

Let's go to work with



for
1930

IS ANOTHER PHILCO YEAR!



BALANCED-UNIT PHILCO

led the way in 1929

because...

. . . These even greater

- 1. A brand new, red-hot line of merchandise, with:*
- 2. Philco's new TONE CONTROL on every model.*
- 3. Even more exquisite furniture.*
- 4. A new Combination Radio-Phonograph.*
- 5. Four marvelous chassis—7-Tube Screen Grid, 9-Tube Screen Grid Plus, D. C. and Battery-Operated Sets.*
- 6. Astonishing prices.*
- 7. Generous discounts.*
- 8. The same firm furniture policy—Philco radios in Philco cabinets ONLY.*
- 9. A bigger advertising campaign—
MILLIONS AND MILLIONS AND
MILLIONS OF CIRCULATION.*

1930 IS ANOTHER

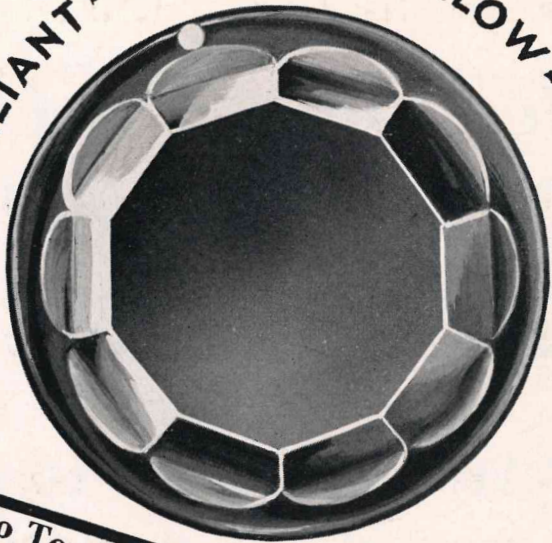
plans for 1930! . . .

10. *Largest dealer merchandising plan and sales helps ever staged.*
11. *Service Managers' Clubs.*
12. *The same trade protection—NO OVER-PRODUCTION—NO OVER-STOCKING—NO OBSOLETE MODELS—NO PRICE CUTTING.*
13. *A rigid financing policy.*
14. *More sales-making Philco-Paramount tie-ups.*
15. *Greater broadcasting—The New Philco Symphony Concerts—ALSO Stokowski and the Philadelphia Orchestra.*
16. *And again—BALANCED UNITS—Philco's wonderful, true, clear tone with NO DISTORTION.*

BIG PHILCO YEAR!

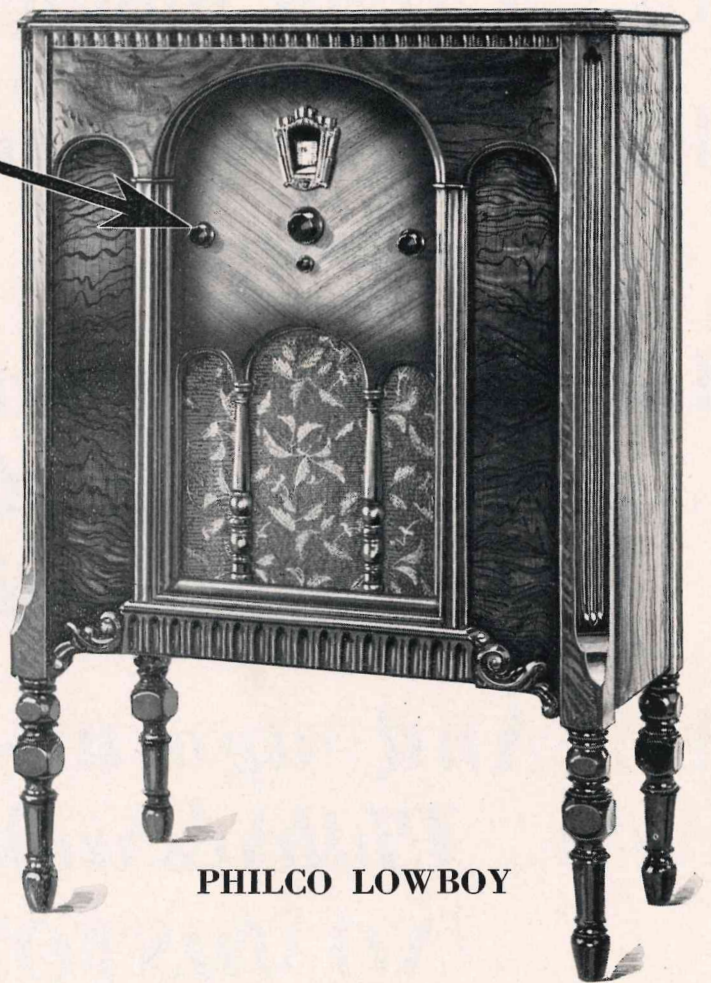
ON EVERY PHILCO TONE

BRILLIANT - BRIGHT - MELLOW - DEEP



Philco Tone Control is Here on every new Philco Model

Now, by simply turning the Philco Tone Control knob any Philco owner of the new 1930 models can instantaneously adjust his Philco to speech, symphonic music, or jazz. If he should happen to be in a noisy location he may cut down the noise and enjoy the program in a way never before possible. "Brilliant," "Bright," "Mellow" or "Deep" shades of tone are now at his finger tips.



