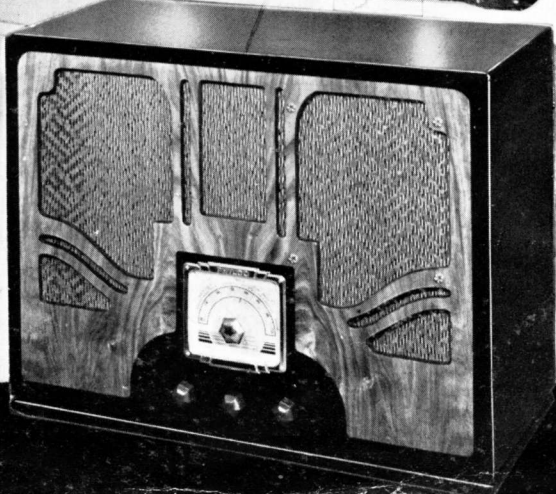
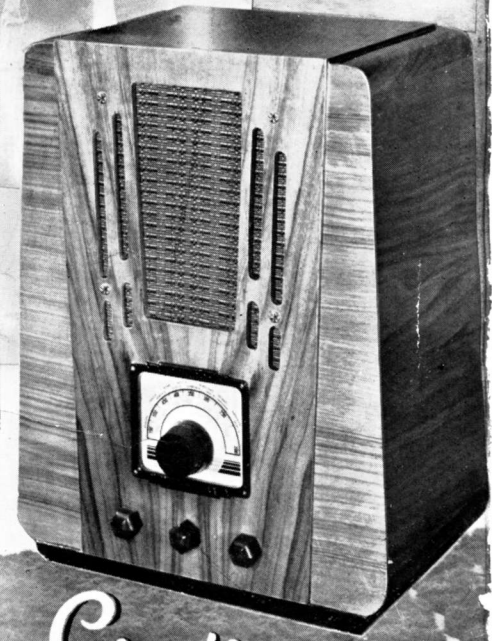
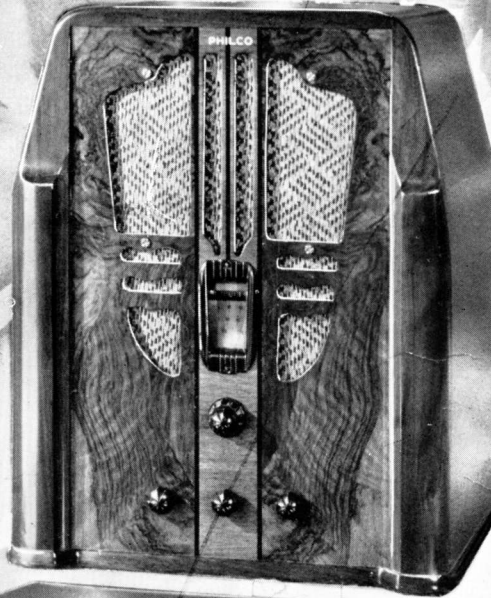
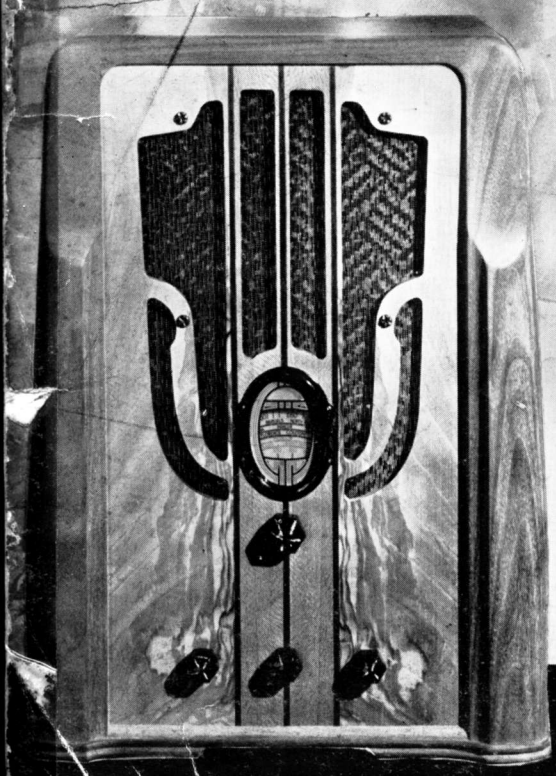
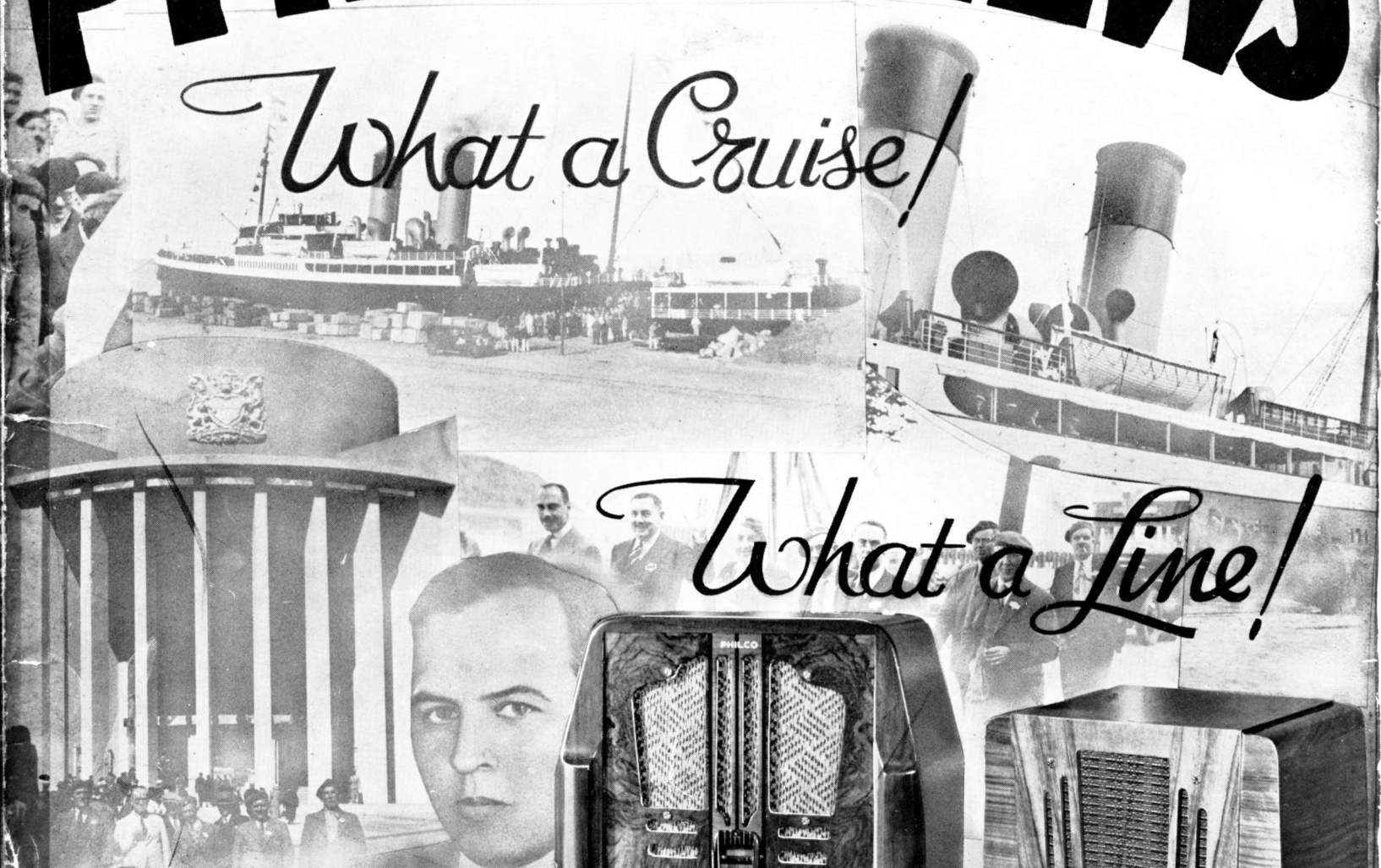


