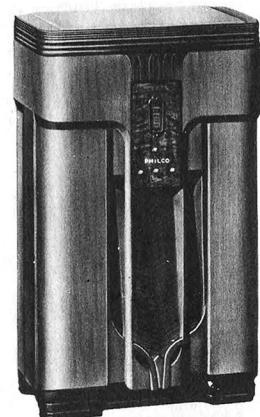
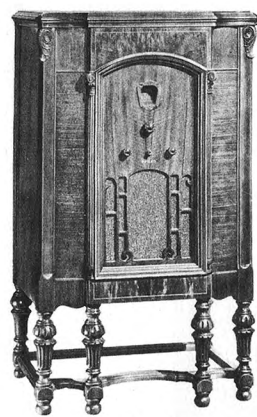


PHILCO Radio Phonograph Models

PHILCO presents a series of phonograph combination models covering a wide price range, each containing one of the famous PHILCO Radio Chassis, scientifically combined with an electric pick-up and phonograph motor of the finest grade available, especially adjusted for use with its particular radio chassis. All models are designed for either the standard or the new "long-playing" records. A switch changes operation from one to the other type.



500X—American and Foreign All-Wave
501X—American and Foreign All-Wave with Automatic Record Changer



505—American



506—American and Foreign All-Wave
507—American and Foreign All-Wave
503—American

ALL CONTROL OF VOLUME AND TONE ON RECORDS IS OBTAINED FROM THE REGULAR KNOBS used for the radio volume and tone control—no other controls are added to complicate matters.

PHILCO AUTO RADIO

With four new superheterodyne Models, 11-700-10-800, covering every need PHILCO Auto Radios give the most wonderful performance and marvelous tone ever offered and at sensationally low prices. Installed while you wait. Nothing in sight except the convenient steering column control. Operate with motor off or at any speed over any road. Latest improvements including Electro-Dynamic Speaker, Automatic Volume Control, PHILCO High-Efficiency Auto Radio Tubes, etc. There's a PHILCO for your car regardless of make, model or year.

PHILCO SHORT-WAVE AERIAL

For best reception of foreign programs, it is important that you have a PHILCO Short-Wave Aerial. The highest quality insulation is used on all the material so that none of the weak short-wave signals are lost, as they are with an ordinary aerial installation. All of this is accomplished at very little extra cost.

PHILCO 3-PURPOSE AERIAL

The PHILCO 3-purpose Aerial is designed for Standard American Broadcast receivers. It eliminates man-made interference, increases distance and accommodates two to four radios. If you are troubled with interference from street cars, vacuum cleaners, dial telephones, oil burners, electric motors, door bells, electric refrigerators and other appliances, the PHILCO 3-purpose Aerial is what you need for your radio.

PHILCO HIGH-EFFICIENCY TUBES

PHILCO High-Efficiency Tubes improve the performance of any radio. They are long-lived, more efficient and consume less current. Replace old worn-out tubes with new PHILCO Tubes and get the best reception your radio is capable of giving. The cost is surprisingly low. Bring in your old tubes for free testing.

The Raabe & Mauger Company
Albuquerque, New Mexico

FORM NO. 3481

PRINTED IN U. S. A.

THE

New

1935

PHILCO

A musical instrument of quality

\$20 to \$600
Prices subject to change without notice

Made by the World's Largest Radio Manufacturer

PHILCO presents forty-nine magnificent new models. Radios that bring in both American and Foreign Stations for those who enjoy world-wide reception. Radios for those who are only interested in American stations. Every kind and size of radio—every type of radio, all-electric, battery and 32-volt.

Here is a line so complete in chassis types, cabinet designs and price range, that everyone may have the exact radio he wants—in PHILCO. And true to PHILCO tradition, each gives you unexcelled tone and performance in its particular price class. Such values are made possible only by PHILCO'S sales leadership for five consecutive years!

"Features" alone do not make a great radio. They are of value only when they are incorporated in a radio that has been made right from the start. That's why every PHILCO—from its designing in the great PHILCO Research Laboratories to its final test—is developed and built by master craftsmen, using only the finest materials and balancing

Rubber Floated Chassis

Prevents vibration from the loud speaker reaching vital chassis units, causing microphonic squeals and distortion. Covered by PHILCO patent.

