

**it's
PHILCO
WEEK!**

Featuring

**AS LITTLE AS \$1 DOWN!
UP TO 18 MONTHS TO PAY!
BIG TRADE-IN ALLOWANCE!
FREE DEMONSTRATION!**

NO SQUAT



NO STOOP



NO SQUINT



with the 1938
**Automatic Tuning
PHILCO**
with
Inclined Control Panel

PHILCO 7XX* \$84.95

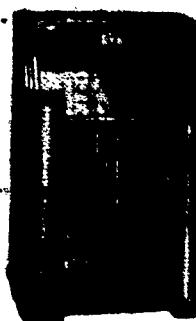
Automatic Tuning, Inclined Control Panel, Concealed Automatic Tuning, Inclined Sound Board, Concert Grand Speaker, 3-Point Tone Control, Philco Foreign Tuning System and a host of other features. Handsome, hand-rubbed walnut cabinet.

Complete with PHILCO High Efficiency Aerial

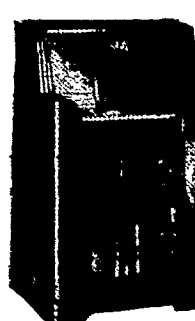
Everyone agrees that the new 1938 Double-X Philcos offer the greatest values in radio... and now, during Philco-Week, it's easier than ever for you to own one of these history-making models... with our extra-big trade-in allowance, low down payment, and long, easy terms that you can conveniently afford!

Come in at once... see, hear and tune a new Philco Double X... it's an entirely new kind of radio, built for your convenience. See the *Inclined Control Panel*... inclined for tuning easily, gracefully, speedily, accurately... whether you're sitting or standing! One glance shows your favorite stations *instantly*... a flick of your finger on the Automatic Tuning Dial gets them... perfectly tuned for finest reception!

CHOOSE FROM MANY DOUBLE-X PHILCOS



PHILCO 12XX*
Inclined Control Panel, Automatic Tuning, Magneto Tuning, Inclined Sound Board, Concert Grand Speaker, Philco Foreign Tuning System with Spread-Band Dial. 12 Philco Tubes. Gorgeous cabinet.
\$184.50
Complete with PHILCO High Efficiency Aerial



PHILCO 13XX*
Inclined Control Panel, Automatic Tuning, Magneto Tuning, Inclined Sound Board, Concert Grand Speaker, Philco Foreign Tuning System with Spread-Band Dial. 11 Philco Tubes. Stunning cabinet.
\$164.50
Complete with PHILCO High Efficiency Aerial



PHILCO 14XX*
Inclined Control Panel, Automatic Tuning, Magneto Tuning, Inclined Sound Board, Concert Grand Speaker, Philco Foreign Tuning System with Spread-Band Dial. Beautiful hand-rubbed walnut cabinet.
\$134.50
Complete with PHILCO High Efficiency Aerial



PHILCO 4XX*
Inclined Control Panel, Concealed Automatic Tuning, Inclined Sound Board, Concert Grand Speaker, Philco Foreign Tuning System, 3-Point Tone Control, Richly figured walnut cabinet.
\$110.00
Complete with PHILCO High Efficiency Aerial

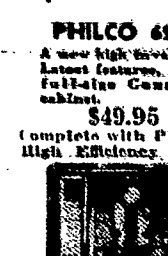


PHILCO 116XX*
Radio's most advanced Control Panel, Automatic Tuning, Magneto Tuning, High-Fidelity, Inclined Sound Board, Acoustic Chorus, Philco Foreign Tuning System with Spread-Band Dial. 15 Philco Tubes.
\$205.00
Complete with PHILCO High Efficiency Aerial

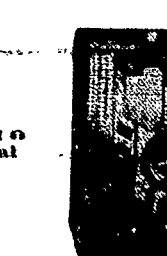
OTHER BIG-VALUE PHILCOS FOR 1938



PHILCO 48F
A new high-speed! Latest features, 800 Luxitone Controls cabinet.
\$49.95
Complete with PHILCO High Efficiency Aerial



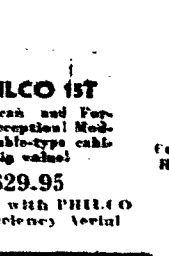
PHILCO 9K*
American and Foreign reception! Handsome Controls cabinet.
\$74.95
Complete with PHILCO High Efficiency Aerial



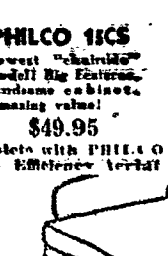
PHILCO 68
Smart Baby Grand with transcendent power, big tone and latest features.
\$39.95
Complete with PHILCO High Efficiency Aerial



PHILCO 15T
American and Foreign reception! Modern table-type cabinet. Big value!
\$29.95
Complete with PHILCO High Efficiency Aerial



PHILCO 16C
Newest "chairside" model! Big features, handsome cabinet. Amazing value!
\$49.95
Complete with PHILCO High Efficiency Aerial



PHILCO 15C
Newest "chairside" model! Big features, handsome cabinet. Amazing value!
\$49.95
Complete with PHILCO High Efficiency Aerial



Complete with PHILCO High Efficiency Aerial

BEAUCAIRE, INC.

Wholesale Distributors

SEE YOUR NEAREST PHILCO DEALER

You Can Identify Your PHILCO DEALER by His Window Display

Boake Carter

PHILCO NEWS Commentator

Every Mon., Wed, Fri. 6:45 P. M.