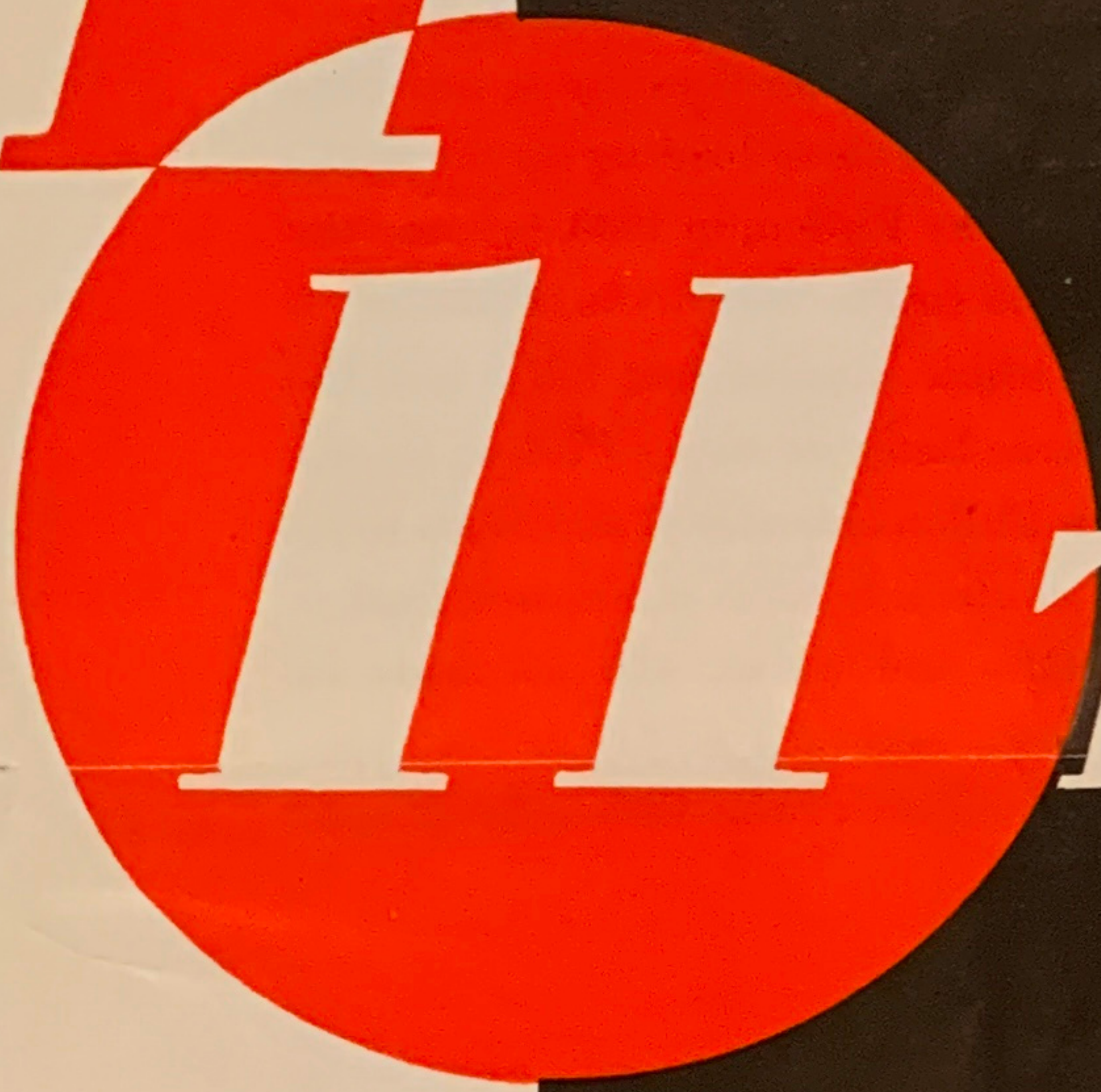


DELCO

Superheterodyne-Plus



11 TUBES

**WITH TONE - CONTROL
AUTOMATIC VOLUME CONTROL
SCREEN GRID . . . BALANCED UNITS**

now added to

*the most complete and largest-
selling radio line in the world*

WHY PHILCO has become the largest-selling radio in the world

New live merchandise produced and *shipped* when the trade and public wanted it. ☞ No unfulfilled promises or golden air-castles dangled before the dealer's eyes. ☞ New and exclusive improvements produced and *delivered* when wanted—and delivered *first*. Remember that Philco was first in introducing Balanced Units—Automatic Volume Control—Tone-Control—Baby Grand sets, to name a few. ☞ Prices and VALUES defy all competition. When the rest of the industry marked time, beautiful cabinets and super-performing sets were manufactured on such a bed-rock basis of factory production cost by Philco that made BIG SALES practically inevitable for the dealer who sincerely concentrated on this merchandise. ☞ Philco advertising and broadcasting ignored all kinds of

ridiculous claims and pounded straight ahead, building up the reputation for quality—creating a genuine public *demand*. ☞ ...and all these things accomplished without penalizing the dealer with obsolete models — never over-stocking — never “dumping”—no distress merchandise at any time —no forced-draft methods of loading up the trade. ☞ It is easy to see why Philco, in 1930, became the largest-selling radio in the world. As a matter of fact, there were whole months last fall when the public bought *three times as many Philcos* as any other make. Now Philco announces additions to its Line which will contribute to its continued leadership through 1931—and which will continue to make the radio business profitable for dealers who concentrate on selling the radios which the people *want*.

