

PHILCO



February -

1935

Model 267 for A.C. Mains



... and sells at £8 15s.!

PHILCO NEWS

February Issue
1935

LOOKING FORWARD

Good-bye to an Excellent 1934—Here's to 1935!

ON the eve of my departure for a brief visit to Canada and the States, the Editor asks for a brief message to include in the February issue of the *Philco News*.

Well, those who have been able to get along to our recent Dealer Conventions have already heard most of what I have to say. As you know, the growth in our business has been quite remarkable and in the last five months, between August 1st and December 31st, 1934, this shows an increase of 78 per cent. over the same period of the preceding year. Philco dealers sold 14 per cent. more sets in these five months than in the entire previous twelve months.

This is the most prosperous country in the world. A buying wave has swept the country in the last six months, because of the new optimism and loosening of the purse-strings due to the budget surplus and hopes of tax reductions.

I think there will be a further boom in the radio business this year. More people can buy radio now than ever before in the history of the industry. Radio sets are easier to sell than ever before. Half the homes in England, for example, have never had a radio, and there are still half a million owners of crystal sets.



Mr. C. L. Dyer.

The replacement market is enormous. The radio dealer who sleeps under the counter at night and acts for a reliable firm is going to make money.

One great development coming to Great Britain is short-wave receiving. America has gone mad over short-wave reception, because short-wave broadcasts are good. Soon we hope to have available an all-wave receiver which will give the listener the whole world.

We are not asleep on radiograms. I hope to have an interesting announcement of one or more radiograms in our line when I get back. When these radiograms come, you will think they have been worth waiting for.

Radio Renting

So far as renting is concerned, it is interesting to note that it took a new and independent company with vast resources to show the trade that radio can be rented. We have found with renting that it is quite feasible for any dealer in any part of the country to do the same thing on the same basis and terms as the renting companies. The great thing in renting is reliability, and that is why Philco sets lend themselves to this form of trading.

We have formed a Committee at the factory to meet any dealer wanting to run a renting business and give him advice should he seek it.

Television

My views on how near television in a practical and *commercial* form is to us at present, or how far away, have found their way into most of the newspapers of the country, if the cuttings I have received may be accepted as any guide.

It will be at least two years before television is *really* here. Philco, however, are well to the fore. We are ready to launch a television receiver just as soon as transmitting receivers are arranged. We are all looking forward to that date. In the meantime, however, and for long to come, television cannot in

practice affect the sales of radio receivers.

The Cruise

Finally, a word on this summer's Cruise. We all work hard during the year, and it is a poor heart that can't enjoy a short break for beer and skittles. On my return I hope to read this issue of the *Philco News* and see how the Cruise Committee's plans have progressed. I understand they still think well of Blankenberghe, and they tell me Blankenberghe still thinks well of us.

On our holiday together, wherever it may be, I look forward most eagerly to meeting once more those who show such loyalty to Philco, and I know you can rely on the Cruise Committee working hard to give you a really good time.

THE TELEVISION REPORT

Some Notes Contributed by a Radio Dealer

THE report of the Selsdon committee on television has told us little that is new.

Television is still in the experimental stage, and the report stresses that it will not get beyond this for at least a matter of years. As was pointed out long before the report was even framed, there are considerable technical difficulties in connection with the transmitting of "visual-radio" to be settled before "looking in" can be said to be here.

The important fact which emerges from the point of view of the dealer, therefore, is that for the time being and for some considerable period to come he can settle down to his job of selling radio sets without worrying a lot about television. The fact that the Government has decided to take part in the experiments does not make television an accomplished fact at the moment.

After all, the Selsdon committee themselves admit that television is still a long way off. Their job was to see what progress had been made, and what steps should be taken to foster that progress. They have done their work well. Their report neither stampedes the country into assuming that television has arrived nor does it make us think that it is further off than we ourselves in the trade had anticipated.

In a careful study of the Report the present writer noted two points with special interest. One is that the principle of sponsored programmes is accepted, and the second that short morning transmissions will be arranged to give dealers the opportunity of demonstrating.

Philco's influence is indeed great!

Philco's morning concerts from Normandy were designed to provide dealers with musical programmes in the morning in order that they might be assisted in demonstrating sets. At this time the B.B.C. was silent.

Ultimately, however, something stirred down in the forest and the B.B.C. started work earlier. Philco then inaugurated the breakfast-hour concert complete with time signal at 8.30, and by so doing brought a mail of appreciation that could literally be measured in tons.

Obviously the busier the air the busier radio dealers will be. Philco have contributed a very valuable quota to popular radio transmissions and the trade is unquestionably mindful of this fact. When television as a dealer-proposition is actually here, Philco, who are known to hold a strong hand, will undoubtedly exert their stimulating influence again on behalf of the trade.

WINDOW DISPLAY

500th Dealer Signs on for this Competition

AT the time of going to press, five hundred-and-seven Philco dealers have signed up for the Window Dressing Competition that takes place between February 15th and March 15th.

The keynote of the display will be the attractive new illuminated "home window," depicting (as can be seen in the illustration) a loving couple entering their Philco home.

This display is extremely simple and effective. It needs only an ordinary electric bulb in the right-hand bottom corner to give a realistic effect of a lighted room. Furthermore, the light appears to come from the electric table-lamp the man is seen switching on as he enters the room.

The new window display piece is effective both in daylight and in artificially lighted windows and has been carefully tested under both conditions. An on-and-off switch helps to attract attention and nice effects can be got by using a coloured bulb.

Our General Sales Manager's letter dated January 3rd gave particulars of the competition. These resolve themselves into making the best possible Philco window display for any fortnight during the period mentioned. Philco offers three prizes of £25, £10, and £5 respectively, and distributors are taking the keenest interest and offer every assistance.

Apart from the competition angle is the obvious benefit to be derived from a first-class window display, especially when the displays are co-ordinated throughout the entire country. This united effort in-

creases many times the value of the window display as compared with isolated efforts in different parts.

That is why special pressure can usefully be exerted during February and March to get the last possible ounce of selling effort out of the concentrated effect of cleverly-dressed Philco windows all over the country.

From the entries at present in hand it appears that the Home Counties are going to make the biggest push. However, each day sees a new influx of competition entry forms, and it is certain that one thousand specially-dressed Philco windows will be pushing up the sales for the next five weeks.

Judging will be carried out by a special committee at Perivale, and for this purpose photographs of entrants' windows should be submitted to us addressed to: The Managing Director, Philco Radio and Television Corporation of Great Britain, Ltd., Aintree Road, Perivale, Greenford, Middlesex. Philco's supervisors will endeavour to inspect personally each specially-dressed window and a selection of pictures will be published in the next issue of *Philco News*.

The New Illuminated Window Display Piece



up to Philco dealers by means of the new set. For the purchase price of £8 15s. the dealer can offer more than has ever been available to the public before in the quality line. An all-mains Philco set at so low a price brings every radio owner of however modest a purse within the range of Philco prospects.



The "267" Price Ticket

bearing a striking portrayal of the set emphasized, as can be seen from the illustration herewith, the practical nature of the new dial. The price ticket, reproduced in miniature on this page, is printed in red and blue.

Needless to say the 267 fully lives up to its older brothers' reputations

An attractive two-colour mailing card as trouble-free and dependable and in all heralded the new model. This, in addition to ways it is a real leader worthy of its name.

THE IMPORTANCE OF SERVICE

Epoch-Making Move by Philco

THE *Wireless and Gramophone Trader* in the issue dated February 2nd draw timely attention on their front page to "the ever-growing importance and extent of service work in the trade."

"One of the most significant aspects of this subject," says *the Trader*, "is the development of service work as a business undertaking in itself, run on a sound, financially profitable basis."

Certainly, as *the Trader* says, the sphere of service equipment is assuming increasing importance each year that goes by. To partake in this service business, a dealer must have trained service-men available, and he must also be properly equipped for testing sets, and analysing sources of defect, etc. Organizations such as I.W.T., afford the service-man every opportunity of acquiring up-to-date knowledge of wireless technology, and the new Radio Manufacturers Service, which is described on pages 12 and 13 of this issue of *Philco News*, offers dealers and service-men, who are suitably equipped for service, a certificate testifying to this fact.

Second only to the importance of service itself, is the importance of making known the

fact that one is recognized in the trade and certified as one to whom all service problems can be entrusted with absolute confidence.

Now turn to page 12, and read about Radio Manufacturers Service, the organization of dealer service-men, that sounds the death-knell of hit-and-miss methods of conducting service repair operations. Ask your Distributor and Philco's own supervisors their opinion—and *JOIN NOW*.

