

## ALL-ELECTRIC—ENTIRELY DRY

No batteries whatever; no water, acids or liquids of any kind. Just plug it into the light socket.

## NO AERIAL NECESSARY

Philco is movable. Gives perfect reception of local and many distant stations *without an aerial*. Special portable ground is provided. And either an indoor or outdoor aerial will give you distance and selectivity that is truly remarkable.

## RANGE CONTROL

An exclusive Philco feature which separates overlapping stations and confines each to its exact tuning point. Cuts out interference—important in large cities. It gives smooth, uniform control of volume without “detuning”—“detuning” spoils tone quality. And it acts most efficiently as a distance getter.

## DAYLIGHT RECEPTION

The Philco is an all-family set. Its great power enables it to bring in distant stations in the daytime. You will be surprised how many interesting daytime programs your Philco will enable you to enjoy.

## PHONOGRAPH CONNECTION

A socket on the dial plate into which an electric pick-up may be inserted for reproducing phonograph records through Philco's amplifying power tubes and Speaker. Will give your phonograph records amazing depth and fullness of tone.

## NO BOTHERSOME AC HUM

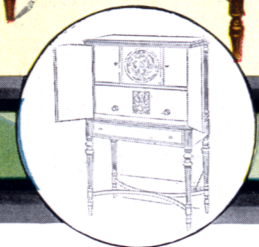
AC hum in the Philco is hardly noticeable, even when the broadcasting station is silent.

## ONE ILLUMINATED DIAL

Tuning is easy and visible on the Philco. Marvelous selectivity, sharp, positive tuning—all with this control.

## FOUR CONDENSERS

Yes, the Philco has the proper number of condensers for distance and selectivity. Four condensers mean full power with only six tubes. Fewer tubes mean better, clearer tone besides less initial cost and replacement expense. Moreover, the tubes used by Philco are of the longer lived, less expensive types.



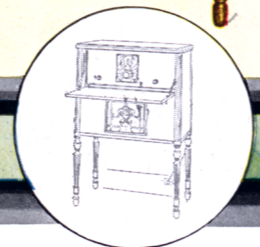
### THE HIGHBOY

A masterpiece of cabinet design by Albert Carl Mowitz, an international authority in the furniture arts. A modern conception of the Louis XVI period style. Handsomely matched walnut panels, fluted legs and pillars, swinging doors. The Cabinet is constructed with painstaking care according to the most rigid standards of furniture craftsmanship.

This model contains the radio receiver, power supply, built-in aerial, portable ground and the Console Grand Speaker. A roomy drawer with sliding arm-rest forms the lower part of the Cabinet.

Price, without tubes, \$275

NOTE: For 25 and 40-cycle sets add \$10 to any model. Prices slightly higher Denver and West.



### THE LOWBOY

Another Louis XVI design by Albert Carl Mowitz for those who prefer a low cabinet. Has handsomely matched walnut panels. The drop door, when open, forms a convenient arm-rest for tuning. Fluted legs and pillars. Very highest grade cabinet construction throughout. This model includes the radio receiver, power supply, built-in aerial, portable ground and the Console Grand Speaker.

Price, without tubes, \$200

## Free Trial

Yes, we will gladly send the Philco to your home on *free trial*. No installation necessary—not even an aerial. Just plug it into a light socket, and then—

Judge for yourself. See what “Neutrodyne-Plus” means to you, in your home, under your own local conditions. Test it for tone, selectivity and distance. Compare it side by side with *any* other radio. Then decide. If the Philco fails in any way to prove its outstanding superiority, we'll take it back and the trial will not cost you a penny.

## Easy Payments

If satisfied, a most liberal plan of easy payments. A small payment down—balance in small monthly payments. You'll scarcely feel the expense as you enjoy the thrill of Neutrodyne-Plus performance. Don't wait to pay cash. Get the Philco now—and pay out of income!

## Trade In Your Old Radio

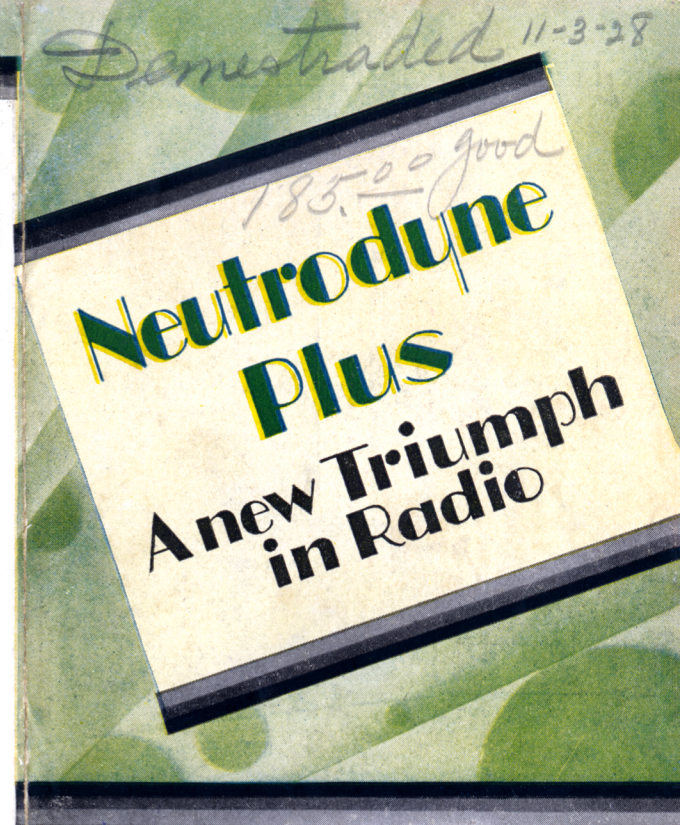
Yes, we'll take your old, out-of-date radio in trade on the Philco! Ask about our exceedingly liberal trade-in offer—no obligation.