HOW YOU can learn about the most valuable radio franchise in America

The success of Philco Radio has made its Dealer Franchise a valuable asset. If you've been in this business six months or more, it won't take you long to figure out the difference in profit between carrying eight or ten different makes—or one complete line. For instance, if all your money had gone into Philcos in 1930, with Philco deliveries, clean merchandising, fast service and tremendous public demand, you'd have made a lot of *extra* profit. And remember, dealers who have been concentrating on Philco will have *mighty low inventories this month*. You won't see Philco

Dealers hanging out the “Clearance Sale” sign.

We feel pretty sure that general business conditions this year will be *better*. We are practically certain that it will be even better for Philco and for Philco dealers than it was during last year's “depression”—*when Philco broke all records for sales and became the largest and fastest selling line in the world*.

It may be that we have an open territory that you can handle. If you want to find out how valuable a Philco Franchise can be, mail the enclosed postcard and we'll see what we can do.

PHILCO, PHILADELPHIA, PA.

The **PHILCO** proposition — for 1931

NEW ELEVEN-TUBE SUPERHETERODYNE - PLUS IN THREE MODELS

In adding Superheterodyne-Plus to its already complete Line, Philco has not been content to follow any old-fashioned circuits. Instead, an absolutely new and revolutionary radio has been perfected, tested, proved and has already been shipped to Philco distributors for January distribution.

Superheterodyne-Plus is available in three models—a Lowboy, a Highboy with doors, and a Radio-Phonograph with automatic record changer.

These new sets actually combine the three greatest principles in radio—Superheterodyne selectivity—Screen Grid power—Balanced-Unit tone. No sets in the world have ever offered such a combination. It is an engineering achievement which dwarfs anything that can be predicted for this year. And in addition we have added the other great Philco features: Tone-Control—Automatic Volume Control—Illuminated Station Recording Dial—Beautiful Cabinets—features which lift these new sets entirely out of the class of ordinary superheterodyne radios and make them truly Superheterodyne-Plus.

RADIO-PHONOGRAPHS

The most sensational Philco Radio-Phonographs for the new year are—a new 7-tube Screen Grid combination, all-electric set, in a beautiful cabinet, at the remarkable price of \$99.50, and the new all-electric 11-tube Superheterodyne-Plus combination with automatic Record-changer at \$272.00. Add to these the Screen Grid-Plus 9-tube combination at \$198.00, and you have an opportunity to make radio phonographs a bigger factor in sales and profits than they have ever been in the history of the business.

PHILCO RECORD-BREAKING BABY GRAND RADIO

The Philco Baby Grand became the largest-selling set in the world in about 30 days last summer and it has added extra business for Philco dealers every day since. We hardly need point out that it was the biggest news in the fall selling campaign and that its big performance has made it increasingly popular. It opened up a new market. People wanted it for a first set, for two-radio homes, for clubs, schools, colleges, factories, offices—the possibilities are endless and the new business opened up has hardly been scratched. For this reason we expect even greater sales records for Baby Grands this year. It is now housed in an even more beautiful cabinet at the same marvelous price—\$49.50. Also in a beautiful furniture model at \$69.50.

PHILCO SCREEN GRID AND SCREEN GRID-PLUS LINE CONTINUED

Philco Screen Grid-Plus, with 9 tubes, Automatic Volume Control, Tone-Control and Balanced Units is the radio which brought great prosperity to Philco Dealers in 1930. The public has accepted this super-performing set in increasingly great quantities throughout the year.

Philco Screen Grid, Model 77 with 7 tubes, will also be found in the line. These radios have played no small part in Philco's great reputation for value giving and they have been consistent "leaders" for Philco dealers, everywhere.

A brand new market for Philco Dealers PHILCO-TRANSITONE for Automobiles, Buses, Motor Boats, Yachts, etc.

Philco has incorporated the Transitone Automobile Radio Corporation. Now Philco Dealers have the opportunity to sell, at a startling price, and on the same clean basis as Philco home radio, Philco-Transitone 7-tube Screen Grid Automobile Radio. Installation and service by Authorized Service Stations—this permits Philco Dealers to concentrate on selling.

