

PHILCO NEWS

Sales News for America's Most Alert Radio Merchants

Vol. III

JUNE, 1932

No. 5

**\$36⁵⁰ to
\$295**

(All prices tax extra)

**It Looks Better
It Sounds Better**

**it IS
Better!**



PATENTED

•PHILCO•

A Musical Instrument of Quality



Why PHILCO Leads the World

"It is not price nor salesmanship which makes PHILCO the most accepted radio, it is supreme quality."

Among other important contributions PHILCO has made to radio are Shadow Tuning, Inclined Sounding Board, perfected Automatic Volume Control, Tone Control, Tuning Silencer, etc.

Q **U**ALITY first, quality last, quality all the time—this has been the guiding motive of PHILCO, and the buying public has responded.

PHILCO Transitone for motor cars and boats is another example of PHILCO leadership. This is the first set to perform with real satisfaction under the exacting conditions in such use and to receive approval of the leading motor car manufacturers.

Thus in the fastest moving trade the world has ever known PHILCO has made the swiftest progress, and in 1932 stands so far ahead of any and all contenders in the radio business that one can scarcely tell who is in second place. Surely this is public proof of PHILCO quality and public acceptance of PHILCO value.

From the first PHILCO radio ever produced right up to the present magnificent line, PHILCO engineering has shown the way to better reception, easier operation and more thorough consumer satisfaction. For instance, all sets were formerly shipped and sold without tubes in position, the real reason being that there were no tubes sturdy enough to stand shipment from factories in radio sets. It was PHILCO who produced the now celebrated PHILCO Balanced Tubes—more efficient and more durable than any previous tubes and thoroughly strong enough to ship PHILCO sets from the factory complete with tubes in their sockets. Not content with this demonstration of leadership, PHILCO now introduces the new PHILCO High-Efficiency Tubes which, as their name implies, are still more efficient, more compact and consume less current than any A.C. tubes ever used.

New Tubes—a Technical Policy

This year PHILCO takes what is undoubtedly the biggest constructive step to date in the ultimate simplification of dealers' tube problems.

In the past every dealer in the industry has been bewildered and befuddled by the introduction of numerous types of new tubes, and his stocks have necessarily multiplied accordingly. Odd voltages, changes of characteristics and various special types of greater ballyhoo value than technical merit have been introduced, some by the largest companies, and generally have added to the confusion.

As you know, it has never been the policy of PHILCO to introduce a new trick type of tube for advertising purposes. PHILCO's settled policy is to bring out and use new tubes only when stability in design and improved technical performance are assured.

PHILCO now introduces a number of new, improved tubes for very definite technical reasons, and in the interest of economy and standardization. We will standardize on 6.3-volt heater types. Every engineer and every dealer knows of the superiority of heater type tubes, and everyone is familiar with the trend, during the years, from filament to heater types. Furthermore, the use of 6.3-volt heaters as standard permits their application to automobile receivers and D.C. receivers, as well as to A.C. receivers, so that all new developments in PHILCO Tubes in the future will immediately be available for all these classes of service.

In efficiency, in economy of current and space, in uniformity, in freedom from trouble and in all-around performance, the new PHILCO 6.3-volt universal-service tubes are superior to any tubes that we know of, past or present.

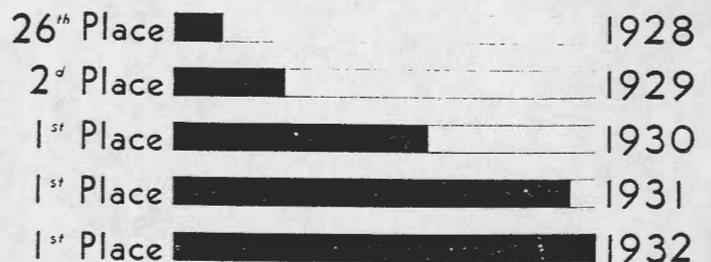
And even more important, the fact that they have been designed specifically for the new PHILCO receiver circuits in the great PHILCO laboratories, with tube engineers and receiver engineers working together toward a common goal, enables us to state confidently that the new PHILCO receivers using these tubes will give you performance unequalled in other receivers.

PHILCO has not added, and will not add, any new device or "gadget" merely as a selling point. Every PHILCO improvement must be really worthwhile and must stand the severe tests of PHILCO quality.

PHILCO believes in the radio business. Its best years are still ahead. To maintain and still further advance the high standing of PHILCO quality and the outstanding leadership of PHILCO sales, PHILCO will continue its well-known policy of declining to be diverted into other "alluring" lines of trade, and will continue to concentrate on PHILCO radio.



PHILCO'S relative place in the radio field, expressed by a diagram based on actual figures, looks like this:



PHILCO NEWS

Published every Month by PHILCO solely for PHILCO Dealers—
the most progressive group of Radio Merchants in America

VOL. III

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The Most Valuable Dealer Franchise in the Radio and Music Trade

WHILE giving just credit to quality as the basis for PHILCO's outstanding leadership, PHILCO also has the most aggressive sales program and the most competent sales organization—both distributors and dealers—ever joined together in the promotion of radio.

PHILCO dealers have the most attractive and profitable franchise ever known in the trade. It is based primarily on movement, turn-over and "profit at the end of the year." Dealers who handle PHILCO, and particularly dealers who concentrate on PHILCO, have regularly and consistently enjoyed better business and made more dollar profits than dealers in any other radio line.

Every PHILCO is a "musical instrument of quality." Every PHILCO is priced to sell. Nothing but the highest degree of engineering, the most modern manufacturing processes, the enormous PHILCO volume and an almost uncanny stock control could make the new PHILCO prices possible.

PHILCO offers by far the most complete line of radio, with a model to suit every need and a price to give PHILCO dealers the advantage over any competition, half way comparable in performance.

PHILCO wants its dealers to make money and grow stronger in the radio business. Given half a chance PHILCO sees to it that its dealers *do* make money.

Furthermore, PHILCO dealers are not urged to load up with goods beyond their reasonable turnover.

The PHILCO line for 1932-33 has every worth-

while improvement known to radio. It has many very valuable improvements which are exclusive with PHILCO—advantages which cannot be offered by any but a PHILCO dealer.

Many of these improvements involve heavy additional costs, but this extra value is put into this year's line without advance in price, to help PHILCO dealers sell more PHILCOS. Just glance at the line and the specifications will abundantly prove this.

PHILCO has *everything*.

Besides the most complete line, the most attractive line and the most reasonable price, PHILCO also supports its dealers with by far the greatest advertising campaign ever known to radio. It is even bigger and better in 1932 than last year! Further details regarding advertising and sales promotion will be found on Page 20 and following pages of this book.

By selling more sets, by contacting millions and millions more consumers, and by giving "more value for less money." PHILCO has built up a degree of public good-will never enjoyed by any other radio. This is the greatest asset which PHILCO has. It is shared with PHILCO dealers.

By subscribing to PHILCO policies and concentrating on the PHILCO line, dealers are enabled to build up their own business more rapidly and more soundly than they could possibly do with any other radio line or by scattering their interests over various lines, thus affecting their credit position, which is all-important this year.

If you are a PHILCO dealer—BE a PHILCO dealer. If you have not yet availed yourself of the privileges that go with radio leadership, get in touch with the PHILCO distributor in your territory without delay.

Why PHILCO Is the Most Salable Line

A GAIN we say, "You will find in PHILCO every worthwhile improvement—many of them exclusive." Never before has there been such a line of radio, combining every feature known to improve the quality of reception, ease of handling and beautiful appearance.

This widely varied line for 1932-33 may truthfully be said to have everything that is good and SALABLE. There is so much to be said in detail regarding each set that the full story fills a whole book. Such a book, entitled *Philco Book of Facts*, containing full and complete information for the layman and technician alike, has been written and should be given with a copy of the illustrated folder to every possible prospect. These will be supplied by your distributor at small cost.

11-Tube Model Features

World's Finest Musical Instrument

The finest musical instrument ever built because it is all instruments in one. The PHILCO X Models are the only radios to be scientifically designed for perfection of tone. They are modern radio's greatest achievement. Nothing in present-day radio could be added to these instruments which would improve performance or convenience of operation.

Tone

Tone as never before heard on any radio regardless of price. It has started the whole country talking about this marvelous innovation. With the X Models, you are present in the broadcasting studios and concert halls of the entire country. All the brilliance, all the glamour, and the realism of the original performance are yours with this great, new, musical instrument.

A Musical Instrument Supreme

As a radio, the Models 15X and 15DX offer the finest performance of any sets ever placed on the market. But they are not just fine radios—they are musical instruments created by modern science. The cabinet work is representative of a new type of beauty in itself, something which is consistent with the new quality of tone. PHILCO's patented construction unites the principles of acoustic perfection with the art of the craftsman in producing an exquisite sound reproducing system. The massive sloping panel sound reflector directs the music upward to the ear and not along the floor. At the same time, the undesired sound from the back of the cabinet—that which introduces distortion in the ordinary radio—is directed down to the floor where it is absorbed. The sound-absorbing back further contributes to this process, with the result that only pure, undistorted music is heard at the front of the instrument.

Push-Pull Pentode Output

The Pentode tubes and the powerful push-pull circuit afford a vast store of undistorted power to operate the new PHILCO Twin Electro-dynamic Speakers in reproducing music with its original volume and tone.

Twin Speakers

The new Twin Electro-dynamic Speakers are an essential part of the carefully balanced reproducing system. New methods and ideas in construction make it possible for PHILCO to build Speakers of unequalled efficiency and tone qualities.

On this page and the next page is given a brief summary of some of the more important features included in the various models. This is for handy reference, to enable you to see at a glance the extraordinary showing of improvements to be found in each one of the PHILCO models, placing each PHILCO in a class by itself.

Remember, every PHILCO is a Balanced Super-heterodyne. All PHILCO cabinets are beautiful in design, remarkably sturdy in construction, made of the finest and most expensive furniture woods selected from all over the world, and every cabinet is hand rubbed. **The new PHILCO High-Efficiency Tubes are used in all models.**

Every PHILCO is approved by the Underwriters' Laboratories, another proof that PHILCO design and construction are RIGHT.

Automatic Volume Control

The most effective automatic volume control circuit ever produced. Counteracts fading of distant stations and positively eliminates strong blasting of locals. Far-away stations tune in like locals, yet there is no blasting of volume with its resulting nerve shock when you change from a weak station to a strong one. PHILCO automatic volume control enables you to listen to any program, local or distant, with the same desirable and equal degree of enjoyment.

Shadow Tuning

A new and very helpful improvement by which you can tune any station to the exact degree for perfect tone, guided by a visible shadow line on screen appearing in the bezel.

Automatic Tuning Silencer

Eliminates station noise while tuning and makes the powerful and sensitive PHILCO sets extremely quiet in operation.

Distance Switch

Adapts the set to near or distant stations so as to afford most perfect operation under all conditions.

Illuminated Grille

A novel and exclusive feature adding much to the attractive appearance of the set. Automatically lights when set is turned on.

Tone Control

The four-point tone control permits regulation of the musical quality to the most desirable point for the individual listener. Differences in the quality of reception, as well as differences in the human ear, make such regulation essential.