PHILCO LOWBOY

*With Philco Tone Control and the
New Philco Illuminated Station Recording Dial*

MODEL

CONTROL

PHILCO Tone Control means perfect demonstration for every ear, program or location. It costs money to make home demonstrations, but with the new Philco you are more certain than ever of turning the demonstration into a sale.

Regardless of the type of program, regardless of the character of the broadcasting station, regardless of the location, or regardless of the prospect's idea of what tone should be, a demonstration made with Tone Control enables the prospect to adjust his set to either "Brilliant," "Bright," "Mellow" or "Deep," and thus secure for the first time the kind of tone that he prefers.

Never again will you have to make excuses and allowances for harsh and noisy stations. Never again will you lose a sale because the prospect thinks that the tone is not all that he personally prefers.

Few people's ears are tuned to true tone. In fact, the great majority of listeners need Tone Control to properly appreciate the marvelous present-day programs.

Philco, through its national advertising and broadcasting, is going to make the public "Tone Control Conscious." This is the most sensational improvement in radio this year, and it is going to sweep the country like wildfire, because the public cannot help but appreciate its tremendous value from the very instant they first hear the new Philco models demonstrated with the new Tone Control.

so that the owner can permanently log favorite stations

THE NEW 9-TUBE PHILCO

The Screen Grid Plus Combination Radio-Phonograph



\$198

No. 296 RADIO-PHONOGRAPH—This cabinet speaks for itself. Pilasters and record compartment door of highly figured, matched butt walnut. Instrument panel of V-matched Oriental wood. Top and side panels of American walnut. **FOR THE FIRST TIME IN THIS BUSINESS** the Philco exclusive balanced-unit principle of perfect tone production AND Philco's new Tone Control are applied to the reproduction of phonograph records. This wonderful new musical instrument uses for the first time a new and greatly improved electric pick-up. **WHAT a drawing card!**

Each has

Philco Tone-Control—Automatic

How would YOU like to deal in

SCREEN GRID PLUS LINE

The Screen Grid Plus HIGHBOY



No. 96 *HIGHBOY* — We can practically guarantee that the trade will NOT see a job like this at this price—or ANYWHERE NEAR IT THIS YEAR. Like the Radio-Phonograph, the chassis is the great Philco 9-tube Screen Grid Plus—the distance getter; the most highly selective set on the market; the super-radio which contributed to Philco's leadership. *AND THE CABINET*—100 per cent matched and figured American butt walnut on pilasters and instrument panel; pencil striped American walnut apron; panels of American walnut. This is a trade-builder!

Volume Control—Balanced Units
such radios—at SUCH PRICES?

