

Philco News

April 1935

OTHER
END

PHILCO
MODEL 265

WORLD'S
LARGEST
MAKERS
OF
RADIO
SETS

ANOTHER PHILCO
FOR
ANOTHER HOME

A Dream Comes True

Special
Cruise Supplement

MODEL 265 FOR A.C. MAINS.



With Shadow Tuning

ONLY
12 1/2
GNS

“Worthy of the Jubilee Broadcasts”

PHILCO NEWS

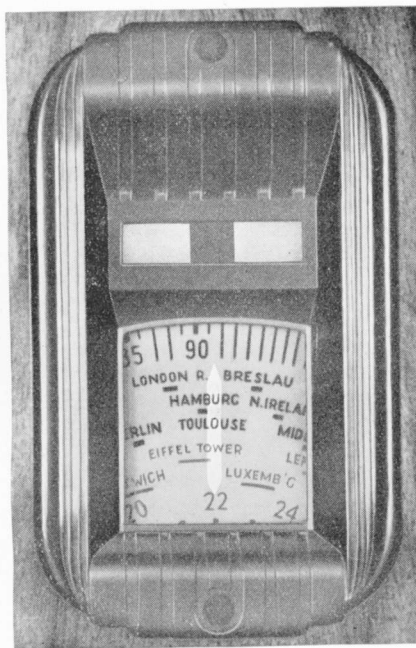
April Issue
1935

Shadow Tuning and New Dial

THIS month we introduce to you Jubilee Model 265, a thoroughbred Philco of real charm and distinction. Deliveries of this new Model have now commenced and a distinctive price ticket and four-page folders are available on request from your Distributor.

The handsome appearance of this new Model speaks for itself in the plate facing this page. The new and practical dial will appeal to those who in the past have experienced a demand for dials with station names; and a tasteful brown bezel and brown knobs tone in pleasingly with the walnut of the cabinet. As will be seen from the life-size picture herewith, Shadow-Tuning (pioneered by Philco) is incorporated, so that tuning in to any desired station is rendered the simplest of operations.

Model 265 (E. & F.) operates on A. C. Mains (200/240 volts, 50/100 cycles, and 230/260 volts, 50/100 cycles), and the specification includes five Philco High Efficiency Valves, Full Automatic Volume Control, seven effective tuned circuits with single dial control and two-point tone control. It has nine kilocycle knife-edge selectivity, dual wave-length and over 3-



MODEL 265

Universally Voted a Winner

watts undistorted output. The whole chassis and tuning condenser float on rubber. A full length fibre back is fitted, which protects the chassis without interfering with ventilation. This back is instantly detachable by turning the special clips that hold it in place.

In price this Model 265 is undoubtedly a hot proposition, offering value to your customers that cannot be obtained elsewhere in the market. The well-known reliability of all Philco sets adds still more to the attractiveness of this new model from the careful buyer's viewpoint. For twelve-and-a-half guineas he is getting not only a really first class 5-valve superhet, with such refinements as

shadow tuning, and a beautiful hand-finished cabinet, but he is also sure of long and faithful service without constant calls on his pocket for repairs and servicing.

Model 265 is a popular set with Philco Dealers, because it will make good friends for them. Friends who will talk of how pleased they are with their Philco and where they bought it. It is a set worthy of the spectacular Jubilee Broadcasts arranged for this summer. Now is the time to sell it.

A SPECTACULAR COMPETITION

Leicestershire First ; Lancs. Second ; Derbyshire Third.

NO less than 600 dealers entered the Philco Window Dressing Competition last month and from the large number of photographs received the Judges had the greatest difficulty in picking out the three prize-winners. In nearly all cases the displays were excellent and great ingenuity was shown in making up original and striking windows.

Needless to say, the windows were judged entirely on their merits and the judges were not influenced by the size of dealers' establishments, nor by the quality of the actual photographs themselves.

The prize-winners were as follow :—

First : The Electrical Equipment Co. (Leicester), Ltd., Equipment House, 106, London Road, Leicester.

Second : Frank Ludlow, 9, Milkstone Road, Rochdale.

Third : E. S. Jones, 37, New Street, Church Gresley.

"Honourable Mentions"

Having selected these three prize-winners, the Judges then decided to name 19 entries which were so close that they have been classed as "Honourable Mentions" and awarded five points towards the Cruise. These are the names :

Terry's Radio, 219, Whitechapel Road, E.1.
Grant & Irving, 41, Buccleuch Street, Dumfries.
Bishop Auckland Co-op. Soc., Bishop Auckland.
Penrith Co-op. Soc., Burrowgate, Penrith.
H. Payne (Coventry) Ltd., Jesson Street, Coventry.
H. Burrell, 118, Ber Street, Norwich.
Scientific Supply Co., 530, Old Kent Road, S.E.1.
Morse's Ltd., 10, Regent Street, Swindon.
Fred Palmer, Horsefair, Bristol.
Freeman's, 7, West George Street, Kilmarnock.
Harold Williams, Ltd., 9, Skinner Street, Newport, Mon.
A. Hicks, 189, Monument Road, Edgbaston.
Northbourne Electrical Co., Wimborne Road, Bournemouth.
Keys, Ltd., 250, Stafford Street, Walsall.

Wm. Ross, Lorne Arcade, Ayr.
Venn's, 62, Coleshill Street, Birmingham.
Portsmouth Central Wireless Co. Ltd., Portsmouth.
James Howell & Co., Cardiff.
Green Radio, The Broadway, Greenford.

Awards for all who sent Photographs

In addition to the prize-winners, all who sent in photographs of their windows have been awarded three points towards the Cruise. In no case was any window that came before the Judges anything but excellent. A few dealers did not make use of the special window display piece that was supplied for the competition, but they substituted fine ideas of their own and were not penalized.

These pages afford an opportunity of studying the prize-winning windows and those of the "Honourable Mentions," and they constitute something of an exhibition of good craftsmanship in what is admittedly a difficult subject. Keep this issue of *Philco News* against the time we have our next window display competition. It will help you to make certain of the first prize next time.

Remember that good windows in addition to earning recognition in the shape of prizes bring you business. A really snappy display stops the man who *was* passing by, and the Philco set in your window will bring him inside asking for information.

Philco Jubilee Display

Make a special effort with the colourful Jubilee display pieces you will receive from Philco. They are in rich and unusual colours. Everyone will notice them, and everyone will be talking about your shop. Interest the local newspaper man in your display. A good window is news in the best sense of the word. A smart local paper will be only too glad to take notice of a really first-class window display.



CONGRATULATIONS!
 £25 went to The Electrical Equipment Co., (Leicester) Ltd., as first prize for their window seen in the picture below. The display was arranged by Mr. E. S. Butler (inset) who writes to say that the window created the greatest interest in the neighbourhood. We can well believe it. Well done, Mr. Butler! No. 2 photograph is of



Mr. Frank Ludlow's window at Rochdale, winner of the second Prize of £10. No wonder Mr. Ludlow sells so many Philcos! The winner of the £5 awarded as third prize was Mr. E. S. Jones of Church Gresley, South Derbyshire, whose excellent window is seen on the left.

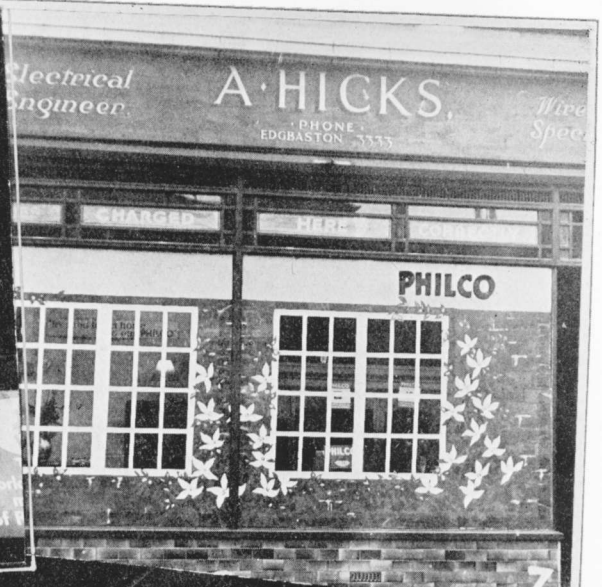




HAPPY PHILCO HOMES

1. B. Freeman, Kilmarnock. A good and "busy" display.
2. Scientific Supply Co., London, S.E.1. The "Sky-writing" is particularly effective.
3. H. Burrell, Norwich. Simple and very striking.
4. Venn's, Birmingham. Original even to the lettering
5. Morse's, Ltd., Swindon. A very enterprising window with good valve display.

"Honourable Mentions"



HURRYING HOME!