Super-Class "A" Audio System

An important PHILCO development giving tone fidelity from a whisper to full auditorium volume with a perfection never attained before.

Super-Pentode Audio System

A highly efficient and powerful audio output system giving fine tone quality where auditorium volume is not required.

Electro-Dynamic Speakers

Especially developed by PHILCO engineers and painstakingly built by PHILCO to exactly suit the requirements of each receiver.

Bass Compensation

Gives the pleasing depth and mellowness of natural bass note reproduction whether the volume be turned low or high.

Tone Control

Brings exactly the tone quality which best fits the program. At the "deep" setting much static and interference noise is eliminated in noisy locations.

Patented Inclined Sounding Board

The outstanding PHILCO achievement in radio cabinet acoustics that has set a new course in fine tonal reproduction. See reverse side of folder.

3000 Sq. In. of Baffle Area

The larger the baffle area, the better the reproduction of low notes! PHILCO provides over 3000 square inches of effective baffle area in Inclined Sounding Board models.

— PHILCO CONSTRUCTION FEATURES —													
Broadcasts Received	AMERICAN AND FOREIGN							AMERICAN					
	AC			DC				AC		AC		AC	
Chassis Model Number.....	16	118	144	99	45	66	49	18	89	60	54	59	84
Cabinet Styles.....	6	7	4	2	2	1	4	4	2	3	2	2	1
Tuning Range	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC	540-1720 KC
	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC	to 4.2-23 MC
	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC	to 12 MC
Foreign Reception.....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No
No. of Wave Bands.....	5	2	4	2	2	2	2	1	2	2	2	1	1
Police, Aircraft, Amateur Reception.....	ALL	To 1720	ALL	To 1720	To 1720	To 1720	To 1720	To 1720	To 3200	To 4000	To 3200	To 1720	To 1720
PHILCO Simplified Tuning	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—
Automatic Volume Control.....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—	—
No. of PHILCO Tubes...	11	8	6	6	6	5	7	8	6	5	5	4	4
Equal to Single Purpose Tubes.....	11	10	8	8	8	7	9	10	8	7	7	5	5
Shadow Tuning.....	Yes	Yes	Yes	Yes	—	—	Yes	Yes	—	—	—	—	—
Interstation Noise Suppression.....	Yes	—	—	—	—	—	—	—	—	—	—	—	—
Rubber Floated Chassis....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—	—	—
Audio System.....	Super Class A	Super Class A	Super Pent.	Super Pent.	Pentode	Pentode	Pentode	Super Class A	Pentode	Pentode	Pentode	Pentode	Pentode
Undistorted Watts Output.....	15	10	5	5	3	3	3	10	3	3	1	.5	.5
Speaker.....	Auditorium	Over-size	Over-size	Over-size	Standard	Standard	Over-size	Over-size	Standard	Standard	Compact	Compact	Spectral
Bass Compensation.....	Yes	Yes	Yes	Yes	Yes	—	Yes	Variable	—	—	—	—	—
Tone Control.....	4 Point	4 Point	4 Point	3 Point	3 Point	2 Point	4 Point	4 Point	2 Point	2 Point	—	—	—
Patented Inclined Sounding Board.....	Yes	Yes	Yes	Yes	—	—	—	Yes	—	—	—	—	—
Echo-absorbing Screen....	Yes	Yes	Yes	—	—	—	—	Yes	—	—	—	—	—

N. B. Small Variations in specifications occur in different Cabinet Models

Echo-Absorbing Screen

Used in inclined Sounding Board models to prevent undesirable reflection of sound from the wall back of the cabinet.

Police, Amateur and Aircraft Reception

Fascinating police calls are available on all PHILCO receivers. American and Foreign models tune most of the interesting amateur and aircraft channels.

PHILCO Simplified Tuning

Illuminated no-glare dials clearly marked to correspond with station frequencies, together with smooth reduction drive and other features, make it easy to locate and tune stations with a PHILCO.

Short-Wave Reception Made Easy

PHILCO American and Foreign receivers have brackets on the dial indicating exactly where to tune for the foreign short-wave stations. On multi-band receivers, only the portion of the dial you are using is illuminated, indicating where to read the dial and, eliminating objectionable glare. Special slow-speed tuning makes it easy to get short-wave stations.

Shadow-Tuning

This important PHILCO development shows you visually when the receiver is tuned just right for perfect tone.

