

# Portfolio of

**PHILCO**  
REG. U. S. PAT. OFF.

**1929-1930**

## **Dealer Advertising**

**A** COMPLETE range of advertising that will bring you *customers, sales, profits.*

Make full use of all this advertising—*continuously*, and cash in on the public demand created by Philco's enormous national advertising campaign.

*Don't let anybody forget that  
AT YOUR STORE they can buy  
the wonderful new*

**PHILCO**  
REG. U. S. PAT. OFF.

**BALANCED-UNIT RADIO**

# IMPORTANT!

## A Full Range of Philco Advertising for Every Occasion

**K**EEP this book in a handy place. It catalogues the complete range of advertising helps which Philco offers to every registered Philco dealer.

Use these advertising helps liberally in your store and in your local paper. They will identify you

with Philco. People who read of the marvelous achievement—Philco Balanced-Unit Radio—in the great national advertising campaign can then learn in their own local paper that the radio sensation of the year is available—nearby—right in YOUR store.

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**To Get Your Share of Business !  
Do Your Share of Advertising !**

**1929 IS A PHILCO YEAR!**

# PHILCO DEALER



## Master Window Display

**A** BIG, beautiful, impressive center window display, flanked by harmonious side panels, all in brilliantly arresting colors! This display changes three times during the season, featuring the radio attraction most in the public eye. Music, football, boxing, and so forth. No one who passes your store can miss this impressive reminder of the entertainment which Philco Balanced-Unit Radio can offer so much more perfectly than any other line. It is included in the Philco Dealer's Merchandising Kit. The center panel is 35½ x 37 in., the side panels are 18 x 27 in.

### Electric Window Sign

In shimmering red letters against a gold background, this electric window sign flashes the Philco message to attract and hold the passer-by. It was chosen for you because it was by far the most compelling sign of its kind that we had ever seen. Set it to work! It is included in the Philco Dealer's Merchandising Kit.



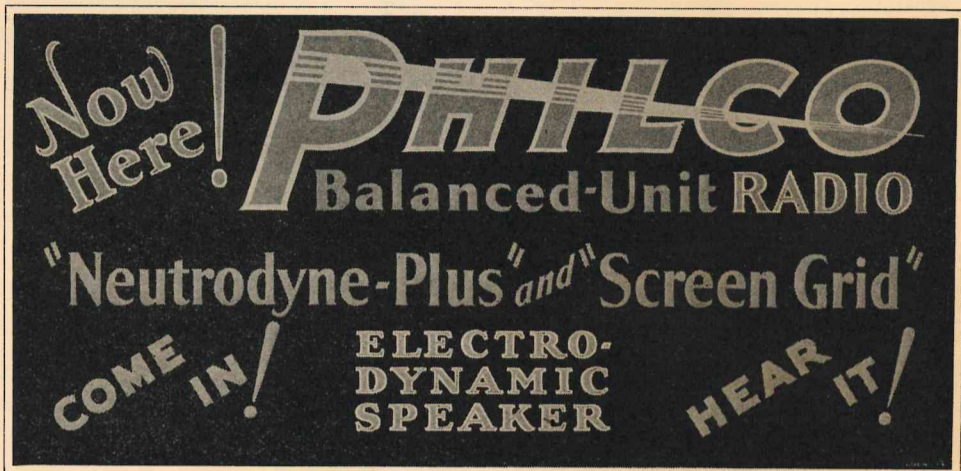
**A**LL of the proven aids to bigger sales and bigger profits are included in the Philco Dealers' Merchandising Kit. Window Display, Electric Sign, Mailing Matter and many other sure-fire helps to selling.

The best artists obtainable working with expert color artists, engravers and lithographers have created these beautiful window and store displays for the use of the Philco dealer. And by placing a big order for each one of these items the Philco factory has been able to secure the *entire combination* for only \$15—a surprisingly low cost. *However—*

You, as a registered Philco dealer, can secure this entire assortment of window and store displays in *one big package* through your Philco jobber *at a total cost to you of only \$7.50*—far less than the actual original cost in quantity production. Ask your jobber or Philco branch office about this without fail.

# Merchandising Kit

## Large Window Banner



A BIG (5 x 2½ ft.) size attention-getting banner that you can use either across the front of your store or along the inside wall. This banner commands attention. It proclaims you as the Philco dealer. It announces the arrival of the marvelous new Philco Balanced-Unit Radio and reads as illustrated.

## Counter Folders



A generous quantity of these folders—illustrating the complete line—is included in the Merchandising Kit. You need them for distribution to prospective customers.

## Envelope Stuffers

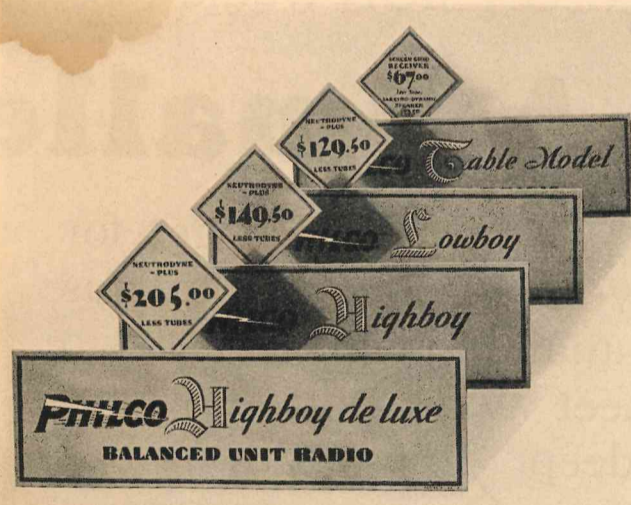
A good supply of these envelope stuffers is included in the Kit. They will prove an invaluable aid in interesting prospects who can be reached by mail. Slip one in the envelope whenever you mail any sort of letter. The extra effort is negligible, and the extra selling power of these little folders will amaze you.



## Counter Cards

Beautifully blend with the models they display

These exquisitely lettered cards, sturdy and rich in material, may be displayed on your counter, in your window, or best of all, right on the models themselves. A card for every model.



Price Cards, designed to fit perfectly on the top corner of each Model Card, are included. A card for every price.

## Window Transfer



This is a very well designed transfer that puts over the name "Philco" prominently. It is distinctive in appearance and can be placed on the glass of either your door or your window. It is not large enough to crowd the glass, but it stands out and helps greatly to identify your establishment as Philco headquarters.

**Order Today**—The complete kit includes every item featured above. The cost to you is \$7.50. Write or wire your order to your jobber or your Philco branch office. They will make immediate delivery. If you wish extra electric signs, window displays, banners, etc., see your jobber or Philco Branch—this additional material will be supplied you at absolute cost.

# A Double-Faced Blazing NEON SIGN Brings In the Crowd!

**\$90<sup>75</sup>**



**B**LOCKS away they can see it from either side. And they *will!* For the Neon Sign is by far the most unusual and striking display on any block, anywhere.

And in spite of that it is more economical to operate than any other form of electric sign. This splendid NEON SIGN would cost hundreds

of dollars if you ordered it from the manufacturer. But Philco, by buying in great quantities, can purchase them for \$181.50.

Of this price your jobber absorbs ONE-HALF. So the price to you of this splendid NEON SIGN, 2½ feet high and 6 feet long, is only \$90.75.

## A Smaller NEON SIGN

You can also get for your window display this smaller Neon Sign, two feet wide and one foot deep. In everything but size it is just as impressive as the larger one. A continuous glass tube,

bent into letters, glows to a brilliant red the moment the current is turned on. Science has devised no other attention-getter to equal it.

By buying in great quantities Philco is able to get this splendid sign for \$50, and you as a Philco Dealer pay only \$25!



**\$25**

*Order your sign direct from your jobber or your Philco branch office—they will see that you are credited with half the cost.*



# Here's a SMASHING POSTER!

## A sure attention-getter

**G**O ON THE BILLBOARDS! Arrange with your local posting company for a display of this outstanding poster.

This is a great opportunity to tie your name up prominently with the most sensational and arresting radio poster ever designed.

### These Posters are Free

Philco will furnish absolutely free, on your order, any required

number of posters complete with your name and address imprinted.

Your only cost is for posting, and that is not costly.

Remember that everybody on the streets of your city will be impressed by this outstanding poster, and your association with it—not once, but several times a day for a full month or longer.

## Another One Coming!

The poster pictured above is the first of a series. The second will be available early in the fall. It, too, will be a compelling and distinctive portrayal of superiority in Philco Balanced-Unit Radios.

## IMPORTANT!

When ordering posters, specify the exact number you require, and your name and address *exactly* as you want the imprint to appear. Send your order direct to Philco, Ontario and C Sts., Philadelphia, Pa., or if you are located west of the Rockies, to 218 Fremont St., San Francisco.

# YOUR OWN Newspaper Advertising

**Mats or Electros furnished free  
to all Registered Philco Dealers**

**A** MAT or an electro of every advertisement on the following pages is yours for the asking!

Let everybody know that *you* are a Registered Philco Dealer, not once, but continuously!

Let them know that you sell and service the complete line of Philco Balanced-Unit Radios!

Tie up with the Philco national campaign on Balanced-Unit Radio with fresh, snappy and individual selling points!

Arouse curiosity on terms of trade-in, instalment payments!

Further interest with testimonials of outstanding reception from people right in your own city!

Convince by continuing always to sell the line in conjunction with *your name*. Get people to *your store*.

If a Radio Show is planned for your city, **BE IN ON IT** with special show advertising. If there will be no Show, organize one of your own—and advertise it!

Make a regular schedule of appearances on the radio programme page of your newspaper with the small single-column ads!

## **Seasonal and Special Ads**

In addition to this wide range of advertisements at your disposal, seasonal ads will be furnished as occasion demands—well in advance of the world's series, football finals, prize fights, elections, etc.—all with the newsy but basic appeal—"Get a clear picture of the game on a Philco Balanced-Unit Radio!" etc.

Model cuts, trade-marks, price slugs, etc., are available in a wide variety of sizes. Use them in emergency ads which at times you may want to arrange yourself. **IMPORTANT**—It is well worth keeping in mind that your local newspaper can give you practical help in preparing special ads, or in revamping any ads shown here, in another size or shape.

*You can secure these mats and electros from your jobber or your Philco branch office. When ordering, be sure to designate advertisements and cuts by number shown at bottom of each illustration.*

# **A D V E R T I S E !**

# ANNOUNCEMENTS—

You can use them right away

## WE HAVE IT!

The new

# PHILCO BALANCED-UNIT RADIO!

**O**RIENTAL walnut panels and set-back bird's-eye maple center panel. Genuine ELECTRO-Dynamic Speaker, increased in size, built-in Acoustic Equalizers, and balanced to use TWO of the wonderful new 245 power tubes, push-pull. A radio of extraordinary beauty and highest quality for only \$129.50. Screen Grid, \$119.50.

### Free Home Demonstration!

We will deliver any one of these magnificent new Philco furniture models to your home on Free Demonstration. No obligations — no red tape. We want you to find out for yourself in your own home why Philco performance is the sensation of the radio world.

**EASY PAYMENTS**, if you decide to buy. You merely make a small down payment and then pay the balance monthly out of income.

### Balanced Units the Secret

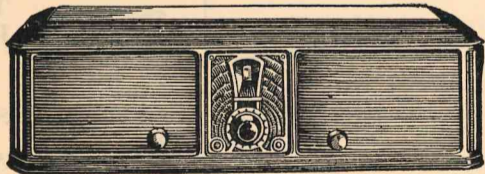
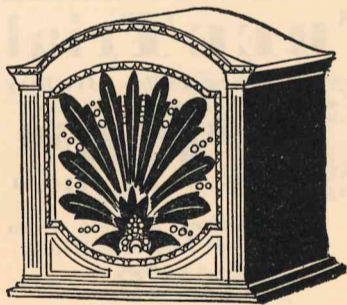
**RARE PURITY OF TONE** — richer, clearer, purer tone than ever before known to radio. Reproduction so lifelike it will amaze and delight you.

**MARVELOUS SELECTIVITY** — Split-hair selectivity. Now sharper than ever in its separation of stations.

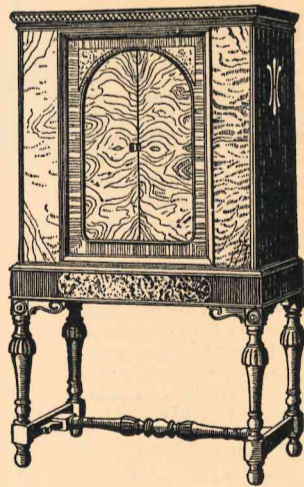
**VAST DISTANCE RANGE** — Philco owners by hundreds write us that they bring in stations in Cuba, Canada, Mexico, Japan, Australia and other foreign countries. Philco's range sweeps thousands of miles in every direction.

### Call or Phone Today

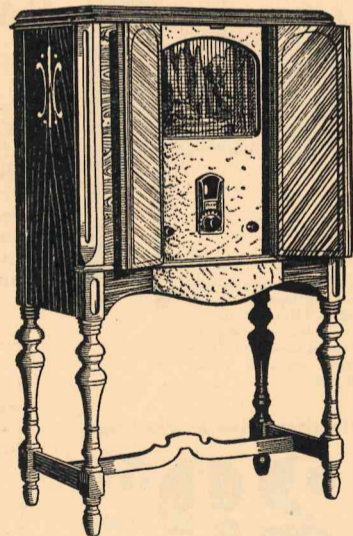
**FREE DEMONSTRATION** — Prove for yourself at our expense the wonders of this new Philco by absolutely Free Demonstration in your home. Telephone us or call at our store at once and get the full details. Free Demonstration requests will be taken care of in the order in which they come.



BALANCED-UNIT TABLE MODEL  
Screen Grid, \$67.00  
Electro-Dynamic Speaker, \$32.50



BALANCED UNIT HIGHBOY DE LUXE  
Neutrodyne-Plus, \$205.00  
Screen Grid, \$195.00

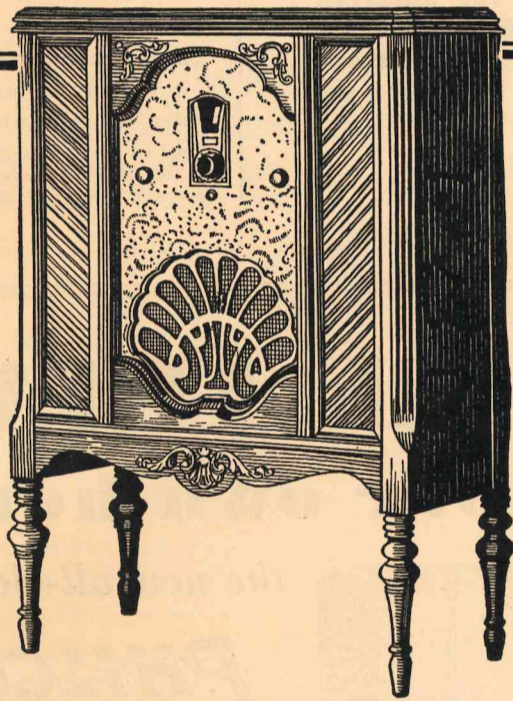


BALANCED-UNIT HIGHBOY  
Neutrodyne-Plus, \$149.50  
Screen Grid, \$139.50

Balanced-Unit Lowboy  
Neutrodyne-Plus

**\$129<sup>50</sup>**

Screen Grid, **\$119<sup>50</sup>**  
Tubes extra



**DEALER'S NAME**

**BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO**

Advertisement No. A-1

Size: 4 columns x 12½ inches, or 700 lines; also 3 columns x 10 inches, or 420 lines: No. A-2

Use this impressive *announcement advertisement* to let your local market know that you are the Philco dealer in your community. Available also in a smaller size. See page 8.

