

Another **PHILCO** sensation

PHILCO-TRANSITONE AUTOMOBILE RADIO

The **FIRST**
really **BIG**-performing
AUTOMOBILE RADIO
plus the **FIRST**
really **RED-HOT** proposition
for **YOU!**

At the
Sensational
Price of
\$65
WITH 7 TUBES

COUNT THESE FEATURES!

7 Tubes (Triple Screen Grid)
Genuine Electro-Dynamic Speaker
Automatic Volume Control
Illuminated Single Dial
Remote Tuning Control
Philco Balanced Units

And many other features

TWO FAMOUS NAMES ARE JOINED!

PHILCO, largest manufacturer of radio in the world, has incorporated Transitone Automobile Radio Corporation. Transitone, the pioneer success in automobile radio, becomes the PHILCO-TRANSITONE.

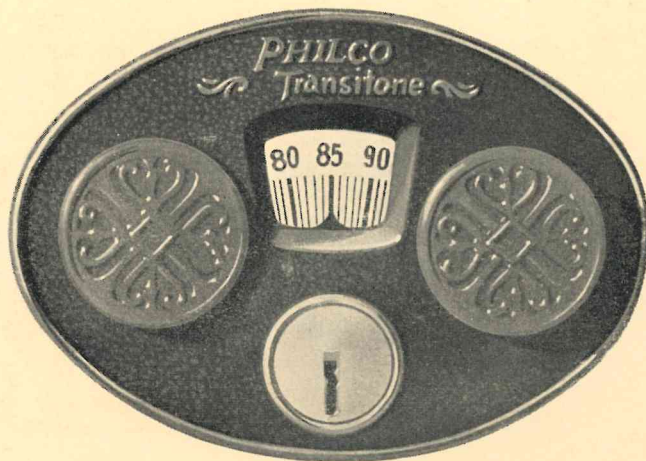
FINER RADIO PERFORMANCE THAN IS HEARD IN MANY HOMES!

Quickly Installed and Serviced for your customers—if you wish—by an Authorized Service Station in your locality. Quick, Clean, Extra Profits!—and No Bother for You. The Automobile Radio Era is Here—Get Aboard!

120 Million Radio-Minded People!

Was there ever in the History of Merchandising, such a tremendous market ready and waiting for a product?

Lighted single dial, because of remote tuning control, may be attractively mounted on or below instrument panel or, at slight additional cost, on steering column. Everything else is out of sight.



The FIRST really BIG-PERFORMING AUTOMOBILE RADIO

**PRICED RIGHT
STARTLING PERFORMANCE**

**INSTALLATION and
SERVICE PROVIDED**

**QUICK, "CLEAN"
PROFITS**

1931

"The Automobile Radio Year"

It's Here!

Partial list of Cars Factory-Equipped with Radio Aerials (Standard or Optional): Chrysler . . . De Soto . . . Dodge . . . Franklin . . . Hupmobile . . . Jordan . . . Packard . . . Peerless . . . Pierce-Arrow . . . Plymouth . . . Studebaker . . . Stutz.

Many automobile makers foresee the extra stimulus to new car sales that radio provides. Look for more and more cars to be factory-equipped with radio aerials. Authorities predict it won't be long until the car without a radio will be out-of-date.

The World's Greatest Automobile Accessory backed by The First Really Red-Hot Proposition for You

YOU are looking for a good, profitable easy-selling automobile accessory. Every live dealer is!

At its startling price, Philco-Transitone sells easily to the new car buyer as a necessary accessory on a modern car. It sells easily, too, to the people who have already bought cars from you or other dealers.

You can increase your profits tremendously by adding these long, clean, extra profits to what you net on car deals. *There are no trade-ins on automobile radios!*

Frequently the desire to have a Philco-Transitone clinches new car sales. Prospects want the radio and decide to have it put in a new car instead of the old.

A radio-equipped car enables you to get more people to accept car demonstrations, with an invitation to "radio-ride." And customers with radio-equipped cars become your salesmen, more than ever. Their enthusiasm brings you extra "leads" both for radios and cars.

You Don't Have to Know a Thing About Radio to Handle Philco-Transitone!

