

# THE Ten Millionth PHILCO

*A memorable milestone in radio history! . . . And to commemorate the occasion Philco presents a special series of exact replicas of the Ten Millionth Philco . . . the famous High-Fidelity 116 Double-X with Automatic Tuning on the new Inclined Control Panel*



THE TEN MILLIONTH PHILCO . . . 116 Double-X . . . has an exclusive Philco High-Fidelity Audio System. Individual and personal control of both Treble and Bass . . . anti-distortion Beam Output Tubes . . . the exclusive Philco two-in-one High-Fidelity Speaker . . . Wide-Angle Sound Diffusion . . . Acoustic Clarifiers to prevent "boom" . . . and the famous Inclined Sounding Board to bring every note up to ear level.

It takes *all* these features to give you Philco High-Fidelity reception . . . to *double* the tonal range of ordinary good low fidelity radios. It took years of research . . . and the building of ten million Philcos to develop the Philco High-Fidelity System. But never before has radio achieved such soul-stirring realism.

See and hear the Ten Millionth Philco. Thrill to the living tone of Philco High-Fidelity. Discover how the Philco Foreign Tuning System makes "locals" of overseas stations . . . how Philco Automatic Tuning brings *any* of your favorite stations with a flick of your fingers . . . how the Inclined Control Panel eliminates squatting, stooping, squinting.

To commemorate the occasion Philco offers a special series of exact replicas of the Ten Millionth Philco . . . identified by a medallion on which the owner's name may be engraved. On display now at your Philco dealer's . . . and you may easily own one on the Philco-Commercial Credit Easy Payment Plan.

*Mail this coupon NOW!*

PHILCO RADIO & TELEVISION CORPORATION,  
Beury Building, 3701 N. Broad St., Philadelphia, Pa.

Please send me a copy of the Souvenir Brochure describing "The Ten Millionth Philco," the Philco Mystery Book and official entry blank for Philco's Radio Mystery Contest with \$50,000.00 in cash prizes.

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ADDRESS \_\_\_\_\_