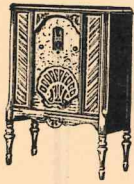


# ANNOUNCEMENTS—

Small Ads that can be run frequently

**WE HAVE IT!**

The NEW **PHILCO**  
Balanced-Unit Radio



Neutrodyne-Plus  
**\$129.50**

Screen Grid, \$119.50  
Tubes Extra

Other models from \$67 to \$205.  
Free Demonstration!  
Easy Payments!

DEALER'S NAME

Advertisement No. A-3

Size: 1 column x 2 inches, or 28 lines

This small announcement advertisement can be run economically as a reminder every day or every week on the radio page of your local paper.

**Do not fail to tell your customers about the amazing new Philco line. Use these advertisements in your own paper.**

**WE HAVE IT!**

The NEW **PHILCO**  
Balanced-Unit Radio

This superb NEUTRODYNE-PLUS  
LOWBOY only



**\$129.50**

Screen Grid  
\$119.50  
Tubes Extra

Revolutionary tone, distance, selectivity, the result of Balanced Units. Very handsome. Call or phone us and arrange for FREE DEMONSTRATION in your home. Be sure to hear the new Philco before buying any radio. Other models, \$67 to \$205.

DEALER'S NAME

Advertisement No. A-4

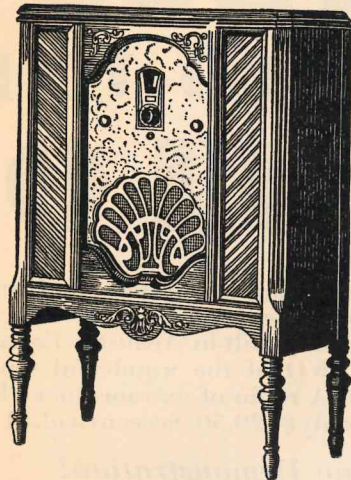
Size: 1 column x 4 inches, or 56 lines

Another very economical announcement, slightly larger, which can be inserted frequently at little cost.

**WE HAVE IT!**

The new **PHILCO**  
Balanced-Unit Radio

This superb NEUTRODYNE-PLUS LOWBOY only



**\$129.50**

Screen Grid, \$119.50  
Tubes Extra

Cabinet finished in genuine walnut with bird's-eye maple and Oriental walnut panels. Genuine ELECTRO-Dynamic Speaker, built-in Acoustic Equalizers, and balanced to use TWO of the wonderful new 245 power tubes, push-pull.

**Free Home Demonstration!**

Yes, we will deliver this magnificent Philco Lowboy to your home on free demonstration. No obligation—no red tape—and EASY PAYMENTS, if you decide to buy.

This is the same marvelous Philco that you have seen advertised in the great national magazines. Rare purity of tone—marvelous selectivity—vast distance range.

Call or phone us today. Other models from \$67.00 to \$205.00

DEALER'S NAME

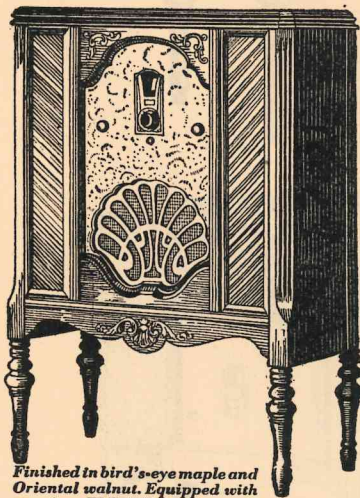
Be sure to hear the new Philco before you buy any radio

Advertisement No. A-5

Size: 2 columns x 6½ inches, or 182 lines

Here is another announcement advertisement of medium size, arranged to command the immediate attention of any reader of your local paper.

## FREE TRIAL in your own home



Finished in bird's-eye maple and Oriental walnut. Equipped with genuine ELECTRO-Dynamic Speaker and Acoustic Equalizers. Balanced to use TWO of the wonderful new 245 power tubes, push-pull.

This Neutrodyne-Plus Lowboy only

**\$129.50**  
Tubes Extra

Screen Grid, \$119.50

OTHER MODELS FROM \$67.00 TO \$205.00

the new all-electric

**PHILCO**

BALANCED-UNIT  
RADIO

We will gladly deliver any one of the marvelous Philco models to your home on absolutely Free Trial. We want you to prove to yourself its matchless tone, its marvelous selectivity and amazing distance range. No obligation whatsoever.

**And Easy Payments**

Yes, and then if you decide you want to own one of these splendid Balanced-Unit Philcos, you can have it on very easy payments. Just a small amount down; balance monthly.

**Call At Our Store**

We are taking care of Free Trial requests as rapidly as we can in the order we receive them. You owe it to yourself to telephone us or call at our store as early as possible for full details.

DEALER'S NAME

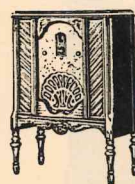
BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO

Advertisement No. A-6

Size: 2 columns x 6½ inches, or 182 lines

Free trial is the greatest business getter in radio. Let your Philco models sell themselves. Use this advertisement frequently and watch your sales grow.

## FREE TRIAL



new Philco LOWBOY  
Neutrodyne-Plus

**\$129.50**

Screen Grid \$119.50  
(Tubes extra)

Other Models from  
\$67.00 to \$205.00.

**PHILCO**

BALANCED-UNIT RADIO

Dealer's Name and Address Here

Advertisement No. A-7

Size: 1 column x 2 inches, or 28 lines

This advertisement tells the story rapidly at very low cost. Use it frequently to get new prospects for the free trial offer.

**Order any advertisement on this or on any other page in this portfolio direct from your jobber or Philco branch. They are absolutely free to all registered Philco dealers.**

## FREE TRIAL

the new, All-Electric

**PHILCO**

BALANCED-UNIT RADIO

This Neutrodyne-Plus Lowboy, only

**\$129.50**

Screen Grid \$119.50  
(Tubes extra)

Amazing tone, selectivity and distance.

Finished in bird's-eye maple and Oriental walnut. Equipped with genuine Electro-Dynamic Speaker and Acoustic Equalizers; and balanced to use two of the wonderful new 245 power tubes, push-pull. Other models \$67.00 to \$205.00.

DEALER'S NAME

Advertisement No. A-8

Size: 1 column x 4 inches, or 56 lines

Here is another free trial advertisement, slightly larger than the above, and for that reason having increased pulling power, still at very low cost.

# FREE TRIAL

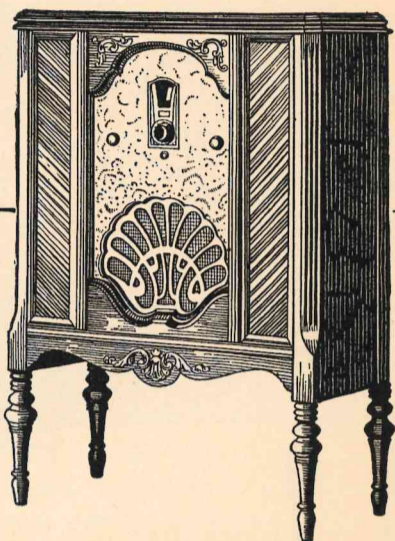
Every request for the Philco Free Trial opens another door to a sale

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## FREE TRIAL

in your own home



This Neutrodyne-Plus LOWBOY, only

**\$129.50**

SCREEN GRID **\$119.50**

*Tubes Extra*

Finished in bird's-eye maple and Oriental walnut. Equipped with genuine *Electro-Dynamic* Speaker and Acoustic Equalizers, and balanced to take TWO of the wonderful new 245 power tubes, push-pull.

*Other Models from \$67.00 to \$205.00*

**NO AERIAL NEEDED**

Neutrodyne-Plus models need no aerial for local and many distant stations. Many other features.

**Y**ES, we will deliver this superb Philco Lowboy to your home on *absolutely* FREE TRIAL. You can then prove for yourself its matchless tone, marvelous selectivity, and amazing distance range.

### *No obligation*

Do not hesitate to ask for this free trial. It places you under no obligation whatsoever.

### *Easy payments, too!*

If you decide to buy this splendid Philco after the free trial, you merely make a small down payment; balance monthly out of income.

### *Call at our store*

Requests for free trial are being taken care of as rapidly as possible, in the order we receive them. You owe it to yourself to telephone us, or call at our store as early as possible for full details.

ALL-ELECTRIC

# PHILCO

BALANCED-UNIT

RADIO

DEALER'S NAME

*Be sure to hear the new Philco before you buy any radio*

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Advertisement No. A-9

Size: 3 columns x 10 inches, or 420 lines

The real sales-making power of a *free trial* offer has been tested and proved over and over again. There is no guesswork about it. It is the most valuable sales aid in radio. Let the new Philco models prove their own excellence. They are your best salesmen. They will do it. Announce your *free trial offer* with this compelling *advertisement* and follow it up with the smaller advertisements on the opposite page.

*Order this free trial advertisement from your jobber or Philco branch. Put it to work for you!*

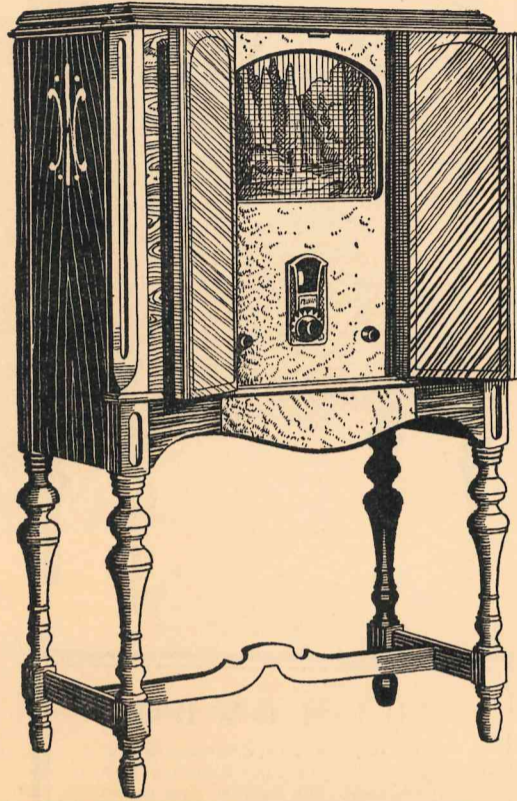
# THE HIGHBOY

## Quality at a Price!

*All-Electric*

**PHILCO**

### BALANCED-UNIT HIGHBOY



**T**ONAL fidelity that is note-perfect—hair-line selectivity—tremendous distance range—cabinets finished in costly imported woods—all these are at last available combined in a single radio!

The new All-Electric Philco Balanced-Unit Highboy is in every way the finest radio that you can buy anywhere, at any price.

#### *Balanced Units*

By extraordinary engineering, Philco has attained a precise electrical balance of all units in every Philco model; an achievement directly responsible for the unsurpassed tone, distance and selectivity which set a new high standard of radio performance, and every Philco is balanced to use TWO 245 power tubes, push-pull.

#### *Genuine Electro-Dynamic Speaker*

A new and larger *Electro-Dynamic* Speaker is built into the Philco Highboy, together with the exclusive Philco Acoustic Equalizers, guaranteeing complete tonal accuracy from the highest note to the lowest, whether the set be turned up to full orchestra volume or toned down to a whisper.

#### THE HIGHBOY

Latest style half doors, finished in matched Oriental walnut. Butt walnut on side panels. Bird's-eye maple center panel. Genuine tapestry over speaker. *Electro-Dynamic* Speaker and Acoustic Equalizers built in.

*Price, Neutrodyne-Plus*

**\$149<sup>50</sup>**

Screen Grid, \$139.50

*Tubes Extra*

#### *Free Home Demonstration*

We will gladly install the Philco Highboy in your own home for an impartial free demonstration without any obligation. Prove to yourself Philco's rare purity of tone, marvelous selectivity and vast distance range. And then, easy payments, if you decide to buy.

### DEALER'S NAME

BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO

Advertisement No. A-12

Size: 3 columns x 10 inches, or 420 lines

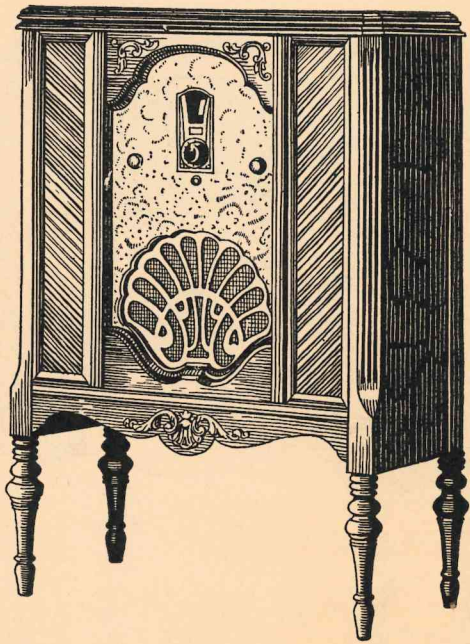
also 2 columns x 6½ inches, or 182 lines: No. A-13

This special *advertisement* features the Philco Highboy, and every Philco dealer without exception will find it a sure business getter. This attractive model at its remarkably low price can be featured with a certainty of creating sales.

Order from your jobber or Philco branch. IT'S FREE to all registered Philco dealers.

# THE LOWBOY

**Quality Radio at a Price!**



## ~~PHILCO~~

**BALANCED-UNIT**

*All-Electric*

### **LOWBOY**

**T**HE same superb radio that you have seen announced so extensively in *The Saturday Evening Post* and many other magazines is here today for your inspection! Come in and hear the pure, rich tone of the new Philco Lowboy. See for yourself its entrancingly beautiful cabinet, a distinguished addition to the furnishing of the finest home.

#### *Balanced Units*

By extraordinary engineering, Philco has attained a precise electrical balance of all units, resulting in a new high standard of tonal fidelity, split-hair selectivity, and great distance range; and every Philco is balanced to use TWO 245 power tubes, push-pull.

#### *Free Home Demonstration*

We will gladly deliver this superb Philco Lowboy to your home on Free Demonstration. Prove to yourself its rare purity of tone, remarkable selectivity and vast distance range. Easy payments, if you decide to buy after trial.

#### *Call—Look—Hear*

Come in—see and hear this remarkable new Philco. Examine the various beautiful models. Select the one you want on Free Demonstration. Call today or telephone.

#### **THE LOWBOY**

Genuine Oriental walnut and bird's-eye maple give this cabinet a rich distinction such as you had never hoped to find at the price. Philco matched Electro-Dynamic Speaker and Acoustic Equalizers, built-in, give it unsurpassed tonal fidelity. Furnished either with Neutrodyne-Plus or Screen Grid circuit.

*Neutrodyne-Plus*

**\$129<sup>50</sup>**

*Screen Grid, \$119<sup>50</sup>*

*Tubes Extra*

**BE SURE  
TO HEAR THE  
NEW PHILCO  
BEFORE YOU  
BUY ANY RADIO**

**DEALER'S NAME**

Advertisement No. A-14

Size: 3 columns x 10 inches, or 420 lines

also 2 columns x 6½ inches, or 182 lines: No. A-15

*The Philco Lowboy* will be the leader in this year's business. And here is an advertisement that will help you make it the leader for you. Progressive radio merchants will run this advertisement frequently, to show that a genuine cabinet model of the finest make of radio in existence is actually within the reach of the average family's purse.

