

DIRECT CURRENT AND BATTERY-OPERATED MODELS

PHILCO produces a complete line of radios for sections where Direct Current is used—as well as Battery-Operated Models of modern design for unwired homes.

DIRECT CURRENT MODELS

PHILCO 47X

The first D. C. radio to give big set A. C. performance. Great distance range and sharp selectivity at all points on the dial. Housed in a beautiful cabinet featuring the patented PHILCO Inclined Sounding Board.

PHILCO 47D

A powerful direct current radio with Balanced Unit Superheterodyne, Improved Electro-Dynamic Speaker, Shadow-tuning, Illuminated Station Recording Dial, PHILCO High Efficiency Tubes, etc. In the same handsome Highboy with doors as the 17D.

PHILCO 47H

For Direct Current. In same Highboy cabinet as the 18H.

PHILCO 47B

A perfect Direct Current set in the popular Baby Grand cabinet.

BATTERY-OPERATED MODELS

PHILCO 38L

A highly efficient BATTERY-OPERATED Lowboy. Extremely economical on batteries. PHILCO Permanent Field Dynamic Speaker, Illuminated Dial. Great distance range and wonderful tone. Plugging in one connection hooks up new B and C batteries when needed.

PHILCO 38B

A battery-operated Baby Grand with all the same features as the 38L.

Automobile RADIO

PHILCO AUTO RADIO

Model 10

More power—more sensitivity—finer tone than any other single unit radio on the market—and at an amazingly low price.

Full-sized dynamic speaker of same type used in high-priced home radios.

The PHILCO Superheterodyne receiver, Speaker and marvelous new PHILCO Full-Wave Vibrator, which eliminates all extra batteries, are all in one shock-proof, weather-proof cabinet. Extremely compact; quickly and easily installed on—or transferred to—any car.

Improved Automatic Volume Control—convenient Steering Column Control with illuminated non-glare dial. Lock-switch to prevent unauthorized use.

PHILCO

3-purpose Aerial System

Eliminates Noise (man-made static)

Increases Distance—Permits Multiple Set Operation

The last word in efficient aerials. Noise interference or man-made static largely eliminated. Distance vastly improved. More than one radio can be operated from one antenna.

PHILCO High Efficiency TUBES

More Compact—More Efficient—

Consume less current

While PHILCO High Efficiency Tubes are specifically designed for Balanced Unit operation in PHILCO Radios—they will improve the performance of any set. Replace old, worn tubes with new PHILCO High Efficiency Tubes and get the best reception your old radio is capable of delivering. An entire new set of PHILCO High Efficiency Tubes will cost you little—and will add much to your enjoyment of radio.

10/5/33 Electric & Radio Show



\$20 to \$600

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

PHILCO
A musical instrument of quality

Only PHILCO can give you such MARVELOUS TONE

because PHILCO is the only RADIO scientifically designed as a musical instrument

10/25/33

PHILCO RADIO RECEIVERS

A. C. RADIO RECEIVERS 60 Cycle

Model	Price
16 PX.....	\$600.00
16 RX.....	195.00
16 X.....	175.00
16 L.....	150.00
16 B.....	85.00
17 X.....	150.00
17 D.....	150.00
17 L.....	125.00
14 RX.....	150.00
14 X.....	125.00
14 L.....	95.00
14 B.....	69.50
18 X.....	100.00
18 D.....	100.00
18 H.....	85.00
18 L.....	75.00
18 B.....	60.00
19 H.....	65.00
19 B.....	50.00
89 L.....	50.00
89 B.....	37.50
60 L.....	39.95
60 B.....	27.50
54 C.....	30.00
57 C.....	20.00

SHORT WAVE COMBINATION A. C. MODELS 60 Cycle

Model	Price	Model	Price
43 H.....	\$79.95	43 B.....	\$59.95

BATTERY RECEIVERS (Batteries Included)

Model	Price	Model	Price
38 L.....	\$59.95	38 B.....	\$45.00

DIRECT CURRENT MODELS

Model	Price	Model	Price
47 X.....	\$100.00	47 H.....	\$79.95
47 D.....	89.95	47 B.....	59.95

Prices subject to change without notice
Prices slightly higher Denver and West

FORM NO. 3248

PRINTED IN U. S. A.