# PHILCO NEWS

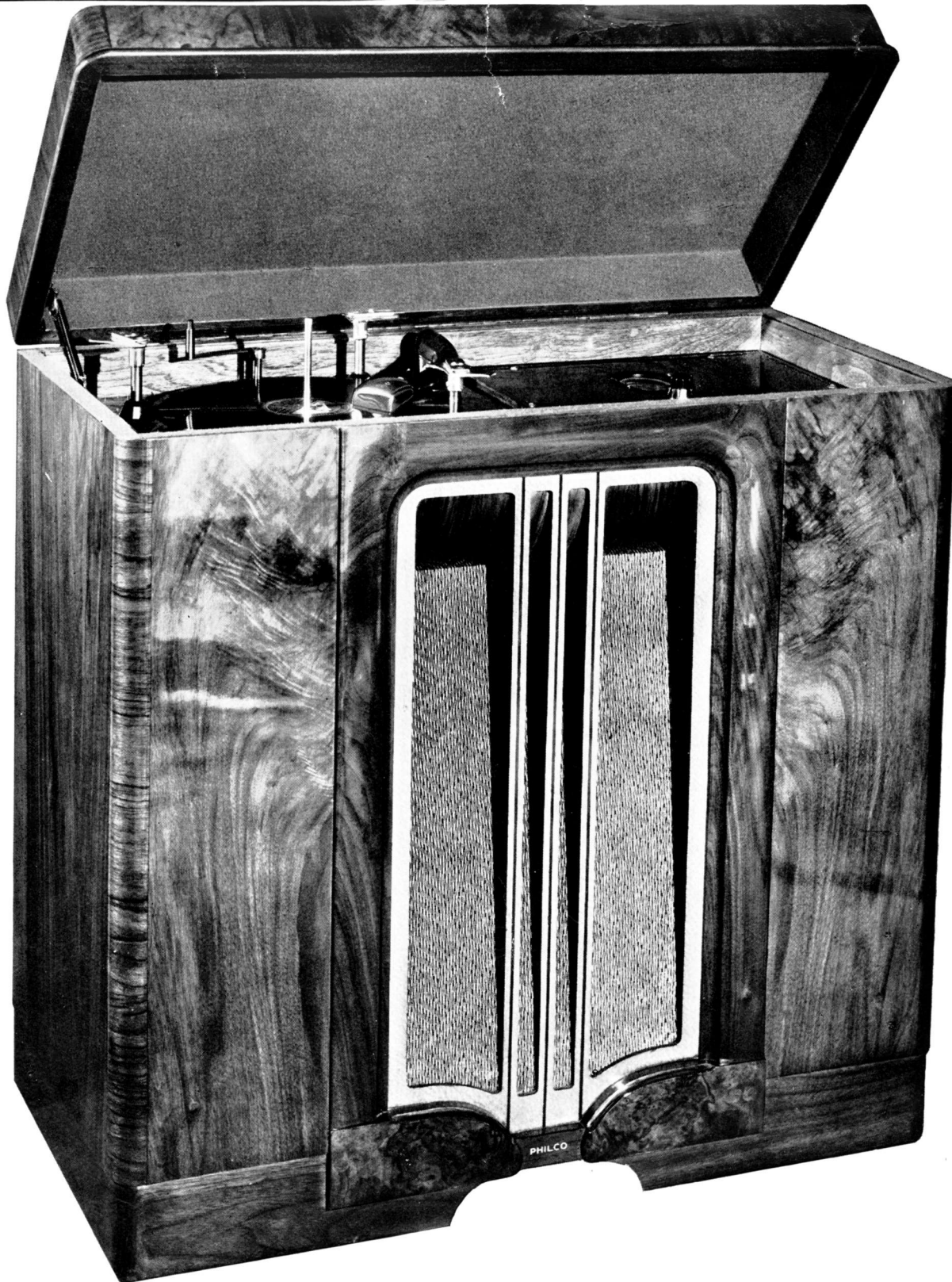
*What a Cruise!*

*What a Line!*



*Cruise  
Souvenir  
Number*

AUGUST 1935



MODEL 98 "EMPIRE RECEIVER"

*All-Wave*

*Radiogram*

WITH AUTOMATIC RECORD CHANGER . FIFTY GUINEAS

# PHILCO NEWS

*August Issue*  
1935

## HIGH TIDE

And the Good Ship Well Afloat

**A**UGUST, that crucial and perplexing month of preparations for another year of hard work, now gives way to September.

This is the month when a large part of the public scan the Press and press their noses on your window to find what is new and good in radio.

We all know that at least a million people will invest in a radio during the coming season. The radio that gives them the best value for money will be bought in large quantities, and what share you get of the total business depends on the line of radio you have selected for your *real* selling effort.

As already announced, the number of Philco dealers was recently reduced by 300, and we expect it to come down by a further 200 between now and Christmas. We are after complete, nation-wide distribution, but want to place our business in the hands only of those who have shown tangibly that they are growing stronger every year with Philco.

### **Fifteen Hundred Good Men and True**

Of this stuff are made the 1,500 dealers who have come in so enthusiastically to take part in the Philco National Exhibitions Plan during September. This new and carefully-conceived plan will, we know, be as thoroughly carried through by Philco dealers as by our own staff, and our Distributors and their personnel.

The public will appreciate this enterprise, and will signify their appreciation by buying from those in their neighbourhood who have taken the pains to put on special shows of 1936 models for their benefit.

Philco's most powerful advertising campaign starts on September 5. This tells the public two salient facts. One is that the 1936 Philco range is a complete range, unmatched anywhere in value or performance; and the second is that these great new models are available for inspection, demonstration, and home trial. All that is

necessary is to pay a visit to their own dealer's special exhibition, where they will be expected and welcomed.

This is the story told in the National Press, and also in a strong list of Provincial papers. It affords Philco dealers a great chance to ride in on the early wave of buying. These advertisements will in turn illustrate each model in this range. Millions will read them. We ask you to be prepared and not to let any chance go by of making even one single sale.

### **Confidence in the 1936 Range**

No receivers could possibly be demonstrated with more confidence. You know of their wonderful reliability and that your profits will not be cut into by costly after-sale service. The specifications of the new models offer everything that can possibly be required. The Insurance Policy, the universal chassis, the luxurious new cabinets, are all added sales points for you to use—and use hard.

Remember too that although the prices are keen, there's 33 $\frac{1}{3}$  discount as a token of our firm resolve to provide a fair trading profit as far as ever it may be possible.

Finally there is the six months' lead that we have given you on the all-wave models. This is a six months' lead on the face of it, but you have probably already satisfied yourself that the Model 98 "Empire Receiver," the product of years of research and experiment, is very far ahead of recent followers. It is an all-wave receiver that works. One that fulfils the claims made for it. Compare it for yourself with other short-wave receivers and you will then demonstrate it to your customers with even greater confidence.

We shall continue in our new season's advertising to push home the thrills of the short waves, and the "Empire Receiver" and the new 98 radiogram will prove worthy interpreters of the joys and attractions of short-wave reception.

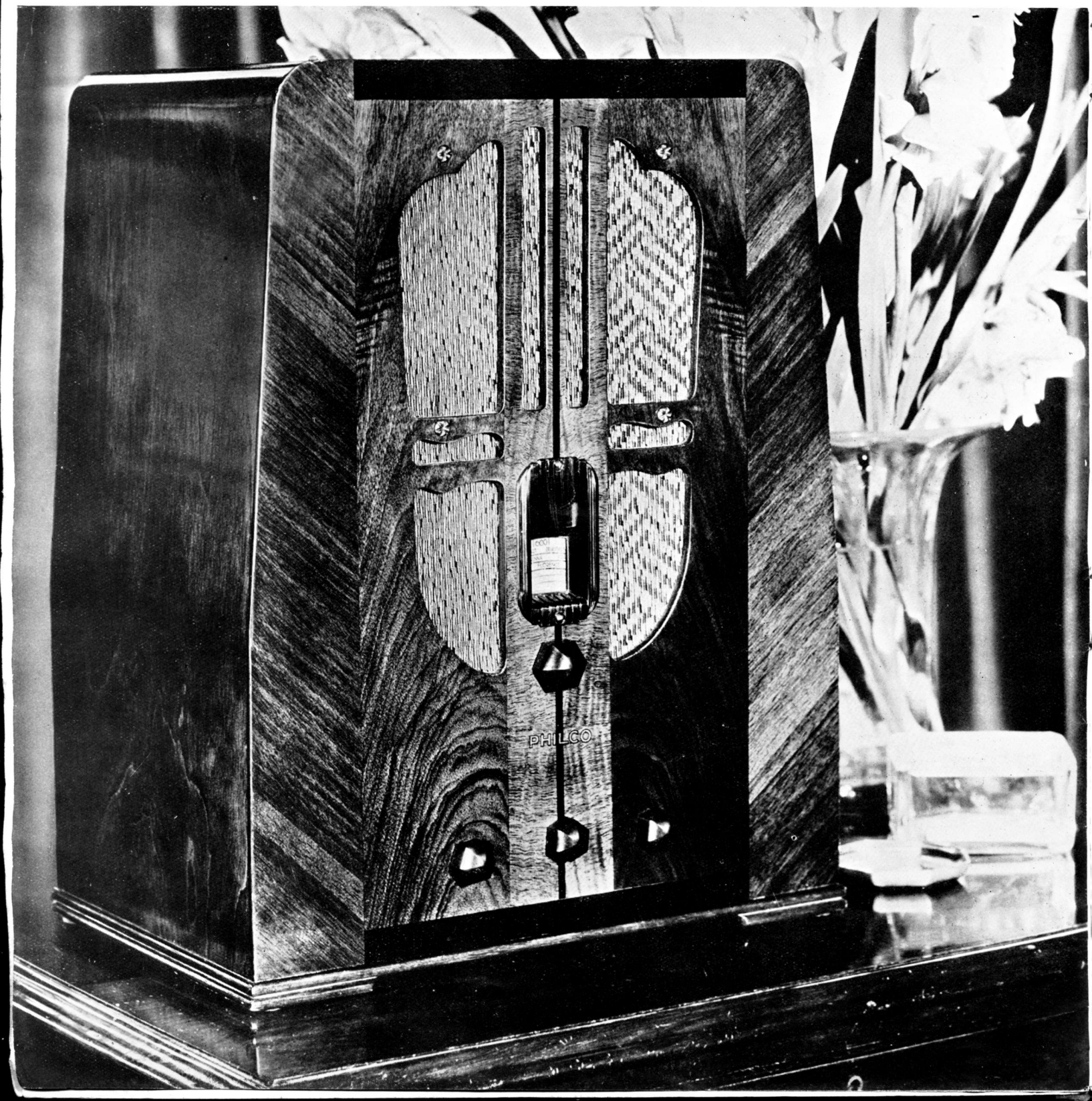


August, 1935

PHILCO NEWS

11  $\frac{1}{2}$  GNS. !

The Model 280 A.C./D.C. Superhet





# AN A.C./D.C. PRICE LEADER FOR 1936

## The Set that Meets and Beats Competition

THE new Model 280 Baby Grand represents the highest attainment of radio perfection at truly reasonable cost. A real de luxe set with every feature the public demands in a modern radio; this set follows the general lines of the already popular 1280 Baby Grand which is referred to on a later page. The omission of shadow tuning and the cameo dial, and the use of a less luxurious cabinet allow this model to be listed at the extremely reasonable price of 11½ Guineas. A study of the specification is convincing proof of value.

### 19 EXCLUSIVE FEATURES

Five High Efficiency Valves.  
 9 Kc's. Superhet selectivity.  
 190-275 volts A.C. or D.C. without change.  
 New type Barretter valve.  
 Full Automatic Volume Control.  
 3 point Tone Control with Bass Compensation.  
 8 in. Auditorium Moving Coil Speaker.  
 3 watts undistorted output.  
 Increased Wave Range, Medium 540-1500 Kc.,  
 Long 150-400 Kc. (Metres 555-200, and 2000-750)  
 Sensitivity Switch.  
 Inbuilt Filter System.  
 Low consumption.  
 Rubber-mounted Chassis and Tuning Condenser.  
 Plug-in Aerial and Earth connections.  
 Gramophone Pick-up Sockets with front knob  
 control.  
 Extension Speaker Sockets.  
 Ventilated back.  
 Kilocycle Calibration and Station names.  
 Free Insurance Policy against Fire, Theft, and  
 Accident.