* * *

Fill in the Application Form

An important form is also included in *Philco News* this month, under the heading "Membership Application Form for Radio Manufacturers Service."

You are invited to fill in this form and send it straight off to your Philco Distributor.

Membership of Radio Manufacturers Service entitles you to receive special technical information and bulletins issued by Philco, a certificate of membership, and also supplies of the handbill and window card illustrated on pages 12 and 13 at cost price.

Don't let this important matter slip your memory. It is in your interest to join Radio Manufacturers Service now.

SUCCESSFUL DEALER MEETINGS

Increased Support for KEEN Philco Dealers

PHILCO'S Dealer Meetings this year were the most successful in the history of the company.

One of the most important topics discussed was Mr. Lewis's announcement that next year Philco expects to operate with fewer dealers.

"The fact that Philco sales have so much increased this season over last," said Mr. Lewis, "is due to one thing, and that is the wonderful support given us by our keen dealers.

"This increase is going to have an immediate effect on our future dealer policy, and is going to result in a considerable tightening up all round. The Philco policy has always stood for the protection of those dealers who are selling Philco. Up to now, a number of dealers have been allowed to continue as Philco dealers, despite the fact that they have not given us their support, in order to give them an opportunity of getting to know us and our products. But from now all dealers' sales will be closely scrutinised, and those who do not pull their weight will be taken off our list."

In the past, said Mr. Lewis, dealers had made use of Philco receivers to put in their windows for advertising purposes only, and they had then promptly sold other

makes of receivers to their customers. Others had used Philco money to advertise their own business, and push other makes in preference. From now on, this was definitely going to stop, for Philco's whole support and money were going to help those keen dealers who worked so hard to establish Philco.

"We intend," said Mr. Lewis, "to protect our good dealers more than ever; for it is only by increasing their sales that we can increase our own sales, and in this way our own dealers will participate in this increased business, and become bigger and better dealers in every way."

Radio Rentals.

Dealing with the question of radio rentals, Mr. Lewis said he thought Philco dealers could offer to the public sales for cash, hiring for hire-purchase, or renting facilities.

"We have found," he said, "that those dealers who have gone in for advertising rentals have found a cheap and efficient method of getting inquiries, and we know from statistics that dealers can sell more than 60% of all rented sets.

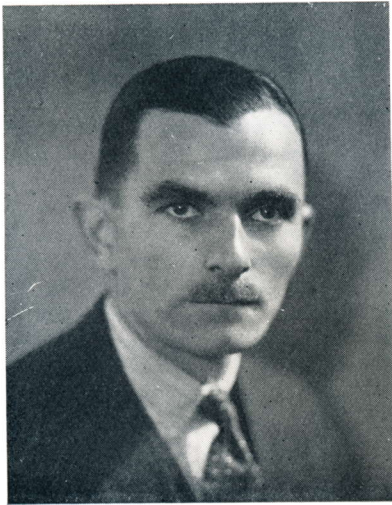
"Renting appeals to the public. The public have in the past become fed up with trouble in their wireless sets, and they jump at the idea that they can rent radio entertainment for 'so much a week,' without further liability. To offer such facilities to the public you will find is an easy and economic way of getting inquiries. I can see, therefore, the dealer of the future as a dealer who has two or three agencies only, but who can offer his public both selling and renting facilities.

They Handled the Dealer Meetings.—(From on Top):—Mr. E. W. Keyes, Chester; Mr. A. J. Watts, Lydney; Mr. D. B. Banks, Exeter; Mr. P. L. Davey, Bristol; Mr. E. C. Paskell, Birmingham; Mr. F. C. Richardson, Birmingham; and Mr. C. G. Lane, Glasgow.



Philco Distributors.

"Just one or two words with regard to Distributors. We have had Distributors in this country for the last three years, and we have found them extremely able and efficient, and a great help to our business. I know that we have found that those dealers who have put their faith and confidence in Distributors have prospered, and I would ask you to place more confidence in your Distributors, make more use of them, for behind them is Philco. No dealer can afford to turn away assistance of this nature.

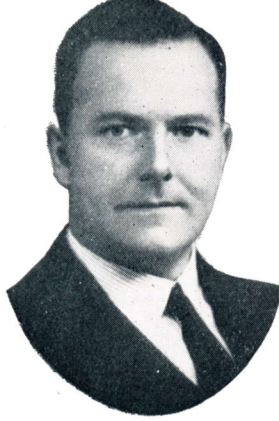


*Mr. H. V. Lewis,
General Sales Manager of Philco*

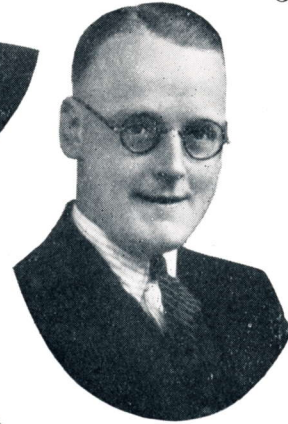
Reliability.

"The next thing is reliability. Dealers come along and tell us how much trouble they have with various makes. When a dealer sells a set which is going to give trouble, he is not doing his duty to his customer or himself. The customer only wants a set that will work always. Philco do all they possibly can to make sets reliable.

"Reliability in a receiver is nothing else but gross profit in your business."



Mr. F. Grindrod, Rochdale; Mr. R. Hardman, Leeds; Mr. F. R. Gilbert, Bournemouth.

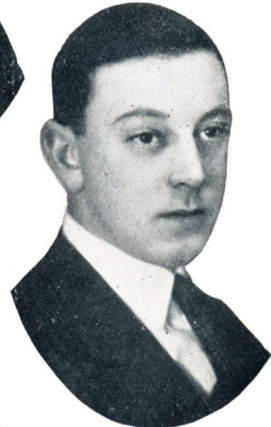


Mr. T. W. Parker, Burton-on-Trent, writes:

"I would like to state that I am entirely in agreement with your views and consider that you are making a move in the right direction in limiting dealership.

"I greatly appreciate that you are giving protective support to those dealers who are putting all their efforts into selling Philco sets. I personally intend to go all out for Philco, and have since August 17th, 1934, sold 232 Philco sets (up to January 26th), which is an increase of over 300% on the same period last year.

"I find the sets this season are practically trouble-free, which is more than can be said of any other make of set I have handled."



Mr. C. V. Fitton, London and Middlesbrough; Mr. E. S. Baker, Redhill; and Mr. J. C. Holland, Belfast.



BELGIUM REVISITED

By the Philco Cruise Committee

“LOOKING forward to seeing you on the Cruise” is getting to be quite a common ending to letters coming into Perivale from all over the country.

“Reckless Reggie,” in the old song, grieved because all his correspondence commenced “Sir,—Unless” We, however, grieve only that July is not already here. Our hope is to make last year’s Cruise seem like nothing at all, and now’s the time to start

Antwerp’s “Sky-Grater.”

Photo—“Actualit,” Brussels.



planning in earnest.

Last week-end we took the familiar journey to Harwich, and faced the North Sea on your behalf.

Even the moon came up !

However, we understand it’s never going to blow no more till this time next year ; so we are booked for a smooth passage in July, if we entrust our voyage once more to the L.N.E.R.

We “came to” in the morning tied up alongside at Antwerp, having steamed during the early hours some fifty-three miles up the River Scheldt from the sea.

Antwerp lay under a mantle of snow, providing a glistening frame for the Cathedral, which stood high over the buildings, showing itself to good advantage in the morning sun.

Now as far back as the thirteenth century Antwerp was a flourishing commercial city, but it was always being pillaged and sacked, and this naturally reacted on its progress chart.

Napoleon thought the world of the City, and spent a good bit strengthening it and improving it by means of forts and ramparts, but the theory of defence by land forts (like the forts themselves) was blown sky high in 1914, when Krupps put their mind to the job.

However, since 1918 everything has been tidied up again, and if members of the 1935 Philco Cruise do find themselves in Antwerp, we think the visit will be well worth while.

There are magnificent open-air cafés and fine boulevards. A word of warning, however, about the trams, as these need watching. They start as soon as you get in front of them, gather speed quickly and hurt.

Feminine Antwerp (Not here, thanks.—Ed.)

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PHILCO NEWS

Being a city of roughly half a million inhabitants, one expects fairly good appointments and buildings—and the Cathedral, the Station, the National Bank, the Museum of Fine Arts, the Zoo and Opera House are quite imposing. An inner and an outer ring of forts remind one that whenever in the course of history Belgium and her neighbours start scrapping the City of Antwerp has to be prepared to take what's coming to it.