Static Modifier

Static interference can be greatly modified or reduced by changing the setting of the tone control. Programs which could not be heard through static on sets without a tone control, or with a less effective one, can always be enjoyed on PHILCO radio.

Selectivity

The powerful eleven-tube superheterodyne circuit offers the best in selective, sharp tuning. Eight tuned circuits give this model the advantage of positive elimination of station interference, enabling the operator to listen to a desired station without interference from any other station. At every point on the dial stations can be separated with an equal degree of ease.

Volume

The push-pull power output with Pentode tubes and the new Twin Electro-dynamic Speakers deliver all the volume that can be used in a home—and this without distortion.

Illuminated Station Dial

The PHILCO illuminated dial is accurately calibrated in channel numbers (kilocycles with last cipher omitted) to simplify tuning.

Station Recording Dial

Station call letters can be marked with a pencil on the face of the dial each time a new station is tuned in. After a few weeks a complete radio log is available always in plain view on the dial.

Glowing Arrow Station Finder

Another PHILCO aid for tuning. It is important with all radios that the tuning be done accurately, and this Glowing Arrow Station Finder, used with the many other features of PHILCO, provides the simplest yet the most accurate method of radio tuning in use today.

Economy of Operation

The new PHILCO High-Efficiency Tubes and the Balanced Circuit design make this model the most economical in operation, tube for tube, of any radio ever built.

9-Tube Model Features

Outstanding Musical Value

A radio of outstanding qualities. Performance is offered in this model such as never before possible, yet the price of the 91 is actually lower than that of but average competitive sets.

Tone

Tone which has never before been heard on radio at such a low price. PHILCO's scientific construction affords tonal realism in your home comparable to the original performance.

Push-Pull Pentode Output

The powerful Pentode tubes—operating with a specially designed amplifier circuit—afford a vast store of power for the reproduction of music with its original beauty of tone.

Twin Speakers

An integral part of the tone reproduction system is the new Twin Electro-dynamic Speakers, giving vastly superior tone and maximum efficiency.

Automatic Volume Control

A necessary feature of the modern fine radio. Counteracts fading of distant stations and strong blasting of locals. Far-away stations tune in with the same ease as locals, yet there is no blasting of volume, with its resulting nerve shock, when you change from a weak station to a powerful local. PHILCO Automatic Volume Control enables you to listen to any program, local or distant, with an equal degree of enjoyment.

Tone Control

Four-point tone control permits regulation of the musical quality to the satisfaction of each listener. Differences in the quality of reception from various stations, as well as differences in the human ear, make regulation not only desirable but necessary.

Static Modifier

Static interference can be modified or reduced by changing the setting of the tone control. Programs which could not be heard on radios without such a control can always be enjoyed on PHILCO radio.

Shadow Tuning

A new and very helpful improvement by which you can tune any station to the exact degree for perfect tone, guided by a visible shadow line on screen appearing in the bezel.

Distance Reception

The Superheterodyne Balanced-Unit circuit is highly sensitive. Many innovations in radio design are incorporated, enabling this model to out-perform other sets containing an equal or even greater number of tubes.

Selectivity

PHILCO's superheterodyne circuit design offers the finest in selective sharp tuning, and permits reception of the desired station without interference from other stations. The carefully arranged input tuning circuit, together with the image rejector circuit, prevents interference between stations over the entire scale. It is possible to separate stations readily at all parts of the tuning scale instead of merely at one end of the scale. Seven tuned circuits are employed.

Volume

The Pentode power output tubes and the new twin Electro-dynamic Speakers deliver all the volume that can be used in a home, and this without distortion.

Illuminated Dial

The PHILCO illuminated dial is accurately calibrated in channel numbers (kilocycles with last cipher omitted) to simplify tuning.

Station Recording Dial

Station call letters can be marked with a pencil on the face of the dial each time a new station is tuned in. After a few weeks a complete radio log is available, always in plain view on the dial.

Glowing Arrow Station Finder

Another PHILCO aid for tuning. It is important with all radios that the tuning be done accurately, and this Glowing Arrow Station Finder, used with the many other features of PHILCO, provides the simplest, yet the most accurate, method of radio tuning in use today.

Economy of Operation

The new PHILCO High-Efficiency Tubes and the Balanced Circuit design make this model the most economical in operation, tube for tube, of any radio ever built.

7-Tube Model Features

Quality at a Low Cost

A remarkable superheterodyne with the characteristics of a radio selling at a much higher price. The next logical step in the Selling-Up plan. The largest selling radio in the world.

Tone

The new PHILCO Speaker is used in this model and is largely responsible for the tone quality. The four Pentode power tubes deliver the music to the Speaker without distortion and the Speaker faithfully reproduces it. Models 71H and 71D have Twin Speakers, affording complete register and clear, natural tone such as never before heard in any seven-tube set.

Tone Control

There are differences in the quality of reception from various broadcasting stations as well as in the human ear which make it necessary to have a tone control so that the reproduction of the program can be of that desired quality to satisfy each listener.

Static Modifier

Usually static or man-made interference is at a certain fixed frequency at any one time and, therefore, it is possible to modify or decrease this interference in many cases by changing the setting of the tone control. This adjustment permits reception from stations that might otherwise be too noisy.

Distance Reception

The Superheterodyne Balanced-Unit circuit is highly sensitive. Many innovations in radio design are incorporated, enabling this model to out-perform other sets containing an equal or even greater number of tubes.

Selectivity

The special PHILCO Superheterodyne circuit combined with PHILCO's image rejector circuit increases selectivity and prevents interference between stations over the entire tuning scale. Seven tuned circuits constitute this selective tuning arrangement. It is thus possible to separate stations evenly at all parts of the tuning scale instead of just one end of it.

Volume

The Pentode power output and the new PHILCO Speakers (two in Models 71H and 71D) deliver all the volume that can be used in a home. The Speakers are of large size, which deliver great volume.

Automatic Volume Control

Counteracts fading of distant stations and blasting of nearby ones, and more than doubles the number of stations you can get and enjoy.

Illuminated Station Dial

The illuminated dial is graduated in radio channel numbers (kilocycles with last cipher omitted) to simplify tuning.

Station Recording Dial

Each time a new station is tuned in the station call letters can be marked with a lead pencil right on the tuning dial. After a few weeks' time a complete log is in plain sight on the dial itself.

Glowing Arrow Station Finder

Another PHILCO aid for tuning. It is important with all radios that the tuning be done accurately; the Glowing Arrow Station Finder, used with the many other features of PHILCO, provides the simplest yet most accurate method of radio tuning in use today.

Economy

The new PHILCO High-Efficiency Tubes and the Balanced Circuit design make this model the most economical in operation, tube for tube, of any radio ever built.

5-Tube Model Features

World's Greatest Radio Value

The same PHILCO Research Laboratories that designed the marvelous Model 15X and the same production organization that built it also designed and built this new model in the PHILCO line. There is no possible way of spending the price of a Model 52 Baby Grand that will afford as much entertainment, pleasure and value.

Distance Reception

A new five-tube superheterodyne circuit, built up of balanced units and using PHILCO balanced tubes, provides distance reception, even in the daytime, better than many higher priced sets.

Selectivity

The design of the new superheterodyne circuit along with the new types of tubes used provides sufficient selectivity and prevents interference, permitting this radio to be used in the most crowded broadcasting locations.

Tone

The new PHILCO Speaker is used in this model as well as in the more expensive models, and is largely responsible for the tone quality. The Pentode power tube delivers the music to the Speaker without distortion and the Speaker faithfully reproduces it. The most apparent constructional difference in the new PHILCO Speaker is in the cone. A one-piece cone is used which eliminates seams, reduces the weight, and makes it unnecessary to have a stiff ring of glue around the cone edge. The lighter weight means that the Speaker will be moved by or respond to a weak signal and, therefore, be more sensitive, and have finer tone.

Volume

The Pentode power output and the new PHILCO Speaker make it possible to obtain great undistorted volume.

Illuminated Station Dial

The illuminated dial is graduated in the radio channel numbers so that the proper place to tune for any broadcasting station is easily found.

Economy

The new PHILCO High-Efficiency Tubes and the Balanced Circuit design make this model the most economical in operation, tube for tube, of any radio ever built.

See Pages 20 and 21

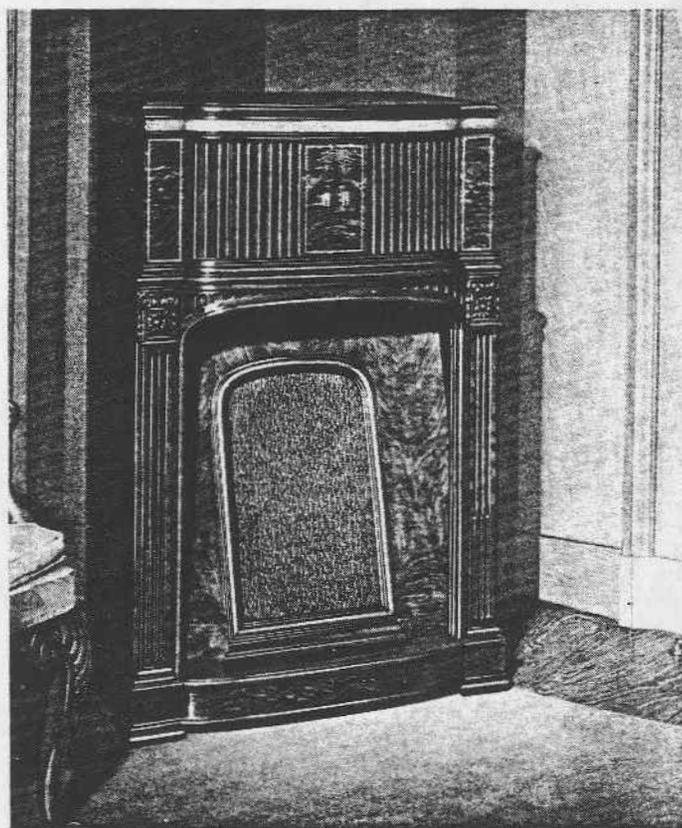
for the greatest go-getting Kit of sales helps ever devised. Will help any PHILCO dealer to sell more PHILCOS.

The World's Two Finest Radios

Model 15 DX (Patented) With PHILCO Inclined Sounding Board

Richness and elegance mark this as the unquestioned masterpiece of radio design. Done in a rare combination of American Walnut with highly-figured and inlaid Butt Walnut, and panels of expressive Burl Myrtle. Instrument panel enclosed with Tambour sliding doors. Bow front and ornamental work are hand carved, and the entire cabinet hand rubbed. The Grille is illuminated, a novel and attractive feature. Forty-seven inches high, thirty inches wide. Twin Electro-dynamic Speakers, Shadow Tuning, Automatic Tuning Silencer, Automatic Volume Control, 4-point Tone Control, Balanced Superheterodyne, Eleven Tubes, Six Pentodes, Push-pull Circuit, Distance Switch, Illuminated Station Recording Dial, new PHILCO High-Efficiency Tubes. Every worthwhile improvement in radio is included. For purity of tone, abundant volume and luxurious appearance, this set is not excelled anywhere at any price.

