

PHILCO RADIO AND TELEVISION CORPORATION OF PENNSYLVANIA

WHOLESALE DISTRIBUTORS

Credman. Mr. Courtenay

PHILADELPHIA

24TH AND FAIRMOUNT AVENUE

2124 Arch St

~~_____~~
Mr. Ellis
Rittenhouse 9900

June 21, 1937

TO ALL PHILCO DEALERS:

We of PHILCO of Pennsylvania extend to you our sincere thanks for the splendid cooperation given us by the PHILCO dealers of our territory which has made the year just closed the greatest and most successful PHILCO has ever enjoyed in Philadelphia area. It has been the greatest year so far, in number of units sold, in dollar volume and greatest in profits to you dealers.

And once again we come to that annual event which the entire radio industry awaits with utmost interest... the introduction of the new PHILCO line. The 1938 line of PHILCO radio is the practical result of painstaking research by the finest organization of radio engineers in the world. It incorporates many new features and advancements, but only those that PHILCO have found to be dependable and sound under all operating conditions.

The original PHILCO policy of developing a line of radio offering the utmost in value and performance has been rigidly adhered to. Important style changes and the completeness of the new 1938 PHILCO line enable you to meet every consumer demand with the greatest dollar value in the radio industry.

PHILCO of Pennsylvania's quota for the 1938 season is greater than ever before. Through your cooperation, we were enabled to lead the entire country in PHILCO sales last year. And with this great new line, with the important advertising and merchandising plans behind it, we hope with your cooperation, to set another record for our territory this season.

Our sales organization, headed by Mr. A. K. Spears as Sales Manager, is pledged to give you every cooperation and assistance during the new season. Your past PHILCO performance has been carefully studied and from it, an individualized plan prepared which is contained in this book. We are confident that if this plan is followed, your own organization will accomplish new and greater records in radio this fall.

We sincerely trust that this book will be the guide for your radio department throughout the season. It contains valuable record sheets for your business. It shows your part of the PHILCO quota for this territory. We are looking forward to seeing you as one of the first members of the newly organized PHILCO Q-Club.

As you already know, PHILCO national and local advertising has been many, many times the amount used by any other line for a number of years. For the 1938 season, PHILCO plans to outdo itself...more powerful advertising than has ever been used before...from standpoint of appeal as well as quantity, will be placed behind the new 1938 line. A new selling idea, with a very powerful consumer appeal, will send the prospects into your store. Watch for it...cooperate with it. It is destined to make this the greatest radio season in your history.

Boake Carter will continue his job of selling PHILCO five nights every week through WCAU and a coast-to-coast network of Columbia stations. The schedule of national magazine advertising has been strengthened...the local newspaper schedule will be stronger than ever before.

The entire organization of PHILCO of Pennsylvania has been trimmed in shape for the biggest radio season on record...ready to give you every service and cooperation to the end that PHILCO of Pennsylvania may again lead the country with the best radio dealer organization in the world.

Cordially yours,

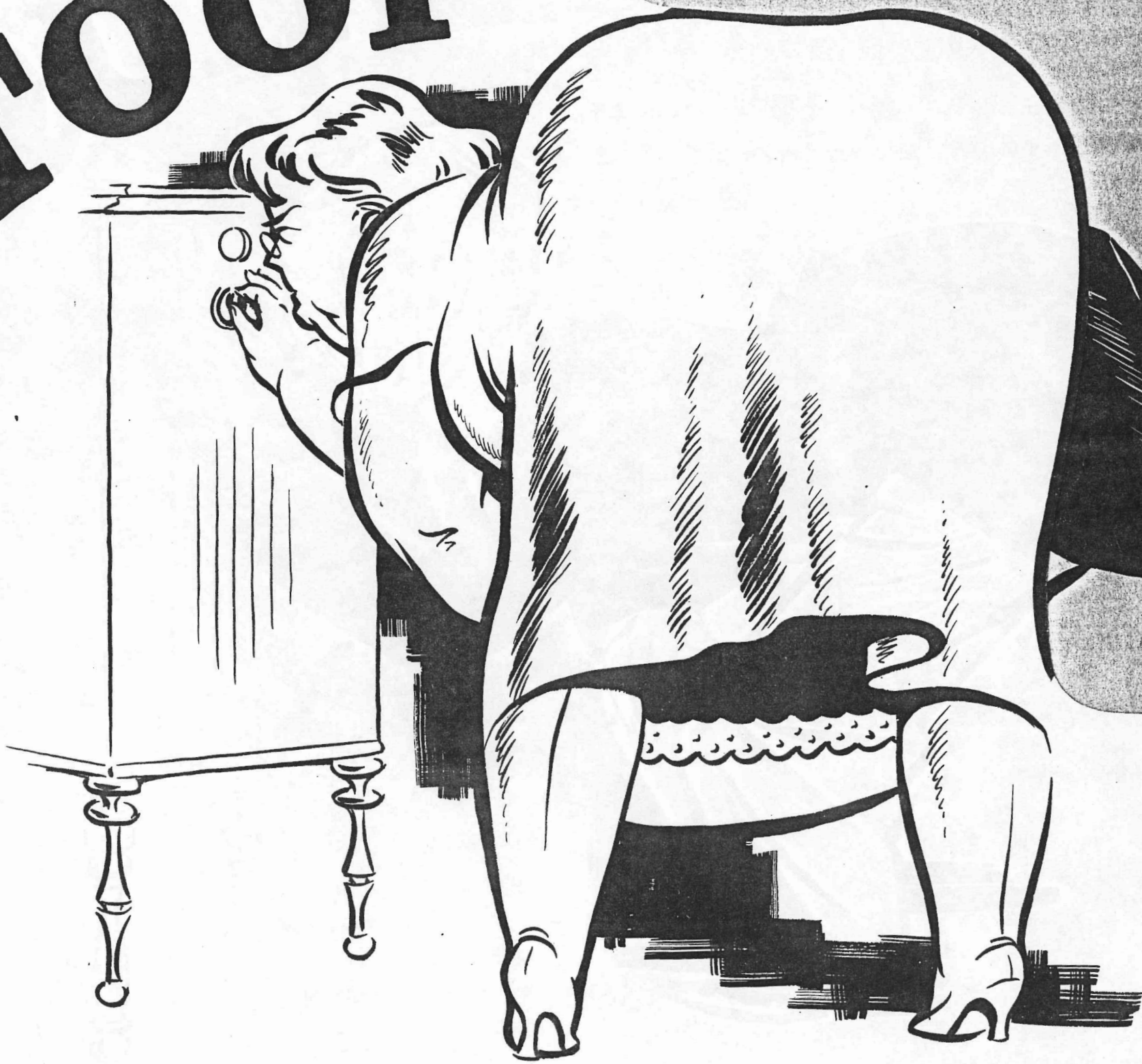
PHILCO RADIO AND TELEVISION CORPORATION OF PENNSYLVANIA

E. R. Alexander
E. R. ALEXANDER,
General Manager.

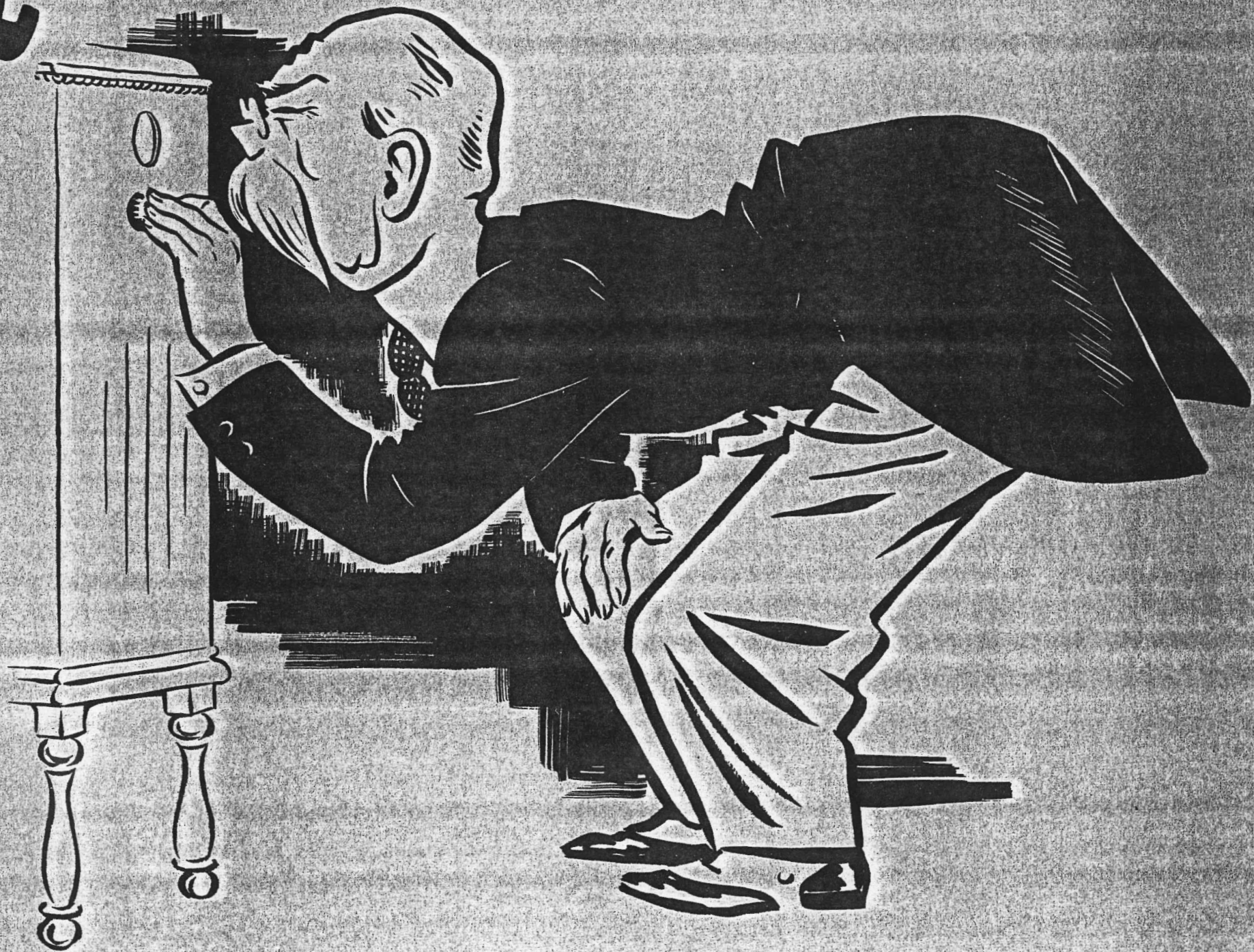
NO SQUAT



NO STOOP



OSQUINT



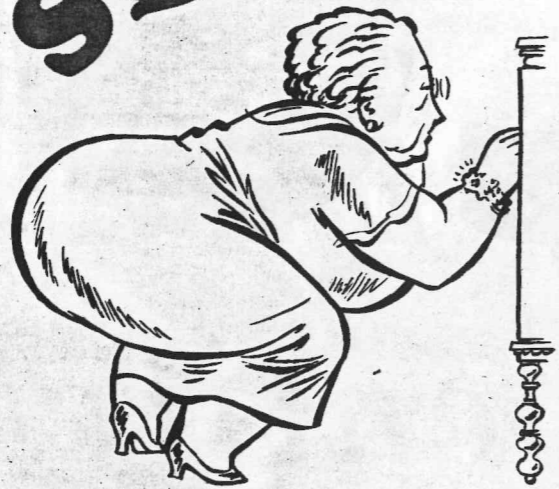
FOR

1938

PHILCO

*... announces an entirely
new Radio that makes every
existing set a back number...
and opens wide the door to
unlimited replacement sales!*

NO SQUAT



NO STOOP



NO SQUINT



... that's the Philco Theme Song for 1938!

Philco presents with pride an entirely new idea of what a radio should be! But Philco isn't exactly proud of the length of time it has taken to get around to designing a radio purely and simply as a radio.

From the day the first Inclined Sounding Board model was introduced, it should have been perfectly obvious that a similar inclination of the control panel was the next logical step. But other things seemed more vitally important at the time . . . the development of the Philco Foreign Tuning System which made overseas reception the rule rather than the exception . . . and

the introduction of Philco Automatic Tuning . . . highlight of 1937 radio history.

Enough for apologies! For 1938 . . . Philco presents the *Inclined Control Panel* . . . and the first radios designed with the comfort and convenience of the listener given paramount consideration.

With the "X" model . . . Philco gave the listener the first radio that brought every note up to "ear level." Now with the Double-X models . . . Philco does for the listener's eyes and back what the X did for his ears!



No longer need the listener squat, stoop and squint to tune in a station. The Inclined Control Panel is *inclined* for "No Squat, No Stoop, No Squint" operation whether you're standing or sitting... and you don't have to explain its advantages. They're apparent on sight!

And here's the best thing about this entirely new Philco. It's a sure-fire hit with the fair sex... and there's no need to dwell upon the fact that the women have been a real stumbling block in the way of replacement sales. Foreign Tuning had its greatest appeal to the men... Philco Automatic Tuning caught every woman's fancy once she got the idea... but the Inclined Control Panel is going to score 100% with every woman from the instant she sees the first "No Squat... No Stoop... No Squint" advertisement!

That's why we say the introduction of this entirely new radio... the Philco Double-X... opens wide the door to unlimited replacement sales. Here's a radio that a woman can tune *with ease* and *with grace*... a radio designed as a radio from the ground up... a radio to which Philco points with pride... and that points the way to greater profits for you!

. . . .

ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE!



The World's Most Famous Radio

... the 1938 High-Fidelity 116 Double-X

Philco Automatic Tuning
plus Magnetic Tuning...

**NO SQUAT
NO STOOP
NO SQUINT**



The 116 marches on! Year after year, the world's greatest radio value outsells every radio selling over \$100. Because year after year, the 116 combines everything that's new and worthwhile in radio, the latest and best in tone, power, selectivity, foreign tuning, automatic tuning... the 116 not only sells, but sells in real volume! You've made real money on the 116 last year, the year before... and you're going to make more money than ever on the 116xx for 1938.

Now, as the undisputed leader in the upper price brackets enters a new season... it's new in everything but model number. Most important of the visible improvements is the Inclined Control Panel... the new Philco feature which is the keynote of 1938 Philco design. With the introduction of this new element in radio construction, the world's most convenient radio becomes even more convenient... the first radio ever designed from the standpoint of the listener's comfort.

Naturally, Philco Automatic Tuning remains as one of the most noteworthy features of the 116xx. No need to dwell upon the enthusiastic way in which this Philco development was received by the radio public. The important thing is that Philco engineers have actually succeeded in improving a device which seemed well-nigh perfect... the magnetic tuning circuits of the 116 chassis. Counterbalanced magnetic tuning now provides even better control of automatically tuned stations as well as increased efficiency of operation during manual tuning.

In the field of High-Fidelity, the Philco 116xx takes another notable forward step through the adoption of new Beam Type Output Tubes which assure greater naturalness

than ever before in the reproduction of bass notes. While the output still remains at a conservatively estimated 15 watts, they are 15 *better* watts... far richer tone quality with less distortion.

Magnificent short-wave reception is assured by the wide spreading of stations on the 116xx Spread-Band Dial. The five tuning ranges continue to cover all that's interesting in the air!

...

PHILCO HIGH-FIDELITY 38-116XX

High-Fidelity Audio System with response from 60 to 5000 cycles. Double the tonal range of ordinary good radios. New Beam Type Output Tubes. Full fifteen watts output.

Philco Automatic Tuning. Outstanding development of 1937 made even more convenient by placing all controls on the Inclined Control Panel. No squat! No stoop! No squint! One silent turn of the dial and CLICK... 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 116xx has the Protective Back Shield... a feature which will have an especial appeal to women.

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.

Acoustic Clarifiers... an exclusive Philco feature... automatically eliminate unpleasant barrel-like boom.

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.

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

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

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.

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!

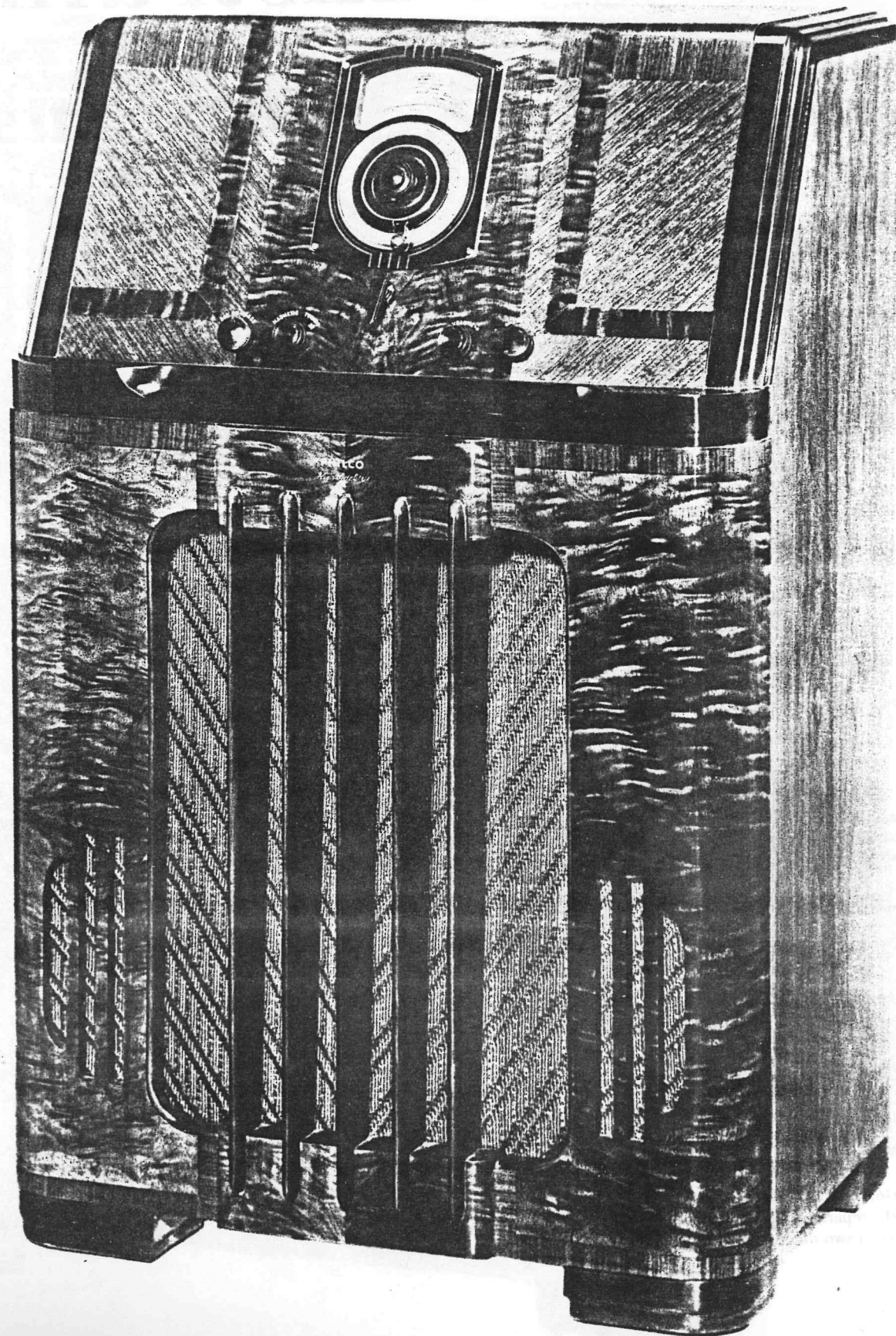
Glowing Beam Tuning Range Indicator... Two Speed Vernier Tuning... Philco Unit Construction... Automatic Volume Control... Noise-Excluding Signal Amplifier.

Philco Balanced Superheterodyne Circuit with 15 Philco High-Efficiency Tubes. 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!

...

No matter what your customer wants in a radio, you give it to him in a 116xx, the radio that has everything! Your reputation is safe when you sell a 116xx.

*High-Fidelity
American and Foreign*



The first radio designed as a radio from the ground up! This is the Philco which will symbolize "No Squat—No Stoop—No Squint" tuning to the world at large . . . and naturally enough, Philco furniture craftsmen have spared neither time nor expense in its design and in the choice woods employed in its building. 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!

43 $\frac{3}{4}$ " high 27 $\frac{1}{2}$ " wide 19 $\frac{1}{2}$ " deep

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

Radio's Finest Musical Instrument

... the 1938 Super High-Fidelity 690 Double-X

Philco Automatic Tuning
plus Magnetic Tuning ...

**NO SQUAT
NO STOOP
NO SQUINT**



To the eye . . . the introduction of the Inclined Control Panel is the most apparent improvement in the Philco which has won world-wide renown for the most faithful reproduction in all radio.

But the ear will instantly recognize that there has been a real advance in tonal fidelity, too! The use of new Beam Type Output Tubes and a new improved Bass Amplifier have brought new richness and naturalness to bass notes . . . with an output up to 20 watts without distortion. The audio range, from 40 cycles to 8000 cycles, reproduces all musical instruments from the deepest note of the bass viol to the topmost note of the piccolo with all the characteristic overtones which give them individuality.

A very exceptional feature of 690xx design is the complete separation of critical amplifier stages from power pack and audio circuits, with two separate chassis on two levels within the cabinet. This separation frees the radio frequency stages from all drift and wiring losses.

Counterbalanced Magnetic Tuning similar to that employed in the new 116xx has made Philco Automatic Tuning even more perfect, and short-wave reception has been stepped up through a new and better band-spread with a very appreciable reduction in drift.

The market for so exceptionally fine a musical instrument as the 690xx may always be relatively limited . . . but with returning prosperity the market is many times larger than

it was during depression. The 1938 690xx is just what you need to get your share of the upper price market which prosperity has now brought back.

...

PHILCO SUPER HIGH-FIDELITY 690XX

Super High-Fidelity Audio System with response from 40 to 8000 cycles. The most faithful reproduction ever attained in radio. Triple the tonal range of ordinary good radios! Full 20 watts output without distortion.

Three Speakers. A Cathedral Speaker designed for the highest fidelity reproduction with two additional High-Frequency Speakers to reproduce the entire frequency range produced by the Super High-Fidelity System at any desired volume.

Philco Automatic Tuning. Outstanding development of 1937 made even more convenient by placing all controls on the Inclined Control Panel. No squat! No stoop! No squint! One silent turn of the dial and CLICK . . . 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 690xx has the Protective Back Shield . . . a feature which will have an especial appeal to women.

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.

Complete Separation of R. F. and Audio Stages. Critical amplifier stages are completely separated from power pack and audio circuits. Two separate chassis on two different levels in the cabinet.

Acoustic Clarifiers. Four Acoustic Clarifiers absorb bass notes rebounding from the back or sides of the cabinet . . . automatically preventing barrel-like boom and interfering echoes.

Music Interpretation Controls enable the discriminating listener to interpret any selection to suit his own individual taste . . . in other words, to become his own orchestra conductor.

1. **Selectivity Fidelity Control—Treble**—produces either wide-range Super High-Fidelity . . . or may be adjusted for a narrow-band, highly selective signal for the sharpest tuning of interfering stations. In the selective position, this control is noise-reducing in unfavorable locations.
2. **Fidelity Control—Bass**—permits perfect adjustment of the low-note volume to the sound level of the selection being played. Through this control the audio bass response of the 690xx may be kept uniform regardless of volume level.

Wide-Angle Sound Diffusion through High-Frequency Speakers mounted at ear level and a built-in, sound-spreading truncated cone back of the grille cloth, in front of the Cathedral Speaker.

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!

Glowing Beam Tuning Range Indicator . . . Two-Speed Vernier Tuning . . . Philco Unit Construction . . . Twin Automatic Volume Control . . . Noise-Excluding Signal Amplifier.

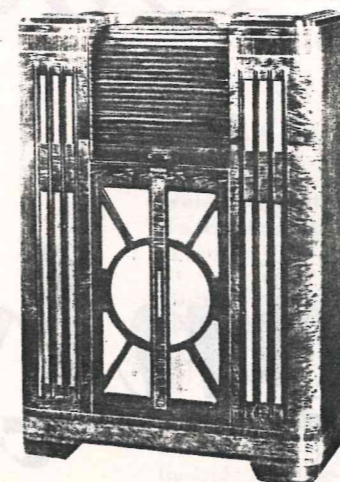
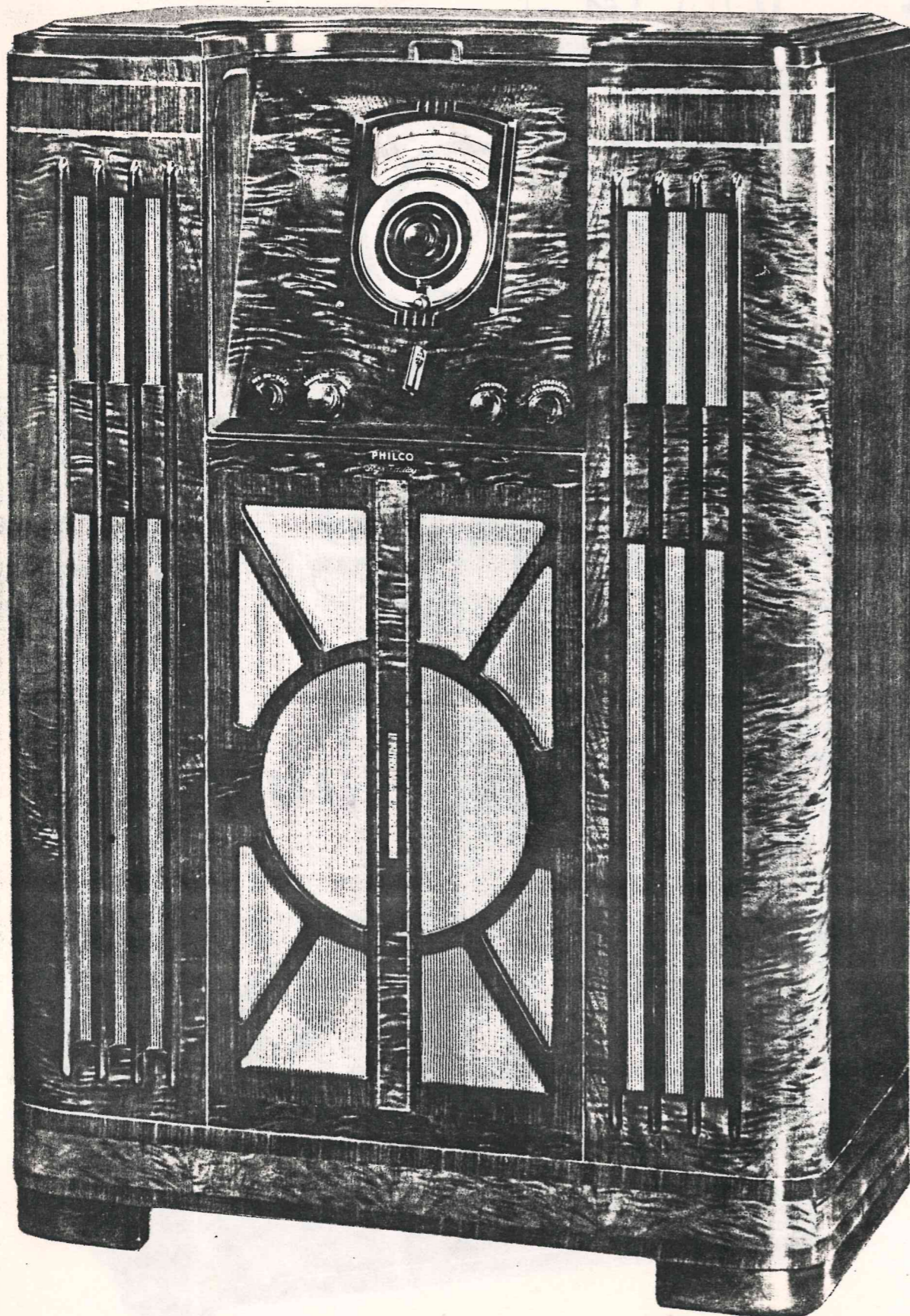
Philco Balanced Superheterodyne Circuit with 20 Philco High-Efficiency Tubes. Five Tuning Ranges cover Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . State and Municipal Police . . . Day and Night Aviation . . . Ship . . . Day and Night First and Second-Class Amateur . . . all that's interesting in the air!

*Super High-Fidelity
American and Foreign*

690-XX*

\$395

LESS AERIAL



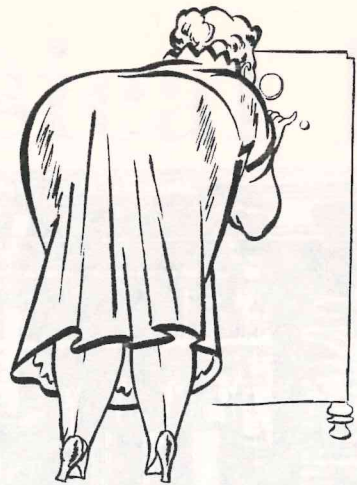
The Inclined Control Panel of the 690 *Double-X* is concealed from view when not in use by a tambour door which rolls down between two panels of quarter-sliced walnut behind which the high-frequency speakers are mounted. Butt walnut and quarter-sliced walnut form the central grille masking the Cathedral Speaker and quarter-sliced walnut is also utilized in the side and top panels.

Refreshing originality is the keynote of the 1938 version of the magnificent 690xx . . . an originality inspired by the Inclined Control Panel and carried through in every element of the cabinet design.

44 $\frac{5}{8}$ " high 30 $\frac{1}{2}$ " wide 16 $\frac{1}{8}$ " deep

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

**NO SQUAT
NO STOOP
NO SQUINT**



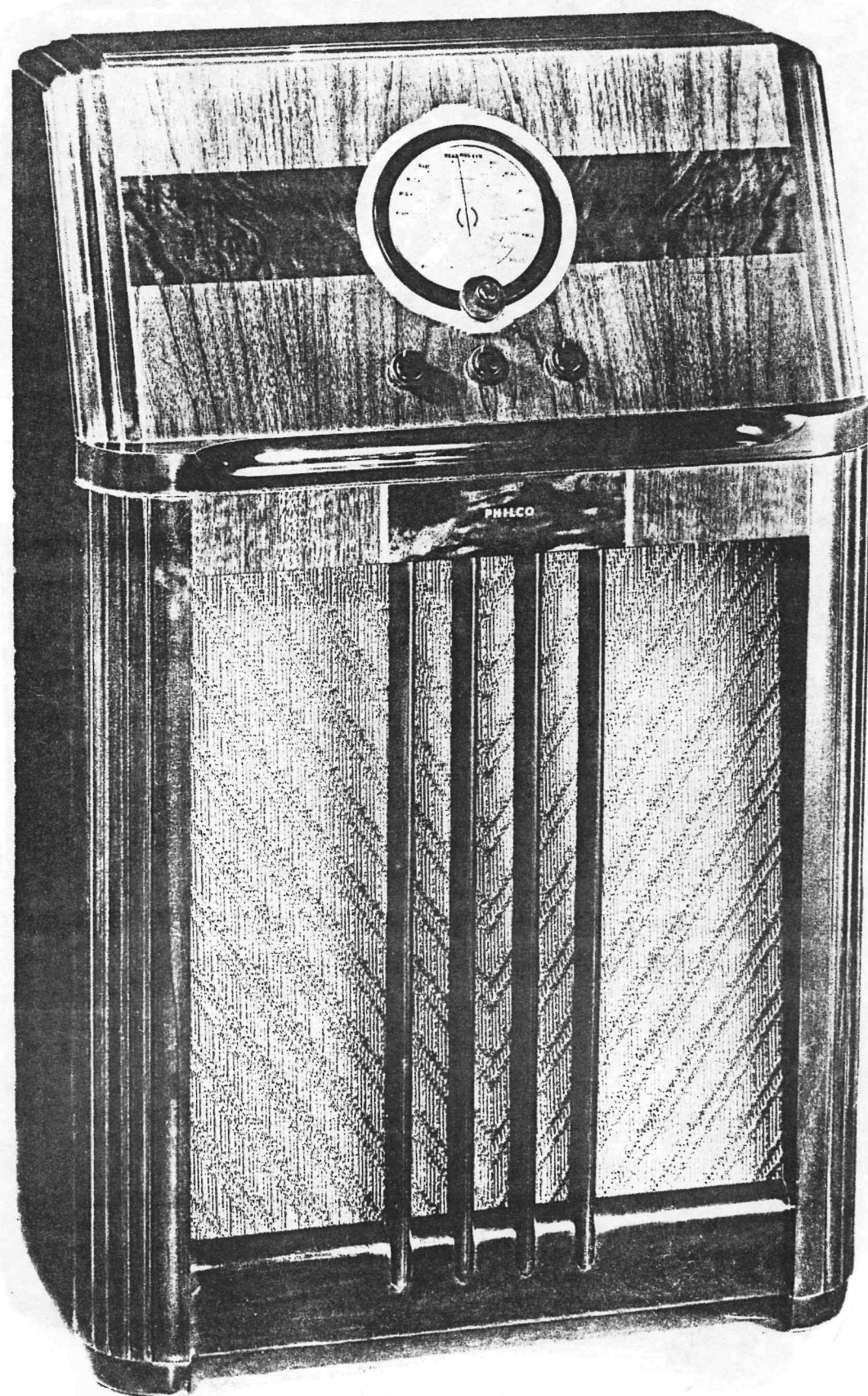
with **Cone-Centric
Automatic Tuning!!!**

in the new 1938 Philco 7 *Double-X*

***for only* \$79.95**

38-7XX*...\$79.95 LESS
AERIAL

American and Foreign



Cone-Centric Automatic Tuning...

a new Philco development . . automatically and accurately locates the station desired through the use of self-centering cones. On the 7 Double-X and other models with Cone-Centric Tuning, the call letters of stations (up to fifteen) most regularly tuned in your particular locality, are an integral part of the dial. You swing the pointer to the station you want . . the built-in cone slips positively and accurately into place, centers the station . . a slight CLICK and there's your program! This automatic action is silent, speedy, accurate. Manual tuning is fast and easy, too, with the new Cone-Centric Dial of the 7xx . . a model that will bring you sales, sales and more sales!

At a price away under the lowest ever quoted for an American and Foreign Automatic Tuning Philco . . Philco presents not only Automatic Tuning but the Inclined Control Panel! Here's a Philco that can be tagged a record-breaker before the first one is shipped. Not only is it outstanding from the technical standpoint . . but it is housed in a cabinet which puts special emphasis on the feature which every buying eye will seek first . . the Inclined Control Panel. Sliced American walnut and butt walnut are used in the Inclined Control Panel. Rotary walnut forms the side panels, while the top is of sliced walnut. Rich, hand-rubbed finish.