Only PHILCO can give you such MARVELOUS TONE because PHILCO is the only RADIO scientifically designed as a musical instrument

Maybe a radio of pre-depression days is still serving you to the best of its ability. Perhaps a small model—designed as a personal radio—has been trying to entertain the whole family in a room too large for its feeble voice.

But now—away with makeshifts! Give your home a REAL radio—a PHILCO Inclined Sounding Board model—the ultimate in radio design, performance and fidelity of sound reproduction.

Why does PHILCO alone give such realistic reproduction that it seems the artists are present "in person"?

It's the combination of PHILCO Built-in Balanced Unit quality with three exclusive PHILCO engineering achievements:

The PHILCO Patented Inclined Sounding Board

The greatest single development in scientific sound reproduction.

1. Its inclination directs all high notes (sparkle and brilliance) 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."

PHILCO Super Class "A" Audio System

Tone fidelity from whisper to auditorium volume. Undistorted reception of each note—each inflection of speech—the low cello or the high French horn—the single note or the orchestral finale—all with a perfection never attained before—and regardless of tone volume.

PHILCO Bass Compensating Tone Control

Gives that pleasing depth and mellowness combined with the desirable crispness and clarity only possible through correct balance of bass and treble.

In addition you will find in PHILCO such desirable features as:

Remote Control

A feature of many PHILCO models. Change stations, adjust volume, control tone without moving from your chair.

Manual Tone Control

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

Electro-Dynamic Speakers

On all models. The Auditorium Type in the larger Inclined Sounding Board models delivers 15 watts output without distortion!

Shadow Tuning

An exclusive PHILCO development. Absolutely correct tuning instantly. Tune by eye as well as by ear.

Automatic Volume Control

Works automatically—protects you from "blasting" when tuning—prevents most forms of fading.

Police Calls

BOTH police call bands, many amateur, airport and aircraft stations—on all models.

Illuminated Station Recording Dial

Write the call letters of your most-heard stations on the scale—and you can always locate them!

Short-Wave Reception

On the 16 series, the exclusive PHILCO Wave Band Switch with five separate scales and dual ratio tuning makes American and foreign short-wave tuning almost as easy as tuning the standard broadcast band.

Inter-Station Noise Suppression

No unpleasant outbursts of noise between stations.

Full Floating Chassis

Prevents vibration from the loud speaker reaching vital circuit parts.

PHILCO Patented Floating Condenser

Rubber mounting absorbs all mechanical vibration and makes possible the use of powerful amplifiers and speakers without danger of microphonic distortion.

Echo Absorbing Screen

A PHILCO feature that absorbs much of the sound from the back of the speaker, preventing reflection from the wall back of the cabinet.

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.

Multiple-Function Tubes

New multiple-function PHILCO tubes make a five-tube PHILCO of today out-perform older 7 or 8 tube radios. A carefully matched and balanced set of PHILCO High Efficiency Tubes comes with every PHILCO radio.

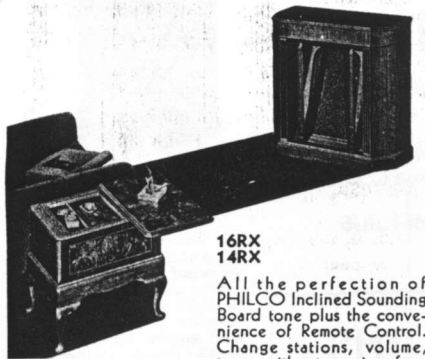
PHILCO Construction meets Underwriters' Requirements

PHILCO receivers are built to meet the rigid safety requirements of the Underwriters' Laboratories.

The combination of all these special features with PHILCO in-built Balanced Unit Quality makes PHILCO radio leader of the world today!

