



**MEMO
BOOK**

PHILCO

1938

This little Memo Book can render a helpful service in keeping addresses, telephone numbers, important notes and data always at hand. Use it daily—and when it has completed its service, just stop in and we'll gladly give you another. There's one for a friend of yours, too . . . if you'll only mention it. (Remember to tell this friend about the new 1938 Double-X Philco—it's an entirely new kind of radio.) On display at

MEMO BOOK



Property of

Name _____

Address _____

City _____

Telephone _____

In Case of Emergency, notify

**NO SQUAT
NO STOOP
NO SQUINT . . .**



Stoop, look and listen days are gone forever! The *Inclined Control Panel*—an exclusive feature of the new Double-X Philcos—provides complete tuning ease and grace, whether you are standing or sitting . . . shows the call letters of your favorite stations at a single glance. And Philco Automatic Tuning brings them in . . . instantly, perfectly, automatically—with a single twirl of the dial. Seven beautiful new Double-X Philcos to choose from. Liberal trade-in allowance on your present set. Easy terms.

with the NEW 1938
AUTOMATIC TUNING

PHILCO



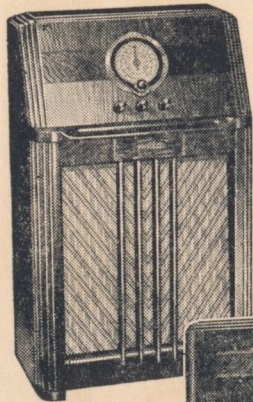
PHILCO 116XX The World's Most Famous Radio! American and Foreign Reception. Philco Inclined Control Panel. Philco Automatic Tuning. Inclined Sounding Board. Philco Foreign Tuning System that doubles the number of short-wave stations you can enjoy. A host of other exclusive Philco features. See it at our store!

with the NEW 1931
 AUTOMATIC TUNING
PHILCO



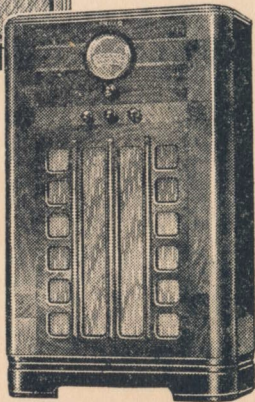
PHILCO THEX The World's Most Famous Radio
 American and Foreign Reception. Philco is
 listed General East. Philco Automatic Tuning
 featured Sound Board. Philco Foreign Two
 in system that doubles the number of short-
 wave stations you can enjoy. A host of other
 exclusive Philco features. See it at our store!

SEE THESE NEW 1938 PHILCOS—



PHILCO 7XX (left)

American and Foreign Reception. Philco Inclined Control Panel. Philco Cone-Centric Automatic Tuning. Inclined Sounding Board. Philco Foreign Tuning System. Superb hand-rubbed Walnut Cabinet with Protective Back Shield.



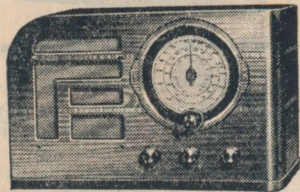
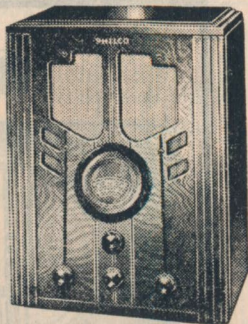
PHILCO 9K (right)

A tremendous value! American and Foreign Reception. Pentode Audio System. Philco Foreign Tuning System with Color Dial. 2 Tuning Ranges. 3-Point Tone Control. Rich rotary Walnut Cabinet with Protective Back Shield.

WORLD'S GREATEST RADIO VALUES!

PHILCO 89B (right)

Standard American Reception with highly-efficient pick-up of State and Municipal Police, Amateur and Aviation broadcasts. Pentode Audio System. Electro-Dynamic Speaker. Two-point Tone Control. Improved Wide-Vision Dial. Walnut-reproduction Cabinet of modern design.



PHILCO 7T Now—Philco Cone-Centric Automatic Tuning at an unbelievably low price! American and Foreign Reception. Electro-Dynamic Speaker. Philco Foreign Tuning System to double the number of short-wave stations you can enjoy. Three-point Tone Control. Automatic Volume Control. Two Tuning Ranges. Smart modern Platinum Walnut Cabinet.

Printed in U. S. A.