THE NEW 7-TUBE PHILCO

The Screen Grid LOWBOY

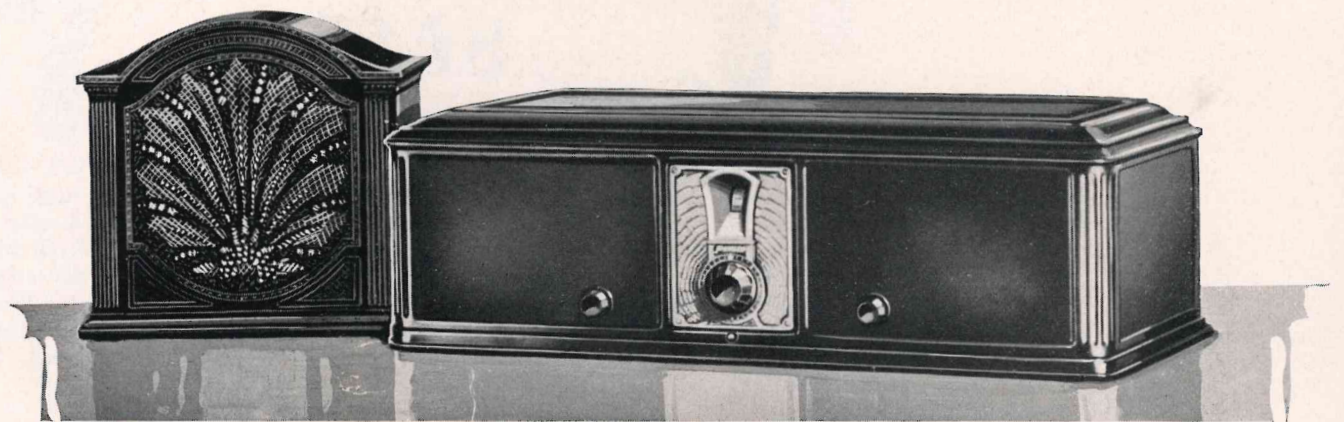
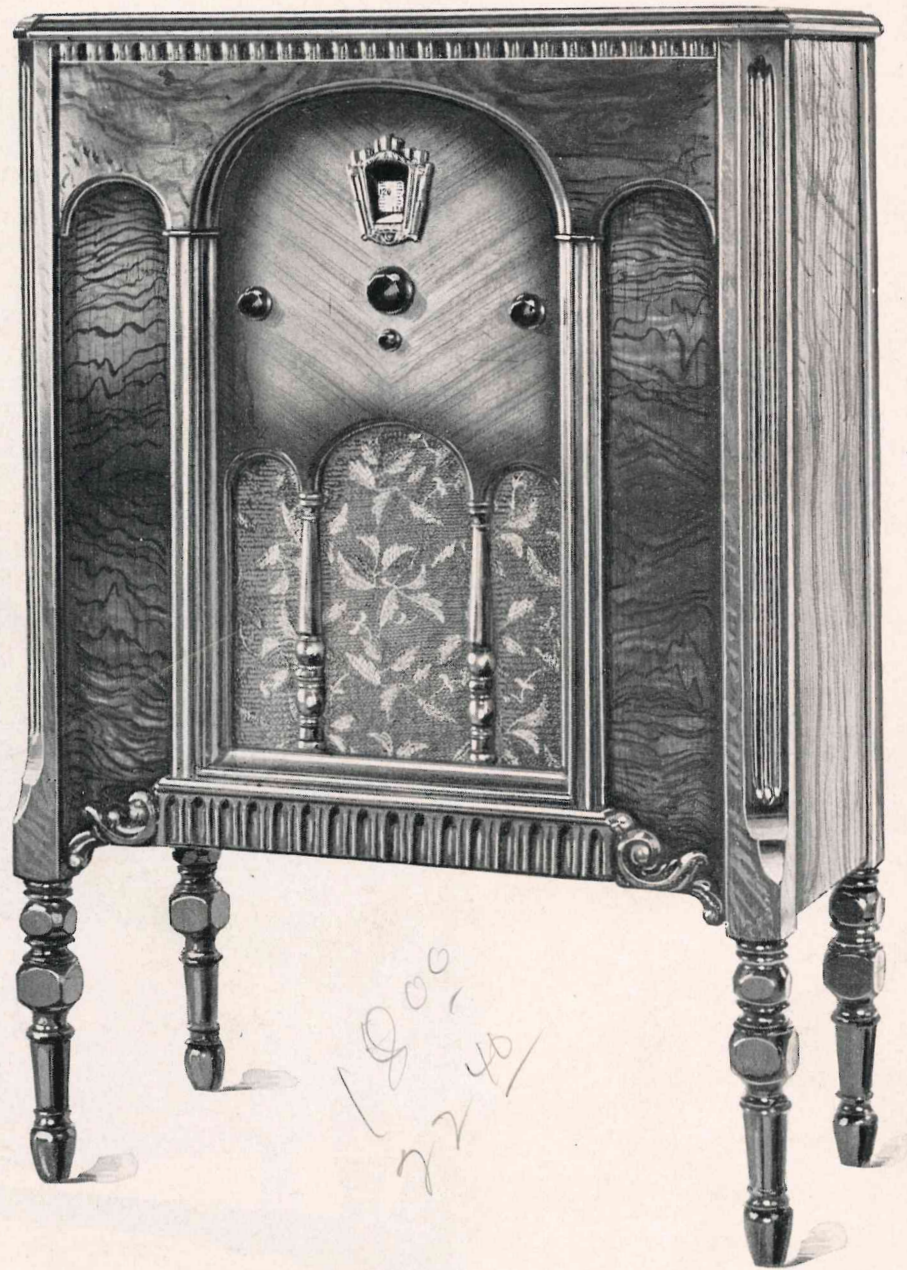
96 hours - 127.50 - 128.00 - 149.90 ✓

\$110

No. 77 LOWBOY—Here is the set that will be sold in volume. You would never expect to find such “class” in a cabinet at such a price. The pilaster panels and arch are of figured, matched butt walnut. The instrument panel is V-matched Oriental wood; top and side panels American black walnut. Such a value is made possible only because Philco has attained such vast public acceptance that immense quantities of these cabinets will be made and SOLD. The Screen Grid Set in this new Lowboy is described on page 12.

1800 - 22.40

With Philco Tone Control



No. 77. TABLE MODEL

How would YOU like to

SCREEN GRID LINE

The Screen Grid CONSOLE



mudger
49.50
18.50
68.00



\$95 - 18.00

No. 77 CONSOLE—This Console at this new price is a real “Leader.” You can pull them into the store with this one. Sized to fit the needs of the modern small home, it is at the same time complete in every detail, with Tone Control, Balanced Units and all the features of the new 77 Philco Chassis described on the next page. This Console design is by America’s foremost furniture creators and has the beauty of line to grace the finest home. It is finished in exquisite butt walnut and bird’s-eye maple.