Millions of people want to "radio-ride" today. Philco provides a higher standard of automobile radio performance than in most home radios. Philco engineers have achieved the "impossible." Philco manufacturing makes the price attractive. The Philco-Transitone has 7 tubes (3 Screen Grid)—Automatic Volume Control—Electro-Dynamic Speaker—Lighted Single Dial (remote tuning control)—Philco Balanced Units. Philco engineers have produced a perfect job.

No trade-ins—no need to stock in quantity—quick, "clean" profits—a big, "ripe," waiting market—with a typically powerful Philco advertising campaign backing it up—the Philco-Transitone is a sweet proposition for Philco Dealers!

Make immediate inquiry of your distributor.

NEW PHILCO BALANCED TUBES FOR BALANCED PERFORMANCE

Philco has perfected its own super radio tube—the Philco Balanced Tube. Over 5,000,000 already in use have quickly proved that there is no superior in the market. Philco Balanced Tubes, by their quality, sturdy construction and precision design, improve the performance of any radio.

SPECIAL TUBE DISPLAY RACK READY

To make the Philco Balanced tube business even more profitable a special display rack is available for Philco dealers. The one tube on the market with stabilized prices. You are sure of making your full margin of profit when you sell the Philco Balanced Tube! Details of this device and selling plans will be supplied to all Authorized Philco Dealers during the current month.

THE ONE CONSISTENT OUTSTANDING RADIO ADVERTISING CAMPAIGN

Philco is spending millions and millions and millions to help its dealers sell radios. Magazines, newspapers, billboards, Stokowski Broadcasting, Philco Symphony Broadcasting, Special Events Broadcasting, tons and tons of Newspaper Publicity, have certainly made "Philco" a household word in America.

All the New, Live Merchandise, the Values, Exclusive Features and Sales-Compelling Cabinets shown in this book are constantly "on display" to the American public through Philco's great advertising campaign.

New, striking methods of advertising Philco are constantly being added to this gigantic effort, as for example, the Army-Navy Football Game broadcast which has gone down in history as the biggest sporting broadcast of all times—sponsored exclusively by Philco for its Dealers.

PHILCO SYMPHONY ORCHESTRA BROADCAST OVER 77 STATIONS EVERY WEEK

This broadcast on the Columbia Network every Tuesday at 9:30 p.m. Eastern Standard Time, has an immense audience and has become a national musical institution. Philco has truly assumed the leadership of the air. Under Howard Barlow's leadership the magnificent Philco Symphony has attracted the attention and praise of the radio audience everywhere. At the same time, it sells millions of people, every week, on the fact that Philco Radio is the greatest instrument of music and entertainment in the home and that the nearest Philco Dealer is the man from whom to buy the best in Radio.

Thirty-three additional stations have been added to the big basic and supplementary Columbia Network giving the same wonderful programs by the same big Philco Symphony Orchestra. See the list of stations and time of broadcast printed on the back of this book.

FREE Broadcasting Records of all Philco Concerts for Every Dealer who wants to put on a Local Broadcast of his Own—Dealers now can have Electrically Transcribed Records of every big Philco Concert right in his local broadcasting station. Full details may be obtained from your Philco Distributor.

ANOTHER GREAT STOKOWSKI BROADCAST EASTER SUNDAY

Again the one big, outstanding musical event of the air will be the Easter Sunday Broadcast conducted by Leopold Stokowski with the Philadelphia Symphony Orchestra. Europe and America have acclaimed this man and his symphony orchestra as the pinnacle of all music. Stokowski's genius has made these radio concerts the most eloquent ever heard on the air.

NEW ALL-PHILCO POSTERS

A new policy has been adopted for 1931 by which Philco 24-sheet Posters will feature Philco and the Philco Dealer exclusively. Some of the most powerful designs ever seen on the boards have been prepared and they will be a strong factor in the dealer's localized selling effort. They will be handled through the Philco Distributor as usual.

BEAUTIFUL NEW WINDOW DISPLAYS

You have never seen such striking window displays as the new 1931 Philco Window Trims now ready. The January display features the new Philco Superheterodyne Models and is handled through the Distributor as formerly.

PHILCO FEATURES THAT CONTINUE TO UPHOLD PHILCO SALES SUPREMACY

Tone-Control

PHILCO TONE-CONTROL easily led the field of all the "new" devices offered during the year and still holds its popularity. All Screen Grid-Plus and New Superheterodyne-Plus sets have Philco Tone-Control, described inside. Automatic Volume Control has given Philco reception freedom from fading. It has made the enormous power of the Screen Grid-Plus useful by holding the programs at a constant level and now, it has been added to the Superheterodyne-Plus Line. Philco's Station Recording Dial gives the customer a permanent log of favorite stations so

Automatic Volume Control

Station Recording Dial

that station numbers do not have to be memorized. See "close-up" of this dial inside. It's illuminated of course.

