

# NOW PHILCO Presents HIGH-FIDELITY RADIO...!

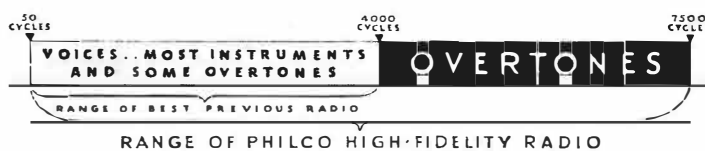
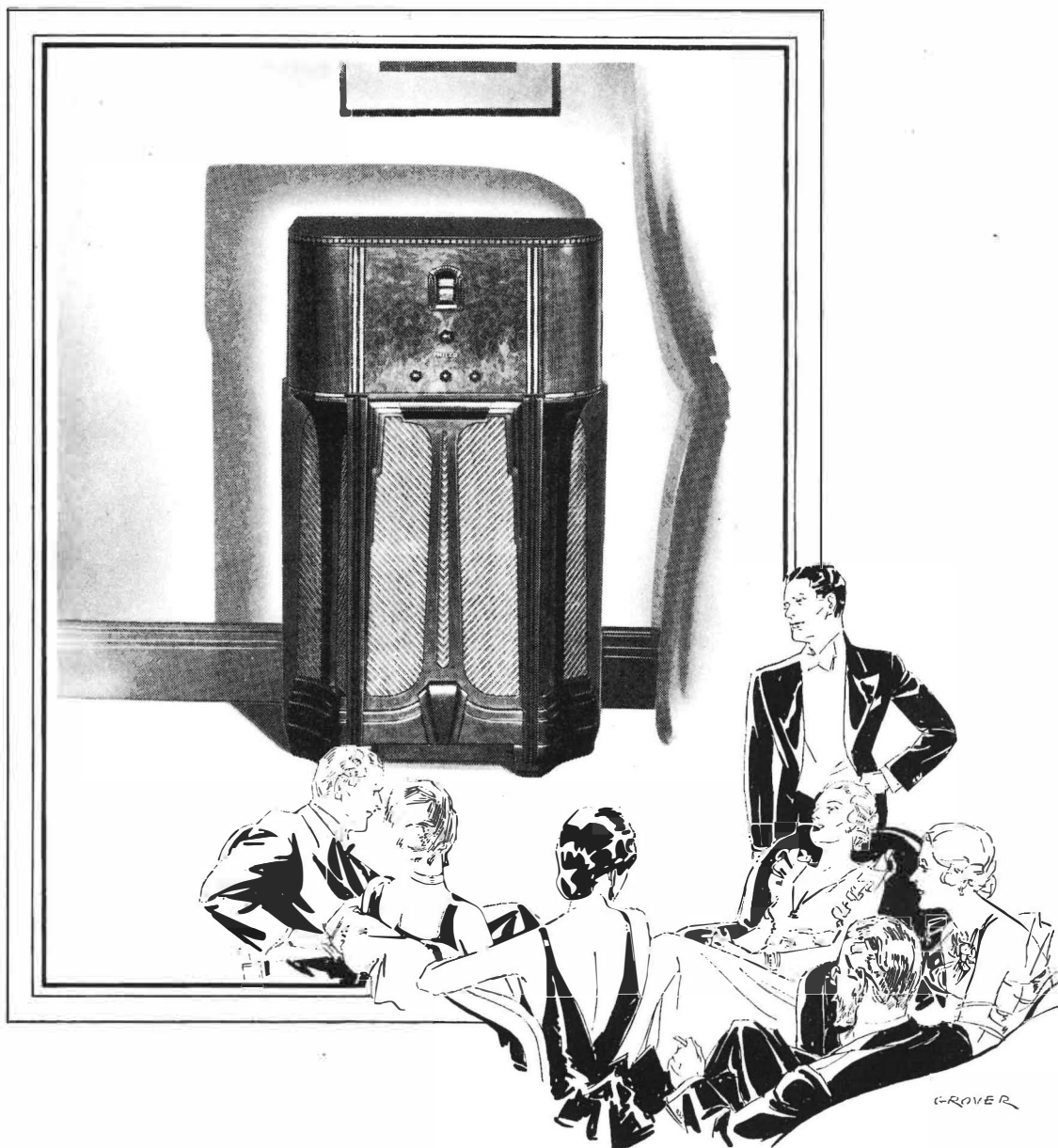
**H**ERE for the first time is absolute realism in radio—tone that is magnificent in its naturalness, breath-taking in its perfection and beauty.

This brilliant PHILCO 200X High-Fidelity Radio fulfills the hopes and desires of the true lover of music. Until you hear it, you've never heard reproduction at its finest.

To listen to programs on this superb instrument is to experience supreme delight. You'll hear the soul-stirring resonance of the deep bass, the shimmering radiance of the high treble. You'll hear every instrument, every voice, every inflection of speech accurately and naturally. You'll hear radio that's **REAL** through reproduction of overtones never before heard over the air.

And no matter where you listen, at the side or in front, you'll enjoy the same gorgeous tone. For PHILCO, in this new 200X, has developed a new sound diffusing cabinet incorporating the already famous Patented Inclined Sounding Board. As a result, all directional effects have been eliminated, allowing reception to be diffused evenly to all parts of the room.

Words cannot describe this superb High-Fidelity Radio. You must have a demonstration to realize the tremendous advance it represents. If you delight in tone that uplifts and inspires, if you revel in the sheer beauty of fine music, have your dealer demonstrate this magnificent new PHILCO High-Fidelity 200X today. The price is \$200. Your present set will be accepted as partial payment.



The light portion of the diagram above represents the tonal range of the best previous radio (50 to 4,000 cycles). The dark portion indicates the *added* tonal range of the PHILCO 200X (4,000 to 7,500 cycles). Not only does the PHILCO 200X reproduce more of the high treble notes but also the very important overtones which give naturalness and realism to voice and music. By means of its Fidelity-Selectivity Control, the tonal range of the PHILCO 200X may be adjusted so that the *maximum* tonal range of any American station may be enjoyed.

So you might *fully* enjoy these overtones and the high notes (which tend to travel in straight lines), the Sound Beam Diffuser and Sound Diffusing Cabinet were developed to distribute voice and music evenly throughout the room as shown by the diagram above. With the Patented Inclined Sounding Board they give you, wherever you sit, full tonal beauty as in a music hall.

# PHILCO

*A musical instrument of quality*



## A PHILCO FOR EVERY PURSE AND PURPOSE

AMERICAN and FOREIGN BROADCAST RECEIVERS . . . \$39.95 to \$600  
 AMERICAN BROADCAST RECEIVERS . . . \$20 to \$200  
 NEW PHILCO AUTO RADIOS . . . \$39.95 to \$75

*Prices slightly higher Denver and West. All prices subject to change without notice.*

PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY RADIO

Listen to **BOAKE CARTER** over key Columbia stations. Also PHILCO'S program from Station **EAQ**, Madrid, Spain (9.87 on your PHILCO dial) Sundays at 7 P.M. Eastern Daylight Saving Time.