

# Prepare for the BIG FALL BUSINESS... with

THESE DEPENDABLE UNITS OF

## QUALITY Service EQUIPMENT

● NOW is the time to look to your service equipment and make sure you have quick, accurate, dependable and easily operated test instruments to handle the many service calls this season's big service business is going to bring you. If you have not yet purchased your 088 All Wave Signal Generator or 025 Circuit Tester, better put your order in now. If you cannot pay cash, your distributor can probably arrange a time payment plan to meet your budget.

● In addition to the necessary items of test equipment, you will find listed here many other items to help you in your work and increase your profits during 1936-37.

designed and approved by  
**THE WORLD'S LARGEST RADIO  
ENGINEERING LABORATORIES!**



### Finest SIGNAL GENERATOR

on the market...

... At an Amazingly Low Price!

- ★ Direct Reading
- ★ Self-Modulated (with Demodulating Switch)
- ★ Electron Coupled
- ★ Satin Finish Chrome-Plated Panel
- ★ Very Economical

● The world's outstanding buy in a high-class signal generator! Continuous frequency, 100 to 20,000 K.C., all fundamentals. Combines beautiful appearance with precision accuracy and rugged long-life construction. Thousands have been sold, and the demand still increases! Operates anywhere—self-contained dry batteries supply all current needed! See one at your local distributor's and be convinced! Operate the controls—try it in actual use. Buy one—and end your Signal Generator problem once and for all!

ONLY  
**\$3250**  
LIST

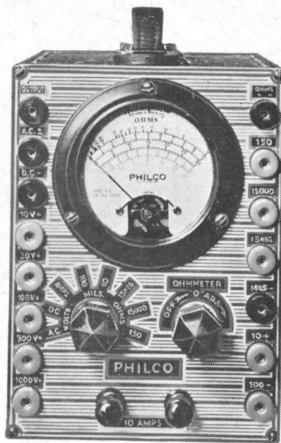


LESS FULL SERVICE DISCOUNT!

### World's Standard

#### FEATURES of the IMPROVED "025"

- Smart New Panel to match the "088"
- New Modern Knobs and Panel Lettering
- New Larger "A" Battery, Replaced without Removing Front Panel
- Improved Positive Grip Jacks
- Reduced Current Consumption



### RADIO CIRCUIT TESTER

New 1937 Model with

MANY IMPROVEMENTS in

A WONDERFUL UNIT . . .  
. . . A MARVELOUS VALUE

● For two years, the outstanding instrument on the market for making all circuit and value tests—NOW Model 025 is presented in the new 1937 model—improved in appearance, construction and accuracy of operation.

● In this one compact unit are provided means of making all possible tests on a radio—voltage, current, resistance, capacity output, and continuity. Self-contained, extremely rugged and portable anywhere. A real quality instrument—a remarkable value at the low price to servicemen.

- Appearance
- Economy
- Efficiency

### TWO NECESSARY ITEMS for Quick, Efficient Work in Any Service Department

#### Complete HARDWARE PARTS ASSORTMENT

● A selected assortment of small hardware parts is essential to quick, efficient shop servicing. Here is a complete balanced selection compiled by employees of the Philco National Service Station after years of experience in handling all kinds of service jobs. Every type of nut, bolt, rivet, and drive screw ordinarily used is included.

Get this kit as an investment in time and trouble-saving—be adequately prepared for your hardware needs for a long time to come.

#### HANDY SERVICE TOOL OUTFIT

● All the tools you need for every standard service operation—Fibre hex wrench and insulated screwdriver for aligning sets; set of special PHILCO socket wrenches and handle; complete eyeletting kit; coil shield remover. A complete outfit arranged in a neat box for portability if desired.

Philco Part No. 45-1250



List Price \$6.75

Philco Part No. 45-1230



List Price \$6.30

# Make Money...SELL THESE USEFUL ACCESSORIES

## Highest Quality EXTENSION SPEAKER

At a Very  
Reasonable Price!

YOU CAN SELL THIS  
SPEAKER EASILY  
BY DEMONSTRATING  
ITS CONVENIENCE  
AND MANY USES



• You have many customers who would use one or more extension speakers and would gladly buy them if you will just demonstrate the advantages of this ideal full-toned speaker. For invalids, bedroom, kitchen, sun porch, garden, etc.; or for any multiple speaker installation where no appreciable amount of power is available or needed for operation. Genuine PHILCO permanent magnet speaker; on-off switch; extension cord; housed in a very attractive cabinet of mantel type.

