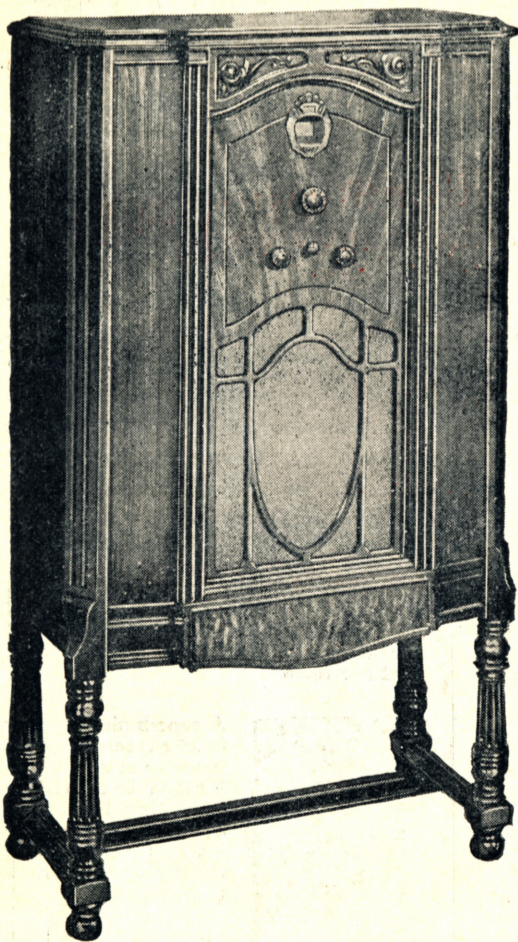


NEW

PHILCO All-Dry Battery RADIO

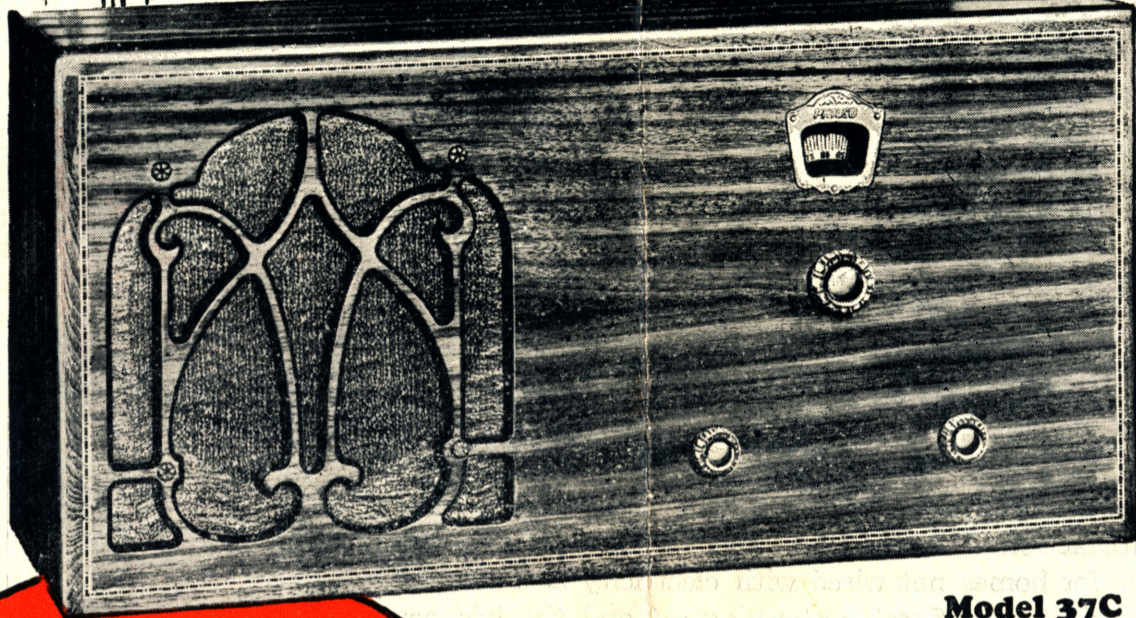
*For Homes Not Wired
For Electricity*

Here's good news for every farm home—for every home not on a high-line or not wired for electricity. The marvelous PHILCO—known the world over for its wonderful tone, its amazing distance range, its sensational performance—now available to you at an astounding low price. Now you can get all the wonderful programs on the air in full, clear, beautiful tone. You can get entertainment from hundreds and hundreds of miles away just as if they were near by. Don't be satisfied any more with faint reception, with distorted, noisy tone. Enjoy the best, made by PHILCO, the world's largest radio manufacturers, and have all the advantages that the people in the big cities enjoy.