FEATURES OF MODEL 38-7XX INCLUDE:

Sealed Cabinet. The Protective Back Shield is a feature which will have an especial appeal to women.

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 Inclined Sounding Board. The incline projects high notes up to ear level while the large sounding-board reproduces bass notes with all their depth and sonority.

Concert Grand Electro-Dynamic Speaker.

Three-Point Tone Control.

Philco Cone-Centric Dial names domestic and foreign stations.

Two-Speed Vernier Tuning . . Automatic Volume Control . . Pentode Audio System.

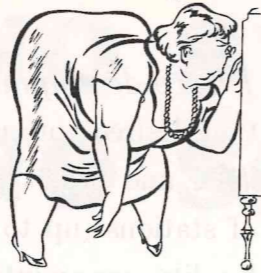
Philco Balanced Superheterodyne Circuit with 6 Philco High-Efficiency Tubes. Two Tuning Ranges cover Standard American Broadcasts . . State Police . . Day and Night Foreign and American Short-Wave Broadcasts . . Day First-Class Amateur . . Ship.

41 $\frac{1}{8}$ " high 25 $\frac{1}{2}$ " wide 13 $\frac{5}{8}$ " deep

*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception

Paralyze Competition again at \$100!

**NO SQUAT
NO STOOP
NO SQUINT**



...plus **Cone-Centric
Automatic Tuning!**

For years the hundred-dollar price bracket has belonged to Philco . . . and here's the American and Foreign Philco that clinches your hold on that market for 1938! Cone-Centric Automatic Tuning . . . and the Inclined Control Panel that makes every competing radio around that price look like an antique!

Eight Philco High-Efficiency Tubes, the Noise-Excluding Signal Amplifier, and a Push-Pull Phase Inverted Audio Circuit provide magnificent power and selectivity and a richness of tone that would be something to talk about at length if it were not for the fact that Automatic Tuning, the Inclined Control Panel and the beautifully figured and inlaid walnuts employed in the cabinet will overshadow technical improvements in your customer's eyes.

Philco Cone-Centric Automatic Tuning provides instant, automatic, silent selection of stations by call letters. Call letters of the stations (up to 15) most popular in your locality form an integral part of the dial. Swing the pointer to the station desired . . . CLICK . . . there it is!

FEATURES OF MODEL 38-4XX INCLUDE:

Sealed Cabinet. The Protective Back Shield is a feature which will have an especial appeal to women.

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 Inclined Sounding Board.

Concert Grand Electro-Dynamic Speaker.

Four-Point Tone Control.

Philco Cone-Centric Dial names foreign and domestic stations.

Push-Pull Phase Inverted Audio Circuit.

Noise-Excluding Signal Amplifier (Robot Tuner) automatically amplifies the station signal while rejecting interference and image noise.

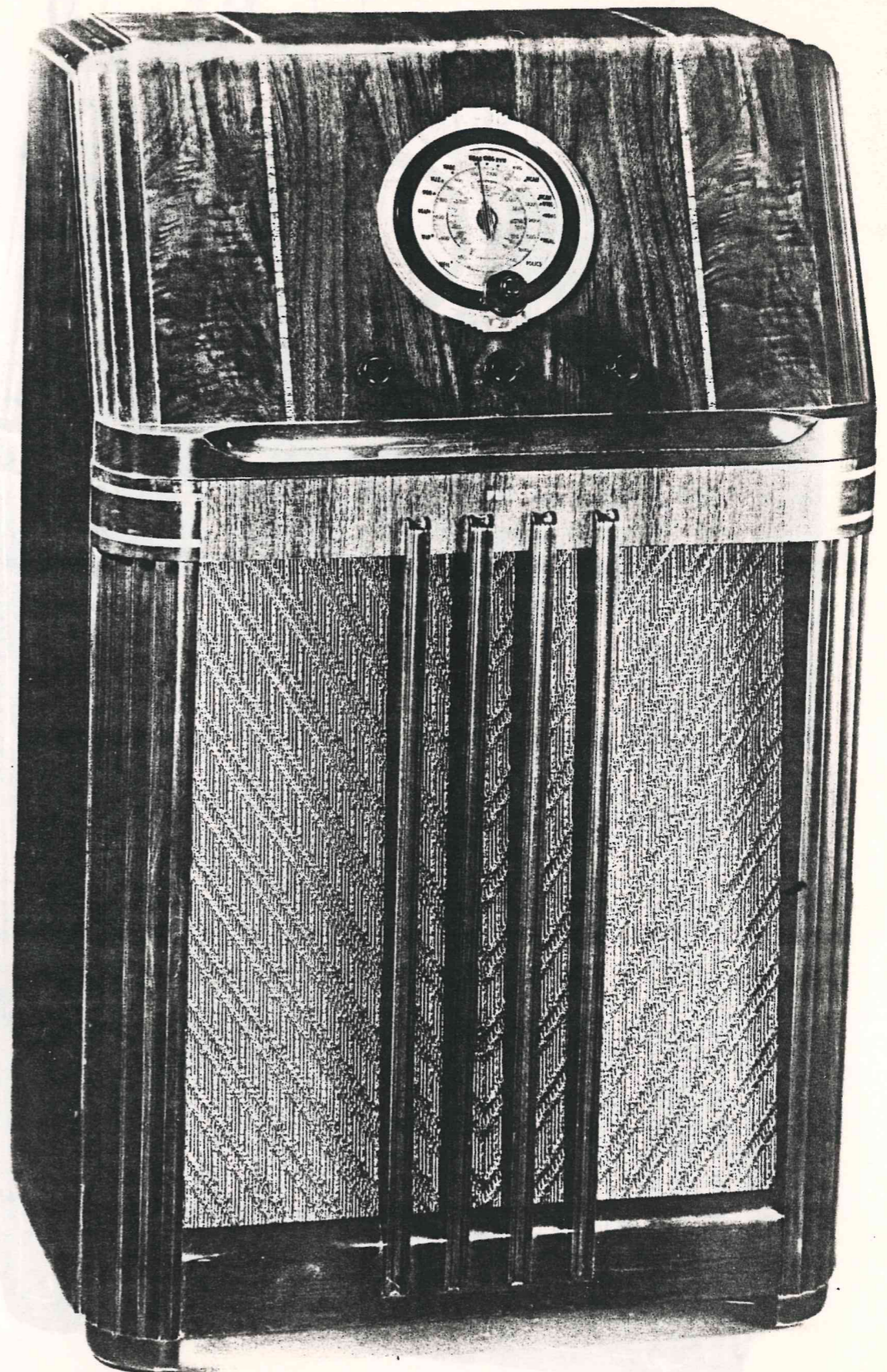
Two-Speed Vernier Tuning . . . Automatic Volume Control.

Philco Balanced Superheterodyne Circuit with 8 Philco High-Efficiency Tubes. Two Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day First-Class Amateur . . . Ship.

41 $\frac{5}{8}$ " high 25 $\frac{1}{2}$ " wide 15 $\frac{5}{8}$ " deep

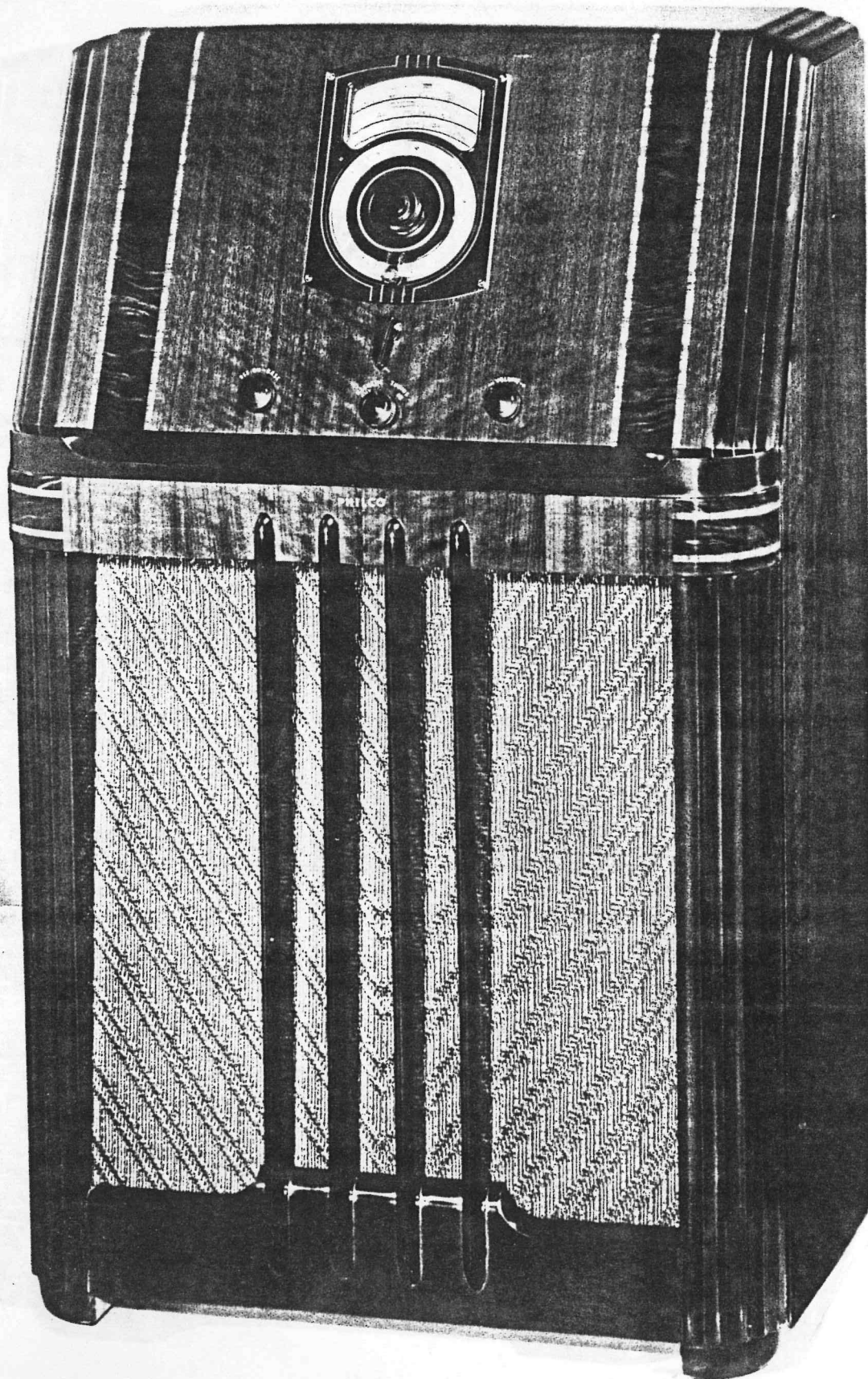
*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception

38-4XX*... \$100 LESS AERIAL
American and Foreign



139 50
38-3XX*... \$129.50 LESS AERIAL

Spread-Band... American and Foreign



Rock 'em and Sock 'em
at \$129.50!

NO SQUAT
NO STOOP
NO SQUINT



Philco Automatic Tuning ... plus Magnetic Tuning

Here's the lowest priced *Double-X* with Counterbalanced Magnetic Tuning! And it's housed in a cabinet which has an instant appeal. The Inclined Control Panel is of sliced walnut with narrawood inlays . . . a combination of woods which is repeated in the panel above the enlarged expanse of the Inclined Sounding Board.

Nine Tubes . . . Three Spread-Band Tuning Ranges . . . Four-Point Tone Control . . . the same Philco Automatic Tuning made famous in the 116x of 1937 . . . what more could anybody hope for at \$129.50?

FEATURES OF MODEL 38-3XX INCLUDE:

Philco Automatic Tuning. Outstanding development of 1937 made even more convenient by placing all controls on the Inclined Control Panel. No squat! No stoop! No squint! CLICK . . . there's your station!

Counterbalanced Magnetic Tuning. More uniform "pull" over the standard broadcast tuning range.

Sealed Cabinet. The Protective Back Shield is a feature which will have an especial appeal to women.

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 Inclined Sounding Board.

Noise-Excluding Signal Amplifier (Robot Tuner) automatically amplifies the station

signal while rejecting interference and image noise.

Push-Pull Phase Inverted Audio System.

Concert Grand Electro-Dynamic Speaker.

Four-Point Tone Control.

Spread-Band Dial with stations named and located in color.

Glowing Beam Tuning Range Indicator . . . Two-Speed Vernier Tuning . . . Philco Unit Construction . . . Automatic Volume Control.

Philco Balanced Superheterodyne Circuit with 9 Philco High-Efficiency Tubes. Three Spread-Band Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day and Night Aviation . . . Ship . . . Day and Night First-Class Amateur.

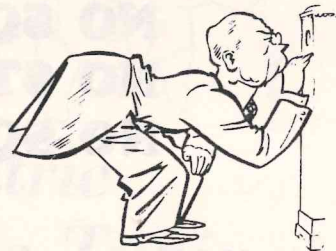
42 $\frac{1}{8}$ " high 25 $\frac{1}{2}$ " wide 16 $\frac{5}{8}$ " deep

*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception

Let's go to town!

Get the big profits in the price bracket we own!

**NO SQUAT
NO STOOP
NO SQUINT**



Philco Automatic Tuning ... plus Magnetic Tuning

Dignified . . massive . . truly here is a radio whose appearance proudly proclaims its purpose! It's a well-established fact that when a buyer spends as much as \$159.50 for a radio . . Philco is the name he has in mind . . and Philco is the radio he buys.

And if any buyer has any doubts on the subject this season . . those doubts will vanish with his first sight of the Philco 2 *Double-X*! The sliced walnut cabinet of striking originality houses an eleven-tube Automatic Tuning Philco, with Counterbalanced Magnetic Tuning, a Balanced Phase Push-Pull Audio System . . a Philco that takes complete command of one of the most profitable price brackets.

FEATURES OF MODEL 38-2XX INCLUDE:

Philco Automatic Tuning. Outstanding development of 1937 made even more convenient by placing all controls on the Inclined Control Panel. No squat! No stoop! No squint! CLICK . . there's your station!

Counterbalanced Magnetic Tuning. More uniform "pull" over the standard broadcast tuning range.

Sealed Cabinet. The Protective Back Shield is a feature which will have an especial appeal to women.

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 Inclined Sounding Board.

Concert Grand Electro-Dynamic Speaker.

Four-Point Tone Control.

Balanced Phase Push-Pull Audio System.

Spread-Band Dial with foreign stations named and located in color for instant, accurate tuning.

Glowing Beam Tuning Range Indicator . . Flood-lighted call letters on Automatic Tuning Dial . . Two-Speed Vernier Tuning . . Philco Unit Construction . . Automatic Volume Control . . Noise-Excluding Signal Amplifier.

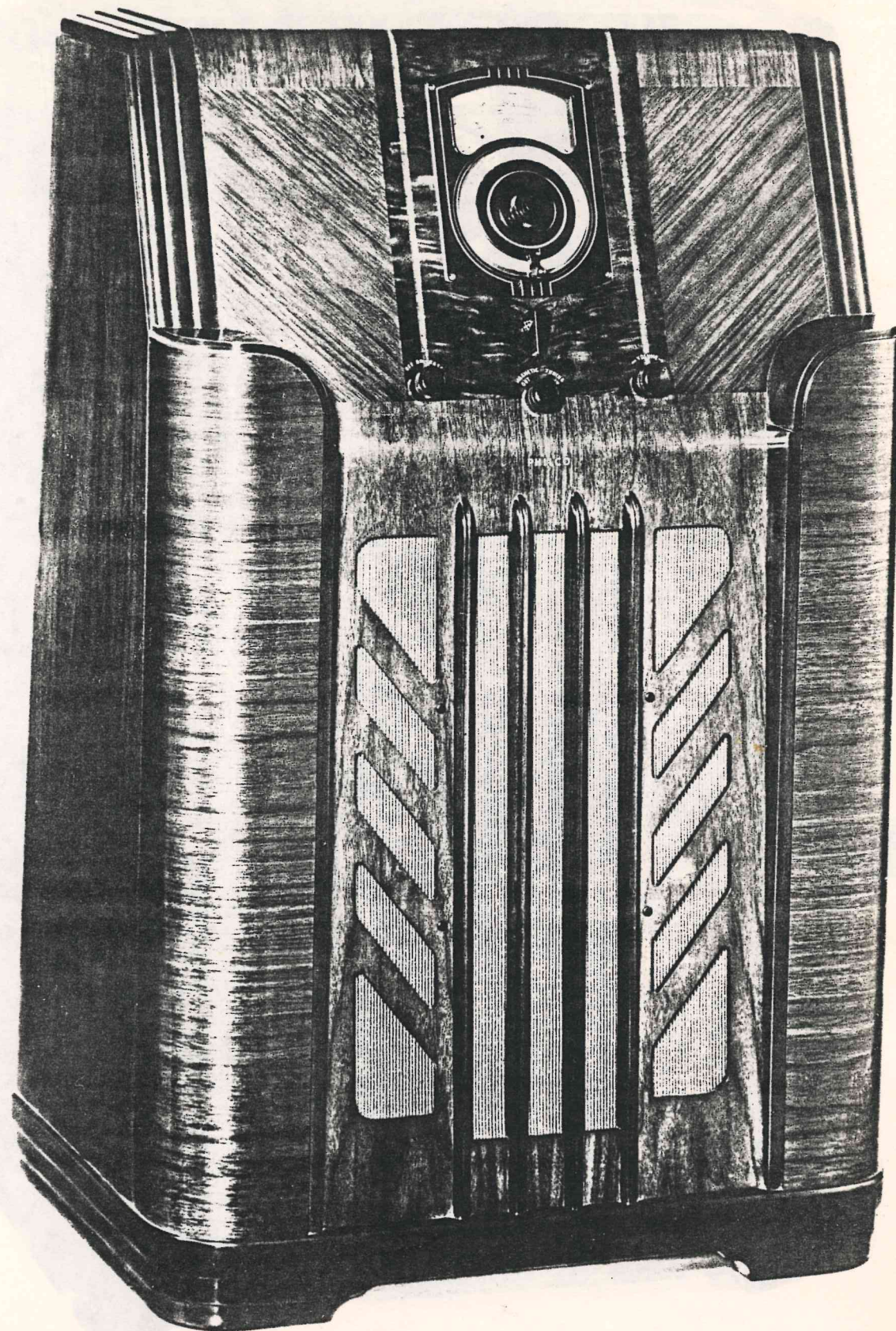
Philco Balanced Superheterodyne Circuit with 11 Philco High-Efficiency Tubes. Three Spread-Band Tuning Ranges cover Standard American Broadcasts . . State and Municipal Police . . Day and Night Foreign and American Short-Wave Broadcasts . . Day and Night Aviation . . Ship . . Day and Night First-Class Amateur.

42 $\frac{5}{8}$ " high 26 $\frac{7}{8}$ " wide 18 $\frac{5}{8}$ " deep

*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception

38-2XX*... \$~~159.50~~ 50 LESS AERIAL

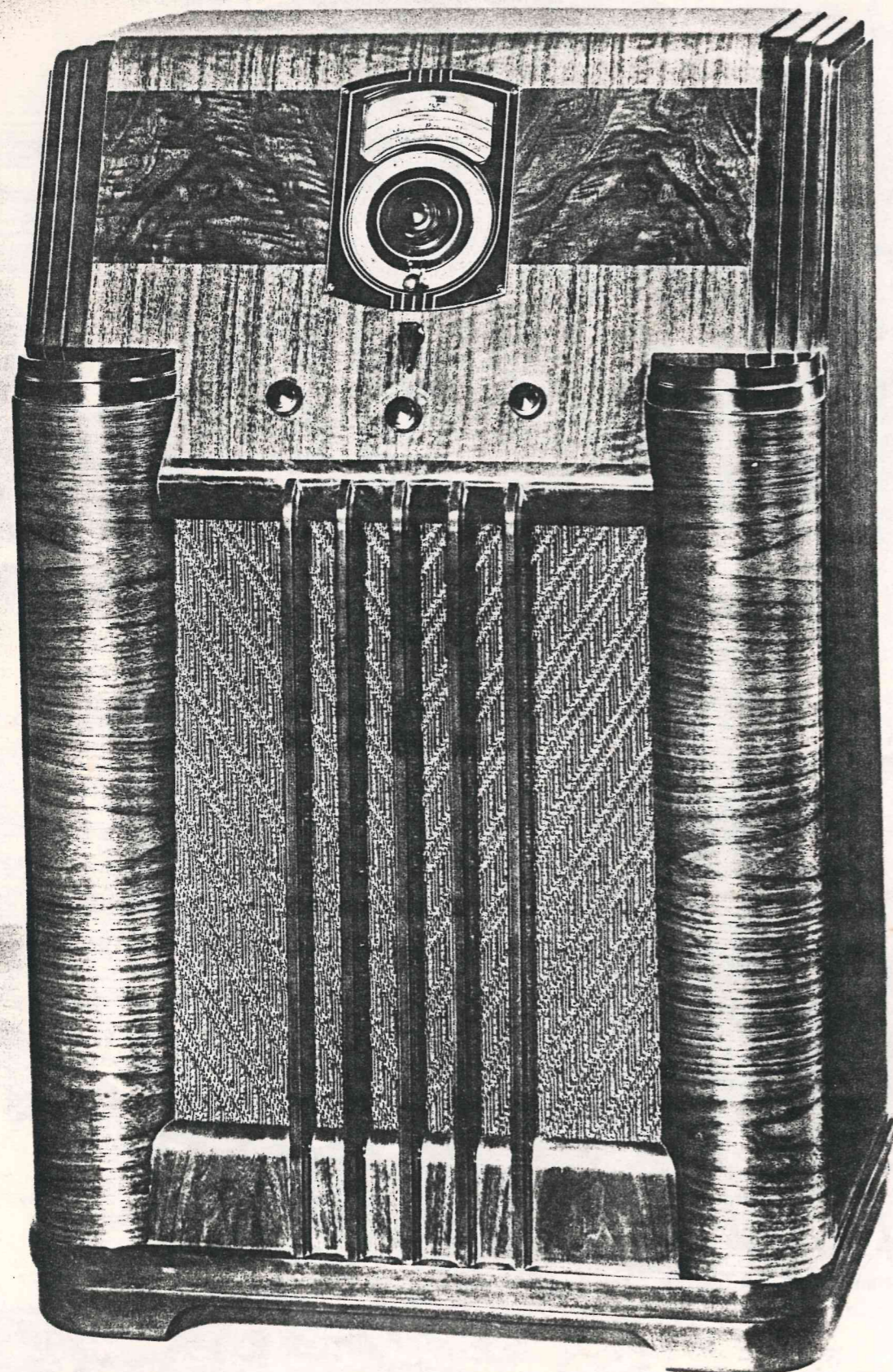
Spread-Band... American and Foreign



189.00

38-1XX*... \$175 LESS AERIAL

Spread-Band... American and Foreign



A Sure-fire "Seller-upper"

They'll go for this one in a big way!

**NO SQUAT
NO STOOP
NO SQUINT**



Philco Automatic Tuning ... plus Magnetic Tuning

A superb example of functional design! The Inclined Control Panel formed of contrasting bands of claro and butt walnut rests on sliced walnut columns which frame the speaker grille. Within this imposing cabinet is a twelve-tube Automatic Tuning Philco, with Counterbalanced Magnetic Tuning and a Super Class "A" Balanced Phase Push-Pull Audio System. Power enough to flood the largest room with melody. So impressive in its appearance that it will do its own "selling-up"!

FEATURES OF MODEL 38-1XX INCLUDE:

Philco Automatic Tuning. Outstanding development of 1937 made even more convenient by placing all controls on the Inclined Control Panel. No squat! No stoop! No squint! CLICK . . . there's your station!

Counterbalanced Magnetic Tuning. More uniform "pull" over the standard broadcast tuning range.

Sealed Cabinet. The Protective Back Shield is a feature which will have an especial appeal to women.

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 Inclined Sounding Board.

Auditorium Speaker reproduces all programs at the volume desired without distortion.

Four-Point Tone Control.

Spread-Band Dial names and locates foreign and domestic short-wave stations in color.

Super Class "A" Balanced Phase Push-Pull Audio System. (Power driven) 10 watts output. Insures reception without distortion at low volume or at full room volume.

Glowing Beam Tuning Range Indicator . . . Flood-lighted call letters on Automatic Tuning Dial . . . Two-Speed Vernier Tuning . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier.

Philco Balanced Superheterodyne Circuit with 12 Philco High-Efficiency Tubes. Three Spread-Band Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day and Night Aviation . . . Ship . . . Day and Night First-Class Amateur.

43 1/8" high

27 1/2" wide

17 3/4" deep

*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception

A "Sit-downer" that everyone will enjoy!

...a new chairside Philco
with Cone-Centric
Automatic Tuning!

Philco Automatic Tuning in a chairside cabinet! All the ease and convenience of Automatic Tuning without getting up from your favorite easy chair!

And this new "Sit-downer" is just about the most attractive cabinet of this type you've ever had the good fortune to see and sell! The cabinet is constructed entirely of beautifully grained sliced walnut.

21 $\frac{3}{8}$ " high

15 $\frac{1}{4}$ " wide

25 $\frac{1}{4}$ " deep

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

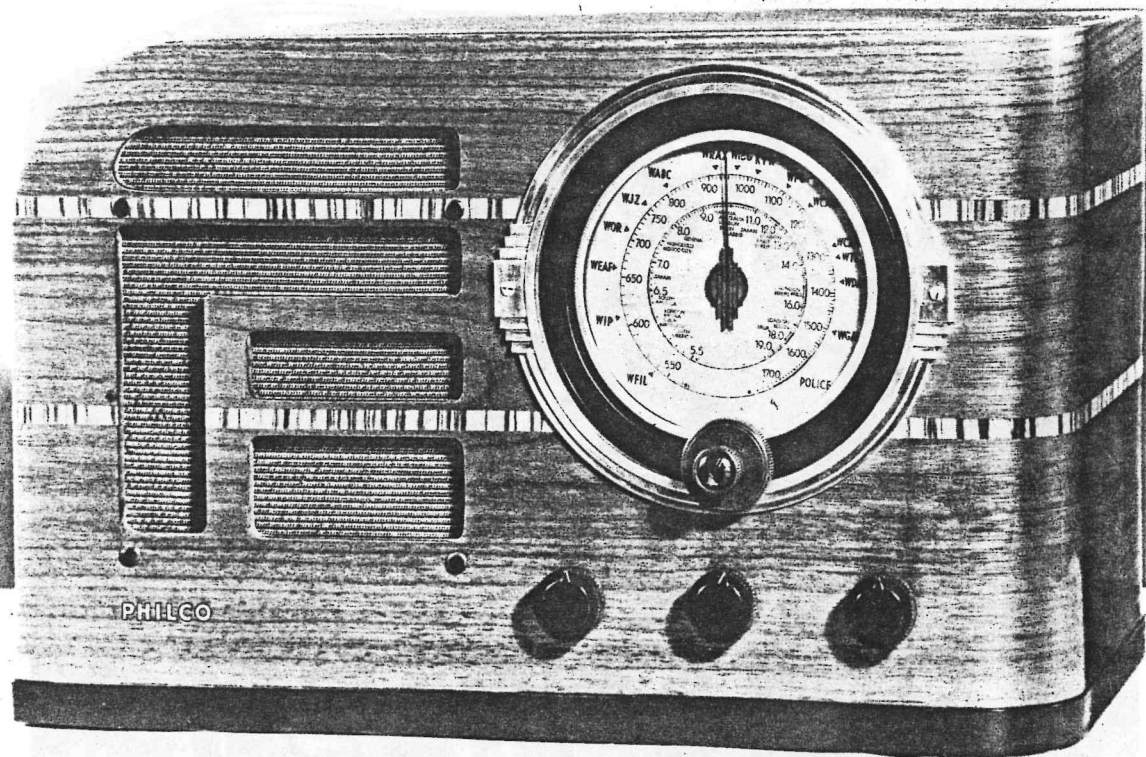
**Only Philco
could do it!**

38-7CS*...\$89.95 LESS
AERIAL

American and Foreign



38-7T*...\$65 LESS
AERIAL
American and Foreign



FEATURES OF MODELS 38-7CS AND 38-7T INCLUDE:

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.

Standard Electro-Dynamic Speaker.

Three-Point Tone Control.

Philco Cone-Centric Dial names domestic and foreign stations. Two-Speed Vernier Tuning . . Automatic Volume Control . . Pentode Audio System.

Philco Balanced Superheterodyne Circuit with 6 Philco High-Efficiency Tubes. Two Tuning Ranges cover Standard American Broadcasts . . State Police . . Day and Night Foreign and American Short-Wave Broadcasts . . Day First-Class Amateur . . Ship.

*Christmas comes early
this year!*

**A Cone-Centric
Automatic Tuning
Table Model**

...for only \$65

Here's the model you've been hoping for ever since Philco first introduced Automatic Tuning! An Automatic Tuning Table Model . . . at a price that should start a stampede for your store. The same chassis as in the "Sit-downer" and the 7XX . . . with Cone-Centric Automatic Tuning in a smartly styled cabinet of Platinum Walnut with Zebrano Inlays.

11 $\frac{1}{4}$ " high

17 $\frac{9}{16}$ " wide

9 $\frac{11}{16}$ " deep

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

It has that
"over-a-hundred" look

but the price
is only..\$75

The better your judgment on radio cabinet values . . the more you'll be impressed by the magnificent new 8X. It's the richest-looking, most attractive X model you ever saw under \$100—you'll agree to that at first sight. Walnuts carefully chosen for the beauty of their grain, striking inlays which lend distinction to the instrument panel, a grille design of dignified simplicity . . all contribute to the massive effect of the cabinet. Inside the cabinet, there's a Philco with a beauty of tone full worthy of its setting.

FEATURES OF MODEL 8X INCLUDE:

Philco Inclined Sounding Board.

The incline projects high notes up to ear level, while the large sounding board reproduces bass notes with all their depth and sonority.

Sealed Cabinet. The Protective Back Shield is a feature which will have an especial appeal to women.

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.

Oversize Electro-Dynamic Speaker.

Three-Point Tone Control.

Philco Color Dial with foreign stations named and located in color for rapid, accurate tuning.

Pentode Audio System.

Shadow Tuning.

Glowing Beam Station Finder . . Two-Speed Vernier Tuning . . Variable Bass Compensation . . Automatic Volume Control.

Philco Balanced Superheterodyne Circuit with 6 Philco High-Efficiency Tubes. Two Tuning Ranges cover Standard American Broadcasts . . State Police . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day First-Class Amateur . . Ship.

