

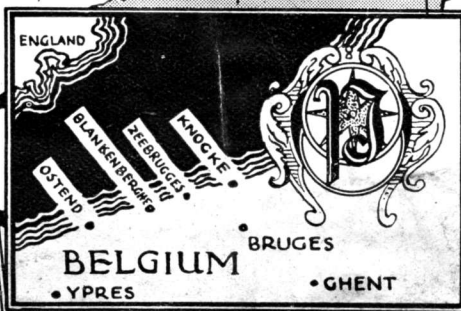
• PHILCO

NOVEMBER 1934

• NEWS •

ISSUED BY
PHILCO
WORLD'S
LARGEST
MAKERS OF
RADIO

BELGIAN CRUISE



SOUVENIR NUMBER

MEET THE NEW CONCERT GRAND



BELIEVE IT OR NOT — ONLY 17 GNS.
(Or with Shadow Tuning, Model 1263 as illustrated—19 gns.)

BACK TO WORK

RECORD SALES — JANUARY'S DEALER MEETINGS — THE 1935 CRUISE

KNOW that the announcement of another Cruise next summer has made everybody happy.

Glancing through the photographs of last year's Cruise has made me realise how beneficial was our week-end together, and I cannot think of any way in which we could so efficiently get together, not only to have a well-earned rest, but to chin over the mutual problems of our business, and *really* get to know one another.

Our writing experts at the factory have gilded the pages of this *Philco News* with some pretty glamorous descriptions of the Cruise, and our current programme.

Well, all I want to say is that, like the Cruise, we have done our level best to give you a line of radio sets that would defeat all competition and that once sold would stay sold.

I have never seen a manufacturer's programme that is 100 per cent. perfect.

There are about as many dealers who swear by the 264 at 10 guineas as there are dealers who would have preferred it in a fancy cabinet at a guinea more.

There are dealers who have not sold enough 264's to realise that 30 per cent. *really is* a bigger nett discount than 33 $\frac{1}{3}$ per cent. and more on other sets, because of reliability.

There are dealers who praise us to the sky, and there are dealers who criticise us unremittingly. It seems odd that most of the praise comes from dealers who have had a large and comprehensive experience with us and our products. But I hope that every dealer who can point out defects in our armour will continue to do so in a straightforward fashion, for the pride in our company is not the kind that will not admit mistakes or try to profit from the criticism of friends.

ALREADY A RECORD YEAR

All in all, it is a grand year for Philco—our greatest yet! Figures from August 1 to the end of November

(only a third of the year) show more sets sold than for the entire previous year!

Well, there must be something right somewhere, because no Cruise would make this record so, if the product and programme were not substantially sound and better.

I think we have given you pretty efficient implements for making a good living out of Philco, with a happy association as an extra measure.

JANUARY CONVENTIONS

A series of dealer meetings will be held in January, as promised. At these meetings, for which you will shortly receive definite dates, we will tell you about midwinter and spring plans, show you a moving picture of the last Cruise, and give you full details of a

MARVELLOUS 1935 CRUISE

A bigger and better *super-super* Cruise is now in the making.

According to Norman Bower, our Cruise Manager, next summer's holiday will outshine our last jaunt in some very special ways. I was very pleased to learn of H. V. Lewis, our Sales Manager, that Cruise qualification is to be based on total year's sales, because it gives full credit to those who work hard the year round.

In time, the radio season for a Philco Dealer may come to be defined as "a short hectic season in between cruises." Well, I hope that these eleven months in between trips will be sweet and trouble-proof, and seem short in comparison with that week-end on the Continent.

A WORD ABOUT MANUFACTURING

We are getting closer every month to complete manufacturing in England. It is being taken slowly and steadily, because we must avoid the pitfalls of "just as good" materials, if we are to continue to give you the very best in radio.

Here's looking forward to seeing you again at our January meetings!



MR. C. L. DYER

NEW A.C. DE LUXE SUPERHET AT 14 gns.

SHADOW TUNING — A.V.C. — TONE CONTROL!

HERE it is! The de luxe A.C. superhet you've been waiting for! A superb cabinet enclosing the now well-known 264 A.C. Superhet Chassis!

This new model caters for those who require a luxury set at the price they have had previously to pay for an ordinary model.

Now you can offer these clients the 264 de luxe model at 14 Guineas—a set which combines superlative performance with unanswerable eye-appeal—a set which cannot be equalled in any respect at any price.

Take a look at the photograph of the set on this page. See the exquisite flowing lines of it—the beautiful figured walnut panelled with black walnut and flanked by pilasters of feather-grained walnut. The high polish and black knobs give a result that is the very peak of radio excellence, and as a further refinement the set is provided with a full fibre back.

The well-known 264 specification applies to



Model 264 Baby Grand De Luxe

the de luxe model—9 stage 5-valve superhet; FULL A.V.C.; 7 in. Auditorium energised moving coil speaker; 2 point tone control and Philco's famous Shadow Tuning—all these modern radio refinements are incorporated in the 264 de luxe.

This new model makes the Philco A.C. Table model range unassailable. The 264 at 10 Guineas is the finest value offered to the public, and its elder brother the 264 de luxe offers the refinement

in cabinet work which will attract those members of the public to whom price is not the main consideration and who can afford to indulge their inclination toward beautiful cabinet work.

Now with this attractive set added to the Philco A.C. table model range every demand can be met. And in your window too, the new model gives a real quality air that will attract good custom. Deliveries are in full swing, and now is the time to have sample models in for demonstration and display.

A REAL THOROUGHbred!

THE NEW CONCERT GRAND DE LUXE MAKES ITS BOW

PHILCO'S New Concert Grand de Luxe admirably meets the increasing demand for a quality console model.

It is available with either 264 or 1263 chassis, and is offered at the amazingly low price of 17 Guineas for the 264 and 19 Guineas for the 1263.

But take a look at the marvellous cabinet of this set. A picture of it is on this page and a further idea can be gained from the photograph inside the front cover of this issue.

No expense has been spared to design this model, which is undoubtedly the very last word in radio set cabinet work. The cabinet was designed by no less a person than that famous international designer, Ben Nash, and you will agree that this master of cabinet designing has surpassed himself in the creation of this beautiful piece of work.

It is designed to adorn even the most beautiful of homes, and its graceful lines are a sheer joy to those who like beautiful things around them.

Order a sample model and put it in your own home. See how it fits into your existing furniture scheme and yet at

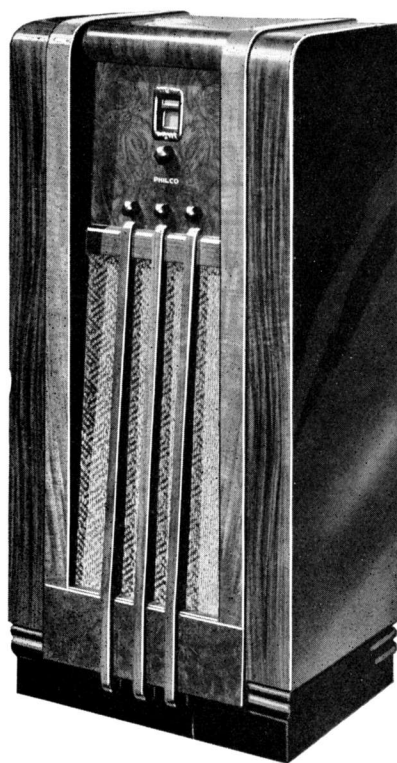
the same time strikes a dominant note of ultra-modernity without being a glaring intruder, as are some modern cabinets!

The chassis you know well enough—being the 264 A.C. or the 1263 A.D.C. Universal — it is the cabinet of this striking model that is going to appeal so strongly to your customers.

Let them have one of these new Concert Grands on demonstration in their homes, and believe us, if they want to part with it after feasting their eyes and ears on it for a couple of nights, then something must be wrong with our civilisation!

These new Concert Grands are creating

something of a sensation. See that you get your share of their terrific popularity. Order your sample now and you will bear out all we say about the new set.



*Concert Grand De Luxe Model 264 17 gns.
(Model 1263, A.D.C. with Shadow Tuning 19 gns.)*

PHILCO FORTNIGHT GETS A FINE PRESS

Dealers Everywhere Join in Mighty Sales Drive!

What a tidal wave of Philco publicity swept the country early in October when the clocks were put back an hour and Radio time with its extra hour of darkness began!

Dealers' windows all over the country were displaying Philco receivers with the special "Putting the Clock Back" display material; local papers were full of the scheme in dealers' ads. and Philco mystery men stalked in every town!

The public took to the idea very keenly, and dealers had a really brisk time.

The Mystery Man idea was put over very big by Mr. Frank Ludlow, of Rochdale. As you will see from the photographs on this page, Mr. Ludlow's shop told the story in no uncertain fashion.

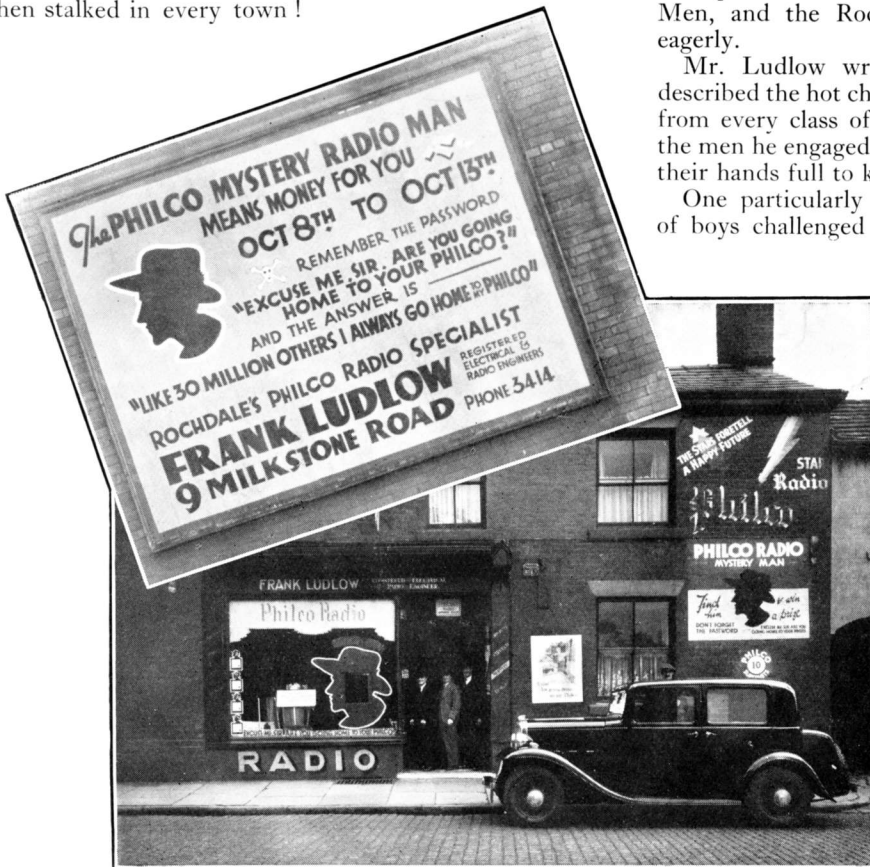
Mr. Ludlow did the job with his usual gusto. The local press contained the daily itinerary of his Mystery Men, and the Rochdale public jumped at the idea eagerly.

Mr. Ludlow wrote us after it was all over and described the hot chase which his Mystery Men received from every class of citizen in Rochdale, and said that the men he engaged for the job, tough as they were, had their hands full to keep themselves in one piece.

One particularly funny incident was when a couple of boys challenged a man in a grocer's shop and he replied, "No, me laads, I'm just buying a bit o' bacon for me breakfast."

Mr. Ludlow thoroughly deserved the excellent results he got (as did other dealers throughout the country) in return for his strenuous and untiring efforts in this publicity scheme.

We could mention many names of dealers who, like Mr. Ludlow, made a really fine job of the Philco fortnight if we had the space. Mr. Phillips, of Exeter, worked a splendid scheme which created excitement, and everywhere we learnt from the Press cuttings the same story of Philco Mystery Men doing great work in advertising Philco dealers.



