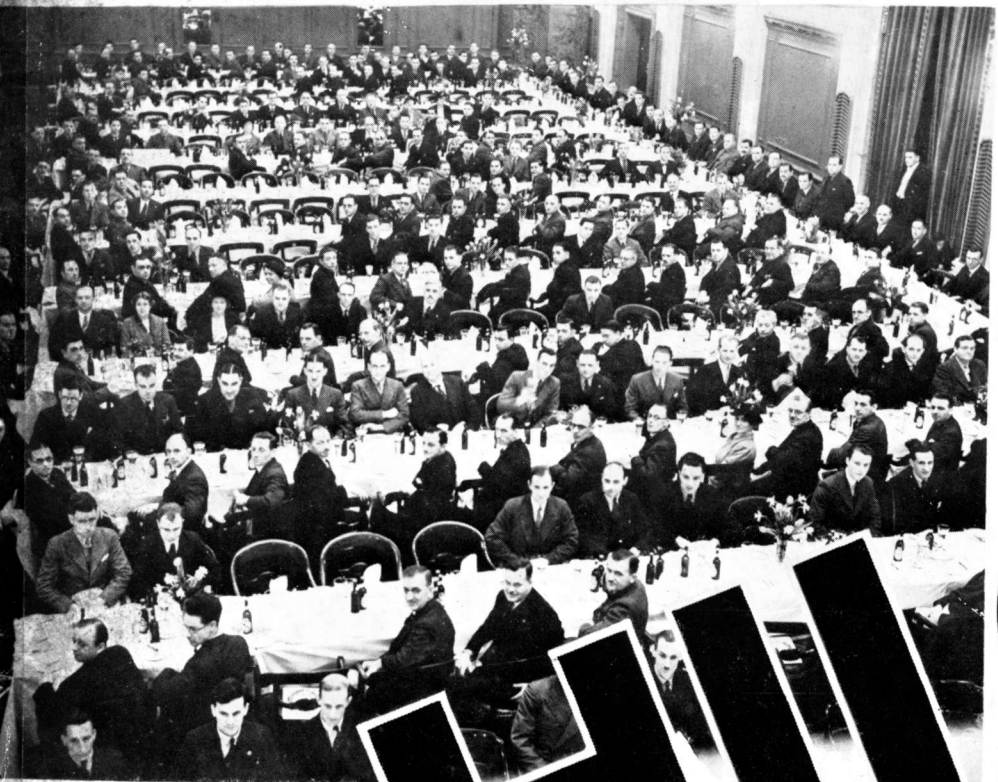


LONDON

MIDLAND-EASTERN-SOUTHERN & WESSEX DEALER MEETING. CONNAUGHT ROOMS, LONDON.



"LATE SPECIAL"



PHILCO NEWS



LANCS. DEALER MEETING, MANCHESTER (Limited) - RESTAURANT



A PRESENTATION - SEE WITHIN -

MARCH 1936

"Clean" your radio when you clean your house



PHILCO

ANNOUNCES AN ALL-PURPOSE ALL-WAVE AERIAL

13—2000 METRES

Modern radio requires a modern aerial. To meet this need Philco announces a real all-purpose All-Wave Aerial. Whatever your make of set this new Aerial **DOUBLES FOREIGN RECEPTION** because of its attunement to the particular waveband in use. It **REDUCES INTERFERENCE** by means of the special "transmission-line," which permits installation high up out of the "man-made static" zone. How much radio fun are you missing because your aerial is inefficient, out-of-date, weather-worn? Likewise, how old are your valves? Remember, valves seldom burn out, but the best of them, like old soldiers, fade away. You may think your radio still gives the performance it did—but just see what a difference new valves will make!

● **SPECIAL "SPRING-CLEAN" OFFER!**

Free inspection and report when this aerial is installed! During this special offer your Philco Dealer will thoroughly inspect your set, regardless of make, and will give a dependable report **free of charge** wherever a Philco Aerial is installed.



PHILCO ALL-WAVE AERIAL	
For Philco All-Wave Models with automatic aerial selector	22/6
For any other model of any kind or make	27/6
<small>These prices do not apply in the U.S.A.</small>	

To: Philco Radio & Television Corporation of Great Britain Ltd., Perivale, Greenford, Middx.

● Please send, without obligation, full particulars of the new Philco All-Wave Aerial.

Name.....
 Address.....
Philco Sets for home or car from £6 19s. 6d. to 100 gns. All-Wave Sets from 15 gns.

PHILCO WORLD'S LARGEST MAKERS OF RADIO SETS

One of the National Ads.
 SCHEDULED FOR THE FRONT PAGE OF THE NEWS CHRONICLE ON MARCH 26. (Size 10" x 2 cols.)

PHILCO NEWS

March, 1936

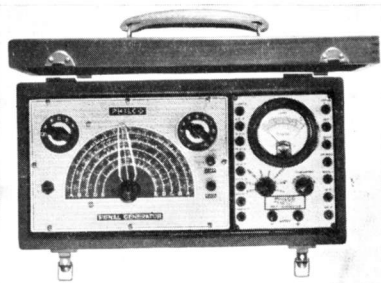
SPRING CLEANING

A Nightmare for Most—A Golden Opportunity for You

MOODS travel in cycles, and there is a mood that is shortly about to descend on practically everyone in the country. Springtime is nearly here—jubilation—rejuvenation—*Spring Cleaning*. . . .

Do you know how to use the moods of your public? Are you an opportunist, a go-getter? Well, here is one mood you must not fail to work on, and with Philco to back you the going should be good.

Spring cleaning is an old and noble ritual observed in practically every English household. What a difference after that Easter coat of paint! Homes bright, new curtains, a new lamp-shade—everything is fine. Is it? The wireless set looks good. Does it *sound* good? The set has been worked as hard as most things during the winter months—perhaps harder. Maybe it, too, could do with a spot of rejuvenation.



The 099 Set Tester, which is worth its weight in gold to you.

Don't let your customers settle down in their bright fresh homes to listen to jaded valves droning out monotonous reception. Remember, there never were such willing workers as Philco valves, and proud owners sometimes fail to notice when their valves are beginning to feel tired.

Well, you can soon point it out to them; in fact, with your new Philco testing instruments

you can tell them a whole number of things that are going to help in this rejuvenation of the wireless set. As we have mentioned before, there is money to be made on this job.

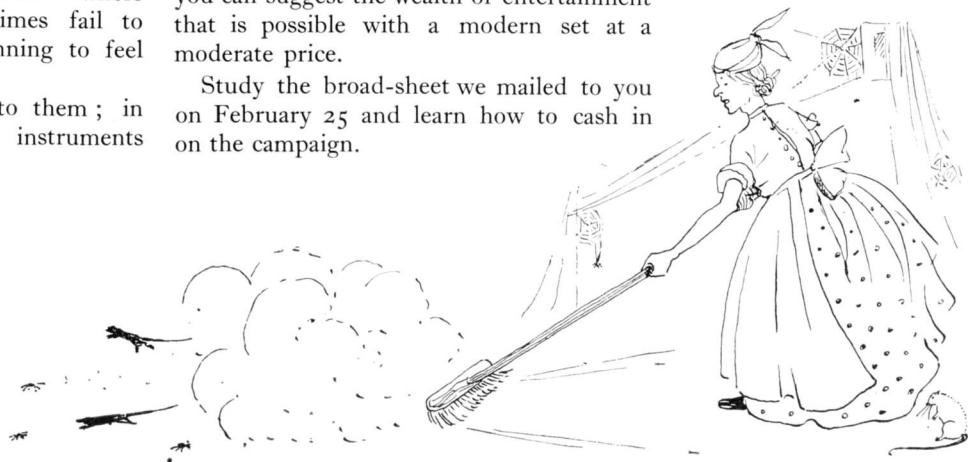
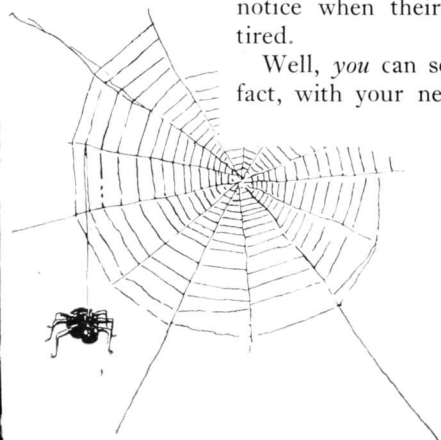
As you know, through advertisements in the daily press and other forms of publicity, we are stimulating an interest in all-wave aerials. We believe that when the set-owner realizes all that an all-wave aerial can do for him, aerials will sell like hot cakes. At the same time, we are making the free offer of which you have had full details already. Every dealer who joins the great spring cleaning campaign agrees to clean and check over the set of each customer who purchases an all-wave aerial.

New Business for You

This offer opens up to you a tremendous field of business. In most cases some adjustment will be needed. Work out a fair scale of charges and give each customer an estimate that will show him exactly how much it will cost to put things right. Then, besides your turnover on the all-wave aerial, you will be able to make a reasonable profit on labour, quite apart from the considerable quantity of valves which you are simply bound to sell.

Of course, the alert dealer will make the most of this personal contact with his customers to awaken the desire for a new set. You can't walk up to people in the street and expound the joys of short-wave reception, but when you are in a man's home and working on his actual receiver, you can suggest the wealth of entertainment that is possible with a modern set at a moderate price.

Study the broad-sheet we mailed to you on February 25 and learn how to cash in on the campaign.





Window streamer and targets in spring colours, brown and green. They reach you ready to stick on the window.