Automatic Volume Control

Counteracts fading of distant stations and blasting of nearby stations automatically.

Automatic Interstation Noise Suppression

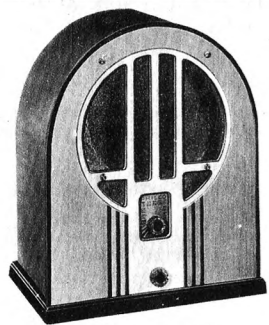
Permits absolutely quiet tuning of local broadcasts suppressing all unpleasant noise between stations.

PHILCO High-Efficiency Tubes

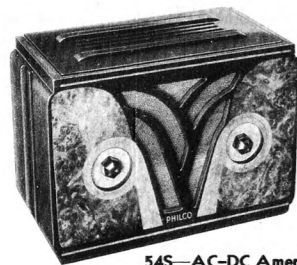
New multiple-function PHILCO tubes make a five-tube PHILCO of today outperform older seven-tube radios. A carefully tested and matched set of PHILCO High-Efficiency Tubes comes with every PHILCO model.

PHILCO IS THE ONLY RADIO SCIENTIFICALLY DESIGNED AS A MUSICAL INSTRUMENT

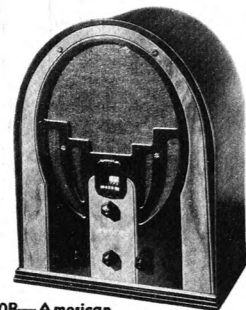
New 1935 PHILCO Baby Grands and Compacts



84B—American



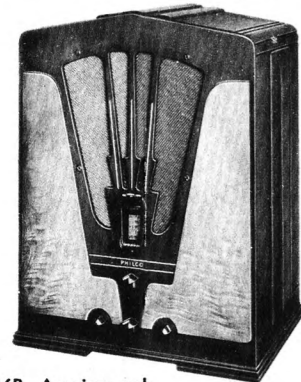
54S—AC-DC American
59S—American



60B—American
38B—Battery-American



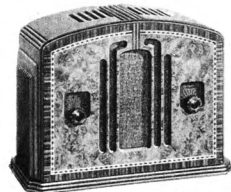
66B—American and Foreign



16B—American and Foreign All-Wave



118B—American and Foreign All-Wave
49B—DC American and Foreign
32B—32-Volt American
34B—Battery-American and Foreign All-Wave
144B—American and Foreign All-Wave
18B—American



54C—AC-DC American
59C—American



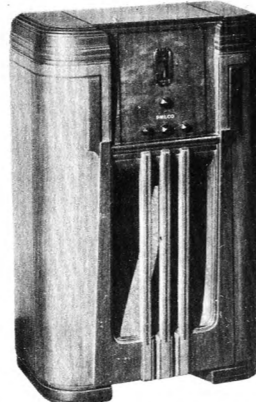
89B—American

Cabinets Which are Distinctly "RADIO" . . .

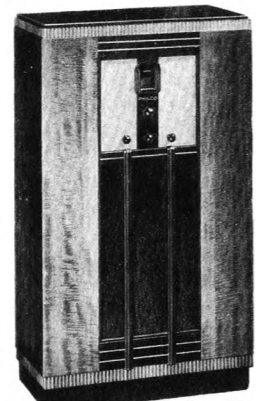
DESIGNED TO GIVE MOST LIFE-LIKE REPRODUCTION OF MUSIC AND SPEECH

The clear, life-like reproduction which you enjoy with a PHILCO is unapproached by any other radio. The famous PHILCO Patented Inclined Sounding Board gives "the finest tone in radio"—

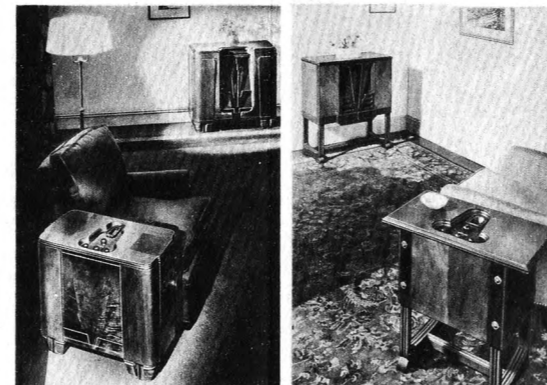
- 1 Its inclination directs the straight-travelling high tones up to ear level, giving brilliance and clearness.
- 2 Its large baffle area brings out all low tones, giving mellowness and depth.
- 3 Result: All music and speech are distinct and natural, as if the artists were present in person.