One of the Many Who Made a Success of the Philco Fortnight.

MARVELLOUS VALUE!

A REALLY FINE BATTERY SET FOR ONLY 8 GNS.

ALL the world loves a really good bargain and Philco's model 233 is acknowledged on all sides as setting a new standard in values in the industry. It has introduced Philco to thousands of homes that were not hitherto within the Philco market. This is a really important point for dealers to consider, because all who now buy this 8 guinea model are prospective buyers of higher-priced Philco models in years to come. And it is unquestionably worthy of its larger brothers, which it follows in performance as well as name.

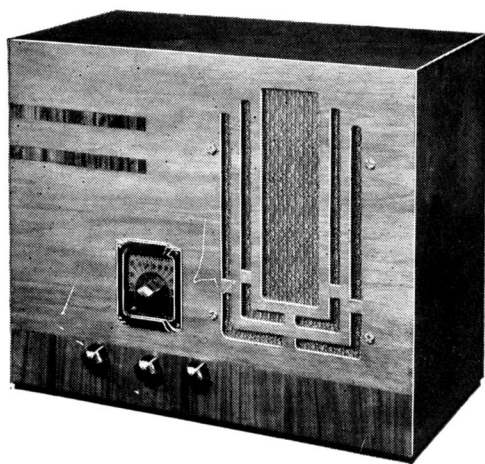
The model 233 3-valve Battery Set has made a great name for itself since it was introduced a few months ago. It offers the buyer of limited means a sound, well designed, solidly built set with a remarkably fine performance.

Examine the specification of the set and bear in mind that its price is 8 guineas *including batteries*, and its performance is truly great.

The Model 233 Battery Set has 5 stages controlled by 3 new Philco high efficiency valves. These valves have been specially designed for the set and give a sensitivity hitherto unobtainable except in the best 5-valve receivers.

The set is controlled by a single knob, and the reaction is exceedingly smooth and simple to operate.

The volume control is separate from the on/off switch, which in the off position completely disconnects H.T. and L.T. circuits.



Model 233 3-Valve Battery Set—8 Gns.
(including batteries)

The special Philco plug-in combined H.T. and G.B. battery is an exclusive Philco feature, which does away with wander plugs and makes battery connecting child's play, and the patent Philco 2101 valve halves L.T. consumption.

A newly-developed permanent magnet moving coil loud speaker gives pure, true tone with more than sufficient power for the average-sized room, and the circuit is absolutely non-radiating.

Finally, the set is contained in a good cabinet of matched walnut, with macassar and figured walnut inlays, and a black bezel and control knobs give an artistic finish to the whole thing.

Not only in areas that do not yet enjoy electric mains is this Battery Model cutting out a big career for itself, but all over the country has it recommended itself, as a good performer at a truly modest price.

The window display cut-out for this model is perforated to allow the one-plug battery connection to be demonstrated. A small point, but it attracts attention and creates interest in your window.

Philco News

A periodical chronicle of events in the Philco nation-wide organization. Contributions from the Philco Family are welcomed, and will be paid for at the rate of 10s. for each article accepted by the Editor. Contributions must reach the Editor by the fifteenth of the month preceding publication. Address all communications to:—

EDITOR, "PHILCO NEWS,"
AINTREE ROAD, PERIVALE, MIDDX.

VOL. II. No. 5.

DECEMBER, 1934

EDITORIAL

THIS fifth issue of *Philco News* combines descriptive notes of all our current models, with souvenir pages to remind Cruise Dealers of the marvellous time they had, and to give those who were not lucky enough to be with us a rough idea of what they missed.

PHILCO NEW DE LUXE BABY AND CONCERT GRANDS.

Philco, leading once more, present to you three new sets the like of which you never saw or heard before. These Sets will simply eat up the Season's trade for you, and our Broad-sides of National Publicity will create a public demand such as you never dreamed about. But read for yourself all about these sets and in between time browse among the pictorial pages and go on the Cruise again in spirit!

CRUISE MOVING PICTURES.

We are preparing a moving picture film of the Philco Holiday Cruise, and in order to make it as interesting as possible we invite those dealers who took movie-cameras on the Cruise to send us a copy of their film to incorporate with ours.

Send us the invoice for the cost of the copy film also, and we will reimburse you.

CRUISE PHOTOGRAPHS.

There are many interesting photographs reproduced in this issue, showing scenes and personalities snapped on the Cruise in Belgium. All these pictures bear a number, and if you would like a copy of any particular picture, just write to the Editor, send one shilling for each print, and quote the index number of the picture you want.

The size of the pictures offered are 6 in. by 8 in., and are attractively finished in black and white on glossy paper.

As a souvenir they are most interesting, and you should not be without one—especially if you feature in the picture.

OUR SHORT-WAVE CORNER

A BIG FUTURE FOR SHORT-WAVES

SHORT-WAVE listening is catching on rapidly, and the more its thrills become known and talked about, the greater will be the demand for suitable apparatus. Undoubtedly 1935 will see a great advance in the popularity of short-wave reception. We must be prepared.

Not many years ago the short waves—that is those below 100 metres—were regarded by experts as being completely useless for communications except over distances of a few miles. For this reason they were handed over to the amateurs when the latter were crowded out of the medium wave-band between 200 and 550 metres by the development of broadcasting.

But amateurs are nothing if not go-ahead. To their own surprise, and that of everybody else, their experiments resulted before long in convincing proof that, so far from being valueless, the short waves were the best of all for communicating with small power over great distances.

A feat which astonished the world was the establishment of communication with another enthusiast in New Zealand by a British amateur, whose transmitter had a power-rating little greater than that of an ordinary flashlamp bulb.

From that time onwards progress was made by leaps and bounds and there is reason nowadays to believe that in years to come the main developments in wireless long-distance communication and in broadcasting will be upon the short waves. Certainly, the future of television is bound up with these waves, for on no others is there elbow room for any high-definition process at present known.

The user of a short-wave set has one of the most fascinating hobbies that it is possible to imagine. The reception of distant stations on the short waves is no more difficult, provided that suitable apparatus is used, than that of medium and long-wave broadcasting stations, though it is far more interesting for many reasons.

It is, for instance, possible on favourable nights during the darker months to receive some of the more powerful *medium* wave broadcasting stations in both the United States and South America. The distances are between 3,000 and 4,000 miles and these are probably about the maximum range for medium-wave transmissions when conditions are at their best. But on the *short waves* the entire world is within the range of the receiving set the whole year round. The broadcast transmissions from Sydney, in Australia, are, for example, regularly heard in this country.

Short-wave reception is full of interest, particularly when a receiving set is used which enables a change over to be made readily from one band of short waves to another. In the Philco All-wave receivers the change from one band to another is accomplished by the simple rotation of a single switch knob.

The Philco All-wave receivers are directly calibrated in megacycles, so that station identification on these sets is found to be wonderfully easy; also these sets cover the whole of the short-wave bands from the point where an ordinary broadcast receiver ends at 200 metres (1.5 megacycles) and carry right through in a series of overlapping bands down to 23 megacycles (approximately 13 metres).

There is nothing in the least difficult about handling a short-wave set if it has, as it should have, for the tuning condenser, a very slow-motion drive without the slightest backlash, which can be brought into action at will; the 16B has a reduction drive of 80 to 1. When installing the set, care should be taken to see that it has good aerial and earth connections.



**THE
POPULAR
THEME—
“HOME
AND
PHILCO”**

“...but I said,
give me home and a Philco”

MORE homes have a Philco than any other make. Philco are the largest radio makers in the world. They possess the vastest resources for research and experimentation. The most notable improvements in radio since 1929 came first from Philco.

Apart from its technical superiority, there is something about a Philco that gives unusual pleasure merely in possessing it; something of which beauty, performance and reliability are only a part; something which adds breadth to the very meaning of the word “home”, be it cottage or castle. You begin to understand this when you see — when you hear — a Philco. You realise it in its fullness when you have a Philco in your own home.

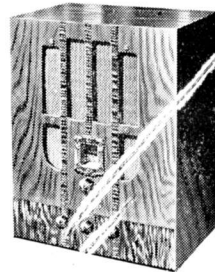
The set you see in the above home you can have in your home for only 8 gns. It is a battery set with a standard of performance equal in every way to “All Mains” sets costing very much more. Its current consumption is extremely economical. It has a large

double-capacity H.T. Battery and a 20 ampere hour accumulator. There are no confusing wander plugs: you just plug-in once for H.T. and G.B. combined. Matched walnut Cabinet with macassar and figured walnut inlays. Yet this set, including batteries, costs only **8^{GN} 5**

... AND IT IS A THOROUGHbred PHILCO

PHILCO 1945 BOMBHELL
MODEL 264
9-STAGE BALANCED SUPERHET
FOR A.C. MAINS

Its performance, remarkable in any case, becomes truly amazing when you consider its price. It is equal to sets costing almost twice as much. And it maintains its splendid performance on any European station. It cannot fade; it has full A.V.C. It never lets stations overlap; it has 16 selections. Its tone is true and sweet — and can be controlled to emphasize treble or bass. Its power, the sheer volume of pure music it gives, is as great as the biggest sets made. Its actual undistorted output is **10^{GN} 5** 3 watts. Yet this set costs only



YOU CAN GO HOME TO A PHILCO FOR AS LITTLE AS 3/7 A WEEK

Other models — up to 35 Gns. — for every type of home, whether it has electricity or not, A.C. or D.C. Mains. Nowhere will you find specification equivalent to Philco at anything like the Philco price. Philco Car Radio — for any car — costs 16 gns.

PHILCO

WORLD'S LARGEST MAKERS OF RADIO SETS

PHILCO SETS ARE ONLY OBTAINABLE FROM ACCREDITED PHILCO DEALERS

THE PHILCO RADIO & TELEVISION CORPORATION OF GREAT BRITAIN LTD, AINTREE ROAD, PERIVALE, MIDDLESEX

THE 1263 A.D.C. IS BREAKING RECORDS

BEAUTIFUL CABINET AND MARVELLOUS PERFORMANCE

SINCE the beginning of the season the demand for the Philco model 1263 A.D.C. Universal Superhet at 16 Guineas has been phenomenal. The popularity of this wonderful receiver has been due to the combined efficiency, reliability and handsome appearance of the set, which has an irresistible appeal to those people whose artistic taste can be appeased to the extent of 16 guineas.

The 1263 A.D.C. Universal receiver comes to fill a long-felt want among the general public. On countless occasions people have bought A.C. receivers and after a while moved to a D.C. district—or vice versa—and then they are faced with a dead loss amounting to almost as much as the set cost, when they are forced to make a part-exchange deal to get a set which will work on local supply.

But this beautiful receiver was designed with the universal feature as only one of its many points, so that it would sell equally well in A.C. or D.C. areas. Its outstanding features, and true richness of design, have found a nation-wide acceptance, and as a matter of fact, more have been sold to date in A.C. areas than elsewhere. Therefore it should not be regarded as a D.C. or change-over area set, but the universal feature should be mentioned, in selling, as only one of its many admirable features.

Combined with this strong selling point is the specification of the set which you know so well. The Philco 1263 is a 9-stage balanced superhet using five Philco high efficiency valves. FULL automatic volume control is incorporated, giving freedom from blasting and fading, and Philco exclusive Shadow Tuning lets you SEE when the Station is accurately tuned in before you hear it, and of course the circuit has the customary Philco 9 k.c. guaranteed separation and 4-point tone control.

A ballast resistance is incorporated, which prevents pilot lamps burning out and ensures a regular and steady flow of current. Enormous undistorted power is supplied by an 11 in. Auditorium speaker, the size of which exceeds any speaker fitted into a

table model radio of any kind.

Single-knob tuning, floating chassis, gramophone pick-up, illuminated dial and fibre back, complete the refinements of this set, which is enclosed in a beautifully designed cabinet of matched black walnut, with rare inlays of Australian curly oak.

Assuredly a receiver of outstanding performance and distinction, which on results so far, has gained a high place in public favour. See that you benefit by this popularity and always have one of these sets in stock to demonstrate to your prospects or to put on trial in their homes.