Retail price	\$ 250.00
*Cost to dealer	150.00
Dealer's profit	<u>\$100.00</u>



Model 15DX (Patented)

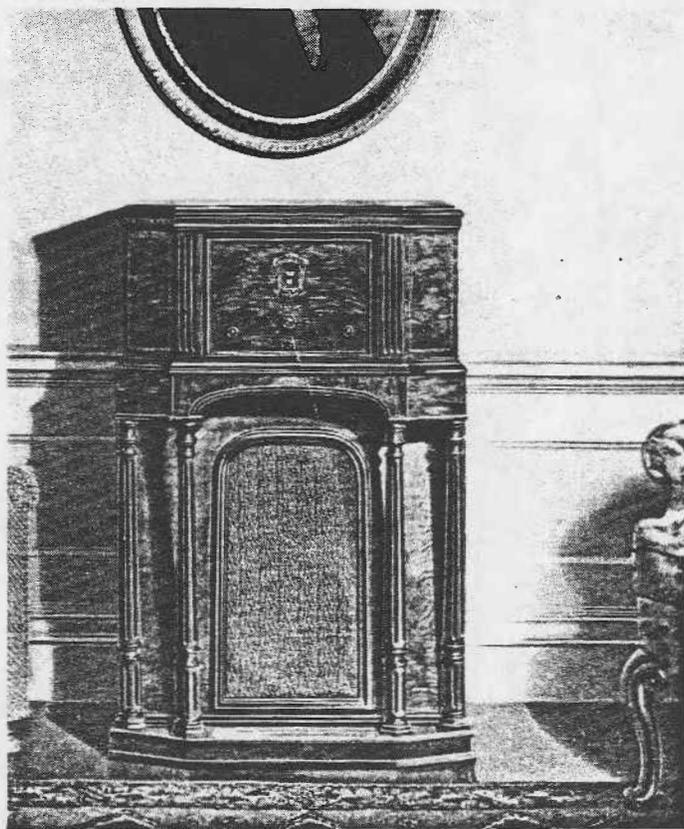


Model 15 X (Patented) With PHILCO Inclined Sounding Board

A magnificent radio—Twin Electro-dynamic Speakers, Shadow Tuning, 4-point Tone Control. Automatic Tuning Silencer, Automatic Volume Control. Illuminated Station Recording Dial. Push-pull Circuit, Balanced Superheterodyne. Eleven new PHILCO High-Efficiency Tubes, including Six Pentodes. Illuminated Grille. An unusually fine specimen of the cabinetmaker's art, in a rare combination of American Walnut and highly figured Butt Walnut, with real Boxwood inlays, all hand rubbed. Forty-two and one-half inches high, twenty-seven inches wide. This exquisite model embodies every worthwhile radio improvement, many of which are exclusive. There is no finer performing radio at any price.

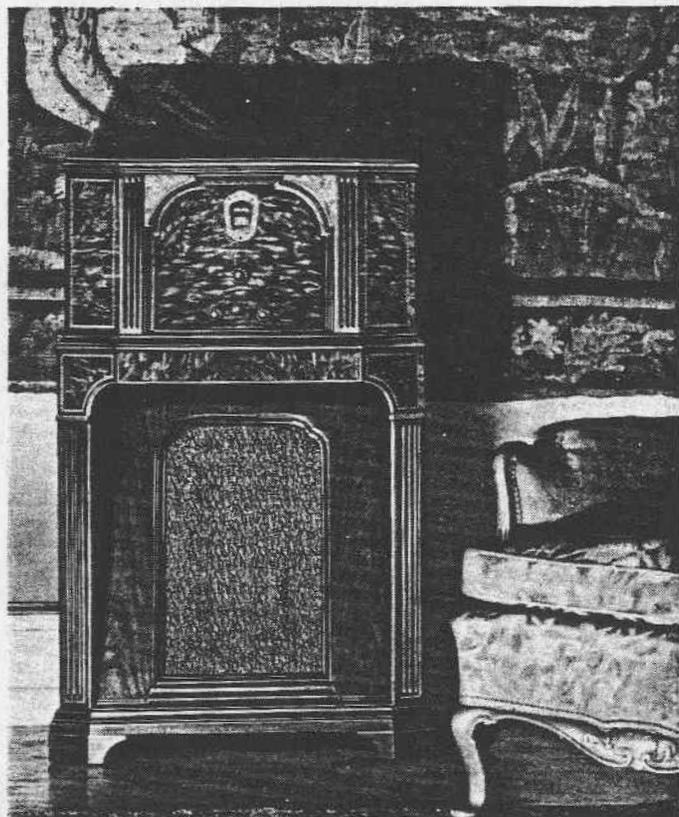
Retail price	\$ 150.00
*Cost to dealer	90.00
Dealer's profit	<u>\$60.00</u>

*Costs figured at standard 40 per cent discount.



Model 15X (Patented)

Unexcelled Quality Reasonably Priced*



Model 91X (Patented)

Model 91 X (Patented)

With PHILCO Inclined Sounding Board

There is no radio at anywhere near the price which approaches this set in beauty or in volume and purity of tone. Its quality and value are exceeded only by PHILCO Models 15X and 15DX. Twin Electro-dynamic Speakers, Shadow Tuning, Tuning Silencer, Automatic Volume Control, 4-point Tone Control, Nine Tubes, Four Pentodes, Balanced Superheterodyne, Push-pull Circuit, Illuminated Station Recording Dial, new PHILCO High-Efficiency Tubes. Beautiful Walnut cabinet forty and one-half inches high, varied with inlaid Butt Walnut with Myrtle Burl overlay in very pleasing design, hand rubbed. Eight-Tube Receiver for Direct Current, \$100. Eight-Tube Short Wave Combination, \$100.

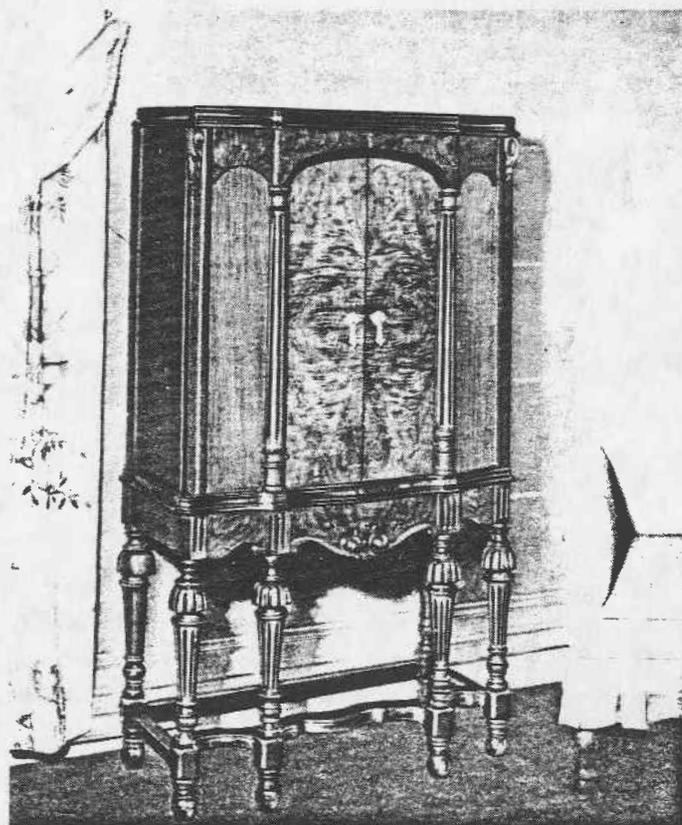
Retail price	\$ 100.00
Cost to dealer	60.00
Dealer's profit	<u>\$40.00</u>



Model 91 D, with Doors

Cabinet of unusual beauty, with six legs, in American Walnut, trimmed with figured Butt Walnut, forty-eight inches high, twenty-six inches wide, all hand rubbed. Twin Electro-dynamic Speakers, Shadow Tuning, Tuning Silencer, Automatic Volume Control, 4-point Tone Control, Balanced Superheterodyne, Illuminated Station Recording Dial, Push-pull Circuit, Nine new PHILCO High-Efficiency Tubes, Four Pentodes.

Retail price	\$ 99.50
Cost to dealer	59.70
Dealer's profit	<u>\$39.80</u>



Model 91D

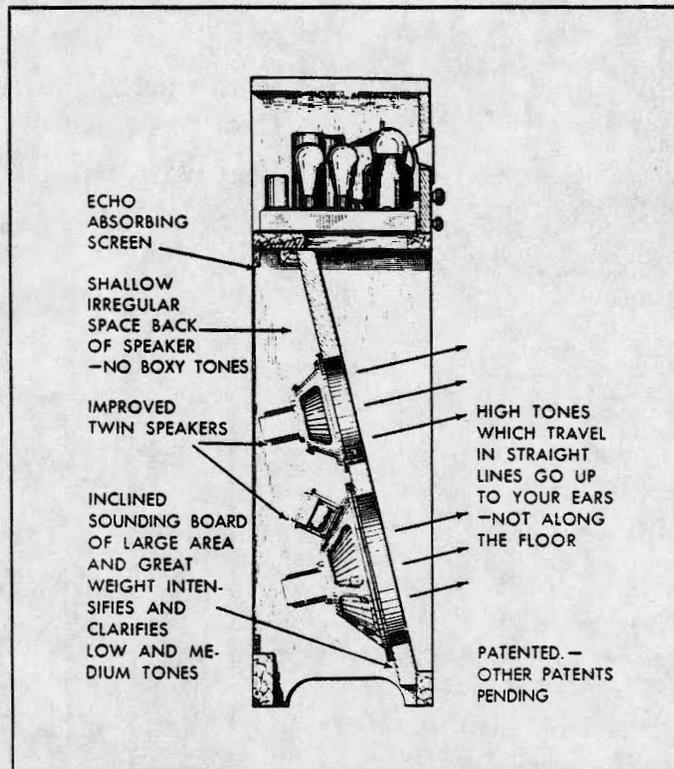
*All prices slightly higher Denver and West

The Only Radio Scientifically Designed as a Musical Instrument

IN the development of the now celebrated PHILCO X Models, the PHILCO laboratory has made a definite and valuable improvement in the reproduction of sound. This improvement is distinctly noted even by untrained ears. Not only is the general quality of tone more natural, more perfectly like the original broadcast, but the high notes and the low notes are retained with such completeness

The following are among the principal and most visible points of advantage:

1. The PHILCO Inclined Sounding Board throws all sound up into the field of the listener, making all high notes heard for the first time. A scientific fact.
2. Large area of Sounding Board insures full reproduction of low notes. A scientific fact.



that the full register of broadcast music is heard as never before on any radio. This is why we say "Turn your back, close your eyes, you cannot distinguish between the voice of PHILCO and the original."

