

PHILCO *presents*
the NEW 1940
Radio - Phonograph



NEW *automatic record-changer*

NEW *circuits for finer record tone*

NEW *cabinets of exquisite beauty*

For 1940

PHILCO PRESENTS NEW TRIUMPHS OF RADIO-PHONOGRAPH TONE, PERFORMANCE AND BEAUTY



PHILCO RADIO-PHONOGRAPHS for 1940 present a series of new engineering achievements, a parade of exclusive advantages which are *yours only in a Philco!*

Specially Designed for Tone

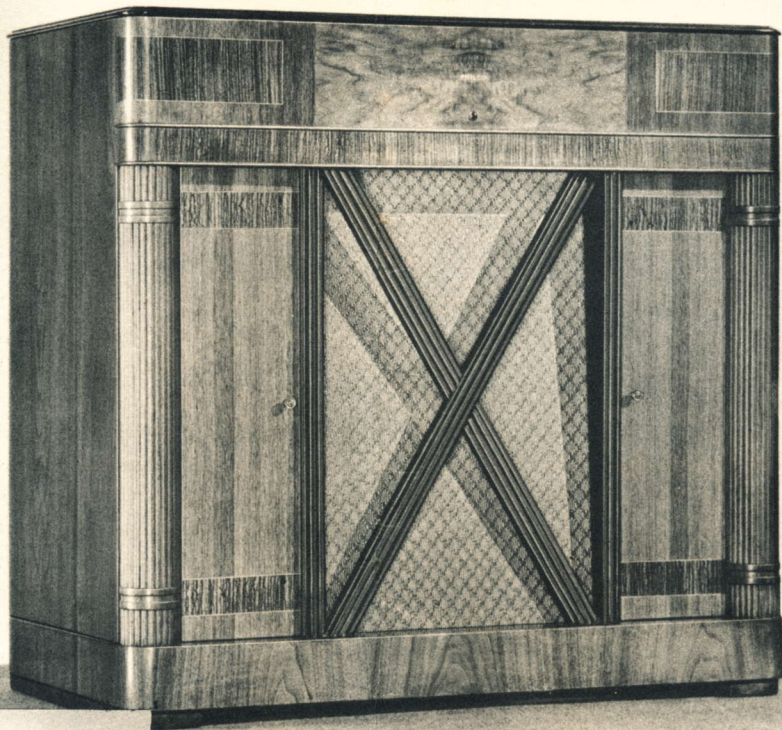
The circuits of 1940 Philco Radio-Phonographs are specially designed for richer, clearer, fuller reproduction of phonograph records. Not radio circuits, but *radio-phonograph circuits*, with twice the sound output and large over-size speakers that give you finer tone than you have ever heard from records before!

Amazing New Record-Changer

The amazing new Philco De Luxe Inter-Mix Record-Changer, perfected in the Philco laboratories, gives you *a full hour of continuous record music without attention—the longest period offered by any radio-phonograph at a moderate price!*

The new Philco De Luxe Inter-Mix Record-Changer plays and automatically changes, with one loading, fourteen 10" and 12" records mixed together in any order. Plays fifteen 10" or thirteen 12" records. Functions perfectly and smoothly with any playable records, *even if warped*; this is not possible in any other record-changers. Gentle operation preserves the life of your valuable records. Requires no attention except stacking; no adjustments of any kind for different-sized records. *Fully automatic!*

