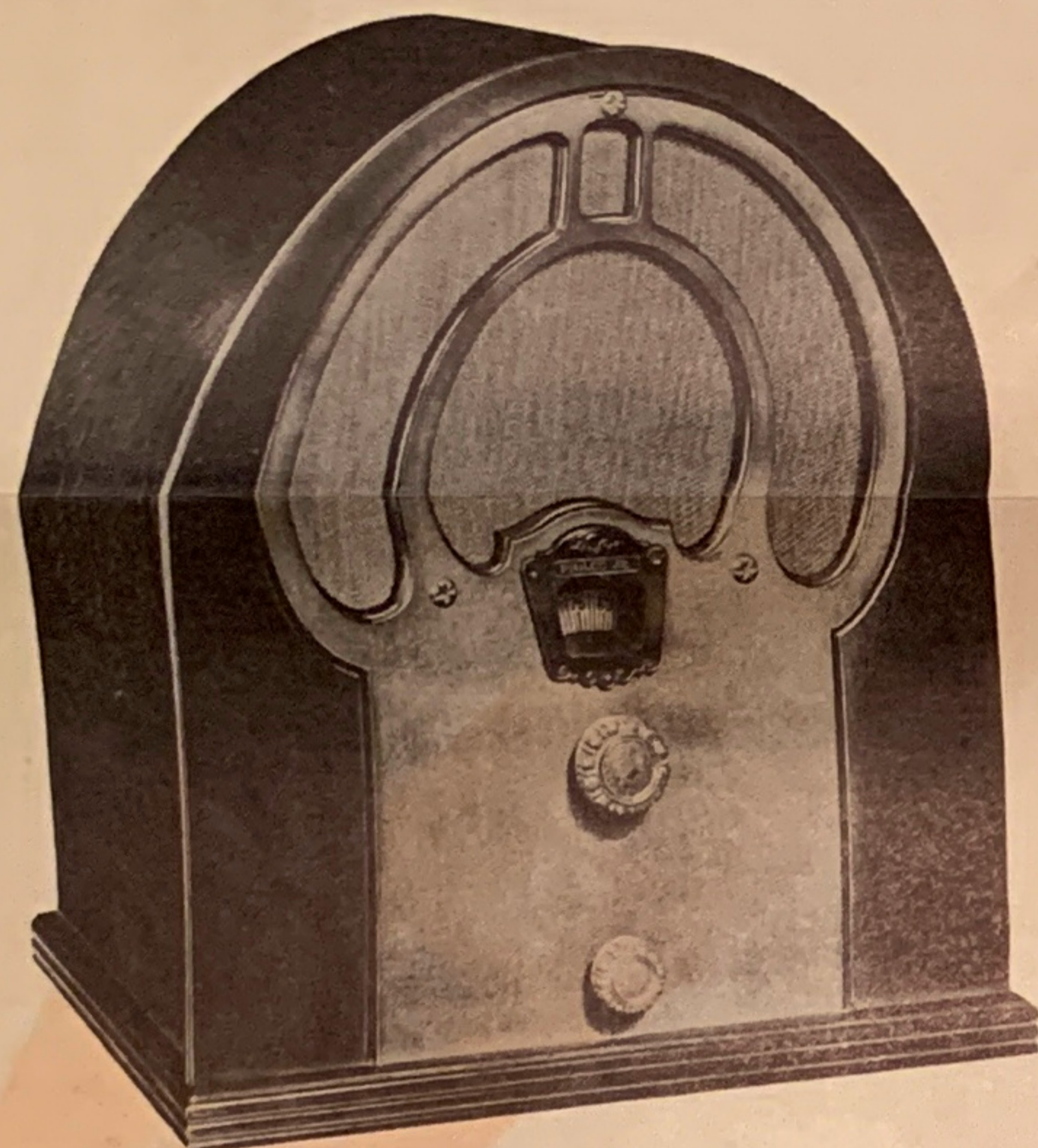


# NEW

# Genuine Balanced Superheterodyne

# PHILCO JR.

## With Electro-Dynamic Speaker



**YES, Retail Price!**  
**\$18<sup>.75</sup> with Tubes!**

(Price slightly higher Denver and West)

### World's Only Complete Line of Radio The Secret of Retail Profits

PHILCO dealers are the only radio dealers today in a position to meet every type, every phase and every price range of public demand with the finest, most satisfactory and most widely advertised of all lines of radios—EACH AND EVERY PHILCO A TRULY MARVELOUS VALUE FOR THE PRICE.