6. William Ross, Ayr. Splendid Philco Home and Garden.

7. A. Hicks, Edgbaston. Exact reproduction of interior of house seen through window.

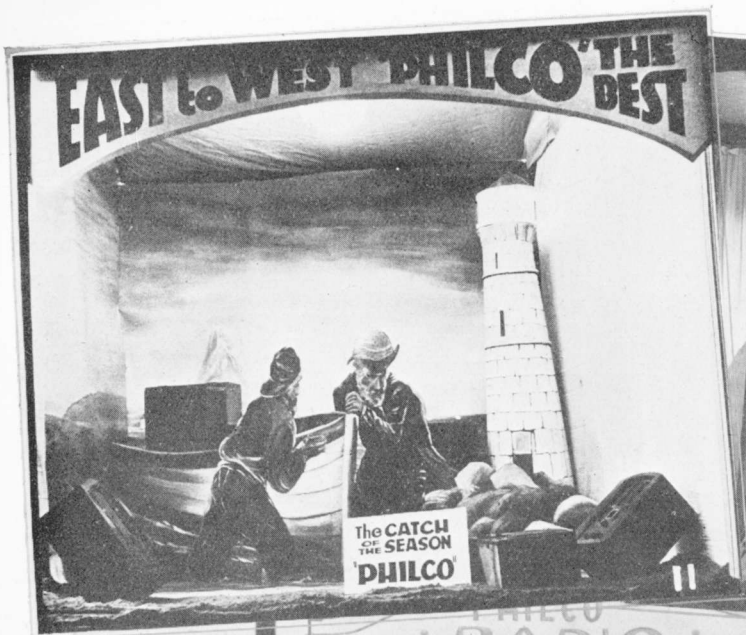
8. Portsmouth Central Wireless Co., Ltd. Ingenious interpretation of Hurrying Home to Philco.

9. Fred Palmer, Bristol. A very inviting Philco Home.

10. Green Radio, Greenford. Splendid "Philcot" with growing flowers around

"Honourable Mentions"





PHILCO WINS!

11. Bishop Auckland Co-operative Society. A dramatic and forceful display.

12. James Horwell and Co., Cardiff. A neat and effective show.

13. H. Payne (Coventry), Ltd. Bravo! Topical and very striking. Mr. Payne will hear lots about this fine window on the Cruise this year. Surely it's the Philco Grand Prix, Ostend!

14. Terry's Radio, London, E.1. A well balanced window indeed. Tells the story well.

"Honourable Mentions"

TO-MORROW'S VALVES

By J. H. Reyner, B.Sc., A.M.I.E.E.

(Reprinted by courtesy of the Editor, Wireless Magazine)

THERE was once a Set Manufacturer who said unto Himself, I do not like these High-efficiency Valves. Behold I will design Me a Set with Low-efficiency Toobs, which are more Reliable. And he went to the Valve Magicians and made his request that they should supply him with less Pretentious Bottles.

But the Magicians said among themselves: "Lo, we cannot Do this Thing, for are Not our Thermionic Emitters made according to the Laws of the great God Beeveaye?" And They told the Manufacturer to Depart and Raise his Head to a High Temperature.

But He Persisted and in Due Time did find a Magician to supply him with the Valves he Required, and behold his Sets were Successful, for the Public did not Know the Difference, while the Manufacturer saved much Money.

THIS little fable has the merit of being true, and the manufacturer in question is one of our largest set-makers; yet so accustomed have we become to high slopes that the bare idea of being content with anything less seems retrograde in the extreme.

Most of the valves introduced within the past year or eighteen months have been characterised by a marked improvement in slope, so much so that we view a slope of the order of 8 or 9 with comparative equanimity, whereas only a few years ago a valve with a slope of 2 or 3 was something rather remarkable.

The manufacturer in question did have some difficulty in obtaining the necessary low-slope valves, and they are actually being specially made for him. Yet the results obtained with the set incorporating these "old-fashioned" valves are every bit as good as from comparable sets using high-slope types.

There is one country which has for many years maintained a policy of low slope and has refrained from utilising very high mutual conductances. "Such a pig-headed country can, of course, be dismissed from serious consideration, as the sets which it manufactures will obviously be inferior to our own," says the high-slope fiend. The fact, however, is perhaps worth mentioning, for the country in question is the United States of America.

Not so long ago I was talking to an importer who brings over every year a number of sets from this "pig-headed and unprogressive" country.

Most of the sets travel the 3,000 or 4,000 miles and arrive at their destination in *working order* with the valves (which are shipped in their sockets and not separately packed) all intact and ready to perform. I wonder how many sets made in this country arrive at their destination in working order?

Lest any reader should think I am being captious, let me say that I have heard from three separate sources recently of complaints that no single set which has passed through their hands has been correct in every particular, and a great deal of the trouble is in the valves.

One is tempted, therefore, to wonder whether this progressiveness of ours—this constant seeking after more slope and higher efficiencies—is altogether as wise as we think it is.

Low-valve Complex

One of our difficulties, of course, is that we have the low-valve complex. We are quite satisfied with a set having three valves, and we think that one with four or five valves is rather good. If we find a set with six or eight valves we begin to mistrust it, shaking our heads about the possibilities of valve failure, and so on.

The irony of the situation is that we are quite right, because with our present methods of production every one of the eight valves is liable to give trouble quite early in its life.

Early Licensing

This complex arose from the early days of radio, when the licensing arrangements involved payment of 12s. 6d. a valve-holder royalty. Consequently every effort was made to keep down the number of valves. This situation is not so acute to-day, because the royalty is now calculated on stages and is in any case very much less than it was formerly, so that there is less force in the argument.

American technique, on the other hand, has developed on entirely different lines, for there the manufacturer was not concerned with the number of stages so much as the ultimate performance of the set, bearing in mind, of course, the cost.

This has led to the development of valves having smaller mutual conductances which are cheaper and more robust.

Technical Aspect

Let us examine the technical aspect of the question. Consider a typical not-too-good circuit having a dynamic resistance of, say, 100,000 ohms. If the valve is a high-slope one, say $r = 300,000$ ohms, $g = 4$, and $m = 1,200$, the stage gain would be

$$\frac{100,000}{300,000 + 100,000} \times 1,200 = 300.$$

With a less efficient valve having a slope of, say, 2 we should keep $m = 1,200$ and allow r to increase to 600,000 ohms. (This assumption is quite fair, for increased slope is usually applied to reduce r). Then the gain would be

$$\frac{100,000}{600,000 + 100,000} \times 1,200 = 183,$$

which is appreciably more than half the former value.

Better Selectivity

Moreover, the selectivity will be better, because the valve damping will be less (owing to the higher value of r), and for a true comparison we should tap the anode part way down the coil in the first case, which would reduce the gain to about 250.

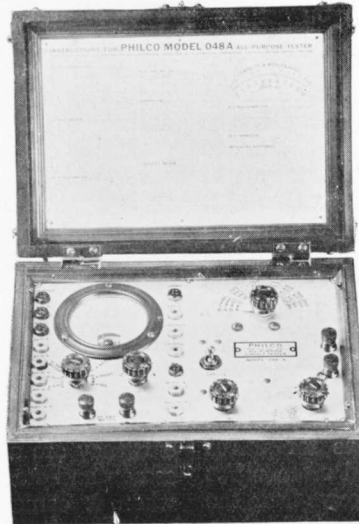
Thus there is a drop of little more than 25 per cent. in the gain and we could recover this quite easily by a small improvement in the tuning circuit, leaving us with the same gain and an improved selectivity (due to the better coil).

True, we could increase the coil efficiency with the high-slope valve, but a gain of 250 is about all we can stand in a factory-built set, so that we

should be unable to make use of any more, and we have in fact to throw away amplification—for what? For the pleasure of using high-slope valves, which are hard to make, variable in production, and unreliable in use.

A low-slope valve is admittedly easier to make. The tolerances in manufacture are larger, and the valve can therefore be made more robust and more uniform. This latter point is probably one of the most important in the question.

If you went into a shop and asked for a pound of sugar and you were given a packet which when you got home was found to contain only 10 oz., you would be rather aggrieved. If you went back to the shop and complained and the dealer said: "Oh, that is quite all right; that is the permissible tolerance of the Sugar Makers' Association," I tremble to think what would happen. Yet this is what happens



The improved Philco Model 048A Signal Generator, Valve and Set Tester, which will not go out of date (12 Gns.)

every day in the valve industry, and is apparently accepted.

B.V.A. Tolerance

The B.V.A. tolerance on mains valves is plus or minus 50 per cent. on anode current, and minus 33.3 per cent. on slope, so that you can have a valve rated to take 10 milli-amperes and it may take either 5 or 15 and still be considered acceptable. You may order a valve with a nominal slope of 3 and the one you get may have an actual slope of 2.

I do not say that you have no redress. You have, because if you find that a valve is not reasonably in line with the figures quoted by the maker you are entitled to return it. And, to give the valve makers their due, they will always replace it, but the fact remains that most people are quite unaware of the enormous tolerances which exist.

