

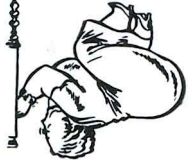
PHILCO  
AUTOMATIC TUNING  
1938  
WITH THE



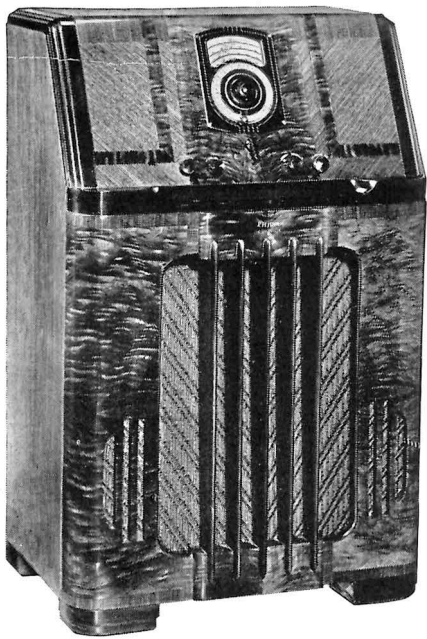
NO SQUINT



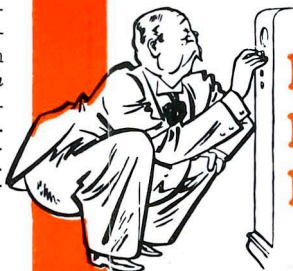
NO STOOP



NO SQUAT



**PHILCO High-Fidelity 116XX** . . American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counterbalanced Magnetic Tuning on all stations. Five Spread-Band Tuning Ranges spread short-wave stations 6 times farther apart. High-Fidelity Audio System. Twin Tone Controls (A. Treble-Selectivity. B. Bass). Philco Inclined Sounding Board. Acoustic Clarifiers. Cathedral High-Fidelity Speaker. Philco Foreign Tuning System. Spread-Band Dial names and locates foreign and domestic short-wave stations in color. Glowing Beam Tuning Range Indicator. Sealed Cabinet with Protective Back Shield. 15 Philco High-Efficiency Tubes. Covers Standard American Broadcasts . . Day and Night Foreign and American Short-Wave Broadcasts . . State and Municipal Police . . Day and Night Aviation . . Ship and Complete First-Class and Second-Class Amateur Bands.



NO SQUAT  
NO STOOP  
NO SQUINT



## PHILCO HIGH-FIDELITY RADIOS with AUTOMATIC TUNING

Everything you could ask or hope for in a radio! These two High-Fidelity Philcos are complete in every detail . . with all the latest Philco developments including:

Philco Automatic Tuning . . dial the call letters once, and CLICK . . there's your station.

The Inclined Control Panel . . inclined for tuning with ease and grace whether sitting or standing.

Philco High-Fidelity . . more than double the tonal range of ordinary good radios . . for glorious realism.

Philco Inclined Sounding Board . . brings every note up to ear-level while Acoustic Clarifiers eliminate "boom."

Philco Foreign Tuning System . . doubles the number of foreign stations you get and enjoy. Five Spread-Band Tuning Ranges cover all that's interesting in the air!

Never before have you been offered such a combination of Power, Selectivity, Tone and Range . . for radios to match these Philcos have never before been known!

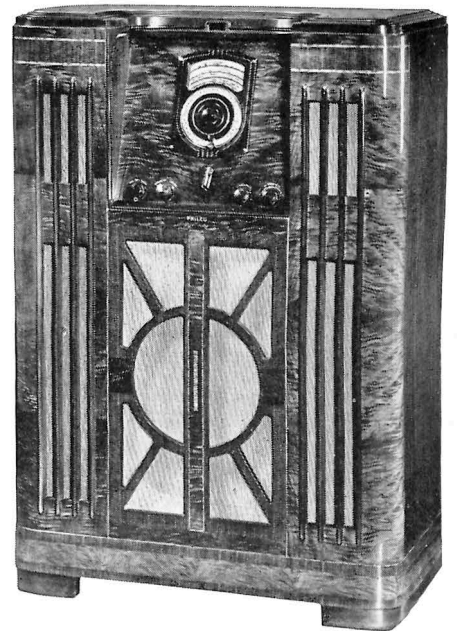
The radio you now have may be traded in as part payment, or you can buy a Double-X Philco for as little as \$7.95 down and about \$1.00 a week . . with- tell you about this Special Philco-Com-mercial Credit Company Plan.