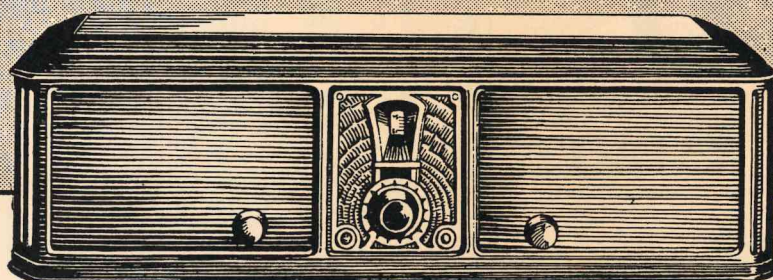
*Order from your jobber or Philco branch. One of the most important advertisements you can have!*

# THE TABLE MODEL

The Year's Sensation!

**PHILCO** BALANCED-UNIT

SCREEN GRID *all-electric* RADIO



Screen Grid  
**TABLE MODEL** only \$ **67.00**  
Tubes  
Extra

**N**OW you can have the supreme advantages of Screen Grid Tubes, radio's newest triumph, in combination with the Philco Balanced-Unit principle which has actually revolutionized radio performance!

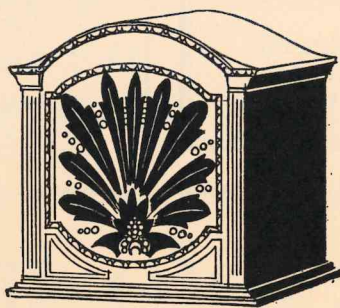
### *The Philco Table Model*

The new Philco Table Model is furnished in a most attractive case, colored to harmonize in quiet dignity with the furnishings of any room. Electrically this model is exactly the same as the Philco Screen Grid Highboy de Luxe, which means that it delivers the finest, clearest, truest tone of any radio at any price.

### *Free Home Demonstration*

We are so sure that you will be delighted and amazed by the performance and appearance of this superb set that we want you to try it in your own home and without any obligation whatever. This is the same wonderful radio that you have seen advertised in recent issues of *The Saturday Evening Post* and other leading magazines. Drop in — or telephone — and we will install one on free demonstration. If you decide to buy, the cost can be distributed in a series of easy payments.

## New PHILCO ELECTRO-DYNAMIC SPEAKER



Here is the last word in genuine *Electro-Dynamic* Speakers. This is not a hybrid magnetic type masquerading as a dynamic. It has a real moving coil in a power field and a metalized fabric (no paper) diaphragm which permits the absolutely perfect reproduction of any note in the musical range, from the lowest to the highest. Every speaker is elec-

trically matched with extreme care to the output stage of the Philco chassis with which it will be used.

*Price only*

\$ **32.50**

**DEALER'S NAME**

**BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO**

Advertisement No. A-16

Size: 3 columns x 10 inches, or 420 lines

also 2 columns x 6½ inches, or 182 lines: No. A-17

It is extremely important that you acquaint your public with the fact that the same superb chassis which is used in the finest Philco furniture model is also available — absolutely unchanged — in an attractive table model at an amazingly low price.

*Order from your jobber or Philco branch. It will bring in the biggest class of buyers.*

# YOUR RADIO SHOW

The advertisement reproduced below will put it over at a big profit to you

## RADIO SHOW!

All this week, (insert dates here)

Special showing of all new models

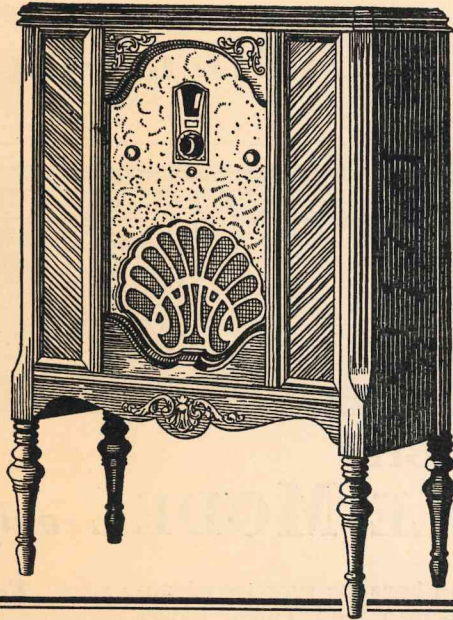
# PHILCO

### BALANCED-UNIT RADIO

YOU are invited to attend a special display at our store all this week of the complete range of the new and superbly beautiful Philco Balanced-Unit Radio Models. Store open evenings.

Here is your opportunity to inspect the very latest developments in quality radio; to see and hear the sensational new Philco that you have heard so much about and have recently seen announced in the great national magazines. Handsome furniture models designed by well-known artists, finished in costly woods.

We want you to attend this special showing whether or not you are thinking of buying a radio. However, after you have examined these various Philco models, if you wish, we will deliver any one of them to your home on free home demonstration. And then, if you decide to buy, we will extend to you very easy payment terms if you so desire.



#### PHILCO LOWBOY

Finished in bird's-eye maple and matched Oriental walnut. Balanced-Unit Neutrodyne-Plus circuit, built-in matched Electro-Dynamic Speaker and Acoustic Equalizers. Push-pull amplification for two of the new 245 power tubes.

Price, only

# \$129<sup>50</sup>

SCREEN GRID \$119.50  
(Tubes Extra)

A complete range of models, Neutrodyne-Plus or Screen Grid circuit, priced from \$67.00 to \$205.00.



BALANCED-UNIT HIGHBOY  
Neutrodyne-Plus, \$149.50  
Screen Grid, \$139.50



BALANCED-UNIT HIGHBOY DE LUXE  
Neutrodyne-Plus, \$205.00  
Screen Grid, \$195.00



BALANCED-UNIT TABLE MODEL  
Screen Grid, \$67.00  
Electro-Dynamic Speaker, \$32.50

DEALER'S NAME

BE SURE TO HEAR THE NEW PHILCO

Advertisement No. A-18

The above is a reduced size. It is available in the following sizes:

Size: 4 columns x 12½ inches, or 700 lines: No. A-18  
also 3 columns x 10 inches, or 420 lines: No. A-19

You can secure these mats and electros from your jobber or your Philco branch office. When ordering, be sure to designate advertisements and cuts by number shown at bottom of each illustration.

Instruct your newspaper to insert the dates of your show in the space marked (date)—August 1st to August 8th, for example—and place the name and address of your store in the space marked for them.

**IMPORTANT—See pages 13, 14 and 15 of the Sales Manual for additional information.**

THE minute you have received delivery on the complete Philco line—Table Model, Lowboy, Highboy, Highboy De Luxe, there is no better way to identify yourself definitely as the Philco dealer in your community than to arrange a real radio show to display and demonstrate these models.

A radio show will bring in scores of prospects who could be attracted so effectively in no other way. Whether or not they are ready to buy, they will come in out of curiosity. And once in your store, they cannot help being so deeply impressed by the superb tone and the beautiful cabinets of the new Philco models that they will return when ready to buy.

This will set the basis of a year-round trade. You will start people talking about the new Philco line—and word of mouth advertising is extremely valuable.

*Don't let the opportunity slip by until it is too late. Make your arrangements NOW.*

## RADIO SHOW! All this week

(Have your newspaper insert dates here)

You are invited to attend a special showing, every day and evening this week, of the

**new PHILCO all-electric  
Balanced-Unit RADIO models**

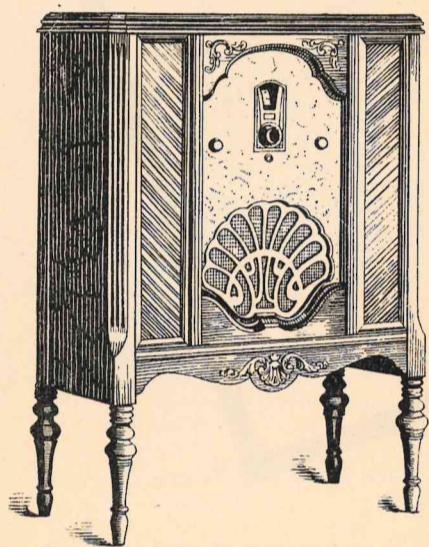
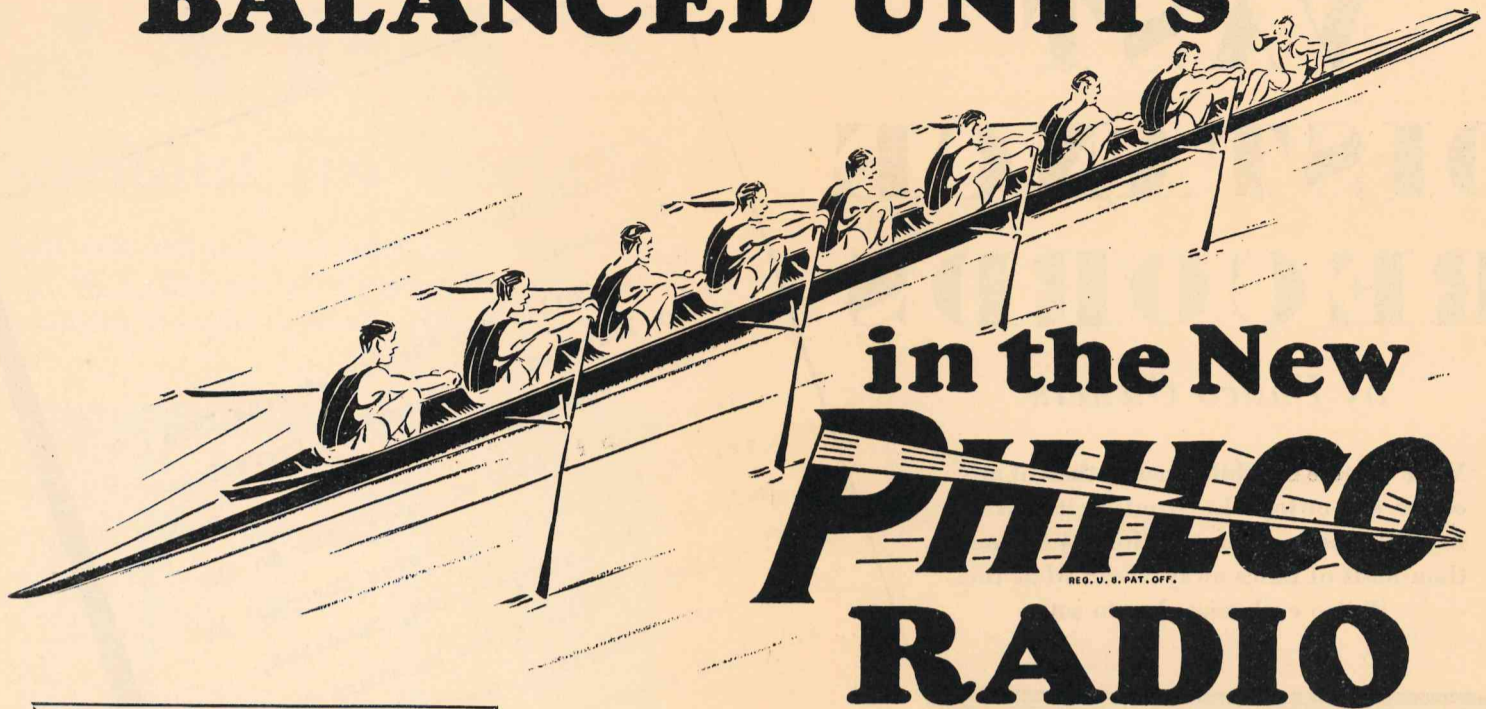
These are the same superb models that you have seen advertised recently in the great national magazines.

DEALER'S NAME

Advertisement No. 21-A

Size: 2 columns x 4 inches, or 118 lines  
also 3 columns x 6 inches, or 252 lines: No. A-20

# BALANCED UNITS



## THE LOWBOY

Finished in bird's-eye maple and matched Oriental walnut.

**Neutrodyne-Plus**

**\$129<sup>50</sup>**

**Screen Grid**

**\$119<sup>50</sup>**

**TUBES EXTRA**

Complete range of models \$67 to \$205. Each furniture model is equipped with genuine *Electro-Dynamic Speaker* and *Acoustic Equalizers*, balanced to use **TWO** of the wonderful new 245 power tubes, push-pull.

## Give Truer, Clearer Tone — Greater Distance — More Selectivity

**I**F the oarsmen of a crew are not in perfect balance, working as one unit—the shell will wobble, and move forward with but a fraction of its proper speed. Just so with radio. If the units of a receiving set are not in perfect balance, distortion of tone and lack of selectivity and distance are the inevitable results. By extraordinary engineering, Philco has attained a precise electrical balance that results in radio tone of revolutionary clearness, richness, fullness.

## Remarkable Selectivity and Distance

Are further advantages from Philco Balanced Units. Hundreds of owners of Philco Neutrodyne-Plus have been able to bring in Japan, Canada, Mexico, Cuba, Australia, etc. Location and weather conditions, of course, do make a difference. But even when reception is most difficult, owners praise Philco for its power to overcome obstacles that baffle other sets. And when conditions are good, Philco makes astounding performance records.

## Free Demonstration

We will gladly deliver the Philco to your home on Free Demonstration. Easy payments, if you decide to buy after trial.

**Dealer's Name**

**BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO**

Advertisement No. A-22

Size: 4 columns x 12½ inches, or 700 lines

The exact significance of *Balanced Units*, which are the secret of Philco's superiority, should be explained to your customers who may have become wary of unsupported claims. Here is the *advertisement* that does it, clearly, forcefully, well. With the aid of excellent illustrations it makes plain just why it is that Balanced-Unit Radio is the year's finest.

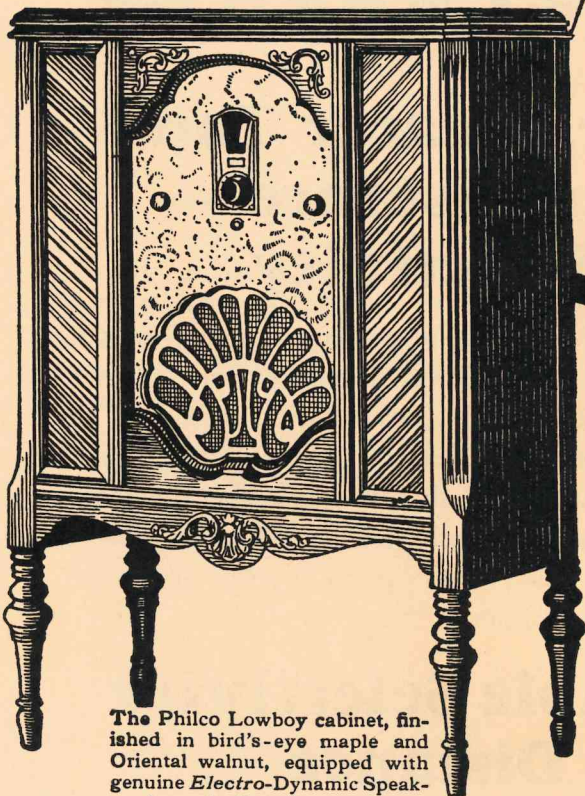
*Order from your jobber or Philco branch. Use it early in the season.*

# TESTIMONIALS (See instructions at bottom of page)

## VAST DISTANCE RECORDS

by Philco Owners

More owners of Philco radios than of any other set enjoy the tingling thrill of hearing *really* distant stations—stations thousands of miles away. Read what this Philco enthusiast has to say:



The Philco Lowboy cabinet, finished in bird's-eye maple and Oriental walnut, equipped with genuine *Electro-Dynamic* Speaker, Acoustic Equalizers and two 245 power tubes, push-pull.

# PHILCO

Balanced-Unit

## LOWBOY

Neutrodyne-Plus

# \$129<sup>50</sup>

Screen Grid, \$119.50

Tubes Extra

Philco  
Philadelphia  
Gentlemen:  
My new Philco has the finest tone I've ever listened to---reception perfect---distant stations come in with ease. Early evening up to 1500 miles---later in the evening California, and even Europe. My model is the Lowboy---rich, handsome, dignified. Philco gives me sharp tone, free from distortion, ample power, sharp selectivity---everything I want in radio.

