

Here's the News!

PHILCO'S NEW

Radio Development!

a Marvelous New Screen Grid Chassis

in a Rich, Artistic, New Console Cabinet

No. 76 and Retailing for

Only **\$112** less tubes

With Genuine Electro-Dynamic Speaker

Think of what this means to the radio dealer! In volume, in profits and in customer satisfaction. A new and most remarkable Screen Grid Radio—giving a quality of performance in tone, power, distance and selectivity excelled only by Philco's super set—the Screen Grid PLUS.

Yes, here is a radio receiver—this Philco 76—with such powers of performance that it will amaze you regardless of your radio experience. And it actually retails in a rich, new, handsome, Console Cabinet for only \$112.

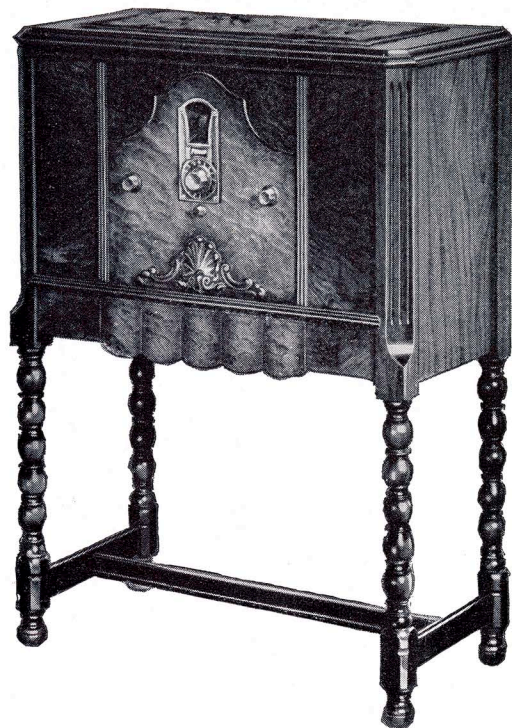
Here Are the Big Selling Points of This New 76 Model

1. Seven-tube chassis of new design to bring out *all* the supreme advantages of the Screen Grid tube.
2. Three (3) Screen Grid tubes and one of the Screen Grid tubes is used as a detector tube, which almost doubles amplification. Four condensers, tuning four circuits, in the famous Philco pressed steel armored construction that achieves extreme selectivity—hair-line tuning to cut through and separate strong local stations. Two 245 power tubes push-pull.
3. Enormous, astonishing power—power that brings in a host of far-away stations. Just the thing for isolated communities.
4. And the volume—simply tremendous. More than will ever be used in any home. Furthermore, without distortion.
5. This new Philco makes daylight reception available for the first time in difficult localities, and greatly increases the selection of evening programs everywhere.
6. And tone—only when you hear it will you fully appreciate the clear, rich, undistorted tone of this new Philco. Only through Philco's exclusive *Balanced-Unit* construction is such tone possible.

Turn to the following pages

Get the full story of ALL Philco Models

Prices slightly higher, Rocky Mountains and West



**This is the New Screen Grid
Model 76—\$112 less tubes**

A Wonderful Addition to the Great Philco Line

The new 76 model is shown above housed in a superbly beautiful Console Cabinet of genuine Butt Walnut and Bird's-eye Maple, beautifully grained and exquisitely finished by expert cabinet makers.

This Console is one of the most handsome and desirable cabinets ever turned out—a production from the studios of America's leading furniture designers. Its compact size makes it especially attractive for the modern living room, and its beautiful lines make it a distinct drawing card in the store. This Console model is equipped with the standard Philco genuine Electro-Dynamic Speaker.

A complete line which meets that ever-growing demand for amazing performance, and at a price.

A strong, fresh, stable line with nothing obsolete.

A Complete Line Ever Growing Demand And at

A Strong, Fresh, Stable Line With Nothing Obsolete!

Today the buying public wants the best in radio performance—the purest, clearest quality of tone, enormous far-reaching power and sharp selectivity. The radio today that satisfies and stays sold must be radio of first quality, of dependable, flawless performance. And finally, the public wants that quality of radio at a most reasonable and attractive price.

