

# THE



# New

# 1935

# PHILCO

*A musical instrument of quality*

**\$20. to \$600**

Prices subject to change  
without notice



Made by the World's Largest Radio Manufacturer

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 made *right* from the start. That's why every PHILCO—from its designing in the great PHILCO Research Laboratories to its final test—is developed and built by master craftsmen, using only the finest materials and balancing

each part 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 with all the newest features which makes PHILCO the world's outstanding radio value!

### Rubber Floated Chassis

Prevents vibration from the loud speaker reaching vital chassis units, causing microphonic squeals and distortion. Covered by PHILCO patent.

### Super-Class "A" Audio System

An important PHILCO development giving tone fidelity from a whisper to full auditorium volume with a perfection never attained before.

### Super-Pentode Audio System

A highly efficient and powerful audio output system giving fine tone quality where auditorium volume is not required.

### Electro-Dynamic Speakers

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

### Bass Compensation

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

### Tone Control

Brings exactly the tone quality which best fits the program. At the "deep" setting much static and interference noise is eliminated in noisy locations.

### Patented Inclined Sounding Board

The outstanding PHILCO achievement in radio cabinet acoustics that has set a new course in fine tonal reproduction. See reverse side of folder.

### 3000 Sq. In. of Baffle Area

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

### Echo-Absorbing Screen

Used in inclined Sounding Board models to prevent undesirable reflection of sound from the wall back of the cabinet.

### Police, Amateur and Aircraft Reception

Fascinating police calls are available on all PHILCO receivers. American and Foreign models tune most of the interesting amateur and aircraft channels.

### PHILCO Simplified Tuning

Illuminated no-glare dials clearly marked to correspond with station frequencies, together with smooth reduction drive and other features, make it easy to locate and tune stations with a PHILCO.

### Short-Wave Reception Made Easy

PHILCO American and Foreign receivers have brackets on the dial indicating exactly where to tune for the Foreign short-wave stations. On multi-band receivers, only the portion of the dial you are using is illuminated, indicating where to read the dial and, eliminating objectionable glare. Special slow-speed tuning makes it easy to get short-wave stations.

### Shadow-Tuning

This important PHILCO development shows you visually when the receiver is tuned just right for perfect tone.

### Automatic Volume Control

Counteracts fading of distant stations and blasting of nearby stations automatically.

### Automatic Interstation Noise Suppression

Permits absolutely quiet tuning of local broadcasts suppressing all unpleasant noise between stations.

### PHILCO High-Efficiency Tubes

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

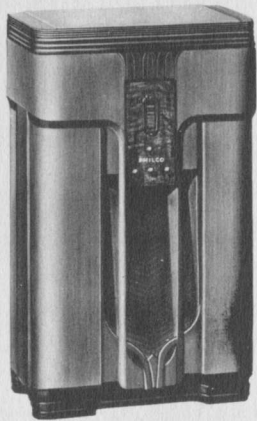
— PHILCO CONSTRUCTION FEATURES —													
Broadcasts Received	AMERICAN AND FOREIGN							AMERICAN					
	AC				DC			AC		AC DC		AC	
Chassis Model Number.....	16	118	144	29	45	66	49	18	89	60	54	59	84
Cabinet Styles.....	6	7	4	2	2	1	4	4	2	3	2	2	1
Tuning Range	540 KC	540- 1720 to 4.2- 23 MC	540 KC	540- 1720 to 4.2- 12 MC	540- 1720 to 4.2- 12 MC	540- 1720 to 5.5- 15.5 MC	540- 1720 to 4.2- 12 MC	540 to 1720 KC	540 to 3200 KC	540 to 4000 KC	540 to 3200 KC	540 to 1720 KC	540 to 1720 KC
Foreign Reception.....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No
No. of Wave Bands.....	5	2	4	2	2	2	2	1	2	2	2	1	1
Police, Aircraft, Amateur Reception.....	ALL	To 1720	ALL	To 1720	To 1720	To 1720	To 1720	To 1720	To 3200	To 4000	To 3200	To 1720	To 1720
PHILCO Simplified Tuning	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—
Automatic Volume Control.....	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—	—
No. of PHILCO Tubes...	11	8	6	6	6	5	7	8	6	5	5	4	4
Equal to Single Purpose Tubes.....	11	10	8	8	8	7	9	10	8	7	7	5	5
Shadow Tuning.....	Yes	Yes	Yes	Yes	—	—	Yes	Yes	—	—	—	—	—
Interstation Noise Suppression.....	Yes	—	—	—	—	—	—	—	—	—	—	—	—
Rubber Floated Chassis...	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	—	—	—
Audio System.....	Super Class A	Super Class A	Super Pent.	Super Pent.	Pentode	Pentode	Pentode	Super Class A	Pentode	Pentode	Pentode	Pentode	Pentode
Undistorted Watts Output.....	15	10	5	5	3	3	3	10	3	3	1	.5	.5
Speaker.....	Auditorium	Over- size	Over- size	Over- size	Stand- ard	Stand- ard	Over- size	Over- size	Stand- ard	Stand- ard	Comp- act	Comp- act	Spe- cial
Bass Compensation.....	Yes	Yes	Yes	Yes	Yes	—	Yes	Variable	—	—	—	—	—
Tone Control.....	4 Point	4 Point	4 Point	3 Point	3 Point	2 Point	4 Point	4 Point	2 Point	2 Point	—	—	—
Patented Inclined Sounding Board.....	Yes	Yes	Yes	Yes	—	—	—	Yes	—	—	—	—	—
Echo-absorbing Screen...	Yes	Yes	Yes	—	—	—	—	Yes	—	—	—	—	—