And only PHILCO dealers can offer the famous "X" type of radio with the inclined sounding board, echo-absorbing screen and shadow tuning—exclusive patented PHILCO features.

By far the most complete line in the radio industry! A price range from \$18.75 to \$295! That is the secret of successful retail merchandising—being in a position to deliver any demanded type. Thus you get every possible customer, every possible radio sale and every available item of profit.

So we say, use the PHILCO JR. as your advertising leader. It will bring you store traffic. It will give you turnover. And many a time you will "sell-up" the prospect to the 5-tube, 7-tube, 9-tube or to the 11-tube PHILCO.

Here you have PHILCO'S latest product—the PHILCO JR. The newest, most amazing value in all radio, and the greatest, most timely merchandising opportunity ever offered the retail dealer.

Think of it! Only \$18.75 for a genuine Superheterodyne, balanced-unit PHILCO Receiver, equipped with PHILCO Electro-Dynamic Speaker and complete with four

(4) new PHILCO high-efficiency tubes, and contained in a PHILCO Baby Grand Cabinet of unusual beauty and graceful design.

Think of what it means to you, as a retail dealer, to offer to the public, AT THIS PARTICULAR TIME AND UNDER THE FAMOUS NAME OF PHILCO, such a radio, such a value, at such a remarkable price.

### Performance That Will Surprise You

Yes, this PHILCO JR. gives a quality of all-round performance that will certainly exceed your expectations. The moment you test it you will know that every ounce of the famous PHILCO efficiency and PHILCO precision of balanced-unit manufacture is embodied in this wonderful little instrument.

Naturally, however, PHILCO JUNIOR performance does not equal that rare, superb quality that characterizes the higher-priced PHILCO models. Nevertheless, you will find in this PHILCO JR. surprising power, selectivity, distance range and tone clarity. Your customers will be more than satisfied. They will be immensely pleased.

### Red-Hot Advertising Leader

What every dealer wants today is customers coming into the store. That gives you turnover at a profit—that puts money in the cash drawer. And in this PHILCO JR. you've got a "red-hot" advertising leader—a PHILCO Superheterodyne complete for only \$18.75.

Get it in stock! Advertise it in the newspapers, also by direct mail and with the big window display. It brings the store traffic! It brings customers to your store, and you get rapid turnover at the least selling expense.

### Cash and Carry—No Trade-Ins

It's a fact! You will be surprised at the number of customers who will pay cash for the PHILCO JR. Cash and carry customers! And naturally so, when the price is only \$18.75 complete. And cash instead of long terms means quick profit for you.

And another thing—the name PHILCO has such world-wide public acceptance and public confidence that there is no need to send the PHILCO JR. to any home on free trial. This means more net profit. And, of course, no trade-ins will be necessary.

### When You Get the Store Traffic Then You Can "Sell-Up"

You know that a dealer cannot "sell-up" if there is no one in the store to buy. What you want is store traffic—actual store contact with radio buying prospects; and then every now and again you can successfully "sell-up."

This is where the PHILCO JUNIOR fits in perfectly.

It brings the "over-the-counter" customers. Naturally you will sell lots of PHILCO JRS., and at a profit, but more important still, many is the time you can sell one of the finer, higher priced PHILCO Receivers that give you big dollar profits.