With Philco Tone Control

The Table Model—Many people like to have an inconspicuous set and speaker like this. Philco gives full measure. Here is every feature to be found in the new line of Philco Receivers—Balanced Units, New Tone Control, wonderful tone and selectivity—and with the Model 96 Chassis Automatic Volume Control a fine, big-performing set in little space. The case is handsomely designed for its purpose and the speaker fits into any decorative scheme of mantel.

With Philco Tone Control

Receiver, with Model 96 Screen Grid Plus Chassis . . \$85

Receiver, with Model 77 Screen Grid Chassis \$55

Electro-Dynamic Speaker \$25

Model 41 for Direct Current is available in equally attractive cabinets :

The Highboy, \$149.50

The Lowboy, 119.50

The Console, 99.50

Tubes extra

have such **VALUES** to offer?

FOUR GREAT NEW

Model 96 Screen Grid Plus

Here is the greatest chassis in the world—the set which out-performs any set on the market. It is for the people who want the last word in radio reception. In fact, it is **MORE RADIO** than many people need—**THAT'S THE KIND THEY LIKE TO BUY**. Here is super-power for distant stations; 9-tube Multiplex Detector Circuit; Built-in Aerial; *Philco Automatic Volume Control*, reducing blasting and blare from local stations and counteracting fading, so that the owner cannot only get, but hold and enjoy, distant programs.

In addition, Model 96 has Tone Control; new Electro-Dynamic Speaker; balanced-unit construction for undistorted tone; double-tuned input circuit; linear detector action; high, equalized sensitivity; super-selectivity; rigid drawn steel chassis; armored tuning condenser; scientific shielding, and also the new exclusive Station Recording Dial on which favorite stations can be logged.

Model 77 Philco Screen Grid

This 7-tube chassis has distance, power, selectivity, super-acute sensitivity and the glorious Philco tone. This new model also has the new Tone Control; new Electro-Dynamic Speaker; balanced-unit construction for **UNDISTORTED TONE**; double tuned input circuit; linear detector action (using a Screen Grid tube for detector which just about doubles amplification); high and equalized sensitivity; super-selectivity anywhere on the dial; rigid drawn steel chassis; armored tuning condenser; scientific shielding, and a new, exclusive Station Recording Dial on which favorite stations can be logged.

No. 41 D. C. Screen Grid

This 6-tube set is a new all-electric Screen Grid radio for use on direct current, so that users in D.C. sections now can enjoy all the advantages of Philco Balanced-Unit Tone and reception. It is as fine a radio in every respect as the great A. C. Philco chassis which have given Philco such wide public acceptance. Double-tuned input circuit and four-gang condenser, with advanced radio frequency coil design, give great selectivity. The detector is a Screen Grid tube. Sensitivity and selectivity are uniform over the entire dial. It has volume without distortion because of Philco Balanced Units. The D.C. chassis is available in attractive Highboy, Lowboy and Console Cabinets.

PHILCO BALANCED-

The dealer who concentrates on Philco will **MAKE**

PHILCO CHASSIS

Battery-Operated Screen Grid Plus Set

Prospects who need a battery-operated set are usually located at some distance from their nearest broadcasting station. They need a set that will step out, get and *hold* far-distant stations. This new Philco Battery-Operated Set has super-power for distant stations, super-selectivity, and the marvelous Philco *Automatic Volume Control*, which automatically counteracts fading, thus making it easy not only to get, but to hold and enjoy, distant stations. This new Philco uses eight of the new 1930 high efficiency battery tubes, and is constructed in the same sturdy fashion as all Philco models, employing four-gang armored tuning condensers, rigid drawn steel chassis, scientific shielding, and is housed in furniture designed by America's foremost furniture creators to grace the finest home.



Philco's New Tone Control is HERE on Every New Philco Model

When you put a demonstrator set in a home you have never been able to adjust it to **THAT** particular location. You don't know whether you're going to run into local noises or whether the prospect is going to try it out on music or voices, good stations or stations which come in poorly in that neighborhood. With Philco Tone Control you can adjust the tone to **FIT** any or all of these conditions. You can **SHOW** the customer how it is done; show him or her **HOW** to bring in programs to suit **THEIR INDIVIDUAL TASTE**—and close sales.

UNIT RADIO

REAL MONEY with sets like these—WILL YOU?

Opening Gun in the New Philco Cam Millions and Millions and

THE SATURDAY EVENING POST

June 14, 1930

Presenting RADIO'S NEWEST MIRACLE



When Howard Barlow conducts the great Philco Symphony Orchestra for you, a radio set, whose units are but partially balanced, can only bring you the distorted tone pictured at the left. With Philco's exact balancing of all units in the set, you get the true, clear, undistorted tone pictured at the right — "the greatest music for the greatest musical instrument."



RADIO-PHONOGRAPH
Screen Grid Plus Radio and Phonograph combined, with Tone-Control for records as well as radio. American black walnut, matched butt walnut and Oriental wood.



SCREEN GRID PLUS LOWBOY
This exquisite cabinet of matched American butt walnut contains the new 9-tube Philco super-radio. Automatic Volume Control and built-in aerial. Philco Tone-Control.



