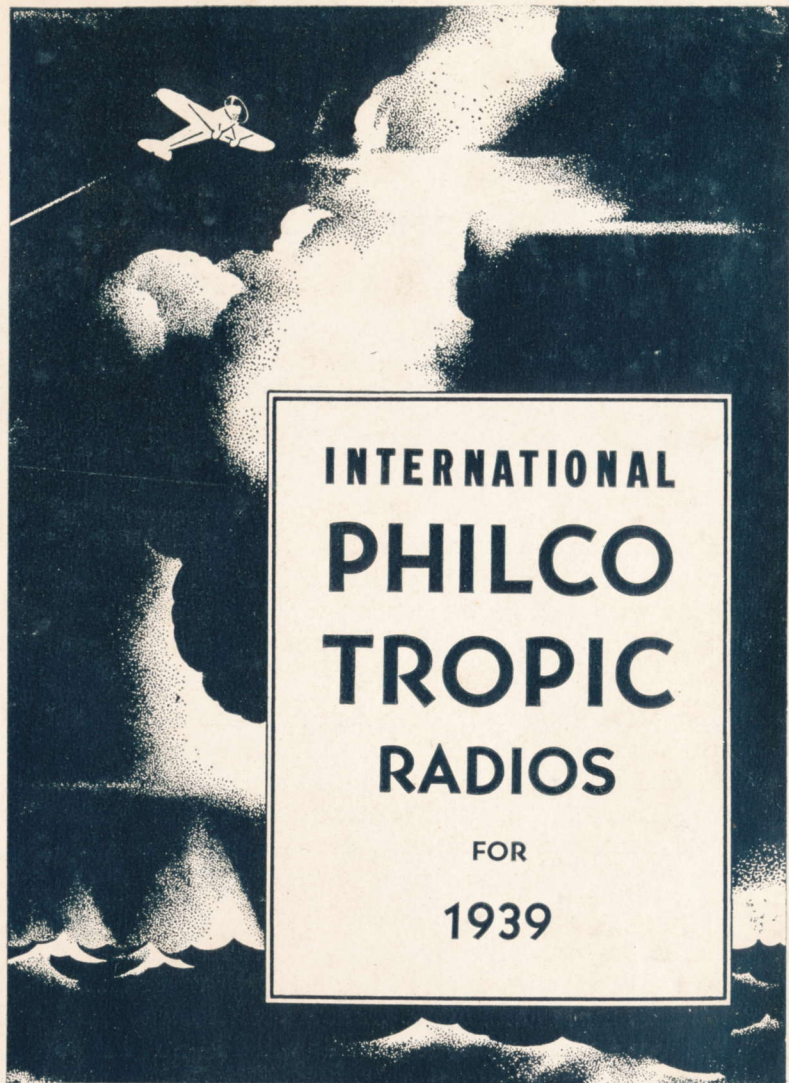


PHILCO



A
Musical Instrument
of
Quality

PHILCO



INTERNATIONAL
PHILCO
TROPIC
RADIOS

FOR
1939

ESPECIALLY DESIGNED FOR INTERNATIONAL USE





PHILCO-TROPIC

These Radios are Built to Triumph Over Extreme Climatic Conditions

FIRST— They are **WEATHER-SAFE**

SECOND— They are **INTERNATIONALLY ENGINEERED**

THIRD— They are **INTERNATIONALLY STYLED**

PHILCO has created a distinct, entirely new export line of radios, built for exceptional all year reception anywhere. These radios are particularly recommended for locations where super-reception of short wave is necessary and where extreme humidity affects reception and the cabinets.

They have been treated for the most extreme climatic conditions, not only the chassis and its integral parts, but the cabinets as well. They give full wave band coverage, increased selectivity and sensitivity and eliminate drift. You are assured of realistic, dependable, world wide reception. Cabinets are internationally styled—distinctive, beautiful and streamlined.

Philco has painstakingly improved even the minutest part of each radio. That is why Philco has won over 11 million friends and buyers. Once a person has enjoyed Philco performance, no other radio will do—with Philco you *know* you are right!

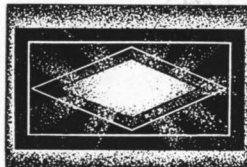


INTERNATIONALLY STYLED

Let's be Specific!

FACTS COUNT • COMPARE THEM • DECIDE FOR YOURSELF

PHILCO-TROPIC CABINETS—The most exacting specifications of furniture manufacturers who make furniture for use in India, Malaya, Iceland, as well as for the Navy, whose furniture must resist salt air, water, humidity, were followed in constructing Philco-Tropic cabinets. In addition, a special overall sealing compound was used, impregnating the cabinets against attacks by moisture and heat.



FOTOMETER TUNING INDICATOR—Improved visual tuning. The brilliance of the light decreases as you more accurately tune your station. Effective, simple, quick. No looking for an indistinct line (Models 750 and 770).

SPEAKERS—Newly designed balanced field speakers, with a new type mounting, making them more sensitive, giving more uniform response over a wide range of frequencies and volume. Field coils are larger . . . baked and impregnated.

CHASSIS—Have a plating greater than the thickness specified under U. S. Naval specifications, making them impervious to salt air, rust and corrosion.

PHONOGRAPH CONNECTION—Terminals on rear of chassis are provided, to which a phonograph pick-up can be permanently connected. Instantaneous switching between radio and phonograph provided by wave switch in front of cabinet.

WAX—A new wax is used for impregnating many parts such as coils, condensers, chokes and transformers. This wax is less affected by heat and is treated with certain chemicals so it will not be eaten by rodents or insects, as ordinary wax often is, avoiding short circuits and no end of trouble.

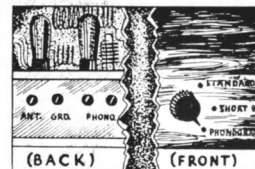
PHONE CONTROL—Continuously variable tone control with continuously variable bass control to adjust bass to any desired amount. This change is a gradually sliding change and does not jump from step to step as former tone controls.



BACK COVERS—Available at a small extra cost.

WIDE VISION DIALS—New streamlined edge lighted dials with wave band and tone control indication. Marked in kilocycles as well as meters . . . important short wave stations printed on the dial . . . a novel arrangement enables the owner to quickly insert a special slip under a protecting window adjacent to the standard wave band on the dial, on which stations may be printed.

UNIVERSAL POWER TRANSFORMERS—All AC-Philco-Tropic models are equipped with "Z" type of power transformer. This transformer permits the use of the radio on either line voltages of 100 to 125 volts or 200 to 250 volts, by a simple change of a switch plug mounted on the transformer. AC-DC Models 751T and 751XX can likewise be used on either 100 to 130 volts or 200 to 260 volts by a similar change of a switch plug on the chassis.



PHILCO - TROPIC



MODEL 770T

Short and standard wave . . . spread band tuning, assuring better sensitivity and easier tuning . . . 11 Philco High Efficiency Tubes . . . 4 wave bands . . . three gang condenser . . . noise excluding signal amplifier . . . continuously variable tone control . . . tuning controls of the new, easy-to-turn milled edge design . . . permanent phonograph connection . . . new type Philco balanced field speaker—full 10 inches in diameter . . . enormous power output with particularly good fidelity response . . . amplified automatic volume control, reducing fading, particularly on short wave, to a minimum. Fotometer tuning indicator . . . triple compensated audio circuits, assuring exceptional tone fidelity . . . triple tuned I. F. transformers, giving selectivity without sacrificing fidelity . . . permeability tuning, insuring maximum stability under all climatic conditions . . . 100% Philco-Tropic construction . . . Power supply: this radio can be used for operation on 100 to 250 volts AC, 50/60 cycles. It has a tapped transformer for 100 to 130 volts and 200 to 250 volts.

Cabinet Dimensions: 18 $\frac{1}{8}$ " high, 23 $\frac{3}{8}$ " wide, 12 $\frac{3}{8}$ " deep

INTERNATIONALLY STYLED

PHILCO - TROPIC



MODEL 750T

Has same features as Model 750XX but in a beautiful platinum shade table model cabinet and has a full 8 inch Philco Speaker.

MODEL 751T

An AC-DC radio with more power, sensitivity and selectivity than any other AC-DC radio at any price. In same cabinet as the 750T. Same features, except for the new type Alnico Permanent Magnet Dynamic Speaker.

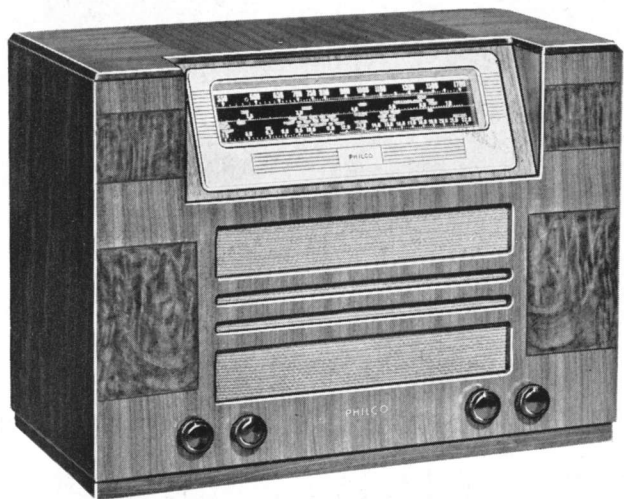
MODEL 744T

6 volt battery radio, vibrator operated . . . economical . . . long life . . . more power output, selectivity and sensitivity, than ever before . . . in a battery operated radio. Performance equal to an AC radio . . . in same cabinet as 750T . . . 7 Tubes . . . 3 Wave Bands . . . 3-gang condenser . . . 6 Volt Storage Battery with low current drain . . . Noise Excluding Signal Amplifier . . . Two Speed Tuning Control . . . Continuously variable Tone Control . . . Permanent Phonograph Connection . . . New type Philco Alnico Permanent Magnet Dynamic Speaker . . . 100% Philco-Tropic construction. Short and Standard Wave.