Philco Model 1263 A.D.C. Superhet Receiver—16 Gns.

A CHRONICLE OF THE CRUISE

A BRIEF SURVEY FOR BENEFIT OF ABSENT FRIENDS

BY PHILCO NEWS SPECIAL CHRONICLER

THE great Philco Holiday Cruise to Belgium, in August, stands out as a grand holiday break and a great piece of co-operation between a manufacturer, his distributors and dealers.

The plans for the Cruise were opened up in April, and work continued at Perivale more or less continuously until late the night before the S.S. *Antwerp* sailed. The Cruise Committee, however, knew that everything depended on the co-operation of Philco's guests, and sure enough, every dealer booked for the Cruise turned up in good time, determined to enjoy himself and help along the whole show to the benefit of all concerned.

The rendezvous was at Liverpool Street Station at 7.30 p.m., Continental departure platform, and from there the party, some 350 strong, steamed out in the "Philco Special," which bore Philco messages on all windows, on the engine plate, and at the rear of the train. The inevitable wait for the train to leave was enlivened by popular selections by the Philco Band, which worked hard all the way through, from early morn to late each night.

Dinner was served as the train was on its way, and the journey soon passed. At 10 p.m., when the train arrived at Parkstone Quay, there were very few who had thought of going to bed.

ARRIVAL AT HARWICH

The whole party trooped out of the station on to the dock and there was the S.S. *Antwerp* already awaiting us. Eagerly clambering on board, we sought out our cabins, and thereafter dumping our luggage, opened up the envelopes which we found on each of our bunks. Inside these envelopes we found a coloured beret, an identifying badge inscribed with each man's name and town, and a sheet of last-minute instructions.

From that time on, until the S.S. *Antwerp* docked at Zeebrugge the next morning, we can well describe as a night of jollity and camaradie not unmixed in some cases, we fear, with temporary attacks of *mal de mer* on account of the gentle swell which was running.

On Saturday morning, August 11, we docked at Zeebrugge, and after breakfast, with music from the Philco Band, we boarded the special train for Ypres. At 10.30 a.m. the train arrived at the old War-time town of Ypres, now entirely rebuilt except for the ruins of the old Cloth Hall, which have been left as they were as a memorial; and the whole party formed up in column of route headed by the Band, and, escorted by Belgian Police (in a courtesy capacity only, mark you!), we marched through the streets to the Town Hall, where we were hospitably received and welcomed by the burgomaster, M. Van der Ghote.

After an address of welcome, and drinking of ceremonial *vin d'honneur* with the Burgomaster, the party dispersed until 12.30 p.m. to look around the town, visit the Menin Gate, battlefields, war-cemeteries and the Cathedral, just as we were inclined.

AND THEN TO OSTEND.

The train left Ypres at 12.30 p.m. with all of us aboard, now thoroughly excited and intensely interested by our experiences. Then came the surprise of the day—the Philco luncheon cases. These were souvenir cases fitted with complete picnic gear for two and provided with a meal of cold chicken, ham, cheese, bread, butter and eggs. Beer was, of course, included, and we drank from the engraved souvenir stein which was in the case. A very welcome lunch and an excellent souvenir of the Cruise, which will be used a great deal on our private picnics in future.

At 1.30 p.m. we arrived at Ostend, where the most ambitious achievement of all was planned, namely, the Philco Grand Prix, on the Royal Course—a six furlong sprint for prizes amounting to 25,000 francs. The Belgian Jockey Club, as a courtesy to Philco guests officially welcomed the visitors by the grandstand and Baron Oscar van Loo personally greeted Mr. Dyer. As a special favour, the Philco party were granted *pesage* tickets admitting them free to all parts of the course.

WONDER WEEK-END IN BELGIUM!

(THE STORY CONTINUES FROM PAGE NINE)

Ascot has nothing on a good day's racing at Ostend during the height of the season, and everyone thoroughly enjoyed the afternoon. The big race itself provided a thrilling finish, and many of us spotted the winner of the Philco Grand Prix and added just a half to our original investment!

Those who preferred to do so, bathed in the famous Palais des Thermes and basked in the sunshine on the marvellous beach. Some of us raced and some bathed, but all had an exceedingly enjoyable afternoon's entertainment, using our vouchers all the way and never a penny to pay.

After the races and bathing, we dispersed to our various hotels for dinner, and after dinner we all adjourned to the Kursaal, where we enjoyed the lavish cabaret and dancing provided for our pleasure. Those who were so inclined had a flutter at the Wheel of Chance in Blankenberghe, or joined in the special Philco *Rouge, Blanc et Bleu* Fancy Dress Carnival at the Continental Palace Hotel.

Time rolled on and midnight came and we, like Cinderellas of fable, caught the last train to Zeebrugge and enjoyed the comfort of our bunks on the S.S. *Antwerp*, where we stayed the night.

THE LAST DAY—BUT NOT THE LEAST.

On Sunday morning we were up again, bright and early. Philco allowed no break in the continuous round of enjoyment which was planned, and at 8 a.m. (is there such a time?) the band was at work again arousing us from our slumbers.

After an early breakfast we boarded a special train for Le Zoute, a picturesque Belgian seaside resort. We had a short stay in this charming spot, stretching our legs and sampling the local brand of BOK (sweet memories!) until it was time to get on the train again for Bruges.

At 11.30 a.m. we arrived at Bruges and again forming up in column of route, we marched through the town, headed by the band and our Philco Flag, to the Town Hall, where the burgomaster, M. van Hoestenbergh,

gave us a civic welcome and invited us to drink *vin d'honneur* with him.

We had a little time to spare in Bruges and so we split up again and looked round the town, which is full of rare old buildings, beautiful churches and priceless art treasures.

We entrained again later for Blankenberghe and arrived there at 2.30 p.m., where we were played to our hotels for lunch.

After lunch there was a period in which we could go our own ways until 4.30 p.m. Shopping, souvenir buying, or perhaps a little overdue sleep, took up our time in that interval.

THE BALLOONS GO UP!

At 4.30 p.m. a Th -Dansant on the Pier at Blankenberghe was provided, and also a balloon race in which 250 balloons, with special Philco tickets, were released and borne on the wings of a westerly breeze over Holland. There was also bathing from the beach at Blankenberghe, and then on to the evening. At 6 o'clock sharp came the Big Thrill!

The Grand Farewell Banquet in the Ambassadors' Hall at the Casino-Kursaal. Will we ever forget that banquet, presided over by Mr. C. L. Dyer, and with the Burgomaster of Blankenberghe, Mr. A. Pauwels, as our guest of honour?

Never before had this famous salon been used for a banquet. Yet, on this occasion all difficulties were overcome. A sumptuous dinner was provided by the management of the Continental Palace Hotel, and in addition to the Burgomaster, the Town Clerk and other municipal officials joined us. The Belgian Press was also well represented. Happily it was Mr. Dyer's birthday, and the occasion lent itself to a very charming ceremony. With a nominal contribution subscribed by every member of the Cruise, a beautiful silver dish was bought and presented by Mr. Lewis to Mr. Dyer. The inscription was, "To Mr. Carleton L. Dyer on the occasion of his 33rd Birthday, from his 350 friends on the Philco Cruise

to Belgium, August 19, 1934." A special birthday cake, with the requisite number of candles, made a good show, and incidentally, during the second Cruise, there was a feeling that those on the first Cruise had stolen a march on the second party. However, this was corrected by each member of the second cruise contributing to a presentation to Mrs. Dyer and to small Miss Daphne Dyer. Mr. Lewis also made this presentation and Daphne replied. Her speech was a model of brevity and appositeness—"Thanks awfully much!"

AND SO BACK TO ENGLAND AGAIN.

Then at midnight, off by special tram and car to the S.S. *Antwerp*, at Zeebrugge, and a little later she sailed for home, bearing us all, a tired, thoroughly happy and enthusiastic Philco Family.

And on Monday morning when we arrived in London, motor-buses took us all to the Philco Showroom, at Olympia, where a display of the new season's models was arranged.

THE SECOND CRUISE.

The second cruise followed on August 24, and an identical programme was enjoyed by 150 dealers. One or two of the Philco Cruise Committee, who accompanied both Cruises, are sometimes asked: "Which was the best cruise?" The answer given here for the first time is "Neither." There was no best. Both were very, very good—equally so in fact.

At any rate, our Cruise Manager states that 1934's cruises were mere "outings" to what he is planning for 1935, and he requests all who came cruising this year to keep their French vocabulary well polished up against the day when it will once more be needed.



A HAND-PICKED GROUP BY THE PHILCO SPECIAL.

CREDIT WHERE IT IS DUE

HERE you see the PHILCO SPECIAL specially dressed in gala rig by the enterprising advertising department of the L.N.E.R. The Advertising Manager of the L.N.E.R. himself supervised the arrangements for ensuring that the countryside knew all about the special train that sped Harwich-wards on Friday evening, August 10 (and again later). Wherever we came in contact with the L.N.E.R. we met a spirit of eager co-operation with our plans, and these, we may say, demanded something more than tacit consent. However, business is business, and we hope to meet the L.N.E.R. again!



HERE IS A GUIDE TO THE EXHIBITS SHOWN ABOVE:

- No. 1. Heil ! A nuts-eye salute from Philco Cruise dealers.
- No. 2. The luncheon case. What a pleasant surprise that was !
- No. 3. Mr. Johnson, of Leicester, in his hiking sandals.
- No. 4. Philco banner at the head of the column in Ypres.

- No. 5. Standing for the National Anthem outside the Town Hall at Bruges.
- No. 6. Marching through Ypres. The policemen were to welcome us only !



THE ABOVE WERE CAUGHT BY OUR ALL-SEEING CAMERA ON THE CRUISE

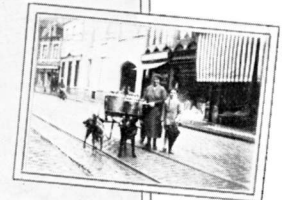
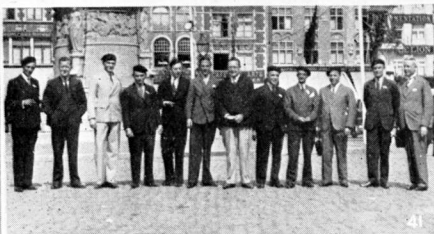
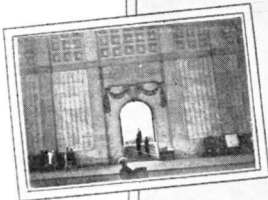
- No. 8. Aspiration and Perspiration at Ostend. Messrs. Bower and Knight "putting on the Ritz" at the Races.
- No. 10. M. Van de Ghote, Burgomaster of Ypres, drinks our health.
- No. 11. In the shadow of the New Cathedral at Ypres. The shorts are not Philco dealers.

- No. 12. Hardy balloon racers take a gamble with death at Blankenberghe.
- No. 13. Mr. Brockway agrees that "all God's chillun got shoes"—and they *don't* pinch.
- No. 14. Cigars or nuts at Blankenberghe. Nuts are second favourite with Messrs. Baker, Lewis and Clark!

Chairing the Chief who thought it out.



No. 41 Shows some of the Cruise Committee.



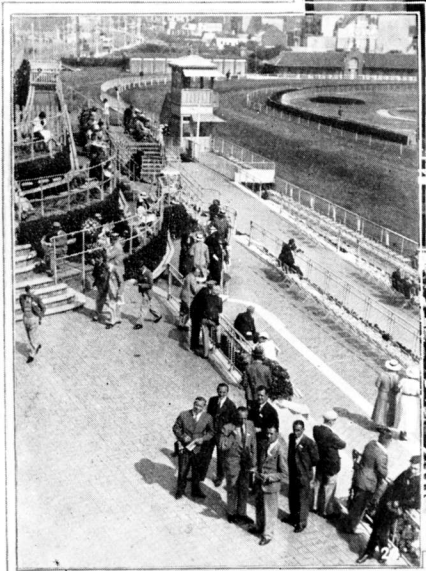
"AND A GOOD TIME WAS HAD BY ALL!"