SCREEN GRID LOWBOY
New 7-tube set in handsome open-face cabinet of American black walnut, figured butt walnut and Oriental wood. American Gobelintapestry overspeaker. Tone-Control.



SCREEN GRID CONSOLE
Compact and beautifully designed in butt walnut and bird's-eye maple, housing the new Philco 7-tube Screen Grid receiver. Built-in Electro-Dynamic speaker. Tone-Control.

How would YOU like this kind of co-operation—

ampaign — Featuring **TONE CONTROL** Millions of Circulation

THE SATURDAY EVENING POST

PHILCO **T**ONE-CONTROL

PHILCO is proud to announce a great improvement in radio reception—control of the broadcasting station *tone* by the listener.

This newest achievement is another stride forward in Philco's steady march to the highest levels of wonderful radio performance. Years ahead of the industry, Philco balanced units created the pure, true, *undistorted* tone which lifted Philco to outstanding leadership in 1929.

But never before has anything been done to improve the tone sent you from the radio station. How well you know that even on local stations you like the character of tone from one station better than another. How often you have wanted to listen to some fine programs but were discouraged because of the quality of the reception.

Now Philco has swept aside such limitations with a device that will revolutionize your ideas of radio entertainment. Now, with your own hand you can reach out instantly, and, with a simple knob on the front of the set, *modulate* the tones of radio stations and programs to suit your tastes and moods.

At last you can have your favorite dance orchestra the way YOU like it—classical music; great singers; famous artists can be heard the way YOU have always longed to hear them; speaking voices, momentous messages from our public men, can be brought in with a realism only equalled by their actual



PHILCO TONE-CONTROL
BRILLIANT — BRIGHT — MELLOW — DEEP —

You can turn the Philco Tone-Control to these four positions of tone quality. You can modulate speech or music to suit your taste. You have a personal control over the tone sent you by the station. You operate it yourself with this knob on the front of the set and vastly increase your sphere of radio entertainment.

presence. And finally, for radio stations which come in harshly or accompanied by crackles and buzzes from interfering electrical apparatus in your particular section, you can subdue the stridency and noise and enjoy many additional fine programs.

These things are made possible by this newest miracle of radio which has been named the Philco Tone-Control. Its four settings of tone quality—"brilliant"—"bright"—"mellow"—"deep"—open up new vistas of radio enjoyment. Philco Tone-Control is *built in* all the new Philco Screen Grid and Screen Grid Plus Radios.

Each and every Philco has balanced units which produce the true, clear, *undistorted* Philco tone—new, exclusive circuits of great selectivity and remarkable sensitivity—wonderful distance range and power—reduction of static and background noises—new, improved electro-dynamic speaker, and a new, clear-vision dial on which you can permanently log your favorite stations.

The Philco Screen Grid Plus has, in addition, *Automatic Volume Control*, practically eliminating fading, so you can *hold* and enjoy distant programs—built-in aerial, and enormous power—a super-radio for those who want *extra* performance.

These new instruments are housed in beautiful cabinets—furniture of which you can be proud; as illustrated on the opposite page, they are priced from \$95 to \$198, less tubes. Slightly higher in Canada, Rocky Mountains and West. Available for AC or DC current, and in a battery set. Ask your nearest Philco dealer for a free demonstration of Philco Tone-Control today. No obligation, of course, and easy terms when you decide to buy.

PHILCO, PHILADELPHIA, PA.
Makers of the famous Diamond Grid Battery for Motor Cars, Telephones, Farm Lighting, Motive Power, Auxiliary Power, Etc.—In Canada: Philco Products, Ltd., Toronto.



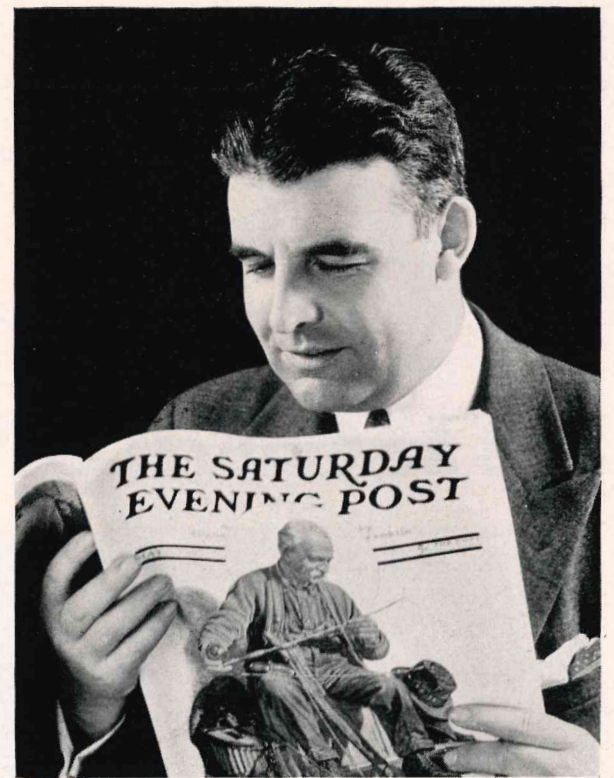
BALANCED-UNIT RADIO

given dealers who CONCENTRATE ON PHILCO?