Balanced-Unit Construction

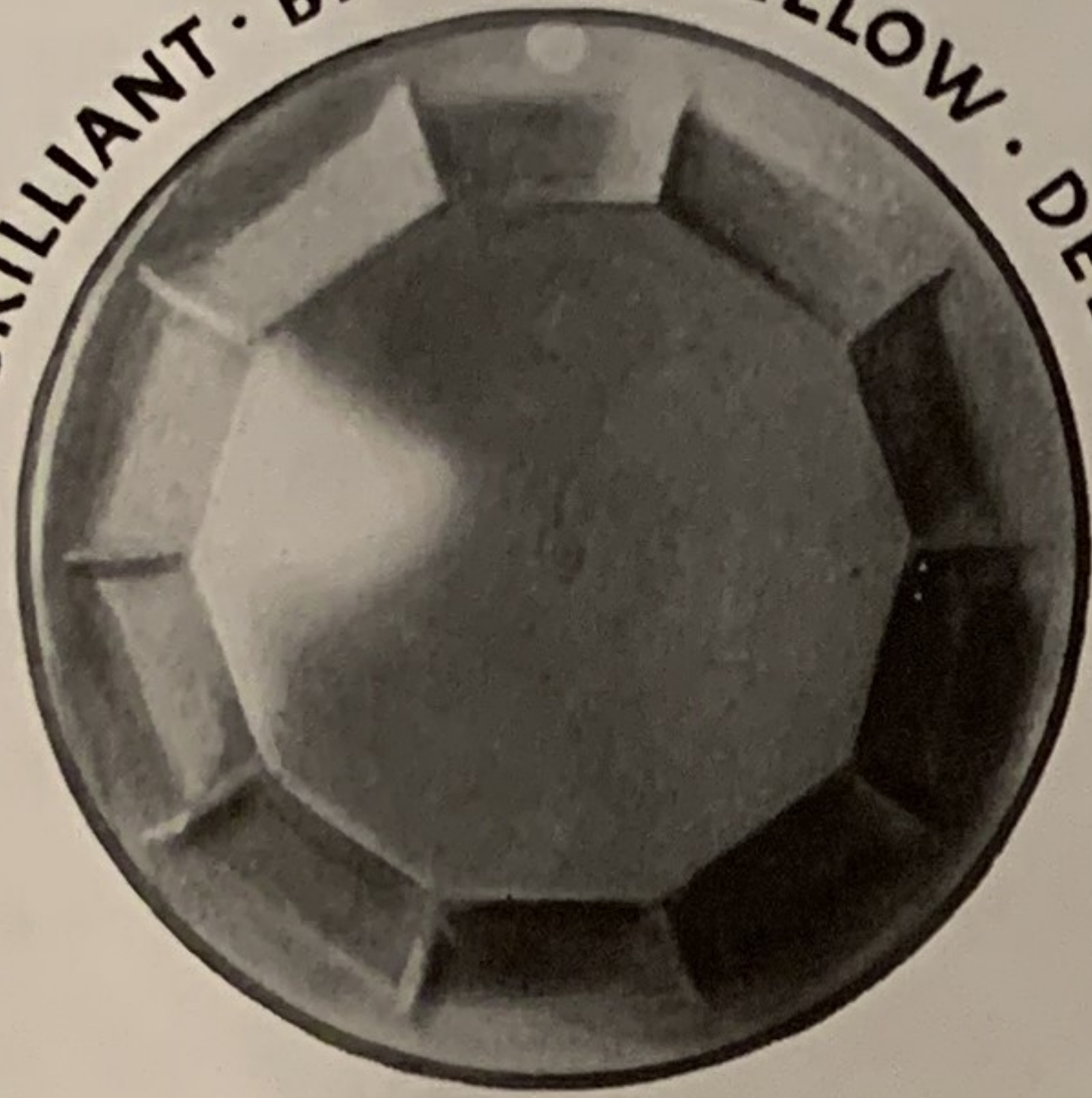
... and Philco Balanced-Unit TONE—eliminating distortion remains as the solid foundation of the great Philco popularity. Its realism, and faithful rendition of everything in the program without distortion at any desired volume, and its beautiful tone quality are things the customer asks about.

SEE THE NEW PHILCO MODELS AND PRICES ON THE FOLLOWING PAGES..

(Prices slightly higher in Canada, Denver and West)

Superheterodyne-PLUS Line

BRILLIANT · BRIGHT · MELLOW · DEEP



PHILCO TONE-CONTROL

giving the listener *four* shadings of tone quality; controlling station tone to suit the individual ear with "Brilliant," "Bright," "Mellow" or "Deep" tone—and at "Mellow" or "Deep" reducing interference noises and making many more programs enjoyable.



**New Superheterodyne-Plus
Highboy With Doors Open**

AUTOMATIC VOLUME CONTROL

The power of the most powerful radio in the world is of little use if stations fade. Automatic Volume Control counteracts fading and enables the user to get full value out of the enormous power of these new Philcos.

Also enables the user to tune in dozens of stations near and far without ever adjusting the manual volume control. Also prevents ear-splitting blasts from powerful nearby stations. No high grade radio is complete without Automatic Volume Control.

