

★ ★ ★ ★ ★

Introducing

for 1937



.. PROFIT-MAKERS

for

DEALERS AND SERVICEMEN

Selected and Designed by PHILCO
the World's Largest Radio Manufacturer

●
for Members of



Eleven Entirely New Units

- to Get You More Business
- to Help You in Your Work

PHILCO ★ ★ ★ Parts and Service Division

Put this on New Idea
KNOB PACKAGE
Self-Salesman **Your Counter**

... and CASH IN!

This novel and attractive display board was designed for counter use, to sell sets of new up-to-date knobs to radio owners for replacement on older model radios.

Every one wants to have "the latest," and many persons coming into your store who cannot afford a new radio, would gladly spend a few cents to modernize the front of their set by getting a new set of control knobs.

Arranged in packages (done up in cellophane) of two, three, four, and five knobs of several sizes and styles, these packages almost "sell themselves" to the counter customer; to servicemen who do not have a counter, a set of knobs can easily be sold by carrying a set of each size package on every service call.

Cash in on this smart new idea and gain the good will of your old and new customers by selling these new knobs to them—show them what an improvement a set will make in the appearance of their radio! They'll buy on sight!

LET THIS NOVEL DISPLAY BOARD SELL NEW KNOBS FOR YOU!



**EASEL ON
BACK FOR
COUNTER
USE . . .**

**LIST
PRICE
\$7.60**

PHILCO KNOB DISPLAY KIT **Complete, PART No. 45-1227**

**BE
READY**

To
Cash
in
this
Season
!

**for those AUTO RADIO Service Jobs
with this complete
NOISE SUPPRESSION KIT**

**RESISTORS
AND
CONDENSERS
FOR ELIMINATING
ALL FORMS OF
AUTO RADIO
INTERFERENCE**



Auto radio is getting more popular . . . and auto radio servicing more important . . . every day. Here is just the assortment to handle the calls you will get this season to eliminate noise in car installations and replace faulty or broken-down condensers and suppressors.

Complete list of contents in lid, with part number and value given. Will service any Philco and most other makes of automobile radios.

Part No. 45-1236

**LIST
PRICE
\$22.10**

**Get . . . this box of 18 VOLUME CONTROLS
that service 92% of all Philcos!**

**SELECTED ASSORTMENT
ASSURES
MAXIMUM COVERAGE
of PHILCO MODELS**

Think of it! There are nearly six million Philco home-radio owners—and any one of over 92% of these sets can be serviced by 18 volume control

units. Truly a universal replacement assortment! Every dealer and serviceman needs one of these kits—it will guarantee prompt service to your customer from this complete stock at minimum investment. Replacement chart in lid insures quick selection of the correct replacement unit for each service job.

**MAXIMUM SERVICE—
with MINIMUM STOCK**



**PART
No. 45-1229**

**LIST
PRICE
\$24.90**

FLASH!

PHILCO now gives you NEW . . . EXCLUSIVE . . .

IDENTIFIED Carbon RESISTORS

FEATURES OF THIS REVOLUTIONARY DEVELOPMENT

1. RESISTANCE VALUE Plainly Stamped on indestructible metal tab at end of resistor.
2. ELIMINATES CONFUSION caused by misunderstanding of color coding.
3. GUARANTEES CORRECT VALUE being used, thus insuring a perfect service job.
4. HIGH INSULATION VALUE between resistance element and outer tubing—guaranteed 1000 volts.

with the resistance value; and IN ADDITION, the resistor is color-coded with the standard code to aid in quick identification and matching up with the resistor requiring replacement. Guaranteed 1000 volts insulation.

Order a kit of these resistors and you will never want to use any other type.

Here it is! Philco's latest and most valuable contribution to convenience, time-saving for the serviceman in his work, and assurance of satisfaction to his customer. A revolutionary method of marking carbon resistors with a permanent, easily read designation of their exact value.

No more straining the eyes to puzzle out the resistance from a combination of faded colors—no more fussing with charts, tables, or trick gadgets with wheels, colors, etc.—no more installing the wrong value and losing time by finally having to measure the circuit to determine the value of resistor needed.

Every one of these new identified resistors is fitted with a rust-proof metal tab attached in one of the leads; this tab is plainly stamped

GREATEST TIME SAVER ON ALL SERVICE JOBS

ORDER THIS
HANDY KIT OF
THESE EXCLUSIVE
NEW PHILCO
RESISTORS.
32 ASSORTED
VALUES, 1/2 WATT
AND 1 WATT.