Battery valves are a little closer than this, the tolerances being plus or minus 33.3 per cent. on anode current and minus 20 per cent. on slope. Even these figures are quite bad enough.

Rejected Valves

The more discriminating set manufacturers draw up their own specifications for valves with much closer tolerances, and often reject more than half the valves they receive from the makers. These rejected valves are passed on to other set makers until finally the valve maker is left with a selection of valves which do not suit any of the set manufacturers, *but are still within the B.V.A. limits.*

These are the valves handed on to the public.

I suggest that it is time the ordinary user took notice of these things. If you purchase your valves from a reputable dealer he will be able to check the characteristics for you at the time you make the purchase. If they are not within 10 per cent. of the rated figures you have, to my mind, a justifiable complaint, irrespective of any arbitrary ruling which the manufacturers may make among themselves.

You will find that the less ambitious valves having lower slopes are always closer to their rated values than the fancy ones to which we have been treated within the last year or two.

There is a mistaken idea in this country that unless every manufacturer produces something different from everybody else there will be no chance of competition. What happens in practice is that a manufacturer is forced to build his set round a particular type of valve

and then, when he gets into production, supplies are not forthcoming because the valve maker is "run off his feet."

Different Bases

Even with alternative makes of valve having similar characteristics we find to-day that the bases are different. One manufacturer only supplies his valves in 5-pin bases and another only in 7-pin.

Still another manufacturer may decide to use an entirely different form of base, while in order to make things even more cheerful, some valves are made with the grid at the top and others at the bottom.

This is called organisation.

Less highly organised countries standardise their connections and their bases so that a reasonable interchangeability is obtained. They also have characteristics which are reasonably close to their rated values and the valves made by different manufacturers are practically to the same specification.

"Clearly Unprogressive"

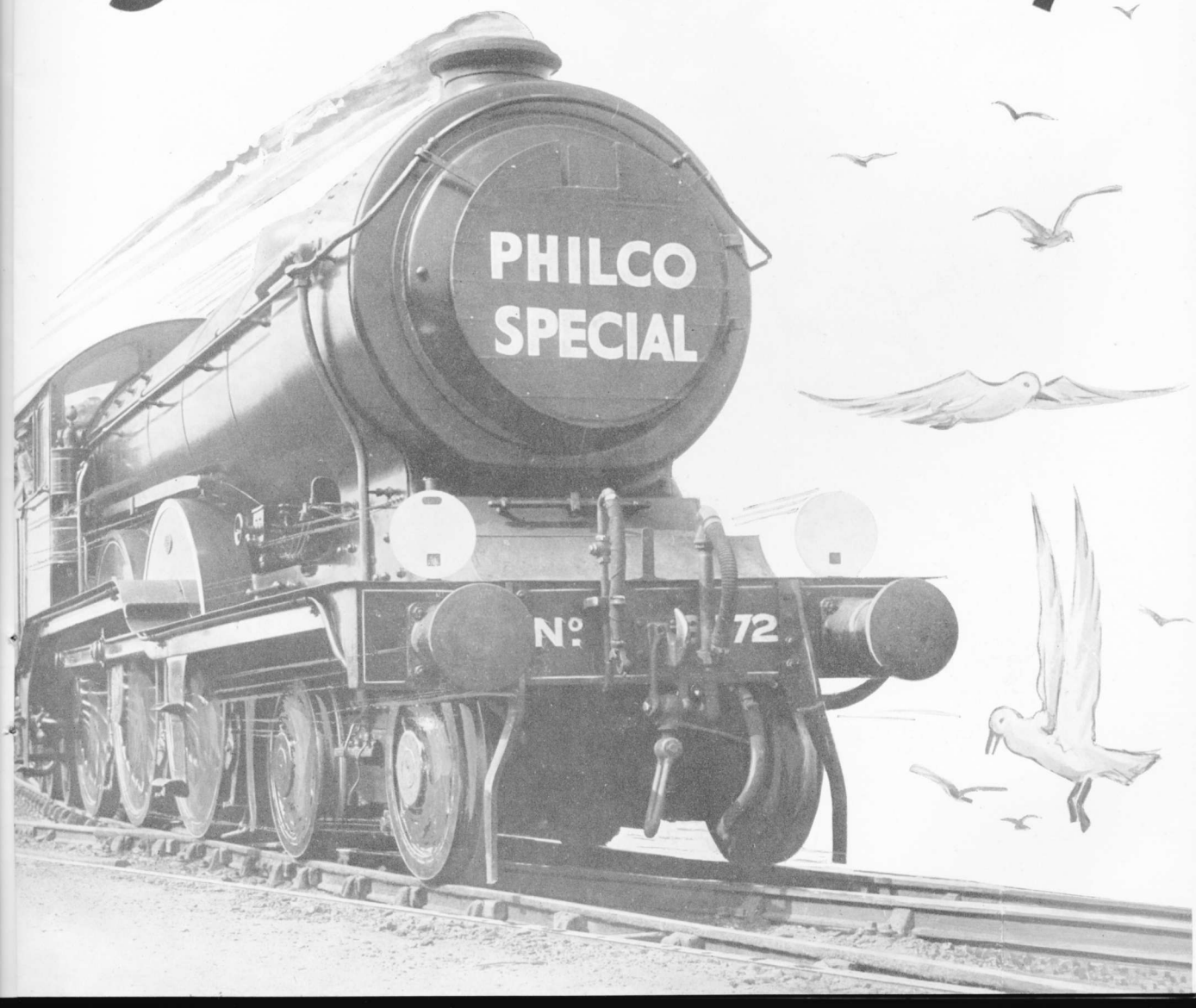
The result is that they know that there will be a demand for these general types of valve, and they are able to make during the slacker season and stock valves ready for the demand when it comes. This, however, is clearly unprogressive and cannot be tolerated.

Still another ingenious line of development is that of putting several valves inside one envelope and calling it a new type. Recently there was an agreement among the B.V.A. members that they would cease to do this, so that we may confidently expect to see next year several new types, released by each of the valve makers, incorporating further developments in this direction.

In fact, one is beginning to wonder whether non-ring firms are going to prove the salvation of the industry in this country. The only trouble is that they, too, are aiming at high efficiencies and try to compete with the B.V.A. manufacturers, whereas they have a golden opportunity to turn out less ambitious valves of which the principal asset would be robustness and uniformity.

I see I have called this article "To-morrow's Valves." Do you think, Mr. Editor, I could change the title? Because, having thought about the subject for half an hour or so, I find I have very few clear ideas left. I wonder if anyone else has?

PHILCO CRUISE SUPPLEMENT



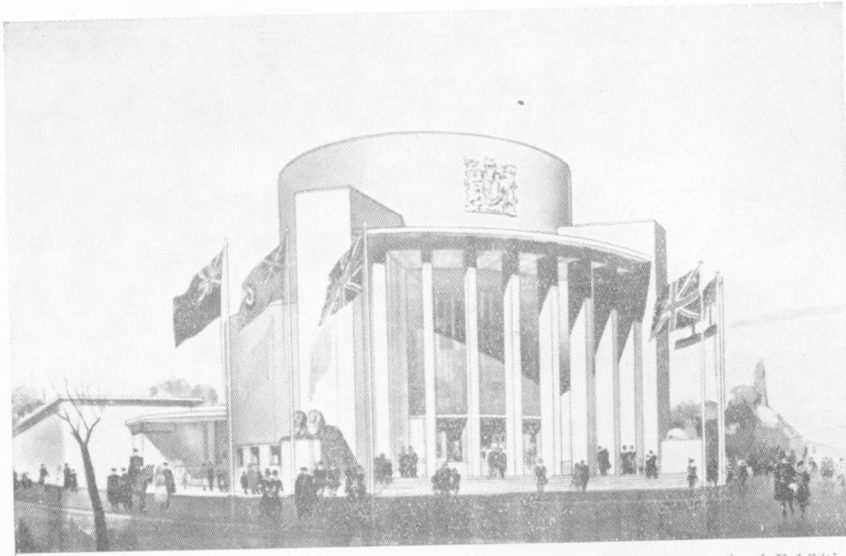


Captain B. R. Booth, of s.s. Vienna, is on the Bridge. It's his business all the year, but he's looking to you to join him in July.

“it’s alright, officer
I’m hurrying home
to my PHILCO”



Kado '35



British Pavilion, Brussels International Exhibition

CRUISE AHOY!

Watch 'em Roll Up. Here's One! Here's Two!! Here's Three!!!

HERE'S 100 AND MORE WITH TICKETS BOOKED FOR THE BEST CRUISE EVER!

THIS time last year the first member of the Philco Cruise had just qualified for his Cruise ticket. This gallant member of the Philco Crew, Mr. W. D. K. Phillips, of Exeter, has already had his cabin allotted for this year's Super Holiday Cruise to Holland and Belgium.

Now, however, instead of one lone but valiant Cruiser all ready to sail, we have no less than one hundred and twenty-seven—that was just to the end of March.