The Philco-Transitone Sales Plan relieves you of all responsibility for installation and service—if you so wish. You only take the orders—you do not have to stock the sets in quantity. An Authorized Philco-Transitone Service Station in your locality will install and service all the sets you sell.

Riding Around in 21 Million Automobiles!

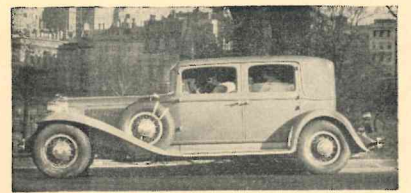
A Big, Ripe, Unscratched Market for Quick, Clean,
Extra Profits — Business Just Waiting for the Right
Radio at the Right Price — and Here it is!

PHILCO-TRANSITONE

Balanced-Unit Automobile Radio

The price includes: Philco-Transitone Radio with the famously successful Philco Automatic Volume Control and Balanced Units, 7 Philco Balanced Tubes, Genuine Philco Electro-Dynamic Speaker, Dash Tuning Control Assembly (illuminated single dial), Lock and key, cables and "B" battery box. "B" batteries, suppression parts and installation extra.

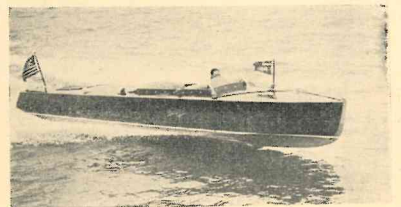
\$ 65.00
(with 7 tubes
Triple Screen Grid)



PASSENGER CARS



BUSES



MOTOR BOATS

In addition to private car-owners, transportation companies are live prospects. And where there is boating, your market is a still larger one.

PHILCO engineers, designers of the world's largest selling home radio, now have produced a "Big-Time" performer for automobiles. Actually the Philco-Transitone outperforms many radios installed in homes!

Compactly built for neat, out-of-sight installation in any car, only the Tuning Control Assembly is in evidence and it is attractively designed to appear "built-in"—to harmonize with other car equipment.

Weave through city streets, turning, twisting, at any speed—drive out through suburbs or villages—travel far into the country. Programs continue to come in as perfectly as when you listen to a new Philco at home. You need not touch the dial—Philco's famously successful Automatic Volume Control counteracts fading and holds the volume at constant level.

The tone is gorgeous and life-like—clear and true like a Philco home radio because of Philco Balanced Units and Electro-Dynamic Speaker. And suppression parts eliminate motor interference noise.

You will be amazed at the selectivity and power. It has full seven-tube power. As at home you can tune in dozens of stations without cross-talk. Almost anywhere you tour you will have a choice of programs.

Designed specially for automobiles, incorporating tested features which made Transitone the pioneer success in automobile radio with many added Philco features, Philco-Transitone is *five years ahead!*

Clean, Quick, Extra Profits

"A ride makes the sale." You don't have to know a thing about radio. There are no old radios to trade in. Every deal is "clean."

Equip a demonstrator with Philco-Transitone and convince yourself—you will have no difficulty in selling others.

See how a radio-equipped car enables you to get more people to accept car demonstrations. See how it advertises you and your car through increased word-of-mouth publicity. See how it helps to close both new and used car sales—and how many times you can sell radios to customers who have already bought cars.

Notice the way the clean extra profits from Philco-Transitone sales add to your "net." This is the world's greatest accessory proposition for you. You do not have to stock these sets in quantity. You do not have to install or service them. A demonstrator is all you need to start.

The Time is Right Now!

MOST car owners have home radios — are *radio-minded*. The sales possibilities of Automobile Radio in 1931 are greater than home radio was in 1924. Thousands of dealers have reaped fortunes since 1924 in the sale of home radios. Today automobile radio has an even greater future for quick profitable results.

Often the question now arises "Shall we go out driving or stay home and hear the radio?" People will ride more, enjoy their cars more, when they can "radio-ride."

It is time the radio industry and the automobile industry joined hands to enable their mutual prospects to enjoy both forms of recreation and entertainment. It will build up sales for both industries.

For evening and holiday driving—riding to keep business and social engagements — touring — picnics — vacations — car owners want automobile radio. Long waits, too, seem shorter with radio in the car. No matter where they drive, they are always in touch with the world with a Philco-Transitone.

