
3 BRILLIANT Neon SIGNS!

that are a positive tie-up for you with the great Philco National Advertising Program. The double-faced outdoor signs are attention-getters because of their clear, brilliant, legible letters and their vivid red Neon borders.

The indoor sign catches the eye either in your window or on your counter. Note how the clear and distorted idea is cleverly pictured with two bars of music above the name **Philco**. All of these signs are

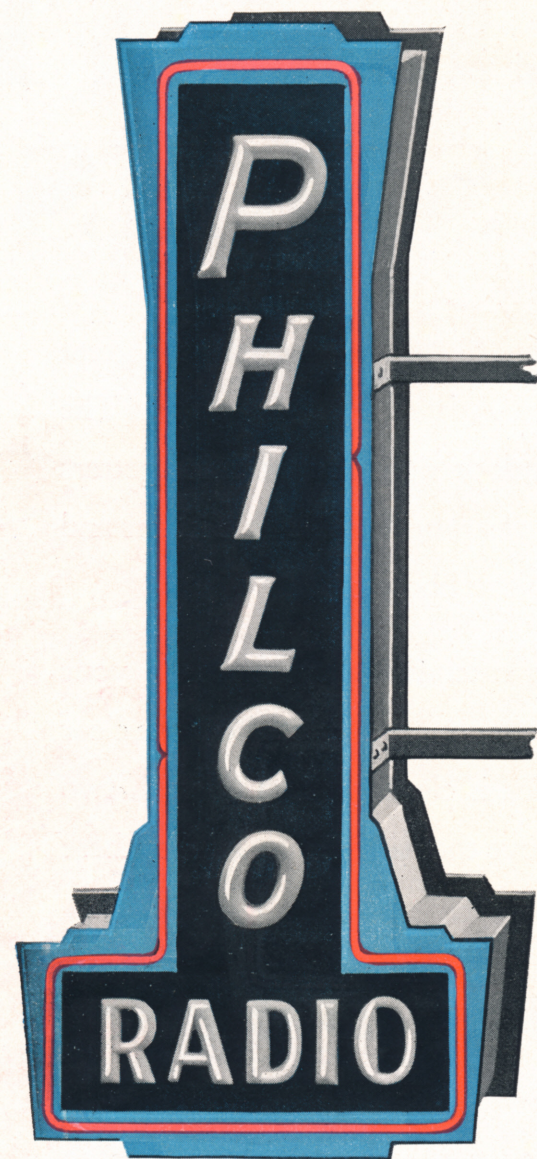
Ready for Immediate Delivery

See your jobber at once, or send your order direct to

Brilliant Manufacturing Co.

11th and Ridge Avenue • Philadelphia, Pa.

Two New Outdoor Philco Neon Signs VERTICAL & HORIZONTAL At Half Price



A beautiful neon sign outside of your store will tell everyone within sight that you are a Philco Dealer.

Both of these signs as shown in the illustrations on this page are constructed of the finest materials and are made to withstand years of service.

The letters are made of special moulded raised opal glass of pure white, illuminated from the inside against a pleasing blue background, giving a wonderful display in the daytime as well as at night.

The borders on both sides of these signs are genuine red neon tubes.

These signs come to you properly crated to insure against breakage, equipped with all attachments ready to place on the front of your store, and are easy to install on any building.