Be Ready for Public Demand

National advertising, between March 9 and March 26, chiefly through the *Daily Express*, *News Chronicle*, *Radio Times*, and *World Radio*, will introduce the offer to the public. These advertisements will contain coupons to be filled in by the public requesting information on the all-wave aerial and these will be forwarded to those dealers who have joined the campaign and installed an all-wave aerial in their shops for demonstration purposes.

The cut-out display holding the all-wave aerial kit, given a prominent position in your window, together with targets and a streamer, will remind every passer of those advertisements and the offer that goes with them.

With your broad-sheet you received an order-card for aerials—the first two you order carry an extra 10% discount—and for every two aerials ordered you are entitled to 50 copies of the illustrated four-page letter for mailing to your customers.

Remember your distributor has blocks and suggested classified advertisements suitable for your local papers and will share the cost of approved local advertising with you on a 50/50 basis.

All this publicity is waiting to sweep you into the limelight. Philco will do everything in their power to make the campaign famous throughout the length and breadth of the country. It rests with you to see to it that it makes you famous in your locality.

A Worthy Successor to National Philco Week

Quite apart from the domestic arrangements which call for the scheme to be launched just at this moment, there is another factor which makes it reach the public at a most favourable time. It follows closely on the heels of Philco National Week. After Philco National Week the public will begin to think that nothing quite like Philco has ever happened in the radio world before. By the time this offer reaches them they will know it. The man in his home will really feel that Philco knows how to look after him all the time, and, when you have helped to make performance of promise, he will be gratified.

What better advertisement can you have than that? It fits everywhere—even the man who hasn't got a Philco but wishes he had, will see it underlined that he can improve whatever set he does possess by fitting an all-wave aerial,

for there is no need to limit your field to Philco owners. There is plenty of good work you can do for any set-owner and, under the auspices of Philco, it all helps.

The month of March then is the month set for "spring cleaning" on a large scale. Get as much as possible of your service work cleared up before then, so that you can make full use of this campaign. Don't let any of the time slip by without benefiting you. The finer organizing powers you bring to bear on the negotiation of the scheme, the more it is going to mean to you. This is truly a case where the go-getter wins.

First Dealer: "Who writes the advertisements for the banks?"

Second Dealer: "I don't know, but I'm sure it isn't the same man that makes the loans."



The new All-Wave Aerial window display cut-out, which houses the aerial kit complete in its box, which can be opened or closed.

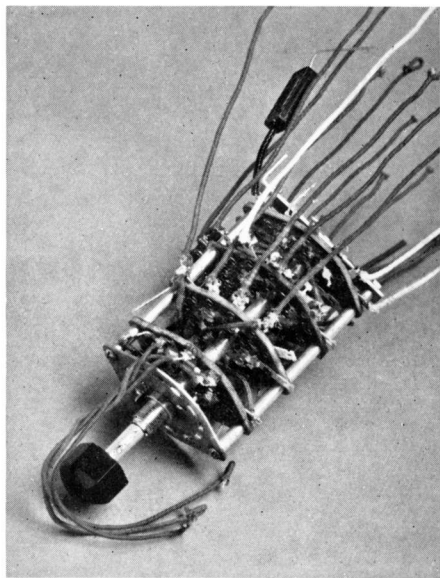


This is the 4-page letter to send to your customers.

ONLY PHILCO HAS IT!

The Automatic Aerial Selector

SINCE early summer 1935, when the Empire All-Wave Philco Model 98 was introduced, all Philco models incorporating short-waveband reception have been fitted with an Automatic Aerial Selector.



Automatic Aerial Selector and Wave-Change Switch Assembly as fitted to Philco All-Wave Sets.

This applies to models 98, 2620, 290, 282, and 116X. It will apply to all later models of Philco all-wave receivers.

Reliable long-distance short-wave reception is practicable only when the receiver is tuned to the particular station desired and both the receiver and the aerial installation are tuned to the particular waveband in use.

When this is done, it is possible to bring in twice and often three times the number of stations on each waveband and with greater volume and clarity. Power is increased, noise is decreased, and the work of the automatic volume control in minimising fading is greatly helped.

Tuning a set to each waveband has often before been accomplished by providing a separate aerial for each band, each aerial having the appropriate electrical characteristics for maximum performance.

But such refinements are impracticable for the average set-owner. Who would want three aerials? Who could find room in the garden for three aerials, or would tolerate them there if he had?

Such elaborate equipment became unnecessary with the fitting of the Automatic Aerial Selector to Philco all-wave sets.

The combination of a Philco all-wave set and a Philco all-wave aerial now gives in effect a result equivalent to a separate aerial for each waveband used.

The equivalent operations to switching from one aerial to another is done automatically by the mere operation

of the wave-change switch. The happy owner of a Philco all-wave set coupled to a Philco all-wave aerial selects the waveband on which he wishes to listen, tunes to the desired station, and there he is!

An illustration of the combined Automatic Aerial Selector and wave-change switch assembly is shown herewith. This assembly is an integral part of Philco all-wave sets and, of course, cannot be sold for use separately.

There are many thousands of owners of Philco all-wave sets in these islands. They are all known to you, for you sold them the sets. Each of them who has not already a Philco all-wave aerial needs one to get the best results from his set. And, because of the Automatic Aerial Selector built into the Philco set, the Philco owner buys his aerial for 5s. less than does the owner of any other make or type of set.

Only Philco has it! And only Philco can give you the happy and complete combination of a Philco all-wave set with Automatic Aerial Selector, and a Philco all-wave aerial. These form a perfect whole.

Below is the "Spring Cleaning" broad-sheet sent out on February 24. If you didn't receive your copy, let us have a post-card

HOW TO CASH IN ON THE SPRING CLEANING CAMPAIGN

Follow these suggestions to Capitalize on this Tremendous Philco Plan



These Special Spring Cleaning advertisements will appear on the front pages of the Daily Express and the News Chronicle between March 9 and March 26.

The coupons to be filled in by the public requesting information regarding the All-wave Aerial will be forwarded to those dealers who have installed an All-wave Aerial in their shop and have entered the drive.



FIFTH—If you insert an advertisement in your local papers your Distributor will share your expenses on a 50/50 basis, and send you one or both of these blocks (Nos 2 and 3) on loan. In place of the coupon in block No. 2 blank space is left for your name and address.

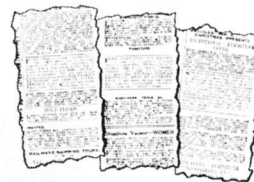
Get in touch with him and make your arrangements.

FIRST—Fill in and send the enclosed order card for at least two aeriels. Your Distributor will dispatch the aeriels to you but don't limit your order to two you can sell a gross without batting an eye.

SECOND—Put all one right away. Display others on the counter and in your window.



THIRD—We shall send you this special cut-out display. Give it a prominent position and it is bound to create interest. The All-wave Aerial box can be fitted in the middle of the cut-out, either closed or open, showing the 'A' inside.



SIXTH—There are a selection of classified advertisements which you should use in your local papers. Just send the wording along to your paper and they will let it up for you.



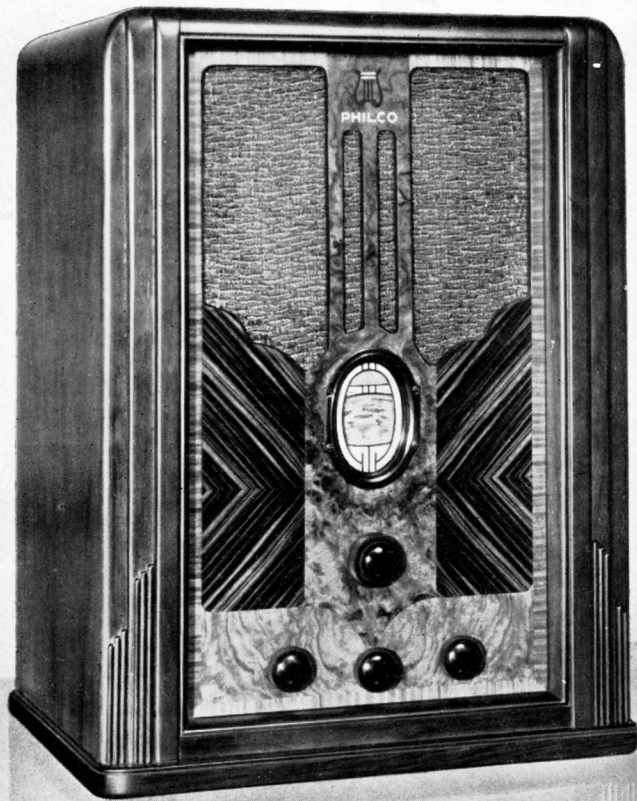
FOURTH—We will supply you with 50 copies of this illustrated four-page letter for every two aeriels ordered. Read it and distribute it to all your customers regardless of set. All orders for 12 or more aeriels will bring you at least 300 letters imprinted with your name and address free of charge. Imprinted letters for smaller quantities 3/6 per 100.

SEVENTH—This striking streamer in green and white has gummed ends and is all ready for you to place on your window. It will attract attention and get the people looking into your window.

EIGHTH—With the streamer you will receive these two targets in brown and white, which will complete a colourful and spring-like window trim for you. Remember, the message they bring is new to your customers. Give them the whole story when they come inside.

Send your card in to-day so that you will have plenty of time to arrange your display material and aeriels to the best advantage. The stage will be set, the audience waiting. It is up to you to play your part. Get all your service work cleared up now so that you will be free to jump in on the finest opportunity you will ever have to make yourself renowned in your locality.

The "Empire Five"



ALL-WAVE SUPERHET
for A.C. Mains

MODEL 282

World-Wide Performance for All Pockets

THE newly-announced Model 282, "Empire Five," all-wave superhet for A.C. Mains, is ascribed on all sides a very good receiver indeed.