### The A.C./D.C. Feature

Philco Universal models have already proved that the A.C./D.C. set offered at no extra cost over the straight A.C. set, is not only what the public want, but makes the dealer's problem easier, because it simplifies his stock problems and makes for easier servicing. Philco have again pioneered features and characteristics of design, which result, not only in a better set at no extra cost, but which once again place us a year ahead of standard practice. We predict that a year from now the universal set will be standard in all receivers.

### Eloquent Facts

We are indebted to the editor of *The Wireless Trader* for his permission to reproduce the following letter from the correspondence column of the issue of August 31 :—

“ Sir,

“ We have been interested in the correspondence in your columns relating to the servicing of wireless receivers, especially by Mr. R. Hollingdrake's ‘ pliers and screwdriver ’ contribution.

“ There is little we can add of a helpful kind, but we think the following fact is better than much discussion.

“ Every single radio-gramophone of one type, by a famous maker, which has passed through our hands during the last four months has had a burnt-out mains transformer, due to the short-circuiting of the smoothing condenser (also of a make of high repute), during the first few hours' use. The cost of carriage and time for replacement has, of course, fallen on us.

“ We have no comment to make ; mere words are inadequate to express our thoughts.”

WARRINGTON,  
*Lanes.*

There are no transformers to burn out in Philco's range of Universal models. The A.C./D.C. set handles the National problem of varying types and voltages of supply mains in a National way.

### A Big Sensation

The 280 will make a big sensation. Following the graceful lines of the original Ben Nash cabinet design which characterizes the Philco 1936 range, this “ Junior ” of the Universals lacks nothing in eye appeal or finish. It will uphold Philco tradition for trouble-free service and value for money. Like its elder brother, the 1280, it is more than a radio set with its extension speaker and pick-up sockets, and like all the rest of the family, every 280 carries the Philco Free Insurance Policy against Fire, Theft and Accidents.

# NATIONAL PHILCO EXHIBITIONS

More than 1,500 Dealers go out for Increased Business in September

**P**HILCO'S National Exhibition Plan for September has been carefully conceived and enthusiastically received. Fifteen hundred Philco dealers in all parts of Great Britain and the Irish Free State have entered this scheme and received the many special display pieces necessary to make really striking shows.

This is a new plan and one that has met with keen approval. It aims at drawing customers into Philco dealers' shops in their own areas to see displayed the new 1936 Philco range, rather than urging them to view the new models away from their own localities at a few central spots.

No stone has been left unturned to put this scheme over in a big way. A considerable number of special window display pieces have been prepared and sent out and these will tie the scheme up with the large-scale national advertising campaign which is now opening.

On the front page of the *Daily Mail* Philco advertisement the very first thing that strikes the eye is the portrayal of a man leaving his own Philco dealer's shop after viewing the new range, representative sets of which are also shown.

In this one advertisement alone nearly two million people will read of the special Philco Exhibitions which they can visit conveniently and without the need of long journeys. It puts the Philco dealer more than ever on the map, and emphasizes the fact that in the manufacturer's opinion no better nor more suitable place can be found for displaying new models than in local dealer exhibitions, and that no better men can be found for introducing and demonstrating the 1936 range than the 2,000 and more accredited Philco dealers.

You know the dates of our September advertisements and have every opportunity of tying in with announcements in the local paper. Philco supply blocks of all sets and also plates of complete advertisements. Furthermore you have invitation cards to distribute to specially-selected prospects.

## Make your Own Philco Exhibition the Best Ever

If you don't need special police to move the people on,

you're not going as strong as you should. Work out ways to snap up your display. Have you a good range of sets exhibited? Are you ready to demonstrate the sets that are being advertised in such large spaces and dominant media?

Look out for the flood tide of visitors and orders, and don't be caught napping with low stocks or a poor display. Philco dealers will unquestionably be the Kings of the Castle during September. Be prepared!

The Radio Show at Olympia demonstrated clearly enough the leadership of Philco and the strength of the 1936 lines. Certainly you could not demonstrate any radio in the world with greater confidence. Nor have any other sets the unique and exclusive features of the new Philco models.

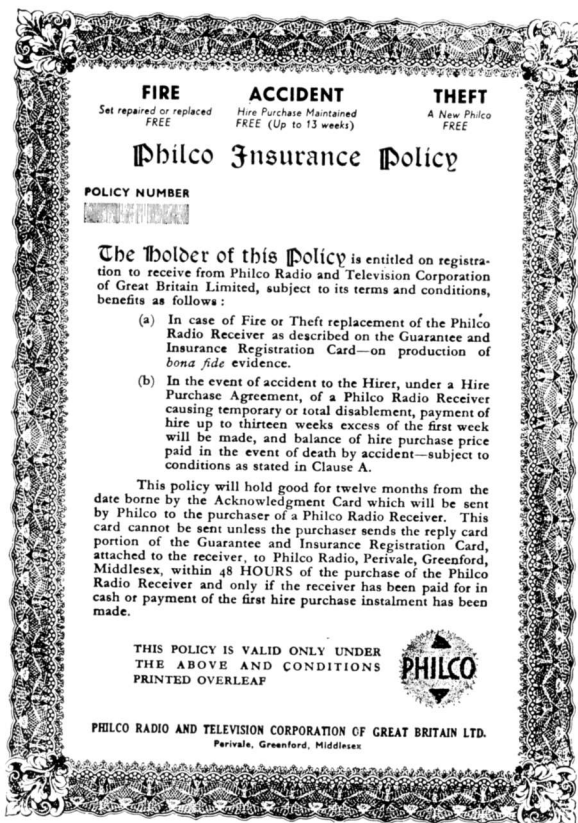
## New Insurance Policy Window Bill

As an overplus to clinch sales, you have the great new free insurance policy that goes with all the new models. This is an important

sales aid to you. We have now prepared an enlarged facsimile of the actual Philco policy for use in your windows. It is full newspaper page size and will attract keen attention, because although the free insurance scheme was announced to Philco dealers in the Plan Book at the time of the Cruises, it is only now being made known to the public through national press advertisements.

## Make Every Day Count

September will be a fine month for Philco dealers—and a busy one too. With our letter dated August 12th, announcing details of the Philco National Exhibitions, we sent you a day-to-day schedule of what you can do to push your sales graph up to the highest peak during September.



The Philco Insurance Policy enlarged to the size of a full Newspaper Sheet for Window Display purposes.



Here are the suggestions to refresh your memory :—

**September 1.** Dress your window with the Philco special show material and make a prominent display of all models.

**September 2.** Invite your local newspaper editor, or a friendly reporter, to a preview of your exhibition.

**September 3.** Mail invitations to a selected list of prospects to attend the grand opening of your exhibition on September 5.

**September 4.** Run an advertisement in your local newspaper announcing the opening of your show. If you arrange this in advance with your distributor, he will stand half the cost.

**September 5.** Front page of the *Daily Mail* announces new Philco line and stresses the fact that you are holding a Local Philco Exhibition.

Paste a copy of this full-page advertisement in your own window. If you can get a local celebrity to open your Exhibition officially so much the better. If you do so, state on your invitations to prospects that your show will be officially opened at a definite hour by this celebrity, and have it written up in your advertisement and newspaper story.

**September 6.** Watch for large Philco advertisement in the *News Chronicle*.

**September 7 to 12.** Make shop and home demonstrations to people who attended your opening. Get ready for another mailing to list of prospects, inviting them to attend your exhibition. This time enclose a folder showing all the new models.

**September 12.** Full-page advertisement appears in the *Daily Express* in two colours. Paste it up in your window. If you are in any of the below-mentioned areas, tie up with your own co-operative advertisement in the following papers to appear on September 13.

**September 13.** Philco advertisements appear in the following papers. If you are in any of the below-mentioned areas, tie up with your own co-operative advertisement in these papers:

*Bristol Evening World, Leicester Mercury, Nottingham Evening Post, Evening Chronicle (Manchester), Hull Daily Mail, Yorkshire Evening Post (Leeds), Aberdeen Evening Express, Evening News (Edinburgh), Glasgow Evening News, Western Mail, Cardiff, Newcastle Evening Chronicle, Belfast News Letter, Yorkshire Telegraph and Star, Birmingham Mail, Liverpool Echo.*

**September 16.** Philco advertisement appears in the *News Chronicle*.

# now open

## THE NATIONAL

# PHILCO

## EXHIBITION



Your own Radio Exhibition is now open and you are invited to inspect and hear demonstrated the wonderful new Philco receivers and radiograms. The new 1936 Philco range offers you the best value and performance ever yet attained and all sets carry a Free Insurance Policy for your protection. This Special Exhibition is open for a few days only at this address. Admission is free.

(4" x 2" cols.) No. 100

*This is one of the complete stereos for use in your local newspaper available free of charge.*

**September 16 to 21.** Start a competition or contest to draw people to your Exhibition.

Run an advertisement in your local paper this week. Ask your local paper to review your Exhibition.

**September 17.** Half-page advertisement by Philco in the *Daily Herald*.

**September 20.** Large Philco advertisement in the *Daily Mail*

**September 23.** Your final great week. If you have a good local newspaper, advertise again, under the co-operative scheme. Mail prospects, etc.

Extend or renew your contest another week if the first one has been a good success.

**September 24.** Half-page Philco advertisement in the *Daily Express*. Philco advertisement in the *News Chronicle*.

**September 27.** Philco advertisement in the *Daily Herald*. Tie up with the Philco advertisement repeated in selected list of Provincial Dailies as shown under date of September 13.

**September 29.** Watch for the Philco advertisement on the radio page of the *Sunday Pictorial*.

**September 30.** Make a special drive on the new 280 Baby Grand.

**October 1.** Large Philco advertisement featuring the 280 Baby Grand appears in the *Daily Mail*.

**October 4.** Half-page advertisement featuring the 280 Baby Grand and 255 appears in the *Daily Express*.

Finally, please remember to let us have for the next issue of *Philco News* some good photographs and accounts of your Exhibition windows and displays.