Here are the names of those who have already qualified for one or more tickets:—

Portsea Island Radio, Portsmouth.
 Bristol East Radio, Bristol.
 Groves, Bristol.
 Morses, Swindon.
 Bristol Rentals, Bristol.
 Hughes, Wrexham.
 George, Chester.
 Cann, Plymouth.
 Phillips, Exeter.
 Pollard, Newton Abbot.
 Crothers, Penryn.
 Searle, Torquay.
 Mann, Egerton, Ipswich.

Jones, Church Gresley.
 Nottingham Radio, Nottingham.
 Harwich Radio, Harwich.
 Nulite Fittings, Manchester.
 F. Ludlow, Rochdale.
 Ridings Reliance, Rochdale.
 G. H. Lee, Liverpool.
 E. Hardman, Winton.
 W. Lea, Ltd., Liverpool.
 F. Lawton, Ashton-u-Lyne.
 W. B. Hardman, Farnworth.
 C. Jones, Rochdale.
 F. Dawes, Manchester.
 T. C. Wood, Cheadle.
 Midland Stn. Garage, Lancaster.
 G. F. Callow, St. Leonards.
 Accumulator Service, Sutton.
 Pennell Bros., West Malling.
 Leroys, Eastbourne.
 Rainbow Stores, Gravesend.
 Grant and Irving, Dumfries.
 J. Gow and Sons, Glasgow.
 A. Stevenson, Glasgow.
 R. Baillie, Haddington.
 Freelands Radio, Wishaw.
 J. Braham, E.C.3.
 London Piano and Radio, W. 1.
 Green Radio, Greenford.
 Allen, W. 6.
 Drummond, S.E. 13.

COME ABROAD WITH PHILCO

Magnificent Holiday Programme

(Continued from previous page).

E. Kirby, Stockton.
 White Bros., Darlington.
 T. A. Moody, Bishop Auckland.
 Carlisle Radio, Carlisle.
 Dunns Radio, Sunderland.
 R. H. Levy, Middlesbrough.
 Laburnum Wireless, Ashington.
 Central Wireless, Portsmouth.
 Musgrove and Johnson, Southampton.
 William Taylor, Parkstone.
 Chichester Radio, Chichester.
 Mawfields, Harrogate.
 Lilleker Bros., Rotherham.
 J. H. Ducker, Sheffield.
 A. Nixon, Sheffield.
 Nulite Fittings, Leeds.
 Para Radio, Leeds.
 G. M. Thomas, Aberdare.
 Glick Radio, Cardiff.
 David Morgan, Cardiff.
 Roath Furnishing, Cardiff.
 H. Williams, Newport.
 W. T. Parker, Burton and Smethwick.
 J. W. Heath, Birmingham.
 Greens, Birmingham.
 H. T. Benson, Birmingham.
 Keys, Birmingham.
 Keys, Small Heath, Birmingham.
 Farmiloe, Birmingham.
 W. M. Baldwin, Birmingham.
 Woodhouse, Birmingham.
 H. Payne (Coventry), Coventry.
 J. Porter, Worcester.
 Walsall Radio, Walsall.
 C. J. Podmore, Longton.

Wilson Mfg. Co., Stoke-on-Trent.
 A. and F. E. Hansons, Coventry.
 E. Clendinnen, Stafford.
 F. J. Singleton, Wolverhampton.
 C. Roe, Nuneaton.

* * *

THE Cruise Committee's instructions were to plan a "Magnificent Holiday Cruise," and these instructions are being carried out. In fact, plans are practically complete now, and they read like a fairy story.

Here are some of the arrangements, which include a spot of picnicking in Holland in the best Dutch style on the Saturday, followed by a more hectic day in Brussels, and a visit to the great Universal and International Exhibition.

Oh Boy! What a party! We'll all meet, as before, at Liverpool Street Station on Friday evening, and make for Harwich. Thence on the most luxurious ship on the run, s.s. Vienna, whose Captain you see adorning this Cruise Supplement. Land at Flushing, and then a tour of the quaint and beautiful Isle of Walcheren—bathing, picnics, and what have you.

In the cool of the evening we'll cruise down the Belgian Coast to Zeebrugge, and then turn our steps towards Cruise Headquarters, the Continental Palace Hotel, Blankenberghe.

On Sunday we make for Brussels, City of a Thousand Charms. We'll lunch at the Exhibition itself, and stroll around the wonderful stalls, which will display treasures, novelties, objects of art and merchandise from every corner of the world.

One of the most interesting sections of the vast Exhibition is "Old Brussels," a wonderful reconstruction of a capital of the eighteenth century, with archaic facades, gabled houses, narrow streets, hostleries and other picturesque features, characteristic of a bygone age.

Supplement Page Two

A Dog's Life in Holland.



PHILCO NEWS

Britain is represented with a huge Pavilion, an illustration of which appears herewith. The circular monument hall in modern style with approach steps guarded by British lions is most imposing. This Palais d'Angleterre is surmounted by a beacon of unequalled power with an output of 600 million candle-power, and from it different coloured beams make patterns and letters of light on the sky.

Grand Philco Banquet

That evening we make for Blankenberghe, where the Grand Philco Banquet and Cabaret takes place in a new and luxurious Salon in the Casino Kursaal. This will be the inaugural banquet in this Salon, a gesture of friendliness and welcome on the part of the authorities to their Philco visitors. Then dancing and the beautiful promenade, merry-making kids, balloons, streamers, bands, cafés, the continent, a summer nightThen home.

Say You're coming

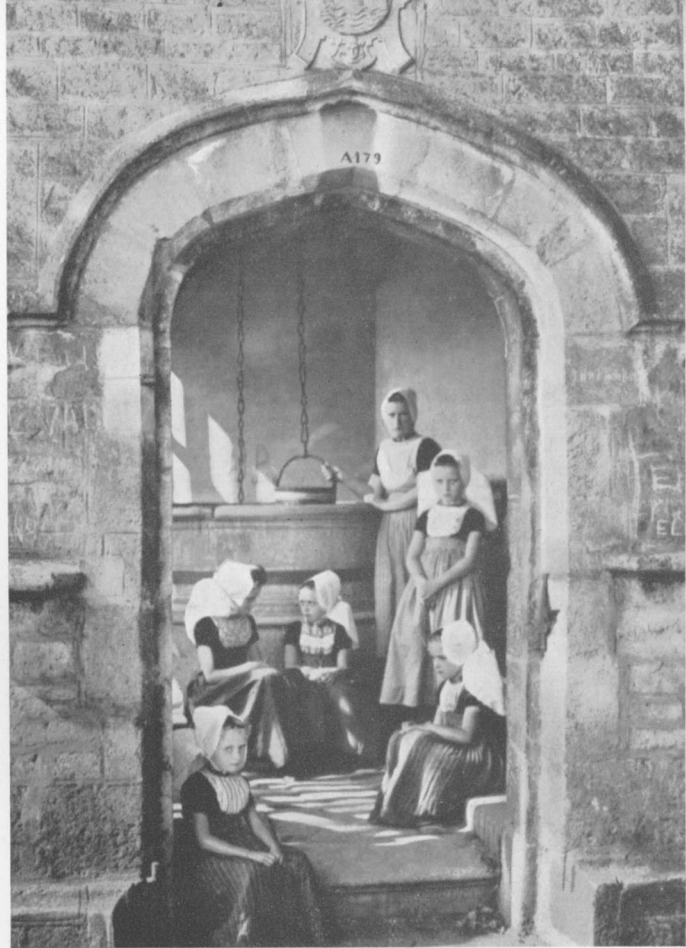
Although there's still eleven weeks before we sail, don't leave your ticket to the last moment. Remember increased points per set came into force from March 1st onwards. It only means a few sets to give you the extra points you need. Now's the time. The Jubilee sales and Display Campaign recently announced will speed things up for you.

Remember too that villages and towns are on the level, thanks to the sliding qualification scale.

This is it :—

	points to qualify
Towns of 5,000 and over population....	50
Towns of 2,000-4,999	40
Towns under 2,000	30

Village dealers have a 20-point advantage over the big-town men. You have already had your ticket qualification form, and as soon as you have earned the necessary number of points for your qualification, fill in the details on the form and let us have it at once, so that we can reserve your berth on board the s.s. Vienna and so avoid any last moment rush or disappointment.



Picturesque Dutch Kids not altogether unconscious of their charm

"Wanted on the Voyage"

Once again, say you're coming and make your mind up to be there. You're definitely "Wanted on the Voyage" and the Cruise Committee promise you a holiday break of a truly mirthful and breezy nature, which will set you up so that you will simply tear off the business next season, and probably want to retire early to make way for the less fortunate.

Next issue of *Philco News* will see the Vienna filling up. Let's have your name for that next number. By then you will have staked a claim on the increased Jubilee sales. The Philco Special Window Display pieces with the whole summer's programme itemized will pull customers into your shop right up to the day we sail in July. Remember to keep them in your window. Don't stop at one ticket. Bring your colleagues too.