Philco Automatic Tuning made it unnecessary to re-member "numbers" when tuning. Now with the Philco Electric Automatic-Control Clock you don't have to think about time! Set the clock and it automatically switches on your radio just before your favorite program starts! Use it as an alarm clock in the morning . . to wake you with music from your favorite station . . or let it turn off the radio automatically after you've gone to bed!

AUTOMATIC TUNING, TOO!

No longer need you "Squat, Stoop or Squint" to tune in a station! For 1938 . . Philco presents a radio designed with the comfort and convenience of the listener given first consideration. In the new Double-X models, Philco has combined Automatic Tuning of favorite stations . . with an Inclined Control Panel . . to create a radio that can be tuned with ease and grace . . whether you are standing or sitting. In the Inclined Sounding Board models, Philco gave the listener the first radio that brought every note up to "ear-level." Now in these Inclined Control Panel models, Philco does for the listener's eyes and back what the Inclined Sounding Board did for his ears!

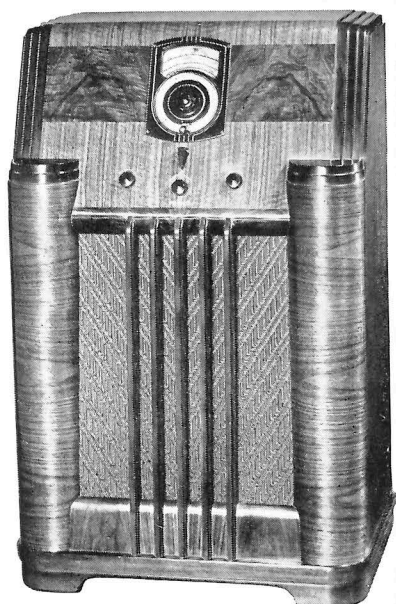


**PHILCO Super High-Fidelity 690XX** . . American and Foreign. Inclined Control Panel with disappearing Tambour Door. Automatic Tuning of favorite stations. Counterbalanced Magnetic Tuning on all stations. Three Speakers (Cathedral High-Fidelity Speaker with two specially designed High-Frequency Speakers). Super High-Fidelity Audio System. Acoustic Clarifiers. Music Interpretation Controls (A. Treble-Selectivity Control. B. Continuously Variable Bass Control). Philco Spread-Band Dial names and locates foreign and domestic short-wave stations in color . . and spreads them 6 times farther apart. Philco Foreign Tuning System. Glowing Beam Tuning Range Indicator. Sealed Cabinet with Protective Back Shield. 20 Philco High-Efficiency Tubes. Covers Standard American Broadcasts . . Day and Night Foreign and American Short-Wave Broadcasts . . State and Municipal Police . . Day and Night Aviation . . Ship and Complete First-Class and Second-Class Amateur Bands.

**NO SQUAT  
NO STOOP  
NO SQUINT**



**NO SQUAT  
NO STOOP  
NO SQUINT**

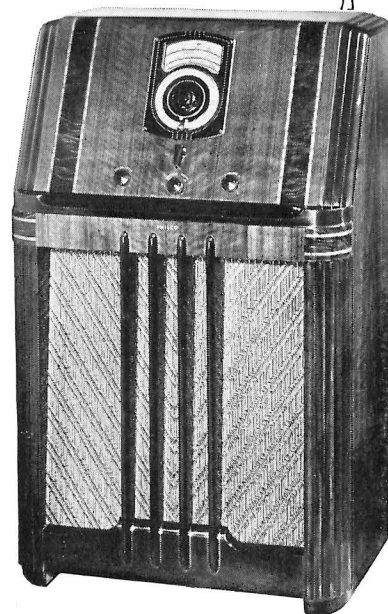


**PHILCO SPREAD-BAND 1XX  
WITH AUTOMATIC TUNING**

American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counter-balanced Magnetic Tuning on Standard Broadcasts. Three Spread-Band Tuning Ranges. Philco Inclined Sounding Board. Auditorium Speaker. Super Class A Balanced Push-Pull Audio System. Four-Point Tone Control. Spread-Band Dial names and locates foreign and domestic short-wave stations in color. Glowing Beam Tuning Range Indicator. Philco Foreign Tuning System. Sealed Cabinet with Protective Back Shield. 12 Philco High-Efficiency Tubes.

