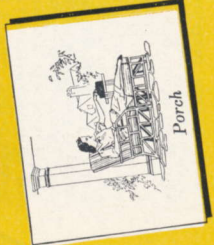


Philco Mystery Control tunes the new Philco from any room in the house, without wires or connections to radio or electric outlet!



PHILCO SAFETY AERIAL

A new kind of aerial developed by Philco, that gives better, quieter, more sensitive reception. It's a vertical rod—12 feet high—much easier to install. No poles, supports or guy wires to clutter the roof. *And doubly safe!* Matched and tuned to Electric Tuning Philcos.



PHILCO AUTOMATIC-CONTROL CLOCK

Set this electric clock and it automatically switches on your Philco just before your favorite program starts! Use it as an alarm clock . . . to wake you with music . . . or let it turn off the radio automatically after you've gone to bed.



THE PHILCO PLAYER

Reproduces records by a new method that gives you all the richness of tone you enjoy in radio reception. Quickly and easily attached to any radio. Table model or console with storage space for records.

Ask for other Philco Folders which describe the new *Power-Packed Farm Radios* . . . the new *Push-Button Auto Radios* . . . and *Phonographs with Philco*.

**THE NEW
PHILCO
FOR
1939**

PRESENTING

Mystery Control

**Greatest Radio Invention
Since Radio Itself!**

PHILCO

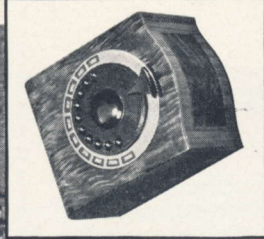
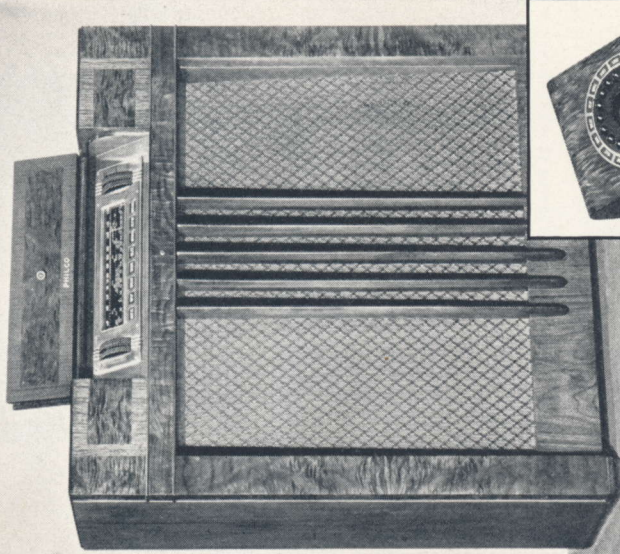
Mystery Control

... a miraculous invention bringing you a new radio comfort and convenience you have never before enjoyed!

Think of it—now you tune the radio in your living room from any part of your home. From any chair in your living room, from the dining room, kitchen or bedroom, upstairs or downstairs—even outside on your porch or lawn—yes, as far away as you can enjoyably listen, even through doors, windows or ceilings!

What's the secret? Mystery Control, a small, compact unit that operates the new Philco without wires or plug-in connections of any kind to the radio, electric outlet or anything else. It revolutionizes all former habits of radio listening! No need to get up from your easy chair. No need to leave your dinner table. No need to pace from all corners of your home to change a program. You just carry the Mystery Control anywhere you wish in your home. And—without wires or plug-in connections to the radio or anything else—it tunes in your choice of eight favorite stations, raises and lowers the volume and even turns the radio off.

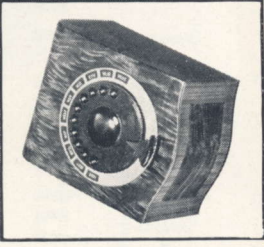
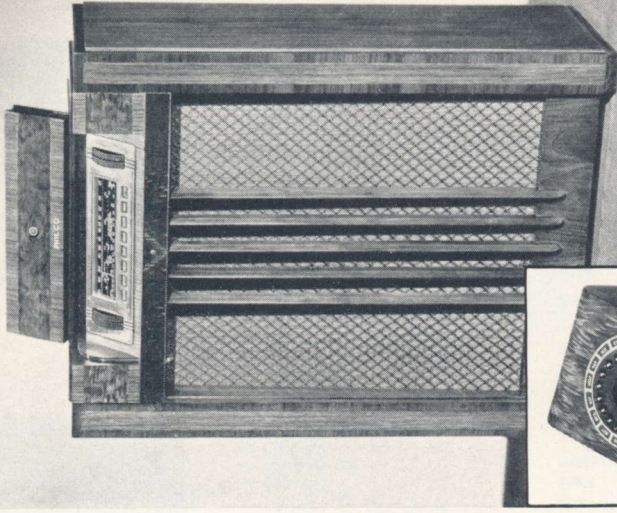
It's truly unbelievable! It's mystifying! That's why it's called Mystery Control!



