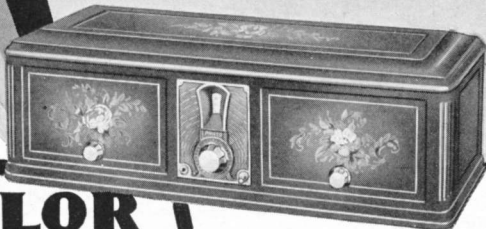


# 'NEUTRODYNE-PLUS'

## New Radio Discovery

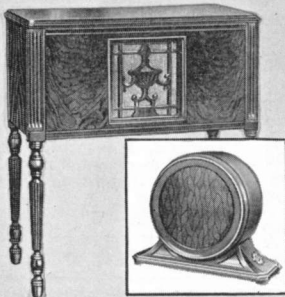
Scientists agree that Neutrodyne produces the purest radio tone. Philco engineers have found the way to combine Neutrodyne with *super-power*. The result: perfect tone quality PLUS vast distance range and extraordinary selectivity—a combination new to radio.

The new Philco Radio is all-electric—entirely dry. No aerial is needed for local and many distant stations. Special Range Control cuts out local interference and separates distant stations. Electric phonograph connection on dial plate. Philco Book describes many other features. Send Coupon.



## COLOR

In response to the modern trend, cabinets in color. A choice of five two-tone effects to suit the conservative as well as colorful room. Also exquisite Louis XVI furniture models.



### The Philco Speaker

Reproduces the entire musical range from soprano to bass. The combination of Philco Radio and Speaker produces a range, depth and fidelity of tone which is new to radio. The CONSOLE GRAND SPEAKER, with specially designed tone chamber, gives amazing emphasis to this life-like quality.

# FREE TRIAL

## In Your Own Home

Any Philco dealer will send the Philco Electric Radio to your home on free trial. Judge for yourself its flawless reproduction, its amazing selectivity, its uncanny power in getting distant stations even in the daytime. Your word decides—no obligation.

**Easy Payments.** If satisfied after trial, the Philco dealer offers easy, monthly payment terms. The exquisite Philco console cabinets are offered at surprisingly moderate prices. And the table cabinets in color at popular prices!

**Trade In Your Old Radio.** Don't be content any longer with inferior reception or an old-fashioned, troublesome set. Philco dealers offer a liberal trade-in allowance for your old radio.

# Call-Look-Hear

Visit the Philco dealer in your neighborhood; see the exquisite Philco models; hear what Neutrodyne-Plus adds to radio; ask about his Free Trial, Easy Payment, Trade-In Offer.

### Free Radio Book—SEND COUPON

Shows all Philco models in color; tells about Neutrodyne-Plus; gives details of our national offer. The book is free—Send Coupon!

## PHILCO ELECTRIC RADIO

The Philadelphia Storage Battery Company  
General Offices: Ontario and C Streets, Philadelphia—Dept. 2887  
In Canada: Philco Products, Ltd., Queen's Quay, Toronto

Philadelphia Storage Battery Co. Dept. 2887  
Ontario and C Streets, Philadelphia, Pa.

Please send me, free, the Philco Radio Book; also details of your Free Trial, Easy Payment, Trade-In Offer.

Name \_\_\_\_\_

Address \_\_\_\_\_

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