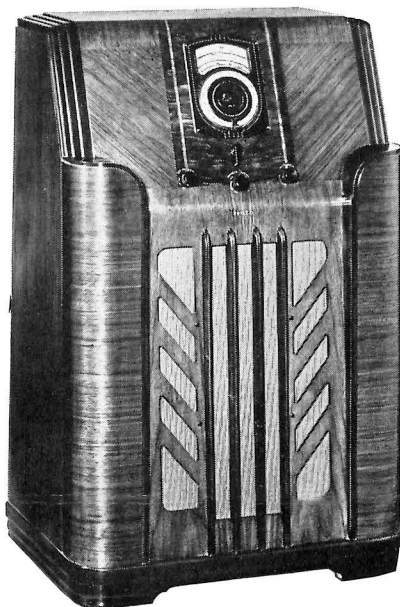
All Philco Double-X Models have "No Squat, No Stoop, No Squint" Automatic Tuning and the Philco Inclined Sounding Board.

The first thing you'll notice about these Double-X Philcos is the Inclined Control Panel . . . inclined so that you can tune with ease and grace whether sitting or standing. And right on it . . . you'll find the Philco Automatic Tuning Dial . . . with the call letters of all your favorite stations! Pick the station you want. One silent turn of the dial . . . and **CLICK** . . . there's your station . . . tuned instantly . . . silently . . . with absolute accuracy!



**PHILCO SPREAD-BAND 3XX  
WITH AUTOMATIC TUNING**

American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counter-balanced Magnetic Tuning on Standard Broadcasts. Three Spread-Band Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Push-Pull Phase Inverted Audio System. Four-Point Tone Control. Spread-Band Dial names and locates foreign and domestic short-wave stations in color. Glowing Beam Tuning Range Indicator. Philco Foreign Tuning System. Sealed Cabinet with Protective Back Shield. 9 Philco High-Efficiency Tubes.



**PHILCO SPREAD-BAND 2XX  
WITH AUTOMATIC TUNING**

American and Foreign. Inclined Control Panel. Automatic Tuning of favorite stations. Counter-balanced Magnetic Tuning on Standard Broadcasts. Three Spread-Band Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Balanced Phase Push-Pull Audio System. Four-Point Tone Control. Spread-Band Dial names and locates foreign and domestic short-wave stations in color. Glowing Beam Tuning Range Indicator. Philco Foreign Tuning System. Sealed Cabinet with Protective Back Shield. 11 Philco High-Efficiency Tubes.



**PHILCO 4XX  
WITH AUTOMATIC TUNING**

American and Foreign. Inclined Control Panel. Cone-Centric Automatic Tuning of favorite stations. Two Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Push-Pull Phase Inverted Audio System. Four-Point Tone Control. Cone-Centric Dial names foreign and domestic stations. Noise-Excluding Signal Amplifier. Philco Foreign Tuning System. Sealed Cabinet with Protective Back Shield. 8 Philco High-Efficiency Tubes.

**Tuning Range Coverage**

**PHILCO DOUBLE-X MODELS 1, 2 and 3**  
Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day and Night Aviation . . . Ship . . . Day and Night First-Class Amateur.

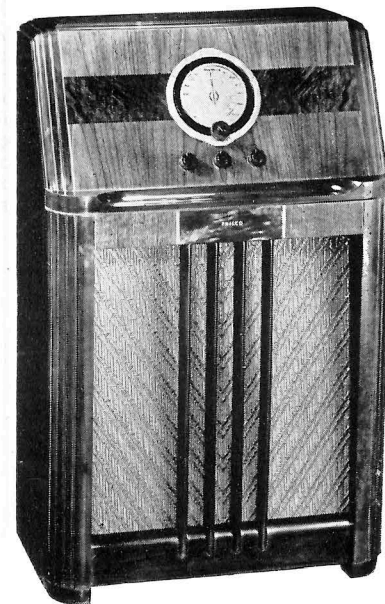
**PHILCO DOUBLE-X MODELS 4 and 7**  
Standard American Broadcasts . . . State Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Ship . . . Day First-Class Amateur.

**Tone Control**

**PHILCO DOUBLE-X MODELS 1, 2, 3 and 4**  
A. Brilliant—for speech.  
B. Bright—for normal reception of music.  
C. Mellow—first noise-reducing stage.  
D. Noise-reducing for distant reception.

