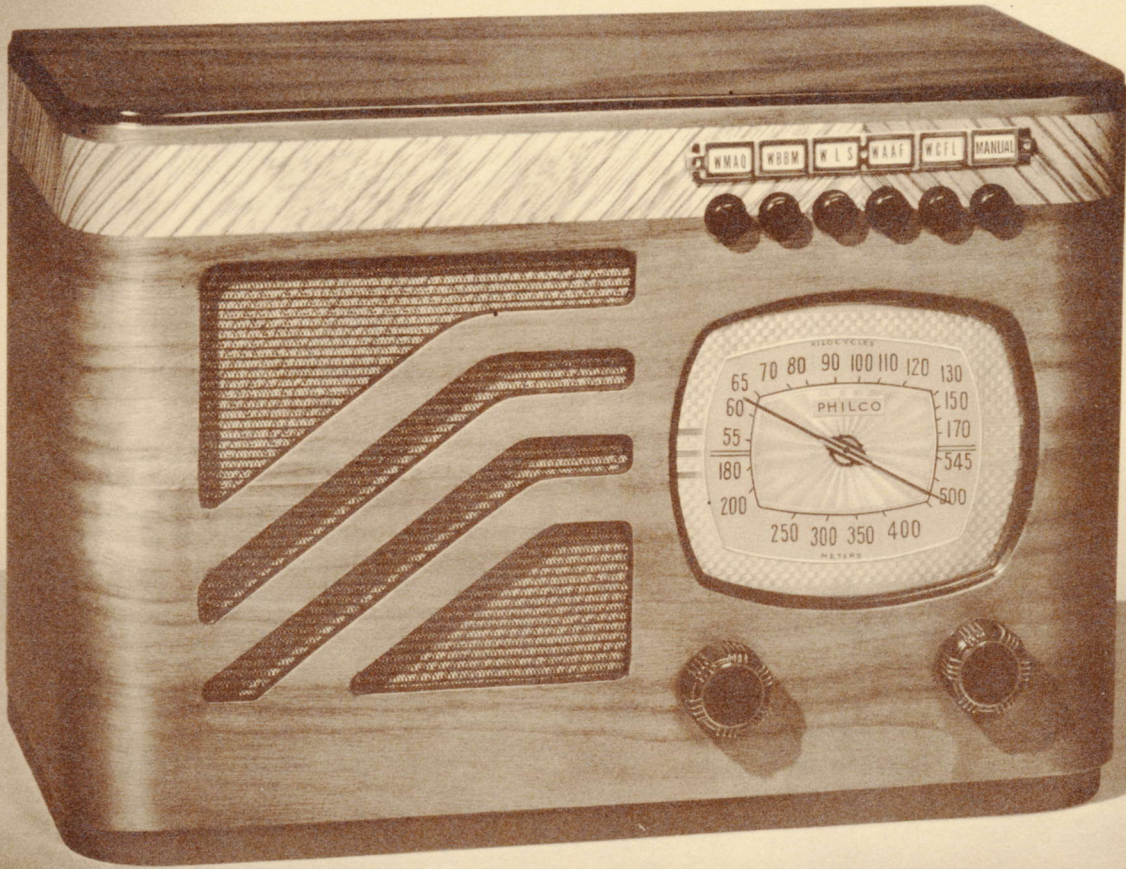


PHILCO

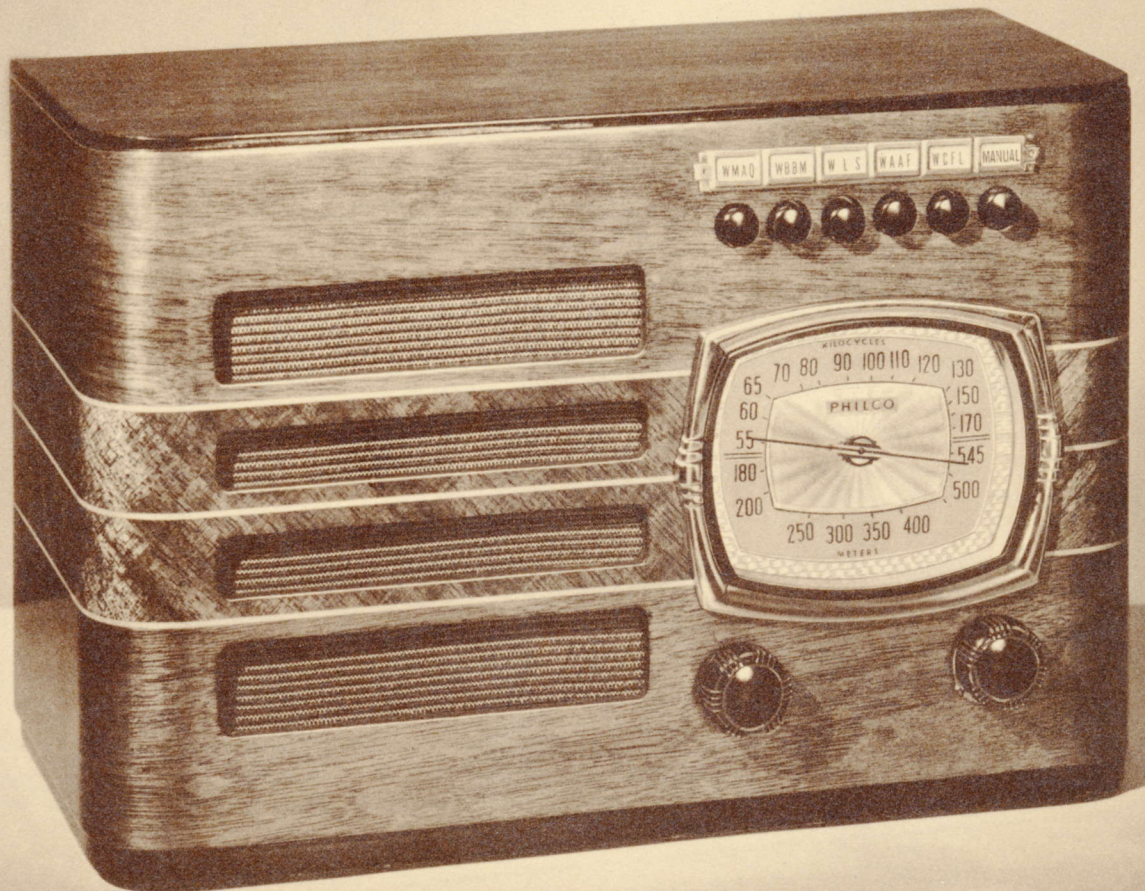
FOR

1939



PHILCO
7C

23.50



PHILCO

7T

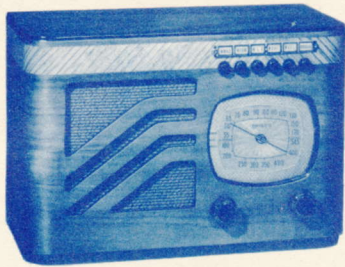
26.50

Also in similar Cabinet

8T

for AC-DC Operation

7C WITH ELECTRIC PUSH-BUTTON TUNING



A NEW Philco Compact ... High in Features and ... Low in Price!

HERE'S a Philco compact with a lot of *PLUS . . . plus* sales appeal, *plus* features, *plus* performance and *plus* cabinet beauty. It will do wonders to *plus* your compact dollar volume.

Look what it has in the way of real, salable features. *Electric Push-Button Tuning . . .* six buttons, five for stations and one for changing to manual tuning. Remember, it's the new Philco type of Push-Button Tuning—*perfected*, instant, drift-proof, reliable and trouble-proof. It has a powerful AC Superheterodyne circuit with five Philco High-Efficiency Tubes. A handsomely designed gold color dial that's easy to look at and easy to read. An improved Electro-Dynamic Speaker with Pentode Audio System gives you tone quality of surprising richness,

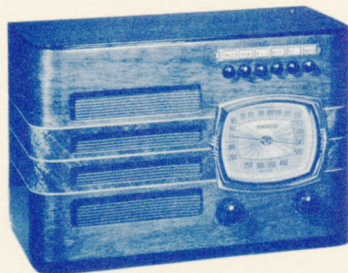
fullness and volume. Reduction gear tuning for rapid, accurate dialing. Adapted for use with Philco Utility Aerial.

And look at the picture of that cabinet, again. Real, up-to-date smartness of line and conception; genuine sliced Walnut, touched with Zebrano inlays in proper contrast. Yes, a cabinet that will lend sparkle to any spot it adorns!

Think what you can do with this 7c. You can *advertise* it—the price is attractive for so much in beauty, performance, features and *name!* And then, when a customer comes in with minimum price in mind, you've got something to *talk about* to work him up.

CABINET DIMENSIONS: 8 $\frac{3}{8}$ " HIGH 12 $\frac{3}{8}$ " WIDE 6" DEEP

7T WITH ELECTRIC PUSH-BUTTON TUNING



A De Luxe Compact to Boost your Unit Sale and Increase your Dollar Margin

ANY merchant who knows his onions in the radio trade knows the one thing he has to *watch*, if he wants to make a profit out of compact business, is *keeping his average sale up*—not letting his compact volume become too great a drag on his total. And that's why this gorgeous new Philco 7T is just what the doctor ordered!

You'll certainly agree it has de luxe eye-appeal and flash—superb, up-to-the-minute design that will light the eye of *any type* of customer. The horizontal inlays of Mahogany and

Maple which embellish the beautifully grained sliced Walnut make it look well worth the little extra you'll ask. It has Electric Push-Button Tuning and all the other features of the 7c described above.

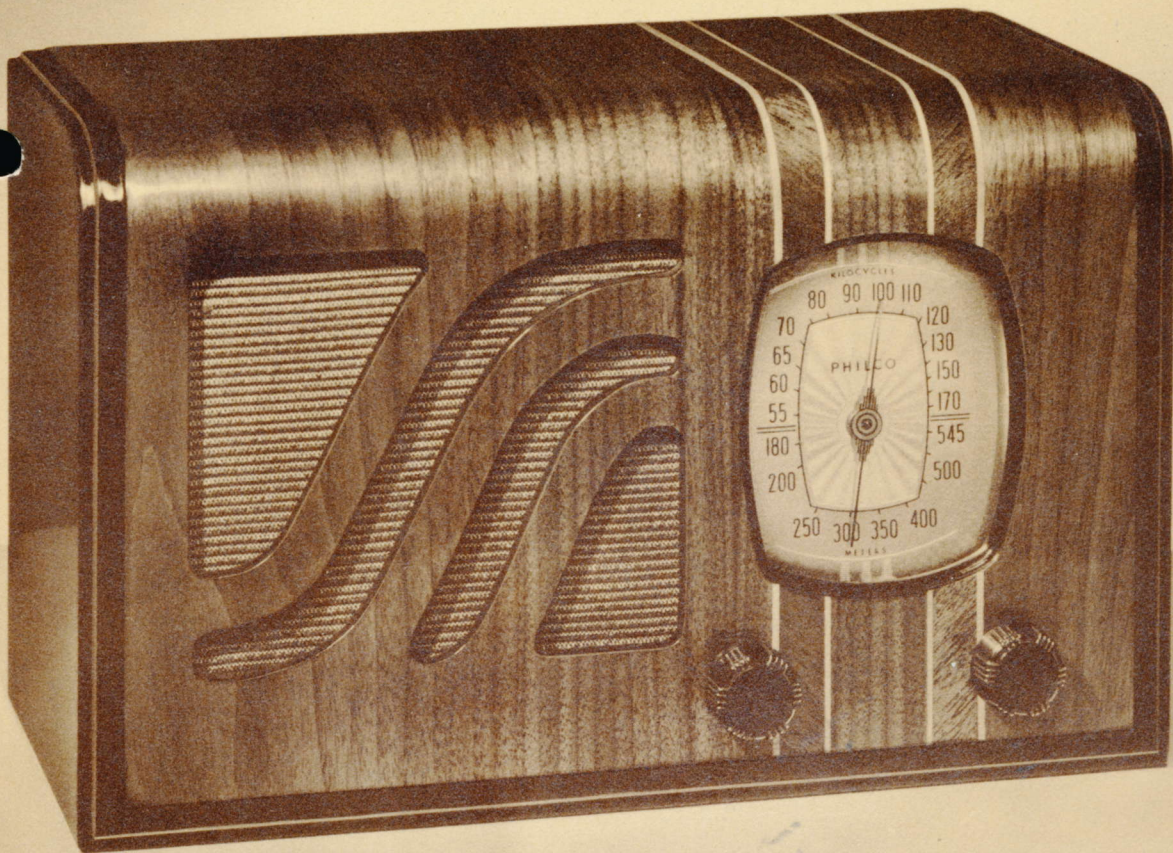
Use this 7T as your *step-up* weapon. The extra dollar margin you'll ring up in your cash register will make a big difference when you check up your profits!

CABINET DIMENSIONS: 8 $\frac{3}{8}$ " HIGH 12 $\frac{3}{8}$ " WIDE 6" DEEP

8T FOR AC-DC OPERATION

In an attractive cabinet similar to the Philco 7T. A newly developed, highly efficient AC-DC Superheterodyne chassis. Six tubes including ballast tube, but without Push-Button Tuning.

PHILCO . . . *A Musical Instrument of Quality*



PHILCO
6c

22.00

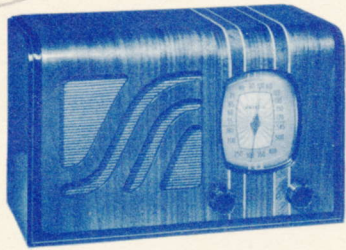


PHILCO
6ci

22.50

6c STANDARD AMERICAN BROADCASTS AND STATE POLICE

1939



Quality Counts when the Radio is a Compact and the Price is Low!

IF there ever is a time when quality of material and workmanship *count*—to you and to your customers—it's in the low priced compact field. And if there ever was a radio that qualifies on this count it's this mighty Philco 6c.

Here's a radio you can sell with confidence to the customer who's looking for real power, real tone quality and real service in a small radio. It has sensitivity. It has wallop. And its tone is something to rave about. Just take a look in the back and see the amount of material and parts that go into that powerful 5-tube Superheterodyne chassis and you'll understand why!

And note its features. First, the cabinet. Vertical grain sliced Walnut, embellished with two bands of Maple and Mahogany inlays, richly finished and smartly designed. It has an illuminated, Full-Vision Dial finished in a gleaming metallic gold color. Accurate Reduction Gear Tuning. Its tuning range covers all Standard American Broadcasts and State Police Calls. Adapted for use with Philco Utility Aerial.

Get behind this model! When the customer walks into your store with a small radio at a low price in his mind, and walks out with a 6c under his arm, you're sure of two things—*You've won a friend and you've made a profit!*

CABINET DIMENSIONS: 7 $\frac{11}{16}$ " HIGH 12 $\frac{3}{8}$ " WIDE 6 $\frac{3}{8}$ " DEEP

6CI STANDARD AMERICAN BROADCASTS AND STATE POLICE

1939



For those who prefer Ivory Finish, here's Performance, too!

IT'S a mistake to think of an Ivory Finish set only as an "extra" radio for the kitchen or bedroom. A lot of folks, today, have living rooms where an Ivory set is just the thing to give a bright cheerful accent to the furnishings. That's why the Philco *quality* that's built into this exquisite 6CI is so important!

Yes, because you not only have distinctive beauty

but superb performance, too, in small space—a set anyone can be proud to own and one that will give real satisfaction. The chassis features of the set are the same as the Philco 6c above. The design is simple and graceful as befits the smooth Ivory Finish. A black edge gives just the touch of contrast to give life and sparkle to the cabinet. Adapted for use with Philco Utility Aerial.

CABINET DIMENSIONS: 7 $\frac{11}{16}$ " HIGH 12 $\frac{3}{8}$ " WIDE 6 $\frac{3}{8}$ " DEEP

PHILCO . . . *A Musical Instrument of Quality*



PHILCO
FARM RADIO

● *And now...*

an amazing sensation
in Farm Radios
that spells profits!

● **1,000 HOURS**

(A FULL RADIO SEASON)

without a change of batteries

So new...so different
that it is almost
as wonderful as

● **Philco Mystery Control!**

For 1939

PHILCO and YOU

present the

**Most Economical
Farm Radio
Ever Built!**

Completely unlike

any other radio...

One thousand hours of operation for only a little more than five dollars. Just about one-half a cent an hour is the way that figures out on paper. And most important to your customers . . . it not only figures out on paper but *works out in fact!*

That's the story that opens the door of every unwired home to the new 1939 Philco Farm Radio!

Here is the greatest advance in years . . . the first essentially important change in Farm Radio design since crystal sets gave way to tubes . . . *and only Philco has it!*

IN the design of the 1939 Farm Radios, Philco aimed for the utmost economy in operation . . . and not only gained that objective but built the finest-toned, best performing radios ever offered to unwired homes.

Philco engineers had to design entirely new tubes to achieve their purpose. And in designing those tubes, they started at the point where all others had left off. They took the finest wire ever previously drawn for use in tube filaments, and drew it still finer . . . drew it to the point of practical invisibility. But that achievement resulted in an economy of current consumption that has never before been remotely approached . . . and an operating cost below that of any farm radio in the world.

Not only does each tube draw less current but because two of them have been designed to perform more than one function, we get more performance out of four of these new tubes than from six of the old ordinary type tubes. And, of course, using fewer tubes again saves current and therefore money.

