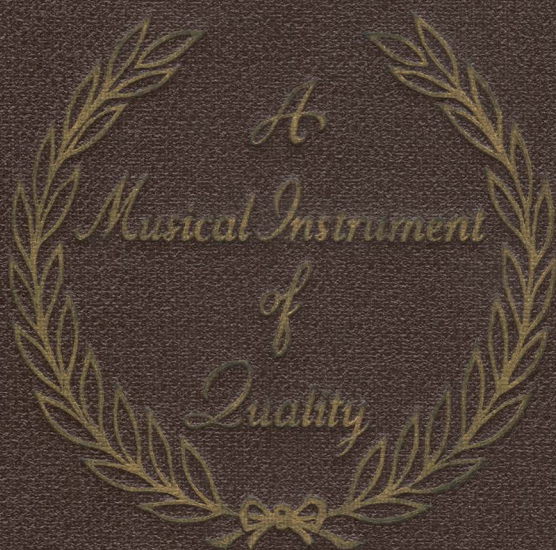


PHILCO



THE NEW 1935 PHILCO

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 built right from the ground up. That's why every PHILCO—from its designing in the great PHILCO Engineering Laboratories to its final test—is built by master craftsmen, using only the finest materials, with each part scientifically balanced with every other part to assure PHILCO'S famous Balanced Unit performance! The same high-quality parts, the same skilled workmanship, go into every PHILCO, large or small—it is the combination of this built-in Balanced Unit Quality plus all the worth-while features which makes PHILCO the world's outstanding radio value!

The following detailed explanation of a few important features in the new PHILCO is not given because they are as important as PHILCO basic built-in quality, but because every PHILCO owner should know of these features which help to make PHILCO a real Musical Instrument of Quality.

PHILCO Patented Inclined Sounding Board

Low notes are fully reproduced only with a baffle or sounding board of great area. High notes tend to travel in a straight line when they leave the loud speaker. In its famous X Models PHILCO uses a large baffle or sounding board and inclines it back.

The large baffle area insures the reproduction of all the low notes in the music while the inclination directs the high notes up to the

level of the listeners' ears. Thus the Inclined Sounding Board gives a combination of depth and brilliancy unapproached in conventional radios.

Foreign Reception

All the thrill that came with the first distant station you ever heard cannot equal the experience of hearing an announcer in England, Spain, Italy, Germany, France or Russia identifying his station and inviting you to enjoy his program. Practically all foreign stations have programs in English as well as in their own language so that you are able to fully enjoy their programs.

PHILCO receivers for foreign short-wave reception were subjected to painstaking research and testing before they were announced to the public. Thus many of the programs that come in are rich in tone and equal to the broadcasts you hear from American stations a few hundred miles away. A PHILCO American and Foreign Broadcast receiver brings you entertainment from all over the world and yet with a turn of a switch you are brought back to American programs.

The American and Foreign receivers are completely engineered so that the installation made in your home, using a PHILCO Short-Wave Aerial, brings you a maximum number of the Foreign and American stations which are on the air.

PHILCO Super-Class "A" Audio System

Two years ago a number of manufacturers rushed into building high power audio systems. These sounded all right at high volume, but had very poor tone quality at the low volume usually used in the home. They used the so-called Class B audio system. They brought a great deal of difficulty to the manufacturers that used them without full consideration of the importance of low volume quality.

The average set owner operates the receiver at what we term room volume. At this volume the distortion in these Class B receivers was so pronounced that it became disturbing to the listener. At that time PHILCO considered the use of Class B Audio, but was not satisfied to release this feature with its characteristic poor tone quality at room volume; therefore another year of research was spent on methods of obtaining the high volume feature without



the distortion which spoiled the tone at room volume. The result was the announcement a year ago of the PHILCO Super-Class "A" Audio System.

A year's experience has demonstrated how important a feature PHILCO Super-Class "A" Audio really is. It has all the punch of Class B without distortion at any volume from a whisper up to the full rated output of the set. There is no other audio system comparable to it—no other way except with big special tubes and the inefficient old Class A system, that you can get perfect tone with the set turned low for background music and just as perfect tone with the set turned up to full auditorium volume.

PHILCO Simplified Tuning

PHILCO dials are marked with numbers corresponding to station frequencies. By adding zero to the PHILCO dial number, you get the frequency of the station in kilocycles.

PHILCO illuminates the tuning dial so that the channel markings are clear, distinct, convenient. PHILCO provides a glowing arrow, where space permits, to locate stations and so that you can write in call letters which thereafter enable you to find your favorite stations without having to remember their frequencies.

American and Foreign receivers have brackets on the dial indicating exactly where to tune for the Foreign short-wave broadcasting stations.

PHILCO gears down the tuning to suit each particular kind of receiver. Thus, slows speed tuning for short wave and positive quick tuning for standard broadcast receivers. On multi-band receivers, only the portion of the dial you are using is illuminated so you know where to read the dial and objectionable glare is eliminated.

Police, Amateur and Aircraft Reception

Fascinating police calls are available on all PHILCO receivers. Many sets include the amateur and aircraft signals. Listen in on these busy channels and follow one of the most popular forms of communication. Aviation reports often include weather information that is interesting and valuable.

Shadow Tuning

Stations must be tuned accurately or the tone is spoiled. PHILCO Shadow tuning shows you visually when the receiver is tuned just right for perfect tone. By tuning the receiver until the "shadow" is at its narrowest point, the station is tuned correctly,—positive and easy.

Silent tuning, also. With the volume control turned down you can tune your PHILCO without a sound coming from the loud speaker by means of the shadow meter. When the volume control is turned up, there is your station tuned in perfectly—and silently.

Automatic Volume Control

If Automatic Volume Control is real FULL automatic volume control, as PHILCO builds it, fading of distant stations and blasting of nearby powerful stations is practically eliminated. It is indispensable for foreign short-wave reception.

Explain Automatic Volume Control to your prospects. It will help you "sell up."

Rubber Floated Chassis

It is a fact that the wider the tone range built into a radio, especially in the lower register, the more likely the radio is to be microphonic. PHILCO has had to dig more deeply into the causes of microphonic trouble than any one else because the tone of PHILCO receivers has always been better.

To produce sound, the speaker cone must move or vibrate. This vibration is communicated to the cabinet and is carried by it to the chassis and its parts. If the chassis and tuning condenser are rigidly mounted, they may have enough vibration transmitted to them to cause changes in the electrical capacity of the tuning condenser, tubes or other circuit elements, thus introducing an extraneous audio modulation into the amplifying circuits at certain critical frequencies. This is heard as an intermittent distortion on certain notes or in bad cases as a continuous howl. The better the tonal range of the radio the more likely the particular critical frequencies which cause this microphonic action are to be present.

The cheap way out is to reduce the tonal range of the set so that it does not reproduce the frequencies which set off the trouble. This, of course, means a serious sacrifice of tone quality.

The real answer is to float the set chassis and especially the tuning condenser on live gum rubber, thus preventing the speaker and cabinet vibrations getting back to the tuning condenser and other circuit elements. This method is patented by PHILCO. With PHILCO full rubber floating the receiver may be designed without compromise to reproduce the entire tonal range and at the same time have positive protection against microphonic distortion or howling.

PHILCO Echo-Absorbing Screen

Another factor contributing to the perfection of tone in PHILCO X Models is the provision for muffling or absorbing undesirable reflected sound at the back of the cabinet.

A speaker delivers sound from the back as well as from the front. Sound from the back, naturally, is reflected from the wall to react unfavorably on the speaker or to bound into the room and be heard a fraction of a second later than the sound of the true program. To obviate this PHILCO has provided the Echo-Absorbing Screen. This screen absorbs much of the sound from the back of the speaker before it escapes from the cabinet. And even the remainder is not reflected forward because the Inclined Sounding Board throws the sound from the back down into the floor. The result is delivery of pure freely released tone without echo or blur.

Watts Output

The importance of having 5, 10 or 15 watts output in a radio is not that this power is regularly used in home reception. The importance is that to reproduce orchestral, band, organ or even piano music a radio should have a range of output that will accommodate itself to the full volume range of the original rendition from pianissimo to fortissimo. With small watts output, the volume control must be set so low to prevent distortion on fortissimo or loud passages, that the pianissimo or softest passages are lost entirely. Or if the volume control is set high enough to hear the pianissimo clearly, distortion occurs on the fortissimo.

Explain this point to your prospects. It is one of the best reasons for them to buy better grade radios.

Bass Compensation

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

Manual Tone Control

Brings exactly the tone quality which best fits the program—Brilliant, Bright, Mellow, Deep. At Deep much static and interference noise is eliminated in noisy locations.

Electro-Dynamic Speakers

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

Automatic Inter-Station Noise Suppression

Permits absolutely quiet tuning of local broadcast, suppressing all unpleasant noise between stations. Similar result can be obtained on sets with shadow tuning by tuning the shadow with the volume control turned down.

Over 3000 Sq. In. of Baffle Area

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

Remote Control

A feature of many PHILCO models. Tune any desired station, adjust volume, control tone without moving from your chair.

PHILCO High-Efficiency Tubes

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



PHILCO HIGH-FIDELITY RADIO

MODEL 200X

UNTIL you've heard PHILCO'S outstanding tonal achievement, the new Model 200X, you've never heard radio reproduction at its finest. There never has been anything like it! Here is tone never before heard over the air! Tone so magnificent, so real that listeners are startled!

Here, for the first time, is a radio that will reproduce the entire musical range from 50 to 7500 cycles! The deep tones of the organ, the high notes of the piccolo—sounds never before heard over the air are reproduced by the 200X accurately, naturally, in their true relation to the rest of the music.

Many stations today broadcast a tonal range up to 7500 cycles.

The ordinary fine radio, reproducing only up to approximately 3500 cycles, is unable to give the realistic tone quality which such broadcasting makes possible. That is why PHILCO has created this magnificent High-Fidelity Receiver with a musical range of from 50 to 7500 cycles.

Why haven't we had High-Fidelity Receivers before? First, because high-class broadcast stations, by improvement in equipment, have only recently extended the upper limit of their modulating equipment to 7500 cycles. The list of stations having such improvements, permitting High-Fidelity transmission is steadily increasing.

Secondly, there were difficult problems for the radio receiver engineers to solve. Model 200X embodies the solution of these problems by PHILCO engineers, who by applying advanced engineering principles have produced some strikingly new features that make radio reception much more natural, more enjoyable.

Wide-Channel Reception—The first feature is wide-channel reception made possible by newly designed R.F. and I.F. High-Fidelity circuits, the selectivity of which have been broadened so as to fully accept the broader channel transmissions, without side-band cutting.