THIRD & LAFAYETTE STS. GARAGE, INC.

\$ 185.00  
Complete

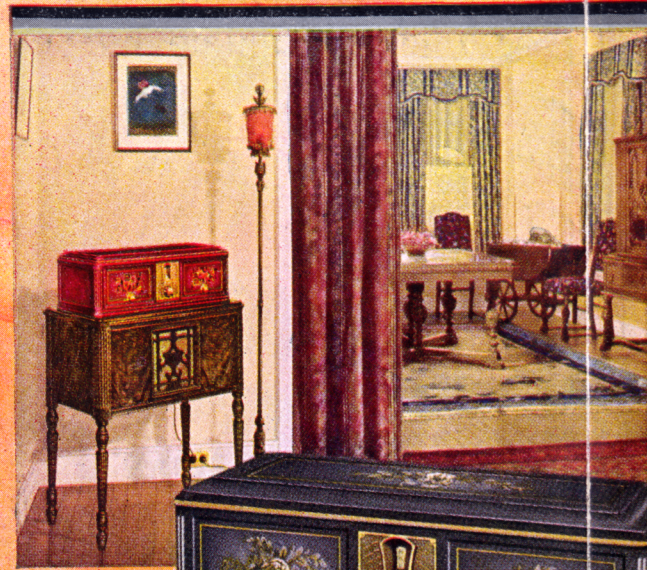
Printed in U. S. A.

Form No. 927-B



**PHILCO**  
REG. U.S. PAT. OFF.  
*Electric*  
"neutrodyne-plus" **RADIO**

PHILADELPHIA



Mandarin Red



Impressionistic



Nile Green



Spanish Brown

Labrador Gray

## COLOR - Vivid Color!

Each day sees the modern home yielding more and more to the spell of stimulating color in all the furnishings of living room, bedroom and kitchen. As a timely response to this color trend of the day, the Philco has been placed in Cabinets of color. These Cabinets are offered in a variety of hand-decorated, two-tone effects, each model captivating in beauty and charm.

Price without tubes, Spanish Brown, \$115

The dignified, classic outlines of these Cabinets were created by Hollingsworth Pearce, a leading authority on cabinet design. The color effects were created by Mlle. Messaros and are applied *by hand* under her personal direction. Each Cabinet stands forth as a highly artistic ornament on its own account, exquisite in its classic line, softly modulated in color.

Price without tubes, Hand-Decorated, \$125

NOTE: For 25 and 40-cycle sets add \$10 to any model. Prices slightly higher Denver and West.

## Neutrodyne-Plus

Absolute purity of tone. No howls, squeals or oscillations. That's Neutrodyne!

To this Neutrodyne tone quality Philco engineers have added a PLUS! For the first time, *super-power* without sacrificing tone quality. Perfect fidelity of tone, *plus* vast distance range and extraordinary selectivity—a combination new to radio. "Neutrodyne-Plus."

**Distance and Volume**—Thanks to Philco's super-power, you can now get and fully enjoy out-of-town programs. You will get many low-power stations that you never knew existed—stations which the average set is not powerful enough to pick up.

**Amazing Selectivity**—Marvelously sharp tuning! Only a hair's-breadth turn many times tunes out one station completely and brings another booming in. One-dial control; no blind "groping" for stations. So simple to tune, a child can do it! Philco will give you a new experience in selectivity and distance.

**Flawless Tone**—Yes, flawless RE-production. In orchestra selections you hear the complete ensemble, not a mere skeleton of leading instruments. Drums, viola and other accompaniments—not one is lost. In song or speech, all the finer shadings and inflections, high notes or low, come to you with life-like fidelity. Close your eyes as you listen; you're hearing more than a radio performance—an actual RE-production just as rendered before the microphone.

Philco Cabinets bear the Philco Protective Seal. Look for it. It is your assurance of full Neutrodyne-Plus performance.



Labrador Gray

Nile Green

Spanish Brown

Mandarin Red

### IN COLORS

Yes, the Philco Speaker also in colors to match Philco colored Cabinets; also to harmonize with any plan of interior decoration.

## THE PHILCO SPEAKER

To obtain fine tone quality the Speaker must also be able to reproduce the whole musical range from deep bass to high soprano. Otherwise, high notes or low notes, or both, delivered by the set to the Speaker, will be choked off in the Speaker and reception will be thin. THE PHILCO SPEAKER DOES REPRODUCE THE WHOLE MUSICAL RANGE. It is a fit companion to Neutrodyne-Plus. This combination produces a depth, a range and a naturalness of tone which is new to radio. The Speaker is only 9 inches in diameter, but still delivers greater volume than the bulky speakers of the past. Positively improves reception on any radio.

Price, in Spanish Brown, \$25  
Price, in Hand-Decorated Colors, \$27.50

## CONSOLE GRAND SPEAKER

The very ultimate in speaker reproduction is attained in the Philco Console Grand Speaker Table. The specially designed tone chamber, which contains the Speaker, gives amazing emphasis to the life-like quality of tone. A volume, a depth, a resonance which can be compared to nothing less than the actual performance before the microphone. Made of selected walnut-panels, with precise care and handsome finish. Fluted legs and pillars. A beautiful piece of furniture to support any table model radio—and at a remarkably low price.

Price, \$50

Prices slightly higher Denver and West \$185.00 Complete