Cabinet Dimensions: 14 $\frac{1}{4}$ " high, 20" wide, 9 $\frac{1}{2}$ " deep

TROPICALLY ENGINEERED

PHILCO - TROPIC



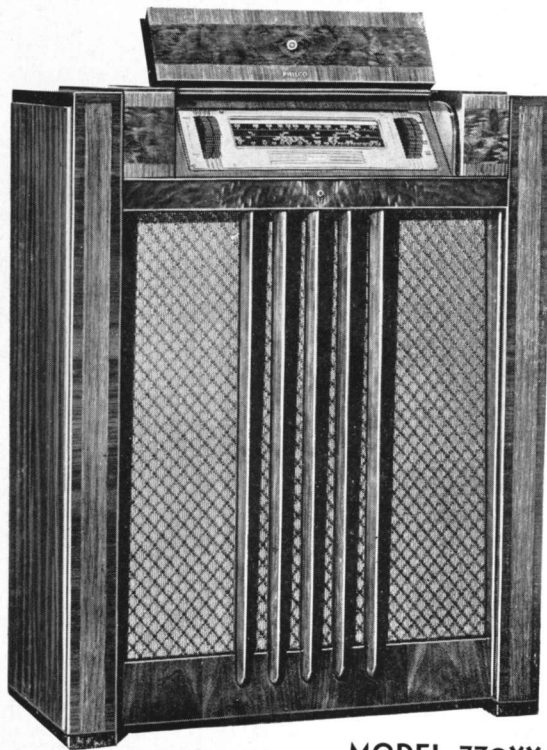
MODEL 720T

Short and standard wave . . . 6 Philco High Efficiency Tubes . . . 3 wave bands . . . 3 gang condenser . . . noise excluding signal amplifier for maximum signal with minimum circuit noise . . . two speed Vernier tuning control . . . continuously variable tone control with continuously variable bass compensation . . . permanent phonograph connection . . . new type Philco balanced field speaker . . . plenty of power output with an unusually wide fidelity range . . . new wide vision dial . . . 100% Philco-Tropic construction . . . Power supply: this radio can be used for operation on 100 to 250 volts AC, 50/60 cycles. It has a tapped transformer for 100 to 125 volts and 200 to 250 volts.

Cabinet Dimensions: 13 $\frac{7}{8}$ " high, 18 $\frac{1}{2}$ " wide, 9 $\frac{5}{8}$ " deep

INTERNATIONALLY STYLED

PHILCO - TROPIC

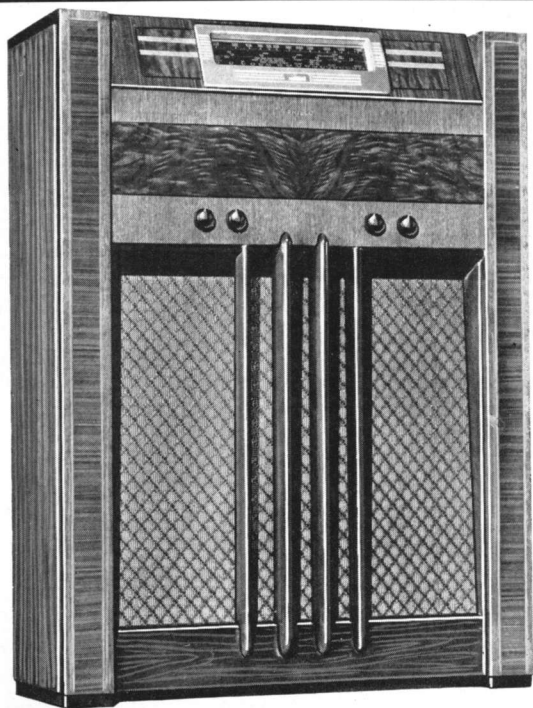


MODEL 770XX

Short and standard wave . . . spread band tuning, assuring better sensitivity . . . 4 wave bands . . . 3 gang condenser . . . new streamlined dial . . . 11 Philco High Efficiency Tubes . . . inclined sounding board brings tone to ear level for maximum enjoyment . . . noise excluding signal amplifier . . . continuously variable tone control . . . tuning controls are the new, easy-to-turn, milled edge disc design. Permanent phonograph connection . . . new type Philco balanced large field speaker . . . Fotometer tuning indicator . . . 100% Philco-Tropic construction . . . enormous power output . . . amplified automatic volume control . . . triple compensated audio circuits . . . triple tuned I.F. transformers . . . Permeability tuning . . . power supply: This radio can be used for operation on 100 to 250 volts AC, 50/60 cycles. It has a tapped transformer for 100 to 130 volts and 200 to 250 volts.

Cabinet Dimensions: 36 $\frac{3}{8}$ " high, 34 $\frac{3}{8}$ " wide, 14 $\frac{3}{8}$ " deep

PHILCO - TROPIC



MODEL 750XX

Short and Standard Wave . . . 100% Philco-Tropic construction . . . 3 Wave Bands . . . 3-gang condenser . . . Inclined Control Panel . . . Inclined Sounding Board . . . 8 Tubes . . . Noise Excluding Signal Amplifier . . . Two speed Tuning Control . . . Continuously Variable Tone Control . . . Permanent Phonograph Connection . . . Philco 10 Inch Balanced Field Design Speaker . . . New Wide Vision Dial . . . Fotometer Tuning Indicator. Power Supply: This radio can be used for operation on 100 to 250 volts AC, 50/60 cycles. It has a tapped transformer for 100 to 125 volts and 200 to 250 volts.

MODEL 751XX

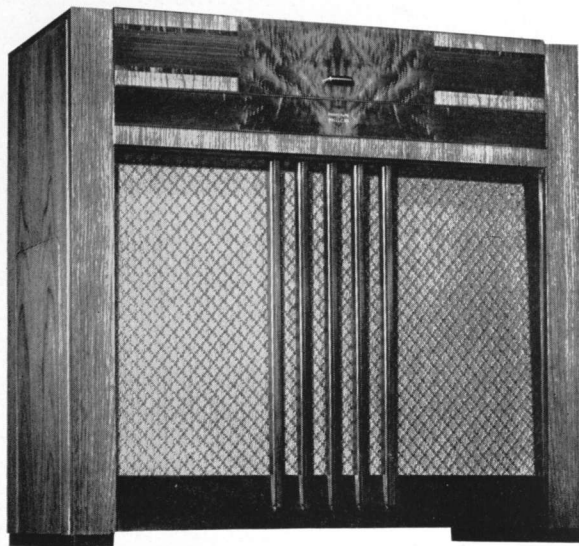
An AC-DC radio with more power, sensitivity and selectivity than any other AC-DC radio at any price . . . In same cabinet as 750XX with same features, except for a new type Philco Alnico Permanent Magnet Dynamic Speaker giving exceptional power output.

MODEL 744XX

New powerful 7 tube, 6 volt BATTERY vibrator operated model . . . Performance equal to an AC model . . . In same cabinet as 750XX . . . Has same features as 744T, listed on page illustrating Model 750T.

Cabinet Dimensions: 38 $\frac{1}{4}$ " high, 27 $\frac{5}{8}$ " wide, 11" deep

PHILCO - TROPIC



RADIO PHONOGRAPH Model 770PX

Super short wave performance . . . superb phonograph reproduction . . . has same features as the 770XX, including 100% Philco-Tropic construction of cabinet, chassis and components . . . four wave bands . . . 11 Philco tubes . . . inclined control panel . . . inclined sounding board . . . plus Capehart Automatic Record Changer which plays 10 records—10" or 12" size . . . new Philco crystal pick-up . . . last record repeats until records are re-stacked or master switch shut off . . . encore may be had on any record . . . equipped with reject device—and record unloading lever . . . new needle plays 1,000 records without change.

Cabinet Dimensions: 37 $\frac{1}{8}$ " high, 39 $\frac{1}{8}$ " wide, 17 $\frac{1}{8}$ " deep

PHILCO - TROPIC

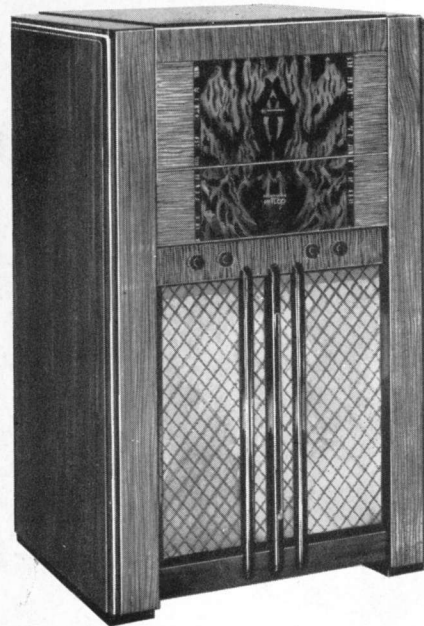


**RADIO PHONOGRAPH Model 75OPX
DE LUXE**

Complete entertainment when and where you want it . . . has the same features as the popular 750 chassis, including short and standard wave . . . three wave bands . . . eight Philco tubes . . . 100% Philco-Tropic construction . . . continuously variable tone control . . . Fotometer tuning indicator . . . *plus* the famous built-in Capehart automatic record changer unit that plays ten records of 10" or 12" size. Last record repeats until records are re-stacked or master switch shut off. Encore may be had on any record . . . equipped with reject device and record unloading lever . . . almost a complete hour of continuous entertainment . . . latest development in crystal pickup . . . new needle plays 1,000 records without change.