Philco engineers designed entirely new Power Packs for these new Farm Radios . . . and in the 80 and 85 models made these Power Packs an integral part of the set. In both the table and console models using these chassis, the power units form part of the sound chamber.

In the Philco 80 and 85, you offer your customers and prospects the most economical

farm radios ever built . . . with no competitors barred.

Never before has there been a Farm Radio with so low maintenance and replacement cost for a source of current. And no power source ever before utilized can possibly compete with the new Philco Power Packs on a cost basis.

Consider the "A" current first. The new 1939 Philco Farm Radios will operate on the output of a single dry cell . . . 1.5 volts. The so-called 2-volt sets of the past have really been operating on the equivalent of 2 dry cells . . . with a current consuming resistor reducing the delivered 3 volts to the **stipulated 2 volts required by the set.** This new Philco design actually cuts "A" current drain in half!

"B" current drain has been cut down to 6 milliamps through the newly devised Philco tubes and circuits . . . about one-third of the drain of any set comparable in performance and volume *with or without any "Economizer Switch" of any kind.*

Add the savings together and you have a Farm Radio that operates at a fraction of the drain of sets that are comparable from the standpoint of performance!

What about six-volt sets with various types of windmill chargers? Figure the cost of the

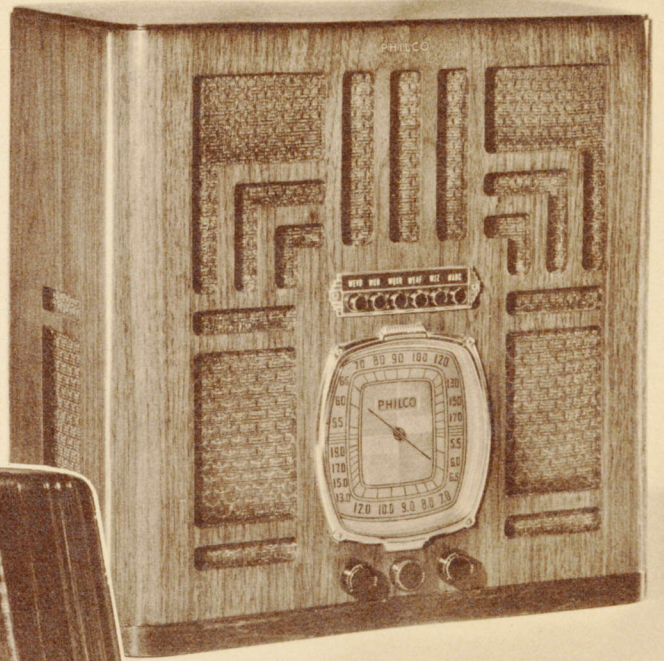
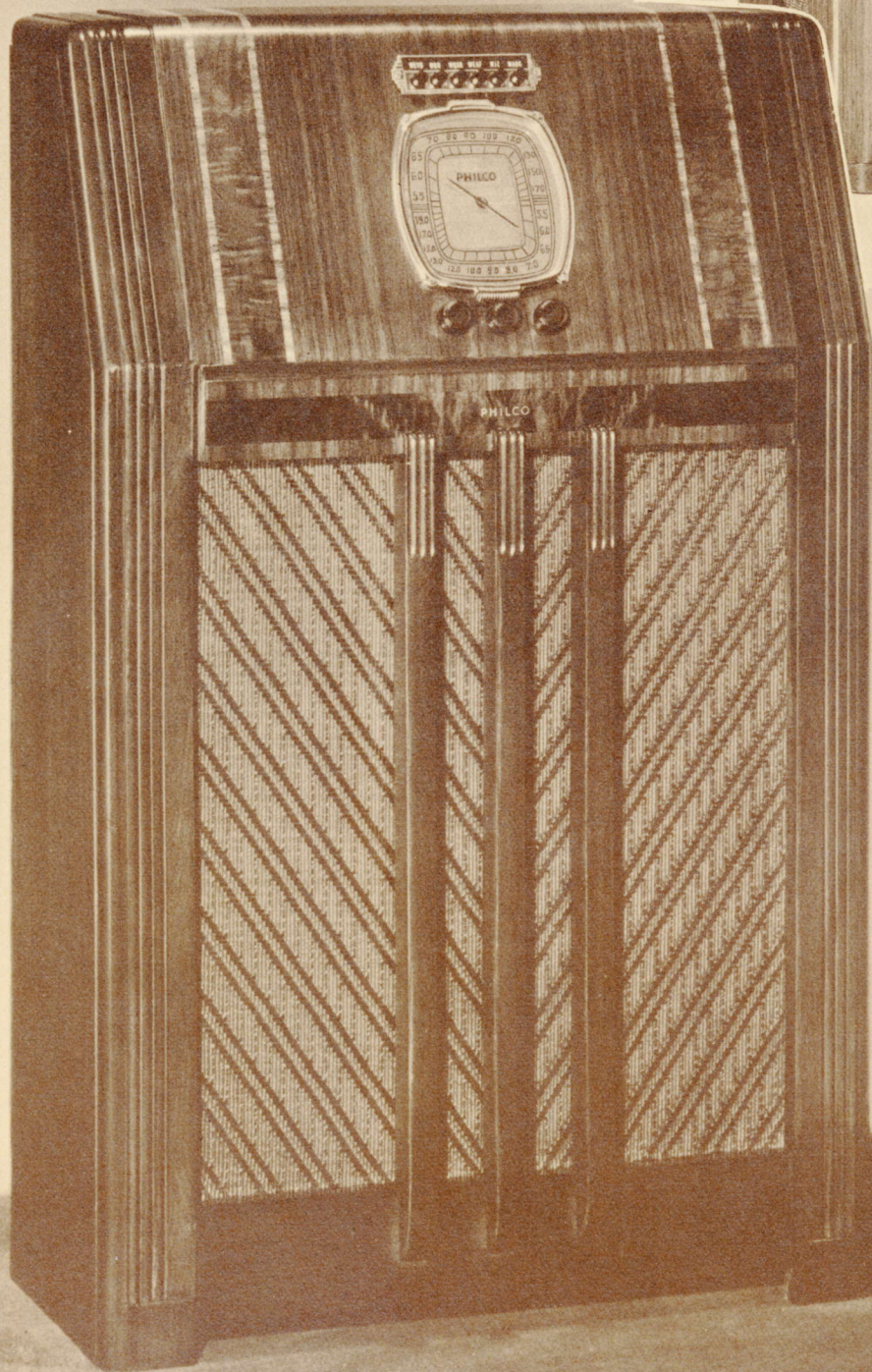
windmill . . . figure the cost of inevitable repairs . . . figure the cost of charging batteries when the wind fails . . . and even if six-volt sets were *given away* . . . the battery expense . . . the added cost of vibrator and vibrator replacements in the sets would still mount up to more than the initial and maintenance cost of these new Philcos over a couple of seasons! That's your story . . . and it's true . . . *every word of it!*

When you hear these new Philco Farm Radios for the first time, you will instantly realize that every farm radio heretofore built is as obsolete as an old one-lunger auto. Even in such details as the "Off and On" switch, Philco has heeded the farm market's plea for lower operating costs. Instead of a current-consuming pilot light to indicate when the current is on, there's a mechanical On-Off Indicator that needs no juice . . . and yet provides an instant, unmistakable warning that the set is in use.

New tubes, new speakers, new power units, new and infinitely more efficient cabinet design . . . everything's new but the name! With that name . . . with the super-performance and super-economy of these new Philco Farm Radios . . . Philco is handing you the farm radio market on a silver platter!

Now tell your customers . . .

"Even if you got a competitive set FREE its ultimate cost would be more than these Philcos!"

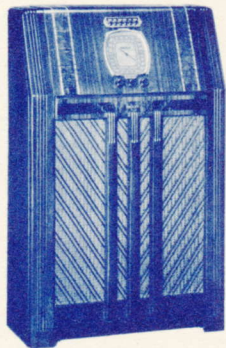


PHILCO
85 XF
85 B

85XF

85B

LOWEST DRAIN FARM RADIO WITH ELECTRIC PUSH-BUTTON TUNING



The finest Farm Radio ever built ... from every angle!

STRONG WORDS . . . but these sets are ready and able to prove it!

It's economy your customer is looking for and you'll find the economy angle of Philco's new design completely covered on the preceding pages. Don't forget to bear down every time on that angle to every customer. *They've* never heard this super-economy story before. Every time you tell it, *it's news* . . . **GOOD NEWS!**

Tell them about the special Philco Power Packs that last approximately one thousand hours in average service . . . a current cost of only about one-half cent an hour. Emphasize the fact that it's not only the original cost of the Power Packs, but also the exceptionally low drain that produces this economy. Only one-third the drain of former sets of comparable performance!

There's been no sacrifice of power or volume to achieve this economy. New tubes, new circuits and functional cabinet design are the "reasons why"! In these 85 models, the Power Packs are not only contained in the cabinets, but form an integral part of the speaker system. The new, specially designed Philco Speakers with the two-pound magnet of Alnico, the most expensive metal ever used in a speaker, have an exceptionally small air gap (as small as the AC Balanced Field Type), and are mounted in a sound chamber built like a horn. The speaker feeds this horn . . . and the Power Packs are so placed that they form part of the air column of this magnifying sound chamber.

Through this new Philco construction, a mere fraction of the current previously required produces a far larger audio output. It took real acoustic designing to achieve this result . . . a

volume that equals or excels that which previously required a number of big current-consuming tubes.

When your customers come in and ask, "Will it pull 'em in?" your answer is a most emphatic "YES!" because this set will give you *daylight* reception with *twice* the sensitivity you have ever known.

And if it's tuning convenience that's first and foremost in your customer's mind . . . here's *Electric Push-Button Tuning* of six favorite stations, plus manual tuning of all other broadcast and State Police channels . . . and short-wave coverage of everything between 5.7 and 18 megacycles! That means all Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur.

A year ago, nobody in the whole radio industry was even dreaming that so much performance, such richness and clarity of tone, such perfect short-wave reception *plus Electric Push-Button Tuning* could ever be built into a Farm Radio that would run a thousand hours on self-contained Power Packs at a cost of about a half a cent an hour!

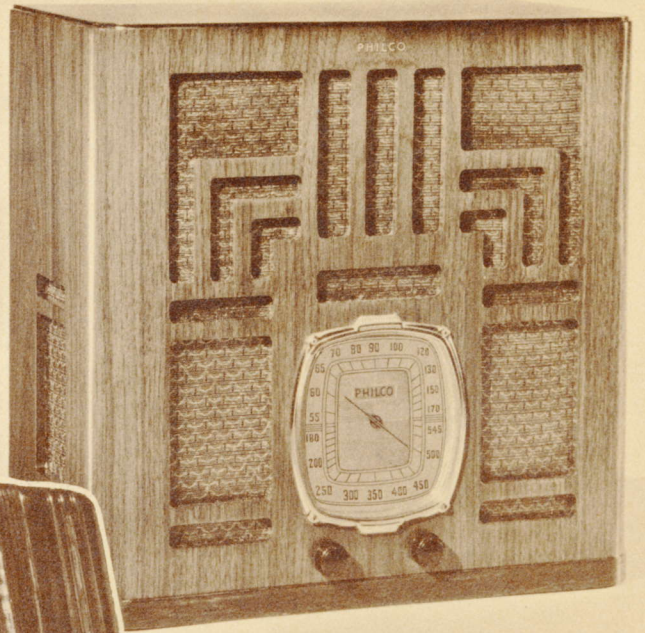
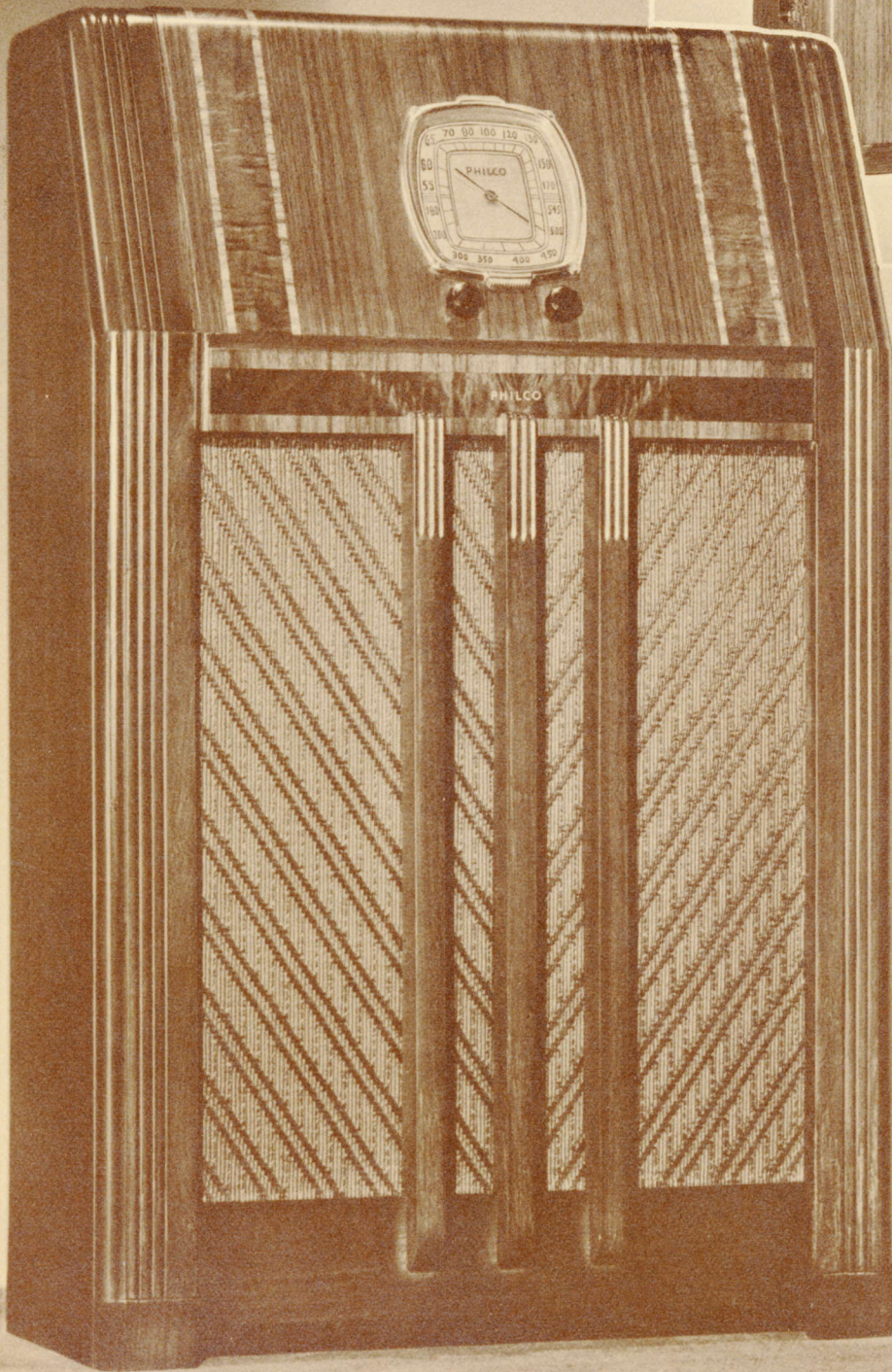
Today Philco has made things that seemed visionary only a year ago, accomplished facts. And here are the two Farm Radios that prove it . . . the 85B in a rich-looking walnut table model . . . and the 85XF in a console that has the renowned Philco Inclined Control Panel as an extra added attraction.

Electric Push-Button Tuning, Foreign and American Short-Wave in addition to Standard American Broadcasts . . . the finest, most economical, most efficient Farm Radios ever built! That's our story . . . that's your story . . . and competition is stuck with it!

CABINET DIMENSIONS:	85XF	39 ³ / ₈ " HIGH	24 ¹ / ₄ " WIDE	12 ¹ / ₂ " DEEP
	85B	17 ⁷ / ₁₆ " HIGH	17 ⁷ / ₁₆ " WIDE	9 ⁹ / ₁₆ " DEEP

Adapted for use with Special Philco Farm Radio Aerial

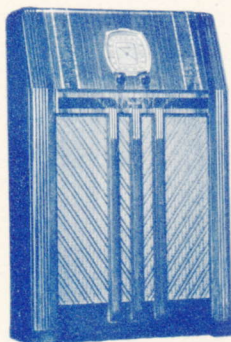
PHILCO . . . A Musical Instrument of Quality



80XF

80B

LOWEST DRAIN FARM RADIO



“Revolutionary” is the only word for this most economical Farm Radio!

Now up go your Farm Radio sales!

HERE'S a Philco Farm Radio you can confidently guarantee as the *lowest drain model* ever designed or built.

We've given you the figures before . . . but we'll repeat them here . . . because they are the strongest selling arguments ever provided to you Philco dealers with Farm Radio prospects.

First and foremost, the Philco 80 uses a special Philco "B" Power Pack, with a specially designed Philco "A" Power Pack . . . both of which will last approximately one thousand hours in average service. Figure that out against a retail price of \$5.50 for the two units . . . and you'll see that the current cost is only about one-half cent an hour! And bear in mind, it's not only the original cost of the Power Packs, but also the exceptionally low current drain that makes this economy possible—only one-third of the drain of former sets of comparable performance.