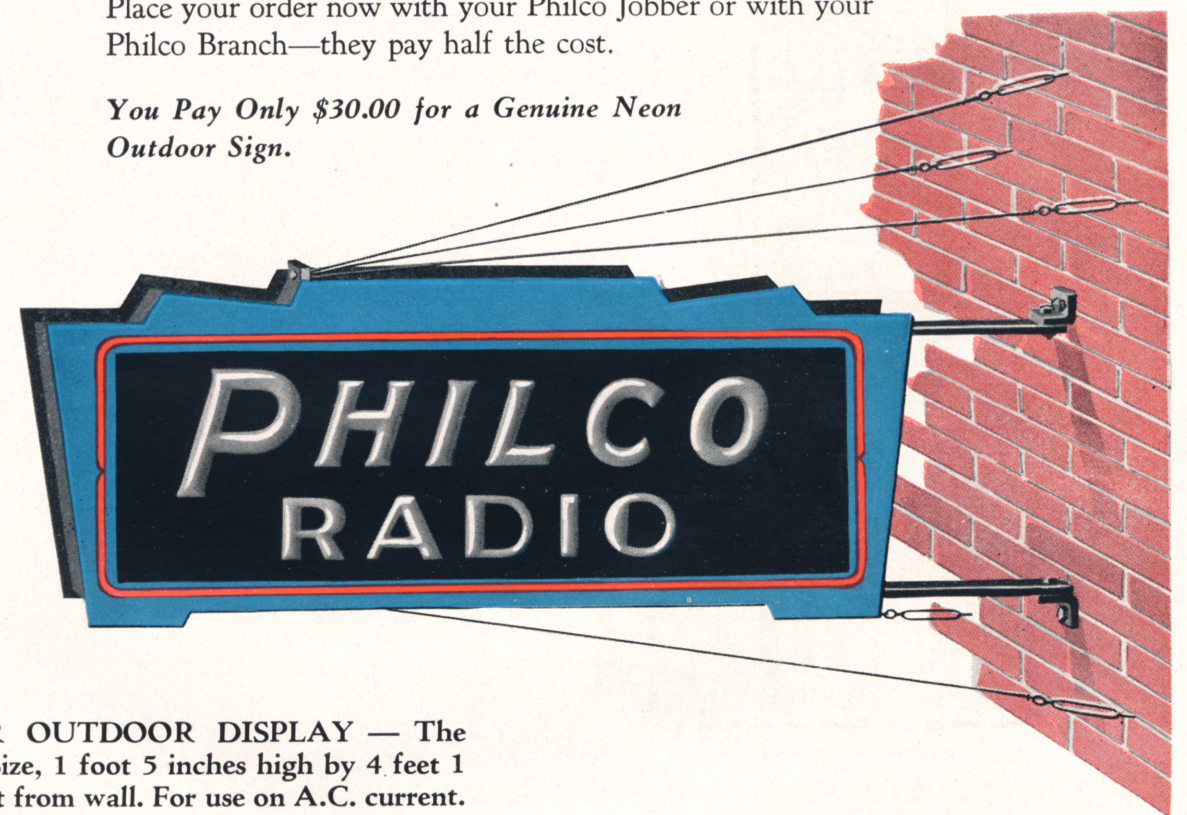
**The Philco
Vertical
Sign**

DOUBLE-FACED FOR OUTDOOR DISPLAY — The Vertical Neon Sign. Size, 5 feet 3 inches high by 2 feet 4 inches wide. For use on A. C. current.

Price, \$60.00

YOU PAY ONLY \$30.00

we can make immediate deliveries



**The Philco
Horizontal
Sign**

DOUBLE-FACED FOR OUTDOOR DISPLAY — The Horizontal Neon Sign. Size, 1 foot 5 inches high by 4 feet 1 inch long, extending 2 feet from wall. For use on A.C. current.

Price, \$60.00

YOU PAY ONLY \$30.00

we can make immediate deliveries

Only \$30.00 to a Philco Dealer

Nowhere else can you secure a genuine neon sign, such as this at the price. It is only due to the fact that Philco has placed such a large order for these signs that this is true, and they not only pass along this saving to you, but have arranged with the Philco Jobbers to pay half of the cost, thus saving you many dollars.

Take advantage of this offer and your neon sign will blaze out the message that you are an up-to-date Philco Dealer.

Place your order now with your Philco Jobber or with your Philco Branch—they pay half the cost.

You Pay Only \$30.00 for a Genuine Neon Outdoor Sign.



A BRILLIANT New Neon Sign *for Your Window*

THIS new neon sign catches the eye. Its blazing red tubes of **genuine neon** that show brilliantly even in the daytime will attract the most casual passerby to your window. Neon signs are the very latest thing. Don't pass up this opportunity that Philco offers you to secure at an unusually low price, a piece of advertising material that will be permanent.

The whole sign clearly outlined in neon, reflected from the neon border. The true and distorted idea is cleverly pictured with two bars of music above the name Philco. A permanent fixture for your window. Size, 10" by 20" long. Price, \$19.80.

Order one of these signs from your jobber or your Philco Branch. They will pay half the cost.

This sign comes to you properly crated to insure against breakage, equipped with cord and plug ready to attach to any outlet in your window or store. Consumes less current than an incandescent lamp. For use on A. C. Current only.

YOU PAY ONLY \$9.80 *For a Genuine Neon Window Sign*