August, 1935

PHILCO NEWS

# LUXURIOUS 4-VALVE BATTERY SUPERHET

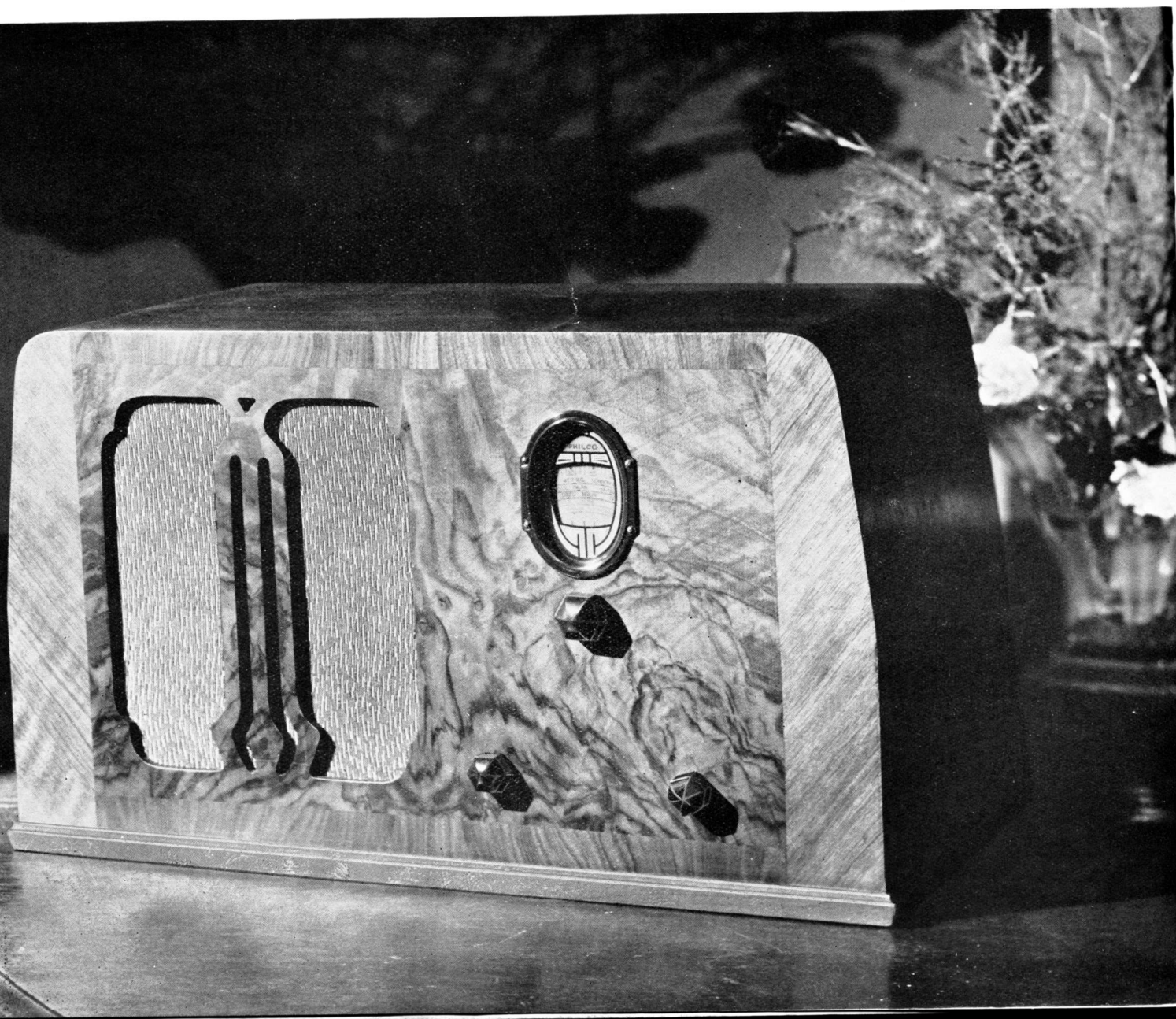
An Outstanding New Model with Full A.V.C.

PHILCO dealers will certainly take a lion's share of the big battery market with this beautiful new set. Our engineers have set themselves the task of giving you and the public something better than could be expected, even from Philco, and with this new Model 255 they have certainly met with success.

This receiver is a masterpiece from every standpoint, and taking its place in the national advertisements will be eagerly discussed by all who rely on battery sets for their radio entertainment.

Its low price brings it within reach of the whole battery market and its low consumption is a valuable selling-point to be taken into consideration.

Model 255 is Philco's latest and best for battery set users. Its beautiful figured walnut cabinet houses a superhet chassis of advanced design and unusual performance. Its main features are listed here. It has automatic volume control with a fine clear tone, 9 kilocycles knife-edge selectivity, high sensitivity that is constant over the whole range, special interference eliminator, quasi-pentode distortionless output, great power, and low consumption. The set is fully guaranteed, the valves are guaranteed, and the wonderful Philco free insurance policy gives unique protection to the owner.





**Features**

- (1) Full Automatic Volume Control.
- (2) 9 K.C. selectivity without loss of Fidelity.
- (3) H.T. consumption only 9 M.A.
- (4) L.T. consumption 0.55 amps.
- (5) Four high-efficiency valves.
- (6) Six effective tuned circuits.
- (7) Litz wound coils.
- (8) 8-in. nickel alloy P.M. speaker.
- (9) Extension speaker socket.
- (10) Gramophone pick-up jack.
- (11) Constant high sensitivity over whole range.
- (12) Special interference eliminator.
- (13) Whistle suppressors.
- (14) No regeneration.
- (15) Cameo Precision Dial.
- (16) Beautiful walnut cabinet.

In practice this chassis uses no more than 9 milliamps and will therefore make a wide appeal to the many battery set users who have had experience of sets in the past that have proved heavy liabilities in the way of costly battery renewals. It has a beautiful, clear tone and great power.

The new Philco precision and cameo dial is framed

in a brown bezel, with tuning knobs and switch to match.

The walnut cabinet is handsome and well proportioned, the halved figured wood showing to especially good advantage on the top expanse. The front is in highly figured matched butt walnut with broad, straight-grain inlays.

A ventilated fibre back with swing fasteners is fitted.

**Handsome Walnut Base**

An attractive optional accessory for the Model 255 is a well-proportioned walnut base which is designed to house the high tension battery.

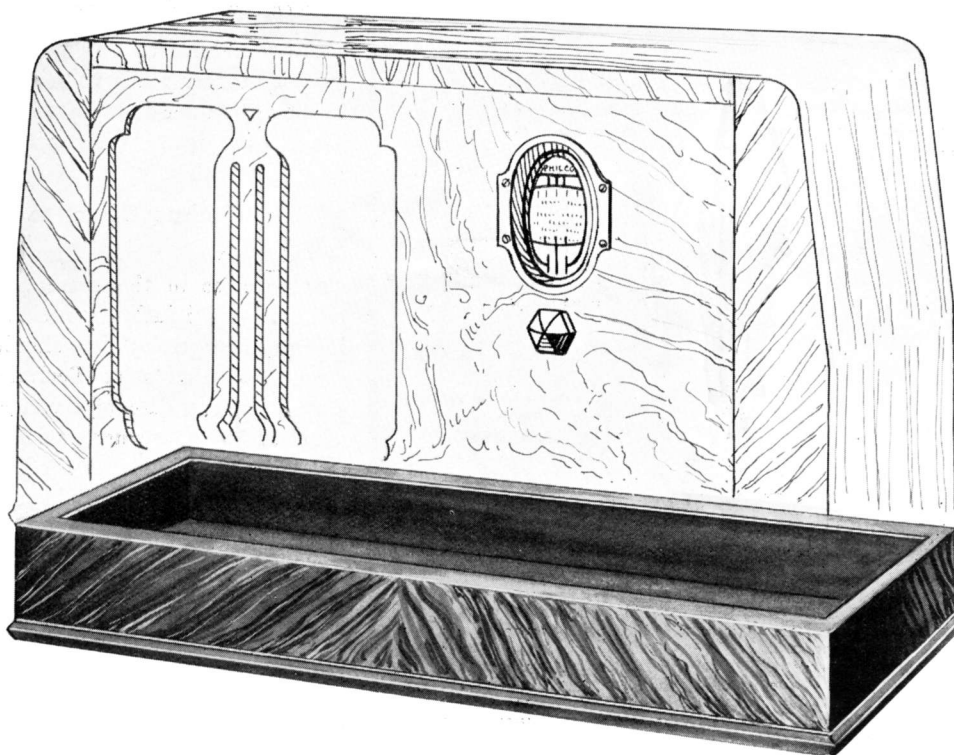
It is made of the same highly-figured wood as the cabinet itself and forms a handsome mount for a beautiful set. It is of the same dimensions as the base of the cabinet and four inches in depth. It sells at 15s. retail and shows you a handsome profit.

Deliveries of the new Model 255 commence on September 10.

Now is the time to place orders with your distributors for this brilliant battery superhet.



*The New Cameo Precision Dial.*



# A GREAT NEW SALES AID

Advertising will now Tell the World of Philco's Free Insurance

**F**ROM July 1 every new Philco receiver has carried with it a free insurance policy covering the purchaser against the loss of his set from fire or theft, and even safeguarding his hire-purchase payments in the case of accident to himself.

This useful and practical scheme was announced to Philco dealers and the trade at the beginning of July. It is now taking its place in the national and provincial advertisements announcing the new range.

Free insurance with every set is a new idea and a big one. It is characteristic of the scale on which all Philco's operations are carried out, and it is furthermore another lead for Philco dealers and salesmen.

Exactly what the new insurance scheme does for the dealer and for the customer is set out in the advertisement which appeared in the trade papers on July 6.

Above all it offers you a unique and incomparable aid to clinch sales, over and above the features, appearance, and world-wide reputation of all Philco sets.

To be able to use the free insurance plan to the best advantage you should have its simple method of operation at your fingers' tips, so that you too can be as enthusiastic as we are in telling of just one more feature that Philco alone can offer.