“YES, SIR! YOUR BERTH IS RESERVED.”

ONLY FIVE POINTS TO GET.

Manning, Bristol.
 Teesdale and Jones, Swindon.
 Birkenhead Radio, Birkenhead.
 West End Radio, Redruth.
 Norwich Rentals, Norwich.
 A. Bend, Mansfield.
 Walker and Wileman, Swadlincote.
 Coltman, Welwyn-Garden City.
 Brown, Luton.
 Giffens, St. Albans.
 Fryer and Hartley, Rochdale.
 E. Maulkin, Darwen.
 H. White, Manchester.
 Suburb Wireless, Garston.
 J. Neild and Sons, Stockport.
 Murdoch, Murdoch, Ashford.
 Radio-Lectric, Eastbourne.
 St. Cuthberts Radio, Edinburgh.
 London Radio, E.15.
 Drummond and Co., S.E.13.
 B. Watson, Penrith.
 R. Levy, Middlesbrough.
 W. H. Watts, Middlesbrough.
 T. A. Moody, Bishop Auckland.
 D. W. Thompson, Amersham.
 Houghtons, Birmingham.
 Payne, Coventry.
 Fennell, Coventry.
 Radio Supply Co., Wolverhampton.
 Saville Booth, Halifax.
 G. Hill, Barnsley.
 J. Ducker, Sheffield.
 Wills Bros., York.
 City Radio, Cardiff.
 Roath Furnishing, Cardiff.
 Splott Radio, Cardiff.
 Wellfoot, Cardiff.
 Market Radio, Llanelly.

* * *

THEY WANT ONLY TEN POINTS.

F. Palmer, Bristol.
 Crothers, Penryn.
 Johnson, Chesterfield.
 Griffin, Leicester.
 Sargent, Shoeburyness.
 W. Lea, Ltd., Liverpool.
 F. Lawton, Ashton-u-Lyne.
 Haigh, Colne.
 P. N. Kay, Radcliffe.
 Service Electric, Monton.
 Bishop Radio, Bow.
 Terrys, E.1.
 Hastings, S.W.11.
 A. Munday, Tooting.

H. T. Hancock, Ilford.
 Eaton and Co., Middlesbrough.
 Middlesbrough Radio, Middlesbrough.
 B. Winter, Portsmouth.
 Ball Bros., Cannock.
 Potts, Longton.
 A. English, Leeds.
 Webster Bros., Leeds.
 A. Nixon, Sheffield.
 H. B. Sugg, Sheffield.
 Holmes, Scarborough.
 Hendry, Grimsby.
 Paull, Cardiff.
 Rossiter, Pembroke.
 P. Jones, Ystrad.

* * *

THEY'RE LESS THAN TWENTY SHORT.

Crewe Radio, Crewe.
 Burnett, Guernsey.
 Barnes, Jersey.
 Lawrence, Truro.
 Ford and Taylor, Belper.
 Bates, Chesterfield.
 Davis, Southend-on-Sea.
 Hall, Stevenage.
 Dawes, Manchester.
 Talbot, Rawtenstall.
 W. B. Hardman, Farnworth.
 Victoria Radio, Manchester.
 F. High, Blackpool.
 Owen, Fleetwood.
 Snapes, Ltd., Blackburn.
 B. Thomas, Bispham.
 R. Hill, New Mills.
 Ordsall Supply, Salford.
 R. G. Wilson, Reigate.
 Chalwin Radio, Sutton.
 Alexander's, Aberdeen.
 Progress Co., S.E.1.
 N. Wimbledon Elec., Wimbledon.
 L. R. Booth and Co., Carlisle.
 J. S. Penny, South Shields.
 N. E. E. Supply, Newcastle.
 Goldbergs, Stockton.
 A. Hyams and Son, Stockton.
 Dunn's Radio, Sunderland.
 Edwards and Smith, Fordingbridge.
 Modern Radio Service, Weymouth.
 Kervis Elec., Slough.
 Beacon Radio, Halifax.
 Helliwell, Halifax.
 Wireless Instruments, Bradford.
 Ratcliff, Sheffield.
 Evans, Gorseinon.
 Watts Garages, Lydbrook.



Mr. W. Messenger, our Purser on the Vienna, says : " Blo' Lad, th' Philco Boys i' Bacup an' Wigin want 'ear thi'."

A black and white photograph of the front of a vintage train car. The car is dark-colored with a prominent front door. On the door, there is a large white sign with black text. The sign is divided into two sections. The top section has the words 'PHILCO SPECIAL' in a bold, sans-serif font. The bottom section has the text 'WORLD'S BEST RADIO DEALERS VISIT BELGIUM 1934' in a smaller, sans-serif font. The train car is on tracks, and the background is a light, hazy landscape with some distant trees and a small figure on the left.

**PHILCO
SPECIAL**

WORLD'S
BEST
RADIO
DEALERS
VISIT
BELGIUM
1934

**AND THIS YEAR
HOLLAND.**
Too!

A RETAILER'S NEEDS

By Carl W. Dipman

Editor, *The Progressive Grocer*

Groceries or radio?—The success of a manufacturer and his sales effort depends on a sound understanding of the retailer's problems. We have taken the liberty of reprinting this article from "The Progressive Grocer" as much for the opportunity it will give Philco Distributors and Salesmen to take stock of themselves, as for the yardstick it gives you by which to measure our men.

WHAT do I, the merchant, want from you, the salesman? In the first place, I want you to conduct efficiently and rapidly the business at hand, take an order—if I have one to give, see to it that the merchandise is delivered, carry on all relations with your firm, and collect, if necessary. That is our primary relationship.

In addition, I expect certain things from you. I want you to keep me informed on prices, any probable changes. Tell me about the markets—what effect the drought and other considerations are likely to have. I want you to give me the news of the industry, if it is the kind that will interest me.

I want you to take care of me all the way around, for I must depend on you. If there is any interesting gossip about conditions, competition, trends, new stores, etc., I'll lend you my ear for a moment.

Then—Get Out!

When these essentials are taken care of and you have nothing else to say of interest to me, then I want you to get out—as quickly as you can, for I am a busy man.

But in addition to the above, there are many other things that might interest me. I cannot talk at length to all salesmen, but if you are the unusual salesman who has an idea for me or something worth listening to, I'll find time for you.

I am in need of ideas. Have you an idea? Do you really know something worth listening to? Can you help me in my business? If so, I'll listen. *But don't give me the usual bromides.*

But I want you to remember I am sensitive. I have worked hard to build this business. I take a pride in it—so does my wife. I know it isn't right and many things can be improved,

but be a bit careful how you criticize me and my business.

First of all, I want to make more money. That's the one thing that interests me. Can you tell me how? Can you give me some real suggestions and ideas? If so, I'll talk with you at length.

How can I make more Money?

But you don't have to talk entirely about my business. I'm even interested in how I can make more money on your products—how in their sale I can be of greater service to my customers. Maybe you can tell me and my clerks something about how they are made, their value, how we can talk to our customers more intelligently about them.

Perhaps there is something interesting about your advertising. I listen to yards of advertising talk. Most of it means little. Of course you're doing a good big job—so is everybody else. But maybe you can interpret your advertising in a way so that it means something. Maybe you have a new campaign, a new appeal, or better yet, a suggestion as to how I can tie in. That would interest me.

Now that I stock your product, I'd like to sell more of it. I must say that seldom do I get a constructive merchandising idea from a salesman—so many of them are just nice young fellows trying to get along, but know very little really about how to sell merchandise in a store like mine.

Maybe you can tell me how your product should best be displayed. But I want real information. I have learned just enough about display to know it's a real science.

How can your product best be advertised? What kind of copy has the best pulling power? What are the outstanding things to be said about your product? Are there a few simple

phrases that catch the consumer's fancy? If so, what are they?

I want you to remember, Mr. Salesman, that if you can interest me and show me that it is to my advantage to co-operate, I have some valuable co-operation to give you. Maybe you can get it. At least everybody else is trying to get it. I can't give it to all, but I can give it to some of you.

In addition to the above, I still have other problems. I don't talk about them very much. I can confide in only a few friends, and I mention them to only such salesmen who I think can really be of help—who understand such problems, whom I can trust.

I'd like Suggestions.

I don't make enough money. Last year my profit was disappointing. I'm interested in going over my entire business and seeing where the leaks are. I'd like suggestions.

I wonder whether my operating expenses are right, or whether they are too high. Can you really tell me? Can you go over my operating statement with me and tell me how it compares with other merchants in my situation? Can you tell me whether I am paying too much for help or rent or advertising? Or am I paying too little?

I'm interested in making some improvements in my store, but I have said very little to salesmen. I wonder whether any of you have some

ideas that will really work out to meet the exact requirements of my situation? What should I buy? What kind of equipment should I have? What kind of an arrangement should I adopt?