It is a real all-wave set, one that *works* and fulfils what is claimed for it, and as such makes history at the low price of fifteen guineas.

Besides incorporating such well-known Philco features as shadow-tuning and shock-proof rubber mounting, this set has the latest engineering triumph—the automatic aerial selector.

As the wave-change switch is operated, so are the electrical characteristics of the aerial automatically adjusted to suit the wave-length selected.

Only Philco Has It

All Philco all-wave sets now have this wonderful invention, the automatic aerial selector, built into them. But remember *only Philco has it*.

The new "Empire Five" is undoubtedly in a class by itself, both as regards performance and price. It is the result of years of forward engineering development by Philco, who have pioneered every worth-while improvement in radio, including the superhet and reliable all-wave sets.

Orders already received have put considerable demands on the factory, but there will be no undue delay with deliveries. This model, as you will know from other literature, counts 12 points towards the Cruise, and is a set that will advertise itself, you and Philco.

A Handsome and Unique Cabinet

The cabinet of the "Empire Five" is unusual, and worthy of this fine set. It is of novel design and very attractive, being built throughout of walnut with inlays of macassar, black butt, and finely-figured, burlled walnut. The designers are proud of this cabinet, and it is one that any dealer may be proud to display.

Colourful Window Display

At the dealer meetings, recently concluded, those who managed to attend were able to witness bright and striking displays of Philco sets. Especially noticeable in

these displays was the Model 282 with its seven-colour crowner, which tells at a glance the story of the family happy to be at home with their Philco.

In addition, there are now available in limited quantities large backgrounds—60 in. x 40 in.—based on the new cover design of "Glorious Adventure At Home." These are available for special displays and exhibitions, either mounted on board, or unmounted, and are particularly useful where pressure is being exerted on the sale of all-wave sets.

Finally the 282 is well advertised. Reproduced here is a typical 10 in. x 2-col. advertisement from the front page of the *Daily Express*. Make no mistake, this new all-waver is well-introduced to the public and has already carved out an enviable reputation for itself.

A demonstration against other all-wave sets is generally enough to convince prospective customers of its merits.



The colourful crowner for the new all-wave "Empire Five."

A free home trial is, of course, an ideal way to bring home the merits of any good all-wave set. It gives the would-be owner a chance to master the knack of tuning with short-waves, and quickly subjugates him to the thrills of all-wave reception.

SPECIAL FEATURES

- 5 High-Efficiency Valves.
- 6 Tuned Stages.
- Extreme Selectivity.
- Shadow Tuning.
- Waveband indicator shows immediately waveband in use.
- Double-motion tuning with slow motion on short-wave.

RANGE

- Long Waves—
150 Kc. to 340 Kc. (2000 metres to 880 metres).
- Medium Waves—
530 Kc. to 1550 Kc. (555 metres to 194 metres).
- Short Waves—
5.5 Megacycles to 18 Megacycles (54.5 metres to 16.7 metres).

- Philco Automatic Aerial Selector.
- Special filter to eliminate mains noises.
- Whistle Suppressor.
- High Overall Fidelity.
- 3 watts undistorted output.
- Auditorium Speaker.
- Continuously-variable tone control.
- Rubber-mounted Condenser and Chassis.
- Very Low Consumption.
- Extension Speaker and Gramophone Pick-up Sockets.

Special Offer!

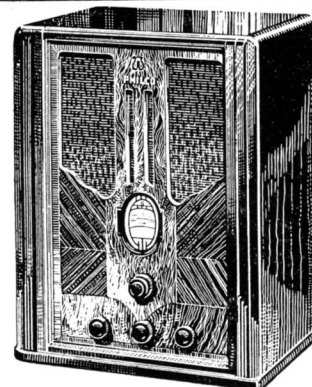
PHILCO NATIONAL WEEK FEBRUARY 17th-22nd

7 DAYS' FREE TRIAL

in your own home, without obligation.

Liberal trade-in allowance on your old set.

Terms as low as 3/- per week.



The new All-Wave "Empire Five" Model 282 15 Gns.

SPECIAL FEATURES! 5 High-Efficiency Valves; full A.V.C.; 2-speed slow motion tuning; 6 tuning circuits; tone control; 7 stages on each wave-band; shadow-tuning, 3 watts undistorted output, etc., etc.!

Also de Luxe All-Wave "Empire Six" for A.C. and D.C. Model 290 17 Gns.



To: Philco Radio & Television Corporation of Great Britain Limited, Perivale, Greenford, Middlesex.

Send me free the 2nd edition of "Glorious Adventure at Home," containing the whole story of Short Waves, charts and the full list of stations. Also, arrange for the nearest Philco Dealer to install a Philco in my home on 7 days' free trial without obligation.

Name

Address

★ Full range of models from £7 10s. to 100 guineas.



A typical 10 in. x 2 cols. advertisement of the model 282 ("Empire Five"), from the front page of the "Daily Express."

THE JANUARY MEETINGS

Record Attendance of 1675 Dealers

THE dealer meetings, sponsored by Philco distributors, were more successful than ever this year. No fewer than 1675 dealers attended, and many useful problems were discussed. The meetings were particularly well-founded, and the hospitality of distributors much appreciated.

On the cover of this issue of *Philco News* appear some pictures taken during the meetings. It is a matter of disappointment that at some meetings no cameraman was available.

Naturally, the London meeting was a record one, so far as attendance was concerned. Dealers from Wessex, Southern, Midland, and Eastern territories were present to the tune of 450. During this meeting street newsboys with the afternoon edition of the *Star* came surging into the meeting, singing out "Special Edition—Another Philco Record." A whole-page advertisement in this paper told the story of Philco leadership, and the publishers made a special poster to signalize the event. Copies of the *Star* were mailed to all Philco dealers.

At Manchester, Leeds, and Newcastle, busy and successful dinner-meetings were held, and in spite of the wintry weather the attendance was excellent.

Glasgow saw Philco dealers lunching together with Mr. Lane in the chair.

In Belfast, in spite of a hotel strike, a good dinner-meeting was held at the Grand Central Hotel, under the genial chairmanship of Mr. Holland, and this was followed the next evening by a grand Philco Ball at the Plaza. This was a truly magnificent affair, and a draw for three sets was arranged, Mr. Dyer drawing the lucky numbers from a revolving drum.

Fortune favoured the bold and the draw went off without any untoward intervention. The only blot on the landscape was the fact that one of the set-winners was a fair lady from the Free State, and naturally the question of duty raised its ugly head. However, such

things must be, and everyone had a most successful and enjoyable evening.

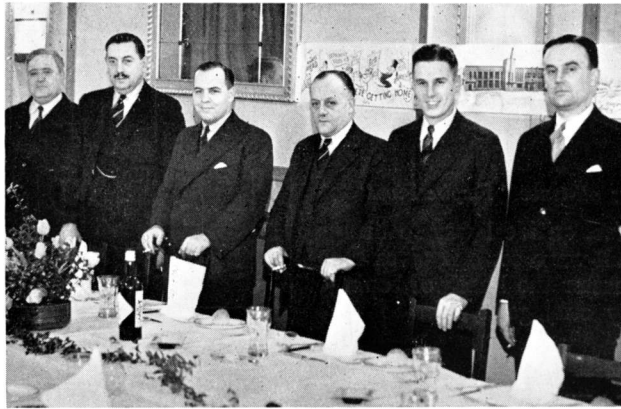
Owing to the tragic death of King George, the dealer-meetings had to be postponed on the eve of our gathering at Cardiff. However, we later took up the threads and spent a very useful evening at Cardiff under the presidency of Mr. Arthur Watts.

Exeter made history by organizing the most successful ball ever known in this historic city. More than 600 people were present, including, of course, members of the general public. Dealers from Cornwall and Devon were present in force.

In Bristol Messrs. P. L. and E. C. Davey organized a very well thought-out dinner-meeting at the Royal

Hotel. The dinner was interspersed with lantern slides showing the history of Brunwec's association with Philco. Very interesting discussions followed the dinner.

The concluding meeting at Nottingham was at least as successful as any of the others, thanks largely to the energy and enthusiasm of Frank Richardson, of Philco Midland Distributors, Ltd.



Mr. Holland, of Belfast, with his Philco guests at the Philco Dinner, held at the Grand Central Hotel.

MODERN MAGIC CARPET FOR KING OF IRAK

Car Radio that reached Baghdad in 48 Hours

How modern air transport has revolutionized commercial enterprise was vividly illustrated last month.

The King of Irak, one of the most enthusiastic royal motorists, ordered a British-made dual-wave car radio.

One hour after the cable was received by Philco, the set had passed its final tests and been taken aboard the Imperial Airways liner "Horatius," at Croydon.

In 48 hours it had been delivered to the King of Irak in Baghdad, nearly 4,000 miles away, and installed on the royal car. This is the shortest recorded time in which an order from so far away has been fulfilled.

THE ALL-WAVE ALL-PURPOSE AERIAL

A New Road to Profits for Philco Dealers

PHILCO is proud of its newly-announced all-wave aerial.

The aerial is an engineering triumph. Months of patient research by Philco engineers have gone to its development.

It is the first aerial to give satisfactory reception on all wavebands from 13 to 2,000 metres.

It operates successfully on all frequencies from 23 megacycles all the way to 150 kilocycles.

It makes short-wave listening practical and satisfactory. More than this, it improves listening on the medium and long wavebands as well. It is an all-purpose, as well as an all-wave aerial.

It reduces, or eliminates, noise and crackle. It stops interference. It cuts fading to a minimum.

