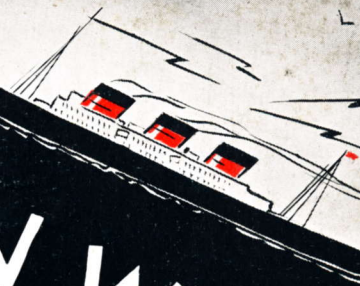


"LISTEN IN"



direct to - Queen Mary

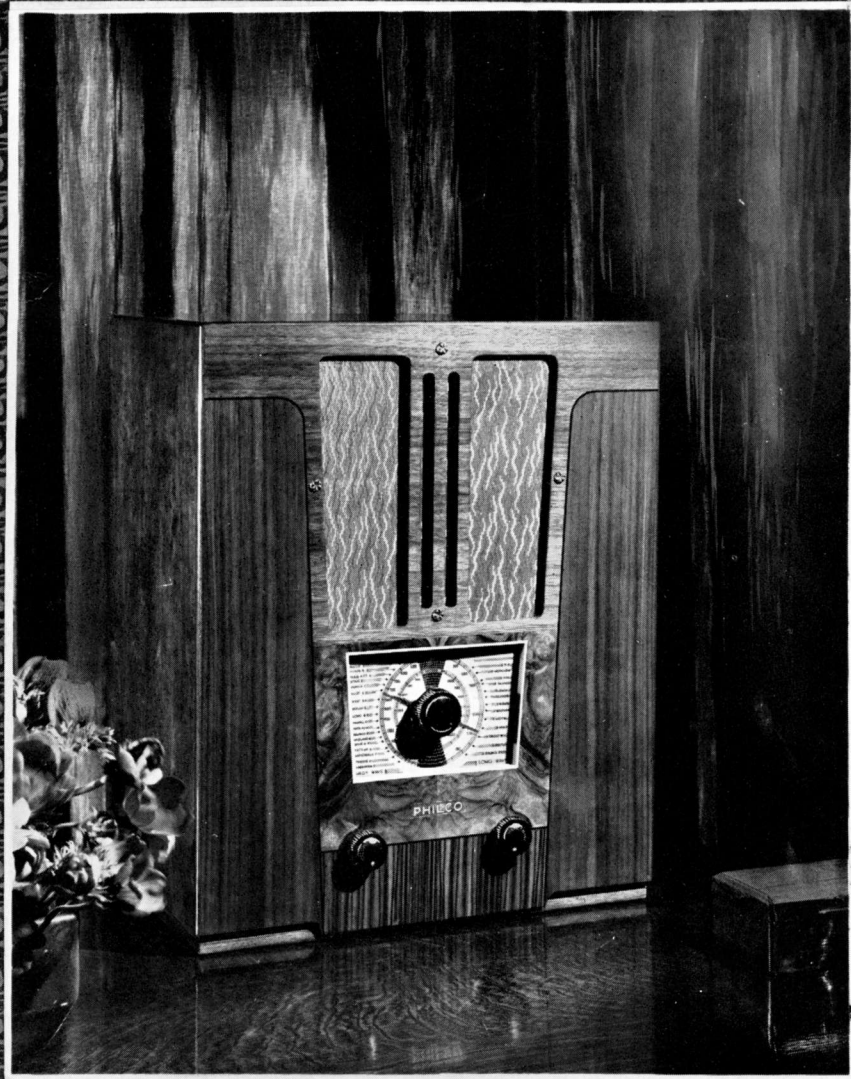
YOU CAN WIN A FREE
TICKET ON THE RANPURA

**YOUR CUSTOMER
CAN WIN A FREE
CRUISE on the QUEEN MARY**

SEE
PAGES
1 & 2

**PHILCO
NEWS**

MAY 1936



Model 269

A GENUINE NEW MASTER.

See page six]

PHILCO NEWS

May, 1936

THE "QUEEN MARY" SPEAKS

Philco to Broadcast Direct from the Ship

THE R.M.S. *Queen Mary* stands for something more than a floating city of beautiful rooms with sculptured panelling—of wide deck space, swimming baths, theatres, and a thousand accomplishments of skilled organization and craftsmanship. She is more than a merchant vessel consummating the ultimate triumph of marine engineering. She is a symbol of national and Empire industry—of the return to solid progressive prosperity. Embodied in her colossal structure are the unrivalled skill and experience of British shipbuilding, inspired by bold vision and executed by the finest scientific brains of our country.

Her Radio Voice

Her maiden voyage is anticipated with a thrill of expectant triumph by every soul in the British Empire — her progress from day to day will be followed with vital personal interest, though we may not have any friend or relation on board. In comparison with her vast bulk and cost, the size and value of her radio equipment is nothing—yet it is the voice with which she speaks, and will continue to speak, from the moment she casts off the last hawser from Southampton Dock on May 27, until she is securely berthed alongside the pier at New York four days later, that will thrill the world. It is the voice that will link her with home and Empire, and will enable us to be intimately in touch with her hourly, and hear all that her crew and passengers are doing.

Radio may have played an insignificant part in the toilsome years of her building, but now that she is a living thing, a vital link between the English-speaking people—it is on the voice of radio that she must depend for concourse with the world from the isolation of her ocean trail. She speaks with a voice that is the last word in instantaneous communication. Just as the *Queen Mary* herself epitomizes a century of progress in transatlantic travel, so do her broadcasting studios and high-powered transmitting equipment reflect the ultimate skill of the radio engineer.

All broadcasts from the *Queen Mary* will be on the short-waves, with 20 different frequencies between 3.1 and 17.75 megacycles. During the four days of her maiden voyage she will maintain a constant service of programmes, news-flashes, news-commentaries, and progress reports. Every vitally interesting happening on board will be broadcast; star artists will entertain the world. The B.B.C. have elaborate plans, and a full supply of announcers and commentators. Listeners will be taken from point to point of the great ship and hear

for themselves the routine of her daily life.

Also the Columbia Broadcasting systems of America, the National Broadcasting Company and the Mutual Chain of America will provide star programmes from her studios; she will give a feast of radio far excelling in continuity of interest and entertainment anything that



On May 29, at 12.45 a.m., a C.B.S. broadcast will be sponsored by Philco, in the form of a two-way conversation introducing to Philco all-wave listeners the world over those internationally-famous announcers, Boake Carter (left) in New York, and César Saerchinger in the *Queen Mary*.

has ever been heard on the air. The Danish and Dutch Broadcasting authorities will provide programmes composed of their national star artists. With the right radio set we at home can participate in every detail of her maiden voyage almost as if we were passengers aboard. It is the golden opportunity for the owner of an all-wave set, since complete and direct broadcast reception of all the programmes from the Queen Mary will only be achieved on the short-waves. It is a straw showing the way the wind of future radio development is blowing. Without an up-to-date all-wave receiver, listeners can only hear that part of the Queen Mary's progress and progress reports which will be relayed from the ordinary medium and long-wave stations. They will be denied the chance of keeping in constant touch with her and of hearing for themselves up-to-the-minute accounts of her voyage.

A Contest for Philco Listeners

Philco, predominant in the sphere of all-wave receivers and radiograms, extending in price from 15 guineas to 100 guineas and available for A.C., A.C./D.C., or battery operation, offers one lucky owner or prospective purchaser of a Philco all-wave set a cruise in Britain's wonder ship, the Queen Mary. Also to the accredited dealer who sells or installs the winning set Philco will give a free ticket for the Philco Cruise to Denmark on July 22.

Possessors of Philco sets are invited to listen-in direct to the daily short-wave broadcasts of the Queen Mary on her maiden voyage, and to give a description in 400/500 words of his or her experience with a Philco All-Wave Superhet.

An entry card may be obtained from a Philco dealer or from the Philco Radio and Television Corporation of Great Britain, Ltd., Wadsworth Road, Perivale, Greenford, Middlesex. The card must reach Philco not later than May 27, and the Philco owner will then have until June 13 in which to send in his or her entry.

Contest to be Featured in Front Page of "Daily Mail" in Two Colours, and other Newspapers

Nation-wide publicity will be given to the details of this scheme, emphasizing the supremacy of Philco, in a front-page advertisement in the Daily Mail on May 9 and in a full-page in the Daily Express on May 15. Both these page advertisements will be printed in colours and will carry coupons.

Philco dealers will have the chance of displaying details of the scheme by means of special posters and brochures in their windows and shops, and an effective coloured crowner and window display-card will be supplied, together with plates to be used in local newspapers under the fifty-fifty co-operative advertising plan.

Study the pictures alongside. They are (from the top downwards):—

The two-colour Philco advertisement announcing the Queen Mary free cruise competition, and the new Model 99 "Empire Seven," which makes the front page of the Daily Mail on May 9, and page 3 of the Daily Express on May 15. The two-colour broad-sheet giving you full details of the Queen Mary plan. The inside is designed as a window display-piece, with gummed dabs for sticking in your window. The Queen Mary leaflet showing the new all-wave "Empire Seven," and giving full details of how to win the Philco free cruise. On the reverse side is a picture of the "Empire Seven" radiogram. The post-card entry-form that your customers and prospects must send to Philco in order to be eligible for the Queen Mary free cruise competition.



THE NEW "EMPIRE SEVEN"

All-wave Superhet for A.C. Mains

THE magnificent advertising campaign in connection with the *Queen Mary's* maiden voyage to New York on May 27, described in the first two pages of *Philco News* this month, heralds the advent of an epoch-making new all-wave Philco superhet, the "Empire Seven" (Model 99).

A picture of this luxurious Baby Grand appears on the inside back cover of this issue, and one of the new Radiogram "Empire Seven" on page 20. A glance at these photographs will convey something of the massive and elegant design of these two new cabinets. The Baby Grand is without a rival, even in the existing Philco range, and the de luxe Radiogram will undoubtedly make history as a piece of furniture of surpassing beauty and a musical instrument of great quality.