SOME OF THE HAPPY PHILCO FAMILY



ON THE HOLIDAY CRUISE IN BELGIUM



AND ABOVE WE HAVE PLEASURE IN PRESENTING

- No. 20. Mr. Hornby found that even new valves would not make this go.
- No. 21. Company commanders before the battle of Blankenberghe.
- No. 22. Mr. Cruickshank and his men take a prisoner !

- No. 23. Off to break the bank at the Casino ! (They just failed !)
- No. 24. Ostend Races. Everyone was the bookmaker's friend that day !
- No. 25. The finish of the Philco Stakes at Ostend Races.
- No. 26. The top note which nearly broke the camel's back !



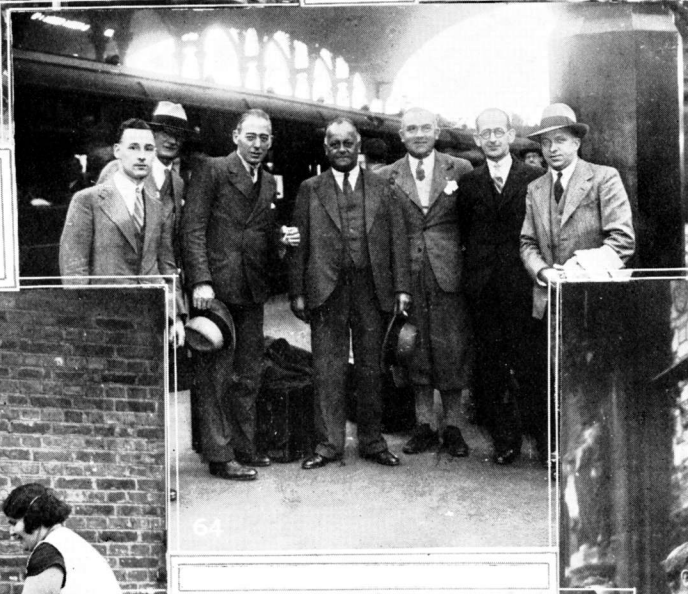
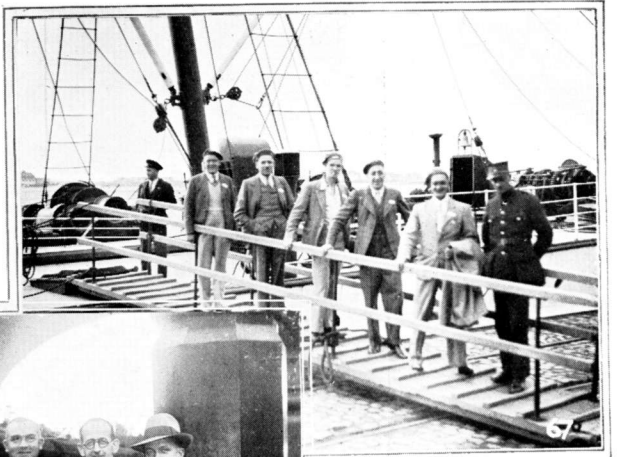
No. 33. The farewell banquet at Blankenberghe.—1st Cruise.
No. 34. The farewell banquet at Blankenberghe.—2nd Cruise.
No. 36. In Bruges Town Hall after the Civic Reception.—
2nd Cruise.

No. 37. Caught by the camera whilst catching a tram in
Bruges.
No. 39. Waiting for the tram at Le Zoute to take them to lunch.
No. P2. On the pier at Blankenberghe.

No. P3. Lunching at the Continental Palace Hotel, Blankenberghe.

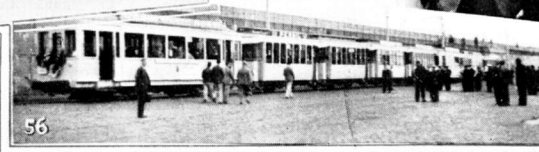
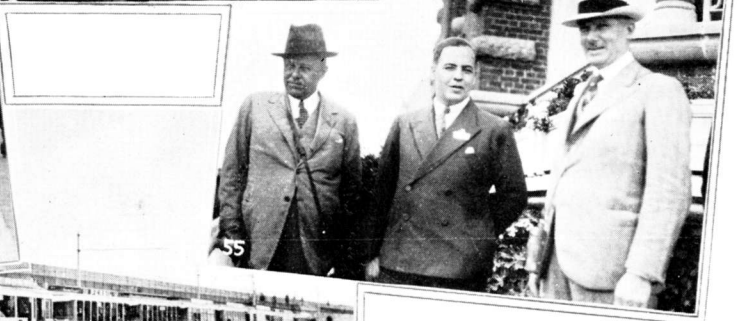
Order by Number

Page Sixteen



No. 64. Mr. J. C. Holland with some friends from Ulster at Liverpool Street.
 No. 65. No, thanks—we're going home to Philco—with Philco!
 No. 66. Another curbside tavern scene at Le Zoute !

No. 67. At Zeebrugge. The policeman has no significance !
 No. 68. Messrs. Dyer and Elleboudt chat with the Burgo-master of Bruges.
 No. 69. Coffee for two in a café beneath Menin Gate.



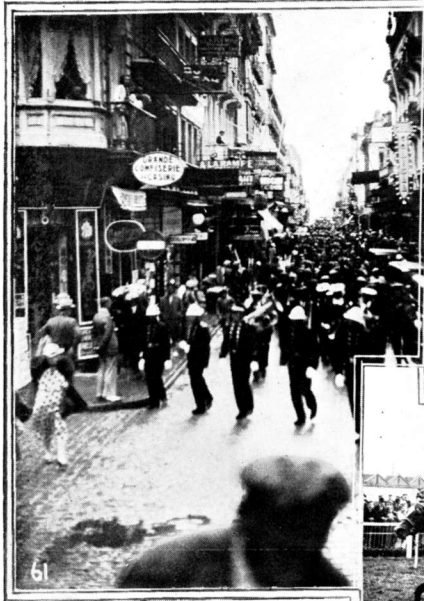
STILL THEY COME—THE CAMERA WAS RUNNING HOT BY THIS TIME
No. 52. Making the grade in top at Blankenberghe.
No. 53. Taking wine with the Burgomaster at Bruges.
No. 54. Philco Band leads the march at Le Zoute.
No. P6. On the march in Bruges.
No. 55. Mr. Dyer with Baron Albert Peers and M. Ch. de Sorgher at Ostend Races.
No. 56. The Special Philco Trams at Zeebrugge.
No. P4. Mr. Lewis executing a flanking movement on the column at Blankenberghe.



58



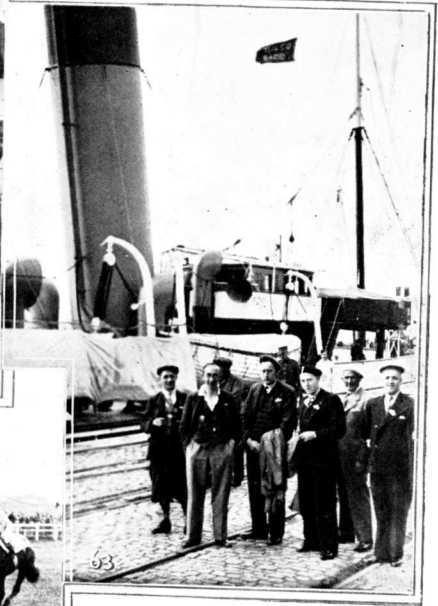
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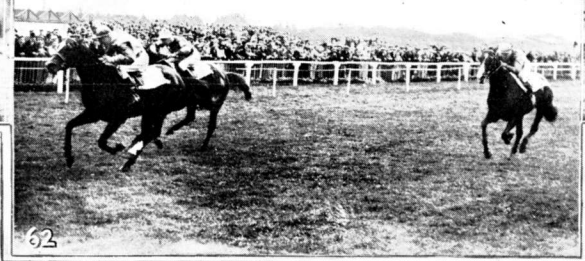
61



60



63



62

No. 58. Some of the boys leaving the station at Ypres.—
2nd Cruise.
No. 59. Snapped from the roof of the pier-head Casino at
Blankenberghe.
No. 60. A group outside the Continental Palace Hotel,
Blankenberghe.

No. 61. The Philco parade passing through the streets of
Blankenberghe.
No. 62. Seraphim wins! Finish of the Philco Stakes at
Ostend, Races.
No. 63. A nautical group alongside the lugger at Zeebrugge.

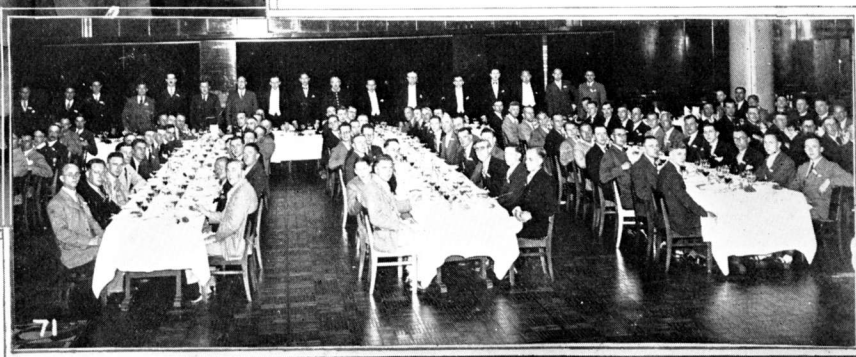


- No. 46. "Nothing doing"—says Mr. Dyer to a newly-wed wife who wanted to come aboard!
- No. 47. The Philco parade passing through the streets of Bruges.
- No. 48. A group of Philco dealers at Menin Gate.

- No. 49. A happy party leaving the station at Ypres.
- No. 50. "The sailors return"—dealers disembarking at Parkestone.
- No. 51. The Philco parade arrives at the Town Hall at Bruges, for the Civic Reception.



“ Mr. Chairman
and Gentlemen—”



No. 35. In Bruges Town Hall after the Civic Reception.
—1st Cruise.

No. 38. A group from over the Border. Hoots! Awa' wi' ye!

No. 70. The farewell banquet at Blankenberghe.—1st Cruise.

No. 71. The farewell banquet at Blankenberghe.—2nd Cruise.

A SHOWER OF BOUQUETS !

READ SOME OF THE HUNDREDS OF LETTERS WE HAVE RECEIVED FROM CRUISE DEALERS

Mr. J. F. Paull, of Cardiff, writes :—

" I feel that now the excitement of the Philco Cruise has somewhat subsided, and I have time to reflect, I should write to you and offer you my sincere thanks for the gorgeous time you gave to the most enterprising Philco Dealers who had qualified for the Cruise.

" I was not only able to take advantage of the Cruise myself, but my son was also able to qualify for the second Cruise. He joins with me in thanking you ; having had the time of his life.

" The comradeship between the officials and the dealers made the happy event one which will always live in Philco memories. Success to Philco ! Ready for Service ! Ready for Sales ; and again thanks."

Mr. Lilleker, of Lilleker Bros., Ltd., Rotherham, says :—

" On behalf of our two directors and three salesmen who visited Belgium on the Philco Cruises, we wish to express our profound appreciation of the royal time which was given us, and our admiration of the arrangements which were made.

" We can assure you that each one of us will treasure it in our memories as one of the happiest holidays we have ever spent, and one which exceeded by far our greatest expectations.

" Wishing every success to the Philco organization."

Mr. Wellfoot, of Cardiff, offers :—

" I wish to thank you for making it possible for me to have a wonderful few days with such fine friends as the Philco Dealers. I think it was a wonderful organization. I did not see one unhappy guest. This is one time when you can actually turn two days into fourteen.

" Have you ever seen a dream walking ? Well I have, and I think it is up to us dealers to dig in with more sales just to show you how truly we appreciate the great things that have been done for us."

Mr. Burt Reynolds, of Liverpool, says :—

" I would like to take this opportunity of thanking you for the very good time I had on the Cruise. I also wish to congratulate you very heartily on what was in my opinion one of the finest organized trade stunts that it has been my luck to see. Finally, I feel sure that great benefit will be derived from all angles, which will be to our mutual benefit and satisfaction."

Mr. Wm. Christie, of Kirkcaldy, writes :—

" I have just arrived from London this morning, and must thank you with all my heart for the great kindness shown to me by you and your staff.