Fidelity-Selectivity Control—After the broad High-Fidelity R.F. and I.F. were developed it was necessary to provide means for

the control of the fidelity and selectivity—so the coupling in the I.F. transformers is varied by varying the resistance in a link circuit. This permits smooth variations from the High-Fidelity (broad) position to continuously sharper positions.

Incidentally, turning the Fidelity-Selectivity Control all the way back gives phenomenal selectivity for use in congested parts of the dial, and for distant reception.

Improved Audio Amplifier—Improvements to increase fidelity have been made in the PHILCO Super-Class "A" Amplifier, a powerful, efficient amplifier which provides 15 watts of undistorted output.

Newly Designed High-Fidelity Loud Speaker—Hundreds of experiments, months of untiring research, resulted finally in the design of a loud speaker which fulfils the difficult requirements in Model 200X, of smooth response, i. e., without objectionable "peaks," from 50 to 7500 cycles. This exceptional performance was obtained by the use of a very light-weight aluminum wire driving coil and an especially designed cone, the stiff inner portion of which radiates the high frequency notes and cooperates with the outer flexible portion to produce the low frequency notes.

The Sound Beam Diffuser and Sound-Diffusing Cabinet—As you know, high notes tend to travel in straight lines. With the additional high notes which this High-Fidelity 200X reproduces, the full tonal range could be heard directly in front of the speaker but was lost on either side. Furthermore, directly in front of the speaker the brilliance of the high notes impacted on the ear almost painfully, just as the brilliance of a high-power light hurts the eye unless it is surrounded by a diffusing globe.

For both reasons a Sound Beam Diffuser and a Sound-Diffusing Cabinet had to be developed. The Inclined Sounding Board was of course even more necessary than usual to bring all the additional high notes up to ear level. A scientifically designed Sound Beam Diffuser was placed in front of the speaker and the front and sides of the cabinet were opened up to allow the diffused sound to pass unimpeded to all parts of the room, so that no matter where you sit you get the full beauty of High-Fidelity tone. The Diffuser consists of an assembly of vanes.

Every angle and dimension has a scientific basis. The horizontal vane is for the purpose of bringing the sound up to your ears while you are tuning the set; so that it will sound the same then as when you walk away. The vertical vanes follow acoustic reflection principles, being so arranged that the sound which hits each vane is reflected into the room without hitting any other vane.

The result acoustically is a tonal range and uniformity of musical reproduction throughout the room never before achieved in radio. The result visually is an X cabinet whose appearance automatically expresses its function—as beautiful, as dignified and as symbolic of music as a grand pianol

There are thousands of musically inclined persons to whom tone is the first and determining factor in buying a radio. For these, the Model 200X is the musical instrument they have been waiting for. No music lover can hear the 200X without wanting it in his own home.

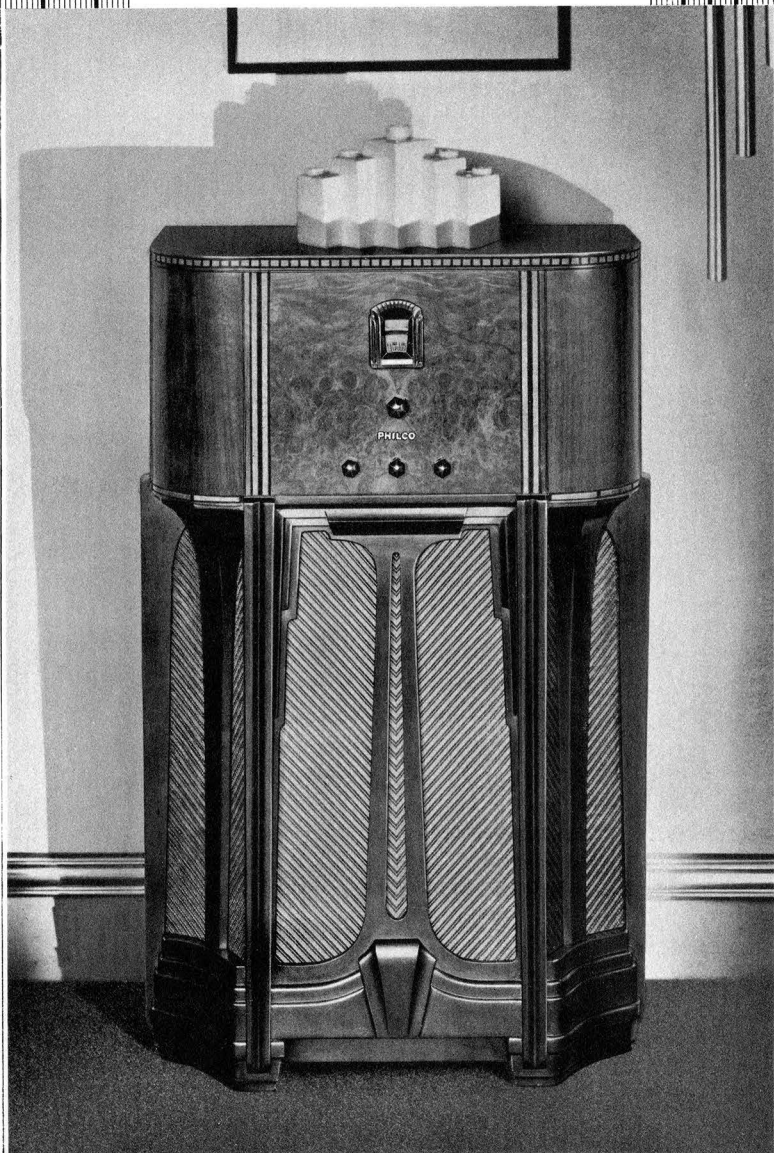
In Connection with High-Fidelity Reception Certain Limitations Must Be Kept in Mind

- 1—Not all radio stations broadcast up to 7500 cycles and the receiver can of course pick up no greater tonal range than the stations put on the air.
- 2—Chain programs are often sent over land wires which may be limited to 5000 cycles, but even on this frequency the 200X gives noticeably more natural reproduction.
- 3—Such chain programs, however, may be heard with full 7500 cycles fidelity when picked up on the station originating the broadcast and not too far away from it.
- 4—High-Fidelity reception may be obtained from certain stations in the daytime when signals from distant stations on adjacent channels are too faint to interfere. At night, however, the adjacent channel station signals may be strong enough to cause interference, resulting in a whistle or so-called “monkey chatter,” if full High-Fidelity reception is attempted. To eliminate this merely turn the Fidelity-Selectivity Control back until the interference disappears.

- 5—Unless the Fidelity-Selectivity Control is turned back, a poor quality, distorting or overmodulating broadcasting station sounds a great deal worse on a High-Fidelity Receiver than on a receiver that cannot reproduce tone frequencies over 3500 cycles.
- 6—It is proposed to create three or more High-Fidelity broadcasting channels between 1500 and 1600 kilocycles spaced 20 kilocycles apart. When this is done High-Fidelity reception should be available at all times in parts of the country fairly close to these stations.
- 7—An important feature of the PHILCO 200X is its ability with the Fidelity-Selectivity Control turned back, to give unheard of selectivity in congested parts of the dial and for separating distant stations from strong locals.

The general import of all the above is that High-Fidelity in a radio is somewhat like high speed in a motor car. At times traffic conditions or bad roads or weather conditions prevent the use of high speed. Nevertheless, there are many occasions when high speed can be used and high speed ability in a car tends to improve the performance at lower speeds. Just so High-Fidelity in a radio cannot always be used but it is a great delight when it can, and the fine audio system which 7500 cycle reproduction requires insures the best performance possible at 5000 cycles or below when conditions make it impossible to use the full High-Fidelity range.

And in conclusion, remember this: The 200X with its Fidelity-Selectivity Control guarantees you the finest tone possible under any given set of conditions together with any needed selectivity.



PHILCO *High-Fidelity* 200X

A musical instrument of quality

PHILCO HIGH-FIDELITY 200X

- New PHILCO High-Fidelity I.F. System
- High-Fidelity, extended musical range—50 to 7500 cycles
- Fidelity-Selectivity Control
- Sound Beam Diffuser
- Sound-Diffusing Cabinet with PHILCO Inclined Sounding Board
- Echo Absorbing Screen
- High-Fidelity PHILCO Electro-Dynamic Auditorium Type Speaker
- Variable Bass Compensation
- Variable Tone Control
- High-Fidelity Super "Class A" Audio System
- 15 Watts Audio Output
- Automatic Volume Control
- PHILCO Shadow Tuning
- Tuning Range, 540 to 1720 kilocycles
- Receives all standard American broadcasts, including the new high-fidelity channels, and some police calls
- Station Recording Dial
- Full Rubber Floated Chassis
- PHILCO Simplified Tuning
- 10 PHILCO High-Efficiency Tubes equal to 12 Single Purpose Tubes

An entirely novel design cabinet, built around the idea of High-Fidelity reproduction, made possible by the new 200 Chassis and speaker. A combination of the finest grained American Walnut with the latest developments in the cabinet finisher's art produces a musical instrument which will fit into the home of the most fastidious. Hand-rubbed finish.

Cabinet . . . 26½" Wide 39⅛" High 13" Deep



PHILCO 500X

*(With Automatic Record Changer 501X)
American and Foreign All Wave
Radio-Phonograph*

A musical instrument of quality

PHILCO 500X
(with Automatic Record Changer—501X)

- Tuning range, 540 to 23,000 kilocycles
- Five Tuning Bands
- Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations
- Inter-Station Noise Suppression
- PHILCO Inclined Sounding Board
- Echo-Absorbing Screen
- Super "Class A" Audio System
- 15 Watts Audio Output
- Auditorium Type PHILCO Electro-Dynamic Speaker
- Bass Compensation
- Four-Point Tone Control
- PHILCO Simplified Tuning
- Automatic Volume Control
- PHILCO Shadow Tuning
- Station Recording Dial
- Wave Band Selector with Automatic Scale Indicator
- Dual Ratio Tuning
- Full Rubber Floated Chassis
- 11 PHILCO High-Efficiency Tubes
- Synchronous Type Electric Phonograph Motor
- Plays new "long-playing" as well as "78 R.P.M." records

Built of two-toned American Walnut. Control panel of center-matched Butt Walnut. Receding top and base, the latter being finished in rich dark piano toning. Hand-rubbed finish.