THEY'LL SEE PHILCO



The New
PHILCO
Advertising
Campaign
Starts
Early in June



IT RUNS CONTINUOUSLY

Great, strong pages *and double spreads* will be printed in *The Saturday Evening Post, Collier's, Liberty, Time, Life, True Story, Ladies' Home Journal, Good Housekeeping, Cosmopolitan, Delineator, New Yorker, American Magazine, Photoplay* and others. *The circulation reaches millions and millions.*

This will be the most comprehensive and forceful campaign behind any radio this season.

The advertising will tell the people even more interesting things about Philco than ever before. *First*, the new Tone Control is announced. *Next*, Philco brings out its remarkable new Radio-Phonograph. *Then*, Philco advertising will announce the new line of furniture models, each the greatest value on the market in its class, and *finally*, Balanced Units and true, clear **UNDISTORTED** tone will be the sustaining feature of the advertising. This feature alone gave the public such unusual radio performance that they bought Philco by hundreds of thousands last year and they will buy additional hundreds of thousands this year.

MILLIONS AND MILLIONS AND

EVERYWHERE! . . .



PHILCO PARAMOUNT Tie-Ups Reach Added Millions of People

The tie-up with Paramount Pictures which startled the radio industry last Spring is continued in the Fall with even greater pictures and theatre co-operation than ever before. Through these tie-ups, Philco dealers **MADE SALES**. The attention focused on their stores because of the publicity they got from the picture tie-up has been responsible for an **UNPRECEDENTED** business, to date.

An entire campaign of Paramount tie-ups has been arranged and mapped out. Philco dealers will get the biggest publicity ever seen in the industry.

Newspaper space, news stories, posters, heralds, theatre lobby displays, street parades, special local broadcasts, contests, and a host of attention-getters are on the card for this proposition.

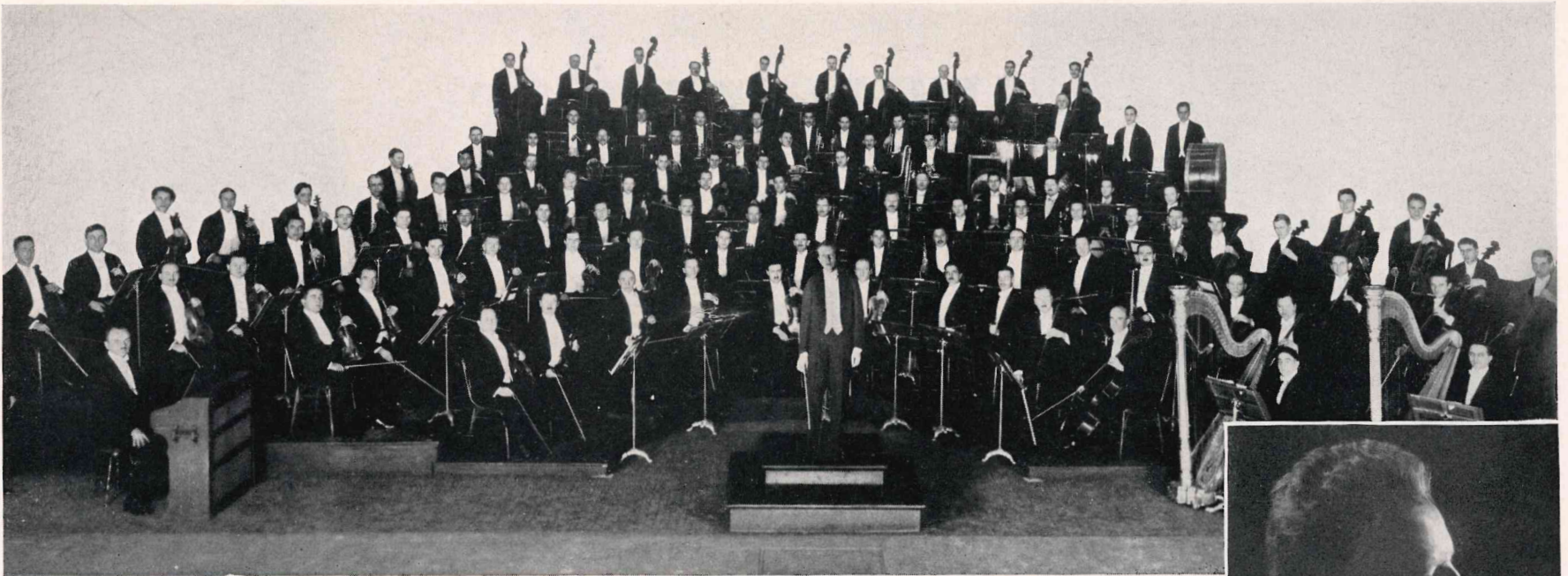
In addition, the entire selling area around the dealer's store is aroused to interest in his business and his Philco offerings because **THESE ARE THE PICTURES THAT EVERYBODY SEES AND TALKS ABOUT.**

How'd You Like This Kind of Co-operation?
CONCENTRATE ON PHILCO

MILLIONS OF CIRCULATION



THEY'LL HEAR PHILCO



Philadelphia Orchestra, Leopold Stokowski, *Conductor*

Great Broadcasting Programs



The biggest radio event of 1929 was the Philco broadcasting of The Philadelphia Orchestra led by Leopold Stokowski, the world's greatest conductor.

