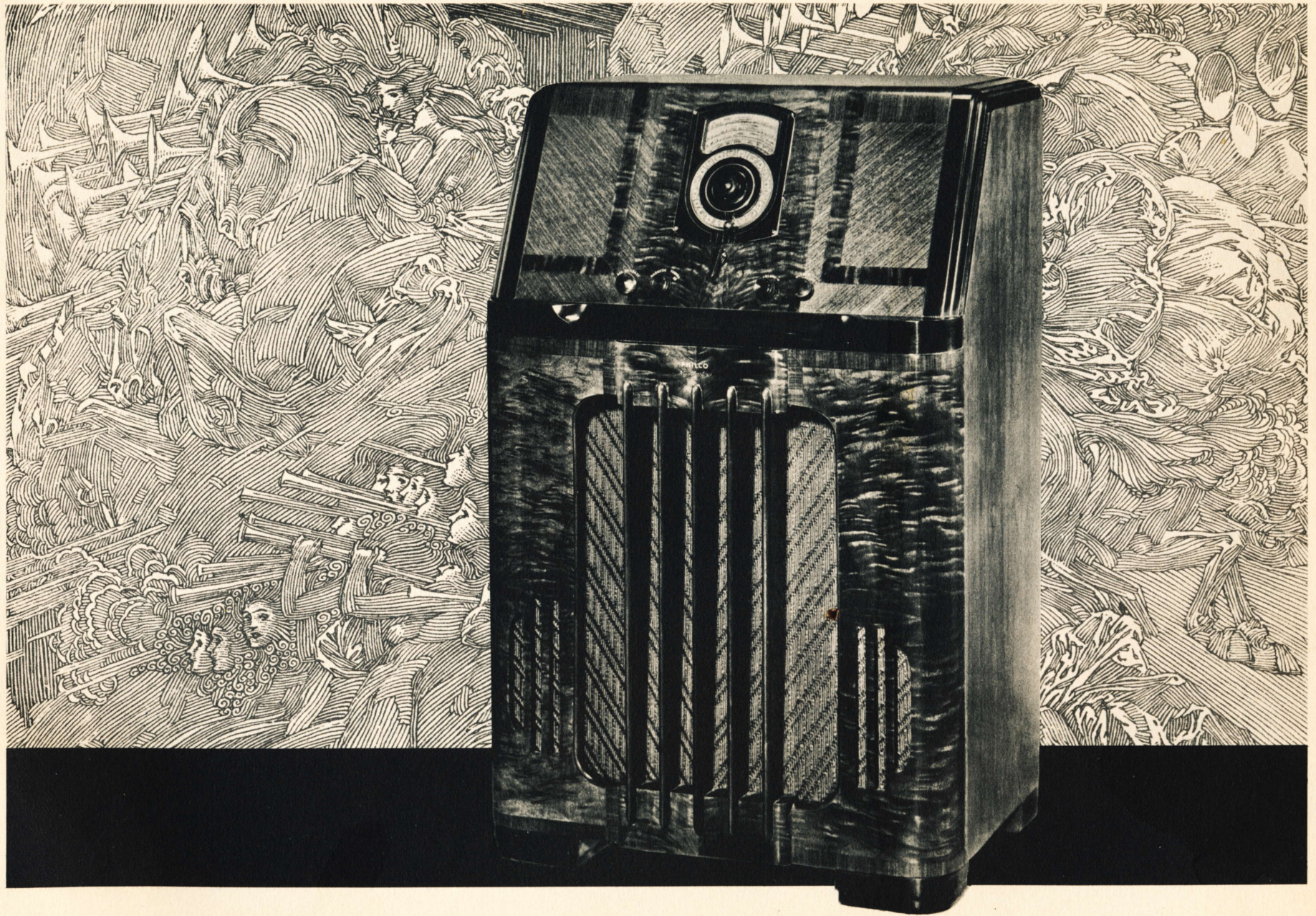


THE STORY BEHIND THE

*Ten Millionth*

**PHILCO**

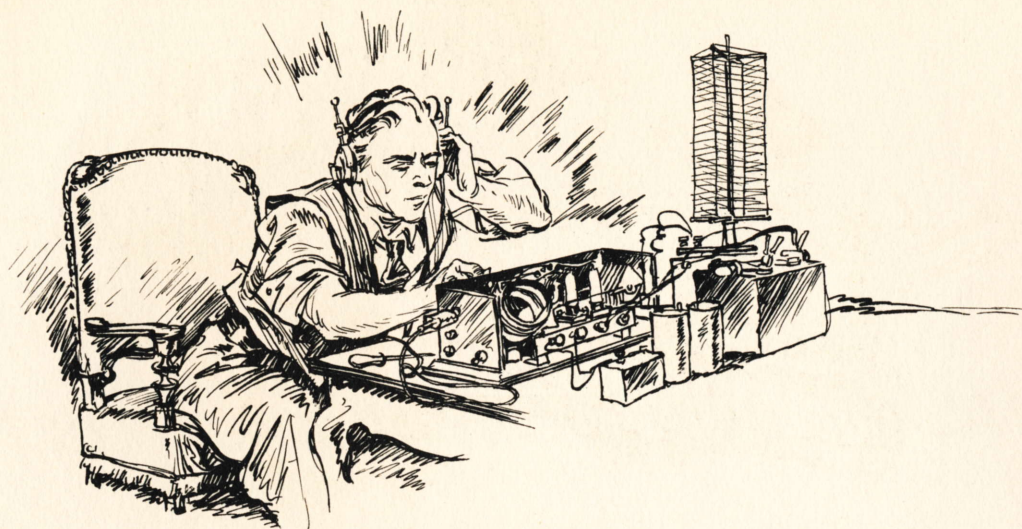


THE TEN MILLIONTH PHILCO... I 16 *double-X*... A MUSICAL INSTRUMENT OF QUALITY

*To commemorate an achievement never before  
remotely approached in radio history... Philco  
presents a special series of exact replicas of the  
Ten Millionth Philco...*

THE HIGH-FIDELITY 116 *double-X*

*...truly "A Musical Instrument of Quality."*

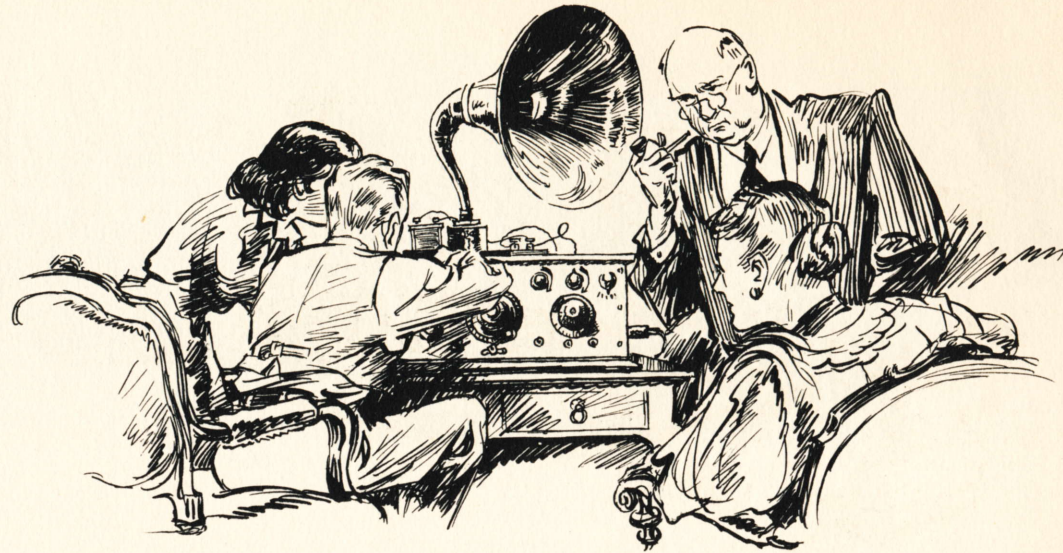


*America has bought ten million Philco Radios.*

A few short years ago anyone who ventured a prophecy that the production of any radio would reach such a figure would have been accused of delving into the realms of fantasy. In those days radio was regarded as a passing fad, the plaything of experimenters who clamped a telephone headset to their ears and found a strange pleasure in unscrambling the mixture of sounds which came to them from broadcasting stations fired with the same pioneering spirit that inspired those first listeners. Tonal quality . . . fidelity of reproduction . . . were unconsidered

qualities. To hear a station . . . any station . . . was an achievement. The earphones would be triumphantly passed to the first member of the family who could be induced to share the thrill and acknowledge the skill of the pioneer radio fan who after arduous minutes or hours of tuning had finally picked up a few understandable words or a few recognizable bars of music!