Cabinet Dimensions: 43" high, 33" wide, 18 $\frac{3}{4}$ " deep

PHILCO - TROPIC



**RADIO PHONOGRAPH Model 75OPX
STANDARD**

A perfect performer at an economy price . . . employs the same powerful 750 chassis as the 750PX de Luxe, including short and standard wave . . . eight Philco High Efficiency Tubes . . . three wave bands . . . Fotometer tuning indicator . . . new wide vision dial . . . plus being equipped with electric motor phonograph, standard 78 R.P.M., manually operated. Plays 10" or 12" records . . . 100% Philco-Tropic construction of cabinets, chassis and components.

Cabinet Dimensions: 43" high, 24" wide, 18 $\frac{3}{4}$ " deep

*Sensational!
Thrilling!
Breath-Taking!*

PHILCO MYSTERY CONTROL



Just imagine the thrill of tuning your new Philco 116RX... located in your living room... from any spot in your home—upstairs, downstairs, even on the porch — *without wires or connections of any kind!* That's **PHILCO MYSTERY CONTROL**

Tune This New PHILCO From Any Room In Your Home!



Tune your new Philco 116RX from any place in the living room



Tune in the daytime programs without leaving the kitchen



Choose your favorite programs while resting on the porch



Select your dinner music without getting up from the table



Carry Philco Mystery Control with you upstairs or down



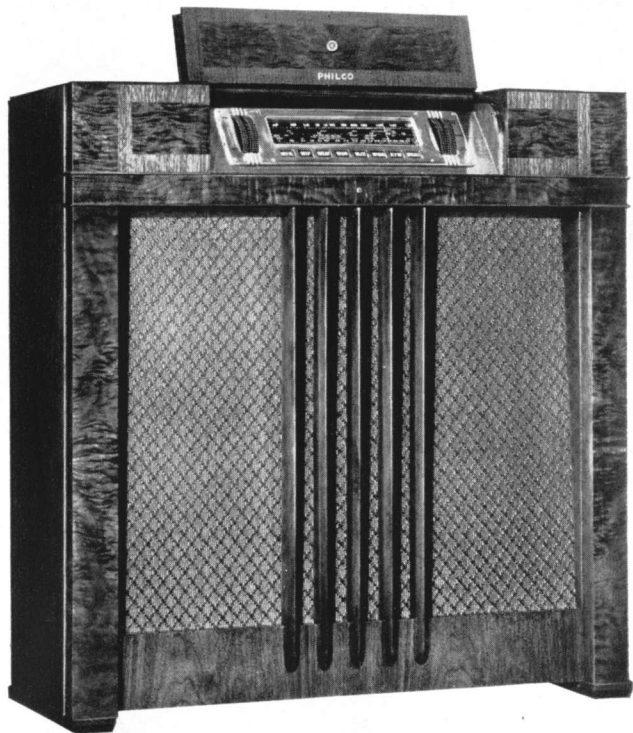
Switch off your Philco just before you drop off to sleep



PHILCO
116RX
MYSTERY
CONTROL

No wires—no cords—no plug-in connections of any kind! Carry the light, compact, attractive Mystery Control unit in your hand, anywhere you like . . . and with one finger-flick of the dial tune in any one of eight stations—regulate the volume as you wish—and turn off the radio whenever you desire. Fascinating . . . uncanny . . . and an unparalleled convenience!

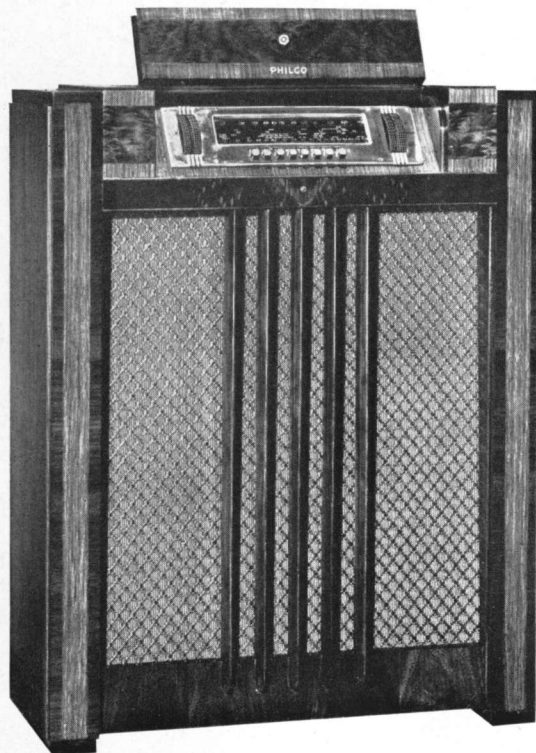
Dimensions: 5½" high, 7¼" wide, 9⅛" deep



PHILCO 116RX CONSOLE

Philco's finest . . . in an exquisitely beautiful inlaid butt and sliced Walnut cabinet of superb design. Folding lid covers the Inclined Instrument Panel while you tune instantly and automatically any one of the eight stations on the Mystery Control Unit. Also, broadcast and short-wave stations are tuned manually on the Streamline Dial by Philco's new Finger-tip Controls. A new Balanced Field Cathedral Speaker on the famous Inclined Sounding Board assures clearer, life-like tone. Other big features include Noise-Excluding Signal Amplifier . . . Bass Compensation . . . Continuously Variable Bass and Treble Control. Fourteen Philco High-Efficiency Tubes in the famous Philco Superheterodyne Circuit provide tremendous power. Tuning ranges cover everything you could wish for . . . 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.

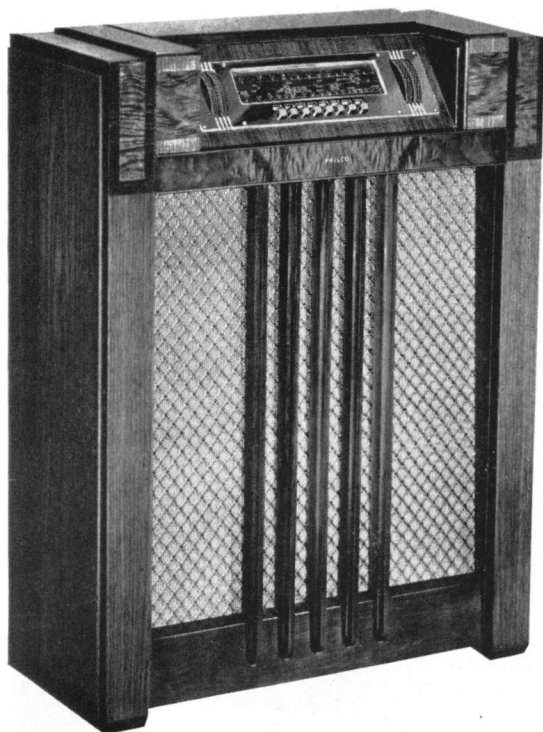
Cabinet Dimensions: 36 $\frac{3}{8}$ " high, 34 $\frac{5}{8}$ " wide, 14 $\frac{3}{8}$ " deep



PHILCO 45XX

Electric Push-Button Tuning on the famous Philco Inclined Control Panel, with a piano-hinged lid to cover it when set is not in use. Eight Electric Push Buttons tune your favorite stations instantly and accurately at the touch of your finger. Also, broadcast and short-wave stations are easily and quickly tuned by Philco's new Finger-tip Controls and Streamline Dial. Balanced Field Cathedral Speaker and Inclined Sounding Board assure life-like clarity of tone. Other big features include Noise-Excluding Signal Amplifier, Bass Compensation, Continuously Variable Bass and Treble Control, nine Philco High-Efficiency Tubes. Tuning Ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, both State and Municipal Police, Aviation, Ship and Amateur. Gorgeous Walnut cabinet.

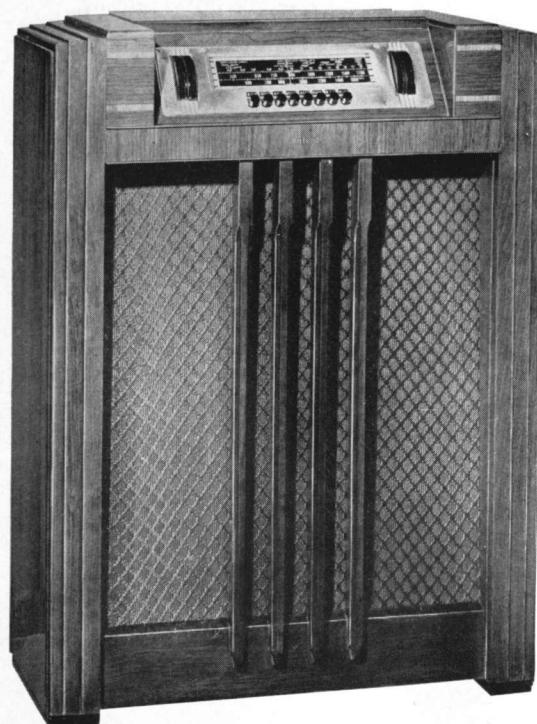
Cabinet Dimensions: 38 $\frac{3}{8}$ " high, 29 $\frac{1}{2}$ " wide, 14 $\frac{3}{8}$ " deep



PHILCO 40XX

Eight Electric Push Buttons provide instant, dependable tuning of your favorite stations at the touch of your finger. The new-type Inclined Control Panel . . . the new Streamline Dial . . . and Philco Finger-tip Controls all aid speedy, accurate, manual tuning of broadcast and short-wave stations. The 40XX is an eight-tube Philco Superheterodyne, with a Philco Balanced Field Cathedral Speaker and the famous Philco Inclined Sounding Board to assure clear, life-like reception. Other features include Variable Bass and Treble Tone Control, Noise-Excluding Signal Amplifier, and Tuning Ranges that cover Standard American Broadcasts, State Police, Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur. Dignified simplicity predominates in the design of the beautiful, inlaid Walnut cabinet.

