

PHILCO



# PHILCO

for

# 1940

gives you the  
greatest values  
in Radio History!

**NEW INVENTIONS** that give, at every price, finer tone and greater power than your radio dollar has ever bought before.

**NEW DEVELOPMENTS** that make radio a richer experience in your life, a greater joy in your home.

**NEW CABINETS** in a wide variety of exquisite designs... a style to suit your preference, enrich the beauty of your home.



# **You don't have to "install" a Philco any more!**

**... just place it wherever it  
looks best and is most conven-  
ient in your room ... and plug  
it in like an electric lamp!**

**That's all there is to it!... no  
aerial wires outside or inside,  
no ground wires around your  
room. All that fuss, bother, mess,  
annoyance and hazard is over!**

## **Radio is cleaned up at last, thanks to ...**

# An Amazing Philco Invention

## THE **BUILT-IN** **SUPER AERIAL** **SYSTEM**

that combines these three features:

1. A newly-developed, self-contained Loop Aerial.
2. The sensational Loktal Tubes invented by Philco Engineers.
3. The costly R.F. Stage. And the powerful new No. 1232 *Television Tube*.

**Together . . .** this combination of features gives you a complete system of super-reception, thrilling improvements in tone, performance and convenience, which are yours for the first time in the New 1940 Philco.

# 1. A newly-developed self-contained Loop Aerial

The first feature of the Philco Built-in *Super Aerial System* is the self-contained Loop Aerial. It's *inside the cabinet* and does away with all need for installation. That means that radio is *cleaned up!* No aerial wires overhead, no ground wires underfoot . . . no mess, no bother, no expense. You place console models *wherever they look best* in relation to other furniture in the room . . . change them around whenever you change the position of your furniture. And table models are *completely portable*. Carry them from room to room . . . place anywhere, plug in and play.

## Quiet . . . even in noisy locations!

But convenience is only one of the advantages of the Built-in *Super Aerial System*. *Better reception . . . purer, clearer tone*—that's the new thrill you enjoy from this sensational feature. And the Loop Aerial does its part by conquering the annoyance of static and man-made noises. Now, no matter where you live, you get quiet, enjoyable radio reception . . . even in noisy locations where formerly the best radio made could only give you a mixture of squeals, hoots, howls and crackles!

## Greater power and sensitivity

The self-contained Loop Aerial, as developed by Philco, not only gives you finer tone but greater power and sensitivity . . . and that means finer performance than radios with outside aerials could give you in the past. Yes, and *far better* performance than the great majority of radios get today in homes where the aerial has deteriorated or was never properly installed. For with the self-contained Loop Aerial, every 1940 Philco works at its greatest efficiency the moment you plug it in . . . and continues to do so throughout its full, long life.

## Twin-Loop for all-wave reception

Philco engineers have solved another problem! For the first time they've shown the way to get *really effective short-wave reception* with a Loop Aerial . . . by inventing the *Twin-Loop Aerial*. Every American and Foreign Philco radio has the Built-in *Super Aerial System* with the sensational *Twin-Loop Aerial* that gives you *the same powerful sensitivity on both standard and short-wave reception!*

## 2. The sensational LOKTAL TUBES

invented by Philco engineers

The second vital feature of the Philco Built-in *Super Aerial System* is the new *Loktal Tube*. Nothing like these tubes has ever been known in radio before. They are smaller in size yet do more. They consume half the current and thus accomplish a sensational reduction in heat . . . making possible compact radios that *do not overheat*.

But the most important advantage of these new Loktal tubes is their *performance!* They have stability . . . they reduce tone distortion . . . and they are far more efficient than ordinary tubes. Among them is the phenomenal new No. 1232 Television tube that has three times the signal amplification power of any radio tube, without adding impurities. Philco engineers invented it to meet the stringent demands of Television . . . and then discovered that it gave *new and undreamed-of power to radio itself!* This resulted in an upheaval in radio design. It enabled Philco engineers to invent the Built-in *Super Aerial System* that harnesses this power . . . and to design circuits that produce, from any given number of tubes, much finer, clearer tone, greater distance range and more all-round performance than ever before possible.