I have some slow-pay customers. What can I do about them? Maybe I'm too easy. Can you help me set up my business on a better credit basis? I wouldn't mention this to many people, but the truth is, I need some advice. Can you give it to me?

As a matter of fact, I have tucked away in my safe last year's balance sheet. It shows total sales, expenses, profit and everything. Can you study it and tell me where I am at fault—how I can improve the showing this year? Do you actually know what a balance sheet is and how the various factors stand? I'd like to have an expert check this over with me.

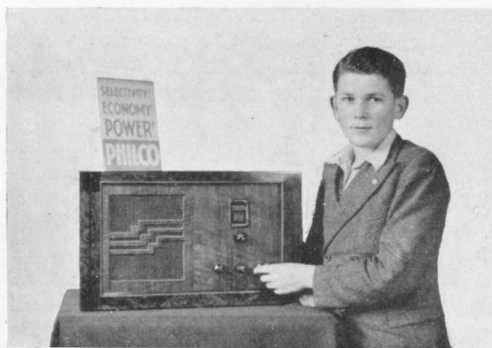
If you can help me on these management problems—and only a very few people will get that opportunity—I shall be very grateful. I am eager for some real advice. I have mentioned this to only one other salesman. But the fellow who can give me some help will do me a very great service. And I shall be grateful to him for ever.

Obviously the fellow who can give me this kind of service will get a large portion of my business, and I'll push his brands and his products at every opportunity.

THE YOUNG ENTRY

South Wales Schoolboy Wins Battery Major

Fourteen-year-old Russel Williams, a pupil of Glasfryn School, St. Clears, South Wales,



won his battery major in a sketching competition of Philco models. Russel's drawing, age for age, was judged winner and he received his Philco from the hands of Mr. John Phillips, chairman of the Carmarthenshire Education Committee. At this presentation Mr. Phillips was supported by the Secretary of the Committee, Mr. E. Gaunt, the managers of the school and the group managers of the district. Mr. S. W. Phillips, Philco dealer in St. Clears, sponsored this successful drawing competition, and Mr. J. Carter, Philco representative in South Wales, wired Russel: "Hearty Congratulations and Good Listening with your Philco."

TELEVISION—SO WHAT!

Another Big Bad Wolf Falls to Philco's Gun

THE Television Committee's report was published so soon before the last issue of *Philco News* that there was no time to give readers a leading opinion. We did, however, publish a letter we received from a Philco dealer who expressed the opinion that the report of the Selsdon Committee on Television told us little that was new. "Television," wrote our contributor, "is still in the experimental stage and the report stresses that it will not get beyond this for a matter of years." This is a sensible, balanced view and one that Philco hastens to endorse.

An Expensive Baby

There was of course news value in the Committee's report, but, why certain newspapers chose to exploit it with such tragic optimism is a thing we shall never be able to explain. It may be that those who interested themselves in the rise in Television shares could furnish the answer. We can only hope that some of our readers were far sighted enough to participate, for this would be some compensation for the expensive baby which the radio industry has been left holding.

The report itself was, in our opinion, a good one, and the Committee are to be congratulated on facing up to a difficult problem and on dealing with it fearlessly, fairly and with a single purpose of laying sound foundations for a new supplementary service. In placing the control of Television in the hands of the B.B.C., Lord Selsdon's committee was obviously working with the same public service conception which has made British Broadcasting the envy of the world.

The scaremongers read into this perfectly logical action the indication of immediate disruption of the entire broadcasting service and with it the Industry. We have read and re-read the Report, analysed it line for line, and failed utterly to establish anything but exactly the opposite conception. Our reaction is rather one of gratification that the Government has, for once, anticipated a remote situation. We ask all our readers to study the Committee's Report in this frame of mind.

Page Thirteen

Just why the cry of "Wolf" caused the public to tuck up its skirts and run is another thing we can't find the answer for, unless it be that John Citizen is too naturally indolent to think the situation out for himself. Had he stood his ground long enough for the apparition to come nearer than the horizon, he would have found in fact no wolf, but a most amiable newborn pup, incapable of any remotely alarming antics and, moreover, attached for house-training to a foster parent of unimpeachable character.

Philco in the Lead

Philco has been as ready to sink capital in this new development of radio as it has been in the past. In the United States Philco has established a long lead in the development of television. You may rest assured that we have got what is wanted when it is wanted, but the time is not yet by a very long way.

Before this issue of *Philco News* reaches you, you will have heard from us about our "S.O.S. from the Radio Industry," which has already influenced the Press in its attitude towards Television. We are glad to report that over 850 dealers sent us completed S.O.S. forms, and we would take this opportunity of thanking them for their immediate response, and also for the many letters of appreciation which accompanied the S.O.S.

In our next issue we hope to announce that the Big Bad Wolf is dead and that your customers are no longer holding off from buying new radio sets in the belief that television is already here.

R.G.-P.



ARE YOU A MEMBER OF "R.M.S."?

Good Profits from Service Business belong to Dealers

A PPLICATIONS for membership in Radio Manufacturers Service have proved conclusively that enterprising dealers are in the majority. When this scheme was organized, we felt it would take some time



Certificate of Membership

to bring to the attention of dealers the benefits to be derived from such a plan. Already, however, we are

swamped with applications, indicating that dealers with vision can quite see the possibilities of a fully-developed service plan provided the resources at our command are properly applied. There is a spontaneous realization by dealers that service is becoming localized. The individual dealers, however, have hitherto had no means of organized action in so far as their ideas of service have been concerned. The R.M.S. plan fills this need admirably.

Local Service is Here

It is the only organization of its kind, and is backed by the World's Largest Makers of Radio Sets. It gives Philco and the dealers a unique and collective method of assuring the public that the "bugbear" of service is dead. We will soon be able to say local service is here. Just think what this means to the set owner, to the prospective owner, and the prestige it will bring to you, the local dealer.

Radio service, to be worth while, must be immediate. You will admit that Philco could easily set up an organization to handle all service on Philco receivers. Frankly, however, good as we may think we are, we know that we are not in a position to compete with the local man when immediate service is required. Again we seek no profit from the service business; we seek no retail profit from the sales of valves, components, batteries, etc. We insist this

profit belongs to the dealer; we insist it is a just return for the investment he has made to sell and service radio receivers.

The dealer to us is the important link in this chain of radio manufacturing and selling. He is the man who turns into cash the products of our great engineering and manufacturing plant. It follows then, if we are to be successful we must help to make the dealer successful. R.M.S. will go a long way in this direction. There are thousands of old sets needing repair, and hundreds of old valves that need replacing. Let us sell the owners on the idea that repairs can be made efficiently and at nominal charges. This will bring extra business and provide more prospects for new sales.

Philco's Aims

It will, of course, be said that we, as manufacturers, are trying to dodge what some people may claim to be our own responsibility—we have never dodged anything! It will probably be said that we are trying to get the service business for the independent service man—wrong again. It will probably be said we are trying to cause the dealer to become a trained man so that we can forget the service problem—twice wrong! What we are actually endeavouring to do is to have the dealer prepare himself immediately to take over localized service if he wants it; otherwise it naturally will go to the independent service engineer. When we consider that a recent issue of one of the trade papers carried the names of 130 independent service concerns, it is easy to visualize the trend of the times. The public is demanding something better than returning their receivers for a week or two to some factory for minor adjustments.

We can all accomplish a tremendous increase in sales just as quickly as we assure the public on service—we are proud to be the first and only manufacturer to offer assistance to the dealer on such service. With your co-operation we shall have more sales, more service, more business, for you and Philco. **T.W.**

THE PHILCO JUBILEE PLAN

Designed to Make Extra Sales all through the Summer

THIS year's Jubilee will not only present each one of us with an opportunity to express to our Royal Sovereigns our loyalty and gratitude for their unparalleled example of patient unremitting devotion to the service of the community, but also collectively to present an example of courageous unity and determination to a world in need of just such leadership. No sane person can deny that this marking of the constitutional solidarity of the British Empire must have a leavening influence in world affairs.

This Jubilee Year is going to see tremendous strides in the process of reconstruction of British trade and commerce, not only by enhancing the esteem in which our neighbours hold us, but by building up a new spirit of unity and concord which will have a profound and lasting effect upon the people of this country and Empire.

It is a tremendous opportunity, but it is one upon which we shall not record achievement by sitting back, watching pageantry, and going out to wave flags at the right moment. It is for every one of us to consider how in our particular sphere we can help

to attain the common end. It is with these thoughts in mind that we have worked out the "Philco Jubilee Plan," details of which have been mailed to every Philco Dealer in the country. We do not believe that the marketing of radio sets with "Jubilee" titles or that mere focusing of attention on the facilities provided by radio for joining in the ceremonies immediately surrounding the Jubilee itself is

really going to achieve very much.