16X—American and Foreign All-Wave



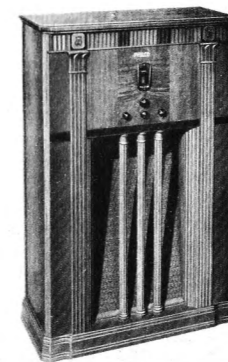
118MX—American and Foreign All-Wave
18MX—American



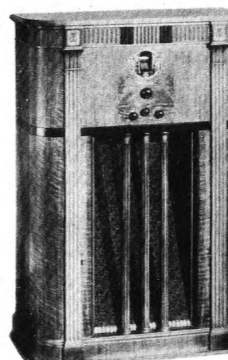
16RX—American and Foreign All-Wave Remote Control

118RX—American and Foreign All-Wave Remote Control

From one's favorite armchair, programs from all over the world, via short-wave, or any program here at home, may be tuned in through the magic of PHILCO Remote Control. Only PHILCO has brought this luxury within the reach of everyone! PHILCO'S Electrical Remote Control provides the greatest convenience any radio ever had—and with no moving parts. Entirely electrical. Nothing to get out of order. Here's an unbeatable combination.



29X—American and Foreign
29TX—American and Foreign Remote Control



118X—American and Foreign All-Wave
144X—American and Foreign All-Wave
49X—DC-American and Foreign



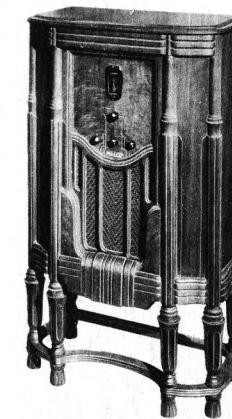
16L—American and Foreign All-Wave
34L—Battery-American and Foreign All-Wave



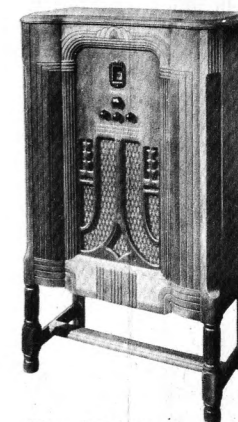
118D—American and Foreign All-Wave
49D—DC-American and Foreign

New 1935 PHILCO Lowboys and Highboys

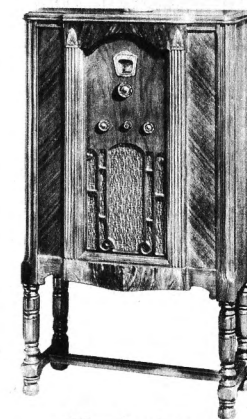
PHILCO presents for 1935 the most handsome line of highboy and lowboy models in its history. All of them finished in hand-rubbed Walnut and made distinctive with various combinations of woods, are masterpieces of the cabinetmaker's art.



118H—American and Foreign All-Wave
144H—American and Foreign All-Wave
18H—American
49H—DC-American and Foreign



89L—American
45L—American and Foreign
32L—32-Volt-American
38L—Battery-American



60L—American

For unwired country homes, cottages, etc., PHILCO has many powerful and efficient models—the Model 34 Battery-Operated PHILCOS for world-wide reception and the Model 38 Battery-Operated PHILCOS for standard American programs. For farms with private power plants PHILCO offers the 32-volt line of all-electric radios. In addition, there is a complete selection of 115-Volt DC and AC-DC models for homes and apartments with direct current and for travellers.

New beauty! New performance! New values! PHILCO'S 1935 line of Baby Grand radios exceeds anything you have ever seen! Models for the person who wants world-wide

reception and models for those who don't. Every one a real performer and an outstanding example in its class of what PHILCO'S tremendous volume and unequalled demand can do.

The new High-Fidelity PHILCO 200 X is the first home radio to reproduce the entire musical range from 50 to 7500 cycles! A revolutionary American broadcast receiver unequalled as a Musical Instrument! Ask for special descriptive folder.

16PX—Philco Century of Progress Model
American and Foreign All-Wave Remote Control