PHILCO

a musical instrument of quality



16RX
14RX

All the perfection of PHILCO Inclined Sounding Board tone plus the convenience of Remote Control. Change stations, volume, tone without moving from your chair. Two handsome cabinets—a control cabinet beside your chair—a separate sound cabinet across the room. Control cabinet of matched Butt Walnut with inlay of Black and Satinwood. Sound cabinet with curved panels of matched pin-striped American Walnut, with inlay of Black and Satinwood.

"FEATURES" alone do not make a great radio

"Features" are only of value—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 built by master craftsmen using only the finest materials—balancing each part with every other part to assure PHILCO'S famous Balanced Unit performance!

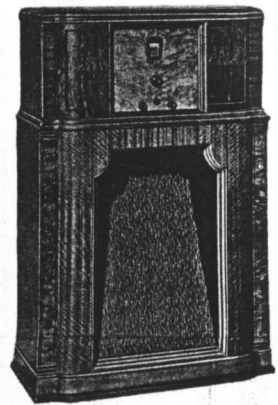
The same high-quality parts, the same skilled workmanship, goes into every PHILCO and this—

BUILT-IN BALANCED UNIT QUALITY PLUS all the worth-while features makes PHILCO the world's outstanding radio value.

PHILCO CONSTRUCTION DETAILS

Philco Chassis Number	16 Chassis	17 Chassis	14 Chassis	18 Chassis	43 Chassis	19 Chassis	89 Chassis	60 Chassis	54 AC-DC Chassis	57 Chassis
Cabinet Styles Available	4	3	4	6	2	2	2	2	1	1
Audio System	Super Class "A"	Super Class "A"	Super Class "A"	Super Class "A"	Pentode	Pentode	Pentode	Pentode	Pentode	Pentode
Speaker	Auditorium			Over-size	Over-size	Standard	Standard	Standard	Special	Special
Effective Baffle Area (sq. in.) "X" Models where available	3005	3005	3005	3005	1521	1521	1369	1369	256	256
Patented Inclined Sounding Board	yes	yes	yes	yes	no	no	no	no	no	no
Echo Absorbing Screen in "X" Models	yes	yes	yes	yes	no	no	no	no	no	no
Watts Output	15	15	10	10	3	3	3	3	1	.5
Bass Compensating Tone Control	yes	yes	yes	yes	no	yes	no	no	no	no
No. of Tubes	11	11	9	8	8	6	6	5	5	4
No. of Tube Functions	11	12	10	10	8	8	8	7	7	5
Shadow Tuning	yes	yes	yes	yes	no	yes	no	no	no	no
Manual Tone Control	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Automatic Volume Control	yes	yes	yes	yes	yes	yes	yes	yes	yes	no
Illuminated Station Recording Dial	yes	yes	yes	yes	yes	yes	yes	yes	yes	no
Full Floating Chassis	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Patented Floating Condenser	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Interstation Noise Suppression	yes	yes	no	no	no	no	no	no	no	no
Short-Wave including Foreign	yes	no	no	no	yes	no	no	no	no	no
All Police Calls	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Underwriters' Approval	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes

N.B. Small variations in specifications occur in different cabinet models



16X
17X

Patented Inclined Sounding Board models with exquisite cabinet of hand-rubbed walnut with curved panels of figured Striped Walnut on the base. At the top curved panels of Inlay of Black and Satinwood enhance the beauty of this superb example of furniture craftsmanship.



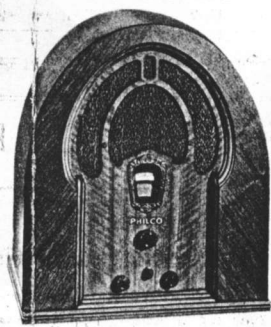
17D
18D

A six-legged Highboy cabinet of unusual beauty with diamond matched Oriental wood pilasters. Doors of beautifully matched Butt Walnut on the outside and highly figured Oriental wood on the inside. Quilted Maple panels above and below doors.