From Antwerp to Brussels is less than thirty miles, and on this journey the Philco Cruise Committee embarked, having carefully picked a taxi with springs, as the roads are too bad to be negotiated on the morning after the sea-crossing without good tyres and suspension.

We stopped once *en route*, and that was at Malines, a characteristic Belgian town of considerable charm. If during the Cruise this summer we can manage a brief visit to Malines, we think it will be appreciated. Not even a hefty snowstorm prevented us walking around, and the second place we visited was the Cathedral, a picture of which is reproduced in these pages. It is dedicated to an Irish saint who converted the inhabitants to Christianity in the eighth century, but was later put on the spot. His name was St. Rombold. The tower of the Cathedral is 325 feet high and it rises sheer from the street in rather an odd manner. The carillon, they say, is the best in Belgium, but unfortunately they don't play it during July,

Photo—"Actualit," Brussels



Malines Cathedral

so that you will have to take our word for the ecstasy that filled us as we heard the trills, chords and chromatic passages floating high o'er the town and across the countryside.

The bock too (We'll take it for granted that that filled you, too.—Ed.)

Another church, Notre Dame, has behind the altar a striking picture by Rubens represent-

Market Day in Brussels



We may visit Holland

ing the Miracle of the Draught of Fishes, and other beautiful paintings adorn this fine building and make a visit a duty to those who worship at the shrine of these old Flemish masters.

Leaving Malines, there is little on the road (except the vital organs of other taxis and lorries) until we get to Brussels. The country

Lovely, Peaceful Bruges



there formed one of the early battlefields of the Great War, being on the direct line of the German advance to Antwerp. Malines, by-the-way, suffered considerable damage from shell fire and even the Cathedral itself was hit.

Now Brussels is too tough a job to describe to you. It resembles any other cosmopolitan capital in most ways. It has woods entirely of its own in the Bois de la Cambre and the Foret de Soignes, where lies the fashionable racecourse of Boitsford.

The population of Brussels is less than a million, but unless care is exercised all these inhabitants walk into you in a body on the streets and pavements. The trams too are menacing, as in Antwerp.

The Cruise Committee feel that a visit to Brussels by Philco *en masse* would be highly desirable, as this summer is the occasion of the Great Exhibition, which will provide lots of fun and interest. The Belgian National Festival also occurs in July and we could no doubt help the natives work themselves up into a frenzy in anticipation of this licensed (if the Editor will pardon the expression!) three-day orgy of life, love and laughter.

This National Festival really commemorates the Belgian Revolution in September 1830, but as the evenings start drawing in about September time, these sapient people stage the beano in July. Doubtless in future a race of such sterling worth will put on their revolu-

tions during the long summer days and so avoid the necessity of messing about with the commemorative holidays in after years.

Our Continental Cruise Director, Monsieur Elleboudt, was in Brussels to meet us and we certainly laid some fine plans. Our business terminated late that evening and on the morrow our friend and ever-patient adviser, Monsieur Chevalier, manager of Philco in Brussels, drove us up to Bruges, where members of the Philco Cruise spent such a happy time last summer.

In this district it is really but a stone's throw to Holland and there was man's work to be done in that romantic country. Now just as bock might be described as the "wine of Belgium" so Schnappes (Better stick to history.—Ed.)

Within striking distance of Bruges and Blankenberghe, as we were saying, lies the Isle of Walcheren across the Dutch frontier. Here we visited Middelburg and Flushing and got some picturesque glimpses of life in Holland. The fashions and manners of the Dutch towns are exactly true to the pictures

one sees of them. Life here seems to be more leisurely and one senses an air of peace and contentment all around that is refreshing and invigorating to those of us whose days are spent in a more or less exhausting endeavour to crowd 48 hours into every 24.

We sailed again from Antwerp in due course, and motherly L.N.E.R. produced us, washed and breakfasted, at Liverpool Street still early in the morning.

* * *

This much we can promise : A bigger and better Cruise than last year. Lots to see and do, and this year numbers of friends looking forward eagerly to Philco's return. We certainly made a lasting impression last summer and must carry on the good work this time.

If you feel you may want to ask any intricate or intimate questions in French or Flemish, now's the time to start mastering these languages. Leave the Flemish till last—it's really a bastard language. . . . (A mixture of French, German and Dutch, we believe.—Ed.)

FIRST QUALIFICATIONS

Philco Cruise Members Sign on Early

UP to the end of December reports from the field indicate that a happy band of dealers have already earned the full number of points required for one ticket for the Great 1935 Philco Cruise.

Here are some of the names of these first energetic dealers to qualify. The districts show that everywhere alike is the same keen determination to "Come Abroad with Philco" :

- Morses Ltd., Bristol.**
- Groves Radio, Bristol.**
- Bristol Radio Corporation.**
- T. Drummond & Co., London.**
- W. D. K. Phillips, Exeter.**
- Roath Furnishing Co., Cardiff.**
- W. T. Parker, Burton-on-Trent.**
- Dunn's Radio, Sunderland.**

- R. H. Levy, Middlesbrough.**
- Bishop Auckland Co-operative Society.**
- Lilleker Bros., Rotherham.**
- A. Tucker, Sheffield.**
- Ridings Reliance, Manchester.**



Mr. Elleboudt, our Continental Cruise Director, says Philco MUST COME BACK!

for the score. Your Cruise Committee is calling !

These dealers are now busy earning additional tickets for co-directors, partners, salesmen and others. The more the merrier. Last year some dealers shut up shop and brought everyone along. There's plenty of time, but no time like the present !

In the next issue of *Philco News* we expect to be up in the hundreds. We know this from the numbers who are just verging on the qualified mark. Pull for the score, then, sailors, pull

RADIO MANUFACTURERS

A Philco Service

FOREWORD

By

Mr. Carleton L. Dyer.

LIFE may be most comfortable sitting in a smart shop surrounded by a representative range of manufacturers' new models waiting for customers to walk in and buy, but I think the words of the old song "A short life but a gay one," sums up this attitude in the radio industry to-day. Clearly in our business the future lies with those who can sell SERVICE—where and when it is needed.

The Super Service Station is an accomplished fact in the Motor and other industries, and because of the money in it the service factors have built up an independent industry, leaving behind the dealer who waited in his pleasant showroom for customers.

In the younger radio industry, however, the future lies with dealers who just decline to stay at home and watch outside men setting up service organizations which, when established, inevitably cut across the dealers' legitimate field.

It is these active and far seeing dealers we want to support with all the means at our command, and I feel you will read with interest this article introducing to you RADIO MANUFACTURERS SERVICE.

* * *

WHEN a customer enters a dealer's shop and buys a radio set, then starts a business relationship between those two parties.

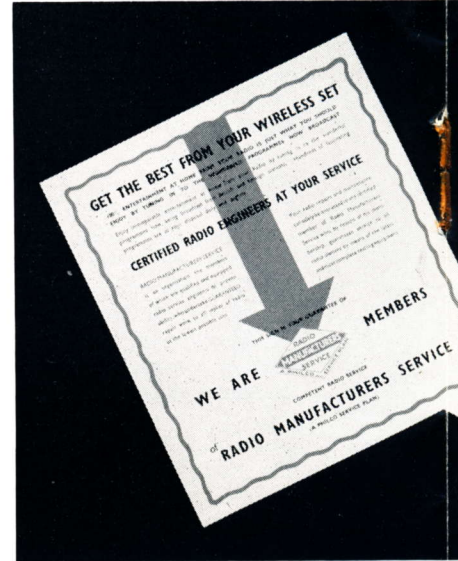
Philco feel strongly that all repeat business of any nature rightfully belongs to the dealer, and this repeat business will, of course, be proportionate to the effort put forth by the dealer in assisting all present radio owners.

This effort to assist, on the dealer's part, is bound up with the ability and equipment to render service wherever or whenever necessary. In order that the radio owner may have every confidence that his dealer really has the ability and necessary equipment to maintain his set in first-class operating condition, and carry out repairs reasonably and expeditiously, we have instituted *RADIO MANUFACTURERS SERVICE*, a Philco Service Plan of nation-wide dimensions.

Membership of this organization is open to any service engineer who is capable of installing and repairing radio receivers and who has the necessary equipment. The plan is designed especially to protect those dealers who have invested money in servicing equipment (such as oscillators and some standard type of circuit tester) and in the training and maintaining of good service-men, and to recommend and advertise the services these dealers have to offer.