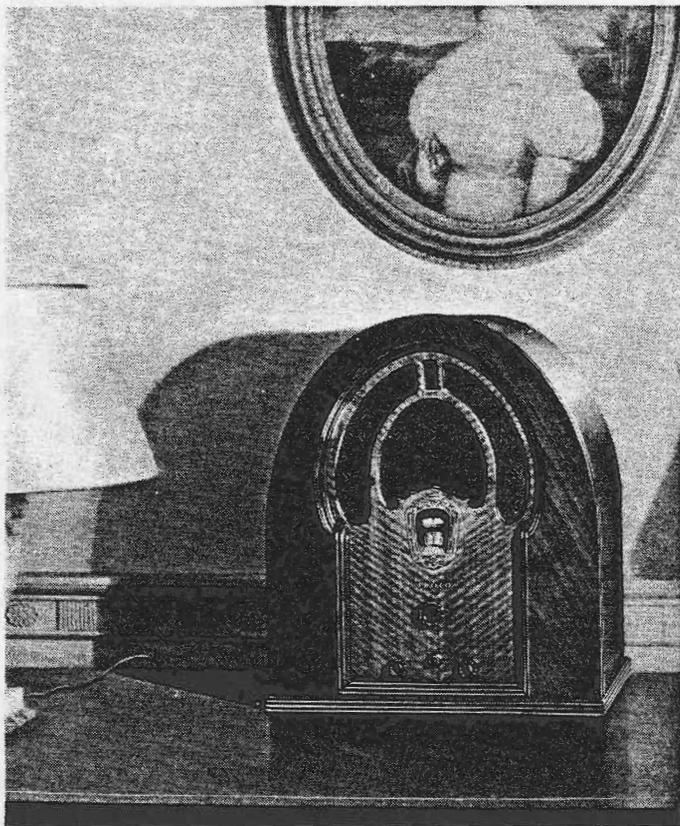
Many details of engineering have been worked out to contribute to the remarkable sound reproduction of this model, and no one thing is the determining factor.

3. Echo-Absorbing Screen at the back prevents echo and blur, the first radio to deliver sound only from front of speaker. A scientific fact.

4. Open Sounding Board, instead of sound chamber, affords clear, unboxed tone. A scientific fact.

For these and many other definite reasons, which any scientist trained in acoustics will confirm, we say and emphasize, "The only radio scientifically designed as a musical instrument."

Beautiful Styles to Suit Every Taste



Model 91B

Model 91 B

Greatest of all small radios, actually performs better than many large sets at much higher prices. Shadow Tuning, Tuning Silencer, Automatic Volume Control, 4-point Tone Control, Push-pull Circuit, Electro-dynamic Speaker, Illuminated Station Recording Dial, Balanced Superheterodyne, Nine new PHILCO High-Efficiency Tubes, including Four Pentodes, etc. Cabinet in Black Walnut with instrument panel in highly-figured Oriental wood, hand rubbed.

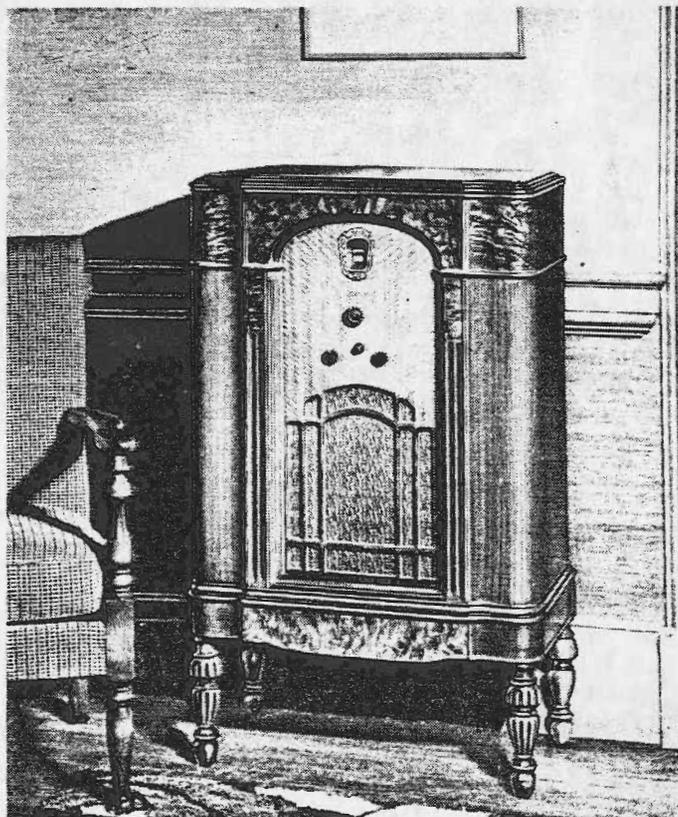
Retail price	\$ 68.50
Cost to dealer	41.10
Dealer's profit	<u>\$27.40</u>



Model 91 L

A distinguished looking radio, with exceptionally fine performance. Twin Electro-dynamic Speakers, Shadow Tuning, Tuning Silencer, Automatic Volume Control, 4-point Tone Control, Balanced Superheterodyne. Illuminated Station Recording Dial. Push-pull Circuit. Nine new PHILCO High-Efficiency Tubes, Four Pentodes. Lowboy Cabinet in a rich combination of fine woods: American Walnut, Pin-stripe Walnut, and highly figured Butt Walnut and Oriental wood, with curved Walnut panels, all hand rubbed. Thirty-nine and one-half inches high, twenty-five inches wide.

Retail price	\$ 89.50
Cost to dealer	53.70
Dealer's profit	<u>\$35.80</u>



Model 91L

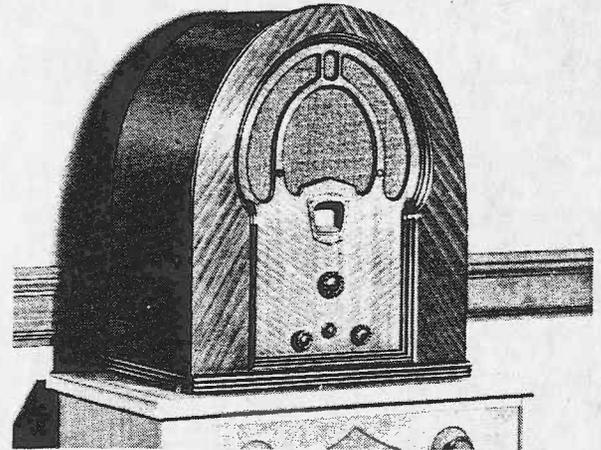
The World's Fastest Selling Radios— More Value for Less Money!

Model 71 B

SINCE their introduction, PHILCO Seven-Tube Models have been the fastest selling and most profitable volume line in radio. The new 1932-33 Baby Grand, with Automatic Volume Control, Tone Control, etc., will again out-perform and outsell many other sets costing twice as much.

The Cabinet in rich American Walnut, with instrument panel in highly figured Oriental wood, hand rubbed. Electro-dynamic Speaker, Tone Control, Automatic Volume Control, Illuminated Station Dial with Glowing Arrow Indicator, Seven new PHILCO High-Efficiency Tubes, Four Pentodes, and many other improvements not usually found in a set of this size. Remarkable volume and tone.

Retail price \$46.50
 Cost to dealer 27.90
Dealer's profit . . . \$18.60
 With seven tubes for
 Battery Operation . . . \$59.50



Model 71B



Model 71 L

Nothing can stop the popularity of so fine an instrument as this at so moderate a price. Lowboy cabinet in American Black Walnut with instrument panel in beautiful Walnut, hand rubbed. Automatic Volume Control, Tone Control, Electro-dynamic Speaker. Illuminated Station Recording Dial, Balanced Superheterodyne, Seven new PHILCO High-Efficiency Tubes, Four Pentodes. Height thirty-nine and one-half inches, width twenty-three and one-half inches.

Retail price . . . \$59.50
 Cost to dealer . . 35.70
Dealer's profit . \$23.80
 With 7 tubes for
 Battery Operation \$69.50



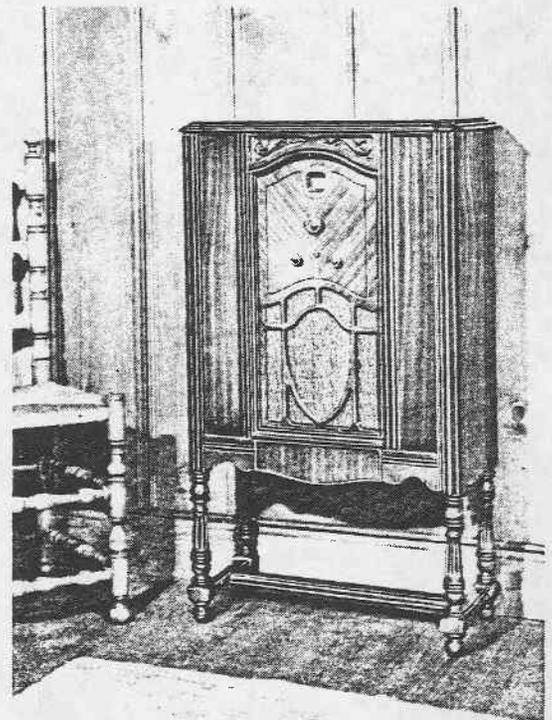
Model 71 Lazyboy



Model 71 Lazyboy

A distinctive radio in end-table cabinet designed by Norman Bel Geddes, done in American Walnut and Oriental wood, hand rubbed. Controlled by one double knob at top—tune from your chair without getting up. Good for any room, particularly the den, sun room or library. The easiest and laziest set in the world to use.

Retail price \$69.50
 Cost to dealer 41.70
Dealer's profit . . . \$27.80



Model 71L

PHILCO Again "Scoops" the Market

With these Two Sensational Furniture Models at Such Startling Prices!

Model 71 H

The cabinet is unusually beautiful in design, and in its combination of finest furniture woods. High-boy, with six legs, in American Black Walnut with pilaster panels in diagonal Oriental wood, and instrument panel in figured Butt Walnut, capped with a genuine Rosewood inlay. Twin Electro-dynamic Speakers, Automatic Volume Control, Tone Control, Illuminated Station Recording Dial, Balanced Super-heterodyne, Seven new PHILCO High-Efficiency Tubes, Four Pentodes. Height forty-two and one-half inches, width twenty-four and one-half inches. An absolute leader at this price!

Retail price	\$ 69.50
Cost to dealer	41.70
Dealer's profit	<u>\$27.80</u>



Model 71H

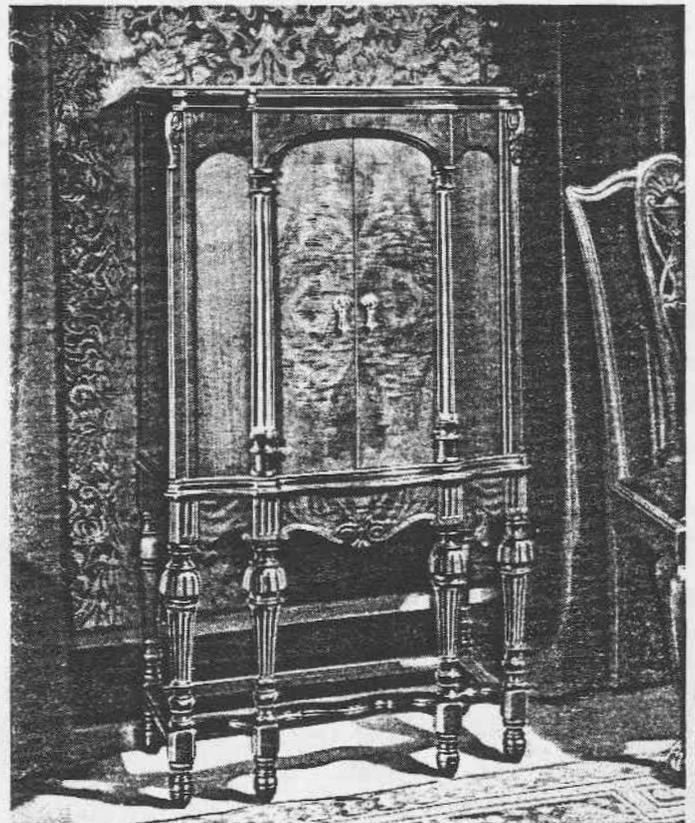
Model 71 D, With Doors

A truly splendid six-leg Highboy, with doors. Done in the finest manner. American Walnut, Pin-stripe Walnut and figured Butt Walnut, with doors, all hand rubbed. Twin Electro-dynamic Speakers, Automatic Volume Control, Tone Control, Illuminated Station Recording Dial, Seven new PHILCO High-Efficiency Tubes, Four Pentodes. A set fine enough for any surroundings, is easy to operate, and delivers surprising volume and clear, natural tone. Unheard-of value for the customer who wants a fine radio in a large, six-legged cabinet with doors at a price. The greatest furniture value in radio.