In performance the "Empire Seven" excels any seven-valve set ever offered, constituting a worthy successor to the famous Model 98, a eulogy of which appears on page 19 of this issue.

It is a set worthy of the vast advertising campaign that is about to be launched, tying up with the slogan "The *Queen Mary* speaks on the Short Waves." It is supreme value at the modest price of 22 guineas. The radiogram, with automatic record-changer, costs less than it should at 60 guineas.

SPECIAL FEATURES

- Philco High "Q" coils.
- Pre-selector H.F. amplifier.
- Sensitivity of 1 to 3 microvolts.
- Whistle-suppression and H.F. filters (affording dead silent background).
- High-efficiency valves.
- 9 kc. selectivity.
- Automatic aerial selector operated by wave-band switch (for use with Philco all-wave aerial).
- Shadow-tuning.
- Glowing-arrow wave-band indicator.
- Philco wide-vision cameo dial.
- Two-speed, ball-bearing tuning-drive for easy short-wave tuning (ratios, 10 to 1 and 50 to 1).

Wave Range :

- Short—6 to 18 megacycles (50 to 16.6 m.)
- Medium—550 to 1700 kc. (545 to 176.5 m.)
- Long—150 to 350 kc. (2000 to 758 m.)

- Push-pull pentode output.
- 7 watts undistorted output.
- 4-point tone control.
- High-efficiency tone-balanced 8-in. full-dynamic loud-speaker.

Pick-up jack.

Voltage range :

- 100-130 volts { tapped transformer
- 200-260 volts { 40 to 100 cycles.

PRICE 22 GUINEAS

Price for De Luxe Radiogram, with Automatic Record-Changer, 60 Guineas.



Four-colour crown and window-display card for the new "Empire Seven" Baby Grand tying-up with the "Queen Mary" Free Cruise competition.

BRITAIN'S FIRST BATTERY ALL-WAVER

And 22,550,000 People Without Electricity!

YOU may be surprised to learn that just under one half of the population of the British Isles is without electricity.

But nowadays, a man living in the outposts of the Empire may obtain mains performance on a battery set, and in this respect the new "Empire Five" all-wave battery superhet, with its beauty of tone and generous volume, is unsurpassed. An aristocrat among battery sets by reason of its extreme sensitivity, this receiver covers three wave-bands, short 5·6/18 megacycles (54/16 m.), medium 540/1500 kc. (560/200 m.), and long 150/350 kc. (2000/860 m.) The battery consumption is extremely low, amounting to only 11·6 milliamps; but as with other sets, it will give its best when used with a Philco all-wave aerial.

The specification also includes the new 8-in. full dynamic speaker, five high-efficiency valves, high "Q" coils, slow-motion two-speed tuning, and gramophone pick-up sockets.

As the illustration reveals, the set is replete with a handsome cabinet of matched figured-walnut, having pilasters of selected butt walnut, with feathered walnut inlays. A shelf is fitted to accommodate the battery and accumulator.

We Recommend a Good Double-Capacity H.T.

Such a battery is the specially-designed Siemens Full O' Power Radio Battery (double-capacity), size number 1287, 165 volts H.T., and 12 volts G.B. List 22s. 6d., discount 25 per cent.

"EMPIRE FIVE" SPECIAL FEATURES

- 5 high-efficiency valves.
- 7 effective tuned circuits.
- 9 kc. selectivity.
- High "Q" coils: constant high sensitivity (10 microvolts).
- Full A.V.C.
- Interference suppressors.
- Whistle eliminators.
- No regeneration.
- Slow-motion two-speed tuning drive.
- Automatic aerial selector for use with Philco All-Wave Aerial.
- New all-wave wave-change switch with special low resistance.
- Quasi-pentode output—great power, low consumption.
- Economy—11·6 milliamps H.T.—0·65 amps. L.T.
- New type 8-in. full dynamic speaker, affording brilliant top and full bass.
- Gramophone pick-up sockets.

Philco First Again!

The vital production policy by which Philco has so long held its supreme position among radio manufacturers is once more amply demonstrated in the features of our new Model 295 5-valve battery superhet. We take particular pride in adding this model to the Philco range, representing as it does another striking example of Philco achievement, as a result of years of experimental work. It is Britain's first all-wave battery superhet.

Price 15 Guineas

Page Four



STOP PRESS

Motorists Fired Upon

...the ... to ... the ... side ... serve ... Ha, ... stated that this is the constant rule of her army, but every inhuman atrocity committed by her adversary had to be punished. Abyssinia re-

Pike, 10. Watcombe-bourne, Bournemouth. As reported in on March 27 Denis, school, left his Bournemouth and miles to Southamp. He was found by the had built out of in the dockyard and to see the Queen Ma.

LATEST

FIRST TIME IN HISTORY Astounding New 4-Valve Superhet with FULL A.V.C.

ONCE AGAIN PHILCO WINS

By Our Special Correspondent

ONCE again Philco will make history with a remarkable new Model, a 4-valve superhet with full A.V.C. This newcomer is known as the Model 269 and it will be available as a baby grand at 9 guineas or as a radiogram at 19 guineas. For the first time full automatic volume control is incorporated in a 4-valve superhet. Deliveries start early in May.

In appearance and performance no set ever sold at 50 per cent. higher price could compare with this new model. Only Philco's great lead in radio engineering and their unrivalled production facilities at Perivale make it possible to pack this fine set so full of features and genuine hard cash value.

WONDERFUL TEST RESULTS OF NEW SET

ON the test-bench the Model 269 has far out-distanced, and in fact eclipsed, all rivals, and in actual practice it beats all records for instantaneous and wide acceptance by all who have operated it or had it demonstrated. Among many unusual features are a full vision dial marked in kilocycles, with wave-lengths and names of all the principal British and Continental stations, and a moving-coil full-dynamic loud-speaker, giving astonishingly realistic reproduction. The wide tuning range extends on the long-waveband from 150 to 300 kc. (2000-1000 metres), and on the medium-waveband from 500 to 1500 kc. (600-200 metres). The set is extremely economical in operation, power consumption amounting to only 40 watts—no more than an ordinary reading-lamp. The Baby Grand is housed in a handsome cabinet with a front veneered in American walnut with inlays of striped French walnut and butt walnut. In the case of the Radiogram an original and unusually attractive walnut cabinet is employed with fine figuring and inlays.

POLICE DUBLIN

REDS'

From Our Own

ABOUT 1000 injured in here to-day made a series during the demonstration.

The demonstration form of a principal street where those who lion in Easter ago and who executed are

A crowd of people shouting "communism" rushed

CIRCUS NIGHT

MILLS'S TOUR

respondent evening night of experienced by edge on Saturday Mills began England. the original the additional touring con-

Miss Priscilla from Sheffield, master her five with an un-

nating animal y. the sea lion, mpets and is non.

300 and 100 mobile.

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DEED FOR GUARD

DEATH

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me. angled in a e which the on the L.C.C. te, and he was use, receiving cident occurred the lad's home. e boy's mother, upstairs clean- the tree fell. up in the air, branch of the.

r I was called ard, and there ght was a tree

bitterly while

Commander Legge of the Ranpura, and in the centre, Messrs. Maxwell (Philco marine transport manager), Jackson (Tuborg Brewery ship's agent), Grindrod, Parry, and Hardman.

A happy snapshot of Mr. Gerald Huet, who came over from Dublin to visit the Ranpura, with Charlie Johnstone, of valve and aerial fame.

The Health

CRUISE to

& Holiday
DENMARK

STEAM UP YOUR SALES NOW!

On the Cruise Come Relaxation, Refreshment,
and Renewal of Vigour

A few days ago the Cruise Committee invited all Philco's Distributors to spend a day on the super cruise-ship *Ranpura*. These visitors told you briefly on a post-card what they thought. It is no exaggeration to say they were staggered at the magnificence of the ship and at the immensity of the plans now nearing completion.

The *Ranpura* on the occasion of this notable visit was about to sail for the Far East on her last trip before the famous Philco Cruise. There was everywhere an atmosphere of efficient bustle and industry that we shall see on the morning of July 22 when we go aboard, outward bound for Scandinavia.

Philco had a generous welcome from the Captain, his

officers and crew, and from officials of the P. and O. Company, with many enthusiastic messages of anticipation. They're all looking forward to meeting the Philco boys and giving them just the best time they've ever dreamt of.

Health, Wealth, and Happiness

This summer the keynote or theme of the Cruise is to be health. We've promised to bring you home really and truly set up for a "busier-than-ever" Philco 1936/37 season, and with five good days and nights at sea we shall have an easy job.

You can safely afford to bust yourself with work now and go all out for those extra sales that mean the difference



A cocktail party in the smoking-room of the Ranpura on the occasion of the visit to the ship by Philco Distributors, on April 8. The faces are familiar and hardly need labelling. Note Mr. Frank Richardson, on the extreme right, just a face.

between just another good year and a *record* one—safe in the knowledge that there's a really sumptuous holiday-cruise awaiting you.

The Cruise Committee have already appointed a Minister of Physical Jerks, who will be at your disposal before breakfast to shift the bile around and open wide those coked up lungs to the invigorating North Sea air. "Knees bend! . . . slowly now. Hold it, sir—you, I mean, with the mauve nose. That's it, now upward stretch." Hurts a bit the first day, but stick to it and it'll come like nobody's business the next morning.

Then a brisk sprint round the decks, a couple of breathing exercises, and splash through the swimming pool, and then a score or so of eggs with hundreds of tons of bacon. Yes, you'll be able to do it, we promise you!