PHILCO 116RX

WITH MYSTERY CONTROL

In addition to Mystery Control, Philco 116RX brings you every new improvement in tone, performance, and beauty. The cabinet strikes a new note of simplicity and good taste, a piece of furniture that will harmonize with any interior and enhance its beauty. It is built of highly figured Walnut woods. Its radio features include the new Balanced Field Cathedral Speaker, Inclined Sounding Board, 14 Philco High-Efficiency Tubes, new Streamline Dial, Finger Tip Controls. Tuning ranges cover all Standard American Broadcasts, Day and Night Foreign and American Short-wave broadcasts, State and Municipal Police, Day and Night Aviation, Ship, Day and Night First and Second-Class Amateur.

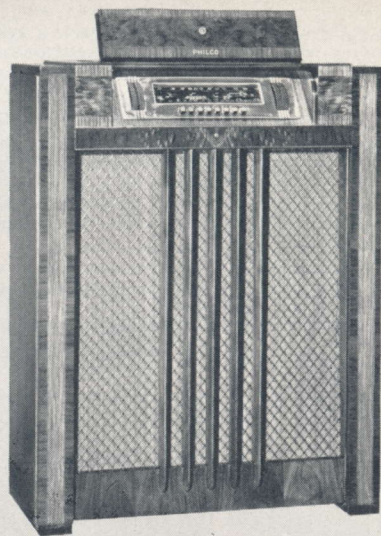


PHILCO 55RX

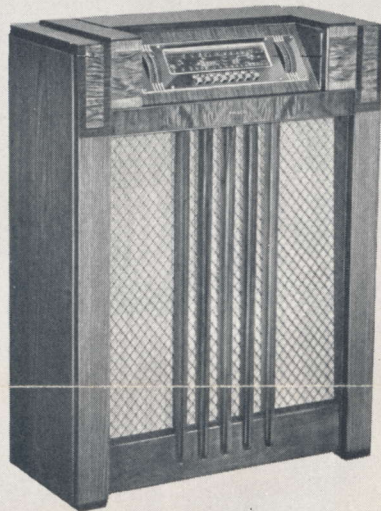
WITH MYSTERY CONTROL

In this exquisitely beautiful cabinet, Philco Mystery Control comes to you at a truly moderate price. A cabinet of beautifully figured Walnut woods with that distinguished simplicity of design which American women have long desired. In addition to Mystery Control, Philco 55RX brings you glorious improvements in tone quality and freedom from distortion at any volume, thanks to the new type Philco Balanced Field Speaker and Inclined Sounding Board. A folding lid covers the Inclined Control Panel with its beautiful streamline dial and new Finger Tip Disc Controls for manual operation of the radio. An 11-Tube Superheterodyne that covers all Standard American Broadcasts and State Police.

There's a Thrilling New
Philco at YOUR Price!



45XX with Electric Push-Button Tuning of eight favorite stations. All other stations tuned in regular way with new Finger Tip Disc Controls. Cabinet of highly figured Walnut woods, designed with that simplicity and grace which adorn the setting of any room. Hinged lid, new Balanced Field Speaker, Inclined Sounding Board, nine tubes, Bass and Treble Tone Control. Covers Standard American, Day and Night Foreign and American Short-Wave Broadcasts, State and Municipal Police, Day and Night Aviation, Ship, Day and Night 1st and 2nd Class Amateur.



40XX with Electric Push-Button Tuning of eight stations. All other stations tuned in regular way with new Finger Tip Controls. Cabinet of dignified grace and simplicity in beautifully figured Walnut. Eight tubes. Inclined Control Panel, new Streamline Dial, Balanced Field Cathedral Speaker, Inclined Sounding Board, Bass and Treble Tone Control. Covers Standard American, Day and Night Foreign and American Short-Wave Broadcasts. State Police, Ship and Day First-Class Amateur.

