

Both are PHILCO



PHILCO 16X - \$150

WHEN you think of PHILCO, you may think of one of the magnificent, powerful (Inclined Sounding Board) X Models—the radio that is truly the finest of musical instruments—the radio that is supreme in its ability to reproduce all broadcasts with perfect fidelity to the original.

On the other hand, when you think of PHILCO you may think of a smaller, more compact, less expensive radio—yet capable of superb performance and splendid tone.

Both times you are right! Both are PHILCO! Both are PHILCO in quality, PHILCO in design, PHILCO in workmanship, and PHILCO in the perfection of their performance.

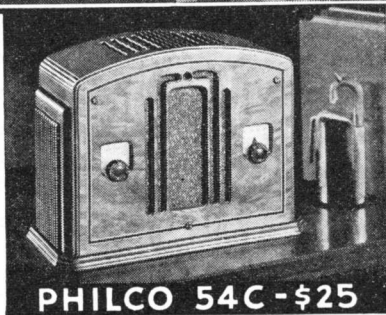
Just as PHILCO provides the finest in big radio performance—so PHILCO provides the finest in small radio! But both are PHILCO—the 16X with its almost limitless power, and the 54C with its charming compactness and astounding ability.

From the little radio of the 54C type to those great musical instruments of quality—the X Models—at every step there is a PHILCO supreme in its particular field. And all of them can be seen and heard at the nearest PHILCO dealer!

Listen to BOAKE CARTER
Over Key Columbia Stations

\$15 to \$600

Prices slightly higher Denver and West



PHILCO 54C - \$25

THE first small set built to meet Underwriters' Safety Standards. Automatic Volume Control, Illuminated Dial, Electro-Dynamic Speaker of exceptional tone quality. Operates on Alternating or Direct Current. Tunes not only the regular broadcast stations but also all police—some amateur and airplane—short-wave stations up to 3300 kilocycles. Built-in aerial—no ground required. Hand-rubbed butt walnut cabinet \$25. PHILCO 57C (for Alternating Current only) \$15.

A New PHILCO Automobile Radio at \$39.95

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

Everything in one compact convenient unit. All-Electric. No extra batteries. Steering column control. Installed on—or transferred to—any car while you wait, by your car dealer—any PHILCO-Transitone dealer or United Motors Service Station.

Other PHILCO Automobile Radios at \$59.50 and \$89.50—complete and installed.

THE most magnificent and most powerful (auditorium volume if desired) musical instrument PHILCO ever designed.

Its marvelous tone is due to the PHILCO Patented Inclined Sounding Board—the greatest development in scientific sound reproduction.

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".

Unexcelled for regular broadcast reception—plus most efficient reception of short-wave bands including the ultra-short waves of British Empire Station broadcasts.

Short-wave tuning made easy by the exclusive PHILCO Wave Band Switch and Dual Ratio Tuning—giving 60 to 1 ratio for short-wave tuning when desired in addition to regular 8 to 1 ratio on standard broadcast band. Range from 23 megacycles (23,000 kilocycles) to 520 kilocycles—13 to 575 meters.

Exclusive PHILCO Class "A" Audio System gives a range of undistorted volume never before available in any radio.

Exclusive 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.

Every other worthwhile improvement—Automatic Volume Control, Automatic Interstation Noise Suppression, Shadow Tuning, etc.

PHILCO 16X (as illustrated) \$150. The powerful and versatile 16 chassis is also available as a beautiful Lowboy—the 16L at \$125—and in a cabinet of the Baby Grand type—the 16B at \$75.

PHILCO

A musical instrument of quality

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET