

The World's Finest Musical Instruments

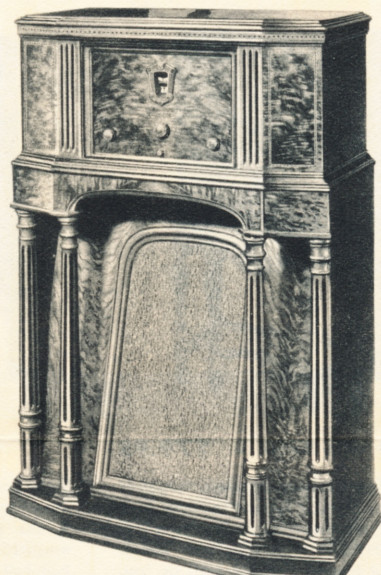
Because they are ALL instruments in ONE



15 DX - \$250

With PHILCO Inclined Sounding Board

For purity of tone, abundant volume and luxurious appearance, this radio is not excelled anywhere at any price. The cabinet is the very finest ever developed for radio, done in a rare combination of American Black Walnut and highly figured and inlaid Butt Walnut with panels of beautiful Burl Myrtle. Instrument panel is enclosed with Tambour sliding doors, and Grille is illuminated, a novel feature. Bow front and ornamental work are hand-carved out of solid Walnut and the entire set hand-rubbed. 47 inches high, 30 inches wide. Twin Electro-Dynamic Speakers, Shadow Tuning, Automatic Volume Control, 4-Point Tone Control, 11-Tube Superheterodyne, 6 Pentodes, Push-Pull Circuit, Tuning Silencer, Distance Switch, Illuminated Station Recording Dial, new PHILCO High Efficiency Tubes. Every worth-while improvement in radio is included. This is the world's finest radio.



15 X - \$150

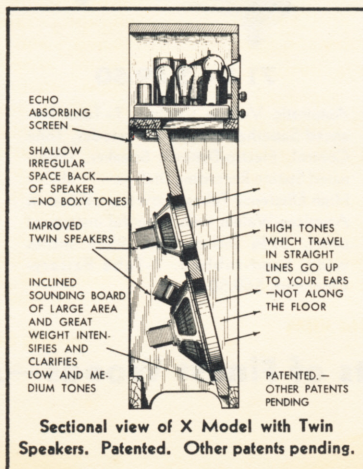
With PHILCO Inclined Sounding Board

This is a magnificent musical instrument — Twin Electro-Dynamic Speakers, Shadow Tuning, 4-Point Tone Control, Tuning Silencer, Automatic Volume Control, Illuminated Station Recording Dial, Push-Pull Circuit, Balanced Superheterodyne with 11 new PHILCO High Efficiency Tubes, of longer life and greater capability yet consuming less current, 6 Pentodes. Luxurious cabinet in combination of American Walnut and highly figured Butt Walnut with boxwood inlay, all hand-rubbed, with illuminated Grille. 42½ inches high, 27 inches wide. This model embodies every worth-while radio improvement, many exclusive with PHILCO. There is no finer performing radio at any price.

The only Radio scientifically designed as a Musical Instrument

The PHILCO models with inclined sounding board Look Better, Sound Better and ARE Better. They embody the very highest and most scientific development of sound reproduction and therefore afford a quality of radio reception not found in any other instruments. Note carefully the following distinct points of advantage:

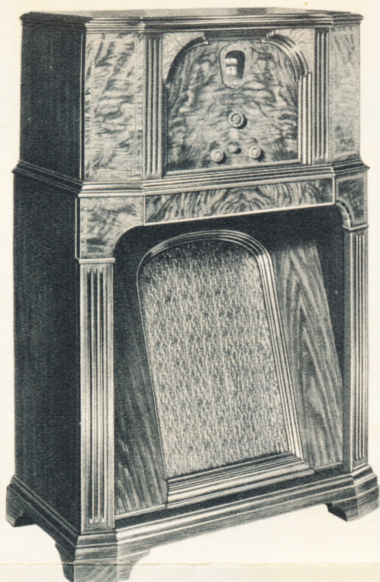
1. The PHILCO Inclined Sounding Board throws all sound up into field of listener, making all high notes heard for the first time.
2. Large area of sounding board



insures full reproduction of low notes. 3. Echo Absorbing Screen at the back prevents echo and blur, the first radio to deliver sound only from front of speaker. 4. Open sounding board instead of sound chamber affords clear, unboxed tone.