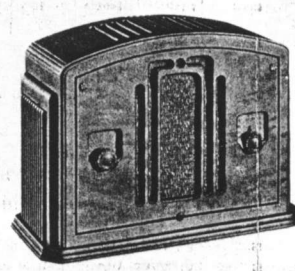
16L
17L
14L

A modern version of the ever-popular Lowboy with a concealed PHILCO Inclined Sounding Board. Hand-rubbed cabinet panel with instrument panel of Butt Walnut and Oriental Wood. Gracefully curved pilasters in Striped and Butt Walnut.



16B
89B
18B
60B

The Baby Grand cabinets are of Black Walnut with instrument panels in highly figured Oriental wood. All follow the same general design—the 16B as illustrated—the chief difference being in size. The Baby Grand has long been one of the most popular of all PHILCO cabinets, and the seven models provide an almost unlimited choice in price, in power and in distance-getting ability.



54C
57C

The first small set built to meet Underwriter's Safety Standards. The hand-rubbed Cabinet is of Butt Walnut with Black and Satinwood inlay; buttressed ends and gracefully carved top. Operates on either alternating or direct current. Built-in aerial—no ground required. Also available in a similar compact cabinet, PHILCO 57-C, for use only on alternating current.

14X — 18X

Slightly smaller versions of the Inclined Sounding Board model in a hand-rubbed walnut cabinet that is a masterpiece of grace and beauty. The art of the past, as revealed in outstanding examples in the Metropolitan Museum, has contributed to the development of a design which is at once classic and yet a distinctively modern treatment of a musical instrument. Figured Striped and Butt Walnut is combined with delicate mouldings and marquetry to produce in this cabinet an effect never before achieved in cabinet design.

18H

A new and attractive Highboy of hand-rubbed walnut trimmed with Oriental wood and inlays of Satinwood. One of the most popular conventional cabinets in the whole PHILCO line.

18H
43H

Two models in a Highboy cabinet that combines hand-rubbed walnut, Oriental wood and inlays of Satinwood. A splendid specimen of the ability of PHILCO craftsmen to produce radios as attractive as they are efficient.

18L
89L
60L

Lowboy cabinet of hand-rubbed walnut with pilasters of diagonal Oriental wood. These models are a handsome addition to any room at prices that are surprisingly modest.

CENTURY OF PROGRESS PHILCO . . . \$600

An exact duplicate of the radio high-spot of the Chicago Exposition. A Remote Control PHILCO in cabinets of modern styling which utilize an unusual combination of materials—stainless steel—Ivory Catalin—Crotch Walnut—Macassar Ebony—Myrtle Burl.

A limited number of these Century of Progress models have been made and will be shown by PHILCO dealers throughout the country. Don't fail to see this superb example of PHILCO craftsmanship when it is exhibited by your dealer.

A PHILCO

for every purse
for every purpose

"FEATURES" alone do not make a great radio

"Features" are only of value—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—

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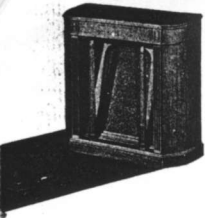
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PHILCO CONSTRUCTION DETAILS

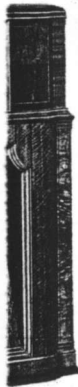
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Audio System	Super Class "A"	Super Class "A"	Super Class "A"	Super Class "A"	Pentode	Pentode	Pentode	Pentode	Pentode	Pentode
Speaker	Auditorium			Over-size	Over-size	Standard	Standard	Standard	Special	Special
Effective Baffle Area (sq. in.) "X" Models where available	3005	3005	3005	3005	1521	1521	1369	1369	256	256
Patented Inclined Sounding Board	yes	yes	yes	yes	no	no	no	no	no	no
Echo Absorbing Screen in "X" Models	yes	yes	yes	yes	no	no	no	no	no	no
Watts Output	15	15	10	10	3	3	3	3	1	.5
Base Compensating Tone Control	yes	yes	yes	yes	no	yes	no	no	no	no
No. of Tubes	11	11	9	8	8	6	6	5	5	4
No. of Tube Functions	11	12	10	10	8	8	8	7	7	5
Shadow Tuning	yes	yes	yes	yes	no	yes	no	no	no	no
Manual Tone Control	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Automatic Volume Control	yes	yes	yes	yes	yes	yes	yes	yes	yes	no
Illuminated Station Recording Dial	yes	yes	yes	yes	yes	yes	yes	yes	yes	no
Full Floating Chassis	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Patented Floating Condenser	yes	yes	yes	yes	yes	yes	yes	yes	no	no
Interstation Noise Suppression	yes	yes	no	no	no	no	no	no	no	no
Short-Wave including Foreign	yes	no	no	no	yes	no	no	no	no	no
All Police Calls	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Underwriters' Approval	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes