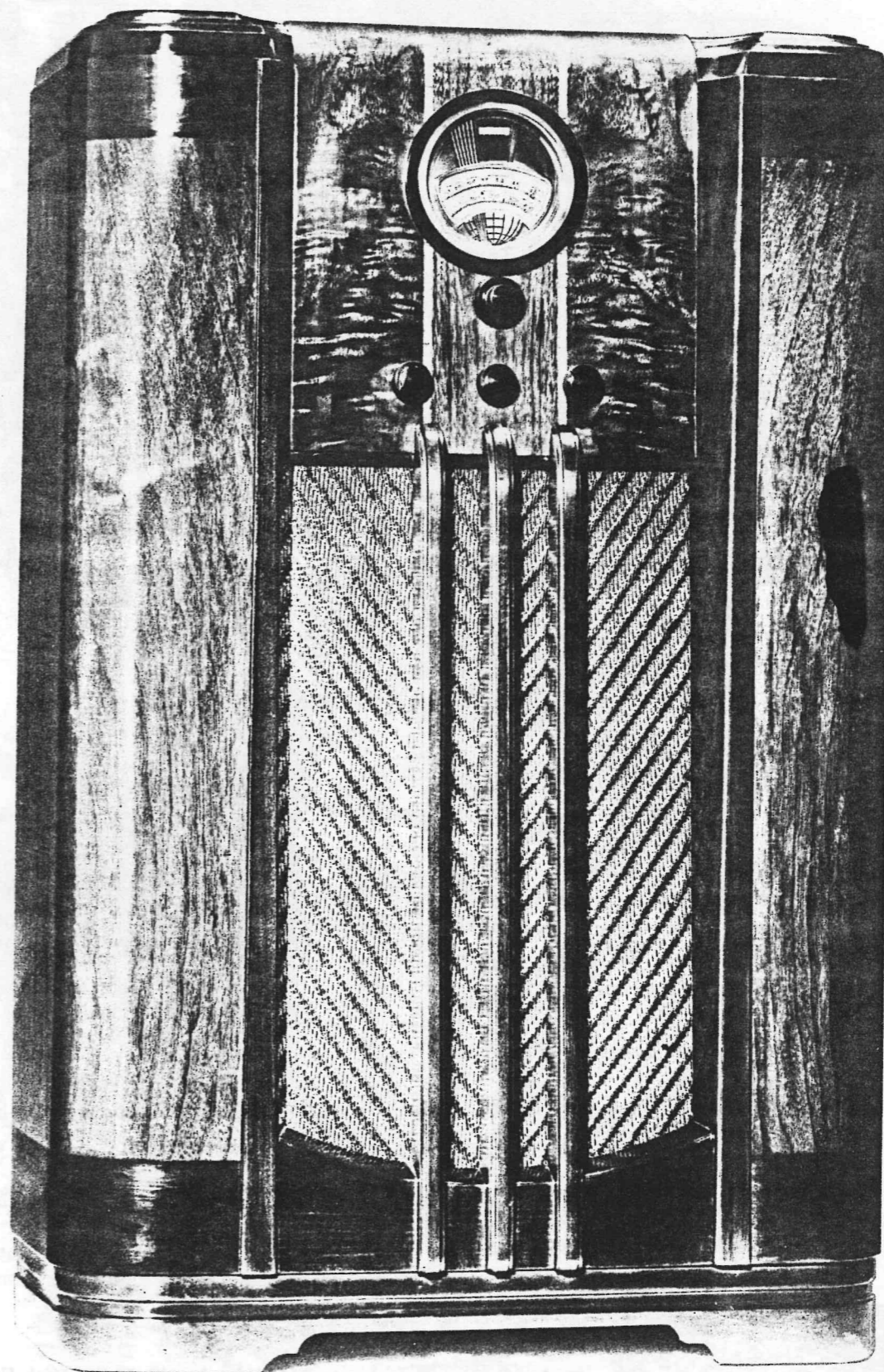
39½" high

24¾" wide

11⅛" deep

69-9
38-8X... ~~\$75~~ LESS
AERIAL

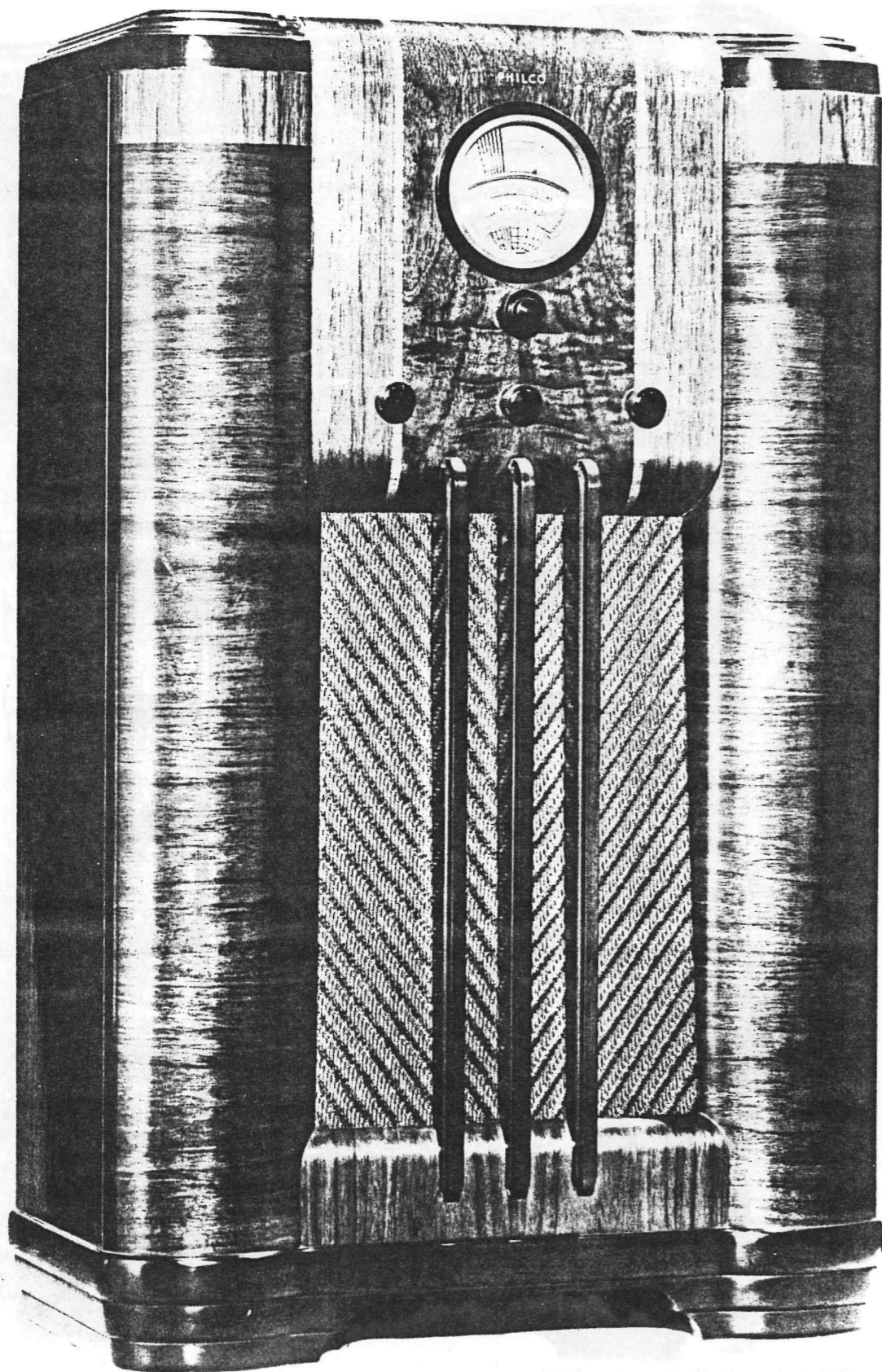
Spread-Band... American and Foreign



*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception

38-5X*...\$89.95^{LESS}
AERIAL

Spread-Band... American and Foreign



More beautiful than last year's 650X .. bound to panic your customers at \$89.95

Remember what an outstanding hit the 650 was? Here's a new X model that outstrips the 650... and selling for considerably less. There's imposing dignity in the rounded side panels of beautifully grained sliced walnut, in the severely simple treatment of the grille and instrument panel on which narrawood inlays accentuate the contrast between butt walnut and sliced walnut panels.

If the 650 sold as fast as it did at a hundred dollars... can anything stop the victorious march of this new 5X?

FEATURES OF MODEL 5X INCLUDE:

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.

Sealed Cabinet. The 5X has the Protective Back Shield... a feature which will have an especial appeal to women.

Philco Inclined Sounding Board.

Concert Grand Electro-Dynamic Speaker.

Four-Point Tone Control.

Noise-Excluding Signal Amplifier automatically amplifies the station signal while rejecting interference and image noise.

Philco Color Dial with foreign and domestic short-wave stations named and located in color.

Shadow Tuning.

Push-Pull Phase Inverted Audio Circuit.

Two-Speed Vernier Tuning... Automatic Volume Control... Glowing Beam Station Finder.

Philco Balanced Superheterodyne Circuit with 8 Philco High-Efficiency Tubes. Two Tuning Ranges cover Standard American Broadcasts... State Police... Day and Night Foreign and American Short-Wave Broadcasts... Day First-Class Amateur... Ship.

40 $\frac{3}{8}$ " high

25 $\frac{1}{4}$ " wide

12 $\frac{3}{16}$ " deep

38-5B*...\$79.95^{LESS}
AERIAL

A worthy running mate to the 5X! In the same cabinet as the 665B illustrated on page 25. Eight tubes, 4-point tone control, shadow tuning... and the Philco Foreign Tuning System! Could anyone ask more in a Baby Grand at \$79.95?

The 5B chassis is identical with the 5X except for the use of a Standard Speaker and the omission of the Inclined Sounding Board and Protective Back.

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

"K" a "Big Package"

*... at a new
low price !!!*

No Philco console ever caught the public fancy faster than the "K." And here's the new 1938 version of the "K" cabinet . . . smarter, more luxurious, more eye-filling than ever . . . and at a price that ought to stop traffic on any street! You know what a success the "K" was last year! Think what's going to happen when this one appears on your floor!

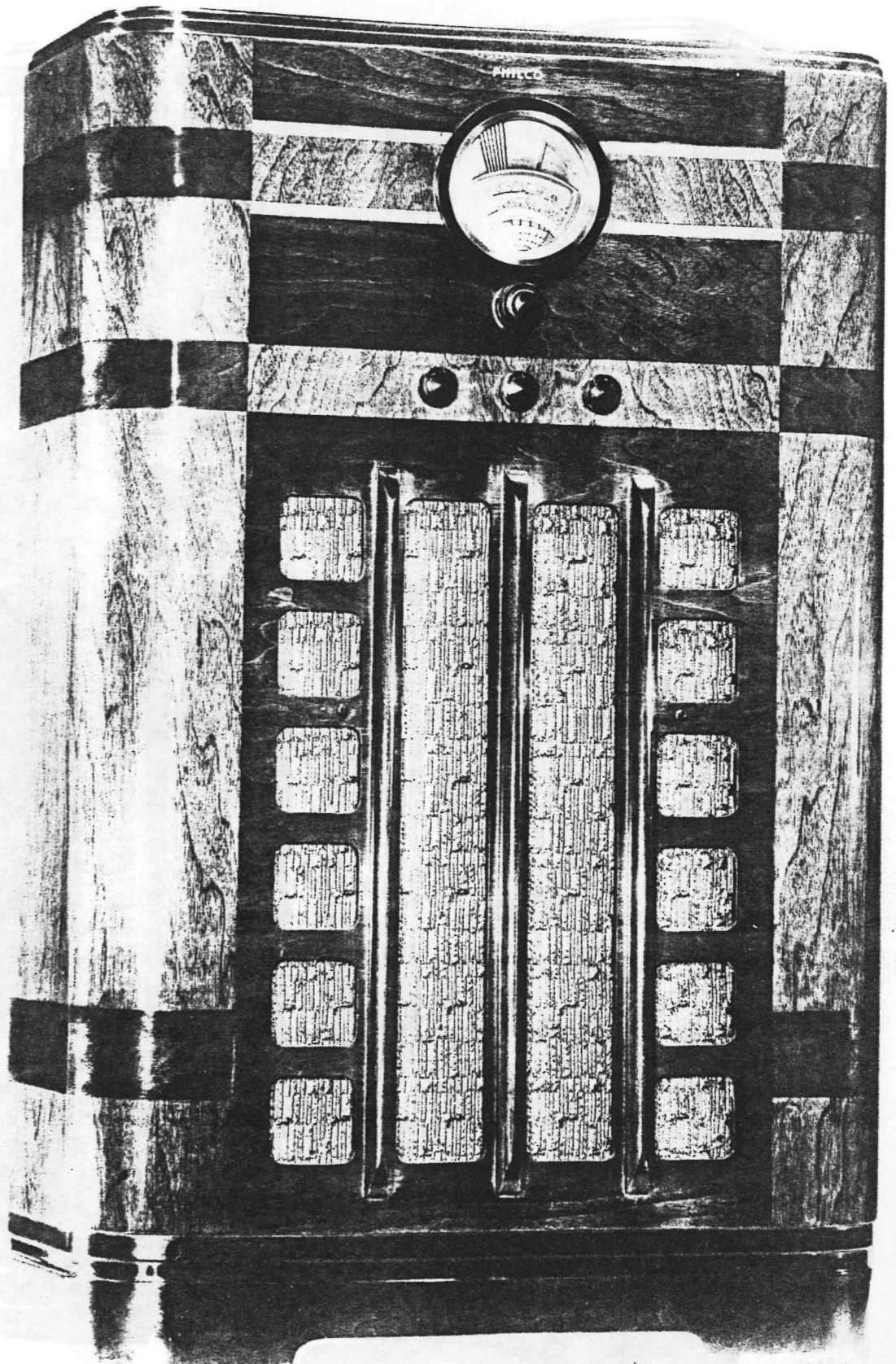
The design sets an entirely new note in radio cabinetry, and the rectangular effect which characterizes the grille is repeated in contrasting panels of the rotary walnut which forms the entire front of the cabinet. A striking model . . . that's certain to strike the public fancy!

39 $\frac{3}{4}$ " high 25" wide 10 $\frac{3}{8}$ " deep

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

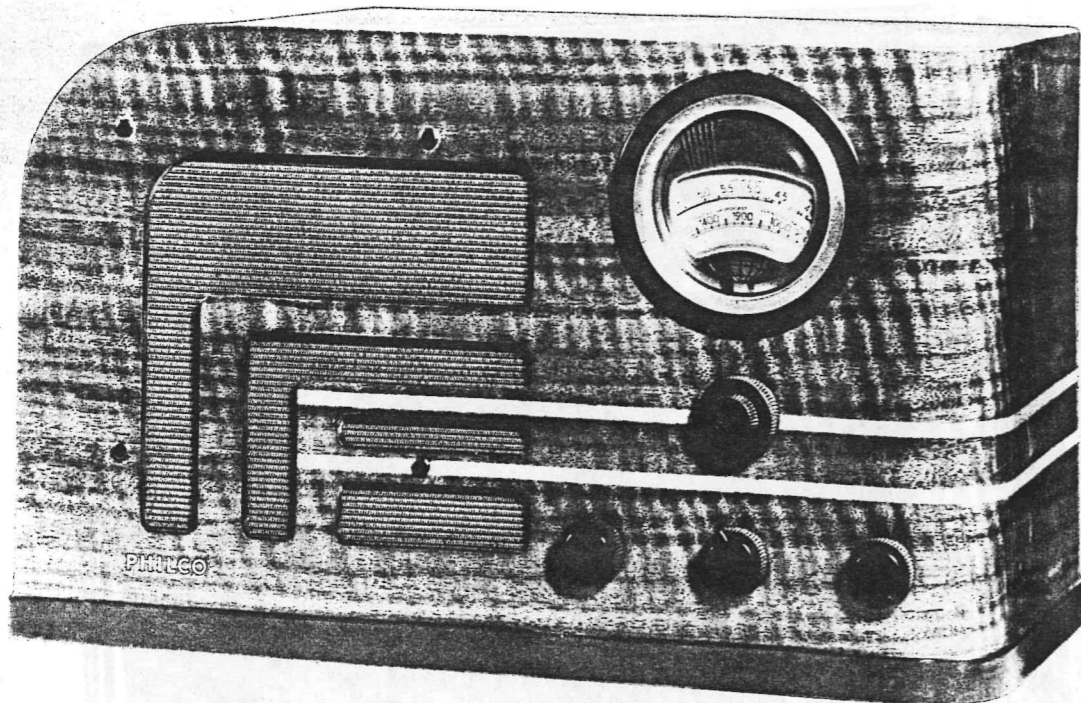
38-9K*...\$65 LESS
AERIAL

American and Foreign



5250
38-9T*... \$49.95 LESS
AERIAL

American and Foreign



It will sell "*like sixty*"
... at under fifty!

A new version of the "T" cabinet which has been the big hit among table models during the past season. And you never saw a handsomer "T" than this! Highly figured claro walnut enriches the instrument panel of this 9T, while two inlays of curly maple add a distinctive decorative note.

With the Philco Foreign Tuning System, the Color Dial with Foreign Stations named and located in color, and three-point tone control . . . the 9T is "in" already!

10 $\frac{7}{8}$ " high 17 $\frac{5}{8}$ " wide 9" deep

FEATURES OF MODELS 38-9K AND 38-9T INCLUDE:

Philco Superheterodyne Circuit with 6 Philco High-Efficiency Tubes.

Two Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day First-Class Amateur . . . Ship.

Pentode Audio System.

Oversize Electro-Dynamic Speaker in 9K.

Standard Electro-Dynamic Speaker in 9T.

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 Color Dial names and locates Foreign Stations in color.

Three-Point Tone Control.

Variable Bass Compensation . . . Glowing Beam Station Finder . . . Automatic Volume Control . . . Two-Speed Vernier Tuning.

Sealed Cabinet in 9K. The Protective Back Shield is a feature with an especial appeal to women.

*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception

59⁷/₈

38-10F... \$55 LESS AERIAL

American and Foreign

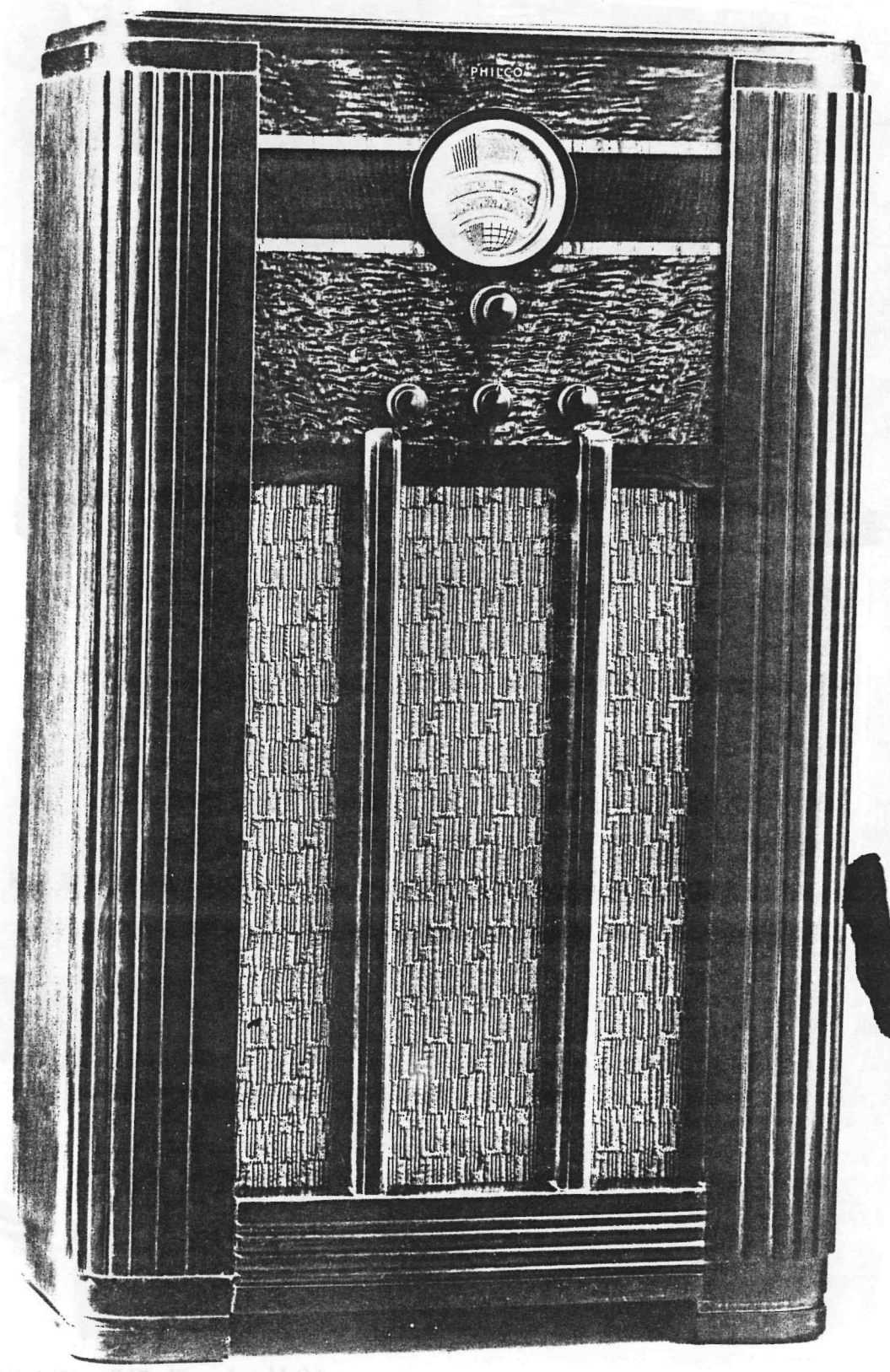
A Sensational Scoop!

A new American and Foreign Console at \$55

Without a single reservation . . . the finest F cabinet that Philco has ever offered! No picture can do justice to the richness of its instrument panel . . . a beautiful combination of American Walnut and reproduced Australian Butt, with a reproduced Laurel horizontal panel edged by Narrawood inlays centering attention on the large Color Dial.

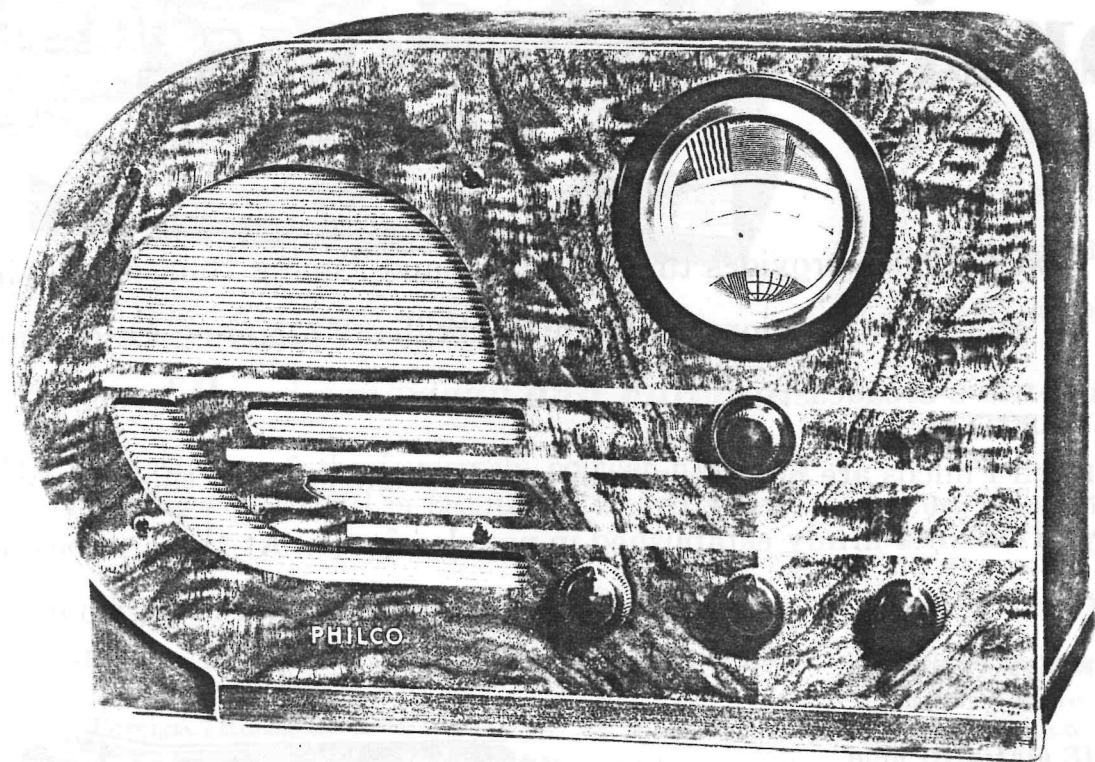
This is a model that has lots more looks than anyone could reasonably expect at so low a price . . . and it's entitled to an exceptionally high place from the standpoint of performance, too. American and Foreign reception . . . a cabinet that is definitely a knock-out . . . a price that makes "sensational" the only right word . . . watch this one roll up some records!

38¹/₈" high 22⁷/₈" wide 10¹/₈" deep



**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception.*

4250
38-10T*... \$ [REDACTED] LESS
AERIAL
American and Foreign



Everything on the table
is yours with this
“Ace-in-the-hole”

Here's a table model that absolutely eliminates competi-
tion! You've never been in a position to offer so much
solid value at \$39.95! In a cabinet of reproduced butt and
rotary walnuts and narrawood inlays, there's an American
and Foreign Philco that reaches out to bring thrilling pro-
grams from overseas with surprising volume and regularity.
Think what it means to be able to offer the Philco Foreign
Tuning System . . . plus such eye appeal . . . at this price!

11" high 16¼" wide 9" deep

FEATURES OF MODELS 38-10F AND 38-10T INCLUDE:

Philco Superheterodyne Circuit with 5 Philco High-Efficiency Tubes.

Two Tuning Ranges cover Standard American Broadcasts . . State Police . . Day and Night Foreign and American Short-Wave Broadcasts . . Day First-Class Amateur . . Ship.

Pentode Audio System.

Oversize Electro-Dynamic Speaker in 10F.

Standard Electro-Dynamic Speaker in 10T.

Two-Point Tone Control.

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.

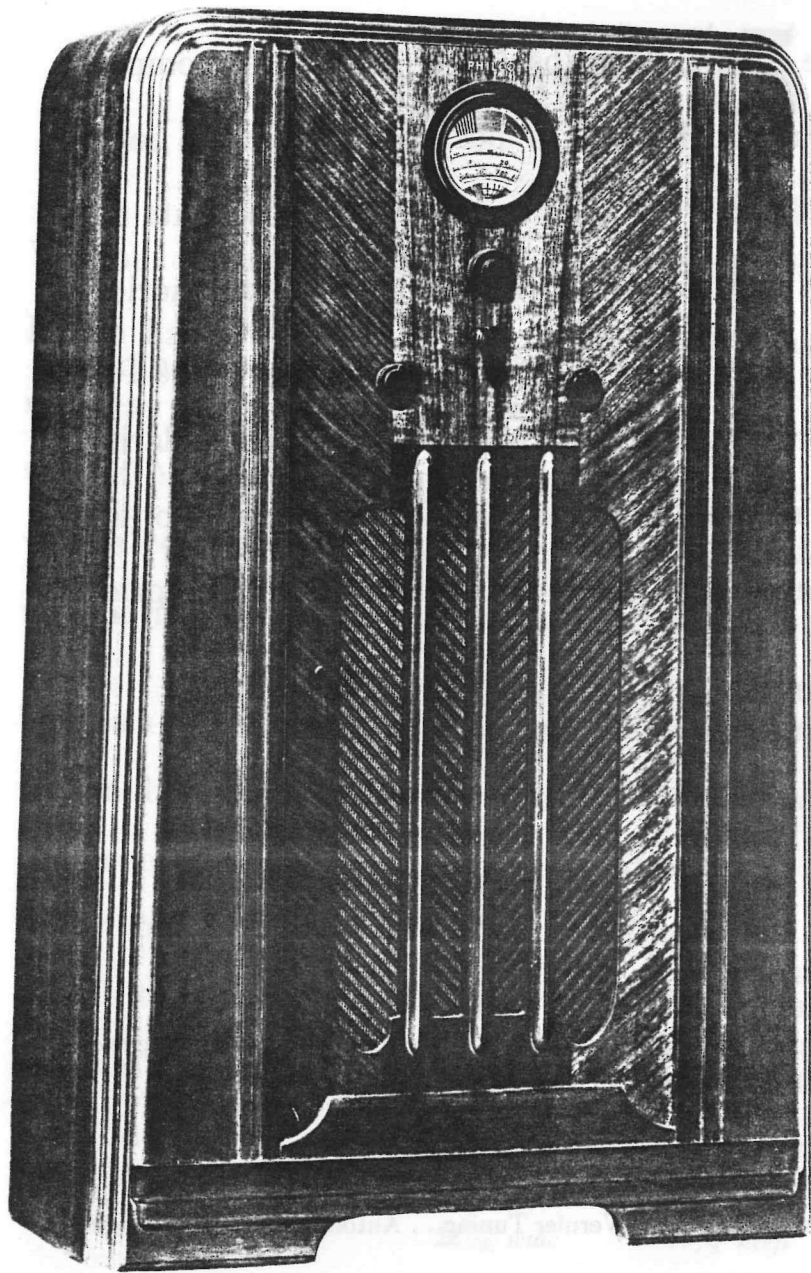
Philco Color Dial with Foreign Stations named and located in color.

Glowing Beam Station Finder . . Two-Speed Vernier Tuning . . Automatic Volume Control.

Sealed Cabinet in 10F. The Protective Back Shield is a feature with an especial appeal to women.

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

Philco Spread-Band Models that "Spread-Out" Foreign Stations!



Philco 38-610J* ... \$59.95 LESS AERIAL

37" high 23⁵/₈" wide 10⁵/₈" deep

In the 610, 620 and 630 models Philco provides three Spread-Band Tuning Ranges . . . with 50% greater separation on short-wave stations . . . assuring brilliant performance on both foreign and domestic short-wave broadcasts.

These American and Foreign Philcos are housed in cabinets distinguished for the beauty of their appearance and styled on lines firmly established in popular favor. At these prices for models with three spread-band tuning ranges, you can continue to hold your firm grip in the field of American and Foreign reception.

FEATURES OF THE 610J AND 610B SPREAD-BAND AMERICAN AND FOREIGN INCLUDE:

Three Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Aviation . . . Ship . . . Day and Night First-Class Amateur Bands.

Three-Point Tone Control to adjust the radio to receive every program at its best.

Philco Foreign Tuning System.

Philco Spread-Band Dial names and locates foreign stations in color for convenient, accurate, rapid tuning! 50% greater separation on short-wave stations.

Pentode Audio System.

Philco Oversize Electro-Dynamic Speaker on 610J. Standard Speaker on 610B.

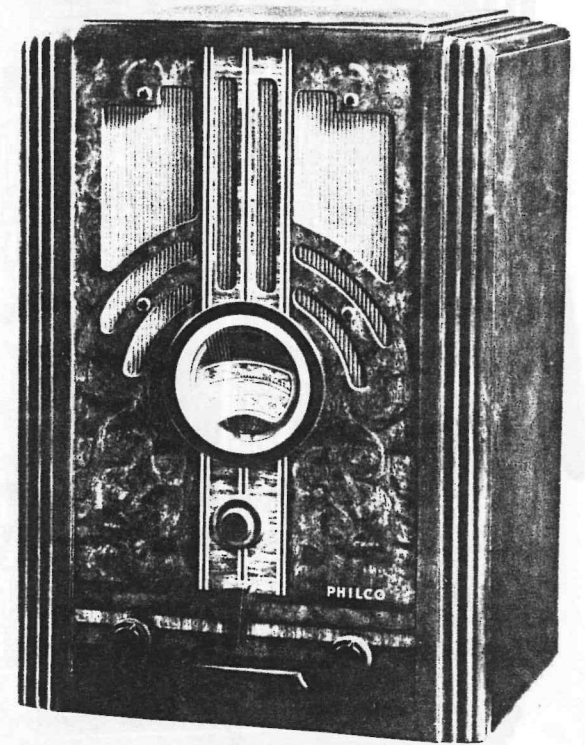
Glowing Beam Tuning Range Indicator shows tuning range in use.

Philco Balanced Superheterodyne Circuit with 5 Philco High-Efficiency Tubes.

Sealed Cabinet with Protective Back Shield on 610J.

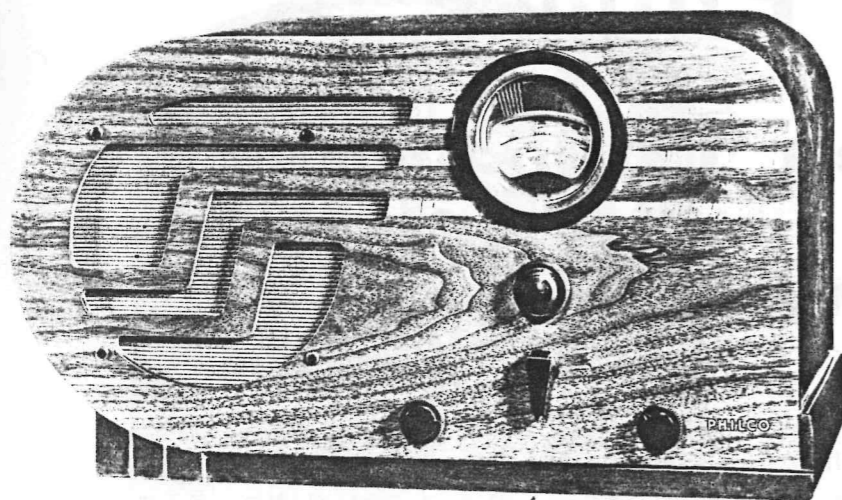
Two-Speed Vernier Tuning . . . Variable Bass Compensation . . . Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control.

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*



Philco 38-610B* ... \$49.95 LESS AERIAL

18" high 13" wide 9¹/₂" deep



38-620T*... \$59.95 ⁶⁵⁻⁰⁰ LESS AERIAL

Spread-Band American and Foreign

The 1938 edition of the immensely popular 620T... a smart-looking table model in beautifully figured walnut.

FEATURES OF MODEL 38-620T INCLUDE:

- Noise-Excluding Signal Amplifier** (Robot Tuner) automatically amplifies the station signal while rejecting interference and image noise.
- Philco Foreign Tuning System.**
- Philco Spread-Band Dial** names and locates foreign and domestic short-wave stations in color. 50% Greater Separation on Short-Wave Stations.
- Pentode Audio System.**
- Three Tuning Ranges** cover Standard American Broadcasts... State and Municipal Police... Day and Night Foreign and American Short-Wave Broadcasts... Aviation... Ship... and Day and Night First-Class Amateur Bands.
- Glowing Beam Tuning Range Indicator... Three-Point Tone Control... Standard Philco Electro-Dynamic Speaker.
- Philco Balanced Superheterodyne Circuit** with 6 Philco High-Efficiency Tubes.
- Two-Speed Vernier Tuning... Variable Bass Compensation... Double Overall Selectivity... Philco Unit Construction... Automatic Volume Control.

11 1/4" high 20 1/2" wide 9 1/4" deep

38-2620T*... \$59.95 LESS AERIAL

American and Foreign

Identical with the 620 except that a Long-Wave Tuning Range (150 to 395 kilocycles) covering U. S. Weather Reports and foreign long-wave broadcasts is substituted for Municipal Police and some Amateur and Aviation Bands.

Philco 38-630K*

Spread-Band American and Foreign

Shadow Tuning, a Concert Grand Electro-Dynamic Speaker, Three Spread-Band Tuning Ranges... all in a beautiful K cabinet! With a combination of features like that, the 630 is going to set a hot pace in this price class!

FEATURES OF MODEL 38-630K INCLUDE:

- Philco Shadow Tuning** shows the listener exactly when each station is tuned-in perfectly.
- Philco Foreign Tuning System.**
- Philco Spread-Band Dial** names and locates foreign and domestic short-wave stations in color. 50% Greater Separation on Foreign Short-Wave Stations.
- Sealed Cabinet** with Protective Back Shield.
- Glowing Beam Tuning Range Indicator.**
- Philco Balanced Superheterodyne Circuit** with 6 Philco High-Efficiency Tubes.
- Three Tuning Ranges** cover Standard American Broadcasts... State and Municipal Police... Day and Night Foreign and American Short-Wave Broadcasts... Aviation... Ship... and Day and Night First-Class Amateur Bands.

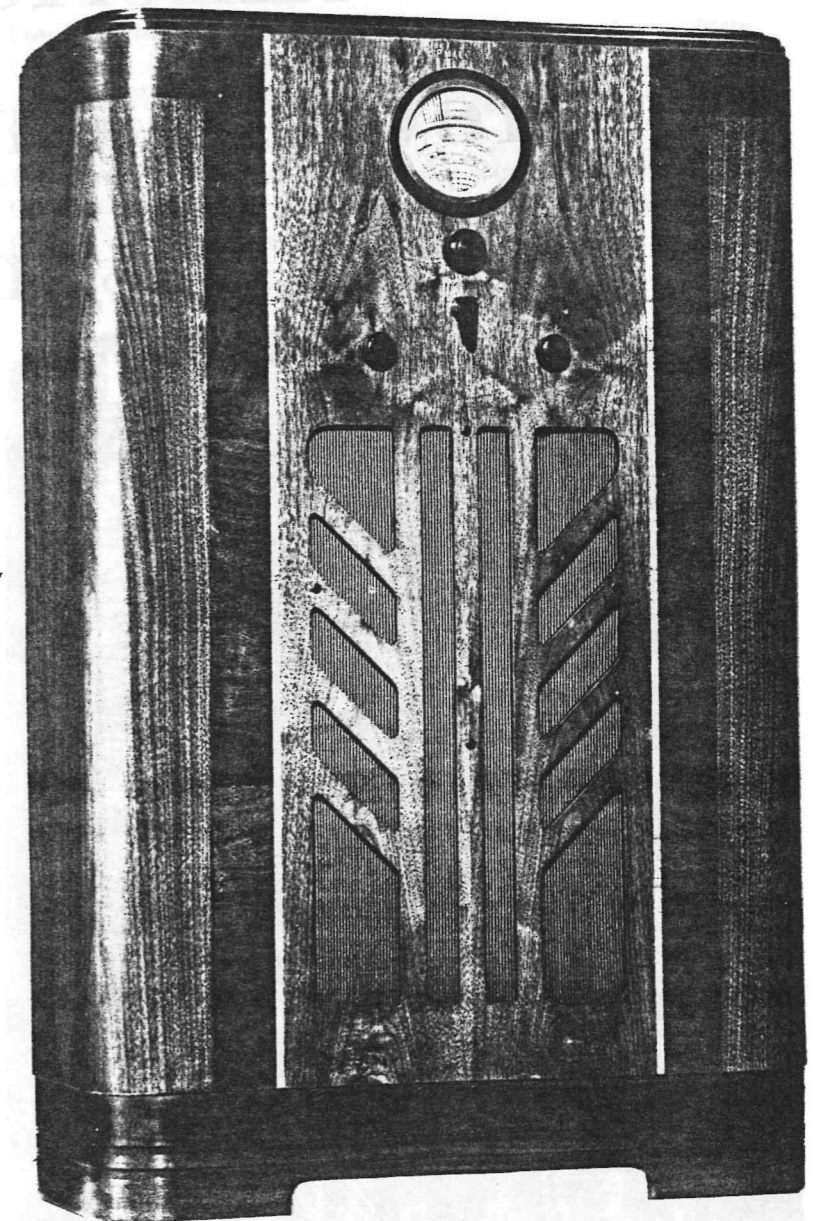
Pentode Audio System.