FURNITURE-PLUS TOO

This exquisite cabinet guarantees for you the quality market! Never before has any one built such outstanding beauty and quality into a radio cabinet within a hundred dollars of its price.



PHILCO ILLUMINATED STATION RECORDING DIAL

In addition to split-hair selectivity, the 11-tube Superheterodyne-Plus is the surest, most accurate tuning set in the world—because of the glowing arrow on the Station Recording Dial. You simply log your favorite stations on the dial and then, ever afterward, you tune in these stations with perfect accuracy by simply bringing the call letters exactly under the glowing arrow.



11 TUBES

TONE-CONTROL

AUTOMATIC VOLUME CONTROL

SCREEN GRID - BALANCED UNITS

The SUPERHETERODYNE - PLUS HIGHBOY—With Doors

\$155 LESS
TUBES

This exquisite cabinet is Louis XVI design. Executed in pencil-striped walnut and highly figured butt walnut. The front is enriched with carvings and quilted maple overlays. This beautiful new cabinet contains the wonderful Superheterodyne-Plus chassis and quilted maple overlays. This beautiful new cabinet contains the wonderful Superheterodyne-Plus chassis. You can safely sell this Philco Superheterodyne-Plus. It is non-radiating because Philco engineers with their usual thoroughness have actually eliminated this annoying feature common to previous superheterodynes. Unlike other superheterodynes, therefore, which send out impulses like a small broadcasting station, the new Philco will not interfere with neighboring sets. The neighbors will not spoil *your* reception, if they have this new Philco.

(Prices slightly higher in Canada, Denver and West)

And NOW a Philco

ALL-ELECTRIC

RADIO-PHONOGRAPH



\$99⁵⁰
less tubes

7 TUBES (3 Screen Grid)

Genuine Electro-Dynamic Speaker

Station Recording Dial

**Electric Phonograph Motor
Electrical Pickup**

**Self-starting Turntable
Takes 12" or 10" Record**

Height 39 inches
Width 25 inches

Here is record-breaking value, even for Philco. Never before has a radio-phonograph with fine, big tone, Balanced Units, good distance range and Screen Grid selectivity and sensitivity, been combined with a fine all-electric phonograph at such a price! People who have always wanted the *combined* enjoyment of radio and phonograph, but could not afford one, now are potential customers. There are hundreds of homes where you have been unable to sell or effect a trade-in, which now are open to this new proposition. Philco promises two things: This set will out-perform combinations offered at twice the money—and no *other* radio-phonograph will be seen this year, we are certain, which will even approach this one in value.

Creating an entirely new market in the Radio-Phonograph Field

The Philco Baby Grand Which Startled the Trade And Is Still Breaking All Sales Records!

\$49⁵⁰
less tubes

Philco Baby Grand has far outsold all other compact, low-priced sets because it is NOT A MIDGET. In performance this remarkable radio is the equal of a great many full sized sets selling for many times its price. The public response to this big performance in compact space and at a record-breaking price has been remarkable. Baby Grand was brought out last August. To date, sales on this model alone have reached an astounding total. This set, according to authorities, has been responsible for greatly increasing radio sales and profits for dealers in 1930. And as the new year starts, there is no let-up. It will be an even BIGGER year for Philco Baby Grand.

Big Performance Has Made Baby Grand the Largest Selling Radio Set

No So-Called "Midget" Set in the World Can Touch It — And the Market for Philco Baby Grands has only been Scratched

Enormous as the new market for Baby Grands has proved to be—it has only been *scratched*. Immense possibilities for *extra* sales are being developed by live dealers every day. That is because Philco Baby Grand must not be confused with so-called midget sets. Baby Grand is a great, *big* radio in small space. We have records of distance, selectivity and tone which make all other radios of approximate size look like toys. Some of these astonishing records by

Baby Grand will be published this year. They will make surprising reading. As to the new market for Philco Baby Grand, we find that many factories are installing Baby Grands *because music increases production*. This new principle has been thoroughly proved in all parts of the country. Live dealers are going after this new business with Baby Grands under their arms. Business offices, too, are beginning to learn that a radio relieves tension at stated times and increases efficiency. Doctors, dentists, stores, clubs, homes, schools, colleges are among other places where dealers are selling Baby Grands. *We said this was a big plus market. Events have proved we were right. Are you getting your share?*



7 Tubes
(3 Screen Grid)
Genuine Electro-Dynamic Speaker built-in... Push-pull audio... Philco Balanced-Unit QUALITY... Selective... No Cross-Talk... Wonderful TONE... All-Electric. Genuine Walnut Cabinet. Sold with 7 Philco Balanced Tubes.

The Philco Baby Grand; Genuine Walnut Cabinet with quilted maple overlays; 16 inches wide; 17½ inches high; Handsome Gothic Design; Illuminated Station Recording Dial. Inside is the new Philco Baby Grand Chassis; all-electric Screen Grid — Full-fledged, big-performing set at an epoch-making price.