Then there's sun-bathing and deck-sports, and games, and plenty of time for leisure and yarning with old friends

on common problems that will hardly seem problems at all.



Any more for the shore? The cheers signify approval of the ship and plans, and the best of luck in July.

and great valour. The historians record that Bonaparte had arrived at the summit of his grandeur, and the ruin of one nation only was wanted to place him at the head of

The business reply post-card enclosed with the last issue of *Philco News*, asking for volunteers on the entertainment side, by no means fell on barren soil. Furthermore, it disclosed a galaxy of latent wit that must be given a real chance when we are at sea.

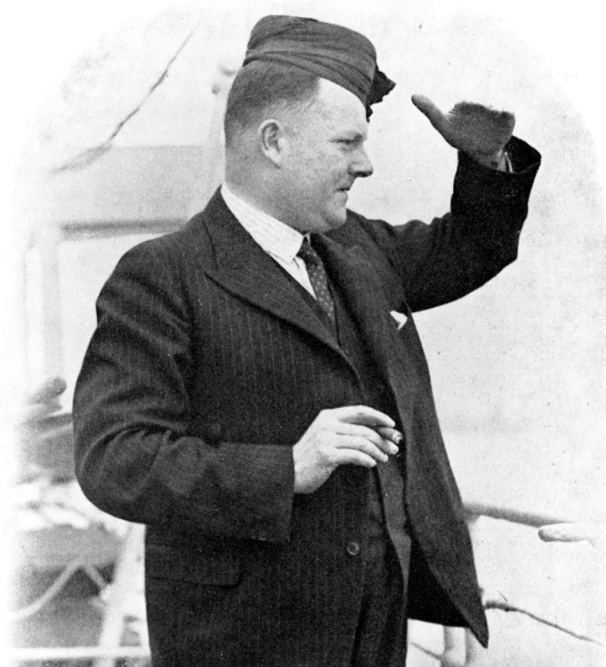
The Battle of Copenhagen

Here's another attraction for you of an entirely different nature, for the more seriously-inclined perhaps. A ten-minute reading in a comfortable deck-saloon on the Battle of Copenhagen. How many of us can remember the date? Well, the story is full of human stuff, drama, adventure, and great valour. The historians record that Bonaparte had arrived at the summit of his grandeur, and the ruin of one nation only was wanted to place him at the head of

a Western Empire. That nation was Britain. The Danes had a secret alliance with Napoleon, the price of which ultimately was to submit to the humiliation of surrendering their entire fleet to Britain. The exacting of such a penalty and the bombardment of Copenhagen by the British fleet were considerably criticised and generally censured by the writers of the day. Britain, however, had the same problem then that she has had since, namely, the mastery of the seas in order to maintain intact her far-flung Empire.

It's interesting stuff and gives you a historical glimpse that will make you appreciate to the full all you see ashore. It was at the Battle of Copenhagen that Nelson put his telescope to his blind eye in order not to see the cease-fire signal. He later despatched this message to the Crown Prince of Denmark: "Vice-Admiral Lord Nelson has been commanded to spare Denmark when she no longer resists. The brave Danes are the brothers and should never be the enemies of the English."

After our visit we shall certainly be able to agree as to the brotherhood and friendship existing between England and Denmark.

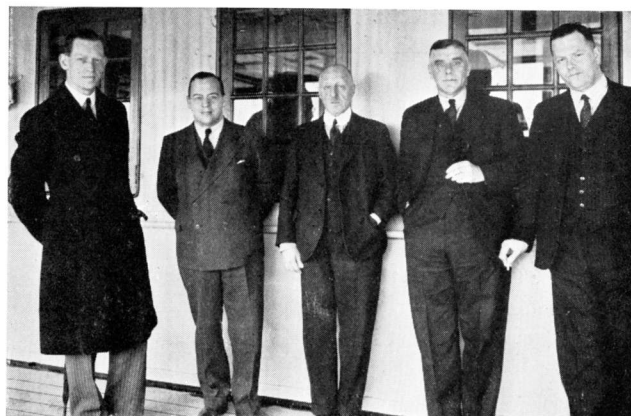


A wistful look came into Mr. Grindrod's eyes as he gazed over the water towards Denmark. Could it be . . . ? Who knows? All he would say was: "My hat!"

Enthusiasm Everywhere

Other pages in this issue of *Philco News* tell of the enthusiastic way dealers all over the country are co-operating with successive plans for making this a record sales year. Philco National Week, the Spring Cleaning Campaign, the *Queen Mary* short-wave tie-up—three grand enterprises, the last of which still lies before us.

Now's the time to sail in and win when the tired ones are relaxing their efforts. It's staying power that always tells in a gruelling race, when the going's good and the



Messrs. Anderson (Director, P. & O.), Dyer, Grosvenor (General Manager, P. & O.), Huet and Grindrod on board the "Ranpura."

pace hot. Remember the slogan, "Sell and Sail with Philco," and as you do it build up your own business and pile up your own profits.

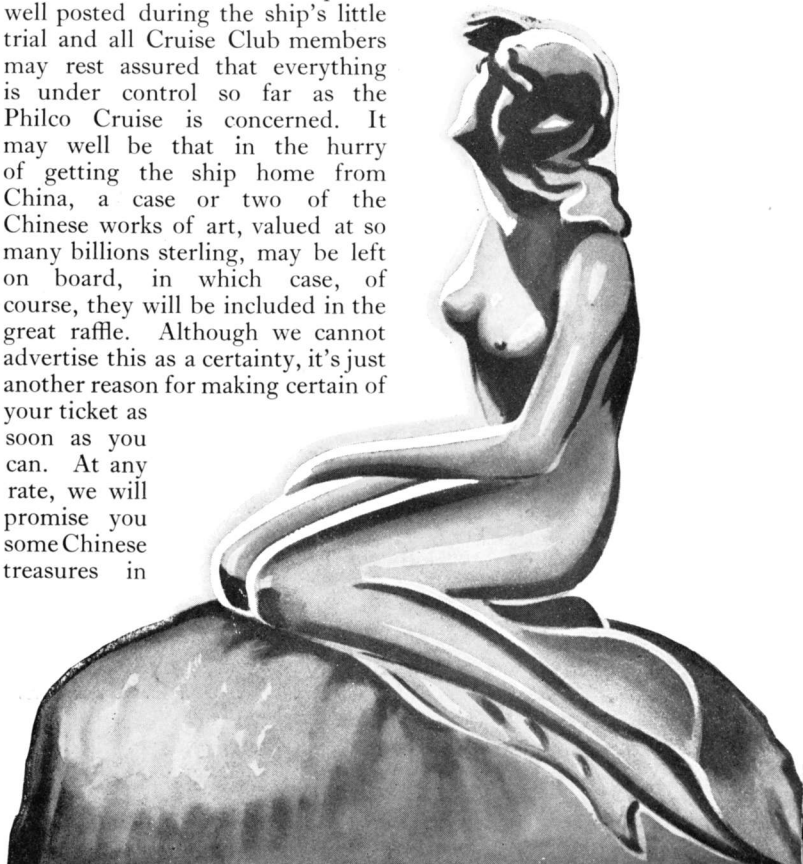
"RANPURA" IN THE NEWS

Ranpura, treasure ship, has figured in the news since Philco distributors paid their historic visit on April 8, the day before she sailed for the Far East.

Off Gibraltar most un-Philco-like weather was encountered and in a gale and mist she dragged her anchors, with the widely-advertised result that she touched sand, and stayed put for a few hours.

With her even more valuable treasure in July *Ranpura* will sail in smooth waters with nothing more than a tonic breeze to take the edge off the sun's rays.

The P. and O. have kept us well posted during the ship's little trial and all Cruise Club members may rest assured that everything is under control so far as the Philco Cruise is concerned. It may well be that in the hurry of getting the ship home from China, a case or two of the Chinese works of art, valued at so many billions sterling, may be left on board, in which case, of course, they will be included in the great raffle. Although we cannot advertise this as a certainty, it's just another reason for making certain of your ticket as soon as you can. At any rate, we will promise you some Chinese treasures in



the raffle during the Cruise—they will, however, be presented without warranty, given or implied!!

Denmark becomes Philco-minded

On Saturday last, Mr. Einar Dessau, director of the famous Tuborg Breweries, called us from Copenhagen to say that the Danish Press is already becoming Philco-minded. Stories have gone forth of our prowess in other lands, and the greatest interest is being shown in this summer's visit.

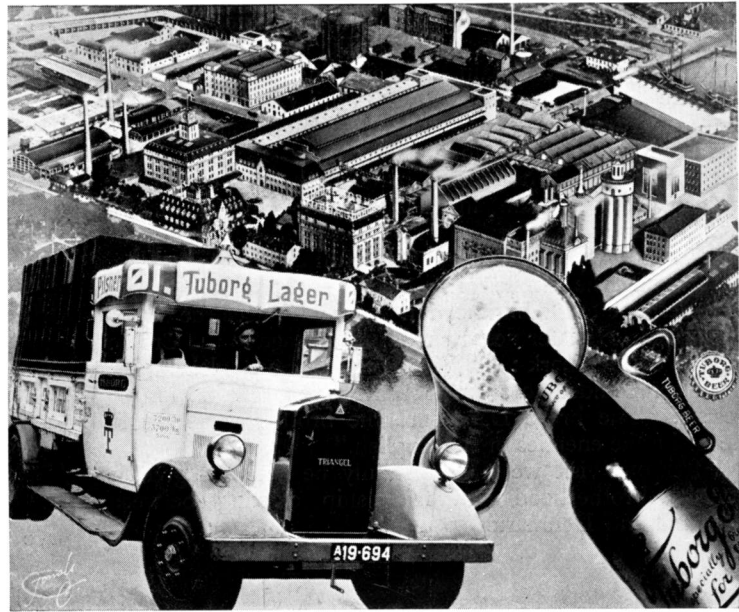
Mr. Dessau will be our host when we visit the Brewery. The picture shows him some years back, with an early radio apparatus. He is an expert electrical engineer and has done important research and experimental work in radio science. He owns a number of sets, including a Model 2620 (plus Philco all-wave aerial!) and a Philco car radio on his eight-year-old Stutz.