Very truly yours,  
J. K. Knight

Boston

THE above experience is not unusual under favorable conditions. We have hundreds of similar unsolicited letters on file.

You too, if your location is good and when weather conditions are normal, can enjoy the thrill of speech and music, thousands of miles away. And whatever your location may be, you can feel more sure of getting greater distance with a Philco than with any other set.

Extraordinary engineering, which permits the precise balancing of each unit with every other unit, is the explanation of Philco's astonishing superiority in getting distance. The same Balanced-Unit principle which gives Philco radio vast distance range also gives it unsurpassed clarity, richness of tone and extraordinary selectivity.

### Free Home Demonstration

We will gladly install any Philco model you select, right in your own home, for free demonstration. Come in today!

## DEALER'S NAME

BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO

Advertisement No. A-23



Size: 4 columns x 12½ inches, or 700 lines; also 3 columns x 10 inches, or 420 lines: No. A-24

While the above advertisement features a testimonial, you will secure far better results and much more attention if you will substitute a letter from some prominent person right in your own locality telling of his experience with Philco. Nothing can convince your prospective buyers of Philco's amazing performance more forcefully than a testimonial from one of their own neighbors. Last year a great many of our aggressive dealers used the local testimonial idea in their advertising, and their experience has proven this to be a most profitable way to advertise. After securing the testimonial letter, all you will have to do is to tell the newspaper to substitute this letter in place of the one appearing in the above advertisement and change the headline to fit the letter. Your newspaper will know just how to do this, and your advertisement will become many times more valuable.

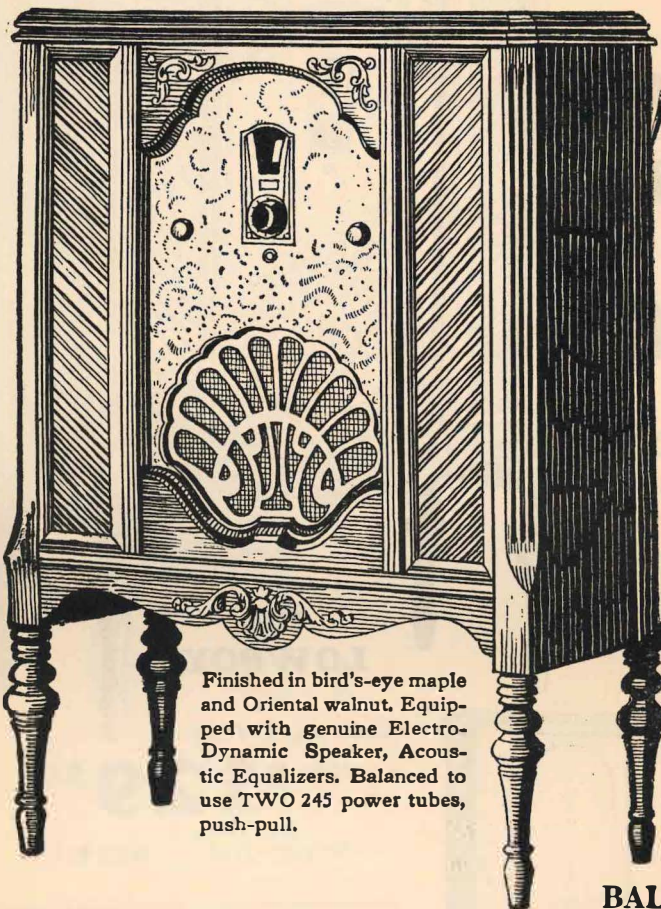
Order from your jobber or Philco branch. Then get a testimonial from someone in your town.



## TESTIMONIALS

# "JAPAN without an aerial"

And you can own the same radio with which  
Mr. W. J. Barrie of Prince Rupert, B. C.  
(Canada) brought in JOAK—Japan.



Finished in bird's-eye maple  
and Oriental walnut. Equipped  
with genuine Electro-  
Dynamic Speaker, Acous-  
tic Equalizers. Balanced to  
use TWO 245 power tubes,  
push-pull.

Motor Car Supply Co.  
951 Seymour St.  
Vancouver, B. C.

Dear Sirs:

Just a few lines to let you know  
that last evening we got JOAK,  
Japan, and KMOS, St. Louis, Missouri  
on the Philco. The entire evening's  
program also included a very wide se-  
lection of stations over the Pacific  
Coast, and many stations as far east  
as 9XF, Downer's Cove, Illinois, came  
in without an aerial.

*W. J. Carl Barrie*  
Prince Rupert, B. C.

**PHILCO**

BALANCED-UNIT  
**LOWBOY \$129.50**

Price, Neutrodyne-Plus

Screen Grid, \$119.50  
Tubes Extra

For the first time I have listened to Cali-  
fornia, and this early in the evening,  
with good quality, very little noise, and  
lots of volume.

HENRY E. TOWNE,  
Ridgewood, N. J.

I've had stations in every state; also  
South Africa, at 6:00 P. M.

JAS. SUGWELL,  
Penetang, Ont.

I am now able to cut through the power-  
ful radio station WAPI, located here in  
Birmingham, Ala., and bring in both  
KNX and KFI (both California) any time  
after 8 P. M. if they are on the air. My  
reception from Mexico City, Mexico,  
Canadian Stations, and Havana, Cuba,  
are like local stations.

W. N. MORRIS,  
Bessemer, Ala.

**S**UCH amazing reception is not unusual with Philco  
owners. Philco has hundreds of letters on file from en-  
thusiasts who have reached out for thousands of miles—  
many of them to other continents. If your location is favor-  
able, and if weather conditions permit, you too can be  
assured of just such glorious thrills in getting distance  
with your Philco.

### Free Home Demonstration

Test the Philco for yourself, at no cost. We will gladly  
install any Philco model you select, right in your own  
home, at no obligation whatever. See the beautiful new  
cabinets, hear the unsurpassed tonal fidelity and richness  
made possible by means of Balanced Units, and then judge  
for yourself whether or not the Philco line offers the  
greatest value in radio, at these remarkably low prices.  
Easy payments if you decide to buy.

A Complete Range of Philco Radios from  
**\$67.00 to \$205.00**

**DEALER'S NAME**

**BE SURE TO HEAR THE NEW PHILCO BEFORE YOU BUY ANY RADIO**

Advertisement No. A-25

Size: 4 columns x 12½ inches, or 700 lines; also 3 columns x 10 inches, or 420 lines: No. A-26

Here is another sort of *testimonial advertising* that will mean bigger business for dealers who capitalize on its possibilities. Testimonials are valuable because they tell of the buyer's experience and satisfaction with his purchase. Testimonials have been the keynote of all advertising recently. Here's an advertisement giving actual signed proofs of amazing reception of the Philco. Use it!

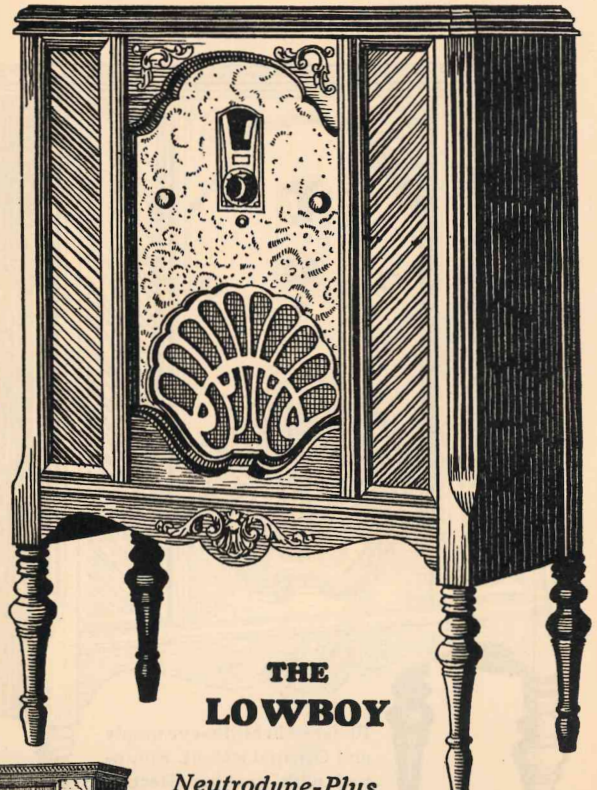
**HANDBILLS—for distribution in your locality**

# LOOK!

**Read Our Special Offer on the**

**New**  
  
**all-electric**

**BALANCED-UNIT RADIO**



**THE  
LOWBOY**

*Neutrodyne-Plus*  
 only **\$129.50**

*Screen Grid . . \$119.50*

**YES**, this is a most remarkable offer, made to a selected list of persons. Come in! See and hear the marvelous new Philco Balanced-Unit Radio that you have heard so much about—the same radio that you have seen announced in all the leading magazines. Then select the one you want for a—

## Free Demonstration

We will install the model you select, right in your own home, on free demonstration. There you can judge for yourself its rare, marvelous purity of tone—its hair-line selectivity and its vast distance range—all made possible by Balanced Units, a remarkable technical advance. And there too you can judge the marvelous value represented by exquisite cabinets, finished in burled walnut, bird's-eye maple, and other costly woods.

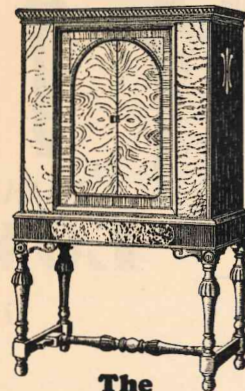
## Easy Payments

Yes, easy payments, if you decide to buy after the free home demonstration. You merely make a small payment to begin with and pay the balance monthly.

## Call at Our Store or Telephone Today

As you probably already know the demand for this marvelous new Philco is tremendous. Hence we can place only a limited number on free home demonstration. So call at our store or telephone before this special offer ends. No obligation.

**Dealer's Name**



**The  
Highboy DeLuxe**  
 Rich and magnificent. Dis-  
 appearing doors. *Electro-Dy-*  
*namie Speaker and Acoustic*  
*Equalizers*, built in.  
*Neutrodyne-Plus, \$205*  
*Screen Grid, \$195*



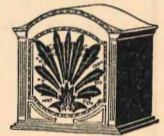
**The Highboy**  
 Exquisitely designed. *Electro-*  
*Dynamic Speaker and Acoustic*  
*Equalizers* built in.  
*Neutrodyne-Plus*  
**\$149.50**  
*Screen Grid, \$139.50*

### And here's what you get:

- 1 Superbly beautiful cabinet—walnut and bird's-eye maple.
- 2 Genuine *Electro-Dynamic Speaker*.
- 3 Provision for two 245 power tubes, push-pull.
- 4 Rich, full, clear tone of revolutionary fidelity.
- 5 Split-hair selectivity—now sharper than ever.
- 6 Astonishing distance range.

### Philco Speaker

Genuine *Electro-*  
*Dynamic* balanced  
 perfectly with table  
 model.  
**\$32.50**



**Philco Table Model**  
*Screen Grid, \$67.50*

**SEE AND HEAR THE NEW PHILCO BEFORE YOU DECIDE ON ANY RADIO**

Handbill No. H-1  
 Size: 9 x 12 inches

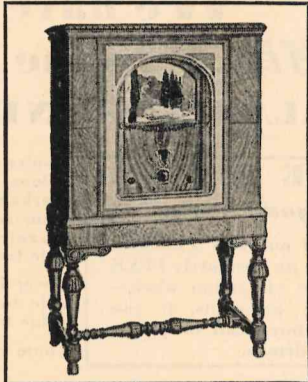
Make use of this *handbill*—it will bring inquiries from interested prospects.

You may purchase these with your name and address imprinted at \$3.50 per thousand copies.

Read pages 31 to 34 of the Confidential Selling Plans for Philco Dealers for full details.

*Order from your jobber or Philco branch.*

# You Can Have An Attractive Letterhead



\$205 is the price of the Highboy de Luxe, with Neutrodyne-Plus chassis, genuine Electro-Dynamic speaker and Acoustic Equalizers, cabinet of burlled walnut overlaid with costly imported woods. Price, with Screen Grid chassis, \$195

**Dealer's Name  
and  
Address Here**

REGISTERED DEALER FOR **PHILCO**  
ALL-ELECTRIC *BALANCED-UNIT* RADIO



\$149.50 is the price of the Highboy, with Neutrodyne-Plus chassis, genuine Electro-Dynamic speaker, and Acoustic Equalizers, cabinet of matched Oriental and butt walnut, with bird's-eye maple panel. Price, with Screen Grid chassis, \$139.50.

SPECIAL PHILCO  
RADIO OFFER:

The wonderful new Philco Balanced Unit Radio—in superbly beautiful furniture—has just arrived at our store and, before this first allotment is gone, we want you to have one in your home ON FREE TRIAL.

By special arrangements with the Factory, we are able to make this special Free Trial Offer to a limited number of persons, including yourself. This offer does not place you under the least obligation. You can feel perfectly free to ask for it.

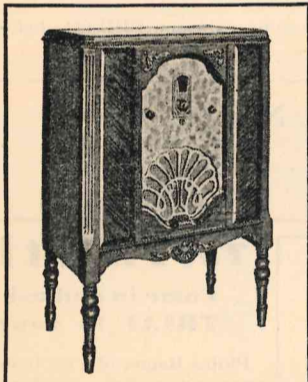
We want you and your family and your friends to hear the truly marvelous tone of this splendid instrument; to note the exquisite design and the rich appearance of the furniture; to try out its hair-line selectivity and vast distance range. You should certainly SEE and HEAR the Philco before you even think of buying any radio. And now you can do this on Free Trial.

And then, if you are convinced that it is everything that you desire in radio, you may keep it and pay for it in very easy monthly payments. And remember this, while the Philco looks expensive and performs phenomenally, it actually costs surprisingly little.

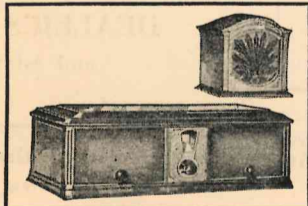
Our first shipment arrived yesterday and we are mailing you this letter at once. As soon as you receive it telephone us. Merely say you received this letter and we will give you any further details over the phone.

Better still, call at our store at your first opportunity—the sooner the better. Then you can see all of these beautiful Philco models on display and pick the one you want for Free Trial. Awaiting your early telephone or personal call, we remain,

Very truly yours,



\$129.50 is the price of the Lowboy, with Neutrodyne-Plus chassis, genuine Electro-Dynamic speaker, and Acoustic Equalizers, cabinet of Oriental walnut and bird's-eye maple, open face style. Price, with Screen Grid chassis, \$119.50.



\$67 is the price of the table model Philco Screen Grid receiver. Balanced Philco Electro-Dynamic speaker, \$32.50. This is without question the finest radio combination ever priced under \$100.

**T**HESE attractive 2-color letterheads, printed with your own name and address, may be had upon order at the small cost of \$10.00 per thousand.

And if you wish the sales letter illustrated above multigraphed on these letterheads, the cost of this, together with imprinting your name and address, is \$11.25 per thousand.

**IMPORTANT:** See Pages 34, 35 and 36 of the Confidential Selling Plans for Philco Dealers for full information on how to secure prospects by direct mail.

Order your letterheads direct from Philco, Ontario and C Sts., Philadelphia, or 218 Fremont St., San Francisco.

# SIX POST CARDS

To round out your active mailing list

The new **PHILCO** you've heard so much about is **HERE**



Each Furniture Model equipped with genuine ELECTRO-Dynamic Speaker, and balanced to use TWO of the wonderful new 245 POWER TUBES.