N. B. Small Variations in specifications occur in different Cabinet Models

**PHILCO IS THE ONLY RADIO SCIENTIFICALLY DESIGNED AS A MUSICAL INSTRUMENT**

## PHILCO Radio Phonograph Models

PHILCO presents a series of phonograph combination models covering a wide price range, each containing one of the famous PHILCO Radio Chassis, scientifically combined with an electric pick-up and phonograph motor of the finest grade available, especially adjusted for use with its particular radio chassis. All models are designed for either the standard or the new "long-playing" records. A switch changes operation from one to the other type.



500X—American and Foreign  
All-Wave  
501X—American and Foreign  
All-Wave with Automatic  
Record Changer



505—American



506—American and Foreign  
All-Wave  
507—American and Foreign  
All-Wave  
503—American

ALL CONTROL OF VOLUME AND TONE ON RECORDS IS OBTAINED FROM THE REGULAR KNOBS used for the radio volume and tone control—no other controls are added to complicate matters.

## PHILCO AUTO RADIO

With four new superheterodyne Models, 11-700-10-800, covering every need PHILCO Auto Radios give the most wonderful performance and marvelous tone ever offered and at sensationally low prices. Installed while you wait. Nothing in sight except the convenient steering column control. Operate with motor off or at any speed over any road. Latest improvements including Electro-Dynamic Speaker, Automatic Volume Control, PHILCO High-Efficiency Auto Radio Tubes, etc. There's a PHILCO for your car regardless of make, model or year.

## PHILCO SHORT-WAVE AERIAL

For best reception of foreign programs, it is important that you have a PHILCO Short-Wave Aerial. The highest quality insulation is used on all the material so that none of the weak short-wave signals are lost, as they are with an ordinary aerial installation. All of this is accomplished at very little extra cost.

## PHILCO 3-PURPOSE AERIAL

The PHILCO 3-purpose Aerial is designed for Standard American Broadcast receivers. It eliminates man-made interference, increases distance and accommodates two to four radios. If you are troubled with interference from street cars, vacuum cleaners, dial telephones, oil burners, electric motors, door bells, electric refrigerators and other appliances, the PHILCO 3-purpose Aerial is what you need for your radio.

## PHILCO HIGH-EFFICIENCY TUBES

PHILCO High-Efficiency Tubes improve the performance of any radio. They are long-lived, more efficient and consume less current. Replace old worn-out tubes with new PHILCO Tubes and get the best reception your radio is capable of giving. The cost is surprisingly low. Bring in your old tubes for free testing.

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