This big feature will be repeated as part of Philco's huge publicity campaign. **FOUR CONCERTS** will be broadcast. Mr. Stokowski has been working out some new broadcasting effects. He and the experts of the National Broadcasting Company have been developing improvements in studio technic and it is certain that the new series of Stokowski broadcasts, under the Philco banner, will again be the big event of the air this season.

Would YOU like this kind of advertising—handed
PHILCO ON THE AIR . . .

EVERYWHERE! . . .



Philco Symphony Orchestra, Howard Barlow, *Conductor*

The Best Music Obtainable

In addition to the Stokowski broadcasts, Philco has taken further leadership of the air by forming its own Symphony Orchestra. A series of fine symphonic concerts, attracting an audience of millions, is already on the air.

The Philco Symphony, under the direction of the famous radio conductor, Howard Barlow, goes on the Columbia Network every other week, for a full hour, on Wednesday nights, at 10 o'clock, Eastern Daylight Time.

"The finest music for the finest musical instrument—Philco." That is the slogan and the policy of this new feature. And live dealers will notice that Philco is "sold" during these concerts, in an entirely new and interesting way. The music itself sells the listener the idea that only Philco Radio can reproduce the fine programs of the air with true, clear, UNDISTORTED TONE, because of balanced units and because of his own personal control of the station tone.

to all dealers who CONCENTRATE ON PHILCO?
. . . PHILCO IN THE HOMES

Concentrate on PHILCO and

Here is the Proposition:—

Philco Tone Control—Radio's Newest Marvel

New, Red-Hot, Complete Line of Models

Amazing Prices—Startling Values

New Combination Radio-Phonograph

Four Marvelous New Chassis—*Super-performance*

Station Recording Dial

Gigantic National Advertising

Local Co-operative Advertising

Greater National Broadcasting

Local Broadcasting

More Philco-Paramount Picture Tie-ups

Great Dealer Program of Sales Helps

**Dealer Protection—Philco Sets in Philco
Cabinets Only**

Generous Discounts—Assured Profits

And Balanced Units—Philco Undistorted Tone

AND FINALLY—

get MORE than your share
Dealer Merchandising and
Sales Helps Like These

Sales Manual; complete selling information and method.

Service Bulletins; every service help you need.

Finance Plan; full, thorough, protective financial set-up.

Wonderful Window Trims and Displays.

Dealer Advertising Service; newspaper ads, mats, handbills, mailing pieces, signs, store cards, folders, etc.

Philco-Paramount Picture Tie-Up Material; a great array.

A New Crepe Paper Service; invaluable store decoration designs.

A Novelty Service; big line of novelties imprinted with your name; an immense range of items for all purposes.

Your Own Radio Programs; a new, unique, *local broadcasting service* which puts you on the air with as good and strong a radio advertising campaign as the big national net-work programs—a special Philco innovation.

Blazing NEON Signs; for window and for outdoor display.

Banners to liven up the place of business.

THE PHILCO NEWS; livest journal of radio ideas in the business.

Free Publicity Service; newsy, interesting articles for the news columns of your newspaper.

NOW What Will YOU Do?

Philco will concentrate on you . .

Now you have seen the biggest and strongest program of merchandising and advertising ever put behind a radio line.

Concentration on one **COMPLETE LINE OF RADIOS** means greater profits. And the dealer who knows which way the wind is blowing **KNOWS** that he is going to need all the help he can get to make those profits this year.

Concentration means dealing in **Philco Radios EXCLUSIVELY.**

Philco is a complete line. There is a Philco for every purse—for every purpose. The price range is adjusted to fit the needs of every kind of trade **BUT IN EACH MODEL THE VALUE IS WITHOUT QUESTION GREATER THAN CAN BE FOUND IN ANY OTHER LINE.** Set for set and price for price, Philco has placed its merchandise entirely outside the range of any and all competition.

You have only to study the details of this remarkable 1930 Radio proposition in this book to be convinced of this fact.

. . *if you concentrate on Philco!*

Philco has deliberately planned this proposition so that the Philco Dealer—the man who concentrates on Philco exclusively—can make **REAL MONEY** in the business, under the present crucial business conditions.


The Philco Dealer gets a *preferred* proposition. He gets an even *greater* amount of co-operation than is shown in this book. He is freed from the periodical danger of handling distress merchandise. *Philco has had no distress merchandise this year.* Think what **THAT** means and compare it with the “dumping” and forced selling that has made the radio business *dangerous*, and at times *fatal*, to both dealer and manufacturer.

