

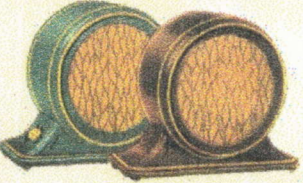
New RADIO



The Highboy

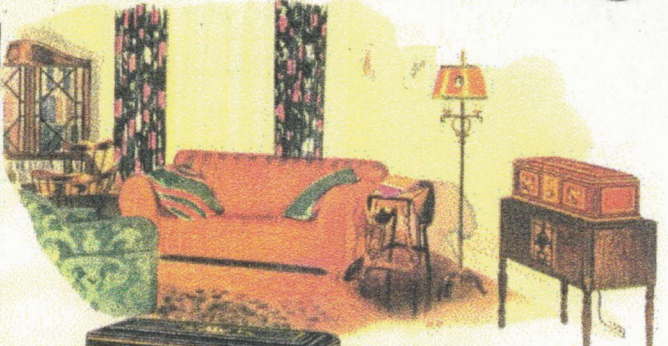
A modern conception of the Louis XVI period style by Albert Carl Mewis, international authority on furniture arts. Hand-sungly matched walnut panels; fluted legs and pillars; swinging doors. Constructed according to the most rigid standards of furniture craftsmanship.

Philco sets are specially installed in Philco cabinets. Only through this combination is full measure of Philco's amazing performance secured. Philco cabinets are the Philco protective seal. Look for it in your selection of full Neutrodyne-Plus performance.



The Philco Speaker

The Philco Speaker establishes a new standard of tone reproduction. A tonal depth, a uniform resonance, a true articulation that are really amazing! The Philco Speaker brings forth the minutest details, the most delicate shadings of instrument or voice without muddering distortion, rattle or echo—even at far greater than room volume. Above are shown two of the five colors available. To the right is shown the Philco CONSOLE GRAND SPEAKER, a masterpiece in cabinet design, including a tone chamber which gives the ultimate in speaker RE-production. A handsome support for any table model radio.



Color! vivid color

The modern home is yielding more and more to the spell of stimulating color in all the furnishings of living room, bedroom and kitchen. As a timely response to the color trend of today, the Philco "Neutrodyne-Plus" Radio has been placed in cabinets of exquisite color. These cabinets are offered in a variety of hand-decorated, two-tone effects, softly modulated in color.

The dignified design of classic outline created by Hollingsworth Pearce, leading authority on interior decoration, is enhanced with color effects by Mlle. Messaros, one of the foremost colorists in the decorative arts. The colors are applied by hand under her personal direction. Each cabinet stands forth as a highly artistic ornament, captivating in beauty and charm.

Tune In On the Philco Hour every Wednesday night. On the Pacific Coast Thursday night.

PHILCO

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DISCOVERY!

"Neutrodyne-Plus"

A new term in radio to describe a remarkable enlargement of the Neutrodyne principle—a discovery by Philco Radio Engineers. It is acknowledged that Neutrodyne produces the purest tone quality known to radio science—no howls or squeals; no disturbing oscillations.

Now, for the first time, Philco engineers have succeeded in combining Neutrodyne with super-power. The result: perfect tone quality PLUS vast distance range and extraordinary selectivity—a combination new to radio.

No Aerial Needed

Due to its *plus power*, the Philco will give you perfect reception of local stations—and many distant stations—without an aerial! Portable ground connection is provided. Philco is therefore *readily movable*.

With an aerial, indoor or outdoor, the Philco will bring in stations covering a remarkable distance range.

Daytime Reception

Women folks at home during the day will appreciate the ease with which Philco brings in distant stations in the daytime. Its operation is simple and positive. Stations come in sharply and clearly. *Super-power* is the secret.

Amazing Selectivity

Marvelously sharp tuning! Only a hair-breadth turn in dial brings out one station completely and brings another booming in. One-dial control; no blind "groping" for stations. So simple to tune, a child can do it! Philco will give you a new experience in selectivity and distance.