" I thoroughly enjoyed every minute of the Belgian tour."

Mr. C. H. Turner, of Splott Radio, Cardiff, writes :—

" Please accept my apologies for the delay in writing you to express my appreciation for the wonderful way in which you and your Company entertained us during the Philco Cruise.

" Personally, I am sure that I shall never forget the experience as long as I live. I can quite understand now the reason why the Great War lasted so long, after the happy time which we experienced with you. Although I do not expect that our Troops had such enjoyable entertainment as that which you provided for us.

" In conclusion, may I once again express my very great thanks for your wonderful inspiration."

Mr. G. W. George, of Chester, says :—

" Please accept my sincere thanks for a wonderful time on the Cruise. While remembering that you asked us to give all the credit for a perfect organization to the Cruise Committee, I am quite certain that without your influence, which was not only efficient, but delightfully pleasant, the great success of the cruise would not have been possible.

" These words convey in a very inadequate manner my feelings. Once again thank you. Please also convey these sentiments to your staff."

Mr. Bernard Hogben, of Tottenham, London, writes :—

" May I take this opportunity of thanking Philco for what has been a truly wonderful week-end. The precision with which everything was carried through was a really fine piece of organization, and everything contributed to make the occasion memorable.

" Once again, very many thanks, and the very best for a prosperous Philco season for us all."

Mr. Walker, of Walker & Wileman, Woodville, writes :—

" We thought we should like to express our sincere thanks and appreciation for the excellent Cruise you gave us.

" We should also like to add that the programme was the best we have had and cannot think it possible for anyone to have given us better.

" It is now our desire to show you with the sale of sets this season our thanks."

Mr. Hinks, of British General Radio Co., Yeovil, writes :—

" This is to thank you for the very excellent time our Mr. G. D. Hinks had on the Philco Cruise.

" The smoothness with which everything was carried out shows that someone had got very busy behind the scenes, and to them also very sincere thanks are due."

THE SHADOW TUNING METER

A GREAT LITTLE ACCESSORY

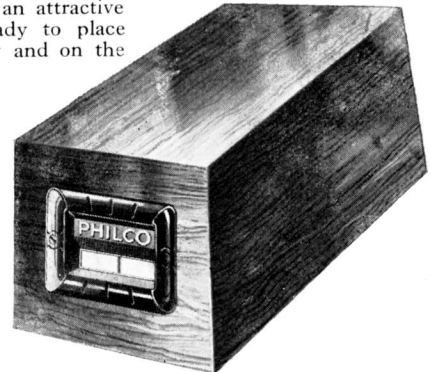
Tuning in silently and accurately with one's eyes rather than relying on the less reliable ears, means increased enjoyment from radio listening, and increased reliability from the set. This accounts for the popularity of Philco's Shadow Tuning Meter, which is available as a separate unit housed in an attractive walnut case and suitable for any make of set which has Automatic Volume Control. The Shadow Tuning Meter tells the listener the relative strength of stations, whether the wanted station is on the air or not, and it also gives silent tuning without any loss of sensitivity or selectivity.

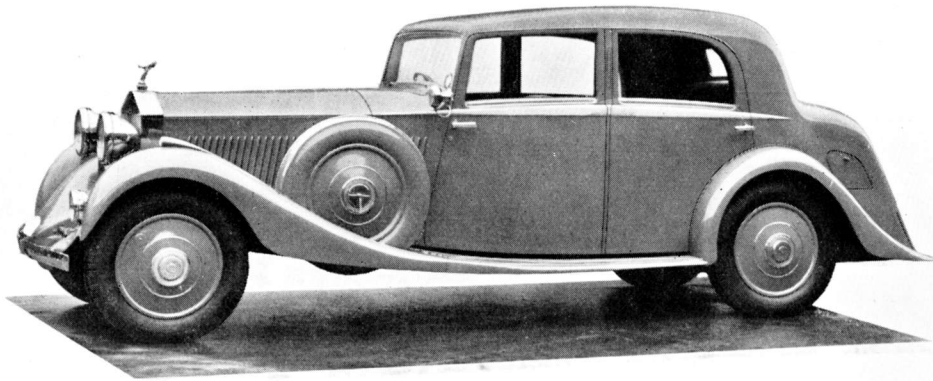
It is sent out complete with full fitting instructions and self-contained decoupling ; it can be fitted easily inside the Set Cabinet, or it may be left outside in its walnut cabinet. Fix one up in your showroom or on your counter, so that you can show it to your customers. It will surprise you how quickly you can sell them, and what a difference these extra sales make to your profits.

There is a leaflet describing it and also a special show card. It is packed in an attractive display case ready to place in your window and on the counter.

PHILCO
SHADOW
TUNING
METER

24/6
COMPLETE





Philco Car Radio on a new model.

PHILCO CAR RADIO CAPTURES OLYMPIA

THE great advances made in the Motor Car Industry were disclosed at the Olympia Motor Show this year. Value and quality of the numerous new models and makes of cars have never been at such a high standing.

The motor industry is thriving, which means that more cars are being sold than in recent years.

Car Radio is an allied product of the Motor Industry—without cars we could not sell our sets. Thus the increased sales of cars, the call for better cars, the demand for the very latest in motoring comfort, all mean larger sales volume for car radio sets.

At this year's Motor Olympia, Philco Car Radio was exhibited on the following famous cars: A.C., Alvis, Austin, Bentley, Chrysler, Daimler, Delage, Dodge, Hillman, Humber, Hupmobile, Lagonda, Packard, Reo, Rolls Royce, S.S., Standard, Studebaker, Sunbeam, Vauxhall.

Further Philco Car Radio was incorporated as original equipment by the following equally famous Body Builders: Baker & Co., John Charles & Co., Grosvenor Carriage Co., Lancefield Coachworks, Mann, Egerton & Co., H. J. Mulliner & Co., Park Ward, Windovers.

This is a testimonial which cannot be claimed by any other make of car radio. Philco was 3 to 1 of all other makes put together.

You may wonder what this preamble is leading to—it is this: A number of outstanding reasons why YOU should instal your demonstration set at once.

1. There are handsome profits waiting to be collected on the sale and installation of car radio receivers.

2. This extra profit means extra earning power to your salesmen; it will also enable you to employ more salesmen.
3. It means new prospects for domestic radio if you are a radio dealer, or the means of a demonstration ride to a long-sought prospect for a new car.

Philco offer you the necessary training to your engineers on installation—50-50 advertising—streamers and folders—display stands—impressive mailing letters to aid you in selling the only Car Radio Set recommended by the British Car Manufacturers.

There are two receivers at competitive list prices—the famous models 11 and 11T at 16 guineas—and the NEW DE LUXE model 801T, recently announced, at 24 guineas.

The outstanding features of the 801T are Dead Silence between Stations with volume control full on—7 Philco high efficiency valves, including three dual purpose valves, giving a performance of 10 valves—four-point tone control—full size separate energised moving coil speaker—Class B. amplification, giving 5 watts undistorted output. A set specially designed for limousine cars and motor coaches.

A final recommendation:—

1. Have Car Radio sets in stock—on a car and in your stock room.
2. Display the sets appealingly in your showroom, Service Station, and particularly in the Demonstrator.
3. Sell Car Radio at every opportunity.

DON'T PASS — BUY!

A FINE WINDOW PULLS THE CUSTOMERS IN

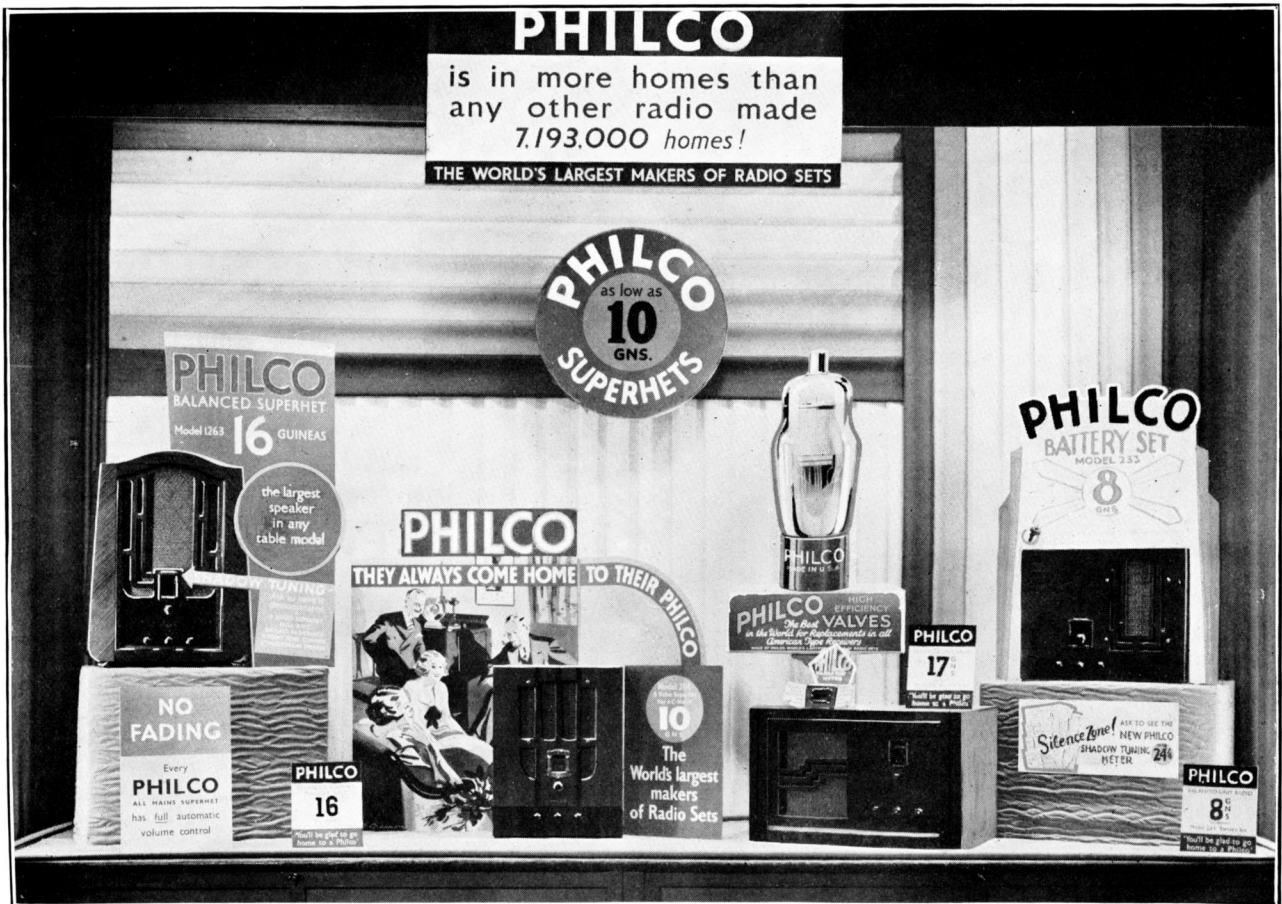
IN the special window display seen below can be recognised many of the first-class sales aids and window display pieces available for your windows.

The cut-outs and price tickets are shown to their best advantage in relation to the sets, and the new giant valve display-rack looks amazingly true to life. A special reference to this splendid valve cut-out appears on page 21 of this issue.

The background is done in coloured crêpe paper to

harmonise with the general Philco colour scheme. Notice the shadow tuning meter in its brightly coloured display carton (on the Battery Major, now reduced to 14 guineas) and the "Silence Tone" card that immediately attracts attention to the shadow tuning meter.

This is the kind of window that causes congestion on the footpath. Never mind that—get them all inside for demonstrations and straight talks on Philco, the best trouble-free radio in the world!



HERE'S A REAL PHILCO WINDOW DISPLAY THAT SHOULD BE COPIED BY EVERY DEALER

ICI RADIO NORMANDIE

A FEW INTERESTING FACTS AND POINTS ABOUT THIS POPULAR STATION, ON WHICH PHILCO BROADCAST

WHILST you have been listening to a Philco Happy Half-Hour from Radio Normandie, has it ever occurred to you how many other people may have been doing so? Or how many people own radio receivers which are powerful enough and selective enough to receive and hold Radio Normandie at good entertainment strength?

