

PHILCO owners wrote this ad!

Here's an advertisement that is not decked out with carefully chosen words and poetic flights of fancy. The story isn't told by professional advertising men. PHILCO is not saying a single

word of its own about the performance of the all-wave models.

In this advertisement PHILCO is letting its customers supply all the "selling talk".

All PHILCO wants to add to their statements about foreign reception is the suggestion that you go to the nearest PHILCO dealer and hear London, Berlin or Paris with your own ears.

Read how they've been tuning in stations all over the world!

"Took me around world" says New Yorker

"Never in my life have I enjoyed such radio reception as I am receiving from my 16RX. It is the first and only short-wave radio that took me around the world and the programs from foreign countries are perfectly amazing."

* New York City

"Heard Australia four consecutive Sundays" in Georgia

"I rose early four consecutive Sunday mornings and brought in VK2ME from Sydney, Australia—nearly 10,000 miles away—with volume enough to be heard all over my home."

* Sandersville, Ga.

West Virginia thrilled by overseas reception!

"Last Saturday at 1 P. M. I tuned in Daventry, England, and honestly it was just as plain as a local station. I did not know there was such a thrill in tuning in a foreign broadcasting station until I experienced it last Saturday!"

* Bluefield, W. Va.

Madrid heard in Mississippi with tremendous volume

"We receive Barranquilla, Colombia, Germany, France, and 15 or more American and Canadian short-wave stations. At 4:30 P. M. Madrid comes on and we get them with tremendous volume and very faithful tone."

* Jackson, Miss.

European stations come in splendidly on Long Island

"I tuned in two German stations, broadcasting the same program from 7 to 9 P. M. The program concluded with a news report given in German, then in Spanish and finally in English. Last night I listened to England. Reception was wonderfully clear."

* Richmond Hill, N. Y.

Circling the World in Circleville, Ohio

"I bought a 16L and have already logged England; Germany; Venezuela; France; Spain; Cuba and Puerto Rico."

* Circleville, Ohio

New York hears Europe regularly!

"It is the only radio I know of that can pick up most any of the European short-wave stations with uncanny regularity. Reception comes in as clear as local stations in most cases."

* New York City

"Marvelous performance!" says Detroit

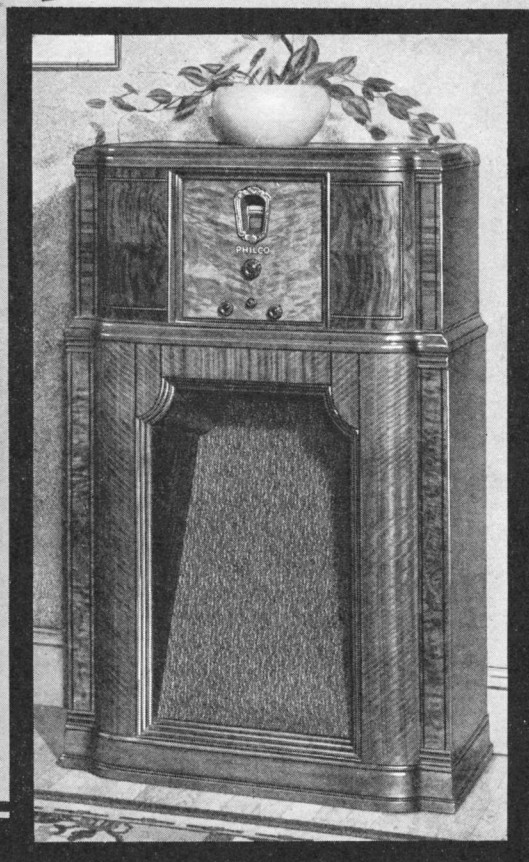
"Sunday we picked up Rome and enjoyed grand opera. In the evening we heard London clear as a bell. Monday we had Ecuador, Colombia and Venezuela. Tuesday we heard Admiral Byrd's ship. To me this performance is simply marvelous."

* Detroit, Mich.

Texas Logs Paris and Australia

"Have logged Madrid; Zeesen, Germany; Sydney, Australia; Daventry, England; Pontoise, France; Caracas, Venezuela; and North American short-wave stations from Ontario to Costa Rica."

* Beaumont, Texas



PHILCO 16X - \$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 including the very short waves of British Empire Station broadcasts!

\$20 to \$600



All prices subject to change without notice

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.

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

PHILCO

A musical instrument of quality

* Any name furnished on request

All these PHILCO owners above received these broadcasts with the famous PHILCO 16 chassis. In addition to the 16X, illustrated and described, this chassis is also available in these models:
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.
44H—All-Wave Highboy . . . \$89.50
44B—All-Wave Baby Grand . . . \$65

A NEW PHILCO AUTO RADIO—\$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.

LISTEN TO BOAKE CARTER OVER KEY COLUMBIA STATIONS

For better reception from short-wave as well as standard broadcast stations—specify a PHILCO Special All-Wave Aerial.