Philco is steaming ahead into the new season with the soundest financial position in the industry; lowest inventories; greatest public acceptance and the **ABILITY TO PUT ITS DEALERS RIGHT ON THEIR FEET AND KEEP THEM THERE.**

Now then,

if you want to get into the business on this basis—

Here is the Philco Franchise that will spell success for YOU —



BALANCED-UNIT Radio Receivers and Speakers

Philco Radio Products are licensed for radio amateur, experimental and broadcast reception only, under patents of Radio Corporation of America, General Electric Company, Westinghouse Electric & Manufacturing Company, Hazeltine Corporation, Larson Corporation, Lowell & Dunmore and Lakophone Corporation. Patents applied to each model are listed on the license plate attached thereto.

Philco Registered Radio Dealer Agreement

Date _____ 19____

MEMORANDUM OF AGREEMENT, Made in quadruplicate between _____, hereinafter called Distributor, and _____, hereinafter called Dealer.

Street Address _____ City _____ State _____

County _____, hereinafter called Dealer.

- The term of this Agreement shall extend from the date hereof to April 30, 1931, upon which latter date it shall end, but either party may sooner terminate it by giving written notice to the other.
- The purpose of this Agreement is to arrange between Distributor and Dealer for the sale of Philco Radio Receivers, Radio-Phonographs, Speakers and Tubes by Distributor to Dealer.
- By this Agreement Dealer is constituted a Registered Philco Radio Dealer for the purpose of sales of Philco Radio Receivers, Radio-Phonographs, Speakers and Tubes by Distributor to Dealer during the term hereof and under the terms and conditions herein set forth.
- On all sales of Philco Radio Receivers, Radio-Phonographs, Speakers and Tubes which may be made by Distributor to Dealer during the life of this Agreement, the prices shall be current recommended Philco Dealer prices.
- Dealer will use his best effort to sell Philco Radio Receivers, Radio-Phonographs, Speakers and Tubes during the life of this Agreement.
- Dealer agrees that he will sell Philco Radio Receivers, whether Table Models or Furniture Models, and Radio-Phonographs only in their original cabinets.
- Distributor will make every reasonable effort to make shipment of Dealer's orders, in accordance with the estimates outlined below.
- Dealer estimates that he will purchase from Distributor _____ A. C. Receivers _____ D. C. Receivers _____ Radio-Phonographs _____ Battery Receivers during the term of this Agreement.
- This estimate by the Dealer does not constitute an obligation on his part to purchase this specified number of Philco Radio Receivers and Speakers, nor an obligation on the part of Distributor to ship; but it does constitute the Dealer's best judgment of the number and type of Philco Radio Receivers and Radio-Phonographs he will require during this period.
- Dealer will give Distributor's representative his initial purchase order and shipping instructions for a representative stock consisting of _____ Receivers.
- Dealer agrees to co-operate with Distributor in local advertising.
- Dealer agrees to order, at the time of signing this agreement, one Philco Sales Promotion Advertising Kit, containing articles and material for present use, as well as entitling Dealer to subsequent displays to be shipped during the 1930 season, as explained in the Philco advertising portfolio. This kit and service as outlined to be sold Dealer at half price — a net cost to him of \$15.00.
- Upon receipt and registration of signed Agreement, the Dealer's name will be placed on Philco's Registered Dealer Mailing List, so that Dealer may receive Philco Monthly House Organ and other Philco Sales Helps and plans, as issued to Philco Dealers from time to time.
- Dealer agrees that Distributor has the right to buy back at any time, either during the term of this agreement or subsequent thereto, and the Dealer agrees to sell to Distributor, any Philco Radio Receivers, Radio-Phonographs and Speakers in Dealer's stock at the net price paid for said stock.
- No terms or conditions on any order from Dealer shall be binding on Distributor. The failure of Distributor to reject such terms or conditions or the shipments of Philco Radio Receivers, Radio-Phonographs and / or Speakers against such order shall not be an assent to such terms and conditions.
- Termination of this agreement shall also cancel, as of the date the termination becomes effective, all orders that have not been shipped from the Distributor and neither party shall be liable to the other with respect to orders so cancelled.
- This agreement is non-assignable and non-transferable and holds good only between Distributor and Dealer stated above. No other agreement or understanding hereafter or in any way modifying or supplementing this agreement shall be binding on Distributor unless confirmed in writing and signed by its President, Vice-President or Secretary.

Distributor _____ Dealer _____

By _____ By _____

REGISTERED BY PHILCO _____ CLASS OF DEALER'S BUSINESS { Exclusive Radio _____
Electric _____
Hardware _____
Music _____

Does Dealer sell any other Radio _____

What make _____

Dealer retains yellow copy. Distributor keeps blue and forwards white and pink to Philco, Ontario and C Streets, Philadelphia, Pa.

Printed in U. S. A.
Form No. 2298

Sign It NOW!