A map of the United Kingdom has been prepared, and, used in conjunction with the key shown, gives an interesting survey of the whole country as regards the coverage of Radio Normandie transmissions.

The index figures shown are arrived at as follow: The licence index is obtained for each county by calculating the percentage of the total licences in the whole country as represented by the total licences in that particular county. For instance, the licence index for Lancashire is 11.98—this figure being the percentage of Lancashire licences (739,677) of the total licences issued in the whole country (6,175,336).

Similarly, the writer index is calculated by the letters received from listeners to Radio Normandie in any particular county, as a percentage of the total letters received from the whole country. Then the counties are grouped in the following classification:—

- A. Where writer index exceeds licence index.
- B. " " " is 50-90 per cent. of licence index.
- C. " " " " 25-49 per cent. " " "
- D. " " " " under 25 per cent. of licence index.

Now, referring to the map and its various shadings, you can see at a glance those areas in the United Kingdom in which Radio Normandie transmissions are listened to most—in other words, those areas in which reception from this station is best.

You will see that all along the South Coast, Devon, Cornwall and in Gloucestershire, Pembroke and Brecknock, and also in the Eastern and North Counties and Scotland, Radio Normandie has 100 per cent. coverage, as regards its listeners, and the station gives best entertainment value in those areas.

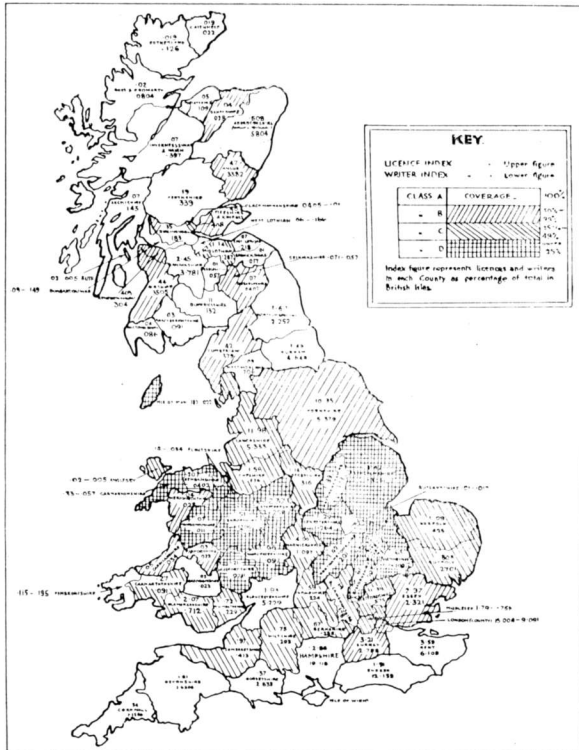
Whereas in the Midlands and North Wales the transmissions are not so easily received, and a lesser percentage of the listening public use the Station.

B.B.C. FOLLOWS PHILCO'S LEAD

With regard to Philco broadcasts from Radio Normandie, which, up till a short time ago, were put over the air every morning, including Sunday, from 11.30 a.m. until noon, it is interesting to note that after three years' drumming by Philco on the air at this time of the day when no English station was broadcasting, the B.B.C. have, at last, emerged from the dim recesses of Portland Place, and Rip Van Winkle-like, have come to life to broadcast from Droitwich every morning.

Philco, ever ready with graceful gestures, after such a public spirited move by the B.B.C., now turn to breakfast time, and every morning put over the air from Radio Normandie from 8.15 a.m. to 8.45 a.m., a concert of bright music and cheerful entertainment. Something to chase away those very prevalent "breakfast blues" and put you in a good mood for your day's work, when no other station is broadcasting.

We trust that the B.B.C. will soon follow our example in this respect, and begin to give the public non-stop entertainment from early morning till late at night—then we'll have to start thinking out an idea to get in some other unoccupied space on the ether.



BRISTOL DEALER STAGES POCKET OLYMPIA

SUCCESSFUL PHILCO SHOW AND PUBLICITY DRIVE MADE BY BRISTOL EAST RADIO CO.



Striking local newspaper ad. used during the exhibition



A view of the Philco-postered entrance to the Exhibition Hall



Mr. Rupert Hazell picks a winner. A cutting from the Bristol Evening World

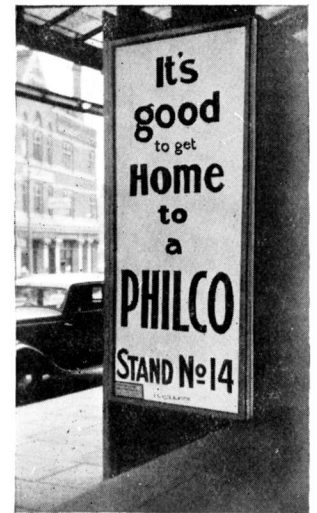
Bristol East Radio Co., of 72 West Street, St. Phillips, one of the leading Philco Dealers in Bristol, decided to tell Bristol district all about Philco, and with this laudable object in view, they put in a Philco Stand at the Bristol Radio Exhibition, at the Colston Hall, which not only attracted a great deal of attention, but also got these enterprising dealers a lot of business.

You will see from the pictures on this page that they did not stop at just the Stand in Colston Hall, but drove home their points with posters outside the Hall and advertisements in the Bristol papers; apart from free publicity they got from Press reports locally.

A really creditable performance, which has repaid Bristol East Radio Co. many times over. They had something to shout about, and they shouted good and hard, as you can see!



A photograph of the stand reproduced from the Bristol Evening World



One of the posters outside the Exhibition Hall

A typical opinion, writes an "Evening World" reporter, is that of Mr. S. C. Vowles, of Bristol East Radio Company, selling Philco products. He told me:

"This is undoubtedly the best radio exhibition Bristol has ever seen."

"We have had more inquiries and more actual sales than at any radio exhibition in which we have shown."

"Our best seller here is a Philco Universal A.C.—D.C. model at 16 guineas."

A cutting from the Bristol Evening World, Sept. 27th, 1934

If your eyes are weak, see below:—
A typical opinion, writes an "Evening World" reporter, is that of Mr. S. C. Vowles, of Bristol East Radio Company, selling Philco products. He told me:
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"Our best seller here is a Philco Universal A.C.—D.C. model at 16 guineas."

THE BATTERY "MAJOR" AT 14 GUINEAS!!

The Battery "Major" at 14 guineas has met with phenomenal success, now that it is within reach of a larger section of the community—those in the 14-guinea price class. Its quick success shows that a large proportion of the public appreciate a good receiver, and are discriminating enough to recognise one when they see it.

The Battery "Major" is the outstanding Battery Superhet on the market to-day, for performance, appearance and reliability. It is a receiver that you can demonstrate with pride, and in selling it, you will enhance your own reputation as a wireless dealer in the eyes of your customers.

Make satisfied customers this Christmas by selling them Battery Majors.

SPECIFICATION

The Battery "Major" Model 238 is a 9-stage Balanced Superhet, using five Philco high efficiency

valves. It is fitted with a P.M. Moving Coil speaker in a dust-proof cover, which gives reproduction equal to any A.C. receiver.

The selectivity is up to the Philco standard of 9 k.c. and is gained from its seven tuned circuits and single knob control.

The receiver is further fitted with Class B amplification, which gives an undistorted output of 1.5 watts, and at the same time allows for economy in operation.

The High Tension battery is a giant triple capacity type, designed for long life, and is connected to the receiver by means of the special Philco "Plug-in" connection. This one-plug device eliminates any danger of burnt-out valves, or other damage to the receiver by making wrong connections. It is so simple to connect that a child can do it.

Finally, the chassis is housed in a magnificent walnut cabinet which will add to the appearance of any room, and be a delight to its owner.

AS SOON AS THEY USE IT THEY SAY "MARVELLOUS"

MRS. Le Marrec, of La Rocque, Jersey, is the proud owner of a Philco "Battery Major," and this is what she writes:—

"I feel that I have to write to you and tell you how satisfied I am with your Philco Battery Major that I have purchased to-day from my radio dealer. When we decided to have a new set, I said no other but a Philco would come into my home. Well, they brought me the Battery Major and it certainly has its home found, a real live Philco; you can well afford to advertise your sets, because they are simply marvellous."

The above in itself would be very gratifying, and yet, by a later post, we received another letter in praise of the "Battery Major."

"ALL THAT COULD BE DESIRED"

Here it is, and it's from Mr. H. C. Tyer, of Hartwell, Northants. Read what Mr. Tyer thinks of the Philco "Battery Major."

"I should just like to let you know that I am really delighted with the new Philco, which I have just purchased through your agent in Northampton, A. G. Whitlock. I consider it to be a very fine reproduction of sound, and the tone, selectivity and power are all that could be desired. After only one week's use, I have already heard and identified 50-60 stations at good power, with the aid of your station finder.

"I shall be pleased to let my friends know of your excellent Wireless Sets. Wishing you all the best of success."

The above are only two specimens, chosen at random, of the many we receive every day from satisfied users of Philco "Battery Major" five-valve Superhet receivers.

The public like them, and ask for them! It is up to you not to miss *your* share of the demand which we have created with this set.

RADIO RENTING

TO "rent" or "not to rent" is the burning question in the industry to-day, but while some dealers expend their energies in decrying it, others—the more ambitious ones—are quietly considering the adoption of renting, and in many cases have already done so.

Experience so far has proved very conclusively that a certain section of the public is in favour of renting, and it has also been found in a large number of these cases that, had they been unable to rent, they would have gone without radio, mainly because they are "renting decided," and rent everything from their house to their heater. Dealers are quite wrong in imagining that every rental means the loss of a sale—far from it. There are people who want to rent in the same way as there are people who want to buy.

The demand is there—who is going to meet the demand? The dealers or Rental Companies?

We want the dealers to do it, because we believe that it is part of a dealer's function to supply a full radio service to the public.

To-day Rental Companies are meeting with phenomenal success, for the simple reason that they have no competition. In our opinion, as soon as Radio Dealers start local competition, the business will flow to the local shops. Several dealers have already proved the truth of this statement.

A great point seems to be made of the assumption that Rental Companies buy on more favourable terms than the ordinary dealers. This is true only to the quantity which a renting company or dealer can purchase; in any event the difference in price between the largest purchaser and the smallest is comparatively unimportant; for, unlike ordinary selling, the buying price (within reasonable limits) has less bearing on the ultimate profit than, first of all, Reliability, and secondly, second-hand value after two years.

e.g. Two receivers may vary by only 10s. in the

buying price, but one might cost £3 or £4 on service, against the other £1; or again, one might be worth £4 after two years, and the other nothing. It is not the buying price that you have to consider, so much as the product itself.

Renting Radio receivers is a sound proposition. Here are the facts:—

The Renter advertises "Rent your Radio for 12s. 6d. per month. Free everything (except outdoor aerial)."

These are the actual figures:—

COST

Philco 264 B.G.	£10 10 0	Rental Receipts, 12	
Less 30 per cent.	7 7 0	months at 12s. 6d.	
Less 3½ per cent.	7 1 3	per month	.. £7 10 0

There is also a matter of £1 deposit, which is recoverable *after* the two years, but will be forfeited if the hirer breaks his contract during this period.

During the first six months of this period the hirer has the option of purchase, and this option will, of course, be taken up in a large number of cases.

Those receivers which have not been sold, however, will stand in at just about nothing at the end of the first year. So we come to the second year. The price this time is 8s. 6d. per month, which means £5 2s. over the twelve months; add on to this the value of the receiver, say £4, and you will get at the approximate gross profit to be made.

As to overheads, service must come first. As all components are guaranteed for twelve months, valves for three months, and the maximum service charge is 5s., this is well taken care of. *But*, Reliability and freedom from service calls is the one essential to successful Radio Renting. It is madness to put money into such a venture unless you have a reliable and almost trouble-free receiver. That is why Philco is so popular with Renting Companies.

