

PHILCO

PHILCO—THE WORLD'S LARGEST SELLING RADIO

PHILCO has Built-In, Balanced Unit Quality which is of first importance and also ALL of the Worthwhile Features—many of them exclusive with PHILCO.

Features do not make a fine set. They are of value only when they are incorporated in a receiver which has been made RIGHT from the start.

From the inception of a PHILCO in the great PHILCO research laboratories to its final test every PHILCO is built by master craftsmen from only the very best parts and materials. Each part is balanced with every other to obtain Philco's famous Balanced Unit performance.

The same high-quality genuine parts and skillful craftsmanship are used in the manufacture of EVERY PHILCO regardless of price. This is why PHILCO is the world's outstanding radio value!

The following detailed explanation of a few important features in the new PHILCO is not given because they are as important as PHILCO basic built-in quality, but because every PHILCO owner should know of these features which help to make PHILCO a real Musical Instrument of Quality.

PHILCO INCLINED SOUNDING BOARD

(PATENTED)

The new PHILCO "X" Models provide the ultimate in radio design and performance; the marvelous tone is due to the PHILCO patented Inclined Sounding Board — the greatest development in 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."

PHILCO REMOTE CONTROL

PHILCO Remote Control is something really new in radio; added to the splendor of the "X" principle, it gives everything that can be desired in radio! Nothing approaches these supreme PHILCO developments—anywhere—at any price.

PHILCO Remote Control doubles the number of stations and variety of programs you enjoy—by making it so easy to change from one to another.

PHILCO Remote Control is simple—convenient. From the beautiful Control Cabinet right beside your chair you select the program you want and bring it in just as you want to hear it. You change stations—adjust volume—control tone—by a mere flick of your fingers.

All the glorious beauty of PHILCO tone—the tone quality only the patented Inclined Sounding Board makes possible—comes to you at its best from the beautiful Sound Cabinet across the room.

SHORT WAVE (Models 16)

The new PHILCO Models 16 are not only unexcelled for regular broadcast reception, but in addition provide a most modern and efficient reception of the complete short-wave bands including ultra short waves used in the British Empire Station broadcasts.

The range is from 23 megacycles to 520 kilocycles; 13 meters to 575 meters. Short-wave station tuning is made easy by the PHILCO Wave-Band Switch and Scale Selector together with the PHILCO Dual Ratio Tuning. As the switch is turned from one wave-band to another the scale illumination is moved to the corresponding scale of the multiple dial.

The Dual Ratio Tuning provides a 60 to 1 ratio for fine tuning in addition to the regular 8 to 1 ratio, thus making easy the necessary exact tuning of short-wave stations.

After enjoying American styles of entertainment—the great new PHILCO Model 16 can be your companion in search of adventure. Seek our radio stations abroad—possibly not all in one day, but as often as radio conditions are favorable.

The PHILCO 16 will renew the thrill of adventure you felt when your first radio brought in distant stations, but now they will be stations from overseas instead of from over a state or two.

SHADOW TUNING

To give you absolutely correct tuning instantly, PHILCO has produced "shadow tuning." A shadow band, projected on a tiny screen immediately above the station dial, narrows down as you tune into a station.

Pick the approximate dial setting for the station desired . . . move the dial back and forth just a little until the shadow narrows down to its least width . . . and there you are, on the hairline of perfect tuning.

You cannot get perfect tone without perfect tuning—and perfect tuning is easy with PHILCO Shadow Tuning!

BALANCED-POWER "CLASS A" AUDIO SYSTEM

A new and exclusive PHILCO development.

Class A audio in the past has given good quality at low or normal volume, but was subject to more or less distortion at high volume.

Class B audio has given good quality at high volume, but was rejected by PHILCO because it was subject to distortion at low or normal volume.

PHILCO engineers have now succeeded in perfecting a new audio system which combines the pure low volume tone quality of "Class A" and the high volume ability of "Class B" audio. It is of special interest that these advantages are obtained with two of the rugged and dependable 42-type output tubes connected as triodes in push-pull circuit. The two output tubes are power driven by a third 42-type tube. A new balanced-bias system, interconnecting the grids of the driver tube and the two output tubes, is used.

This exclusive PHILCO audio system delivers up to 15 watts of highest quality output, and the tone is equally good at all volume levels, from a whisper to the tremendous volume that 15 "Class A" watts will give.

This means that these new PHILCO'S have a range of pure tone which brings in the lightest pianissimo of a symphony orchestra clear and true and at the same time brings in the crescendo passages without distortion—all without changing the volume control setting.

Never before has such a range of pure tone been available in any radio.

BASS-COMPENSATING TONE CONTROL

With this exclusive PHILCO development, Tone Control takes on new meaning and has greater usefulness. Instead of cutting the reproduction of treble or high tones, this improved system brings up the proportion of bass or low tones as the tone control is advanced from Brilliant to Bright to Mellow to Deep. This gives a pleasing depth and mellowness of tone combined with the desirable crispness and clarity which only the correct balance of unmodified high tones can give. Furthermore, the speaker may be turned up to tremendous volume without offending the ears.

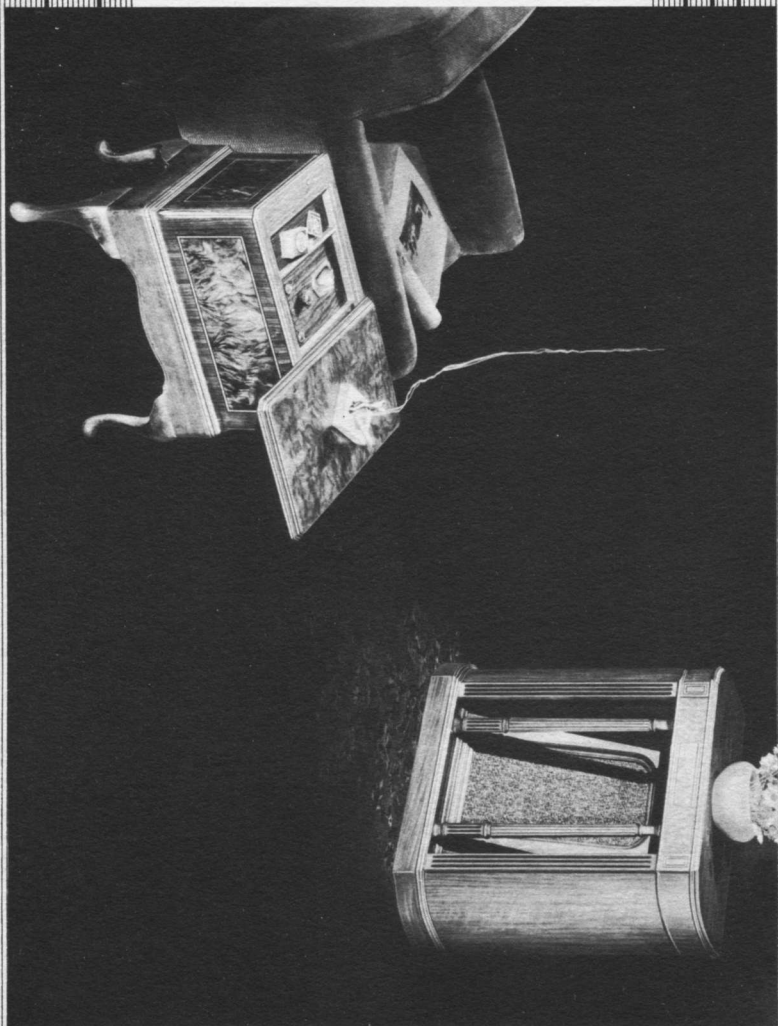
The bass-compensating circuit is tied in with the manual volume control, as well as with the tone control, in such manner that the proportion of low tones increases as the volume control is turned in the direction to reduce volume. This compensates for the well-known insensitiveness of the human ear to low tones at low volume, and gives more faithful and pleasing reproduction at the volume levels generally used in the home.