Remember that in the event of fire the set is replaced or repaired free. In the event of theft a new set free. If accident should disable a Philco purchaser under hire-purchase agreement, up to thirteen weeks' instalments after the first week are paid. In the event of death from accident, all outstanding payments are paid free.

No set is insured unless it has been purchased at full price from an accredited Philco dealer and unless it has been paid for in cash, or the instalments are up to date. This affords true protection to accredited dealers, and will strengthen the bond between yourselves, the public, and Philco.

All you have to do is to be sure that your customer mails us the reply card portion of the Guarantee Insurance Registration Card. We do the rest. We register your customers and deal with any claims direct.

### Claims Direct to Philco

When you receive inquiries from your customers as to the correct procedure to be followed in relation to claims, you should inform them that claims should be submitted direct to Philco at Perivale within seven days from the date of damage to the set, or accident to the owner, and that they should supply proof of fire or theft, and a doctor's certificate in case of accident.

The Philco Free Insurance Plan applies only to *bona fide* retail purchasers of Philco sets, and does not, therefore, apply in cases of sets hired under a rental scheme, nor to sets purchased by rental companies or undertakings for the purpose of being rented to the public.

The policy holds good for twelve months from the date borne by the acknowledgment card which is sent by Philco to the purchaser, or in the case of hire-purchase for the first twelve months.

overplus!

**PHILCO, World's Largest Makers of Radio Receivers, announce that as from July 1st every Philco set will carry a unique free insurance Policy which protects the purchaser for 12 months against THEFT, FIRE & ACCIDENT**

**THIS Policy IS ENCLOSED WITH EVERY SET**

**WHAT IT MEANS TO YOU**

1. It reduces financial risk on Hire Purchase and Credit Sales.
2. It is another reason for investing in a Philco.
3. It is an exclusive Philco plan, and will stop non-Philco dealers selling to potential Philco customers. They will come to you.
4. It is a selling point to promote and to clinch sales.
5. It is a protection for your customers.



The New Philco Policy

**WHAT IT MEANS TO CUSTOMERS**

Every Philco Owner is protected for one year against

**THEFT**

A new Philco . . . **FREE!**

**FIRE**

The set repaired or replaced . . . **FREE!**

**ACCIDENT**

Hire Purchase instalments maintained up to 13 weeks.

**DEATH BY ACCIDENT**

All outstanding Hire Purchase Instalments paid . . . **FREE!**

**THIS MEANS THOUSANDS OF NEW PHILCO HOMES**

On top of the well-known performance and reliability of Philco receivers now comes this great new selling point—another EXCLUSIVE Philco feature. The importance of insurance is engraved on every householder's mind, and free insurance of so important a part of the house as the radio will be eagerly welcomed. But remember ONLY PHILCO SETS carry this free insurance—only Philco Homes are protected, and only Philco Dealers have this powerful sales aid to bring new business and greater profits.

INSURES THE BUYER **PHILCO** PROTECTS THE DEALER

WORLD'S LARGEST MAKERS OF RADIO SETS, PERIVALE, GREENFORD, MIDLX. (Tele. Perivale 3344)





LETTERS received from Philco Cruisers since we got back seem to agree that this year's holiday visits to Holland and Belgium eclipsed even last year's successes.

Certainly the weather, our Dutch and Belgian friends' arrangements and the good spirits of both parties were perfect.

Well, here are the pictures—for better or worse! We only hope they confirm your version of what happened.



Messrs. Lewis, Parry, Dyer, Williams, Johnstone and Knight at Liverpool Street

Any of the photos can be sent along if you will order by number. The cost price is 1s. each.

Here are a few cruise facts that may interest :

875 Philco Dealers came along.

We travelled 575 miles.

We were away 62 hours.

We slept (average cruiser !) 16 hours.

We stopped in seven different towns in Holland and Belgium.

We took 1,850 feet of official film and 200 official photos.

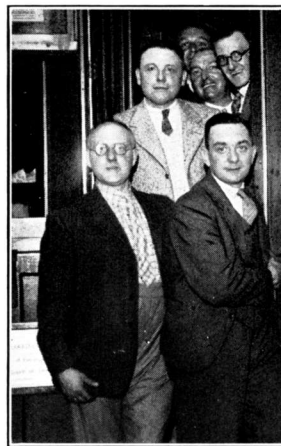
We had cheery reports in 172 newspapers (including Dutch and Belgian).

We slaked our thirst to the extent of\*\*\*\*bottles (in-

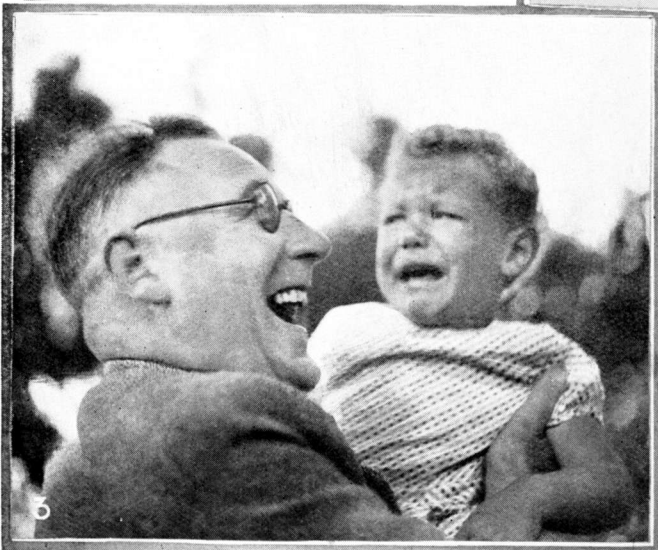
cluding minerals, bock, wine, and "Fockinck")!

Certainly there are many happy memories for us in the future stored up in those two week-ends. The skippers and personnel of our two Cruise Ships once more proved real friends of Philco, and joined with us in the spirit of the day.

(Continued on page 19)

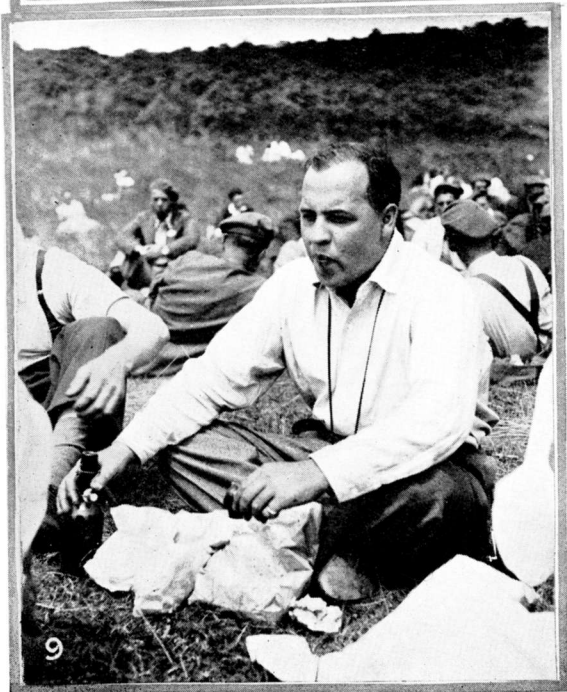


All Aboard for Harwich!



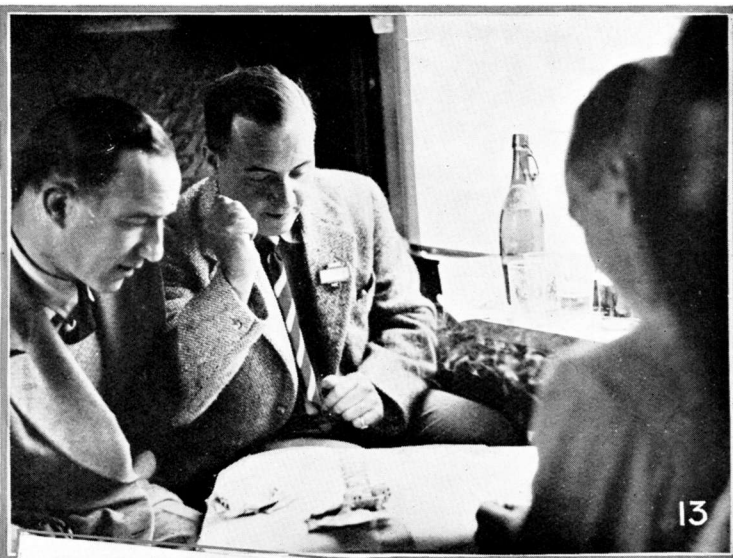
1. One of the bunch spreads a little sunshine in Holland.
2. Mr. Tim Williams tells Mr. Norman Kark he thinks Brussels is swell—but he just can't help feeling homesick for Perivale and the new factory.
3. A real Philco smile and a small depression over Holland.
4. Mr. Reynolds, of Liverpool, does some peaceful penetration into Holland.
5. Some of the boys outside the main entrance to the Brussels Exhibition.





WALCHEREN TAKES OUR FANCY

- 6. A Happy Philco Coach in the Isle of Walcheren.
- 7 & 8. Picnic lunch at Domburg under ideal conditions,
- 9. Even picnicking, Mr. Dyer keeps his fingers on the business.
- 10. The Harwich Town Silver Band does a Man's Job.



- 11. "Snap up the tempo"! says Sir Thomas Beecham Grindrod.
- 12. Mr. Russell Clark loses the toss, and asks "What now"?
- 13. Mr. Norman Kark, Hon. Cruise Movie operator, and Mr. Dyer studying the dice en route to Brussels. A glance at the window might suggest that someone's luck had run out.
- 14. This incredible picture is worth studying. Mr. Swaffer has poked his nose into it, and Mr. Knight stands by his story that it was the ice cream that "poisoned" him!
- 15. Mr. Parry and friend, who clearly doesn't believe a word of it!



16 & 19. Outside the Continental Palace Hotel, Blankenberghe.

17. Mr. Knight and Mr. Charles, Mr. Drew and Mr. Edwards of Delco Remy, and some fellow cruisers at the Brussels Exhibition.