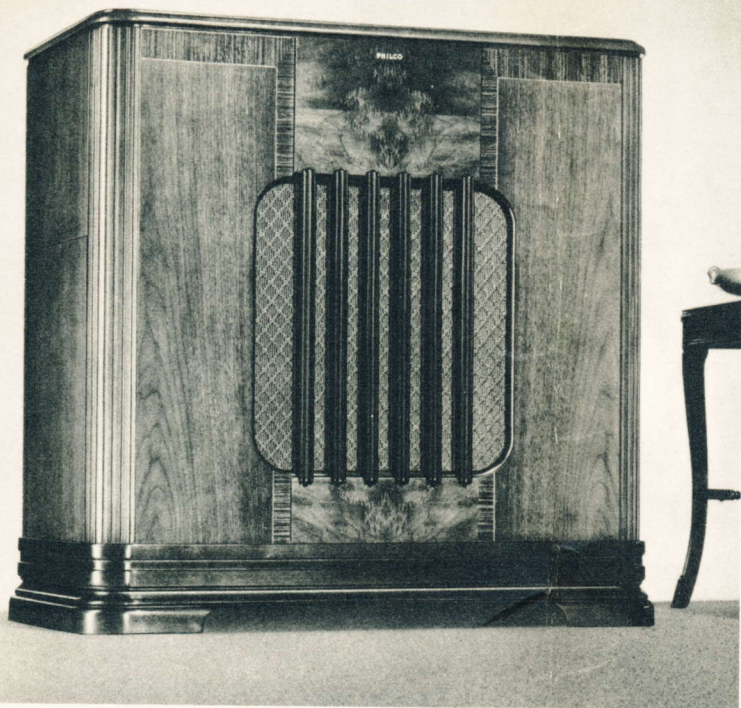




PHILCO 516 WITH WIRELESS REMOTE CONTROL

A luxurious instrument that brings you the most thrilling radio-phonograph tone you have ever heard and a fascinating, NEW luxury—*Wireless Remote Control of records*, fully described on the back page of this folder . . . an exclusive Philco feature now yours for the first time! The Philco 516 has an improved audio system, large Cathedral Speaker and powerful 14-tube circuit. The Philco De Luxe Inter-Mix Record-Changer gives you a full hour of recorded music, *without interruption or attention!* An American and Foreign radio with Built-in *Super Aerial System*.

PHILCO 510 In same cabinet with same features as the 516, including Wireless Remote Control, covers Standard American stations.



PHILCO 509 RADIO-PHONOGRAPH

With the Philco De Luxe Inter-Mix Record-Changer, you get a full hour of continuous music without attention—fourteen 10" and 12" records at one loading, *mixed together in any order.*

Never before at a moderate price have you been able to enjoy so long a program of uninterrupted record music. The powerful chassis is specially designed with added power, larger speaker and special electrical features, for the finest, most glorious record tone ever offered at the price. An American and Foreign receiver with Built-in *Super Aerial System*, eight tubes, including the newly-invented Loktal tubes.



PHILCO 508 RADIO-PHONOGRAPH

Never before at the reasonable price of the Philco 508 have you been able to buy such glorious tone, luxurious convenience and superb cabinet beauty in a radio-phonograph.

A circuit *specially designed for tone*, engineered to give a new and unlooked-for beauty and richness to recorded music. An Automatic Record-Changer of superior design and function *plays from ten to twelve records at one loading*, far greater convenience and much longer continuous music than has ever been available before at the price. A powerful, eight tube American and Foreign receiver, with Built-in *Super Aerial System*.

