that servicemen were not a reliable group with whom to do business. Today this attitude has been changed entirely, and the average radio set owner realizes that he can call in a member of R. M. S. with the greatest confidence because he knows that the charges are going to be entirely fair and that the quality of work will be of the best.

The recent questionnaire which was sent to all R. M. S. members shows without a doubt the gratitude of the service industry for R. M. S. Almost without exception, the returns showed complete approval of the policies on the part of all members.

R. M. S., with over 20,000 members, is stronger today than ever before and is becoming an increasingly important factor in the radio service industry. It is growing all the time and is becoming stronger with its increased size. Radio Manufacturers Service is in the industry to stay, and its sole purpose is to help the radio serviceman as an individual so that collectively the entire organization will improve the service industry.

R. M. S. Service Charge Sheet Wins Hearty Approval

THE standard R. M. S. service charge plan has received the complete approval of practically every member of Radio Manufacturers Service. The recent R. M. S. questionnaire, which was sent to all members, contained a question regarding the R. M. S. service charges as suggested in the standard R. M. S. Service Charge Sheet. Almost without exception, the returns showed that servicemen not only were in accord with the idea of this standard service charge, but were almost universally using the suggested charges.

There has been some misunderstanding on the part of some members in the past with regard to the service charges. R. M. S. headquarters has never attempted in the past to dictate service prices to members and will never attempt to do so in the future. The standard service charges were compiled more as a guide for the serviceman in establishing a fair price for quality workmanship. Some members seemed to think that the charges were binding and should be used in all cases by R. M. S. members.

We believe that service charges will vary in many cases because of circumstances peculiar to the particular job. For this reason it would be impossible to establish and hold a definite figure for a certain type of job in all cases. On the average job, however, we believe that the suggested charges can be used and that the customer will feel that he is being charged a fair amount for the work. In the event of any question with regard to this charge, it is always possible for the serviceman to show the customer the standard R. M. S. Service Charge Sheet and thus lend more prestige to himself and his workmanship so far as the customer is concerned.

The standard R. M. S. Service Charge Sheet was compiled after considerable study had been made on various types of service jobs. The charges were determined by servicemen who know thoroughly their operating costs and net profits. R. M. S. headquarters suggests that the standard charges be applied in every case where it is possible to do so.

★ EXCLUSIVE ★

Two-Wire Lead-In Strip for Philco Aerials

A LONG-FELT need is now being supplied by PHILCO in the exclusive new two-wire window lead-in strip for use with all types of transmission lead-in wire. The strip is constructed of weatherproof fabric with convenient connection terminals on both ends. Part No. 45-2232. List price, 35 cents.

EDITORIAL

Let Your Neighbors Know You Are in Business

THE other evening a radio owner living a few doors down our street, on learning that the writer was connected with PHILCO, stopped in to inquire where he could get his radio repaired. Right around the corner from him, less than a block away, was a radio serviceman and—believe it or not—a full-fledged member of Radio Manufacturers Service.

Probably this R. M. S. member is a very capable serviceman . . . but what good does it do him if even his close neighbors do not know he is in business?

The lesson of the above incident is that you **MUST** use every possible means to **LET THE PUBLIC KNOW** you are in business—let them know **WHAT** that business is—and **HOW MUCH BETTER** you can do it than your competitor.

You can do this in three major ways:

1. Use at least one **GOOD** outdoor sign and also a window sign (R. M. S. has several types available).
2. Make a canvass of your entire neighborhood to determine what type radio they own and where they go for service.
3. Build up as large a mailing list as practical.
4. Advertise *regularly* in your local paper.
5. Distribute handbills, business cards or envelope stuffers in your neighborhood at *frequent intervals*.

If you follow out the above suggestions, you *cannot fail* to steadily build up your business. Probably *right now* there are *dozens* of persons in your neighborhood who need and *want* radio service—but don't know where to get someone they *know* they can depend on. So it's up to you to tell them, not once, but continually, that you are the **OFFICIAL** radio serviceman in their locality, a member of the world's largest service organization, and can service their radio efficiently at a reasonable standard price.

Don't let the "grass grow under your feet" like the R. M. S. member mentioned above.

Philco Announces New Universal All-Wave Aerial

Improved Noise-Reduction Provided on All Bands

MORE SENSITIVITY

ONE of the most interesting announcements to the serviceman and dealer in recent months is the news of the new PHILCO Universal All-Wave Aerial.