Part No.
45-1231

LIST
PRICE
\$6.40

Newest, Finest Aid to Quicker, Better Service

**Your
Opportunity
for
PROFITS**

A COMPLETE ASSORTMENT OF CONDENSERS, CHOKES AND COMBINATIONS ESPECIALLY DESIGNED TO ELIMINATE ANY KIND OF MAN-MADE INTERFERENCE.

EVERY SERVICEMAN AND DEALER NEEDS THIS OUTFIT. RADIO OWNERS WILL GLADLY PAY TO GET RID OF NOISE.

PHILCO NOISE-ELIMINATION KIT for "MAN-MADE STATIC"



Servicemen and R.M.S. Members have long asked for a selected kit of parts designed for use in the elimination of electrical noise (man-made static) at the source. This business opens up a vast field of profits for the serviceman—a field that has been scarcely touched.

Thousands of radio owners have their reception disturbed by appliances of one sort or another—and almost all of these will gladly spend a few dollars to eliminate it. All you have to do is let them know you are equipped to do this job quickly and efficiently.

Get one of these kits and place yourself in line for a new and unlimited source of profits during the coming season.

THESE COMPLETE INSTRUCTIONS ON INTERFERENCE ELIMINATION INCLUDED WITH EACH KIT.

PHILCO NOISE-ELIMINATION KIT — PART No. 45-2229

LIST
PRICE
\$15.50

PHILCO Universal Replacement VIBRATOR KIT



For all Philcos and some Majestics

This kit contains one each of the three types of vibrators which have been and are being used in Philcos, and one of the well-known Philco replacement vibrators for Majestic Models 66 and 116. This compact kit will service any one of over a million Philcos and several thousand Majestic car-radios. Worth its price many times over.

LIST PRICE \$20.00

PART No. 45-1235 COMPLETE

SERVICEMEN!
EXPERIMENTERS!
SET-BUILDERS!

Get this handy TUBE SOCKET and EYELET ASSORTMENT



An assortment of quality tube sockets is an essential for any serviceman or dealer's service department—and a necessity for the experimenter or set-builder. This kit contains six each of all types of sockets from four to seven-prong types, together with 100 eyelets for mounting. A representative stock that it will pay you always to have handy. Part No. 45-1225.

LIST PRICE \$4.13

Handy PILOT LAMP KIT

SERVICES MOST ANY RADIO!

Probably more pilot lamps are replaced in radio sets than any other part — every serviceman should have a portable assortment of these to carry with him on all service calls. Here is one especially prepared for you at minimum price and in convenient form. Order several of these and be ready for any emergency.



40 LAMPS . . .
10 of each popular type

DISPLAY THIS BOX ON YOUR COUNTER

PART No. 45-1226

LIST PRICE \$4.20

NOW!—A BALANCED ASSORTMENT OF SMALL HARDWARE used in all SERVICE WORK!

Actually contains 1937 Individual Parts

A selected assortment of small hardware parts is essential to quick, efficient shop servicing as well as experimental work. Here is a complete balanced selection compiled by employees of the Philco National Service Station after years of experience in handling all kinds of service jobs. Every type of nut, bolt, rivet, and drive screw ordinarily used is included.

Get this kit as an investment in time and trouble-saving—be adequately prepared for your hardware needs for a long time to come. SAVES TIME & MONEY FOR YOU

PHILCO EYELET AND DRIVE SCREW KIT



COMPLETE!
COMPACT!
INDISPENSABLE!

PART No. 45-1228

LIST PRICE \$13.54

Brand New—BAKELITE CONDENSER ASSORTMENT

UNIVERSAL MOUNTING TYPE

Easily Installed—

All Needed Values!

New! Latest style six-lug universal bakelite condensers as used in all current Philcos. A full range of values in this popular service part, conveniently mounted, each one plainly marked with part number and value.

Easily installed and connected—suitable for many service applications. Every serviceman should keep at least one of these condenser assortments in his shop and carry one with him on service calls.

LIST PRICE \$4.65

CONDENSER KIT—PART No. 45-1234

Quick, Efficient Service Work SAVES YOU TIME & MONEY

PHILCO SERVICE TOOL KIT

CONTAINS ALL TOOLS REQUIRED IN ALL ORDINARY SERVICE OPERATIONS



DESIGNED BY PHILCO TO MEET THE NEEDS OF EVERY UP-TO-DATE SERVICEMAN

Part No. 45-1230

LIST PRICE \$6.30

All prices subject to
★ SPECIAL R.M.S. DISCOUNT ★ See Your Distributor