Before choosing any radio be sure to hear one of the PHILCO Models with the Inclined Sounding Board. Turn your back or close your eyes—you cannot distinguish between the voice of PHILCO and the original.

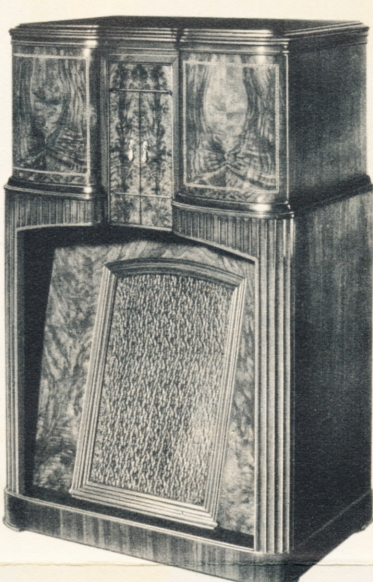
It looks Better . . . It sounds Better . . . It IS Better!



91 X - \$100

With PHILCO Inclined Sounding Board

Twin Electro-Dynamic Speakers, Shadow Tuning, Automatic Volume Control, 4-Point Tone Control, 9-Tube Superheterodyne, 4 Pentodes, Push-Pull Circuit, Illuminated Station Recording Dial, new PHILCO High Efficiency Tubes. Beautiful Walnut cabinet, varied with figured inlaid Butt Walnut with Myrtle Burl overlay in pleasing design, 40½ inches high, 26½ inches wide, hand-rubbed. There is no radio at anywhere near the price which approaches the quality of this set in volume and clear, perfect tone. 8-Tube Receiver for Direct Current, \$100. 8-Tube Short Wave Combination, \$100.



23 X Radio-Phonograph - \$195

With PHILCO Inclined Sounding Board

9-Tube Balanced Superheterodyne, with 4 Pentodes, Push-Pull Circuit and Improved Electro-Dynamic Twin Speakers, giving remarkable volume and perfect tone. Shadow Tuning, Automatic Volume Control, 4-Point Tone Control and Illuminated Station Recording Dial.

Cabinet in American Black Walnut, richly decorated with highly figured Butt Walnut, doors in beautiful matched Crotch Walnut, curved Butt Walnut panels, hand-rubbed, 44½ inches high, 27½ inches wide. All-electric phonograph adapted for both long and short playing records. Automatic Stop. This is the first radio combining the inclined sounding board with phonograph, imparting its tonal advantages to recorded music. It is very handsome and suitable for the best-furnished homes.

Fine radio is no longer a novelty, nor a luxury to be enjoyed by only the few. It is a necessity. And PHILCO has brought the very finest radio, with reception "as if in person," within the reach of every family.

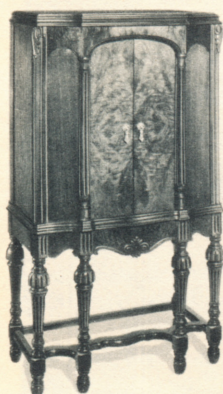
PHILCO

A musical instrument of quality



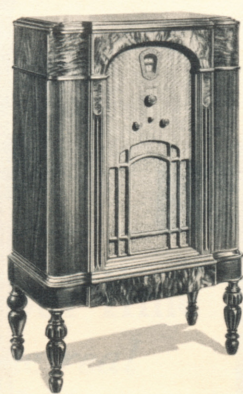
\$36.50 to \$295.
All prices tax extra

YOU will find in PHILCO every worth-while Improvement—many of them EXCLUSIVE



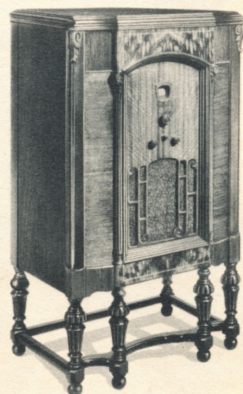
71 D with Doors - \$79.95

Twin Electro-Dynamic Speakers, Automatic Volume Control, 7 Tubes, 4 Pentodes, Tone Control, Illuminated Station Recording Dial, new PHILCO High Efficiency Tubes. Beautiful Highboy cabinet with six legs, American Walnut trimmed with figured Butt Walnut, 48 inches high, 26 inches wide, hand-rubbed. With 9 Tubes, Shadow Tuning, Push-Pull, \$99.50. With 8 Tubes for Direct Current, \$89.50. With 7 Tubes for Battery Operation, \$85.00 (space for all batteries inside of cabinet).