(Prices slightly higher in Canada, Denver and West)

NEW Philco-Transitone Automobile Radio

\$65.00
including tubes

**No Installing . . . No Servicing . . . No Trade-Ins
Just Selling—and "a Ride Makes the Sale"**

HERE'S a new, wide-open road to clean, quick, additional profits. Today the radio-minded public is ready, eager, "ripe" for radio-riding. It means extra sales, extra volume the year around, reaching a peak in spring and summer—the months people ride the most.

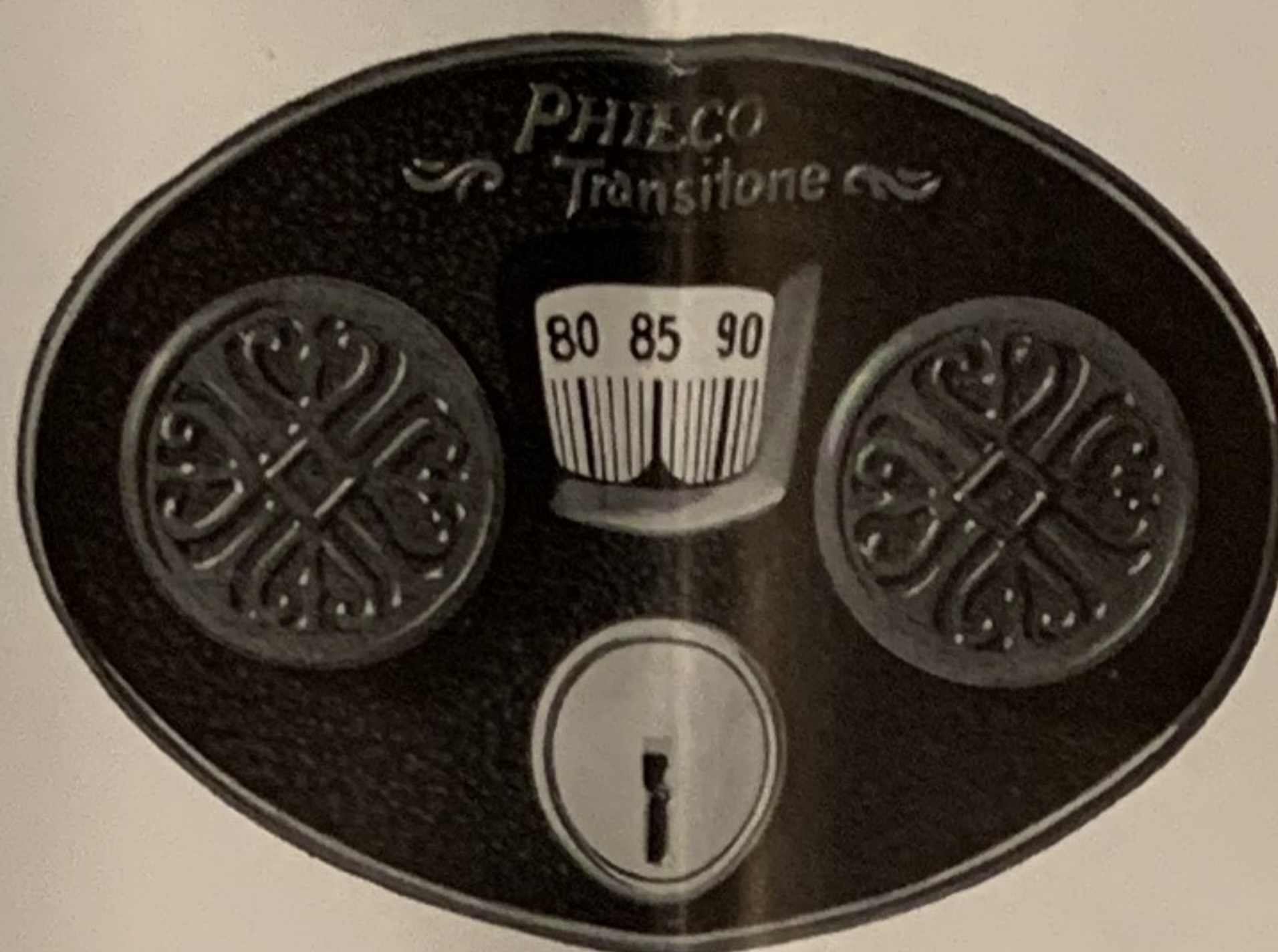
Philco steps on the sales accelerator with a price in the reach of millions—with a standard of performance finer than in most home radios—with installation and service handled for Philco Dealers by Authorized Service Stations.

Philco packs punch into the proposition with typically big, far-reaching Philco Advertising—magazines, broadcasting, billboards, newspapers, direct mail, etc.—to do the biggest part of the selling job.

The new 1931 Philco-Transitone is a 7-tube Triple Screen Grid Balanced-Unit Radio. It has Automatic Volume Control, an Electro-Dynamic Speaker and an Illuminated Single Dial which mounts attractively on or below the instrument panel or on steering column. Everything but the dial is out of sight, yet easily accessible.