18. Waiting for the Philco trams outside the Exhibition. Note the standing sleeper!

20. Scotland's gift to Belgium.

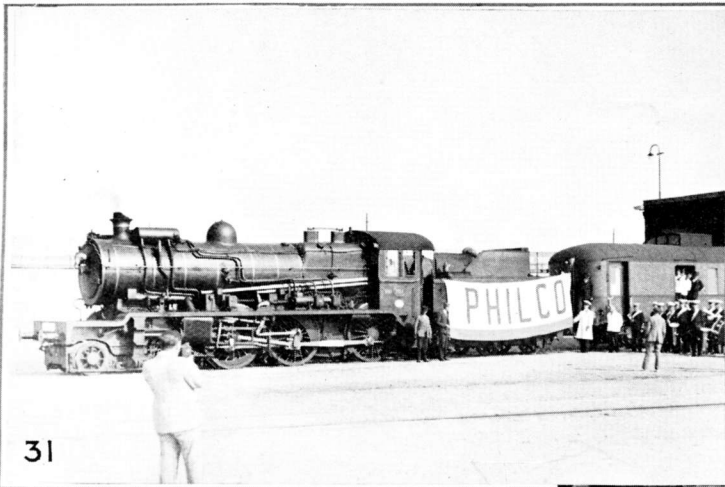




- 21. A little drop of Fockinck at Veere starts like this, and (in No. 22) goes like this (even the dog is suspicious!), and (in No. 23) ends like this—OR WORSE!
- 24. Mr. Frank Grindrod leaving the Unknown Soldier's Grave, Brussels.
- 25. A group in which are many "Red Caps." The picture is possibly taken near a bar!



- 26. Dutch Flying Squad taking Mr. Parry away.
- 27. "Horseback riding" at Veere (with apologies to Mr. Dyer !)
- 28. Messrs. Normand and Reynolds set too hot a pace for the natives
- 29. Some fellow conspirators outside the Palace of Justice, Brussels.
- 30. A group outside the Philco Restaurant in the Exhibition Grounds, Brussels.



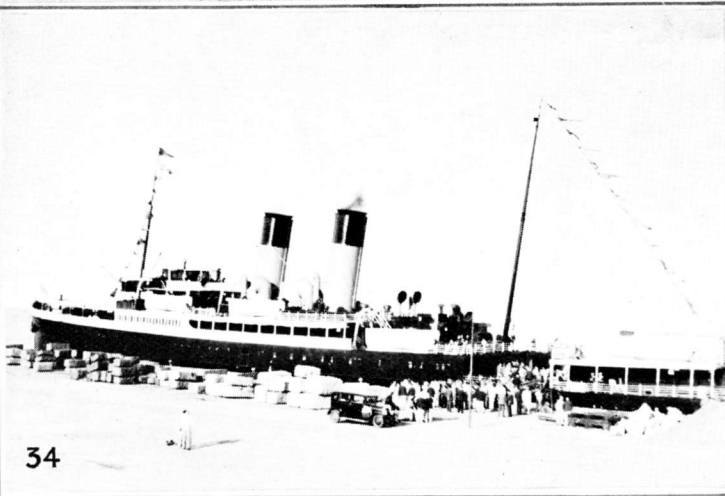
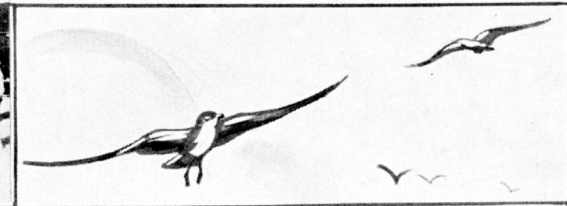
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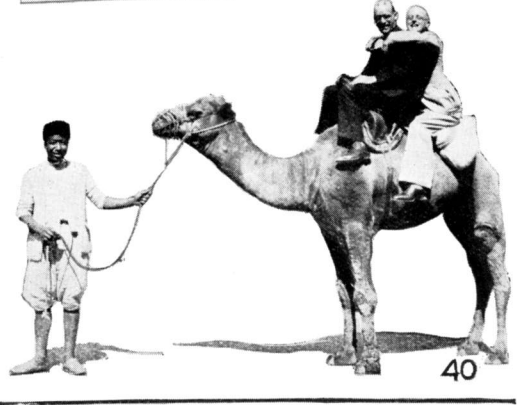
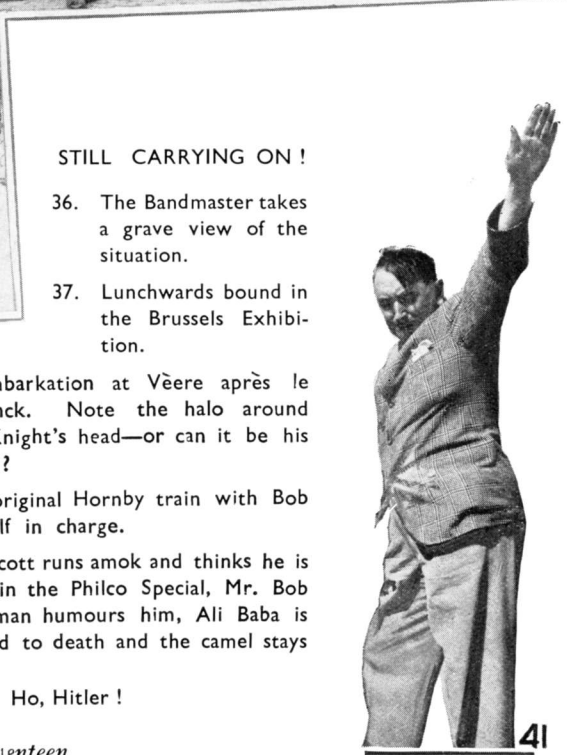
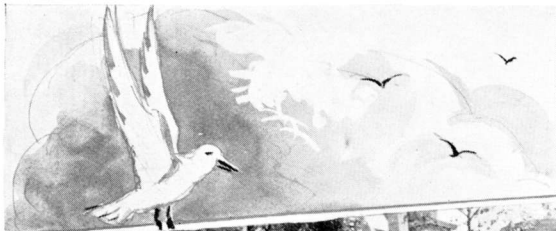
34



35

- 31. The Philco Special, a brand new train, about to leave Zeebrugge for Brussels. Note the Philco poster, and another even on the driving rod!
- 32 & 33. Even a long day in Brussels Exhibition fails to damp our spirits. Waiting at Jette Station for train back to Zeebrugge.
- 34. Philco Cruise Ship, S.S. Vienna, alongside the Mole at Zeebrugge.
- 35. Cruising from Flushing to Zeebrugge. Mr. Cheesman (right), Harwich Radio and Cycle Supplies, finds everything O.K.





STILL CARRYING ON !

- 36. The Bandmaster takes a grave view of the situation.
- 37. Lunchwards bound in the Brussels Exhibition.
- 38. Re-embarkation at Vêere après le Fockinck. Note the halo around Mr. Knight's head—or can it be his beret ?
- 39. The original Hornby train with Bob himself in charge.
- 40. Mr. Scott runs amok and thinks he is back in the Philco Special, Mr. Bob Hardman humours him, Ali Baba is tickled to death and the camel stays put!
- 41. What Ho, Hitler !



42



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48

VEERE(Y) THIRSTY WORK !

- 42. Santé !
- 43. Mr. Hardman and Mr. Scott click, but four stalwart Cruisers stand by !
- 44. Mishter Knight shays "All together Boys" !
- 45. A shortage of Refreshment Vouchers ?
- 46. Dead soldiers !
- 47. A genuine old master entitled "C'm on Luv" !
- 48. Giving him a raspberry !



Beautiful Walcheren, where Philco spent two Happy Days.

(Continued from page 9).

The time spent on the friendly and picturesque Isle of Walcheren made a great impression on most of us. The short stay at Veere was worth while, and the picnic lunch at Domburg all the fun in the world.

Although there were even more jelly-fish in the water than Philco Cruisers the bathe at Flushing did us a power of good. Hats off to Mr. Smits for his successful plans!

We'll be seeing you again!

The cruise down the coast to Zeebrugge was one of the real high spots of the week-end. Belgium's coastline as we approached took on a care-free, holiday air, as might some colourful cut-out background in a tourist agency's window.

Once in Belgium all is, of course, inevitably well, thanks to Père Elleboudt and his able family. Although the evening was getting on, the photo taken in front of the Continental Palace Hotel shows up pretty well.

The Sundays in Brussels are well represented in our

pictures. Everyone agrees that the Exhibition was worth seeing in spite of the heat. Some of us found that the Fun Fair was an efficient antidote to the more instructive exhibits.

It is interesting to note that the train which took us to and from Brussels was actually brand new, and experiencing its maiden journey. Perhaps Mr. "X" knew this when he christened it so adequately with various fluids!

**ALL'S WELL**



A Good Cruise Behind Us—A Good Season in Front.

The Philco banquet went with a swing both week-ends, and on the first visit it is no exaggeration to say that the Governor of West Flanders, His Excellency Monsieur H. Baelis, made a great impression with his kindly bearing and his interesting speech. His presence was very much appreciated by us all, and we hope to meet again.

Well, we had some nice friends to see us off, and away we sailed. Then the morning train and the new Plan Book, the golden cover of which brought a throb to one or two heads. Finally, the Abercorn Rooms—and now . . .

**BUSINESS as USUAL!**

. . . and Here's How!



# A SUCCESSFUL CINEMA TIE-UP

Cardiff's Deputy Lord Mayor Presents "Empire Receiver"

**G**LICK'S RADIO STORES, LTD., Cardiff, and Mr. Glynne Williams met with great success in their "Mystery Competition" run in July in connection with the Pavilion Cinema.

The high spot of this enterprising scheme was the presentation of a Model 98 "Empire Receiver" to the winner, Miss Peggy Morgan, by Captain James Griffiths, Deputy Lord Mayor of Cardiff.



Captain James Griffiths, Cardiff's Deputy Lord Mayor, presenting the Prize, an "Empire Receiver," to the winner of the valve-guessing competition at the Pavilion Cinema. The cheerful conspirator behind the set is Mr. Glynne Williams.

