

# PHILCO

presents

## REVOLUTIONARY INVENTIONS FOR 1940

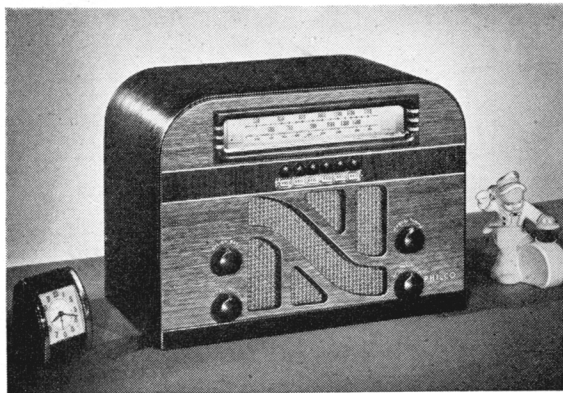
**Built-in Super Aerial System eliminates aerial and ground wires. No installation. Pure tone even in noisy locations.**

Philco engineering marches on to new triumphs for 1940! New inventions make radio listening a greater joy than ever in tone, convenience and beauty. And now, the Philco you buy today is ready for Television when it arrives!

The first of Philco's great 1940 inventions is the Built-in Super Aerial System. It is part of an entirely new radio circuit, a combination of three vital features, working together to give you undreamed-of power and new purity of tone. The annoyance of man-made static and interference has been overcome. You get clear, beautiful tone wherever you live—even in big buildings and noisy, difficult locations, enjoyable radio reception is possible now for the first time!

And radio is cleaned up, at last! The unsightly aerial wires on your roof, the untidy ground wires around your room are gone! Everything you need to give you the finest reception, the purest, clearest tone that radio has ever known is now inside the cabinet. The new 1940 Philco needs no installation of any kind. Just place it wherever it looks best and is most convenient in your room, plug-in like an electric lamp . . . and play!

Every 1940 Philco, even at the lowest price, is an achievement of Philco engineering leadership . . . giving you finer tone, more powerful performance, more tubes, more quality features—yes more for your radio dollar than ever before!



**Philco 145T** (above). One of the full selection of exquisite table models. Undreamed-of power, performance and tone. Electric Push-Button Tuning. American and Foreign Reception. Yours for only \$3.95 down.



**1940 PHILCO Model 216RX with WIRELESS REMOTE CONTROL**



**PHILCO RADIO-PHONOGRAPH, Model 507**



**1940 PHILCO CONSOLE, Model 190XF**

**BUILT TO RECEIVE TELEVISION SOUND!**

The 1940 Philco you buy today is ready for Television when it arrives . . . and in a new, different and better way! It is built to receive Television Sound, and, when used with a Philco Television Picture Receiver, you need no wires, plug-in or connections of any kind. The wireless way—another achievement developed in the great Philco laboratories.

The Twin-Loop Aerial and a new Television tube with three times the amplification power, both exclusive Philco developments, give you the benefits of the Built-in Super Aerial System on Foreign short-wave as well as standard reception. Thus, a problem that has baffled radio scientists is now solved by Philco engineers.

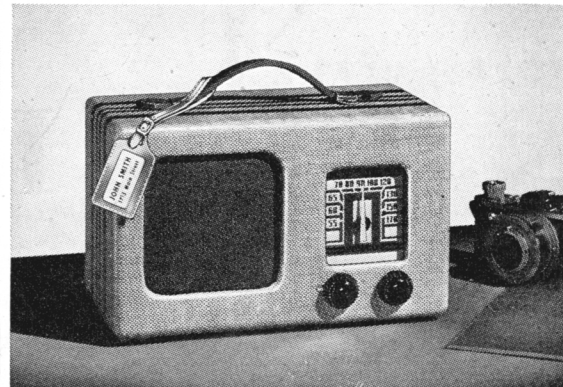
**SEE THE 1940 PHILCO . . . NOW ON DISPLAY AT ALL DEALERS**

Philco dealers everywhere are holding special showings now to present the sensational new 1940 Philco radio and radio-phonograph models. Visit your nearest Philco dealer today. Hear the glorious tone, see the lovely new cabinet designs, judge the record-breaking values! And ask about his offer . . . any 1940 Philco is yours for a small down payment, balance on easiest monthly terms. And—a liberal trade-in allowance!

**Philco 216RX with Wireless Remote Control** (top left). A new achievement of Philco engineers. New inventions give you radio's most glorious tone and thrilling performance. Wireless Remote Control operates the radio from any room in your home without wires, cords or connections of any kind. American and Foreign Reception. Built-in Super Aerial System. Built to receive Television Sound. Luxurious cabinet of costly woods. Easiest terms.

**Philco 507 Radio-Phonograph** (center left). Philco offers for 1940 a complete selection of radio-phonographs, presenting new triumphs of tone, operation, cabinet beauty and value! Special phonograph circuits with doubled sound output give you new beauty of tone at every price. Model illustrated has improved Automatic Record Changer for 12 records. Exquisitely designed cabinet of richly figured, hand-rubbed Walnut. Yours for only \$11.95 down.

**Philco 190XF** (bottom left). Rich cabinet beauty coupled with fine radio performance . . . quality and thrift combined! An American and Foreign receiver with Built-in Super Aerial System and triple-power Television tube. Built to receive Television Sound. A large inlaid Walnut cabinet of impressive design. Only \$8.95 down!



**Philco 81T Portable** (above). Plays anywhere, indoors or outdoors, without aerial or house current. Compact, light in weight, full performance. Special low drain circuit gives twice the battery life. Only \$19.95, with batteries.