



Give your home a REAL Radio



This PHILCO brings in Europe-South America

{ London—Berlin—Buenos Aires—Paris—Rome }
{ Geneva—Caracas—Madrid—Moscow—Australia }

just like "locals"!

—say owners everywhere!

PHILCO engineers preferred to be very modest about what this newest and greatest PHILCO would do. They did not want to emphasize the ease with which the 16X could pick up the short-wave stations of England, France, Germany, Spain, Italy, South America and even far away Australia.

But PHILCO owners have forced our hand! From all over the country enthusiastic letters are pouring in. Letters that tell of Berlin rolling in as plainly, understandably, *enjoyably* as a local station. Other letters tell of 16X owners who set their watches by the chimes of Big Ben in London. And still others tell of hearing the great Australian stations at Melbourne and Sydney!

So what else can we do but come right out in black and white and say that when properly installed with the PHILCO Special All-Wave Aerial—this 16X will bring you stations from overseas just as regularly as you can expect to listen to stations 500 or 1000 miles away. *With this added advantage*—that on many channels short-wave reception is better in daylight than at night! So much better that in broad daylight you can hear London, Paris, Berlin, Madrid with all the volume you can possibly use!

Go to the nearest PHILCO dealer. See and hear the 16X—or the 16 chassis in any of its varied and attractive cabinets from Baby Grand to Remote Control!

LISTEN TO BOAKE CARTER OVER KEY COLUMBIA STATIONS

PHILCO 16X (ALL-WAVE) \$175

MARVELOUS TONE! Due in large measure to the greatest single development in scientific sound reproduction—the revolutionary PHILCO Patented Inclined Sounding Board.

1. Its inclination directs all high notes (sparkle and brilliance) some of which you would otherwise miss, up to "ear level".
2. Its large size permits full reproduction of low notes (depth and sonority).
3. **RESULT**—Reception as if the artists were present "in person".

SHORT-WAVE AS WELL AS STANDARD BROADCAST RECEPTION! Efficient reception on all American and foreign short-wave channels

- 16 Chassis with Remote Control, \$195
- 16 Chassis in Attractive Lowboy, \$150
- 16 Chassis in Baby Grand Cabinet, \$85

PHILCO also offers another all-wave chassis—the 44—in two attractive cabinets

including the very short waves of British Empire Station broadcasts!

SUPER "CLASS A" AUDIO SYSTEM! No distortion from whisper to auditorium volume.

BASS COMPENSATING TONE CONTROL! Giving that pleasing depth and mellowness combined with the desirable crispness and clarity only possible through correct balance of bass and treble.

Shadow Tuning—Automatic Volume Control—New Auditorium Speaker—Illuminated Station Recording Dial—PHILCO High-Efficiency Tubes, etc.

For better reception from both short-wave and broadcast stations—specify a PHILCO Special All-Wave Aerial.

- 44H—All-Wave Highboy, \$89.50
- 44B—All-Wave Baby Grand, \$65

A BRAND NEW PHILCO AUTO RADIO AT \$55

{Complete and installed on any make car—any model—any year}

A new 1934 model PHILCO Auto Radio featuring a full-size dynamic speaker—the same type used in high-priced home radios.

Four-point tone control. More powerful—better tone than any auto radio that \$55 ever bought before!

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

PHILCO

A musical instrument of quality

PHILCO . . 60MB

\$3750

A perfect expression of all that is best in design. Modern—but not "modernistic". The cabinet is of beautifully figured, natural finish mahogany with ebonized trim. A PHILCO superheterodyne with automatic volume control, tone control, and electro-dynamic speaker. Covers regular broadcast band, all police calls and many amateur and airplane stations. \$37.50.



\$20 to \$600

All prices subject to change without notice