

SEVEN-TUBE PHILCO SUPERHETERODYNE



LAZYBOY Model 70

7-Tube Superheterodyne **\$69.50**
Complete with tubes
Including New Pentode Power Tube

A totally new, unique and distinctive UTILITY cabinet. It is called the LAZYBOY because you place it beside your easy chair and change programs or Tone Control without getting up. The laziest, easiest radio to use in the world. Electro-Dynamic Speaker, Illuminated Station Recording Dial. Controls on top—recessed, so that top is used as a table. Cabinet and Tapestry designed by Norman Bel Geddes. Matched pin stripe American Walnut and Oriental woods. Hand-rubbed finish.



HIGHBOY Model 70

7-Tube Superheterodyne **\$65.75**
Complete with tubes
Including New Pentode Power Tube

Exquisitely done in genuine mahogany of rich brown color. Scroll-carved Arch and pin stripe Pilasters. Tone Control. New Electro-Dynamic Speaker. Illuminated Station Recording Dial. D. C. (Direct Current) Model 46, **\$76.75**

Philco Baby Grand Radios are the largest selling sets in the world because of their sheer ability to perform like sets costing twice as much. Wonderful Philco Balanced-Unit tone, keen selectivity of the Superheterodyne, power of the Screen Grid, plus the new Pentode Tube

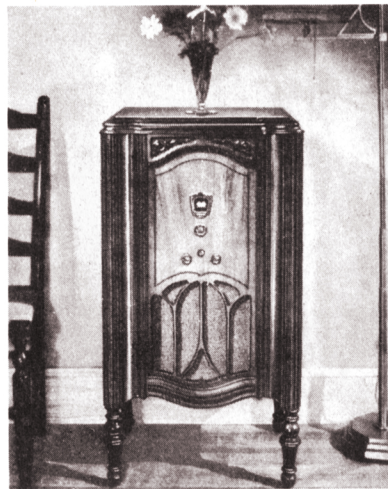


BABY GRAND Model 70

7-Tube Superheterodyne **\$49.95**
Complete with tubes
Including New Pentode Power Tube

Sold with 7 Philco Balanced Tubes (4 Screen Grid). New Electro-Dynamic Speaker. Genuine mahogany cabinet. Arch "V"-matched. Tone Control and Illuminated Station Recording Dial. D. C. (Direct Current) Model 46, **\$60.95**

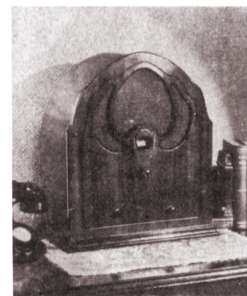
all these contribute to the marvelous Baby Grand performance. Do not confuse these wonderful sets with "midgets." Baby Grand is the only Superheterodyne which combines Balanced Units and Screen Grid to give super-performance in such compact space.



RADIO-PHONOGRAPH Model 70
7-Tube Superheterodyne **\$110**
Complete with tubes
Including New Pentode Power Tube

All-Electric. Gracefully designed in figured Black Walnut, and scroll-carved Arch. Tone Control. New Electro-Dynamic Speaker. Illuminated Station Recording Dial.

NEW PHILCO FIVE-TUBE T.R.F.



The New 5-Tube T.R.F. BABY GRAND \$36.50
complete with tubes

Most Radio for the Money!

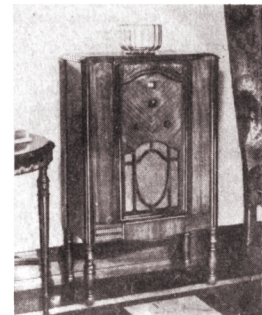
In the new 5-tube T.R.F. Baby Grand and Lowboy, you get the very best radio of its type ever built, and at a price actually less than many four-tube sets.

Here is more radio—with more tubes—more power—more performance and cabinet quality, than were ever before produced at anywhere near the price.

More than that, you get

Balanced-Unit Construction, Screen-Grid power, the new Pentode Power Tube, a genuine Electro-Dynamic Speaker. And the famous Philco tone is safeguarded in cabinets of balanced tone design, executed in genuine mahogany.

The number of tubes, the kind of tubes, make a tremendous difference in your radio enjoyment. Where manufacturers do not specify these facts, be sure to investigate carefully before you buy.



The New 5-Tube T.R.F. LOWBOY \$49.95
complete with tubes



PHILCO Transitone

The first and only really big-performing automobile set, marvelously engineered for freedom from motor noises and interference, and as compact and unobtrusive as the button on your horn. It really outperforms most home sets in distance, selectivity and tone. Automatic Volume Control holds programs without fading—you rarely need touch the dial. Price \$99.80, completely installed, including 7 Philco Balanced Tubes and B Batteries. If car is not equipped with aerial, \$10 extra. For optional Steering Column Control, \$5 extra.