N.B. Small variations in specifications occur in different cabinet models



16RX
14RX

All the perfection of PHILCO Inclined Sounding Board tone plus the convenience of Remote Control. Change stations, volume, tone without moving from cabinets—a control cabinet separate sound cabinet across of matched Butt Walnut with wood. Sound cabinet with 3 pin-striped American Walnut Satinwood.



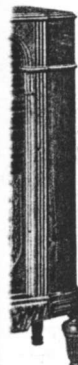
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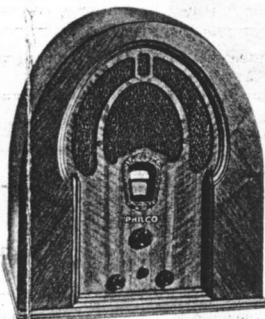
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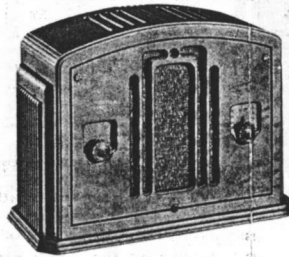
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A modern version of the ever-popular Lowboy with a concealed PHILCO Inclined Sounding Board. Hand-rubbed cabinet with instrument panel of Butt Walnut and Oriental Wood. Gracefully curved pilasters in Striped and Butt Walnut.



16B 14B
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60B

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54C
57C

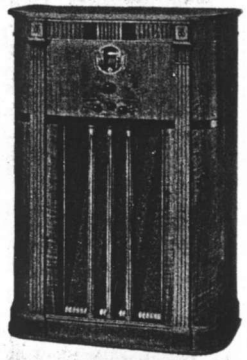
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CENTURY OF PROGRESS PHILCO . . . \$600

An exact duplicate of the radio high-spot of the Chicago Exposition. A Remote Control PHILCO in cabinets of modern styling which utilize an unusual combination of materials—stainless steel—Ivory Catalin—Crotch Walnut—Macassar Ebony—Myrtle Burl.

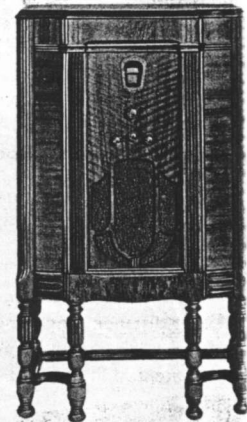
14X — 18X

Slightly smaller versions of the Inclined Sounding Board model in a hand-rubbed walnut cabinet that is a masterpiece of grace and beauty. The art of the past, as revealed in outstanding examples in the Metropolitan Museum, has contributed to the development of a design which is at once classic and yet a distinctively modern treatment of a musical instrument. Figured Striped and Butt Walnut is combined with delicate mouldings and marquetry to produce in this cabinet an effect never before achieved in cabinet design.



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19H
43H

Two models in a Highboy cabinet that combines hand-rubbed walnut, Oriental wood and inlays of Satinwood. A splendid specimen of the ability of PHILCO craftsmen to produce radios as attractive as they are efficient.



18L
89L
60L

Lowboy cabinet of hand-rubbed walnut with pilasters of diagonal Oriental wood. These models are a handsome addition to any room at prices that are surprisingly modest.