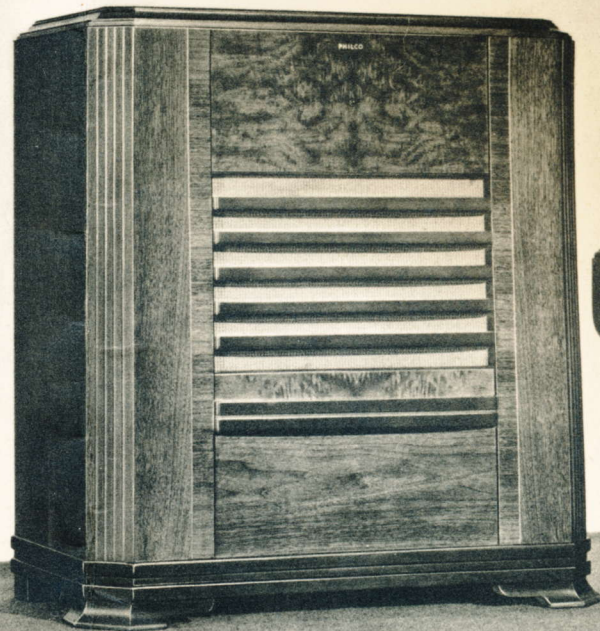


PHILCO 508 RADIO-PHONOGRAPH



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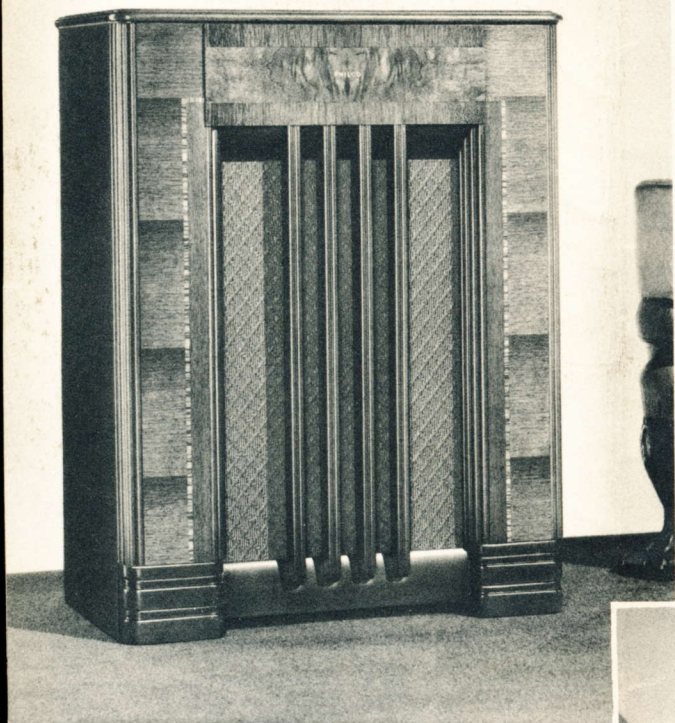


PHILCO 507 RADIO-PHONOGRAPH



Philco engineers designed this model to give you the *essentials* of fine tone and luxurious convenience at moderate cost.

"Expensive" features, many never offered at this price before. An Automatic Record-Changer that plays, at one loading, twelve 10" or ten 12" records . . . *longer by half* than others offer at the same price. And *Tone*—that's where you get extra value! Sound output has been *doubled*; the speaker refined. You hear recorded music with thrilling richness, depth and lifelike reality. American and Foreign receiver with Built-in *Super Aerial System* and six tubes, including the newly-invented Loktal tubes.



PHILCO 506 RADIO-PHONOGRAPH



A new high in radio-phonograph quality and value at a popular price. The circuit is specially designed for fine tone reproduction. Audio System output has been doubled for greater power and richness. The special, oversized Cathedral Electro-Dynamic Speaker has been specially refined and perfected. The result is full, rich, deep tone for recorded music that equals radio-phonographs selling at far higher prices. An automatic switch that starts the motor by merely setting the tone arm on the record. Tone arm touches the record lightly reducing needle noise to a minimum. True tracking crystal pick-up preserves record life. The six tube receiver gets all Standard American Broadcasts, State and City Police Calls and Amateurs.



PHILCO 501 RADIO-PHONOGRAPH

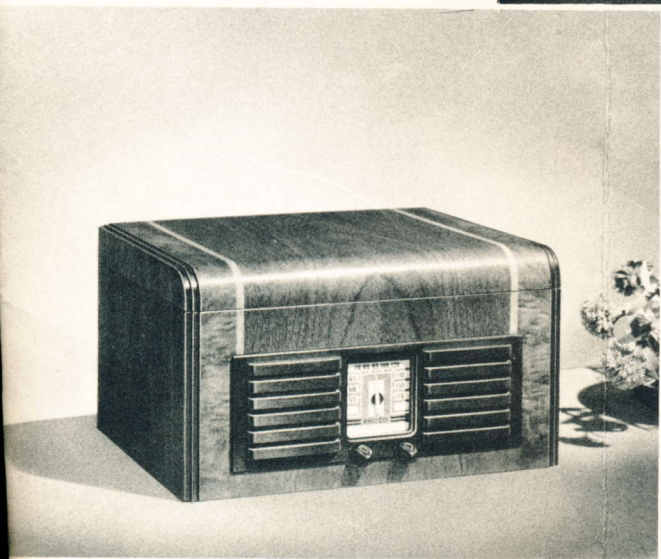
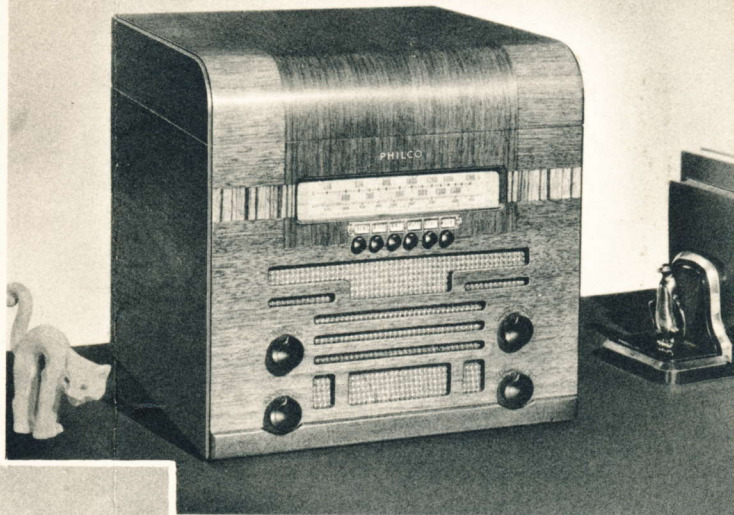
A quality instrument, designed by Philco engineers for tone, power and performance far beyond its size . . . and price! Extremely efficient Tone Arm, new type Automatic Switch, featherweight needle touch, improved, true-tracking Crystal Pick-up, self-starting motor, volume control for records and radio. Five tubes. Gets Standard Broadcasts and State Police. Approved by Underwriters.