Bass-compensating tone control is especially useful on Lazyboy and Remote Control models where the user can reach out and adjust the control in the cabinet right beside his chair. Brilliant for speech, Bright or Mellow for music, and Deep for noisy locations or at times when static is high.

PHILCO'S PATENTED FULL FLOATING CHASSIS

A controlling factor in PHILCO'S freedom from tone distortion is the method PHILCO engineers have developed and patented to protect vital units from vibration. It is only during shipment that the PHILCO chassis is securely bolted to its base in the cabinet. For use, the shipping bolts are released and the chassis then floats freely on soft gum-rubber cushions. In addition, the tuning condenser—a particularly important unit—is individually floated on soft gum-rubber. This vital feature is fully covered by PHILCO U. S. Patent No. 1895989.

This prevents vibration from the loud speaker being transmitted through the wood of the cabinet to the vital circuit parts of the chassis, thus preventing audio feed-back with its resultant tone distortion. The heavy chassis and tuning condenser ride smoothly on their rubber cushions and shock-absorbers in spite of any amount of cabinet and speaker vibration, just as you ride smoothly over rough roads in a fine car with its cushions, springs and shock-absorbers and rubber engine mounting.



195.-
PHILCO
16RX

A musical instrument of quality

PHILCO 16RX

PHILCO Remote Control

PHILCO Inclined Sounding Board

Complete short waves including British Empire Station ultra short-wave broadcasts

PHILCO Wave-Band Switch and Scale Selector

PHILCO Dual Ratio Tuning

New Auditorium Speaker

PHILCO Balanced Power "Class A" Audio System

PHILCO Bass Compensating Tone Control

PHILCO Patented Full Floating Chassis

Automatic Inter-Station Noise Suppression

Shadow Tuning

Illuminated Station Recording Dial

Automatic Volume Control

// PHILCO High Efficiency Tubes

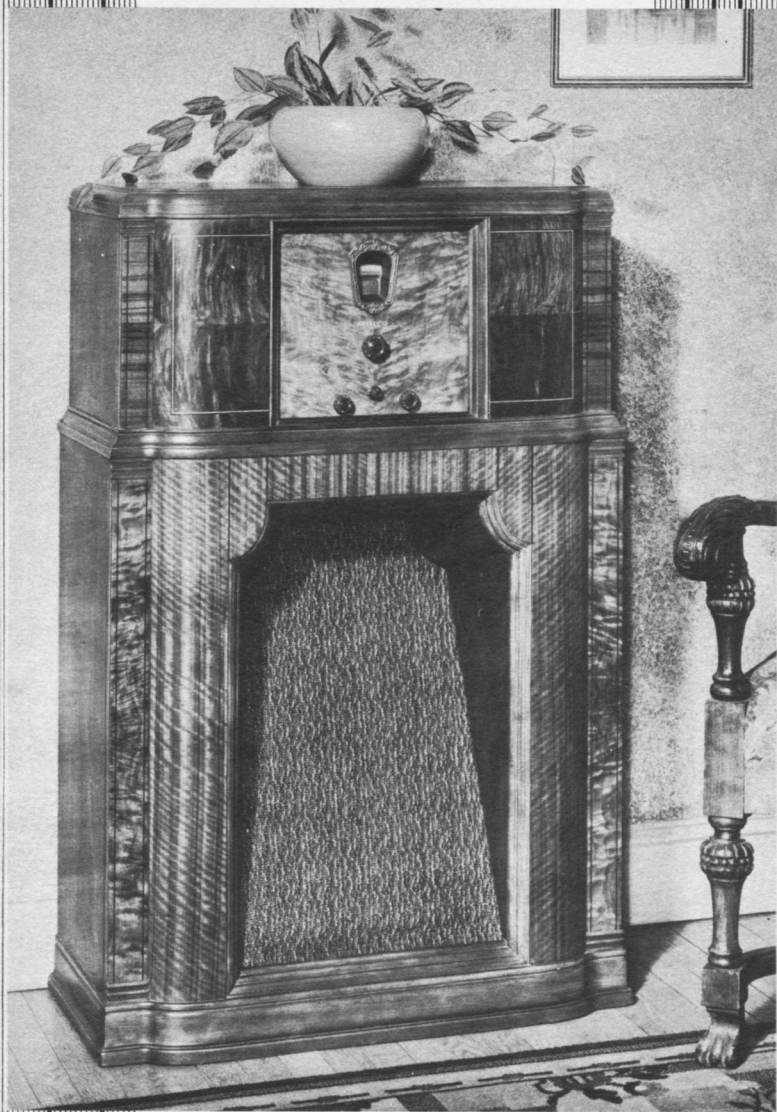
Control Cabinet top of four-way matched Butt Walnut. Sides and ends of matched Butt Walnut with inlay of Black and Satinwood.

Separate Sound Cabinet has curved ends of matched Fin-Striped American Walnut, apron of Butt Walnut with inlay of Black and Satinwood.

Speaker Cabinet . 32 $\frac{3}{4}$ " Wide 30 $\frac{1}{4}$ " High 13 $\frac{1}{4}$ " Deep
Tuning Cabinet . 22 $\frac{1}{4}$ " Wide 23 $\frac{1}{8}$ " High 14 $\frac{3}{8}$ " Deep

PHILCO 17RX 150.-

In the same tuning and speaker cabinets as the 16RX and incorporating all the same features except tuning of the shortest waves. This is a dual wave-band receiver bringing in all standard broadcasts and short-wave reception to 4000 kilocycles, including both police bands and many amateur and airplane stations.



175,-
PHILCO
16X

A musical instrument of quality

PHILCO 16X

PHILCO Inclined Sounding Board
Complete short waves including British Empire Station ultra
short-wave broadcasts.