The effect of Renting in your business. As a dealer, your main object is to sell, but you cannot attract the hiring customer unless you can offer him the facilities he wants. Offer him these, and he will come to you, but once you have him in your hands, you can either sell or hire to him, just as you wish. *Hiring is expensive to the customer*, and it is a poor salesman who cannot convince him.

Here are the figures :—

<i>(a) Selling</i> (over two years)		<i>(b) Renting</i> (over two years)	
Retail price ..	£10 10 0	Deposit	£1 0 0
Plus 15 per cent.		12 payments of 12s.	
for H.P. Accom-		6d. per month ..	£7 10 0
modation Fee ..	£1 11 6	12 payments of 8s.	
		6d. per month ..	£5 2 0
	<u>£12 1 6</u>		<u>£13 12 0</u>

In case *(a)* the customer has a receiver worth say £3 or £4, whereas in case *(b)* he has to make further payments to get his radio entertainment.

A smart dealer can, therefore, make the hiring side of his business materially increase his sales. Think it over.

Finally, just a few major points on hiring.

1. You must have capital compatible with the business you hope to do.
2. You must run *one* make only, and so reduce service costs. Philco has been proved to be the most suitable receiver for renting purposes on account of its extreme reliability.
3. You must advertise—our 50-50 scheme is now extended to hiring.
4. You must have expert guidance.

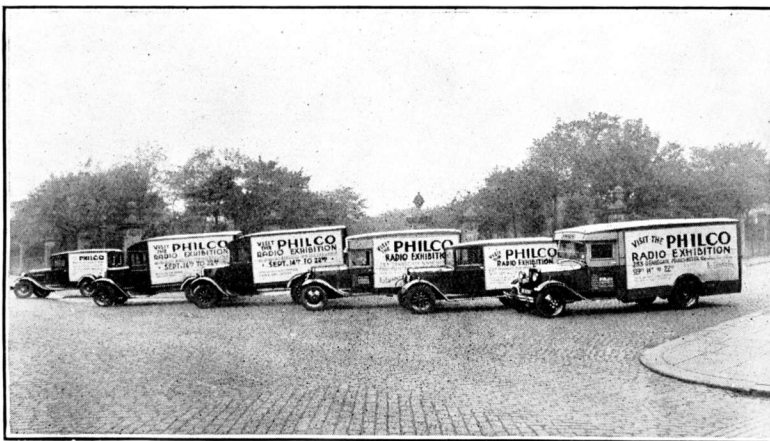
And for this purpose we have set up, in collaboration with Philco Distributors, a special bureau in Philco to deal with all enquiries from our dealers, and give advice based on experience.

If you are thinking of adopting the renting of radio, write in at once, giving a brief outline of your scheme, and address to :—

Renting Bureau,
Philco Radio and Television Corporation
of Great Britain, Ltd.,
Aintree Road,
PERIVALE, Mdx.

PHILCO'S LANCASHIRE DISTRIBUTORS TELL LANCASHIRE

RADIO EXHIBITION NEWS SPREAD ON VAN FLEET



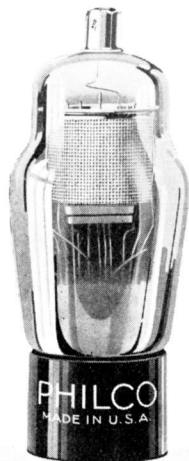
Philco Vans Tell Lancashire of the Deansgate Exhibition

Twenty-nine

PHILCO'S Exhibition in Deansgate, Manchester, held at the time of the Manchester Radio Show, was the greatest possible success. As you see by the picture, it was not advertised only in the Press and by mail. Our enterprising and energetic Lancashire distributors used their delivery vans to tell the world that there was something good going on at Deansgate. No wonder the Show was crowded. Many thousands visited the showrooms during the week, and record business was done. Good for Lancashire and for the dealers who tied up with the Exhibition by means of window displays, shop windows, publicity in the cinemas and in many other ways.

A NEW VALVE DISPLAY PIECE

MAKE YOUR WINDOW ATTRACTIVE AND GET
YOUR SHARE OF THIS PROFITABLE LINE



*The Philco Valve Display Piece
Stands 2 ft. 6 ins. high*

A STRIKING and unique valve show piece has been prepared for dealers' counters or for Window Display. It consists of a Giant Replica of a valve in attractive colours ; arranged behind the valve is accommodation for a representative stock of 18 valves. As a show piece or as the centre of a valve display, we doubt if a more beautiful sales aid has ever been designed.

Coupled with its real utility value in having Philco valve stock readily at hand, and equivalents and prices on the back, it is a piece you cannot afford to be without; they are supplied free to all dealers who have purchased twelve or more valves since August 1, 1934.

THE NEW ADVERTISING

(FROM TWO POINTS OF VIEW)

"Going Home to Philco" Sweeps the Country

The following is an extract from the parish magazine issued by Christ Church, Colne, which we think might be of interest to you :—

"Attention is drawn to the Centenary Rally of the Temperance Movement in Lancashire, to be held in Colne, during the last week of this month. Some of you may have noticed the splendid advertisement for temperance given by a firm of radio manufacturers—Messrs. Philco. A working man smilingly refuses a glass of beer, with the words, 'No, thanks ; I'd rather go home to my Philco.'"

(The above was kindly sent along to us by Philco Distributors (Lancashire), Ltd.—Ed. "P.N.")

Mr. P. L. Davey, of Brunwec, Ltd., Bristol, writes :—

Here is a check-up on the force of your "Going Home to Philco" slogan.

At a parish social function in Bristol, a few days ago, one of those competitions was carried out in which various advertisements are displayed, without the advertiser's name appearing, and competitors are asked to fill in the missing name.

One of your Philco advertisements was put up among others, and although my informant was familiar with it himself through having been calling on us from time to time, he was surprised to find that every single person in the room got the answer right.

I think that is a pretty good record for a slogan which has only been running for about three months.

"UNINTERRUPTED ENTERTAINMENT"

PHILCO TECHNICAL TRAINING SCHEME

BY TIM WILLIAMS, DIRECTOR OF PRODUCTION

BECAUSE Philco builds quality sets, our service slogan should be, "Uninterrupted Entertainment" in the home. After a customer buys a wireless set, it becomes an instrument of utility. While he may be influenced by the appearance of the cabinet, the dial, or any other "gadget" a manufacturer may use to catch his eye, nevertheless, his thought of purchase in the first place was due to the fact that he wanted Radio programmes in his home.

To ensure the customer this service, Philco has always designed and made the most trouble-proof set in the world, simply by our engineers adhering to the principles of sound design, balanced unit and rigid inspection. Having done this, we should expect the dealer to take over the problem of installation and normal service after sale.

Many unnecessary complaints and unsatisfactory operations can be overcome simply by a good installation.

Modern sensitive receivers require a good aerial and earth to get the full brilliant performance that Philco sets are designed to give. Be sure, therefore, to get the best aerial and earth possible on every installation.

After installation there will be normal wear and tear, perhaps some trouble due to minor fault. It is poor business to have to remove a set from the customer's home for a minor adjustment—it costs you money and leaves a bad impression with the owner.

Almost any difficulty with a Philco can be fixed in the home, provided, of course, that you know your job.



Mr. Tim Williams

PRACTICAL TRAINING SCHEME

We have inaugurated the Philco Technical Training Scheme to help you with the fundamental theory of wireless, and we will follow with information showing the simplest way to locate and repair the normal troubles in our receivers.

You expect us to give you a reliable receiver. This we have done, and should expect you to give reliable service. It is to your credit that in most cases you have done so; but as receivers are becoming more and more advanced in design, you will find it necessary that you keep up with the times in so far as technical information is concerned.

The business is going more and more to the man who can give efficient service. In the near future it will go

entirely to the man who can give efficient service. Are you prepared to hold your share of this tremendous business?

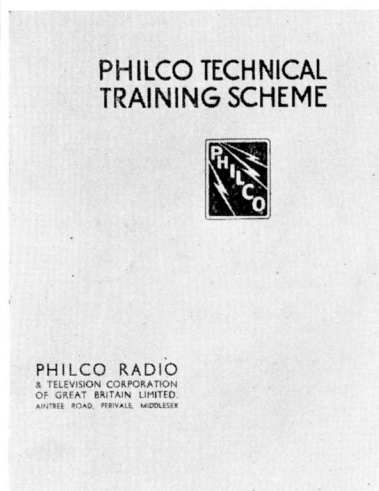
Philco will help you if you are prepared to help yourself.

Only a limited and fortunate few can subscribe to expensive and complicated technical courses, or undergo thorough training in the Service Department of a manufacturer.

This Philco Technical Training

Scheme, however, constitutes a Service School within your reach, whether you are a salesman or service man.

Young men fresh from school are studying hard to become "Wireless Service Engineers." They take wireless technology seriously, and it is up to the older men already in the business to know at any rate as much of our subject as these younger men who are now joining the business.



A Recent Brochure

HERE'S A BRIGHT IDEA!

Illuminated Parable for Philco Dealers Presented by Colmore—
Birmingham Representative

Mr. G. J. Bird, representative for Colmore Depot, Philco Distributors for the Midland area, has had printed and distributed among his dealers the following illuminated (and illuminating) address, under the heading, "I'M TELLING YOU!"

☐ *I believe* in the goods I am handling, in the firm I am working for and in my ability to get results.

☐ *I believe* that honest products can be sold to honest men by honest methods.

☐ *I believe* in working, not weeping, in boosting, not grumbling, and in the pleasure of my job.

☐ *I believe* that a man gets what he goes after, that

one deed done to-day is worth two deeds to-morrow, and that no man is down and out until he has lost faith in himself.

☐ *I believe* in to-day and the work I am doing, in to-morrow and the work I hope to do, and in the sure reward which the future holds.

☐ *I believe* in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition.

☐ *I believe* that Philco will have a record season.

☐ *I believe* that YOU will share in my belief.

Good idea, Dickie; we know you mean it!

VIVE LA SPORT!

HERE IS PHILCO FACTORY FOOTBALL TEAM



When the Philco Factory is not humming with industry in turning out thousands of receivers for you to sell, the staff relax and their thoughts turn to sport.

Here is the Philco Football team, and reading left to right they are as under:—

Back row : Harris, Johnson, Watkins, Barclay, Uphill, Castleman, Westbury, Churchley.

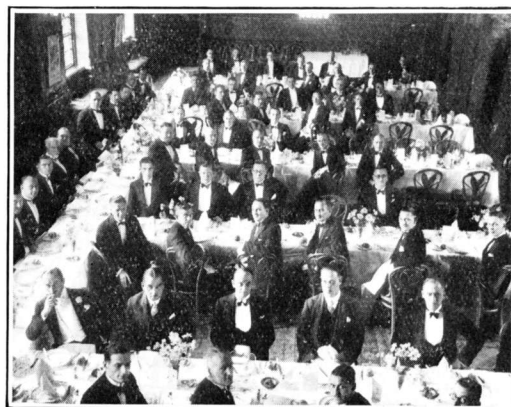
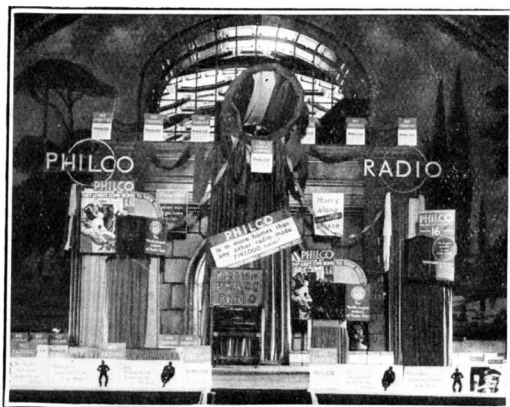
Middle row : Matthews, Treadwell, Bulfield, Norchi, Phillips.

Front row : Worsfold, Dean, Curtis.

These boys have a good record of wins behind them, and are carrying into their sport the Philco reputation for efficiency and supremacy.

We believe that Manchester City and the Arsenal are bidding against each other for one or two of these players!

A Team that Knows How to Win



PHILCO DISTRIBUTORS' THIRD CONVENTION

PRESENTATION OF CHALLENGE SHIELD TO THIS YEAR'S STAR DISTRIBUTOR

ON August 14 this year, the entire sales distribution force of Philco met at the Holborn Restaurant, London, for the third annual Philco Convention.