## 3. The Costly R. F. Stage. And the powerful new 1232 Television Tube

The R.F. Stage in a radio circuit acts as a noise-excluding signal amplifier. It reduces noise and interference, increases sensitivity, and is most important in creating pure, clear tone. It is a *costly* feature that previously has been used only in higher-priced sets. But for 1940 Philco uses the costly R.F. Stage in *EVERY* Philco model, from the lowest price to the highest! It is the *third* feature of the Philco Built-in *Super Aerial System*.

In American and Foreign receivers, Philco's 1940 R.F. Stage uses the new Philco No. 1232 Television Tube which *triples* its amplification power. Always a quality feature, Philco has now tripled the efficiency of the R.F. Stage . . . enabling it to bring you, even in the lowest price sets, more glorious tone and thrilling performance.

# The new 1940 Philco radio is built to receive **TELEVISION SOUND**

## **AND . . . without any wires or connections between the radio and Philco television receiver!**

The 1940 Philco you buy today will be more useful than ever when Television finally reaches your home. Whenever that may be, Philco engineers have looked ahead and have provided the means of reproducing Television sound signals through any 1940 Philco in a *new, different and better way*. Already this infant industry feels the force of Philco Engineering Leadership!

Since Television Receivers were announced this Spring, everyone agrees that Television will never replace radio but will be merely an *additional* source of entertainment. Your radio, therefore, will be as important as ever in your life. Recognizing this, some manufacturers are building a *special type of Television Receiver* that transmits its sound by direct wire connection to a special type of radio.

Philco, however, has forged ahead. The special type of Television Receiver developed by Philco *needs no wire connection* to the radio. It transmits its sound *by wireless!* And the 1940 Philco is equipped to reproduce Television sound *without wires or plug-in connections of any kind* to this special receiver. You just tune it in, with a push-button or tuning knob, like any ordinary broadcast signal.

So your 1940 Philco is ready for Television in a new and better way when it comes, thanks to Philco engineering. And, in the meantime, it gives you the finest radio tone and performance your money can buy. In addition, every 1940 Philco can be *adapted* to receive Television sound by wire connection from the special type Television Receivers *of any make*.



