

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Yes, we’ll take your old, out-of-date radio in trade on the Philco!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.

**Neutrodyne
Plus**
A new Triumph
in Radio

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

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

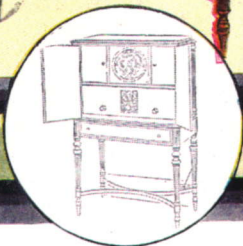
AC hum in the Philco is hardly noticeable, even when the broadcasting station is silent.

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.

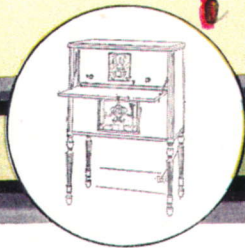


THE HIGHBOY

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



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

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