Greatly simplified installation requires only a few hours.

The retail price, including 7 Philco Balanced Tubes, is only \$65.



DASHBOARD DIAL—(Actual Size)

PHILCO-TRANSITONE Balanced-Unit Automobile Radio

\$65.00

INCLUDING TUBES

including 7 Philco Balanced Tubes (3 Screen Grid), Philco Electro-Dynamic Spaker, Illuminated Single Dial Assembly with lock and keys, cables and box for "B" batteries.

A "Big Time" Performer! Actually outperforms most radios installed in homes. No "fading" as you drive through city streets or in the country—Automatic Volume Control maintains the volume at even level. Tunes in stations at considerable distance—full seven-tube power. No cross-talk—it's selective. Gorgeous life-like tone—clear and true because Philco Balanced Units eliminate distortion. Operates when motor is stopped or car is running at any speed. Motor and ignition noises suppressed and filtered out. Tubes in shock-absorbing cushion sockets give long life. A genuine Philco—with features that have made Philco the world's largest selling radio. Illuminated Single Dial, because of Philco remote control, may be attractively mounted on or below instrument panel, or on steering column. Speaker may be placed in front or rear of car.

Complete installation, according to Philco-Transitone Standard Instructions for each type of car, is usually accomplished in from 2½ to 3 hours. (Installing aerial, if necessary, takes a little longer.)

**Write for Full Details
—Embodying Complete Philco-
Transitone Proposition**

New Philco Balanced Tubes — for Balanced Radio Performance

IN perfecting its own Balanced Radio Tube, Philco has gone the limit in producing the highest quality tube of which the science of radio is capable. Philco Balanced Tubes have no superiors on the market. They have been made to the same precision standard that characterizes the entire Philco Line. As a result Philco Balanced Tubes will positively make a better radio set out of any receiver in which they are installed. This is the great selling point for Philco Dealers. Also Philco Balanced Tubes are the one make on the market on which there is no overproduction and therefore no price-cutting. You will get your full margin of profit.

Here Is Sales-Making Philco Balanced Tube RACK

A wonderful design—a sales-compelling display—a rack which carries 50 tubes in the back where they cannot be tampered with. This stimulates your Tube Business. This beautiful rack in full colors is about ready for the trade. Full details of the new Philco Tube Proposition will be sent to all Authorized Philco Dealers during the current month.



**YOU WILL GET A FULL MARGIN OF PROFIT WHEN
YOU SELL PHILCO BALANCED TUBES**

Another Tremendous Seller

Here is a Screen Grid Lowboy with all the performance ability of a Baby Grand but in a beautifully full-sized lowboy cabinet of walnut and oriental wood with butt walnut arches. It is particularly good for college sales. It fits into the dormitory. Big performance has made this set, too, a tremendous seller.



THE MODEL 20 SCREEN GRID LOWBOY

Bigger and better than ever. 7 Tubes (3 Screen Grid). Genuine Electro-Dynamic Speaker built-in. New Illuminated Station Dial. Push-pull Audio—All-Electric. High selectivity—No Cross-Talk. Philco Balanced-Unit QUALITY.

\$69.50
less tubes

The Most Wonderful Job of Its
Kind Ever Produced
Sold with 7 Philco Balanced
Tubes

(Prices slightly higher in Canada, Denver and West)

New Philco **11-tube**, Super

NON-RADIATING — WILL NOT INTERFERE WITH NEARBY SETS



**11 TUBES—
TONE-CONTROL
AUTOMATIC VOLUME CONTROL
STATION RECORDING DIAL
SCREEN GRID — BALANCED UNITS**



**PHILCO
SUPERHETERODYNE-PLUS
AUTOMATIC
RADIO-PHONOGRAPH**

11 Tubes — Automatic Record Changer — Tone-Control — Automatic Volume Control — Screen Grid — Balanced Units

This is the most magnificent musical instrument ever produced. All the gorgeous tone of Philco Balanced Units, combined with Tone-Control, applies equally to reception from the air or from phonograph records. Automatic Electric phonograph plays ten 12-inch or 10-inch records without any attention whatever, making possible a full 45-minute program of music of your own selection. Radio reception is glorious because of the specially engineered and acoustically perfect cabinet which is a furniture piece that every woman will be delighted to own. Its Elizabethan design is worked out in pencil-striped and figured butt walnut. Beautiful carvings and Thuyu Burl veneers enhance the front panels. A wide band of genuine Marquetry of holly and ebony, encircles the top. It is the most exquisite of all radio cabinets.