New 1940

**PHILCO**  
**CONSOLES**

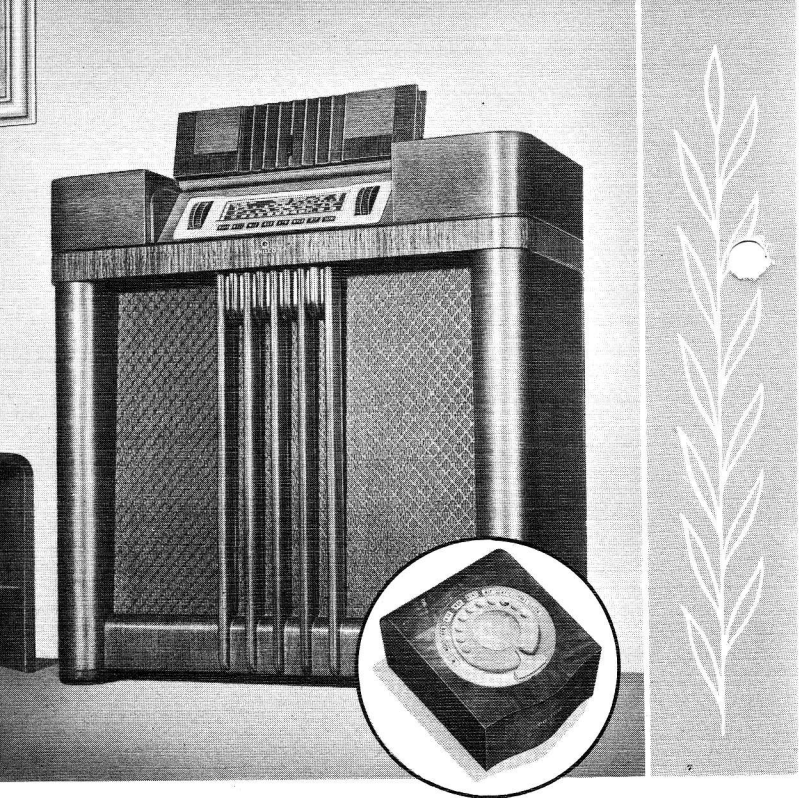
and

**TABLE**  
**MODELS**

★ ★ ★

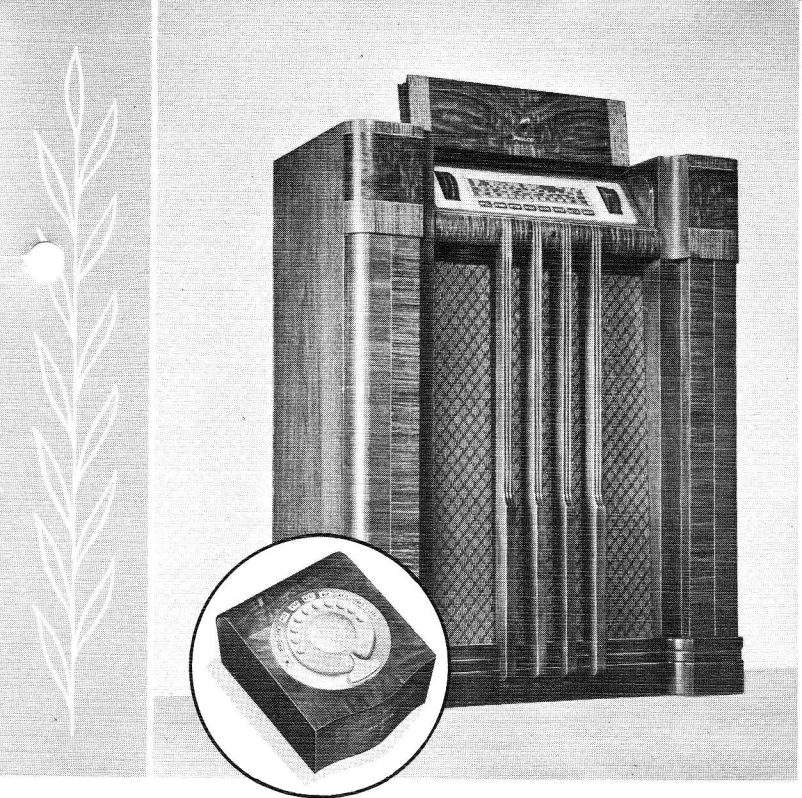






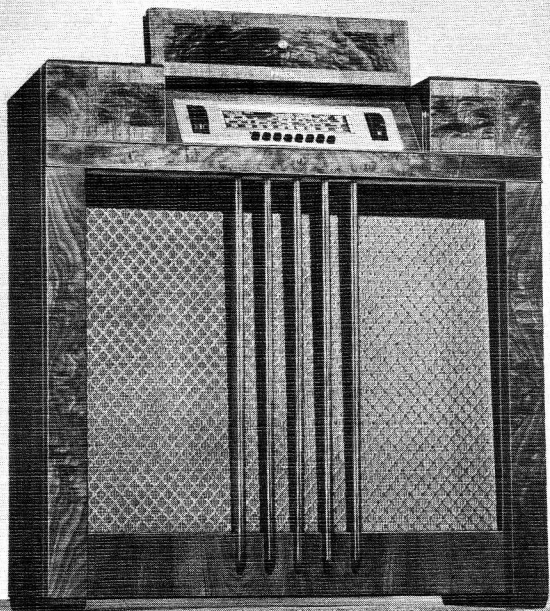
**PHILCO 216RX** with Wireless Remote Control. Tunes favorite programs from any room without wires or connections. Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R.F. Stage and fourteen tubes . . . including new Super-Efficient Loktal tubes. Push-Pull Pentode Audio System, Cathedral Speaker, Automatic Bass Compensation, Variable Tone Control, Inclined Sounding Board. Impressive inlaid Walnut cabinet, with folding lid to cover Inclined Control Panel. Illuminated Horizontal Dial with important Foreign Stations named and located. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Night Aircraft, Ship and Amateur Stations. *Cabinet dimensions: 36¼" high, 35" wide, 14¼" deep. Control Unit: 5½" high, 7¼" wide, 9⅛" deep.*