But don't get the idea that power or volume has been sacrificed to the slightest degree to make this guaranteed economy possible. It's all due to the new tubes, the new circuits, and to the functional design of the cabinets.

In both the 80B and the 80XF, the Power Packs are not only contained in the cabinets, but serve as an integral part of the speaker system. The new, specially designed Philco Speaker used in these models, has an exceptionally small air gap, as small as the Balanced Field type in the 1939 AC models . . . and is mounted in a sound chamber built like a horn.

The speaker feeds this horn . . . and the batteries are so placed that they form part of the air column of this magnifying sound chamber. Through this new Philco construction, a

mere fraction of the current previously required produces a larger audio output. There's a lot of real acoustic designing built into these "80" models . . . to achieve a volume which equals or surpasses that which previously required a number of big tubes consuming a lot of current!

But for the first time in radio history, every part of a set has been so perfectly engineered and correlated that even the Power Packs, which replace old-style batteries, serve a dual purpose. Not only do they provide the most economical power ever supplied to a radio circuit . . . but by their shape, their construction, and position within the cabinet, they play an active part in clarifying the tone and intensifying the volume produced by the speaker.

Philco 80B is a truly impressive table model, with Power Packs self-contained, a speaker with a two-pound magnet of Alnico, the most expensive metal ever used in a speaker, and four of the newly designed Philco Farm Radio Tubes. The cabinet is a magnificent combination of vertical and horizontal grained walnut . . . and represents a tremendous forward step in functional design.

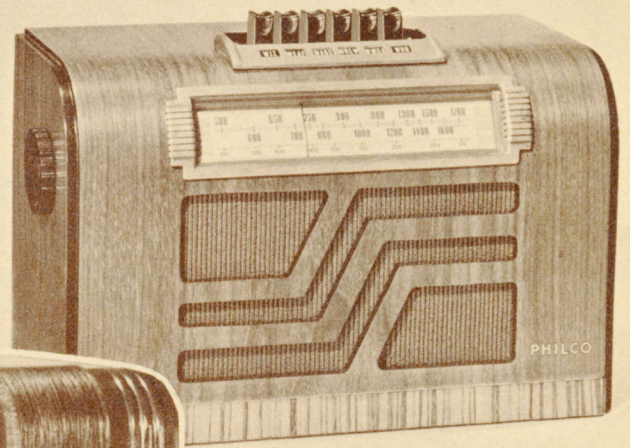
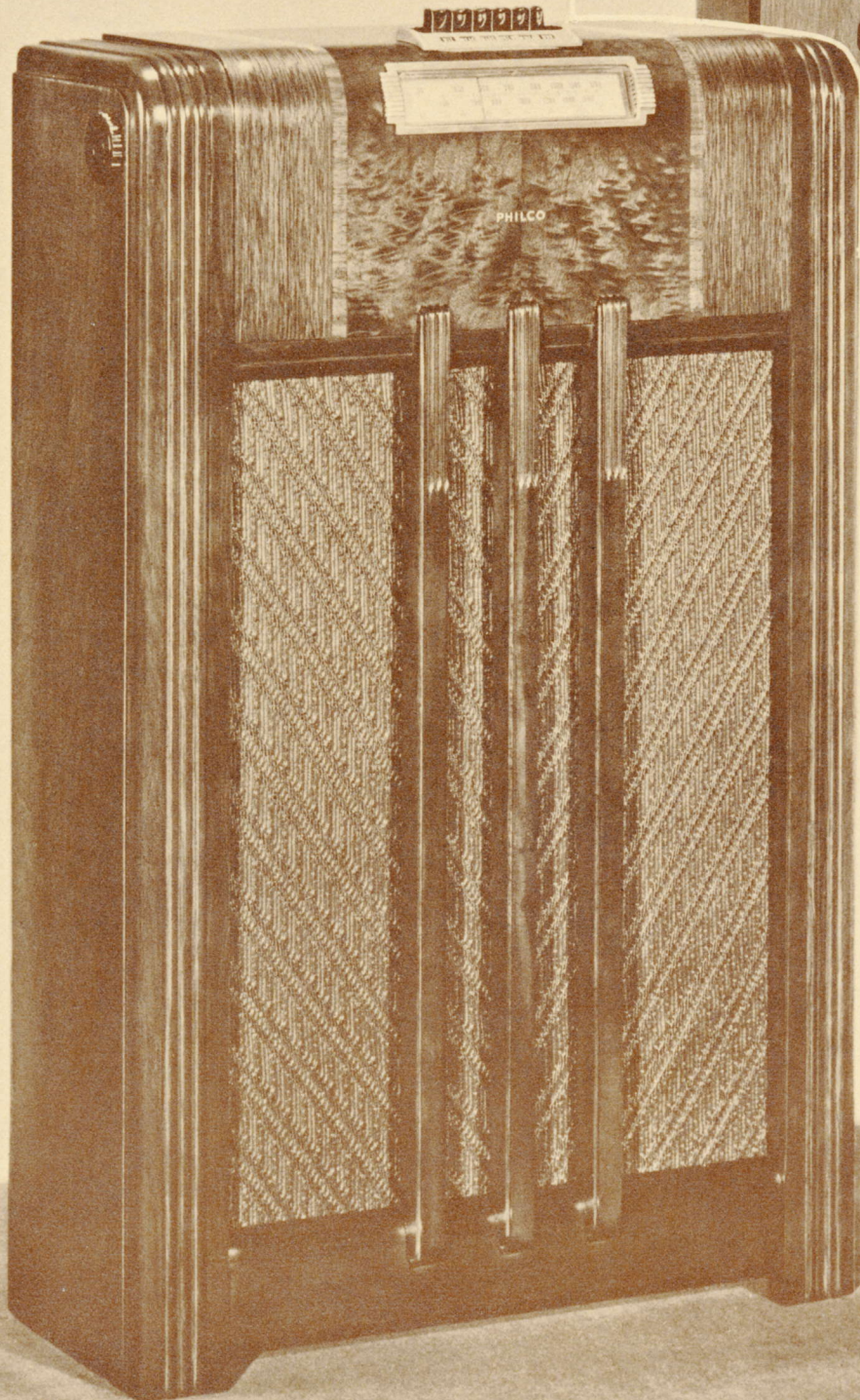
Philco 80XF is in a beautiful walnut cabinet with Philco's famous Inclined Control Panel, and has a Standard Speaker, with an Alnico magnet, and like the 80B covers the complete Standard American Broadcast Band and State Police calls.

These two sets have the most compelling and most convincing sales story anyone has ever been able to tell the Farm Radio market. That's why we know we're safe in saying . . . Philco is giving you absolute domination of the Farm Radio field! So . . . up go your sales and profits!

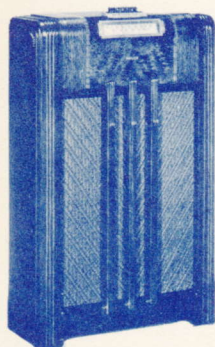
CABINET DIMENSIONS:	80XF	39 ³ / ₈ " HIGH	24 ¹ / ₄ " WIDE	12 ¹ / ₂ " DEEP
	80B	17 ⁷ / ₁₆ " HIGH	17 ⁷ / ₁₆ " WIDE	9 ⁹ / ₁₆ " DEEP

Adapted for use with Special Philco Farm Radio Aerial

PHILCO . . . *A Musical Instrument of Quality*



PHILCO
75F
75T

75 F**75 T****WITH AUTOMATIC PUSH-BUTTON TUNING**

Farmers will quickly buy and city folks will envy the economy of these 75's!

THESE two Philco 75 models are deliberately designed to make the going extra tough for competition. Into them Philco has crowded the features that mean most to your farmer prospects . . . features that form one more link in the chain Philco is forging for you around the whole farm radio market.

Philco 75 comes in two cabinets . . . 75T, the table model, and 75F, the console, both with Philco Automatic Push-Button Tuning.

Philco 75T has a gracefully styled walnut cabinet with Zebrano inlays . . . with six Push Buttons set to favorite stations, plus Philco Disc Controls for manual tuning of other channels on the standard broadcast band and the State Police calls. This is the smartest-looking model ever offered to the farm radio market at anywhere near the price . . . and may safely be tabbed as a real sensation right now!

Philco 75F is a console fashioned from selected walnuts and has ample room for the power packs within the cabinet. Once more, you've got eye-appeal equal to sensational performing ability . . . at a price that will set competition on its collective ear.

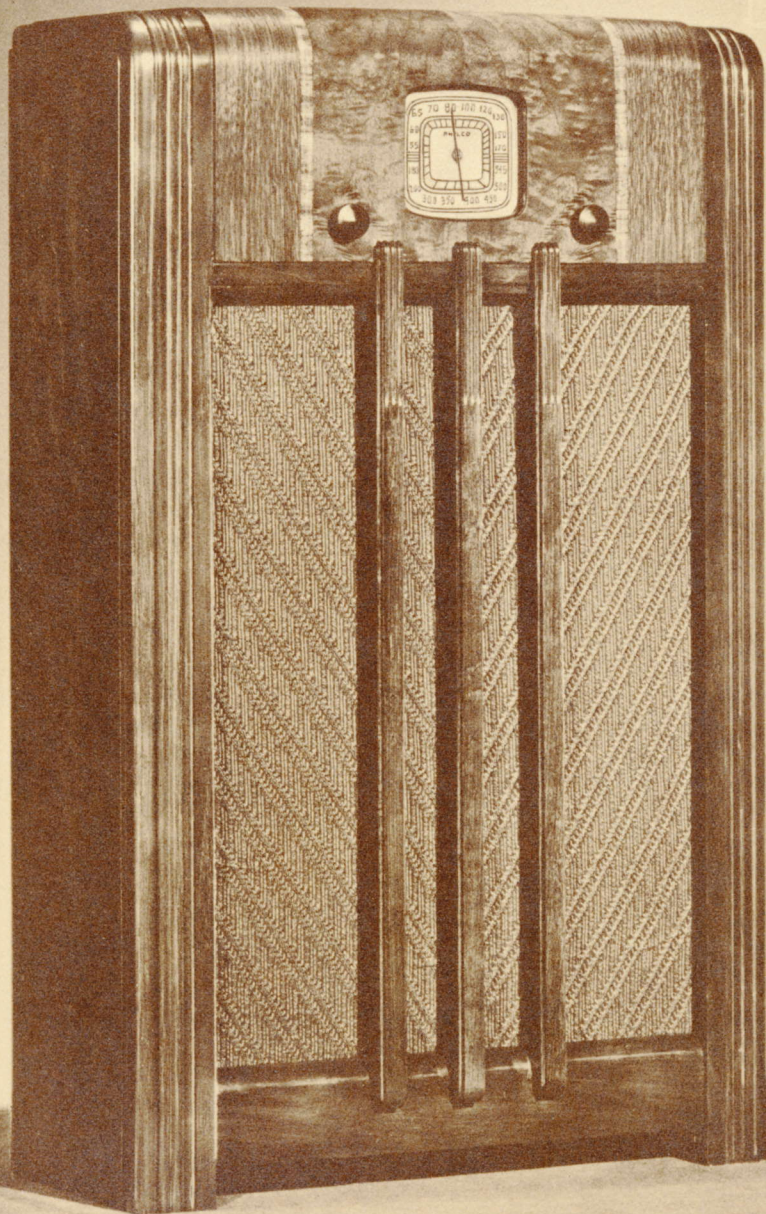
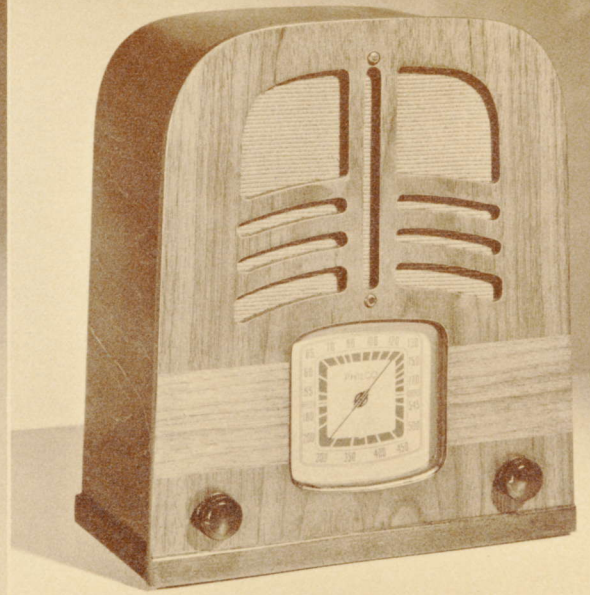
Both 75 models feature such sensational Philco developments as 750 hours of service at $\frac{3}{4}$ of a cent an hour . . . remarkable clarity of tone achieved through the new speaker . . . volume astounding from a farm radio! The Philco 75 utilizes four of the new type, specially developed Philco Farm Radio Tubes (better than six of the old ordinary type), with newly designed speakers in both the console and the table model cabinets.

Truly, Philco is the radio that gives the farmer the decided edge in economy . . . and you can make hay from the day your first set arrives.

CABINET DIMENSIONS:	75 F	37 $\frac{1}{8}$ " HIGH	23" WIDE	9 $\frac{5}{8}$ " DEEP
	75 T	8 $\frac{5}{8}$ " HIGH	13" WIDE	6 $\frac{3}{8}$ " DEEP

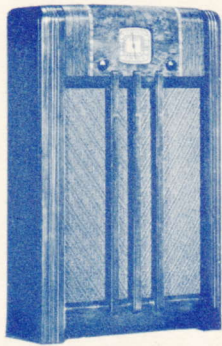
Adapted for use with Special Philco Farm Radio Aerial

PHILCO . . . *A Musical Instrument of Quality*



PHILCO
70F
70B

70F 70B POWER-PACKED FARM RADIOS



**This means more Profits!
Tone...Power...Economy...
all better than ever and all at
the lowest prices in Philco history!**

HERE'S the Philco that's going to make every other manufacturer's engineers spend endless hours in laboratory experimentation. But their efforts will be all in vain, for these two models put Philco so far out in front that competition hasn't got a chance on earth to catch up! So get set for a real clean-up in the farm radio field.

Philco 70B is your price leader for 1939 . . . the set you can advertise *with or without Power Packs* at a price that will pull prospects across your door-step to see and hear the Philco that's sensationally low in price . . . and operates with an economy that's even more sensational!

At the extremely low price of these two 70 models, it is impossible to provide the special acoustic sound chamber of the 80 and 85. The output of the 70 is therefore obtained in another way, namely by the use of a larger output tube and speaker. But even so, the current drain has

been held down to only 8 milliamps and the "A" and "B" Power Packs will last approximately 750 hours in average service . . . less than $\frac{3}{4}$ of a cent per hour.

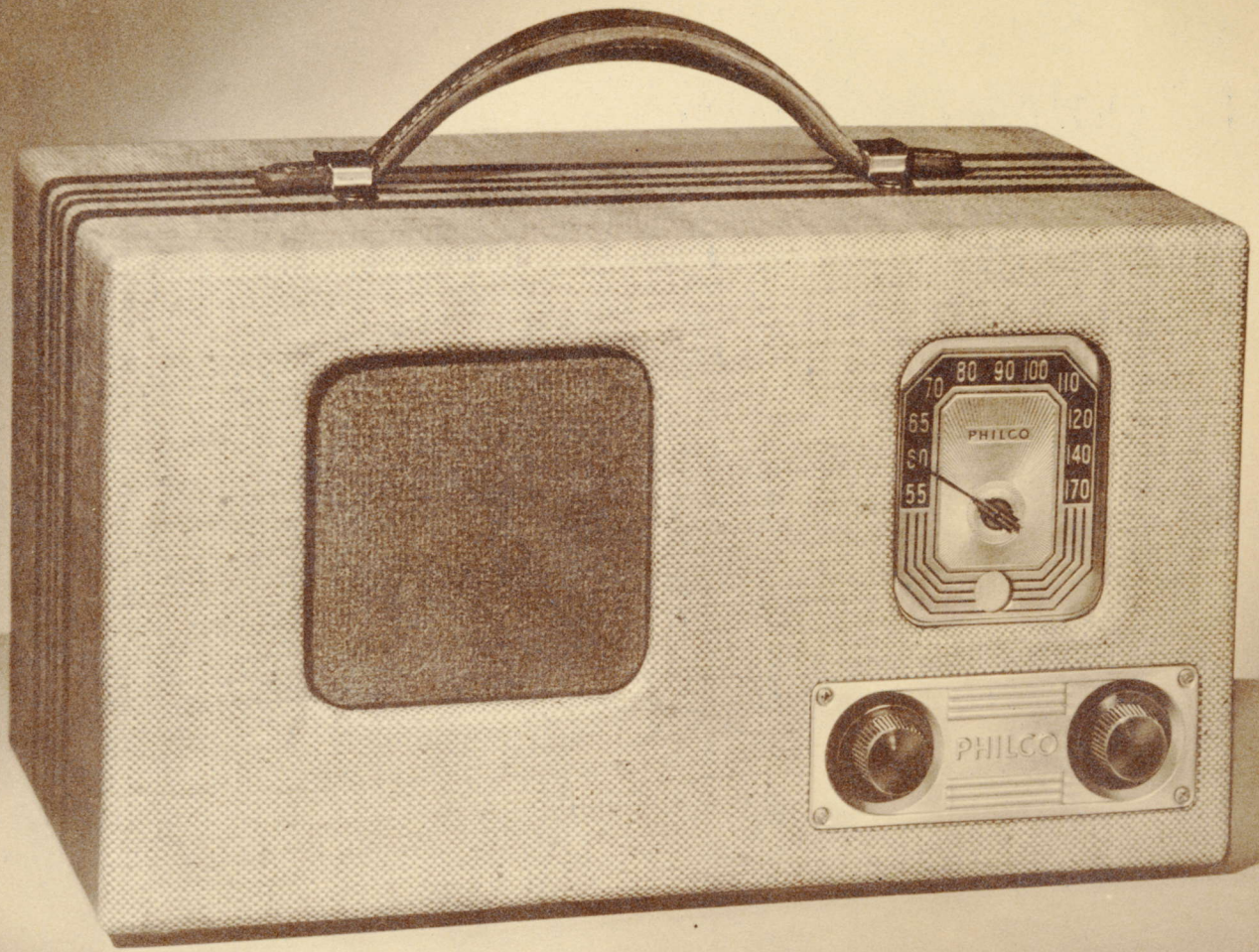
Philco 70B utilizes four of the newly designed Philco Farm Radio Tubes, covers all standard American Broadcasts and State Police calls, and is housed in a Baby Grand cabinet far finer than ever before offered in this price range. The speaker, too, is of the new Philco design, and provides exceptional clarity in addition to surprising volume.