Cabinet . . . 29½" Wide 45¼" High 17¾" Deep



PHILCO 16X

American and Foreign All Wave Receiver

A musical instrument of quality

PHILCO 16X

Tuning range, 540 to 23,000 kilocycles

Five Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

Inter-Station Noise Suppression

PHILCO Inclined Sounding Board

Echo-Absorbing Screen

Super "Class A" Audio System

15 Watts Audio Output

Auditorium Type PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

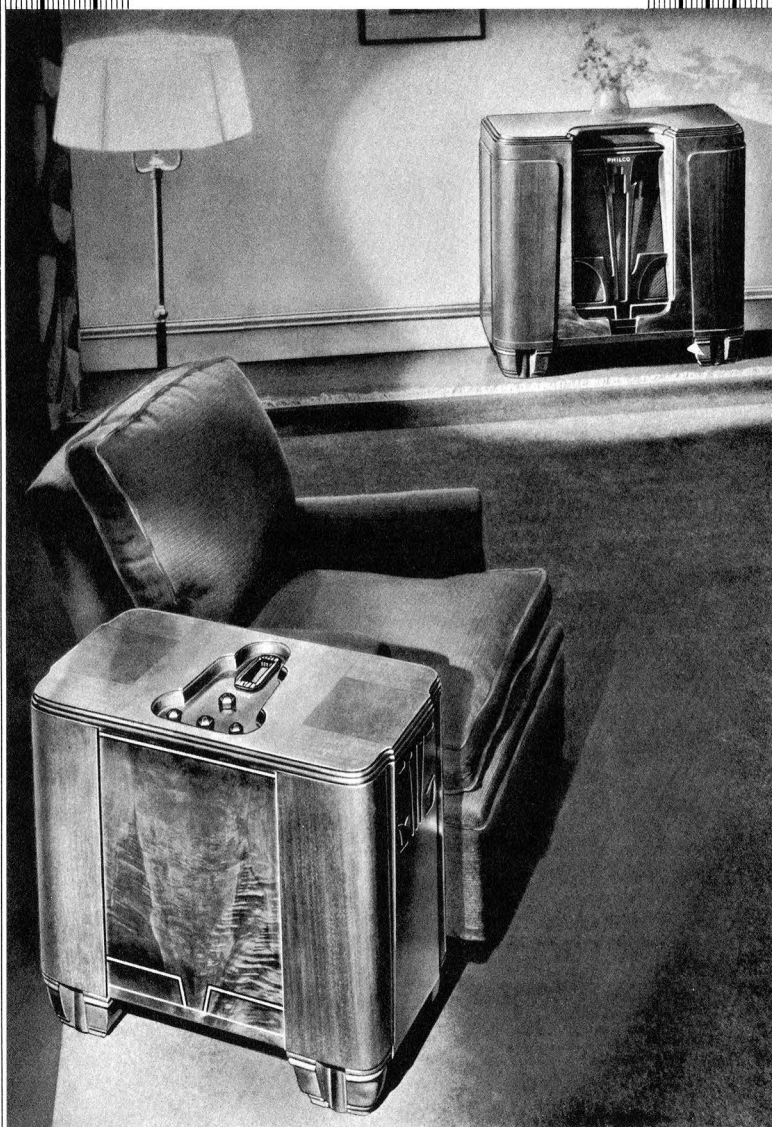
Dual Ratio Tuning

Full Rubber Floated Chassis

11 PHILCO High-Efficiency Tubes

Superbly fashioned from two-toned Walnut and handsomely high-lighted by Grecian type mouldings and delicate marquetry, this brilliant new cabinet is certain to find a host of admirers. All who love fine furniture will recognize in this model cabinet-making skill far above the ordinary. Curved side panels of choicely grained Walnut, fluted columns in front of the Inclined Sounding Board and jet black inlay trimming make this 16X a radio of great refinement and beauty.

Cabinet . . . 26 $\frac{1}{8}$ " Wide 40 $\frac{7}{8}$ " High 12 $\frac{7}{8}$ " Deep



PHILCO 16RX

American and Foreign All Wave Receiver

A musical instrument of quality

PHILCO 16RX

PHILCO Remote Control

Tuning range, 540 to 23,000 kilocycles

Five Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

Inter-Station Noise Suppression

PHILCO Inclined Sounding Board

Echo-Absorbing Screen

Super "Class A" Audio System

15 Watts Audio Output

Auditorium Type PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

Dual Ratio Tuning

Full Rubber Floated Chassis

11 PHILCO High-Efficiency Tubes

A new and exquisite treatment of the remote control radio. The Control Cabinet is a chair-side table built with rounded corners in straight grain Walnut and Butt Walnut. Receding base in rich toned wood. The Speaker Cabinet is of the console type, also built in Striped and Butt Walnut. It has the PHILCO Inclined Sounding Board with an attractive open grille. Both cabinets are trimmed with marquetry inlay lines of black and amber. Both cabinets are hand-rubbed.

Control Table . . 25 $\frac{1}{4}$ " Wide 22 $\frac{1}{4}$ " High 12 $\frac{1}{2}$ " Deep

Speaker Cabinet 32 $\frac{1}{2}$ " Wide 30 $\frac{1}{8}$ " High 12 $\frac{1}{2}$ " Deep



PHILCO 16L

American and Foreign All Wave Receiver

A musical instrument of quality

PHILCO 16L

Tuning range, 540 to 23,000 kilocycles

Five Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

Inter-Station Noise Suppression

Concealed PHILCO Inclined Sounding Board

Super "Class A" Audio System

15 Watts Audio Output

Auditorium Type PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

Dual Ratio Tuning

Full Rubber Floated Chassis

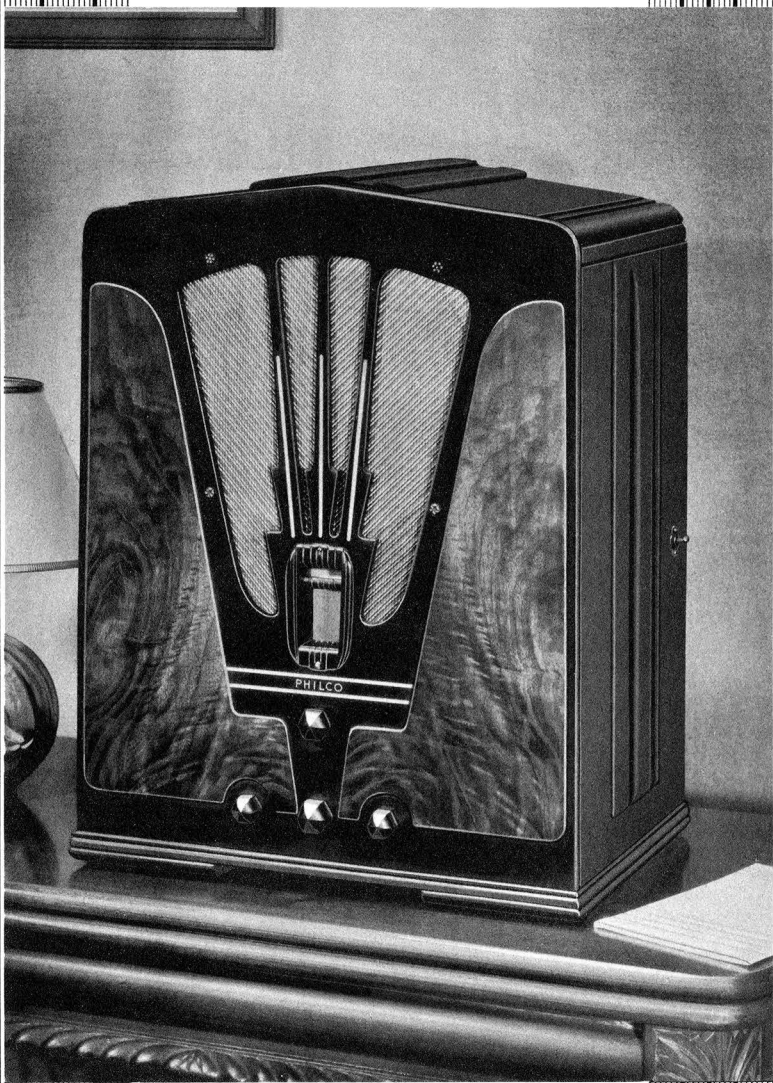
11 PHILCO High-Efficiency Tubes

Two-toned Walnut with gracefully curved side panels and receding top lend a particular charm and beauty to this new model. It seems to blend with whatever surroundings in which it is placed. Its control panel is of Butt Walnut painstakingly chosen for beauty of grain. The entire cabinet is hand-rubbed for satin-like finish.

Cabinet . . . 25 $\frac{1}{4}$ " Wide

39" High

13" Deep



PHILCO 16B

American and Foreign All Wave Receiver

A musical instrument of quality

PHILCO 16B

Tuning range, 540 to 23,000 kilocycles

Five Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

Inter-Station Noise Suppression

Super "Class A" Audio System

10 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

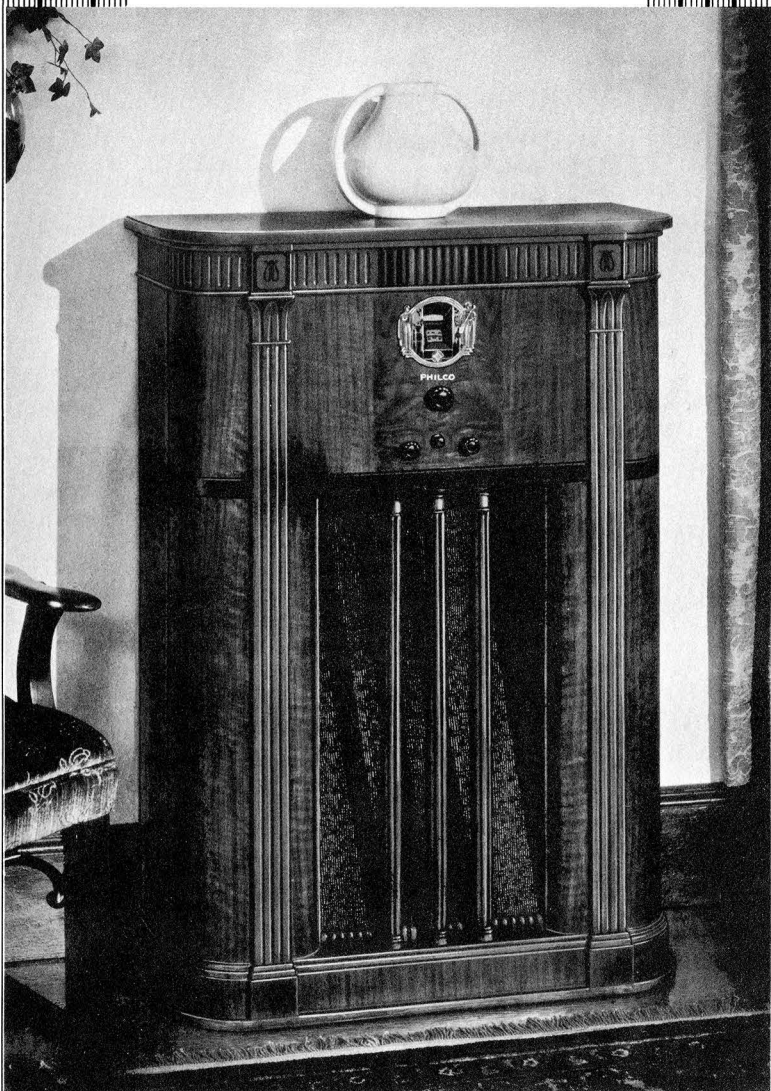
Dual Ratio Tuning

Full Rubber Floated Chassis

11 PHILCO High-Efficiency Tubes

Entirely new treatment of a baby grand cabinet to house the 16 Chassis. Dark piano-toned woods, decorated with Butt Walnut and old ivory trim. Hand-rubbed finish.

