

PHILCO PRICES

Effective January 3, 1938.
Subject to change without notice.

RADIO PHONOGRAPHS

Model	Price
1 116XX	\$605.00
2 1XX	455.00
3 3XX	405.00
4 4XX	300.00
5 9	144.50
6 9	124.50

RADIOBARS

Model	Price
60 7XX	\$204.95
50 9	154.95
40 9	104.50

WET "A" PHILCO RADIO BATTERIES

Type 116R Oversize (for 624, 34, 39, 40, 35)	\$15.00
Type 76R Standard (for 34, 35)	10.00
Type 92R Standard (for 33, 38)	5.95
Type 172R Oversize (for 643, 38, 33, 623)	9.50

PHILCO B AND C BATTERIES

Type P9091 Standard (for 33, 38)	\$ 8.25
Type P9068 Oversize (for 643, 623, 38, 33)	9.50
Type P968 Oversize (for 39, 34) 8 prongs	9.50

PHILCO DRY "A" BATTERY

(Including Built-In Ballast Socket less Ballast Tube)	
Type P8096 Dry "A" Battery	\$ 9.50

PHILCO HOME RADIO AERIALS

No. 40.6112 Philco High Efficiency Aerial	\$ 5.00
No. 45.2428 Philco Long Distance Aerial (for battery receivers and American receivers)	2.50
No. 45.2431 Philco Radio Aerial (for compacts and baby grands)	1.60
No. 40.6192 Philco Heavy Duty Aerial (for store installation, hotels and apartments)	13.50
No. 45.2450 Philco Utility Aerial (telescopic aerial for installation on window sills, ideal for homes, apartments, hotels.)	5.00

Advantages of Philco Automatic Tuning

1. PHILCO originated, developed and perfected Automatic Tuning.
2. Faster, one flick of the dial.
3. 15 stations may be logged on Cone Centric dials - 19 on other automatic tuning dials.
4. Silent between stations.
5. 100% accuracy in tuning.
6. Only PHILCO uses counter balanced magnetic tuning (3XX, 2XX, 1XX, 116XX, 690XX).
7. PHILCO automatic tuning mechanisms are perfected - trouble free.

1938

PHILCO

A MUSICAL INSTRUMENT OF QUALITY

WITH
Inclined Control Panel
FOR
COMFORT AND CONVENIENCE



NO SQUAT NO SQUINT
NO STOOP

WILLIAMS PHILCO INC.
DISTRIBUTORS

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American and Foreign Broadcast Receivers

Prices complete with Philco High Efficiency Aerial

(Except Models 15, 40, 39 and 38)
For 60 Cycle Alternating Current.

Model	Price	BATTERY RECEIVERS	
38.690XX	\$425.00	Complete with Oversize Batteries	
38.116XX	230.00		
38.1XX	194.50		
38.2XX	174.50		
38.3XX	144.50		
38.4XX	114.50		
38.5X	104.50		
38.5B	90.00		
38.7CS	94.95		
38.7XX	84.95		
38.7T	70.00		
38.8XS	94.95		
38.8X	80.00		
38.8XF	74.95		
38.9T	57.50		
38.10XF	64.95		
38.10T	47.50		
38.15CS	49.95		
38.15T	29.95		
		Model Price	
		38.643X	\$139.50
		38.643B	114.50
		38.624K	109.50
		38.624T	89.50
		38.623K	99.50
		38.40X	109.50*
		38.40K	99.50*
		38.40T	79.50*
		38.39X	105.00
		38.39K	95.00*
		38.39T	79.95*
		38.38X	89.95
		38.38K	85.00
		38.38T	62.50
		10 ft. Sky Charger	29.50

American Broadcast Receivers

(Prices do not include aerial)

38.89K	\$65.00	BATTERY RECEIVERS	
38.60F	59.95	Complete with Oversize Batteries	
38.17T	35.00		
38.17F	39.95	38.35F	\$75.00
38.62T	32.95	38.35B	59.95
38.12T	27.50	38.34F	75.00
38.12CB Ivory	25.00	38.34B	59.95
38.12CB	19.95	38.33F	69.95
38.93B	25.00	38.33B	49.95
38.14CB AC-DC	25.00	Complete with Standard Batteries	\$5.00 less