Let us consider now what you, as a service engineer, have to sell to the public. We must realize that the money which is spent annually on radio represents an investment by the public to secure entertainment, education, and sporting, financial and other news, etc.

Radio is no longer a luxury. To-day it has become a necessity in British homes. When a customer buys a wireless set he is buying those entertainment facilities which he believes will pay



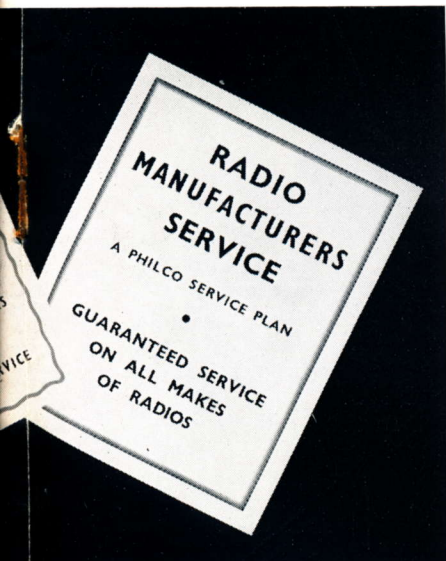
Handbill and Showcard available in quantity at cost price.



Certificate of Membership

FACTURERS SERVICE

Service Plan



of Membership.

him for his investment. Performance, tone, appearance, number of stations the set will get—these are things the customer weighs carefully when making his decision. Then comes the transference of the set from your premises to the customer's home, and for the first time the service engineer comes on the scene. As an installer of new equipment he is able to cement the good relations between you and your customer by seeing that the new set has every chance of giving of its best right from the beginning. Poor installations have in thousands of cases been responsible for loss of sales and for the complete abortion of a manufacturer's most strenuous efforts to maintain the highest possible quality of his product. This is certainly one place where the good service engineer has some thing to sell—Good Installation.

We plan to offer the public what we believe to be the most important thing in making radio sales soar to-day—better home performance. We do not care whether the receiver is just coming off the delivery van or whether it has seen years of service; we know that if the service engineer does his job, the public will get value many times in excess of the charges you may make for your work.

Radio service must be readily available whenever sets are in operation and your men, whether or not they be in isolated territories and small communities, will have our fullest co-

operation in finding ways and means of assisting you in your business. We seek, therefore, as members of this new organization, the really good service engineer, and we intend to help him with all the means at our disposal.

Philco advertising and the power of Philco selling have been amply demonstrated to the radio industry since 1928. In time to come this new organization will be advertised by Philco. We will make the radio public conscious of the fact that *real service* is obtainable through "Radio Manufacturers Service." We will bring to their attention the fact that the members of Radio Manufacturers Service are recommended because they can give efficient and guaranteed service on *all* makes of receivers.

This plan has been adopted by Philco to stabilize the service problem, and we want you to understand that it is not in any way in competition with any recognised association; neither are there any fees connected with its membership. Furthermore, if you hold a diploma from any recognized institute, such as I.W.T. for example, your application will be accepted at once provided only that you have the necessary equipment. Your proven ability to handle any kind of service is your only requirement for membership plus the necessary equipment for such work.

With the radio industry growing by leaps and bounds the service problem is tending to become more and more complicated, and Philco realize that whatever efforts some manufacturers may make to retain the service business in their own hands legitimately it belongs to the dealer, who is in the best position to handle it quickly and well. Our attitude then is to stand behind dealers who set out to master all service problems and to lend them all support and encouragement that lies within our power, so that they may build up a real sales and service unit. This attitude is epitomised in our sponsorship of Radio Manufacturers Service—the new company of good and well-equipped service-men. Needless to say we think our own efforts will be appreciated in the very near future.

A PROBLEM PICTURE



Find the man who is NOT Going Home to His Philco — (See Page 19)

SEND THIS APPLICATION FORM TO YOUR PHILCO DISTRIBUTOR FOR APPROVAL AND FORWARDING TO THE PHILCO FACTORY. BE SURE TO LIST AND NAME ALL OF YOUR TESTING EQUIPMENT UNDER QUESTION No. 9.

DISTRIBUTOR'S FILE COPY

Date.....

Membership Application Form

RADIO MANUFACTURERS SERVICE A PHILCO SERVICE PLAN

Name

Address

City

1. Is radio service your full-time occupation? Part time?

2. What other line of activity do you follow?

3. Do you work from your own store? Shop? Home?

4. Are you doing service work for any dealer? Entire time? Part time?

5. How many service calls do you average per week?

6. What is your average time on service calls, exclusive of time to and from customer's house?

7. How long have you been in the radio business?

8. Have you ever studied a radio school course? Correspondence? or residence?

..... Date of certificate of completion

Name of school

9. What radio-test equipment do you have?

10. Do you carry a stock of radio valves, parts and batteries? What inventory value

(your cost)? £

11. Do you sell radio sets? What makes?

12. What are your average monthly purchases of radio parts? £ Valves? £

Batteries? £

13. Are you thoroughly familiar with the requirements of RADIO MANUFACTURERS SERVICE?

14. Do you agree to guarantee the labour on your service jobs?

Signature of Applicant

Signature of Philco Distributor's Service Manager

For (Name of Distributor)

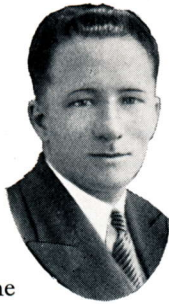
February, 1935

PHILCO NEWS

NEW PHILCO APPOINTMENTS

Area Sales Managers and their Territories

for 1935

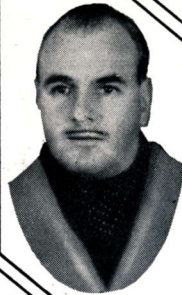


Mr. C. G. Lane remains Philco Branch Manager for Scotland, Glasgow.

Philco's Ambassadors in Great Britain and the Irish Free State working under Mr. H. V. Lewis, General Sales Manager, in the interests of all Philco dealers



Mr. J. S. Bush takes over London in addition to his East Anglia territory.



Left to right : Mr. L. C. Maydew continues as assistant to Mr. Reeve in Lancashire and Yorkshire. Mr. R. E. Carter

is Midland Sales Manager, taking in Birmingham and Nottingham territory and Cheshire and North Wales. Mr. A. G. Reeve is appointed Northern Sales Manager in Lancashire

and Yorkshire and Mr. Glynne-Williams becomes Western Sales Manager. Mr. G. C. Riddell is Home

Counties Sales Manager in East Anglia (with Mr. Bush), Eastern Southern and Wessex territories. Mr. S. H. Swaffer (centre lowest) is supervisor in Scotland and Sales Manager for Ireland

THE PHILCO SERVICEMAN

THE February number of the Philco Serviceman now in the Press merits special attention. There is an article on the effect of damp on radio sets, and suggested cures for troubles that may arise from this cause. Technical questions and an-

swers form a useful feature, and in addition there are many interesting and informative notes not available from other sources. The Serviceman in February also deals with the tuning of the Models 233 and 267.

ONE OF THE BOYS

Wins a Free Philco at the Schoolboys' Exhibition

OWN a Philco or bust! This is what Master G. Markham of Notts kept repeating to himself when he heard that one of the main attractions of the Schoolboys' Exhibition was a display of the latest Philco models. G. Markham hasn't bust. He now owns a Philco and this is how he won it.

Now, believe it or not, Boxing day saw Philco busy manning the finest stand in the whole of the Schoolboys' Own Exhibition in the Horticultural Hall, Westminster. It is perfectly true that some of us took an extra half-hour in bed just on Christmas day, but Boxing day it was "Business as Usual" and all the Boys were there.

No fewer than 6,794 boy and girl visitors signed their names on the Philco Stand and there were this number of estimates of the number of component parts in the chassis of Philco's Model 1263, which was on view in different positions on the counter. The number of component parts, in our visitors' opinion, ranged from 20 to 50,000!

G. Markham, however, said that there were just 238 parts, and he somehow felt it in his bones and he wrote 238 down—that is how he won his Philco.

Schoolboys, however, did not have it all their own way. Demonstrating for the first time in this country was the Philco Public Address System for Schools and Hospitals, and all visitors were invited to broadcast over this system a two-minute opinion of "What I think of the Exhibition." Many tried their skill at speaking over the mike and each day a prize was

awarded the best performer. These dozen prize-winners formed a party of finalists, who, on the last day of the Exhibition, competed for a wrist-watch presented by Philco, and 13-year-old Miss Pooley won.