Cabinet . . . 16 $\frac{3}{4}$ " Wide 22" High 12" Deep



PHILCO 118X

*American and Foreign Broadcast Receiver
(Also 49X—DC American and Foreign
Broadcast Receiver)*

A musical instrument of quality

PHILCO 118X

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur and all principal American and foreign short-wave stations

PHILCO Inclined Sounding Board

Echo Absorbing Screen

Super "Class A" Audio System

10 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Made in striped American Walnut with instrument panel of Butt Walnut for contrast. Handsome mouldings and marquetry provide embellishment.

Cabinet . . . 28 $\frac{3}{4}$ " Wide 41" High 12 $\frac{5}{8}$ " Deep

PHILCO 49X

This same cabinet with the PHILCO Inclined Sounding Board also houses the PHILCO 49 chassis which operates on 115-Volt Direct Current. This receiver tunes from 540 to 1720 kilocycles and from 4.2 to 12 megacycles. Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations. Many other features, including Automatic Volume Control, Over-size Electro-Dynamic Speaker, Bass Compensation, Shadow Tuning, etc.



PHILCO 118MX

American and Foreign Broadcast Receiver

A musical instrument of quality

PHILCO 118MX

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur and all principal American and foreign short-wave stations

PHILCO Inclined Sounding Board

Echo Absorbing Screen

Super "Class A" Audio System

10 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

For the person who would keep abreast of the modern trend in furniture design. PHILCO feels that here is a cabinet that is up-to-date without being bizarre or flashy. Just one word describes its quality—smartness! It gives a novel treatment to the PHILCO Inclined Sounding Board. It is fashioned of hand-rubbed rich brown Mahogany trimmed with black. Center panel of Myrtle Burl, also trimmed with black.

Cabinet . . . 22" Wide 39" High 10½" Deep



PHILCO 118RX

American and Foreign Broadcast Receiver

A musical instrument of quality

PHILCO 118RX

PHILCO Remote Control

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur and all principal American and foreign short-wave stations

PHILCO Inclined Sounding Board

Echo Absorbing Screen

Super "Class A" Audio System

10 Watts Audio Output

Over-Size PHILCO Permanent Field Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Two magnificent examples of PHILCO'S determination to house its radios in cabinets worthy of its name. The Control Cabinet is a chair-side table of richly-toned Walnut; the Speaker Cabinet is a console table type with side panels of Butt Walnut. Both cabinets are of hand-rubbed finish.

Control Table . . 23 $\frac{1}{4}$ " Wide 23 $\frac{1}{8}$ " High 12 $\frac{5}{8}$ " Deep

Speaker Cabinet 27 $\frac{3}{4}$ " Wide 31 $\frac{1}{8}$ " High 13 $\frac{1}{8}$ " Deep



PHILCO 118D

*American and Foreign Broadcast Receiver
(Also 49D—DC American and Foreign
Broadcast Receiver)*

A musical instrument of quality

PHILCO 118D

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur and all principal American and foreign short-wave stations

Super "Class A" Audio System

10 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

A masterpiece of conventional radio cabinet design! Here are some of its features: Curved pilasters of center-matched Butt Walnut; doors of sunburst matched Tigerwood; Elm burl trim on door, arch and apron; Butt Walnut control panel and hand-rubbed finish.

Cabinet . . . 27 $\frac{5}{8}$ " Wide 47 $\frac{5}{8}$ " High 14 $\frac{3}{4}$ " Deep

PHILCO 49D

This same cabinet also houses the PHILCO 49 chassis which operates on 115-Volt Direct Current. This receiver tunes from 540 to 1720 kilocycles and from 4.2 to 12 megacycles. Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations. Many other features including Automatic Volume Control, Over-size Electro-Dynamic Speaker, Bass Compensation, Shadow Tuning, etc.



PHILCO 118H

*American and Foreign Broadcast Receiver
(Also 49H—DC American and Foreign
Broadcast Receiver)*

A musical instrument of quality

PHILCO 118H

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur and all principal American and foreign short-wave stations

Super "Class A" Audio System

10 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

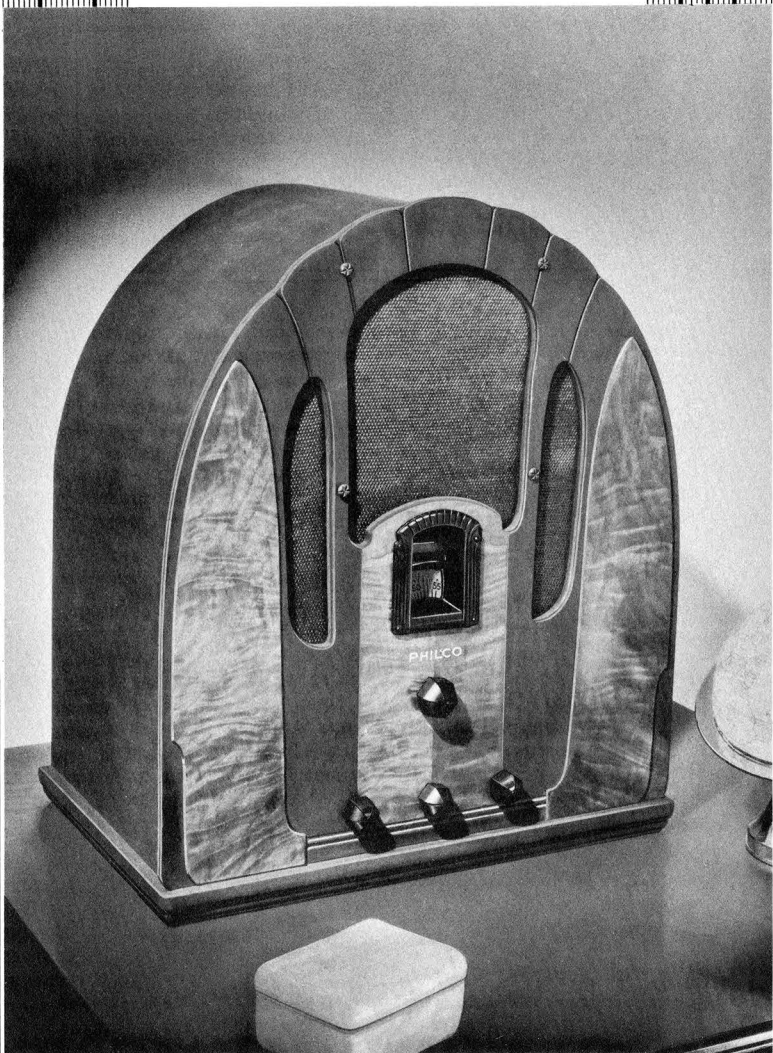
8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Here is one of the most beautiful Highboy cabinets ever produced. Handsomely designed and splendidly proportioned, it is a superb example of PHILCO craftsmanship. Six lotus-shaped legs give to it an air of stability and lasting quality. It is made of two-tone Walnut with Butt Walnut control panel. Hand-rubbing gives this model that soft velvety finish so characteristic of all PHILCO models.

Cabinet . . . 25" Wide 41 $\frac{1}{8}$ " High 12 $\frac{1}{2}$ " Deep

PHILCO 49H

This same cabinet also houses the PHILCO 49 chassis which operates on 115-Volt Direct Current. This receiver tunes from 540 to 1720 kilocycles and from 4.2 to 12 megacycles. Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations. Many other features including Automatic Volume Control, Over-size Electro-Dynamic Speaker, Bass Compensation, Shadow Tuning, etc.



PHILCO 118B

*American and Foreign Broadcast Receiver
(Also 49B—DC American and Foreign
Broadcast Receiver)*

A musical instrument of quality

PHILCO 118B

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur and all principal American and foreign short-wave stations

Super "Class A" Audio System

10 Watts Audio Output

Standard PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Quiet elegance and attractive simplicity distinguish this handsome model. A radio anyone will be proud to own. It is of new and stylish design employing a most pleasing combination of rich piano-toned woods with Butt Walnut and old ivory, hand-rubbed finish.

Cabinet . . . 15 $\frac{7}{8}$ " Wide 19 $\frac{5}{8}$ " High 10 $\frac{3}{4}$ " Deep

PHILCO 49B

This same cabinet also houses the PHILCO 49 chassis which operates on 115-Volt Direct Current. This receiver tunes from 540 to 1720 kilocycles and from 4.2 to 12 megacycles. Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations. Many other features, including Automatic Volume Control, Over-size Electro-Dynamic Speaker, Bass Compensation, Shadow Tuning, etc.



