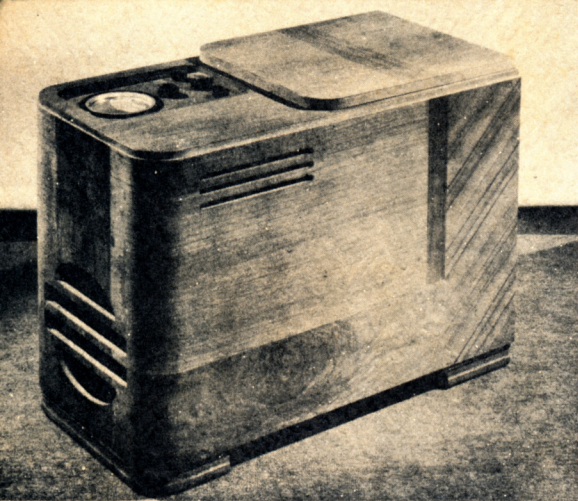


THE
MERCHANDISING
Scoop
OF THE YEAR

The Smart New 1937-38
PHONOGRAPH
with
PHILCO RADIO

Presenting THE 1937-38 WITH THE WORLD FAMOUS



PHONOGRAPH WITH PHILCO RADIO No. 6-9, the "ARMCHAIR" MODEL (left) 6-tube 1938 Philco radio with American and Foreign receiver, Philco High-Efficiency aerial, built-in foreign tuning system. Electrical motor Phonograph, standard 78 r.p.m., manually operated with automatic stop on all types of records. Plays 10" or 12" records. Motor operates on 110-volts A.C. 50 and 60 cycle. Special voltages and cycles available on order only. Center panel of cabinet is of Stump Walnut with Satinwood inlay. Other panels are of perfectly matched striped Walnut and Oriental Walnut. There is ample record album compartment space. Model is 22" high, 16" deep, 30 1/2" long.

Combine America's *fastest selling* radio with the *finest* and manual phonograph units . . . in a series of new, and you have the line that radio merchandisers throughout the greatest scoop in the history of radio—eminently demand for combination sets which day by day is increasing in every country. ● Phonograph with Philco radio for 1937-38 models—a group of models—so definitely what the public desires for the 1937-38 season may well be known as "the season's best combination market." ● Phonograph with Philco is offered in four models—the "Armchair", the "Commode", the "Console", and the "Adam". ● Behind the superb performance and amazing beauty of the 1937-38 Phonograph with Philco radio is an advertising program of nation-wide scope. Turn to

Prices slightly higher Denver and west. Prices quoted F. O. B. Philadelphia. Freight necessary. Prices include phonograph and radio less tax.

RADIOBAR COMPANY OF PHILADELPHIA



AUTOMATIC RECORD CLEANER

Phonograph unit (above) manufactured by THE CAPEHART, INCORPORATED. Used in the Phonograph with Philco Radio models 4-4XX (The "Console" model), 3-3XX (The "Georgian" model), 2-1XX (The "Neo-Classic" model) and 1-116XX (The "Adam" model). Record player is automatic, plays 10 records of 10" and 12" size automatically. Last record repeats until records are restacked or master switch is shut off. Encore may be had on any record. Record changer is further equipped with reject device and record unloading lever. Employs newest development in crystal pick-up. 60 cycles standard. Note brush which cleans each record as it is played — an exclusive feature.



PHONOGRAPH WITH PHILCO RADIO No. 1-116XX, The 1938 Philco radio with Philco's newest innovation in perfect American and Foreign receiver. Equipped with Philco High-Efficiency aerial, built-in foreign tuning system. Automatic record changing and playing. THE CAPEHART, INCORPORATED, plays 10 records of 10" and 12" size automatically. Last record repeats until records are restacked or master switch shut off. Record player is automatic, plays 10 records of 10" and 12" size automatically. Last record repeats until records are restacked or master switch shut off. Encore may be had on any record. Record changer is further equipped with reject device and record unloading lever. Employs newest development in crystal pick-up. 60 cycles standard. Other cycles must be specified—available on special order only. Top panels of cabinet are in highly figured Oriental Walnut. Center panels of matched Butt Burl Walnut, with Walnut beading inlay to set off lovely Oriental Walnut trim. Ample record album compartment. 42" high, 16" deep, 30 1/2" long.