CASH IN NOW! FEATURE PHILCO-TRANSITONE!

A great ADVERTISING CAMPAIGN leads the Philco-Transitone Procession Will You Give "THE RIDE THAT MAKES THE SALE?"

Breaking forth in the Spring, Full Pages in The Saturday Evening Post exclusively advertising the Philco-Transitone! To be followed by a big, steady succession of Philco-Transitone national advertising in addition to continual "playing up" in all Philco National Advertising, nationwide radio broadcasts and other forms of Philco publicity.

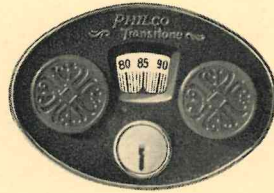
MR. DEALER!

All We Ask Now is Your Willingness to Work with Us. Equip a car with a Philco-Transitone and give the demonstrations that make the sales. Quick, Clean, Extra Profits!

MR. DISTRIBUTOR!

Philco-Transitone distribution will be confined to Special Transitone Automobile Radio Distributors, working in complete harmony in each territory. We want every distributor to serve his particular field at substantial profit to his own organization. Your inquiry is invited.

THE SATURDAY EVENING POST



HERE is the simple and attractive installation of Philco-Transitone Radio in your car. With a touch of your finger you TUNE IN programs as you drive. Reception is true, clear, UNdistorted because of Philco Balanced Units. 7 Tubes (3 Screen Grid) Single-Dial Control. Genuine Electro-Dynamic Speaker including Philco tubes, less 8 batteries and installation. **\$65**

Enjoy PHILCO radio as you ride!



UNBALANCED RADIO
MEANS DISTORTED TONE



BALANCED PHILCO
MEANS TRUE CLEAR TONE

You enjoy your car; you enjoy radio—why not combine these pleasures and go radio riding! Automobile radio is perfected now. Philco, maker of the world's largest selling radio, has lifted it to a level of performance actually finer than radio is heard in most homes. And Philco has brought down the price >>> Would you like to be able to dial in your favorite radio programs no matter when or where you ride or stop—mornings, afternoons, evenings—weekdays, holidays, Sundays? Think of the "company" it would be—on trips, or when waiting for someone. Picture the added fun at picnics or in camp. Listen to features you don't want to miss as you drive to keep engagements >>> The perfected Philco-Transitone radio, available through all Philco dealers, can be installed by an Authorized Service Station the same day you buy it! In development and use since 1926, Philco-Transitone is five years ahead. Philco engineers have fully succeeded in adapting, to the automobile, Philco quality, Philco Balanced-Unit TONE, Philco power, distance and selectivity. There is no cross talk. Even that finest of all Philco devices, Automatic Volume Control, is included—to hold distant programs at the same volume without fading >>> The single lighted dial, with lock, is placed on the steering column or attractively mounted on or below the instrument panel of any car. The set and genuine Philco Electro-Dynamic Speaker are hidden, yet easily accessible. The aerial is concealed in the roof. Batteries are out of the way under the floor >>> Here is a radio for your car as big in performance and as big in value as Philco Radios for your home. See your nearest Philco-Transitone dealer and let him give you a Radio-Ride—motoring's newest thrill and pleasure, perfected and made inexpensive by Philco, Philadelphia, Pa.

NOW YOU CAN ENJOY PHILCO'S TRUE CLEAR BALANCED-UNIT TONE IN YOUR CAR



Partial list of cars factory-equipped with Radio Aerials (Standard or optional)
Chrysler, De Soto, Dodge, Franklin, Hupmobile, Jordan, Packard, Peerless,
Pierce-Arrow, Studebaker, Stutz, Plymouth.

PHILCO TRANSITONE AUTOMOBILE RADIO

MAIL THIS COUPON FOR THE FULL STORY—NO OBLIGATION

Date....., 1931

PHILCO-TRANSITONE,
Ontario and C Streets, Philadelphia, Pa.

Without obligation, kindly furnish complete information concerning the Philco-Transitone proposition.

Dealer Distributor
(Please attach your letterhead)

Firm.....

Individual.....

Address.....

City..... State.....

PHILCO Transitone PHILADELPHIA, PA.