

...today a magic name in thousands upon thousands of smart homes the world over, presents its New, 1937 Models. Designed to take the place of makeshift methods and disorderly attempts at entertaining in the home, these magnificent Seventh Anniversary RADIOBARS open to completely equipped private bars and close to beautiful pieces of furniture for the Living Room, Den, Library, Sunroom, or modern "Play Room," bringing new thrills, new pleasures, new experiences to you and your guests... and organized hospitality to your home. Everything is provided: world-famous 1937 PHILCO radio, complete bar facilities including a place for various liquors in their own special decanters, platinum banded glasses, ice & refuse containers, etc., handsomely designed and built furniture all at little more than the cost of radio alone! Many models from which to choose on terms to fit your budget.

AT PHILCO DEALERS EVERYWHERE

For sale in 79 foreign countries through the American Steel Export Co., lnc.; and by more than 17,000 Phileo Dealers, Department and Furniture Stores in the United States



RADIOBAR Model 550

RADIOBAR'S Supreme Achieve ment, Model 550-PC116, shows above, Open & Closed — a com