It maintains its first efficiency under any and all conditions of weather.

It improves the performance of any type or make of set on any waveband.

Short-wave listening has captured the public imagination. Nowadays no one is really happy with a set which

receives only the accustomed medium- and long-wave stations. Short-wave listening has put back the thrill into radio.

Understandably, many makers, taken by surprise, have hastily prepared all-wave sets and promised purchasers signs and wonders, the moon and stars, without due consideration to all the factors necessary, if public appreciation is not to be disappointed.

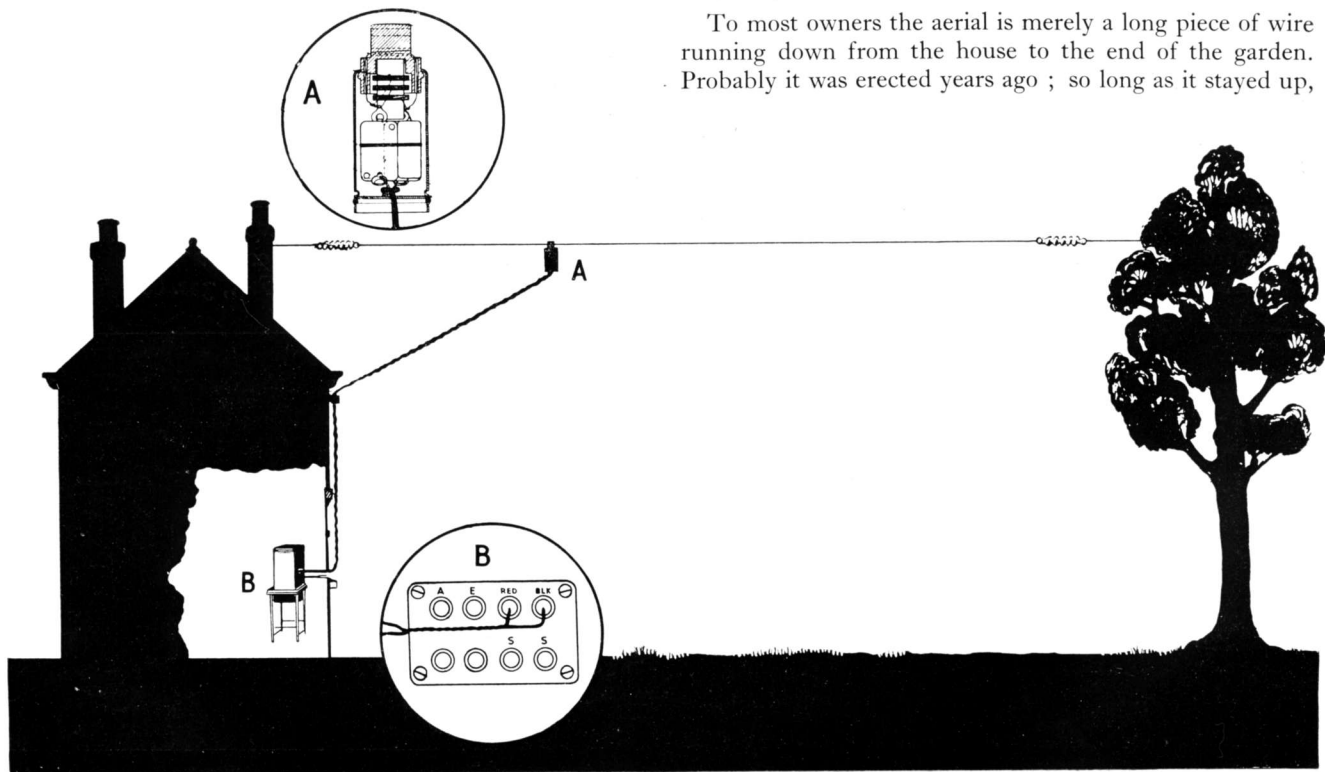
But Philco does not work that way. As our readers all know, satisfactory short-wave reception is only practicable, day after day, when an efficient set is coupled to an efficient aerial system.

This accounts for the care and trouble taken by Philco to produce an aerial system worthy of use with Philco all-wave sets.

Additionally, Philco know that most aerials in use are inefficient. Improvements in set efficiency and sensitivity in recent years have caused the necessity for a good aerial to be forgotten. Some sort of reception will be obtained with the most indifferent aerial, sometimes with no aerial at all.

Nine out of Ten Aerials are Inefficient

To most owners the aerial is merely a long piece of wire running down from the house to the end of the garden. Probably it was erected years ago ; so long as it stayed up,



no attention has been paid to it. Storms have weathered it, dampness has corroded it, insulation of the lead-in has been destroyed—in short, it no longer fulfils its functions.

The most casual observation will show that nine aerials out of ten are of this unhappy description.

Therefore, Philco has devoted the resources of its vast laboratories and engineering organization to the perfection of the Philco all-wave aerial—for all purposes and for all sets

Another and last feature—noise reduction and the elimination of electrical interference.

Trams, trolley buses, domestic electric appliances, hair dryers, lifts, refrigerators, rotating electric machinery of all kinds, motor car ignition systems, etc., all contribute to confuse reception and render it unpleasant, to add crackle and buzz to the pure music or the clear speech which was sent forth from the broadcasting station.

Some day no one will be permitted to make or use apparatus which so unnecessarily annoys one's neighbours, but that time is not yet. And, also, there is so much uncontrolled apparatus already in use. The problem must be dealt with as it is, not as it should be.

Noise-reducing Transmission Line

So Philco has included as a part of its all-wave aerial kit a noise-reducing transmission line, fifty feet long.

"Signals," that is, wave-impulses carrying music and speech, are received on the aerial wires. They are passed through an aerial transformer (situated in the aerial itself) and transformed down to a frequency which does not pick up electrical interference. The transmission line leads the impulses to the set itself, without loss and without damage to their quality, and there delivers them to a set transformer, which restores them to the frequency at which they came to the aerial.

With Philco all-wave sets a set transformer is not necessary. These sets contain, built into them, an Automatic Aerial Selector, described on page 3.

Thus, the aerial wires themselves may be situated high up, out of the zone of interference (usually local to a building or coming from the street or road) and the noise-reducing

transmission line will carry the impulses through the danger zone, safely and without impairment.

In difficult cases and where necessary, the transmission line may be as much as 400 feet long, without appreciable loss of strength in reception.

There are 8,000,000 listeners in the British Isles. Nearly all of them need new aerial installations. Take advantage of this vast new market.

Increase Your Goodwill and Foster New Sales

Every customer to whom you sell and for whom you install a Philco all-wave aerial will be grateful to you for the improved reception he will get. You will make a generous profit on the sale of the aerial and a further one for time and labour in installing it. You will have an unequalled opportunity of talking and demonstrating new Philco all-wave models to these customers, and will make a profit while so doing. You may be sure the friends of such customers will hear about it, and that means goodwill, additional sales, and added profits for you.

Sell a Philco all-wave aerial to every purchaser of a new set and to every present owner of an old one. So you will ensure that all new sets stay sold and that old ones wanting replacement are replaced by you.

After all, we are in business to sell sets, and customer satisfaction with them. The Philco all-wave aerial is your latest aid to that desirable end, and a very good one indeed. An illustration of a new and effective window display unit, which carries an all-wave aerial kit so that all may see it, appears on page 2.

Part No. 400/5017 Philco All-Wave Aerial Kit.

For use with Philco All-Wave Models 98, 2620, 290, 282, 116X, and all future All-Wave Models. Blue and Yellow cartons. List each, 22s. 6d.

(I.F.S., 25s. 6d.)

Part No. 400/5016 Philco All-Wave Aerial Kit.

With set transformer, for use with any set of any make, other than the Philco All-Wave Models listed above. Red and Yellow cartons. List each, 27s. 6d.

(I.F.S., 31s. 6d.)



Striking National Philco Week displays by Rogers and Manning of South Molton, and Frank High of Blackpool. See also pictures on pages 15 and 16.

MODEL 806T AT 15 GUINEAS!

Once Again Philco Car Radio Makes History

NOW is the time to go after the vast amount of car radio business that awaits your intensive effort.

For the first time since Philco introduced car radio into the British Isles, only three short years ago, it has become possible to offer the motoring public, through our dealer organization, the most sensational line in car radio, at a lower price than ever previously. A reduction of two guineas has been made possible by economies in production, due to increased sales volume, and, true to the Philco policy, this saving is being passed on to the user.

It does not need a scribe to extol the qualities of the already famous 806T Model, since many hundreds of these sets are giving pleasurable and efficient service to car owners all over the country. The new low price of 15 guineas, however, brings our dealers into an untapped and much larger price market, at a time when car radio sales are on the upgrade. It also brings you into a market which is ever increasing. Everyone who owns a car is your prospect.

Year after year the sales volume in car radio has more than doubled itself, and the number of dealers handling car radio has also increased each year, but, unfortunately, not in the same proportion; otherwise our sales volume would be still greater.

The following three facts therefore warrant your very careful consideration :—

(1) The year 1935 was a very profitable period for all, but we are optimistically looking forward to bigger records during 1936—incidentally, the month of January showed better results, by close on a half, than the first two months of the previous year. With a set at 15 guineas, 1936 will mark the fourth year in Philco's leadership in car radio.

(2) The car radio season has already commenced, car owners are once more taking the road; they are planning good times for the spring and summer; they are more in the mood for buying car radio than for many months past. Get them now while they are hot on the idea of enjoying the out-of-doors in their cars. March, April, and May are our peak months. Now, therefore, is the moment for dealers to enter a profitable trade, and one that will keep them busy at a time before domestic radio sales reach their peak. The 15 guinea set lets you in where possibly you may have regarded the old price as too high for your particular locality.