A careful look at the details of his apparatus in the picture shows that he exhibited considerable ingenuity in adapting material originally designed for other purposes to the job in hand. Note the telephone mouth-pieces, the wave-change mechanism, and the mounting of the whole outfit to an old marble washing-stand back! Necessity is the mother of invention and what our friend as a youth could not obtain new, he managed to "manufacture" for himself.

When we visit Tuborg, we shall be able to inspect this early radio transmitter. It is an interesting exhibit.



Mr. Einar Dessau, our host when we visit Tuborg, with the first Danish transmitter which he designed and constructed in pre-war days.



A montage of the famous Tuborg Breweries.

News Bulletins must not be Broadcast in Coaches

We have received the following letter from Reuters Limited, stating that copyright B.B.C. news bulletins may no longer be given over the loud-speaker in public motor-coaches, and that when these news bulletins are on the sets should be switched off:—

"... we beg to inform you that the Agencies have, after careful consideration, come to the decision not to authorize the rediffusion in public coaches of their news contained in the B.B.C.'s news bulletins. In the circumstances we shall be glad if you kindly will give the necessary instructions, by a printed notice and otherwise, that the Philco instruments must be switched off at all times when the news bulletin is being broadcast."

100% Philco

Messrs. W. T. Parker, Hanley, Stoke-on-Trent, in sending along a photograph of their Hanley branch shop, write:—

"We opened here in August last and have given our radio window a 100 per cent. Philco showing from the commencement. We guarantee service the same day, which has been a big help towards success in a new district, and with well over 700 points feel assured of a Cruise ticket."

No wonder this enterprising Philco dealer continues to sell and sail with Philco so regularly. The photograph, which unfortunately cannot be fitted in here, shows a Philco neon sign over the top of the shop and a Philco pelmet running across the top of the window. In addition to the 100 per cent. display of Philco Models referred to in the letter, the brown and green Philco Spring Cleaning streamer occupies a place of honour.

PHILCO SPRING CLEANING CAMPAIGN

Another Grand Success!

FOLLOWING on the great success of National Philco Week in February, which increased Philco business nearly 450 per cent. over the same month in 1935, the spring cleaning campaign looks like breaking even that record for March and April.

When you are offered a new Philco sales campaign, *you know* you are in for a tidy little pile of extra gains without gambling.

We knew the spring cleaning campaign would be another winner before we started. Orders for all-wave aerials immediately set in, swept off our first stock of aerials, and it took time to catch up with orders in a second issue. It would have done you good to watch the tremendous spin of activity which followed at the Perivale factory. We have caught up, but still have to continue producing at full capacity. And the results, as forecast, didn't end there.

Naturally, we had pointed out that over and above your opportunity to sell valves and other spare parts while "spring cleaning," you had a splendid chance of getting in on the sale of all-wave sets, either by working on the customer's dissatisfaction with his old set or by comparing it with an all-wave set loaned him while his own was at your shop being spring cleaned.

If we ever doubted that dealers knew how to exploit every chance they are given, we certainly don't any more.

Despite a time of year when it used to be normal to expect a drop in sales figures, we find that our all-wave sets are in greater demand than at the height of the season. This is definitely attributable to dealers' clever handling of the spring cleaning campaign.

Still a Lot to Tell—and Sell

Now, amongst the many enquiries we have received about the all-wave aerial, it has surprised us to find the

number of set owners who ask whether the installation of a Philco all-wave aerial would bring in short-waves on their old long- and medium-wave sets of various makes, including battery and crystal types.

This may be amusing, but it does prove one thing. It is just beginning to dawn on a vast section of the public which knows little or nothing about radio, that there is a wider field now within their scope, and they are sitting up and taking notice. Their false starts with strange questions about the all-wave aerial are the first rumblings of a new desire. This market is ready to be captured and if you *keep* after it the same way as you have during the campaign, there is good, steady business in your pocket for the taking.

Where Do We Go from Here ?

Well, now we are out in the wide open spaces from humble beginnings of a spring cleaning campaign. When we proved in March what scope there was in the campaign, we decided to extend the "spring cleaning" period to April 30. It is nearly over now, but there is no reason why you should not continue the good work. Sets always need servicing and the summer months are an excellent time to get on to this side of the business, both from your point of view and the owner's. A standardized plan of servicing is always profitable in itself, apart from the attendant sale of aerials, valves, and spare parts.

Always make a point of lending your customer a Philco all-wave model while you are doing any repairs to his set. Even if he doesn't buy it right away, he won't feel satisfied with his own set when he gets it back. He will be hankering after that all-wave model and thus, during the summer, you will be laying the foundations to a prosperous autumn season.

PHILCO NATIONAL WEEK

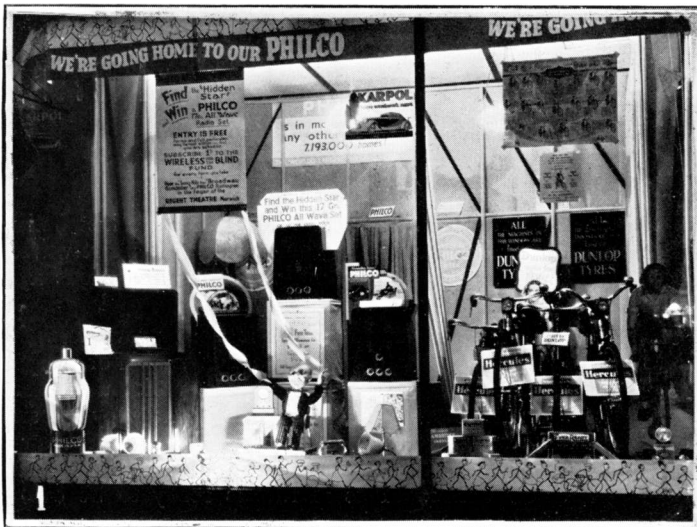
Good Pictures of a Record Entry

IN the pages that follow is something of a pictorial roll of honour of Philco National Week windows up and down the country. This is not a complete showing, owing to the natural but unfortunate limits of space. Actually no fewer than 1,420 windows were wholly Philco, and a gratifying number of photos were received, and these have duly been credited with Cruise Points.

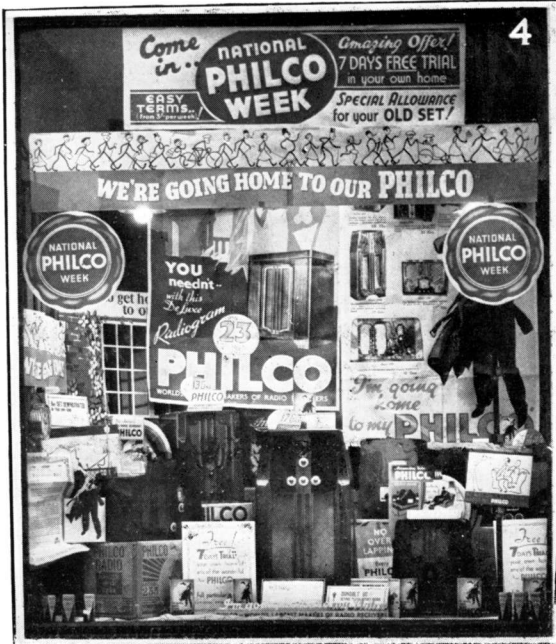
The value to each individual dealer, and to Philco, of a concerted effort like National Philco Week on a nationwide scale need not be stressed. The figures tell their tale of success, both as to vastly increased sales and public interest in the whole fine range of Philco Models.

It is an old truth that team work accomplishes more than spasmodic individual effort, and with proven successes behind us we now look forward to a really super National effort in connection with the *Queen Mary's* maiden voyage and Philco's all-wave range, especially the new "Empire Seven," Model 99. Have a good look at the photos that follow. You will find new ideas, good stunts, well-balanced displays—all the tricks for arresting attention and drawing prospective buyers into your shop.

Keep this issue of *Philco News* by you for future reference. No professional window-dresser's manual can give you better tips or more assistance than these practical, striking windows reproduced herewith.



1. H. E. Abbott, of Norwich, enters for Philco National Week and also for the "Hidden Star" Competition organized by Mann, Egerton and Co., Ltd., Philco Distributors, Norwich and Ipswich. 2. Smith's Music Stores, Royston, Cambs, show a recent Philco poster to advantage. 3. E. B. Clendinnen, of Stafford, whole-heartedly Philco. 4. A busy window by Webster Bros., Leeds. 5. Berkhamsted is put well on the Philco map by Price's Radio.