Retail price	\$ 79.95
Cost to dealer	47.97
Dealer's profit	<u>\$31.98</u>

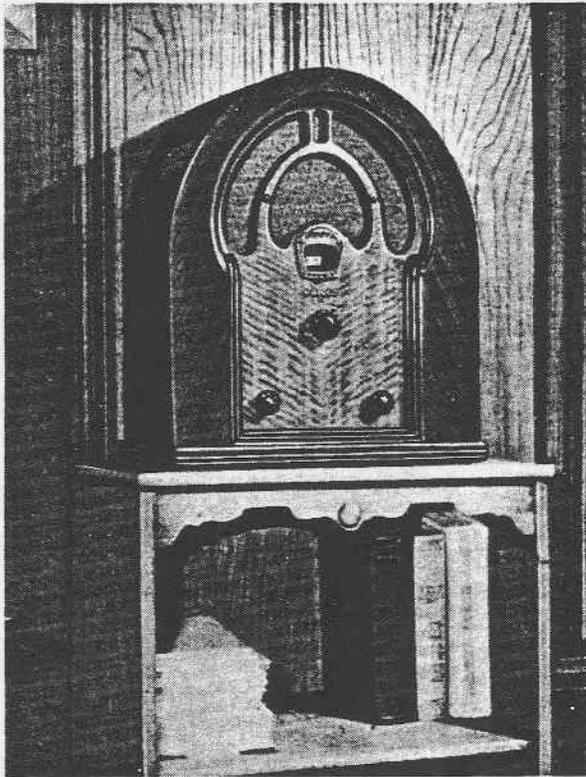
With seven tubes for Battery
Operation \$ 85.00

(Space for all batteries within cabinet)



Model 71D

Small in Size—But Very Efficient

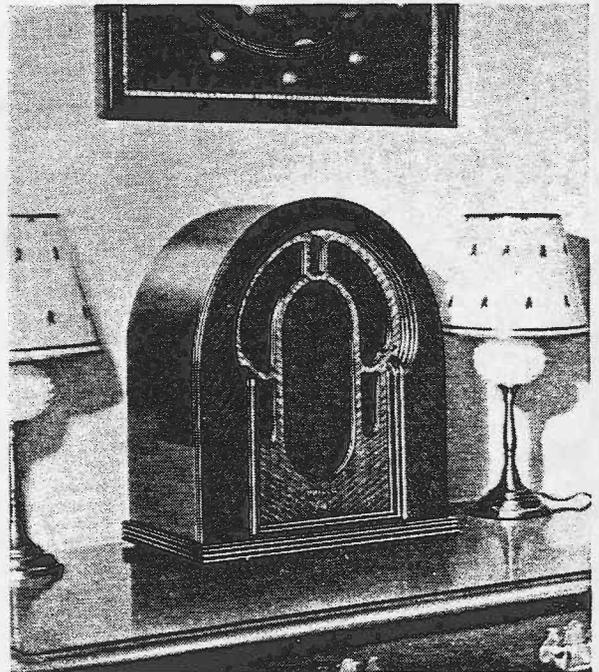


Model 52B

Model 52 B

This little set is a marvel. It surprises everyone with its full, clear tone and ample volume. It is superior in performance to sets costing far more, and is especially attractive as an extra set for an upstairs room. It is a Balanced Superheterodyne. Five Tubes with Pentode output, and Electro-dynamic Speaker. Beautiful cabinet in Black Walnut with instrument panel in highly figured Oriental wood, hand rubbed.

Retail price	\$ 36.50
Cost to dealer	21.90
Dealer's profit	<u>\$14.60</u>



Extension Speaker

NEW—Extension Speaker

For those who wish to extend their radio reception to more than one room from a single receiver this Dynamic Speaker is a fine accessory. Operates on the moving coil principle, giving clear and natural tone. Several of them may be attached to a single receiver. Cabinet in attractive combination of Walnut woods, hand rubbed, complete with twenty-foot extension cord. Additional twenty-foot cord with terminals, \$1.00.

Retail price	\$ 15.00
Cost to dealer	9.00
Dealer's profit	<u>\$6.00</u>

Most Homes Should Have More Than One PHILCO

With a hundred million dollars' worth of entertainment on the air, suited to the varying tastes and whims of every member of the family, most homes should have more than one PHILCO. These two sets are often used as extras in the boys' room, the girls' room or the maid's room.

Suggest this to your customers. Many live dealers are making sales of two PHILCOS, or at least one set and an extension speaker, at one time to the same family. It is particularly easy to sell the second set just at the time the first one is paid for, while the habit of paying installments is still fresh in mind.

Try for these extra sales and extra profits!

Everybody Wins When a PHILCO Dealer Trades Up

START at the top. It is easier to come down the ladder than to climb up. When you sell a PHILCO 15DX for \$250 you make a profit of a good, round \$100.

The splendid Model 15X gives you \$60 profit and is within the reach of many a customer of yours who might intend to buy a lower-priced radio but

may be induced to buy this real top quality instrument if you do your stuff.

Trade up and keep on trading up.

Every time you have a possible customer start at the top and let him see what the world's finest is like and on what reasonable terms he may

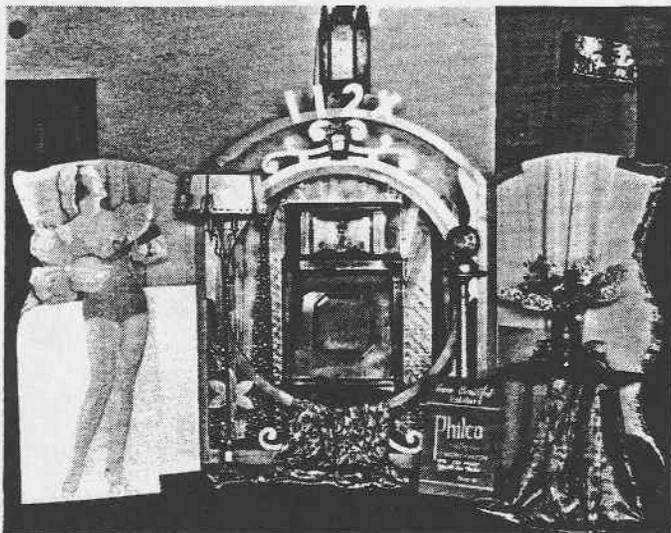
“See it—Hear it—Buy it—Enjoy it.”

Tune yourself in with the greatest merchandising campaign ever. The whole PHILCO program is geared to help you trade up. The marvelous Model 15X with a profit of \$60 per sale for the dealer is being featured in all the PHILCO advertising, to help you trade up.

In addition to the larger profits, there are special bonuses for the sale of the finer PHILCOS—the greatest inducements for you to make money in radio.

Line yourself up with this great campaign! Go after this bonus money! Give your wife a trip to Bermuda or a new wrist watch. PHILCO is making the largest investment ever made in radio and it is all yours to capitalize.

Everything is plus. Better sets, lower prices, larger profits and extra bonuses. Trade up and make some real money *this year*.



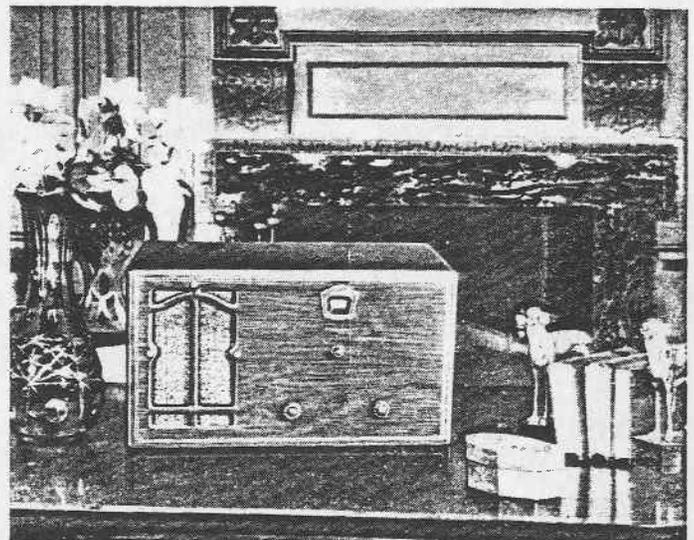
Philco Display in Home Beautiful Exhibit, Riverside, Calif.
Fox Theatre



Model 52C Compact

The most convenient radio yet designed. Goes on table, book shelf and many places where no other style of set would fit. Handy to carry from room to room. Excellent for students. Balanced Superheterodyne, Five Tubes with Pentode output, Electro-dynamic Speaker. Illuminated Station Recording Dial, etc. Cabinet in American Black Walnut with Walnut instrument panel, Satinwood inlay, hand rubbed. An ideal extra set.

Retail price	\$ 39.50
Cost to dealer	23.70
Dealer's profit	\$15.80



Model 52C Compact

No Finer Radio-Phonographs Than These!



Model 22L, Radio-Phonograph

Can be used with both Long
and Short Playing Records

Model 22L

Radio-Phonograph

A beautiful combination instrument at a reasonable price. Six-leg Highboy cabinet in American Black Walnut and Oriental wood, hand rubbed. Balanced Superheterodyne, Twin Electro-dynamic Speakers, Tone Control, Automatic Volume Control, Illuminated Station Recording Dial, Seven new PHILCO High-Efficiency Tubes, Four Pentodes. All-electric phonograph for long and short playing records. Automatic stop. Height forty-three inches, width twenty-five inches.