PHILCO 507L

American and Foreign Broadcast
Radio-Phonograph

A musical instrument of quality

PHILCO 507L

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur and all principal American and foreign short-wave stations

Super "Class A" Audio System

10 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

PHILCO Simplified Tuning

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

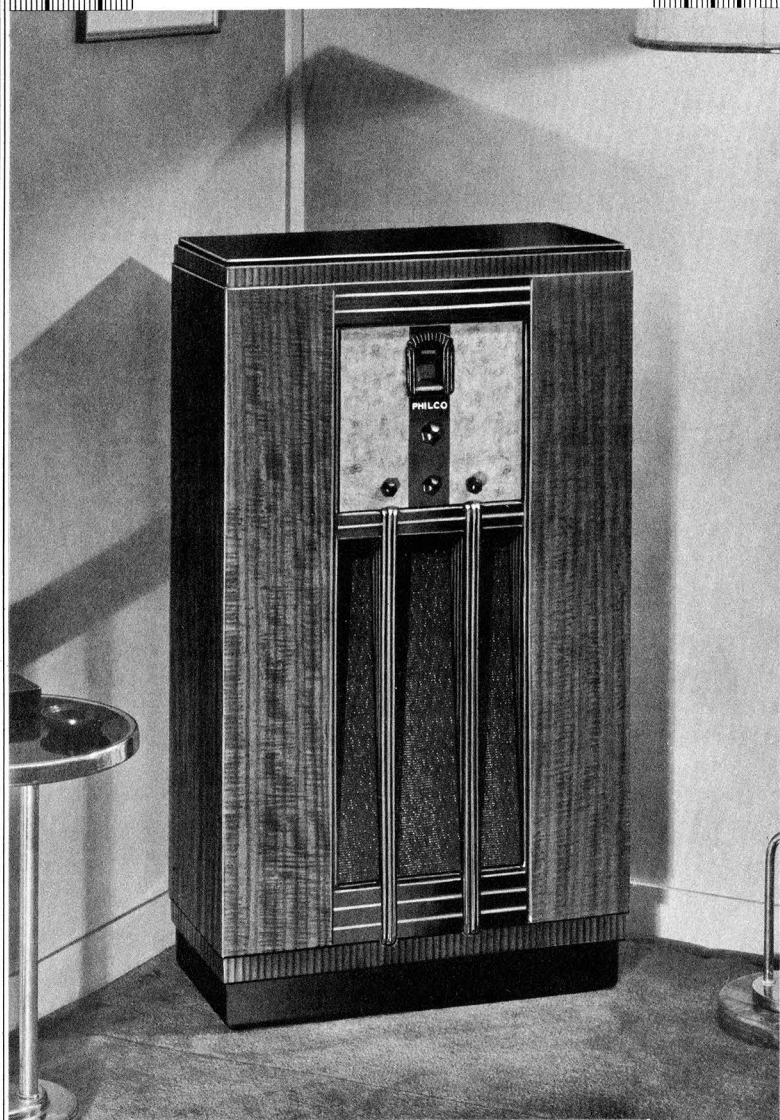
8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Synchronous Type Electric Phonograph Motor

Plays new "long-playing" as well as "78 R.P.M." records

The cabinet is of the low console type, just the right height for easy operation of both phonograph and radio. A graceful six-legged cabinet in Walnut and Oriental wood. The front is a sunburst effect in Butt Walnut and Oriental wood, the rays radiating from the speaker grille. Hand-rubbed finish.

Cabinet . . . 35 $\frac{1}{4}$ " Wide 34 $\frac{1}{8}$ " High 15 $\frac{3}{4}$ " Deep



PHILCO 18MX

A musical instrument of quality

PHILCO 18MX

Tuning range, 540 to 1720 kilocycles

Receives all standard American broadcasts and some police calls

Super "Class A" Audio System

10 Watts Audio Output

Variable Bass Compensation

Four-Point Tone Control

PHILCO Inclined Sounding Board

Echo-Absorbing Screen

Automatic Volume Control

Over-Size PHILCO Electro-Dynamic Speaker

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

PHILCO Simplified Tuning

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

For the person who would keep abreast of the modern trend in furniture design. PHILCO feels that here is a cabinet that is up-to-date without being bizarre or flashy. Just one word describes its quality—smartness! It gives a novel treatment to the PHILCO Inclined Sounding Board. It is fashioned of hand-rubbed rich brown Mahogany trimmed with black. Center panel of Myrtle Burl, also trimmed with black.

Cabinet . . . 22" Wide

39" High

10½" Deep



PHILCO 18H

A musical instrument of quality

PHILCO 18H

Tuning range, 540 to 1720 kilocycles

Receives all standard American broadcasts and some police calls

Super "Class A" Audio System

10 Watts Audio Output

Variable Bass Compensation

Four-Point Tone Control

Automatic Volume Control

Over-Size PHILCO Electro-Dynamic Speaker

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

PHILCO Simplified Tuning

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Here is one of the most beautiful Highboy cabinets ever produced. Handsomely designed and splendidly proportioned, it is a superb example of PHILCO craftsmanship. Six lotus-shaped legs give to it an air of stability and lasting quality. It is made of two-tone Walnut with Butt Walnut control panel. Hand-rubbing gives this model that soft velvety finish so characteristic of all PHILCO models.

Cabinet . . . 25" Wide 41 $\frac{7}{8}$ " High 12 $\frac{1}{2}$ " Deep



PHILCO 18B

A musical instrument of quality

PHILCO 18B

Tuning range, 540 to 1720 kilocycles

Receives all standard American broadcasts and some police calls

Super "Class A" Audio System

10 Watts Audio Output

Variable Bass Compensation

Four-Point Tone Control

Automatic Volume Control

PHILCO Standard Electro-Dynamic Speaker

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

PHILCO Simplified Tuning

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Quiet elegance and attractive simplicity distinguish this handsome model. It is of new and stylish design employing a most pleasing combination of rich piano-toned woods with Butt Walnut and old ivory, hand-rubbed finish.

Cabinet . . . 15 $\frac{7}{8}$ " Wide 19 $\frac{5}{8}$ " High 10 $\frac{3}{4}$ " Deep



PHILCO 503L

Radio-Phonograph

A musical instrument of quality

PHILCO 503L

Tuning range, 540 to 1720 kilocycles

Receives all standard American broadcasts and some police calls

Super "Class A" Audio System

10 Watts Audio Output

Variable Bass Compensation

Four-Point Tone Control

Automatic Volume Control

Over-Size PHILCO Electro-Dynamic Speaker

PHILCO Shadow Tuning

Station Recording Dial

Full Rubber Floated Chassis

PHILCO Simplified Tuning

8 PHILCO High-Efficiency Tubes equal to 10 Single Purpose Tubes

Synchronous Type Electric Phonograph Motor

Plays new "long-playing" as well as "78 R.P.M." records

The cabinet is of the low console type, just the right height for easy operation of both phonograph and radio. A graceful six-legged cabinet in Walnut and Oriental wood. The front is a sunburst effect in Butt Walnut and Oriental wood, the rays radiating from the speaker grille. Hand-rubbed finish.

Cabinet . . . 35 $\frac{1}{4}$ " Wide 34 $\frac{1}{8}$ " High 15 $\frac{3}{4}$ " Deep



PHILCO 144X

American and Foreign All Wave Receiver

A musical instrument of quality

PHILCO 144X

Tuning range, 540 to 23,000 kilocycles

Four Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

PHILCO Inclined Sounding Board

Echo Absorbing Screen

Super Pentode Audio System

5 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

Dual Ratio Tuning

Full Rubber Floated Chassis

PHILCO Simplified Tuning

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

PHILCO has created another of those exquisite cabinets with gracefully curving side panels that have won such high favor among those who look to PHILCO for fine cabinet work. Made in striped American Walnut with instrument panel of Butt Walnut for contrast. Handsome mouldings and marquetry provide embellishment. Hand-rubbed finish.

Cabinet . . . 28 $\frac{3}{4}$ " Wide 41" High 12 $\frac{5}{8}$ " Deep



PHILCO 144H

American and Foreign All Wave Receiver

A musical instrument of quality

PHILCO 144H

Tuning range, 540 to 23,000 kilocycles

Four Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

Super Pentode Audio System

5 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

Dual Ratio Tuning

Full Rubber Floated Chassis

PHILCO Simplified Tuning

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Here is one of the most beautiful Highboy cabinets ever produced. Handsomely designed and splendidly proportioned, it is a superb example of PHILCO craftsmanship. Six lotus-shaped legs give to it an air of stability and lasting quality. It is made of two-tone Walnut with Butt Walnut control panel. Hand-rubbing gives this model that soft velvety finish so characteristic of all PHILCO models.

Cabinet . . . 25" Wide 41 $\frac{7}{8}$ " High 12 $\frac{1}{2}$ " Deep



PHILCO 144B

American and Foreign All Wave Receiver

A musical instrument of quality

PHILCO 144B

Tuning range, 540 to 23,000 kilocycles

Four Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

Super Pentode Audio System

5 Watts Audio Output

Standard PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

Dual Ratio Tuning

Full Rubber Floated Chassis

PHILCO Simplified Tuning

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Quiet elegance and attractive simplicity distinguish this handsome model. It is of new and stylish design employing a most pleasing combination of rich piano-toned woods with Butt Walnut and old ivory, hand-rubbed finish.

Cabinet . . . 15 $\frac{1}{8}$ " Wide 19 $\frac{5}{8}$ " High 10 $\frac{3}{4}$ " Deep



PHILCO 506L

American and Foreign All Wave
Radio-Phonograph

A musical instrument of quality

PHILCO 506L

Tuning range, 540 to 23,000 kilocycles

Four Tuning Bands

Receives all standard American broadcasts, police, aircraft and amateur stations and all American and foreign short-wave stations

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Four-Point Tone Control

Automatic Volume Control

Full Rubber Floated Chassis

PHILCO Simplified Tuning

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Super Pentode Audio System

5 Watts Audio Output

PHILCO Shadow Tuning

Station Recording Dial

Wave Band Selector with Automatic Scale Indicator

Dual Ratio Tuning

Synchronous Type Electric Phonograph Motor

Plays new "long-playing" as well as "78 R.P.M." records

The cabinet is of the low-console type, just the right height for easy operation of both phonograph and radio. A graceful six-legged cabinet in Walnut and Oriental wood. The front is a sunburst effect in Butt Walnut and Oriental wood, the rays radiating from the speaker grille. Hand-rubbed finish.

Cabinet . . . 35 $\frac{1}{4}$ " Wide 34 $\frac{1}{8}$ " High 15 $\frac{3}{4}$ " Deep



PHILCO 29X

American and Foreign Broadcast Receiver

A musical instrument of quality

PHILCO 29X

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations

PHILCO Inclined Sounding Board

Super Pentode Audio System

5 Watts Audio Output

Over-Size PHILCO Electro-Dynamic Speaker

Bass Compensation

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Three-Point Tone Control

PHILCO Simplified Tuning

Full Rubber Floated Chassis

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

A hand-rubbed cabinet of delightful grace and beauty. PHILCO designers have cast this handsome model in classic mold. It employs a most attractive combination of Striped and Butt Walnut together with delicate mouldings and marquetry. A radio that delights both the eye and the ear!

