

All This Week! PHILCO OPEN HOUSE



An Invitation

That you may see—hear—and tune the finest radios of all time, we invite you most cordially to attend our grand showing of the New 1938 PHILCOS. Never in our experience has a new line excited so much interest... won such overwhelming approval... Come in any time this week. You'll enjoy not one, but many new thrills.

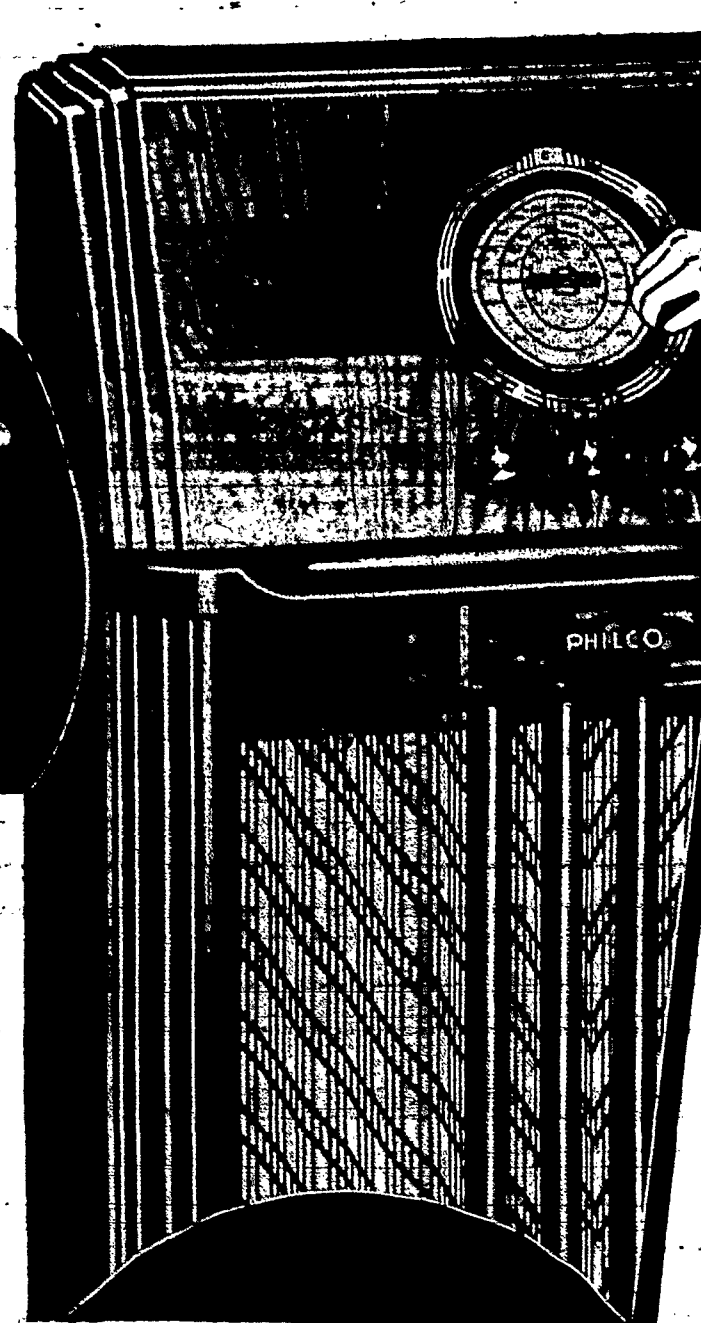
First Showing in ROCHESTER of the Sensational 1938 PHILCOS Now at **Carroll's Radio Sales**
529 Thurston Road Gen. 6826



NO DOWN PAYMENT
WHEN YOU TRADE IN YOUR OLD RADIO
AS LOW AS \$1 PER WEEK
FREE HOME TRIAL

Come Early!

<p>\$110.00 Complete with Aerial</p>	<p>\$205.00 Complete with Aerial</p>	<p>\$134.50 Complete with Aerial</p>
<p>\$139.95</p>	<p>\$22.50</p>	<p>\$22.50</p>



\$84.95

See This Amazing New

Automatic tuning PHILCO 7XX

with Inclined Control Panel

- Here it is... the 1938 Double-X Philco... an entirely new kind of radio! The Inclined Control Panel enables you to tune with ease and grace, sitting or standing. One glance, and you spot your favorite stations... one motion, and Philco Automatic Tuning gets them—perfectly!
- Cone-Centric Automatic Tuning
- Philco Foreign Tuning System
- Philco Cone-Centric Dial
- Inclined Sounding Board
- Concert Grand Speaker
- 3-Point Tone Control
- Two Tuning Ranges

Choose from Seven New Double-X Philcos

CARROLL'S RADIO SALES

529 THURSTON ROAD

GENESEE 6826

Boake Carter
PHILCO NEWS
Commentator
Every Mon., Wed., Fri.
6:45 P. M.