Retail price	\$ 129.50
Cost to dealer	77.70
Dealer's profit	<u>\$51.80</u>

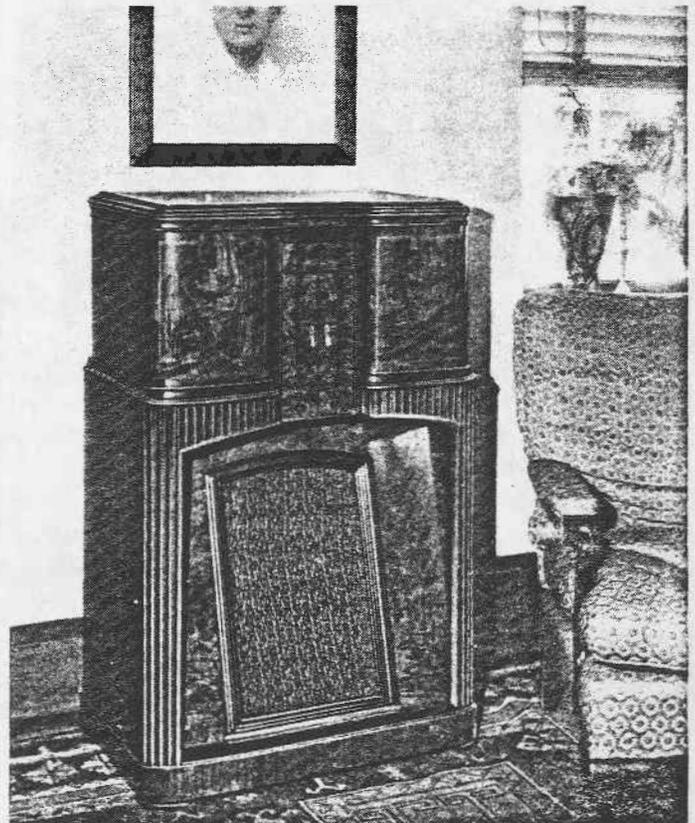
Model 23X

Radio-Phonograph

With PHILCO Inclined Sounding Board

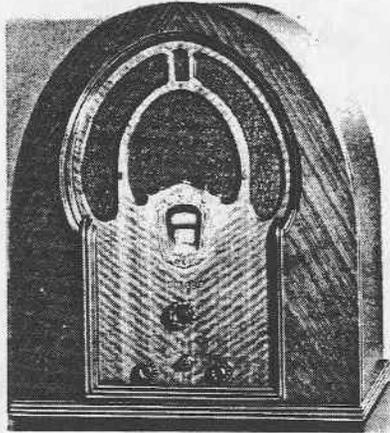
A marvelously beautiful set, giving the finest tone you ever heard from records. Very handsome cabinet in American Black Walnut, richly decorated with highly figured Butt Walnut, doors in perfectly matched Crotch Walnut of rare design, with gracefully curved Butt Walnut panels, hand rubbed. Radio is Balanced Superheterodyne. Twin Electro-dynamic Speakers. Shadow Tuning, Tuning Silencer. Automatic Volume Control. Illuminated Station Recording Dial, 4-point Tone Control. Nine new PHILCO High-Efficiency Tubes. Four Pentodes, Push-pull Circuit—every worthwhile improvement. Phonograph is all-electric, for both long and short playing records. Automatic Stop. Height forty-four and one-half inches, width twenty-seven and one-half inches.

Retail price	\$ 195.00
Cost to dealer	117.00
Dealer's profit	<u>\$78.00</u>



Model 23X, Radio-Phonograph

Most Satisfactory Short-Wave Combinations Ever Designed



Model 43B

Model 43 B

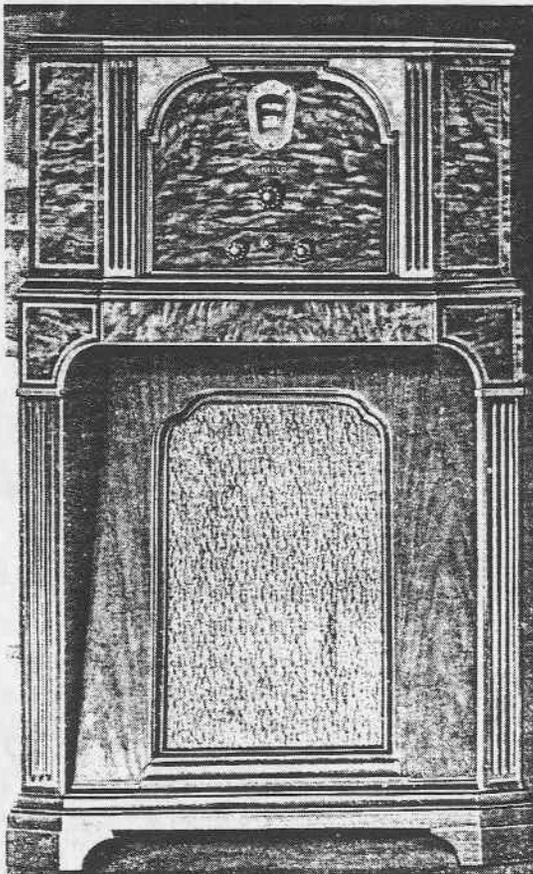
A marvel for compactness and efficiency. Automatic Volume Control, Balanced Superheterodyne, Electro-dynamic Speaker, 8 Tubes, 3 Pentodes. American Black Walnut with instrument panel in figured Oriental wood, hand rubbed.

Retail price . . . \$59.50
 Cost to dealer . . . 35.70
 Dealer's profit . . . \$23.80

Model 43 H

Highboy in American Black Walnut, pilaster panels in Oriental wood, instrument panel in figured Butt Walnut, genuine Rosewood inlay. Beautiful cabinet in the six-leg style, 42½ inches high, 24½ inches wide, hand rubbed. Twin Electro-dynamic Speakers, Automatic Volume Control, Tone Control, Illuminated Station Recording Dial, Balanced Superheterodyne, Eight new PHILCO High-Efficiency Tubes, Four Pentodes.

Retail price . \$79.50
 Cost to dealer, 47.70
 Dealer's profit \$31.80



Model 43X

Model 43 X

with PHILCO Inclined Sounding Board

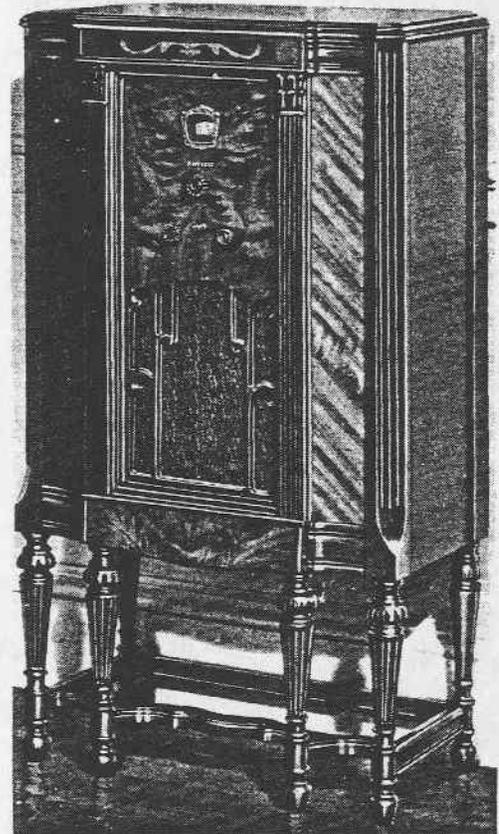
Without question the most efficient and most beautiful short-wave combination ever offered. Has all the electrical merits of Model 43H and the supreme tone qualities rendered only by the PHILCO Inclined Sounding Board and accompanying details of design. Never before has short-wave reception been given such a combination of advantages. Cabinet 40½ inches high, 26½ inches wide, is beautiful American Walnut with figured inlaid Butt Walnut and Maple Burl overlay.

Retail price . . . \$100.00
 Cost to dealer . . . 60.00
 Dealer's profit . . . \$40.00

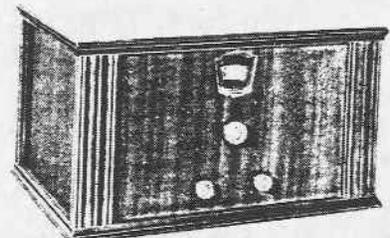
PHILCO Short-Wave Converter

For receiving of broadcasts from Europe, South America, police and amateur stations, this is the most satisfactory Converter ever designed. Attaches to any standard radio without alteration and is self-powered. Genuine Mahogany cabinet, hand rubbed.

Retail price . . . \$39.50
 Cost to dealer . . . 23.70
 Dealer's profit . . . \$15.80

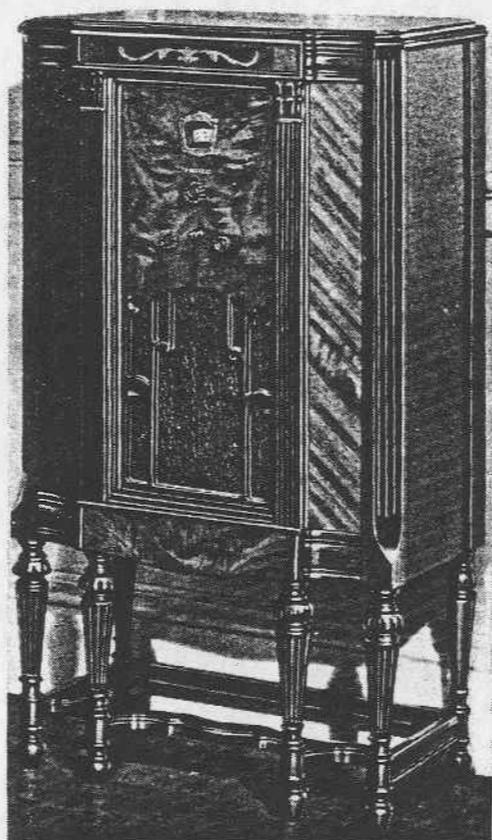


Model 43H



Short-Wave Converter

Four Distinctive PHILCOS for Use With Direct Current

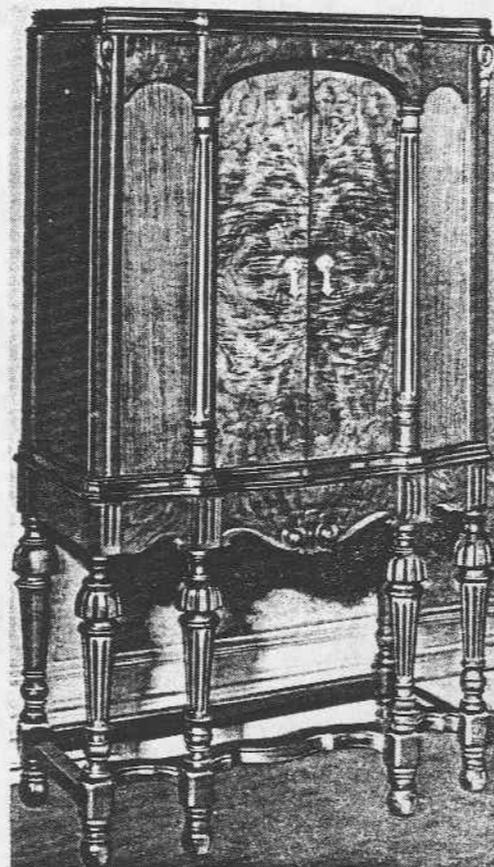


Model 47H

Model 47 H, for Direct Current

For locations where Direct Current is used, this splendid looking and wonderfully efficient set is available. Twin Electro-dynamic Speakers, Automatic Volume Control, Balanced Super-heterodyne, Tone Control, Illuminated Station Recording Dial, Eight new PHILCO High-Efficiency Tubes, Four Pentodes. Cabinet forty-two and one-half inches high, twenty-four and one-half inches wide, in Black Walnut with pilaster panels in Oriental wood and instrument panel in figured Butt Walnut, capped with a genuine Rosewood inlay, all hand rubbed.