Cabinet . . . 25 $\frac{1}{8}$ " Wide 38 $\frac{3}{4}$ " High 11 $\frac{1}{8}$ " Deep



PHILCO 29TX

American and Foreign Broadcast Receiver

A musical instrument of quality

PHILCO 29TX

Combination of PHILCO Remote Control and a Complete Compact Table Model

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations

PHILCO Inclined Sounding Board

Super Pentode Audio System

5 Watts Audio Output

Over-Size PHILCO Permanent Field Dynamic Speaker (in Remote Cabinet)

Bass Compensation

Automatic Volume Control

PHILCO Shadow Tuning

Station Recording Dial

Three-Point Tone Control

PHILCO Simplified Tuning

Full Rubber Floated Chassis

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

The Control Cabinet of this model has the appearance of a most handsome compact radio. It is elegantly executed of fine woods in rich piano-toning decorated with Butt Walnut and old ivory. The Speaker Cabinet is equally beautiful. It is of the console table type and is made of richly toned Walnut. Both Control Cabinet and Speaker are hand-rubbed.

Control Cabinet . 17" Wide 10 $\frac{3}{4}$ " High 8 $\frac{1}{2}$ " Deep
Speaker Cabinet 27 $\frac{3}{4}$ " Wide 31 $\frac{1}{8}$ " High 13 $\frac{1}{8}$ " Deep



PHILCO 34L

(ALSO 34B)

American and Foreign All Wave
Battery Receiver

A musical instrument of quality

PHILCO 34L

Battery-operated All-wave Superheterodyne

Tuning Range, 540 to 23,000 kilocycles

Four Tuning Bands

Receives all standard American broadcasts, all police, aircraft and amateur stations, all American and foreign short-wave stations

Automatic Volume Control

Four-Point Tone Control

PHILCO Super-Efficient Audio System giving undistorted output of 1 watt with low battery drain

Permanent Field Dynamic PHILCO Speaker

PHILCO Simplified Tuning

Wave Band Selector with Automatic Scale Indicator

Dual Ratio Timing

Full Rubber Floated Chassis

7 PHILCO High-Efficiency Battery Tubes equal to 9 Single Purpose Battery Tubes

Uses Over-Size PHILCO Plug-in B and C Battery Unit

Model 34 furnished with Storage A Battery

Model 34A furnished with PHILCO Dry A Battery and Voltage Regulating Tube

Two-toned Walnut with gracefully curved side panels and receding top lend a particular charm and beauty to this new model. It seems to blend with whatever surroundings in which it is placed. Its control panel is of Butt Walnut, painstakingly chosen for beauty of grain. The entire cabinet is hand-rubbed for satin-like finish.

Cabinet . . . 25 $\frac{1}{4}$ " Wide 39" High 13" Deep

PHILCO 34B

The same chassis with all of the above features is also available in an attractive Baby Grand cabinet similar to Model 144B.

Cabinet . . . 15 $\frac{7}{8}$ " Wide 19 $\frac{5}{8}$ " High 10 $\frac{3}{4}$ " Deep



PHILCO 32L
(ALSO 32B)

A musical instrument of quality

PHILCO 32L

- Operates on 32-Volt DC Farm Lighting Systems
- No Batteries to replace
- Tuning range, 540 to 3200 kilocycles
- Receives all standard American broadcasts, police calls and some aircraft and amateur stations
- Two Tuning Bands
- Automatic Volume Control
- Two-Point Tone Control
- Pentode Audio System
- 3 Watts Audio Output
- Standard PHILCO Electro-Dynamic Speaker
- Full Rubber Floated Chassis
- PHILCO Simplified Tuning
- 6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Here is a Lowboy that is distinctive and different. It costs much more to build a cabinet with curving side panels but it gives such elegance that PHILCO resolved to create one for this model and here it is. Top and control panel are of American Walnut. Side panels are in three-tone shading and curve gracefully in toward the control panel. Top is shaped to avoid all boxy appearance so that cabinet fits gracefully into a corner or along a side wall. Satin-finished throughout.

Cabinet . . . 24 $\frac{3}{8}$ " Wide 39 $\frac{1}{4}$ " High 11 $\frac{3}{4}$ " Deep

PHILCO 32B

The same chassis with all of the above features is also available in an attractive Baby Grand cabinet similar to Model 144B.

Cabinet . . . 15 $\frac{7}{8}$ " Wide 19 $\frac{5}{8}$ " High 10 $\frac{3}{4}$ " Deep



PHILCO 38L
(ALSO 38B)

A musical instrument of quality

PHILCO 38L

Battery-operated

Tuning range, 540 to 2500 kilocycles

Receives all standard American broadcasts, police calls and some amateur stations

Two Tuning Bands

PHILCO Super-Efficient Audio System giving undistorted output of 1 watt with low battery drain

Permanent-Field Dynamic PHILCO Speaker

Full Rubber Floated Chassis

5 PHILCO High-Efficiency Battery Tubes equal to 7 Single Purpose Battery Tubes

Two-Point Tone Control

PHILCO Simplified Tuning

Uses PHILCO Plug-in B and C Battery Unit

Model 38 furnished with Storage A Battery

Model 38A furnished with PHILCO Dry A Battery and Voltage Regulating Tube

Here is a Lowboy that is distinctive and different. It costs much more to build a cabinet with curving side panels but it gives such elegance that PHILCO resolved to create one for this model and here it is. Top and control panel are of American Walnut. Side panels are in three-tone shading and curve gracefully in toward the control panel. Top is shaped to avoid all boxy appearance so that cabinet fits gracefully into a corner or along a side wall. Satin-finished throughout.

Cabinet . . . 24 $\frac{3}{8}$ " Wide 39 $\frac{1}{4}$ " High 11 $\frac{3}{4}$ " Deep

PHILCO 38B

The same chassis with all of the above features is also available in an attractive Baby Grand cabinet similar to Model 60B.

Cabinet . . . 12 $\frac{3}{4}$ " Wide 16 $\frac{1}{4}$ " High 8 $\frac{3}{4}$ " Deep



PHILCO 45L

American and Foreign Broadcast Receiver

A musical instrument of quality

PHILCO 45L

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations

Pentode Audio System

3 Watts Audio Output

Standard PHILCO Electro-Dynamic Speaker

Bass Compensation

Automatic Volume Control

Three-Point Tone Control

PHILCO Simplified Tuning

Station Recording Dial

Full Rubber Floated Chassis

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Here is a Lowboy that is distinctive and different. It costs much more to build a cabinet with curving side panels but it gives such elegance that PHILCO resolved to create one for this model—and here it is. Top and control panel are of American Walnut. Side panels are in three-tone shading and curve gracefully in toward the control panel. Top is shaped to avoid all boxy appearance so that cabinet fits gracefully into a corner or along a side wall. Satin-finished throughout.

Cabinet... 24 $\frac{3}{8}$ " Wide 39 $\frac{1}{4}$ " High 11 $\frac{3}{4}$ " Deep



PHILCO 45C

American and Foreign Broadcast Receiver

A musical instrument of quality

PHILCO 45C

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations

Pentode Audio System

3 Watts Audio Output

Compact PHILCO Electro-Dynamic Speaker

Bass Compensation

Automatic Volume Control

Three-Point Tone Control

PHILCO Simplified Tuning

Station Recording Dial

Full Rubber Floated Chassis

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Nowhere will you find greater attention given to the cabinet work. This cabinet is a jewel in workmanship, design and appearance. Rich piano-toned woods with Butt Walnut and old ivory, hand-rubbed to give it the soft sheen of more expensive sets, make this model a really tremendous value.

Cabinet . . . 16" Wide

8 $\frac{3}{4}$ " High

8 $\frac{1}{4}$ " Deep



PHILCO 28L

AC-DC American and Foreign
Broadcast Receiver

A musical instrument of quality

PHILCO 28L

Operates on 115 Volts, AC or DC

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations

Pentode Audio System

1 Watt Audio Output

Standard PHILCO Electro-Dynamic Speaker

Bass Compensation

Automatic Volume Control

Three-Point Tone Control

PHILCO Simplified Tuning

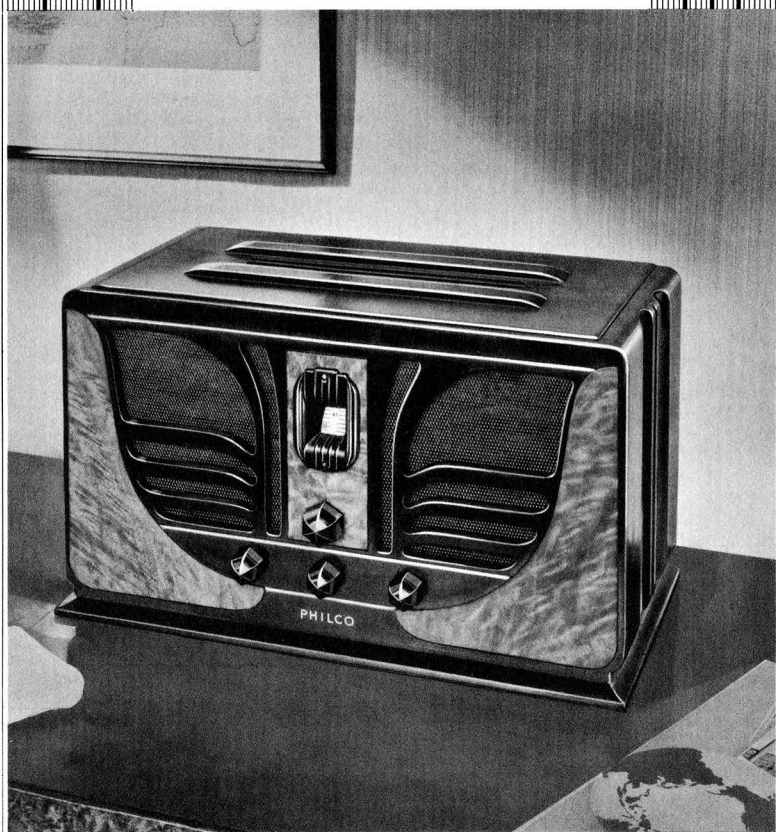
Station Recording Dial

Full Rubber Floated Chassis

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Here is a Lowboy that is distinctive and different. It costs much more to build a cabinet with curving side panels but it gives such elegance that PHILCO resolved to create one for this model—and here it is. Top and control panel are of American Walnut. Side panels are in three-tone shading and curve gracefully in toward the control panel. Top is shaped to avoid all boxy appearance so that cabinet fits gracefully into a corner or along a side wall. Satin-finished throughout.

