

ANYONE CAN NOW OWN A NEW

BEGINNING TOMORROW

1937 PHILCO

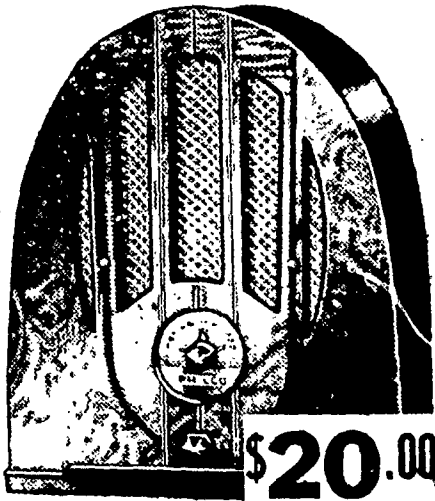
YEAR'S GREATEST VALUE-GIVING

RADIO SALE EVENT

PHILCO WEEK

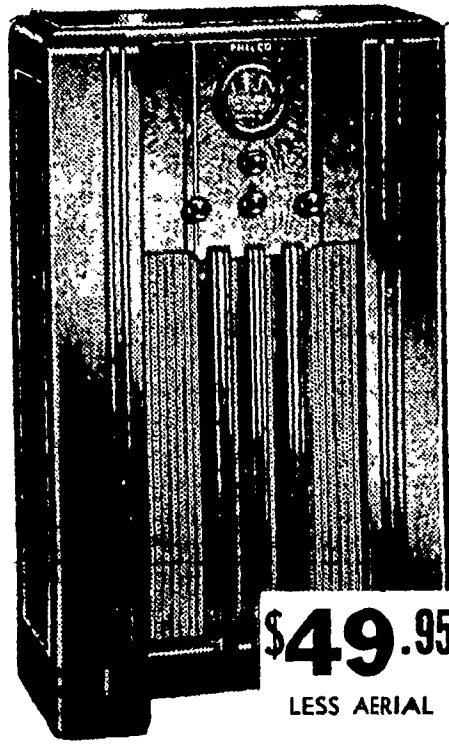
Greatest money-saving RADIO SALE of the year! Featuring Philco—America's favorite Radio—the overwhelming leader for 7 straight years. One week of special offers; one week of extra values; one week of valuable inducements. You'll PROFIT if you buy this week—come in EARLY TOMORROW.

BABY GRAND



Special Radio Week value! Famous Philco Model 848—quality at the lowest possible price! Full rich tone, amazing power and distance range. Gets Police Calls.

\$20.00



\$49.95
LESS AERIAL

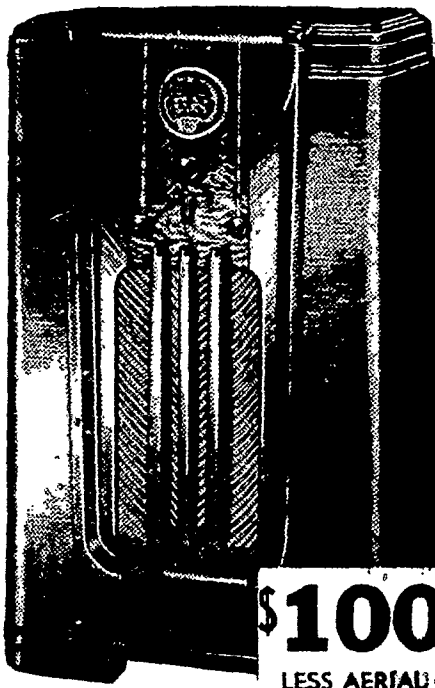
Reliable Foreign Reception

Model 61F—Full coverage of daytime and nighttime foreign stations, reliable foreign reception at this amazing low price. Wonderfully rich tone. Handsome, full size console cabinet.

BEST ALLOWANCE IN TOWN
TWICE AS MUCH FOR YOUR OLD RADIO
WEEK'S TRIAL IN YOUR OWN HOME
NO DOWN PAYMENT REQUIRED

TERMS AS LOW AS \$1 WEEK AS

ALL 1937 MODELS IN THIS SALE COME EARLY FOR BEST SELECTION



\$100
LESS AERIAL

A QUALITY RADIO

Model 650X—Quality unmatched at the price. Spread Band Dial separates foreign stations as much as 8 times farther apart. Names and locates foreign stations. Inclined Sounding Board, Shadow Tuning and other latest 1937 Philco features. Exquisite cabinet of costly woods.

Automatic Tuning Demonstration

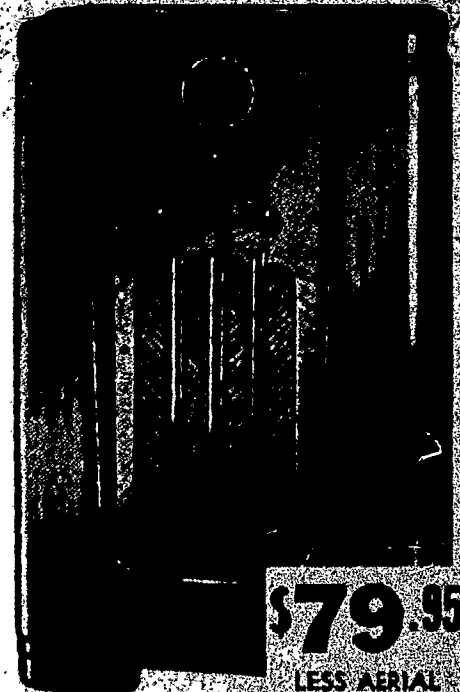


\$125
LESS AERIAL

GREATEST VALUE!

Just press a lever, turn the dial—click, there's your station! Easier than dialing a telephone. Come in—try it yourself.

Model 630X—Reliable foreign reception—5 times the power, 75% less interference. Foreign Tuning System, New Color Dial, Inclined Sounding Board and other features. Handsome cabinet of rich woods.



\$79.95
LESS AERIAL

YOU MUST BE SATISFIED OR WE WILL EXCHANGE IT FOR ANOTHER PHILCO

BRAUN'S

900 PORTLAND AVENUE Open Evenings STONE 122