COME IN. Listen to its marvelous tone... the result of Balanced-Units. Examine the rich, handsome furniture cabinets. Select the one that most appeals to you, and then—  
"Easy Payments if you decide to buy"

**Try it at home FREE**

Without any obligation, we'll put a new Philco in your home on absolutely Free Trial. No strings to this offer. Prove to yourself in your own home its marvelous selectivity, vast distance range, rare purity of tone. We'll deliver the set at whatever time suits your convenience.

**DEALER'S NAME**

No. P-1

We have the new **PHILCO** — the amazing **BALANCED-UNIT RADIO**



**FREE TRIAL in your home**

Let us put our new Philco in your home on absolutely FREE TRIAL. No obligation whatsoever. Easy payments, if you decide to buy. Call or phone today for details.

You've heard about its marvelous tone quality, its remarkably selective tuning, its trans-continental and trans-oceanic reception, in favorable locations. Never before have you been able to buy so much radio value for so small an outlay. Come in and we'll prove it.

**(DEALER'S NAME AND ADDRESS)**

**Highboy Model**  
Neutrodyne-plus \$149.50  
Screen Grid \$139.50  
Other Models \$67.00 to \$205.00  
**ALL-ELECTRIC**  
Each furniture model equipped with genuine ELECTRO-Dynamic Speaker and Acoustic Equalizers, and balanced to use TWO of the wonderful new 245 POWER TUBES.

No. P-2

Let us place a **NEW PHILCO** in your home for free trial



Naturally you haven't time to compare all the many makes of radios produced this year. That's our business. We've inspected them all, and the new Philco All-Electric Balanced-Unit Radio seems to us to be one of the very finest sets that have ever been made. Its tone is almost unbelievably true and clear; it picks up many stations beyond the reach of other receiving sets, and comes in cabinets of great beauty, complete with a genuine ELECTRO-dynamic speaker. Can be plugged into any electric light socket.

**PHILCO LOWBOY**  
Neutrodyne-Plus \$129.50  
Screen Grid \$119.50  
Other Models \$67.00 to \$205

**DEALER'S NAME & ADDRESS**

Phone or Call Today for Free Trial Details

No. P-3

Let us send to your home for FREE trial the new... all-electric **PHILCO** — **BALANCED-UNIT RADIO . . .**



It's causing a sensation... bring in foreign countries such as Japan, Australia, Mexico, Cuba, etc. This FREE Trial will not cost you a penny—no obligation. Call or phone for full details today.

**DEALER'S NAME**

Be sure to hear the new PHILCO—before you buy any Radio

**LOWBOY MODEL**  
Neutrodyne-plus \$129.50  
Screen Grid \$119.50  
Other models \$67.00 to \$205.00  
Each furniture model equipped with genuine E. I. & C. T. U. Dynamic Speaker and Acoustic Equalizers and balanced to use TWO of the wonderful new 245 Power Tubes.

No. P-4

Try it **FREE** in your home — the new **All-Electric PHILCO** — **BALANCED-UNIT RADIO . . .**



Before you buy any radio, be sure to hear the New Philco — the sensation of 1929. Split hair selectivity — vast distance range — rare purity and clarity of tone.

And now, you can get this marvelous New Philco Radio—in superbly beautiful furniture—on Free Trial

in your home. A special limited offer! No obligation on your part whatsoever.

We are placing Philco Free Trials in the order requests are received. Put yours in NOW. Phone, write, or best of all, come in for full details.

**DEALER'S NAME**

**EASY PAYMENTS**, if you decide to buy. A small down payment, balance monthly.

**PHILCO LOWBOY**  
Neutrodyne-Plus \$129.50  
Screen Grid \$119.50  
Other models \$67.00 to \$205

Each furniture model equipped with genuine ELECTRO-Dynamic Speaker and Acoustic Equalizers and balanced to take two of the wonderful new 245 power tubes.

No. P-5

**The Finest in Radio!**

Come in and ask about **FREE TRIAL** in your own home



Philco Balanced-Unit Radio has truer tone than any set you've ever heard. Reproduces every instrument in the orchestra, exactly as it goes on the air. Amazingly selective. 125 and more stations is not uncommon reception. Neither, in favorable locations, is spanning the continent or the wide Pacific. Cabinets richly carved and inlaid. All-electric — can be plugged into any electric light socket.

**DEALER'S NAME and Address**

Terms arranged Trades considered

**PHILCO LOWBOY**  
Neutrodyne-Plus \$129.50  
Screen Grid \$119.50  
Other Models \$67.00 to \$205

Be sure to hear the New **PHILCO** — before you buy any Radio

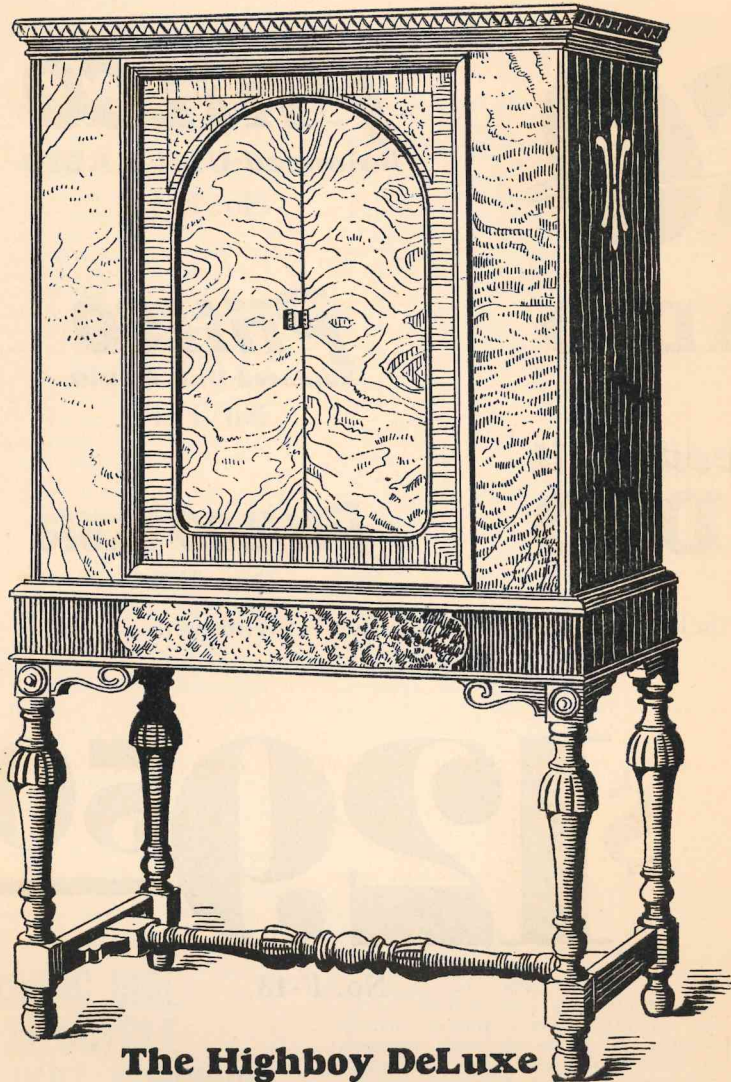
No. P-6

THESE 2-color post cards are available on order, either singly or in sets, imprinted with your name and address. The price is \$28.50 per thousand, including postage.

Order direct from Philco, Ontario and C Sts., Philadelphia, or 218 Fremont St., San Francisco. Be sure to print clearly your name and address on your order to avoid error in imprints.

You will find these cards will be an effective method of bringing prospects to your store and to furnish leads for your salesmen to follow up.

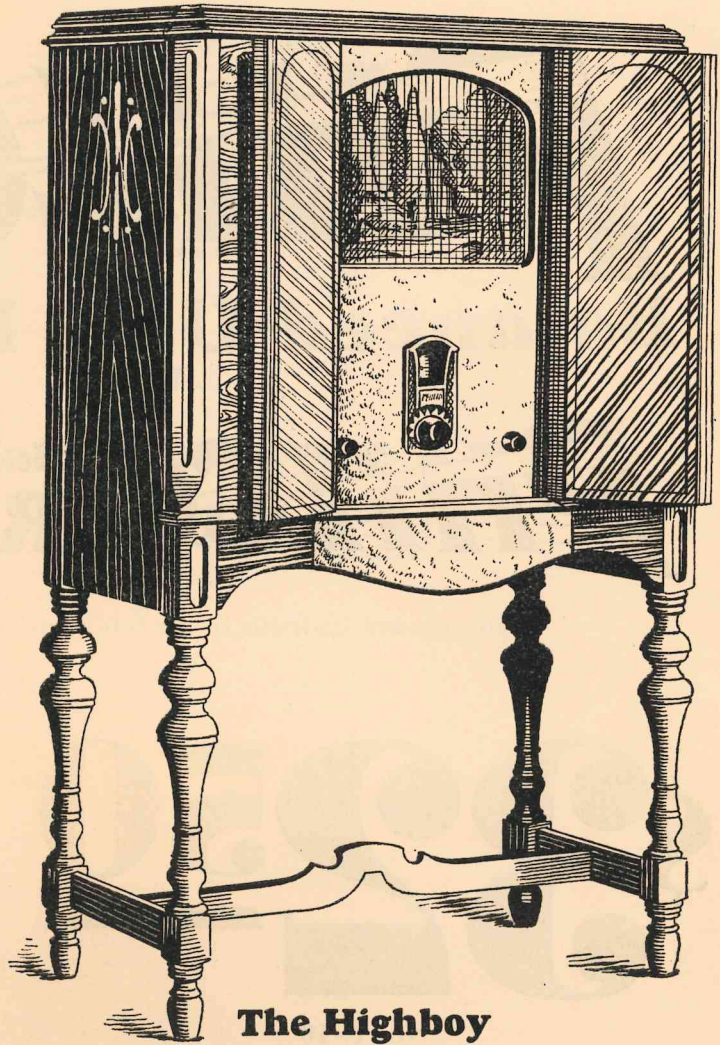
# Electros of all these illustrations are FREE to you



**The Highboy DeLuxe**

No. 1-E, Size, 3½ inches wide  
No. 2-E, Size, 2¼ inches wide  
No. 3-E, Size, 1¼ inches wide

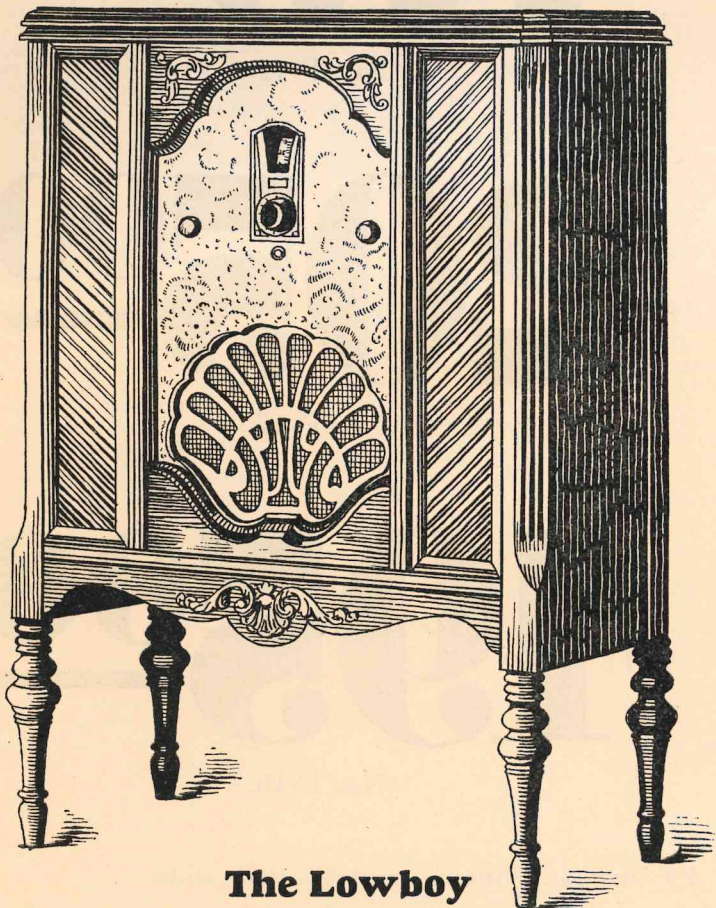
Whenever you want to make up special advertisements of your own this electro can be obtained from Philco. Ask for electro of Highboy DeLuxe. Specify number and size desired.



**The Highboy**

No. 6-E, size, 3½ inches wide  
No. 7-E, size, 2¼ inches wide  
No. 8-E, size, 1¼ inches wide

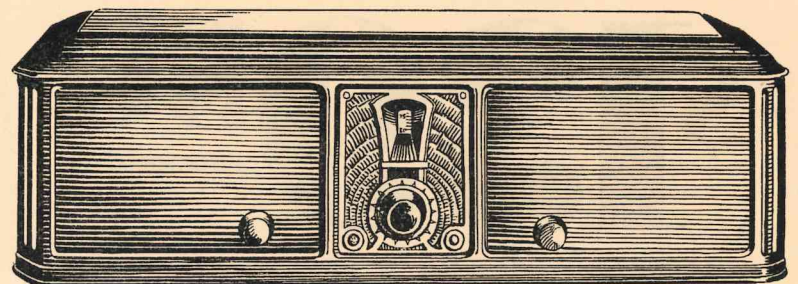
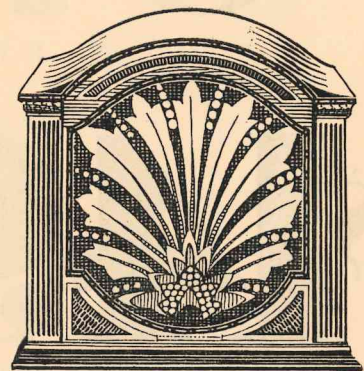
Here is the electro of the Highboy which may be used when you plan special advertisements. Write direct to Philco, asking for electro of Highboy. Specify number and size desired.



**The Lowboy**

No. 10-E, size, 3½ inches wide  
No. 11-E, size, 2¼ inches wide  
No. 12-E, size, 1¼ inches wide

Your own special advertising for the Philco Lowboy can carry this illustration if you wish. Write to Philco for an electro of the Lowboy. Specify number and size desired.



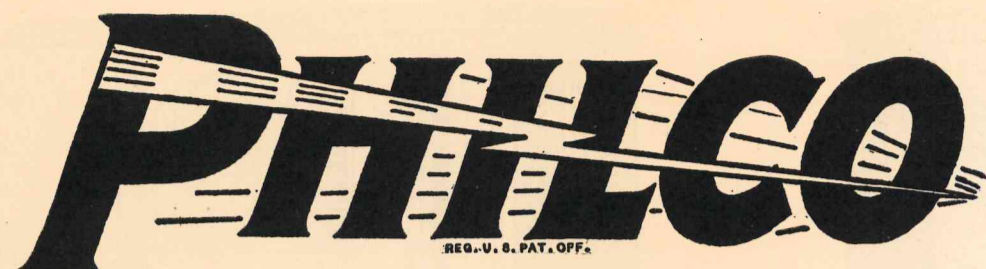
**The Table Model and Electro-Dynamic Speaker**

No. 14-E, size, 4 inches wide  
No. 15-E, size, 3½ inches wide  
No. 16-E, size, 2¼ inches wide  
No. 17-E, size, 1½ inches wide

Separate illustrations are also available of the Philco Table Model and the Philco Electro-Dynamic Speaker. They will be supplied by Philco immediately upon request. Specify number and size desired.