Details of the campaign we have launched have already reached you. It was impossible to launch this campaign without having secured details of the forthcoming Broadcast programmes, but having them we are more certain than ever that our plan is the right one, and that every Philco Dealer who participates will gain both prestige and business.

The B.B.C. wisely provide the material spread in a galaxy of associated events over the whole Jubilee Summer. It is for us to ensure that no home is without its radio, to enjoy and remember the stirring events of "Jubilee Summer."

R.G.P.

RADIO INDUSTRY'S KEY POSITION

We in this Radio Industry occupy a key position, for never in the History of the World has the means for instantaneous participation and spontaneous expression by a whole united Empire presented itself as it does through the medium of Broadcasting. It is for us to ensure that this medium is used to the best advantage of the community.



The very efficient new Philco All-Wave Aerial Kit, which improves the performance of sets of any make in remarkable manner. The kit is seen in its box with the lid showing above (35s.)

TIME & SPACE MASTERED



All-Wave Sets the Key to World-Travel at Home

There are no fewer than 2,500 Short-wave Stations, of which 145 broadcast on regular fixed schedules.

ORDINARY radio listeners can hardly be expected even to imagine the entertainment available to the owner of a modern all-wave set. While the ordinary listener has a sporting chance of tuning in to the type of programme he likes, the all-wave owner is almost certain to find his favourite sort of entertainment from the huge range at his disposal.

Programmes of almost every conceivable type are broadcast from stations all over the world, and many of them can be heard here with great regularity. Dance music from the States, variety shows, folk music, recitals, operas, talks and addresses, weird mountain melodies from the hinterlands of many foreign countries, native music from South and central America, tangos, rhumbas and paso dobles from Spain, news dispatches, sport broadcasts, events of international interest, symphonic concerts, and even lessons in languages from foreign capitals.

All-wave receivers must be carefully installed, and if owners of all-wave sets are not satisfied with the results they get it is wise to

recommend the new Philco All-wave Aerial for use in conjunction with their set, regardless of make. It makes the biggest difference imaginable and is enjoying wide sales all over the world.

If anyone doubts that there is real foreign reception to be had with a modern all-wave set, properly installed with the new Philco All-wave Aerial, let him read over this list of countries that can be heard so consistently and regularly, that seasoned short-wave fans refer to them as foreign "locals." Here's the list: United States, Spain, Portugal, Italy, Porto Rico, Dominican Republic, Cuba, Venezuela, Colombia, Ecuador, Brazil, Argentina, Peru, Australia and Canada.

America's 8,000,000 All-wave Homes

Unquestionably short-wave receivers will be all the rage in this country before we are much older. The United States has already gone a long way down the road of short-wave receivers for everyone. *Latest figures indicate that there are at least 8,000,000 American homes equipped with all-wave receivers that allow*

reception of entertainment from foreign as well as local stations. It is predicted that before another year passes this number will be swelled considerably.

Unlike many other innovations which have caught public fancy for a short time, only to disappear into oblivion, short-wave radio reception has definitely proved that it has something to offer radio listeners that is obtainable in no other way. That something is armchair adventure. Nearly everyone has at some time or other experienced the longing to travel, to see the world, to search out and see for himself the strange and little-known parts of the earth. Short-wave radio satisfies this longing as nothing else can. It takes the listener over aerial highways to many an in-

teresting country across the seas. Short-wave radio is the most fascinating substitute for actual travel yet invented for the home.

Admirers in America of Beniamino Gigli, the famous opera tenor, were thrilled one evening last month by his superb singing during the "American Hour" broadcast from 12RO at Rome. Signor Gigli was heard in a group of Italian folk songs. His programme came through splendidly, and was rebroadcast over a national network.

Philco's lead in this field is unquestioned, and next issue of *Philco News* will deal further with the subject in a manner that Philco dealers will find peculiarly interesting.

HUGE NEW PHILCO FACTORY



It is, of course, difficult to keep a secret which extends to some thousands of square feet, and by now the secret has become a news story of general interest to the trade, and of peculiar interest to all Philco men.

Above you see Mr. Dyer cutting the first sod of the new Philco factory at Perivale, which is to be ready by July, and which will be more than twice as large as the two existing Philco factories put together.

Complete manufacture will be in full swing by the time of the first Philco Cruise.

On Mr. Dyer's right is Mr. Tim Williams, director, and on the extreme right of this picture is Mr. W. A. Beatty, works manager, who has recently returned from a visit to Philadelphia, and on his right Capt. R. Gambier-Parry, Mr. Dyer's assistant.

In the next issue of *Philco News* will be given architect's plans and a full description of the new building.

"HERE'S TO YOU, PHILCO"

Least Trouble and No Red Tape

LIKE DOODY the Jockey in "The Arcadians," I believe every radio retailer should say "I've got a motto," or as the old hymn has it, "Dare to have a purpose firm, and dare to make it known."

My own particular purpose is to sell radio entertainment of a definite standard and not to shelter behind the notice, "Any make of wireless set sold here."

My plan has been to select three or four makers with the best value-for-money range of receivers, and then sell such quantities of these three or four lines that I can forcibly impress on the makers (if need be) that my account is worth looking after. In practice it works admirably, for is it reasonable to expect any manufacturer to give as much personal attention to a dealer who splits his purchases among twenty as to one who concentrates on a few carefully selected lines?

Another tremendous advantage from this concentration or specialisation is the fact that servicing troubles are more speedily found and cured through sheer repetition of diagnosis alone.

The argument that prospective clients in nearly all cases cannot be induced to buy the set you wish them to have is wrong. Let me tell of my own humble experience.

Practically all of my clients when inquiring about a new set have mentioned the name of a well-known and much-advertised manufacturer. "Surely their sets are tip-top with a name like that," I am told. Now that manufacturer is notorious for sending out service quotations such as:—

*To replacements under guarantee—No charge.
To replacing, dusting, cleaning, packing, etc.—
20s. (or so),*

and very few clients when shown a sample

quotation still wish to have one of these sets. I should like to put on record that during the past twelve months I have not sold one of this make here in Swindon, despite the fact that it is one of the lines in most popular demand.

I hold that the average man in the street cannot possibly know the type of set he should have, although he may know the set he *thinks* he should have—a world of difference! It is my job to equip his home with worth-while means of obtaining radio entertainment, and, if he, in his ignorance, wants a set I know definitely does not come under this heading, then in order to get his repeat business in future, I must at all costs convince him now of my purpose.

Fortunately the many strong sales arguments Philco put into my hands rarely allow it to become a formidable task.

First of all, they have given me reliable sets with quick and inexpensive service facilities.

Secondly, splendid value for money range. Thirdly, appointed dealer with the backing of sound business organisation.

My Criticism.

If I was asked to condense my views about Philco to a single sentence, I should say something like this—"Above all I am a Philco enthusiast because they give me least trouble, and never attempt to tie me up with red tape."

My regrets about Philco are two-fold, but I trust this criticism is constructive even though a little thunderous.

1. While they are indeed anxious we retailers should have a firm stake in the Radio Trade, they—and I am speaking frankly from past experience—are seemingly not too keen for us to have a stake in their business, and taking us into their confidence by asking our opinion on sets,

TWO CRITICISMS

"Here is my little contribution and I hope you can make use of it.

"I would particularly ask you not to cut out my two criticisms, as I sincerely believe it would do both Philco and us dealers a lot of good if these two points were cleared up, or at least accounted for. Of course, there are obvious reasons for the subject of my second complaint, but looking at things in a big way, at the best these 'reasons' become 'excuses.' I think the French have a proverb for it . . . 'He who excuses himself, accuses himself.'

"Somehow I've always had the feeling that I've grown up with Philco, for I've been selling their products since the dark '55' days, over three years ago. So if you feel like striking your pencil through those criticisms, please hold up if only for that reason."

Swindon.

J. J. James.

which they will expect us to sell in the future. For I believe that the average sort of chap is more likely to push a set of his own rearing enthusiastically, in preference to a "baby" placed upon his doorstep by an incubator type of manufacturer.

2. Philco have never yet given us a complete range of instruments, and, until they do, there cannot possibly be a 100 per cent. Philco dealer.

Most dealers must think the 100 per cent. specialist type cannot succeed in a big way (for if they did we'd see more of them). Personally

I'm not yet satisfied as to the wisdom of putting all one's eggs in a single manufacturer's basket; but I do feel that before long the trend will be for all worth-while dealers to put at least 50 per cent. of their business through one or other of our leading makers.

Who is going to be your choice?