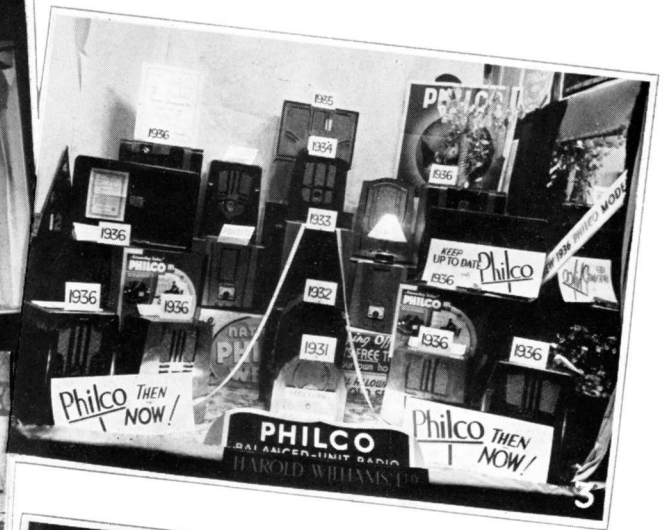




6. In Peterhead, Aberdeenshire, J. Thow keeps the Philco flag flying.
 7. A fine display by W. Watts, Middlesbrough. 8. No one could miss South End Radio's show in Park Road, Liverpool. 9. In the Lake District, Wireless Service Co., Kendal, have a good window. 10. The Philco neon sign sets a bright seal on Goldberg's display, Stockton-on-Tees. 11. Surtees of Lowestoft combine Philco National Week with Mann, Egerton's "Hidden Star" Competition. 12. Imposing show by Keys, Ltd., Walsall. 13. Useful entry by Simpsons of Southport.

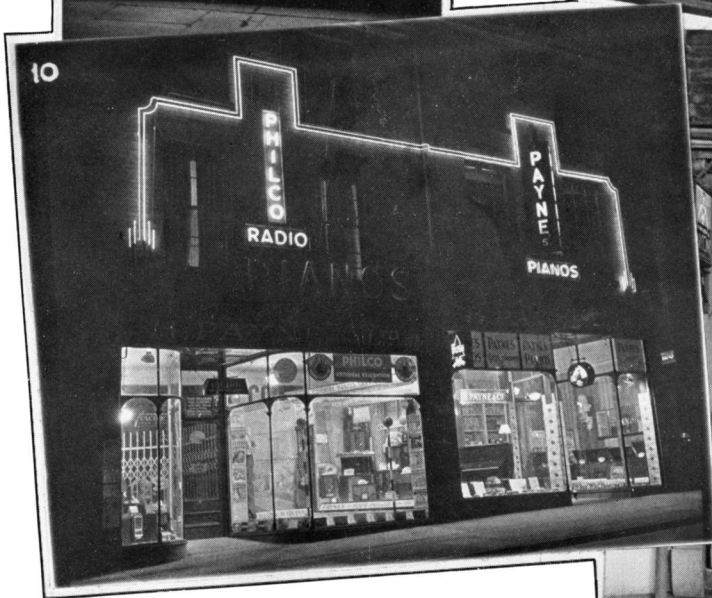


1. Frank High's splendid all-wave display in Blackpool. 2. Rupert Levy, Philco Radio Expert, Middlesbrough. 3. A full display of Philco models by Harold Williams, Newport, Mon. 4. Murdoch's (Brighton) Philco display. 5. Characteristically snappy window at Arthur Hughes', of Wrexham. 6. Good use made of the Philco Girl as a cut-out by Stukeley, Liverpool. Note the pylons.





7. Murdoch, Murdoch, Tunbridge Wells, have a nice Philco layout. 8. Good representation in Bridport by Best and Son. 9. There is a natural explanation of this imposing naval display—it was put in by Portsmouth Central Wireless Co., Ltd. 10. P stands for Philco and Payne of Coventry—"nuff said." 11. W. B. Hardman's Philco sign sets off a good display (Farnworth).

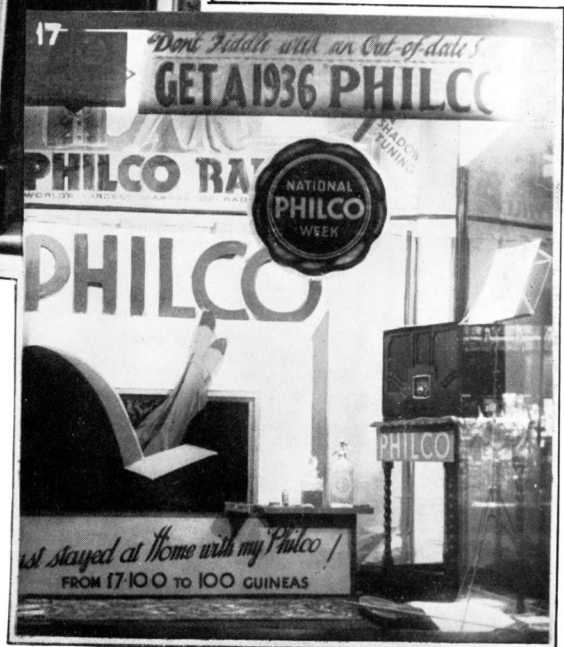




12. Philco was well displayed in Whitstable by Day's Radio Stores. 13. Noden's entry (Cuddington). 14. A Manchester display at the Radio Shop (L. Alexander). 15. The "Little Shop with the Big Reputation." Jack Porter of Worcester has nearly qualified for his second ticket—more power to his elbow.



16. G. E. Smith, Watford, Philco enthusiast. 17. Real Home and Philco atmosphere in window of Portsmouth Central Wireless Co., Ltd., Gosport.



WORK AND PLAY AT PERIVALE

The Philco Sports Club Grows with the Firm

“**W**ORK well and play well.” This is a very old axiom, and one that has been well proven here at Perivale. During the day our girls and fellows are engaged in building more and better Philco receivers, but our leisure is employed in upholding the world-wide name of Philco on the playing-fields. The amazing strides the Philco Sports Club has been able to make this season have been a source of inspiration to us all.

The greatest distinction has been won by the Football section. The first team—who are the present league champions—have scored over 100 goals, and this figure shows really first-class play, in view of the small number that have been scored against them. The team have put up a fine show this season, but the credit must be shared by the directorate and management, who, through co-operation and enthusiasm, have enabled the team to gain their successful position in the league.

The Netball section is a new one, and has only been going during this season. Despite this fact, however, the girls have played some very good matches, and the teams are shaping up very well.

For those who prefer the indoor sports, there is the Table Tennis team, and although they may not be “world beaters,” we can assure any competing teams of a very hard

fight. Our Darts team, too, has had some good matches.

With the coming of Spring we are looking forward to getting our Tennis team in fighting trim. Our new hard courts have been christened with plenty of rain and snow during the last few months, but no matches have yet been played on them.

In the Boxing section of the Sports Club we have some real enthusiasts, the two shining lights belonging to the feather-weight and bantam-weight classes respectively.

Being situated near Wembley, we naturally dream of being first in the field, at least on the rink, with an industrial ice hockey team.

Dances are held periodically during the winter months and these do much to help create the “family” atmosphere, which is prevalent amongst the workers at Perivale. The March Philco dance was held at the Majestic Ballroom, Wembley, and the doors had to be closed fairly early on owing to the numbers that turned up.

Philco, like many leading manufacturers, take very great interest in the well-being and leisure time of their employees, and in addition to these sporting activities plans are already in hand for a proposed canteen and club-room, in the new building. These, however, must wait for a later issue of *Philco News*.



Philco Football Club, 1935-36. Present League Champions, Hanwell and District League, Division II, and semi-finalists in the Hospital Cup. Left to right, back row—Mr. T. F. Williams (President), E. France, J. Jesse, J. Barclay (Capt.), M. Houston (Asst. Manager), C. Backsholl, V. English, A. Smith (Trainer), J. Loughran, W. Mellor, W. Johnson (Hon. Secretary, Philco Sports Club). Front row—C. Norchi, J. Thompson, C. Warren, E. Parlett, L. Dean, F. Worsfold, R. Matthews (Player-Manager).

NOT A LOTTERY

Philco Dealers Awarded Costs Against Police

A PARTICULARLY interesting lottery case was reported in the *Bradford Telegraph and Argus*, on Wednesday, February 5, in which costs were awarded against the police. Briefly this is what took place. Messrs. Waddington and Midgley, Philco dealers, were summoned for using the King's Hall, Bradford, for the purpose of an illegal lottery. They held an exhibition of wireless sets, admission was free, and everyone who entered the hall was given a pamphlet on which was a number. At the bottom of the pamphlet was a perforated slip on which it was repeated.

The public were invited to sign the slip and place it in a box. Later one of the slips was withdrawn from the

box, and the holder of the pamphlet bearing a number similar to the one on the slip was presented with a Philco set. The defence submitted that as there was no charge for admission to the hall and no entrance fee, defendants were not guilty of conducting an illegal lottery.

If a newspaper ran a free lottery, that would be illegal, because it might be that a person purchased the newspaper for a penny to take part in the lottery. In the present case, however, the wireless set was given away absolutely free.

No Crime in Advertising

For the prosecution it was contended that while there was no direct personal gain by the defendants, they hoped to benefit from the advertising value of the exhibition and the lottery. The magistrate said he regarded this lottery as an advertising stunt, and there was no crime in advertising. Many advertisers presented free samples to the first hundred or perhaps the first thousand people who applied for them, and it was very hard if such things were held to be illegal lotteries.

The summons was dismissed and the defendants allowed £5 5s. costs against the police. The magistrate added that as this was an important case, it might be the desire of the prosecution to lodge an appeal: it was understood, however, that the prosecution had no such intention.

The *Newspaper World*, commenting on the case, wrote: "Ironically enough, it appears to be just chance and nothing more, whether or not many trade competitions are regarded as illegal lotteries. Retailers are acquiring an ever-increasing knowledge of advertising and modern salesmanship, and they show considerable enterprise. Often they like to interest the local paper in an advertising stunt, and they may be willing to give away one or two prizes. Immediately the Lotteries Act rears its ugly head. The Press, many times bitten, is now intensely shy and is inclined to have nothing to do with any schemes they consider may lead to trouble."

Running Beer in the Bedrooms!

One of our area sales-managers, whose identity may be cloaked under the initials S.W.R., sends us this press cutting, with the eager comment: "Do we call here on the Cruise?"