Philco 70F is in one of the handsomest consoles ever offered to farm radio buyers, and is graced by a newly designed full-vision dial. The Power Pack Units fit within this cabinet, and the new Standard Speaker has a magnet of Alnico metal . . . a material that costs many times the price of the iron usually employed.

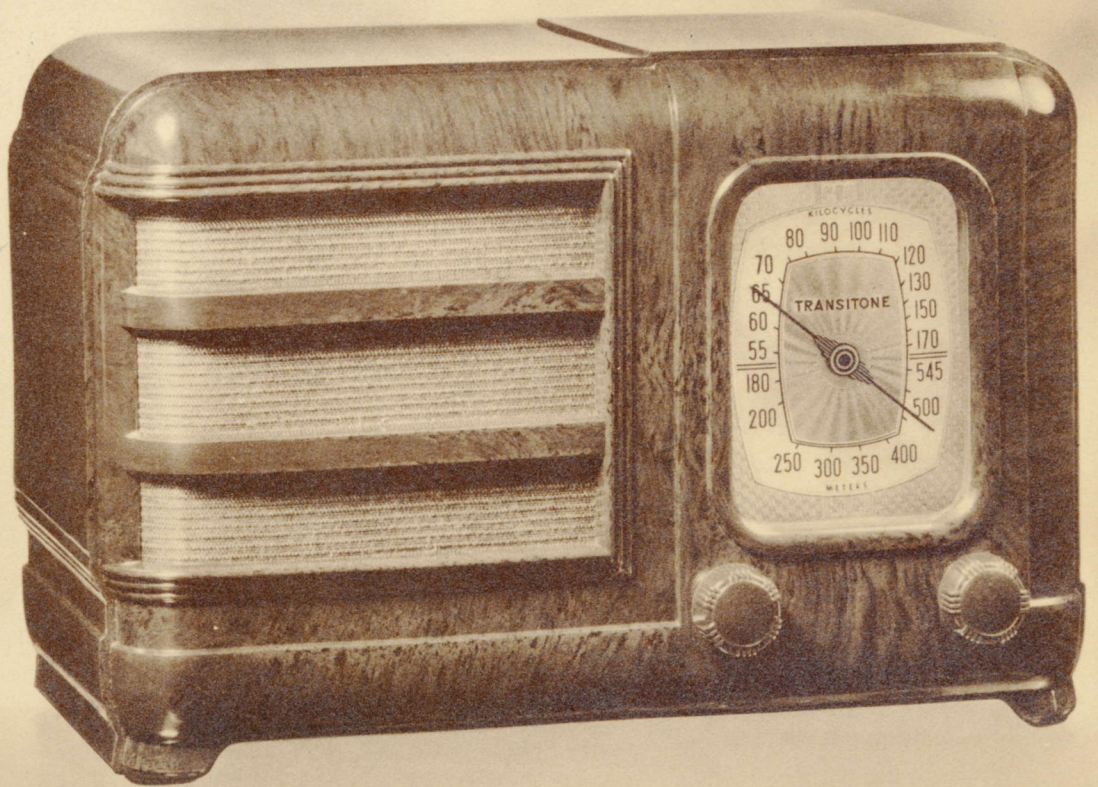
CABINET DIMENSIONS:	70F	37 $\frac{1}{8}$ " HIGH	23" WIDE	9 $\frac{5}{8}$ " DEEP
	70B	13 $\frac{7}{8}$ " HIGH	11 $\frac{7}{8}$ " WIDE	6 $\frac{1}{4}$ " DEEP

Adapted for use with Special Philco Farm Radio Aerial

PHILCO . . . *A Musical Instrument of Quality*



PHILCO
71T



TH-3
TRANSITONE
TH-3

71T PORTABLE—SELF-POWERED



Portable Philco 71T... A "Best Seller" Overnight

COMPLETELY self-contained. Needs no aerial, ground or "house current" connection. Just turn it on and it plays—*anywhere!*

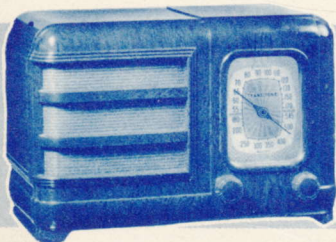
Yes, an overnight sensation! There never was a model in a Philco line that met with a more immediate and more enthusiastic response from the very moment it was placed on the market. Everybody who loves the outdoors, everybody who travels by car, train or plane is a hot prospect. Hundreds of potential sales right in your own community, among your old customers and new ones.

Philco 71T brings radio users a new service they have never before enjoyed. It plays anywhere, far

away from regular electric power—on the beach, out on the lake, in the mountains, even while being carried along the street. Just the thing for picnics, boating, traveling, hunting, and fishing. Wherever there's no "house current" and a person wants radio entertainment, *71T is the answer!*

Be prepared for a thrilling surprise when you hear the superb tone of this set! And the sensitivity and distance range! Has a specially designed, four-tube Philco circuit, operates from a self-contained 250-hour battery power pack. Light in weight, easy to carry. The case is covered in attractive airplane cloth with convenient carrying handle.

CABINET DIMENSIONS: 7 ⁷/₈" HIGH 13 ⁵/₈" WIDE 7 ³/₄" DEEP



TRANSITONE TH-3

You can sell this 5-Tube "Super" Against ANY Price Competition!

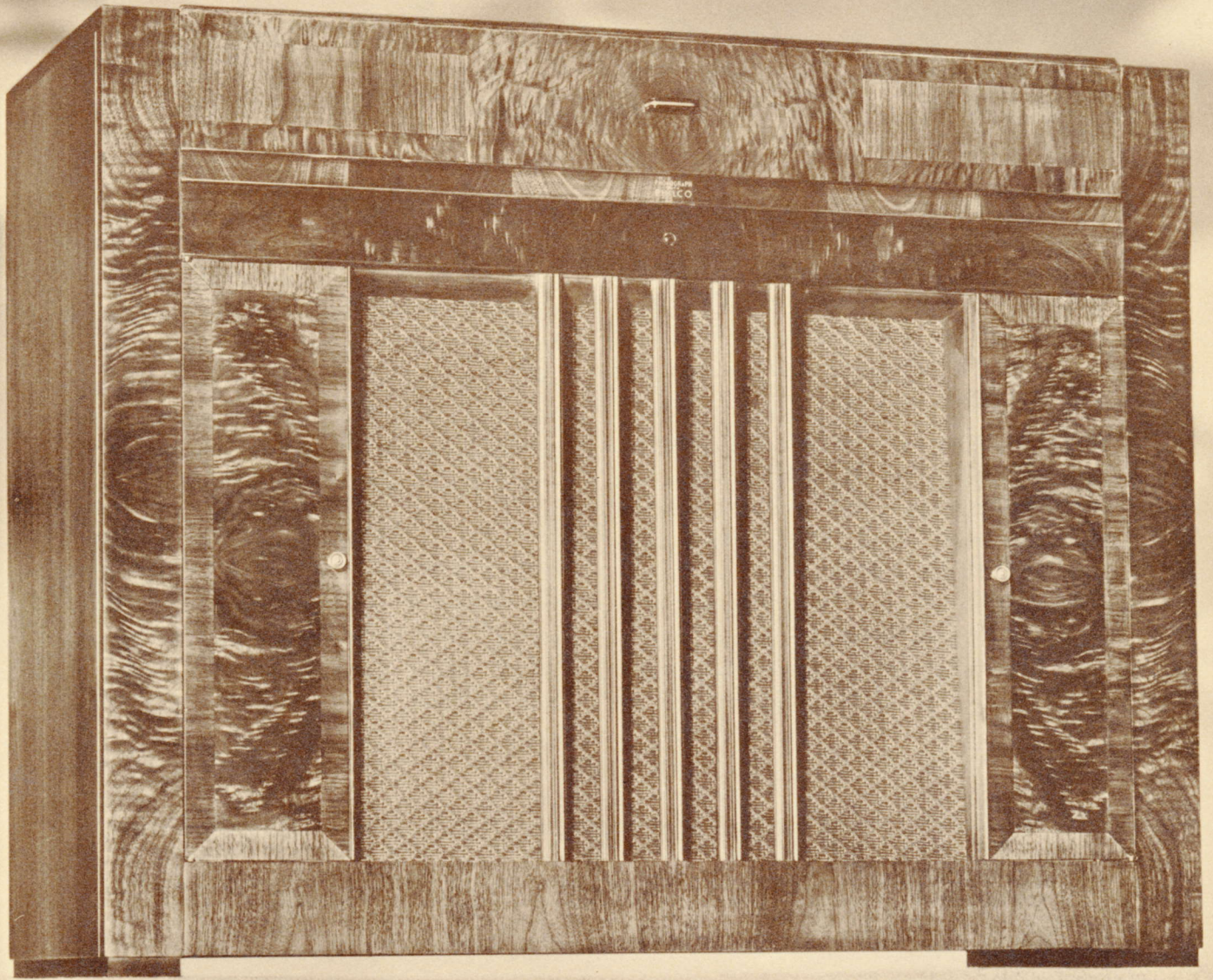
DISPLAY this mighty Transitone TH-3 on your floor and you don't have to lose a sale to any kind of private brand price competition. You can put a tag on this set that will intrigue the most dyed-in-the-wool price buyer—and you can give him performance, tone and cabinet beauty that will knock him over!

For this TH-3 Transitone has real power and sock. It's a genuine AC Superheterodyne, 5 Philco High-Efficiency Tubes. It has what it takes to pull in stations not only in the big cities but in small towns and out-of-the-way places. Yes,

plenty of sensitivity. And selectivity, too. When it comes to tone quality, its Electro-Dynamic Speaker and specially designed audio circuit delivers a fullness and richness that's new to this price range. The plastic cabinet is designed with smart and graceful lines and finished in a rich Walnut color which experience has shown is most acceptable in the majority of homes. A beautiful illuminated dial, large and easy to read. Accurate vernier tuning. The tuning range covers all Standard American Broadcasts and State Police. Comes complete with attached aerial. Approved by Underwriters' Laboratories, Inc.

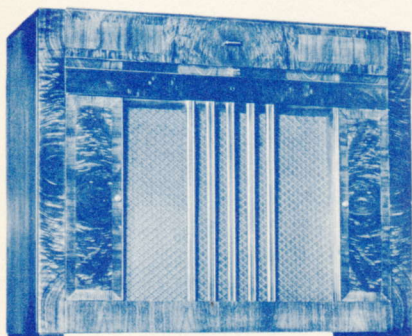
CABINET DIMENSIONS: 8" HIGH 11 ¹⁵/₁₆" WIDE 6 ¹/₄" DEEP

**PHONOGRAPHS
WITH PHILCO**



PHONOGRAPH WITH PHILCO **116** PCX

116 PCX PHONOGRAPH WITH PHILCO



The greatest combination of sales-making features ever offered . . . at a price that means profitable sales for you!

YOU will agree that Philco Mystery Control is going to dominate the market for better radio sets this season. And in that market . . . that part of the population with the desire and ability to purchase the best in radio . . . there's an increasingly large number of people who want an even more complete musical instrument.

Phonograph with Philco 116PCX is your master key to that profitable market. Never before have so many sales-compelling features been combined in a single musical instrument. It has Philco Mystery Control . . . the development destined to be the radio sensation of the 1939 models. The radio chassis is the same in every particular as the 116RX . . . with all the superb tonal quality, all the perfection of short-wave reception, and all the magnificent overall

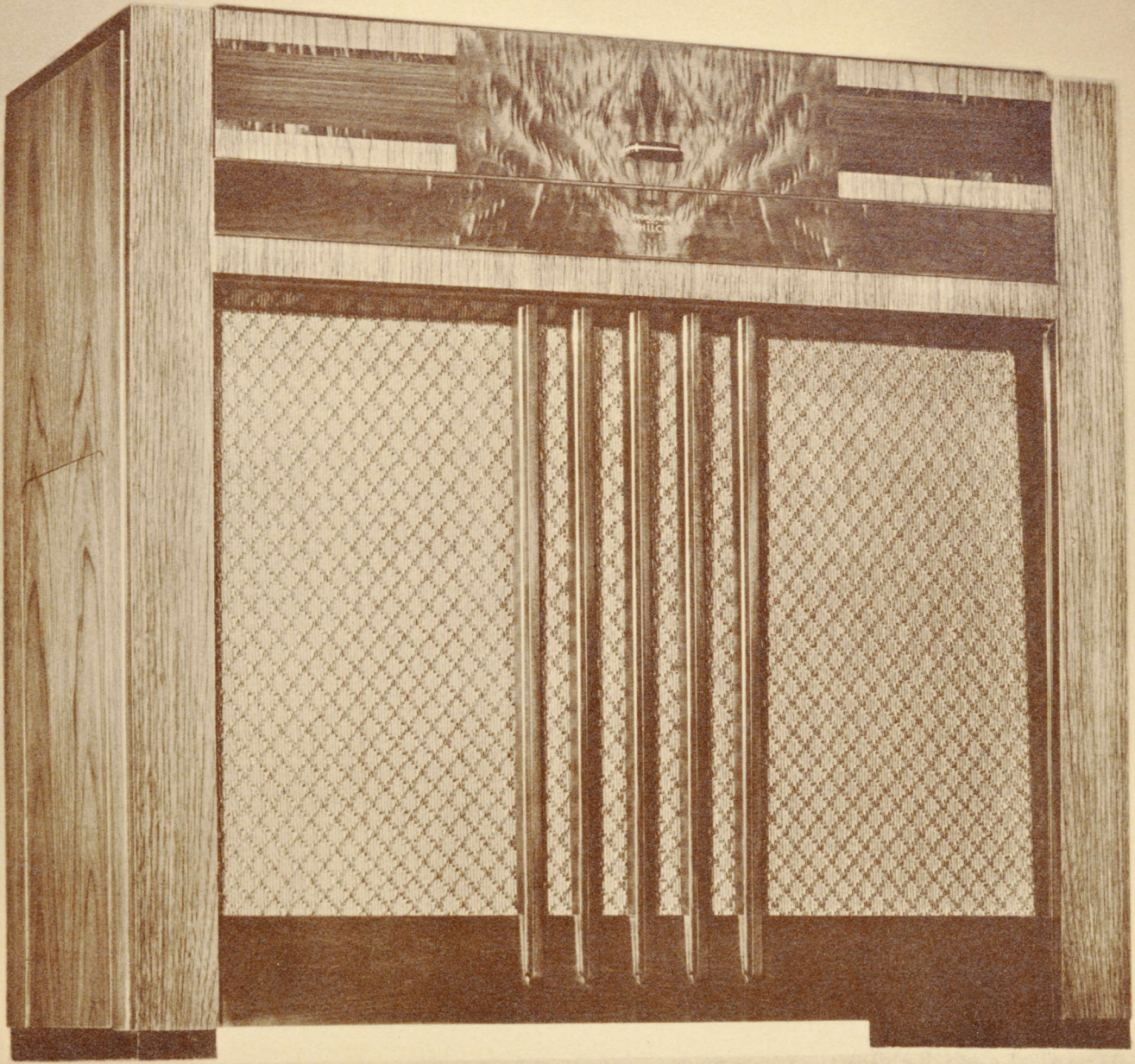
performance built into that greatest of radios. On top of all that . . . the 116PCX embodies the Capehart Automatic Record Changing Unit. This Automatic Record Changer plays ten records, either 10" or 12" size automatically, repeating the last record until the records are re-stacked or the switch turned off. A newly designed crystal pick-up adds greatly to record life and achieves new realism in reproduction of recorded music.

The cabinet follows the distinctive and superbly simple design of the 116RX, with the same beautiful combination of richly figured butt walnut with sliced vertical and horizontal grained sliced walnut, and with the greatly enlarged baffle area in front of the Philco Inclined Sounding Board.

Here's the most complete musical instrument ever designed and built . . . combining a Philco Mystery Control Radio . . . with the finest reproduction of recorded music ever achieved. You can sell these—and every one you sell means a great big substantial profit!