All our distributors, their salesmen and servicemen, all our own sales staff and executive were present to get together at this yearly pre-season meeting, which does so much to cement that happy family feeling and sense of goodwill and co-operation which exists between every section of our nationwide selling organisation.

Most of those present had already had a brief view of the new models on the previous day when, on returning from the first Philco Cruise, they were transported to our Show-room at No. 3 Hammersmith Road, where all the new models made their first appearance in public, but at the Holborn Restaurant a further display was arranged in the Throne Room (see picture on this page).

At about 10.30 a.m. Mr. Carleton L. Dyer opened the morning meeting with a speech covering Philco's plans for the season, giving an outline of the features of the new models, a sketch of the publicity campaign and selling plans for the season, all of which was carefully followed by the company present, each of whom were provided with a copy of the Philco Plan Book, which, in point of fact, was a

condensed version of all the speeches made during the day.

After Mr. Dyer, the various Departmental heads explained their own particular plans in precise detail. Mr. Lewis talked about the sales plans, Mr. T. Williams described the production, Mr. Hornby spoke of valves, parts and accessories service and its handling, Mr. Knight about the Car Radio plans, and Mr. Bower described Philco's advertising campaign and dealer promotional aids in detail.

In the evening, the whole company met at dinner, during which the Philco Distributors' Challenge Shield, presented each year to the distributor showing the best all-round sales performance for the year, was handed over to the 1933-4 winners, Douglas Barton and Co., of Exeter, Philco distributors for Devon and Cornwall; and Mr. Banks, their Manager, made a short speech, in which he voiced his determination to keep the shield for next season, and every other season.

After dinner, the whole party, numbering nearly 100 people, went off to the Gaiety Theatre to see that very amusing play "Sporting Love"—and this rounded off a most interesting and instructive Convention meeting, from which we all went home enlightened, inspired and re-energised for the present season's selling.



Messrs. C. L. Dyer & T. Williams with the Philco Distributors' Challenge Shield

“PHILCO WEEKS”

GREAT SUCCESS ATTENDS DEALERS' NEW ENTERPRISE

A NUMBER of Philco dealers have recently staged “Philco Weeks,” during which 100 or 50 Philco's have been offered free for three days to the first applicants resident within 10 miles of the dealer's shop (or the centre of the town) who apply on the coupon provided in the press announcement of the offer.

The plan has been worked with great success along these lines : An announcement is made in the local newspapers of the Philco Dealer's Sensational Offer of 100 Philco's Free for three days. The advertisement explains the opportunity afforded of an absolutely FREE trial at home of a Philco Superhet. No costs whatever, and no obligation.

A coupon is included and this reads : “ Please send a ‘PHILCO’ to my house on for three days, without obligation to myself.” The applicant fills in his name, address and voltage, and posts the coupon to the dealer, who does the rest.

This scheme has the full support of Philco, who have observed the good results obtained. It naturally depends on active following up by the dealer's representatives, who must be ready to cover the ground quickly and keep personal contact with those who apply for free trial.

The Press announcement should be followed up by a mailing (to selected names) of invitation cards to visit the dealer's shop and inspect the display of Philco 1935 Models and hear demonstrations.

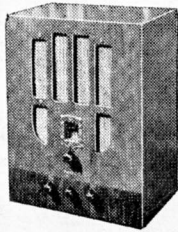
All visitors to the dealer's exhibition of Philco Models should receive a form of entry for a simple competition, the prize being a new Philco. A copy of a suitable form for this purpose will gladly be sent to any dealer interested, if he will drop a line to the Advertising Department of Philco, at Perivale.

The strength of this scheme is the proved performance of Philco sets, which do all they can to sell themselves once they are in a home, where comparisons can be made with other makes in familiar surroundings and with other conditions unchanged. The proof of the pudding is in the eating and the success that has attended this scheme where the dealer has had his men actively following up prospects justifies the state-

ment that the performance of the famous Philco chassis speaks for itself better than any other form of advertising. What this Free Trial plan does quickly and well is to introduce Philco inside the home, where it at once becomes one of the family—and as such stays put !

IT'S "PHILCO WEEK" AT ARTHUR ENGLISH Ltd.
 COMMENCING 29th OCT. to 3rd NOV.
100 "PHILCOS" FREE FOR 3 DAYS
 WE DELIVER :: :: WE COLLECT

How would you like to try a brand new 1935 9 Stage Balanced Superhet PHILCO in your own home, on your own aerial, free for 3 days and without the slightest obligation. This gesture can be made to the first 100 people living within 10 miles of the City. All you have to do is to fill in this coupon and we do the rest.



CASH PRICE 10 Gns OR ON EASY PAYMENTS

USE THIS COUPON

Please send a "Philco" to my house on for three days as advertised; without any obligation to myself.

Name

Address

My voltage is.....

■ You may win a 10 Guinea "Philco" FREE Simple Competition. Ask for full particulars

■ Actual demonstrations daily at—

ARTHUR ENGLISH Ltd.
73, NEW BRIGGATE, LEEDS
 TEL. 30177 (2 lines).

This is the Press announcement of the sensational FREE OFFER of 100 Philco's for Home Trial.

PHILCO CRUISE CLUB

YOUR CRUISE COMMITTEE IS "PLANNING AHEAD"

"PLAN ahead with Philco" is the slogan on our 1935 Plan Book issued in August of this year. This advice, of course, refers to our hard work together during the radio season, which, as we write, has met with such phenomenal success.

Now once more the pass-word is "Plan Ahead with Philco" and enjoy a magnificent care-free holiday Cruise next summer as guests of Philco.

The Philco Cruise Club has just been formed and membership is open to all Philco Accredited Dealers who intend to qualify for Cruise tickets.

The Cruise Committee want every dealer in the Club. Two bulletins have already been issued giving full information about our plans, and already the Cruise Club numbers 540 members. This is in two weeks of life. This indicates that whatever fun we had last year on two week-ends, with a happy Philco family of a mere 300 or so each time, will seem just a quiet picnic to what next summer will bring us.

The first thing to do is join the Cruise Club. A copy of the entry form is enclosed with this copy of *Philco News* and should be returned to Philco at once. The next and only other thing to do is to get busy and qualify.

How to qualify is explained in our second Cruise Bulletin sent to you on December 6. A copy will be sent if you drop a postcard to Perivale.

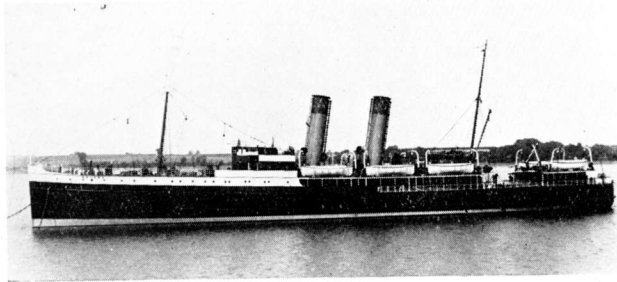
Remember that the day you join the Cruise Club you can start scoring points towards qualification for one or more tickets. You can easily qualify for your own ticket, but by starting at once, you will be able to score sufficient points to bring your partners, salesmen and service-men along. Those who work hard for you will be all the better for a magnificent Cruise in the summer, which will refresh them and give them the opportunity of meeting others in holiday spirit

who have to master the same business problems. Furthermore, the Cruise takes place at the week-end, so that no working time is lost.

The letters we have received from those who came on the two Cruises this summer leave no room for doubting

that the writers had a good time. We will leave it at that! And because real success attended these, our first Cruises, the Cruise Committee regard the planning of the 1935 ones as a labour of love. We have already interviewed representatives of certain eligible foreign resorts, and have also been in close touch with our friend Monsieur Camille Elleboudt, our Continental Cruise Director of this last summer.

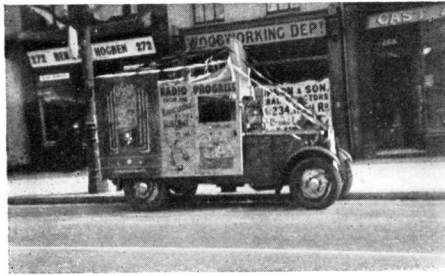
Wherever we do decide to go, we want to take with us every Philco Accredited Dealer. Join the Cruise Club now, and rest assured that we are planning ahead for your enjoyment next Summer with Philco.—
Philco Cruise Committee.



This is the S.S. Antwerp, which was our Cruise Ship last summer.



SHORT SHORTS FROM FAR AND NEAR



REDUCTIO AD ABSURDUM !

Poor old crystal set ! How it delighted and amazed us 10 years or so ago, and to-day it is reduced to an absurdity ! But it was in a good cause, as the photograph shows, for it was used to boost Philco in the Tottenham Carnival, by Mr. Bernard Hogben, of B.H. Radio and Television Service. And this van created quite a stir, says Mr. Hogben !

TESTED AND TRIED !

Mr. A. H. Roberts, of Guildford, writes :—

"Three years ago I purchased a 5-valve Superhet from one of your local dealers after hearing four other sets in my house, and to-day it is as perfect in reproduction and selectivity as it was on the day I bought it. You may be interested to know that I am using the original valves, and not once has the slightest thing gone wrong with the set. Thanks for 3 years' perfect radio reception."

We cannot comment upon this letter, except that it bears out our claims to leadership in radio.

PHILCO REACHES THE EDGE O' BEYOND.

We have just received a letter from Mr. R. F. Matheson, who tells us that he picked up Philco short wave broadcast on his loud-speaker from Madrid (EAQ) at 7.15 p.m., on August 19, in Tierra del Fuego.

Think of it ! Eight thousand miles between Madrid and that little frozen Island at the southmost point of South America bridged by Philco ! Music and song sent by Philco across the earth whilst outside is the howl of the Antarctic blizzards round Cape Horn.

It demonstrates what short waves will do—no set but a Philco 16B. 11-valve receiver could have brought a breath of England to this lonely Briton down at the frozen bottom of the world.

BELIEVE IT OR NOT—IT'S TRUE.

Mr. T. R. Birch, of Kilburn, London, N.W.6, owns a Philco Midget Receiver, Model 54C, and he writes us in

praise of its long distance efficiency. He sends us the official confirmations from the following stations, which he has tuned in with the Philco Midget :—

WJR—Detroit-Mich.
WABC—New York City.
WTK—Hartford, Conn.
KDKA—Pittsburgh Pa.

These four stations received on a Philco 54C are good work, and are usually only to be received on full-sized high power receivers with good outside aerials. Another feather in Philco's Cap !

MOTHER AND CHILDREN DOING WELL !

Because they have a Philco 1260 Concert Grand ! Mrs. Barber, of Hayling Island, Hampshire, writes to tell us how much she and her family enjoy our Radio Normandie broadcast on their Concert Grand. "A better set we have never heard," she adds. This is one of the many letters we receive from satisfied listeners who receive our Normandie broadcasts with Philco Sets.

AN EXPERT TALKS.

Mr. Joseph Engleman, the well-known composer, whose works are heard frequently over the air from various English Stations, writes :—

"I recently tried a Universal Philco Model along with a few other well-known makes. I must really compliment you on the wonderful results obtained by your engineers.

"As a composer, who has practically three or four of his works broadcast every week, I find a really good set is essential for my use. Since then I have purchased the above model, as I am convinced there is not a better set made as regards purity of tone and balance.

"In fact, I have not yet found anything to come near it for all round performance."

Such a letter of praise from an authority on music is surely proof of Philco supremacy.



HERE IS A FORCEFUL WINDOW DISPLAY MADE BY THAT PROGRESSIVE PHILCO DEALER—UPMINSTER ELECTRICAL STORES, ESSEX, AND IT SELLS FOR HIM, TOO.

FOR TOWN OR COUNTRY AREAS THE 233 CAN'T MISS !

AND FINALLY A MIXED BAG BY OUR CAMERAMAN!

SEE IF YOU CAN PICK YOURSELF OUT!



YOU'LL WORK HARDER AFTER SUCH A BRACING HOLIDAY!