\$272
LESS TUBES

THE SUPERHETERODYNE-PLUS LOWBOY

For sheer performance and exceptional value nothing has even approached the new Philco Superheterodyne-Plus in this beautiful *black walnut* cabinet with instrument panel of *V* matched oriental wood, butt walnut panels and arch; hand rubbed satin finish and American Gobelin tapestry over the speaker. Think of it, the Balanced Unit Principle, with Screen Grid Sensitivity and power and 11-tube superheterodyne-plus selectivity plus Automatic Volume Control at

\$129⁵⁰
LESS TUBES

(Prices slightly higher in Canada, Denver and West)

BIG NEWS

PHILCO'S

for 1931

U. S. POSTAGE
PAID
New York, N. Y.
PERMIT No. 7910

Mr. A. J. Symbolie,
102 Main St.,
Granville, N. Y.

COLUMBIA NETWORK STATIONS

USED BY PHILCO

TUESDAY, 9:30 to 10:00 P.M. Eastern Standard Time

COLUMBIA BASIC		COLUMBIA SUPPLEMENTARIES	
Cities	Call Letters	Cities	Call Letters
Akron	WADC	Harrisburg	WHP
Baltimore	WCAO	Rochester	WHEC
Boston	WNAC	*Columbus	WAIU
Buffalo	WKBW	Montreal	CKAC
Chicago	WMAQ	Waterloo	WMT
Cincinnati	WKRC	Wichita	KFH
Cleveland	WHK	Indianapolis	WFBM
Detroit	WXYZ	Fargo	WDAY
Fort Wayne	WOWO	Little Rock	KLRA
Kansas City	KMBC	Memphis	WREC
New York	WABC	Chattanooga	WDOD
Oil City, Pa.	WLBW	Roanoke	WDBJ
Omaha-C. Bluffs	KOIL	Bangor	WLBZ
Philadelphia	WCAU	Minneapolis	WCCO
Pittsburgh	WJAS	Charlotte	WBT
Providence	WEAN	Nashville	WLAC
St. Louis	KMOX	New Orleans	WDSU
Syracuse	WFBL	Dallas	KRLD
Toledo	WSPD	Oklahoma City	KFJF
Washington, D. C.	WMAL		

* WAIU during May, June, July and August only

PHILCO'S Great 1931 Broadcasting Schedules

SCHEDULE OF "SPOT" BROADCASTING

USED BY PHILCO

City	Station	Starting Date	Day	Local Time
Altoona, Pa.	WFBG	1/7/31	Wednesday	8:45-9:15
Seranton, Pa.	WGBI	1/5	Monday	9:00-9:30
Schenectady, N. Y.	WGY	1/2	Friday	8:30-9:00
Hartford, Conn.	WTIC	1/2	Monday	10:00-10:30
Huntington, W. Va.	WSAZ	1/2	Monday	8:00-8:30
Louisville, Ky.	WHAS	1/6	Friday	8:00-8:30
Toronto, Ont.	CKGW	later	Tuesday	8:30-9:00
Vancouver, B. C.	CNRV	"	Monday	7:00-7:30
Winnipeg, Man.	CKY	"	Friday	8:30-9:00
Calgary, Alb.	CKLC	"	Tuesday	8:00-8:30
Milwaukee, Wis.	WTMJ	1/6	Tuesday	10:15-10:45
Davenport, Ia.	WOC	1/1	Thursday	9:30-10:00
Des Moines, Ia.	WHO	1/1	Thursday	9:30-10:00
Duluth, Minn.	WIBC	1/6	Tuesday	8:00-8:30
Denver, Colo.	KLZ	1/5	Monday	9:30-10:00
Lincoln, Neb.	KFAB	1/2	Tuesday	7:30-8:00
Atlanta, Ga.	WSB	1/2	Friday	8:00-8:30
Birmingham, Ala.	WAPI	1/5	Monday	9:30-10:00
Knoxville, Tenn.	WROL	1/5	Monday	9:00-9:30
Miami, Fla.	WQAM	1/2	Friday	8:00-8:30
Richmond, Va.	WRVA	1/7	Wednesday	9:30-10:00
Tampa (Clearwater), Fla.	WSUN	1/6	Tuesday	7:30-8:00
Amarillo, Tex.	WDAG	1/5	Monday	8:30-9:00
Houston, Tex.	KPRC	1/29	Tuesday	8:00-8:30
San Antonio, Tex.	WOAI	1/6	Monday	10:15-10:45
Jacksonville, Fla.	WJAX	1/5	Monday	9:00-9:30
Montgomery, Ala.	WSFA	1/1	Thursday	8:30-9:00
San Francisco, Calif.	KPO	1/6	Tuesday	9:00-9:30
Salt Lake City, Utah	KDYL	1/1	Thursday	9:30-10:00
Los Angeles, Calif.	KXN	1/1	Thursday	8:00-8:30
Portland, Ore.	KEX	1/2	Friday	8:00-8:30
Seattle, Wash.	KJR	1/2	Friday	9:30-10:00
Boise, Idaho	KIDO	1/2	Friday	8:30-9:00
Spokane, Wash.	KHQ	1/16	Friday	8:45-9:15

PHILCO, Ontario and C Streets, Philadelphia, Pa.