DIMENSIONS:	CONSOLE:	37 1/8" HIGH	44 5/8" WIDE	17 1/8" DEEP
	MYSTERY CONTROL:	5 1/2" HIGH	7 1/4" WIDE	9 1/8" DEEP

Sold only with new, matched and tuned Philco Safety Aerial . . . safe from lightning, safe from power line contacts, safer and far easier to install. And sold at a new low price!

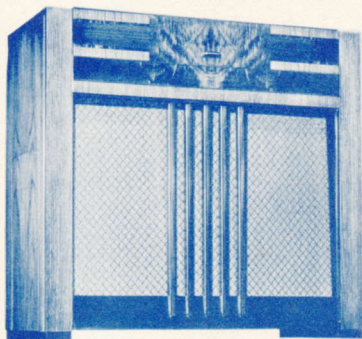


PHONOGRAPH WITH PHILCO **40** PCX

40 PCX PHONOGRAPH WITH PHILCO

Doubly Automatic!

Philco Electric Push-Button Tuning *plus* Capehart Automatic Record Changing *doubles the Sales Appeal!*



PHONOGRAPH with Philco 40PCX gives you a combination instrument that is star-studded with sales-making features!

The radio chassis is the same as the Philco 40XX, completely described earlier in this book. But just to refresh your memory . . . that means Philco Electric Push-Button Tuning of eight favorite stations, the famous Philco Inclined Sounding Board, the great new Philco Balanced Field Cathedral Speaker, and a host of other sales producing

features combined to make a radio of truly exceptional ability.

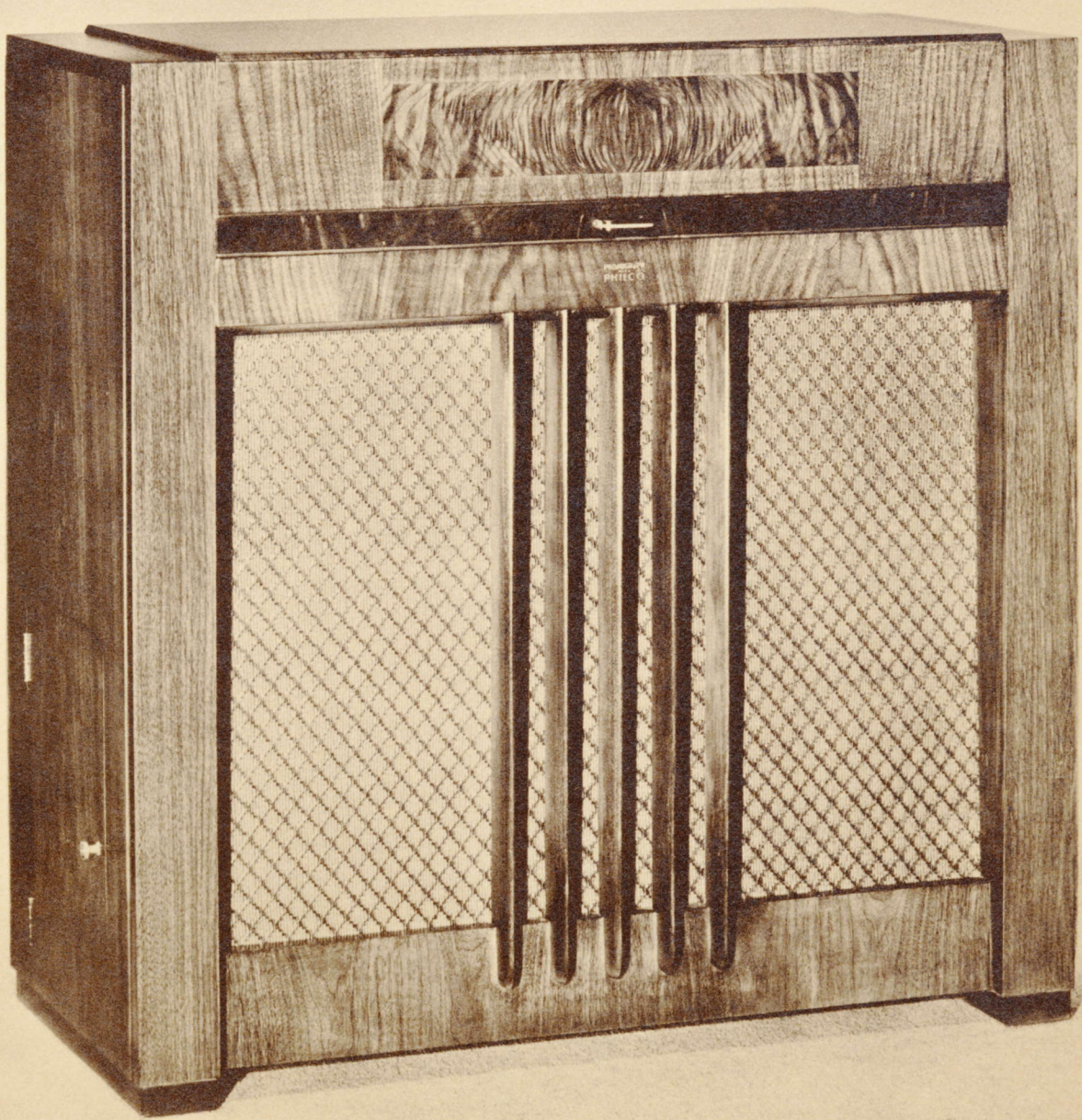
On the phonograph side . . . the 40PCX is equally noteworthy. A built-in Capehart Automatic Record Changing Unit plays ten records, either 10 or 12 inches, repeating the last selection until the records are re-stacked or the set is switched off. The new Philco crystal pick-up delivers the ultimate in reproduction.

The cabinet is richly endowed with eye-appeal, a refreshingly original combination of beautifully figured butt walnut with vertical and horizontal grained sliced walnut.

**Shoot for the big profits! Here's the Phonograph
with Philco that helps you hit the bullseye!**

CABINET DIMENSIONS: 37 $\frac{1}{8}$ " HIGH 39 $\frac{1}{16}$ " WIDE 17 $\frac{1}{8}$ " DEEP

Sold only with new, matched and tuned Philco Safety Aerial . . . safe from lightning, safe from power line contacts, safer and far easier to install. And sold at a new low price!



PHONOGRAPH WITH PHILCO **30** PCX

30 PCX PHONOGRAPH WITH PHILCO



More real selling features than you've ever been able to offer at this price!

HERE'S the Phonograph with Philco that gives you complete command of the two hundred dollar limit division. It's Phonograph with Philco 30PCX . . . and that means it has the highly efficient Philco 30 chassis with all the splendid performance which is built into that model. Among the outstanding features of the Philco 30PCX are Electric Push-Button Tuning of eight favorite stations, the Philco Inclined Sounding Board, the Philco Balanced Field Cathedral Speaker, and all the other features previously described.

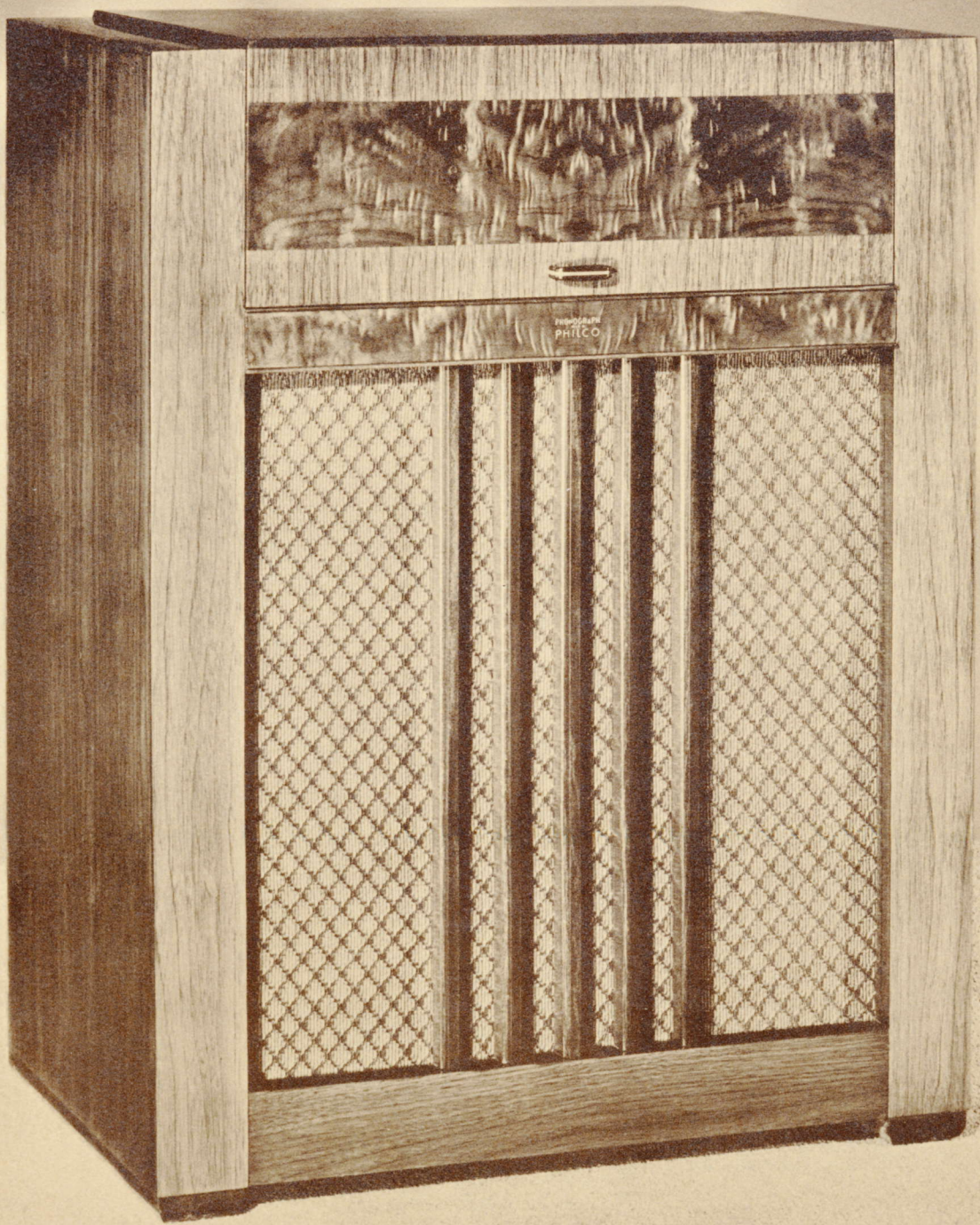
Phonograph with Philco 30PCX has the Capehart Automatic Record Changing Unit that plays ten records, either 10 or 12 inches, repeating the last selection until the records are re-stacked or the set is switched off. The pick-up is of the new Philco crystal type . . . designed for the most perfect reproduction and longest record life.

The cabinet is a magnificent example of fine furniture design . . . utilizing carefully selected specimens of figured butt walnut in combination with beautifully grained sliced walnut.

This is an outstanding value! Remember . . .
the prospect who wants a combination in-
strument can usually be "sold up." ***When***
you sell this one . . . you make a real profit!

CABINET DIMENSIONS: 37 1/8" HIGH 36" WIDE 17 1/8" DEEP

Sold only with new, matched and tuned Philco Safety Aerial . . . safe from lightning, safe from power line contacts, safer and far easier to install. And sold at a new low price!



PHONOGRAPH WITH PHILCO **19** PA

19 PA PHONOGRAPH WITH PHILCO



Automatic Push-Button Tuning and Automatic Record Changing .. priced for volume sales!

YOU'VE never had a double-bar-reeled sales argument to match this! Here's the Phonograph with Philco that will stir up more excitement... and more sales... than the combination field has seen in many a day!

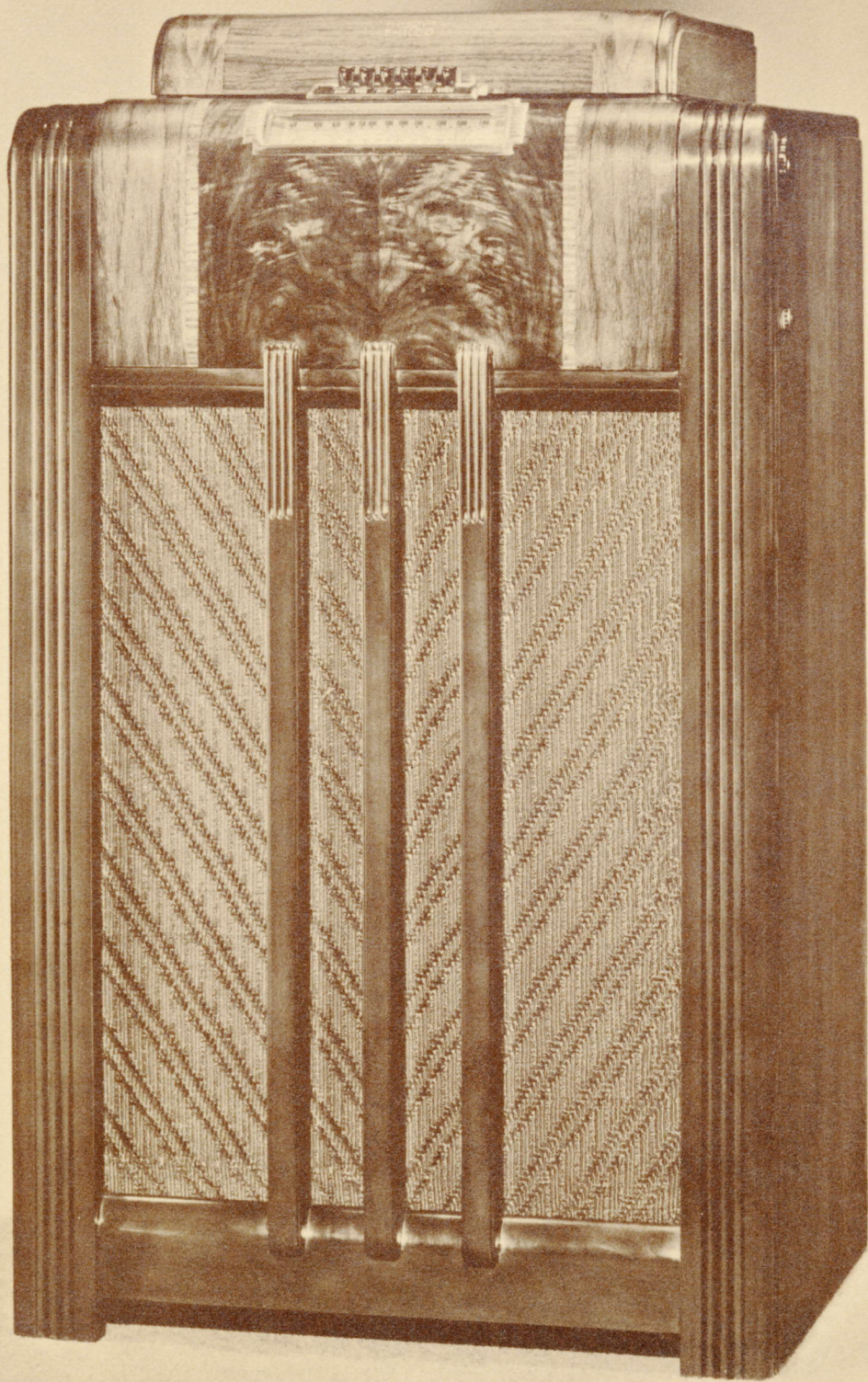
Phonograph with Philco 19_{PA} has an Automatic Record Changer that handles eight 10" records with smooth precision and will play 12" records manually. Automatic Record Changing has never before been available

in a Phonograph with Philco so moderately priced... but that's only the beginning of the 19_{PA} story! There's Philco Automatic Push-Button Tuning of six favorite stations provided by the Philco 19 chassis. There's coverage of Foreign and American Short-Wave Stations in addition to Standard American Broadcasts. And there's a richness and "quality look" to the cabinet of fine walnuts... with ample record storage space... to add an extra measure of sales appeal.

This Phonograph with Philco has everything they're looking for . . . including a price that's right in the groove!

CABINET DIMENSIONS: 37½" HIGH 28" WIDE 18⅝" DEEP

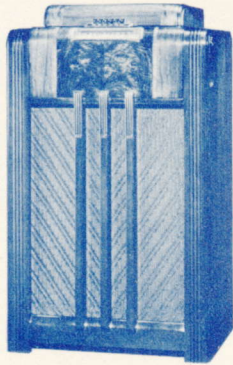
Adapted for use with Philco Utility Aerial



PHONOGRAPH WITH PHILCO **19** PF

19 PF

PHONOGRAPH WITH PHILCO



**Close the lid
and the music starts!**
*That's a feature to make
them talk . . . and buy!*

IN Phonograph with Philco 19PF, Philco introduces its new Semi-Automatic Pickup. You don't touch the tone arm! Merely place a ten or twelve-inch record on the turntable . . . start the motor . . . close the lid and the music starts. The tone arm places itself automatically with un-failing precision . . . and a simple adjustment takes care of the difference between 10" and 12" records.

