

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
them in instantly, perfectly,
myirl of the dial. Seven beaute



Stoop, look and listen days are gone forever! The Inclined Control Panel-an exclusive feature of the new Double-X Philcosprovides 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.

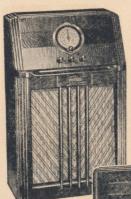


PHILCO 116XX The World's Most Famous Radio! American and Foreign Reception. Philco Inclined Control Panel. Philco Automatic Tuning. Inclined Sounding Board. Philco Foreign Tuning System that doubles the number of shortwave stations you can enjoy. A host of other exclusive Philco features. See it at our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



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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.

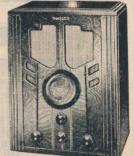
PHILCO 9K (right)

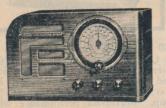
A tremendous value! American and
Foreign Reception.
Pentode Audio System. Philco Foreign Tuning System with Color
Dial. 2 Tuning
Ranges. 3-Point
Fone Control. Rich
rotary Walnut Cabinet with Protective Back Shield.

WORLD'S GREATEST RADIO VALUES!

PHILCO 89B (right)

Standard American Reception with highly-efficient pick-upof State and Municipal Police, Amateur and Aviation broadcasts. Pentode Audio System. Electro-Dynamic Speaker. Two-point Tone Control. Improved WideVision Dial. Walnutteproduction 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.

THERE'S A PHILCO FOR YOUR CAR!



PHILCO 826 — The "number one" buy of the year! Quickly, easily installed in ANY car! Greater Power and Distance Reception. Improved Selectivity and Sensitivity. Built-in filter system that eliminates all chassis "spark" pick-up. Maximum performance with any type car aerial. Beautiful new Universal Control fits instrument panel. We'll gladly give you a demonstration FREE—no obligation.

32 LEADING CAR MAKERS
SPECIFY PHILCO EXCLUSIVELY

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