Cabinet . . . 24 $\frac{3}{8}$ " Wide 39 $\frac{1}{4}$ " High 11 $\frac{3}{4}$ " Deep



PHILCO 28C
AC-DC American and Foreign
Broadcast Receiver

A musical instrument of quality

PHILCO 28C

Operates on 115 Volts AC or DC

Tuning range, 540 to 1720 kilocycles and 4.2 to 12 megacycles

Two Tuning Bands

Receives all standard American standard broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations

Pentode Audio System

1 Watt Audio Output

Compact PHILCO Electro-Dynamic Speaker

Bass Compensation

Automatic Volume Control

Three-Point Tone Control

PHILCO Simplified Tuning

Station Recording Dial

Full Rubber Floated Chassis

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Nowhere will you find greater attention given to the cabinet work. This cabinet is a jewel in workmanship, design and appearance. Rich piano-toned woods with Butt Walnut and old ivory, hand-rubbed to give it the soft sheen of more expensive sets, make this model a really tremendous value.

Cabinet . . . 16" Wide 8 $\frac{3}{4}$ " High 8 $\frac{1}{4}$ " Deep



PHILCO 89L

A musical instrument of quality

PHILCO 89L

Tuning range, 540 to 3200 kilocycles

Two Tuning Bands

Receives all standard American broadcasts, all police and some aircraft and amateur stations

Automatic Volume Control

Two-Point Tone Control

Standard PHILCO Electro-Dynamic Speaker

Station Recording Dial

Pentode Audio System

3 Watts Audio Output

Full Rubber Floated Chassis

PHILCO Simplified Tuning

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Here is a Lowboy that is distinctive and different. It costs much more to build a cabinet with curving side panels but it gives such elegance that PHILCO resolved to create one for this model—and here it is. Top and control panel are of American Walnut. Side panels are in three-tone shading and curve gracefully in toward the control panel. Top is shaped to avoid all boxy appearance so that cabinet fits gracefully into a corner or along a side wall. Satin-finished throughout.

Cabinet . . . 24 $\frac{3}{8}$ " Wide 39 $\frac{1}{4}$ " High 11 $\frac{3}{4}$ " Deep



PHILCO 89B

A musical instrument of quality

PHILCO 89B

Tuning range, 540 to 3200 kilocycles

Two Tuning Bands

Receives all standard American broadcasts, all police and some aircraft and amateur stations

Automatic Volume Control

Two-Point Tone Control

Standard PHILCO Electro-Dynamic Speaker

Station Recording Dial

Pentode Audio System

3 Watts Audio Output

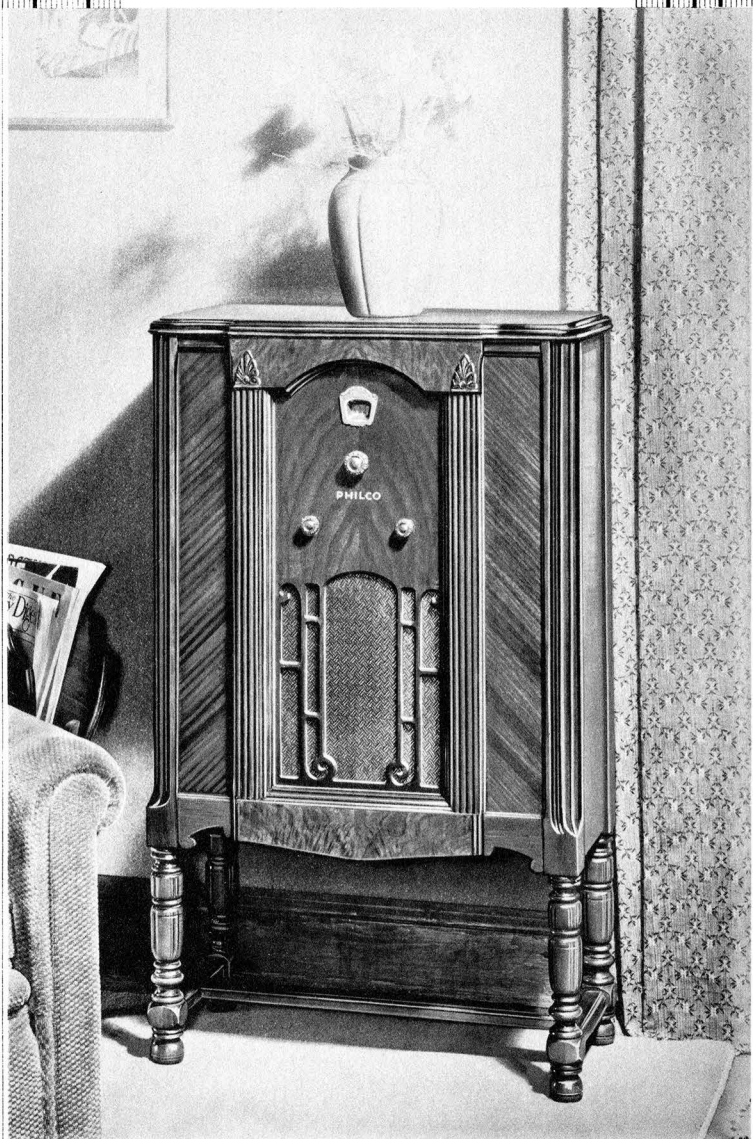
Full Rubber Floated Chassis

PHILCO Simplified Tuning

6 PHILCO High-Efficiency Tubes equal to 8 Single Purpose Tubes

Two contrasting tones of center-matched Butt Walnut give this beautiful new model a truly outstanding character. Its carefully selected grain and hand-rubbed finish make it one of the finest small receivers in the new PHILCO line.

Cabinet . . . 13 $\frac{1}{8}$ " Wide 16 $\frac{1}{8}$ " High 9 $\frac{3}{8}$ " Deep



PHILCO 60L

A musical instrument of quality

PHILCO 60L

Tuning range, 540 to 4000 kilocycles

Two Tuning Bands

Receives all standard American broadcasts, all police and some aircraft and amateur stations

Automatic Volume Control

Two-Point Tone Control

Standard PHILCO Electro-Dynamic Speaker

Pentode Audio System

3 Watts Audio Output

Rubber Floated Chassis

PHILCO Simplified Tuning

5 PHILCO High-Efficiency Tubes equal to 7 Single Purpose Tubes

Here is a wholly beautiful piece of furniture. It is of striking design, being of Walnut and having pilasters of diagonal-grained Oriental Wood to provide contrast. A handsome addition to any room at a price as attractive as the cabinet itself.

Cabinet . . . 23 $\frac{1}{8}$ " Wide 39 $\frac{3}{4}$ " High 12" Deep



PHILCO 60B

A musical instrument of quality

PHILCO 60B

Tuning range, 540 to 4000 kilocycles

Two Tuning Bands

Receives all standard American broadcasts, all police and some aircraft and amateur stations

Automatic Volume Control

Two-Point Tone Control

Standard PHILCO Electro-Dynamic Speaker

Pentode Audio System

3 Watts Audio Output

Rubber Floated Chassis

PHILCO Simplified Tuning

5 PHILCO High-Efficiency Tubes equal to 7 Single Purpose Tubes

An exceptional piece of cabinet work! Unusual grace and beauty has been given this new model through the use of Walnut in three contrasting shadings. This handsome model has a satin finish that bespeaks quality.

Cabinet . . . 12 $\frac{3}{4}$ " Wide 16 $\frac{1}{4}$ " High 8 $\frac{3}{4}$ " Deep



PHILCO 505L

Radio-Phonograph

A musical instrument of quality

PHILCO 505L

Tuning range, 540 to 4000 kilocycles

Two Tuning Bands

Receives all standard American broadcasts, all police and some aircraft and amateur stations

Automatic Volume Control

Two-Point Tone Control

Standard PHILCO Electro-Dynamic Speaker

Pentode Audio System

3 Watts Audio Output

Rubber Floated Chassis

PHILCO Simplified Tuning

5 PHILCO High-Efficiency Tubes equal to 7 Single Purpose Tubes

Synchronous Type Electric Phonograph Motor

Plays new "long-playing" as well as "78 R.P.M." records

Beautiful Walnut cabinet with six fluted legs and graceful curved stretcher. Control panel of Oriental wood. Cabinet decorated with Butt Walnut and with Satinwood inlays. Hand-rubbed finish.

Cabinet . . . 24 $\frac{5}{8}$ " Wide 43" High 17 $\frac{1}{8}$ " Deep



PHILCO 66B

American and Foreign Broadcast Receiver

A musical instrument of quality

PHILCO 66B

Tuning range, 540 to 1720 kilocycles and 5.5 to 15.5 megacycles

Two Tuning Bands

Receives all standard American broadcasts, some police, aircraft and amateur stations and principal American and foreign short-wave stations

Pentode Audio System

3 Watts Audio Output

Standard PHILCO Electro-Dynamic Speaker

Automatic Volume Control

Two-Point Tone Control

PHILCO Simplified Tuning

Full Rubber Floated Chassis

5 PHILCO High-Efficiency Tubes equal to 7 Single Purpose Tubes

Here is real smartness in cabinet design. A new radio for a new day. For the person who wants a radio that is distinctive and up-to-date, yet one that will harmonize with any room. It is finished in Walnut brown Mahogany, set off by jet black trim. Hand-rubbed finish.