The 19PF is housed in a console cabi-

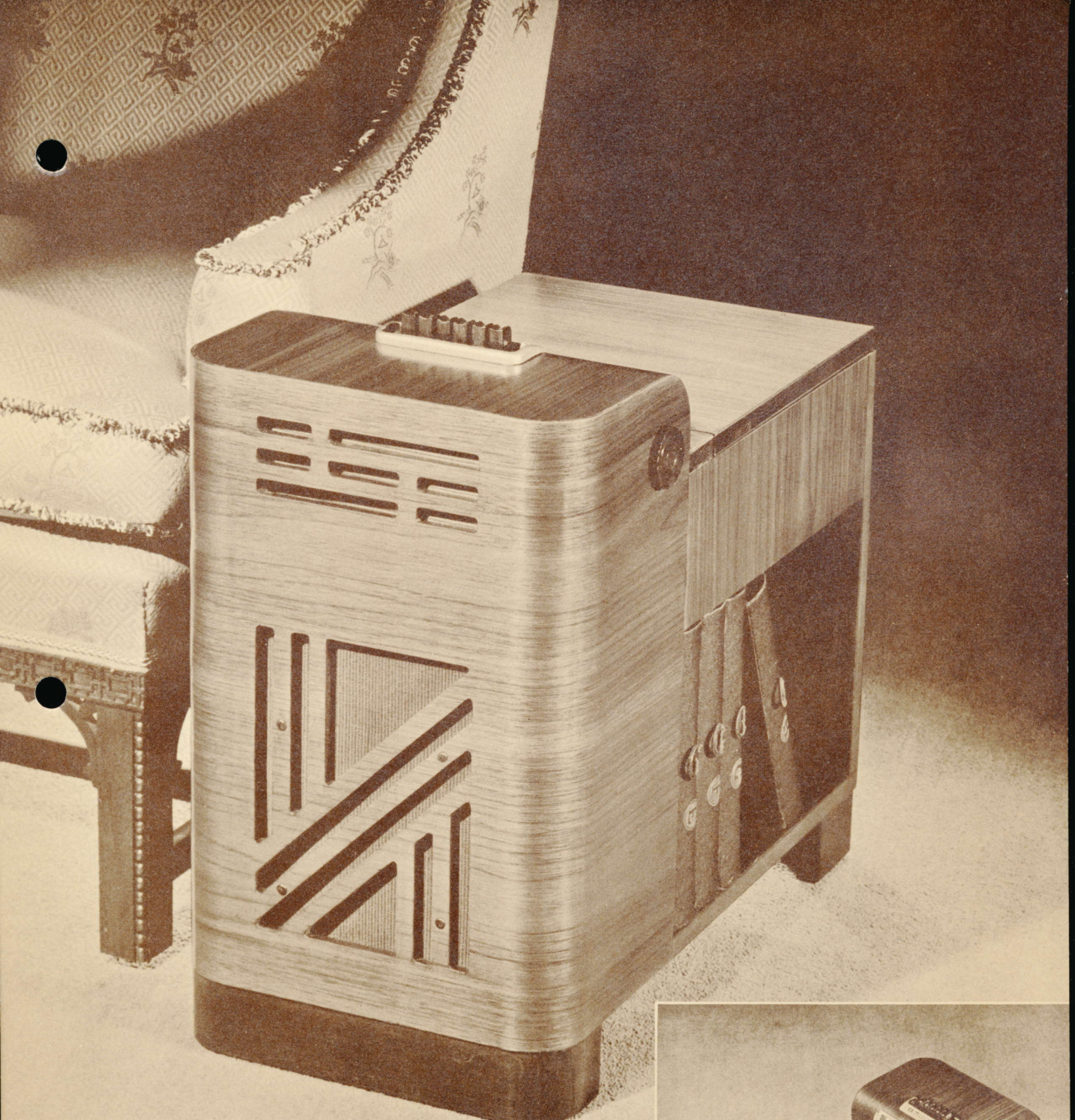
net of choice walnuts, with the instrument panel center of matched butt walnut, set off by narrawood inlays from the grained walnut borders.

Within this console there's the regular Philco 19 chassis, with Automatic Push-Button Tuning of six favorite stations, Foreign and American Short-Wave Reception in addition to Standard American Broadcasts, and all the other features found in that highly popular Philco model.

***A Phonograph with Philco at this price
gives you a special attraction for both
swing fans and serious music lovers!***

CABINET DIMENSIONS: 39 $\frac{3}{4}$ " HIGH 23" WIDE 18 $\frac{5}{8}$ " DEEP

Adapted for use with Philco Utility Aerial

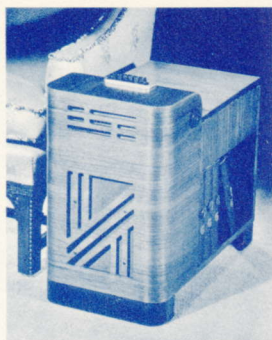


PHONOGRAPH WITH PHILCO **19** PCS



19 PCS

PHONOGRAPH WITH PHILCO



Semi-Automatic Operation in a Chairside Model . . . *that's double convenience!*

HERE'S the Chairside version of Phonograph with Philco. It's the 19PCS, a most smartly designed model . . . with smoothly rounded corners contributing to the charm of the fine butt and sliced walnuts of which the cabinet is built.

Chairside Cabinets are proving increasingly popular with phonograph buyers . . . and to the convenience inherent in that type of cabinet, Phonograph with Philco 19PCS now adds Semi-Automatic Operation of

the phonograph and Automatic Push-Button Operation of the radio.

The radio chassis in this model is the Philco 19 . . . the same chassis used in the other consoles of the 19 Phonograph with Philco series, with the same array of fine radio and phonograph features. Ample space for storing records is provided in the lower part of this Chairside Model . . . and like the 19PF, records are played with the lid closed which, of course, shuts out needle noise.

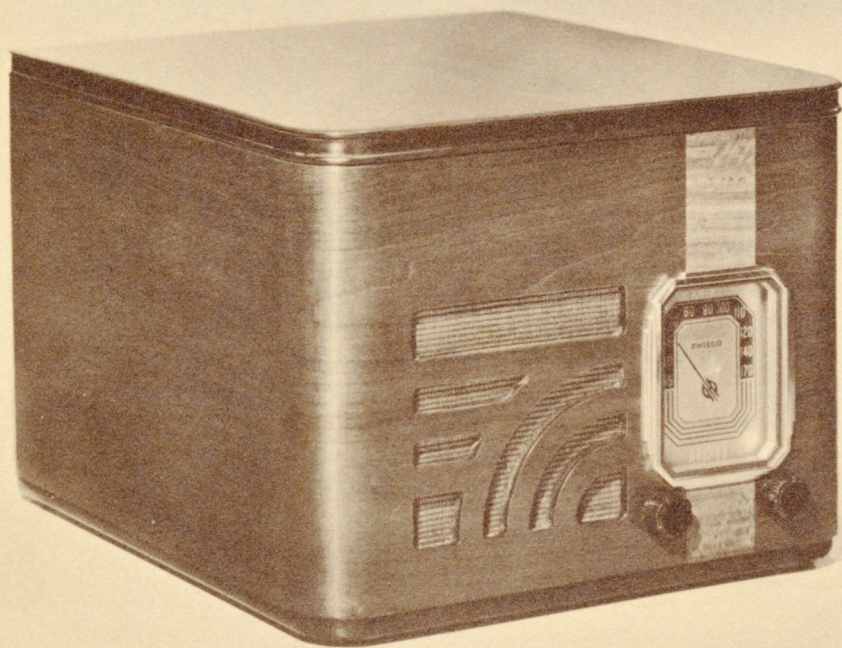
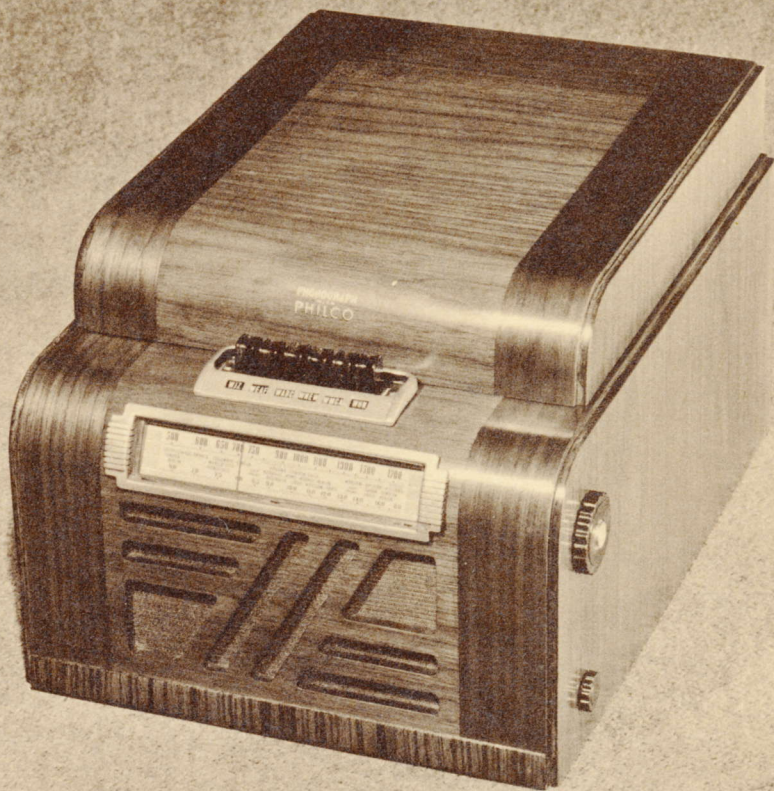
**The best-looking Chairside Combination
ever built . . . and sales will prove it!**

CABINET DIMENSIONS: 23 $\frac{1}{8}$ " HIGH 13 $\frac{1}{8}$ " WIDE 24 $\frac{3}{4}$ " DEEP

Adapted for use with Philco Utility Aerial

PHONOGRAPH
WITH PHILCO

19 TP



PHONOGRAPH
WITH PHILCO

12 TP

19^{TP} PHONOGRAPH WITH PHILCO

Here's the table model combination that thousands have wanted!

Phonograph with Philco 19^{TP} has a ready-made market waiting for it! Fashioned of fine-figured walnuts, this is a table model of exceptionally appealing design. And it has performance ability that more than matches the beauty of its exterior.

Phonograph with Philco 19^{TP} has the radio features characteristic of Philco's 19 chassis . . . Automatic Push-Button Operation, Foreign and Domestic Short-Wave in addition to Standard American Broadcasts and State Police, and the attractive new-style wide vision dial.

The Phonograph has Philco's new Semi-Automatic Crystal Type Pick-up with absolutely no tracking error . . . and with no need to touch the tone arm at any time. An easy adjustment sets it for either 10" or 12" records. Then all you do is put on the record . . . switch on the motor . . . lower the lid . . . and the music starts.

Here's a real star among Table Models . . . a "combination" of the features they want at a price thousands can pay!

CABINET DIMENSIONS: 11 $\frac{1}{8}$ " HIGH 13 $\frac{7}{8}$ " WIDE 18 $\frac{5}{8}$ " DEEP

Adapted for use with Philco Utility Aerial

12^{TP} . . . A Phonograph with Philco under fifty dollars! . . . *No need to tell you the opportunities that are yours!*

Think of the big, almost untouched field there is for combination sets today! Think of the homes you can sell a Phonograph with Philco at this price.

Especially when it's so fine an instrument as the 12^{TP}! The round front cabinet of straight-grain walnut with vertical inlays has a dignified beauty such as you would associate with a far higher price. The radio chassis it contains is the popular Philco 12^r . . . one of the most widely sold and highly approved table models in all Philco history.

And here's a point you must never overlook when talking about the phonograph in this combination.

The phonograph operates *with the lid closed to shut out needle noise*, a feature exclusive with Philco in this price range. Not only that . . . but the lowering of the lid puts the tone arm in playing position on either 10" or 12" records. It's Philco Semi-Automatic Operation again . . . with the new crystal type pick-up that adds so greatly to record life and means so much to the perfection of reproduction.

Don't underestimate potential sales in the field of the 12^{TP}. This one's going to roll!

CABINET DIMENSIONS: 10 $\frac{3}{4}$ " HIGH 13 $\frac{1}{2}$ " WIDE 15" DEEP

Adapted for use with Philco Utility Aerial



10 RP SEMI-AUTOMATIC RECORD PLAYER

10 RP

SEMI-AUTOMATIC RECORD PLAYER

You Can Pile Up Sales Records With This New Record Player!

THERE really should be a more expressive name than "Record Player" for so fine an instrument as this! The minute you see it, you'll realize that this Semi-Automatic Record Player is far and away above anything ever before offered for transforming a radio into a phonograph.

In the first place, you'll find features you have always associated with the more expensive combination instruments. Semi-Automatic operation, for one good example!

After you place either a ten or twelve-inch record on the turntable . . . just close the lid and the phonograph plays automatically.

No need to touch the tone arm. It sets itself automatically. To repeat any record . . . just

open and close the lid . . . and the record repeats automatically.

The volume control and phonograph motor switch are combined for simplicity of operation. No need to go near the radio to regulate volume. You can take care of that at the Record Player. And as this Semi-Automatic Record Player operates with the lid closed, needle noise is reduced to a minimum. This newly designed crystal type pick-up has absolutely no tracking error, adding greatly to record life as well as assuring perfect reproduction.

The Semi-Automatic Record Player is housed in a walnut cabinet of beautiful design . . . and operates in combination with *any* 1939 Philco . . . and with practically any other radio.

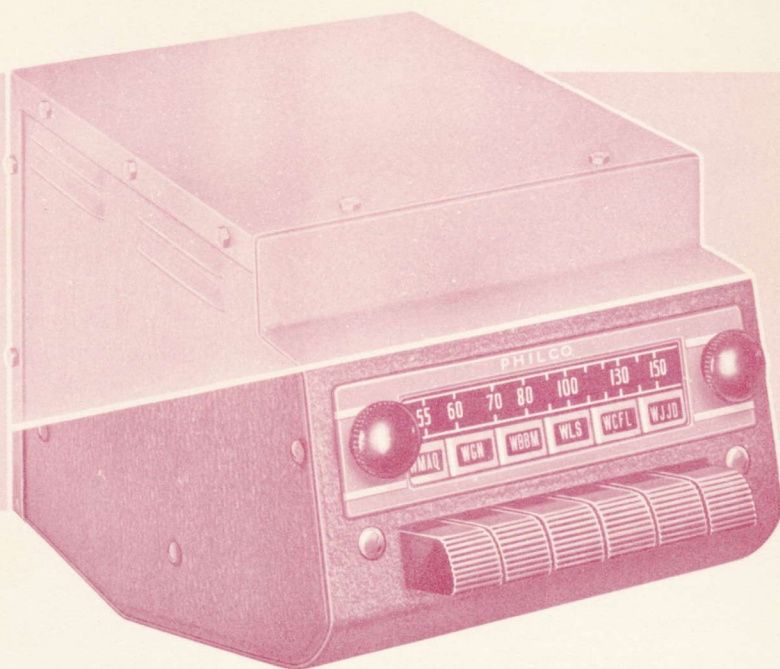
This fine instrument was designed to give your customers a new idea of how good a Record Player can be! It will give YOU a new idea about sales possibilities, too!

CABINET DIMENSIONS: 6½" HIGH 12¾" WIDE 14" DEEP

The image shows the front cover of a Philco Auto Radio. The cover is primarily blue with a central black rectangular area. This black area is framed by horizontal stripes: a single blue stripe at the top, followed by three black stripes, then the black text area, and another set of three black stripes followed by a single blue stripe at the bottom. The text 'PHILCO' and 'AUTO RADIO' is printed in a bold, blue, sans-serif font on the black background. On the right side, there is a black vertical tab with the words 'PHILCO' and 'AUTO RADIO' printed vertically in blue. Three circular punch holes are visible along the left edge of the cover.

PHILCO
AUTO RADIO

A BRAND NEW Philco Auto Radio to make Summer sales spurt!



PHILCO
922
AUTO RADIO

*Easy-to-set Philco
Push-Button Tuning . . .
Easy Installation . . .
and a price that calls for cheers!*

You've been asking for it . . . and here it is! The new 922 Philco Auto Radio has Philco Push-Button Tuning of six favorite stations . . . and setting up these stations is so simple and so easy that the job can be done in less time than it takes to tell about it. Just turn one screw . . . tune the station manually . . . push in the button you want to control it . . . tighten the screw and the station is set!