Great interest centred round Model 16 B, which played in the Philco Stand throughout the Exhibition, and the Car Radio exhibit also was continuously demonstrated to youthful enthusiasts.

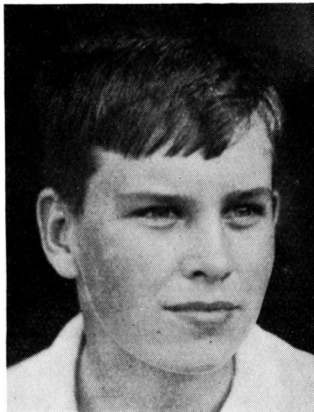
In the many cases where parents asked for details of different models the names of Philco dealers near their homes were given.

Radio-Minded Youth

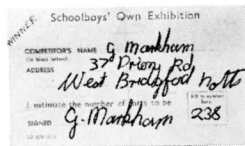
A purveyor of goldfish was unlucky enough to rent the stand opposite Philco, and nothing can hurt more than a neglected goldfish's glassy-eyed stare. However, be that as it may, the schoolboys just about wore us out in the ten days of the Exhibition, even declining our offers of personally-conducted tours of the other exhibits.

Youth is radio-minded with a vengeance!

Miss Pooley, Schoolgirl Winner of the Broadcasting Competition.



"Lucky Dog!"



The Winning Number



SAFETY FIRST—WITH MUSIC

Philco Co-operates with Minister of Transport

IT would have been, in my opinion, a tragedy had the Ministry of Transport overlooked Car Radio in its survey of road conditions. We have everything to gain by an investigation and nothing whatever to lose.

A great deal of fun has been poked at Mr. Hore-Belisha. The new road regulations provide fresh material for the humourist, and the story tellers have discovered welcome relief from the perpetual subject of Miss Mae West.

Our concern, however, is the vital one of promoting and developing the business of motor car radio and of protecting the considerable sums involved in the capital invested therein.

Personally, I have never doubted the essential sincerity of the Minister's concentration on road safety, nor the good which will eventually transpire. At Head Office we have maintained a strong liaison with the Ministry of Transport, both directly and through the Society of Motor Manufacturers and Traders. We have been kept posted from the beginning with the progress of the new road regulations, and it can be stated positively that no one of them has been introduced without the most searching investigation of evidence from every angle.

We have offered to place all we know at the disposal of the Ministry, and have already provided a mass of detailed information. We have been told that if and when it is necessary, we shall be called upon to carry out tests for the Minister's benefit. Philco is justifiably considered to be alone in this particular sphere, and it is recognised that our experience constitutes the only fund of reliable information.

If there were any prejudice against car radio

it is inconceivable that we should be unaware of it. We know of nothing of the kind, and, what is more, we have not the smallest doubt that whatever consideration the Minister may give to this subject, among the scores of others which his campaign must take into account, it will be thorough and scrupulously fair.

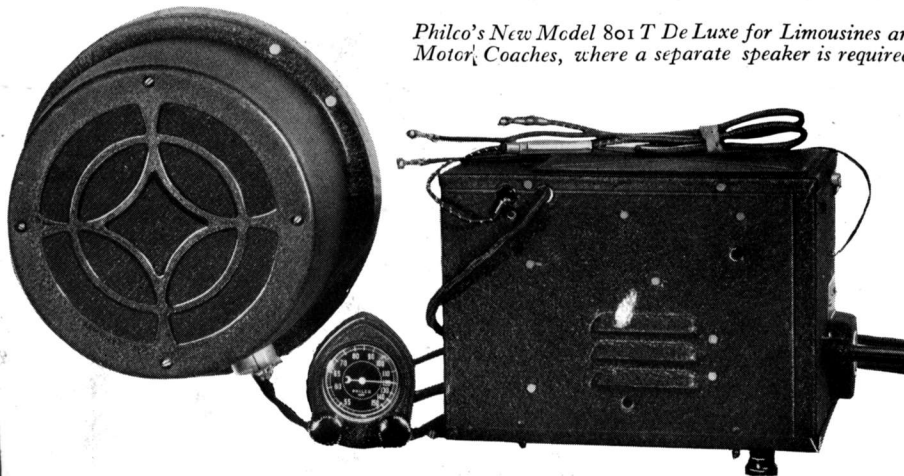
It has been suggested to me that the new road regulations have political foundation, and that beacons, pedestrian crossings and so forth are no more than vote-catching devices. I have nothing but contempt for such views. It seems to me that a genuine attempt has been made to care for that part of the community which has been proved least able to care of itself; and that, if, in so doing, the Minister achieves his end of safer travelling for all, he has done a man's job, and both he and his Government are not only entitled to any extra votes success may bring, but are also to be congratulated.

Suppose, however, for a moment that road safety were in the sphere of practical politics, or that any conceivable benefit could be derived from prohibiting radio in motor cars, no case is recorded either in this country or the U.S.A. where an accident has been attributed to the presence of radio in a car. Leaving out of account the "Mrs. Grundys" who take exception to everything other people find enjoyable, there is not the smallest *prima facie* evidence against car radio on the score of becoming a nuisance to any class of the community.

What balance of gain, therefore, can the politician expect to set off against the inevitable loss he must sustain by removing a perfectly harmless recreation from a growing army of amateur and professional motorists, who find in its judicious use an antidote to those evil geni of road accidents—tedium, failing concentration and physical apathy?

In America rather more than 15 per cent. of cars on the road have radio. Less

Philco's New Model 801 T De Luxe for Limousines and Motor Coaches, where a separate speaker is required.



than 2 per cent. of all the cars involved in accidents during 1934 were equipped with radio, and in no case was the presence of radio brought forward as even a possible cause of accident. This is eloquent enough testimony, and one could continue to provide facts and figures of this kind *ad infinitum*, if it were necessary.

One is familiar with vague reference to distraction and one has heard ill-informed criticism, in every case completely negated by the critic's own admission that he would not have radio in his car at any price! Actually the only considerable body of criticism has taken the form of published letters.

Without taking into consideration the mentality that loves to rush into print, analysis of this correspondence leaves no doubt whatever that the writers of these letters are not truly representative of the motoring public. There is abundant evidence that they may be placed in that category described by one of our car radio engineers as "Doddering Daddies" who as drivers consistently occupy the centre of the

road at low speeds, and thereby themselves constitute one of the greatest dangers of our roads to-day.

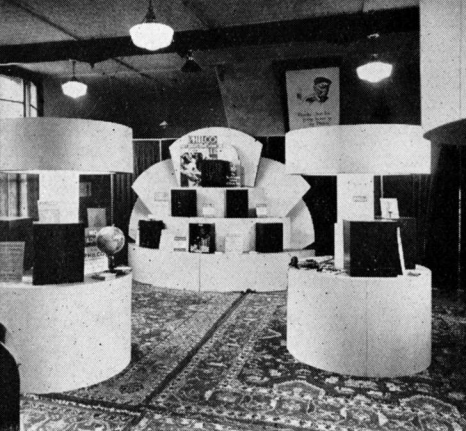
The steps open to the Minister are completely to ban car radio, or to restrict its use in some way. Obviously, we cannot take the words from his mouth, but the first alternative can be dismissed on the facts with hardly a thought. On the second, we can give positive assurance that if any restriction is made, it will be based only on material facts; will not be stamped by foolish prejudices; and will not be of a character which will interfere with the legitimate development of trade.

In this connection, it is significant that there already exists one regulation in regard to the use of motor car radio. This relates to the placing of controls on coaches and other transport vehicles. *It was made at the specific request of Philco*, embodied in a letter from our Managing Director to the Minister, and was the result of thorough tests carried out between ourselves and the officials concerned.—P. G.—P.

A "PHILCO" BUS



This Picture is sent to Philco News by Messrs. Hyams & Son, of Stockton-on-Tees.



GOOD DISPLAYS

1. Mr. H. Helliwell shows a "busy" Philco window at his premises in Queen's Road, Halifax.
2. Staunch Philco-man, Mr. W. T. Parker of Burton-on-Trent, demonstrates a newly arrived consignment.
3. An exhibition display arranged by Toon and Heath of Birmingham.
4. The Model 264 presented to Miss Gracie Fields by Mr. Frank Ludlow of Rochdale.
5. A fine stand by Mr. J. Carman at the Ramsgate Radio Exhibition.



