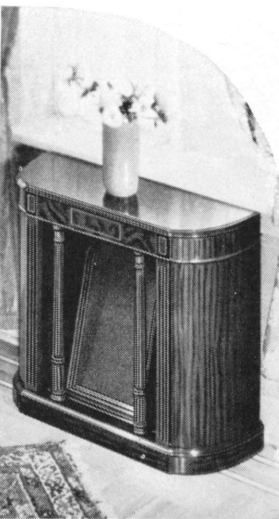
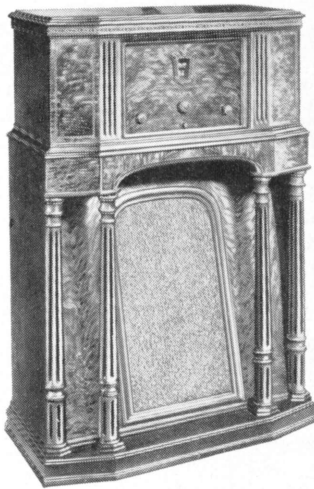


# Remote Control PHILCO LAZY-X



**\$1875**  
to  
**\$250**  
Federal Tax Paid

**Change Stations  
Adjust Volume  
Control Tone  
WITHOUT MOVING  
FROM YOUR CHAIR!**



Here's something really new in radio — PHILCO Lazy-X! A radio that you can listen to in absolute ease and comfort. A radio that doubles the number of stations and variety of programs you enjoy—by making it so easy to change from one to another.

PHILCO Electrical 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 its best to hear it. You change stations—adjust volume—control tone by a mere flick of your finger.

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.

Lazy-X is complete. There are no extras to buy. It is PHILCO'S supreme achievement in producing Balanced Unit Radio.

PHILCO offers the great, new Lazy-X in two models—both with electrical remote control—the superb 14 Lazy-X at \$150—and a smaller 19 Lazy-X at \$100 for those who do not require quite so much power and distance. The height of radio luxury at less than half the previous cost of mechanical remote control.

Lazy control with built-in speaker in the 19 Lazyboy at \$65.

See Lazy-X at the nearest PHILCO radio dealer's store or, better still, try Lazy-X for 2 or 3 days in your own home. Hear it. Buy it. Relax and enjoy the last word in radio performance and convenience.

The glorious tone of the PHILCO Inclined Sounding Board "X" Models is available also in these conventional cabinets.

- 15DX . . . . . \$250
  - 23X Radio Phonograph \$195
  - 15X (Illustrated) . . . \$150
  - 91X . . . . . \$100
  - 43X All Wave . . . \$100
  - 47X Direct Current . . \$100
  - 71X . . . . . \$ 80
- Prices Slightly Higher Denver and West

PHILCO-TRANSITONE  
AUTOMOBILE RADIO

As true and clear as the PHILCO in your home. All-Electric (No Extra Batteries) \$59.50 and \$89.50—Complete and Installed.

PHILCO • PHILADELPHIA • TORONTO • LONDON

**BOAKE CARTER**—the newest sensation of the airwaves—PHILCO'S news commentator and editorialist daily from Monday to Friday 7:45 P. M. (E.S.T.) over the following Columbia stations, WABC, WNAC, WCAO, WGR, WBBM, KMBC, WCCO, WCAU, WJAS, KMOX, WJSV, WHK, CKOK, WHAS, WBT.

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

**PHILCO**  
*A musical instrument of quality*

*New! Different!*

# PHILCO LAZY-X

**The easiest, laziest way to listen in. Relax, enjoy and change programs without moving from your chair.**

Sink deep into your most comfortable chair. A radio of glorious tone begins playing softly across the room.

Would you prefer it slightly louder? A touch of your finger and the full volume of the orchestra sweeps into the room. As the

program ends—tune in another station if you wish—adjust the volume—control the tone—all without getting up from your chair.

That's Lazy-X convenience—made possible by PHILCO Electrical Remote Control! 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 separate Sound Cabinet across the room. But the controls are in a Queen Anne Table Cabinet right beside your chair!

With Lazy-X convenience you use radio much more than you ever did before. You listen to a far greater variety of programs—

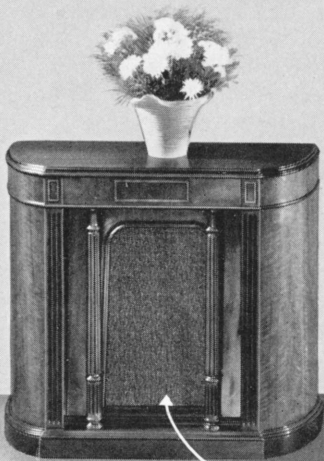
because changing stations is so easy, so simple, and all the controls are right beside your chair!

Almost automatically Lazy-X doubles the number of stations you hear and enjoy—by doubling the ease with which you change the dial setting. A whole new world of radio entertainment is opened up for you and your family!

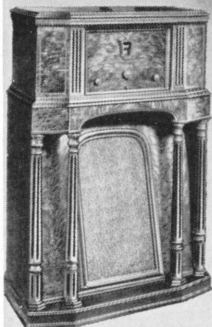
PHILCO offers the great new Lazy-X in two models—the superb 14LZX at \$150 and the smaller 19LZX at \$100 for those who do not require quite so much power and distance. The height of radio luxury at less than half the previous cost of remote control!