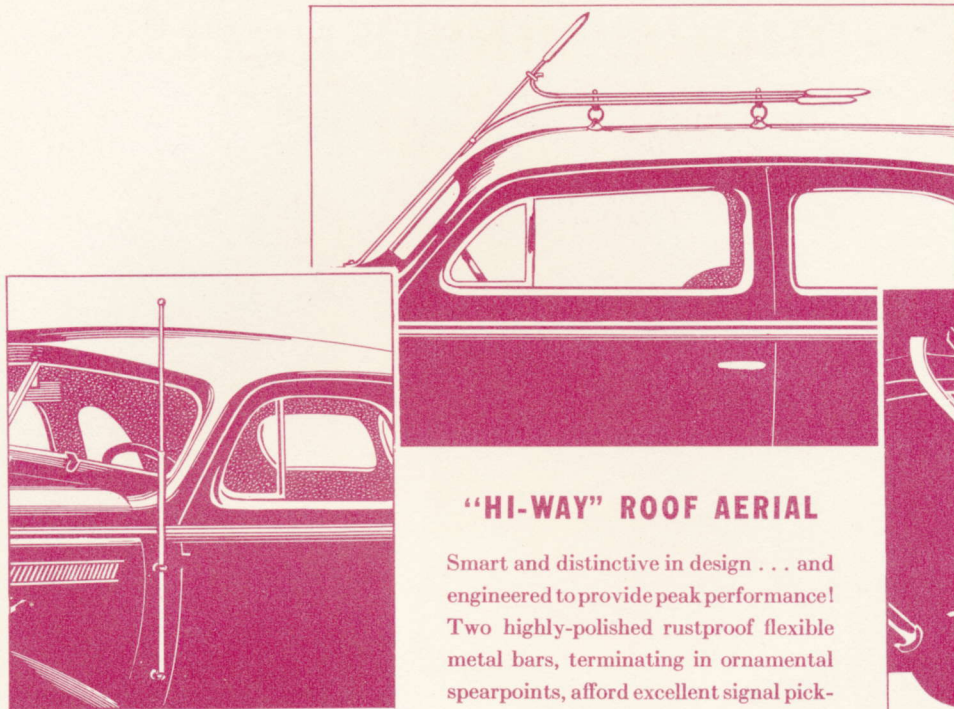
The 922 fits snugly under the instrument panel of any car . . . and the new Philco universal adjustable mounting bracket makes installation quick and inexpensive. No-glare illumination not only makes it easy to tune manually, but edge-lighting assures instant,

easy reading of the station call letters of the automatically tuned stations.

An Electro-Dynamic Speaker, full 5" in diameter, does a lot for the tone of this new Philco 922, which uses 5 Philco High-Efficiency Tubes, has excellent selectivity, and automatic PUSH-BUTTON tuning without any current drain . . . an important point in auto radio.

Philco Auto Radio 922 is headed for the heights. With the weather-man working for you at this time of year . . . and with Philco prestige at this price . . . watch Summer sales spurt!

PHILCO AUTO RADIO AERIALS

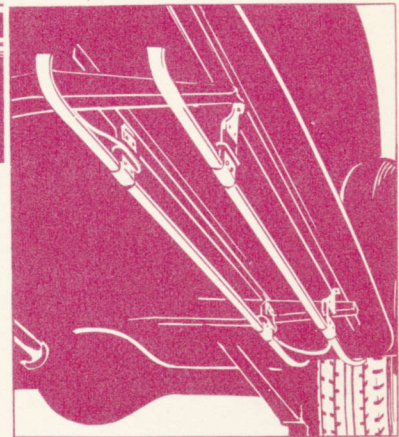


COWL AERIAL

Combines attractive appearance with remarkable efficiency. Built of stainless, rustproof material, in two sections, with smooth, telescoping action. Measures 55" extended to full length, yet closes down to a mere 24". Easily mounted to cowl by two small bakelite standoff insulators. Special 30" lead-in thoroughly shielded against motor noises. *Aerial and lead-in exactly matched and tuned to the antenna circuit of the new Philco Auto Radio.*

"HI-WAY" ROOF AERIAL

Smart and distinctive in design . . . and engineered to provide peak performance! Two highly-polished rustproof flexible metal bars, terminating in ornamental spearpoints, afford excellent signal pick-up in any location. Lower bar extends over windshield to cowl, carrying the lead-in from its lower end. New design ring-type bakelite supports elevate bars to correct distance above car roof. Easily mounted by two suction cups. Requires no drilling in the car roof. *Aerial and lead-in exactly matched and tuned to the antenna circuit of the new Philco Auto Radio.*



UNDER-CAR AERIAL

An entirely new type of under-car aerial with special 3-way mounting brackets to fit any type of running board. Heavy moulded insulators carry the rigid rustproofed aerial rods and entire construction is unequalled for ruggedness. Highest quality heavily-shielded flexible 30" lead-in. *Aerial and lead-in exactly matched and tuned to the antenna circuit of the new Philco Auto Radio.*

50% GREATER SIGNAL . . . PERFECTED LEAD-INS . . . STAINLESS . . . RUSTPROOF

To perform perfectly, an auto radio *must* have an aerial designed specifically for it. The electrical characteristics of the aerial must match those of the antenna circuit of the radio set . . . otherwise the performance may be reduced as much as 50%. The new Philco Auto Radio Aerials are designed in conjunction with the new Philco Auto Radios . . . and engineered as an integral part of the radio set circuit. As a result they deliver *far more signal* to the set than any other make of aerial.

Correct design and careful construction of the aerial lead-in also contribute greatly to the satisfactory trouble-free performance of an auto radio. Proper material, correct length, flexibility, conductivity, ample shielding, elimination

of capacity losses between wire and sheathing, and rustproofing of terminals and fittings are all absolutely essential. The high quality material used in the Philco lead-in costs as much as many manufacturers spend for their entire aerial, and Philco engineers devote as much time and care to its development and perfection as they do to the aerial or the radio set itself!

Philco also conducts exhaustive laboratory tests and road trials to make sure that every metal part of a Philco car aerial is impervious to rust, and that all bright parts will remain permanently stainless. These include humidity tests, temperature tests, salt spray tests and others equally severe, in the development of correct materials and methods of construction.

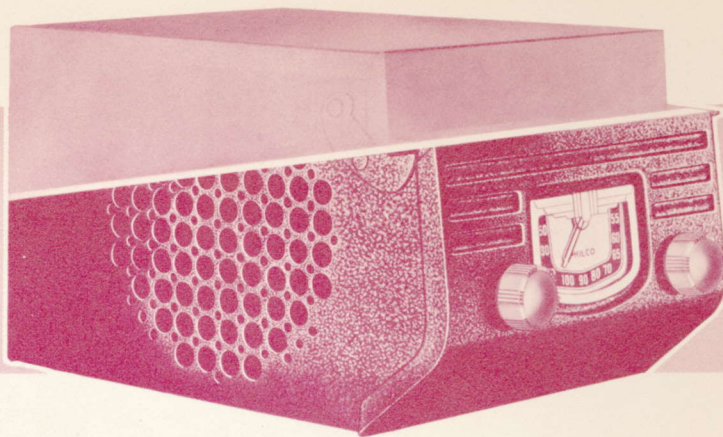
3-SECTION COWL AERIAL

Telescopic . . . 62" extended full length. Matched and tuned to the new Philco Auto Radio.

HINGE AERIAL

Two-section . . . telescopic . . . 48" extended full length. Matched and tuned to the new Philco Auto Radio.

PHILCO
920
AUTO RADIO

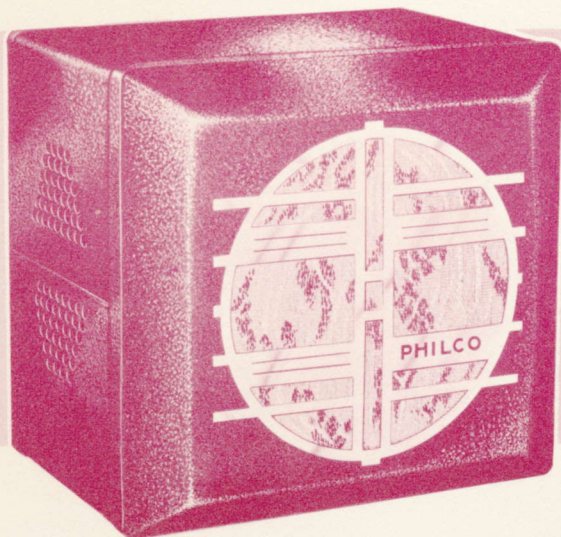


No other auto radio at anywhere near its price can approach the performance, power, richness of tone and superb selectivity of Philco 920. This superior selectivity and greater freedom from interference is due to the use of a pre-selector stage and a 3-gang condenser . . . a feature found in no other auto radio under \$25.

The five Philco High-Efficiency Tubes are fully protected against abnormal voltages . . . but at all times operate at their correct plate voltages to assure maxi-

mum sensitivity. The Full-Wave Vibrator has an exceptionally long life, and new shielding developments and triple filtering reduce interference from outside and inside the car.

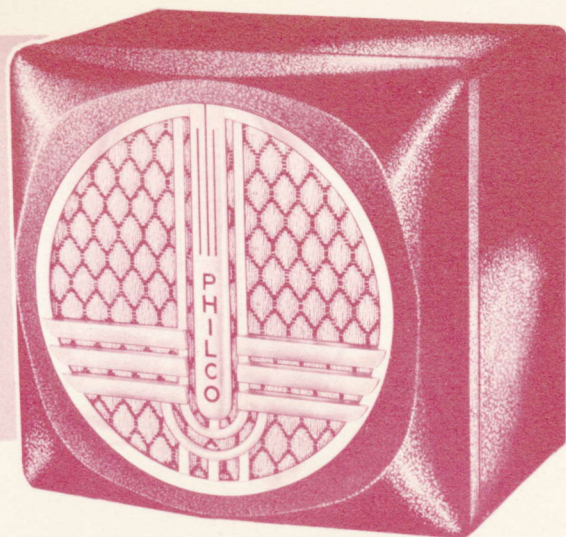
Other important features of the Philco Model 920 include a Pentode Audio System, Full Automatic Volume Control, a fast-reading Illuminated Dial and a real Electro-Dynamic Speaker. It's quickly and easily installed in *any* car . . . and you'll install plenty of them!



PHILCO
926
WITH
RECEPTION CONTROL

Philco Reception Control is the Philco feature which not only enables you to select the right tone for speech or music, but also provides a third position to reduce static from city carlines. Six Philco High-Efficiency Tubes, the tried and true Philco Vibrator, and a full-size Electro-Dynamic Speaker are only a few of the

other features that make this powerful, fine-tuned single-unit Philco stand head and shoulders above any auto radio at anywhere near its moderate price. Smart looking, too, with rich maroon lacquer finish and gleaming chromium grille. Complete with either the Philco Control or universal control.



PHILCO
927

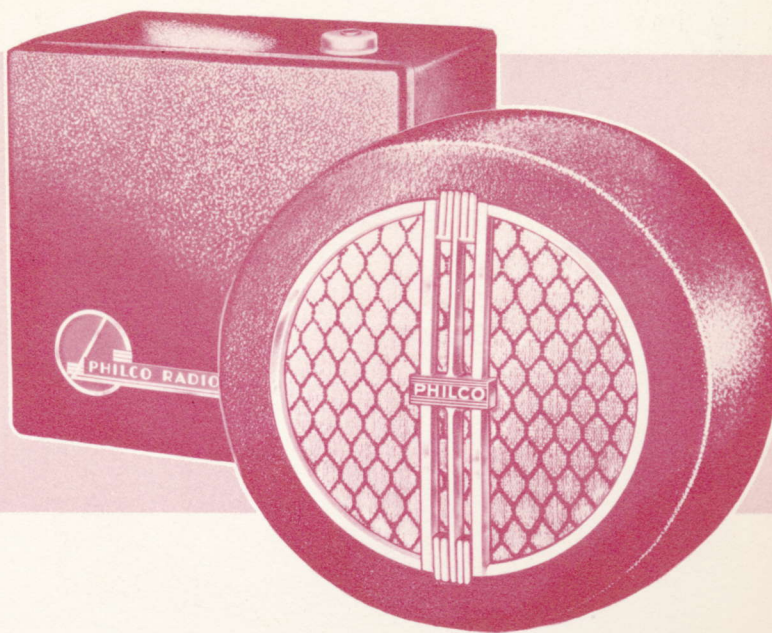
WITH
RECEPTION CONTROL

When they head out of the city and the miles pile up between their car and the nearest broadcasting station, they'll appreciate the superlative performance, selectivity and sensitivity of this fine Philco Auto Radio. Seven Philco High-Efficiency Tubes provide a world of power . . . an Oversize Electro-Dynamic Speaker gives a richness of tone never before

achieved in a single-unit receiver . . . and the new Philco Reception Control assures complete program enjoyment.

Philco 927 is attractively finished in maroon lacquer, with harmonizing silk grille cloth and chromium grille. Complete with either the Philco Control or universal control.

PHILCO
928K
WITH
RECEPTION CONTROL



For the motorist who wants the finest of all automobile radios . . . the search ends right here! Seven Philco High-Efficiency Tubes, and high-power push pull output, give the Philco 928K a combination of exceptionally realistic tone quality and ample power that assures the most perfect reproduction ever provided in automobile radio. Philco 928K is a two-unit

model, with the Oversize Electro-Dynamic Speaker separately housed for better fidelity and greater undistorted power output. Both receiver and speaker are finished in maroon lacquer, with silk grille cloth behind the strikingly attractive chromium grille of the speaker. Complete with either the Philco Control or universal control.

PHILCO TUBES
—
PHILCO PARTS
AND SERVICE

AND SERVICE

Every month
is a good month
when you sell..

PHILCO TUBES

SEASONS come and seasons go. New lines are introduced . . . new developments are presented . . . new sensations are launched. But all the year round . . . tubes keep wearing out . . . radio owners must buy new ones . . . and that's what makes every month a good month for the dealer who concentrates on Philco Tubes!

To the millions who have bought Philco Radios and enjoyed the perfection of Philco performance . . . no other tube but one bearing the Philco name will ever be considered. To millions of owners of other radios . . . the prestige of the Philco name carries enormous weight when replacement time comes around.

And with the coming of Summer . . . when radio tubes are beginning to show the effects of long-continued use during the Winter . . . there's a real opportunity for the dealer with a stock of Philco Tubes complete enough to take care of the replacement sales the season makes inevitable.

*The easiest tubes
in the world to sell!*



PHILCO RADIO BATTERIES AND POWER PACKS

provide *Balanced Power* for Farm Radios!

In the Philco battery line you'll find the best quality Radio Dry Batteries and the new Power Packs designed and manufactured to deliver the most economical performance in Farm Radio.

Philco Batteries and Power Packs are constructed of seamless zinc cells individually tested for amperage and voltage and again rigidly tested and inspected after final assembly.

Long "shelf life" and operating economy are assured by the use of the best raw materials and chemical ingredients obtainable.

The walnut brown finish of Philco batteries harmonizes with radio and home furnishings, making a neat and handsome installation.

FEWER REPLACEMENTS . . .

Philco Batteries are built with long life as first consideration. These large, sturdy batteries are packed with what it takes to keep the set operating faithfully long after ordinary dry batteries are exhausted.

Customers are pleased with Philco's long life and are saved a lot of replacement trouble.

EASY INSTALLATION . . .

Philco Batteries are equipped with plug-in sockets which make installation exceedingly easy. Customers can install or change batteries, thus saving the dealer extra service trips.

DEPENDABLE PERFORMANCE . . .

Philco Batteries provide the utmost in long life and clear reception because they are so balanced in design as to constantly maintain the particular voltage relationship which is necessary to meet the requirements of Philco receiver circuits.

Only Philco Dealers Sell Philco Batteries!

Three Service Customers equals One New Set Sale! Make sure you make it!

One out of every three service customers is a prospect for a new radio set. If your service work is right, one out of three service customers will buy a new set from you. If the service work is not right, he still will buy—but not from you.

Your Distributor Will Help You Get Service Customers

Your distributor has everything needed to get service customers for you—newspaper mats, handbills—in fact every type of promotional material. He will help you lay out a program to bring service customers to your store. He has flange signs, wall charts and display material to dress up your Service Department and give it new importance in your customers' eyes.

Training for Your Serviceman

Philco helps your serviceman with direct factory mailings of technical information every month—service magazines to explain his job, even special radio school courses at greatly reduced cooperative prices.

Service More Than Pays Its Way

A correctly set up Service Department more than pays its way. Reasonable charges plus your profit on the sale of parts and accessories mean more business for you—business where you satisfy customers and build a reputation that helps sell new sets as well as paying a handsome profit of its own.

Equipment

Your distributor now offers you the opportunity to install a complete "service-selling" Service Department where your customers can see it and where your serviceman has every instrument needed to service any radio set.

Satisfied Customers

New sets correctly installed guarantee satisfaction to the customer. By selling the Philco Guarantee Plan you can more than cover your cost of installing and servicing new sets.

The Philco Guarantee Plan

Enthusiastic reports from dealers all over the country report that the Guarantee Plan has kept sets sold and has paid the dealer's cost for making perfect installations and giving necessary service to customers.

Your Service Department, by using the promotional material, by installing the correct test equipment, by using Philco's Guarantee Plan will help you sell more radio sets. One service customer out of every three is a prospect for a new radio. He will buy that set from you if you are set up with a correctly organized Service Department.

Philco Provides a Profitable Solution to the Parts Problem!

Ninety per cent of all service repair jobs can be handled by carrying a small, well-chosen supply of the most used parts of each kind such as condensers, volume controls and resistors.