PHILCO Wave-Band Switch and Scale Selector
PHILCO Dual Ratio Tuning

New Auditorium Speaker

PHILCO Balanced Power "Class A" Audio System

PHILCO Bass Compensating Tone Control

PHILCO Patented Full Floating Chassis

Automatic Inter-Station Noise Suppression

Shadow Tuning

Illuminated Station Recording Dial

Automatic Volume Control

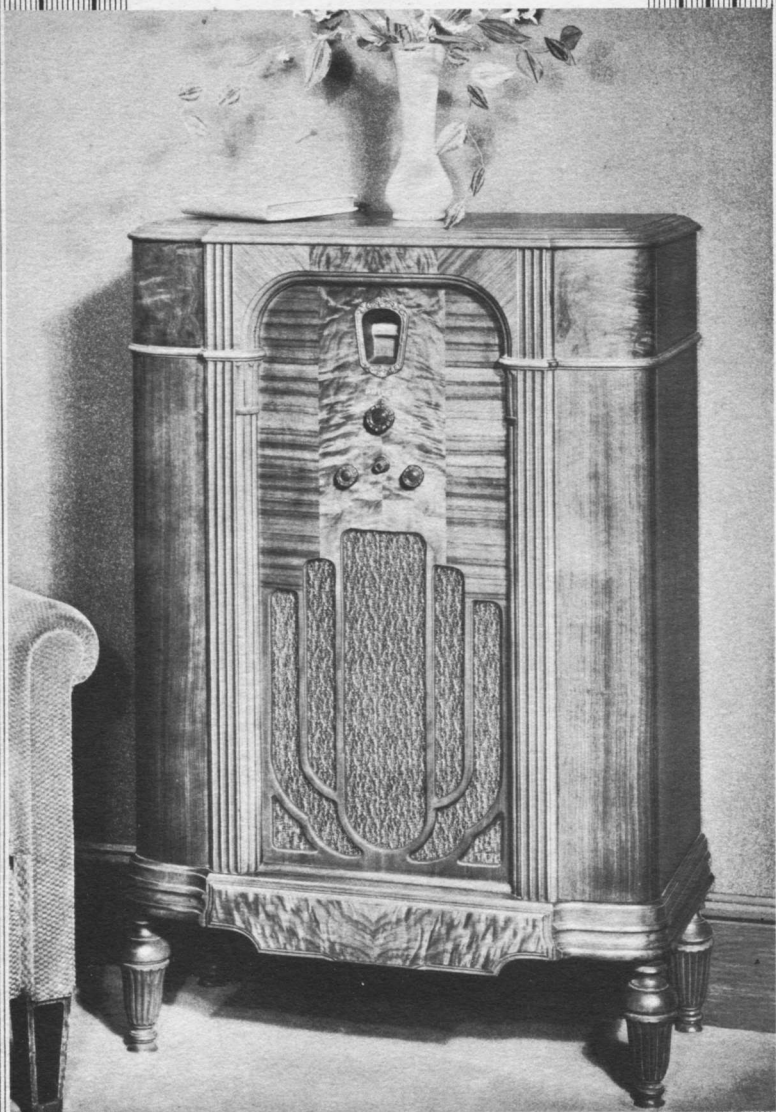
PHILCO High Efficiency Tubes

Hand-rubbed cabinet with curved panels of figured Striped
Walnut on the base and curved panels of Butt Walnut at the
top; inlays of Black and Satinwood.

Cabinet . . . 27 $\frac{3}{4}$ " Wide 42 $\frac{1}{2}$ " High 13 $\frac{3}{4}$ " Deep

PHILCO 17X 150.-

In the same cabinet and incorporating all the features of the
superb 16X except tuning of the shortest waves. This is a
dual wave-band receiver bringing in all standard broadcasts
and short-wave reception to 4000 kilocycles, including both
police bands and many amateur and airplane stations.



150.-

PHILCO

16L

A musical instrument of quality

PHILCO 16L

Concealed PHILCO Inclined Sounding Board
Complete short waves including British Empire Station ultra
short-wave broadcasts

PHILCO Wave-Band Switch and Scale Selector

PHILCO Dual Ratio Tuning

New Auditorium Speaker

PHILCO Balanced Power "Class A" Audio System

PHILCO Bass Compensating Tone Control

PHILCO Patented Full Floating Chassis

Automatic Inter-Station Noise Suppression

Shadow Tuning

Illuminated Station Recording Dial

Automatic Volume Control

PHILCO High Efficiency Tubes

Hand-rubbed cabinet with instrument panel of Butt Walnut
and Oriental wood, gracefully curved pilasters in Striped
Walnut and Butt Walnut.

Cabinet . . . 25 $\frac{1}{2}$ " Wide 40" High 13 $\frac{1}{4}$ " Deep

PHILCO 17L 12.5.-

In the same cabinet and incorporating all the features of the
superb 16L except tuning of the shortest waves. This is a
dual wave-band receiver bringing in all standard broadcasts
and short-wave reception to 4000 kilocycles, including both
police bands and many amateur and airplane stations.



85.-

PHILCO

16B

A musical instrument of quality

PHILCO 16B

Improved Electro-Dynamic Speaker
Complete short waves including British Empire Station ultra short-wave broadcasts
PHILCO Wave-Band Switch and Scale Selector
PHILCO Dual Ratio Tuning
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Automatic Inter-Station Noise Suppression
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes

Hand-rubbed cabinet of Black Walnut with instrument panel of highly figured Oriental wood.

Cabinet . . . 16½" Wide 19½" High 13" Deep

PHILCO 17B

In the same cabinet and incorporating all the features of the superb 16B except tuning of the shortest waves. This is a dual wave-band receiver bringing in all standard broadcasts and short-wave reception to 4000 kilocycles, including both police bands and many amateur and airplane stations.



150.