But so rapid was the progress of radio that soon the primitive loud-speaker had replaced the earphones . . . and all the family could "enjoy" the programs of a rapidly developing art that was destined to become the most uni-



versal of all the arts. "Tin-panny" as was the reproduction of these early loud-speakers . . . inadequate as was the tonal range covered by the radios of that day . . . the world had found a new source of entertainment! No longer was it necessary to leave the family fireside to hear the music of the popular orchestras of the period. No longer need America wait for the morning papers to learn what had happened after sunset. No longer did a candidate for public office need to limit his vote-getting efforts to the audience he could see. Broadcasting had already created the "invisible audience" running into millions . . . but even

the best radios of that day failed to reproduce the overtones which reveal the real personality behind the voice.

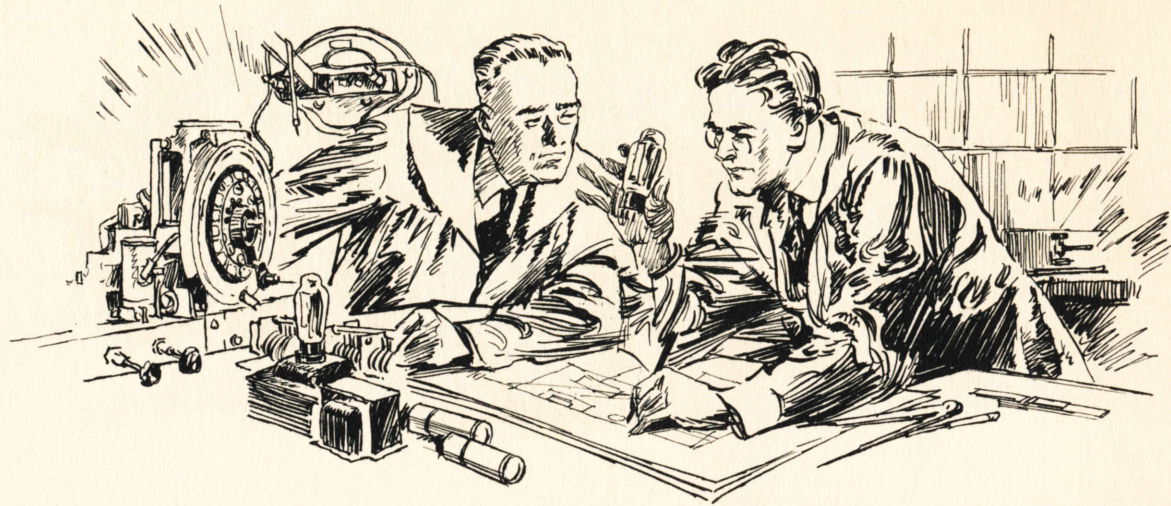
Radio broadcasting moved forward with giant strides. Programs improved . . . radio reception improved. Philco moved into first place in the industry . . . and demonstrated the new tonal standards achieved in both broadcasting and reception by sponsoring a series of programs by the Philadelphia Orchestra. For the first time . . . on a nationwide network . . . complete symphonies by an internationally famous orchestra were made available to every radio-equipped home. Millions of listeners were thrilled



by a mere approximation of the magnificent performances originating in Philadelphia's famed Academy of Music. A few fortunate thousands with Inclined Sounding Board Philcos, the first of the famous "X" models, realized that radio had entered a new era . . . that at last the artists, whether a soloist or a complete symphony orchestra, had seemingly entered their homes . . . presented their programs right in the living-room!

But while the world was acclaiming the tonal quality Philco had achieved through the Philco Inclined Sounding Board, Philco engineers were far from satisfied. Philco

engineers were musicians as well as technicians. To them, radio reproduction was still in an elementary stage. It was undoubtedly true that most listeners were fairly well satisfied with low-fidelity radios that only covered a tonal range up to 2500 cycles. There was even a general feeling in the radio industry that endeavoring to extend the tonal range would be "love's labor lost." There was a tendency to dodge the issue. But Philco engineers continued their experiments. Surely, they reasoned, the American public would sooner or later appreciate and demand a radio instrument capable of true High-Fidelity reception. And



from their experiments . . . born of their confidence that music-loving listeners would sense the difference between the tonal range of ordinary low-fidelity radio reception and true High-Fidelity . . . came the Philco High-Fidelity Audio System . . . supplemented by the Philco Inclined Sounding Board and Philco Acoustic Clarifiers. Philco had made the momentous leap to a radio with a tonal range up to 5000 cycles. High-Fidelity radio had arrived!