PHILCO EXTENSION SPEAKER, Complete Part No. 45-1224 LIST PRICE \$15.00

Permanent  
Magnet  
Speaker  
—  
Uses  
No  
Current

## Improved HEADPHONE KITS

NOW ...

3 TYPES —  
for easy connection  
to any Radio

• Another item which with little effort can be sold to almost any radio fan. Allows any member of the family to listen in individually without disturbing others. The three types of kit now available provide a type for any radio from the oldest to the latest octal-base types. Full instructions included.



EVERY  
RADIO  
OWNER  
PROSPER

Ideal for

- DX FANS
- LATE LISTENERS
- HARD of HEARING PERSONS

For Plain Base Tubes — Part No. 45-1167

For Octal Base Tubes — Part No. 45-2227

Universal Kit Volume Control on Head Phones; Separate Use of Speaker Part No. 45-2225

LIST  
PRICE OF  
EACH TYPE  
\$7.50

SERVICEMEN!  
EXPERIMENTERS!  
SET-BUILDERS!

Get this handy  
TUBE SOCKET  
and  
EYELET ASSORTMENT



• An assortment of quality tube sockets is an essential for any serviceman or dealer's service department—and a necessity for the experimenter or set-builder. This kit contains six each of all types of sockets from four to seven-prong types, together with 100 eyelets for mounting. A representative stock that it will pay you always to have handy.

Part No. 45-1225.

LIST  
PRICE  
\$4.13

## Special IVORY KNOB KIT



Contains 26 Ivory-Finish Knobs of  
3 Different Sizes — A Popular Replacement Knob

• These ivory finish knobs revolutionize the panel appearance of a radio set. Many customers who cannot afford a new set will gladly spend a few cents to get a set of snappy new knobs. Three different sizes and styles are included. Fit standard 1/4" shaft; built-in spring contact

IVORY KNOB KIT—Part No. 45-1249 LIST \$5.50

## Handy PILOT LAMP KIT

SERVICES MOST  
ANY RADIO!

Probably more pilot lamps are replaced in radio sets than any other part — every serviceman should have a portable assortment of these to carry with him on all service calls. Here is one especially prepared for you at minimum price and in convenient form. Order several of these and be ready for an emergency.

40 LAMPS ...

10 of each popular type

DISPLAY THIS BOX  
ON YOUR COUNTER

PART No.  
45-1226

LIST  
PRICE  
\$4.20



## KNOB KIT for 1936-37 PHILCOS

Contains a Quantity of Each Type  
Knob Used in 1936 and 1937  
Philco Home Sets

• If you service many PHILCOS, you need this knob assortment—in fact, these attractive knobs will fit any standard type radio set having the usual 1/4" shafts. 19 different styles—all those used in the 1936-37 PHILCO line—a total of 90 knobs in all. A splendid investment.

Part No.  
45-1243

COMPLETE, LIST PRICE \$5.40



Your Distributor CAN MAKE PROMPT SHIPMENT



**Forget RESISTOR COLOR-CODES** with this handy type

*Start the Season Prepared!*

*Save Time and Avoid Worry...*

**...BUY ONE OF THESE HANDY ASSORTMENTS**

*of the Convenient New*

**PHILCO IDENTIFIED RESISTORS**



**SERVICEMAN'S KIT**



• The resistor that has taken the country by storm — the new PHILCO "Identified" Resistors — having the value plainly stamped on an INDESTRUCTIBLE metal tag attached in one of the leads. Eliminates all the previous problems of complicated color-coding or unsatisfactory and easily destroyed value-markings. Priced no higher than ordinary resistors; high insulation value; standard color coding retained for matching purposes.

**• ONCE YOU HAVE USED THESE NEW RESISTORS, YOU NEVER USE ANY OTHER**

• A shop kit designed especially for dealers or service stores. Contains 2 each of 50 different values of 1-watt identified resistors, neatly arranged in a special carton with individual compartments marked for quick selection. Note the sliding drawers for greater accessibility. A splendid investment which will take care of the average dealer's requirements for a considerable period of time.

**DEALER'S KIT**



PART No. 45-1248  
**\$20<sup>00</sup> LIST**

PART 45-1246  
**\$6<sup>40</sup> LIST**

• Ideal serviceman's kit of the new identified resistors. Contains 2 each of the 16 most commonly used values of 1-watt identified resistors. Carry one of these kits with you on all service calls.

**PHILCO NOISE-ELIMINATION KIT**  
for "MAN-MADE STATIC"

**Your Opportunity for PROFITS**

A COMPLETE ASSORTMENT OF CONDENSERS, CHOKES AND COMBINATIONS ESPECIALLY DESIGNED TO ELIMINATE ANY KIND OF MAN-MADE INTERFERENCE.