Distance and Volume

Philco's super-power means the ability not only to get, but fully to enjoy out-of-town stations. You will tune in low-power stations you *never knew existed*.

Superb Tone

"Neutrodyne-Plus" has achieved a life-like fidelity of tone that is truly marvelous. Close your eyes as you listen and you will realize that you are hearing not a radio performance but an actual RE-production. The finer shadings and inflections of the high notes—the sonorous depth and character of the deep notes—are flawlessly reproduced.

All-Electric

The Philco is all-electric. No batteries, no water, acids or liquids. *Entirely dry*. Merely plug into the light socket. Needs no special attention whatever.

Phonograph Connection

A socket is provided on the Philco dial plate into which an electric pick-up may be inserted, thus making the amplifying power tubes and speaker available for reproducing phonograph records. Through this device Philco will give your favorite records a new depth and fullness of tone, a new volume and life-like resonance.

Send Features for free Philco Book. It describes all Philco features of which the above are but a few. Send now!

Free Trial in your Home

Any Philco dealer will be glad to send this marvelous Philco Electric Radio to your home on an absolute Free Trial. He will deliver the set, plug it into the light socket and leave it for you to operate. Judge it under your own local air conditions. "Free Trial in the Home" is Philco's national merchandising policy.

This trial in your home does not put you under the slightest obligation to buy. We want you to test the Philco in every way. See for yourself its remarkable ease of operation; its amazing selectivity, its uncanny power in getting far-distant stations. Judge its rare purity of tone—its flawless reproduction.

Easy Payments

After you have experienced at home the vast enjoyment of Philco "Neutrodyne-Plus" performance, if you decide to buy, the Philco dealer offers very easy payment terms.

And At a Price The super-quality Philco is available in exquisite console cabinets at surprisingly moderate prices. And, in addition, *this same instrument* has been installed in hand-decorated table cabinets to sell at *popular prices!* Thus, no matter what model you choose, you may be sure of the utmost in Philco "Neutrodyne-Plus" performance.

Trade In Your Old Radio

Your Philco dealer is in a position to offer you a *liberal trade-in allowance for your old radio set* on the purchase of a new Philco Electric Radio.

Sooner or later you will be satisfied with nothing less than an electric set, one you merely plug into your light socket—no batteries or separate power units to bother with! Why put it off any longer? Trade in your old radio as part payment on the Philco "Neutrodyne-Plus" Electric Radio. Own and enjoy the newest, the finest thing in radio!

Call-Look-Hear

this remarkable Radio at any Philco Dealer

No matter where you live there is undoubtedly a registered Philco dealer near you. Visit his store and see the beautiful Philco furniture models. See the table models, exquisitely hand-decorated in most attractive colors.

Then, tune it in—and you will understand what "Neutrodyne-Plus" means in tone, selectivity and distance. Let the Philco dealer explain to you our national policy of "Free Trial in the Home, Easy Payments and Trade-In Allowance."

and-Send Coupon

In the meantime, merely fill out the coupon and mail it to us today. It is just a request for full details—no obligation.

Free Radio Book

Yours for the asking! The coupon brings you, free, the beautiful Philco book showing all the exquisite Philco Radio Sets and Speakers in natural colors. It tells the full story of "Neutrodyne-Plus."

Philadelphia Storage Battery Co. General Offices: Ontario and C Streets Dept. 2356 Philadelphia, Pa.
In Canada: PHILCO PRODUCTS, LTD Queen's Quay, Toronto, Canada

PHILADELPHIA STORAGE BATTERY COMPANY
Ontario and C Streets, Dept. 2356 Philadelphia, Pa.
Please send me, free, the beautiful full-color RADIO BOOK telling about the Philco "Neutrodyne-Plus" Electric Radio and Philco Speakers; also full details of your national Free Trial, Easy Payment and Trade-In offer. This request places me under no obligation.

Name _____ State _____
Street _____
City _____

RADIO

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