(3) This price reduction is being backed by an extensive advertising campaign in the radio and motor trade journals, as also the user

papers, the *Motor* and *Autocar*. There will also be reference to the 15 guinea set in our national advertising. Every dealer can benefit from this colossal sales drive. Plenty of advertising literature, showroom streamers, demonstration boards, and car stickers are available from your distributors or direct from us for the asking.

And remember, a radio set installed in your own demonstration or business car is the most profitable investment a dealer can make—it brings sales as well as entertainment and news of the world's activities. Lose no time, therefore, in availing yourself of the special dealer demonstration set offer—it means a set at a lower price than the usual discount. Ask your distributor for this demonstration plan on the 806T.

There are no installation snags—for those dealers who have no facility for fitting sets, there are appointed installation stations in almost every big business centre.

Finally, it is a long way to Copenhagen, but car radio sales will help you to pile up points and will go a long way towards helping you to reach your goal. Each 806T counts 12 points and may be the means of a delightful cruise and glorious holiday, with all expenses paid. Go after the car radio business, and we'll be sure to see you on the S.S. *Ranpura*.

“Never a Repair or Replacement.”

Dear Sirs,

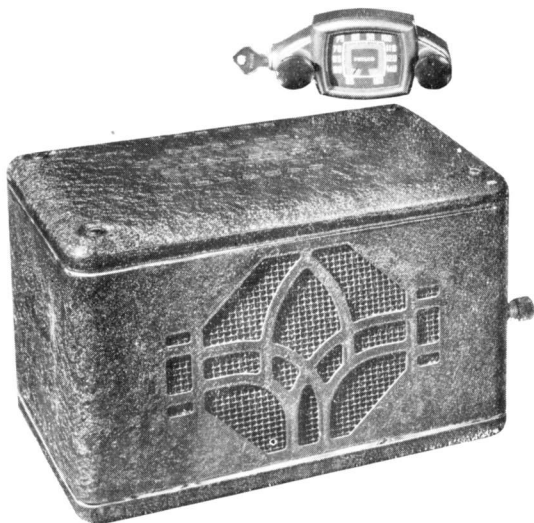
I would like to express my appreciation of the really marvellous service I have had in the Philco Car Radio fitted to my car.

When you check up on your records you will find that I have had my radio for nearly three years, and have had it changed to three different cars that I have had in that period, and from the day you fitted it to to-day there has never been a repair or replacement of any sort or kind. Nobody can possibly want more than that.

Yours faithfully,

A. E. Vere Barker.

**92 Regent Street,
London, W.1.**



The popular Model 806T. Only fifteen guineas.

DENMARK

Four Months to go! Time



It was in April two years ago that the first member of the Cruise Club qualified for his cruise ticket. That was the gallant member of the Philco crew, Mr. W. D. K. Phillips, of Exeter. Last year, however, by the end of March, no fewer than 127 dealers were ready to sail, including, of course, Mr. Phillips.

Now with March just dawning 111 dealers have qualified, and, need we say it, Mr. Phillips is among them.

Everyone should by now have received the coloured broad-sheet sent out on February 12, which gives an indication of the glorious holiday planned for this summer. Thanks for the letters saying you're coming along. You'll never forget this Philco Cruise in all your life.

A strong entertainment committee, with Mr. Alan Knight and Mr. L. A. Clark at its head, are concentrating on a programme of really health-giving deck games and sports. These ambitious gentlemen are also drawing up a list of magnificent prizes for sundry events, ranging from bottles of champagne to watches, nuts, and cigars.

All Sports Together

Among the items on the entertainment committee's schedule are deck tennis, both singles and doubles, obstacle races (not too soon after meals!), diving competitions, pillow fights on a pole over the water, horse racing, medicine ball, "Are you there, Mike?", tug-of-war, and a whistling race.

Then we're also looking forward to boxing tournaments, concert parties, and bright cinema shows, raffles, and sweepstakes on the ship's run.

You remember the weather last summer, how the sun put an extra bob in the meter when we were at the Brussels Exhibition. Well, we've ordered the same again for this summer, and you can imagine how you'll look and feel after five days of sun and sea air.

The P. & O. are famed the world over for the magnificence of their fare, and S.S. *Ranpura* has an envied reputation even among P. & O. ships, so that it will be little wonder you get really fit (and probably fat) on this cruise, and keep fit after it.

Naturally we may feel like bringing slightly more ambitious wardrobes with us. At any rate, flannels, deck

shoes, and swim suitings, will be essential. Life-belts are provided, but the inflatable waistcoat that granny sent you during the war can be brought along if you have any qualms about ocean travel.

As before, dark suits are recommended for the evening, especially in Copenhagen, and those who want to cut a dash will slip in a dinner suit as well. During the voyage we shall be hundreds of miles from land, so that sun-bathing can be enjoyed without fear of carping criticism. Any cruise members, who support nudist colonies at home, please note.

Do You Believe in Fairies?

Perhaps years in the radio business has shaken your belief in most things, or you may still retain a sneaking regard for these spritely creatures. Anyhow, in Denmark, fairies are all the rage. Don't misunderstand us, we mean the real things, wings and all.

In fact, you can feel enchantment in the air as soon as you set foot ashore. It may be that the spirit of Hans Andersen, the famous weaver of fairy stories, still casts his glamorous spell on visitors to Denmark.

Hans Christian Andersen is regarded as the most widely popular of all Danish authors. He was born in the month of April in 1805, and died at Copenhagen in August, 1875. However, Hans still cuts a lot of ice there. Even the postage stamps bear his image on them. And that's no



A characteristic view of Copenhagen round the spires and also the river, on the right bank of which buckets of live eels lie about the footpath. It is no.

CALLING!

to Sell and Sail with Philco!

fairy story, as you will see when you hear from our Cruise Manager, who is at present in Denmark making final plans for the Great Day.

Hans had a difficult and arduous childhood and early life, and ultimately he was granted a travelling pension by the king in 1833, which removed his nearest miseries and set him on the path for his successful work that was to come. His stories have been translated into dozens of languages, and even during his lifetime, on his seventieth birthday, he was presented with a book containing one of his tales in fifteen languages.

The beautiful island of Funen, between Jutland and Zealand, was Hans Andersen's birthplace, and here one of the attractions is a museum containing a collection of his works and personal possessions.

Lorry's

Like a Hans Andersen fairy-tale come to life, is a summer evening at Lorry's, where the Philco Banquet will be staged in July. Lorry's is an entire little world in itself. If you were to begin there with lunch and end with a late snack, you could put in some eighteen hours without a minute's boredom, and without leaving Lorry's.

It has a garden setting, and outside gleam coloured lights, like pearls on a string. At hundreds of tables sit

people eating, drinking, and listening to old and new tunes. One of the show places here in Lorry's is Drachmann's Inn, named after a famous Bohemian who loved above all things inns, especially Lorry's. In these rooms are many of Drachmann's pictures and other mementoes of absorbing human interest.

Then there is the Knight's Hall, where, in 1914, Copenhagen's first cabaret took place.

Then comes Lorry's "Village," where our banquet will take place. Here is atmosphere that cannot be described in words. All the world and his wife are present listening to the orchestra and joining in with the choruses, the words of which are projected on the wall at the appropriate moment. When the lights fade in Lorry's village the stars come out, and it's good to be alive.

How to Act in a Brewery

When in Copenhagen we are invited by the proprietors of the famous Tuborg Brewery to be their guests for an hour or so and see for ourselves how beer is made.

It is a solemn and awe-inspiring sight. No hustling or bustling, but a regal quiet, almost as in a government office. One stops from time to time to gaze lovingly into huge vats containing a seething mass of what goes to make beer, and to fill one's lungs with the appetising perfume of the same materials being slowly roasted to death.

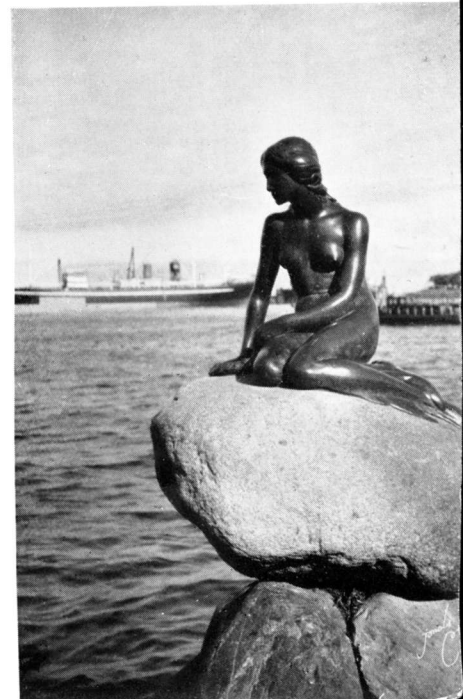
But one is not sad, because on another floor they come to life again, bubbling and sparkling, like our own dear B.B.C., and are then bottled and labelled by some of the most ingenious appliances any one could wish to see.

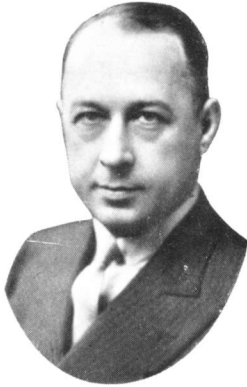
By this time, of course, one's thirst has got out of control, so one is led without difficulty to a fine salon where the finished nectar is ready to hand.

Here we shall have a chance to see a fine film showing scenes from Denmark and Copenhagen, and



Centre of the City, showing churches with picturesque
which can be seen the fish market. In the early morning
is good to venture here after a hectic night!





