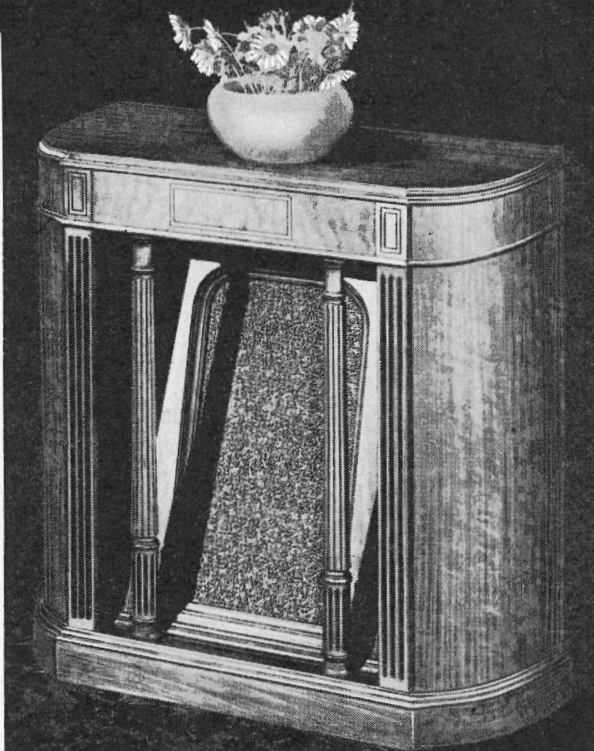


# Everything!

SOUND CABINET



PHILCO 16RX—\$195

PRICE INCLUDES BOTH CABINETS

## Remote Control!

Change stations, adjust volume, control tone without moving from your chair.

## Marvelous Tone!

Due in large measure to the greatest single development in scientific sound reproduction—the

**PHILCO Patented**

## Inclined Sounding Board

1. Its inclination directs all high notes (sparkle and brilliance) up to "ear level".
2. Its large size permits full reproduction of low notes (depth and sonority).
3. **RESULT**—Reception as if the artists were "present in person".

## Broadcast Reception!

All your favorite programs brought to you with perfect fidelity to the original—while you lounge at ease.

## Short-wave Reception!

Exclusive PHILCO Wave Band Switch makes American and foreign short-wave tuning interesting, accurate and easy.

## Super Class "A" Audio System

(No distortion from whisper to auditorium volume.)

A PHILCO scientific triumph that means previously unheard of undistorted reception of each note.

## Bass Compensating

## Tone Control

Exclusive PHILCO development giving that pleasing depth and mellowness combined with the crispness and clarity only possible through correct balance of bass and treble.

## Shadow Tuning

## Automatic Volume Control

## Auditorium Type Electro-Dynamic Speaker

## Control Cabinet

Matched butt walnut, with inlay of black and satinwood.

## Separate Sound Cabinet

Matched pin-striped American walnut, with inlay of black and satinwood.

CONTROL CABINET



PHILCO engineers planned this radio to give you *everything*. They knew you wanted performance bordering on the sensational. They knew you wanted the power to bring in distant stations clearly, distinctly, steadily. They suspected you wanted to be able to tune in the short waves as well as the regular broadcast channels. So the marvelous 16 chassis was chosen as the foundation on which to build.

But these radio engineers wanted to give you more. They realized you wanted perfection of tone quality—faithful reproduction of high notes and low ones—life-like "in person" presentation of all programs, vocal or instrumental. So the PHILCO Patented Inclined Sounding Board was incorporated in this "perfect as possible" radio.

What next? Convenience—the ability to tune all stations, adjust volume and control tone while at ease in your favorite chair! So PHILCO Electrical Remote Control was made part and parcel of the design—and the PHILCO 16RX was an accomplished fact!

The radio PHILCO engineers created as an ideal—is ready to bring super-performance right into your home! Let the nearest PHILCO dealer show you this wonderful new 16RX—a wonderful value at \$195—a price that includes *both* cabinets.

Other PHILCO Remote Control Models at \$150—\$100

A Brand NEW PHILCO Automobile Radio with greater volume—better tone—than ever before offered at \$49.95 (Installed complete)

Fits any make car—any model—any year. All in one compact unit. All electric. Steering column control. A new "man-sized" speaker! Installed on—or transferred to any car while you wait by your car dealer—any PHILCO-Transit dealer or United Motors Service Station. Other PHILCO Automobile Radios at \$59.50 and \$89.50—complete and installed.

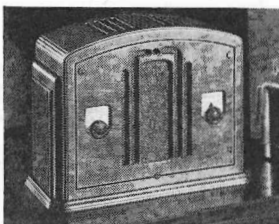
PHILCO REPLACEMENT TUBES IMPROVE THE PERFORMANCE OF ANY SET

Listen to Boake Carter over key Columbia stations



## PHILCO 54C . . . \$30

The first small set built to meet Underwriters' Safety Standards. Automatic Volume Control, Illuminated Dial, Electro-Dynamic Speaker. Operates on A. C. or D. C. Tunes not only the regular broadcast stations, but also all police—some amateur and airplane short-wave stations up to 3300 kilocycles. Built-in aerial—no ground required. Hand-rubbed butt walnut cabinet \$30. PHILCO 57C (for Alternating Current only) \$20.



# PHILCO

*A musical instrument of quality*

\$20 to  
\$600

All prices subject to change without notice