**EVERY SERVICEMAN AND DEALER NEEDS THIS OUTFIT. RADIO OWNERS WILL GLADLY PAY TO GET RID OF NOISE.**



THESE COMPLETE INSTRUCTIONS ON INTERFERENCE ELIMINATION INCLUDED WITH EACH KIT

• Servicemen and R.M.S. Members have long asked for a selected kit of parts designed for use in the elimination of electrical noise (man-made static) at the source. This business opens up a vast field of profits for the serviceman — a field that has been scarcely touched.

• Thousands of radio owners have their reception disturbed by appliances of one sort or another—and almost all of these will gladly spend a few dollars to eliminate it. All you have to do is let them know you are equipped to do this job quickly and efficiently.

• Get one of these kits and place yourself in line for a new and unlimited source of profits during the coming season.

**Part 45-1229 LIST \$15<sup>50</sup>**

*Clear up LOCAL "STATIC"... Gain Goodwill at a Profit*

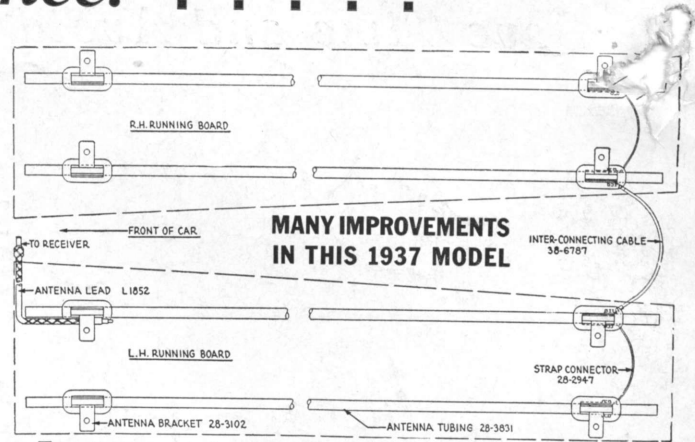
# ESSENTIAL ITEMS *for the* AUTO-RADIO SPECIALIST

## *... Proven Performance! ...* the Famous **PHILCO** **UNDERCAR AERIAL**

• Designed Particularly for Metal Top or Open Cars . . . Excellent for All Types

• The most efficient and practical undercar aerial on the market. Combines maximum sensitivity with extreme ruggedness under all car and road conditions. Fits all cars; designed to withstand vibration, road shocks and all kinds of weather conditions. Easily installed in a short time and without special tools. A remarkable value.

Part No. 45-2184 . . . LIST PRICE \$5.00



**MANY IMPROVEMENTS  
IN THIS 1937 MODEL**

### Features of the New Philco Aerial

- Extra Large Pickup Area
- No Moving Parts
- Completely Insulated
- Reduces Noise
- Stronger than the Running Board
- Shielded Lead-in Included

## for those **AUTO RADIO** Service Jobs

### with this complete **NOISE SUPPRESSION KIT**

**BE  
READY**

To  
Cash  
in  
this  
Season  
**!**

**RESISTORS  
AND  
CONDENSERS  
FOR ELIMINATING  
ALL FORMS OF  
AUTO RADIO  
INTERFERENCE**



Auto radio is getting more popular . . . and auto radio servicing more important . . . every day. Here is just the assortment you need to handle the calls you will get this season, to eliminate noise in car installations and replace faulty or broken-down condensers and suppressors.

Complete list of contents in lid, with part number and value given. Will service any Philco and most other makes of automobile radios.

Part No. 45-1236

LIST  
PRICE  
**\$22.10**

## **PHILCO** **Universal VIBRATOR KIT**

**KNOBBS for All  
AUTO RADIOS**  
Designed by **PHILCO**  
for Specific Makes  
and Models

Part No.  
45-1245

List  
Price  
**\$25.67**



• Every PHILCO auto radio service station or dealer needs this complete knob assortment. Contains several of every type knob used in any set built by PHILCO for a car manufacturer—Ford, Chrysler, De Soto, Dodge, Packard, Nash, Studebaker, etc. A splendid investment for quick service.



Part No. 45-1235

This kit contains one each of the three types of vibrators which have been and are being used in Philcos, and one of the well-known Philco replacement vibrators for Majestic Models 66 and 116. This compact kit will service any one of over a million Philcos and several thousand Majestic car-radios.

**AN EXTREMELY  
HANDY KIT  
FOR ANY  
AUTO RADIO  
SERVICEMAN**

LIST  
PRICE  
**\$17.75**

**WITH THIS EQUIPMENT you can give 100% SERVICE!**