# \$18<sup>.75</sup>

Complete with Tubes  
Retail Price  
(Tax Paid)

### Description of PHILCO JR.

Genuine Superheterodyne in exceedingly beautiful PHILCO Baby Grand Cabinet; four (4) New PHILCO High-Efficiency Tubes; the new PHILCO Electro-Dynamic Speaker; Illuminated Station Dial, Calibrated in channel numbers. Clarity of tone, selectivity and surprising distance range.

**Safe to Sell! Built to conform to the requirements of the National Board of Fire Underwriters—no fire hazard, no electric shocks.**

### Read These Most Important Merchandising Points

- 1 You as a PHILCO dealer can now offer a quality superheterodyne radio receiver complete with tubes for only \$18.75—a radio of balanced units, precision built and possessing surprisingly good performance.
- 2 A radio with a nationally known, famous and respected brand name—backed by the largest advertising in the radio industry.
- 3 Now you have an "advertising leader"—a real getter of store traffic. A value that brings customers to your store.
- 4 Now you can fully meet—in fact you can swamp—all "gyp" private brand competition.
- 5 And at such a retail price—\$18.75—it should be largely cash and carry business without free trial—without long terms—without trade-ins.
- 6 And what timeliness! With the World's Series and election right at hand and the best of the radio season under way.
- 7 In addition, this PHILCO JR. will put you into quick contact with many good radio prospects to whom you can sell the higher priced, bigger profit PHILCO models.

## Mail the Post Card or Mail the Coupon

Right now, while you are reading this announcement, the first shipments of this new PHILCO Radio are being delivered to PHILCO distributors everywhere. *The Saturday Evening Post* and *Liberty* magazines are already printing full-page advertisements on this PHILCO JR. And thousands of the big, FREE, Window Displays have been shipped to PHILCO distributors throughout the United States.

So get in touch with the PHILCO distributor at once. Telephone him that you want the details—quick. Be ready when the advertising starts. Get the merchandise on hand. Get the big window display in your window. Start early and get the sales early.

And in the meantime, sign and mail the enclosed post card. No stamp is necessary if you mail the post card. If you mislay the post card, then sign and mail the coupon. Either one will do.

As soon as the signed post card or the coupon reaches our factory we will see that you promptly get full information on discounts, delivery and the complete advertising program.

Whether or not you get in touch with the distributor, sign and mail either the post card or the coupon. It places you under no obligation whatsoever. It is simply your request for the full details.

## Free Coupon

PHILCO, Philadelphia  
Tioga and C Streets

GENTLEMEN:

Please send at once full descriptive literature on the new PHILCO JR.; also information and details on discounts, delivery and merchandising plans. It is understood that this request for information places us under no obligation.