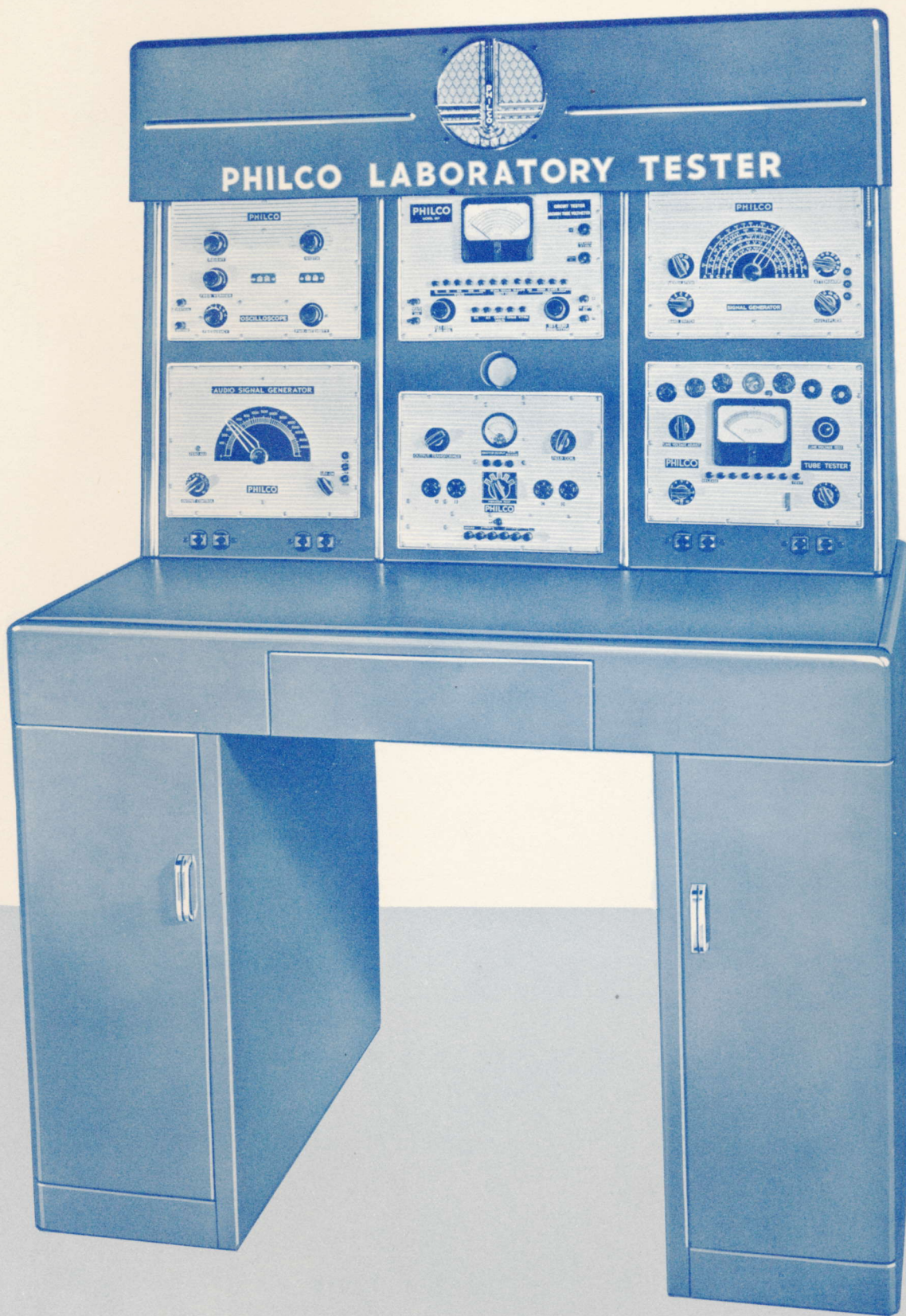
The old problem of knowing just which parts to carry has been solved by Philco. And solved in a way that adds materially to your annual profits!

In order to obtain a boiled-down selection of each type of necessary part, the Philco Parts & Service Division made a complete study of the movements of all important parts for a period of two years. The result has been the preparation of a group of ten special packages containing only the fastest moving of the various parts essential to the performance of service work.



With just **10** packages like these
your Service Department can:

- 1-Give immediate service to your customers.**
- 2-Save your store money through carefully-planned buying.**
- 3-Save time shopping for parts. The time you save can be far more profitably spent in getting new business!**
- 4-Help you get new radio set customers. One out of every three service customers is a red-hot prospect for a new radio. Figures prove it!**



We call it a "Test Bench" ... but it's really a complete Service Department!

The Philco Laboratory Test Bench is designed for those dealers and service stations whose aim it is to render the highest type of service with maximum speed and efficiency at the lowest labor cost.

The Philco Laboratory Test Bench is official, approved Philco dealer service equipment, developed in the Philco Engineering Laboratories and specified by Philco Sales and Engineering Departments as correct for properly servicing any Philco now in service. And it is equally efficient in servicing all other makes of radio.

The attractive, sturdy pressed steel bench, finished in blue with gold lettering, is indirectly lighted from above. The panel containing the instruments is sloped at the correct angle for easiest operation of all controls. The flat surface on which the repair work is done is covered with a special tough composition material. A handy steel drawer and two roomy metal compartments provide ample space for tools and accessories.

On the panel are mounted a Philco RF Signal Generator, a Philco Audio Signal Generator, Philco Vacuum Tube Voltmeter and Circuit Tester, a Philco Cathode Ray Oscilloscope and a Philco Tube Tester. A test speaker with simple switch panel—separate output meter and variable matching selection of field coils—is an inherent part of the layout. A new design auto radio vibrator tester is also included.

An investment in this Philco Laboratory Test Bench is an investment for the success and stability of your business future. It ends all your service equipment problems, helps your service personnel do quicker, better and more efficient work, and adds to the prestige of your store. You'll be proud of this Test Bench which is in truth a "Service Department in Itself."

Small down payment . . . Easy terms . . . Ask your Distributor

The PHILCO PLAYER



PHILCO 907 T

People who appreciate superb tone quality . . . the people you have sold 116's and other fine Philcos . . . will instantly realize this Philco Player gives record reproduction with the same superior tone they demand in radio.

**For use with
ANY Radio**

NO MERE RECORD PLAYER is this latest development of the Philco laboratories! For the first time, recorded music is reproduced by a method that utilizes *all* the tubes, *all* the circuits, *all* the controls available in a radio set.

The latest design crystal pick-up takes the program from the record and feeds it into the built-in electrical circuit of the Philco Player. This specially

designed electrical circuit performs the same function as a broadcasting station, amplifying the signal without introducing any distortion, and delivering it to the aerial terminal on the radio chassis.

The Philco Player is easily and quickly attached to any radio . . . and flicking a switch provides an instant change from radio reception to the most perfect reproduction of phonograph records ever achieved.

... and the **PHILCO PLAYER** also provides the perfect way to demonstrate the difference in tone quality of the radios in your store!

The new Philco Player does a double job and offers a double opportunity to Philco dealers. It provides a record playing device that is far superior to any heretofore available, sells at a price that assures a substantial profit, and will find a ready market among most people who have bought a radio in or above the hundred-dollar range during the past few years.

The second job that a Philco Player will do most effectively is providing a perfect method of demonstrating the difference between the various radio models on your floor. For the first

time, you can give your prospects a convincing comparative test of the tone quality of the models on display. Through the Philco demonstration switch box, the same record can be instantly switched from one Radio to another ... and the difference between the cheaper models and the more expensive radios will be immediately apparent. Think what the ability to give a demonstration of this sort will mean on afternoons when baseball, football or other sport broadcasts seem the only thing available on the air!

The **PHILCO PLAYER** makes full use of every tube in the Radio!

Due to the fact that the Philco Player makes use of the entire radio set circuit, needle scratch is almost entirely eliminated. Ordinary record players attempt to achieve this through a "scratch filter" across the phonograph pick-up, with consequent loss of high frequencies. The Philco Player uses the first stages of the radio set to filter out this needle scratch ... *without loss of high frequencies.*

The volume of reproduction obtained from the radio set when using the Philco Player is equal to its regular performance as a radio because the full audio output can be used without distortion. *And remember...* ALL THE RADIO CONTROLS ARE USABLE WHEN PLAYING RECORDS ... give you full control over tone as well as over volume!

PHILCO 907 T

(Illustrated on preceding page)

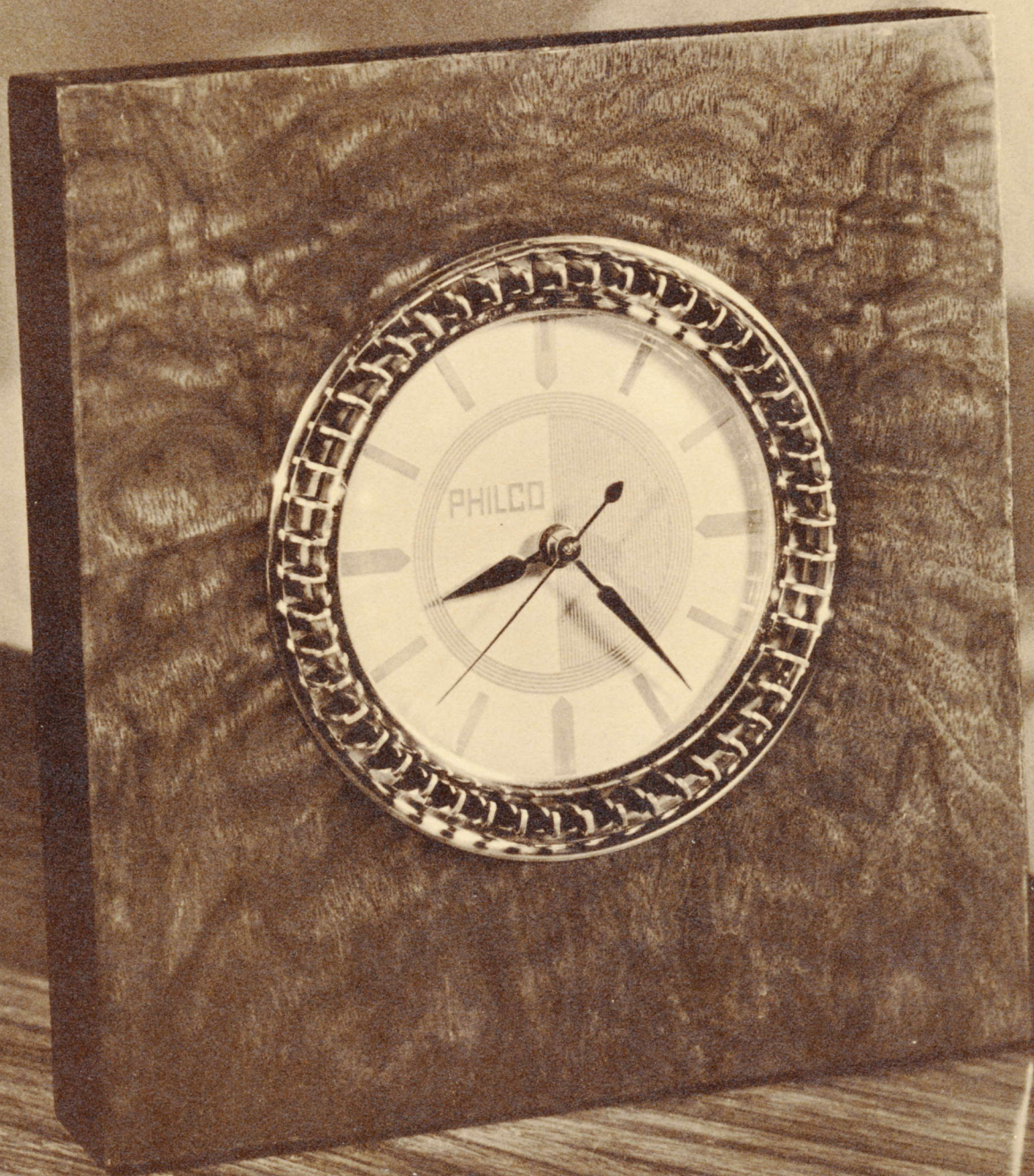
A beautiful table model with hinged top to protect turntable when not in use. Full size 12" turntable.

PHILCO 907 F

(Illustrated on right)

Console model with convenient compartment for filing records. Full size 12" turntable with hinged top.





PHILCO ELECTRIC AUTOMATIC-CONTROL CLOCK

PHILCO ELECTRIC AUTOMATIC-CONTROL CLOCK



After they've bought the set...
show them they need this clock to
make operation completely automatic!

THE introduction of Mystery Control opens up new possibilities for the sale of the Philco Electric Automatic-Control Clock. After you have his name on the dotted line for one of the new Mystery Control models . . . there's a marvelous chance to bring up the advantages of the Philco Automatic-Control Clock.

For instance . . . tell the buyer how he can set the clock to turn on his new 116RX or 55RX at any desired time in the morning, before he goes to bed at night. Then tell him how he can take the Mystery Control to his bedroom . . . enjoy programs while he's falling off to sleep . . . and still be able to tune any of his favorite stations when he wakes in the morning without going near the console. The Philco Electric Automatic-Control Clock switches on the set at the appointed time in the morning . . . and with the Mystery Control in the bedroom, the listener can change stations, regulate volume or switch off the set whenever he desires.

Of course . . . you mustn't forget all the other useful applications of the Philco Automatic-Control Clock. It operates equally well with any Philco . . . or with any other set, for that matter . . . and in addition can be used to put *any electrical appliance* into operation at any time desired.

The Philco Electric Automatic-Control Clock is keyed at each 15-minute period of the twelve hours on its face . . . can be set in an instant by a touch of the finger . . . and up to ten hours in advance it will switch *on and off*, right on the dot, any appliance to which it is connected.

No need to tell you how attractive it is with its golden dial, and the warm walnut tone of the beautifully grained wood that surrounds the face and control points. The picture shows all that . . . but no picture can tell you of the accuracy, precision and trouble-proof performance the Philco Electric Automatic-Control Clock will deliver through the years.

Add a Philco Electric Automatic-Control Clock to every higher-price Philco sale! It isn't hard to do . . . and it adds a nice little bonus to your set sale profit!

PRICES

PHILCO RECEIVERS

Suggested List Prices Effective May 26, 1938

FEDERAL EXCISE TAX PAID

ELECTRIC RECEIVERS

MODEL	EAST	WEST	MODEL	EAST	WEST
39-116RX	\$195.00	\$205.00	39-18F—AC-DC	\$39.95	\$42.50
39-55RX	159.50	169.50	39-18T—AC-DC	29.95	32.50
39-50RX	89.95	94.50	39-17F	39.95	39.95
39-45XX	129.50	134.50	39-17T	29.95	29.95
39-40XX	100.00	105.00	39-12CB	20.00	20.00
39-35XX	79.95	79.95	39-14CB—AC-DC	25.00	25.00
39-30T	55.00	57.50	39-15CB	25.00	25.00
39-25XF	59.95	59.95	39-12CBI	22.50	22.50
39-25T	45.00	46.50	39-14CBI—AC-DC	27.50	27.50
39-19F	49.95	49.95	39-15CBI	27.50	29.95
39-19T	35.00	35.00	39-12T	25.00	25.00
			39-14T—AC-DC	29.95	29.95
			39-15T	29.95	32.50

FARM RADIO RECEIVERS

(Less Batteries)

MODEL	EAST	WEST	MODEL	EAST	WEST
39-70B	\$24.45	\$24.45	39-80B	\$42.50	\$44.45
39-70F	34.95	37.50	39-80XF	59.95	64.45
39-75T	29.95	29.95	39-85B	52.50	54.50
39-75F	44.95	47.50	39-85XF	69.95	74.45

Complete Philco Battery Power Pack *East, \$5.50—West, \$6.10*

PHONOGRAPHS WITH PHILCO

MODEL	EAST	WEST	MODEL	EAST	WEST
39-116PCX	\$395.00	\$420.00	39-19PCS	\$89.50	\$94.50
39-40PCX	259.50	269.50	39-19PT	79.50	79.50
39-30PCX	225.00	235.00	39-12PT	49.95	49.95
39-19PA	139.50	144.50	39-10RP	25.00	25.00
39-19PF	99.50	105.00			

PHILCO PLAYER

MODEL	EAST	WEST	MODEL	EAST	WEST
907T	\$69.95	\$69.95	907F	\$89.95	\$89.95

Philco Safety Aerial \$3.00
 Philco Utility Aerial 3.00

Philco Farm Radio Aerial \$ 1.75
 Philco Electric Automatic Control Clock 12.95

See Other Side for Auto Radio Prices

PHILCO AUTO RADIOS

Suggested List Prices Effective May 26, 1938

FEDERAL EXCISE TAXES PAID

Model 920 Complete	\$24.95
Model 922 Complete	29.95
Model 926 with Philco control	39.95
Model 926 with universal control	39.95
Model 927 with Philco control	49.95
Model 927 with universal control	49.95
Model 928K with Philco control	59.95
Model 928K with universal control	59.95

Above prices include:—1 Distributor Resistor
 2 Interference Condensers
 1 30-inch Ground Strap

PHILCO AUTO RADIO AERIALS

Philco Hi-way Roof Aerial	Part No. 45-2568	\$ 4.00
Philco New Under Car Aerial	Part No. 45-2615	4.00
Philco Two Section Telescopic Cowl Aerial	Part No. 45-2632	4.00
Philco Three Section Telescopic Cowl Aerial	Part No. 45-2617	5.00
Philco Hinge Telescopic Aerial	Part No. 45-2685	2.50

**PHILCO AERIALS ARE COMPLETE WITH ALL NECESSARY MOUNTING PARTS
 INCLUDING SPECIAL LEAD-INS!**

Philco Vibrator—For all Philco Auto Radios up to and including 1935 Models	Part No. 41-3186	\$ 3.00
Philco Vibrator—For all Philco Auto Radios for 1936 and later	Part No. 41-3170	3.00
Philco Vibrator—For Model 920 <i>only</i>	Part No. 41-3398	3.00