THE PROBLEM PICTURE

An Unusual Mailing Piece for Dealers' Use

THE coloured inset included in this issue of *Philco News* is available for dealers' use in the form of a mailing card, size $8\frac{1}{2}$ by 6 inches. Half the front of the card is, of course, required for the stamp and address, the remaining half can be printed with any dealer's special message, his name, address and telephone number, and if required, our illustration of any set.

These can be supplied in quantities of 500

at the low rate of 20s., or 30s. per thousand. One week is required for delivery.

When this card arrives on the breakfast table it is going to be passed round the family. It will be kept and shown to friends. Remember it carries *your* message!

Fixed to your window it will stop the passers-by. Nobody could resist having a look at the happy Philco faces—bar one! It's new and unusual and will be remembered, and so will your message.

HURRY HOME!

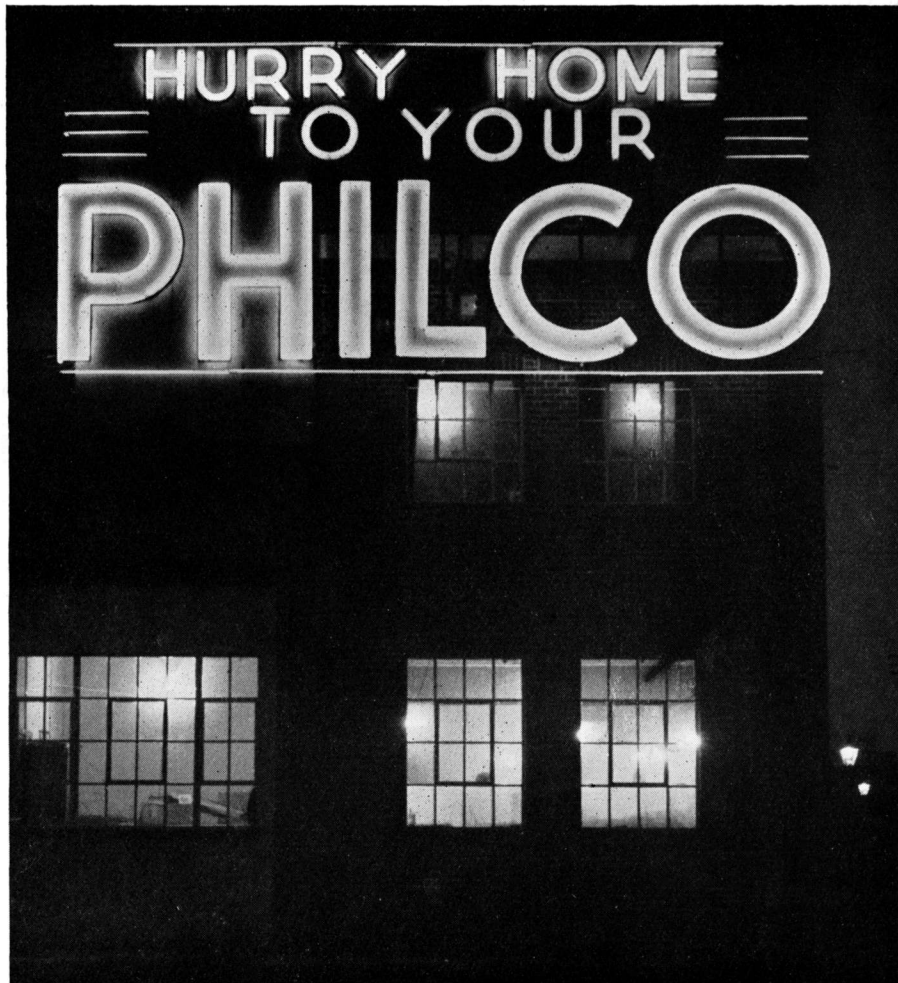
The Popular Slogan in Neon

THE picture shows the huge Neon sign erected by Trafalgar Signs Co., Ltd., on the side of Philco's No. 1 Factory at Perivale that faces the Great Western Railway Co.'s line to Bath and the West.

The sign sends its message to the thousands who use the Great Western each day, and it can be seen two miles away, from the top of Hangar Hill. All around the warm glow of the red and blue tubes reminds the industrial population of Perivale and its environs that Philco provides the best home entertainment in the world.

Many Philco dealers use these effective Neon signs, and full information will gladly be sent on receipt of a postcard, addressed either to Philco, or to Trafalgar Advertising Co., Ltd., Grand Buildings, Trafalgar Square, London, W.C.2.

Night Work at Perivale, while others "Hurry Home . . ."



WHAT PHILCO OWNERS SAY

Tributes that also Spell Goodwill Towards Philco Dealers

SATISFIED owners everywhere act as incomparable publicity agents for Philco sets. No advertising department worthy of its salt shuts its eyes to the merits of its products, but on the other hand no advertising rings truer than scores of letters from people who feel they just must write and say how pleased they are.

Here are a few letters picked at random from many hundreds received in the last few weeks :

Always on, Never touched, No Replacements

Two and a half years ago, June, 1932, I bought one of your famous "Philco Lowboys" listed at 22 gns. I now think it is time that I offered your firm my heartiest congratulations, as the set is going as well now as then. It is always on and has never had a single thing touched or replaced; not even a valve has given out. Surely this is a sign that Philco leads in the wireless industry.

All stations still come in with the same wonderful clearness and tone, and I must say I have yet to hear a better set. I wish Philco greater success in the coming year than ever before.

Once again congratulating you, etc.

A. J. V., Southampton

Not a Penny on Repairs

I should like to express my entire satisfaction on the performance of the Philco Lowboy No. 56—Serial No. 62709, which I purchased from the Broadmead Wireless Co., Ltd., Bristol, on October 17, 1932. The set is still as good as it was when new, and I have not had to spend a penny on repairs, and neither have I touched it in any way myself, as I am a strong believer in leaving things alone I am not conversant with. I think the results I have had speak well for the materials and workmanship in the manufacture of the Philco Radio Sets, and the set is used on the average of four to five hours daily; so you can see it is not for the want of use.

A. G. W., Kingswood, Bristol.

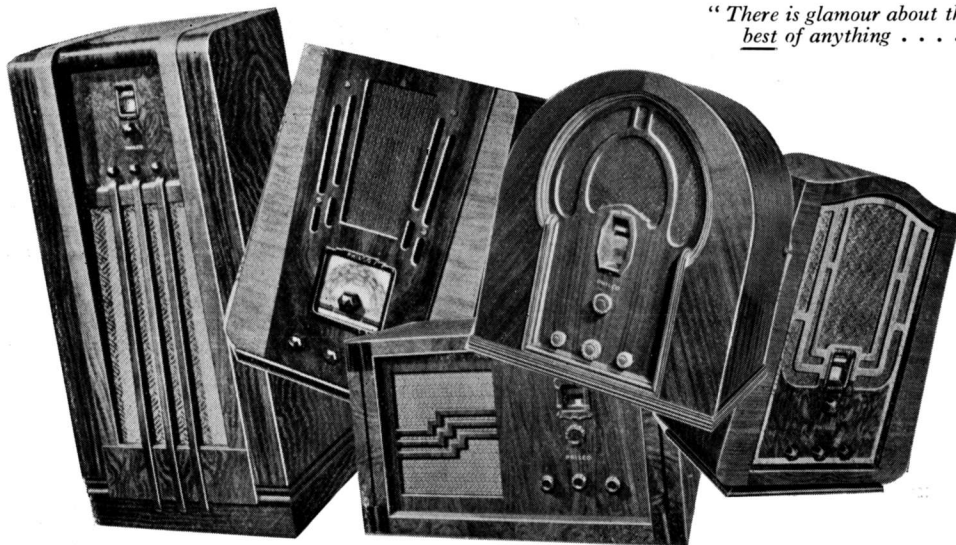
My Appreciation of Your Agent

I thank you for your courteous acknowledgment of my purchase of a "Philco" 264 radio No. 828,313, and would like you to know how pleased I am with my superhet *super set*.

In so far as listening-in is concerned, I like to consider myself an old-timer; in fact, the ancient crystal set is still in the lumber room, unless the wife's been there lately, while various valve sets have passed on; therefore I am reasonably critical of wireless sets, but



*"There is glamour about the
best of anything . . ."*



I'm *satisfied* with my Philco. It has turned me into a fireside wanderer, roaming, all places, all the programmes, *all* of the programmes and one at a time. On previous sets I have caught those tantalising snatches of music from some foreign (or even British Regional) transmitter, only to have them fade right out until I have either switched off in disgust or been asked by my wife to stop fiddling with the thing, and then listened to something I didn't really want; but now the music doesn't fade and the on-off switch gets very little off.