Hotel bedrooms with running water are commonplace. Now we have the hotel bedroom with "running beer." A luxury hotel in Copenhagen, built by the Danish Association of Civil Engineers, in addition to advertising running water in its bedrooms, displays the magic words—"Running iced beer."

Every guest is able to turn his beer tap on and off in his bedroom as and when he pleases. The quantity of beer drawn is recorded on a device similar to an electric meter.

THE NETBALL TEAM



The Philco Netball team, though as yet only in its infancy, is doing well. Fourteen matches have been played this season, and they expect to play two more before knocking off for the summer. As members of the West Middlesex League they are perhaps a little shy, but great things are expected of them next year. The photograph shows, from left to right (standing): Miss V. Brown, Mrs. A. Barclay, Misses E. Taylor, E. Silwood, and M. De Hales (1st reserve); and seated, Misses Pat Davies (Secretary), C. Brown (Captain), and Lily Walker.

PHILCO SHORT-WAVE LISTENER'S RECORD

16-B Puts Sergeant Dent of Bombay in Class 15 A's.

IN December, 1933, I purchased a Model 16-B Philco from your agents in Bombay—The Automobile Co., Ltd., Queen's Road—and I feel that I must write and tell you of the sterling service it has given me.

Without boasting in the least, I have set a record that will be very hard to break—that is, as far as short-wave DX reception is concerned.

Before I purchased this Philco I had no interest at all in verifications, but Mr. D. R. D. Wadia had a talk with me, and persuaded me to join several Radio Clubs in the U.S.A., and from that moment I became infected with the well-known "Verification Bug" and had one overwhelming ambition—to equal the record held by Mr. Bradley in the "Heard-all-Continents" Club.

At that time he stood top with a certificate in Class "AAAAAA," and I had no verifications at all; so you can see that I aimed very high, and had indeed set my Philco a heavy task.

In January, 1934, I started "searching the ether" in real earnest, and by July, 1935—18 months after—I reached my objective, and was granted the cherished certificate of Class "AAAAAA," but to my great chagrin, found that Mr. Bradley had gone to a higher class and now was styled "The World's Champion Listener," and rightly deserved the honour, for to get eight verifications from each Continent is a feat to be praised and envied by all radio listeners. (I suppose you know all about this "Heard-all-Continents" Club of the International Short-Wave Club, so I need not say anything here about it).

However, I stuck to my guns, or rather to my Philco, and added a special Philco aerial to the set, and found that reception had improved considerably, and I have just sent by this mail sufficient verifications to put me into Class "AAAAAAAAAAAAAAAA" (Class 15 A's), which I think is a World's Record in short-wave DX reception.

I have asked Mr. Green, President of the I.S.W.C., to write to you if I have topped the list, but have no doubt at all that I have done so, as Class 8 A's was top in November, 1935.

There are a few things, however, which I would like to point out regarding this matter, and these are:—Mr. Bradley does not use a set with loud-speaker reception, but a "National" with ear-phones; he is a man with

almost unlimited time at his disposal for listening purposes, and is situated in a locality which is practically free from atmospherics. I, on the other hand, used the 16-B just as it came from the factory, with no pre-amplifier booster or any other aid to reception whatever; I have very irregular hours for listening, due to the various and many duties that

I am on, and as for locality—well, I am in a station with a main road on two sides, both with very heavy lorry and motor traffic, etc., and have no less than thirty-seven mills in my section working day and night; so add to this the incessant and terrific atmospherics that we in India have to endure almost all the year round, and you will readily perceive the advantages that Mr. Bradley had over me, thus proving the greatness of the Philco, which overcame them all, and triumphed.

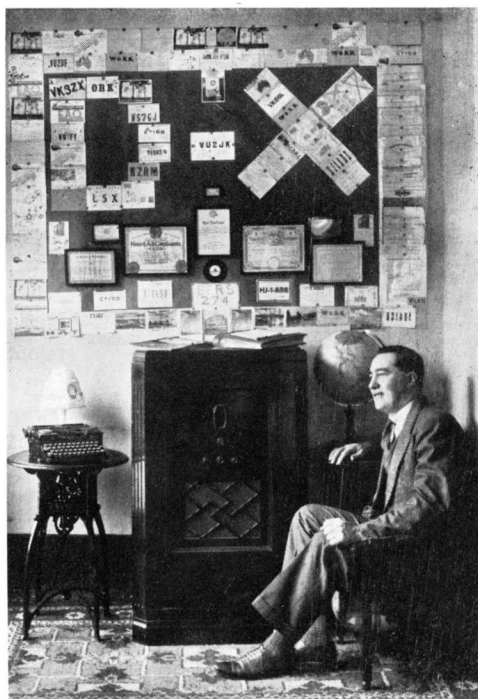
I have tried very many sets, both American and European, some in the same class (price) as Philco, and some costing as much as four times the price, but can honestly state that I have not yet come across one which can compare with the Philco for tone, selectivity, or "pulling-power," as I can always separate any two stations to get the one that I want, and as for pulling-power, the verifications that I have will speak for themselves. With regard to the tone, I always state that many sets will give you the station, but only Philco will give

you the "music" from the station in all its natural purity.

I am enclosing a list of verifications which I have actually received, a photograph of myself in my "listening shack," and copies of a few of the many letters that I have received from different radio stations. The cabinet in the shack is of my own design and make, and is built extra sturdy in order to stand the transfers that we are subject to, and I have converted the set into a radiogram.

This photo appeared in the November issue of the *International Short-Wave Club* booklet, and also in the October-November issue of the *Short-Wave Listener* magazine, and has also been published in many Asiatic papers and magazines, and due to this I have received many letters from radio fans, etc., and in my replies to them, and also in all reports to stations, I always state that my set is a Philco and recommend it to all.

As far as my verifications are concerned, you will note—by the copies of letters I have enclosed—that several stations state that my report is the best ever received from



Sergeant Dent in his Listening Shack with a 16-B and special cabinet of his own design and construction.



“Empire
Seven”

(MODEL 99)

Radiogram

with Automatic
Record-Changer

PRICE **60** GNS.

See Page Three for Features

SHORT-WAVE LISTENER'S RECORD—

(Continued from Page Nineteen)

listeners, and I think that so far as records are concerned I have set up one for Philco which other makers will find very hard to equal.

I have received Australian stations on only 18 watts power, South Americans on 50 watts, North American (Canada) on 100 watts, African on 10 watts, and Asiatic on 1-5 watts, and have verified by card or letter no less than sixty-seven different states or countries in under two years.

Thanking you for the many happy hours which I have spent with my Philco, and again repeating that there is no set like the Philco—unless it is another Philco—and wishing you success in the coming sales year.

H. J. DENT (Sergeant).

Vice-President of the Indian Radio Amateurs' League; Official Radio News Short-Wave Listening Post for India; Member of—International Short-Wave Club (U.S.A.) Radio Society of Gt. Britain (London) Heard-all-Continents Club (U.S.A.) British Empire Radio Union (London) International DX Alliance (U.S.A.) (Dr. of Short-Waves) International Broadcast Club (London) Short-Wave League (U.S.A.) Quixote Radio Club (U.S.A.)

BOMBAY, December, 1935.

A DELHI PHILCO PRESS ADVT.

Mr. W. D. Barker, Far-Eastern Manager of Philco, writes:

“It may interest you to hear that a test was carried out in Delhi by the Government Broadcasting Authorities, with a view to finding out the best set for receiving stations on all wave-bands, and our Model 116 was allotted first place. I enclose an advertisement which appeared in a Delhi paper, which I think will interest Philco dealers at home.”

WHAT THE WORLD THINKS

Philco's Daily Fan Mail Comes From All Sorts and Conditions

"Better than any other Two !"

"I recommend the Philco All-Wave Set at 17 guineas to any one. I would not part with mine for any other two All-Wave Sets."

F. W., Ashton-under-Lyne.

* * *

"Perfect"

"I have always found it a pleasure to introduce my friends to the All-Wave Philco and as a result, they are enjoying radio as perfect as possible."

A.R.S., Timperley, Cheshire.

* * *

"Money's Worth several times Over"

"Three years ago I went into a wireless shop, and on the advice of the salesman bought one of your 5-valve sets for 16 guineas. From then till now it has never been necessary to have anything whatever done to it, nor have I had to seek either advice or assistance. The valves, volume, tone, etc., so far as I can judge, are just the same as when I bought the set, and even the little indicator light is still as good as new. *The whole thing has not been touched in any way.* It has been in use every day and evening throughout the whole time (except for holidays) and it would be a very fair figure to put its usage at an average of 8 hours a day.

"Personally, I know nothing whatever about a set, or any of its parts, and it is particularly lucky for me, whose only knowledge consists of how to turn the knobs, to have got a set which was so honestly and conscientiously made. I've had my money's worth several times over already, without the slightest trouble or expense, and there appears no sign of any deterioration.

"My experience, over such a long period, may or may not be exceptional, but anyhow, it gives me pleasure to acknowledge the value of your set, and within my limited opportunities I shall also do so to my friends."

P. J. H., Wallasey.

* * *

Well Done, Blackpool !

"I have had a 5-valve Philco Superhet working in my house just 12 months and I can say it has been the best set I have had. I have had on test in my home almost every type of set, but the Philco is the best for power, selectivity, and fine tone. I shall soon be getting a Philco All-Waver and then I can say I have the finest set in Blackpool. Just a few words about my dealer, from whom I got the set. He has given me the best of advice, and I can say that all the Philco dealers in Blackpool are just the same for giving their best at all times."