PHILCO

17D

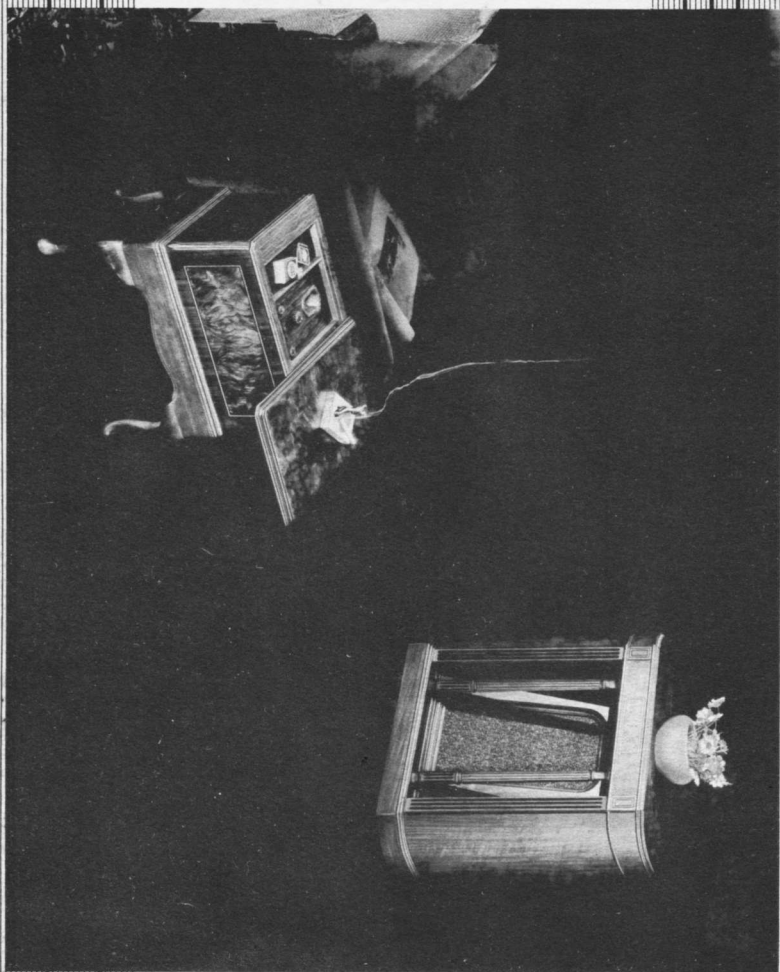
A musical instrument of quality

PHILCO 17D

New Auditorium Speaker
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Automatic Inter-Station Noise Suppression
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

Hand-rubbed cabinet 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.

Cabinet . . . 26 $\frac{3}{4}$ " Wide 47 $\frac{3}{4}$ " High 14" Deep



150.
PHILCO
14RX

A musical instrument of quality

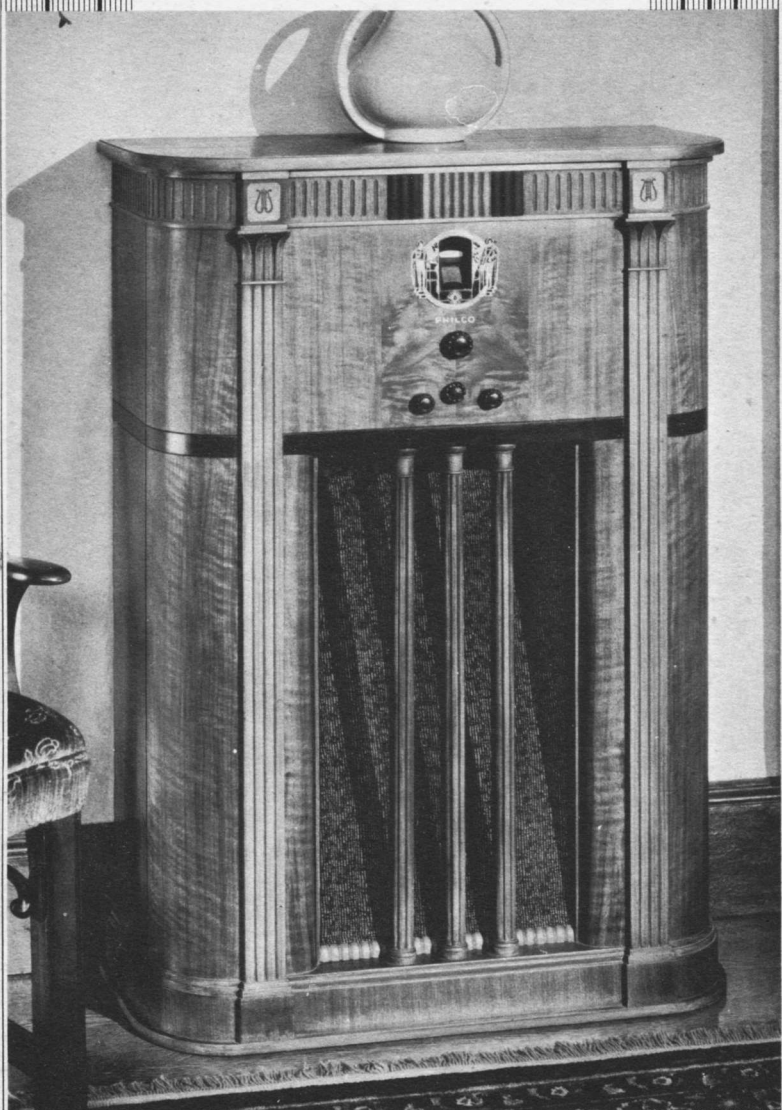
PHILCO 14RX

PHILCO Remote Control
PHILCO Inclined Sounding Board
New Auditorium Speaker
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

Control Cabinet top of four-way matched Butt Walnut. Sides and ends of matched Butt Walnut with inlay of Black and Satinwood.

Separate Sound Cabinet has curved ends of matched Pin-Striped American Walnut, apron of Butt Walnut with inlay of Black and Satinwood.

Speaker Cabinet	.32 $\frac{3}{4}$ " Wide	30 $\frac{1}{4}$ " High	13 $\frac{1}{4}$ " Deep
Tuning Cabinet	.22 $\frac{1}{4}$ " Wide	23 $\frac{1}{8}$ " High	14 $\frac{3}{8}$ " Deep



PHILCO
14X

A musical instrument^{125,} of quality

PHILCO 14X

PHILCO Inclined Sounding Board
New Auditorium Speaker
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

The cabinet is a masterpiece of grace and represents an entirely new treatment of the PHILCO Inclined Sounding Board. 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 stripe and Butt Walnut is combined with delicate mouldings and marquetry, to produce in this cabinet an effect which has never before been achieved in radio cabinet design.