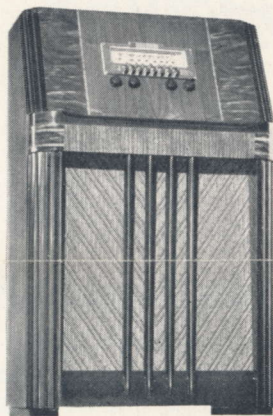
36XX in similar cabinet, with Electric Push-Button Tuning of eight favorite stations. Six Tubes, Balanced Field Speaker, Bass Compensation, Variable Tone Control,

with Perfected Electric Push-Button Tuning

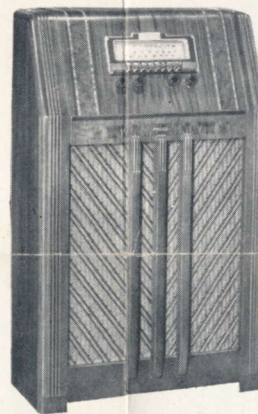
Philco for 1939 offers you *perfected* Electric Push-Button Tuning. Press a button and there's your station—*without an instant's delay!* And *accurately* tuned for perfect tone. Eight electric push-buttons give you your choice of eight favorite stations. New principles of construction make Philco Electric Push-Button Tuning the most

efficient and most *reliable* ever devised.

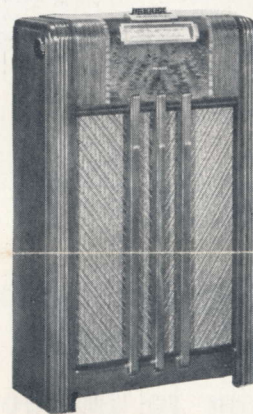
Other features found in the 1939 Philco models are the newly styled Inclined Control Panel, New Streamline Dials, New Milled-Edge Disc Controls for manual tuning, and the New Balanced Field Speaker that gives you gloriously rich and lifelike tone, without distortion even at great volume.



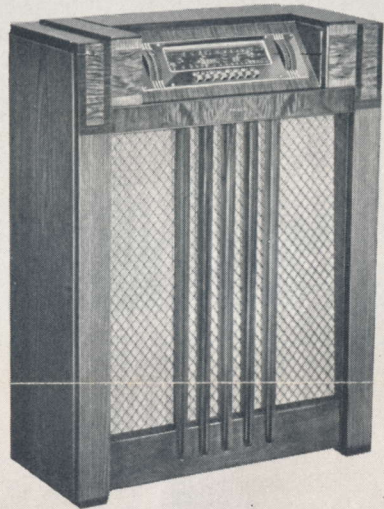
35XX with Electric Push-Button Tuning of eight favorite stations. Philco Inclined Control Panel, Balanced Field Cathedral Speaker, Philco Inclined Sounding Board, Six Philco High-Efficiency Tubes . . . Bass Compensation . . . Three-Point Tone Control. Covers Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, State Police, Ship and Day First-Class Amateur.



25XF with Electric Push-Button Tuning of eight favorite stations. Marvelous tone is achieved through a Concert Grand Speaker . . . Five Philco High-Efficiency Tubes . . . Bass Compensation . . . Tone Control. The tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, State Police, Ship and Day First-Class Amateur.



17F with Automatic Push-Button Tuning of six favorite stations. Other broadcast stations are tuned by the new Philco Disc Controls. Over-size Speaker. Five tubes . . . covers Standard American Broadcasts and State Police calls. In same cabinet, Philco 18F, for AC-DC; Philco 19F covers Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur.

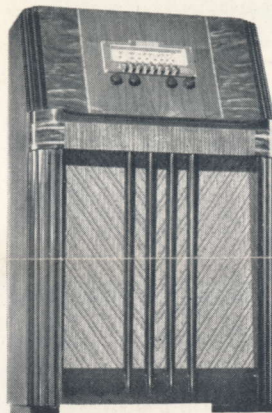


40XX with Electric Push-Button Tuning of eight stations. All other stations tuned in regular way with new Finger Tip Controls. Cabinet of dignified grace and simplicity in beautifully figured Walnut. Eight tubes. Inclined Control Panel, new Streamline Dial, Balanced Field Cathedral Speaker, Inclined Sounding Board, Bass and Treble Tone Control. Covers Standard American, Day and Night Foreign and American Short-Wave Broadcasts. State Police, Ship and Day First-Class Amateur.