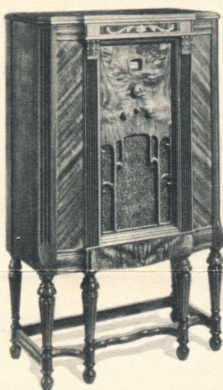
91 L - \$89.50

Twin Speakers, Shadow Tuning, 4-Point Tone Control, Automatic Volume Control, 9-Tube Balanced Superheterodyne, Illuminated Station Recording Dial, 4 Pentodes, Push-Pull Circuit, complete with new PHILCO High Efficiency Tubes. Lowboy cabinet in a most attractive combination of woods—American Walnut, pin-stripe Walnut and highly figured Butt Walnut and Oriental wood, with curved Walnut panels, 39½ inches high, 25 inches wide, hand-rubbed.



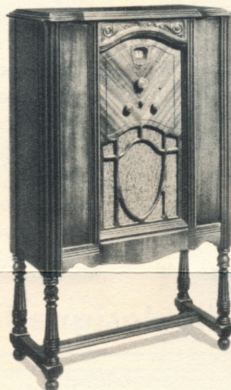
22 L - \$129.50
Radio-Phonograph

Balanced Superheterodyne, Twin Electro-Dynamic Speakers, Tone Control, Automatic Volume Control, Illuminated Station Recording Dial, complete with new PHILCO High Efficiency Tubes. Phonograph is all-electric and plays both slow and fast-running records. Automatic Stop, six-leg Lowboy cabinet in American Walnut and highly figured Butt Walnut and Oriental wood, 43 inches high, 25 inches wide hand-rubbed.



71 H - \$69.50

Twin Electro-Dynamic Speakers, Automatic Volume Control, 7-Tube Balanced Superheterodyne, 4 Pentodes, Tone Control, Illuminated Station Recording Dial, new PHILCO High Efficiency Tubes. Highboy cabinet in hand-rubbed American Walnut with pilaster panels in Oriental wood and instrument panel in figured Butt Walnut, capped with a genuine rosewood inlay. An unusually beautiful design, in the six-leg style, 42½ inches high, 24½ inches wide. 8-Tube for Direct Current, \$79.50.



71 L - \$59.50

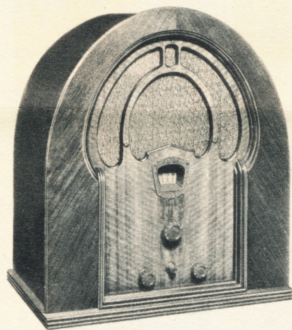
Automatic Volume Control, 7-Tube Balanced Superheterodyne, 4 Pentodes, Tone Control, Electro-Dynamic Speaker, Illuminated Station Recording Dial, new PHILCO High Efficiency Tubes. Lowboy cabinet in American Walnut with beautiful instrument panel, 39½ inches high, 23½ inches wide, hand-rubbed. 7-Tube Battery-Operated, \$69.50.



71 Lazyboy - \$69.50

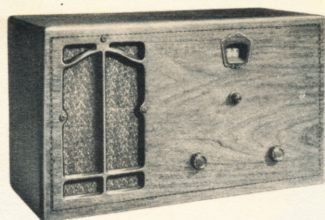
A distinctive radio in end-table cabinet, designed by Norman Bel Geddes, done in American Walnut and Oriental wood, hand-rubbed—controlled by one double knob at top. Tune from your chair without getting up. 7 Tubes. The easiest, laziest radio in the world to tune.

Beautiful Cabinets of Finest Woods—All Hand-Rubbed



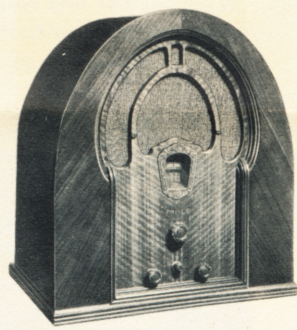
Baby Grands

71 B—\$46.50. 7 Tubes, 4 Pentodes, Automatic Volume Control, Electro-Dynamic Speaker. 91 B—9 Tubes, 4 Pentodes, Shadow Tuning, Automatic Volume Control, etc., \$68.50. 7-Tube, Battery-Operated, \$59.50. 8-Tube, Direct Current with marvelous tone due to new Pentode Output, \$59.50. 52 B—Alternating Current, 5-Tube, Pentode Output, Electro-Dynamic Speaker, Illuminated Dial, etc., \$36.50.



