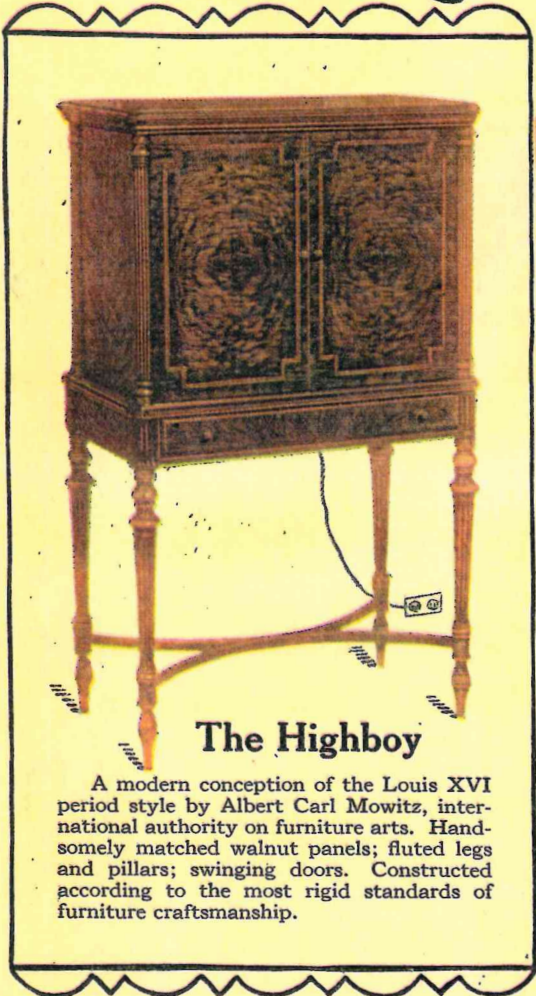


New RADIO



The Highboy

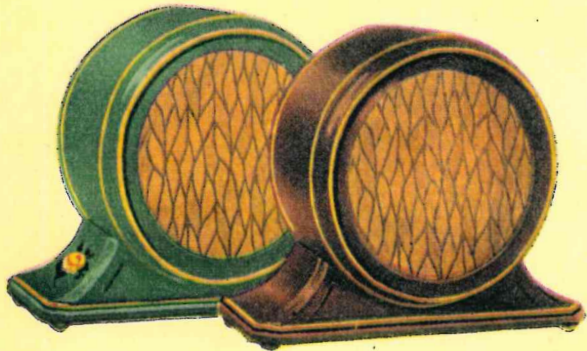
A modern conception of the Louis XVI period style by Albert Carl Mowitz, international authority on furniture arts. Handsomely matched walnut panels; fluted legs and pillars; swinging doors. Constructed according to the most rigid standards of furniture craftsmanship.



Color! vivid color



Philco sets are specially installed in Philco cabinets. Only through this combination is the full measure of Philco's amazing performance secured. Philco cabinets bear the Philco protective seal. Look for it—it is your assurance of full Neutrodyne-Plus performance.



The Philco Speaker

The Philco Speaker establishes a new standard of tone reproduction. A tonal depth, a uniform resonance, a true articulation that are really amazing! The Philco Speaker brings forth the minutest details, the most delicate shadings of instrument or voice without smothering, distortion, rattle or echo—even at far greater than room volume. Above are shown two of the five colors available. To the right is shown the Philco CONSOLE GRAND SPEAKER, a masterpiece in cabinet design, including a tone chamber which gives the ultimate in speaker RE-production. A handsome support for any table model radio.



The modern home is yielding more and more to the spell of stimulating color in all the furnishings of living room, bedroom and kitchen. As a timely response to the color trend of today, the Philco "Neutrodyne-Plus" Radio has been placed in cabinets of exquisite color. These cabinets are offered in a variety of hand-decorated, two-tone effects, softly modulated in color.

The dignified design of classic outline created by Hollingsworth Pearce, leading authority on interior decoration, is enhanced with color effects by Mlle. Messaros, one of the foremost colorists in the decorative arts. The colors are applied by hand under her personal direction. Each cabinet stands forth as a highly artistic ornament, captivating in beauty and charm.

Tune In On the Philco Hour

every Wednesday night. On the Pacific Coast Thursday night.

PHILCO

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