

THE OTHER DAY we overheard a remark that opened our eyes. A woman in a radio store suddenly exclaimed, "Do you mean that you can buy one of those 'No Squat' Philcos for only \$7.95 down? That's news to me—*good news!*"

So maybe it's time we told Collier's readers that they can buy "No Squat . . . No Stoop . . . No Squint" Philco models as low as \$79.95. That's the price tag on the 7 Double-X . . . and for only \$7.95 down your Philco dealer will put one in your home. He'll give

you a liberal trade-in allowance on your present radio, too!

For a down payment of just a few dollars more, you can own the Philco 4 Double-X, an Inclined Control Panel model with a world of power, sparkling purity of tone, and truly astounding distance-getting ability. Your Philco dealer has a more than liberal trade-in offer on this model, too!

For those who want all that radio can offer . . . the world-famous Philco 116 Double-X is as always the High-Fidelity instrument that sets

the world's standard of radio reception. Amazing as its performance will prove . . . it's hardly more amazing than the trade-in allowance your Philco dealer will make for your old set!

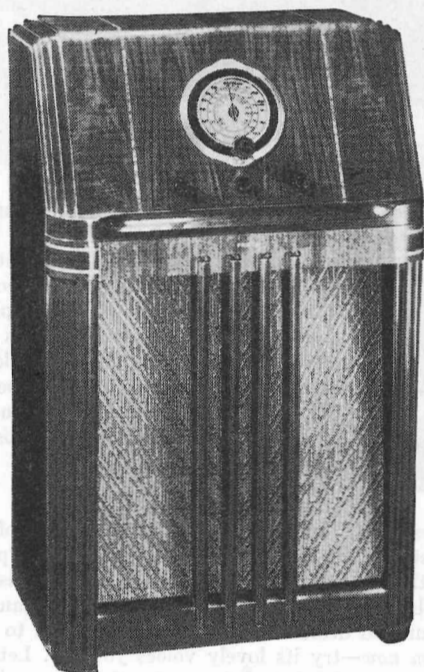
See . . . hear . . . compare *all* the "No Squat . . . No Stoop . . . No Squint" Automatic Tuning Philcos. Your present radio may be traded in as part payment or you can buy a Double-X Philco for as little as \$7.95 down and about \$1.00 a week. Ask your dealer about this special Philco-Commercial Credit Company Easy Payment Plan!

Mrs. B.—"It's so much easier to tune this new Philco!"

Mr. B.—"Much easier on the eyes too. I mean your eyes, of course! You don't have to squint any more!"



**NO SQUAT
NO STOOP
NO SQUINT**
*with any
Inclined Control Panel
Automatic Tuning Philco*

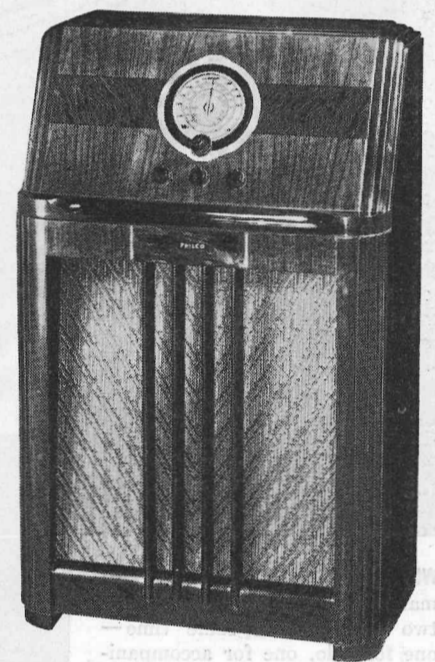


PHILCO 116xx* (above) Everything you could wish for! American and Foreign reception. Inclined Control Panel. Automatic Tuning. Magnetic Tuning. High-Fidelity Audio System. Inclined Sounding Board. Acoustic Clarifiers. Cathedral Speaker. Philco Foreign Tuning System with 5 Spread-Band Tuning Ranges. 15 Philco High-Efficiency Tubes. Foreign and American short-wave stations named, located and spread six times farther apart. *Easy terms—liberal trade-in allowances.*

PHILCO 4xx* (at left) For American and Foreign reception. An Inclined Control Panel Model with Philco Cone-Centric Automatic Tuning. Push-Pull Phase Inverted Audio Circuit. Inclined Sounding Board. Concert Grand Speaker. 4-Point Tone Control. Philco Foreign Tuning System. 8 Philco High-Efficiency Tubes. *Easy terms—liberal trade-in allowances.*

PHILCO 7xx* (at right) American and Foreign. Inclined Control Panel. Cone-Centric Automatic Tuning of favorite stations. Two Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Pentode Audio System. Three-Point Tone Control. Philco Foreign Tuning System. 6 Philco High-Efficiency Tubes. *Easy terms—liberal trade-in allowances.*

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception.*



PHILCO

A Musical Instrument of Quality

Philco has a complete line of compacts, consoles, table and chairside models from \$22.50 to \$600