C. W., Blackpool.



The Philco Cup, given jointly by Mr. Carleton L. Dyer and Mr. Frank Richardson (general manager of Philco Midland Distributors, Ltd.) for the best annual sales of the eight branches of Keyes, Ltd., was won by Mr. Fred Chorley, manager of 374 Coventry Road, Birmingham, branch. Mr. Chorley is seen receiving the cup from Mr. Reg. Carter, Philco area manager, "supported" (we use the Birmingham Evening Despatch's telling expression !) by Mr. Richardson.

"Genius of Philco's Engineers"

"Some while ago I purchased a Philco Radio (Model 611B) and now after exhaustive and exacting tests under varying conditions and climates, I wish to inform you how much I appreciate the genius of your radio engineers.

"During my travels in the last six years I have handled many radios, the majority of which have exceeded the Philco in price, but which certainly have not produced such excellent reception or such amazing sensitivity.

"Apart from its modest price, its excellent reproduction, free from all background noises, and the general neatness and finish of the workmanship, I find that the amazing accuracy in which the large, clear, and well-illuminated tuning-dial has been calibrated has reached a remarkably high degree of precision, that really make locating stations a pleasure instead of painful waiting for station announcements.

"Owing to my profession I am rarely in a position to obtain the services of radio repair engineers, and for this reason I would appreciate your kindness if you could forward me a circuit diagram of this model, which would facilitate the effecting of my own repairs if necessary.

"Should you desire to publish this letter you have my full authority to do so, as I feel that those radio enthusiasts who

desire long range combined with excellent reception cannot do better than purchase a Philco, which, I am sure, will meet the requirements of the most fastidious."

**John M. Phillips,
Third Officer, R.M.S. *Nogoya*,
Kingston, Jamaica.**

* * *

"Quite a Stir"

"We created quite a stir the earlier part of the evening when we had a presentation Model 280 going. No aerial, but we managed to find a piece of old copper wire about 4 feet long, which we attached to the fire hose-pipe into the aerial socket, and the stations came rolling in, so much so, that from the results we effected a sale, besides the lucky winner."

W. I., E.13.

* * *

Model 98 in a Church.

"The Rev. Yarborough, the Rectory, Brudon, near Tewkesbury, approached our dealer, Mr. B. C. Cook, and purchased a Model 98. Mr. Cook carried out a short test and finally installed the receiver in the chancel of the church, with a straight dropped aerial from the top of the steeple. It happened that a colleague of Mr. Yarborough was broadcasting in English from a Dutch short-wave station, and this broadcast Mr. Yarborough was anxious to hear. Not only did he hear it, but also the whole of his congregation, who were assembled in the church. The reception, I am told, was flawless.

"I suggest that this must constitute a record, and is worthy of note."

**J. R. O'H., Watts (Factors) Ltd.,
Lydney.**

* * *

A *Manchester Guardian* review of Model 282 included the following statement among other things: "During the B.B.C.'s 'Five Hours Back' programme comparison was made between the British relay and the broadcast from Schenectady, and no difference could be detected."

* * *

Look Out !

Will Philco dealers kindly look out for the following receivers when request is made for service or part exchange:—

- 1 Model 234 Serial No. 60155 (This is possibly in Gillingham, Kent.)
- 1 Model 233 Serial No. 11665. (Somewhere in the Southern Area.)

We should appreciate information leading to their discovery.

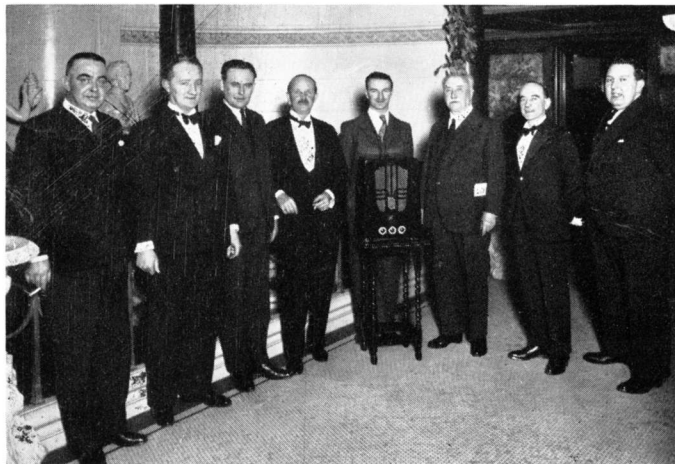
**E. C. S., 12 Harbour Street,
Whitstable.**

MORE CINEMA TIE-UPS

Mann Egerton Stage Successful "Hidden Star" Competition

THE group of handsome gentlemen in the picture below marks the occasion when Mr. Thomas Glover, J.P. (Hon. Treasurer to the Norwich Institute for the Blind), presented a model 1280 to the winner of the "Hidden Star" Competition, in aid of the Wireless for the Blind Fund, organized by Mann, Egerton and Co. Ltd., Philco distributors for East Anglia. The presentation was made from the stage of the Regent Cinema, in the presence of a packed house, and Mr. L. A. C. Cole, director of Mann Egerton, turned out to thank Mr. Glover. Others on the stage were Mr. A. F. Williams, advertising manager of Messrs. Mann, Egerton, who worked out all the plans and details of the competition; Mr. G. K. Fulcher, the Philco dealer from whom the winning form was obtained and who received a silver cigarette-case; Mr. Newberry, manager of the Regent Cinema; Mr. Bush and Mr. Norman Bower, of Philco. The competition itself was well advertised by Mann Egerton and entries were received from all parts of Norfolk and Suffolk. It was run in connection with Philco National Week. Dealers were served out with a supply of four-page cards (on which they stamped their names) showing on pages 1 and 2 the model 1280 and instructions for piecing together, jig-saw fashion mixed-up fragments of photographs of film stars in order to make one perfect face. On page 3

were the fragments of faces to be cut out and pieced together, and on page 4 the numbers of each piece. Having pieced the face together correctly, the competitor turned it over and noted the numbers of each piece and sent them in on the entry-form part of the card. The competition was free, but competitors were asked to subscribe 1d. to the Wireless for the Blind Fund, for each entry-form used. The prize was given to the sender of the first correct solution opened. The success of the competition lay in the public interest in film stars and jig-saw puzzles, and also in the simplicity both of the rules and conditions.



At the foot of this page on the left is Mr. J. E. R. Elsmore, who is Philco trained, and who is in charge of the service and maintenance department of Messrs. Snell and Sons of Swansea. He is surrounded by members of the "White Horse Inn" Company, and is explaining to Miss Esme Marshall the finer points of the "Empire

Six" radiogram. This actual picture appeared in Messrs. Snell's advertisement in the *South Wales Evening Post* on a "White Horse Inn" composite page.

Another good picture of a cinema tie-up is the one at the foot of page 23 (facing), showing the presentation of a 1280 radiogram at the Regal Theatre, Torquay, where Searle's and Glynne Williams staged a successful tie-up with "Big Broadcast of 1936."



The picture on the right shows a hot Philco Exhibition Stand by Waddington & Midgley, Bradford.

AT EXHIBITIONS TOO

Philco Here, Philco There, Philco Everywhere

ONE of the sensations of the Ideal Homes Exhibition was Chrissie, the Philco Cow. You see her here, a modest debutante—with fittings. No matter what the question Chrissie was asked, provided, of course, it was quite nice, she responded clearly and sapiently. She has a microphone in her mouth and loud-speaker guts. Remote control does the rest.

Apart from her diet, which is negligible, Chrissie is full of dates. She goes from Olympia to Whiteley's, and there is some talk of her going West (territorially speaking).

Chris is a much better buy than most cows, no trouble and ever popular. Her barrenness and milklessness are quite offset by her powers of attracting large crowds of oriferous customers to Philco stands. Ask your Distributor about her. (No, she can't cook!—Ed. P.N.)

In Birmingham

Below is a picture sent to us by Philco Midland Distributors, Ltd., of the Philco stand at National Trades Exhibition, Bingley Hall, Birmingham. Mr. Frank Richardson wrote at the time :

"There is an exact replica of the 282, 11 feet high, with illuminated, revolving dial, which is creating great interest. The display was designed and produced by Stagg Displays, Birmingham. Business is good."

Another hefty Philco show was that of Geoffrey E. Smith at the Brighter Homes Exhibition, Watford. Unfortunately we have not space to include the picture, but the display included a good range of Philco models, including a 116X radiogram and concert grand. The exhibition coincided with Philco National Week and was well patronized and successful.



Chrissie, the Philco Cow, went with a swing at the Ideal Homes Exhibition.



Philco stand at National Trades Exhibition, Bingley Hall, Birmingham.



Presentation of Model 1280 radiogram at Regal Theatre, Torquay, in connection with "Big Broadcast of 1936" tie-up.



Welcoming the arrival of a consignment of all-wave radiograms at Snell's, Swansea.

WRITE FOR BUSINESS

MR. WILLIAM THOMSON kindly sends us a copy of a sales letter he has recently circulated. Here it is:—

“Glorious Adventure at Home”

Dear Sir, or Madam,

We think that the splendid and constantly growing support given by wireless listeners throughout the world to the Philco Radio and Television Corporation of Great Britain, manufacturers of **Philco Radio Receivers**, is due to their organization around a sound rather than a spectacular policy. Each year sees that policy vindicated by astonishing increases in demand, and sincere expressions of the utmost satisfaction. This is a great encouragement for us, as accredited Philco Dealers in this district, to do better things for you in 1936.

For a time we are displaying a selected range of **Philco Receivers** any or all of which we shall be pleased to demonstrate in your own home. The prices of **Philco Receivers** are within the means of every listener—from £6 19s. 6d. to 100 guineas. During this time, too, we shall make a special allowance for your present set.