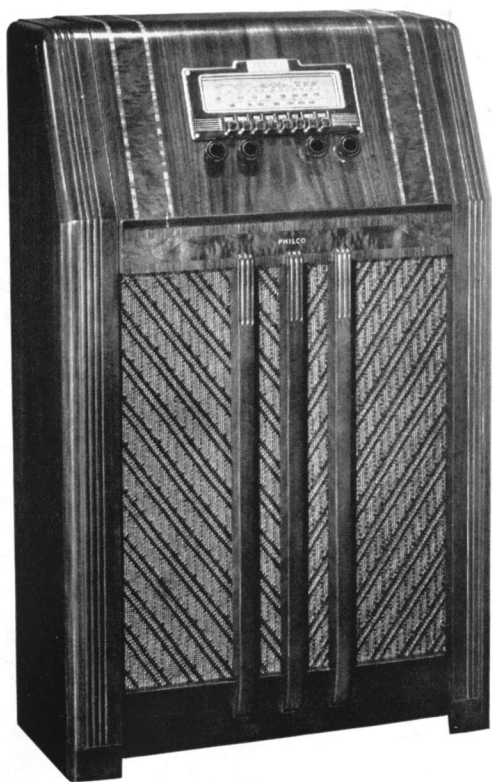
Cabinet Dimensions: 37 $\frac{3}{8}$ " high, 28" wide, 12 $\frac{1}{8}$ " deep



PHILCO 36XX

Combines a host of much-desired features! Electric Push-Button Tuning of eight favorite stations. The famous Philco Inclined Control Panel for easy tuning. The big Philco Balanced Field Cathedral Speaker, mounted on the Philco Inclined Sounding Board . . . a combination that brings you clearer, life-like tone. Six Philco High-Efficiency Tubes . . . Bass Compensation . . . Three-Point Tone Control. The tuning ranges cover Standard American Broadcasts, State Police, Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur . . . with foreign short-wave stations named on the Philco Wide-Vision Dial. Beautiful hand-rubbed Walnut cabinet with a grace and simplicity of design that sets a new vogue.

Cabinet Dimensions: 37 $\frac{5}{8}$ " high, 28" wide, 12 $\frac{1}{8}$ " deep



PHILCO 25XF

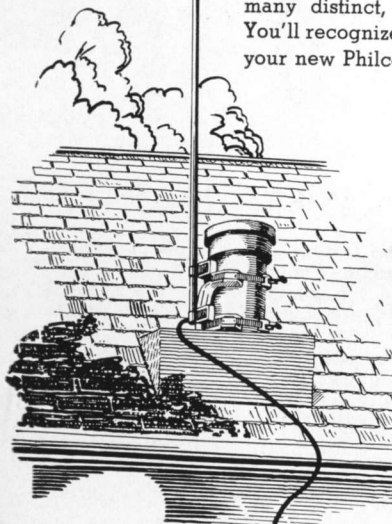
Eight Electric Push-Buttons on the famous Philco Inclined Control Panel provide instant, accurate tuning of your eight favorite stations. Marvelous undistorted audio output is achieved through a Concert Grand Speaker . . . far clearer, far more powerful than any speaker of comparable size because of Philco Balanced Field design. Five Philco High-Efficiency Tubes . . . Bass Compensation . . . Tone Control. The tuning ranges cover Standard American Broadcasts, State Police, Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur. Foreign short-wave stations are named and located on the Philco Wide-Vision Dial. Handsome Walnut cabinet.

Cabinet Dimensions: 39 $\frac{3}{8}$ " high, 24 $\frac{1}{4}$ " wide, 12 $\frac{1}{2}$ " deep

New Matched and Tuned PHILCO SAFETY AERIAL

Here's an entirely new type of aerial . . . with six definite points of superiority! It's a complete unit—no poles, supports, insulators or guy wires to be bought. It's easy to install—the clamp brackets provided can be fastened to any vent pipe, cornice window trim or side of house. It's matched and tuned to your new Philco for maximum performance. It's highly sensitive—operates on the same vertical principle as modern broadcasting antennas and rises a full 12 feet high . . . further above the roof than flat-top aerials. It's doubly safe—due to its new exclusive Dual Lightning and Power Line Arrestor. And it's quieter—because, being vertical, it can be placed out of the worst noise area on any roof and at right angles to house wiring, a frequent source of interference.

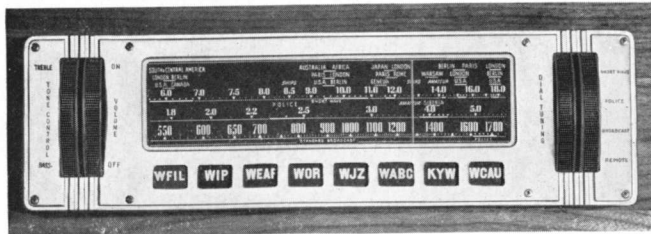
Never before has there been an aerial with so many distinct, quickly understood advantages. You'll recognize it instantly as an essential part of your new Philco—and *that's what it is!*



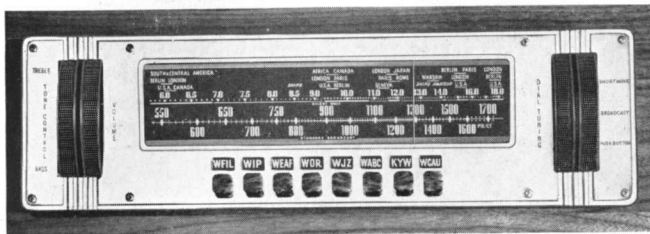
Complete—Easy to install—Matched and tuned to the Set—Highly sensitive—Doubly safe—Quieter

Philco Brings Streamline Beauty to 1939 Dial Design

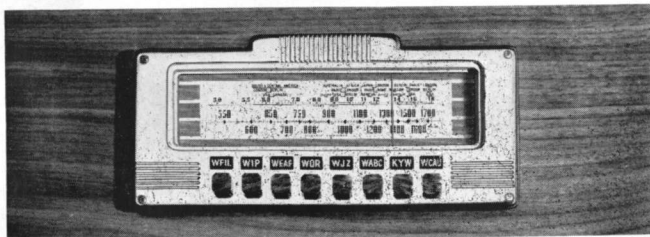
Never before have radio users been provided with dials so easy to read and controls so easy to operate. The new Philco Streamline and Wide-Vision Dials are stepped up as much in beautiful appearance as they are in convenience.



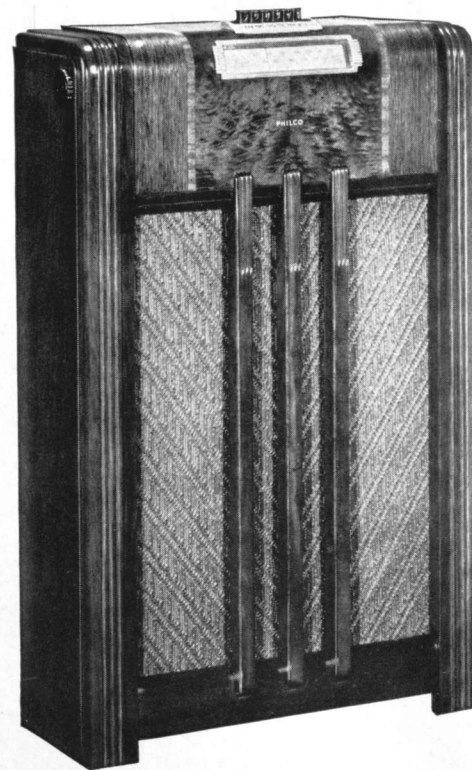
PHILCO STREAMLINE DIAL . . . 116RX



PHILCO STREAMLINE DIAL . . . 45XX and 40XX



PHILCO WIDE-VISION DIAL . . . 36XX, 30T, 25XF and 25T



PHILCO 17F

Six Push-Buttons instantly tune your favorite stations. Also, broadcast stations are quickly tuned by glancing at the conveniently placed Wide-Vision dial and using the new easy-tuning Philco Finger-tip Controls. An Oversize Speaker reproduces the exceptional audio output of the five-tube Philco Superheterodyne Circuit. The tuning range covers Standard American Broadcasts and State Police calls. Graceful Walnut cabinet.

PHILCO 18F in the same cabinet, for AC-DC operation.

PHILCO 19F in same cabinet, but additional tuning range covers Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur.

Cabinet Dimensions: 37 $\frac{1}{8}$ " high, 23" wide, 9 $\frac{5}{8}$ " deep



PHILCO 30T

Now, for the first time, Philco offers you a Table Model with the famous Philco Inclined Control Panel that eliminates squatting, stooping and squinting! Eight Electric Push-Buttons give you instant, trouble-free tuning of your favorite stations at the touch of your finger . . . and for manual tuning of all stations there's a new, easy-to-read Philco Wide-Vision Dial. Bass Compensation . . . Three-Point Tone Control . . . new clear-toned Philco Balanced Field Speaker and six Philco High-Efficiency Tubes play their part in making this 30T Philco's finest sounding, greatest performing table model. Tuning ranges cover all Standard American Broadcasts, State Police, Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur. Beautiful cabinet of sliced Walnut, with Zebrano inlays running both vertically and horizontally.