Three-Point Tone Control.

Concert Grand Philco Electro-Dynamic Speaker.

- Two-Speed Vernier Tuning... Variable Bass Compensation... Double Overall Selectivity... Philco Unit Construction... Automatic Volume Control... Noise-Excluding Signal Amplifier.

*Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception



38-630K*... \$79.95 LESS AERIAL

39 3/4" high 25" wide 10 3/8" deep

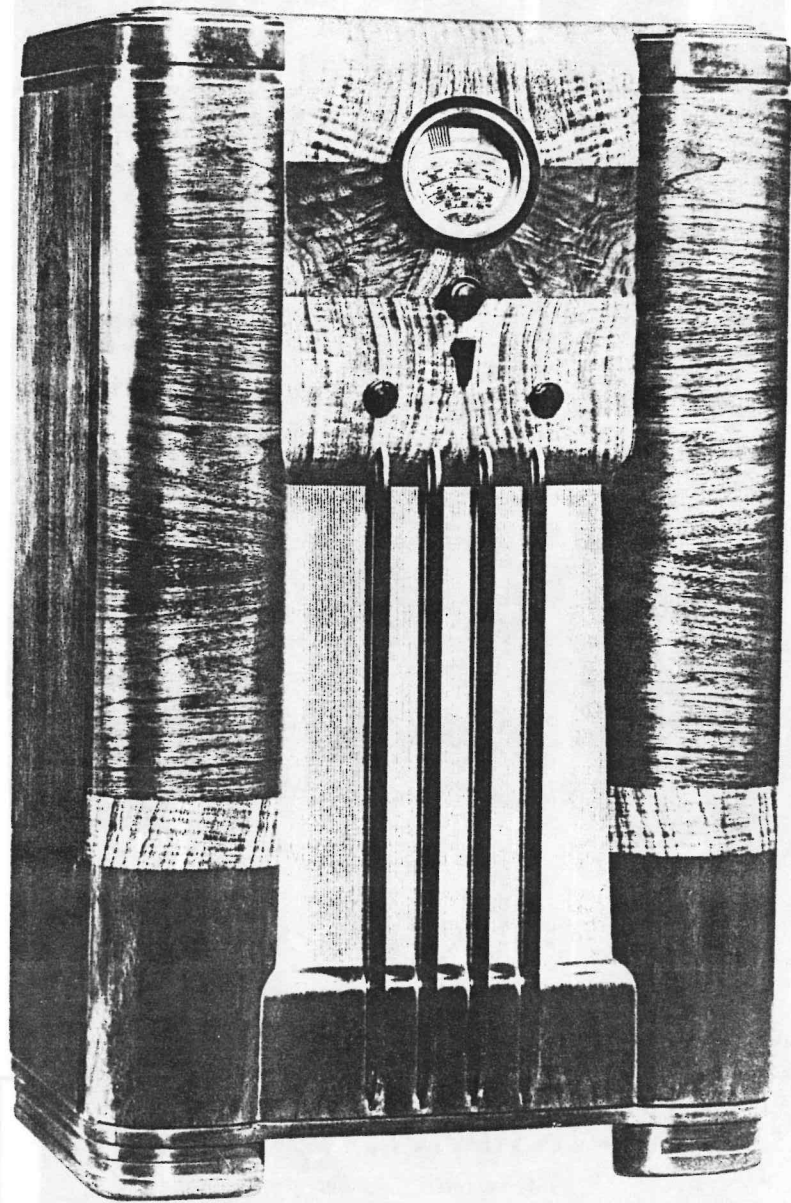
38-2630K*... \$79.95 LESS AERIAL

American and Foreign

Similar to the 630K except that a Long-Wave Tuning Range (150 to 395 kilocycles) covering U.S. Weather Reports and foreign long-wave broadcasts is substituted for Municipal Police and some Amateur and Aviation Bands.

American and Foreign Philcos

providing super-performance on Long-Waves and Ultra-Short-Waves



Philco 38-2670X* .. \$139.50 LESS AERIAL

39 $\frac{3}{4}$ " high

25 $\frac{1}{2}$ " wide

15 $\frac{3}{4}$ " deep

In the 2650 and 2670 models Philco provides the finest of reception on the long-wave tuning range between 150 and 395 kilocycles on which the U. S. Weather Reports are broadcast and on which many foreign long-wave stations operate. Four Spread-Band Tuning Ranges on the 2650 spread foreign and domestic short-wave stations three times farther apart . . . while they are spread more

Philco 38-2670

American and Foreign

(With Long-Wave Tuning Range)

Five Spread-Band Tuning Ranges cover Standard American Broadcasts . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Long-Wave Foreign Broadcasts and U. S. Weather Reports . . . State and Municipal Police . . . Aviation . . . Ship and Amateur.

Philco Balanced Superheterodyne Circuit with 11 Philco High-Efficiency Tubes.

Spread-Band Dial. Short-Wave stations spread more than four times farther apart . . . named and located in color.

Push-Pull Audio System.

Shadow Tuning.

Philco Foreign Tuning System.

Glowing Beam Tuning Range Indicator.

Philco Inclined Sounding Board on 2670x.

Four-Point Tone Control.

Concert Grand Electro-Dynamic Speaker on 2670x.

Standard Speaker on 2670B.

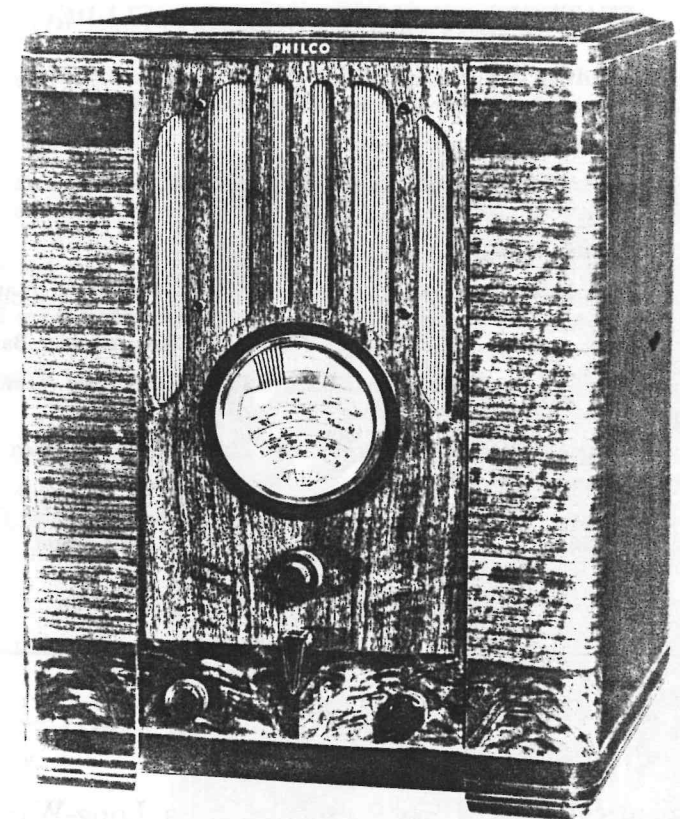
Two-Speed Vernier Tuning . . . Variable Bass Compensation . . . Three Times Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier.

Sealed Cabinet with Protective Back Shield on 2670x.

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

than four times farther apart on the *Five* Tuning Ranges of the 2670.

The 665 is designed for reception of Ultra-Short-Wave Broadcasts from 25 to 42 megacycles in addition to complete coverage of Standard American Broadcasts and the regular American and Foreign short-wave frequencies.

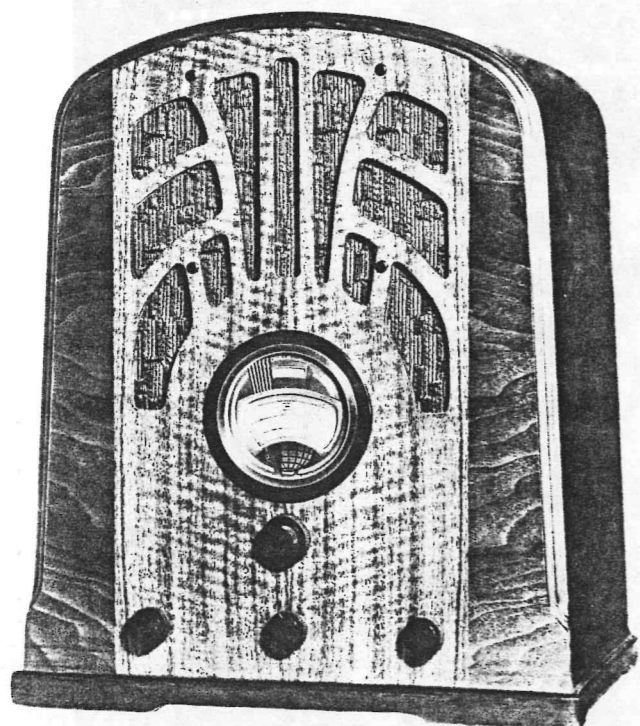


Philco 38-2670B* ... \$99.95 LESS AERIAL

21 $\frac{1}{4}$ " high

16 $\frac{1}{8}$ " wide

14" deep



Philco 38 - 665B* . . . \$99.50 LESS AERIAL

20 1/4" high 15 7/8" wide 11 5/8" deep

In the same cabinet

Philco 38-2650B* . . . \$89.95 LESS AERIAL

Philco 38-665

American and Foreign

(With Ultra-Short-Wave Tuning Range)

In addition to the coverage of Standard Broadcasts and Short-Wave frequencies of other American and Foreign Philcos, the 665 provides reception on the ultra-short-wave channels between 25 and 42 megacycles.

OTHER FEATURES OF THE 665 INCLUDE:

Push-Pull Audio System.

Four Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . First-Class Amateur Day and Night Bands . . . Aviation . . . Ship . . . and the Ultra-Short-Wave Broadcasts between 25 and 42 Megacycles!

Philco Foreign Tuning System.

Philco Spread-Band Dial . . . foreign and domestic short-wave stations named and located in color.

Glowing Beam Tuning Range Indicator.

Shadow Tuning.

Philco Inclined Sounding Board on 665x.

Philco Balanced Superheterodyne Circuit with 9 Philco High-Efficiency Tubes.

Four-Point Tone Control.

Concert Grand Electro-Dynamic Speaker on 665x.

Standard Speaker on 665B.

Sealed Cabinet with Protective Back Shield on 665x.

Two-Speed Vernier Tuning . . . Variable Bass Compensation . . . Three Times Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier.

Philco 38-2650

American and Foreign

(With Long-Wave Tuning Range)

The 650 chassis that was one of the outstanding hits of last season . . . plus a Long-Wave Tuning Range for those who want to hear the U. S. Weather Reports or are within range of the foreign broadcasting stations which operate between 150 and 395 kilocycles.

Among the notable features of the 2650 are:

Philco Spread-Band Dial names and locates foreign stations in color for convenient, accurate, rapid tuning. Three times greater separation on short-wave stations.

Four-Point Tone Control to adjust the radio to receive every program at its best.

Philco Foreign Tuning System.

Glowing Beam Tuning Range Indicator.

Philco Balanced Superheterodyne Circuit with 8 Philco High-Efficiency Tubes.

Push-Pull Audio System.

Philco Inclined Sounding Board.

Shadow Tuning.

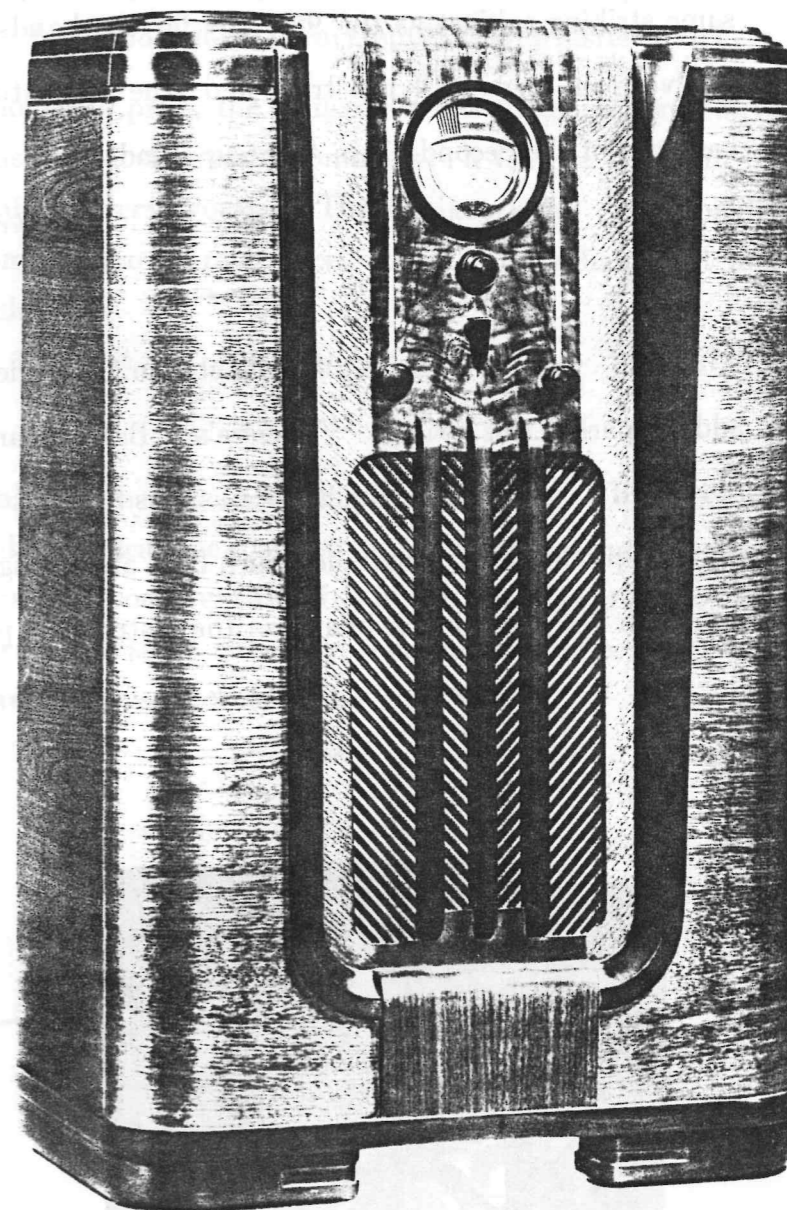
Concert Grand Electro-Dynamic Speaker on 2650x.

Standard Speaker on 2650B.

Four Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Long-Wave Foreign Broadcasts and U. S. Weather Reports . . . Day Aviation and Day First-Class Amateur Bands.

Two-Speed Vernier Tuning . . . Variable Bass Compensation . . . Three Times Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier.

Sealed Cabinet with Protective Back Shield on 2650x.



Philco 38 - 665x* . . . \$129.50 LESS AERIAL

39 1/4" high 25" wide 14" deep

In the same cabinet

Philco 38-2650x* . . . \$115.00 LESS AERIAL

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

The Sun never sets on the "89"

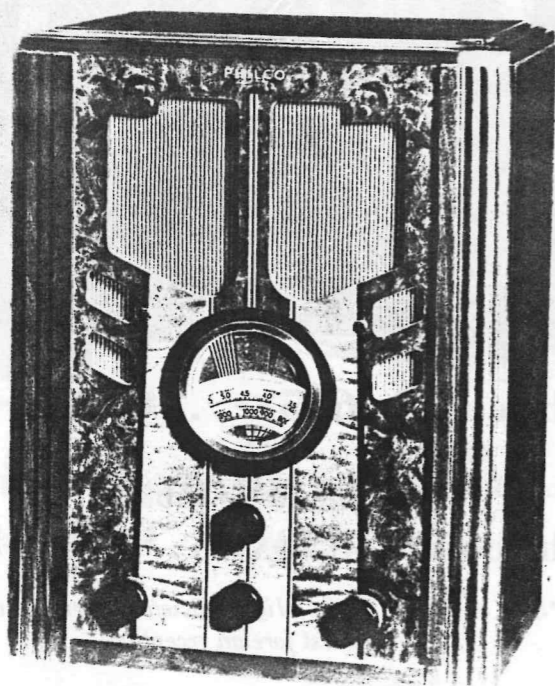
Headliner among American receivers for many years . . . the Philco 89 steps out in bright new attire for 1938! The 89K is housed in the same striking cabinet as the 9K . . . by far the handsomest 89 model you've ever seen. All the tried and true 89 features . . . including coverage of the Second-Class Amateur Band!

39 $\frac{3}{4}$ " high 25" wide 10 $\frac{3}{8}$ " deep

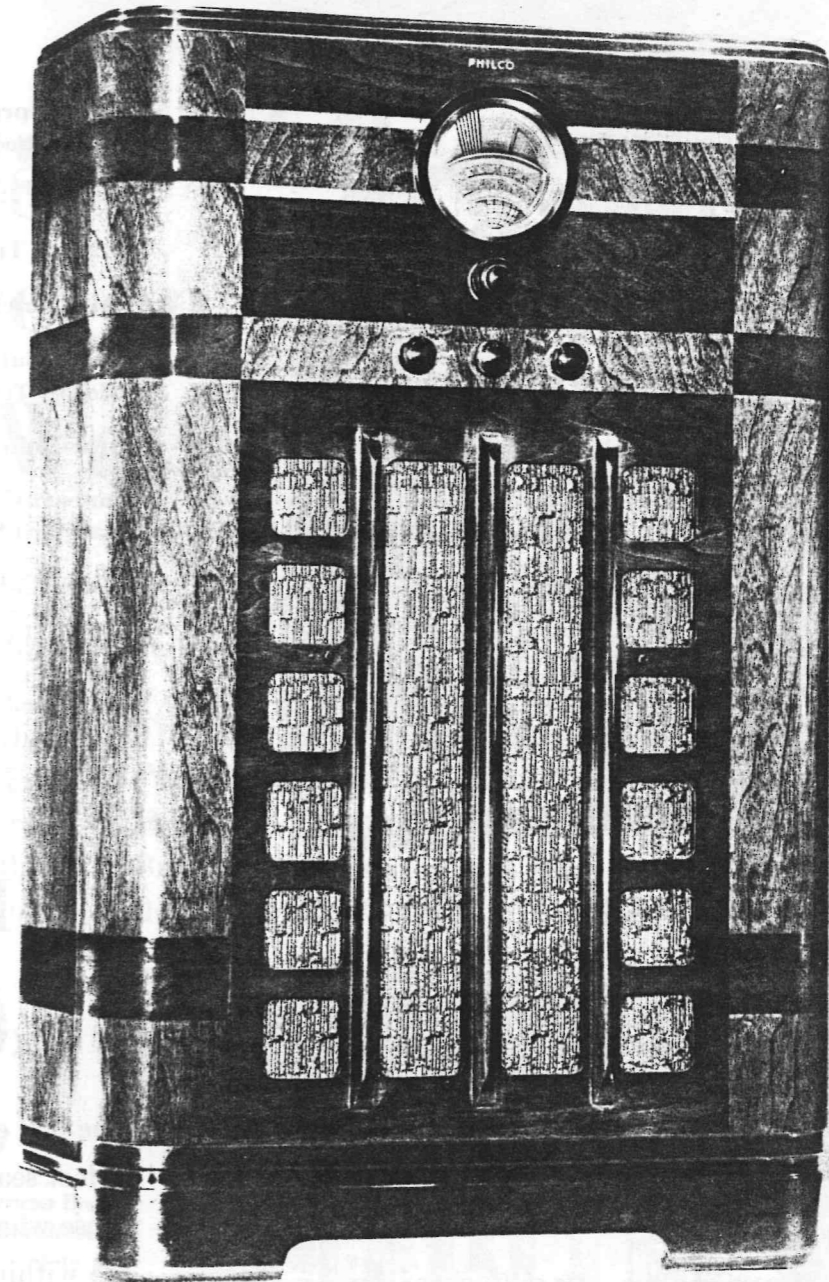
. . .

The 89B . . . always a bright shining star in the Philco line . . . has an added sparkle this season. For here's a Baby Grand cabinet that sells itself . . . as smart in appearance as it is brilliant in performance. Philco reproductions of matched burl, butt and straight-grained walnut, with holly and black inlays on the instrument panel and grille.

17" high 13 $\frac{5}{8}$ " wide 9 $\frac{1}{8}$ " deep



38-89B
\$45



38-89K
\$59.95

FEATURES OF MODEL 38-89 INCLUDE:

Philco Superheterodyne Circuit with 6 Philco High-Efficiency Tubes.

Two Tuning Ranges cover Standard American Broadcasts . . . with highly efficient reception of the interesting Second-Class Amateur Band . . . State and Municipal Police . . . and some Night Aviation.

Noise-Excluding Signal Amplifier (Robot Tuner) automatically amplifies the station signal while rejecting interference and image noise.

Improved Wide Vision Dial. A great convenience and a great aid to accurate tuning.

Glowing Beam Station Finder.

Oversize Philco Electro-Dynamic Speaker on 89K.

Standard Philco Electro-Dynamic Speaker on 89B.

Sealed Cabinet with Protective Back Shield on 89K.

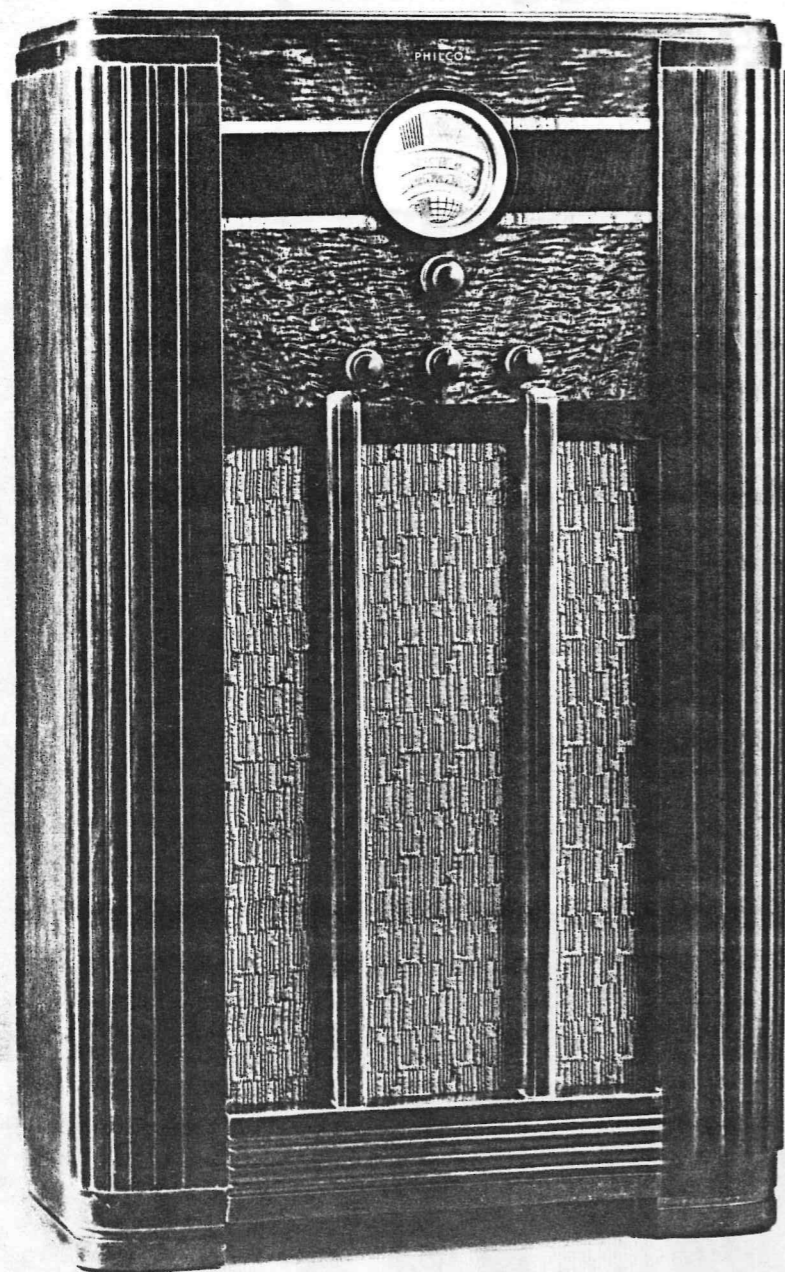
Pentode Audio System.

Two-Point Tone Control.

Adapted for use with the Philco Utility Aerial.

Reduction Gear Tuning . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control.

Newspaper Advertising Leaders!



38-60F
\$49.95

The popular 60F and 60B enter another season . . . but how they've been dressed up! For years they've been the fastest-selling models in all the world . . . but 1938 will see them stepping along faster than ever.

Despite its moderate price, the Philco 60F has the same Protective Back Shield as the most expensive models . . . a feature that will instantly appeal to every woman! The cabinet is an exceptionally handsome combination of reproduced Laurel, Australian Butt and Narrawood inlays.

38 $\frac{1}{8}$ " high 22 $\frac{7}{8}$ " wide 10 $\frac{1}{8}$ " deep

. . .

The 60B . . . always in the "best-seller" class . . . is out to break all existing records! So clear the road for the smartest-looking, smartest-performing 60B that you ever saw. It's in the same beautiful cabinet as the 89B, with the same authentic reproductions of walnuts and inlays . . . a sizzling newspaper ad leader at \$39.95!

17" high 13 $\frac{5}{8}$ " wide 9 $\frac{1}{8}$ " deep

FEATURES OF MODEL 38-60 INCLUDE:

Philco Balanced Superheterodyne Circuit with 5 Philco High-Efficiency Tubes.

Two Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Night and Day Aviation . . . Night First-Class Amateur . . . many American and Foreign Short-Wave Broadcasts.

Pentode Audio System.

Standard Philco Electro-Dynamic Speaker.

Glowing Beam Station Finder.

Two-Point Tone Control.

Sealed Cabinet with Protective Back Shield on 60F.

Improved Wide-Vision Dial.

Automatic Volume Control.

Reduction Gear Tuning.

Greater Overall Selectivity.

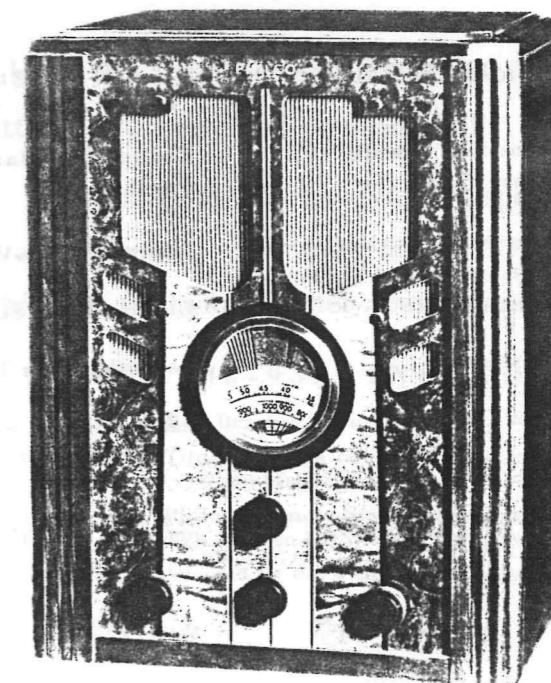
Philco Unit Construction.

Adapted for use with Philco Utility Aerial.

38-60B

~~\$39.95~~

42.95



49-2
38-62F... ~~\$39.95~~

Hotter than Hot!

A genuine Philco console
for only \$39.95

Think what it will mean to be able to say "It's a Philco... a 1938 Philco" when the price tag reads only \$39.95. Especially when the set is as good-looking as this new 62F! The instrument panel is a reproduction of butt walnut and straight-grained walnut flowing smoothly into the speaker opening, which is distinguished by the simplicity and rich toning of the three grille posts. One look at this console and you'll agree that it's well worth fifty dollars of any man's money. Only Philco could give you such a solid value!

FEATURES OF MODELS 38-62F AND 38-62T INCLUDE:

Philco Superheterodyne Circuit with 5 Philco High-Efficiency Tubes.

Two Tuning Ranges cover Standard American Broadcasts... State and Municipal Police... Second-Class Amateur.

Pentode Audio System.

Automatic Volume Control.

Philco Standard Electro-Dynamic Speaker.

Improved Wide-Vision Dial.

Glowing Beam Station Finder.

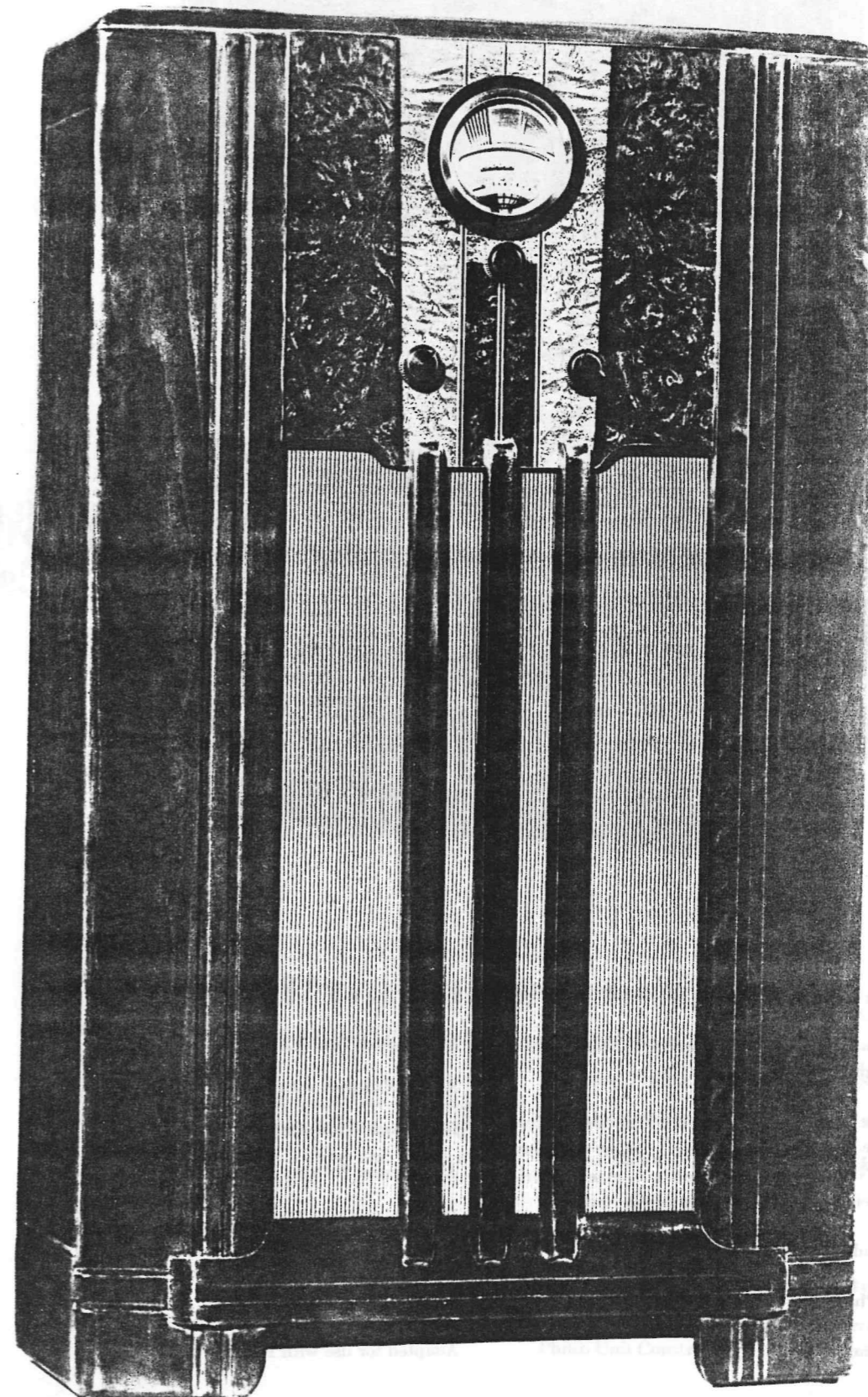
Reduction Gear Tuning.

Adapted for use with Philco Utility Aerial.