PHONOGRAPH WITH PHILCO RADIO No. 3-3XX The "GEORGIAN" (above) 9-tube 1938 Philco radio with American and Foreign receiver, Philco High-Efficiency aerial, built-in foreign tuning system. Philco's newest innovation in perfect Automatic Dialing. Automatic record changing and playing Phonograph, manufactured by THE CAPEHART, INCORPORATED, plays 10 records of 10" or 12" size. Last record repeats until records are restacked or master switch shut off. Encore may be had on any record. Equipped with reject device and record unloading lever. Employs newest development in crystal pick-up. 60 cycles standard. Other cycles must be specified—available on special order only. Top panels of cabinet are in highly figured Oriental Walnut. Center panels of matched Butt Burl Walnut, with Walnut beading inlay to set off lovely Oriental Walnut trim. Ample record album compartment space. 42" high, 37" wide, 19" deep.



THE 1937-38 PHONOGRAPH

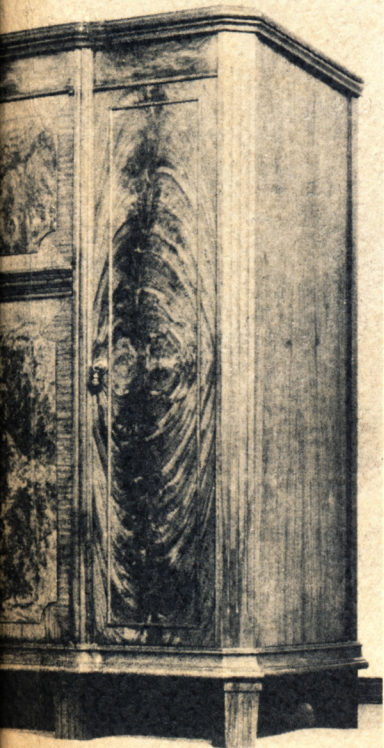
FAMOUS PHILCO RADIO

with the finest of America's electric automatic series of new, dramatic cabinetry designs . . . andisers throughout the world are proclaiming Philco—eminently the answer to the phenomenal by day is increasing in its sweep across the for 1937-38 meets this request with an exquisite the public desires—that in years to come the "the season Phonograph with Philco took the h Philco is offered in a wide variety of models "Console", the "Georgian", the "Neo-Classic" o performance, incomparable reputation and raph with Philco is an effective merchandising e scope. Turn the page and see what it is . . .

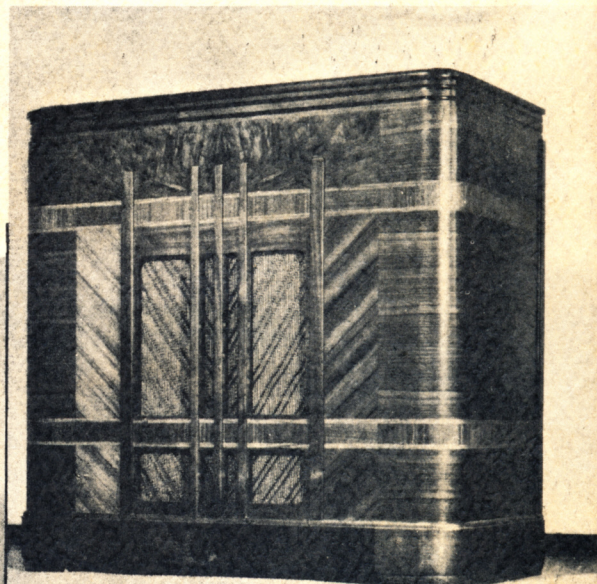
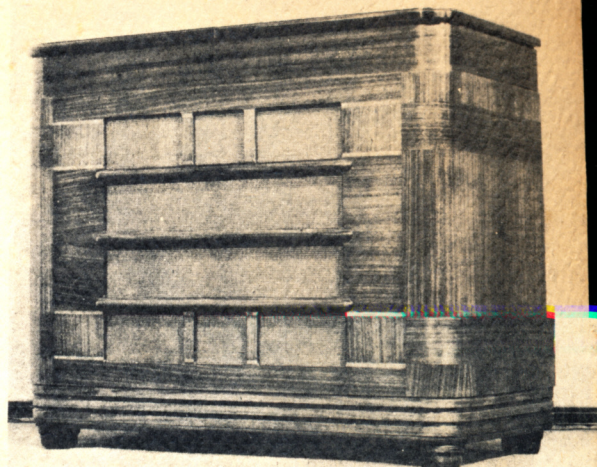
as quoted F. O. B. Philadelphia subject to change when graph and radio less High-Efficiency aerial.

