

# PHILCO WEEK

NO SQUAT  
NO STOOP  
NO SQUINT



## EASY TERMS ALLOWANCES

### 18 MONTHS TO PAY!

SPECIAL OFFER DURING PHILCO WEEK

on this sensational new 1938

AUTOMATIC TUNING

## PHILCO

with Inclined Control Panel

PHILCO 1XX\*—It's delightful to own—and easy to pay for on our Special PHILCO WEEK terms! Just look at these outstanding advantages: Inclined Control Panel, Philco Automatic Tuning, Magnetic Tuning, Super "A" Balanced-Phase Push-Pull Audio System, Inclined Sounding Board, Auditorium Speaker, 4-Point Tone Control, Philco Foreign Tuning System with Spread-Band Dial, 3 Tuning Ranges, 12 Philco High-efficiency Tubes. Dignified, modern walnut cabinet and clear, with Protective Back Panel.

### \$184.50

\* Complete with PHILCO High Efficiency Aerial

ONLY \$10 DOWN

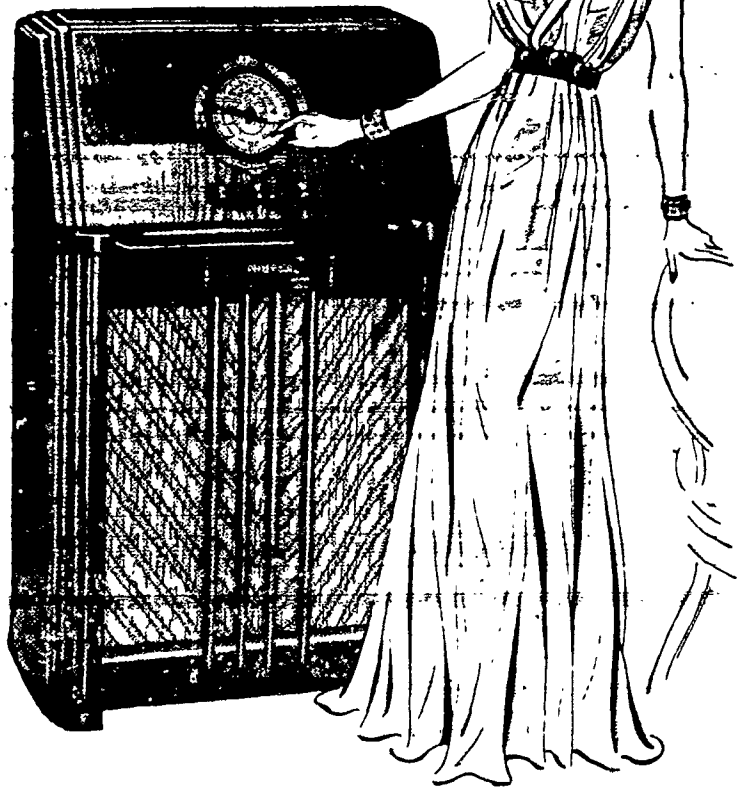


## FREE HOME TRIAL DURING PHILCO WEEK

Try this great new 1938

### AUTOMATIC TUNING PHILCO

with Inclined Control Panel



★  
Come in  
and see  
this big  
Buy!

PHILCO 7XX\*—Let us put one in your home for a FREE TRIAL, anytime during PHILCO WEEK! Try the new Inclined Control Panel—an exclusive Philco feature. Enjoy the convenience of Philco Cone-Centric Automatic Tuning! Full of expensive Philco features, including Inclined Sounding Board, Sounding Board, Philco Foreign Tuning System, Concert Grand Speaker, Pentode Audio System, 3-Point Tone Control, Automatic Volume Control, 2-Speed Tuning, 2 Tuning Ranges. Beautiful walnut cabinet, with Protective Back Panel.

### \$84.95

\* Complete with PHILCO High Efficiency Aerial

ONLY \$1 A WEEK

## LOOK-ONLY \$5 DOWN

DURING PHILCO WEEK

Gives you this new 1938

AUTOMATIC TUNING

## PHILCO

with Inclined Control Panel

PHILCO 6XX\*—A super-value at any time... a bigger-than-ever buy NOW—during PHILCO WEEK, at the lowest down-payment in our history! Inclined Control Panel, Philco Cone-Centric Automatic Tuning, Push-Pull Inverted-Philco Foreign Tuning System, Concert Grand Speaker, Pentode Audio System, 3-Point Tone Control, Automatic Volume Control, 2-Speed Tuning, 2 Tuning Ranges. Beautiful walnut cabinet, with Protective Back Panel.

### \$110.00

\* Complete with PHILCO High Efficiency Aerial

ONLY \$2 A WEEK!



## The RELIABLE FURNITURE Co.

80 STATE STREET

### \$50,000

PHILCO RADIO  
Mystery Contest  
Listen In WHEC  
Sundays, 1:45 P. M.