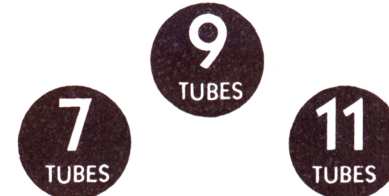
PHILCO BALANCED TUBES

Philco Balanced Tubes are the first tubes to be made strong enough to ship in place in the sockets of the radio. Their exact balancing insures the clear, true, undistorted Philco Tone. Philco Balanced Tubes better the performance of any radio.

PHILCO DRY BATTERIES

Designed for the severe requirements of automobile service, Philco dry batteries meet with ease the less strenuous requirements of home radio. They possess unusually long "shelf life," and will deliver practically the same number of hours of service, whether used constantly or intermittently.

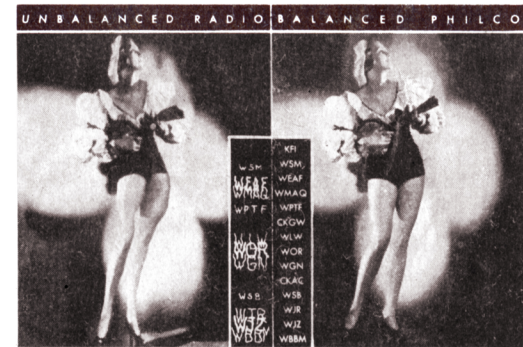
YOUR CHOICE OF



EVERY NEW A.C. **PHILCO**

IS A

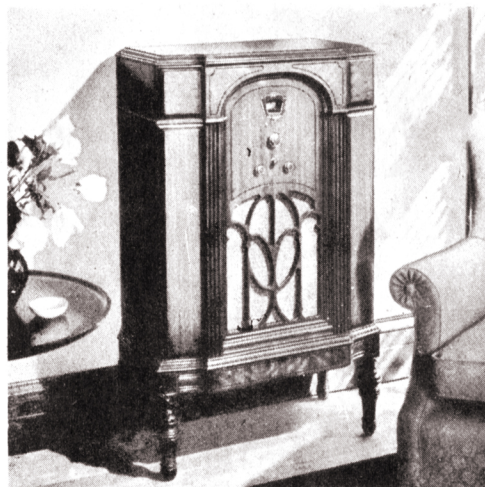
BALANCED SUPERHETERODYNE



World's Greatest Performing Sets from World's Largest Radio Manufacturer

ALL PRICES, COMPLETE WITH TUBES, SLIGHTLY HIGHER IN CANADA, DENVER AND WEST AND FOR 25 CYCLE

NINE-TUBE

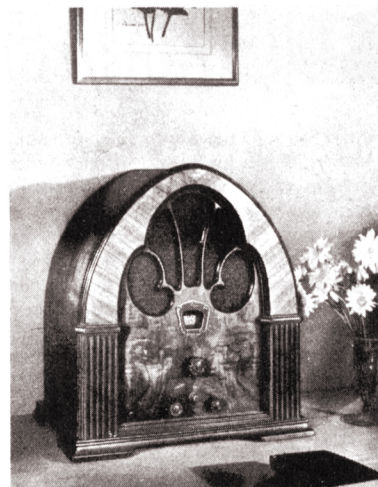


9-TUBE LOWBOY Model 90
9-Tube Superheterodyne Complete with tubes **\$89.75**

Gracefully executed in American Black Walnut and "V"-matched Oriental wood. Decorations in pin stripe American Walnut and quilted Maple. Hand-rubbed finish. 4-Point Tone Control—Oversize Electro-Dynamic Speaker, 25 per cent more efficient—Illuminated Station Recording Dial, with Glowing Arrow Indicator for exact tuning—Long Distance Switch—Two 45 Power Tubes—Push-Pull.

EVERY Philco is now a Balanced Superheterodyne. Only in a Balanced Superheterodyne can you get the sharp selectivity to separate—at all points on the dial—the 300 broadcasting stations which in any other type radio tend to interfere with each other.

PHILCO



9-TUBE BABY GRAND Model 90
9-Tube Superheterodyne Complete with tubes **\$69.50**

Indisputably greatest of all small radios, with real, big-set performance. 4-Point Tone Control—New Electro-Dynamic Speaker—Illuminated Station Recording Dial—Long Distance Switch—Two 45 Power Tubes—Push-Pull. In American Black Walnut, matched Butt Walnut and Arch of "V"-matched Oriental wood. Hand-rubbed finish. Cabinet only 18 inches high.