PANY OF AMERICA

D No. I-116XX, The "ADAM" (below) 15-tube ovation in perfect Automatic Dialing, American h Philco High-Efficiency aerial and built-in foreign ing and playing Phonograph, manufactured by ys 10 records of 10" or 12" size. Last record aster switch shut off. Encore may be had on any and record unloading lever. Employs newest es standard. Other cycles must be specified— doors are of beautifully matched Burl Walnut atched four ways. Side doors are Butt Walnut. inlay. Entire cabinet made of genuine Walnut artment. 42" high, 42" wide, 21" deep.



PHONOGRAPH WITH PHILCO RADIO No. 5-9 The "COMMODORE" model (right) 6-tube 1938 Philco radio with American and Foreign receiver, two tuning ranges, equipped with Philco High-Efficiency aerial, built-in foreign tuning system. Electrical motor Phonograph, standard 78 r.p.m., manually operated with automatic stop on all types of records. Plays 10" or 12" records. Motor operates on 110 volts A.C. 50 and 60 cycle. Special voltages and cycles available on order only. Cabinet of gorgeous striped Walnut with Satinwood inlays. Grains of wood arranged to create an exceptionally artistic appearance. Ample record album compartment space. Model is 29 1/4" high, 35" long, 17 1/4" deep.



PHONOGRAPH WITH PHILCO RADIO No. 4-4XX, (above) "CONSOLE" MODEL 8-tube 1938 Philco radio, American and Foreign receiver. Automatic Dialing. Philco High-Efficiency aerial, built-in foreign tuning system. Automatic record changing and playing Phonograph, manufactured by THE CAPEHART, INCORPORATED, plays 10 records of 10" or 12" size. Last record repeats until records are restacked or master switch shut off. Encore may be had on any record. Equipped with reject device and record unloading lever. Employs newest development in crystal pick-up. 60 cycles standard. Other cycles must be specified—available on special order only. Matched Butt Walnut, Striped Oriental Walnut, straight grained Walnut. 35 1/2" high, 35 1/4" wide, 18 1/2" deep.

(above) PHONOGRAPH WITH PHILCO RADIO No. 2-1XX, The "NEO-CLASSIC" 12-tube 1938 Philco radio with Philco's newest innovation in perfect Automatic Dialing, American and Foreign receiver. Equipped with Philco High-Efficiency aerial and built-in foreign tuning system. Automatic record changing and playing Phonograph, manufactured by THE CAPEHART, INCORPORATED, plays 10 records of 10" or 12" size. Last record repeats until records are restacked or master switch is shut off. Encore may be had on any record. Equipped with a reject device and a record unloading lever. Employs the newest development in crystal pick-up. 60 cycles standard. Other cycles must be specified—available on special order only. The cabinet is of highly figured Oriental Walnut with rich Satinwood inlay. The model has a striped Walnut base. Stunning in its simplicity. Ample record album compartment. The "Neo-Classic" is 42 3/4" high, 35 3/4" wide, 17 1/2" deep.

**NEWSPAPER
ADVERTISING**

**NATIONAL
MAGAZINES**

**DIRECT
MAIL**

TO YOUR PROSPECTIVE
CUSTOMERS

**RADIO
ADVERTISING**

**OUTDOOR
ADVERTISING**

A Gigantic

10-WAY ADVERTISING CAMPAIGN

behind the new

PHONOGRAPH WITH *Philco*

THAT WILL BLANKET THE NATION

**FLOOR
DISPLAYS**

**PUBLICITY
COOPERATION**

**COUNTER
DISPLAYS**

Exquisite
**COLORED
BOOKLETS**

**WINDOW
DISPLAYS**

STOCK UP NOW *on* PHONOGRAPH *with* PHILCO