See Lazy-X at the nearest PHILCO dealer's. Hear it. Buy it. Relax and enjoy the last word in radio performance and convenience.

PHILCO · PHILADELPHIA · TORONTO · LONDON



*Sound Cabinet*



*Control Cabinet*

GLORIOUS TONE HERE  
TUNE HERE

The glorious tone of the PHILCO Inclined Sounding Board X Models is available also in conventional cabinets.

15DX . . . . .	\$250
23X Radio Phonograph	\$195
15X (Illustrated)	\$150
91X . . . . .	\$100
43X All Wave	\$100
47X Direct Current	\$100
71X . . . . .	\$ 80

Federal Tax Paid

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

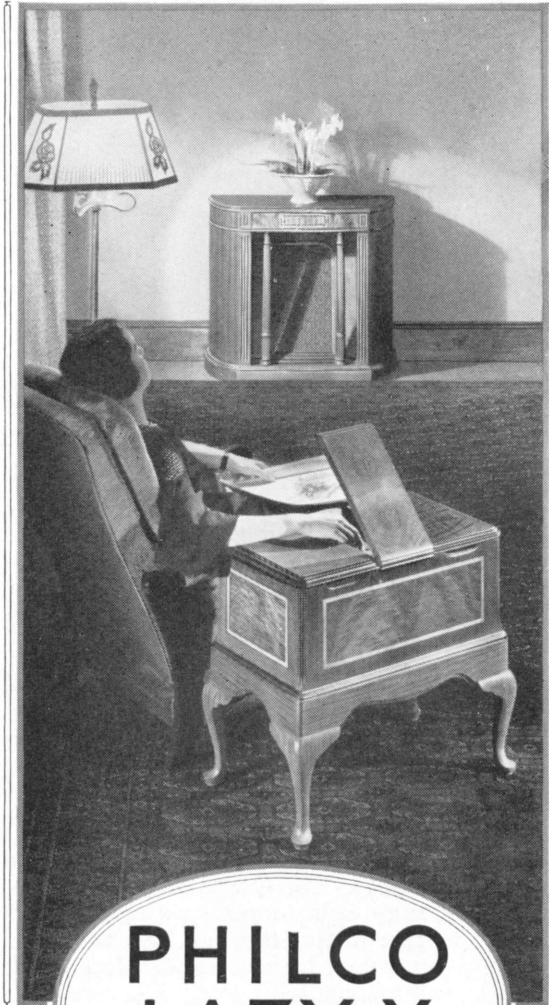
**\$1875**  
to  
**\$250**

FEDERAL TAX PAID



*A musical instrument of quality*

# Without stirring from your chair... ...all that radio offers is yours!



## PHILCO LAZY-X

14 Lazy-X (Illustrated) \$150.

With Electrical Remote Control, 2 Beautiful Cabinets—one for SOUND placed where you wish—one for CONTROL placed by your chair. Change stations—volume—tone—with a flick of your finger.

*A musical instrument  
of quality*

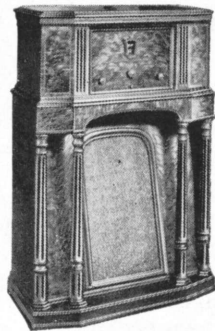
**S**TOKOWSKI and The Philadelphia Orchestra... Ruth Etting and her love songs... Burns & Allen in mad comedy... Boake Carter with crisp comments on the day's news.

What a wealth of entertainment and education awaits you on the air! And it's all yours without getting up from your chair, with PHILCO Lazy-X.

The glorious tone quality of the PHILCO Inclined Sounding Board brings every artist into your home as if "in person".

The easiest, laziest way in the world to spend a glorious evening! See the new PHILCO Lazy-X models—one at \$150—one at just \$100. Lazy control with self-contained speaker in Lazy-boy at \$65. Make your choice—at the nearest PHILCO dealer.

PHILCO · PHILADELPHIA · TORONTO · LONDON



### The PHILCO Inclined Sounding Board (Patented)

The Inclined Sounding Board preserves for you the sparkle and brilliance of the original performance. Brilliance lies in the high notes. High notes tend to travel in a straight line like a beam of light. Inclining the sounding board throws them up to your ears. Otherwise some of them would travel along the floor, never spread up to your ears, and you would receive something less brilliant than the original.

The large size of the Sounding Board brings you the low notes. Low notes spread out easily and it is not necessary to incline the sounding board to bring them up to your ears. But without inclining the sounding board, you would get a preponderance of lows and the reception would tend to sound "boomy".

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

### 15X—\$150

The glorious tone of the PHILCO Inclined Sounding Board X Models is available also in these conventional cabinets.

15DX	\$250
23X Radio Phonograph	\$195
15X (Illustrated)	\$150
91X	\$100
43X All Wave	\$100
47X Direct Current	\$100
71X	\$80

Prices Slightly Higher Denver and West

PHILCO-TRANSITONE AUTOMOBILE RADIO. A new and marvelous PHILCO engineering achievement. Just as true and clear as the PHILCO Radio in your home. All-Electric. (No Extra Batteries) \$59.50 and \$89.50—Complete and Installed.

**\$18<sup>75</sup>**  
to  
**\$250**  
Federal Tax Paid