Mr. Alan Knight.

emphasizing the great part this brewery plays in the country's trade. No better publicity film was ever taken, and it would be well worth seeing even without the accompanying glasses of beer the hospitable brewers inevitably contrive to get their guests to accept.

Tuborg is also famed for mineral waters, so no one need go thirsty away.

Many people must often have wondered why it is that those who are fortunate enough to have visited a brewery ever leave it. The writer of these lines fears there is no answer to that question. It is up to each one of us to make stern decisions sometimes in our lives, and certainly leaving a brewery appears to be such a time.

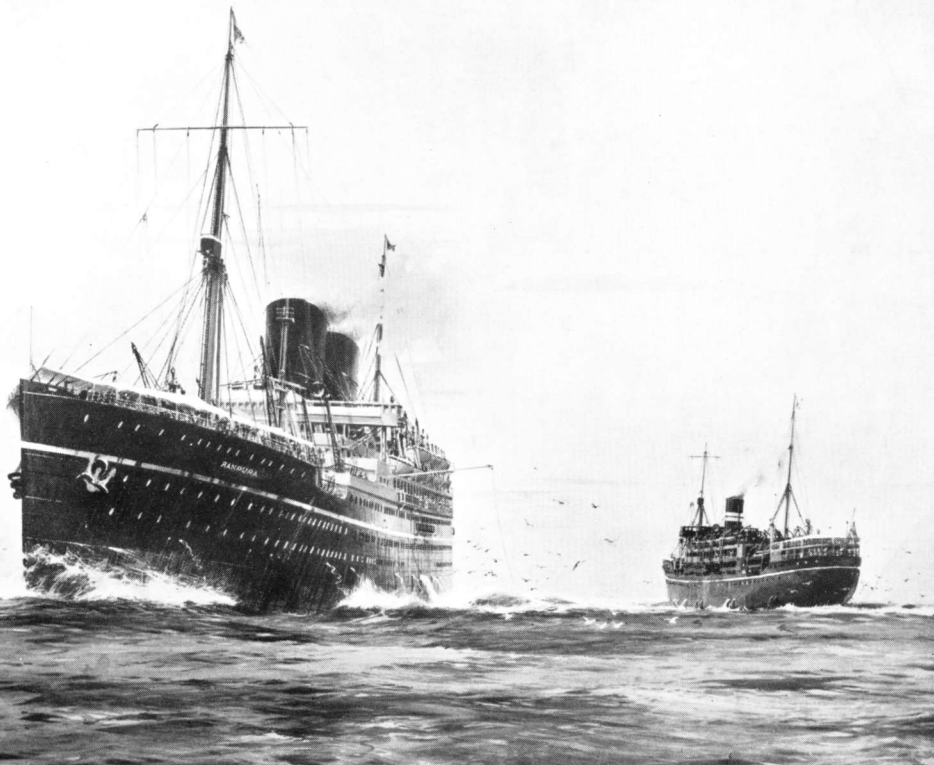
Frederiksborg Castle

Unlike Baedeker, Bradshaw, Benn, or Mr. Thomas Cook, we cannot tell you a lot about Frederiksborg Castle, and we are above passing on second-hand what anyone might read for himself in any works by the aforementioned authorities.

Enough to say that, as you can see in the picture, the Castle is of the most noble proportions and has a moat completely round it. It is all kept in apple-pie order out of State funds, and is well worth a visit. Especially as it lies on our route to the north of the Island, where, at Hornbaek, we can bathe and lunch.

Hornbaek is one of Copenhagen's most delightful seaside resorts. It is unspoiled, and has lovely sand-dunes and an expansive beach. It is a pleasant contrast from the City, and our lunch in the accepted Philco style has been planned well in advance.

S.S. Ranpura, Philco Cruise Ship, at sea.



Danish Stamps with Hans Andersen's head on them. Watch your mail for the next few days!

Our motoring in Denmark will be alleviated by calling at an old Danish Inn of historic interest, where we shall have the opportunity of studying modern as well as ancient apurtenances.

Back in Copenhagen once more, in the cool of the evening, we shall have time to wash and brush up on the *Ranpura* before sallying forth for the evening innings.

What You Can Do to Help

Now this summer sees the third year of Philco Cruising, and the Cruise Club has some staunch members of three years' standing.

These jolly friends are the ones, in the first place, that we in Philco feel we know well enough to enlist as co-operators in fun-making in July, especially on board ship. In fact, we invite all who fancy themselves to send us the enclosed postcard in order that we may be guided as to where the hottest talent lies.

Naturally, after two years' experience, we know where to look for various helpers, but we don't want to risk missing any hidden talent. If you can sing, play (piano or any other instrument, from the "marf organ" downwards), please let us know. If you can tap-dance, conjure, or have any other parlour tricks, send us in the postcard, as the Entertainment Committee want your help.

Those who offer assistance will hear from us of plans already contemplated, and as soon as we are on board we can get together and confirm arrangements.

We sincerely trust that in this connection the accustomed Philco modesty will be waived, and those who can help in any way will let us know.

These pages are decorated with the familiar features of two who are already hard at work planning to make the five days at sea a riot of fun and frolic. Please lend a hand, those who can do a bit that way.

PHILCO EXPECTS . . .

YOU will realize that Mr. Knight means business when you get his letter within the next week or so.

The *Philco News* is able to give this exclusive pre-draft of what Mr. Knight is likely to say to you:

Dear Cruise Member,

I am addressing this letter personally to you to ask your very close co-operation in assisting me in making this year's holiday, with all its sports events, the gigantic success that our previous cruises have been. Every year we set ourselves a bigger task than previously; we therefore have to ask for more help.

Some very enthusiastic committees have already been elected and we know they will do everything possible to make each entertainment or sports event go with a swing, but I must also call on each Cruise Member's individual assistance.

Now this is your part: will you please study carefully the entry forms enclosed (you will receive these with Mr. Knight's letter.—Ed.), decide that you can win every event, then complete the forms right away and return them to me? There is a duplicate form for your own record, but we won't let you forget.

Please don't put this matter aside for later consideration, because we must have all the competition draws cut and dried (Please, Mr. Knight!—Ed.), knowing who will play who, etc., long before the day we sail. Believe me, there is a lot of work attached to this if we are to keep you entertained for every single moment you are aboard, and to leave the filling-in of the forms until to-morrow may make you a disappointed looker-on, when you find another Cruise Member lifting the "pot" you were determined to win. Remember to-morrow never comes, so fill in the forms to-day.

All the events have been chosen because of the amusement they will give to the entrants, as well as to the lookers-on, but the former will have the best of the fun. If you don't believe me, meet me in the Swimming Pool before breakfast, on Thursday, 23rd July.

To give you an idea of the fun and entertainment that is in store for you whilst aboard, I am sending you an advance programme, which, however, may be slightly modified. I am also enclosing a list of the various Committees.

Yours very truly,
A. F. D. Knight,
 Sports Manager, S.S. Ranpura.



Frederiksborg Castle, which we shall visit on July 24.

Here are some of the Committees to which Mr. Knight refers:—

General Sports Committee	Community Singing	Swinging the Monkey	Obstacle Race
C. L. Dyer (<i>Presiding</i>)	P. L. Grindrod	A. F. D. Knight	A. F. D. Knight
C. Fitton (<i>Vice</i>)	Glynne-Williams	T. Williams	S. M. Riley
F. Grindrod	A. Reeve	G. K. Drew	T. Williams
A. F. D. Knight		R. E. Carter	P. L. Davey
L. A. Clark			A. Watts
F. C. Richardson	Deck Tennis	Boxing, Tote & Gambling	E. W. Keyes
Glynne-Williams	A. F. D. Knight	F. Gilbert	L. A. Clark
F. Gilbert	P. L. Davey	A. F. D. Knight	S. H. Swaffer
C. F. Johnstone	L. A. Clark	S. H. Swaffer	C. G. Lane
R. G. Parry	A. C. King	C. F. Johnstone	J. S. Bush
R. Hardman	C. C. Riddell		
T. Williams	J. S. Bush	Raffle	Pillow Fight
E. S. Baker	A. Reeve	R. G. Parry	A. F. D. Knight
	C. G. Lane	C. F. Johnstone	S. M. Riley
Notices		R. Hardman	C. H. Charles
R. G. Parry	Concert Party		S. H. Swaffer
N. Bower	Glynne-Williams	Whistling Race	
Glynne-Williams	F. Grindrod	A. F. D. Knight	Cinema
	F. C. Richardson	T. Williams	C. G. Lane
	N. Bower	G. K. Drew	E. S. Baker
	T. Williams	C. G. Lane	A. J. Watts
		R. E. Carter	
	P.A. System		
	F. R. Hornby		
	R. Kirby		

Well, this exclusive scoop by the *Philco News* sports correspondent gives you a bit of warning. No excuse now for not answering Mr. Knight's letter by return when you receive it.



Mr. L. A. Clark.



“ . . . which reminds me that I have only another 300 points to qualify for the Superhet . . . I mean the Super Holiday Cruise to Denmark, in July . . . ”



MAGNIFICENT SUCCESS!

Special Philco Displays in 1,420 Shops

NATIONAL Philco Week went with a real swing. No fewer than 1,420 dealers put in special displays, and at the time of going to press we have already received excellent photographs of Philco windows from more than thirty entrants.

As previously stated, every photo received showing special National Week displays wins 10 Cruise points. Shop-windows are notoriously difficult to photograph owing to reflections, lack of light, etc., and needless to say it is not the merit of the photograph that counts, but that of the window itself. For reproduction purposes it is necessary to have fairly strong "contrasty" photos and we have selected a few of the early arrivals to illustrate on these pages.

