

Profits

in the New 1937

PHILCO HEADPHONE KITS

Here is a marvelous profit opportunity for you aggressive radio dealers and servicemen. Almost every home with a radio is a prospect for one of these kits. Take one along on all service calls; keep one on your display counter. Many of these profitable sales can be made with very little effort.

A necessity for late listeners or hard-of-hearing individuals; ideal for short-wave "fans" and DX enthusiasts.



A REAL MONEY-MAKER
... and *EVERY*
RADIO OWNER
IS A PROSPECT!

- Easily Connected
- Light, Comfortable Ear-pieces
- Uses No Current

- ★ LATE LISTENERS
- ★ "DX" ENTHUSIASTS
- ★ SHORT-WAVE FANS
- ★ INVALIDS
- ★ DEAF PERSONS

THREE TYPES OF KITS AVAILABLE

1. For Sets Using OCTAL-BASE TUBES (Glass or Metal)

This kit is intended for use with recent-model sets using the octal-base type of tube, either glass or metal. The adapter plug is inserted under the output or driver tube in accordance with instructions supplied. Speaker is automatically disconnected when headphones are plugged in. Many of these can be sold to purchasers of recent models who want to listen to short-wave programs after the rest of the family have gone to bed.

Part No. 45-2227—

LIST PRICE
\$750

2. For Sets Using PLAIN-BASE TUBES (Old Style)

For receivers using the ordinary-base tubes (types prior to metal tubes). This kit is almost universally applicable to receivers made from 1930-35 and also the 1936 PHILCO "600" series. Easily installed on any set using a 42, 43 or 2A5 driver tube or single-output tube. Speaker automatically disconnected when headphones are in use. Headphones Only, De Luxe Type Part No. 45-2098—List Price...\$4.25 Adapter Unit Only, With Plug and Cord, Part No. 45-2099—List Price \$3.50

Complete Kit,
Part No. 45-1167—

LIST PRICE
\$750

3. For Operation with SPEAKER IN USE ALSO ("Universal" Type)

There are many homes where it is desired to use both speaker and headphones at the same time—as, for example, where one of the family is hard of hearing. This type kit is provided for this need. A special volume control is provided to regulate volume in the headphones, which is not affected by the volume used in the speaker. Can also be used for connecting an extra speaker instead of headphones when desired. This kit is designed for use on any type receiver, either with octal base or the earlier-type tubes.

Part No. 45-2225—

LIST PRICE
\$750

Big Market for HEADPHONE KITS IN HOMES WITH CHILDREN

THE PHILCO Headphone Kit provides dealers and servicemen with one of the best possible opportunities to make extra sales. After a new radio has been successfully installed and is in operation in a home, the serviceman can easily suggest to the owner some of the many advantages of the headphone kit. Here are just a few:

1. For silent operation late at night.
2. For silent operation while tuning.
3. For DX and foreign reception.
4. For children's programs not desired by the older members of the family.
5. For the sickroom and the hospital room.

One of the greatest markets for the headphone kit is in the homes with children. Many times the parents may not care to listen to the children's programs, and yet they do not want to deny the children this pleasure. If a second radio set cannot be provided, then the PHILCO Headphone Kit is the solution to this problem.

People who want to listen to the radio late at night without disturbing other members of the family will find the headphone kit indispensable. The kit can be sold readily in apartment houses where people very often want to listen to the radio late at night without disturbing other tenants in the building.

The DX fan is also one of the biggest prospects for the headphone kit. When weather conditions are bad, making static and noise excessive, the headphone kit will serve to eliminate the biggest objection to such tuning from other members of the family.

Every serviceman can use the headphone kit to advantage in servicing sets in the home. It often happens that he wants to make certain tests on the radio set, but he hesitates to do so because of the noise which might result. Headphones will solve this problem, and their use will also serve as an entering wedge to sell the kit to the customer.

Wherever radio sets are used, the PHILCO Headphone Kit can be employed . . . it is one of the best sideline items as an extra-profit-maker, both for the dealer and the independent serviceman.



"Gee, Mom, these kids' programs are good!"

Unlimited Sales Possibilities Among the Hard-of-Hearing

ANOTHER of the biggest outlets for headphones and headphone kits will be found among the deaf. There are thousands of people who have never been able to enjoy radio, but who could satisfactorily do so by using the PHILCO Headphone Kit. Many letters are on file in the PHILCO offices in Philadelphia, from deaf people who have found, for the first time, the great pleasure which is derived from modern radio.

The new Universal Headphone Kit, Part No. 45-2225, is particularly desirable for this application, since it takes advantage of the full output from the radio set with separate regulated volume for the phones. This means that the output for the hard-of-hearing person can be regulated to any desired level. A particular advantage of this type kit lies in the fact that the headphones can be used with separate volume regulation at the same time the speaker in the radio set is being played

at whatever volume is desired by the other members of the family.

We suggest that PHILCO dealers contact the local hard-of-hearing societies



and arrange for a demonstration of the PHILCO Headphone Kit at one of the society meetings. After this demonstration has been made, every member of the society immediately becomes a prospect, not only for the Headphone Kit, but for a new PHILCO radio set as well.