Order direct from Philco, Ontario and C Sts., Philadelphia, or 218 Fremont St., San Francisco

# Electros of these Logotypes and Prices are FREE to You



**Balanced-Unit RADIO**  
No. F-1



No. F-3



No. F-4



No. F-2



No. F-5

Logotypes are available in the following sizes: 5 inches, 3 inches, 2 inches and 1½ inches wide

**\$32<sup>50</sup>**

No. F-10

**\$129<sup>50</sup>**

No. F-13

**\$67<sup>00</sup>**

No. F-11

**\$119<sup>50</sup>**

No. F-12

**\$149<sup>50</sup>**

No. F-15

**\$205<sup>00</sup>**

No. F-17

**\$139<sup>50</sup>**

No. F-14

**\$195<sup>00</sup>**

No. F-16

Prices are available in the following sizes: 3½ inches, 2 inches and 1¼ inch wide

Now you can make up special advertisements of your own, in any special size or shape, and still give them a completely professional appearance. Using the model cuts on the preceding page, and the cuts of *logotypes* and *prices* shown here, you will be able, with the assistance of your local newspaper, to produce striking and pulling advertisements.

*Remember to order by number*

# News Stories for Your Local Paper

## MANY DRAGONETTE FANS CALL AT LOCAL STORE

The fame of Miss Jessica Dragonette as one of the outstanding stars of the radio firmament is a constant topic of conversation between radio fans and salesmen at the store of (Dealer), representative of the Philadelphia Storage Battery Company, makers of the new Philco Balanced-Unit Radio sets.

"Apparently Philco Hour, now nearly two years old, and Jessica Dragonette, the popular woman star of that feature, is one of the two or three most popular features on the American radio schedule," said Mr. (Dealer), "judging by constant interest in Miss Dragonette and her programs on the part of callers at our store. Every time I receive a new photograph of Miss Dragonette, or a new schedule of Philco programs, I can depend on greatest interest on the part of radio fans calling on us."

Few people who have followed the career of Miss Dragonette since the days she left a lead position in "The Student Prince" company on Broadway to become Philco's leading lady realize that she was born in faraway Calcutta, India, and first attracted attention when she sang for the sisters in a New Jersey convent," said Mr. (Dealer) yesterday. Charm and an ability to "feel her way" into any story are two of the chief reasons for Miss Dragonette's success in radio, according to her voice teacher.

Miss Dragonette is a tiny young woman, known in New York as radio's "diminutive prima donna" and "the sweetheart of radio." Hundreds of fan mail letters come to her monthly, and so popular is she in some sections that "Jessinette Clubs" have been formed by radio listeners-in who meet weekly for the sole purpose of hearing her voice over the air as broadcast by Philco Hour.

## NEW TUNING DIAL USES KILOCYCLE CHANNEL NUMBERS

In looking over 1929 radio sets one is impressed by the fact that there are as many types of tuning dials as there were colors in "Jacob's coat."

It has remained for Philco, however, to bring out a new dial that is such an improvement and is so simplified that one wonders why it was not made before. Mr. (Dealer's Name) points out that the tuning dials on the new Philco Balanced-Unit receivers have a scale with large channel numbers that correspond to the kilocycle frequencies assigned to stations by the Radio Commission.

"These channel numbers are connected into the kilocycle frequency of each station by simply adding a cipher to the channel number on the dial," he said.

For example, 55 on the dial means channel number 55 as shown in log books for Station WGR. Some newspapers and log books give station listings in kilocycles, in which case WGR is shown as 550 kilocycles. Cut off the last cipher and you have the station's channel number as shown in the large figures on the center of the Philco dial.

Simplicity and ease in tuning are secured by connecting the dial drum to the "gang" condenser shaft by a cable which is kept taut by springs, making the tuning condenser respond to the slightest movement of the tuning knob and permitting the most delicate tuning.

## A PRECISION RECEIVER

The radio engineer's own receiver is the new Philco Balanced-Unit Model 87 Neutrodyne-Plus. For a long time it has been known that extreme distance as well as the ability to cut through local stations has been limited in factory-made sets that were turned out with little regard for the matching or balancing of the parts going into the set.

Now comes Philco, with a set in which every unit, coil, transformer and condenser is carefully matched and balanced, one with the other, until each individual part works with the others at exactly the same peak of efficiency.

A radio impulse goes through this new Philco Balanced-Unit set on a straight-away track with no obstacles or hurdles in the way to weaken or distort.

Philco Model 87 is an 8-tube strictly A.C. electric receiver, having 4-tuned circuits, with three stages of tuned radio frequency and two of audio, the last audio using two of the new UX245 power tubes in push-pull, which provides unlimited power from a whisper to tremendous volume, with perfect clarity and entire absence of distortion.

## WALNUT AND BIRD'S-EYE MAPLE USED IN PHILCO LOWBOY

Choosing the highest grade woods used in the making of good furniture and combining with the choicest material the sort of attractive pieces that will add most to the beauty of a room the Philadelphia Storage Battery Company, makers of the newly announced Philco Balanced-Unit Lowboy, claim that their product is one that will take first rank in 1929 radio furniture.

The Lowboy is 40 inches high, 26 1/2 inches wide and 14 inches deep. All panels are five-ply construction, the top is 1 3/16 of an inch thick and its ends and front panels are 3/8 of an inch thick, this being heavier construction than is customarily used in radio cabinets which have preceded the Philco Lowboys.

Selected American Walnut, used as veneer wood on top, ends and apron, Striped Oriental Walnut in diagonally matched arrangement on front side panels and rich brown Bird's-Eye Maple used in the instrument panel combine to make the Lowboy, as a whole, especially attractive. Instead of hiding the character and beauty of the natural wood grain with a dark filler stain the makers of the Philco Lowboy have worked their wood so as to bring out these points.

To obtain the finest possible finish workmen in the Philco factory were authorized to use the highest grade shellacs and lacquers. Hardware of high-grade bronze richly oxidized and antiqued is used to complete the job.

"Housewives who have complained about keeping furniture in good shape will find nothing to complain of in our new Philco Lowboys," said Mr. (Dealer), who received a large shipment of these new radio units today. "It will be possible to keep these cabinets in perfect condition with a minimum of trouble and expense as only a light rubbing with high-grade furniture wax is necessary in polishing them."

A fret-work grille, backed up with Rayon fabric in gold, gives the Lowboy speaker opening a most attractive appearance. That the set may be solid in every way, all joints are doweled or tenoned, and solid, full frame construction is used, glue blocks being provided to ensure strength and rigidity.

## PRAISE FOR PHILCO TAPESTRIED HIGHBOY DELUXE

Taking a hint in room beautifying from the master craftsmen of Europe, the Philadelphia Storage Battery Company, in producing its new Philco Balanced-Unit Radio Highboy DeLuxe, has used a genuine woven tapestry in a design known as "Autumn Tints" as the covering for the loud speaker opening.

Arrival of several of these Highboys DeLuxe at the (Dealer and Address) today caused considerable comment in the radio trade, the woodwork of the new set as well as its innovation in speaker covering sharing in praise of dealers and radio fans.

Standing 50 inches high, and 28 inches wide with a depth of 16 inches, this new piece of radio furniture will make a commanding feature in any room in the house. American Walnut, Butt Walnut, Oriental Walnut and Thuya (Arbor Vitae) Burl are the woods used. The front side panels and doors and instrument panels are in beautifully figured matched Butt Walnut, while the top and ends are veneered in American Walnut. In order to make this an exceptionally attractive and decorative piece of furniture the Philco cabinet makers have used Butt Walnut especially selected to contain a high percentage of the attractive mottled figure known in the trade as Bee's Wings, Angel Steps or Cross Fire. The door framing is pencil striped Oriental Walnut while Thuya (Arbor Vitae) Burl is used in the overlays in the top corners of the door framing and the apron.

"It marks the high spot in radio cabinet construction," said (Dealer), in speaking of the new Philco Highboy DeLuxe today. "The character and beauty of the wood have been brought out in such a way that each set bears the mark of individual attention on the part of the cabinet maker. Richly oxidized and antiqued hardware adds to the mellow beauty of the set. It represents the desire of Philco's makers to leave no stone unturned to produce the nation's superior radio furniture."

All panels of the new DeLuxe model are five-ply construction, top ends and doors 1 3/16 inch thick.

The doors slide back on metal runners into recesses that put them out of the way so they do not extend out in the room.

## SERVICE FEES LOWERED FOR PHILCO SET USERS

The minimum in service demands has been reached in the new Philco Balanced-Unit Radio sets, according to (Name of Dealer), and the Philadelphia Storage Battery Company have announced a number of new models and price reductions which promise to set a record.

"In keeping with the modern demand that all electrical equipment in the household be as free from service repairs and upkeep charges as possible," said Mr. (Dealer), "the Philco radio people have set as one of their goals the making of a radio receiver which calls for as few service trips on the part of the neighborhood radio repair and service man as possible. A check-up of the performance being given by our Balanced-Unit set in all parts of the country shows that Philco can claim for itself the absolute minimum expense and trouble for its owner as far as trouble and servicing goes."

The Philco Balanced-Unit Receiver, Philco engineers claim, has set a record in regard to freedom from attention and servicing.

Every condenser, resistor, transformer, coil and, in fact, each part that enters into the assembly of the new Philco receivers, is carefully balanced, one with the other, until each unit works at maximum efficiency. Hence the name Philco Balanced-Unit receiver.

## PHILCO BUILT-IN ANTENNA

"What about an aerial?" is one of the commonest questions we are asked by the prospective radio buyer," said Mr. ---, of (Name of Firm). "Erecting an efficient antenna is oftentimes an impossibility, particularly in some apartment houses and hotels, and in such cases radio owners have resorted to numerous expedients, such as an inside antenna around the inside of the room, or using a condenser plug in the electric light socket, in order to get a pick-up."

"The newest idea," Mr. --- said, "is found in the new Philco Balanced-Unit receiver, in which a capacity pick-up is found inside the set which does away with an extra lead-in wire to either the electric light outlet or to an inside antenna."

Mr. --- pointed out that by depending on this built-in feature on the Philco Balanced-Unit sets, the entire electric light system becomes a powerful antenna which is sometimes more satisfactory than even a good outside aerial.

## BALANCED UNITS MEAN PERFECT RECEPTION

"The public is getting radio wise," said Mr. (Name of Dealer), "and someone asks us every day just what it is that makes one radio perform better than another. Radio engineers have proved that the one and only way to secure, without distortion, the excellent programs put on the air by broadcasting stations is to build a receiving set with all the units in it perfectly balanced and synchronized."

"Distortion is bound to occur," Mr. --- said, "where transformers, inductances, resistors and condensers are assembled into a set with little or no regard to their individual characteristics and reaction on each other. Every unit in a set has a certain individuality of its own which affects every other part for good or for ill and if this fact is not made paramount in building radio sets, the product is likely to perform like a chorus in which every member is singing in a different key."

The designers of the new Philco Balanced-Unit set have taken all these things into consideration and after every imaginable test, have produced a receiver in which every unit is carefully balanced, one with the other, so that when the set is completed each unit works at peak efficiency, providing a free and unobstructed path through the receiver and speaker from the antenna to the ear.

The Philco Electro-Dynamic speaker is carefully matched and balanced with the units in the receiver, with the result that the tone quality is natural and harmonious almost beyond belief.

The Balanced Units permit the desired radio impulses to be separated from all others and to pass through the set with little or no resistance. The result is an ultra-sensitive and selective set that has no superior as a distance getter.

## PHILCO'S 'OLD STAGER' ONE OF RADIO'S BEST LIKED STARS

"Who is the man behind Philco Hour?" seems to be the question taking first place in the minds of radio fans who call at (Store or Dealer), (Town) sales agents of the Philco Balanced-Unit Radio sets. And the answer, as far as the identity of the man who had the original idea of a radio hour of light operas, must be Henry M. Neely, nationally famous "Old Stager" of this successful air feature broadcast by the makers of the Philco radio set.

"It is now nearly two years since Neely, globe-trotter, newspaperman, magazine writer and booklover, inaugurated the Philco Hour of Victor Herbert light operas and the most popular of all musical comedies," said (Dealer), "He secured the services of Jessica Dragonette, soprano; Colin O'More, tenor and Harold Sanford, orchestra director and close associate of the late Victor Herbert. And Neely's audience, and the audiences of his three associates have been increasing ever since."

Neely's perfect radio voice and an air "personality" are chiefly responsible for the thousands of fan letters he receives annually, according to Mr. (Dealer). A blind girl in a southern state, an old friend on the Pacific Coast, and scores of radio fans of all ages from coast to coast feel that they know Neely personally, as evinced by their letters to him. Radio critics in small towns as well as the editor of so sophisticated a magazine as the New Yorker have written in praise of him as one who is justly popular with millions of radio fans.

Neely was born in Philadelphia in 1878, was graduated from the Penn Charter School, and has served on both Philadelphia and New York newspapers. In 1908 he helped found the Philadelphia Operatic Society and the Aero Club of Pennsylvania. His wide experience with radio began shortly after the close of the World War, starting with his directorship of Station WIP. He originated the radio department of the Country Gentleman.

## SPEECH, RADIO'S ACID TEST, PLAIN ON PHILCOS

The reproduction of speech, called by experts the acid test of radio performance, is one of the greatest proofs of the faithfulness of performance of a Philco Balanced-Unit Radio, is the claim of (Dealer) and technicians of the Philco radio makers.

Seen at his store shortly after the arrival of a new line of Philco all-electric Balanced-Unit radio sets yesterday, Mr. (Dealer) declared that more and more expert radio men were looking to speech rather than music as the best means of telling whether or not a radio set was designed for perfect performance.

"It takes an expert musician to detect flaws in a musical program as received over a radio set," said Mr. (Dealer), "but in the case of a broadcast speech or a short talk it is the easiest thing in the world for the average radio fan to detect distortion of words or phrases or lack of distinctness."

"The Philco Balanced-Unit Radio makes it easy to believe that the speaker himself is in the room talking. It is by speech that we are seeking to prove—and are proving every day—Philco's right to retain its present place as the most faithful reproducer of radio programs."

"When the broadcast studio puts a wonderful program of music or speech on the air it goes out clear and perfect, but oftentimes the receiver which picks it up is composed of units that do not synchronize and present so many obstacles to the program as it goes through the receiver that it comes to the ear distorted and often in an unrecognizable form. Unless the units work together properly, speech sounds thin and flat similar to the telephone, the violin sounds like a cello and a drum sounds like hitting two sticks together."

"In the Philco Balanced-Unit Radio each individual working part of the chassis assembly is balanced one with the other by means of the most accurate manufacturing and testing methods. The units in radio receivers that have to do with the selection and amplification of the radio impulses received on the antenna each has a certain definite peak point of efficiency. To manufacture and select these units so that their various efficient peaks will match each other takes a lot of care and time and costs the manufacturer good money, but the Philadelphia Storage Battery Company is doing this very thing in the manufacture of the Philco Balanced-Unit set."

# News Stories for Your Local Paper

## PHILCO'S POWERFUL NEW RADIO

At last the much heralded, talked-about A.C. Screen Grid tube has come into its own.

The radio market is very much excited over the new Philco Balanced-Unit Model 65 using the new A.C. Screen Grid tubes in the radio frequency stages.

This new tube gives tremendous amplification as compared with any radio tube ever before produced and has such a low internal capacity that neutralizing devices are unnecessary.

Using the new Screen Grid tube there is no howl or squeal, and the absence of tube or set noises makes the loud speaker as silent as the grave, except when the tuning dial is exactly on a station.

Philco Balanced-Unit chassis Number 65 is a strictly all-electric A.C. 6-tube set, including a full-wave rectifier tube. The detector is a UY227 heater type tube and the audio uses two UX245 power tubes in push-pull.

The use of these tubes in connection with the special Philco push-pull input and output transformers delivers a wonderful tone, pure and clear, with marvelous fidelity that makes the listener think he is in the broadcast studio.

This new Philco Balanced-Unit chassis is extraordinarily well shielded, and each and every unit is so carefully and painstakingly matched and balanced at the factory that the set is powerful and ultra-selective.

Distant stations come in with a punch and a clarity that is regulated only by the atmospheric noise level.