And you ask me in your instruction booklet to tell my friends if I'm satisfied. Well, I won't be jealous; a good thing should be known, so I'll tell any who do not already know. I've cracked it up at the office and even then I haven't done it justice. The greatest thing of all—my wife likes it, both for performance (is any woman a judge?) and appearance.

In concluding may I express to you my appreciation of your Agent in this area for his helpfulness and prompt service? I do not anticipate trouble, but his courtesy augurs well for the future.

Wishing you prosperity and again thanking you, the only radio manufacturers I have ever written to—except in complaint.

A. W., Wallasey, Ches.

* * *

A Set I am proud to Show My Friends

It is with some regret that I notice you are discontinuing for the time being your Philco broadcasts from the Continent. To obtain the best results of these items I purchased one of your Philco Models, and although

I shall miss this morning pleasure, I am bound to say that I am compensated by having a set second to none in selectivity, tone, ease of working, and one I am proud to show my friends.

Wishing Philco all the success it deserves.
R. J. C., Shoeburyness, Essex.

* * *

87 Home and Continental Programmes

As an owner of Philco model 260, I am writing to inform you of the exceptional selectivity of the set. I received New York without any fading and as clear as many Continental stations at 11.30 p.m. the other night. Since then I have received the same station and others between 11.30 and midnight. In addition to this I have received 22 American, Canadian and Argentine stations between 12 and 5 a.m. These were confirmed as I received the call signs. Hartford, Connecticut, gives the best performance, for with the volume control half open it could be heard all over the house.

It may also interest you to know that I have received in one evening 87 home and Continental programmes.

E. P. C., Wembley, Middx.

* * *

Our Most Treasured Piece of Furniture

We regard our "Philco" as the most treasured piece of furniture in the bungalow.

We live in rather a lonely part, and rely solely on the Philco for all outside news and entertainment.

C.M.C., Thornhill, Southampton.

WHAT PHILCO OWNERS SAY (Cont.)**My Philco is Just Wonderful.**

Just a few lines to say how much I like my Philco. I think it is just wonderful. I never felt I wanted a wireless until I heard the Philco my brother has—a 14-guinea model, and I fell in love with it.

F. M., Milnsbridge, York.

* * *

Everything You Could Want from a Wireless Set.

I am the proud owner of one of your 7-valve superhet Radio Grams, and I feel I must write and express how I appreciate the first-class workmanship in this model. Production from this set is second to none. My friends have heard it and consider, and openly express, it is the nearest thing to natural sound they have heard. In fact, two of them have already purchased two of your £10 10s. models and two more are following suit at a later date. I shall always give Philco my utmost praise.

Everything you want or expect a wireless set to give is given by a Philco.

Wishing the Philco Co. every success.

C. E. S., Liverpool.

* * *

Car Radio a "Wonderful Boon."

Having just completed a very arduous tour of the Continent in my Delage saloon, I feel I must inform you how your Philco 5-valve set performed under all kinds of conditions. I must say I was more than pleased with the results, and even as far as Poland I was getting London quite comfortably. It speaks volumes for the efficiency of your sets and for the excellent wiring executed by your staff.

In Roumania I traversed some of the world's worst roads, and in Poland I struck extensive floods, but despite the fact that the batteries are fitted underneath the floorboards, on no single occasion did the set falter, which at least proves the insulatory powers of your cables. Altogether, the set proved a wonderful boon whilst travelling, and I can imagine no car being complete without one of your marvellous sets aboard. You may make use of this testimony to Philco's efficiency if you so desire.

A. SNEIMAN.

(Addressed to Messrs. Delco-Remy and Hyatt, Ltd.)

I Thoroughly Recommend Philco.

I wish to express my thanks to you and the Philco Radio and Television Corporation for the enjoyment I have received from the Philco Model No. 264 which you installed for me just before Christmas.

I have been a keen radio enthusiast since pre-war days and have watched the development of radio receivers with great interest, having tested most of the well-known makes.

The Philco No. 264, in my opinion, is the finest production at the price of £10. 10s. on the market to-day and is even well ahead of many more expensive receivers both for quality of tone and selectivity; up to date I have logged 105 different transmitting stations, including 13 Americans and Canadians without interference, using an indoor aerial in the roof of my bungalow only.

In conclusion I can thoroughly recommend the Philco No. 264 to anyone who requires either a musical instrument or a scientifically-designed and constructed radio receiver.

J. W. L., Leigh-on-Sea.

(Letter addressed to Mr. Dismore, Hadleigh, Essex, Philco accredited dealer).

* * *

Amazing Sensitivity.

It may be of interest to you to know that on Friday I heard a number of medium-wave American programmes at excellent loud-speaker strength.

My set is a PHILCO, Model 264, with a good outside aerial and earth.

I commenced operations at 11.15 p.m., and finished at 12.45 a.m. Atmospheric were apparent, but did not interfere with reception, providing the volume control was not fully advanced.

I *definitely* identified the following stations (by call signs):—

New York (WEAF), Cincinnati (WLW), Newark (WOR), Chicago (WGN), New York City (Bound Brook) (WJZ), Chicago (WBBM), Schenectady (WGY), Chicago (WENR), Pittsburgh (KDKA), Boston, Mass. (WBJA), Hartford (WTIC), Rochester (WHAM), and Philadelphia (WCAU).

I received many transmissions but was unable to identify them with certainty.

I think this result an excellent testimony of the amazing sensitivity of Philco sets.

J. H. B., Sutton, Surrey.

VALVES AND PARTS

A Hen Can Earn a Living Sitting Still—A Man Can't

IN FEW cases these days does all the business we want come to us if we sit still. Generally speaking, however, there's lots of business to be had if we get out after it.

There's big business being done in radio valves and parts. Philco know this and we also know where it's going.

Now there's this to remember about radio parts and valves manufactured by Philco—they're all guaranteed. Philco parts are suitable for most makes of radio and when you sell parts manufactured by Philco you know that you are giving your customer the best that can be obtained anywhere in the world. Philco, the World's Largest Manufacturers of Radio Receivers, know by long experience that no valves or radio parts compare with their own for reliability and performance. They are rigorously tested and are born of long and exhaustive research and experiment.

Trouble in wireless sets spells acute disappointment and discontent on the customer's part, and it is only human nature that when the customer is disappointed, he likes to take it out of the man on the spot, namely the dealer. That's the risk in passing on valves and parts that are anything except thoroughly tested and proved.

Philco's guarantee is unique. It ensures the customer against disappointment and safeguards the dealer who is wise enough to hold adequate stocks to meet the growing demand for Philco's accessories.

Every day we deal with enquiries for valves, and components from the public and we pass

on the names of those dealers who we know are keeping themselves well stocked.

Valve stock cards and price lists are sent out from time to time, and by returning the cards duly filled in we are able to know dealers' stock position and pass what business we can in their direction.

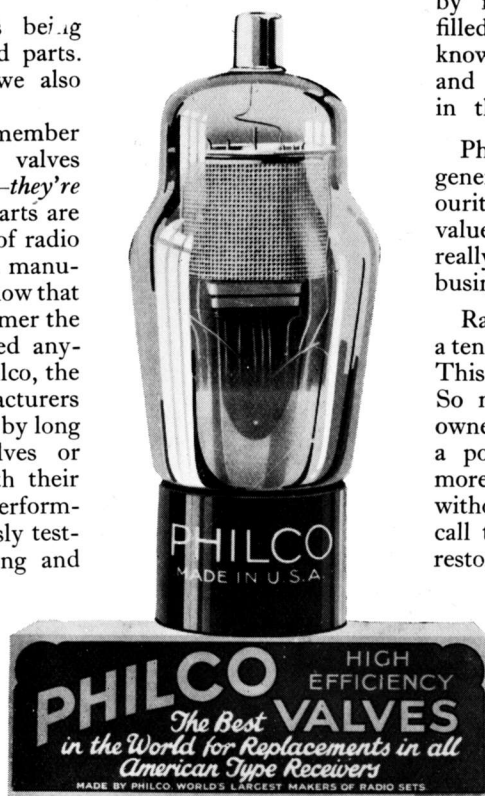
Philco's set testers and signal generators are world-wide favourites, and are of inestimable value to those dealers who are really going out after the service business.

Radio sets sometimes show a tendency to fall off in efficiency. This can be a gradual process. So much so, in fact, that the owner becomes accustomed to a poor performance, and gets more and more discontented without realizing that a 'phone call to his service dealer would restore to him the efficient set with the sparkling tone that he originally bought.