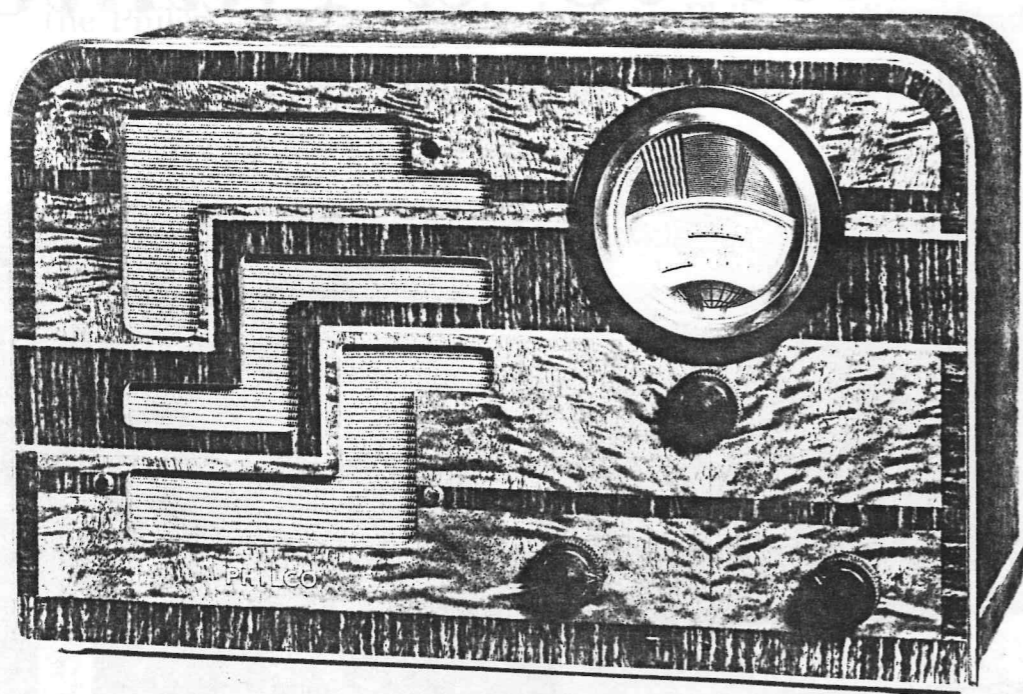
37 $\frac{1}{4}$ " high

21 $\frac{7}{8}$ " wide

10" deep



3275
38-62T... \$29.95

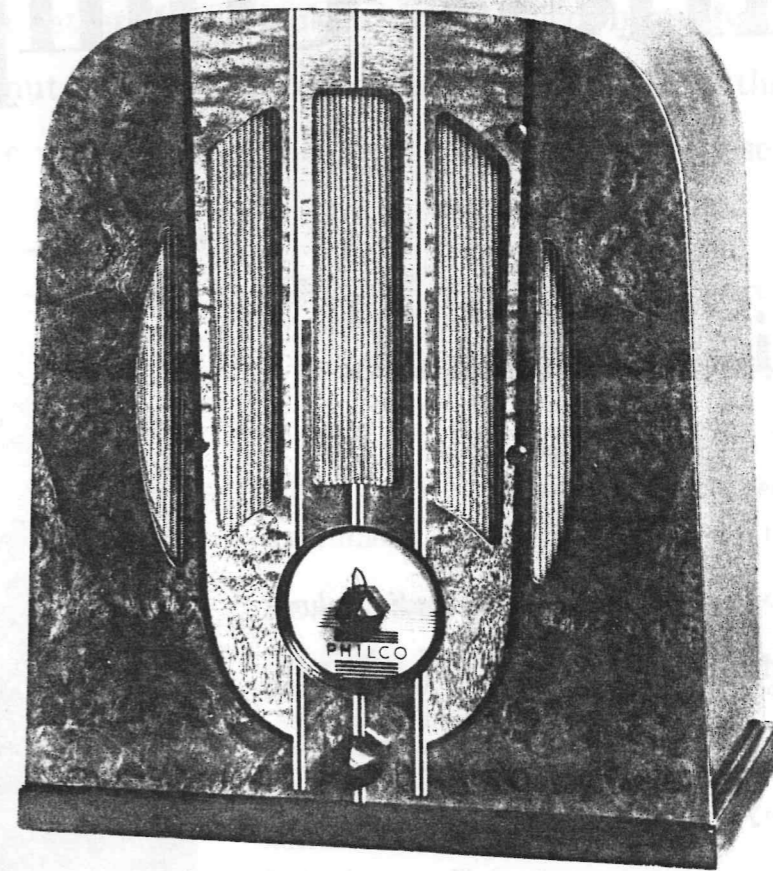


There's no stopping a model like this!

The 1938 version of the smartly-styled table model that sold like the proverbial hot cakes from the time it was introduced toward the end of last season. The instrument panel with its reproductions of East Indian Rosewood, Australian Butt and narrawood inlays makes this just about the richest looking small set that ever went on a table or book-shelf! The 62T has the same chassis with the same features as the 62F described on the opposite page.

10" high 15 $\frac{3}{4}$ " wide 8 $\frac{5}{8}$ " deep

23
38-93B... \$22.95



More Baby Grand for the money than ever before!

More radio in looks! The cabinet is a handsome combination of authentic reproductions of burl and butt walnut, ivory and ebonized holly.

More radio in performance! Five tubes, an electro-dynamic speaker, and *automatic volume control*, and a marvelously rich tone for a Baby Grand at this low price. It's a *real* Philco... and what higher praise can there be?

FEATURES OF MODEL 38-93B INCLUDE:

- | | |
|---|---|
| Pentode Audio System. | Ball Bearing Tuning. |
| Standard Philco Electro-Dynamic Speaker. | Tuning Range covers all Standard Broadcasts and State Police. |
| Illuminated Dial. | Philco Balanced Superheterodyne Circuit with 5 Philco High-Efficiency Tubes. |
| Double Overall Selectivity. | Adapted for use with Philco Utility Aerial. |
| Automatic Volume Control. | |

14 $\frac{1}{2}$ " high 12 $\frac{1}{8}$ " wide 7 $\frac{3}{4}$ " deep

Philco Compacts *built to a Name!*

Philco 38-12C

\$22.50

Here's a Philco Compact . . . *with Automatic Volume Control* . . . and a striking new *Illuminated Full-Vision Dial* . . . in a cabinet of sliced walnut with narrawood inlays. A treat to the eye . . . and to the ear.

FEATURES OF THE 38-12C INCLUDE:

Philco Superheterodyne Circuit with 5 Philco High-Efficiency Tubes.

Tuning Range covers Standard American Broadcasts and State Police.

Pentode Audio System.

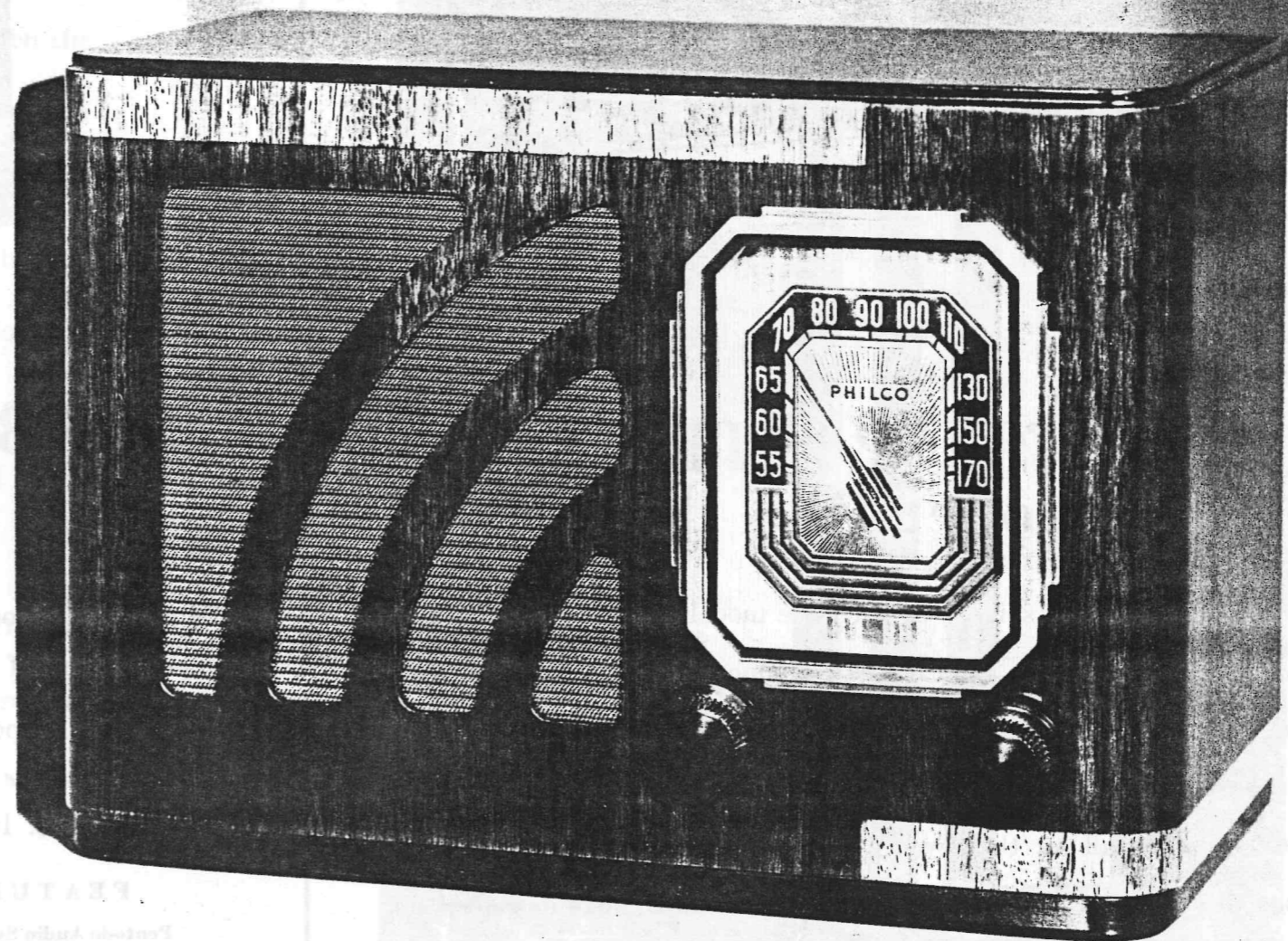
Automatic Volume Control.

Philco Compact Electro-Dynamic Speaker.

Illuminated Full-Vision Dial.

Reduction Gear Tuning.

Adapted for use with Philco Utility Aerial.



Philco 38-12C (Ivory) . . . \$25

A beautiful new Philco Compact finished in ivory with features and cabinet duplicating the 12C described above.

8" high

11 $\frac{5}{8}$ " wide

6 $\frac{1}{8}$ " deep

A CITY OF
BELL

LÉON

Small in size but BIG in every other way! For no matter how compact the cabinet . . . no matter how low the price . . . if it bears the Philco name, it must be built to Philco quality standards. For 1938 . . . Philco offers five new compacts . . . including the

15T with a full foreign band! Just look at the pictures. . . then picture how much better they'll look in richly toned, beautifully grained sliced walnut . . . or in the ivory finish now available for the 12C . . . and figure what a hit they'll be at prices as low as these!

Philco 38-15T \$29.95

American and Foreign

Housed in a cabinet of sliced walnut with Zebrano inlays . . . with the speaker grille sweeping from the instrument panel around the side!

FEATURES OF THE 38-15T INCLUDE:

Two Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day First-Class Amateur . . . Ship.

Philco Superheterodyne Circuit with 5 Philco High-Efficiency Tubes. Pentode Audio System.

Automatic Volume Control.

Philco Compact Electro-Dynamic Speaker.

Illuminated Full-Vision Dial.

Reduction Gear Tuning.

Adapted for use with Philco Utility Aerial.

In the same cabinet

Philco 38-14T \$29.95

(For AC-DC Operation)

Features duplicate those of the 15T except that the 14T operates on either AC or DC and the two Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . First-Class Amateur (Night) and many Night Foreign and American Short-Wave Broadcasts.

In the same cabinet

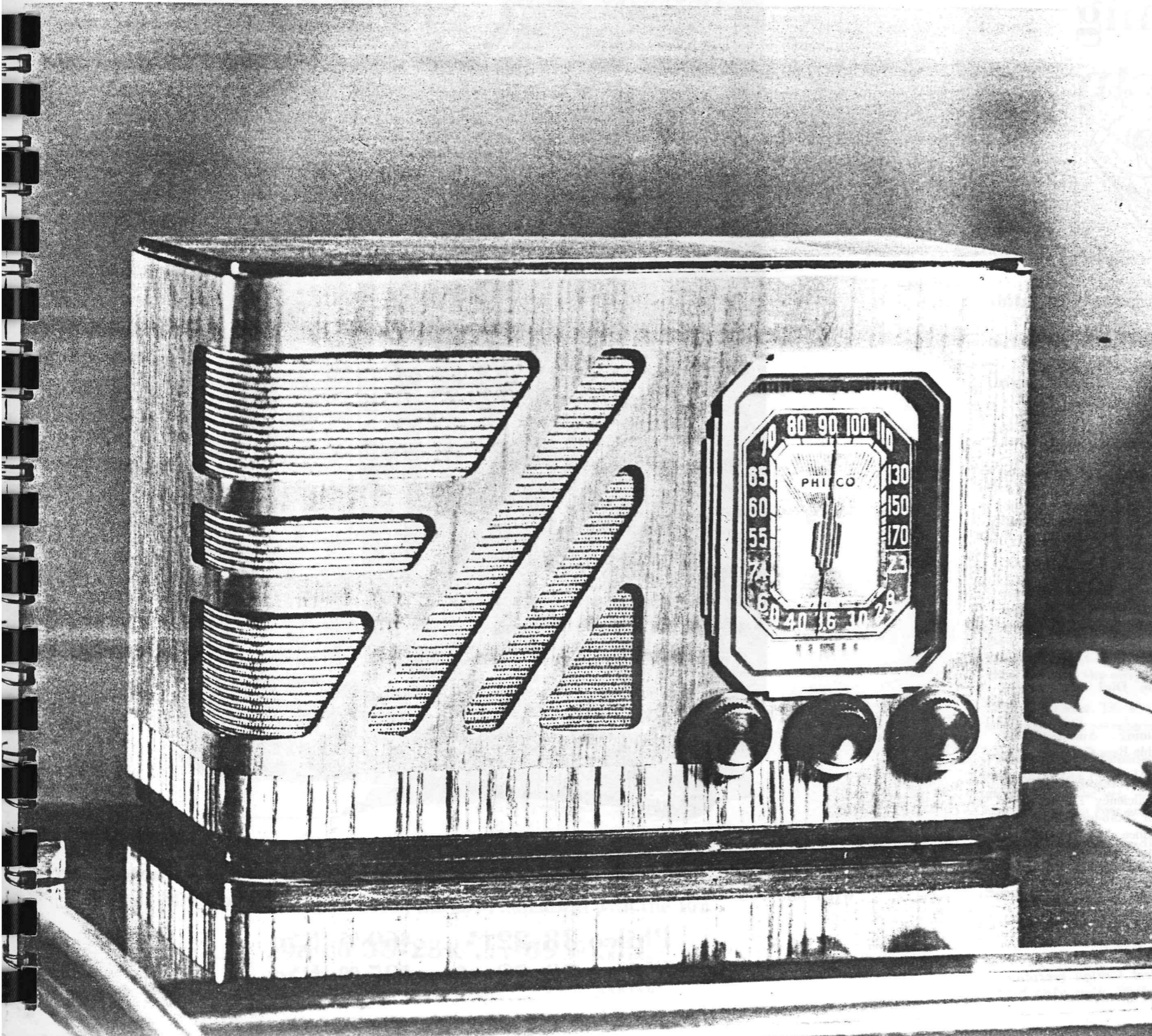
Philco 38-12T \$27.50

Tuning coverage and features identical with the 12C described on the opposite page . . . but the "around-the-corner" grille cabinet will be an extra added attraction to those who need only an AC Model.

8" high

11 $\frac{5}{8}$ " wide

6 $\frac{1}{8}$ " deep



38-22XX*...\$85 LESS AERIAL

American and Foreign

AC-DC.....

Cone-Centric Automatic Tuning

**NO SQUAT
NO STOOP
NO SQUINT**



The greatest AC-DC Philco ever presented! The first Automatic Tuning AC-DC radio . . and on top of that it has the Inclined Control Panel! If you're in a territory with Direct Current areas . . here's a Philco that will make sales for you in the price range where profits really get substantial! For the first time . . you can offer AC-DC prospects an instrument that has such "year-ahead" features as:

Philco Cone-Centric Automatic Tuning. Provides instant, automatic, silent selection of stations by call letters. Call letters of the stations (up to 15) most popular in your locality form an integral part of the dial.

Philco Inclined Control Panel. No squat! No stoop! No squint!

New Push-Pull Audio Circuit with new Beam Type AC-DC Output tubes doubles the output of the 1937-641!

Sealed Cabinet. The Protective Back Shield is a feature with an especial appeal to women.

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 Inclined Sounding Board on 22xx.

Concert Grand Permanent Field Dynamic Speaker on 22xx. **Standard Permanent Field Dynamic Speaker** on 22r and 22cs.

Three-Point Tone Control.

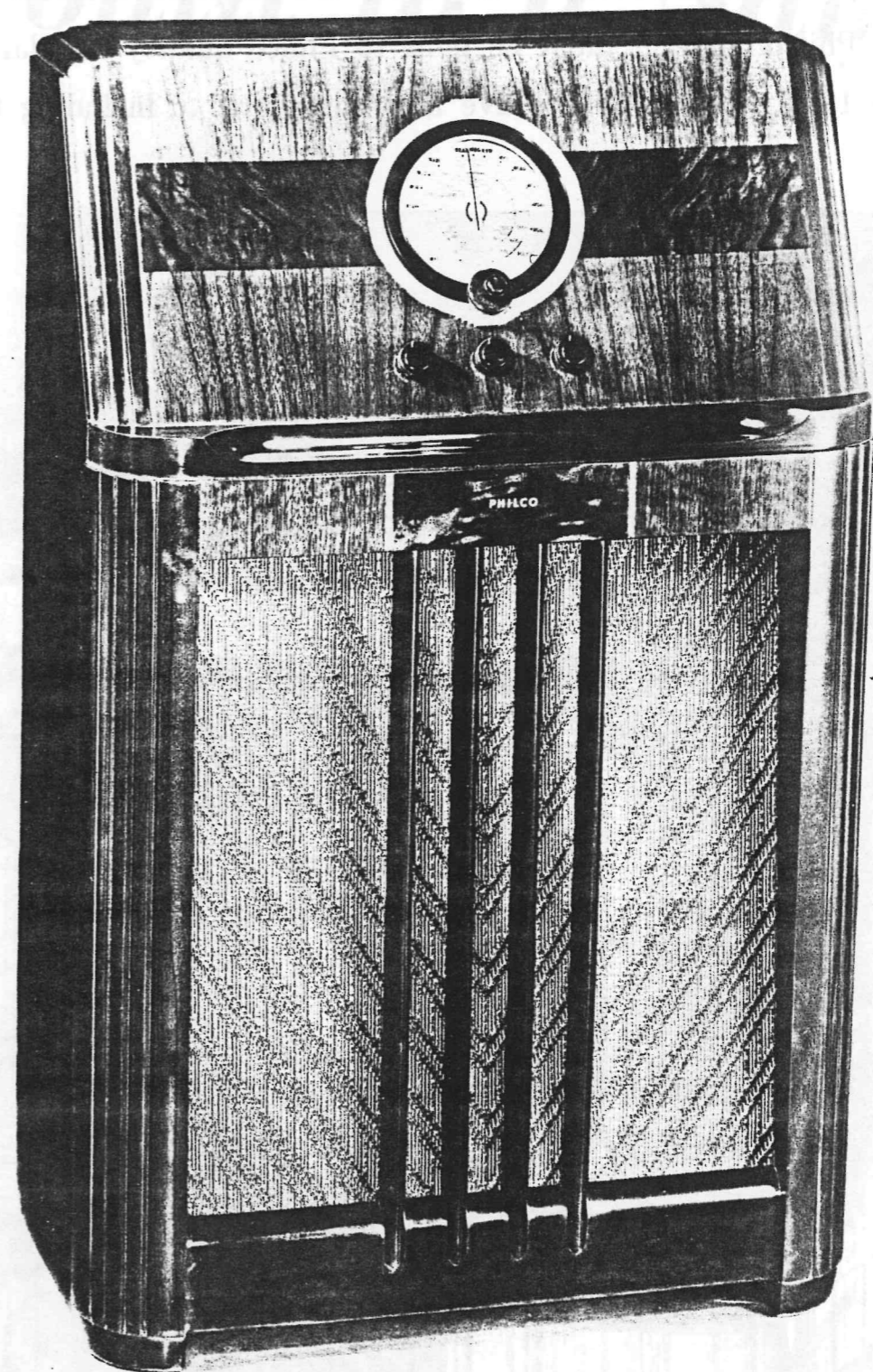
Philco Cone-Centric Dial with stations named and located.

Two-Speed Vernier Tuning . . Automatic Volume Control . . Variable Bass Compensation.

Philco Balanced Superheterodyne Circuit with 6 Philco High-Efficiency Tubes. Two Tuning Ranges cover Standard American Broadcasts . . State Police . . Day and Night Foreign and American Short-Wave Broadcasts . . Day First-Class Amateur . . Ship Phone.

The 22XX cabinet is identical with the 7XX previously described.

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

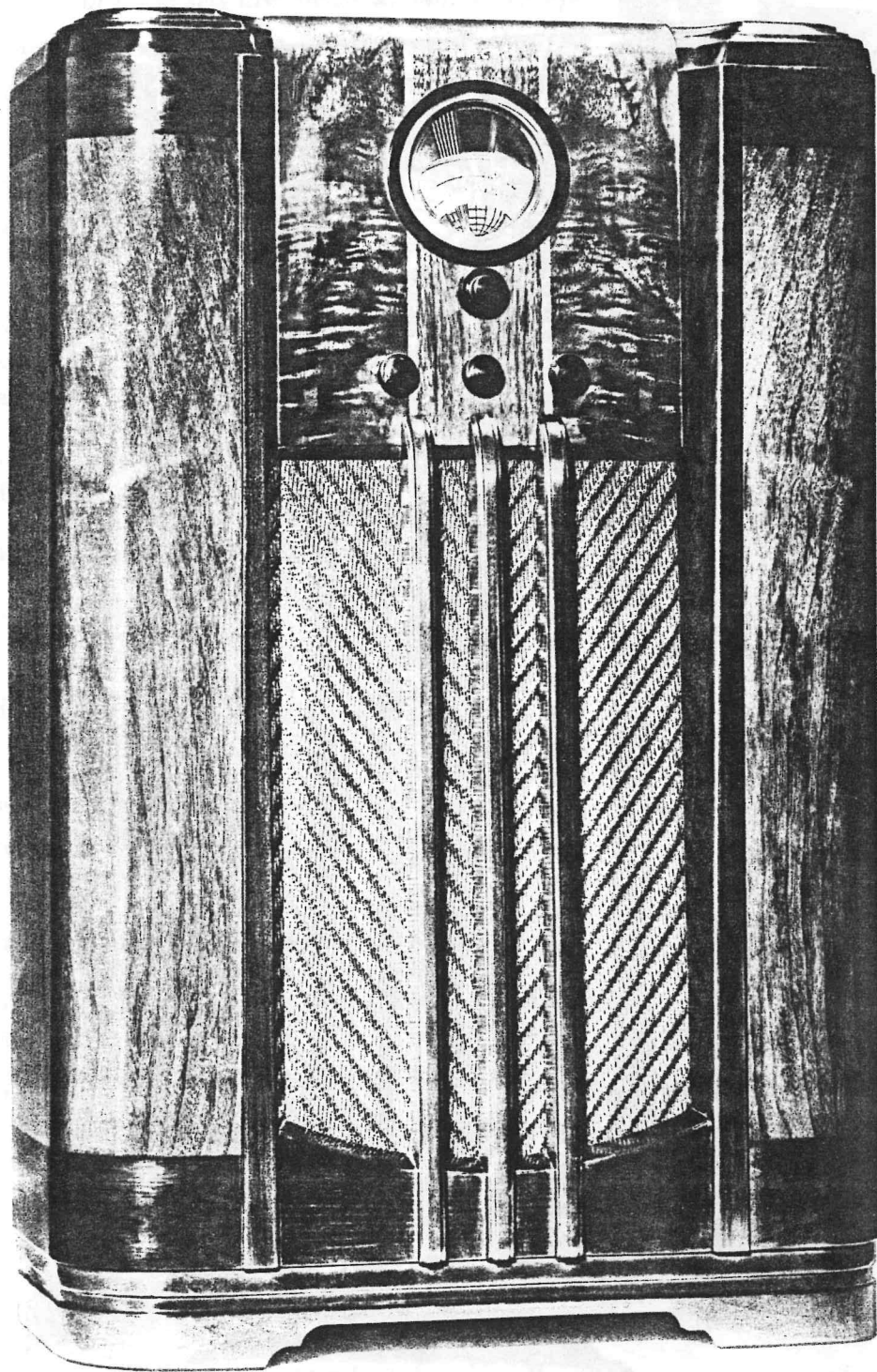


The 22 AC-DC chassis is also available in a Chairside Model . . identical in appearance with the 7cs "Sit-downer" and in a Table Model, the 22r . . identical with the 7r.

Philco 38-22T* . . . \$69.95 LESS AERIAL
Philco 38-22CS* . . . \$95.00 LESS AERIAL

38-23X*...\$79.95 LESS
AERIAL

American and Foreign



The 23 AC-DC chassis is also available in a console identical with 9K previously illustrated and in a Table Model, the 23T... identical with the 10T.

Philco 38-23K*...\$69.95 LESS
AERIAL

Philco 38-23T*...\$49.95 LESS
AERIAL

Sew up your AC-DC market with this new X model!

*... at the lowest price
in history!*

Never before have you been able to sell an AC-DC Inclined Sounding Board Philco for only \$79.95! And never before have you been able to offer an AC-DC radio with such tremendous power! More than double the output of last year's 641... think of it!

The 23x is housed in the same cabinet as the new 8x, a big, impressive cabinet that is in keeping with the richness of tone and increased power of this new headliner for the AC-DC field!

Among the more important features of the 23 AC-DC chassis are:

New Push-Pull Audio Circuit with new Beam Type AC-DC Output Tubes more than doubles the output of the 1937-641!

Sealed Cabinet. The Protective Back Shield is a feature with an especial appeal to women.

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 Inclined Sounding Board on 23x.

Concert Grand Permanent Field Dynamic Speaker on 23x and 23K.

Standard Permanent Field Dynamic Speaker on 23T.

Philco Color Dial names and locates foreign and domestic Short-Wave stations.

Three-Point Tone Control.

Two-Speed Vernier Tuning... **Automatic Volume Control**... **Variable Bass Compensation.**

Philco Balanced Superheterodyne Circuit with 6 Philco High-Efficiency Tubes. **Two Tuning Ranges** cover Standard American Broadcasts... State Police... Day and Night Foreign and American Short-Wave Broadcasts... Day First-Class Amateur... Ship.

The 23X is in same cabinet as the 8X previously described.

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

You can't miss the battery set market with this "38"

and its new full foreign band

This is front page news for dealers in sections where battery-operated sets are in demand! Think what this means . . . a real Philco X model . . . battery-operated and priced at \$69.95.

Now you can offer farmers and others with unwired homes all the tonal richness that the Philco Inclined Sounding Board assures . . . at a price far below any previous quotation.

In the 39x . . . for 6-volt operation . . . housed in the same cabinet . . . Philco introduces a new Synchronous Self-Rectifying Vibrator. Amazingly efficient, with a much longer life than any vibrator ever before produced!

And in the 40x . . . also in the same smartly styled cabinet . . . Philco gives you the perfect answer to the problem of the unwired farm home which expects the early arrival of the power lines! It can be operated on a 6-volt battery or instantly switched over for regular 110-volt AC operation!

*The 38x, 39x, and 40x are housed in
the same cabinet as the 8x*

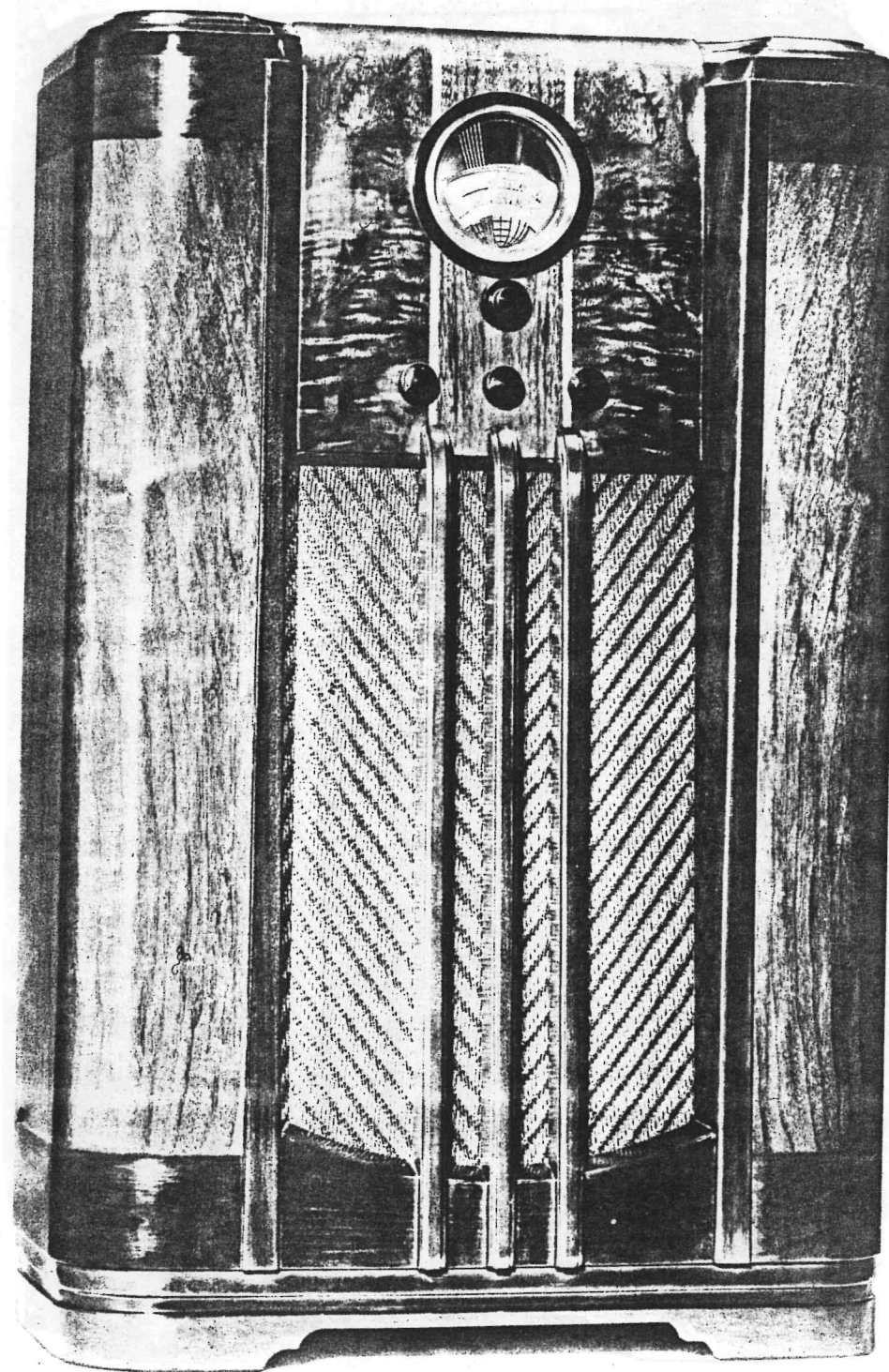
39½" high

24¼" wide

11⅞" deep

38-38X... \$69.95 LESS BATTERIES

American and Foreign
(Battery Operated)



IN SAME CABINET ILLUSTRATED

38-39X FOR 6-VOLT OPERATION **\$82.50** LESS BATTERY

38-40X FOR 6-VOLT AND 110-VOLT AC OPERATION **\$87.50** LESS BATTERY

**FEATURES OF MODELS 38-38, 38-39 AND
38-40 INCLUDE:**

The features of these sets are identical with the exceptions noted. The 38 Models are for regular battery operation. The 39 series is designed for 6-volt operation . . . no B or C batteries required. The 40 series is designed for both 6-volt battery and 110-volt AC operation.

Class B Push-Pull Triode Audio System in 38 and 39. Pentode Audio System in 40. True, clear, undistorted tone on speech and music and power unequalled on battery sets.

Philco Balanced Superheterodyne Circuit with 6 Philco High-Efficiency Tubes . . .

Automatic Volume Control.

Philco Inclined Sounding Board on 38x, 39x and 40x.

Sealed Cabinet with Protective Back Shield on X and K models.

Concert Grand Permanent Field Dynamic Speaker in Consoles. **Standard Speaker** in Table Models.

Glowing Beam Station Finder.

Philco Color Dial names and locates foreign and domestic short-wave stations.

Two-Point Tone Control.

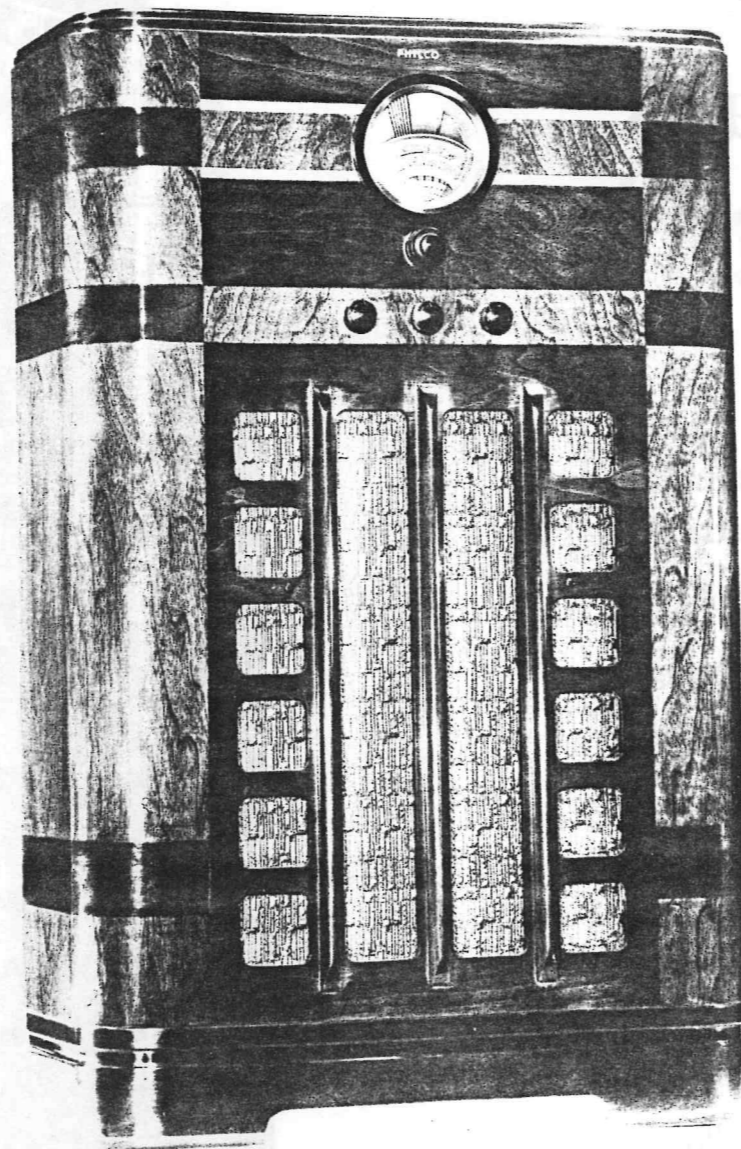
Greater Overall Selectivity.