ALL Philcos have the Station Recording Dial, with Glowing Arrow Station Finder. How hard it is, with the ordinary tuning system, to remember where all your favorite stations are! With Philco, you simply tune each station accurately once, write the call letters under the Glowing Arrow; thereafter simply turn to same position and quickly and easily get the station again.

SUPERHETERODYNE



9-TUBE HIGHBOY Model 90
9-Tube Superheterodyne Complete with tubes **\$109.75**

An exquisite creation in American Black Walnut, and Butt Walnut, with Arch in "V"-matched Oriental wood. Pilasters in pin stripe Walnut and quilted Maple decorations. Hand-rubbed finish. 4-Point Tone Control—Oversize Electro-Dynamic Speaker of 25 per cent greater efficiency—Illuminated Station Recording Dial—Long Distance Switch—Two 45 Power Tubes—Push-Pull.

EVERY Philco has Tone Control. Broadcasting stations differ. Some are pitched too low. Some too high. Also programs differ. In speeches you want an excess of high. For music, usually low. Locations differ. Some are quiet. Some noisy with man-made static. Only with Philco Tone Control can you compensate for these variations and secure the tone quality you desire.

ELEVEN-TUBE



11-TUBE HIGHBOY Model 112
11-Tube Superheterodyne-Plus Complete with tubes **\$169.50**

This beautiful and graceful cabinet is by Norman Bel Geddes, foremost creator of fine furniture. It is executed in pin stripe American Walnut, matched Butt Walnut, figured Instrument Panel. Sliding doors. Hand-rubbed finish. 4-Point Tone Control, Automatic Volume Control—Oversize Electro-Dynamic Speaker. Station Recording Dial—Long Distance Switch—Two 45 Power Tubes—Push-Pull.

ALL Philcos are Balanced-Unit Radios. Unless all the electrical units in a radio are in perfect balance, each with the other, it is manifestly impossible to get clear, true tone. In Philco, every part is in exact balance with every other part. The result is the clearest, truest tone known to radio.

PHILCO

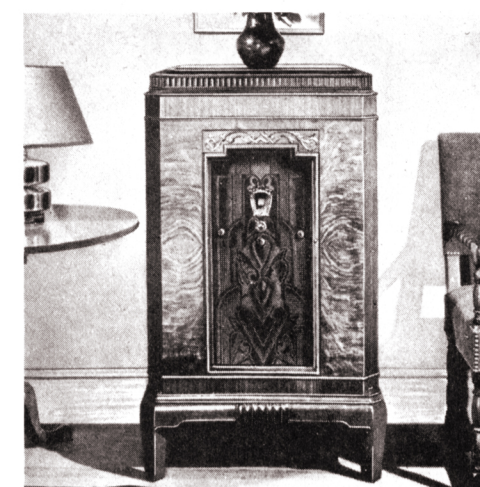


11-TUBE LOWBOY Model 112
11-Tube Superheterodyne-Plus Complete with tubes **\$149.50**

Designed by Norman Bel Geddes, premier creator of fine furniture, and executed in American Black Walnut and matched Butt Walnut. Hand-rubbed finish. Instrument Panel in figured Black Walnut, framed in "V"-matched Oriental wood. 4-Point Tone Control—Automatic Volume Control—Oversize Electro-Dynamic Speaker—Station Recording Dial—Long Distance Switch—Two 45 Power Tubes—Push-Pull.

ONLY Philco, the world's largest radio manufacturer, can give you in every model not only all the features you should expect, but an array of extra features you never expected, or even thought possible, at the price. And, in the 11-Tube Philco Superheterodyne-Plus you get super-performance which you cannot purchase elsewhere at any price.

SUPERHETERODYNE-PLUS



11-TUBE RADIO-PHONOGRAPH Model 212
11-Tube Superheterodyne-Plus Complete with tubes **\$295.00**

All-Electric, with Automatic Record Changer. A superb creation by Norman Bel Geddes. Beautifully executed in matched Butt Walnut, with details of pin stripe American Walnut. Instrument Panel with tapestry designed by Norman Bel Geddes. Sliding doors. Hand-rubbed finish. 4-Point Tone Control—Automatic Volume Control—Oversize Electro-Dynamic Speaker—Long Distance Switch—Two 45 Power Tubes—Push-Pull.

PHILCO Superheterodyne-Plus has a real Automatic Volume Control. We invite comparison with any so-called Automatic Volume Control, with fewer tubes. Philco has done the job right. Fading is counteracted, so that you can not only get, but hold and enjoy, the programs from many distant stations. Furthermore, the blasting-in of strong locals while tuning, and the attendant nerve shock, are entirely eliminated.

YOU NEED A PHILCO BALANCED-UNIT SUPERHETERODYNE TO OVERCOME PRESENT-DAY CROWDED BROADCASTING CONDITIONS