

NO NO SQUAT
NO NO STOOP
NO NO SQUINT



IT'S PHILCO

ONLY \$2 A WEEK

DURING PHILCO WEEK

buys this superb new 1938

AUTOMATIC TUNING

PHILCO

with Inclined Control Panel

PHILCO 2XX*—One of the finest Philcos ever built, now offered on terms that you can easily afford! Inclined Control Panel, Philco Automatic Tuning, Magnetic Tuning, Balanced Phase Push-Pull Audio System, Inclined Sounding Board, Concert Grand Electro-Dynamic Speaker, 4-Point Tone Control, Philco Foreign Tuning System with Spread-Band Dial, 3 Tuning Ranges. Gorgeous cabinet of hand-rubbed sliced walnut, with Protective Back Panel.

\$164.50

* Complete with PHILCO High Efficiency Aerial

Let your present radio make the down payment

**SPECIAL EASY TERMS
BIG TRADE-IN**

**EXTRA BIG
TRADE-IN ALLOWANCE**

DURING PHILCO WEEK

on your present radio toward this new 1938

AUTOMATIC TUNING

PHILCO

with

INCLINED
CONTROL
PANEL



SPECIAL
EASY
TERMS

NO MONEY DOWN

DURING PHILCO WEEK

Let your present radio make the down payment on this new 1938

AUTOMATIC TUNING

PHILCO

WITH INCLINED CONTROL PANEL

PHILCO 3XX*—Yes, Philco's most advanced features at the lowest price in history—and your old radio will be taken in as the down payment! Inclined Control Panel, Automatic Tuning, Magnetic Tuning, Push-Pull Phase Inverted Audio System, Inclined Sounding Board, Concert Grand Electro-Dynamic Speaker, 4-Point Tone control, Philco Foreign Tuning System with Spread-Band Dial, 3 Tuning Ranges. Genuine inlaid walnut cabinet with Protective Back Panel.

\$134.50

* Complete with PHILCO High Efficiency Aerial

ONLY \$2 A WEEK



PHILCO 116XX*—The world's most famous radio! Get our extra-big trade-in allowance on your present set NOW—during PHILCO WEEK! All of Philco's newest innovations, including Inclined Control Panel, Philco Automatic Tuning, Magnetic Tuning, High-Fidelity Audio System, Inclined Sounding Board, Acoustic Clarifiers, Cathedral Two-in-one High-Fidelity Speaker, Wide-Angle Sound Diffusion, Twin Tone Controls, Philco Foreign Tuning System with Spread-Band Dial, 5 Tuning Ranges, 15 High-Efficiency Philco Tubes. Superb cabinet of costly woods, with Protective Back Panel.

\$205.00

* Complete with PHILCO High Efficiency Aerial



W. Carter
1938

E. W. Edwards & Son