Philco realized this trend more than a year ago. And that is why 1929 was decidedly a Philco year. *That is why 1930 will also be a Philco year.* Philco dealers will receive merchandise always fresh and up to date—quality radio priced properly to begin with and with those prices maintained. Deliveries will be prompt. Merchandise when you want it. No over-production. No over-stocking, and with nothing suddenly becoming obsolete.

Protect Your Radio Future

No doubt you have been watching the trend in the radio business—the rapidly growing value of the Philco franchise. You can easily see that the day is not far distant when Philco dealer franchises will be scarce and hard to get. The tendency today is for the dealer to concentrate on one line of radio—to *identify himself firmly with the manufacturer having the greatest and surest future.* Concentration gives the dealer maximum discounts, protects him against obsolete merchandise, greatly increases his turnover and his profits. It makes his own future position in the industry sound and secure.

Philco, realizing these facts, is giving the Philco dealer an opportunity to concentrate by offering him a complete line of radio to suit every taste and pocketbook, *and at most liberal discounts.*

Summing Up the Philco Policy

Philco is determined always to build radio receivers that not merely equal but that absolutely outperform all competition regardless of price. Philco radio is built to high quality standards, and not down to a pre-determined price. Whether or not you are a Philco dealer, you will acknowledge that Philco Balanced-Unit Radio has the reputation everywhere for fine performance.

Finally, our policy is always to price Philco Radio at figures not only fair and just, but exceedingly attractive, and then to give all Philco dealers proper protection and co-operation.

Safe, Sane Furniture Plan

Philco will continue its highly successful furniture policy. *Philco radio will be sold only in Philco cabinets.* This policy enables the public to identify Philco when they see it, and places all Philco dealers upon an equal basis. No need for the Philco dealer to stock up with a variety of furniture cabinets some of which may become a dead loss.

Turn to the Next Page



\$ 112⁰⁰
less tubes

This charming Console Cabinet contains the splendid, new 76 Screen Grid Chassis and retails for \$112 without tubes.

As we told you on the first page of this announcement, no screen grid value like it has ever been offered before. Its splendid design makes possible the use of a screen grid tube as a detector. This alone doubles amplification and provides a super-abundance of power. Another feature is the double-tuned input circuit, which completely eliminates cross-talk and reduces static and other interference noises.

The famous Neutrodyne-Plus eight-tube chassis with built-in aerial is also available in this new Console cabinet at only \$112 less tubes.

PHILCO
Balanced-Unit
RADIO

Prices slightly higher, Rocky Mountains and West

Which Meets that for Amazing Performance A Price!

For 1930—Three Great Chassis Marvelous Radio Values!

Yes, for 1930 we offer three remarkable Philco radios—values that will set new standards in the industry. Two amazing new Screen Grid Radios, in addition to the famous Neutrodyne-Plus 8-tube chassis.

The New Screen Grid Plus—No. 95

A nine-tube Screen Grid Plus set with built-in aerial and Automatic Volume Control; clear, flawless tone and the very maximum of power. A radio for people whose needs are unusual, or the many "fans" who want super-performance.

The enormous power of this set brings in distant stations even in daytime, and the Automatic Volume Control counteracts fading and holds the volume of these distant stations almost constant. This Automatic Volume Control is indispensable to radio owners at a distance from strong broadcasting. The double-tuned input circuit sharpens selectivity amazingly and reduces static and other interference noise.

New 7-Tube Screen Grid—No. 76

Described on the preceding pages. And certain to be acclaimed by the buying public as the greatest radio ever offered at anywhere near the price. We want you to examine this remarkable new 76 Screen Grid chassis at your earliest opportunity.

Popular Neutrodyne-Plus—No. 87

For people who want a powerful but moderately priced receiver with built-in aerial, this famous 8-tube set is continued. And in addition it is offered in the smaller Console Cabinet at a most attractive price.



Distinguished Highboy cabinet, latest style half doors, beautiful butt walnut side panels, and matched Oriental walnut on doors. Inside panel of bird's eye maple and handsome tapestry.

