

PHILCO DRY BATTERIES

Philco offers you a complete line of Dry Batteries for every purpose—sturdily built to Philco's rigid specifications . . . guaranteed to give you dependable service and extra long life. Here are a few of the types:

Flashlight Batteries in all sizes; *Lantern Batteries*, for hand lanterns, bicycle lamps, truck signal flares, etc.; *All-Purpose Batteries* for bells, buzzers, ignition and other general use; *Multiple Batteries*—6-Volt, combining four 1½-Volt batteries in waterproof metal case, for engine ignition purposes and for operation of electric farm fences; all types and sizes of **FARM RADIO BATTERIES**.

PHILCO AUTO RADIOS

Ask about the sensational, new, *low price* Auto Radios for 1940. New features, finer tone, greater power and distance range. Fine models to fit ANY car, new or old. Easily and quickly installed.

Ask for special folders describing Philco Portable Battery Radios . . . Philco All-Electric Home Radios and Radio-Phonographs . . . Transitone AC-DC Compact Radios . . . Philco Radio Tubes . . . Conservador Electric Refrigerators . . . Cool-Wave Air Conditioners.

New 1940 PHILCO FARM RADIO

SAVES $\frac{2}{3}$
of Battery Cost
and Current Drain!

The Greatest
ECONOMY
ever offered in a
FARM RADIO!

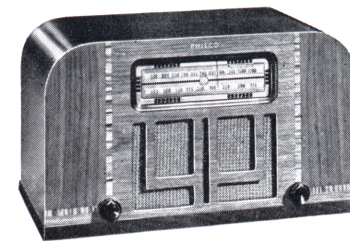
Philco brings you a new kind of Farm Radio, so revolutionary that it makes all ordinary farm radios *obsolete!* Its price is lower than ever before. And *costs so sensationally little to run* that it ends all need for costly, cumbersome wet batteries, for expensive, unreliable wind chargers, for the bother of charging batteries of any kind.

A single, compact, one-piece, extra long life Battery Block furnishes all the power . . . gives almost *double the capacity at less than one-third the cost*. And newly-invented, low-drain *farm radio tubes* cut current consumption down to *one-third*. **You actually SAVE TWO-THIRDS on batteries and current drain!**

In addition, these new tubes combine with a special *farm radio circuit* and a new high-output *farm radio speaker* to give you performance never before equalled at the price. Pure, rich tone with full volume . . . power to give you clear reception even during the daytime . . . all on a mere fraction of the current formerly needed.

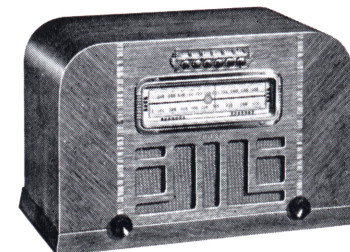
In first cost and operating cost, these 1940 Philco models, in their beautiful new cabinets, are the

**GREATEST FARM RADIO
VALUES OF ALL TIME!**



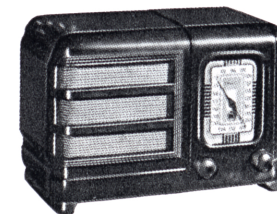
**WALNUT CABINET!
SELF-CONTAINED
BATTERY BLOCK**

95T Special Philco-invented 1½-Volt farm radio circuit . . . four new-type, low-drain farm radio tubes . . . new, high-output speaker . . . one-piece, extra long life Battery Block concealed in cabinet. Automatic "on-off" flag, uses no current. Automatic Volume Control . . . easy-to-read horizontal dial. Gets Standard Broadcasts and State Police Calls. Smartly designed inlaid Walnut cabinet.



**ELECTRIC
PUSH-BUTTON
TUNING!**

100T Six Electric Push-Buttons—five for favorite stations, one for dial tuning. Special Philco-invented 1½-Volt farm radio circuit . . . four new-type, low-drain farm radio tubes . . . new, high-output speaker . . . one-piece, extra long life Battery Block concealed in cabinet. Automatic "on-off" flag, uses no current. Automatic Volume Control. Gets Standard Broadcasts and State Police Calls. Beautiful Walnut cabinet with Zebrano inlays.