**PHILCO 7 DOUBLE-X**

A. Brilliant—for speech.  
B. Mellow—for music.  
C. Deep—noise-reducing for distant reception.



**PHILCO 7XX  
WITH AUTOMATIC TUNING**

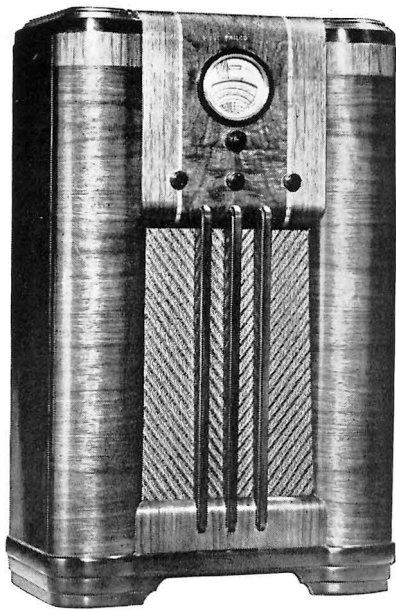
American and Foreign. Inclined Control Panel. Cone-Centric Automatic Tuning of favorite stations. Two Tuning Ranges. Philco Inclined Sounding Board. Concert Grand Speaker. Pentode Audio System. Three-Point Tone Control. Cone-Centric Dial names foreign and domestic stations. Philco Foreign Tuning System. Sealed Cabinet with Protective Back Shield. 6 Philco High-Efficiency Tubes. In the same cabinet: **Philco 22XX** (Automatic Tuning 6-Tube American and Foreign Receiver for AC-DC Operation).

**NO SQUAT  
NO STOOP  
NO SQUINT**



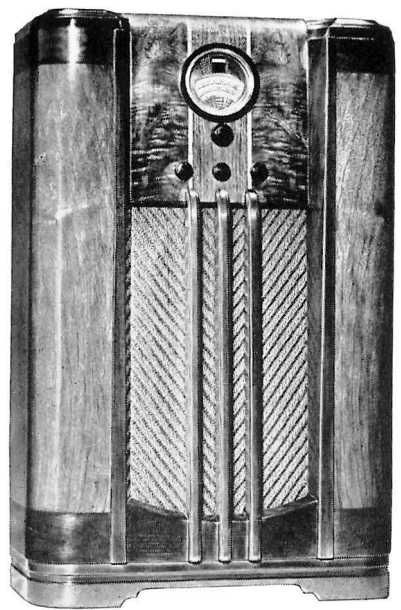
**NO SQUAT  
NO STOOP  
NO SQUINT**





**PHILCO 5X**

American and Foreign. Philco Inclined Sounding Board. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Push-Pull Phase Inverted Audio Circuit. Shadow Tuning. Noise-Excluding Signal Amplifier. Four-Point Tone Control. Concert Grand Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 8 Philco High-Efficiency Tubes.



**PHILCO 8X**

American and Foreign. Philco Inclined Sounding Board. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Shadow Tuning. Three-Point Tone Control. Oversize Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 6 Philco High-Efficiency Tubes. In the same cabinet: **Philco 23X** (6-Tube American and Foreign for AC-DC Operation).

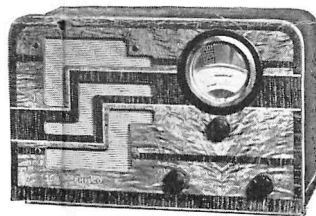
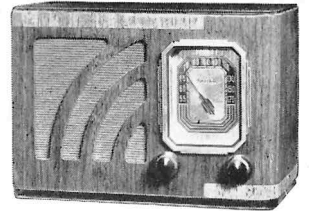


**PHILCO 5B**

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Push-Pull Phase Inverted Audio Circuit. Shadow Tuning. Noise-Excluding Signal Amplifier. Four-Point Tone Control. Standard Electro-Dynamic Speaker. 8 Philco High-Efficiency Tubes.

**PHILCO 12C**

American Receiver. Pentode Audic System. Compact Electro-Dynamic Speaker. Illuminated Full-Vision Dial. 5 Philco High-Efficiency Tubes. **Philco 12C** is also available in Ivory finish.