PHILCO 503 RADIO-PHONOGRAPH



Superb tone, real performance and genuine quality features in a table model Radio-Phonograph. Specially designed Audio System and Speaker for fuller, richer, clearer tone on phonograph records. *Semi-automatic operation*—no more placing needle on record; just lift and lower lid to play and repeat. "True-tracking." Cabinet lid closes on both 10" and 12" records. Six tubes. Gets Standard Broadcasts, City and State Police.



PHILCO 502 RADIO-PHONOGRAPH



Added features that give value far beyond its slight added cost! The smartly designed cabinet is of plain and beautifully-figured butt Walnut with Maple inlays. The lid helps to reduce needle noise and gives you purer, clearer tone. Plays 10" and 12" records *with the lid closed*. It has tone control which enables you to emphasize the bass, bring out the treble, suit the quality of tone to the records. Five tube radio has amazing power and distance range; gets Standard Broadcasts and State Police.

A PARADE OF EXCLUSIVE ADVANTAGES . . . YOURS ONLY IN THE NEW 1940 PHILCO RADIO-PHONOGRAPH

Another Improved Record-Changer

Even in its lowest priced Automatic Record-Changer model, Philco offers *longer continuous playing* than the best of other moderately priced Radio-Phonographs . . . twelve 10" or ten 12" records at one loading, which is *more by half* than other devices on the market.

Wireless Remote Control

Philco Radio-Phonograph models 516 and 510 have Wireless Remote Control. You may operate them from anywhere you wish in your home at any time, *without wires or connections of any kind!* Change stations on the radio, change from radio to phonograph and back again, reject records, start and stop the phonograph, adjust volume—yes, *complete control without rising from your chair.* Load the De Luxe Inter-Mix Record-Changer with your favorite records. And then, without going near the instrument, a flip of your finger brings you just the music you want, radio or records, *when you want it!* New luxury in the use and enjoyment of a radio-phonograph!

New Radio Features

The radio portion of the Philco Radio-Phonograph has all the revolutionary innovations which Philco engineers have created for 1940. All but the two lowest priced models have the Built-in *Super Aerial System*, a new Philco invention. *No installation! Just*

place the instrument wherever you wish, plug it in like an electric lamp . . . and play. No troublesome aerial wires clutter your roof; no untidy ground wires around your room. And you get finer reception than ever before—new purity and beauty of tone, new freedom from man-made static and interference, even in noisy locations.

Built to Receive Television Sound

Every 1940 Philco Radio-Phonograph is built to receive Television sound and, when used with a Philco Television Picture Receiver, without wires or plug-in connections of any kind. The *Wireless* way—new, different and better!

Other Exclusive Features

In every 1940 Philco Radio-Phonograph model, you find some exclusive advantage that is the gift of Philco research. *Semi-automatic operation*—no more fuss with placing the needle. Just lower the lid and the record starts; lift and lower the lid and it repeats. An *automatic switch* that starts the motor as you lift the tone arm. *Original refinements in the tone arm* which give you truer tone and preserve the record. These and many other features give you, for 1940, the most thrilling tone and performance, the *greatest values your money can buy* in a combination radio and phonograph.

LIBERAL TRADE-IN ALLOWANCE . . . EASIEST TERMS