*Now Philco presents the Ten Millionth Philco . . .* and appropriately enough, the Ten Millionth Philco is a

116 *double-X*, a true High-Fidelity instrument that incorporates all that Philco has learned in the design and manufacture of the ten million sets that have gone before. Philco High-Fidelity, as exemplified in the 116 *double-X*, is the outcome of years of research . . . years of experimentation . . . and the consolidation of all that Philco engineers have discovered in the fields of radio and acoustics into a complete system that includes a specially designed audio system, new anti-distortion beam output tubes that assure greater naturalness than ever before in the reproduction of bass notes, a Cathedral Two-in-One High-Fidelity Speaker,

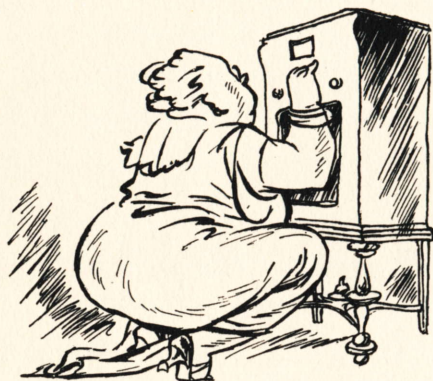


Wide Angle sound diffusion, the Philco Inclined Sounding Board and Acoustic Clarifiers. Never before has such soul-stirring realism been achieved in radio! Tune in a symphony orchestra and every instrument registers its presence. You hear the overtones that distinguish the violin from the viola . . . catch every delicate shading and phrasing in pianissimo passages . . . thrill to High-Fidelity reproduction that includes the overtones of every instrument.

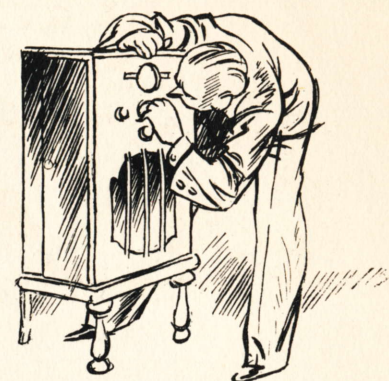
High-Fidelity is an objective in itself . . . an accomplishment to be sought zealously . . . and it has been magnifi-

cently achieved in this special series commemorating the production of the Ten Millionth Philco. But the ideal radio of today . . . and the 116 *double-X* has been deliberately designed as the ideal radio of today *and of tomorrow* . . . must be able to reach beyond its native shores . . . span oceans and continents to bring broadcasts originating in distant lands as readily as the radio of yesteryear brought programs from a few states away. This, too, the 116 *double-X* does magnificently! The Philco Foreign Tuning System . . . and the Philco Spread-Band Dial . . . not only name and locate all important foreign and domestic short-





# NO SQUAT NO STOOP NO SQUINT



wave stations but spread them six times farther apart for faster, more accurate, more convenient tuning.

To this magnificent realism and astounding distance-getting ability, Philco engineers and designers have added other exceptional features . . . features that make the 116 *double-X* as convenient in operation as it is outstanding in performance. No longer need you squat, stoop or squint to tune in a station. The Automatic Tuning Controls of the 116 *double-X* are mounted on an Inclined

Control Panel . . . *inclined* so that you can tune easily and gracefully as well as speedily and accurately. Instantly, silently, precisely . . . Philco Automatic Tuning brings in any of your favorite stations. A glance at the Inclined Control Panel . . . a flick of your fingers . . . there's your station! And it's tuned with the accuracy that is absolutely essential for the full enjoyment of the thrilling realism of that Philco High-Fidelity reception which is the crowning distinction of the Ten Millionth Philco!

THE WORLD'S MOST FAMOUS RADIO  
... *The High-Fidelity 116 double-X* ...  
THE TEN MILLIONTH PHILCO

---

IN CHILDHOOD DAYS, the question of "What makes it tick?" inspires many an investigation into the inside workings of clocks, watches and mechanical toys . . usually with saddening results. But the question of "What makes it work?" is a question you may well ask when considering the purchase of a fine radio.

For that reason, the features which combine to produce the super-performance of the Ten Millionth Philco are summarized here for those technically minded individuals who want to know what lies behind Philco High-Fidelity reproduction and short-wave reception from the remote corners of the world.