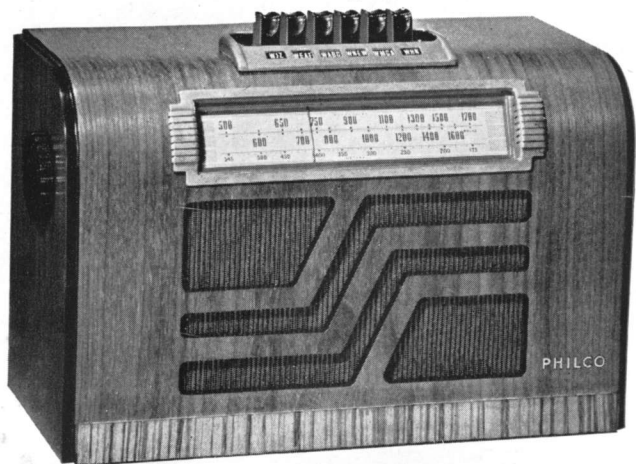
Cabinet Dimensions: 11 $\frac{1}{4}$ " high, 19 $\frac{3}{8}$ " wide, 10 $\frac{3}{8}$ " deep



PHILCO 25T

For utmost convenience, attractive appearance and solid performance, this new Table Model Philco has no equal at the price! Brings you all the tuning ease and grace that only Philco's celebrated Inclined Control Panel makes possible. Philco instant, Electric Push-Button Tuning enables you to tune your eight favorite stations at the touch of your finger . . . speedily and accurately. New Wide-Vision Dial provides quick, easy manual tuning of all stations. A new-type Philco Balanced Field Speaker delivers a truly surprising radio output. Other important features include five Philco High-Efficiency Tubes . . . Bass Compensation . . . Tone Control. Tuning ranges cover Standard American Broadcasts, State Police, Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur. Exquisitely designed cabinet of sliced Walnut, enlivened with vertical Zebrano inlays.

Cabinet Dimensions: 10 $\frac{7}{8}$ " high, 18 $\frac{1}{8}$ " wide, 10 $\frac{3}{8}$ " deep



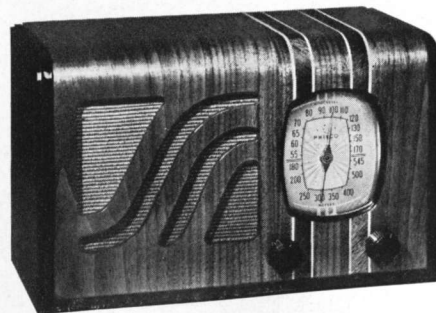
PHILCO 17T

Features Automatic Push-Button Tuning. Touch your finger to any one of the six Push-Buttons . . . and instantly there's your favorite station perfectly tuned! Also, you can tune Broadcast Stations or State Police on the Wide-Vision Dial by using the new easy-tuning Philco Finger-tip Controls. Five-Tube Philco Superheterodyne with newly designed, highly efficient speaker. Graceful, compact cabinet.

PHILCO 18T in same cabinet but AC-DC operation.

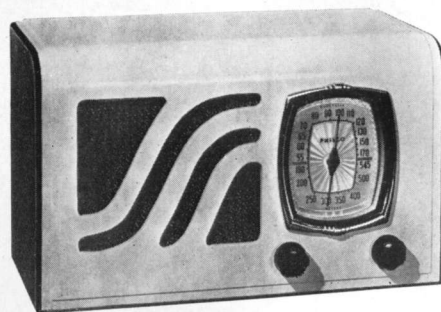
PHILCO 19T in same cabinet but additional tuning range covers Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur.

Cabinet Dimensions: 8 $\frac{5}{8}$ " high, 13" wide, 6 $\frac{3}{8}$ " deep



PHILCO 6C

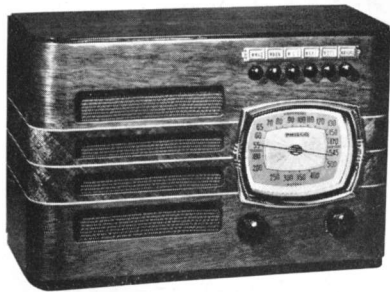
A superb new Philco Compact that provides big-set performance. Standard American Broadcast and State Police range. Illuminated, Full Vision Dial, Pentode Audio System, Reduction Gear Tuning, Philco Superheterodyne Circuit with five Philco High-Efficiency Tubes. Beautiful cabinet of vertical grain sliced Walnut, enhanced by a double band of Maple and Mahogany inlays.



PHILCO 6CI

Same chassis and features as 6C, but cabinet finished in Ivory, with beautiful ornamental brass bezel plate around dial.

Cabinet Dimensions: 7 $\frac{1}{4}$ " high, 12 $\frac{3}{8}$ " wide, 6 $\frac{3}{8}$ " deep



PHILCO 7T

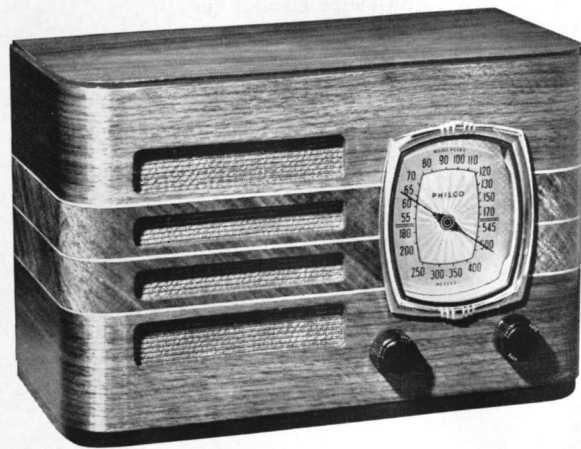
Philco Table Model with Philco Electric Push-Button Tuning of five favorite stations. An additional push-button changes to manual tuning of Standard American Broadcasts and State Police. Illuminated Full Vision Dial, Pentode Audio System, Reduction Gear Tuning, Philco Superheterodyne Circuit with five Philco High-Efficiency Tubes. Housed in a most attractive cabinet of sliced Walnut with horizontal inlay of Mahogany and Maple.



PHILCO 7C

This new Philco Compact offers tremendous value at, or anywhere near the price. Philco Electric Push-Button Tuning brings in any one of five favorite stations instantly—accurately. A touch of your finger on a separate push-button changes to manual tuning of Standard American Broadcasts and State Police. Illuminated Full Vision Dial, Pentode Audio System, Reduction Gear Tuning, Philco Superheterodyne Circuit with five Philco High Efficiency Tubes. Beautiful sliced Walnut cabinet with Zebrano inlays.

Cabinet Dimensions: 8 $\frac{3}{8}$ " high, 12 $\frac{3}{8}$ " wide, 6" deep



PHILCO 8T

An extra-fine, 6-tube Philco Superheterodyne Compact that operates on either alternating or direct current. Tuning range covers all Standard American Broadcasts and State Police. Extremely selective and tremendously powerful. Illuminated Full Vision Dial, Pentode Audio System, Reduction Gear Tuning, new clear-toned Speaker and other big features. Housed in a stunning new cabinet of sliced walnut with horizontal inlays of Mahogany and Maple. An extraordinary value!

Cabinet Dimensions: 8 $\frac{3}{8}$ " high, 12 $\frac{3}{8}$ " wide, 6" deep

New Self-Powered Philco Plays Anywhere!

*Needs no aerial, ground or
house current*



PHILCO 71T

Here's the answer to every sportsman's desire! A new Philco Portable . . . with self-contained battery Power Pack to give you a world of complete radio enjoyment. Built-in Loop Aerial—nothing to connect—carry it with you wherever you go—on motor trips, on vacation, on sales trips, to the games, in your boat, anywhere—everywhere! A real performer—excellent reception, clear tone, everything you could ask for. Full Vision Dial for quick, easy tuning of Standard American Broadcast Programs and State Police calls. Sturdy cabinet covered with Aeroplane Luggage Fabric—smart modern design. Control knobs recessed "flush" with front of cabinet.

Cabinet Dimensions: 7 $\frac{7}{8}$ " high, 13 $\frac{3}{8}$ " wide, 7 $\frac{3}{4}$ " deep



TRANSITONE TH-3

Designed by Philco . . . built to Philco's rigid specifications for quality and workmanship . . . yet priced with the lowest! That's the important news about this new 1939 Transitone. Not a midget, but a husky, full-sized Compact, housed in a beautiful brown bakelite cabinet of sturdy construction. Plenty of power, fine tone. Philco Superheterodyne Circuit, five Philco High-Efficiency Tubes, Electro-Dynamic Speaker, Illuminated Full Vision Dial and other big features. Tuning ranges cover Standard American Broadcasts and State Police calls.

Cabinet Dimensions: 8" high, 11 $\frac{1}{8}$ " wide, 6 $\frac{1}{4}$ " deep

PHILCO

brings you the

Most Economical

FARM RADIO

Ever Built!

Completely unlike any other radio . . .

1000 HOURS

(A Full Radio Season)

of care-free enjoyment without
charging or replacing
batteries!

SUPER-ECONOMY AND SUPER-PERFORMANCE

—That, in a few words, sums up the new 1939 Philco Farm Radio story. But to get the true picture you have to learn how completely unlike any other radios these new creations are. Actually they mark the greatest advance in farm radio design since crystal sets gave way to tubes . . . *and only Philco has this new design!* Look what you get—

1000 HOURS of sensational performance *guaranteed* without charging or replacing batteries!

PUSH-BUTTON TUNING—Your six favorite stations *instantly* at the touch of your finger!

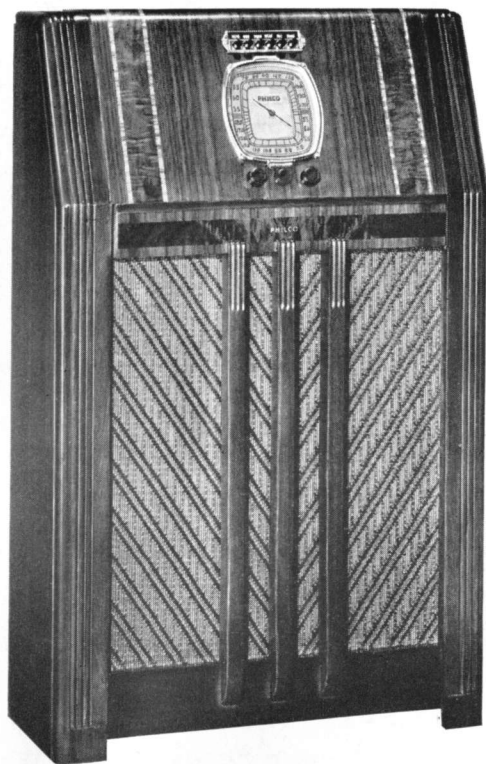
2/3 LESS BATTERY DRAIN—Costs less to operate than even Electric sets!