Retail price	\$79.50
Cost to dealer	47.70
Dealer's profit	<u>\$31.80</u>



Model 47D

Model 47 D, for Direct Current

Beautiful Six-leg Highboy, with doors, in American Walnut trimmed with figured Butt Walnut, hand rubbed, forty-eight inches high, twenty-six inches wide. Has Twin Electro-dynamic Speakers, Automatic Volume Control and all improvements found in Model 47H above. This is an exceedingly fine set.

Retail price	\$89.50
Cost to dealer	53.70
Dealer's profit	<u>\$35.80</u>

Model 47B

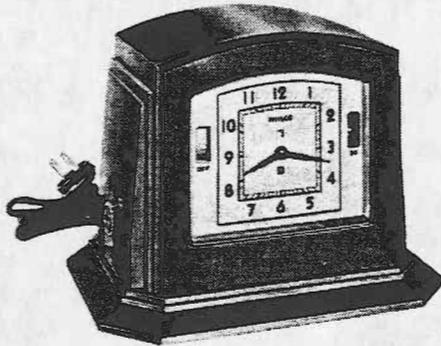
A wonderful and powerful receiver for Direct Current in cabinet similar to 91B shown on Page 7. Eight tubes, with marvelous tone due to new Pentode output, \$59.50.

Model 47X

Direct Current PHILCO with the inclined sound-board. Cabinet similar to Model 91X shown on Page 5. Eight tubes. The most marvelous Direct Current set ever designed. \$100.

Three Famous PHILCO Clocks

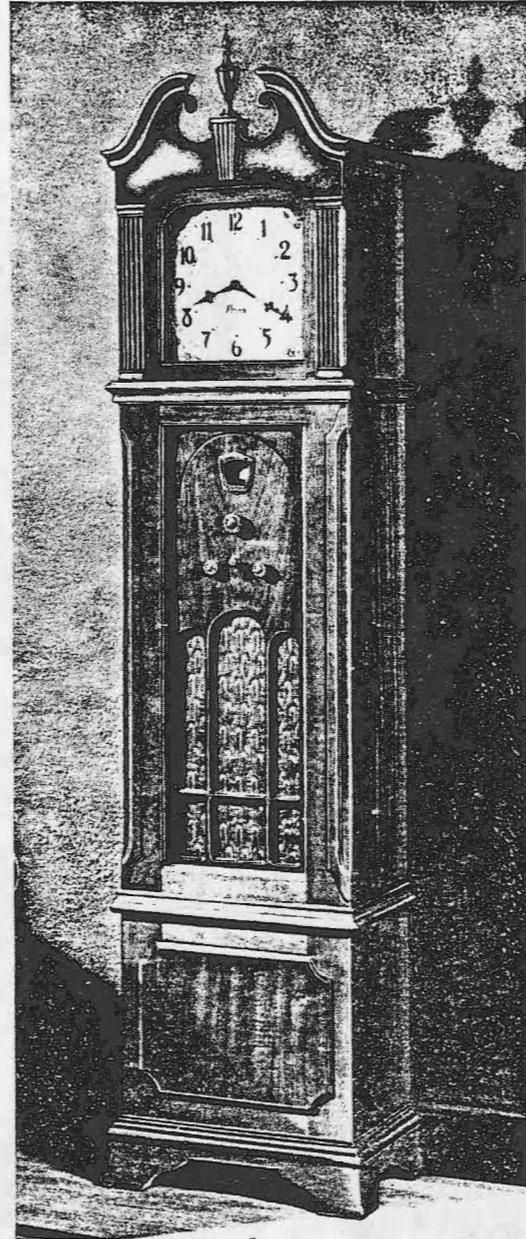
Model A Clock and Radio Regulator



A fine, synchronous motor movement, suited to 60-cycle A.C. current and giving perfect time. May be connected with any standard radio receiver and set to turn radio "on" and "off" at any time, day or night. Affords an agreeable substitute for the alarm clock, awakening you with music instead of a jarring alarm. Beautiful Mahogany Cabinet, hand rubbed.

Retail price	\$ 15.00
Cost to dealer	9.00
Dealer's profit	<u>\$6.00</u>

PHILCO Grandfather Clock

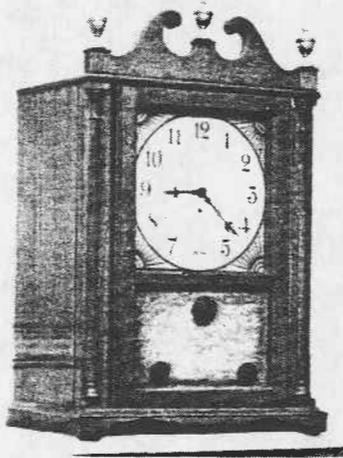


Authentic reproduction of fine old Grandfather Clock, six feet tall, in genuine brown Mahogany cabinet, hand rubbed. All-electric, synchronous motor, perfect time-keeper, with large, clear face. Balanced Superheterodyne Radio, Seven Tubes. Four Pentodes, Electro-dynamic Speaker. A beautiful set, giving double service.

Retail price	\$ 89.50
Cost to dealer	53.70
Dealer's profit	<u>\$35.80</u>

Colonial Clock

Faithful reproduction of famous Eli Terry Clock. All-electric synchronous motor, a perfect time-piece. Genuine Mahogany cabinet, with Bird's-eye Maple instrument panel, hand rubbed. Five-tube Balanced Superheterodyne. Electro-dynamic Speaker. A most attractive set for the mantel, bookcase, shelf, and for professional and business offices.



Retail price	\$ 60.00
Cost to dealer	36.00
Dealer's profit	<u>\$24.00</u>

TRANSITONE—

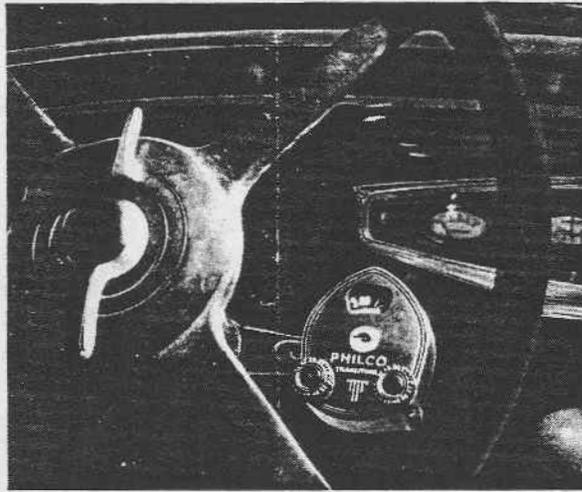
the Only Perfected and Universally Approved Radio for Motor Cars and Boats

THE year 1932 will reveal few, if any, cases of commercial progress as great and impressive as the development of Transitone.

Ride to music! That is the slogan for radio dealers this year. Already the manufacturers of motor cars have taken it up and most of the new cars are being delivered with aereals already installed. Here are some of them: Chrysler, De Soto, Dodge, Essex, Hudson, Nash, Pierce Arrow, Plymouth, Reo, Rockne and Studebaker. We say, "some of them" because others are being added constantly, and before this book is printed there will be additions.

Everyone who has ridden in a car equipped with a PHILCO Transitone and heard the marvelous tone of this wonderful, compact instrument wants one in his own car. Transitone is the most contagious thing in motoring since the introduction of the automobile itself.

Right here is an almost unbelievable field for your



sales efforts—of the twenty-six million cars now operating in this country only a few hundred thousand are now equipped. The remaining enormous market is yours. Go after it!

Here is one item which sells with phenomenal success by demonstration. You do not even have to be a clever salesman. PHILCO Transitone speaks for itself. Equip your own car with one and take your prospec-

tive customer for even a very short ride and the sale is made.

Transitone business is PLUS business. People do not buy a Transitone *instead* of a home radio, but *in addition* to a home radio. Its fascination is not for any class or any age of people, but for everybody. Being unbelievably compact, Transitone can be put into any car, large or small. And, because it is now being produced in large quantities at a surprisingly low price, it is within the reach of everybody.

AND—go after the half-million owners of motor boats.

PHILCO Transitone is designed in the great PHILCO laboratory, manufactured in the PHILCO plant and goes out to the waiting world with the same well-established reputation for high quality that accompanies every PHILCO Radio.

For the greatest extra business you could possibly enjoy and a lot of extra profit—sell PHILCO Transitone.



Nelson Auto Electric Service Co., Oak Park, Ill.

PHILCO Transitone, new and greatly improved, sells at the remarkably low price of \$49.95, including tubes. Cost of installation varies with different cars.

Every Radio Owner is a Customer for Tubes

THINK of tubes! Think of PHILCO Tubes—the highest quality tubes ever made! Tubes are as necessary in the operation of radio as tires are to automobiles. Their quality has infinitely more to do with the efficient operation of radio.

Every PHILCO is equipped at the factory with tubes designed by PHILCO to fit PHILCO circuits, affording a harmony of operation not otherwise possible.

PHILCO long ago established the practice of shipping radio sets from the factory complete with tubes in position. PHILCO Tubes were the first tubes sturdy enough to withstand such shipment.

PHILCO Tubes, like every other PHILCO product, are made under the most perfect system of stock and production control known to modern industry. Accordingly, there has never been a market flooded with obsolete, rejected, imperfect or over-produced PHILCO Tubes. It is the aim of PHILCO to have live, active dealers and support them heartily in a policy of quick turnover and generous profit, and avoid the common calam-

ity of stagnant stock. Whenever a customer comes into your store, and whenever you contact a customer by mail, telephone or otherwise, always remember to bring up the question of tubes. Ask if all sets are operating properly. Ask if tubes are in proper condition. If any trouble with any set is mentioned, request that tubes be brought in for testing.

You can pick up a very substantial plus business by keeping tubes constantly in your own mind and putting them in the minds of your customers. Possibly half your customers need one or more new tubes

right now but do not know it and will not buy new tubes until the set "goes bad" entirely—or until *you* mention tubes.

Speaking of extra profits, the case of fifty assorted PHILCO Tubes will yield you as much profit as a medium-sized radio. And it is *plus* profit, over and above the sales of radio sets.

PHILCO's liberal discounts on tubes make them a fine profitable line, and the high quality of PHILCO Tubes always makes friends.

Keep pushing PHILCO Tubes.

GOOD NEWS FOR PHILCO DEALERS

The new PHILCO High-Efficiency Tubes are more compact, more efficient and consume less current than any A.C. tubes ever before used.

PHILCO replacement tubes improve the performance of any set.

PHILCO Dry Cell Batteries Make Plus Profits for Dealers

DO not overlook the wide areas where homes are not wired. Battery-operated sets are growing in popular demand as people everywhere become more dependent upon radio. Automobile radio sets are fairly leaping into favor, and all require batteries.

PHILCO dealers have a natural trade for batteries and should serve this trade with the world's best—PHILCO Dry Cell Batteries. Under the most severe tests in the laboratory and in actual service these

new type batteries show greater and more uniform power and longer life. They are in every sense of the word a PHILCO quality product.