**Philco Lowboy Model 37L
\$59.95**

Electro-Dynamic Speaker, Illuminated Station Recording Dial, new PHILCO High Efficiency Tubes. Lowboy cabinet in American Walnut with beautiful instrument panel, 39½ inches high, 23½ inches wide, hand-rubbed. Complete with B, C, and Dry A Batteries, \$74.25.



Model 37C

\$39.95

INCLUDING TUBES

**Complete with B, C and
Dry A Batteries
\$54.25**

All Dry Batteries No Batteries to Recharge

Yes, this new PHILCO gives you practically all the convenience of an all electric set, just as if your home were wired for electricity. With average use, you won't even have to think of your batteries for practically a whole year. There are dry "B" and "C" batteries, of course, and then there is the *new dry "A" battery, which also requires absolutely no attention.* There is *no water to add. No recharging.* No fuss. No bother.

And It's a Philco!!

Remember, these battery operated, Superheterodyne radio sets are genuine Philcos, made by the largest radio manufacturers and known and acknowledged everywhere as the finest radio set on the market. When you own a Philco, you own the best. And when you own a Philco, you can not only be proud of your radio set, but you can be sure of first class performance and reliable, dependable service.

Look!

*Greatest Value
Ever Offered!*

Just read what a sensational value you get in this new, all-dry battery operated Philco. Never before has it been possible to secure a nationally known Superheterodyne radio set under the famous Philco name at so low a price and so liberal an offer.

Marvelous TONE

Until you hear this marvelous Philco, you cannot realize what full, clear, sweet tone it has. You cannot imagine how much more enjoyment you get from the fascinating entertainment on the air when you receive it through the superb, glorious tone of a Philco.

Great DISTANCE RANGE

This Philco is a genuine balanced Superheterodyne. Ask anyone who knows radio and they will tell you that a Superheterodyne is the set that gives you power and distance range. That's what you want out in the country. Power to bring in far away stations, during the day as well as evening. And this set will do it, no matter where you live. A wider choice of stations brought in sharply and clearly without interference.

Moving Coil, Electro-Dynamic Speaker, Illuminated Dial with Glowing Arrow Station-Finder, Philco High Efficiency Tubes which consume an extremely small amount of power from the batteries, making possible longer battery life and greater economy in operating cost.

Handsome Cabinet

A compact cabinet that will look beautiful in any living room on the mantel, a table or a stand. It is made by expert cabinet-makers of Black Walnut, inlaid with Boxwood and Blackwood.

Passed by National Board of Fire Underwriters

This Philco set—and all Philco sets—are built to conform to the requirements of the National Board of Fire Underwriters. No fire hazard, no electric shock. Do not buy or keep any radio that has not passed the Underwriters Laboratory inspection. If you do, you are certainly taking unnecessary fire risk.

And Finally—this set is a genuine Philco, made according to Philco standards of manufacture, which means reliable, dependable, trouble-free service.

See Other Side for Our LIBERAL OFFER

Your Choice of any Model PHILCO All-Dry Battery Radio on

FREE Trial

in your Home!

Yes, we believe—and we are willing to prove to your satisfaction—that the New Philco "Self-Powered" Radio Set for homes not wired with electricity is the finest toned set, the finest performing set and the *biggest bargain* ever offered in radio. We don't ask you to take our word for it. We'll let you have your choice of any Philco model on absolutely free trial in your own home. Try it out for yourself during the day and during the evening. Test it and see how many stations it will bring in. Judge the tone—and compare it with anything you have ever heard at anywhere near the price. Ask your friends and neighbors to come in and get their opinions. Then decide—if you are not delighted, if you are willing to part with this marvelous set, we will take it back and that ends the matter. No obligation to buy—no red tape.