Screen Grid—New Model 76 . . . \$139.50
Neutrodyne-Plus—Model 87 . . . 149.50
Screen Grid Plus—New Model 95 . . . 169.50



Handsome, luxurious Highboy DeLuxe cabinet, sliding doors on metal runners. Elegantly finished in burl walnut, framed and overlaid with costly imported woods. Tapestry instead of ordinary speaker grill.

Screen Grid—New Model 76 . . . \$195.00
Neutrodyne-Plus—Model 87 . . . 205.00
Screen Grid Plus—New Model 95 . . . 225.00

**New
Screen Grid
LOWBOY
No. 76**

\$ 119 ⁵⁰
less tubes

Here is the very popular Philco Lowboy containing the new 76 Screen Grid Chassis and retailing for only \$119.50 less tubes. This attractive Lowboy is made of genuine American walnut with artistic panels of Oriental wood and bird's-eye maple. It is equipped with genuine Philco Electro-Dynamic Speaker and Acoustic Equalizers.

**With Screen Grid Plus—Model 95
\$149.50**

**With Neutrodyne-Plus—Model 87
\$129.50**

PHILCO
**Balanced-Unit
RADIO**

Full Advertising Story

Prices slightly higher, Rocky Mountains and West

Beginning At Once!

Nation-Wide Advertising

Read This Great Advertising Program

1. Full pages and double spreads in the great magazines reaching millions of the radio buying public, *The Saturday Evening Post*, *Time* and *Collier's*.
2. Coast to coast broadcasting of the famous Philco Hour with new features to make it the outstanding radio entertainment and radio advertising on the air. A return engagement of Leopold Stokowski and the Philadelphia Symphony Orchestra.
3. Nation-wide newspaper publicity of gripping interest that will reach millions; prepared by the most expert writers.
4. Big eye-selling outdoor banners for Philco dealer announcements. Window display! 24-sheet posters! Neon sign! Dealer ads; selling plans; Sales and Service Manuals.

Carload Shipments on Way to Jobber

Right now, while you are reading this Philco message, the first carload shipments of Philco's new models are already on their way to Philco jobbers in every section of the United States. Not one day is being lost to start this year of 1930 in splendid fashion.

You can get delivery now. You can start the New Year with an immediate volume of business. You know what it means to get the jump on the other fellow, to be the first to show new models. Get in touch with the Philco jobber without delay.

Right now, this month, while you are reading this announcement, big, smashing advertisements are appearing all over the country.

These advertisements are telling the people in your territory—your customers and possible customers, the entire radio buying public—all about the new Philco Models and the great Philco achievement in bringing the finest type of radio within the reach of all at prices from \$67.00 up.

Beginning January 9th, the new Philco Radio Hour, over the Columbia Chain, every Thursday night at 10 o'clock Eastern Standard Time, will reach millions through 46 big stations, telling them week after week of the fine quality, wonderful tone and unequalled reception of Philco Balanced-Unit Radio.

Philco will repeat this year its outstanding broadcast achievement in putting on the air Leopold Stokowski, the world's outstanding conducting genius, leading the great Philadelphia Symphony Orchestra. Beyond question this is the greatest broadcasting feature on the air today.

If you are a Philco dealer, get in touch with your jobber at once. Be ready to take full advantage of this month's Philco advertising. Get the merchandise on hand. Get your announcement banner ready. Get your share of this big buying swing to Philco.

Send Coupon Now

Whether or not you are a Philco dealer, send this coupon for full details. We will tell you frankly if it is still possible for you to get the Philco franchise in your locality. We want the best dealers in each community, and then we will continue to protect those dealers and co-operate with them.

PHILCO

Ontario and C Streets,
Philadelphia, Pa.

GENTLEMEN:

Please send me at once complete information regarding the new Philco Models together with details on the Philco dealer franchise and sales and advertising plans.

Name _____

Address _____

City _____ State _____

PHILCO
REG. U.S. PAT. OFF.

Philadelphia, Penna.