Reduction Gear Tuning.

New Synchronous Self-Rectifying Vibrator on 39 and 40. Greatly reduces current drain while increasing output.

Two Tuning Ranges cover Standard American Broadcasts . . . State Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Day First-Class Amateur . . . Ship.

Battery-Operated receivers are shipped with Philco standard or oversize batteries.



Philco 38-38K... \$59.95

LESS BATTERIES

Philco 38-39K... \$69.95

(For 6-Volt Operation) LESS BATTERY

Philco 38-40K... \$75.00

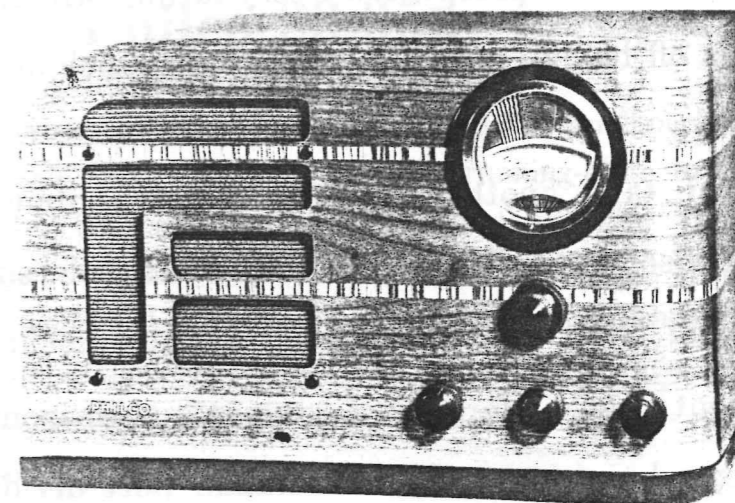
(For 6-Volt and 110-Volt AC Operation) LESS BATTERY

You recognize the cabinet! It's the same as the striking new 9K . . . and because it is so instantly recognizable, it gives you one more strong selling point. You can show buyers from unwired homes that the new Philco battery-operated models are styled as carefully, and are as up-to-date in appearance and performance as the newest AC models!

39 $\frac{3}{4}$ " high

25" wide

10 $\frac{3}{8}$ " deep



Philco 38-38T.. \$39.95

LESS BATTERIES

Philco 38-39T.. \$55.00

(For 6-Volt Operation) LESS BATTERY

Philco 38-40T.. \$59.95

(For 6-Volt and 110-Volt AC Operation)
LESS BATTERY

Here's the finest radio ever offered to the rapidly growing trailer market . . . the Philco 40T. The most beautiful combination 6-volt . . . 110-volt AC set ever offered to the trailer owner . . . and the finest performing radio ever designed for a highway home! The 40T and 39T are housed in the same beautiful Platinum Walnut Cabinet as the 7T. The 38T is in the smartly-styled 10T cabinet.

38T

11" high

16 $\frac{3}{4}$ " wide

9" deep

39T and 40T

11 $\frac{1}{4}$ " high

17 $\frac{1}{4}$ " wide

9 $\frac{3}{4}$ " deep

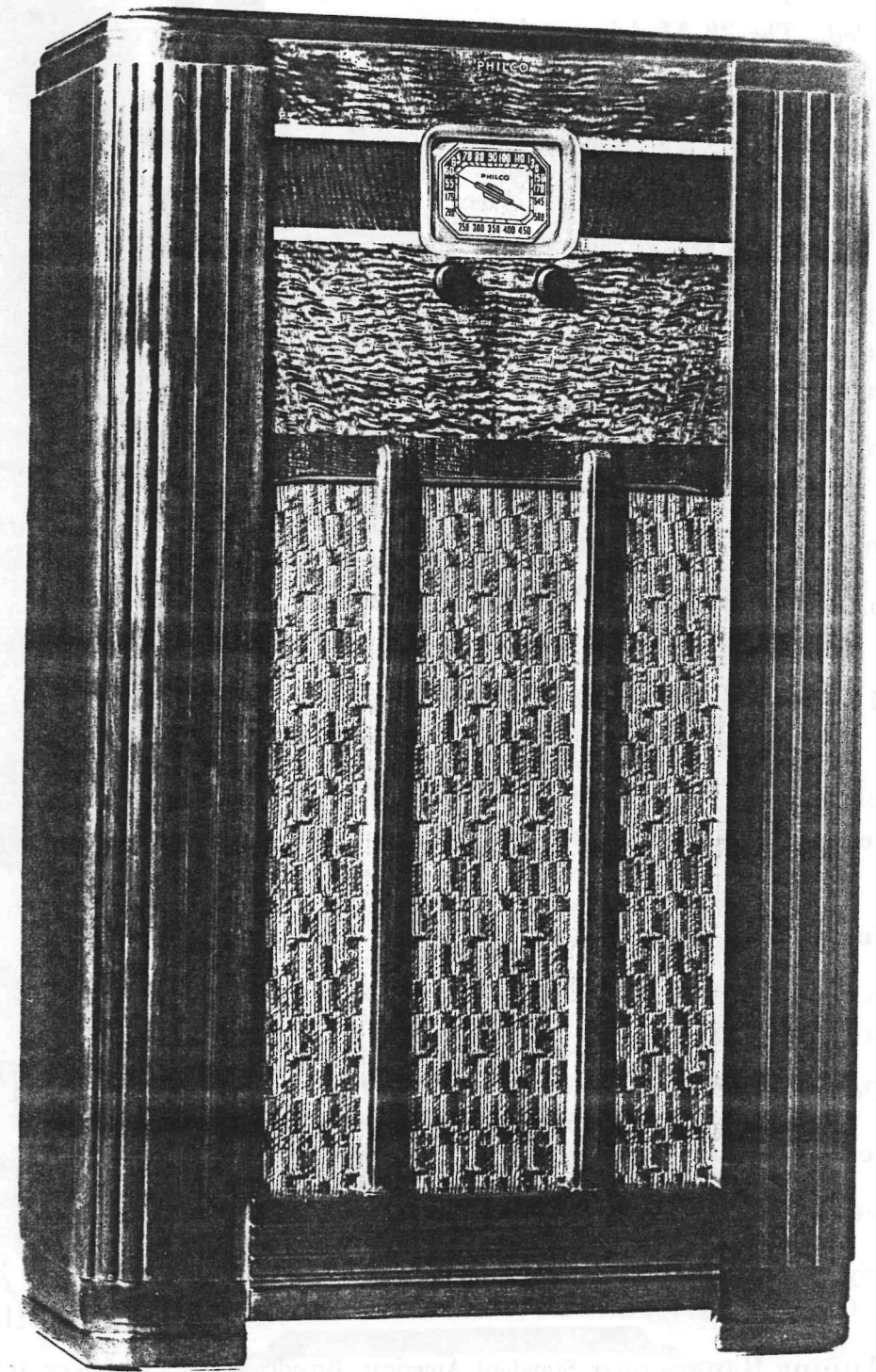
Battery Sets That Pack Plenty of Wallop!

38-33F...\$45 LESS BATTERIES
(Battery Operated)

And we mean wallop in more ways than one! First of all . . . they have been stepped up in output while current drain has been materially reduced. In the second place . . . think what these prices on these real Philcos are going to do to competition! And last . . . but by no means least . . . think of the sales you'll make with a combination 6-volt—110-volt AC Philco at the price of the 35F! It makes a live prospect of every farmer who has been holding off buying until the power lines reach him!

Just take another look at that F cabinet! It's the handsomest F by far that Philco ever offered . . . and it's going to be a sensation in the battery field. The instrument panel is formed of contrasting horizontal panels of reproduced laurel and Australian butt divided by narrow wood inlays. At these prices . . . you've got the battery business in your community sewed up right now.

38 $\frac{1}{8}$ " high 22 $\frac{1}{8}$ " wide 10 $\frac{1}{8}$ " deep



IN SAME CABINET ILLUSTRATED

38-34F FOR 6-VOLT OPERATION **\$55** LESS BATTERY

38-35F FOR 6-VOLT AND 110-VOLT AC OPERATION **\$57.50** LESS BATTERY

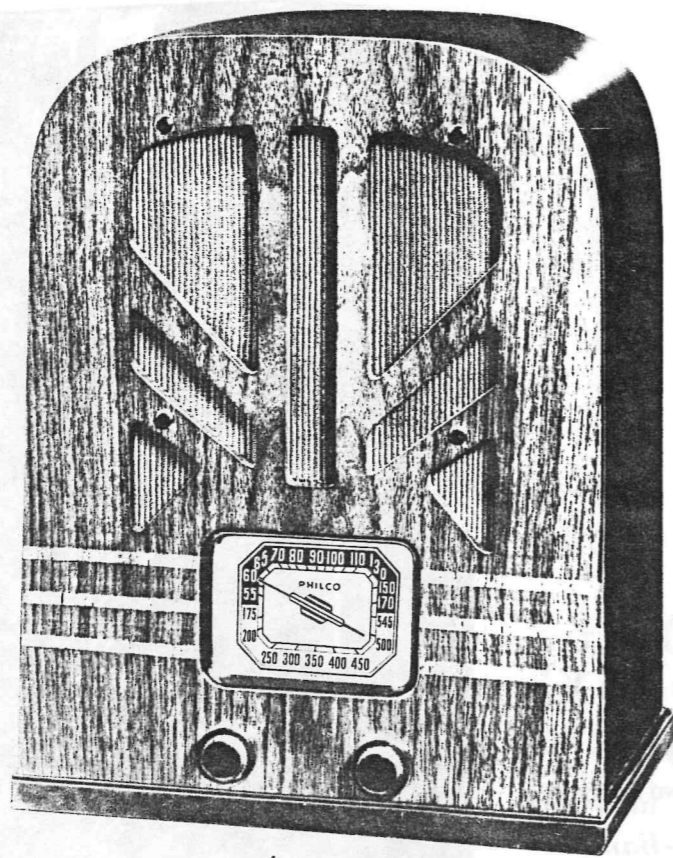
Battery-Operated receivers are shipped with Philco standard or oversize batteries.

A lot of Radio at very small prices!

38-33B

\$29.95

LESS BATTERIES



Philco 38-33B

Here's the battery-operated Philco that's going to give you absolute control of the "price" market. Just think of what you can offer! *Five* tubes, a Push-Pull Audio System, Automatic Volume Control . . . a battery-operated radio that has more really worthwhile features than have ever been combined at this price! And it looks as good as it sounds! Good as this picture is . . . you'll find the 33B even more beautiful "in person"!

14 $\frac{7}{8}$ " high

12 $\frac{1}{8}$ " wide

8 $\frac{1}{8}$ " deep

Philco 38-34B

(For 6-Volt Operation)

Philco 38-35B

(For 6-Volt and 110-Volt AC Operation)

Two more proofs that a lot of radio can come in a fairly small package . . . at a very small price! The 34B . . . 6-volt running-mate to the 33B . . . is housed in the same handsome cabinet as the 89B. Think what it will mean to be able to show this 6-volt battery set . . . at this price . . . side-by-side with its almost exact duplicate . . . the 1938 version of the famous 89B. The 35B . . . in the same cabinet . . . gives you a sure winner for trailers and for farms awaiting electrification.

17" high

13 $\frac{5}{8}$ " wide

9 $\frac{1}{8}$ " deep

38-34B

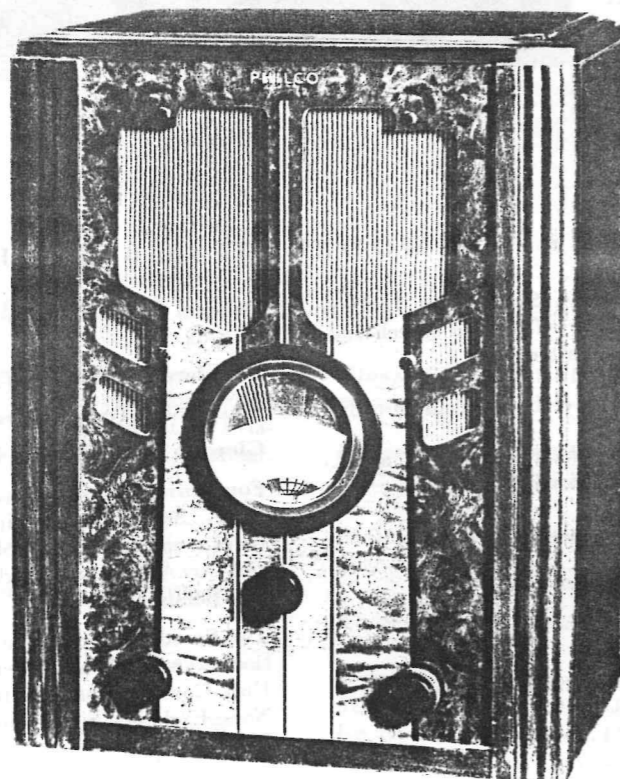
\$39.95

LESS BATTERY

38-35B

\$42.50

LESS BATTERY



FEATURES OF MODELS 38-33, 38-34 AND 38-35 INCLUDE:

The features of these sets are identical with the exceptions noted. The 33 models are for regular battery operation. The 34 series is designed for 6-volt operation . . . no B or C batteries required. The 35 series is for both 6-volt and 110-volt AC operation.

Standard Permanent Field Dynamic Speaker in the 33F, 34F and 35F.

New Type Magnetic Speaker in the 33B, 34B and 35B.

Sealed Cabinet. The Protective Back Shield is provided on the 33F, 34F and 35F.

Push-Pull Pentode Audio System.

Automatic Volume Control.

Philco Balanced Superheterodyne Circuit with 5 Philco High-Efficiency Tubes.

Reduction Gear Tuning.

New Type Synchronous Self-Rectifying Vibrator of amazingly long life is used on the 34 and 35.

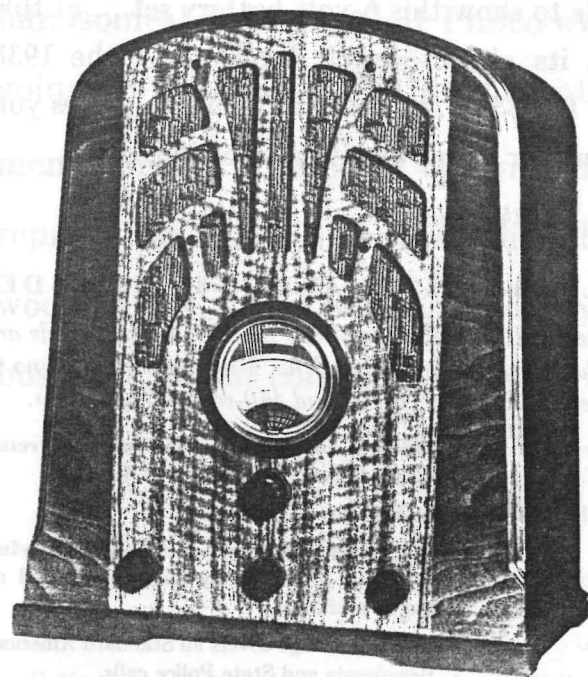
Tuning Range covers all Standard American Broadcasts and State Police calls.

When nothing but the best will do . . . that means the 643!

The greatest battery-operated radio ever built . . . and that's putting it mildly. For the 643x has *everything* . . . the Inclined Sounding Board, Four Spread-Band Tuning Ranges, the new Sealed Cabinet with Protective Back, Shadow Tuning . . . all that anyone could ask in a radio.

And for 1938 . . . the 643x is in the same beautiful cabinet as the 2650 and 665x . . . while the 643B is in the same Baby Grand cabinet as the 5B. Whenever you find a prospect who wants nothing less than the all-time, all-star performer in battery-operated radios . . . make the sale and *the profit* with the 643!

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*



38-643B*

\$79.95

LESS AERIAL AND BATTERIES

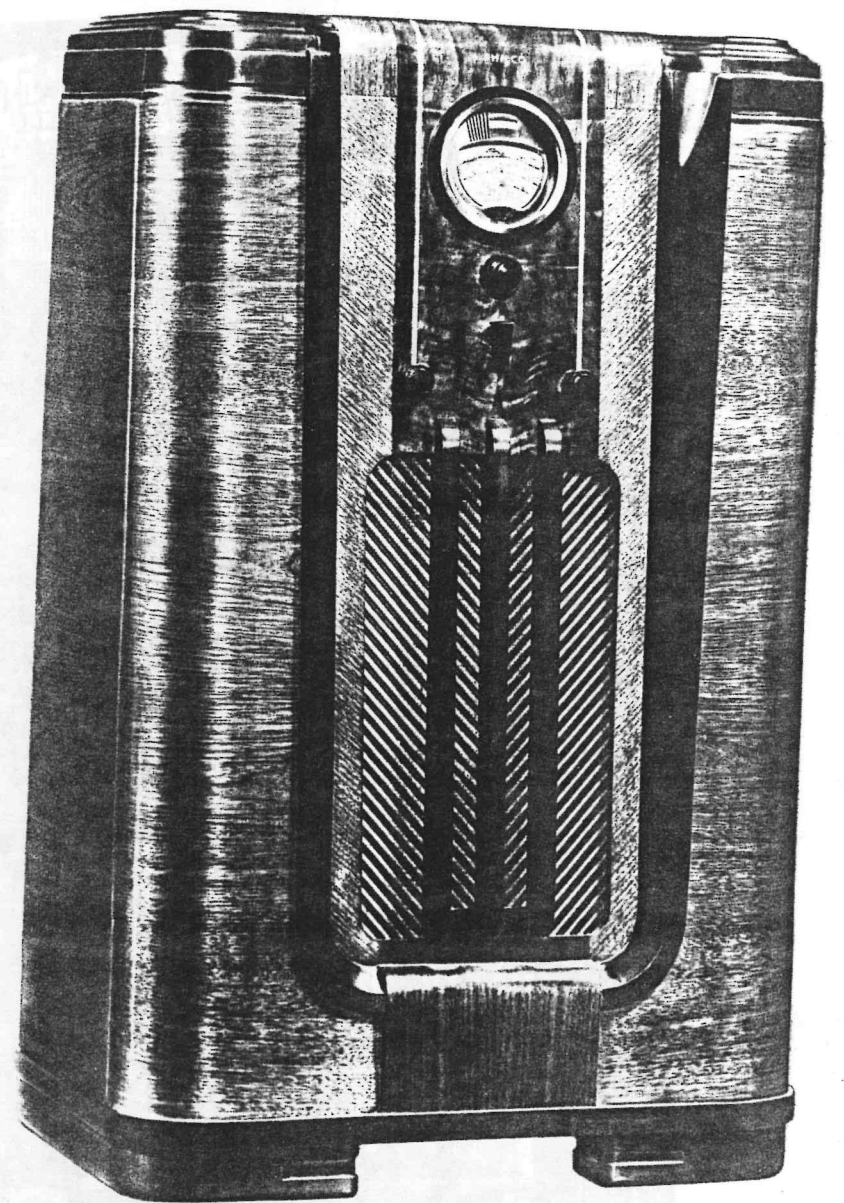
*Spread-Band
American and Foreign*

38-643X*

\$105

LESS AERIAL AND BATTERIES

*Spread-Band
American and Foreign*



FEATURES OF MODEL 38-643 INCLUDE:

Class "B" Push-Pull Audio System for battery economy. True, clear, undistorted tone on speech and music. Power unequalled on battery sets.

Sealed Cabinet with Protective Back Shield on 643x.

Philco Spread-Band Dial with foreign stations named, located and spread four times farther apart.

Philco Inclined Sounding Board on 643x.

Philco Foreign Tuning System.

Shadow Tuning.

Philco Balanced Superheterodyne Circuit with 7 Philco High-Efficiency Tubes.

Concert Grand Permanent Field Dynamic Speaker on 643x.

Standard Speaker on 643B.

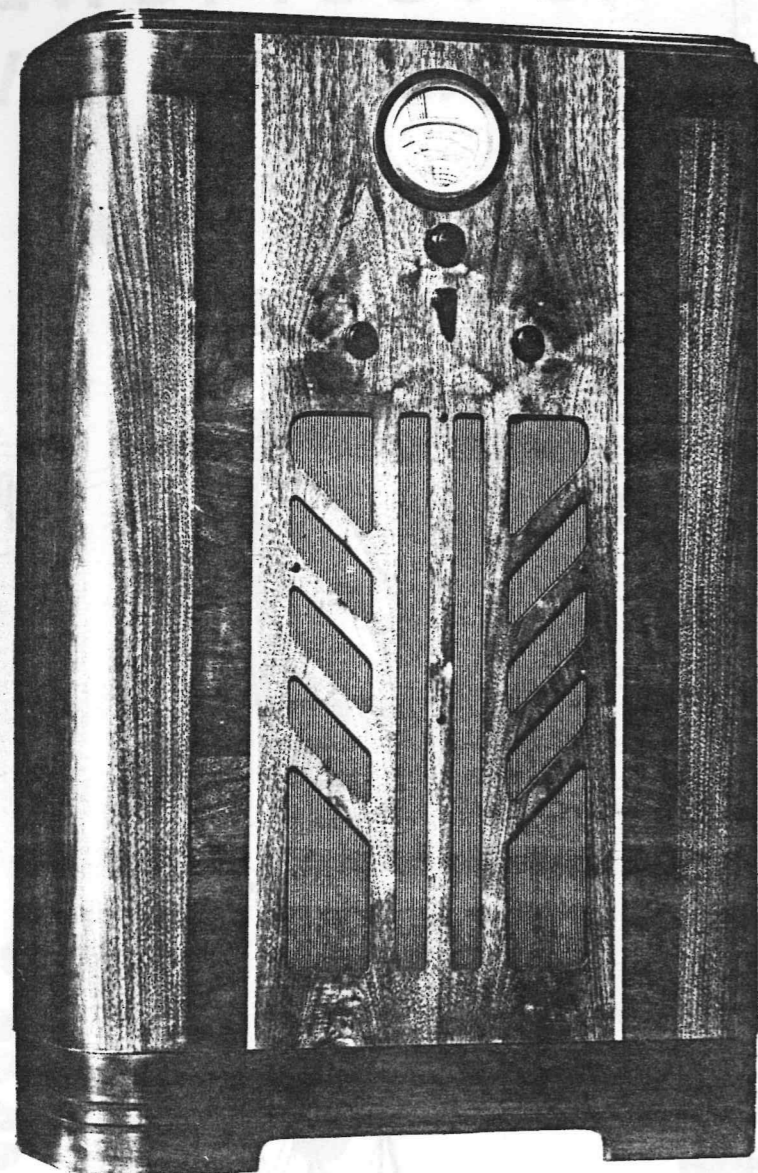
Four-Point Tone Control.

Glowing Beam Tuning Range Indicator.

Four Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Night and Day Aviation and Night and Day First-Class Amateur Bands.

Two-Speed Vernier Tuning . . . Variable Bass Compensation . . . Three Times Greater Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control . . . Noise-Excluding Signal Amplifier.

Battery-Operated receivers are shipped with Philco standard or oversize batteries.



They went over big
last year . . .

*They'll be a riot
at these prices!*

38-623K*
\$69.95

LESS AERIAL AND BATTERIES

American and Foreign

38-624K*
\$79.95

LESS AERIAL AND BATTERY

American and Foreign

Last year the 623 and 624 set a new standard for American and Foreign reception . . . and proved that there was a big market for battery-operated sets that could really deliver outstanding short-wave reception in addition to magnificent performance on the standard broadcast band. Now . . . Philco introduces 1938 models of the 623 and 624 in beautiful new cabinets . . . a K console and a T table model. At these new 1938 prices . . . in these beautiful new cabinets . . . here are two more Philcos headed for the heights!

The features of these sets are identical with the exceptions noted. The 624 series is designed for 6-volt operation . . . no B or C batteries required. The 623 models are for regular battery operation.

**Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception*

FEATURES OF MODELS 38-623 AND 38-624 INCLUDE:

Three Tuning Ranges cover Standard American Broadcasts . . . State and Municipal Police . . . Day and Night Foreign and American Short-Wave Broadcasts . . . Aviation . . . Ship . . . Day and Night First-Class Amateur.

Noise-Excluding Signal Amplifier.

Philco Foreign Tuning System.

Sealed Cabinet with Protective Back Shield on K models.

Philco Color Dial names and locates foreign and domestic short-wave stations.

50% Greater Separation between Short-Wave Stations.

Class "B" Push-Pull Audio System for battery economy.

Concert Grand Permanent Field Dynamic Speaker in 623k and 624k. Standard Speaker in 623r and 624r.

Philco Balanced Superheterodyne Circuit . . . 6 Philco High-Efficiency Tubes.

Three-Point Tone Control.

Glowing Beam Tuning Range Indicator. Two-Speed Vernier Tuning . . . Variable Bass Compensation . . . Double Overall Selectivity . . . Philco Unit Construction . . . Automatic Volume Control.

38-623T*
\$55

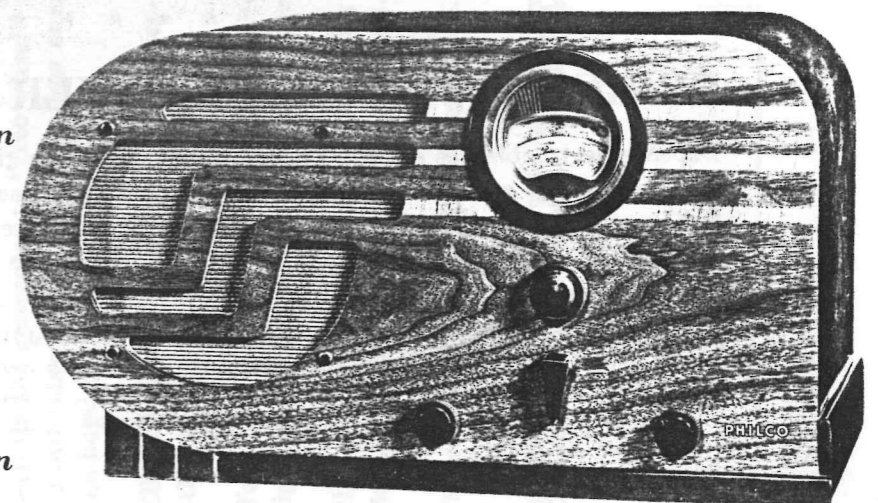
LESS AERIAL AND BATTERIES

American and Foreign

38-624T*
\$65

LESS AERIAL AND BATTERY

American and Foreign



Battery-Operated receivers are shipped with Philco standard or oversize batteries.

The Sky's the Limit! . . . Get those 6-Volt sales with the Philco Sky-Charger!

Here's a wind charger that has them all beat! Nothing else like it on the market. HIGH UP where the lightest breeze starts the propeller turning wind into electricity. The only charger that gets the FULL POWER from the wind. And now, through special arrangements, you as a Philco dealer can use the Philco Sky-Charger to promote your Battery Set sales—to build your profits—in the greatest Farm Radio year in history. *And remember, the Philco-Commercial Credit CONSUMER Time Payment Plan can be used by you on all Combination Sales of the Philco Sky-Charger and Philco 6-Volt Radios.*

FEATURES OF PHILCO SKY-CHARGER*

10-foot tower.

Costs only 50 cents a year to run even though using Philco 6-volt Radio many hours each day.

Ample power for several lights.

Requires only 3 simple working parts, as compared with 25 to 70 parts in other chargers.

Propeller permitted to tilt back and "slip the wind" in high velocities.

Utilizes a positively controlled propeller, preventing propeller breakage in severe winds.

Permits the use of a simple throwout collar, that takes the propeller out of the wind when batteries are fully charged, yet permits the generator to "free wheel" or "motor" in case the cutout relay should fail and allow current to flow back from the batteries.

Eliminates chains, pulleys and brakes. Nothing to wear out, stick or freeze.

Takes all weights and controls off the propeller, keeping it light and free to run in the lightest breeze.

Has a simple, fool-proof collector ring with only one moving part. No brushes; nothing to wear out.

* Manufactured by the Parris-Dunn Corporation.

Hy-Tower Sky-Charger.. \$29.50

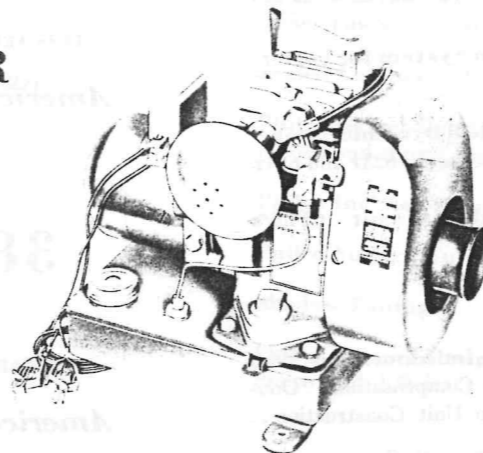
Ask Your Distributor About Special Price Offer You Can Make Your Customers When Selling the Philco Sky-Charger in Combination with Philco 6-Volt Radios

★ ★ ★ ★ ★ ★ ★ ★

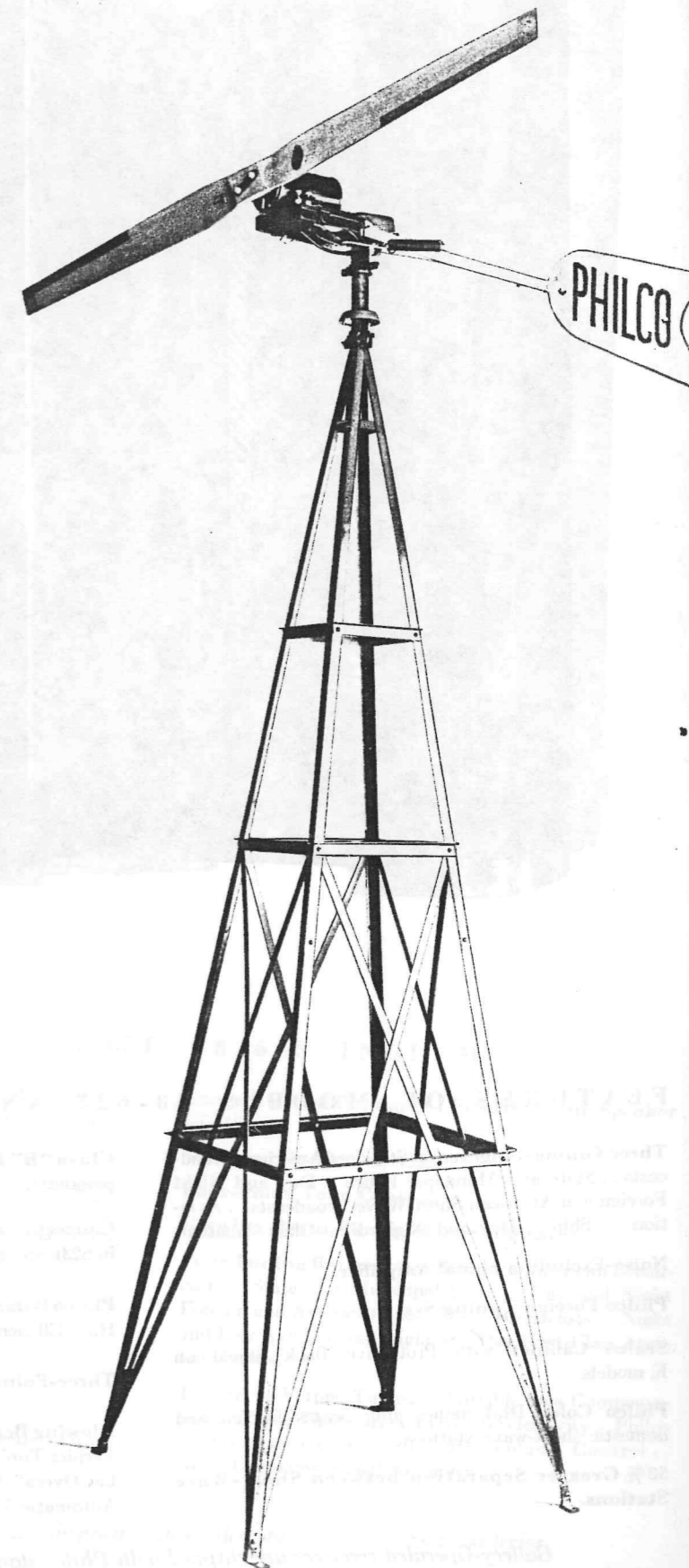
BRIGGS & STRATTON POWER CHARGER

Dependable, trouble-free and low priced! Ready to run any time you want it . . . as long as you want it. Charges both 6-volt and 2-volt radio batteries, as well as auto and small lighting batteries. Place it anywhere, put in a little gasoline and oil and it's ready for the job. No installation problems . . . no service worries!