PHILCO engineers have succeeded in building a new type noise-eliminating all-wave aerial, which is far superior, from the standpoint of efficient reception and noise elimination, to anything which has been placed on the market to date. The engineers made exhaustive tests on other makes of aerials and, in the usual PHILCO way, they set about building a new aerial, which was not only just as good, but which was actually better than any other type or make. The result is the new PHILCO Universal All-Wave Aerial, which sells at a list price of \$5.00, subject to parts discount.

The new PHILCO Universal All-Wave Aerial has two equal lengths of flat top, each thirty feet, making a total of sixty feet for the flat top. A new antenna transformer is used in the center of the two lengths of aerial wire. The circuit in this transformer is entirely different from that of the antenna transformer used in the PHILCO All-Wave Aerial of last season and is far more efficient. At 6 megacycles, for example, the new aerial is 200 per cent greater in sensitivity than last year's all-wave aerial, and at 12 megacycles it is 400 per cent. The standard PHILCO transmission wire

is run from the antenna transformer to the radio set. Sixty-five feet of this wire is supplied. The aerial and transmission line are completely assembled to the antenna transformer and all connections soldered at the factory.

In the average installation the chassis must be grounded for best results. A short length of ground wire and a ground clamp are supplied for this purpose. In extremely noisy locations it is recommended that a ground connection be made from a ground on the roof to the antenna transformer somewhat in the same manner as the PHILCO Three-Purpose Aerial. A convenient ground terminal is provided for this purpose. When the system is grounded at the antenna terminal in this manner, the percentage of noise elimination is by far the greatest which has ever been obtained. This applies to standard broadcast and short wave.

Here at last is a high-quality aerial which gives maximum noise elimination and efficiency of performance on *both* broadcast and short wave. The new PHILCO Universal All-Wave Aerial can be used on other makes of sets having a built-in set transformer. Connection of the transmission line is made direct to these special terminals on the chassis. When the aerial is being used on a set which does not have a built-in set transformer the PHILCO set transformer, Part No. 42-1095, should be employed.

Now is the time to cash in on some aerial installation business. You are in a position to sell to your customers the very latest development in radio aerials—the one which will be used all of next year on PHILCO radio. As we pointed out in the May issue of the PHILCO SERVICEMAN, the summer is the time when an efficient aerial installation is needed most for satisfactory performance. Be sure to take advantage of this need at the present time and start cashing in on this business.

The new Universal All-Wave Aerial is known as Part No. 40-5958 and sells at a list price of \$5.00. Your PHILCO distributor has them in stock now.



New PHILCO Universal All-Wave Aerial

New Interference Kit Provides Easy Elimination of Man-Made Static

MAN-MADE static interference from various kinds of electrical devices and equipment can now be easily corrected when the serviceman is equipped with the new PHILCO Interference Kit. A complete grouping of interference filters is contained in this new dealer and serviceman kit, and with these items it is entirely possible to eliminate interference from practically any source of man-made static.

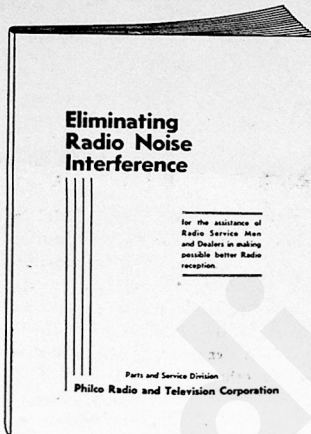
Many radio sales have been lost in the past because of various interfering noises which were picked up in the flat-top portion of the aerial and were not affected, therefore, by the noise-eliminating feature of the aerial. With the various PHILCO interference filters, it is possible to select the proper type for any kind of interference noise from motors and other electrical equipment and to eliminate this noise at the source without difficulty. A twelve-page interference manual is supplied with each kit. This manual is written in such a form that it can be readily understood by everyone and tells exactly the nature of interference, how it is transmitted, how it can be located and how it can be eliminated.

The PHILCO Interference Kit is going to be a most influential factor during the summer and the coming radio season in raising the standards of quality radio reception. By eliminating the bothersome noises which prevent radio sales in many cases, dealers and servicemen will profit, and many customers will enjoy good reception for possibly the first time. In the May issue of the PHILCO SERVICEMAN we told how the radio serviceman could increase his summer income through noise-elimination work. The PHILCO Interference Kit gives the serv-



PHILCO Noise-Interference Kit

iceman the proper type of filters to do this work, and the complete manual which is furnished with the kit tells



PHILCO Interference Manual Supplied With Interference Kit

him the proper method of procedure.

Be sure to see this new item in the PHILCO parts line on display at your PHILCO distributors. Part No. 45-2229. List price, \$15.50.