Cabinet . . . 12 $\frac{5}{8}$ " Wide 16 $\frac{3}{8}$ " High 8 $\frac{5}{8}$ " Deep



PHILCO
54S (AC-DC) - 59S (AC)
A musical instrument of quality

PHILCO 54S

Operates on 115 Volts, AC or DC

Tuning range, 540 to 3200 kilocycles

Receives all standard American broadcasts, all police calls
and some aircraft and amateur stations

Two Tuning Bands

Automatic Volume Control

Pentode Audio System

1 Watt Audio Output

Compact type PHILCO Electro-Dynamic Speaker

PHILCO Simplified Tuning

5 PHILCO High-Efficiency Tubes equal to 7 Single Purpose
Tubes

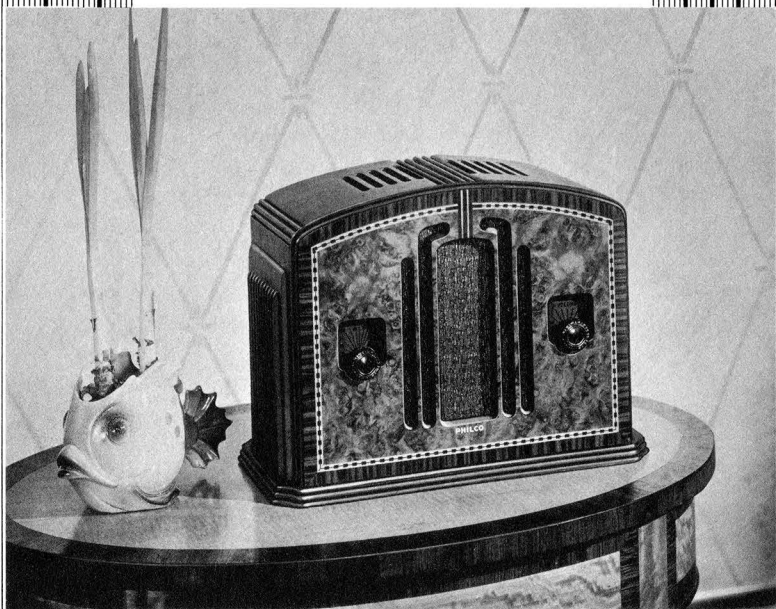
Underwriter's Approval (which is exceptional on AC-DC
receivers)

*A new and outstanding design. PHILCO has tried to make
this cabinet as noteworthy as the chassis it contains. Authentically
reproduced Burl-Walnut, inlaid with Narrawood,
hand-rubbed, with rich piano toning.*

Cabinet . . . 12 $\frac{5}{8}$ " Wide 8 $\frac{7}{8}$ " High 5 $\frac{1}{8}$ " Deep

PHILCO 59S

A PHILCO compact model built for operation on Alternating
Current only, housed in the same cabinet as the 54S.



PHILCO
54C (AC-DC) - 59C (AC)
A musical instrument of quality

PHILCO 54C

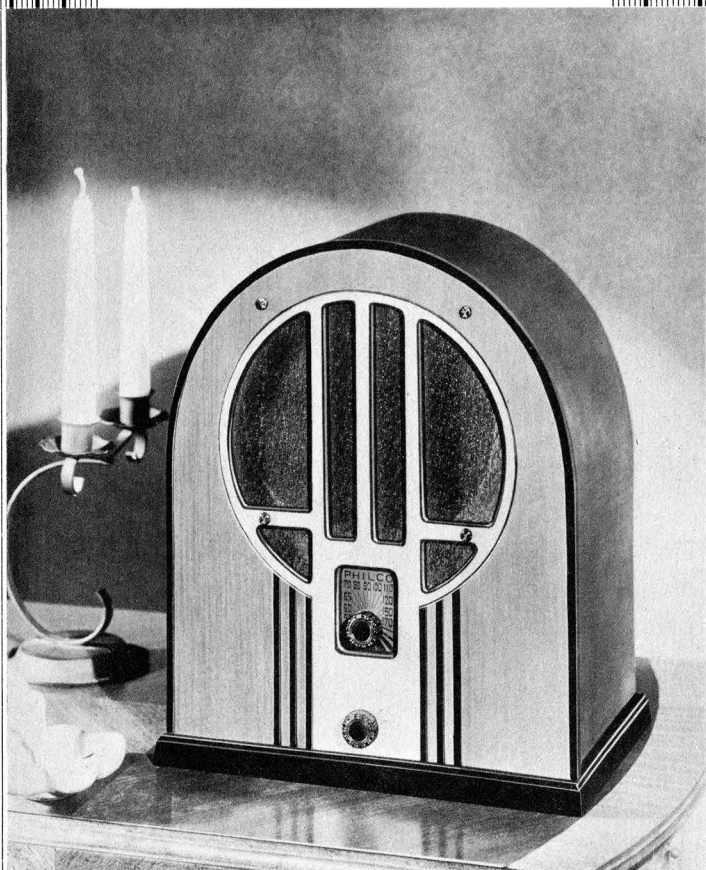
- Operates on 115 Volts, AC or DC
- Tuning range, 540 to 3200 kilocycles
- Receives all standard American broadcasts, all police calls and some aircraft and amateur stations
- Two Tuning Bands
- Automatic Volume Control
- Pentode Audio System
- 1 Watt Audio Output
- Compact type PHILCO Electro-Dynamic Speaker
- PHILCO Simplified Tuning
- 5 PHILCO High-Efficiency Tubes equal to 7 Single Purpose Tubes
- Underwriter's Approval (which is exceptional on AC-DC receivers)

This cabinet is a faithful reproduction of Burl-Walnut and Macassar Ebony inlaid with Black and Satinwood. Its buttressed ends and gracefully curved top give to it an elegance and symmetry that easily make it one of the finest Compacts in the entire PHILCO line.

Cabinet . . . 12 $\frac{1}{4}$ " Wide 8 $\frac{3}{4}$ " High 6 $\frac{1}{2}$ " Deep

PHILCO 59C

A PHILCO compact model built for operation on Alternating Current only, housed in the same cabinet as the 54C.



PHILCO 84B

A musical instrument of quality

PHILCO 84B

Tuning range, 540 to 1720 kilocycles

Receives all standard American broadcasts and some police calls

Special PHILCO Electro-Dynamic Speaker

Pentode Audio System

$\frac{1}{2}$ Watt Audio Output

PHILCO Simplified Tuning

4 PHILCO High-Efficiency Tubes equal to 5 Single Purpose Tubes

New and attractive design. An unusual value in a Baby Grand radio. Handsome blending of three-toned woods ranging from natural to black with satin finish throughout, give this cabinet an unusual elegance and beauty.

Cabinet . . . 11 $\frac{7}{8}$ " Wide 14 $\frac{1}{8}$ " High 8" Deep

NEW PHILCO AUTO RADIO

MARVELOUS TONE · WONDERFUL PERFORMANCE
SENSATIONALLY LOW PRICE

NOW, PHILCO offers a choice of four genuine All-Electric Superheterodyne Auto Radios with many sensational improvements that make PHILCO the most popular auto radio ever produced at any price! A set for every purse and purpose! A set that will fit YOUR car regardless of make.

Because of the unequalled demand and tremendous production, PHILCO offers these exceptionally fine auto radios at extremely low prices. Each is supreme in its price class. See them—hear them—and you will appreciate why PHILCO outsells all other auto radios!

MODEL 11—The world's greatest auto radio value!

Six tubes, including a full-size output tube, type 42, Automatic Volume Control, Electro-Dynamic Speaker, Single Compact Unit with steering column control, All-Electric, Rubber-mounted vibration-proof Condenser and Chassis, 3-Point Mounting, correct and secure, Built-in Filter System which eliminates all chassis pick-up of spark interference, easily and quickly installed.

MODEL 700—With Tone Control

An excellent performer with all the wonderful features of the Model 11, plus 3-Point Tone Control, Full-Size Electro-Dynamic Speaker and Aeroplane Dial. An amazing set for modest pocketbooks.

MODEL 10—Still More Power

This new PHILCO with a still more powerful circuit and dual purpose tubes, with Aeroplane Dial, a larger Electro-Dynamic Speaker and 4-Point Tone Control, provides still finer tone and performance. You will be proud to own this fine set.

MODEL 800—De Luxe Auto Radio

Here is the finest Auto Radio ever made. It has Aeroplane Dial, seven PHILCO Tubes including 3 multi-purpose tubes giving 10-tube performance. With its full-size Electro-Dynamic Speaker and Improved Automatic Volume Control this radio gives performance heretofore unequalled. The last word in auto radio!

DOUBLES THE PLEASURE OF MOTORING

LISTEN-IN ANYTIME . . . ANYWHERE



FOR TOURISTS—What could add more to the delight of motoring along lakes, among hills, or through the countryside, than music from a PHILCO?

FOR SALESMEN AND DOCTORS—What better way of ridding yourself of the monotony of long trips than with a PHILCO in your car? A great companion wherever you go!

FOR BUSINESS MEN—Whenever you drive, keep in touch with things. PHILCO brings you important news and market quotations on your way home—to say nothing of entertainment of every kind.

FOR FARMERS—Last minute market prices and weather forecasts are important. A PHILCO in your car or truck can pay for itself many times over by its timely information.

FOR CAMPERS—Away from home but not away from the world! PHILCO brings you all the news, all the entertainment. **PICNICS** too, are more enjoyable with PHILCO music.

FOR SPORTSMEN—No need to miss that game or postpone that long-planned outing. Put a PHILCO in your car and you'll have a grandstand seat wherever you may be.

FOR TAXI OR BUS—Happy passengers are good advertisements—and frequent patrons. Music and entertainment make the longest journey pleasant—and every traveler agreeable.

FOR BOATS—A full moon—water shimmering with millions of jewels—dancing on deck—music from a PHILCO. What a setting for romance! You'll have more fun if you have a PHILCO.

PHILCO RADIO RECEIVERS

(Prices Effective May 25, 1934)

AMERICAN AND FOREIGN BROADCAST RECEIVERS

Alternating Current—60 Cycle

Model	Price	Model	Price
16 PX All Wave	\$600.00	144 X All Wave	\$100.00
16 RX	225.00	144 H	89.50
16 X	175.00	144 B	65.00
16 L	150.00	29 TX	89.50
16 B	89.50	29 X	75.00
118 D	129.50	28 L (AC-DC)	59.95
118 RX	125.00	28 C (AC-DC)	49.95
118 X	100.00	45 L	59.95
118 MX	95.00	45 C	49.95
118 H	89.50	66 B	39.95
118 B	65.00		

Radio-Phonographs

501 X All Wave	\$295.00	507 L All Wave	\$150.00
500 X	250.00	506 L	150.00

Direct Current

49 D	\$129.50	49 H	\$89.50
49 X	100.00	49 B	65.00

Battery Receivers (Batteries Included)

34 L All Wave	\$95.00	34 B All Wave	\$75.00
---------------	---------	---------------	---------

AMERICAN BROADCAST RECEIVERS

Alternating Current—60 Cycle

Model	Price	Model	Price
200 X	\$200.00	60 B	\$29.95
18 MX	85.00	54 S (A.C.-D.C.)	35.00
18 H	79.50	54 C (A.C.-D.C.)	29.95
18 B	57.50	59 S	29.95
89 L	50.00	59 C	25.00
89 B	39.50	84 B	20.00
60 L	42.50		

Radio-Phonographs

503 L	\$139.50	505 L	\$90.00
-------	----------	-------	---------

Battery Receivers (Batteries Included)

38 L	\$65.00	38 B	\$49.50
------	---------	------	---------

32-Volt Receivers—D. C. Farm Lighting

32 L	\$79.50	32 B	\$65.00
------	---------	------	---------

Prices subject to change without notice

Prices slightly higher Denver and West

