New Pooley Radio

for those who love unusual and beautiful things
Pooley
A Half Century of Achievement!

For many years the talents of the Pooley factories were devoted to fine furniture only and the exclusive quality of its work was so preeminent that many of the most famous hotels in the country have been completely furnished with its product.

Pooley was among the first to make a fine independent phonograph of which many thousands are still in use all over the United States.

In Radio over 900,000 pieces of its product now give daily satisfaction and pleasure all over the civilized world.

This reputation of Pooley for exclusive quality is world-wide and is your assurance of perfect satisfaction in the purchase of any product bearing its name.

The Pooley Co.
Philadelphia, Pa., U.S.A.
New Pooley Radio

In Beautiful Pooley Furniture is the Outstanding Sensation of Modern Radio!

Here is Radio in new form! New Beauty! New Usefulness! In the quick growth of radio this important fact has been overlooked: That a fine radio need not be enclosed in an otherwise useless, often unsightly box, but can be concealed in real furniture pieces of great beauty, with almost the complete utility of the piece preserved.

The new Pooley Precision-built Radio is one of the most modern receiving sets made and is rightly called “The New Magic Voice of Radio.” Its thrilling performance is a positive delight and, in the exquisite furniture pieces, at prices lower than many of the boxed lines, it is rapidly becoming the sensation of Radio.
This beautiful walnut table with its matched butt top contains the wonderful new Pooley radio. Drop the little door and tuning dials are immediately available. Wires are hidden inside of legs. Size: 30" high, 20\(\frac{3}{4}\)" deep, 37" wide.

MODEL T-400 . . . Price complete, $139.50 LESS TUBES
An exquisite table-radio in mahogany with drop leaves, increasing its usefulness. The small drop door conceals the Pooley radio. Size: 30½” long x 18¾” deep x 37¾” wide. When open, length increases to 55½”.

MODEL T-500 ......... Price complete, LESS TUBES $159
A FINE RADIO IN A BEAUTIFUL DESK!

POOLEY RADIO in Pooley Furniture

WILLIAM & MARY DESK

Consider the permanent beauty of a radio like this! Your desk plus your radio always ready for instant use. Made in select butt walnut, with writing bed, pigeon holes, drawer and radio always ready. $159

Size: 41\(\frac{3}{8}\)" high x 17" deep x 32" wide. MODEL D-100 . . . Price complete, LESS TUBES
QUEEN ANNE DESK

Drawers, writing bed with pigeon holes, your radio—all instantly usable. In rich walnut or mahogany. Two small sliding doors hide the tuning dial. A permanent treasure in any home. Size: 42½” high x 19½” deep x 35” long.

MODEL D-300 . . . Price complete, LESS TUBES

$189

$209
This Beautiful Desk-Secretary and — combined into one — typically expresses the modern mode in Radio.

There is an alluring pleasure in having your new radio concealed in a beautiful piece of furniture by Pooley. The assured quality of the set itself, developed to meet every modern broadcasting condition, and so artfully concealed that all of the beauty and almost the full utility of the piece is preserved for other use, gives a double pleasure not found in other radio.

And, best of all — the prices are in many cases lower than asked for ordinary radio.

This is due to the fact that Pooley Radio is sold direct through exclusive dealers with all distributors’ costs saved.
This exquisite Queen Anne Desk-Secretary contains the wonderful new Pooley radio. The folding writing bed, the two drawers, the adjustable shelf bookcase, with the radio are all instantly available. Size: 68 3/4” high, 19” deep, 27 1/2” wide.

MODEL S-600 . . . . . Price complete, 189
LESS TUBES
This wall type model is considered one of the most beautiful in Radio. Is double deck style . . . its dignity . . . its rich walnut finish . . . mark it a thing apart from all ordinary radio. Size: 47¾” high, 16¾” deep, 27¾” wide.

$159

MODEL No. 50 . . . . Price complete, LESS TUBES
THE NEW CLASSIC

Another lovely model in decked style, of specially selected figured Walnut, contains the same eight-tube screen grid Pooley chassis and dynamic speaker as in the other models. Comparison will prove its low price. Size: 46½” high, 16½” deep, 27” wide.

MODEL No. 40 . . . Price complete, LESS TUBES

$149
Compare this attractive model with its full length carved grill and moulded side curtains with other highly advertised sets at $139.00 up to $165.00 and you will quickly see why Pooley is leading all over the country. Size: 39 1/4" high, 15" deep, 27" wide.

MODEL No. 20 . . . Price complete, LESS TUBES

$108
The first time in Radio that a standard set has been offered at such a low price. Contains the same fine set and speaker as in all models. Walnut with maple overlays. Size: 39" high, 14½" deep, 26" wide.

$94.50

MODEL No. 10 . . . Price complete, LESS TUBES
POOLEY RADIO comes to you—through one fine dealer in each city—direct from the factory. No distributor or jobber adds his costs and profits.

Pooley is also one of the very few radio makers who control its own cabinet cost and production, thus saving two more profits, that of the first assembler and that of the usual distributor.

These are vital factors in the cost of your radio and represent savings that account for your being able to buy the superb Pooley at prices considerably lower than any other radio in America, quality considered.
Pooley Radio is sold only thru high class, exclusive dealers which is an assurance of perfect service in the purchase of your set.
On the back of this emblem—one of which is attached to every instrument sold—is a guarantee which protects the purchaser from any possible defect in a Pooley Radio. The serial number, concealed in the chassis, is registered for your protection.

THE POOLEY CO.
PHILADELPHIA, PA., U. S. A.