PROFIT INSURANCE

BEFORE DELIVERY

1. Check chassis.
 - a. Make sure tubes and tube shields are tight.
 - b. Inspect pilot lamp.
 - c. Check shadow tuning.
 - d. Place knobs on shafts.
 - e. Check general performance on broadcast and short wave.
2. Inspect and polish cabinet.

AFTER DELIVERY

1. Install PHILCO All-Wave Aerial.
2. Check general performance and tune in a foreign station for customer's benefit.
3. Instruct customer by demonstrating correct tuning of standard and foreign stations, adjustment of volume control and general operation.
4. Leave recommended radio program guide issued by the Radio Institute of the Audible Arts.

New R. M. S. Display Stand Shows All Promotional Helps

THE new R. M. S. display stand, which you can now see at your PHILCO distributor's parts department, contains samples of a new series of sales promotional helps for R. M. S. members. Only those sales helps which have definitely proven themselves to be of real selling value have been retained from last year's line of these items. Many new, attractive business-getters have been developed during recent months and are included in the sample showings in the display stand.

Be sure to note the new R. M. S. coat and the attractive new flange-type R. M. S. metal sign, and don't fail to ask your distributor about the attractive neon-effect electric window sign for R. M. S. members. All of these items are furnished at real bargain prices because of R. M. S. headquarters' ability to purchase in large quantities. Every R. M. S. member will want to take advantage of the many new ideas which he will see in the new display stand.



1937 R. M. S. Sales Promotion Display Stand

(On View at Your Distributor's Parts Department)

TWO POWERFUL NEW R·M·S· BUSINESS AIDS

R·M·S· ILLUMINATED SIGN

- CATCHES THE EYE
- ATTRACTIVE COLORS
- TELLS ITS MESSAGE
- FULL 12" x 6"

Use
this attractive
ELECTRIC SIGN
to get "PLUS"
BUSINESS



R·M·S· Electric Sign
Part No. PR-399

• Here is one of the most effective service-selling helps R. M. S. has provided—an extremely attractive three-color illuminated window sign, designed for just one purpose—to sell "Radio Service". Dark blue background with "Radio Service" in red letters; R. M. S. emblem in yellow—an extremely striking combination which will tell both your neighbors and all passersby that you do Quality Service work. Full yet soft illumination makes the sign visible from considerable distance. Trap door in back provides easy access to the lamp.

USE IT AS A FLASHER!

• Many servicemen or dealers will want to use this as a flashing or intermittent sign. All that is necessary is to insert a Diamond or other standard make flasher button in the socket, underneath the bulb, and to connect a fixed condenser across the lamp terminals to prevent the current make-and-break from creating radio interference. Use Philco Part No. 30-4134 tubular paper condenser, .25 mfd. 400 volts (list price 35c).

**NEW R·M·S·
ELECTRIC SIGN**
Complete with Bulb

NET
PRICE to
MEMBERS **\$2.00**

R·M·S· UNIFORM COAT

PHILCO
Answers the Demand
FOR A SERVICEMAN'S COAT
WITH R·M·S· EMBLEM

★ ★ ★ ★

DEALERS: *Equip all your Servicemen
with these coats—tie in with the
National R·M·S· Program*

• Many servicemen and dealers have asked R.M.S. headquarters to make available a shop coat or work garment bearing the R.M.S. insignia. The answer to this request is illustrated beneath—a knee-length coat of non-shrink, long-wearing material, navy blue in color, with a large R.M.S. emblem in yellow-gold braid on the left front pocket.

• Three pockets provide ample carrying space for tools, etc. Worn on outside service calls, this coat gives prestige and dignity to the wearer; used in the shop, it protects other garments and "stands up" for years without wearing out. An excellent investment for every serviceman-member.

R·M·S· UNIFORM COAT →

1. Sanforized (non-shrink) cloth
2. Dignified but serviceable
3. Well tailored throughout



Available in 3 Sizes

- A. Large: Sizes 42 up
- B. Medium: Sizes 38 to 42
- C. Small: Sizes below 38

Part No.
PR-402
—
Specify
Size

ONLY
\$2.25
NET
PRICE TO
MEMBERS

Questions and Answers

1. Q. What is the correct method of installing the PHILCO speaker cones that are supplied with the separate outside cardboard ring?