The first photos in were those of The Talkeries, Green's Wireless Stores, and Keys, Ltd., all of Birmingham, followed closely by Waddington and Midgley, Bradford, British General Radio Co. (Retail) Ltd., Yeovil, Lamb and Platt, Stretford, and J. W. George of Chester.

In all the photographs received the new coloured crowners for the Models 282 and 280/281, show up clearly and the metal Philco price tickets look bright and smart.

Accompanying letters show that great interest has been shown by the public all through the land in National Philco Week, and hundreds of references have been made in

the newspapers to the enterprise as a whole, and to dealers' individual displays.



Mr. J. W. George (Chester), and some of his staff, standing outside his brilliantly dressed Philco windows.



A fine display by Messrs. Lamb and Platt (Stretford). The special window pelmet was supplied by Messrs. Philco, Lanes.



An imposing array of Philco sets in the window of Messrs. Waddington and Midgley (Bradford). An adjoining window of similar size showed all Philco sets and a number of cartons.

Mr. J. W. George of Chester writes: "The display has created a great deal of interest, and has already proved well worth while."

That this February has been a record one for Philco dealers goes without saying. Never again can we regard February as a dud month. It's a case of giving a dog a bad name, and of making every excuse for a much-maligned month's shortcomings. (See inside back cover).

This year we've all seen what can be done by energetic and resourceful dealers. Next year we shall regard a good Philco February as a matter of course!

A further selection of photographs will appear in the next issue of *Philco News*. Only the necessity of going to press with this number precludes our making a better selection of photographs.

We hope all who put in special windows for National Philco Week will make a point of sending photos, in order that their enterprise may be recorded in *Philco News*.

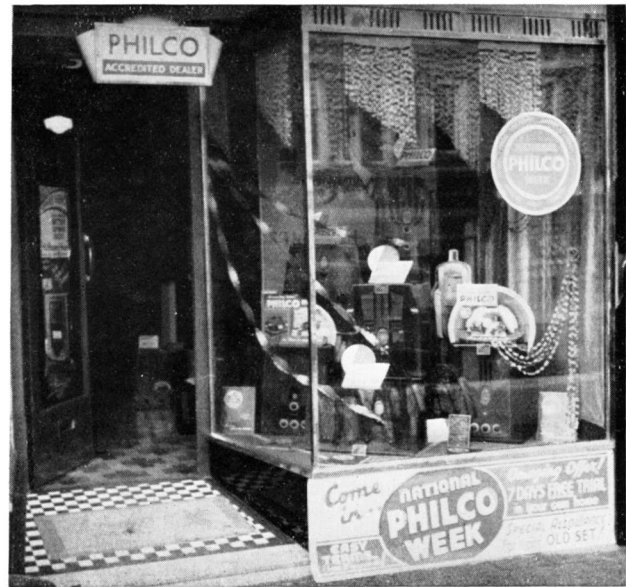
In successive years, as you move to "larger and more commodious" premises, you will like to look back at past copies of the *News* and see pictures of earlier days with Philco.



Above.—Note the ingenious boat, train, and aeroplane scheme in this splendid window by The British General Radio Co. (Retail), Ltd., Yeovil. One card is hidden by the train, and it reads: "By boat to all seaports."

On the left.—A good Philco display at The Talkeries, Birmingham.

Below.—Keys, Ltd., Birmingham, make good use of the special display pieces. The accredited dealer signs over each of these dealers' doorways are very noticeable.



PHILCO ACCREDITED DEALERSHIP

What the Future Holds

IN our plan book last July we declared our policy of reducing the total number of Philco accredited dealership appointments. This was an appreciation of the good job done by the majority of our dealers. Already we have pinned out over 400 dealers whose performance showed them neither serious nor loyal.

Those dealers who have worked with Philco during the past four years know well that our policy is to give first consideration to our dealers. This is no empty phrase; nor has it any foundation in philanthropy. We are all in business together to make a living. Whatever is good for the retailer must be good for the manufacturer. The final decision between success and failure rests with the public who buy.

It is the manufacturer's first responsibility to see that the public find the goods they want, when and where they want them. He must have a density of retail coverage which will ensure that his advertising does not induce a will to buy where no purchase can be made.

Next he must offer to the retailer terms of trading which permit him to run his business profitably and with reasonable security. He must set his prices at a figure which will comply with market demands and which he can maintain, and he must as rigidly fix and adhere to the discounts at which the retailer can trade.

Retail Coverage

Lastly, he has to tackle the most difficult problem of all, namely, to proportion his retail coverage in a manner which will ensure that his planned production is distributed so as to afford sufficient volume of business to his dealers to preserve their will to trade in his products. Manifestly, if there is public demand for an article, there will be competition among the retail trade for the opportunity to supply that demand at a profit. How far should the manufacturer restrict that competition? Should he permit every retailer who desires to trade in his products, or should he restrict his business only to those who can produce evidence of satisfactory support?

These are not easy questions to answer, and they do not grow easier as time goes on and demand for Philco products increases.

The Philco accredited dealership has become a thing which has a very definite meaning in the radio trade. It is envied. It is a hall-mark of square dealing and solidity. To preserve its conditions, and to combat the opposition of trade associations, has taken courage and faith on the part of Philco dealers, and discrimination on our part. It would be an easy thing after a record season such as Philco have already ensured to increase retail coverage and embrace all those dealers who would like to ride in on the tide and profit from the labour of others.

Apart altogether from the obvious unfairness of such a policy, it is a very open question whether it would result in an increase of Philco's share of the British radio market.

Changes in the radio business are taking place rapidly. The retail trade is developing on the agency basis and the days of what used to be termed the "wireless shop" are numbered. The status of the radio retailer is rising and he is showing on a level with the motor agent, the piano, or the furniture agency.

It may be that these changes have been in some measure assisted by our policy of accredited Philco dealership. That policy has certainly not retarded them, but in far greater measure they are due to the retailer himself, who has put his brain and energy into the development of his business, and has built for himself a stable position in an industry which has found strength to expel the man who is in the business only for a quick profit at as little risk as possible to himself. It may be taken for granted that Philco dealerships will not be increased to offer a helping hand to those whose businesses are in jeopardy, because they had neither the stomach nor the vision to keep with the times.

Determining the New Programme

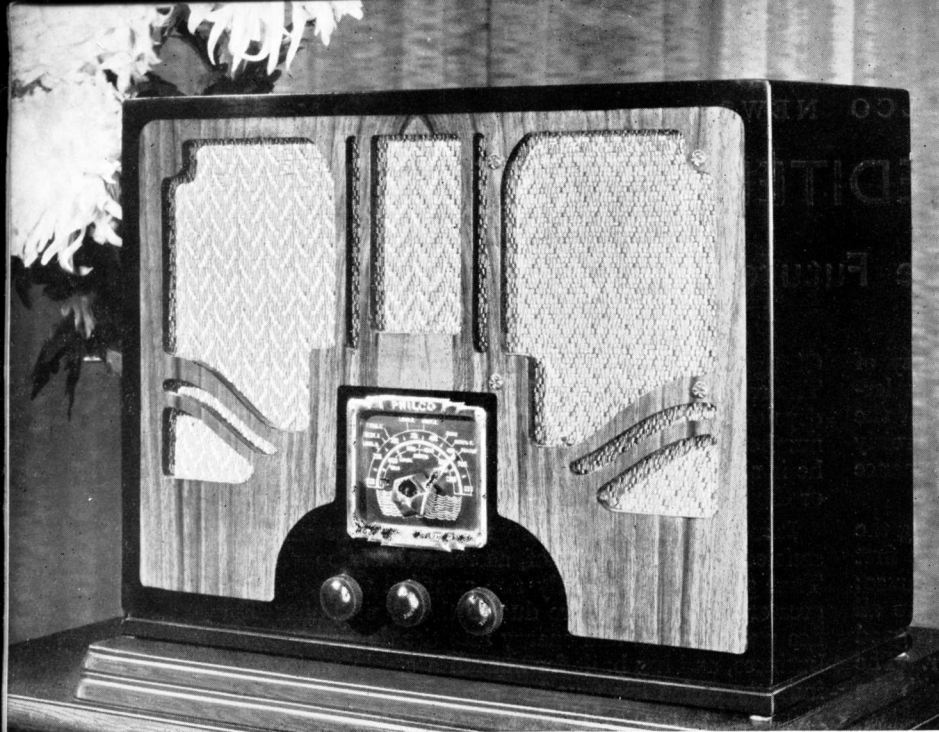
Between now and December 31, 1936, Philco have a definite programme for the production of a fixed quantity of merchandise. This is determined by three principal factors:

- (1) An estimate of the number of radio sets which will be consumed in that period, and the proportion of them which will be Philco radio sets.
- (2) Our knowledge of the production capacity of the new Perivale factory, and of the extension to it, which will double its capacity as it now stands.
- (3) The degree of support upon which we can rely from our retail outlets.

The market for radio sets is to-day 90% a replacement market. Therefore to fulfil our programme, which is neither unduly ambitious nor faint-hearted, past owners of sets other than Philco sets must become owners of Philco sets. Will this be achieved by increasing our retail outlets to embrace dealers who have sold other sets in preference to Philco in the past?

Has the apportionment of accredited Philco dealerships on a population basis ensured the support we must have? With very few exceptions it has. Those few exceptions we must cut adrift. And lastly, can we look with confidence for the continuance of that support?

We believe sincerely that we can, and are convinced that our proper course is to restrict accredited dealerships to those whose loyalty and support in the past has warranted reciprocal treatment at our hands. We shall continue to prune away the dead wood with the conviction that those dealers who have done the job for us in the past can carry the bigger job represented by our programme for the future, and are entitled to increased prosperity in achieving it.