Name \_\_\_\_\_

Address \_\_\_\_\_

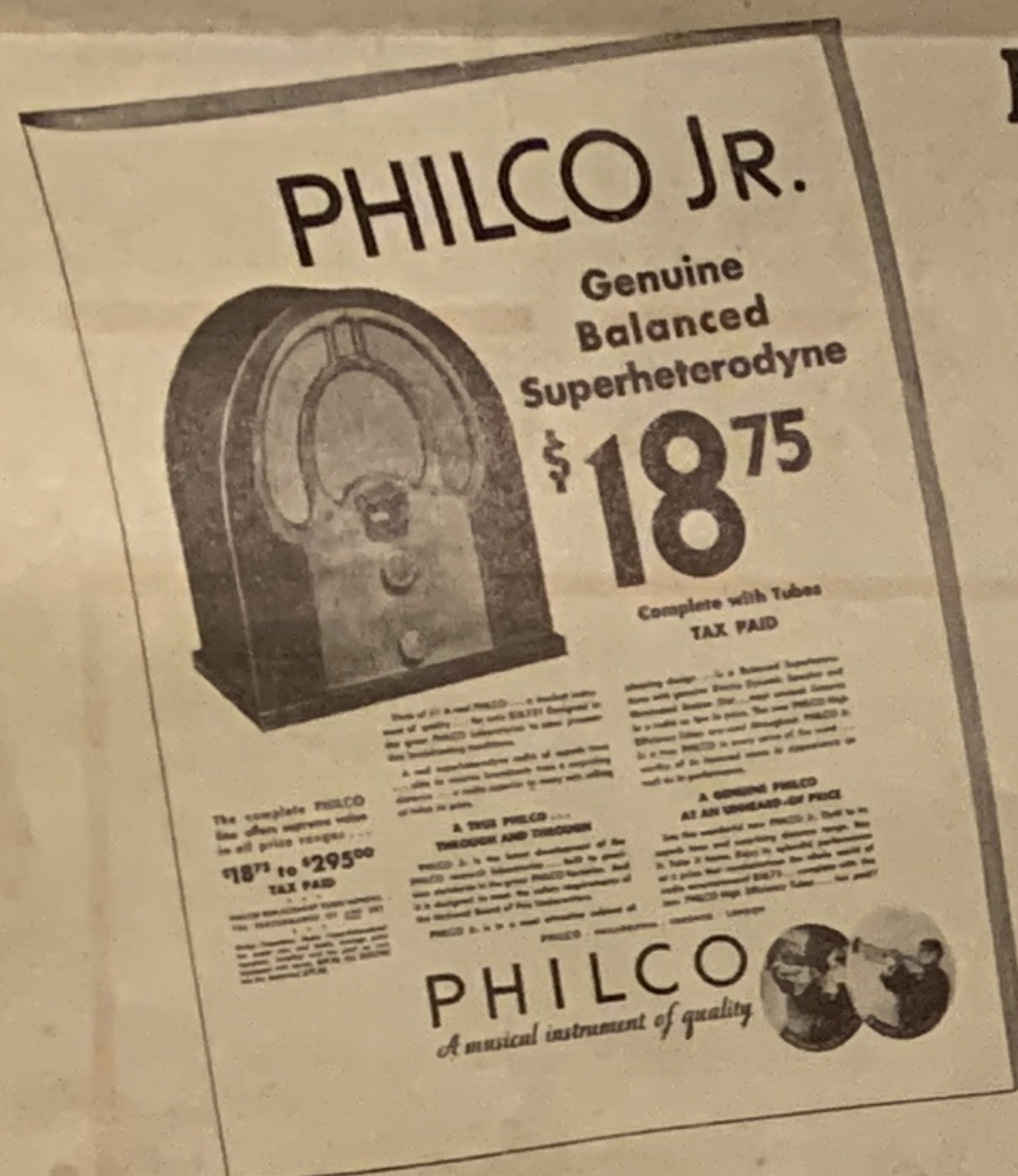
City \_\_\_\_\_ State \_\_\_\_\_

# PHILCO—Philadelphia

# Amazing Radio Value!!

Unfold this circular and read all about a wonderful new PHILCO radio value—an advertising drawing card without equal—a selling sensation for this Fall.

Again PHILCO meets fully and in startling fashion its obligation to all PHILCO dealers—giving the dealer, at exactly the right time, every type and model radio he requires.