A. At the present time replacement cones for the "B" type speaker are being shipped in an individual carton with the outer cardboard ring separated from the cone. This is done because the cone can be installed more accurately than if the entire assembly were installed at one time. The old cone should be removed and the edges of the frame carefully cleaned. Speaker cone cement, PHILCO Part No. 2827, should then be spread around the frame, the new cone set in place and the center screw tightened. The cement should then be spread around the cardboard ring and the ring then placed over the cone edge. By installing the cone in this manner, it is possible to avoid buckling and thus obtain a more accurate centering of the voice coil with respect to the cone. The entire speaker can be placed against the baffle immediately or it can be placed on a table with the ring down so as to press the ring and cone together while the cement is drying.

2. Q. How can dealers and servicemen make the most use out of the various new PHILCO parts kits which are now on display at the PHILCO distributor's parts department?

A. The main purpose of these kits is to give servicemen and dealers an adequate operating stock of essential replacement parts. Immediate service can thus be rendered to customers when the dealer or serviceman avoids hand-to-mouth parts purchases. Some of the kits, such as the knob display board and the pilot light kit, should be displayed on the counter or in a showcase or window for the benefit of prospective buyers. Quick turnover of the parts will thus result.

3. Q. Does the new "37" number ahead of new PHILCO receiver model numbers mean that the circuits have been changed, even though the individual model number is not?

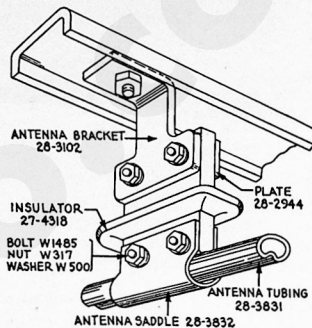
A. Yes. The circuits in all the new "37" models have been improved over the previous models. These sets are not to be confused in any way with the models of the 1936 line. One of the reasons for retaining the old model number was for identification purposes in plac-

Philco Under-Car Aerial Provides Efficient Car Radio Performance

SINCE the advent of cars with the new all-metal body construction, more PHILCO Under-Car Aerials have been sold than all other makes combined. The ease of installation and the highly efficient performance has been the most influential factor in the sale of this car aerial. Now PHILCO has made a number of improvements on the Under-Car Aerial so as to make it even better than ever before. The new PHILCO Under-car Aerial is known as Part No. 45-2184 and sells at a list price of \$5.00, subject to regular parts discount.

A big improvement has been made in the method of insulating the metal portion of the aerial from the running board. The new aerial, instead of having open channels along the running board, has channels which are closed on top as well as the ends so as to prevent the accumulation of dirt and mud on the aerial. Insulation qualities are thus greatly increased and the efficiency of the

aerial is improved accordingly. Thousands of these new under-car aerials are being shipped out of the PHILCO factory every week because the automobile radio industry has voted the PHILCO aerial the best performing under-car aerial.



New PHILCO Under-car Aerial Insulator Construction

ing the new set within a familiar price class.

4. Q. Do the two new PHILCO Headphone Kits, together with the standard PHILCO Headphone Kit, fill all requirements for use on any type of receiver?

A. Yes. The new octal-base adaptor makes it possible to use the headphones in the standard manner with the new PHILCO sets employing octal-base tubes. This kit is known as PHILCO Part No. 45-2227 and sells at a list price of \$7.50, subject to regular parts discount. The other new kit is a universal type for connection to the output circuit (plates) for operation of headphones or extra loud speakers. A volume control is mounted in the metal container at the end of the cables for regulation of the volume on the headphones. This makes it possible to operate the loud speaker and headphones simultaneously and to regulate volume on the headphones so that deaf people can hear readily at any desired volume level without interrupting the regular loud-speaker performance. It is also possible to plug in an extra loud speaker in place of the head-

phones if this type of operation is desired. Blocking condensers are automatically cut into the circuit so as to prevent high-voltage D.C. from going out through the wires of the headphones or extra loud speaker. The part number of this kit is 45-2225, and the list price is \$7.50, subject to regular parts discount.

5. Q. What is the best way to distinguish various tube elements brought out to the terminals of the new octal-base tubes used in the new 1937 PHILCO models?

A. The centering pin on the base of the tube is used as a guide point for the various tube prongs. The first tube prong to the left of the guide pin, when looking at the underside of the base, is not generally used. Progressing in a clockwise direction, No. 2 prong is always a heater or filament in all amplifiers, No. 3 prong is always plate, No. 4 is a miscellaneous connection, although in most cases it will be screen or diode plate, No. 5 prong is a control grid in triode tubes, No. 6 is a miscellaneous prong, No. 7 is always heater or filament and No. 8 is always a cathode or a heater.

It's Here!

Improved! Better Looking! More Economical!