. . .

Features of the  
Ten Millionth Philco include:

*High-Fidelity Audio System* with response from 60 to 5000 cycles. Double the tonal range of ordinary good radios! The audio range reproduces all musical instruments from the deepest note of the bass viol to the topmost note of the piccolo with the characteristic overtones which give them individuality.

*The use of new Anti-Distortion Beam Output Tubes* have brought new richness and greater naturalness than ever before to bass notes.

*Full 15 watts output* without distortion.

*Cathedral Two-in-One High-Fidelity Speaker.* Specially processed rigid center for reproducing high notes (treble). Flexible rim for reproduction of low notes (bass). High-Fidelity reproduction at any desired volume without distortion.

*The Philco Inclined Sounding Board* preserves and projects up to ear level all the extended musical range and clarity of tone created by the High-Fidelity Audio System and Acoustic Clarifiers.

*Acoustic Clarifiers Eliminate "Boom."* Long before any other radio engineers gave any attention to the necessity of eliminating cabinet resonance, Philco engineers developed Acoustic Clarifiers to eliminate barrel-like boom from bass notes originating in the cabinet or reflecting back from the wall behind the receiver. These exclusive Philco Acoustic Clarifiers,

which have proved their value in thousands of sets, resemble speaker diaphragms but are connected to resilient, sound absorbing material. Three Acoustic Clarifiers in the 116 *double-X* absorb the resonance ordinary radio cabinets impart, automatically prevent "boom" and interfering echoes, and add greatly to your enjoyment of music in which rich tones predominate.

*Twin Tone Controls.* (a) A Continuously Variable Treble Control provides High-Fidelity reception for fine musical programs or maximum selectivity to separate interfering stations on adjacent channels. Also, reduces noise when in the selective position. (b) Three Point Variable Bass Compensation Control.

*Wide-Angle Sound Diffusion* through a built-in, sound-spreading truncated cone back of the grille cloth, in front of the Cathedral Speaker.

*Philco Automatic Tuning.* The outstanding development that Philco introduced last year has been made even more convenient by placing all controls on an *Inclined Control Panel*. No Squat! No Stoop! No Squint! A flick of your fingers . . . there's your station!

*Counterbalanced Magnetic Tuning.* More uniform "pull" throughout the entire broadcasting range. Magnetic tuning may be used to prevent strong foreign stations from drifting, or may be turned off when "fishing" for weak foreign stations.

*Sealed Cabinet.* The 116 *double-X* has a Protective Back Shield . . . a feature which women will particularly appreciate.

*Philco Foreign Tuning System* automatically tunes the Philco High-Efficiency Aerial as you tune the set. Doubles the foreign stations you can hear and enjoy.

*Philco Spread-Band Dial* names and locates foreign stations for convenient, accurate, rapid tuning. And through the Philco Foreign Tuning System, these stations are spread six times farther apart!

*Philco Balanced Superheterodyne Circuit* with 15 Philco High-Efficiency Tubes. Glowing Beam Tuning Range Indicator . . . Two-Speed Vernier Tuning . . . Philco Unit Construction . . . Noise-Excluding Signal Amplifier . . . Automatic Volume Control.

*Five Tuning Ranges* cover 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 . . . all that's interesting in the air!

*A cabinet of distinctive beauty!* Philco furniture craftsmen have spared neither time nor expense in its design and in the choice woods employed in the building of the cabinet for the Ten Millionth Philco. Beautifully figured butt walnut is used in the panels surrounding the enlarged grille, while the same wood contrasted with quarter-sliced walnut enriches the gracefully sloped Inclined Control Panel. A cabinet magnificent in its simplicity!

*Hear the Ten Millionth Philco  
in your own home!*

Arrangements have been made for installing one of these superb instruments for a week's trial in every home desirous of hearing Philco High-Fidelity in the surroundings where it can best be enjoyed and appreciated. Your Philco dealer will gladly arrange for this demonstration, see that a Ten Millionth Philco is correctly installed in your living-room, make sure that every member of your family understands its operation . . . all without

charge or obligation. After you have thrilled to this new ideal of radio reception . . . heard for the first time the full majesty of a symphonic broadcast . . . discovered how easily London, Berlin, South America and other far-away short-wave stations can be linked to your home . . . decided that this Philco must be yours! . . . you will be pleased to learn how easily you can own it on the Philco-Commercial Credit Company Plan.