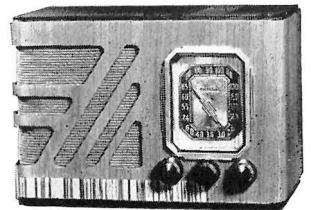


**PHILCO 15T**

American and Foreign. Major features as listed under 15CS. Compact Electro-Dynamic Speaker. In the same cabinet: **Philco 12T** (5-Tube American Receiver). **Philco 14T** (5-Tube AC-DC American Receiver with many Night Foreign and American short-wave broadcasts).

**PHILCO 62T**

American Receiver. Pentode Audio System. Standard Electro-Dynamic Speaker. Wide Vision Dial. Glowing Beam Station Finder. 5 Philco High Efficiency Tubes.



**From the highest-priced to the lowest-priced model . . . Philco recognizes only one standard of quality—the best. Whether visible or invisible, every part that goes into a Philco must conform to standards that know no compromise. Fine parts to begin with, and each part scientifically matched and balanced with all others, make Philco not just an ordinary radio but a real Musical Instrument of Quality—built to endure over the years.**

An excellent example of this scientific balancing of each unit with all others is the Philco Balanced Super-heterodyne Circuit . . . used in all Philcos . . . and raised to new heights of performance by Philco engineers.

Other features included in all models are complete metal shielding of circuits and tubes, patented live rubber condenser mounting, a built-in filter to prevent radiated interference, and perfect alignment of all circuits through assembly on rust-proofed steel.

By scientifically combining correctly chosen types of Philco Self-Centering Octal Base High-Efficiency Tubes, Philco achieves power and selectivity impossible with even a greater number of less efficient tubes. Another important feature on many models is

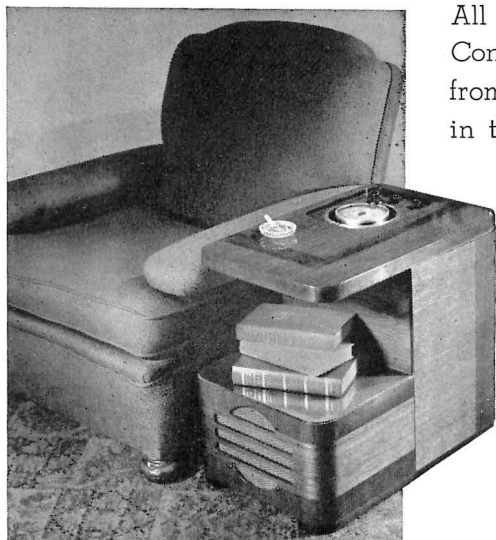
Shadow Tuning, Philco's time-tested visual tuning meter which shows exactly when each station is tuned-in perfectly.

All American and Foreign Philcos are equipped with the Philco Foreign Tuning System, with foreign stations named and located on the dial. Two-Speed Vernier Tuning provides a Fast Speed Drive for swift turning . . . a Slow Speed for fine tuning of short-wave stations.

Philco Electro-Dynamic Speakers, with the exclusive Philco Moving Coil, give faithful response from bass to treble. Fading of distant stations and blasting of local stations are counteracted by Full Automatic Volume Control . . . a feature of all 1938 Philcos.

# TWO MORE AUTOMATIC TUNING PHILCOS

.. a "Sit-Downer" everyone will like and a Table Model!



**PHILCO 7CS** .. Chairside cabinet .. American and Foreign .. Philco Cone-Centric Automatic Tuning. Philco Foreign Tuning System. Standard Electro-Dynamic Speaker. Two Tuning Ranges. Three-Point Tone Control. Pentode Audio System. 6 Philco High-Efficiency Tubes. In the same cabinet: **Philco 22CS** (6-Tube Automatic Tuning American and Foreign Receiver for AC-DC Operation).

All the ease, convenience, and precision of Philco Cone-Centric Automatic Tuning without getting up from your easy chair! That's what Philco offers in the "Sit-Downer" .. a chairside cabinet with many of the features of the 7 Double-X. And on top of that .. there's a Philco Table Model .. the 7T .. that gives you Automatic Tuning in a cabinet that can be tucked away on a book-shelf or placed on a table within easy reach.