These are the details of the scheme :—

During week commencing 22nd July a number of radio sets were displayed on Pavilion Cinema stage.

All patrons entering the competition were asked to judge the total number of valves contained in combined radio sets on view.

Competitors wrote their number on official entry form provided to all patrons and dropped forms in box on their way out of the cinema.

The first correct solution checked at the end of week won the prize.

## Competition Judge

Mr. Walter Grosse, "The Prompter," of the *South Wales Echo and Express*, was the judge, and the prize was presented to the winner by the Deputy Lord Mayor of Cardiff, Captain James Griffiths, on 31st July during the evening performance.

The number of entrants exceeded 2,000, and eighteen patrons judged the number of valves correctly. This was 76 valves.

## Details of Publicity Campaign

During weeks commencing 8th, 15th, and 22nd July, all Pavilion Cinema posters bore reference to Philco and the competition.

During weeks commencing 8th and 15th July, 10,000 handbills, giving details of the competition, were distributed to patrons entering the Pavilion.

Special entry forms were handed to each patron visiting the Pavilion during week commencing 22nd July.

During two weeks commencing 8th and 15th July, announcements giving full details of competition were made at each performance by Pavilion Cinema manager.

Slides crediting Philco and Glick's Radio, Ltd., were exhibited at each performance for two weeks commencing 8th and 15th July.

A beautifully coloured Q-crown giving a full description of competition and emphasizing Philco was framed and placed in special polished wood case in theatre entrance. The actual prize was also displayed in the theatre foyer next to the pay-box and formed the basis of a striking display about 8 feet in height.

The following cable was received on 6th July, late evening :—

**"PHILCO SANCTION SCHEME. PROCEED."**

This cable was framed and hung outside theatre entrance and underneath were the following words :—



Philco Display in Theatre.

"This Telegram means that we are awarding to the winner of our great Radio Mystery Competition a 21 Guinea 7-valve Philco Radio Receiver. For particulars ask Manager, Pavilion Cinema or Glick's Radio, Ltd., St. Mary Street, Cardiff."

Preliminary editorial write-up appeared in *South Wales Echo and Express* on 20th July. An advertisement appeared in *The Echo* on 30th July. Photo of prize presentation appeared in *The Echo* 1st August.

Present at the presentation were "The Prompter" of *The Echo*, Mr. H. Harris, chief staff photographer of *The Echo*, Deputy Lord Mayor and Deputy Lady Mayoress, Mr. Glynne Williams, Mr. O'Hara, and Mr. Glick.

The record of the "Song Ethereal" was played prior to prize presentation.

On 31st July, foyer, front of house, and stairs were hung with various Philco posters.

# PHILCO AT WORK AND PLAY

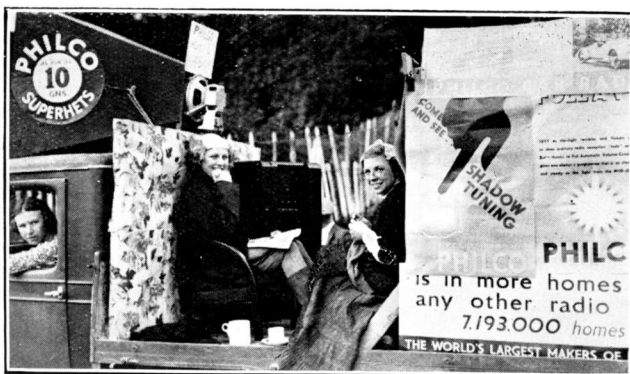
## A Good Time was had by All!

Thanks to the activities of Mr. W. Johnson, Hon. Secretary of the Philco Sports Club, a grand day at Margate was spent by a happy band of Philco-ites from all departments on Sunday, 23rd June. Special saloon coaches reserved for the party by the Southern Railway ensured every-



body arriving at Margate by 11 a.m. This enabled a great many to have a sea bathe before luncheon at the Victoria Restaurant. After the luncheon the health of the directors, and prosperity to Philco was toasted. Sea bathing, boat trips, and other amusements were the order of the afternoon, and then back again to the Victoria Restaurant for tea. In the evening, "Dreamland," Margate's great pleasure ground, was invaded by the whole party. Leaving Margate at 8.30 p.m., and arriving at Victoria at 10.30 p.m. completed a jolly fine day.

## Carnival!



This striking tableau prepared by Mr. E. C. Harris of Bradwick, for the local Carnival, created a great impression. Note the 1263 Concert Grand de luxe.

## "The Best Sets I have Ever Heard"

On 17th October, 1934, I was appointed a Philco Accredited Dealer and am now in a position to pass an opinion on results. You will be interested to know that with a population of 1,800, I sold enough Philco sets to qualify for two Cruise tickets.

The whole organization of Philco leaves makers of other receivers years behind.

I am proud to bear your name in my coat, on my car, and all over my business premises, and thank you for reliable sets, unsurpassed service—in fact, all that is good in radio.

Thank you for the best holiday I have ever had, and the best sets. Good luck for 1935-6!

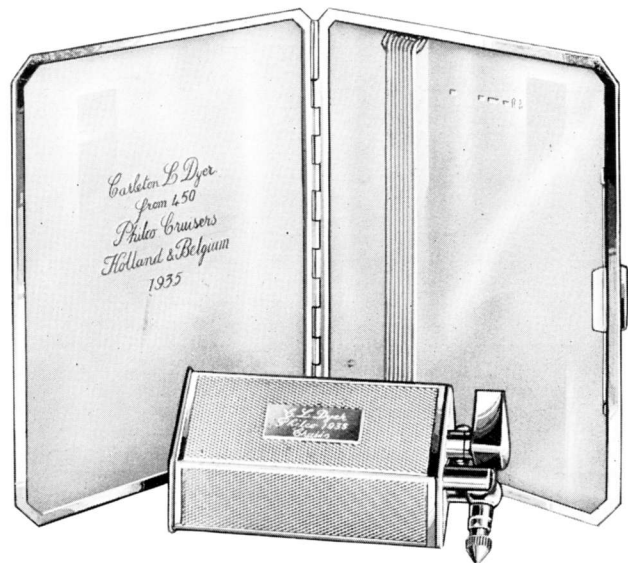
E. C. H., Devon



This splendidly decorated P.A. van was entered by Pennell Bros., West Malling, in the Maidstone Cricket Carnival. Mr. F. Perry of Philco Southern, Redhill, lent his energetic and original aid in helping to make this Philco show a real success.

## Souvenirs of the Cruises

A very happy incident at the Banquet on each cruise this summer was the presentation to Mr. Dyer of two souvenirs of the Cruises. These consisted of a handsome golden cigarette



case and a golden lighter, both suitably inscribed. These gifts were tokens of friendship, and every cruiser contributed towards their cost (in various currencies!) by way of setting his own personal seal on the occasion. The presentations were made by Mr. A. J. Watts on the first cruise, and Mr. H. Payne on the second.

# WHICH VALVE TYPES SHALL I STOCK?

Sufficient to Meet Customers' Requirements and Service Demands

**E**VERY Philco dealer has agreed "to stock a representative range of Philco Valves, sufficient to meet his customers' requirements and service demands."

This requirement is neither an imposition upon nor a hardship to the dealer. It is merely an expression of a necessary attribute by the good dealer. Valves are "convenience" articles; when a replacement valve is needed it is needed at once.

Receivers will not work without valves. "Out of stock," or "I can get it for you to-morrow," or "In two or three days" is not a satisfactory answer; it results certainly in a disgruntled customer, perhaps in a lost sale, probably in both.

Even the smallest dealer needs a stock of valves; the minimum he must have to cover his customers' probable needs is one valve of each type used in each of the Philco models he is selling and in those he has sold in the past. Most dealers, of course, need more than this.

No Philco owner should be permitted to ask, in vain,

for a replacement valve, from the dealer from whom he purchased his receiver.

A careful analysis of the valve equipment of Philco sets, past and present, and of dealer demand over the past year, shows that no dealer will be wrong in stocking *at least* the following types. They are listed in the probable order of demand: 80, 24, 42, 75, 36, 6A7, 78, 39/44, 47, 18, 25RE, 301.

Those dealers selling battery sets will need also the following types: 32, 2101, 2102, 2103, 1C6, 1A4.

Taken with the above the following up-to-date list of the valve equipment of Philco receivers will enable you to order your valve stock with confidence and the certainty of having live, moving, profitable stock and ensuring immediate and satisfactory service to your Philco owners.

*Remember, at least one of each type of valve used in each Philco model you have sold in the past and are now selling.*

—C. H. J.

## VALVES USED IN PHILCO RECEIVERS, AUGUST 15, 1935

Model No.	H.F. No.	Osc. Type	1st Det. Type	I.F. No.	2nd Det. Type	1st L.F. Type	2nd L.F. Type	Output No.	Rect.	Ballast
16B	—	76	77	2 78	37	77	42	2 42	80 (1-78 used as Q.A.V.C. Valve.)	—
20	2 24	—	—	—	†24	27	—	2 71A	80	—
21	2 24	—	—	—	†24	27	—	2 45	80	—
34B	—	*1C6	—	2 34	30	32	30	1 19	—	—
54C	—	*6A7	—	1 78	75	—	—	1 43	25Z5	—
55	2 24	—	—	—	†24	—	—	1 47	80	—
56, 256	—	*36	—	1 44	36	—	—	1 42	80	—
71X, 71XL	—	*36	—	2 44	37	44	—	1 42	80	—
98	1 78	*6A7	—	1 78	85	—	—	2 42	80	—
233, 234	1 32	—	—	—	†32	—	—	1 2101	—	—
237	—	*15	—	1 32	32	30	—	1 19	—	—
238	—	*1A6	—	1 32	32	30	—	1 19	—	—
247	—	*36	—	2 44	37	37	37	2 18	—	8
248	—	*36	—	1 44	36	—	—	1 18	—	7
255	—	1C6	—	1 1A4	2102	—	—	1 2103	—	—
260, 261 1260	—	*6A7	—	1 78	75	—	—	1 42	80	—

Model No.	H.F. No.	Osc. Type	1st Det. Type	I.F. No.	2nd Det. Type	1st L.F. Type	2nd L.F. Type	Output No.	Rect.	Ballast
263, 1263 280, 1280	—	*6A7	—	1 78	75	—	—	1 18	25RE	301
264, 265	—	*6A7	—	1 78	75	—	—	1 42	80	—
267	1 77	—	—	—	†77	—	—	1 42	80	—

## CAR RADIO

Car Radio	H.F. No.	Osc. Type	1st Det. Type	I.F. No.	2nd Det. Type	1st L.F. Type	2nd L.F. Type	Output No.	Rect.	Ballast
5 and 5T	—	*6A7	—	1 78	75	—	—	1 41	84	—
6	1 36	*36	—	1 36	85	—	—	1 41	—	—
7	1 36	*36	—	1 36	38	—	—	1 41	—	—
9 and 12	1 36	*36	—	1 36	85	37	—	1 79	—	—
10 and 10T	1 39/44	*6A7	—	1 39/44	75	—	—	1 42	84	—
11 and 11T	1 44	*77	—	1 39/44	75	—	—	1 42	84	—
801T	1 44	*6A7	—	1 44	75	37	—	1 79	84	—
803	1 39/44	*6A7	—	1 39/44	75	—	—	1 41	84	—
803T	1 39/44	*6A7	—	1 39/44	75	—	—	1 42	84	—
806	1 78	*6A7	—	1 78	75	—	—	1 41	84	—
806T	1 78	*6A7	—	1 78	75	—	—	1 42	84	—

† T.R.F. One detector valve only. \* Combined detector and oscillator.