Cabinet . . . 28 $\frac{3}{4}$ " Wide 41" High 12 $\frac{3}{4}$ " Deep



PHILCO

14L

A musical instrument of quality

PHILCO 14L

Concealed PHILCO Inclined Sounding Board

New Auditorium Speaker

PHILCO Bass Compensating Tone Control

PHILCO Patented Full Floating Chassis

Shadow Tuning

Illuminated Station Recording Dial

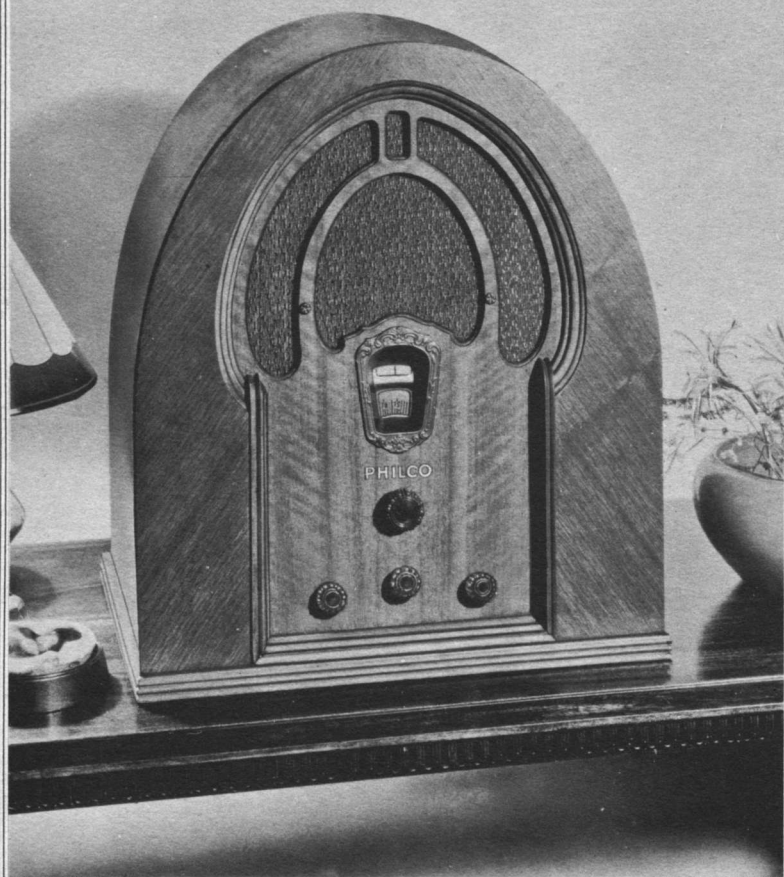
Automatic Volume Control

PHILCO High Efficiency Tubes

Police and Airplane Calls

Hand-rubbed cabinet with instrument panel of Butt Walnut and Oriental wood; gracefully curved pilasters of Striped Walnut and Butt Walnut.

Cabinet . . . 25½" Wide 40" High 13¼" Deep



PHILCO

14B

69.50

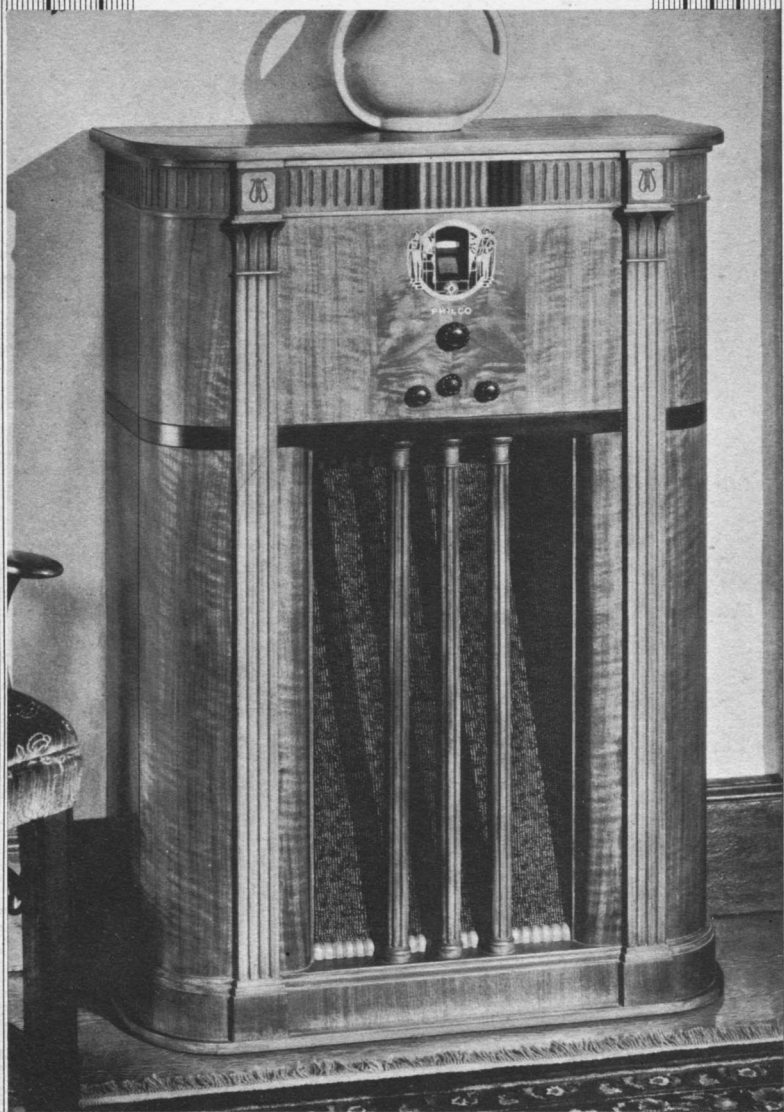
A musical instrument of quality

PHILCO 14B

PHILCO Electro-Dynamic Speaker
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

*Hand-rubbed cabinet of Black Walnut with instrument panel
of highly figured Oriental wood.*

Cabinet . . . 16½" Wide 19½" High 13" Deep



PHILCO

18X

100.