In particular, we wish to draw your attention to the rapid improvements made by **Philco** in the reception of programmes on all three wave-bands—short-waves, medium-waves, and long-waves. Strictly speaking, short-waves were “discovered” entirely by amateur workers, and it is to their pioneer efforts that we owe such things as the overseas telephone service to all parts of the world, the Empire broadcasting service, and the short-wave broadcast relays that are now conducted by almost every civilized country.

Philco, in the last few years, however, have spent close on a quarter of a million pounds on research work in connection with the short-waves, and are now leading the world in every phase of radio production by every test of tone, power, distant reception, and reliability.

All the technical developments and refinements evolved in past years are incorporated in the new **Philco “Empire Five” Receiver** (an All-Wave Superhet for A.C. Mains), priced at 15 guineas. The range of this instrument of supreme quality is the ends of the earth. The cabinet is of very attractive design, built throughout of walnut with inlays of macassar, black butt, and finely-figured burl walnut; a worthy housing for the set of the century, which will bring you new and glorious adventures at home.



Mr. Fitton sets out on his long journey north after visiting the Ranpura. Messrs. Parry and Clark “assist” the passage. Bob Hornby assumes an oriental smile after inspecting the Chinese treasures in the ship’s hold.

We have no fear in comparing a **Philco Receiver** with any set in the world, and, should you desire to have a **Philco** demonstrated in your home, you are under no obligation to purchase. All we trust is that when you do buy your wireless you will buy locally and keep us in mind.

Assuring you always of our very best attention.

William Thomson,
Peterculter.

CAR RADIO FOR HIRE WORK

Here’s an interesting letter from Pennell Bros., of West Malling, Kent:—
Dear Sirs,

Our new building adjoins our present showroom and comprises a garage and workshop, with a radio test-room, and an accumulator-charging room. We have now almost finished installing the equipment, and when everything is settled down we hope to be able to double our present turnover.

The radio test-room has been fitted out with a view to servicing any make of radio set; the testing equipment, of course, includes a Philco o48 set tester, together with a full range of Philco resistances, condensers, and valves.

The accumulator charging room is equipped with two Westinghouse R.G.C. chargers and is capable of handling 1,200 2-volt accumulators per week, our present average weekly load being 600.

The garage is equipped for car radio installations and we have already christened this by installing a model 803T in a customer’s Wolseley Hornet; this involved the fitting of a roof aerial, in addition to the standard suppressing equipment.

We are using a Hillman limousine for the private hire section of our car hire service. This car was purchased in August, 1934, and we had a model 11T car radio fitted soon afterwards. This has been a great success, and customers when ordering a car often ask for “the one with radio fitted.” In addition we can trace at least ten sales of household radio sets to this car, and it has no doubt been the deciding factor in influencing many more to buy a Philco. We, therefore, consider this one of our best investments.

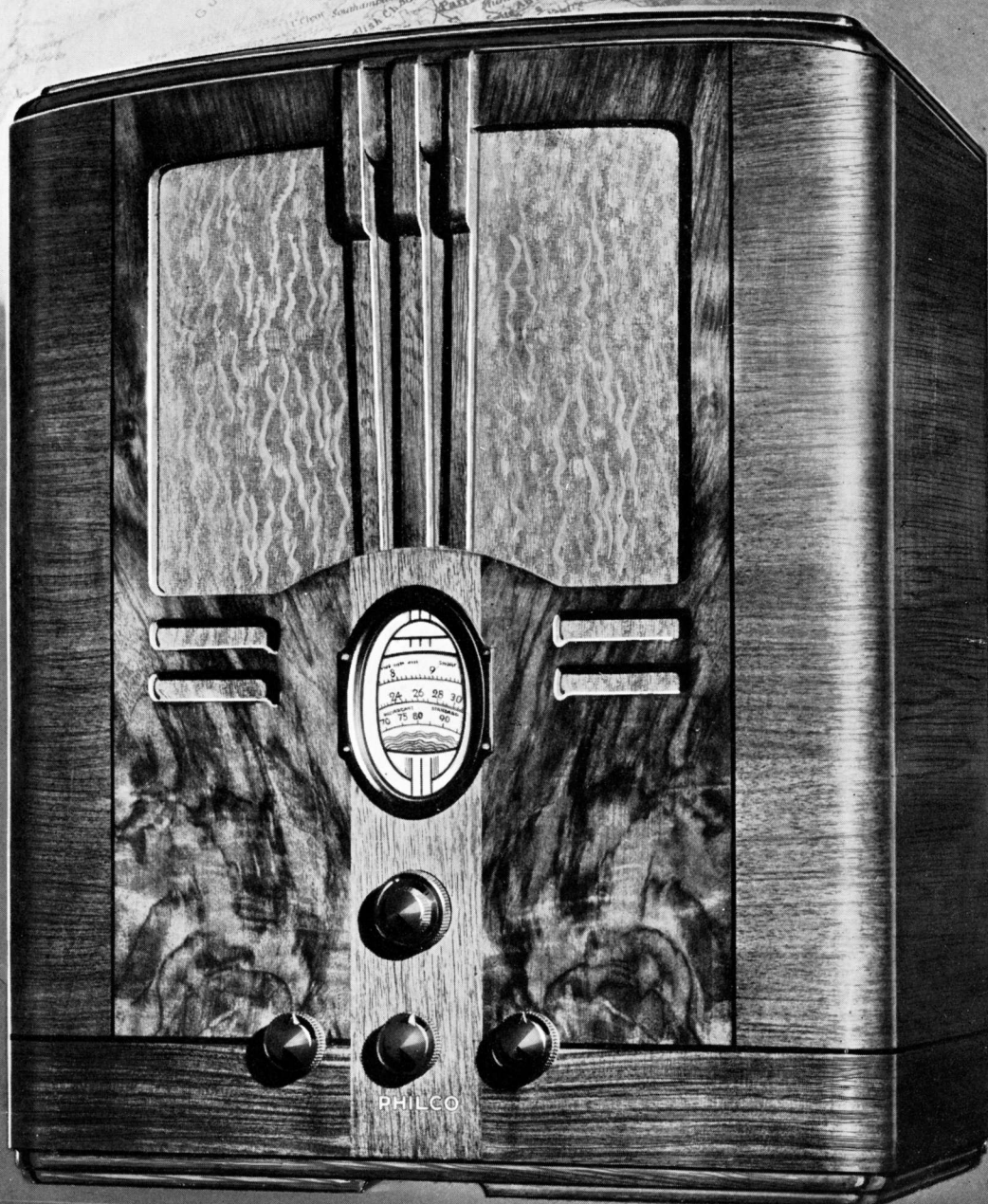


A good idea for Doors and Blinds.

The photograph shows the garage when closed, and to this is attached an interesting tale. The sign-writer was so intrigued by the inscription on the roll shutters, that when he had finished he asked to hear a Philco in his own home. The result is that now he also “goes home to his Philco.”

The front of the building is flood-lit at night and attracts a good deal of attention, being situated in the centre of the town at the bus terminus, from which all local bus services radiate. It is, therefore, a good advertisement and we are confidently looking forward to a record season for 1936-37.

The Empire Seven



MODEL 99 "Empire Seven"
incomparable successor to
the famous "98"

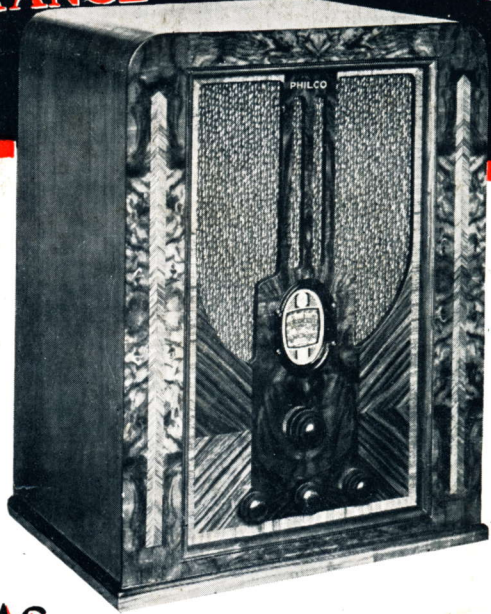
ALL WAVE SUPERHET

Price 22 Guineas

-AND HERE'S THE COMPLETE RANGE OF ALL-WAVE SETS

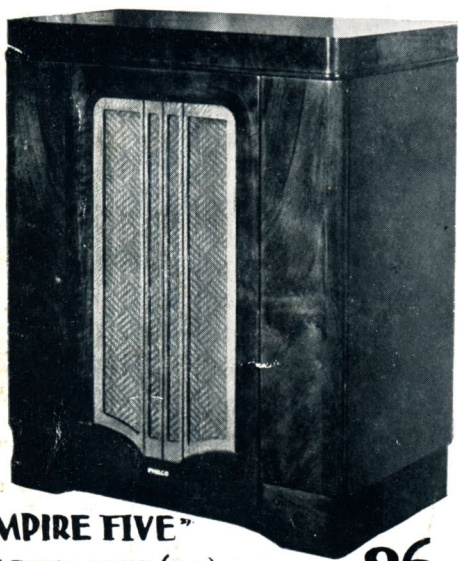


"EMPIRE FIVE"
MODEL 282 (AC)
15 GNS



"EMPIRE FIVE"
MODEL 295
BATTERY SET
15 GNS

RADIOGRAMS



"EMPIRE FIVE"
MODEL 1282 (AC)
26 GNS



MODEL 116X
(AC)
100 GNS



"EMPIRE SIX"
MODEL 290 (AC/DC)
44 GNS



"EMPIRE SIX"
MODEL 290
(AC./DC.)
17 GNS



"EMPIRE SEVEN"
MODEL 99 (AC)
22 GNS