FEATURES

3 Philco High-Efficiency Valves

5 Stages

Dual Wave-length

Slow-motion Tuning

Nickel-Alloy Moving-Coil Speaker

3-Ganged Condenser

Separate Volume Control

Great Sensitivity

Attractive cabinet with a highly-figured walnut front and novel lustrous silk fret cover.

PRICE **£6 . 19 . 6**

MODEL 205

New 3-Valve Battery Set

THE new Model 205 is the battery set *par excellence* for the user of modest means. It has a really good performance and many unusual features for a set of this low price. It is the set the trade has consistently asked for and represents supreme value, made possible by improvement in production methods and increase in factory output.

As can be seen from the picture above, the cabinet itself is of handsome appearance, with an open dial and station names and metre-readings clearly engraved, white on black. A novel spun silk fret cover also adds considerably to the richness of the cabinet when displayed.

The chromium tuning knob operates a gold indicator situated before the face of the dial, while handsome brown milled knobs operate the switch, tone, and volume.

In spite of the high performance given by this 3-valve chassis the total H.T. consumption is no more than 8.5 milliamps. This is a point that cannot fail to interest prospective users, who do not care to be faced with the heavy cost of frequent battery replacements.

A special on-and-off switch automatically cuts out the battery, thus eliminating any risk of wasteful discharge. Three High-Efficiency Philco Valves ensure an unusual richness and pureness of tone, coupled with great sensitivity and power. This new 5-stage balanced-unit radio has

3-ganged circuits, separate volume control, dual wave-length, and specially controlled tone. The speaker is of the very latest design, the magnet being manufactured from the newly-developed nickel-aluminium alloy, which makes truly amazing results possible.

Slow-motion tuning of velvet smoothness and a novel design band-pass circuit with constant coupling over the whole range are added features that contribute towards exceptional performance.

The huge market for a low-priced battery set that gives a really fine performance, and is backed by a manufacturer of repute, will be well served by the Model 205, which carries Philco's guarantee and unique insurance policy.

This set counts 5 points towards the Cruise to Denmark this summer, and it is one that will sell big. Now's the time.



The 205 Price Ticket and Metal Price Ticket Holder

GOOD CINEMA TIE-UPS

Hard Work—But it's Grand Publicity

THESE two pages bear testimony to the skill and energy of Messrs. Lane, Glynne-Williams, and Swaffer, in working really successful tie-ups with the best cinema theatres.

The first picture figures prominently in the *Sunday Mail*, Glasgow, and its title is "Thoroughbreds Both." We leave you to judge which are the two thoroughbreds in the picture. On the right of the 116X is Mr. Spencer Swaffer, and on top is "Wee Jimmy," the world's smallest racehorse, listening in to the world's largest radiogram. This picture was taken at the Paramount Theatre, Glasgow, where "Jimmy" and the 116X were major attractions.

Mr. J. Gardner, "Wee Jimmy's" owner, is holding his head; he thinks as much of his racehorse as we do of the 116X.

In the competition, which attracted great attention, two Philcos were presented for the best last line submitted in the *Evening News* Limerick Competition.

The winner of the first prize, Mrs. Nellie Horn, expressed her feelings (per Mr. Horn), as follows: "We are highly delighted with our Philco and take this opportunity of expressing our gratitude and appreciation."

Needless to say, the foyer of the theatre was entirely Philco, and a

great amount of useful publicity resulted from the tie-up. (See picture on top of page 20).

In Cardiff

A similar story of success comes from Cardiff, where Mr. Guthrie, manager of the Paramount, and Mr. Glynne-Williams have co-operated to put Philco over in a really big way.

In the picture on the left below can be seen the splendid display of Philco models that were on view during the working of a competition in which entrants had to place in order of merit certain popular dance tunes.

More than 10,000 entrants sent in their efforts and the prize-winner was Miss W. N. Wilson, of Cardiff.

On the right, Jack Hylton's band is making close contact with Philco, by means of which so many listeners hear this famous dance leader's music. Note the lesson by Glynne-Williams on how to go home to your Philco. Getting your overcoat into the correct position is, of course, a tough job. This is because most people are in such a hurry to get home to their Philcos that they forget even their coats.

Another enterprising cinematic tie-up was engineered by Kervis Electrical Service Co., of Slough, with the assistance of Mr. Chipping, of Wessex Service Factors.



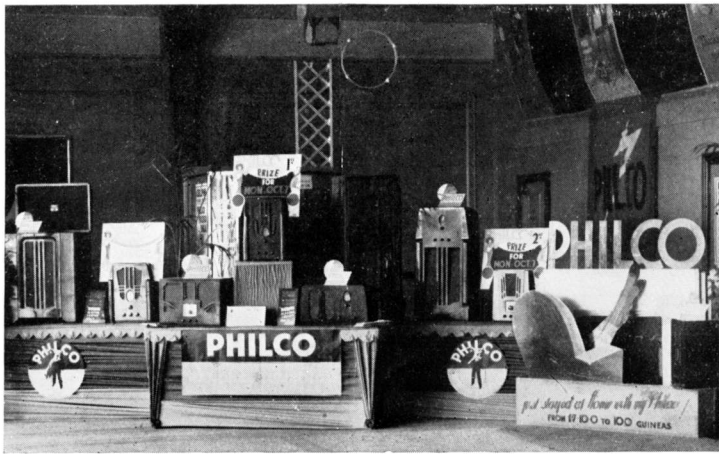
The world's smallest racehorse from his lofty perch on a 116X says, "What next?"



Mr. Glynne-Williams arranged a very successful tie-up with Mr. Guthrie, manager of the Capitol Theatre, Cardiff, during the run of "Top Hat."



Jack Hylton's band make a good background to the Philco display in the Capitol Theatre, Cardiff. Mr. Glynne-Williams (the well-dressed one on the left) is sending one of the band home to his Philco.



A splendid display by Kervis Electrical Service, in the foyer of the Pantheon Theatre, Slough.

Here the foyer of Pantheon Theatre, one of the biggest theatres in the country, was given over to a Philco display, and in the ballroom a grand Philco ball was staged, with a Model 1280 as prize for the best couple on the floor.

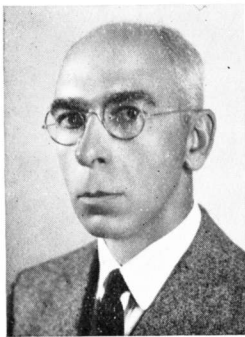


Mr. Albert Sandler presents Mrs. Horn with the first prize a Model 290, at the Paramount Theatre, Glasgow, tie-up with "Big Broadcast, 1936." Mr. Young, Paramount manager, and the second prize-winner (of Model 267) are standing by.

Mr. Brooker, proprietor of Kervis Electrical, advertised the occasion in the local paper and also had excellent Philco windows to emphasize the merits of Philco and, of course, the Philco ball.

Walter E. Holland

Mr. Walter E. Holland, Vice-President in charge of engineering of the Philadelphia Storage Battery Company, has resigned as an officer and director of Philco and is retiring from active business. Mr. Holland is taking this step on account of poor health.



Mr. Holland has been with Philco eighteen years, since the days when it was a relatively small battery company. He has directed Philco's radio developments since 1925, when this company branched into radio.

As chairman of the first radio safety standards committee appointed by the Associated Manufacturers of Electrical Supplies, Mr. Holland was instrumental in securing the early adoption by the Underwriters' Laboratories and the radio industry of effective and practical safety standards for radio receivers. Later, as director of the Engineering Division of the Radio Manufacturers' Association, he brought about the consolidation of radio receiver-standardization activities in one association, and exerted a strong influence toward better radio design.

Prior to his connection with Philco, Mr. Holland was Chief Engineer of the Edison Storage Battery Company and spent ten years of close association with Thomas A. Edison in the development of the alkaline storage battery.

Mr. Holland's is a name to conjure with, so far as those who have had long associations with Philco are concerned, and his many friends wish him a speedy recovery from his indisposition.

BEING SHAVED TO MUSIC !



After you have seen this picture get busy on your local hairdressers. Most of us have tried to read during the tedious performance of haircutting, shampooing, etc. Much nicer to listen in to a Philco. This picture shows a customer in a Fleet Street barber's shop having a really enjoyable shave (think of it!) while entertained by a Model 1280 baby grand.

JOLLY WELL DONE!

1420 Philco dealers set out with us to turn February from the blackest and shortest month of the radio business into the most profitable.

Did we do it? Read for yourself the figures which have just come in as we go to Press.

Philco business increased 440% over February, 1935, and 936% over February, 1934. Sales were better than any month for the last year and a half, with the exception of those months lying between September and December, which are the natural peak months of the radio business. But even the figures for September and December were almost touched by the record month of February, 1936.

This magnificent achievement is due to the effect of National Philco Week. Now we urge you to repeat this great success in March, in April, in May and in June. Philco will go with you with schemes as strong or even stronger than Philco National Week.

In March, SPRING CLEANING. Are you ready? Steady, GO!



PHILCO DEALERS FROM BRUNWEE AREA
MEET AT ROYAL HOTEL, -BRISTOL.

"LIFE is a grindstone, and
whether it wears a man
down or polishes him up,
depends on the stuff he's
made of."
—JOSH BILLINGS.



PHILCO BALL AT PLAZA, BELFAST.



NOTTINGHAM - A VERY SUCCESSFUL
MEETING.



A GLIMPSE OF THE PHILCO BALL AT
EXETER ATTENDED BY MORE THAN
600 GUESTS.