Philco Hidden Features Give Extra Value

1. Aerial design using iron core transformer assures highest efficiency.
2. PHILCO speakers provide more power output for same watts consumed.
3. Chassis are ventilated which prevents drifting.
4. Built to Underwriters' requirements, thereby protecting PHILCO users.
5. Coils impregnated against humidity.
6. Flameproof wire protects owner.
7. No celluloid used in dials.
8. Oversize power transformers protect against line fluctuation, insuring cooler operation.
9. New beam power amplification feed back system used.
10. Single coils and unit construction insures greatest selectivity and sensitivity.
11. Slow speed tuning—50-1 small sets, 80-1 large sets.
12. Newly perfected tubes amplify signal and reduce noise.
13. Chassis bases made of rigid steel prevent bending and vibration.
14. Robot tuner or Noise Excluding Signal Amplifier used beginning with 4XX.
15. Special light weight moving voice coils and heavy field magnets insure better speaker response.

Philco Has More Worthwhile Features

- 7XX—
1. Inclined Sounding Board.
 2. Inclined Control Panel.
 3. Philco Foreign Tuning System.
 4. Three-Point Tone Control
 5. Cone Centric Dial Automatic Tuning.
 6. Two-Speed Tuning.
 7. Concert Grand Speaker.
 8. 6 tubes—8 tube functions.
 9. Automatic Volume Control.
 10. Two Tuning Ranges.
 11. Protective Back Shield.
- 4XX— Includes all 7XX features, PLUS
12. Four-Point Tone Control.
 13. Push-Pull Phase Inverted Audio System.
 14. Noise Excluding Signal Amplifier.
 15. 8 tubes—10 functions.
- 3XX— Includes all features above, PLUS
16. Counterbalanced Magnetic Tuning on Broadcast Band.
 17. Three Tuning Ranges instead of two.
 18. Philco Spread Band Dial.
 19. Glowing Beam Tuning Range Indicator.
 20. 9 tubes—11 functions.

- 2XX— All features above, PLUS
21. Balanced Phase Push-Pull Audio System.
 22. 11 tubes—15 functions.
 23. Floodlighted call letters.
- 1XX— All features above, PLUS
24. Auditorium Speaker.
 25. Super Class A Balanced Phase Push-Pull Audio System.
 26. 12 tubes—15 functions.
- 116XX— All features above, PLUS
27. High-Fidelity Audio System.
 28. Counterbalanced Magnetic Tuning on all Tuning Ranges.
 29. Cathedral High-Fidelity Speaker.
 30. Acoustic Clarifiers.
 31. Wide Angle Sound Diffusion.
 32. Twin Tone Controls.
 33. Five Tuning Ranges instead of 3.
 34. Stations spread 6 times farther apart.
 35. 15 tubes—18 tube functions.
- 690XX— All features above, PLUS
36. Super High-Fidelity Audio System.
 37. 3 Speakers — Cathedral High-Fidelity Speaker with two additional High Frequency Speakers.
 38. Complete separation of R. F. and Audio Stages.
 39. 4 Acoustic Clarifiers instead of 3.
 40. Music Interpretation Controls.
 41. 20 tubes—25 tube functions.

Philco Hidden Features Give Extra Value

16. Line filters prevent interference from line noise.
17. Bass compensation accentuates bass at low volume.
18. Philco cabinets are more costly—better in design and finish.
19. Only Philco uses patented Philco Magnetic Tuning.
20. Tuning condensers set in rubber.
21. Rubber floated chassis prevents vibration in speakers.
22. No squeals in low priced models.
23. Double speaker baffles used. Grill cloths do not sag.
24. Leveling feet on X and Double-X.
25. Acoustic clarifiers eliminate cabinet resonance — assure natural reproduction (116XX, 690XX).
26. Shorter leads—fewer connections—made possible by scientific spacing assures greater performance.
27. More tuned circuits used in Philco results in finer performance.
28. No superfluous parts used.
29. Backs on cabinets eliminate dust or dirt accumulation.
30. Highly perfected Philco High Efficiency Tubes with multi-functions have greater efficiency, yet cost less to operate.