The Briggs & Stratton Power Charger has a single cylinder, air cooled, 4-cycle motor, with built-in flywheel magneto. Long-life, fan cooled, large capacity generator, with 100 watts output at 6 volts. Compact—15¼" x 9¾" x 13½". Weight, 46 pounds. Vibrationless—mounted on 3 rubber padded feet. **MODEL 100 \$33.50**



**10-FOOT TOWER —
MORE WIND POWER**



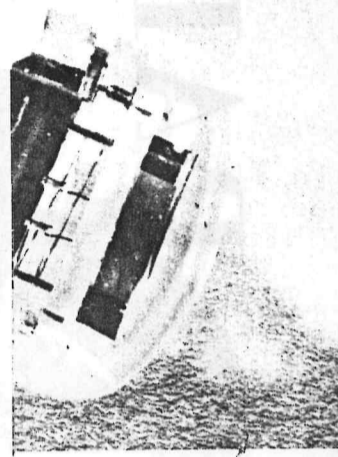
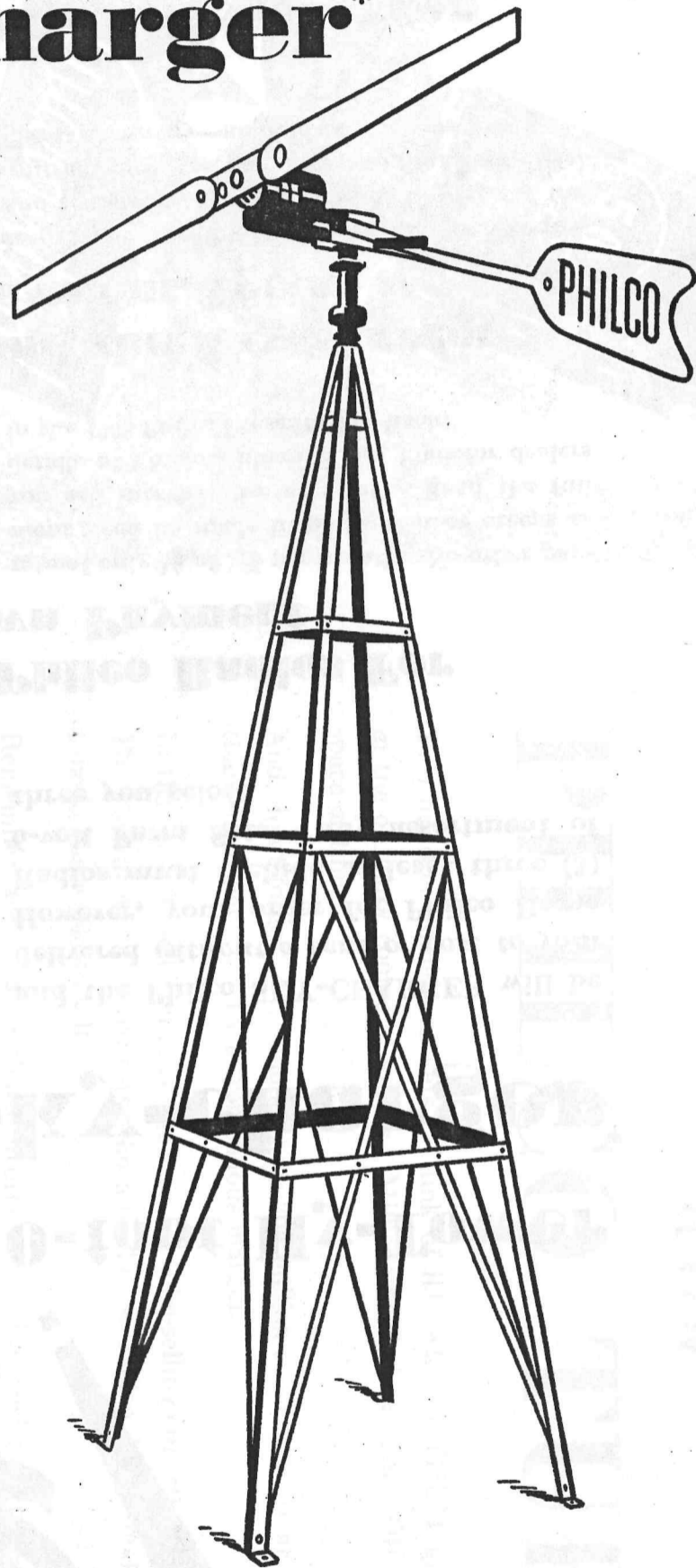
Act Right Now!

Your Demonstrator

Philco Sky-charger*

FREE

...to you!



Features of PHILCO SKY-CHARGER

10-foot tower.

Costs only 50 cents a year to run even though using Philco 6-volt Radio many hours each day.

Ample power for several lights.

Requires only 3 simple working parts, as compared with 25 to 70 parts in other charges.

Propeller tilts back and "slips the wind" in high velocities. Utilizes a positively controlled propeller, preventing propeller breakage in severe winds.

Permits the use of a simple throwout collar, that takes the propeller out of the wind when batteries are fully charged, yet permits the generator to "free wheel" or "motor" in case the cutout relay should fail and allow current to flow back from the batteries.

Eliminates chains, pulleys and brakes. Nothing to wear out, stick or freeze.

Takes all weights and controls off the propeller, keeping it light and free to run in the lightest breeze.

Has a simple, fool-proof collector ring with only one moving part. No brushes; nothing to wear out.

*Manufactured by Parris-Dunn Corporation.

SEE OTHER SIDE FOR DETAILS OF FREE OFFER!

Fill your pockets
by filling sockets

! ?
ubes,
short
ockets
adio.
sist
hand
our-

The Sky's the Limit! . . . Get those

6-Volt sales with the

10-FOOT TOWER—
MORE WIND POWER!

free!

Marvelous 10-foot Hy-Tower Philco Sky-charger*

It's a fact—right now you can get the latest model PHILCO 10-foot SKY-CHARGER *absolutely free* for demonstration purposes in your store. All you need do is place your initial order with your Philco Distributor for only \$300.00 worth of 1938 Philco Home Radios (at your cost),

and the Philco SKY-CHARGER will be delivered *without a cent of cost to you*. However, your order for Philco Home Radios must include at least three (3) 6-volt Farm Sets — any assortment of three you select.

And You Can Buy Philco Radios For Only 10% Down Payment

Yes, you can purchase this \$300.00 worth of Philco Home Radio Receivers from your Philco Distributor on Easy Payment Terms. Only 10% down payment, no service charge if you place your order early—interest on the balance at the

rate of only 1/2 of 1% per month. No other payment need be made until September except as you sell merchandise at retail. Read the full details of Philco's liberal Floor Plan for dealers in the 1938 Philco Presentation Book.

You Can Sell Philco and the Sky-charger On Very Easy Payment Terms

The Philco-Commercial Credit CONSUMER Time Payment Plan now applies in full on any retail sale you make of the Philco SKY-CHARGER in combination with a Philco 6-volt Radio. You can sell your customer the combination for only 10%

down payment—the balance on long easy terms. *And remember, you get 100% of the face of the contract when you turn it over to the Commercial Credit Company—no hold-back.*

This Great FREE Philco Sky-charger Offer Holds Good a Short Time Only

Bear in mind that this great FREE wind charger offer is positively limited. Only one (1) Philco SKY-CHARGER Free to a dealer and only a limited number of Philco SKY-CHARGERS will be given away on this special deal. Here is your

opportunity to get a demonstrator for your store, also your chance to get Philco merchandise on easy terms. Furthermore, a golden opportunity to sell the combination at retail on very easy payment terms.

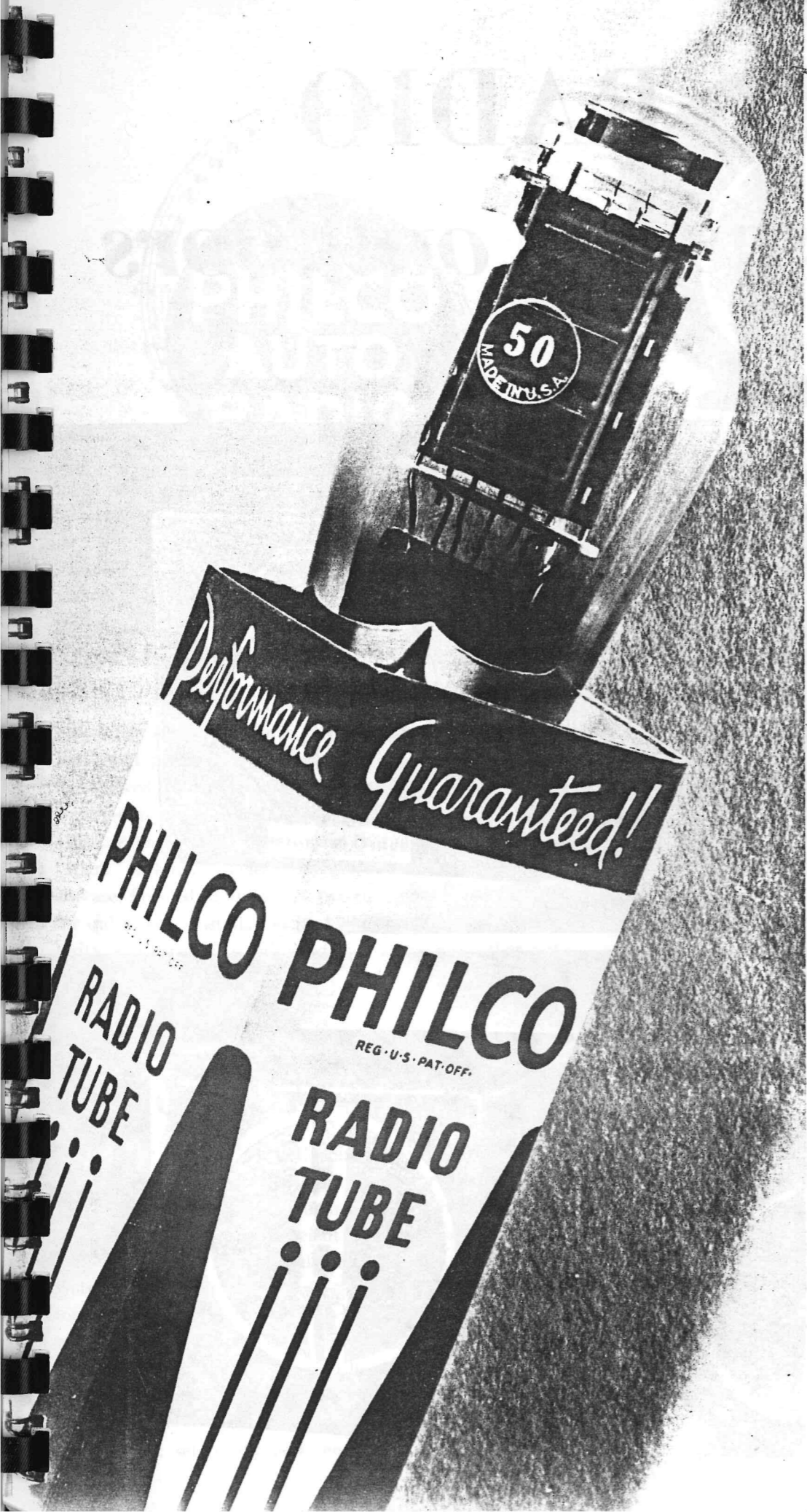
See Your Distributor at Once—Get Your Order in and Get Your Philco Sky-charger FREE.

*Manufactured by Parris-Dunn Corporation.

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Fill your pockets
by filling sockets
with

PHILCO TUBES!

Two hundred million sockets. Think of it! ALL of THEM must have new tubes, in the ordinary course of events. Millions need them now. Other millions in a short space of time.

And, don't forget . . . among these 200 million sockets, there are more Philco sockets than any other . . . by a tremendous margin.

In that simple fact you have the greatest tube-selling opportunity ever known in radio. The vast army of set owners who already use Philco Tubes make Philco the easiest tube in the world to sell.

Remember, too, that millions of other sets also need new tubes, creating a demand that you can meet with greater satisfaction to the customer and greater profit to yourself . . . with Philco Tubes . . . *the easiest tubes in the world to sell!*

Ask your distributor for a copy of the new Philco Tube Promotion Catalog . . . showing sales helps that bring you more tube business

Don't Miss the Profits from Battery Replacements!

1. PHILCO DRY BATTERIES

The Philco Combination B & C Pack is especially designed for use with Philco 2-volt receivers.

This one unit gives both B & C voltages. Just one simple connection! Simply slip the plug attached to the Philco receiver into the built-in battery socket!

2. PHILCO DRY A BATTERY

This Philco Dry A Battery is designed to give improved performance and long life service on Philco

6-volt receivers. A socket is provided in the battery where a ballast tube may be inserted.

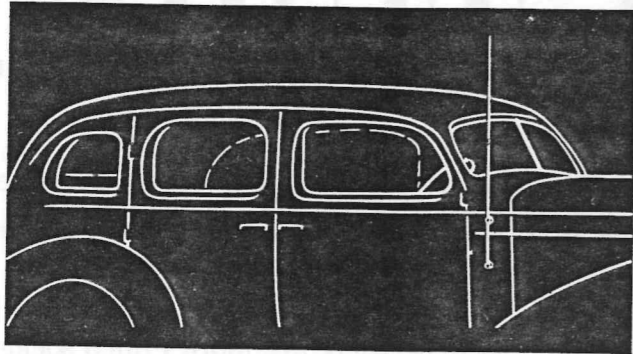
When the customer wants complete dry-battery operation of a set—this is the one best bet!

3. PHILCO WET A BATTERY

Exceptionally large oversize batteries for either 2-volt or 6-volt operation. Especially designed for radio use with extra large, thick plates. The plates are of the famous Philco Diamond Grid construction. A real power battery . . . built to perform brilliantly under the most severe operating conditions!

With PHILCO AUTO RADIO

your market is as big as all outdoors

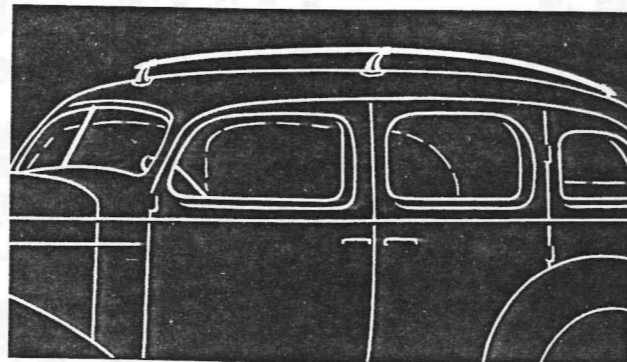


Cowl Aerial

A highly efficient aerial, easily and permanently installed on the side of the cowl. It consists of a tapered, flexible, chrome-plated high carbon steel rod fastened by small bakelite insulators just forward of the front door. The Philco Cowl Aerial, because of its exceptionally good signal pickup, and short antenna lead-in, is especially recommended for use in areas where good reception is difficult. List Price, \$3.75.

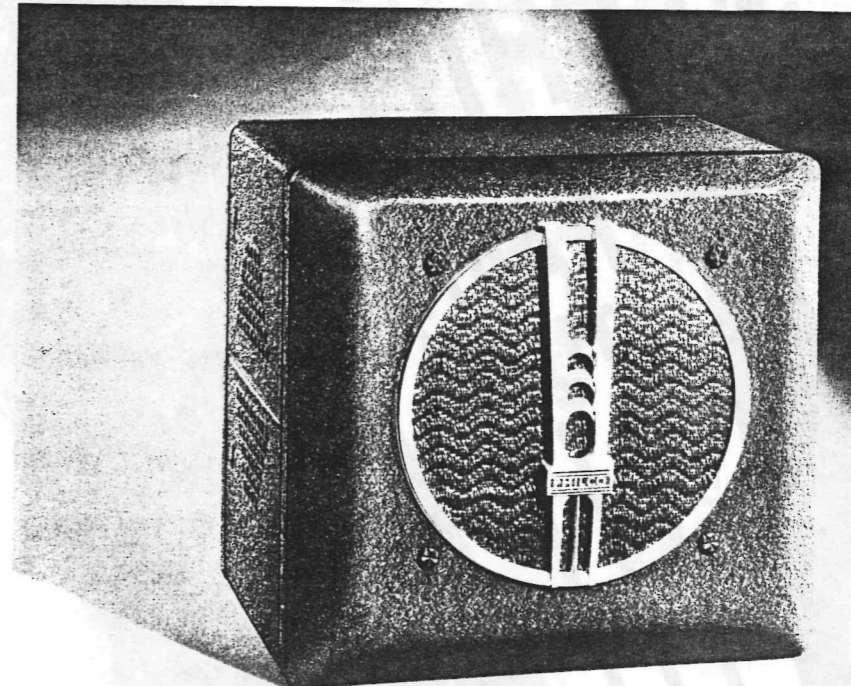
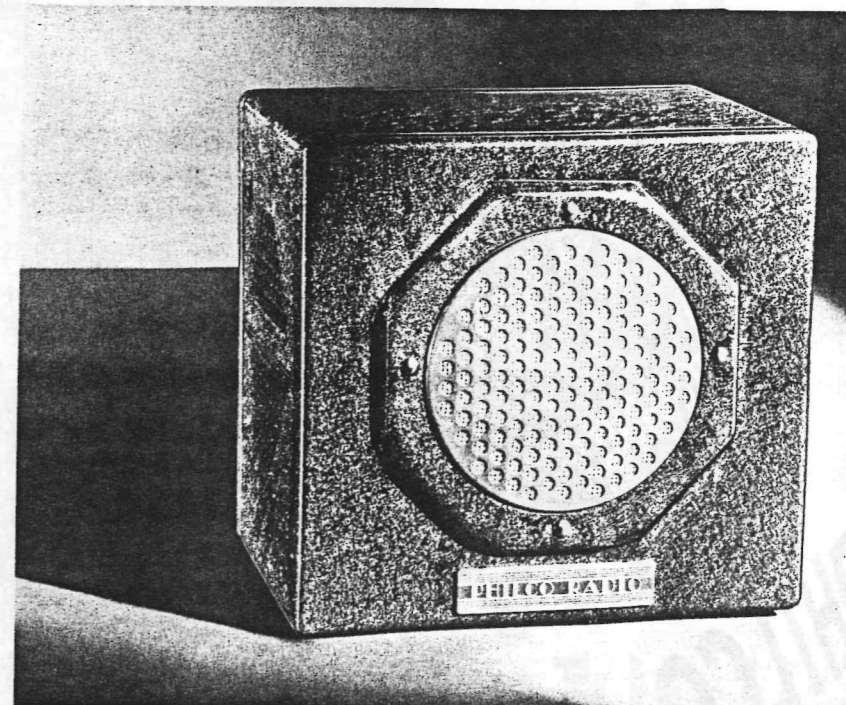
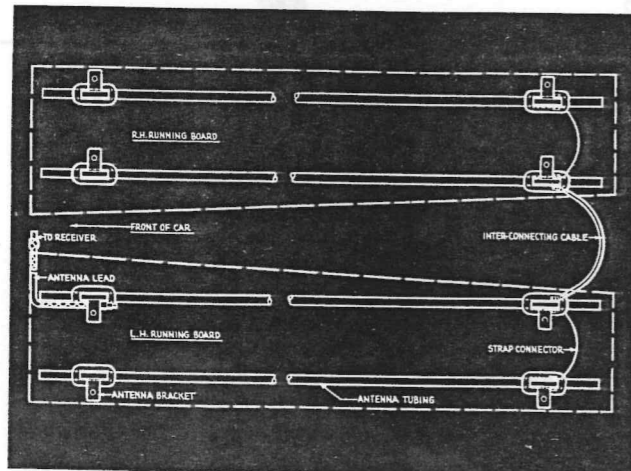
Car-Top Aerial

This new Philco Car-Top Aerial is a marvelous combination of simplicity, beauty and efficiency! Consists of an 80" solid stainless steel rod, in two sections, easily secured to the car roof by permanent water-tight mountings. Philco's Car-Top Aerial gives a smart, streamlined, modern appearance... *can't blow off*... is unaffected by road conditions... gives maximum performance... eliminates ignition and tire static. List Price, \$5.00.



Under-Car Aerial

This new Philco Under-Car Aerial has no equal for ruggedness, ease of installation and maximum performance under all conditions! Actually it consists of *two double aeriels*, connected together at the rear of the car, and providing a large pick-up area. Fits any car... no movable parts, no assembling required. Built to withstand vibration, road shocks and all possible weather conditions. A particularly ideal aerial for open cars. List Price, \$5.00.



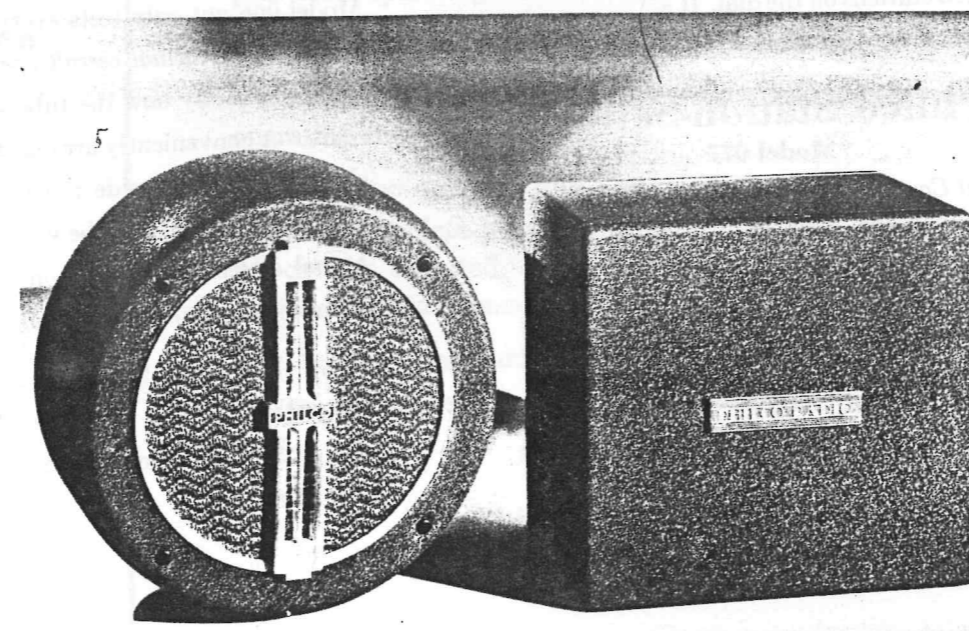
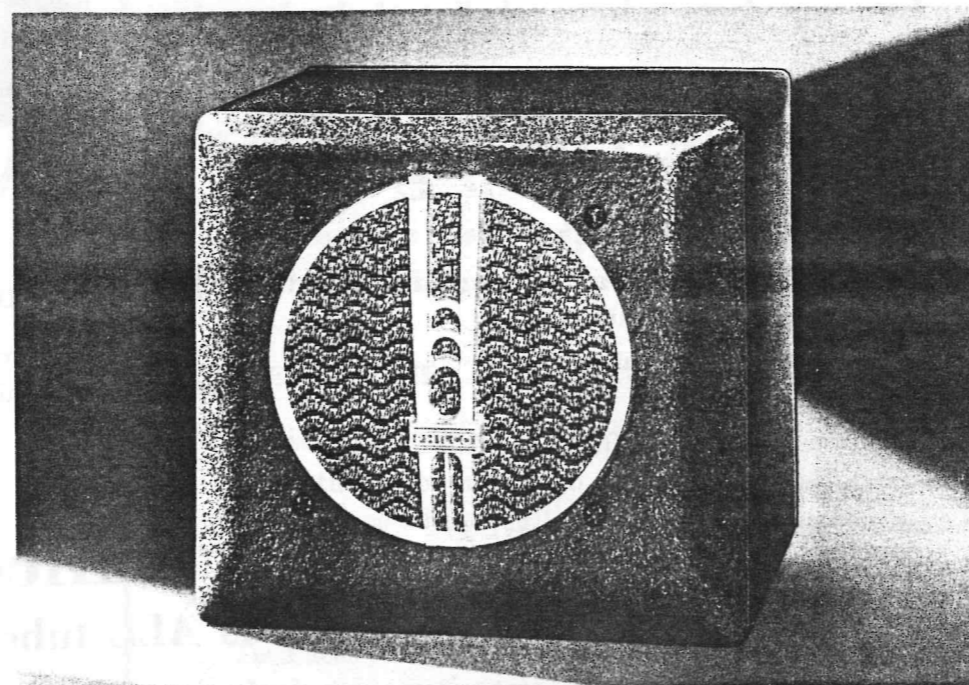
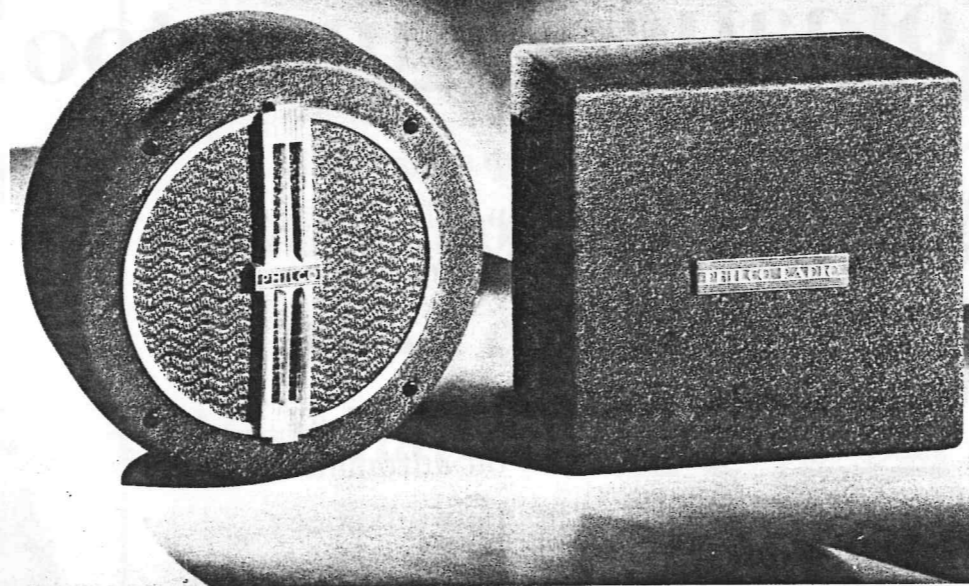


Philco 826 (at left) ... \$42.95

A leader in performance as well as in price! Single-unit superheterodyne receiver, with adjustable antenna circuit for maximum performance on any type of automobile aerial. 6 balanced Philco High-Efficiency tubes, newly designed electro-dynamic speaker, automatic volume control, full-wave vibrator, and built-in filter system that eliminates all chassis "spark" pick-up. Rugged, compact, fully shielded steel chassis case, finished in attractive two-tone brown and designed for quick, easy installation in ANY car. For power, selectivity and sensitivity this model outstrips any other auto radio in its price class!

Philco 827 (at left) ... \$52.95

A big-value "sell-up" model! Single-unit superheterodyne receiver, with adjustable antenna circuit for maximum performance on any aerial. 6 balanced Philco High-Efficiency tubes, larger and more efficient electro-dynamic speaker, automatic volume control, full-wave vibrator, built-in filter system that eliminates chassis "spark" pick-up, and new tone control that operates from car instrument panel. Rugged, compact, fully shielded steel chassis case with handsome chrome-type ornamental grille and socket for Philco Auxiliary Extension Speaker; quickly and easily installed in ANY car. Every worthwhile feature, plus exceptionally fine tone, power, selectivity and sensitivity.



Philco 827K... \$59.95

The greatest value ever offered in a 2-unit superheterodyne receiver! A separate, large electro-dynamic speaker, contained in a baffle of special size, insures exceptional tone quality and volume. 6 balanced Philco High-Efficiency tubes, adjustable antenna circuit for maximum performance on any type of automobile aerial, automatic volume control, full-wave vibrator, built-in filter system and new tone control that operates from car instrument panel. Rugged, compact, fully shielded steel chassis case with attractive grille and decorations, with Philco Auxiliary Extension Speaker socket; quickly and easily installed in ANY car. Tremendous power, selectivity and sensitivity.

Philco 828... \$59.95

A superlative performer for motorists who demand the best! Single-unit superheterodyne receiver, with 7 balanced Philco High-Efficiency tubes and Push-Pull Class "A" operation. Includes adjustable antenna circuit for maximum performance on any type of aerial, super-efficient electro-dynamic speaker, automatic volume control, full-wave vibrator, built-in filter system, and new tone control that operates from car instrument panel. Rugged, compact, fully shielded metal speaker grille, with socket for Philco Auxiliary Extension Speaker; quickly and easily installed in ANY car. A world of power, volume to spare, extraordinary sensitivity and selectivity and glorious tone!

Philco 828K... \$64.95

A de luxe 2-unit superheterodyne model with everything you could wish for! Separate, extra-large electro-dynamic speaker provides the most realistic tone in auto radio history. 7 balanced Philco High-Efficiency tubes, Push-Pull Class "A" operation, adjustable antenna circuit for maximum performance on any type of aerial, automatic volume control, full-wave vibrator, built-in filter system, and new tone control that operates from car instrument panel. Rugged, compact, fully shielded steel chassis case with ornamental speaker grille, special decorations and two-color name-plate, with Philco Auxiliary Extension Speaker socket; quickly and easily installed in ANY car. The last word in power, volume, selectivity, sensitivity and quiet operation!

Sell them Automatic Timing, too!

Here's a new Philco Electric Automatic-Control Clock that teams up so naturally with an Automatic Tuning Philco that you can make a combination sale almost every time! It's a precision, quality instrument... extremely simple in operation... absolutely trouble-proof in performance.

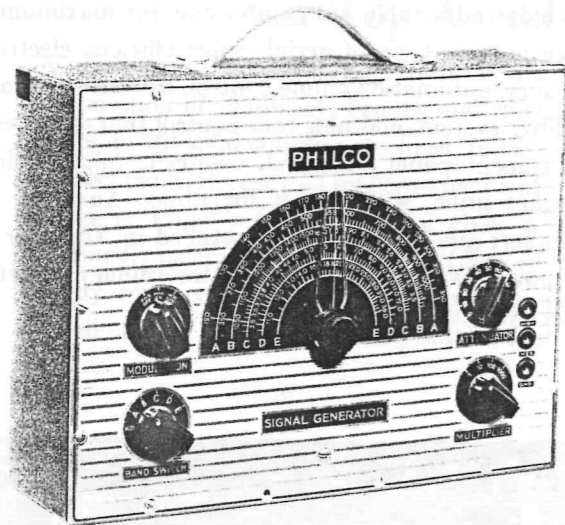
Keyed at each 15-minute interval of the twelve hours... it can be set in an instant's time with the touch of a finger... to turn a radio on and off automatically at any time desired. Any number of positions... up to ten hours in advance... can be set at one time, and a radio or *any other electrical appliance*... will be switched on and off right on the dot!



Philco Automatic-Control Clock, \$12.95

Starts and stops a radio or any electrical appliance at pre-selected intervals... with Philco precision and dependability.

You can't set Cone-Centric Tuning right without this Station-Setter!



If there's one thing sure under the sun... it's that Philco Cone-Centric Tuning models are going to roll up record sales. So every Philco dealer must be prepared to set-up local stations speedily and accurately on the Cone-Centric Dial. The Philco Model 077 Station-Setter is the official, approved instrument for this purpose... the only instrument that assures correct setting of the marked stations on the dial. It's a "must" for 1938 Philco sales. **\$27.27**

Philco Station-Setter Model 077

Dealer net price shown above includes the special Cone-Centric Wrench... essential for setting-up stations speedily and accurately.

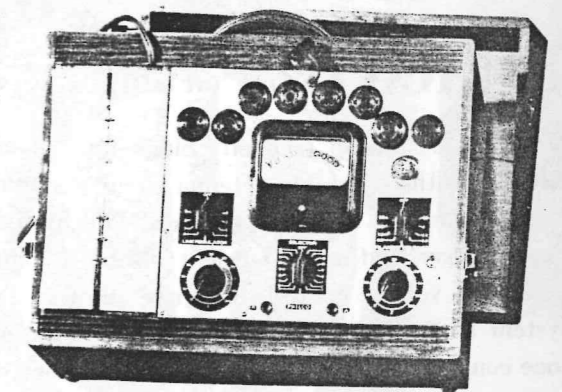
Standardize on Philco Service Equipment!

Philco provides a *complete* line of Service Equipment... every instrument your Service Department needs to give the kind of service that builds good-will and boosts set sales. See the complete line... every worthwhile feature *plus* Philco Quality... at your distributor's.

New Philco Tube-Tester checks ALL tubes quicker and better!

Model 066 not only tests every type tube, but checks it for *actual overall operating efficiency*, showing exactly how the tube will operate in a radio. A conveniently arranged, complete tube chart located alongside the test panel enables user to test any type tube with ease and speed. Actual development tests on many thousands of tubes guarantee accuracy and dependability.

Many other new features... exclusively developed by Philco... make the Model 066 ideal... an instrument every serviceman will want on sight.

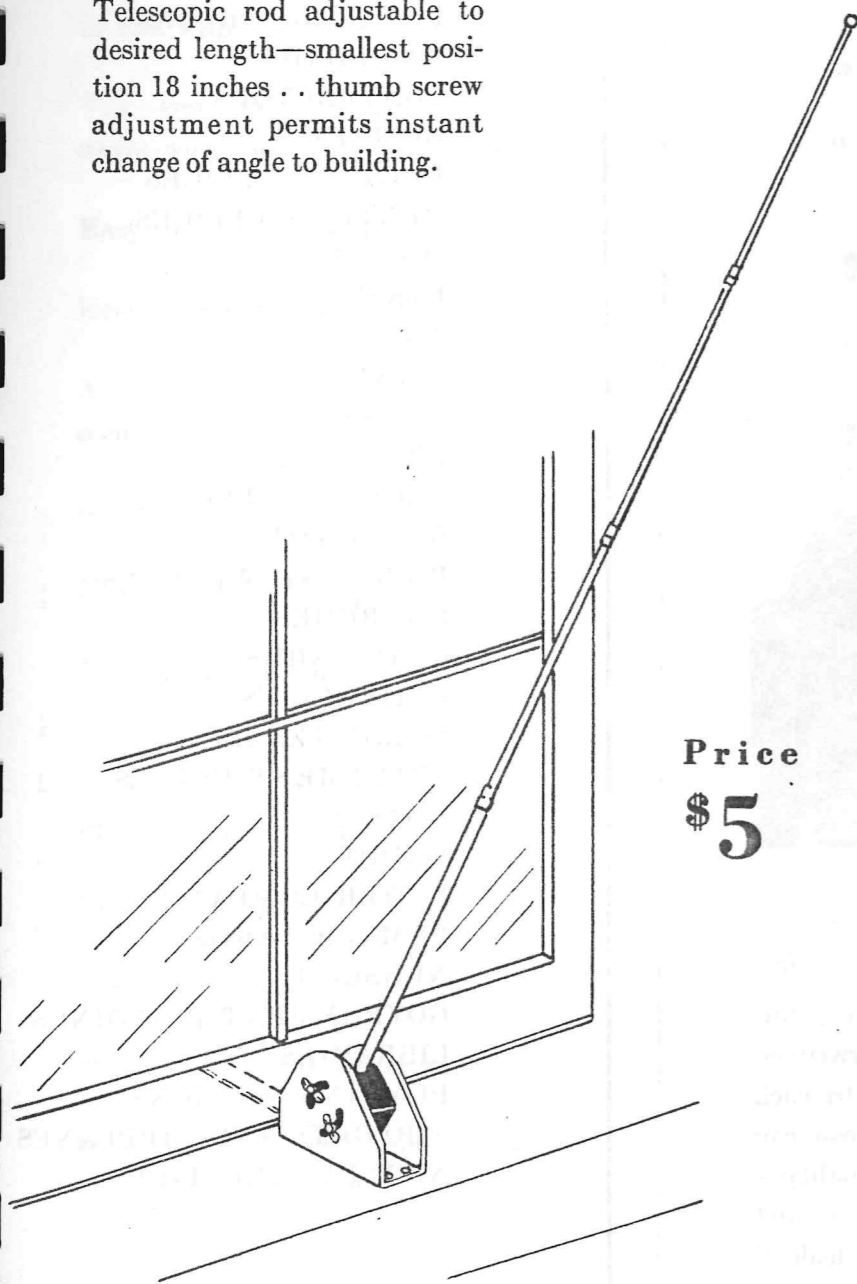


Ask your distributor to tell you how you can get yours

Philco Utility Aerial

For homes, apartments, hotels—ideal for the extra radio in the bedroom, kitchen, children's room — portable — quickly installed or removed—a highly efficient aerial for all radio broadcast and short-wave programs.