NO UPKEEP for first 1000 hours—then Philco Power-Pack replaced at $\frac{1}{4}$ cost of old-style batteries!

NO BATTERIES to recharge, no power lines required, no windmill necessary!

FINER PERFORMANCE—Even *daytime* reception superior to farm radios selling for much more!

INCLINED CONTROL PANEL for easy, graceful tuning . . . Acoustical Sound Chamber and Balanced Field Speaker for finer tone, greater volume . . . many other enjoyable features to give you and your family pleasant hours of healthy relaxation.



PHILCO 85XF

The finest, most economical Farm Radio ever built! Instant, Electric Push-Button Tuning of 6 favorite stations, plus manual tuning of all broadcast and short-wave stations. Newly designed Philco Speaker and Acoustical Sound Chamber provide unequalled clarity and naturalness of tone. Self-contained Philco Battery Power-Pack eliminates costly, cumbersome, old-style batteries . . . gives 1000 hours of trouble-free performance! Famous Philco Inclined Control Panel enables you to tune with ease and grace. Tuning Ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur. Beautiful inlaid Walnut cabinet.

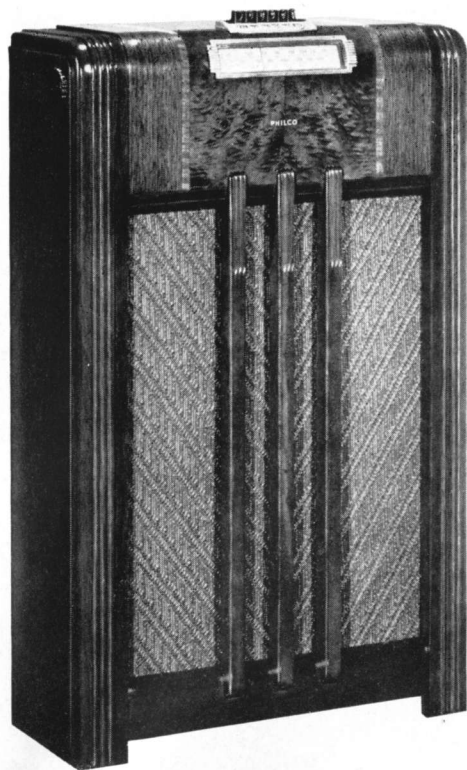
Cabinet Dimensions: 39 $\frac{3}{8}$ " high, 24 $\frac{1}{4}$ " wide, 12 $\frac{1}{2}$ " deep



PHILCO 85B

No other Table Model Farm Radio even approaches it for convenience, tone, performance, beauty and economy! 6 Electric Push Buttons tune your favorite stations instantly at the touch of your finger . . . and for manual tuning of all broadcast and short-wave stations there's an easy-to-read illuminated dial. Self-contained Philco Battery Power-Pack guarantees 1000 hours of uninterrupted performance . . . can be replaced at $\frac{1}{4}$ the cost of unwieldy, old-style batteries. Exclusive Acoustical Sound Chamber and newly designed Philco Speaker provide superb tone and magnificent volume, even in the *daytime*. Tuning Ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Broadcasts, Ship and Day First-Class Amateur. Handsome Walnut cabinet.

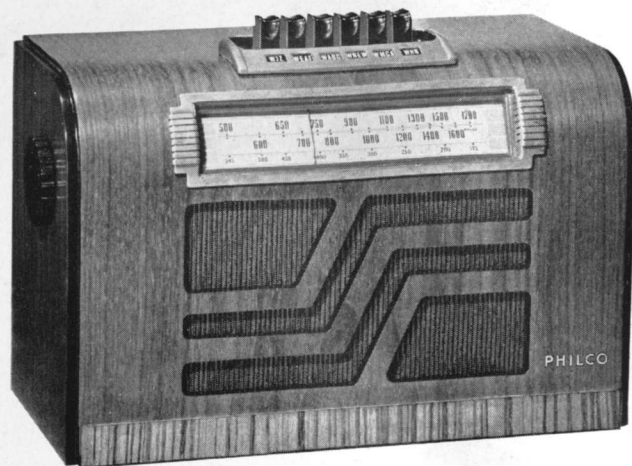
Cabinet Dimensions: 17 $\frac{7}{8}$ " high; 17 $\frac{1}{8}$ " wide, 9 $\frac{3}{8}$ " deep



PHILCO 75F

For true radio enjoyment . . . at a minimum of expense . . . nothing can equal this Philco Farm Radio Console! Six Automatic Push-Buttons give you instant tuning of six favorite stations at the touch of your finger! New Philco Finger-tip Controls and Wide-Vision Dial make manual tuning of all channels on the Standard Broadcast Band and State Police calls easy and accurate. Housed neatly within the handsome Walnut cabinet is Philco's amazing Power-Pack that eliminates costly, cumbersome old-style batteries . . . and guarantees 750 hours of trouble-free reception for only $\frac{3}{4}$ ¢ an hour! Add to these features remarkable clarity of tone achieved through the new speaker . . . plus volume that is astounding for a farm radio . . . and you'll realize why this new Philco is a sensation in its price class!

Cabinet Dimensions: 37 $\frac{1}{8}$ " high, 23" wide, 9 $\frac{5}{8}$ " deep



PHILCO 75T

Here's the neatest, smartest and most complete Table Model Farm Radio that you've ever seen at anywhere near the price! Touch your finger to any one of its six Push Buttons, and there's your favorite station . . . tuned instantly, automatically, perfectly! Or twirl the new Philco Finger-tip Controls and tune any Standard Broadcast Station or State Police call by means of the easy-reading, Wide-Vision Dial. No batteries to charge or replace, either . . . for Philco's exclusive battery Power-Pack gives you 750 hours of guaranteed performance—a full radio season—for only $\frac{3}{4}$ ¢ an hour! More power than you'll ever need, and clear, undistorted tone provided by Philco's new-type Speaker, make this Farm Philco a joy to own. Cabinet of selected, hand-rubbed Walnut.

Cabinet Dimensions: 8 $\frac{5}{8}$ " high, 13" wide, 6 $\frac{3}{8}$ " deep

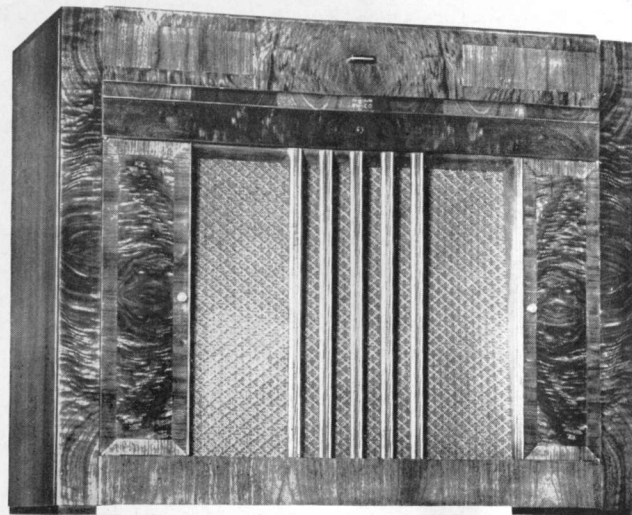
PHONOGRAPHS WITH PHILCO

★ ★ ★

For the increasingly large number of people who want the pleasure of recorded music as well as radio, for home enjoyment . . . who want their favorite type of music *when they want it* . . . Philco presents the greatest of all combinations—the 1939 PHONOGRAPHS with PHILCO!

Every modern engineering feature . . . every proved refinement in the field of sound reproduction . . . has been incorporated in these remarkable instruments. From Philco Mystery Control—the sensation of the 1939 radio season—to the Capehart Automatic Record Changing Unit that provides up to 40 solid minutes of continuous recorded music, they offer a combination of features that result in the most beautiful, most complete musical instruments ever built to bring you hours of thrilling enjoyment!

★ ★ ★

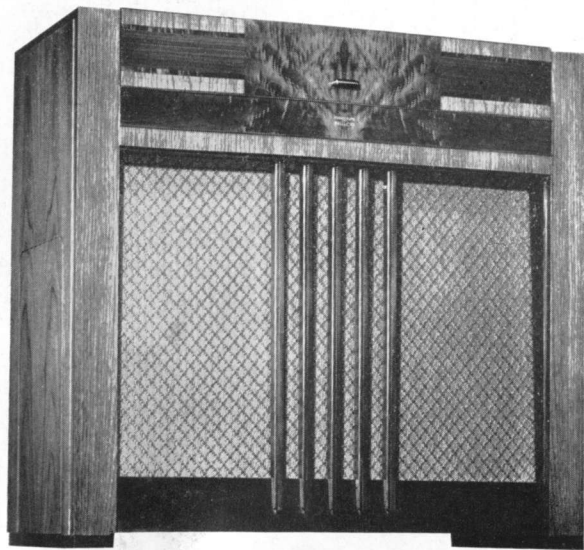


PHONOGRAPH WITH PHILCO 116PCX

The radio chassis of this superb instrument is the same in every particular as the 116RX . . . with all the remarkable tonal quality, all the perfection of short-wave reception, and all the features and magnificent overall performance built into that greatest of radios . . . including Philco's sensational new tuning development, Mystery Control. On top of all that, the 116PCX embodies the famous Capehart Automatic Record Changing Unit that plays ten records, either 10" or 12", automatically, repeating the last record until the records are re-stacked or the switch turned off. A newly designed crystal pick-up adds greatly to record life and achieves new realism of reproduction. The cabinet follows the distinctively simple design of the 116RX, with the same beautiful combination of choice Walnut woods, and with the greatly enlarged baffle area in front of the famous Philco Inclined Sounding Board.