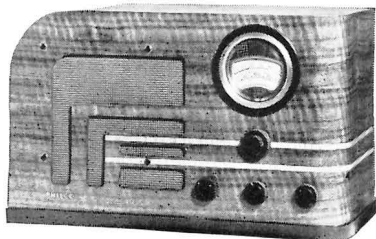


**PHILCO 7T** .. Table Model with features duplicating those of the 7CS described at left. In the same cabinet: **Philco 22T** (6-Tube Automatic Tuning American and Foreign Receiver for AC-DC Operation).

## There's a Philco for Every Purse and Purpose

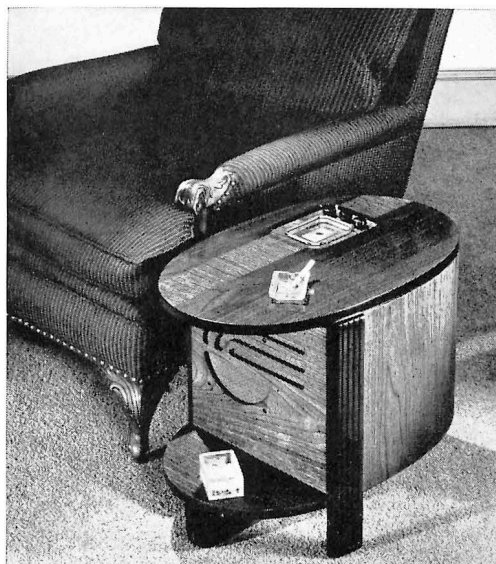
Other PHILCO Folders describe the models for Battery Operation .. the Auto Radios .. and the Special Service Philco American and Foreign Receivers providing coverage of the

U. S. Weather Stations, Foreign Long-Wave Stations and Ultra-Short-Wave Broadcasts. Your Philco dealer will gladly supply you with one or all of these booklets.



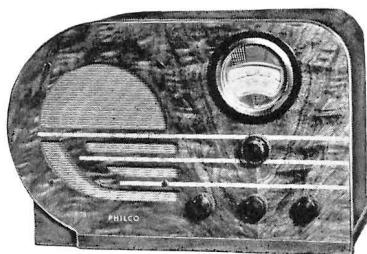
**PHILCO 9T**

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Three-Point Tone Control. Standard Speaker. 6 Philco High-Efficiency Tubes.



**PHILCO 15CS**

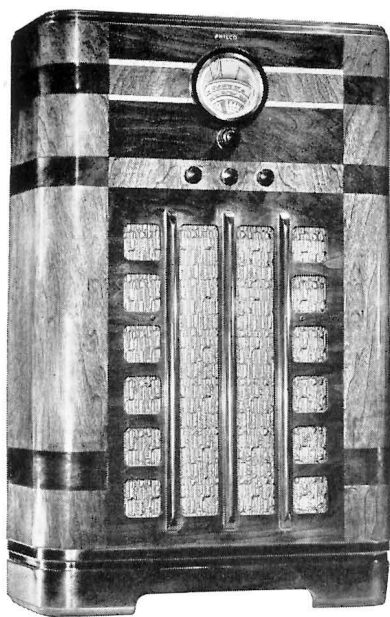
American and Foreign. Pentode Audio System. Standard Electro-Dynamic Speaker. Reduction Gear Tuning. Illuminated Full-Vision Dial. 5 Philco High-Efficiency Tubes. In the same cabinet: **Philco 14CS** (5-Tube AC-DC American Receiver with many Night Foreign and American short-wave broadcasts).



**PHILCO 10T**

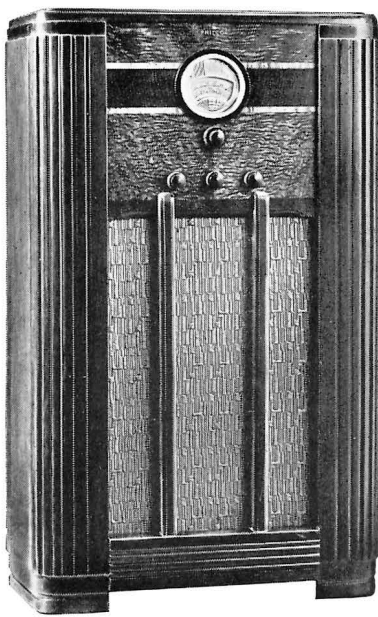
American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Two-Point Tone Control. Standard Electro-Dynamic Speaker. 5 Philco High-Efficiency Tubes. In the same cabinet: **Philco 23T** (6-Tube American and Foreign for AC-DC Operation).