Telescopic rod adjustable to desired length—smallest position 18 inches . . . thumb screw adjustment permits instant change of angle to building.



Price
\$5

New Philco Guarantee Plan

Philco now offers you a golden opportunity to make complete and perfect installations at a profit

Perfect performance is possible only if the Philco is perfectly installed . . . and properly operated.

The dealer is entitled to proper compensation for the work that he does.



Those are basic, indisputable principles . . . and the Philco guarantee plan assures that they will be carried out in a way that is fair and profitable to both dealer and customer

THE CUSTOMER BENEFITS BY:

1. Precision Adjustment before delivery.
Radio thoroughly inspected, tuned up and adjusted for local conditions with equipment scientifically designed for the purpose.
2. Custom Installation by Philco-trained Servicemen.
Technically correct installation of radio and aerial, plus home operating test.
3. Detailed operating instruction at time of installation.
4. 5-Day Service Inspection to answer questions about operating the set.
5. 30-Day Tune-up and Tube Test.
14-Point complete precision tune-up and tube test. All circuits adjusted, alignment checked, operation tested on all wave bands.
6. One Year Service Guarantee.
Covers any necessary service labor during an entire year.

THE DEALER BENEFITS:

1. Because he is paid \$7.50 for a technically correct installation, checking and service job instead of doing it at his own expense.
2. Because better performance—made possible by careful installation . . . assures customer satisfaction.
3. Because the time expended in instructing buyers in the proper operation of their new Philcos eliminates many unnecessary service calls.
4. Because every customer becomes a 100% satisfied user and booster . . . and a valuable source through which the dealer will learn of new prospects.
5. Because the maximum performance of which every Philco is capable is assured by correct installation . . . and this super-performance materially increases the number of sales in the higher-price brackets where the big profits are!

The Philco guarantee plan can be offered only by approved, registered dealers. Get full details of the requirements from your distributor!

PHILCO PHONE



makes instant
hit—brings
new sales
and profits!



What a sensation it has created! Introduced only a few short months ago, Philco Phone has already won its spurs in thousands of homes, stores, offices, plants. Wherever it has been shown—to everyone who has seen it . . . Philco Phone is a proven hit—an outstanding sales success.

In small establishments and large—meeting the most exacting demands—put to every conceivable kind of inter-communication use, Philco Phone's popularity is making profits for Philco dealers far beyond early predictions.

And why not? . . . Here is a *revelation* in direct, private communication! Surpassing the performance and adaptability of any similar system ever offered . . . giving instant, positive two-way communication between the Master Unit and one

to four Remote Units in distant rooms or departments, Philco Phone's greatest surprise is *the remarkably low price!* Philco Phone can be easily installed anywhere in a few minutes' time! Operates on AC or DC—has Underwriters' approval—requires no inspection. A direct wire to each Remote Unit assures privacy when desired . . . or you can talk to all four Remote Units at once. Philco quality—Philco standard parts throughout. A true Philco product offering a tremendous sales opportunity for Philco dealers!

*Needed
Everywhere—*

HOMES
OFFICES
STORES
RESTAURANTS
GARAGES
FACTORIES
LAUNDRIES
WAREHOUSES
FUNERAL PARLORS
RAILROADS
CONTRACTORS
HOSPITALS
DOCTORS' OFFICES
DENTISTS' OFFICES
SCHOOLS
FARMS
THEATRES
CLINICS
BANKS
BREWERIES
BROKERS' OFFICES
BUS DEPOTS
PIERS AND WHARVES
CHURCHES
COAL YARDS
CREAMERIES
DELICATESSENS
APARTMENT HOUSES
HOTELS
DAIRIES
POWER COMPANIES
LUMBER YARDS
NURSERIES
GOVERNMENT BUILDINGS
LIBRARIES
PUMPING STATIONS
AIRPORTS AND AIRPLANES
NEWSPAPER OFFICES

Special Features of Philco Phone

Instant two-way communication.

Private—no eavesdropping.

Direct—no switchboard to go through.

Contact any Remote Station instantly—
or talk with all Stations at once!

Voice-transmission as low—as LOUD—
as you wish . . . without raising your voice.

Easy to install—anywhere.

Easy to operate—a child can use it.

Adaptable for any home or establish-
ment.

Operates on AC or DC.

Has Underwriters' approval.

No inspection required.

Guaranteed Philco Quality.

Philco Standard Parts throughout.

No service troubles.

Low maintenance cost.

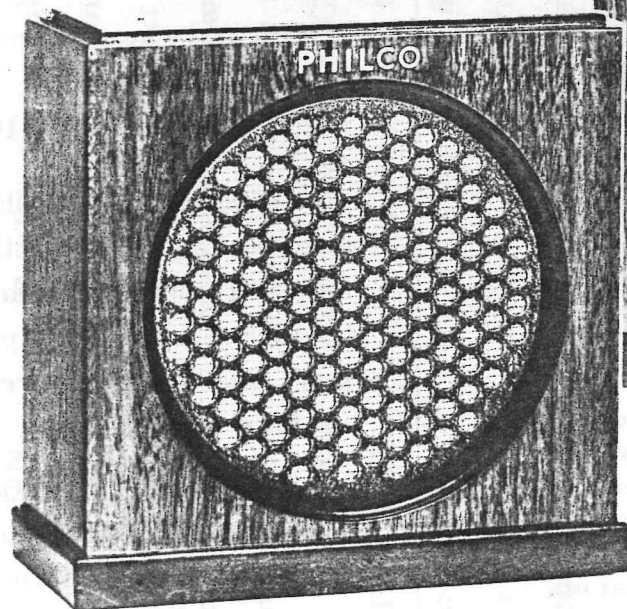
Most efficient system ever built.

Lowest price of any approved inter-
communication system.

The Finest Private Two-Way Communication System Ever Built *at a price that is making history!*

\$49.50

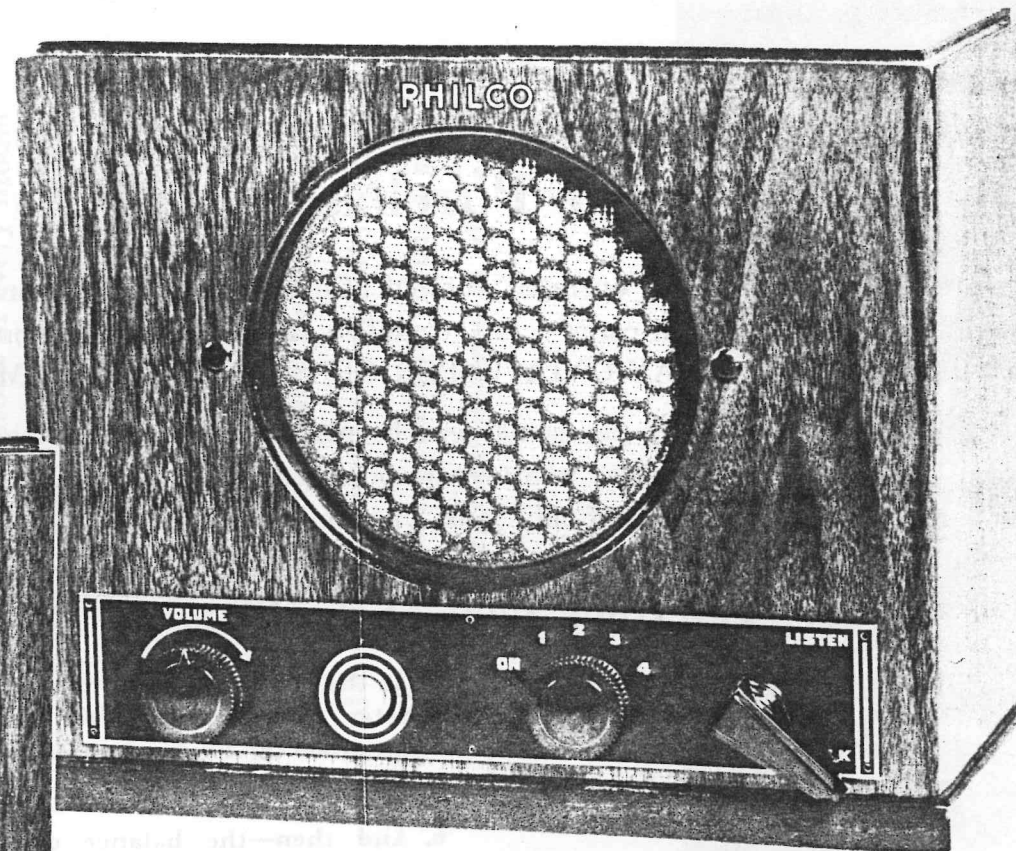
FOR TWO STATIONS
ADDITIONAL STATIONS \$10 EACH



REMOTE UNIT

Provides instant two-way conversation with Master Control Unit. You can speak . . . or hear . . . from any point in the room. No need to stop what you are doing to use the PHILCO PHONE. Compact walnut cabinet—6 $\frac{7}{8}$ " high, 6 $\frac{7}{8}$ " wide, 3 $\frac{1}{4}$ " deep.

Philco Phone demonstrations turn into Philco Phone sales. Now available is this attractive carrying case arranged to contain the Master Unit and one Remote Unit, as well as an ample length of twisted wire for demonstrations in offices, stores, etc. Ask your Distributor how you can obtain one for each of your salesmen.



MASTER CONTROL UNIT

Combination speaker-microphone which permits instant conversation with one or all Remote Stations at will. A turn of the Volume knob sends the voice to the Remote Units as LOUD or as low—as desired. Red Signal light on Master Control Unit shows when system is turned on, ready for use. Encased in compact, attractive walnut cabinet, size 8 $\frac{1}{16}$ " high, 10 $\frac{3}{4}$ " wide, 5 $\frac{5}{8}$ " deep.



Here Is Big News!

Read How You Can Both BUY and SELL on the Most Liberal Terms Ever Offered Philco Dealers

Dealer Pays Only 10% Down On His Wholesale Purchases!

Yes, on Philco's own plan operated through Commercial Credit Company, the Philco dealer now can carry a full, complete stock of the marvelous new 1938 Philco radios, and PAY ONLY 10 PER CENT AS DOWN PAYMENT.

Furthermore, no monthly payments need be made except as merchandise is sold at retail—no service charge whatever on purchases made in May, June and July—and interest at the rate of only $\frac{1}{2}$ of 1 per cent a month.

The High Spots of the Plan

1. Dealer pays only 10 per cent down on his floor stock and display stock.
2. No service charge whatever for the dealer to pay on May, June and July purchases.
3. The interest charge is only $\frac{1}{2}$ of 1 per cent per month.
4. No monthly payments until September except on merchandise sold at retail.
5. As the dealer sells the radios at retail, he pays only his cost price less the 10 per cent already paid.
6. And then—the balance owed does not come due and payable until September, and even in September the dealer can get a 30-day renewal of the balance by simply paying 10 per cent of the balance due.

Remember—this new Philco Dealer Credit Plan not only permits the dealer to stock all models from \$49.95 up *for floor stock* for retail selling, but it also includes the dealer's purchase of *display stock* of every model in the line at every retail price. Here is the Philco dealer's golden opportunity to fully and completely stock new 1938 Philco radios in time to cash in on Philco's gigantic advertising program for the greatest summer retail business in all radio history. Every dealer knows that Philco business is a 12 months' business. Now read the details of the new Philco Easy Payment Plan for the retail customer.

Dealer Sells On Easy Terms And Gets 100% Cash for Contracts!

Think of it! No more 10 per cent hold back on the new Philco-Commercial Credit Consumer Time Payment Plan. *The Philco dealer now gets 100% of the face of the contract in cash.*

Here is the most liberal, the most attractive nation-wide Retail Easy Payment Plan ever arranged for Philco dealers. Now you can sell all Philco radios at \$49.95 and up for only 10 per cent down payment—balance on long, easy terms.

Furthermore, on Philco models retailing at \$89.95 and up, you can offer terms as long as 18 months on the balance due. Think of what all this means—terms on some models amounting to only *about \$1 per week*. You can trade in the old radio for the 10 per cent down payment—and then, you turn the contract over to Commercial Credit and get 100% of its face value in cash—no hold back.

QUICK, FAST SERVICE—BECAUSE THE COMMERCIAL CREDIT COMPANY HAS 130 OFFICES—THERE'S ONE LOCATED NOT FAR FROM YOUR STORE. THIS IS A DIRECT COLLECTION PLAN—THE COMMERCIAL CREDIT COMPANY DOES THE COLLECTING.

Your Philco distributor will explain all the details fully. Ask him about the Wholesale Payment Plan for you as a dealer and also ask him all about the Consumer Easy Payment Plan. Be sure to have your Philco distributor recommend you right away for this Consumer Easy Payment Plan. AND REMEMBER, PHILCO WILL CONTINUE TELLING THE BUYING PUBLIC IN NATION-WIDE ADVERTISING THAT PHILCO RADIOS CAN BE PURCHASED FROM PHILCO DEALERS EVERYWHERE ON EASY PAYMENT TERMS.

LAST MINUTE FLASH!

Extra Special Credit Terms for Philco Dealers Everywhere!

Yes, on your Floor Stock purchases—on your Display Stock purchases—by far the easiest Wholesale Credit Terms ever offered radio dealers in the history of the industry. Think of it! **NO SERVICE CHARGE WHATSOEVER! NO INTEREST CHARGE WHATSOEVER!**

In other words—on Philco's own plan operated through Commercial Credit Company, the Philco dealer now can carry a full, complete stock of the marvelous new 1938 Philco radios, **AND PAY ONLY 10% AS DOWN PAYMENT.** Furthermore, no monthly payments need be made except, of course, as the merchandise is sold at retail.

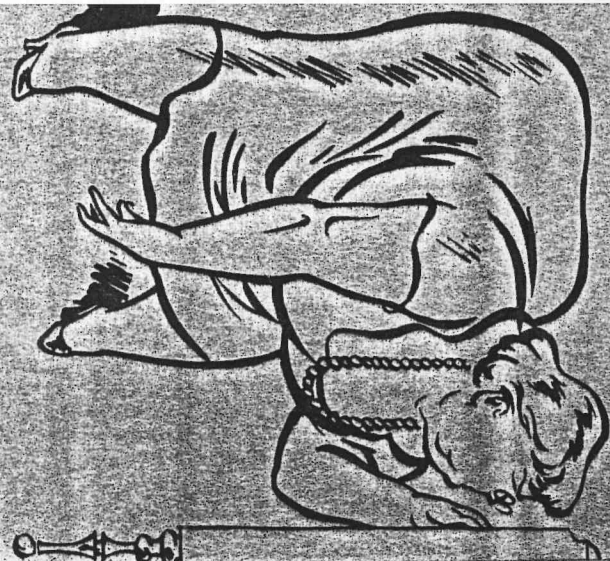
For instance, you can buy all the Philco merchandise you need in June, and you only make a down payment of 10%. *Nothing to pay in July—nothing to pay in August—nothing to pay in September. The balance does not come due until October.*

And remember, no service charge what-

soever—no interest charge whatsoever. Better still—even when October comes, if you wish, you can take a complete renewal for another 30 days merely by paying 10% of the balance due.

Furthermore, on all orders you place in July and August, you still need only pay 10% down—*without service charge and without interest charge*, and the balance does not come due until October. This new Philco Dealer Credit Plan not only permits the dealer to stock all models from \$49.95 up *for floor stock* for retail selling, but it also includes the dealer's purchase of *display stock* of every model in the line at every retail price.

Here is without exception the most remarkable, the most liberal Wholesale Purchase Credit Plan ever offered to radio dealers anywhere at any time. Another Philco contribution towards making this radio year the greatest volume and profit year for retail dealers in all radio history.



...and here's how

PHILCO

is going to put

the story across!



...Starting in June

Boake Carter tells 'em

**“NO SQUAT
NO STOOP
NO SQUINT”**

5 nights a week over key
Columbia stations!

[See the Advertising Broadside!]

...Starting in June
Philco Magazine Advertising
sings the same tune...

**“NO SQUAT
NO STOOP
NO SQUINT”**

...*but LOUD!*

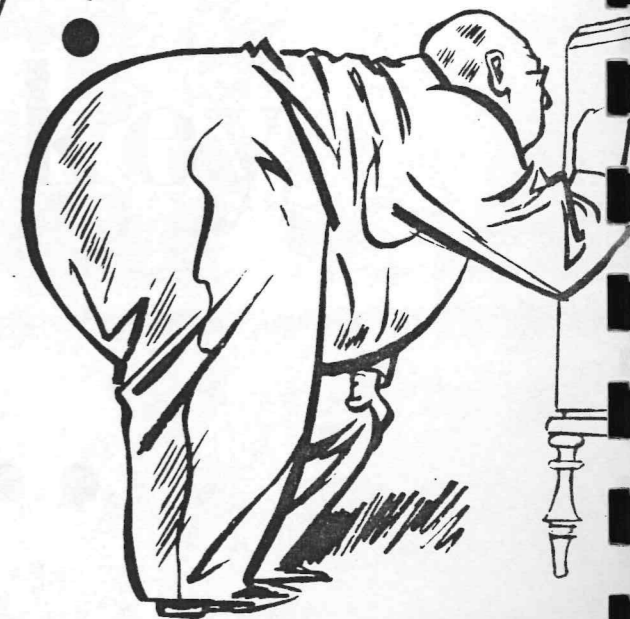
[*See the Advertising Broadside!*]

...and Starting in June

Philco launches the greatest

Newspaper Campaign

in all its History!

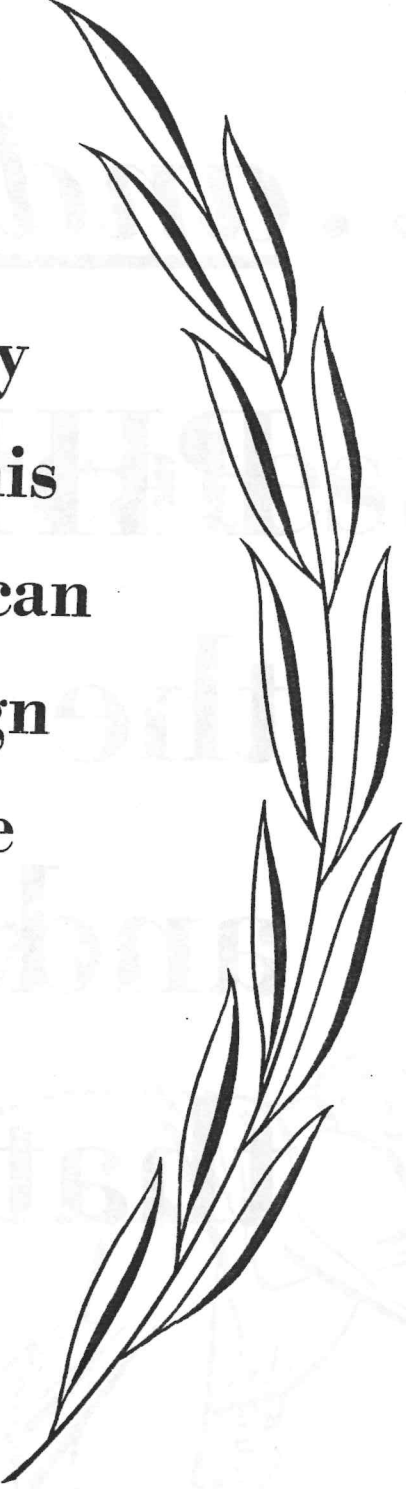
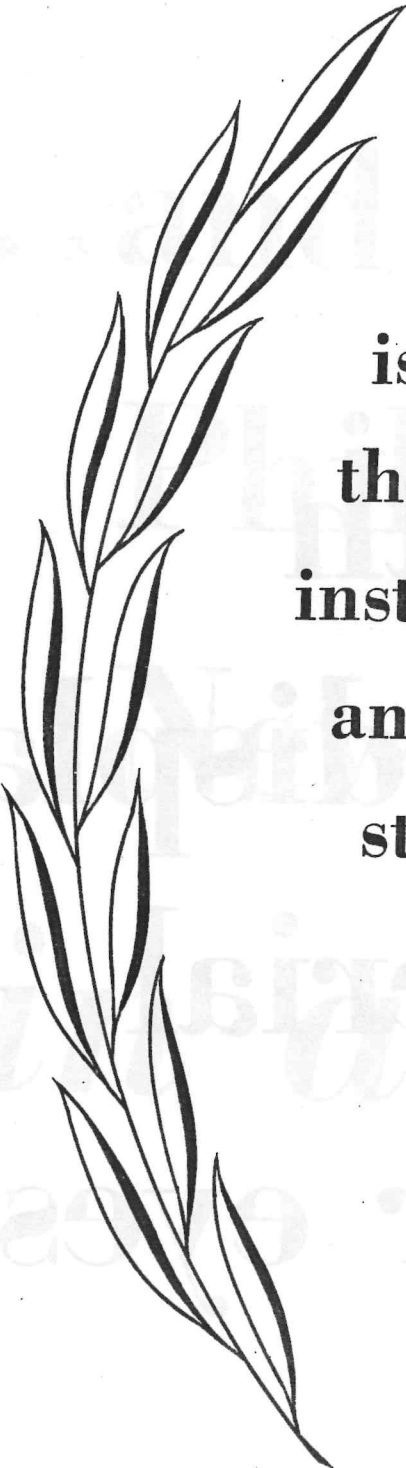


[See the Advertising Broadside!]

...and right now...

PHILCO is ready with
the greatest array of display
and promotional material
that ever greeted your eyes!

[See the Sales-promotion Broadside!]



**The Philco within this sealed cabinet
is doubly guaranteed by your dealer and by
the Philco Radio and Television Corp. This
instrument is designed to receive both American
and Foreign broadcasting. Because foreign
stations are so far away, be sure to use the
Philco High-Efficiency Aerial sold with it.**

• • •

**This Philco is equipped with genuine
Philco High-Efficiency Tubes.
To insure maximum performance, have them checked
by your Philco dealer at least once each year.**

**(The above appears on the Protective Back Shield which seals all 1938
American and Foreign Philco Consoles.)**

Now!.. Be a High-Profit Dealer! Join the

PHILCO Q-CLUB

Here is a brand new club . . . organized by PHILCO of Pennsylvania for those PHILCO DEALERS and their organizations who achieve 100% of QUOTA or more. It is a club organized in the true PHILCO spirit . . . to do the best job in radio! "Q" stands for QUOTA, and the PHILCO Q-Club stands for men who can make it . . . men who know how to do an outstanding job of radio selling at a real profit! The PHILCO Q-Club is an honorary society in PHILCO . . . and it is going to bring real tangible benefits to those dealers and their organizations who earn membership in it! Start now . . . get your men interested . . . be a Q-Club organization!

On the following pages you will find a carefully planned set of monthly forms . . . a calendar for each month . . . and at the head of each YOUR PHILCO QUOTA for that month. Your quotas for Fall 1937 (the new 1938 line) are filled in. We have based your monthly quotas on your past performance, giving you your fair share of the total quota job that PHILCO of Pennsylvania has to do. The quota system built PHILCO. The quota system, if you use it, will build your radio volume to greater volume and profits than you ever thought possible. Last fall, PHILCO of Pennsylvania lead the entire country . . . and you helped . . . by doing better than quota. Let's do it again!

THE PHILCO Q-CLUB EMBLEMS



FIRST
THIRD



SECOND
THIRD



LAST
THIRD

Membership in the PHILCO Q-Club is reserved for those dealers' organizations who achieve 100% or better of their PHILCO quota. The Fall Season is divided into THREE PARTS . . . the first third, the second third and the last third. The first third will end July 31, 1937, comprising the months of June and July. The second third will end September 30, 1937, comprising the months of August and September. The last third will end December 31, 1937, comprising October, November and December. The gold PHILCO Q-Club emblems shown above are also divided into third . . . and will be issued to your selling organization at the end of each of the three periods IF YOU DO 100% of quota or better. The plain blue-and-gold button signifies you have done a quota job for the first third of the season. When the second third is reached and your quota job is still 100%, the silver star is added to the button. And at the end of the last third, the ruby is set into the star of the buttons of those men who have achieved their quota throughout the season. If, at the end of a quota period

you have not reached your quota, you and your men can still earn their membership and emblems by bringing your job up to quota at any time. For example: you finish July 31 only 90% of quota (only one-hundred percenters get in!), but by the end of the second week in August you have built up your job to 100% or better for the first third AND the two weeks in August, your membership and emblems will be issued. You can, therefore, bring your organization up to quota and win your membership in the Q-Club after the end of any period by bringing your quota up to 100% or better. Membership in the PHILCO Q-Club is not limited to dealers alone. Every salesman and key man in your organization is entitled to wear the emblem when your dealer quota is reached. The PHILCO Q-Club will thereby help you stimulate activity amongst your own organization. Get your men interested in the Q-Club . . . get them interested in your quota . . . and you'll have the most profitable radio season ever!

PHILCO RADIO & TELEVISION CORPORATION OF PENNSYLVANIA

24th and Fairmount Avenue, Philadelphia

PHILCO RADIO & TELEVISION CORPORATION OF PENNSYLVANIA

DEALERS' QUOTA RECORD

FALL SEASON 1937

Dealer Cloud Radio

Address Norristown, Pa.

OCTOBER QUOTA 15 <i>Units</i>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER QUOTA 6 <i>Units</i>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER QUOTA 8 <i>Units</i>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Summary — FALL SEASON — 1937				
MONTH	QUOTA	ATTAINMENT	% QUOTA	REMARKS
June				
July				
Aug.				
Sept.				
Oct.				
Nov.				
Dec.				

PHILCO RADIO & TELEVISION CORPORATION OF PENNSYLVANIA DEALERS' QUOTA RECORD

SPRING SEASON 1938

Dealer Cloud Radio

Address Norristown, Pa.

JANUARY						QUOTA	<i>Units</i>
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

MARCH						QUOTA	<i>Units</i>
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

FEBRUARY						QUOTA	<i>Units</i>
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1	2	3	4	5	
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28						

APRIL						QUOTA	<i>Units</i>
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
					1	2	
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

SPACE IS PROVIDED SO THAT YOU MAY KEEP A DAILY RECORD OF YOUR PHILCO PURCHASES AND YOUR QUOTA STANDING

PHILCO RADIO & TELEVISION CORPORATION of PENNSYLVANIA

WHOLESALE DISTRIBUTORS

24th and Fairmount Ave.

Philadelphia, Pennsylvania

SOLD TO CLOUD RADIO COMPANY

ADDRESS NORRISTOWN, PENNA. CITY _____

Terms _____ Class _____ Ship via _____

Salesman _____ Units this Order _____

PHILCO AUTO RADIO ORDER

TAX PAID PRICES — INSTALLATION NOT INCLUDED

AUTO RADIO				CONTROL HEADS				CONTROL HEADS			
QUANTITY	MODEL	LIST	AMOUNT	QUANTITY	CODE	QUANTITY	CODE	QUANTITY	CODE	QUANTITY	CODE
	826	\$42.95			16		34		52		59
	827	\$52.95			17		35		53		60
	827K	\$59.95			18		36		54		61
	828	\$59.95			19		37		55		62
	828K	\$64.95			20		38		56		63
					21		39		57		64
					22		40		58		65
					23		41				
					24		42				
					25		43				
					26		44				
					27		45				
					28		46				
					29		47				
					30		48				
					31		49				
					32		50				
					33		51				
TOTAL											
CONTROL HEADS				AUTO RADIO AERIALS							
QUANTITY	CODE	QUANTITY	CODE	QUANTITY	LIST PRICE	DESCRIPTION	AMOUNT				
	Standard		12		\$5.00	UNDER-CAR					
	Chevrolet		13		\$5.00	CAR TOP					
	10		14		\$6.00	FULL LENGTH CAR TOP					
	11		15		\$3.75	COWL					

Approved by: _____

1938 is Another PHILCO Year

PHILCO RADIO & TELEVISION CORPORATION OF PENNSYLVANIA

WHOLESALE DISTRIBUTORS

24th and Fairmount Ave.

Philadelphia, Pennsylvania

SOLD TO CLOUD RADIO

ADDRESS

CITY NORRISTOWN PA.

Terms

Class

Ship via

Salesman

Units this Order

PHILCO HIGH-EFFICIENCY TUBES

Tubes Assorted as Shown Below

Customer's Signature

QUANTITY	TYPE	LIST	AMOUNT	QUANTITY	TYPE	LIST	AMOUNT	QUANTITY	TYPE	LIST	AMOUNT	QUANTITY	TYPE	LIST	AMOUNT	QUANTITY	TYPE	LIST	AMOUNT
	2	\$1.50			6G5	\$1.50			49	\$1.25			1E7G	\$2.75			6X5G	\$1.60	
	4	1.50			10	2.75			50	2.50			1F5G	2.25			6T7G	2.25	
	5	1.50			12A	2.25			53	1.75			1F7G	2.25			6U7G	2.00	
	6	1.50			12A5	2.75			55	1.50			1H4G	1.00			6V6G	1.75	
	9	1.50			12A7	2.25			56	.80			1H6G	1.75			25A6G	1.50	
	01A	.75			12Z3	1.35			57	1.25			1J6G	1.35			25B6G	1.75	
	1V	1.10			14	2.25			58	1.25			5U4G	1.50			25L6G	2.25	
	1A1	1.50			15	2.25			59	2.00			5V4G	2.35			25Z6G	1.50	
	1C1	1.50			17	2.25			71A	.90			5X4G	1.50			METAL TUBES		
	1D1	1.50			19	1.25			75	1.10			5Y3G	1.00					
	1F1	1.50			22	1.75			76	.80			5Y4G	1.00			5Z4	2.00	
	1Z1	1.50			24A	1.00			77	1.35			6A5G	2.25			6A8	1.50	
	1Y1	1.50			25Z5	1.25			78	1.20			6A8G	1.50			6C5	1.25	
	1A4	1.75			26	.70			79	1.50			6B4G	2.25			6F5	1.25	
	1A6	1.75			27	.80			80	.70			6B8G	1.75			6F6	1.35	
	1B4	2.25			30	1.00			81	2.25			6C5G	1.25			6H6	1.25	
	1B5/25S	1.25			31	.90			82	1.50			6D8G	2.25			6J7	1.50	
	1F4	1.50			32	1.75			83	1.60			6F5G	1.25			6K7	1.35	
	1C5	1.75			33	1.35			83V	2.25			6F6G	1.35			6L6	2.25	
	2A3	2.50			34	1.75			84	1.60			6H6G	1.25			6L7	1.75	
	2A5	1.20			35/51	1.10			85	1.20			6J5G	1.35			6N7	1.75	
	2A6	1.20			36	1.10			89	1.50			6J7G	1.50			6Q7	1.35	
	2A7	1.50			37	.90			X99	1.50			6K5G	1.35			6R7	1.35	
	2B7	1.60			38	1.25			182B	2.25			6K6G	1.35			6X5	1.50	
	5Z3	1.10			39/44	1.25			183	2.25			6K7G	1.35			25A6	1.50	
	6A3	2.25			40	1.00			485	2.25			6L5G	2.25			25L6	2.25	
	6A4	1.50			41	1.10			OCTAL BASE GLASS TUBES (G Types)			6L6G	2.50			25Z6	1.50		
	6A6	1.60			42	1.20						6L7G	1.75			6N6G	2.25		
	6A7	1.40			43	1.40			1C7G	2.25			6N7G	1.75					
	6B7	1.50			45	.90			1D5G	2.25			6Q7G	1.35					
	6C6	1.20			46	1.50			1D7G	1.75			6R7G	1.35					
	6D6	1.20			47	1.50			1E5G	2.25			6S7G	2.25					
	6F7	1.75			48	3.50													

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

DEALER'S SIGNATURE

PHILCO Tubes
 Improve the Performance of Any Radio

1938 is Another PHILCO Year!

PHILCO RADIO & TELEVISION CORPORATION OF PENNSYLVANIA

WHOLESALE DISTRIBUTORS

24th and Fairmount Ave. Philadelphia, Pennsylvania

SOLD TO.....CLOUD RADIO.....

ADDRESS.....CITY.....NORRISTOWN, PA.

Terms.....Class.....Ship via.....

Salesman.....

ADVERTISING AND SALES PROMOTION MATERIAL ORDER

QUANTITY	DESCRIPTION	PRICE	AMOUNT
	Dealer Window Display Service		
	Monthly Window Trimming Service (6 months)		
	Island Display		
	Home Radio Consumer Folders		
	Retail Salesman's Looseleaf Handbook		
	Looseleaf Inserts only for above		
	Cloth Banners		
	Frame for General Line Wall Chart		
	Slogan Recording		
	Wall Plaque		
	"PHYL" COE Mystery Books		
	Vertical Outdoor Neon Sign		
	Horizontal Outdoor Neon Sign		
	4-Color Battery Set Newspapers with Dealer's Imprint		
	Battery Set Consumer Folders		
	Special Service Consumer Folders		
	Battery Set Wall Chart		
	Auto Radio Dealer Kit with 1 set Display Board		
	3 set DeLuxe Auto Radio Display Board		
	1 set Auto Radio Display Board		
	Auto Radio Consumer Folders		
	PHILCO Phone Display		
	PHILCO Phone Consumer Folders		

Approved by: _____ DEALER'S SIGNATURE

NEWSPAPER ADVERTISING of FIRST FOUR RADIO LINES

YEAR ENDING APRIL 30, 1937

NATIONAL NEWSPAPER ADVERTISING

In national newspaper advertising in Philadelphia only, PHILCO did 65% of the total advertising used by the first 4 Radio advertisers...almost 5 times that of the next largest user...over 13 times the lineage of the smallest.

PHILCO

82280 Lines

Radio A

18942 Lines

Radio B

17849 Lines

Radio C

6984 Lines

RETAIL STORE NEWSPAPER ADVERTISING

And in the radio advertising placed by all radio stores in Philadelphia only, PHILCO is again overwhelmingly the winner, with 65% of all retail radio advertising to its credit. Here are the figures from one newspaper only:

PHILCO

71318 Lines

Radio A

14118 Lines

Radio B

12771 Lines

Radio C

12580 Lines