



*New*  
**POOLEY**  
**RADIO**

*for those who  
love unusual and  
beautiful things*

# POOLEY

## *A Half Century of Achievement!*

A FEW OF THE  
PALATIAL HOTELS  
FURNISHED BY  
POOLEY:

NEW YORK  
WALDORF - ASTORIA  
VANDERBILT  
ST. REGIS  
PLAZA  
RECTOR'S  
KNICKERBOCKER

PHILADELPHIA  
BELLEVUE - STRATFORD  
RITZ - CARLTON  
ADELPHIA

SAN FRANCISCO  
FAIRMOUNT

BOSTON  
COPLEY-PLAZA

OTTAWA  
CHATEAU LAURIER

CHICAGO  
LA SALLE HOTEL

FOR many years the talents of the Pooley factories were devoted to fine furniture only and the exclusive quality of its work was so pre-eminent 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.**

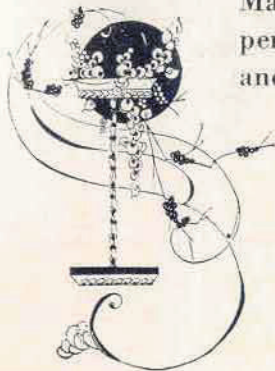
*Philadelphia, Pa., U. S. A.*

# 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.



BOTH RADIO and TABLE at the PRICE OF ONE!



THE WALNUT TABLE



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 $\frac{1}{4}$ " deep, 37" wide. **\$139.50**

MODEL T-400 . . . Price complete, LESS TUBES

## DUNCAN-PHYFE DROP LEAF TABLE RADIO!



DUNCAN PHYFE TABLE

An exquisite table-radio in mahogany with drop leaves, increasing its usefulness. The small drop door conceals the Pooley radio. Size:  $30\frac{1}{2}$ " long x  $18\frac{3}{4}$ " deep x  $37\frac{3}{4}$ " wide. When open, length increases to  $55\frac{1}{2}$ ".

**\$159**

MODEL T-500 . . . . . Price complete, LESS TUBES

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.

Size: 41½" high x 17" deep x 32" wide. **\$159**

MODEL D-100 . . . Price complete, LESS TUBES

THE GOVERNOR WINTHROP CLASSIC!



*W. J. Davis*

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.

**\$189**

MODEL D-300

*209*  
Price complete, LESS TUBES

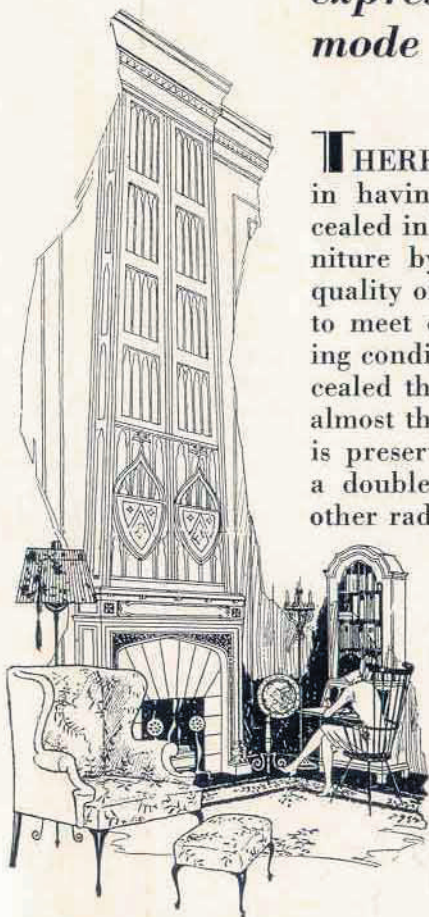
*This Beautiful Desk-Secretary and  
—combined into one—typically  
expresses the modern  
mode in Radio.*

▼

**T**HERE 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.





# the Wonderful New Pooley Radio

POOLEY  
RADIO  
in Pooley  
Furniture



DESK-SECRETARY

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 $\frac{3}{4}$ " high, 19" deep, 27 $\frac{1}{2}$ " wide.

~~\$209~~  
**\$189**

MODEL S-600 . . . . . Price complete, LESS TUBES

THE BEAUTIFUL CONVENTIONAL MODELS!



THE HIGH BOY

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: 47<sup>5</sup>/<sub>8</sub>" high, \$ **159**  
16<sup>3</sup>/<sub>4</sub>" deep, 27<sup>3</sup>/<sub>4</sub>" wide.

MODEL No. 50 . . . . . Price complete, LESS TUBES

THE POPULAR DECKED STYLE!

POOLEY  
RADIO  
in Pooley  
Furniture



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.

**\$149**

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

THE BEAUTIFUL POOLEY LOWBOY!

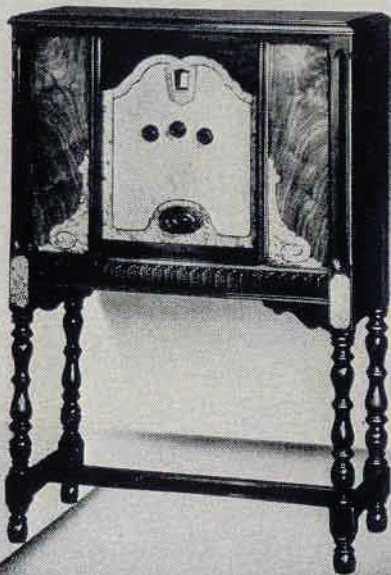


THE LOWBOY

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 $\frac{1}{4}$ " high, 15" deep, 27" wide. **\$108**

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

THE LOWEST PRICED, FINE RADIO, IN AMERICA!



THE CONSOLETTE

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, 14 $\frac{1}{4}$ " deep, 26" wide.

**\$94.50**

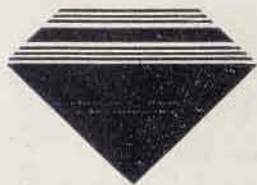
MODEL No. 10 . . . Price complete, LESS TUBES

**P**OOLEY 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

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THE POOLEY CO. Philadelphia, Pa., U. S. A.

*This is a*  
**POOLEY  
RADIO**

**O**N 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.