# NEW 1280 UNIVERSAL SERIES

The Best of All Baby Grands, Concert Grands, and Radiograms

**A**S you read these lines the new season's advertising campaign is busy telling the public what you have already learnt about the new Philco AC/DC 1280 series. This can be briefly summed up by saying that with the Radio Show now behind us the supremacy of this new range remains undisputed.

The 1280's have "what it takes," to use an expressive Americanism, for which we may be forgiven, since these sets definitely have what it takes to make a really good and clean selling line. Every luxury that even the most fastidious could require you find in the new chassis.

This set represents many months of designing and redesigning, and changing and improving, until at last we have secured something more than just another model—it is, we feel, the greatest job we have ever produced. It has an outstanding performance, absence of background, and it really does master the roughest and toughest of mains. Furthermore the universal feature is incorporated at no extra cost over an ordinary A.C. set.

## Twenty-one Unique Features

Here are twenty-one unique features that you will not find in any other set:—

- (1) Five High-efficiency Philco Valves.
- (2) 9 Kc's Superhet selectivity.
- (3) 200-270 volts AC or DC without change.
- (4) New type Barretter Valve.
- (5) Full Automatic Volume Control.
- (6) Three Point Tone Control with Bass Compensation.
- (7) 8 in. Auditorium Moving Coil Speaker.
- (8) 3 watts undistorted output.
- (9) Shadow Tuning, an original Philco feature.
- (10) Increased Wave Range, Medium 540-1500 Kc's., Long 150-400 Kc's.
- (11) Sensitivity Switch.
- (12) Inbuilt Filter System.
- (13) Low consumption.
- (14) Rubber-mounted Chassis and Tuning Condenser.
- (15) Plug-in Aerial and Earth connections.
- (16) Gramophone Pick-up Sockets with front knob control.
- (17) Extension Speaker Sockets.
- (18) Ventilated back.
- (19) Cameo Dial, wider visibility.
- (20) Kilocycle Calibration and Station names.
- (21) Free Insurance Policy against Fire, Theft, and Accident.

The 1280 series are called "Universal," not only because they operate on A.C. and D.C., but because these receivers are built to work under every variety of bad local conditions. Inbuilt filtering system for ensuring minimum background and mains noise during reception, particularly in bad A.C./D.C. locations; sensitivity switch for ensuring the reception of "local" broadcast programmes without atmospherics and local interference, and for smoothing out noises due to improperly filtered mains electricity supply.

*A picture of the new 1280 Baby Grand taken before any polishing has been applied. Note the beautiful figuring of the walnut.*



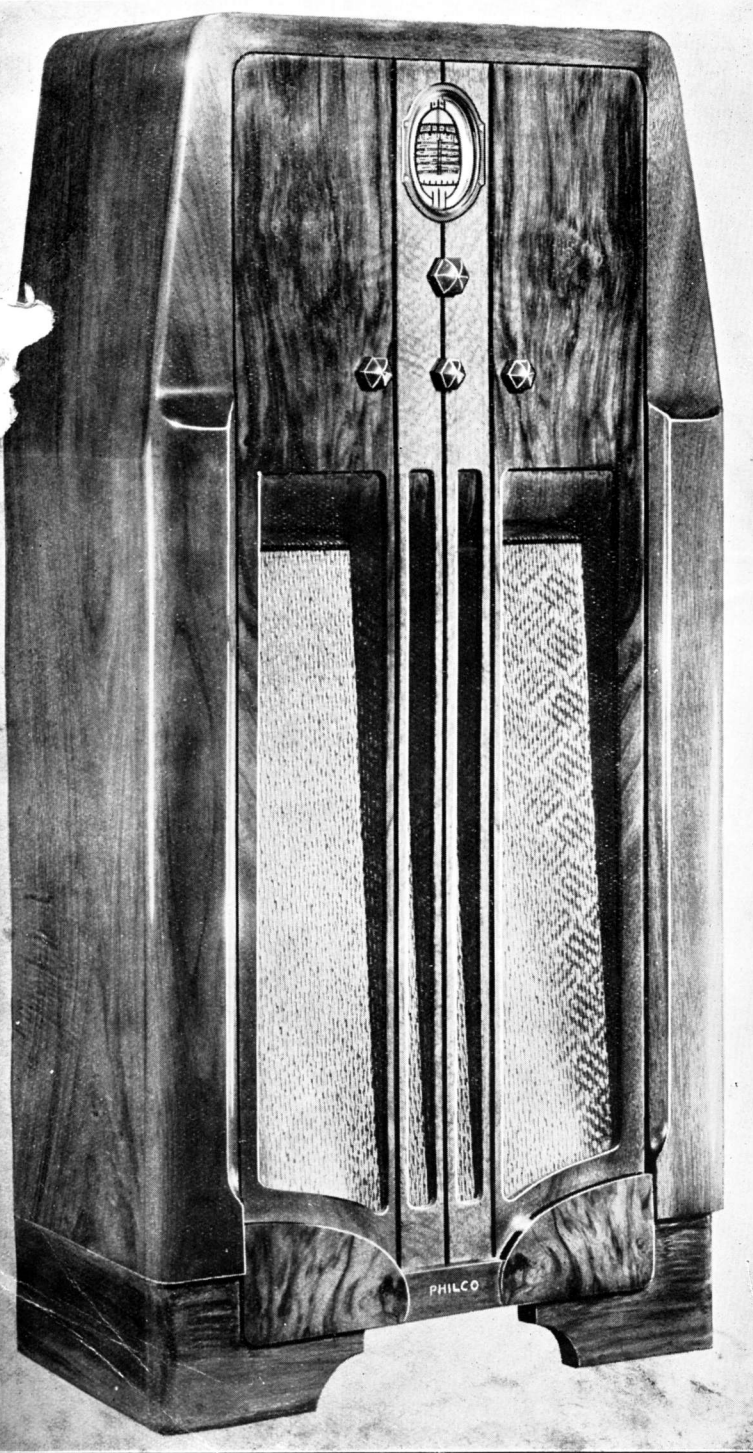
*Continued from page twenty-two.*

The chassis contains conventional aerial and earth connections, gramophone pick-up sockets and extension speaker sockets. The set is fitted with a ventilated fibre back.

#### The New Cameo Precision Dial

Philco's new cameo dial is a great advance in tuning, for it gives precision control over every broadcast on the air. It is sound in conception and design, and point for point beats anything at present on the market. It is a

*Model 1280 AC/DC Concert Grand.*



particularly large dial and you will notice that station settings are spaced farther apart than on other dials. Shadow tuning shows you visually, right on the dial face, when each station is perfectly tuned in. This combination gives the easiest and most precise tuning in all radio.

#### The Baby Grand

In appearance the 1280 cabinets more than live up to the remarkable specifications of the chassis. The Baby Grand does not follow the box-like shape of many 1936 sets. Cost of production has not been a dominating factor in its design. It is constructed in figured walnut along graceful and original lines, with front panels of highly figured matched butt walnut with inlays of Australian silky oak and ebony. Solid walnut pilasters add great charm to the appearance of the set.

#### The Concert Grand

The Model 1280 Concert Grand is a handsome and imposing instrument of great quality. The patent inclined sounding board which throws the tone pure and undistorted to the centre of the ear by means of an auditorium moving coil speaker is a noticeable feature. The control panel is in specially-selected matched butt walnut with inlays of feathered walnut and pilasters and base of solid walnut. This model has all the exclusive features of the 1280 chassis, and in appearance and performance cannot fail to delight even the most fastidious.

#### The 1280 Radiograms

One may be forgiven for being enthusiastic over the new 1280 radiogram. This is really a peach of an instrument which has already ensured for itself a brilliant future. It is supplied in two models, namely 1280X, an A.C. radiogram for 23 guineas; and the 1280, an AC/DC radiogram for 24 guineas. The specification incorporates the best movement Garrard motor, turn-table, and pick-up.

In appearance these models are the same and they are solidly constructed along massive but elegant lines. The cabinets have all the qualities of beautiful furniture and even the most artistic homes will welcome their advent.

The lid is in quartered figured walnut and the front in matched butt walnut also beautifully figured and inlaid with Australian silky oak and ebony. It is lined with the best quality brown felt. Fret mouldings and facings are in solid walnut. A ventilated fibre back is fitted.

#### In Conclusion

With the introduction of the 1280 series Philco leads once more by giving dealers a universal set that offers everything there is in radio, that solves the national problem of varying mains in a national way, *and at no extra cost over an A.C. set.* When the new Philco Plan Book was issued we stood alone in this new field; already others are struggling to follow suit. A lead, however, is a valuable thing and Philco dealers once more are ahead of others with this new range.

*Page Twenty-Four*