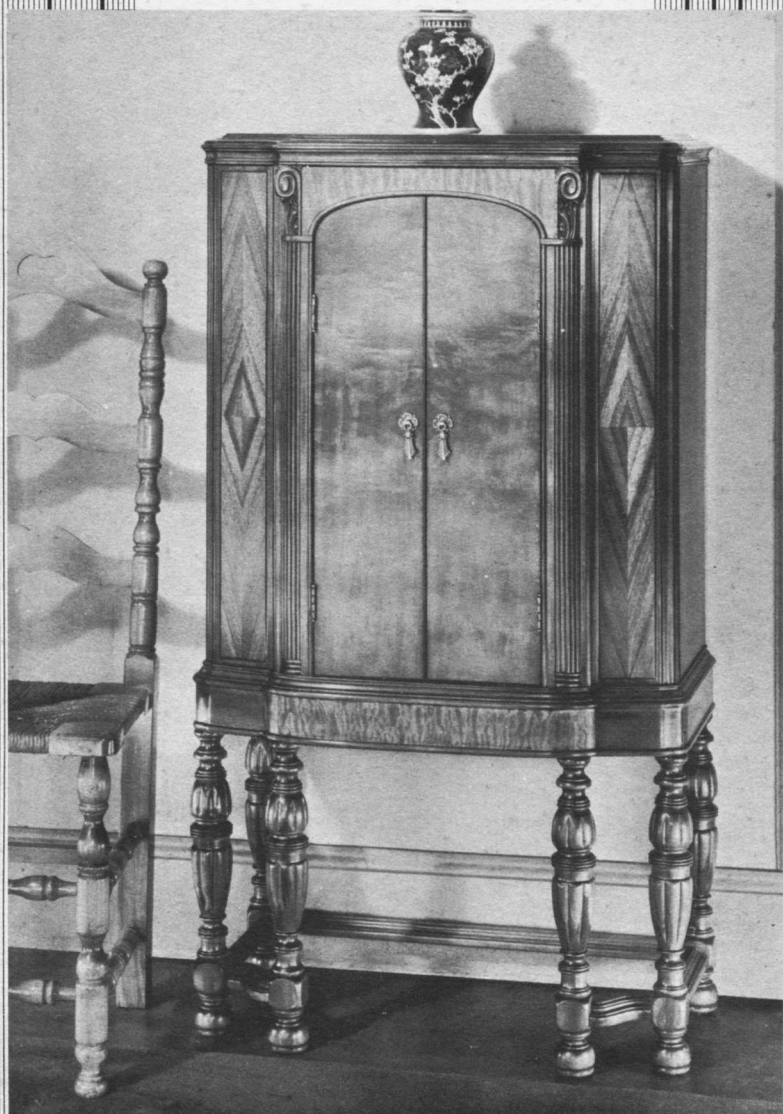
A musical instrument of quality

PHILCO 18X

PHILCO Inclined Sounding Board
PHILCO Over-size Electro-Dynamic Speaker
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

The cabinet is a masterpiece of grace and represents an entirely new treatment of the PHILCO Inclined Sounding Board. 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 stripe and Butt Walnut is combined with delicate mouldings and marquetry, to produce in this cabinet an effect which has never before been achieved in radio cabinet design.

Cabinet . . . 28 $\frac{3}{4}$ " Wide 41" High 12 $\frac{3}{4}$ " Deep



PHILCO

18D

100.-

A musical instrument of quality

PHILCO 18D

PHILCO Over-size Electro-Dynamic Speaker
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

Hand-rubbed cabinet 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.

Cabinet . . . 26 $\frac{1}{4}$ " Wide 47 $\frac{3}{4}$ " High 14" Deep



PHILCO

18H

~~89.00~~

A musical instrument of quality

PHILCO 18H

- PHILCO Over-size Electro-Dynamic Speaker
- PHILCO Balanced Power "Class A" Audio System
- PHILCO Bass Compensating Tone Control
- PHILCO Patented Full Floating Chassis
- Shadow Tuning
- Illuminated Station Recording Dial
- Automatic Volume Control
- PHILCO High Efficiency Tubes
- Police and Airplane Calls

Hand-rubbed Walnut Cabinet with diamond matched Oriental wood pilasters and quilted Maple panels at top and bottom.

Cabinet . . . 26 $\frac{1}{4}$ " Wide 42 $\frac{1}{2}$ " High 14 $\frac{1}{4}$ " Deep



PHILCO

18L

75.

A musical instrument of quality

PHILCO 18L

PHILCO Over-size Electro-Dynamic Speaker
PHILCO Balanced Power "Class A" Audio System
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

Hand-rubbed cabinet of Walnut with pilasters of diagonal grain Oriental wood.

Cabinet . . . 23 $\frac{1}{4}$ " Wide 39 $\frac{3}{4}$ " High 11 $\frac{3}{4}$ " Deep



PHILCO

18B

A musical instrument of quality

PHILCO 18B

PHILCO Electro-Dynamic Speaker

PHILCO Balanced Power "Class A" Audio System


PHILCO Bass Compensating Tone Control

PHILCO Patented Full Floating Chassis

Shadow Tuning

Illuminated Station Recording Dial

Automatic Volume Control

 PHILCO High Efficiency Tubes

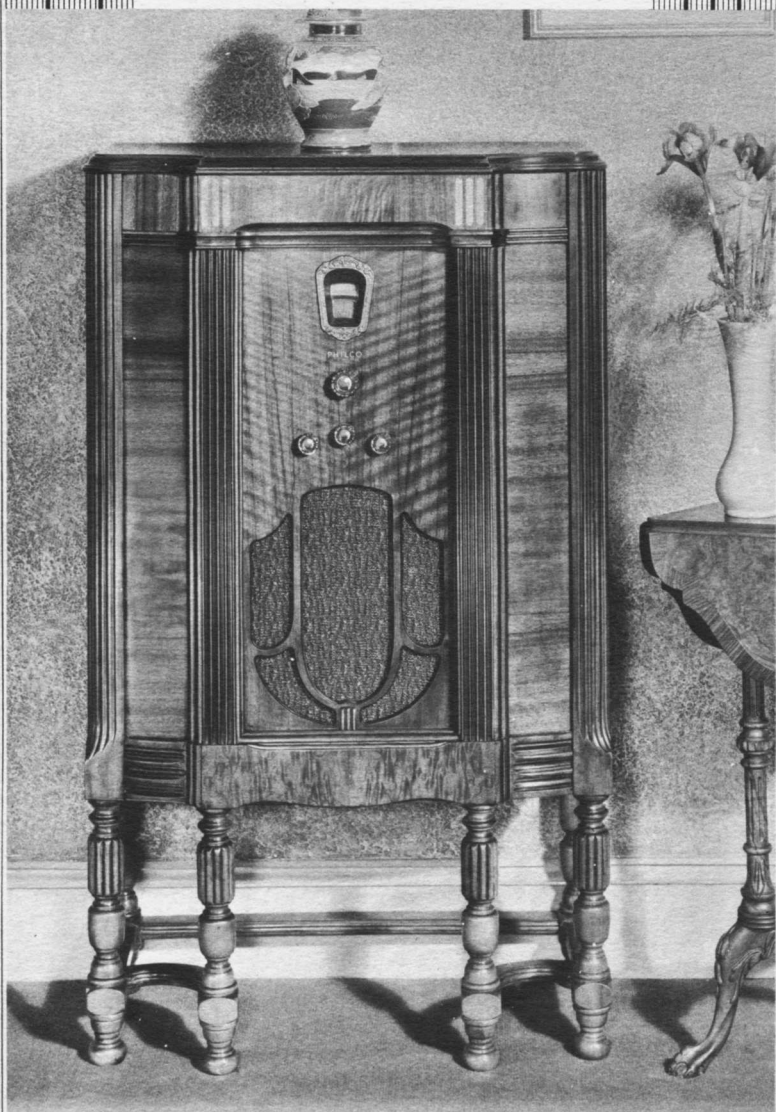
Police and Airplane Calls

*Hand-rubbed cabinet of Black Walnut with instrument panel
of highly figured Oriental wood.*

Cabinet . . . 16½" Wide

19½" High

13" Deep



PHILCO

19H

A musical instrument^{65.} of quality

PHILCO 19H

Genuine Electro-Dynamic Speaker
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

Hand-rubbed cabinet of Walnut with Oriental wood, and inlays of Satinwood.