(Name of Dealer) have the new Philco Balanced-Unit models on display and ready for installation.

## PHILCO BALANCED-UNIT RECEIVERS PRAISED AT RADIO SHOW

Combining beauty of set with an unusually commendable performance the Philco Balanced-Unit Radios exhibited at the annual radio show (Address or Building), have attracted widespread attention from the hundreds of radio fans and dealers who have thronged the exhibit hall this year.

Ranging from the Table Model to the Lowboy, Highboy and Highboy DeLuxe, the Philco line this year has reached a point of perfection never yet attained in the opinion of (Local Dealer), who, with (Name of Assistant) and other members of his staff, was on duty at the Philco booth today.

Expert furniture designers have produced in the new Philco models furniture that is the last word in craftsmanship and artistic design, making them adaptable to any room, no matter what the style of furniture may be.

Philco has added two new chassis models: one an A.C. 6-tube Screen Grid set using push-pull audio with two of the new A.C. UX245 tubes. The other new model is an A.C. 8-tube Neutrodyne-Plus, also using two of the new A.C. UX245 power tubes in push-pull.

In addition to the use of the new tubes, all units entering into the construction of Philco radio receivers are balanced and matched to a degree of precision never before attained, resulting in a perfection of reception that makes the Philco Balanced-Unit receiver outstanding.

"Philco was one of the first concerns to realize that radio shows would eventually become as important each year as auto shows and fashion shows," said Mr. (Dealer). "Our organization has therefore kept pace, I believe, with changing demands of the radio-buying public to an extent which has been reached by no other radio manufacturer."

## PHILCO BALANCED UNIT SCREEN GRID RECEIVER

In a cabinet of soft two-toned brown, the new Philco Balanced-Unit Table Model is on display in the window of (Dealer).

This receiver is a strictly A.C. 6-tube Screen Grid set, using two new UX245 power tubes in push-pull audio.

It has the new Philco tuning dial, giving kilocycle channel numbers, and has true one dial tuning.

Philco Balanced Units mean that every electrical part is carefully matched and balanced by means of the most rigid and exact manufacturing and testing methods so that each condenser, resistance and inductance work together at the peak of efficiency, presenting a clear path through the set for the desired radio impulse so that it reaches the ear free from distortion and set noises and as clear as when it leaves the broadcast station.

The Table Model priced at \$67.00 gives radio buyers an opportunity to have a most modern Screen Grid receiver, with its tremendous amplification and wonderful tone, at a price that no one ever dreamed possible a few months ago.

## NEW PHILCO ELECTRO-DYNAMIC SPEAKER

High, Low and Intermediate Notes—it gives them all.

"It's the truest tone in radio history," said (Dealer), speaking of the new Philco Electro-Dynamic Speaker.

The glory of the piano, that difficult instrument to reproduce, comes in all its splendor. You hear the rumble of the base notes as well as the tinkle of the treble. The rich, round notes of a great baritone are transmitted as though the singer himself stood in your living room. And so, too, with an orchestra. Every instrument, saxophone and violin, banjo and clarinet, bass viol and drum, no matter how high or low the pitch, the program comes in all its true tone and color and without blur or distortion.

Perfection in reproduction is secured in the Philco Electro-Dynamic Speaker by several radical improvements in loud speaker construction, one of which is the increasing in size of the cone diameter to a full ten inches and another the use of seamless, metalized fabric which does away with all "paper rattle" and other noises formerly inherent in dynamic speakers. Audibility tests have determined that ten inches for the diameter of the cone is the correct size for perfect reproduction.

The exquisite mantel type cabinet in its soft two-toned brown finish, with silver trim over the speaker opening, makes an attractive ornament to any room.

## PHILCO RADIO HOUR TAKES HIGH RANK IN POPULARITY

Its stars classed by radio critics as among the most noted on the air, and its continued performance every week having been known to radio fans for many years, Philco Hour, in the opinion of veteran listeners-in, can now be ranked as one of the two or three best-known and most popular numbers on the American ether waves.

Word has been received by (Local Dealer) that a recent check-up on radio hours in New York City shows that the Philco program, starring the Victor Herbert light opera orchestra under Harold Sanford's direction, Miss Jessica Dragonette, soprano, Henry M. Neely, nationally known old stager and Colin O'More, tenor, is among the most popular radio events not only with such noted critics as Ben Gross, of the *Daily News*, and Captain R. S. Wood, of the *New York World*, but with individual radio fans as well.

Henry M. Neely founded Philco Hour for the Philadelphia Storage Battery Company, makers of the Philco Balanced-Unit Radio receivers, nearly two years ago. It was Neely's idea to broadcast versions of the Victor Herbert light operas and such other musical comedy productions as merited it. He therefore obtained the services of Harold Sanford, one of Victor Herbert's musical associates, and Miss Dragonette and O'More, and these four have been together ever since in Philco Hour.

Among some of the most popular operettas given by this group are "The Chocolate Soldier," "The Red Mill," "Mlle. Modiste" and "Madame Sherry."

## PHILCO PAYMENTS FIT STRICTEST FAMILY BUDGET

"The family budget, increasingly popular item in family life, has been given prominent consideration by the Philco radio makers in their arrangements for time payments, and as a result, ownership of one of these Balanced-Unit radio sets is now possible without any serious danger to the household financing scheme," (Dealer), local representative of the Philco Company, said today.

"Budgeting of the family funds has passed the fad stage," said Mr. (Dealer), "and for that reason the Philco radio people, in their plans for 1929-1930 sales, decided to give prior consideration to that member of the family who plans the monthly expenditures."

"Thus the easy-time payments of Philco make it possible to put one of our sets, new models of which have just been put on the market at sensational reductions in prices, in the home with a comparatively small down payment, and, most important of all, with arrangements for monthly time payments which in hardly any case will conflict with other commitments for payments out of the family purse. We are anxious that Philco Balanced-Unit Radio shall be heard in the home with the minimum of financial output monthly, and for that reason the monthly payments have been arranged on each set on very attractive easy-payment plans.

## PHILCO HIGHBOY SHOWS WOOD TO BEST ADVANTAGE

Perfect matching of beautiful wood, forming a reversed diamond design, has gone into manufacture of the Philco Standard Balanced-Unit Highboy, models of which arrived at the store of (Dealer) today, to make that radio receiver one of the most attractive yet to appear in (Town).

American Walnut, used as the veneer woods on top and ends of the cabinet, Butt Walnut, used in the front side panels, and striped Oriental Walnut in the doors are said to make one of the most fortunate combinations of radio cabinet work exhibited this year. In addition to these features the instrument panel has been done in warm brown highly figured Bird's-Eye Maple, and decorative overlays of Bird's-Eye Maple on side panels, door and apron serve to add to the attractiveness of the job.

"Perhaps the most outstanding feature in the new Philco Highboy," said (Dealer) "is a speaker opening covered with a specially designed genuine tapestry 'Autumn Tints' made exclusively for this Philco model. This is a woven tapestry and not the usual cheap printed design. This feature already is one of the most talked of innovations in radio cabinet making."

The height of the Highboy is 47 inches, its width 27 $\frac{3}{4}$  inches and its depth 14 inches. All panels are five-ply construction, tops  $\frac{1}{16}$  of an inch thick; ends, front, etc.,  $\frac{3}{8}$  of an inch thick.

The entire cabinet is stained and, contrary to the making of some radio cabinets, all grain is filled, the entire cabinet being blended with a shading stain to achieve a rich brown tone. High-grade shellacs and lacquers used in finishing the cabinet ensure the permanence of its fine finish. Hardware is of bronze of the highest grade which has been richly oxidized and antiqued.

Strength and rigidity of the set are insured by glue blocks and solid, full frame construction.

## NEW SCREEN GRID TUBES AROUSE INTEREST

Radio set buyers will find new kinds of tubes this year, which marks the greatest improvement ever made in the evolution of the one-tube "Blooer" of 1922 to the present time. A.C. Screen Grid tubes are here, also a wonderful A.C. power tube known as UX245.

The A.C. Screen Grid tube has an enormous amplification as compared with previous tubes, and owing to the fact that it has a very low internal capacity it does not need to be neutralized, thereby simplifying set construction to a marked degree, doing away with all forms of neutralizing condensers and the complicated devices necessary heretofore to prevent "squawks," "squeals" and "spilling over."

The Screen Grid tube is quiet, and there are no tube hisses or other noises to interfere with the enjoyment of the splendid programs which are furnished by the broadcasting station.

Tremendous amplification in these new tubes enables set designers to use fewer tubes, which fact in itself is a great step towards simplification and consequent easy operation. Fewer tubes means fewer coils, condensers and other parts.

The new A.C. UX245 power tubes when used in connection with push-pull audio transformers are the last word in doing away with distortion and undesirable noises.

These tubes will deliver clear, clean-cut reproduction from a mere whisper to tremendous volume.

The new Philco Balanced-Unit receiver, just on the market, comes in two chassis models this year.

One is a 6-tube A.C. Screen Grid set using two UX245 power tubes in push-pull audio, and the other is an 8-tube A.C. Neutrodyne-Plus set using two A.C. UX245 tubes in push-pull for the second audio stage.

The new tubes used in connection with the perfectly balanced units of the Philco set will give ultra-sensitivity and selectivity and the power to bring in really distant stations with a clarity and fidelity heretofore impossible to attain.

## O'MORE, PHILCO TENOR, IS RADIO'S GREATEST LOVER

"If a John Gibert of the radio ever is selected by the American radio fans," said (Dealer), representative here of Philco Balanced-Unit Radio sets, "the choice will fall on Colin O'More, tenor of Philco Hour."

Mr. (Dealer) bases his statement on the popularity of O'More as shown by inquiries from feminine radio fans calling at the (Name of Store) and asking questions regarding the program in which O'More will be heard over the air each week.

"If O'More hadn't, at the age of 16, sung 'Love Me and the World Is Mine,' thereby discovering that he had a voice," said Mr. (Dealer), "he might now be a policeman or a motorman, and the American radio audience would have been robbed of the privilege of hearing his love songs sung opposite Jessica Dragonette in Philco Hour every week. For when Colin was young, in the small western village where he was born, he had as his greatest ambition the goal of becoming either a policeman or a motorman."

"His singing of 'Love Me and the World Is Mine' changed all that, however," said Mr. (Dealer), "and consequently he has been singing other 'hero' songs ever since. A period of study in this country was followed by study in European cities where he tutored under such well-known teachers as Jean de Reszke. His scheduled appearance with Madame Melba at Covent Garden, on the eve of the war was interrupted by that titanic struggle, but after the Armistice he began his operatic and concert work in the United States in earnest."

## HUNDREDS INSPECT PHILCO LINE IN WINDOW DISPLAY

A popularity vote for the best window display on (Street) would go to (Dealer), representatives in (Town) of the Philadelphia Storage Battery Company, makers of the Philco Balanced-Unit Radio sets, judging by the number of persons who each day are seen inspecting the display of Philco sets shown by the (Name of Company).

As a means of best presenting the new Philco line, which includes the Lowboy, Highboy, Highboy DeLuxe, as well as the Table Model, with a mantel type Philco Electro-Dynamic speaker, (Dealer) called in several window display experts in order to get the best possible arrangement of the new Philco Balanced-Unit models. He determined at the outset that the most attractive windows are not always those most completely filled and thus there is a liberal use of decorative effects and lights as well as an effective display of the handsomely made Philco walnut and tapestried sets.

In the center of the window is featured the Philco Balanced-Unit which sells for \$600.00. Grouped about it are other new models.

Mr. (Dealer) estimates that in the three days that the curtains have been pulled back from his Philco window (Number) persons have stopped to inspect it.

## "FAMILY JURY" CAN TRY OUT PHILCO BEFORE BUYING

A "family jury" to judge the new Philco Balanced-Unit Radio before it is voted a necessary item in the home is made possible by the (Name of Company), local dealers in this widely popular electrical radio.

"In order that every member of the family may hear the new Philco, new models of which have just been introduced to the American public," (Dealer), manager of (Store), said today, "arrangements have been made to place any model of the Philco desired in a prospective customer's home for a trial period without any charge to the person trying out the set."

"Philco depends for its continued success on its ability to make satisfied users tell non-Philco users of the good points of the set," said Mr. (Dealer). "That's one reason we'd rather have this perfected instrument tried out for a certain period by every member of the family, from the youngest member to the oldest, so that they all can appreciate its value before it is placed in the home as a permanent addition to the family life."

"Once this splendid toned, beautifully made radio is fitted into a room of the house, and a few programs are heard, we are confident that the radio itself will do a great part of our sales talk for us. Already we have used this trial offer successfully in (Town) and we predict that it will have much to do with keeping Philco in the lead in sales in this territory in the months to come."



**PHILCO** *Lowboy*

**BALANCED UNIT RADIO**

PRINTED IN U.S.A.—B

**PHILCO** *Highboy de luxe*

**BALANCED UNIT RADIO**

PRINTED IN U.S.A.—B

# Authorized Time-Payment Financing Plan

Especially Designed for Registered Dealers

of the

**PHILCO**

## ELECTRIC RADIO "BALANCED UNIT"

**W**E recognize that a sound finance plan can materially stimulate sales, and we are therefore glad to announce to Philco dealers that we have arranged with the Manufacturers' Finance Company and its subsidiaries for a plan of advancing the cash on dealers' time-payment sales that is unquestionably the most liberal, simple and attractive financing plan that has ever come to our attention. We know you will be both interested and pleased with the exceptionally liberal provisions of the plan outlined on Pages 2 and 3 of this announcement. You will be pleased, too, with its utter simplicity. There is no red tape, confusion or complications. It is not a plan which requires your spending more time making out reports than making sales. Its requirements are reduced to a perfectly simple, logically clear and understandable basis.

This plan gives you a finance service distinctly fitted to your requirements at the most reasonable rates available, and most important of all—you get your money faster under this plan than any we have ever seen.

*Now read the provisions of the Manufacturers' Finance Company's special plan for Philco dealers on the next two pages.*

## Sell on Easy Payments

Don't overlook the advantage—yes, the *importance*—of featuring easy payments in your business. *Feature* it in every bit of selling you do—in advertising, in circularizing, in window display, counter display and floor selling. The public today wants and likes to buy out of income. The smart business man will cash in on this public demand.

And remember—it isn't enough just to offer time payments. *Feature them*—that's the secret. It's the *proposition* in selling that counts. Feature your proposition—free trial, easy payments—that brings the business.

And every experienced merchant knows too, that featuring time-payment business *increases cash business as well*. People who are willing to pay cash will buy for cash anyway. But featuring easy-payment terms will bring you many buyers who will finally pay cash. And

you would never have a chance to talk to those people unless you play up your monthly payment terms.

The plan we have arranged for you with the Manufacturers' Finance Company gives you a real opportunity to make money, even *more* money, selling on time than when selling for cash. Get in touch with us or their nearest office branch at once. You don't have to solicit them—they'll *solicit you!*

As quickly as you advise us that you need the plan we will notify Manufacturers' Finance Company and they will get in touch with you immediately, sending you a simple form of financial statement for completion. We urge you to return completed financial statement to finance company as quickly as possible, so that they will be in a position to complete all arrangements without unnecessary delay.

*The addresses of the finance company are as follows:*

### Manufacturers' Finance Company

105 E. Redwood Street  
Baltimore, Maryland  
Phone—Calvert 5310

925 Statler Building  
Park Square, Boston, Mass.  
Phone—Liberty 1272

111 W. Monroe Street  
Chicago, Illinois  
Phone—Randolph 6930

### Manufacturers' Finance Acceptance Corporation

236 Hurt Building  
Atlanta, Georgia  
Phone—Walnut 1484 and 6114

1581 Union Trust Building  
Cleveland, Ohio  
Phone—Main 0643

2631 Woodward Avenue  
Detroit, Michigan  
Phone—Cadillac 7938

206 Farley Bldg.  
Birmingham, Ala.

1006 East End Savings & Trust Bldg., East Liberty  
Pittsburgh, Pa.

710 Shepherd Bldg.  
Montgomery, Ala.

### Manufacturer's Finance Corporation

250 W. 57th Street  
New York City  
Phone—Columbus 5633

509-A Military Park Bldg.  
Newark, N. J.