★ The New PHILCO ★

025 CIRCUIT TESTER

NOW MORE THAN EVER THE
IDEAL UNIT FOR ALL TESTS

Advanced Features

• For two years the Philco Model 025 Circuit Tester has been one of the most popular radio testers on the market. Thousands have been sold, and proved themselves in service. Providing tests for every possible need—voltage, current, resistance, capacity and output—it meets every test requirement for value or continuity—and withal is extremely compact and portable under any condition.

• Now the Improved Model 025 is offered . . . and we predict an unprecedented demand. The panel appearance has been redesigned to match the modern lines of the Philco 088 Signal Generator; new type knobs and new control designations have been applied, and the case has been arranged so that the "A" battery is replaceable without removing any screws. A change in circuit prevents any current being used except when the ohmmeter is actually in use.



- SMART NEW PANEL DESIGN
- NEW LETTERING —EASIER TO READ
- NEW MODERN STYLE KNOBS
- IMPROVED JACKS —POSITIVE GRIP
- NO CURRENT DRAIN UNLESS OHMMETER IS IN USE
- HEAVY DUTY REPLACEABLE "A" CELL FOR LOW RESISTANCE SCALE
- HIGH-POLISH DE LUXE FINISH

A Quality Instrument Throughout

• This beautiful and efficient instrument represents the best value in a test unit for every serviceman; if you already own an 088A (brass finish) Signal Generator, this new unit will match perfectly, so you will then have the equivalent of the De Luxe 099 Tester.

Only
\$60.00
*LIST PRICE
Less Full Discount

* Without Batteries

• Prepare for efficient servicing this season—with the Improved 025 Circuit Tester!

Used with
Model 088
to make a
complete
tester→

MODEL 099
(USING NEW
025). List Price
\$100.00, Less
Full Discount



EXTRA ★ ★ EXTRA ★ ★ EXTRA

**PHILCO ANNOUNCES
UNIQUE NEW DEVICE
TO HELP SELL RADIOS . . .**

• Novel "Window-pole" Aerial can be set up instantly and gives convincing demonstration of Foreign-Station Reception

Again "Only Philco Has It"

• Here is one of the smartest, most useful and practical (yet mechanically simplest) aids to effective home demonstrations ever developed by any radio manufacturer. The Philco Foreign-Station Demonstrator—invented and perfected by Philco to help dealers give home demonstrations in minimum time and with maximum effectiveness—is actually an efficient short-wave aerial—in the form of a metal pole for installation outside of a window.

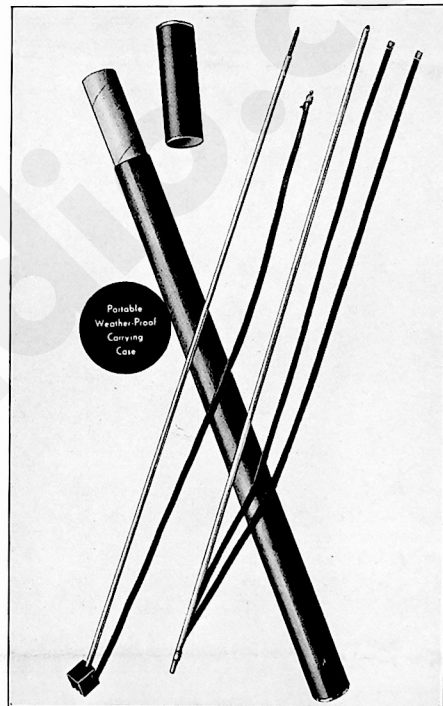
• Installed in a few minutes without tools and without going outdoors, it not only impresses the prospect by its neatness and simplicity, but provides the means of a really convincing demonstration of foreign reception. No more apologies for unsatisfactory performance due to the use of an old aerial, or a radiator pipe connection! No more lost sales! Just attach the new Philco Demonstrator—tune in Europe—and the new-set sale is practically closed! Philco dealers—provide one for each of your salesmen—turn all those prospects into sales!

How It Helps Sell Sets:—

1. Excellent Foreign Reception—better than most old aerials
2. Eliminates making apologies instead of Demonstrations
3. Installed in five minutes—no tools—no trouble
4. Solves the Apartment House Demonstration Problem
5. Inspires the prospect's confidence by its neatness and efficient performance

**Newest and Most Powerful Aid
for Foreign Demonstrations**

**THE PHILCO
FOREIGN-STATION
DEMONSTRATOR**



Every Dealer Needs This to
Build LARGER UNIT Sales

List Price
\$6.00
Less Usual
Discount

PHONE OR WRITE YOUR DISTRIBUTOR FOR A SAMPLE

DEVLIN-DREW COMPANY

718 "F" Street

Fresno, California