EASY TERMS

if satisfied after trial

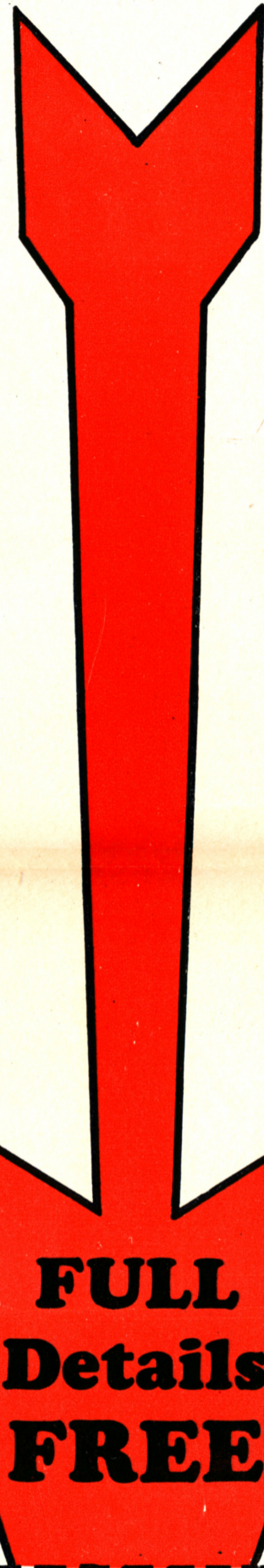
If you decide to keep the Philco after a thorough trial in your own home, you may own it on the easiest kind of terms. We ask no money in advance for the trial. If satisfied after trial, *pay only a small amount down. And the balance on long-time easy payments that you'll scarcely miss.* You don't have to wait until you've saved up the cash to enjoy the wonderful entertainment which the Philco will bring you. You may pay on our liberal, convenient easy-payment plan while you are enjoying the many hours and days of fascinating programs.

Trade in Your Old Radio

We Give You a

LIBERAL ALLOWANCE

Yes, we will take your present radio in trade and give you a most liberal allowance. Get our quotation on your old set—no obligation. But by all means, don't be satisfied any longer with noisy, distorted reception, with limited stations, with faint, unreliable radio signals. Your home life will be immeasurably brightened by the wonderful tone and the marvelous performance of the Philco. Get one in your home NOW on our liberal offer.



**FULL
Details
FREE**

Buy Your Radio LOCALLY

For Better Service and Better Value!

Nowhere else can you get such a value in radio as we are offering you here in this new Philco Superheterodyne All-Dry Battery radio set. Better value, better tone, better distance range, better performance, greater reliability—at a *lower price!* And a genuine Philco, made and guaranteed by the world's largest manufacturers of radio and known throughout the world as the highest quality radio set.

And besides all this, when you buy locally you not only get value, but you get *better service.* We are here, right close to you, to give you local attention and to give you service at a moment's notice, should you need it. And finally—you have the satisfaction of knowing that, while getting better values, you are trading locally and helping local business.

FREE BOOK About Radio

Mail Coupon

A valuable free book, containing interesting information about all the newest developments in radio—the *facts* that everyone interested in radio should know—sent absolutely free and without obligation. Simply mail the coupon. We will also send you full details of our liberal free trial easy payment offer on the Philco "Self-Powered" Radio.

Please send me your free book "FACTS ABOUT RADIO" and full information about your free trial, easy payment offer on the Philco "Self-Powered" Radio. It is understood that this places me absolutely under no obligation.

Name.....

Address.....

Telephone Number.....

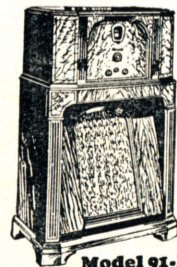
**Mail this Coupon to
Dakota Electric Supply Co.**

**123 No. Broadway
FARGO, NORTH DAKOTA**

Telephone Dakota 2113

All Electric PHILCO Radio

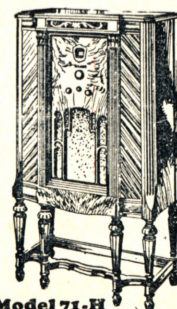
We also have a complete selection of the famous Philco All Electric radios for homes wired for electricity. Come in and see them.



Model 91-X

A superb nine tube Superheterodyne with the marvelous Philco Inclined Sounding Board, Shadow Tuning and Twin Speakers. Complete with tubes, \$100

A wonderful value. Seven tube Superheterodyne with Twin Speakers and other Philco features. Handsome, six-legged cabinet. Complete with tubes, \$69.95



Model 71-H