## PHILADELPHIA STORAGE BATTERY COMPANY

Factories, Laboratories and Main Office  
Phone: NEBraska 5100

Ontario and C Streets, Philadelphia, Pa.

ATLANTA, GA., 665 Glenn St., S. W.  
Phone—West 2666

\*CHICAGO, ILL., 3335-45 W. 47th St.  
Phone—VIRginia 1400

NEW YORK, N. Y., 47 Christopher St.  
Phone—SPring 6485

BOSTON, MASS., 1123 Commonwealth Ave.  
Phone—Brighton 5741

\*CINCINNATI, OHIO, 212 E. 8th St.  
Phone—Canal 9002

\*PITTSBURGH, PA., 218 Park Building  
Phone—ATlantic 4972

BUFFALO, N. Y., 1669 Main St.  
Phone—Fillmore 7793

\*CLEVELAND, OHIO, 2309 Chester Avenue  
Phone—Prospect 1000

SYRACUSE, N. Y., 202 O. C. S. Bank Bldg.  
Phone—Syracuse 22165

\*Factory Branch Stock

## Authorized

# Time-Payment Financing Plan

Especially Designed for Registered Dealers

of the

# PHILCO

## ELECTRIC RADIO

## "BALANCED UNIT"

**W**E recognize that a sound finance plan can materially stimulate sales, and we are therefore glad to announce to Philco dealers that we have arranged with the Manufacturers' Finance Company and its subsidiaries for a plan of advancing the cash on dealers' time-payment sales that is unquestionably the most liberal, simple and attractive financing plan that has ever come to our attention. We know you will be both interested and pleased with the exceptionally liberal provisions of the plan outlined on Pages 2 and 3 of this announcement. You will be pleased, too, with its utter simplicity. There is no red tape, confusion or complications. It is not a plan which requires your spending more time making out reports than making sales. Its requirements are reduced to a perfectly simple, logically clear and understandable basis.

This plan gives you a finance service distinctly fitted to your requirements at the most reasonable rates available, and most important of all—you get your money faster under this plan than any we have ever seen.

*Now read the provisions of the Manufacturers' Finance Company's special plan for Philco dealers on the next two pages.*

## Here Are the Details of the financing plan offered by the Manufacturers' Finance Company to Philco dealers:

1. Your customer's paper will be acceptable if he pays you down as little as ten per cent (10 per cent) of the time selling price of the sale at the time of purchase.

2. Your customer signs a short form conditional sales contract in which he agrees to make equal monthly payments of the balance deferred. (These contract forms are supplied free of charge by the Manufacturers' Finance Company.)

3. You list these contracts upon a simple form of schedule which is made out in triplicate. You send the original and duplicate of this schedule, together with the original conditional sales contracts listed thereon, to Manufacturers' Finance Company at the branch office with which you are dealing. The triplicate copy you keep for your records.

4. Each schedule of accounts is treated by the finance company as a separate transaction. Upon receipt of each schedule, finance company will determine the total amount which you are to pay each month and the date of the month on which the payment is to be made is determined as follows:

A—If the schedule is dated between the first day and the sixth day (both inclusive) of any month, the remittance shall be sent on the last day of that month and each succeeding month thereafter.

B—If the schedule is dated between the seventh and the twenty-second day (both inclusive) of any month, the remittances shall be sent on the fifteenth day of each succeeding month thereafter.

C—If the schedule is dated between the twenty-third day and the last day (both inclusive) of any month, the remittances shall be sent on the last day of each succeeding month thereafter.

5. Manufacturers' Finance Company will advance to you in cash 90 per cent of the face amount of the contracts less

the discount charge. The amount advanced will be sent to you the same day your contracts are received.

6. The discount charges of the Manufacturers' Finance Company are as follows:

Running Months } 4 5 6 7 8 9 10
Discount Per Cent } 2 2½ 3 3½ 4 4½ 5

7. When Manufacturers' Finance Company sends check in payment of the schedules, they will also send a form of acknowledgment, assigning an identification number to each schedule. This acknowledgment will tell you when and how your payments are to be made. When you remit your monthly payments to the finance company it is not necessary to list the individual contracts you are paying for. Just mark on your check the schedule number for which you are making remittance.

8. You make the monthly collections from your customers.

9. For your convenience and to avoid confusion, as to payment dates on the various schedules, the Manufacturers' Finance Company will mail you a notice approximately six days in advance of the due date of each particular schedule payment. This will give you plenty of time to prepare to meet all the payments on the schedule when due.

10. When you pay Manufacturers' Finance Company the amount due, you retain for yourself a proportionate amount of the 10 per cent originally held back at the time the paper is purchased. In this way, you do not have to wait until each contract is fully paid for before receiving your 10 per cent, but get it back in equal monthly instalments as you make your collections. This is contrary to the usual custom of finance companies and is one of the many unusually attractive features of the plan.

## How the Plan Figures Out What the Customer Pays

	Model 65 Lowboy	Model 65 Highboy	Model 87 Lowboy	Model 87 Highboy
Cash Selling Price of Philco Model . . . . .	\$119.50	\$139.50	\$129.50	\$149.50
Cash Selling Price of Tubes . . . . .	21.50	21.50	21.50	21.50
<b>TOTAL CASH SELLING PRICE</b> . . . . .	<u>\$141.00</u>	<u>\$161.00</u>	<u>\$151.00</u>	<u>\$171.00</u>
Add 5 per cent Carrying Charge for Time Payments (Optional with Dealer) . . . . .	7.05	8.05	7.55	8.55
<b>TOTAL INSTALLMENT SELLING PRICE</b> . . . . .	<u>\$148.05</u>	<u>\$169.05</u>	<u>\$158.55</u>	<u>\$179.55</u>
Trade-In Allowance . . . . .	20.00	20.00	20.00	20.00
<b>TOTAL AMOUNT TO BE PAID</b> . . . . .	<u>\$128.05</u>	<u>\$149.05</u>	<u>\$138.55</u>	<u>\$159.55</u>
Customer's First Payment (10 per cent of Installment Selling Price) . . . . .	14.81	16.91	15.86	17.96
Customer signs Conditional Sales Contract to pay balance in 10 months as follows:				
9 Monthly Installments of . . . . .	\$11.33 = \$101.97	\$13.22 = \$118.98	\$12.27 = \$110.43	\$14.16 = \$127.44
1 Monthly Installment of . . . . .	11.27	13.16	12.26	14.15
<b>TOTAL MONTHLY PAYMENTS</b> . . . . .	<u>\$113.24</u>	<u>\$132.14</u>	<u>\$122.69</u>	<u>\$141.59</u>

## What the Dealer Gets

	Model 65 Lowboy	Model 65 Highboy	Model 87 Lowboy	Model 87 Highboy
Dealer sends Contract to Finance Company which remits 90 per cent of . . . . .	\$113.24 = \$101.92	\$132.14 = \$118.93	\$122.69 = \$110.42	\$141.59 = \$127.43
less discount charge of 5 per cent . . . . .	5.66	6.61	6.13	7.08
Dealer receives at once in cash . . . . .	<u>\$96.26</u>	<u>\$112.32</u>	<u>\$104.29</u>	<u>\$120.35</u>
When final installment on contract is paid, dealer will receive the 10 per cent held back by the finance company at the time of purchasing contract, totaling . . . . .	11.32	13.21	12.27	14.16
Dealer has retained customer's down payment . . . . .	14.81	16.91	15.86	17.96
Dealer receives in cash . . . . .	<u>\$122.39</u>	<u>\$142.44</u>	<u>\$132.42</u>	<u>\$152.47</u>
Approximate value of trade-in set . . . . .	20.00	20.00	20.00	20.00
<b>DEALER'S TOTAL PROCEEDS</b> . . . . .	<u>\$142.39</u>	<u>\$162.44</u>	<u>\$152.42</u>	<u>\$172.47</u>

Thus you actually collect in cash *more* than you would if you sold for cash and made the same trade-in allowance. You get your cash promptly, and—you have all the selling advantages of being able to offer your customer easy monthly payments!

**IMPORTANT! See Next Page**

## Sell on Easy Payments

Don't overlook the advantage—yes, the *importance*—of featuring easy payments in your business. *Feature* it in every bit of selling you do—in advertising, in circularizing, in window display, counter display and floor selling. The public today wants and likes to buy out of income. The smart business man will cash in on this public demand.

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And every experienced merchant knows, too, that featuring time-payment business *increases cash business as well*. People who are willing to pay cash will buy for cash anyway. But featuring easy-payment terms will bring you many buyers who will finally pay cash. And

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As quickly as you advise us that you need the plan we will notify Manufacturers' Finance Company and they will get in touch with you immediately, sending you a simple form of financial statement for completion. We urge you to return completed financial statement to finance company as quickly as possible, so that they will be in a position to complete all arrangements without unnecessary delay.

*The addresses of the finance company are as follows:*

### Manufacturers' Finance Company

105 E. Redwood Street Baltimore, Maryland Phone—Calvert 5310	925 Statler Building Park Square, Boston, Mass. Phone—Liberty 1272	111 W. Monroe Street Chicago, Illinois Phone—Randolph 6930
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### Manufacturers' Finance Acceptance Corporation

206 Farley Bldg. Birmingham, Ala.	1006 East End Savings and Trust Bldg., East Liberty Pittsburgh, Pa.	710 Shepherd Bldg. Montgomery, Ala.
236 Hurt Building Atlanta, Georgia Phone—Walnut 1484 and 6114	1581 Union Trust Building Cleveland, Ohio Phone—Main 0643	2631 Woodward Avenue Detroit, Michigan Phone—Cadillac 7938

### Manufacturers Finance Corporation

250 W. 57th Street New York City Phone—Columbus 5633	509-A Military Park Bldg. Newark, N. J.
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## PHILADELPHIA STORAGE BATTERY COMPANY

*Factories, Laboratories and Main Office*  
Phone: NEBraska 5100

Ontario and C Streets, Philadelphia, Pa.

ATLANTA, GA., 665 Glenn St., S. W. Phone—West 2666	*CHICAGO, ILL., 3335-45 W. 47th St. Phone—VIRginia 1400	NEW YORK, N. Y., 47 Christopher St. Phone—SPring 6485
BOSTON, MASS., 1123 Commonwealth Ave. Phone—Brighton 5741	*CINCINNATI, OHIO, 212 E. 8th St. Phone—Canal 9002	*PITTSBURGH, PA., 318 Park Building Phone—ATlantic 4972
BUFFALO, N. Y., 1602 Rand Bldg. Phone—Seneca 4624	*CLEVELAND, OHIO, 2309 Chester Ave. Phone—Prospect 1000	SYRACUSE, N. Y., 202 O. C. S. Bank Bldg. Phone—SYracuse 22156

\*Factory Branch Stock

Authorized

**Direct Collection**

**Time-Payment Financing Plan**

**Especially Designed for Registered Dealers**

of the

**PHILCO**

**ELECTRIC RADIO**

**“BALANCED UNIT”**

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# Here Are the Details

of the

## Direct Collection

Financing Plan Offered by the

Manufacturers' Finance Company to Philco Dealers:

1. Your customer's paper will be acceptable if he pays you down as little as ten per cent (10 per cent) of the time selling price of the sale at the time of purchase.

2. Your customer signs a short form conditional sales contract in which he agrees to make equal monthly payments of the balance deferred. (These contract forms are supplied free of charge by the Manufacturers' Finance Company.)

3. The Conditional Sales Contracts are made up in triplicate. You complete assignment on the back of the original and send it to Manufacturers' Finance Company at the branch office with which you are dealing. The duplicate copy should be retained for your files and the triplicate be given to the purchaser.

4. Manufacturers' Finance Company will advance to you in cash 90 per cent of the face amount of the contracts, less the

discount charge. The remaining 10 per cent will be paid to you in cash when the final installment of each contract is paid by the customer to Manufacturers' Finance Company. The amount advanced will be sent to you the same day your contracts are received.

5. The discount charges of the Manufacturers' Finance Company are as follows:

Running Months	4	5	6	7	8	9	10
Discount Per Cent	4	4½	5	5½	6	6½	7

6. Manufacturers' Finance Company makes the monthly collections from your customers. Under this plan all you need do is make the sale of the Philco Radio; you keep the first payment and mail the customer's contract to Manufacturers' Finance Company who will make the collection of the time payments from the customer, thus relieving you from all book-keeping and collection detail.

### How the Plan Figures Out

#### What the Customer Pays

	Model 65 Lowboy	Model 65 Highboy	Model 87 Lowboy	Model 87 Highboy
Cash Selling Price of Philco Model	\$119.50	\$139.50	\$129.50	\$149.50
Cash Selling Price of Tubes	21.50	21.50	21.50	21.50
<b>TOTAL CASH SELLING PRICE</b>	<u>\$141.00</u>	<u>\$161.00</u>	<u>\$151.00</u>	<u>\$171.00</u>
Add 7 per cent Carrying Charge for Time Payments (Optional with Dealer)	9.87	11.27	10.57	11.97
<b>TOTAL INSTALLMENT SELLING PRICE</b>	<u>\$150.87</u>	<u>\$172.27</u>	<u>\$161.57</u>	<u>\$182.97</u>
Trade-In Allowance	20.00	20.00	20.00	20.00
<b>TOTAL AMOUNT TO BE PAID</b>	<u>\$130.87</u>	<u>\$152.27</u>	<u>\$141.57</u>	<u>\$162.97</u>
Customer's First Payment (10 per cent of Installment Selling Price)	15.09	17.23	16.16	18.30
Customer signs Conditional Sales Contract to pay balance in 10 months as follows:				
9 Monthly Installments of	\$11.58 = \$104.22	\$13.51 = \$121.59	\$12.55 = \$112.95	\$14.47 = \$130.23
1 Monthly Installment of	11.56	13.45	12.46	14.44
<b>TOTAL MONTHLY PAYMENTS</b>	<u>\$115.78</u>	<u>\$135.04</u>	<u>\$125.41</u>	<u>\$144.67</u>

#### What the Dealer Gets

	Model 65 Lowboy	Model 65 Highboy	Model 87 Lowboy	Model 87 Highboy
Dealer sends Contract to Finance Company which remits 90 per cent of	\$115.78 = \$104.20	\$135.04 = \$121.54	\$125.41 = \$112.87	\$144.67 = \$130.20
less discount charge of 7 per cent	8.11	9.46	8.78	10.13
Dealer receives at once in cash	<u>\$96.09</u>	<u>\$112.08</u>	<u>\$104.09</u>	<u>\$120.07</u>
When final installment on contract is paid, dealer will receive the 10 per cent held back by the finance company at the time of purchasing contract, totaling	11.58	13.50	12.54	14.47
Dealer has retained customer's down payment	15.09	17.23	16.16	18.30
Dealer receives in cash	<u>\$122.76</u>	<u>\$142.81</u>	<u>\$132.79</u>	<u>\$152.84</u>
Approximate value of trade-in set	20.00	20.00	20.00	20.00
<b>DEALER'S TOTAL PROCEEDS</b>	<u>\$142.76</u>	<u>\$162.81</u>	<u>\$152.79</u>	<u>\$172.84</u>

Thus you actually collect in cash *more* than you would if you sold for cash and made the same trade-in allowance. You get your cash promptly, and—you have all the selling advantages of being able to offer your customer easy monthly payments!

**IMPORTANT! See Next Page**