Cabinet Dimensions: Console: 37 $\frac{1}{8}$ " high, 44 $\frac{5}{8}$ " wide, 17 $\frac{1}{8}$ " deep

Mystery Control: 5 $\frac{1}{2}$ " high, 7 $\frac{1}{4}$ " wide, 9 $\frac{1}{8}$ " deep



PHONOGRAPH WITH PHILCO 40PCX

The radio chassis of the 40PCX is the same as the Philco 40XX, and includes such fine features as Philco Electric Push-Button Tuning of eight favorite stations, the famous Philco Inclined Sounding Board, Philco Balanced Field Cathedral Speaker and American and Foreign reception. As a phonograph it includes a built-in Capehart Automatic Record Changing Unit that plays ten records, either 10" or 12", repeating the last selection until records are re-stacked or set switched off. New Philco crystal pick-up delivers the ultimate in reproduction. The cabinet is richly endowed with eye appeal, combining beautifully figured Butt Walnut with vertical and horizontal grained sliced Walnut. Truly a musical instrument sure to bring you and your family a world of pleasure!

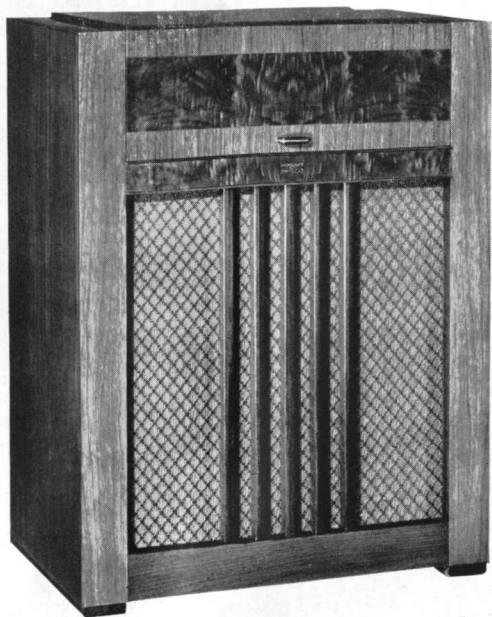
Cabinet Dimensions: 37 $\frac{1}{8}$ " high, 39 $\frac{1}{8}$ " wide, 17 $\frac{1}{8}$ " deep



PHONOGRAPH WITH PHILCO 35PCX

The radio chassis of this big-value set is the same as the highly efficient Philco 35, and includes such outstanding features as Electric Push-Button Tuning of eight favorite stations, the famous Philco Inclined Sounding Board, Philco Balanced Field Cathedral Speaker and scores of others. New Wide-Vision Dial provides manual tuning of both Standard Broadcast and Short-Wave stations. The phonograph has the Capehart Automatic Record Changing Unit that plays ten records, either 10" or 12", repeating the last selection until records are re-stacked or the set switched off. The pick-up is of the new Philco crystal type, designed for the most perfect reproduction and longest record life. Cabinet is a striking example of fine furniture design, utilizing carefully selected figured Butt Walnut and sliced Walnut. You'll be proud to own this new Phonograph with Philco!

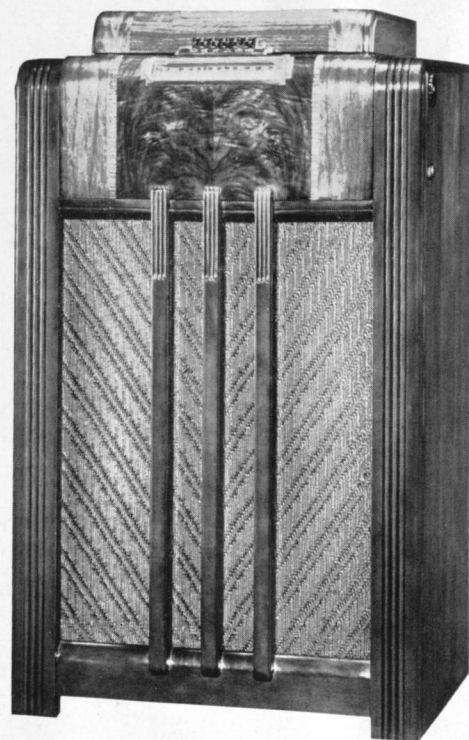
Cabinet Dimensions: 37 $\frac{1}{8}$ " high, 36" wide, 17 $\frac{1}{8}$ " deep



PHONOGRAPH WITH PHILCO 19PA

The extremely low price of this model is all the more amazing when you consider its many outstanding fine-set features! Automatic Record Changer handles eight 10" records with smooth precision, and plays 12" records manually. Philco Automatic Push-Button Tuning gives you instant control of six favorite stations at the touch of your finger. Powered by the Philco 19 chassis, you enjoy coverage of Foreign and American Short-Wave Stations as well as Standard American Broadcasts. And there's a richness and "quality look" to the carefully designed, genuine Walnut cabinet, which includes ample record storage space . . . a feature not usually included in models priced so reasonably. Everything you could wish for to bring you lasting enjoyment . . . and a thrift sensation if there ever was one!

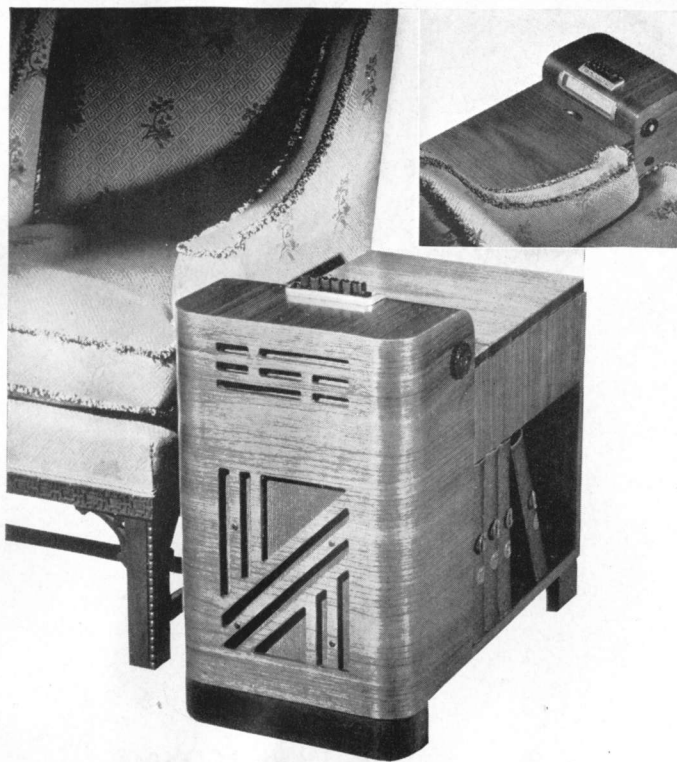
Cabinet Dimensions: 37½" high, 28" wide, 18⅝" deep



PHONOGRAPH WITH PHILCO 19PF

Close the lid and the music starts! That's the sensational feature of this new Phonograph with Philco that introduces the amazing Semi-Automatic Pick-up. You don't touch the tone arm! Merely place a 10" or 12" record on the turntable . . . start the motor . . . close the lid and the music starts. Tone arm places itself automatically and precisely, and a simple adjustment takes care of the difference between 10" and 12" records. Within the choice Walnut console cabinet there's the regular Philco 19 chassis, with Automatic Push-Button Tuning of six favorite stations, Foreign and American Short-Wave Reception in addition to Standard American Broadcasts, and all the other features found in that popular model. Built to give you extra pleasure . . . at a price you'll appreciate.

Cabinet Dimensions: 39¾" high, 23" wide, 18⅝" deep



PHONOGRAPH WITH PHILCO 19PCS

Semi-automatic operation in a chairside model . . . that's the double-convenience feature of this new Phonograph with Philco 19PCS! Smart design and smoothly rounded corners contribute to the charm of the fine butt and sliced Walnuts of which the cabinet is built . . . and to the inherent convenience of this type of cabinet, is added Semi-Automatic Operation of the phonograph and 6-station Automatic Push-Button Tuning of the radio. Philco 19 chassis gives you the same fine tone, features and American and Foreign reception coverage as in the 19PF, and records are played with the lid closed. Ample storage space for records is still another reason why this model is the most convenient and most complete Chairside Combination ever offered at the price!

Cabinet Dimensions: 23 $\frac{1}{8}$ " high, 13 $\frac{1}{8}$ " wide, 24 $\frac{3}{4}$ " deep



PHONOGRAPH WITH PHILCO 19TP

Fashioned of fine-figured Walnut woods, and exquisitely designed, this new Table Model Phonograph with Philco has exterior beauty fully in keeping with its superb performance! All the radio features embodied in the Philco 19 chassis . . . Automatic Push-Button Tuning of 6 favorite stations, American and Foreign reception and attractive Wide-Vision Dial. The phonograph features Philco's new Semi-Automatic Crystal Type Pick-up that enables you to play either 10" or 12" records with the lid closed and without touching the tone arm. It's a real star among table models . . . with a combination of features that give you extra enjoyment at a price you won't want to pass up!

Cabinet Dimensions: 11 $\frac{1}{8}$ " high, 13 $\frac{7}{8}$ " wide, 18 $\frac{5}{8}$ " deep



PHONOGRAPH WITH PHILCO 12TP

Any Phonograph with Philco at this amazingly low price would be news . . . but Semi-Automatic Operation and scores of other big features make it the value sensation of the year! The radio has plenty of power and fine tone. The phonograph operates with the lid closed to shut out needle noise . . . a feature exclusive with Philco at such a price. Plays either 10" or 12" records without touching tone arm . . . and the new Crystal Pick-up adds greatly to record life and reproduction perfection. The round front cabinet of inlaid straight-grained Walnut combines dignity with beauty.