**PHILCO REPLACEMENT TUBES,  
IMPROVE THE PERFORMANCE  
OF ANY RADIO**



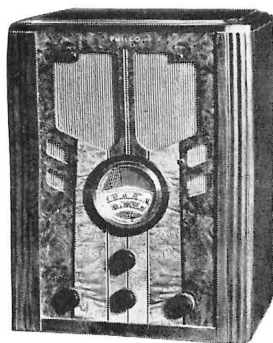
**PHILCO 9K**

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Three-Point Tone Control. Oversize Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 6 Philco High-Efficiency Tubes. In the same cabinet: **Philco 89K** (6-Tube American Receiver). **Philco 23K** (6-Tube American and Foreign for AC-DC Operation).



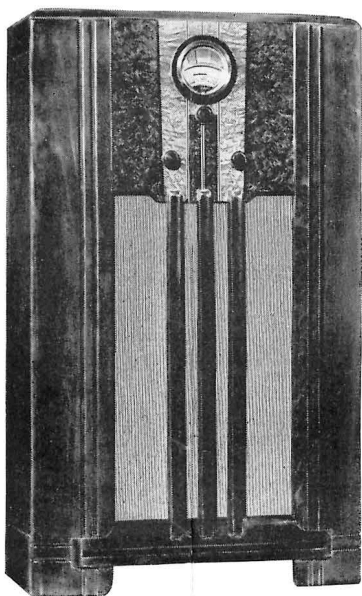
**PHILCO 10F**

American and Foreign. Philco Foreign Tuning System. Two Tuning Ranges with Glowing Beam Station Finder. Philco Color Dial with foreign and domestic short-wave stations named and located in color. Pentode Audio System. Two-Point Tone Control. Oversize Electro-Dynamic Speaker. Sealed Cabinet with Protective Back Shield. 5 Philco High-Efficiency Tubes. In the same cabinet: **Philco 60F** (5-Tube American Receiver with many American and Night Foreign short-wave stations).



**PHILCO 89B**

American Receiver. Two Tuning Ranges. Glowing Beam Station Finder. Pentode Audio System. Noise-Excluding Signal Amplifier. Improved Wide Vision Dial. Two-Point Tone Control. Standard Speaker. 6 Philco High-Efficiency Tubes. In the same cabinet: **Philco 60B** (5-Tube American Receiver with many American and Night Foreign short-wave stations).



**PHILCO 62F.** American Receiver. Pentode Audio System. Standard Speaker. Wide Vision Dial. Glowing Beam Station Finder. 5 Philco High-Efficiency Tubes.



**PHILCO 93B**

American Receiver. Pentode Audio System. Standard Electro-Dynamic Speaker. Illuminated Dial. Ball Bearing Tuning. Tuning Range covers all Standard American Broadcasts and State Police calls. 5 Philco High-Efficiency Tubes.

## TUNING RANGE COVERAGE OF PHILCOS SHOWN ON THIS PAGE

### PHILCOS 5-7-8-9-10-15

Standard American Broadcasts . . Day and Night Foreign and American Short-Wave Broadcasts . . State Police . . Day First-Class Amateur . . Ship.

### PHILCOS 14-60

Standard American Broadcasts . . State and Municipal Police . . Night and Day Aviation . . Night First-Class Amateur . . many American and Night Foreign Short-Wave Broadcasts.

### PHILCO 89

Standard American Broadcasts . . State and Municipal Police . . Second-Class Amateur and Night Aviation.

### PHILCO 62

Standard American Broadcasts . . State and Municipal Police . . Second-Class Amateur.

### PHILCOS 12-93

Standard American Broadcasts . . State Police.

## TONE CONTROL AS APPLIED TO PHILCOS SHOWN ON THIS PAGE

### PHILCOS 5X AND 5B

- A. Brilliant—for speech.
- B. Bright—for normal reception of music.
- C. Mellow—first noise-reducing stage.
- D. Noise-reducing for distant reception.

### PHILCOS 7-8-9

- A. Brilliant—for speech.
- B. Mellow—for music.
- C. Deep—noise-reducing for distant reception.

### PHILCOS 10-89-60

- A. Speech.
- B. Music.

**REMEMBER . . by automatically tuning the Philco High-Efficiency Aerial . . the built-in Philco Foreign Tuning System more than doubles the foreign stations you can get and enjoy!**