Cabinet . . . 23 $\frac{3}{4}$ " Wide 40 $\frac{1}{2}$ " High 12 $\frac{1}{4}$ " Deep



PHILCO

19B

^{\$50.-}
A musical instrument of quality

PHILCO 19B

Genuine Electro-Dynamic Speaker
PHILCO Bass Compensating Tone Control
PHILCO Patented Full Floating Chassis
Shadow Tuning
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

*Hand-rubbed cabinet of Black Walnut with instrument panel
in highly figured Oriental wood.*

Cabinet . . . 13" Wide 16 $\frac{3}{4}$ " High 9 $\frac{3}{4}$ " Deep



PHILCO

89L

52.50

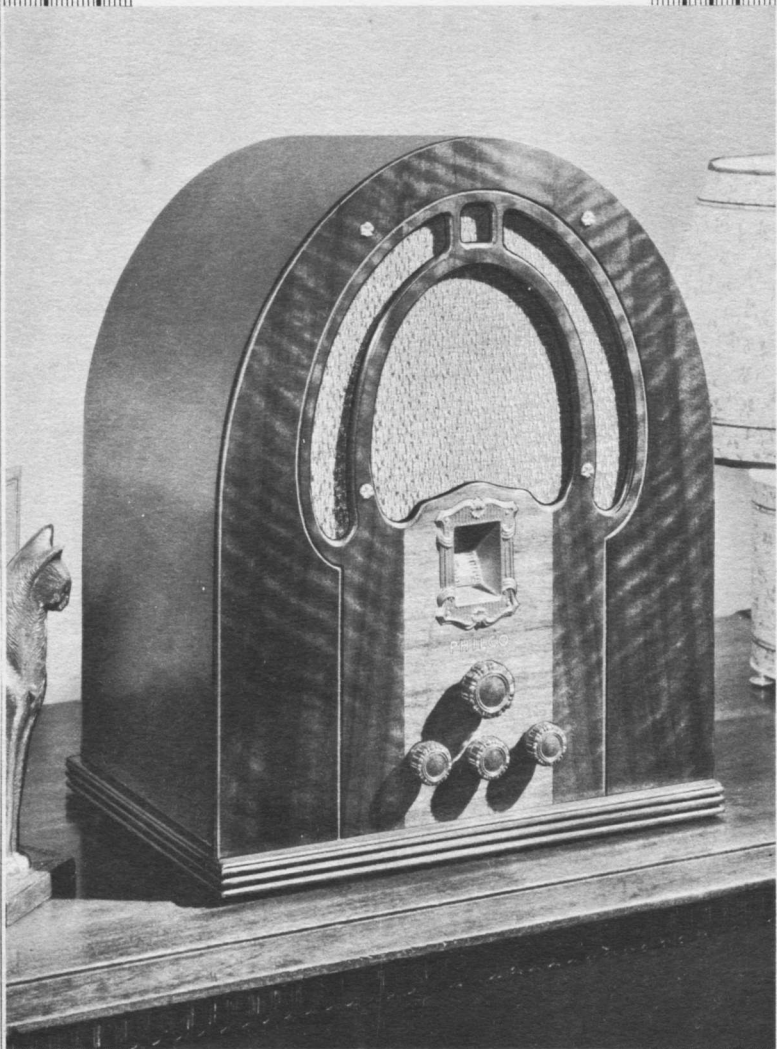
A musical instrument of quality

PHILCO 89L

Genuine Electro-Dynamic Speaker
4-Point Tone Control
PHILCO Patented Full Floating Chassis
Illuminated Station Recording Dial
Automatic Volume Control
PHILCO High Efficiency Tubes
Police and Airplane Calls

Hand-rubbed cabinet of Walnut with pilasters of diagonal grain Oriental wood.

Cabinet . . . 23 $\frac{1}{4}$ " Wide 39 $\frac{3}{4}$ " High 11 $\frac{3}{4}$ " Deep



PHILCO

89B

39.50

A musical instrument of quality

PHILCO 89B

Genuine Electro-Dynamic Speaker

4-Point Tone Control

PHILCO Patented Full Floating Chassis

Illuminated Station Recording Dial

Automatic Volume Control

6 PHILCO High Efficiency Tubes

Police and Airplane Calls

*Hand-rubbed cabinet of Black Walnut with instrument panel
in highly figured Oriental wood.*

Cabinet.....13" Wide 16" High 9 $\frac{1}{4}$ " Deep



PHILCO

60L

^{49.50}
A musical instrument of quality

PHILCO 60L

PHILCO Electro-Dynamic Speaker

Automatic Volume Control

Two-Point Tone Control

Illuminated Station Selector Dial

Pentode Output

PHILCO High Efficiency Tubes

Police and Airplane Calls

Hand-rubbed cabinet of Walnut with pilasters in diagonal grain Oriental wood.

Cabinet . . . 23 $\frac{1}{4}$ " Wide 39 $\frac{3}{4}$ " High 11 $\frac{3}{4}$ " Deep



PHILCO

60B

29.50

A musical instrument of quality

PHILCO 60B

Genuine Electro-Dynamic Speaker

Automatic Volume Control

Two-Point Tone Control

Illuminated Station Selector Dial

Pentode Output

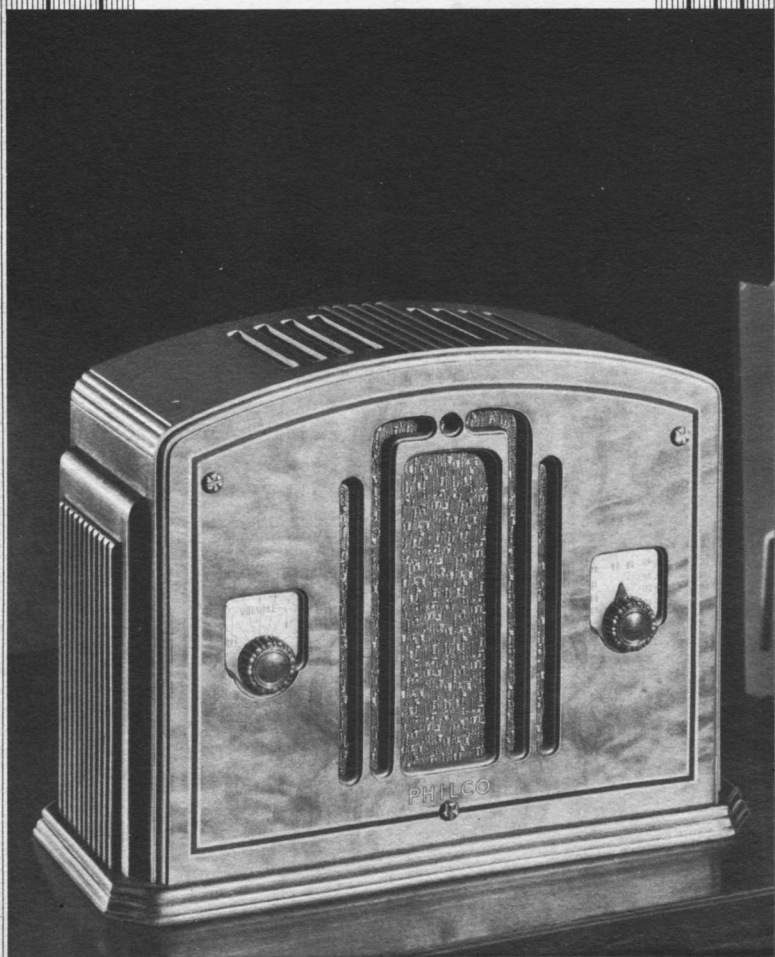
Police and Airplane Calls
(up to 4000 kilocycles)

PHILCO High Efficiency Tubes

Exceptionally attractive cabinet of two-toned Walnut.