## Backed by Full-Page National Advertising

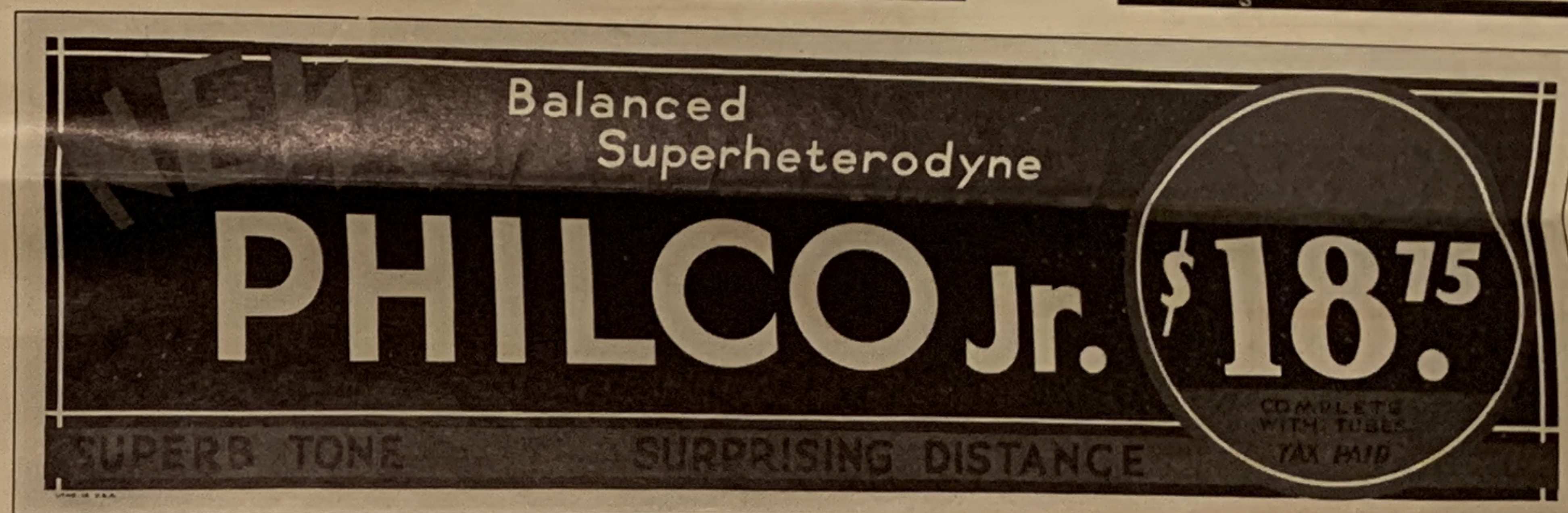
This new model PHILCO—this amazing price value—will be advertised with full-page advertisements in *The Saturday Evening Post* and *Liberty* magazines.

And furthermore, week in and week out PHILCO'S regular gigantic advertising campaign, building prestige for the PHILCO name, will continue in such powerful magazines as *Liberty*, *The Saturday Evening Post*, *Cosmopolitan*, *Ladies' Home Journal*, *Good Housekeeping*, *Collier's*, *American*, *Red Book*, *National Geographic*, *Woman's Home Companion*, *Pictorial Review*, *Better Homes and Gardens*, *Delineator* and *McCall's*—a grand total circulation of over 30,000,000 monthly.

## Thousands of Local Newspaper Advertisements

Yes, as a result of PHILCO'S co-operative method in local advertising, thousands of newspapers over the United States during the next few months will carry a tremendous volume of advertising on this new PHILCO Radio Receiver—the PHILCO JUNIOR, the greatest price value in all radio history.

# free! Store Displays for Store Traffic



### Striking Window Display!

Sent FREE to You

PHILCO dealers will receive, free, this big 3-color attention-getting Window Streamer reproduced above. The actual size of this brilliant streamer is five (5) feet by 18 inches. Note the wording on this streamer, and you can imagine how it will stop the passerby.