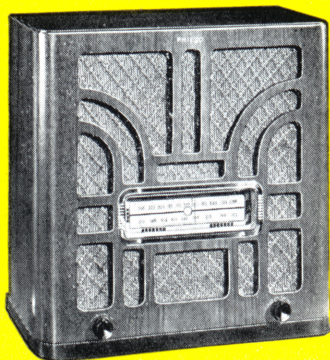


**PERFORMANCE!
ECONOMY!
NEW LOW
PRICE!**

90CB Special Philco-invented 1½-Volt farm radio circuit . . . four new-type, low-drain farm radio tubes . . . new, high-output speaker . . . single, extra long life Battery Block with one plug-in connection. Automatic "on-off" flag, uses no current. Automatic Volume Control . . . large, easy-to-read dial. Gets Standard Broadcasts and State Police Calls. Handsome brown molded cabinet.

1940 PHILCO FARM RADIO

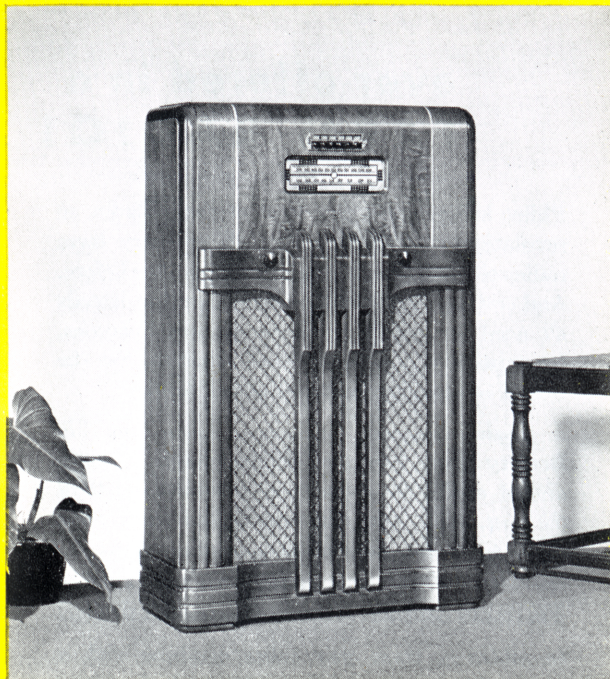
New in Design... New in Performance... New in Beauty... and the Greatest Values Ever Offered



105B Special Philco-invented 1½-Volt farm radio circuit... four new-type, low-drain farm radio tubes... new, high-output speaker. Specially designed Tone Chamber gives richer tone and extra volume with minimum current drain. One-piece, extra long life Battery Block concealed in cabinet. Automatic "on-off" flag, uses no current. Automatic Volume Control. Gets Standard Broadcasts and State Police Calls. Big, gracefully-designed cabinet of beautiful Walnut.



110B Same as the 105B, plus Electric Push-Button Tuning and American and Foreign Short-Wave reception. Ship and Amateur Calls.



100F Six Electric Push-Buttons—five for favorite stations, one for dial tuning. Special Philco-invented 1½-Volt farm radio circuit... four new-type, low-drain farm radio tubes... new, high-output speaker... one-piece, extra long life Battery Block concealed in cabinet. Automatic "on-off" flag, uses no current. Automatic Volume Control. Gets Standard Broadcasts and State Police Calls. Impressive hand-rubbed sliced Walnut console cabinet of beautiful design.



95F Special Philco-invented 1½-Volt farm radio circuit... four new-type, low-drain farm radio tubes... new, high-output speaker... one-piece, extra long life Battery Block concealed in cabinet. Automatic "on-off" flag, uses no current. Automatic Volume Control... easy-to-read horizontal dial. Superb tone, great power, sensitivity and distance range. Gets Standard Broadcasts and State Police Calls. Beautifully designed console cabinet of hand-rubbed sliced Walnut.



105K Philco-invented 1½-Volt farm radio circuit... four new-type, low-drain tubes... new, high-output speaker. Specially designed Tone Chamber gives richer tone and extra volume with minimum current drain. One-piece, extra long life Battery Block concealed in cabinet. Automatic "on-off" flag. Gets Standard Broadcasts and State Police Calls. **110K** same as the 105K, plus Electric Push-Button Tuning and American and Foreign Short-Wave, Ship and Amateur Calls.

Own a New Philco Farm Radio on Easy Terms... Big Trade-in Allowance!