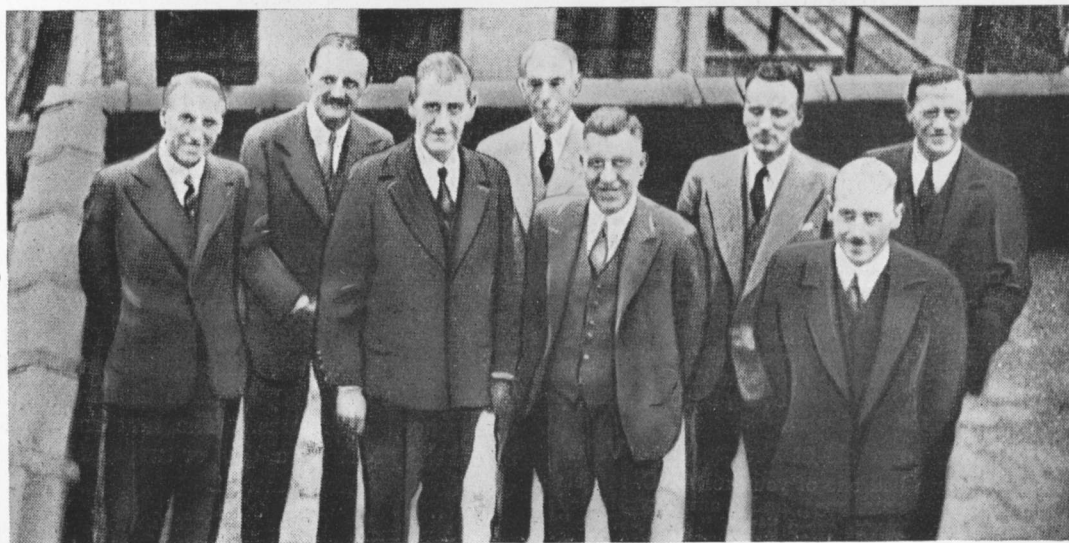
(We have followed Mr. James's request and given his excellent article unaltered. As a matter of interest we have recently asked our Distributors for their views as to the ideal manufacturing programme. In at least one case a Distributor has invited similar opinions from his dealers.—Ed.)



Mr. J. J. James.

WHY THEY VISITED AMERICA

The British Government Television Committee Photographed at Philco's Philadelphia Headquarters.



Names:—(In front centre with open coat) James M. Skinner, President, Philco; (Right) Noel Ashbridge, Chief Engineer, B.B.C.; (Left) Lord Selsdon, Chairman, British Government Committee; (Behind from right to left) Lloyd Good, Production Manager, Philadelphia Storage Battery Co.; Wm. Grimditch, Chief Engineer, Philco; Walter Holland, Vice-President, Philco, and Mr. T. Varley Roberts, Secretary British Government Committee.

THE BEST IN THE WORLD

Spat of Tributes from Enthusiastic Philco Owners

ANY advertiser can use the word "Best." There are no legal restrictions. We use the word in connection with Philco products, not as an advertising cliché but as a matter of fact.

There is obviously a reason why close on eight million homes are Philco Homes. A reason why Philco are the largest manufacturers of Radio Sets in the World. A reason why our morning mail brings letters by the score from owners who just feel they must tell us how delighted they are, how pleased they are with their local Philco dealer, etc., etc.

Quite Trouble Free.

I purchased my Philco Model 261 (22 gns.) in February, 1934, and I am very pleased to say that it has been quite trouble-free, with the exception of a little valve adjustment which you kindly put right for me. I thought perhaps it would interest you to know that before I bought my Philco I had several English made sets for tests, but you could not compare them, although in the same price class. All my friends who have heard my set think that it is wonderful, and one of them has since purchased a similar set.

I might add that I would not exchange my set for any so-called 1935 models.

F. K., Barking, Essex.

Distant Stations all at Programme Value

I have had one of your 16B. A.C. models since October, 1934, and I am very pleased with it. I enclose a list of "Short-Wave" countries and stations I have logged. They are all of programme value, and of course I have had scores of commercial stations as well.

Number of Stations.—R.5 to R.9 Loud Speaker. Australia, 2; America, 8; Austria, 2; Africa, 1 (elusive); Britain, 6;

Brazil, 1; Belgium, 2; Canada, 1; Denmark, 2; France, 5; Germany, 5; Holland, 2; Hungary, 1; Italy, 5; India, 1 (slight interference); Japan, 2 (test with Paris); Morocco, 1; Norway, 2; Portugal, 4; Switzerland, 1; Russia, 5; and Venezuela, 3 (interference by commercial stations).

W. B., Orpington, Kent.



LADY CHARLES CAVENDISH

"Philco's American news broadcaster, Mr. Boake Carter, keeps me in touch with American events and I get my American news thanks to him and Philco, often before I see it in the British and Irish press," said Lady Charles Cavendish, writing from her home Lismore Castle, Lismore, County Waterford, Ireland, about her Philco 16B. Before her marriage Lady Charles Cavendish was famous here and in America as Miss Adele Astaire, partner in the equally famous theatrical team of Fred and Adele Astaire.

SIR THOMAS BEECHAM

Sir Thomas Beecham, Bt., the famous British conductor, listens to all symphonic broadcast programmes on a 200-X Philco. Sir Thomas, who is perhaps the most exacting of all conductors' says that the Philco is the most perfect radio that he has ever listened to.

Here's to my Dealer.

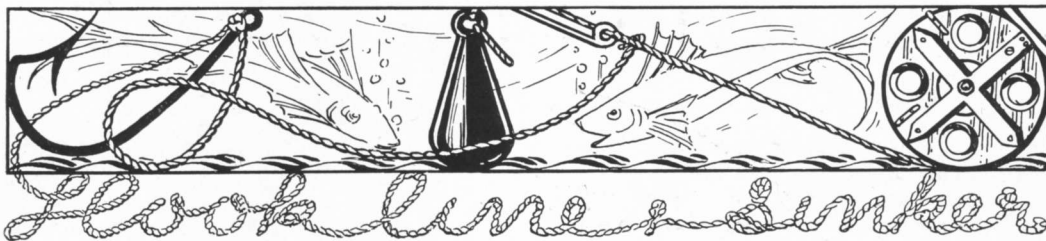
I have just got one of your Philco sets, and I am writing to let you know how pleased I am with it. I have tried all sorts of sets before I got the Philco, but none came up to this one. I should also like to say a word about my dealer, Mr. Metcalf, who has been very good, and if I know anyone who is going to get a new set I shall say get it from him, and it must be a Philco. I know the people in Blackpool would say the same if they tried one of your sets.

C. W., Blackpool.

The March issue of Philco Serviceman is packed with useful information. All Philco dealers will be especially interested in an article dealing

with "The High Spots of Philco Chassis Design," which discusses the characteristic mechanical and electrical stability of these famous chassis. An important announcement is also made of the new Philco Technical Booklet, containing all the bulletins on Philco sets sold in this country since the firm first commenced operations. The first run will be off the press in a day or two, and copies will be available forthwith.

Applications for membership of Radio Manufacturers Service are still pouring in, and the certificates of membership and the tasteful window cards will be mailed to members towards the end of this week.



Passing Show made an investigation of their readers' hobbies. This was the order of preference:— Reading, Radio, Gardening, Knitting, Needlework, Photography, Swimming, Gramophone, Cycling, Tennis, Football, Motoring, Woodwork, Cricket, Golf, Motor-Cycling, and Model-making. 172 other hobbies were also mentioned.

* * *

The *Daily Mirror* invited radio dealers' opinions with regard to the relative influence of men and women on the purchase of wireless sets.

Most of the replies stressed the importance of appealing to the feminine mind and eye in the ways these delicate mechanisms best appreciate.

By the replies of some dealers it seems that they tended to play for safety! Here is guarded reply from a wise

man of the South:—



Successful results are being obtained by Scotland Yard with experimental transmission of finger-prints by wireless.

The Yorkshire Evening News artist likewise puts his finger on the spot!

“Buying a wireless set is a fifty-fifty co-operative business between the husband and the wife. It is the husband who first makes known the purpose of their call, and the husband twiddles the knobs during the demonstration. Then the excitement of making a purchase arouses all the chivalry innate in the British male, and having made up his own mind, he offers his wife the last word she covets. ‘I think this will do us, dear,’ he says; ‘what do you think?’

“Gratified by the appeal, she lets him have his own way. ‘I think it looks very nice, dear,’ says she, ‘but you know best.’ And they both go home filled with that comfortable exhilaration which comes from the belief that each has let the other have their own way.”

Surely Solomon in all his wisdom knew no better sales psychology than this!

* * *

The picture on the right is kindly sent along by Messrs. F. G. Serle, of Taunton. It shows the presentation of the Philco Model 260 won by Viscount Portman in a Wireless Estimating Competition run in connection with the Taunton Hospitals' Carnival.

Lord Portman gave the set to the Taunton and Somerset Hospital.



Wireless Technology

Lecturer at Night School: “What are the constituents of quartz?”

Bright Pupil: “Pints”

“We too are Going Home to Our Philco”



April, 1935

PHILCO NEWS



*A Balanced
Superhet*

with

*Shadow Tuning
only*

12½ GNS

*Model 265 for
A.C. Mains*



PHILCO

The New 265 Price Ticket in shaded Brown and White