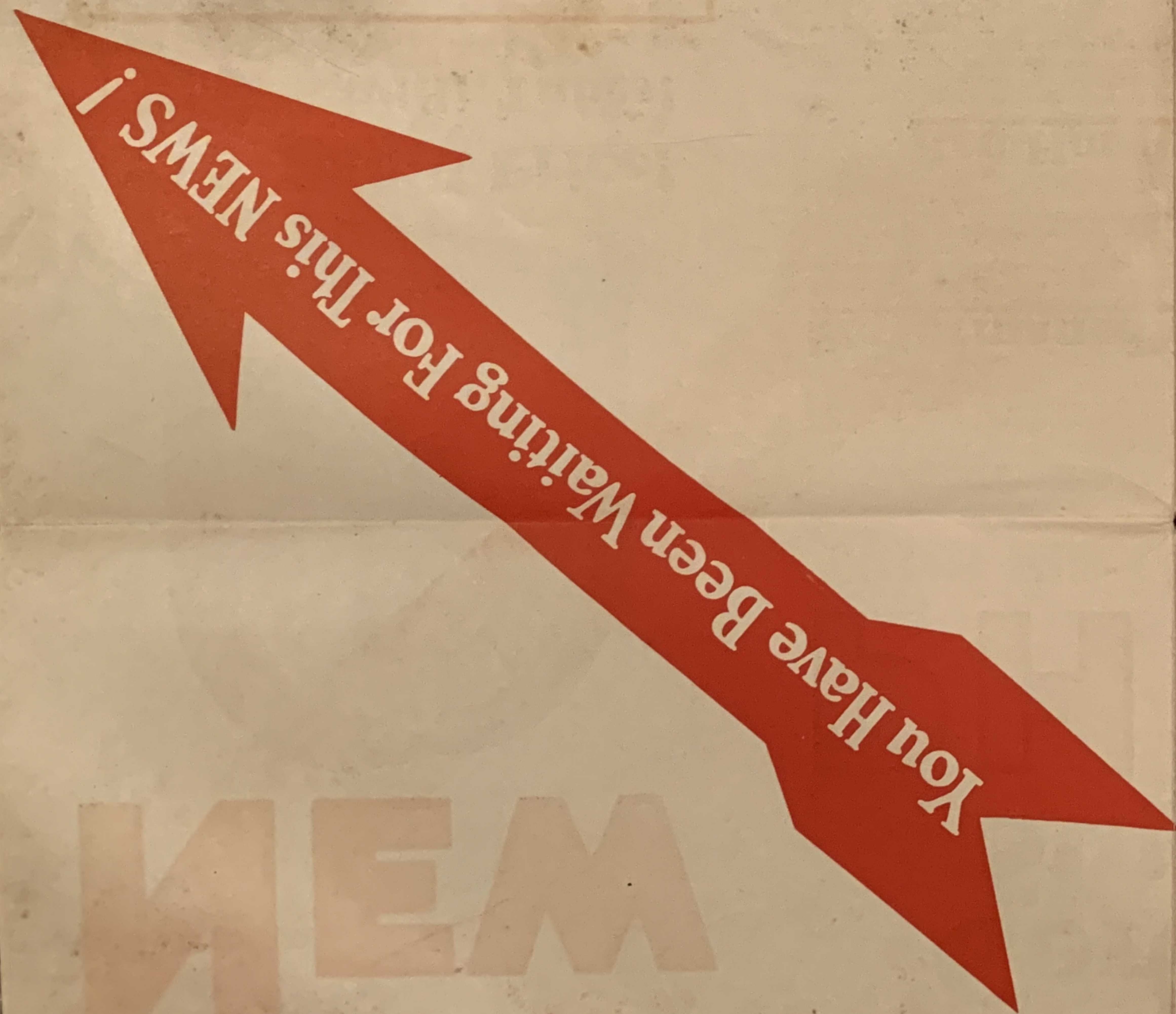
This display on the PHILCO JR. forcefully, attractively, shows a PHILCO radio complete with tubes for only \$18.75.

### Huge Billboard Poster

Sent FREE to You

We have also prepared for you a huge 3-color 24-sheet Billboard Poster. The wording on this gigantic poster is similar to the wording on the streamer shown above, and you can well imagine the pulling power, the advertising force, of such a poster showing a PHILCO radio at only \$18.75, and with the name of your store in bold letters across the bottom of it.

Unfold This Circular and Read All About This Remarkable Radio



## Sensational Announcement!

New  
Radio  
by  
PHILCO

L. E. Albright,  
Deering, N. Dak.

Sec. 435 1/2 P. L. and R.  
U. S. POSTAGE  
PAID  
New York, N. Y.  
Permit No. 5630