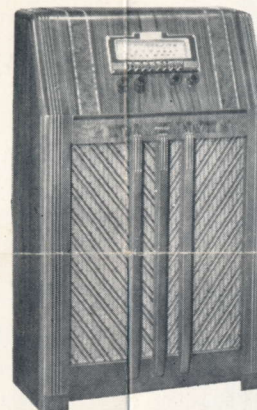
36XX in similar cabinet, with Electric Push-Button Tuning of eight favorite stations. Six Tubes, Balanced Field Speaker, Bass Compensation, Variable Tone Control. Covers Standard American, Day and Night Foreign and American Short-Wave, State Police, Ship and Day First-Class Amateur Broadcasts.

you your choice of eight favorite stations. New principles of construction make Philco Electric Push-Button Tuning the most

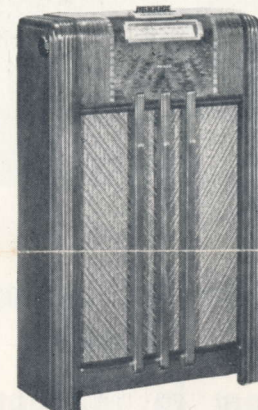
the New Balanced Field Speaker that gives you gloriously rich and lifelike tone, without distortion even at great volume.



35XX with Electric Push-Button Tuning of eight favorite stations. Philco Inclined Control Panel, Balanced Field Cathedral Speaker, Philco Inclined Sounding Board, Six Philco High-Efficiency Tubes . . . Bass Compensation . . . Three-Point Tone Control. Covers Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, State Police, Ship and Day First-Class Amateur.



25XF with Electric Push-Button Tuning of eight favorite stations. Marvelous tone is achieved through a Concert Grand Speaker . . . Five Philco High-Efficiency Tubes . . . Bass Compensation . . . Tone Control. The tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, State Police, Ship and Day First-Class Amateur.



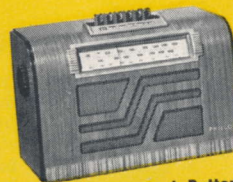
17F with Automatic Push-Button Tuning of six favorite stations. Other broadcast stations are tuned by the new Philco Disc Controls. Oversize Speaker. Five tubes . . . covers Standard American Broadcasts and State Police calls. In same cabinet, Philco 18F, for AC-DC; Philco 19F covers Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur.



30T Electric Push-Button Tuning of eight stations. Inclined Control Panel . . . Bass Compensation . . . Three-Point Tone Control . . . Six Tubes . . . Covers Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, State Police, Ship and Day First-Class Amateur.



25T with Electric Push-Button Tuning of eight stations. Inclined Control Panel . . . Balanced Field Speaker . . . Five Tubes . . . Bass Compensation . . . Tone Control. Gets Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, State Police, Ship and Day First-Class Amateur.



17T with Automatic Push-Button Tuning of six stations . . . Five-Tube Superheterodyne with highly efficient speaker. In same cabinet is Philco 18T, for AC-DC; Philco 19T, in same cabinet, covers Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur.



7T with Electric Push-Button Tuning on five favorite stations. Illuminated Full-Vision Dial . . . Pentode Audio System . . . Reduction Gear Tuning. Powerful Five-Tube Philco Superheterodyne. Smart new Walnut Cabinet with horizontal Mahogany and Maple inlays. Gets Standard American and Police Broadcasts.



7C with Electric Push-Button Tuning of five stations. Handsomely designed Inlaid Walnut Cabinet. Powerful Five-Tube Superheterodyne. Full, rich tone. Illuminated Full-Vision Dial . . . Pentode Audio System. Covers Standard American Broadcasts and State Police Calls. Quality construction throughout.



6C Powerful Five-Tube Philco Superheterodyne with Pentode Audio System and Electro-Dynamic Speaker. Full, clear and rich tone. Real power to perform in any location. Illuminated Full-Vision Dial; Inlaid Walnut Cabinet. Covers Standard American Broadcasts and State Police Calls.



6C1 Smartly designed compact in Ivory finish. Five-Tube Superheterodyne with surprising distance range and selectivity. Tone is full, clear and rich. Illuminated Full-Vision Dial. Finished in gleaming metallic gold color. Covers Standard American Broadcasts and State Police Calls.

*New, Portable,
Self-Powered* **PHILCO**



71T New Self-Powered Philco — requires no "house current," no aerial, no ground. Just switch it on and it plays — anywhere! Ideal for pleasure or business trips . . . in boats . . . at camps or cottages . . . sporting events. Self-contained batteries have long life. Attractive airplane cloth case, light, easy to carry.