Cabinet 12 $\frac{5}{8}$ " Wide 16" High 8 $\frac{11}{16}$ " Deep

27.50



PHILCO

54C

A musical instrument of quality

PHILCO 54C

Operates either on Direct Current or Alternating Current—
110 volt, 50 or 60 cycles—built-in aerial, no ground required.
Built to conform with the safety standards of the Underwriters'
Laboratories.

Genuine Electro-Dynamic Speaker

Illuminated Station Dial

Vernier Tuning

Automatic Volume Control

PHILCO High Efficiency Tubes

Police and Airplane Calls

*Hand-rubbed cabinet of Butt Walnut with Black and Satin-
wood inlays; buttressed ends and gracefully curved top.*

33.

PHILCO 57C

A PHILCO Compact Model built for operation on Alter-
nating Current only.

22.50



PHILCO

38L

65.75

A musical instrument of quality

PHILCO 38L

A highly efficient battery-operated Super-heterodyne with new improved PHILCO Permanent Field Dynamic Speaker, Illuminated Dial, special PHILCO High Efficiency Tubes; "Class B" output delivers practically A. C. volume from the speaker.

This receiver has great distance range, wonderful tone and is extremely economical on batteries; may be operated from either an extra large capacity PHILCO storage battery or with a dry "A" battery.

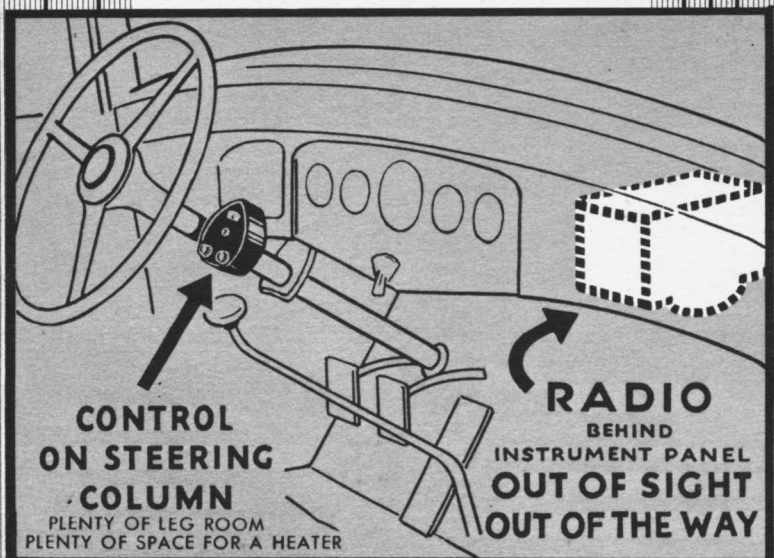
Hand-rubbed cabinet of Walnut with pilasters in diagonal grain Oriental wood.

Cabinet.....23 $\frac{1}{4}$ " Wide 39 $\frac{3}{4}$ " High 11 $\frac{3}{4}$ " Deep

65.00

PHILCO 38B

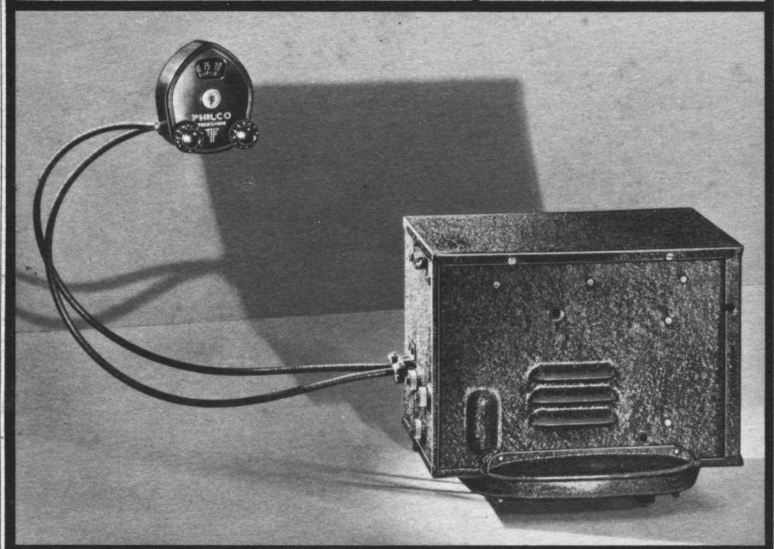
The same chassis is also available in an attractive Baby Grand cabinet, similar to Model 60 B, and operates from either an extra large capacity PHILCO storage battery or with a dry "A" battery. 95.00



**CONTROL
ON STEERING
COLUMN**

PLENTY OF LEG ROOM
PLENTY OF SPACE FOR A HEATER

RADIO
BEHIND
INSTRUMENT PANEL
**OUT OF SIGHT
OUT OF THE WAY**



PHILCO
AUTOMOBILE RADIO
A musical instrument of quality

MODEL 10 ALL-ELECTRIC PHILCO AUTOMOBILE RADIO

THE FINEST SINGLE UNIT AUTO RADIO
EVER OFFERED!

- **The latest development** in automobile radio by the world's largest maker of automobile radios!
 - **Installed while you wait**—in ANY make car—any model—any year. Nothing in sight except the convenient steering column control.
 - **More power**—greater sensitivity—finer tone than any other single unit radio.
 - **Full size Dynamic Speaker**—the same type as used in high-priced home radios.
 - **Four-point tone control.** Improved automatic volume control. Improved selectivity combined with noise suppression.
 - **Control shaft settings** externally adjustable—receiver may be completely installed without removing cover.
 - **Choice of three mounting positions**—to fit any car. Ruggedly built receiver that will stand rough roads and continued use.
 - **"Lock-switch"** to prevent unauthorized use.
 - **Won't interfere** with installation of car heater.
 - **All-electric.** No extra batteries required. A PHILCO Super-heterodyne circuit especially designed for automobile use with PHILCO high Efficiency Tubes.
 - **Operates anywhere,** any time, with car parked or travelling at any speed rate.
-
- **Exclusively approved** by 17 leading car manufacturers.