Cabinet Dimensions: 10 $\frac{3}{4}$ " high, 13 $\frac{1}{2}$ " wide, 15" deep

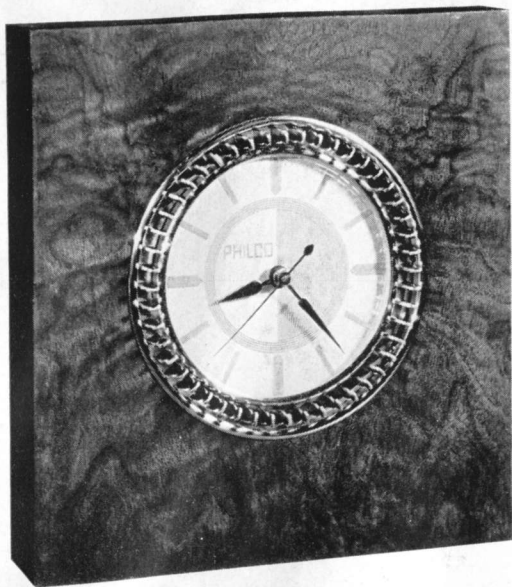


SEMI-AUTOMATIC RECORD PLAYER 10RP

The name "Record Player" fails to express the merits of this fine instrument. Semi-Automatic operation, for example, puts it far and away above anything ever before offered for transforming a radio into a phonograph. Just place either a 10" or 12" record on the turntable, close the lid and the phonograph plays automatically. No need to ever touch the tone arm . . . yet the record will repeat automatically as often as you open and close the lid. Volume control and phonograph switch are combined for simplicity of operation . . . no need to go near the radio to regulate volume. Newly designed Crystal Pick-up "tracks" perfectly, adding greatly to record life and assuring perfect reproduction. Housed in a Walnut cabinet of beautiful design, this Semi-Automatic Record Player operates in combination with any 1939 Philco . . . and with practically any other radio.

Cabinet Dimensions: 6 $\frac{1}{2}$ " high, 12 $\frac{3}{4}$ " wide, 14" deep

PHILCO ELECTRIC AUTOMATIC CONTROL CLOCK



Here's the finishing touch to *complete automatic operation* of your Philco radio . . . or *any electrical appliance!* The Philco Electric Automatic Control Clock is keyed at each 15-minute period of the twelve hours on its face, and can be set instantly by a touch of your finger. It will switch your favorite programs *on and off*, right on the dot, as far as ten hours in advance . . . automatically, unfailingly . . . without your going near the set. Beautifully grained Walnut provides an attractive background for the rich golden Dial, making a valuable, beautiful accessory that harmonizes with any room furniture.

PHILCO AUTO RADIOS



PHILCO 922 The last word in auto radio *convenience* . . . combined with Philco quality and performance! Six convenient Philco Push-Buttons tune your favorite stations at the touch of your finger . . . instantly, automatically. Illuminated No-Glare Dial insures easy manual tuning of all stations, and edge-lighting gives instant, accurate reading of the station call letters. 5 Philco High-Efficiency Tubes, new-type Electro-Dynamic Speaker and Automatic Volume Control bring you a world of power and thrilling tone. Fits *any car!*



PHILCO 921 New features include five Philco High-Efficiency Tubes, new Illuminated No-Glare Dial, Full Automatic Volume Control and a 5-inch Electro-Dynamic Speaker with Speaker Grille at bottom of the set. Quickly and easily installed in *any car* . . . or transferred from one car to another!

PHILCO AUTO RADIO AERIALS

Philco Auto Radio Aerials are *matched and tuned* to Philco Auto Radios—to insure full signal strength being delivered to the set! Philco offers you a choice of 5 types . . .

a Cowl Aerial, the "Hi-Way" Roof Aerial, an Under-Car Aerial, a 3-Section Cowl Aerial, and a Hinge Aerial . . . to suit your particular requirement.

WAVE BAND COVERAGE OF 1939 PHILCOS

| Model Number | Wave Range Group | Model Number | Wave Range Group |
|--------------|------------------|--------------|------------------|
| 116 | C | 8 | F |
| 71 | F | 7 | F |
| 45 | C | 6 | F |
| 40 | D | TH-3 | F |
| 36 | D | 85 | D |
| 35 | D | 75 | F |
| 30 | D | 770 | A |
| 25 | D | 750 | B |
| 19 | D | 720 | B |
| 18 | F | 744 | B |
| 17 | F | 751 | B |
| 15 | D | 922 | G |
| 14 | E | 921 | G |

WAVE RANGES

| Group | Frequencies | Meters | Group | Frequencies | Meters | |
|-------------|-------------|------------|-------|-------------|-------------|-------------|
| A | 11.5-22 MC | 13.6-26.1 | D | 5.7-18 MC | 16.6-52.6 | |
| | 5.7-11.6 MC | 25.8-52.6 | | 540-1720 KC | 174.5-555 | |
| | 2.3-5.7 MC | 52.6-130 | | E | 2.3-7.4 MC | 40.5-130 |
| | 540-1720 KC | 174.5-555 | | | 540-1720 KC | 174.5-555 |
| B | 7.35-22 MC | 13.6-40.8 | F | | 540-1720 KC | 174.5-555 |
| | 2.3-7.4 MC | 40.5-130 | | | G | 550-1500 KC |
| | 540-1720 KC | 174.5-555 | | | | |
| | C | 5.7-18 MC | | 16.6-52.6 | | |
| 1.8-5.7 MC | | 52.6-166.5 | | | | |
| 540-1720 KC | | 174.5-555 | | | | |
| | | | | | | |

TUBES Used in 1939 PHILCOS

| Model | Number Tubes | Tubes Used |
|-----------------------------------|--------------|--|
| 770 | 11 | (4) 6J5G; (2) 6F6G; 6K7G; (1) 6J8G; 6H6G; 5Y4G |
| 770(E) | 11 | (4) 6J5G; (2) 6F6EG; 6K7EG; 6J8EG; 6H6EG; 5Y4G |
| 750 | 8 | (2) 78; 42; (1) 6J8G; 75; 37; 80 |
| 750(E) | 8 | (2) 78E; 42E; (1) 6J8EG; 75; 37; 80 |
| 720 | 6 | (2) 78; (1) 6J8G; 75; 41; 84 |
| 720(E) | 6 | (2) 78E (1) 6J8EG; 75; 41E; 84 |
| 744 | 7 | (2) 6S7G; 49; (1) 6D8G; 6T7G; 6G6G |
| 744(E) | 7 | (2) 6S7EG; 49; (1) 6D8EG; 6T7G; 6G6G |
| 751 | 8 | (2) 78; 25L6G; (1) 6J8G; 75; 76; 25Z5 |
| 751(E) | 8 | (2) 78E; 25L6EG; (1) 6J8EG; 75; 76; 25Z5 |
| 116 | 14 | (2) 42; 78; (1) 30; 80; 37; 6Q7G; 6K7G; 6J5G; 6A8G; 6J7G; 6ZY5G; 2A4G |
| 116(E) | 14 | (2) 42E; 78E; (1) 30; 80; 37; 6Q7G; 6K7EG; 6J5G; 6A8EG; 6J7EG; 6ZY5G; 2A4G |
| 55 | 10 | (2) 42; 78; (1) 30; 6Q7G; 6J8G; 6J7G; 6ZY5G; 2A4G |
| 55(E) | 10 | (2) 42E; 78E; (1) 30; 6Q7G; 6J8EG; 6J7EG; 6ZY5G; 2A4G |
| 50 | 7 | (2) 6L7G; (1) 41; 84; 85; 7A8; 7A6 |
| 50(E) | 7 | (2) 6L7EG; (1) 41; 84; 85; 7A8; 7A6 |
| 45 | 9 | (2) 42; 78; 6J5G; (1) 5Y4G; 6A7; 6K5G |
| 45(E) | 9 | (2) 42E; 78E; 6J5G; (1) 5Y4G; 6A7; 6K5G |
| 40 | 8 | (2) 42; 78; (1) 5Y4G; 6A7; 6J5G; 6Q7G |
| 40(E) | 8 | (2) 42E; 78E; (1) 5Y4G; 6A7; 6J5G; 6Q7G |
| 30, 35, 36 | 6 | (1) 37; 41; 75; 78; 84; 6A8G |
| 30(E), 35(E), 36(E) | 6 | (1) 37; 41E; 75; 78E; 84; 6A8EG |
| 25 | 5 | (1) 41; 75; 78; 84; 6A8G |
| 25(E) | 5 | (1) 41E; 75; 78E; 84; 6A8EG |
| 8, 18 | 6 | (1) 43; 75; 78; 6A7; 25Z5; BKV51DJ |
| 8(E), 18(E) | 6 | (1) 43E; 75; 78E; 6A7; 25Z5; BKV51DJ |
| TH-3, 6, 7, 17, 19 | 5 | (1) 41; 75; 78; 84; 6A7 |
| TH-3(E), 6(E), 7(E), 17(E), 19(E) | 5 | (1) 41E; 75; 78E; 84; 6A7 |
| 80, 85 | 4 | (1) 1A5G; 1A7G; 1N5G; 1H5G |
| 80(E), 85(E) | 4 | (1) 1A5EG; 1A7EG; 1N5EG; 1H5G |
| 70, 71, 75 | 4 | (1) 1C5G; 1A7G; 1N5G; 1H5G |
| 70(E), 71(E), 75(E) | 4 | (1) 1C5EG; 1A7EG; 1N5EG; 1H5G |

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