This is plus business for PHILCO dealers—with extra profits. If you have not featured and displayed PHILCO batteries you are overlooking an important opportunity. The more you specialize in PHILCO products the more you are putting your store in tune with the most successful merchandising program known in radio industry.



More Advertising Than Five Nearest Competitors Combined!

And Still Bigger This Year

PHILCO believes in telling the world. So, the PHILCO dealer, besides having the finest radios to sell, AND the most complete line, AND the fairest prices, AND no dumping of obsolete models, AND every worthwhile improvement in radio, also has the benefit of the largest and most powerful advertising campaign ever put behind any radio.

This year it is bigger than ever. Thirty million homes each month are receiving fine, attractive sales-producing messages about PHILCO. This advertising appears in the leading magazines, those which you yourself probably read and which are read by people with means to buy good radio sets.

This is YOUR advertising. It goes to the people in your city, right in your neighborhood. Its power and sales-making influence are intended for the local PHILCO dealer just as truly as if his name were in every advertisement.

To get the full advantage of this greatest of all advertising campaigns MAKE it yours. Talk about it. Put the ads in your window and on your window. Display them in your store. Have your salesmen show them and talk about them with customers. Write letters to your good prospects, drawing attention to the advertising. Call them on the phone. Use any and all methods which your ingenuity can invent to let your entire community know that your store is local headquarters for the wonderful PHILCOS which are being advertised.

PHILCO expects shortly to announce the greatest broadcasting program of all time for radio dealers. Watch the PHILCO NEWS—the magazines—the newspapers—for this announcement.

Concentrate on the sale of PHILCOS in your store. You will sell more radios, make more profit and have better satisfied customers, according to the degree in which you make the great PHILCO advertising and the PHILCO quality line your chief business.



Radio's Greatest Newspaper Campaign « «

PHILCO dealers have far more and better newspaper advertising than any other radio dealers, because they enjoy the most practical, co-operative plan ever developed for the promotion of any merchandise.

Newspaper advertising forms a vital part of the PHILCO merchandising program. In this, as in magazines, broadcasting and other forms of advertising, PHILCO is so far ahead of the field that there is scarcely a chance for comparison. Every step in the PHILCO program is important. Most important of all is the fact that, in its completeness, the PHILCO program spells outstanding leadership.

An important part of this program is the appointment of a local advertising agency to serve you. To help you spend wisely. To save wisely. To look after details. To cut corners. To save time. Use the services of your local advertising agency and thereby tie-in your local advertising with the great force of PHILCO's tremendous national advertising.

This plan is not theory. It works. We know from actual records from thousands of dealers all over the country that one of the most important features in the outstanding success of PHILCO sales is the co-operation between the local and national advertising plans.

By this plan you have the best retail copy written by experienced radio advertising men located right in your own territory, who know the retail merchandising problems in your community. You are enabled to have certain types of advertising which would otherwise be impossible for you. You are relieved of handling much detail. You keep your advertising investment in proportion to your sales. You get a fair deal whether a large dealer or small, and your advertising investment is always on a sound basis.

You are part of the greatest and most successful merchandising campaign ever put behind any radio. For several years there has been far more newspaper advertising for PHILCO than for any other radio.

The very great dominance of Philco advertising helps to make business for your store.

And remember, because of this great co-ordinated program you get more advertising, better advertising and at much less cost than you could possibly have by any other means.

Make your store the best known in town. Concentrate on PHILCO.

Make your store PHILCO headquarters.



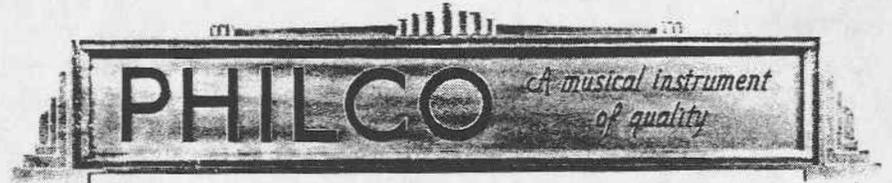
More Newspapers carried more Philco Dealer Advertising last year than any other Radio advertising—
Use your local Newspaper—it will bring you sales.

Get the PHILCO Advertising Kit It Will Help You Sell PHILCOS

THIS fine, complete Dealer Kit actually costs over \$30 in quantities, yet it is supplied to PHILCO dealers for **only \$15**—less than half its actual cost. It is the biggest and best selected set of sales helps ever used in the radio trade. Every piece is a sales maker. This Kit will make money for PHILCO dealers. Order from your PHILCO distributor.

Footlight

A rich, handsome, combined foot-light and sign, of heavy metal and with a beautiful sand-blasted glass face—a permanent feature suitable for the finest store windows.



Two Truck Banners

Brilliantly colored muslin banners for display on your trucks or front of your store.

Neon Window Sign



Beautiful, brilliant, genuine Neon electric sign, will make the best window look still better. Very attractive, catches the eye at great distance and is equally pleasing close up. This classy sign may be used in the window or inside the store. It is a real sales maker, and tells the world that your store is PHILCO headquarters. This sign alone is worth the price of the Kit.



Two Window Streamers

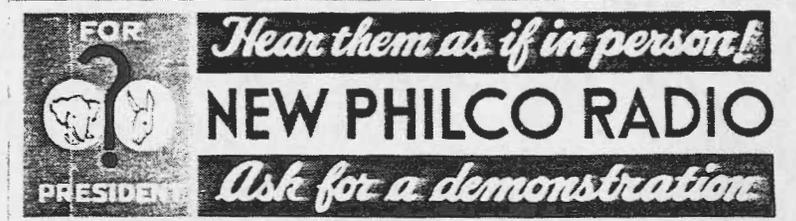


Let the people know you are PHILCO headquarters. Two fine, attractive, colorful window streamers, five feet wide.

Window Decalcomania



Black and gold permanent window sign, a real quality identification for PHILCO dealers.



• PHILCO • • • A Musical Instrument of Quality •

Speed Your Sales and Promote Good-Will

Every item in the Kit is a silent salesman. Put them to work. Get ALL the customers into your store.



Window Trim

This striking window trim, five pieces lithographed in full colors, will attract people to your windows, and help you get them inside to buy PHILCOS. And remember, additional trims will be sent you through the fall and winter months at no charge, as a feature of the Kit.

Demonstration Record

One of the best salesmen PHILCO ever had. A good sales story, with actual demonstrations of the superiority of PHILCO features, that can be heard and appreciated.



Folders

Folders for consumers, better looking than ever. Kit includes generous quantity—additional quantities, with space for dealer's imprint, available at cost, \$3 per thousand.



Five Price Stands

Bronzoid Price Stands—the most attractive price card holders ever used in radio. Complete with full set of price cards, which you may insert according to the models you wish to feature.



Order Your Kit NOW

from your PHILCO distributor. It is the best sales promotion material ever devised. It will sell PHILCOS for you. Order today.

24-Sheet Posters

A regular monthly service of fine 24-sheet posters is available to all PHILCO dealers. Posters are furnished free with dealer's imprint. Order through your distributor.

A musical instrument of quality



PHILCO
RADIO

\$36.50 to \$295

PHILCO RADIO SHOP MAIN ST.

PHILCO Book of Facts

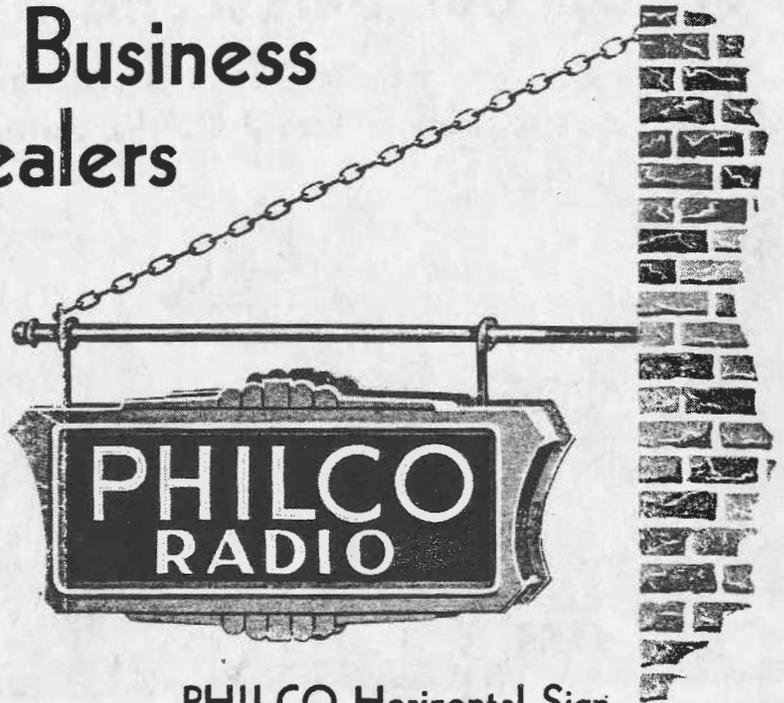
PHILCO Book of Facts, the most complete story of the real, scientific merits of PHILCO ever published. 32 pages, just crammed full of facts. Every dealer and every dealer's salesman should study this great book. It should be placed in the hands of every prospective customer. This book is supplied at \$3 per hundred.

PHILCO Book of Facts



Signs that Mean Business for PHILCO Dealers

THESE fine PHILCO electric signs are business-getters. They really make money for PHILCO dealers. Made of finest materials, high class in finish and appearance. Equally good for day or night. Durable and weather-proof - will last for years.



PHILCO Horizontal Sign

Size, 4 feet 3 inches long, 2 feet 2 inches high. Neon border, double faced. Suspended from supporting arm as shown. For use with A. C. current. Immediate delivery.

Price to PHILCO Dealers, Only \$60



PHILCO Vertical Sign

Double faced for outdoor display, Neon border, long distance vision, size 5 feet 8 inches high by 2 feet 6 inches wide, for use with A. C. current. Immediate delivery.

Price to PHILCO Dealers, Only \$60



PHILCO Illuminated Canopy Sign

Double faced, illuminated by ordinary A.C. electric bulbs connected under canopy. A pleasing, attractive sign at a very low price. Made of porcelain enamel and guaranteed for ten years. Yellow letters on field of blue. Dealer's name included, as per illustration. 85 cents extra.

Price of Sign, Only \$9.75

PHILCO Porcelain Enamel Sign

Is the same as above sign without the canopy and electric lights. Dealer's name included at 85 cents extra.

Price of Sign, Only \$3.25

PHILCO Dealer Helps and Advertising Specialties

Help speed sales and promote good-will by using these PHILCO novelties imprinted with your own name and address.

We suggest any of the following as a means of featuring you and your store.

- | | | |
|----------------|------------------|----------------------|
| Balloons | Cigarette Cases | Bob White Whistles |
| Business Cards | Golf Tee Matches | Bridge Score Pads |
| Bullet Pencils | Overseas Caps | Dust and |
| Envelopes | Pencils | Polishing Cloth |
| Fans | Philco Photos | Kitchen Reminders |
| Golf Tees | Phone Indexes | Lantern Slides, Sets |
| Handy Aprons | Price Tags | Leather Key Guards |
| Hot Pads | Radio Logs | Radio Tube Matches |
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