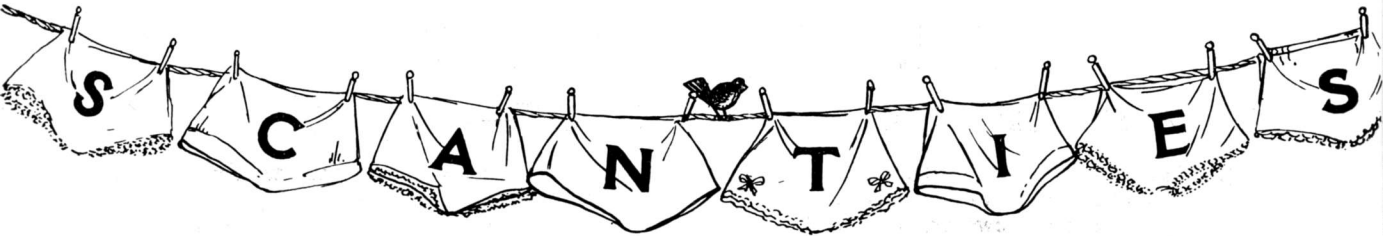
Let it be known that you have qualified service-men available, and that you are equipped to test sets and analyse troubles.

The Philco window sticker in striking and attractive colours advertises the fact that you carry a stock of Philco valves. The unique valve display rack you see illustrated on this page affords a handy way of keeping Philco valves ready to hand, and in an orderly manner.

If you haven't already got either of these splendid sales aids, write at once to Philco for one to be sent. They will bring you business.



The Handsome Philco Display Valve Rack.



SHORTS FROM FAR AND NEAR

Night and Day I Dream of You.

EVEN in their sleep they "Hurry Home to their Philco."
Read this from Mrs. Passmore of North Harrow :—

I am not trying to pull your leg, but a few days ago I had a very vivid dream which was as follows :—

My husband and I were travelling on a 'bus. On our right was a large park, and apparently we had to go the length of the park, and then turn to the right, along one end of it, and then again to the right, practically encircling it. Suddenly, to our astonishment, the driver swung the 'bus over and shot through the park gates and straight

across the park at great speed, thus cutting off a considerable part of the journey. My husband remarked on the strange behaviour of the driver and in reply I said, "No doubt he is in a hurry to get home to his Philco."

This is an absolute fact, and merely shows that your excellent advertisements sink into the mind, perhaps subconsciously, but nevertheless effectively.

Wishing you every success.

M. T. Passmore.

* * *

The 16B in Good Company.

The 16B is a powerful set with many friends of whom the same adjective can be applied. Lord Beaverbrook, for instance, writes :—

I am very much obliged to you for sending a representative to Leatherhead to look at my wireless there. It seems that I did not know how to handle it, so I feel the fault was mine.

I am greatly pleased with the instrument at Stornoway House. Shortly after one o'clock the night before last I got innumerable American and Canadian stations absolutely clearly.

You should be very pleased with the results you get, and I am sure it is due to good organization in your business.

BEAVERBROOK.

* * *

New Thought!

Beachcomber in the *Daily Express* writes a few chatty notes on the millionaire film director, Sol Hognwasch's new mansion near Hollywood :

"It is made," writes Beachcomber, "entirely of yellow glass, so that it will shine more than other mansions. There is a large swimming pool filled with sea water brought by tubes from the sea, and a gymnasium in which everything is made of gold, except the ropes, which are of platinum."

"There is an electric organ in every room and garage, and a wireless set is placed beside each guest's plate during meals."

That's fine!

"Dusty's" Idea.

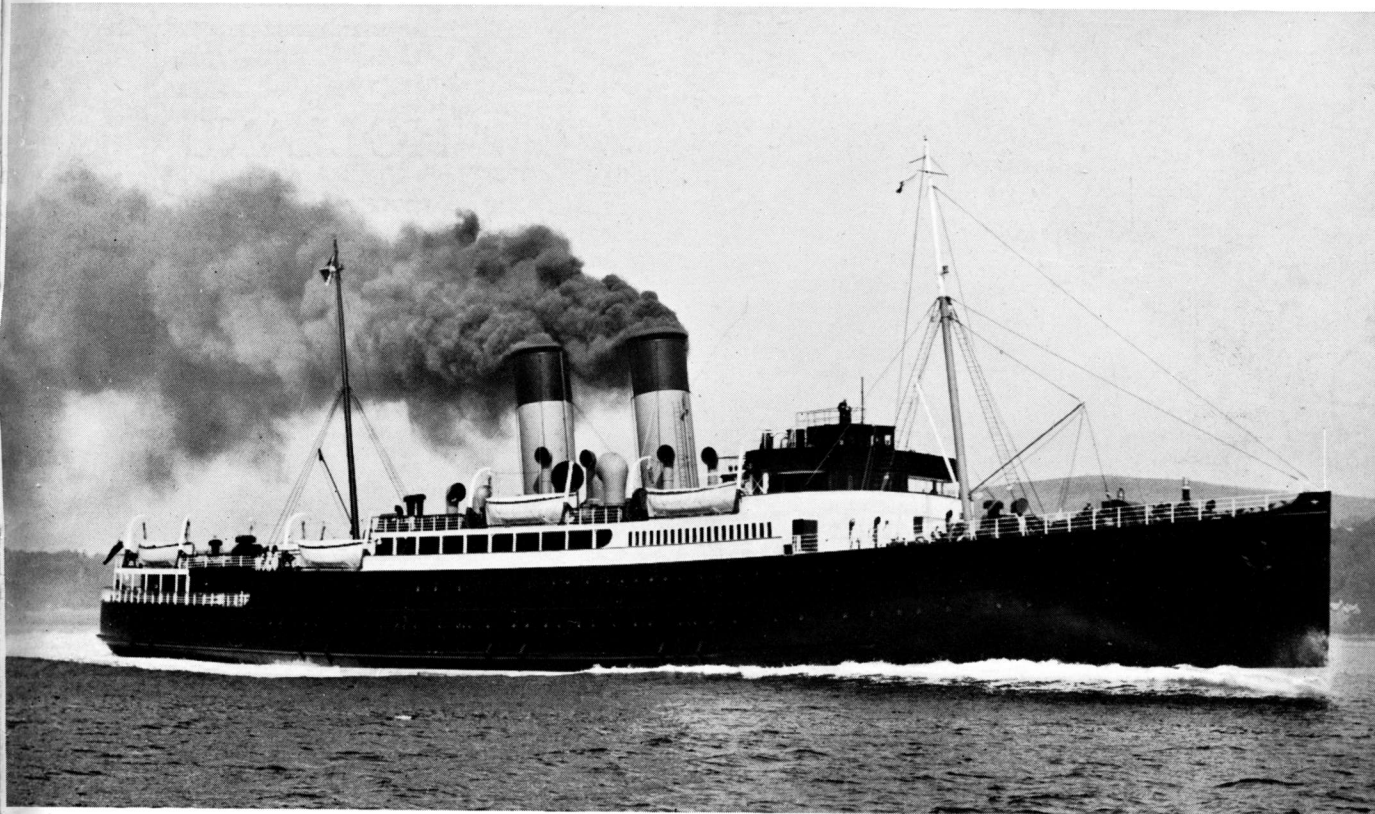
Mr. Miller sends us this version of the man who was definitely in a hurry to Get Home to his Philco.



"I'm Going Home to my Philco."



FINIS



SS. "Vienna"

PRIDE OF THE L.N.E.R.

A Ship Worthy of a Philco Cruise

THERE'S no telling, but members of the Philco Cruise Committee have certainly set their hearts on crossing the North Sea in the "best boat on the run," should our destination prove once more to be the Belgian Coast.

The chiefs of the L.N.E.R. speak of the Vienna with reverence, and she certainly is a lovely lady. Just topping the 4,000-ton mark, and fitted like a radio-dealer's private yacht, we feel she's just our hand-writing.

SS. Vienna spends her summer week-ends cruising round the Belgian Coast, and she knows

the game. She was laid down since the war, and is roomy and suited to our needs.

Well, here's hoping! The Philco flag would certainly look swell, fluttering neatly from Vienna's appropriate place. Obviously, a bigger and better ship is a good move in the direction of a bigger and better cruise, and perhaps there the matter should rest at present.

The North Eastern skippers and their crews looked after us so well last year, in fairly difficult circumstances, that we are naturally anxious to renew old acquaintances.

Once more—Here's Hoping!



PHILCO'S PLAYGROUND

*"We are Going Home
to Our Philco"*