52 C - Compact - \$39.50

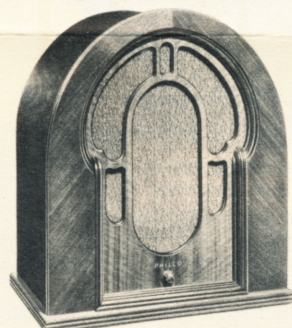
5-Tube Balanced Superheterodyne, Pentode Output, Illuminated Station Recording Dial, Electro-Dynamic Speaker, etc. Cabinet in American Black Walnut, satinwood inlay, 18 inches long, 10½ inches high, hand-rubbed. This is a very compact and convenient set for use on mantel, table or book shelf, and is a convenient set to move from room to room.



43 B - \$59.50

Short Wave Combination

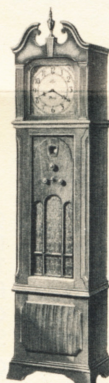
Automatic Volume Control, Balanced Superheterodyne, 8 Tubes with Pentodes. Electro-Dynamic Speaker, a remarkably efficient combination for both standard and short wave reception. Other Short Wave Combinations, 43 H Highboy with six legs and Twin Speakers, \$79.50; 43 X, Inclined Sounding Board with Twin Speakers, \$100. Short Wave Converter for use with any standard receiver, \$39.50.



Extension Speaker - \$15

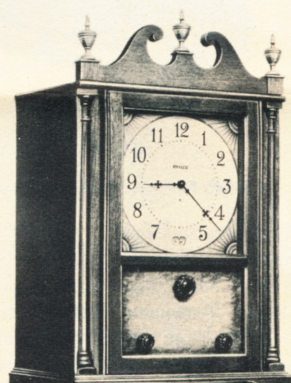
For those who wish to extend their radio reception to more than one room from a single receiver, this dynamic speaker is a fine accessory. It operates on the moving coil principle, giving clear and natural tone. Several of them may be attached to a single receiver.

Cabinet in attractive combination of Walnut woods, hand-rubbed, complete with 20-foot extension cord. Additional 20-foot cord with terminals, \$1.



Grandfather Clock - \$89.50

Authentic reproduction of fine old grandfather clock, brown Mahogany cabinet, hand-rubbed. All-electric synchronous motor, perfect timekeeper. 7 Tubes, 4 Pentodes, Electro-Dynamic Speaker, Balanced Superheterodyne. Height, 6 feet.



Colonial Clock - \$60

Reproduction of famous Eli Terry clock, all-electric synchronous motor, a perfect timepiece. Genuine Mahogany cabinet with Bird's-eye Maple control panel, all hand-rubbed. 5-Tube Balanced Superheterodyne, Electro-Dynamic Speaker, etc.

ALL PHILCOS may be purchased on EASY TERMS

New PHILCO High Efficiency Tubes

are smaller, more efficient and consume less current than any A C tubes ever before used. They are installed in all 7-, 9- and 11-tube PHILCOS at the Factory and are also furnished for replacement by leading dealers everywhere. These tubes are specially designed by PHILCO, to fit the circuits designed by PHILCO, producing a harmony of operation not otherwise possible. PHILCO replacement tubes improve the performance of ANY set.

PHILCO TRANSITONE For Motor Cars and Boats

Balanced Superheterodyne, giving surprising volume, distance range and selectivity, and clear tone superior to many home sets. Steering column control "a hand-span from steering-wheel." Endorsed by

leading automobile manufacturers. Most of the new cars are equipped with aerials. Price of Transitone, \$49.95, including tubes (plus installation which varies with different cars).

PHILCO Dry Cell Batteries

For use in battery-operated sets and automobile radio. Under the most exacting tests these batteries have proved to give more dependable service and have longer life. The new PHILCO Dry A Battery is ideal for all battery-operated sets. Long life and requires no recharging.

PHILCO Radio Regulator Clock

A fine electric clock keeping perfect time, also automatically turns your radio on and off. Beautiful Mahogany cabinet, hand-rubbed, \$15.

Every PHILCO is a BALANCED SUPERHETERODYNE