**Price**.....



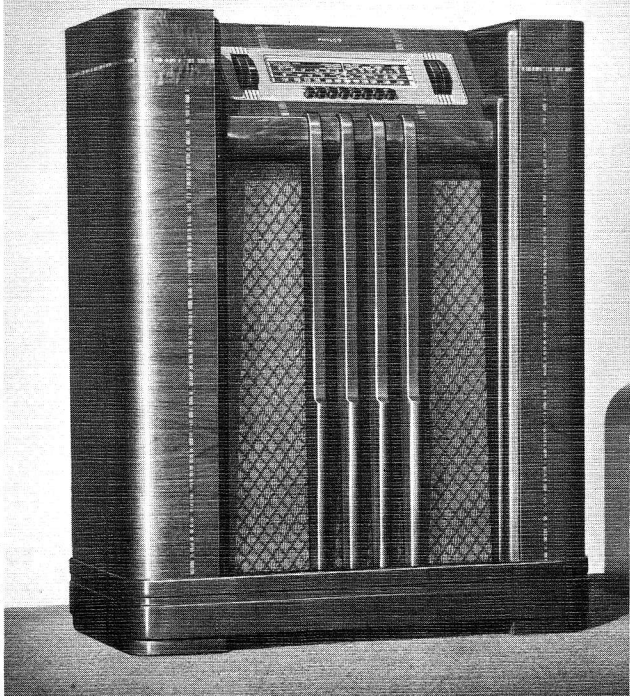
**PHILCO 205RX** with Wireless Remote Control. Tunes favorite programs from any room in your home without wires or connections. Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained Loop Aerial, costly R.F. Stage and twelve tubes . . . including new Super-Efficient Loktal tubes. Push-Pull Pentode Audio System, Cathedral Speaker, Automatic Bass Compensation, Variable Tone Control, Inclined Sounding Board. Inclined Control Panel cabinet of figured butt Walnut, with graceful, imposing lines and folding lid. Illuminated Horizontal Dial with Milled-edge Disc Controls. Tuning range covers all Standard American Broadcasts and State Police Calls. *Cabinet dimensions: 38" high, 30" wide, 15<sup>5</sup>/<sub>8</sub>" deep. Control Unit dimensions: 5<sup>1</sup>/<sub>2</sub>" high, 7<sup>1</sup>/<sub>4</sub>" wide, 9<sup>1</sup>/<sub>8</sub>" deep.*

**Price** .....



**PHILCO 200XX** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R. F. Stage and eleven tubes . . . including new *Super-Efficient Loktal* tubes. Eight Electric Push-Buttons for favorite stations, phonograph, Television Sound and switch to dial tuning. Power-Driven Push-Pull Pentode Audio System, Cathedral Speaker, Automatic Bass Compensation, Variable Tone Control, Inclined Sounding Board. Lovely Inclined Control Panel cabinet of costly butt Walnut, with folding lid. Illuminated Horizontal Dial with important Foreign Stations named and located. Milled-edge Disc Controls. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Night Aircraft, Ship and Amateur Stations. *Cabinet dimensions: 36 $\frac{1}{4}$ " high, 34 $\frac{1}{2}$ " wide, 14 $\frac{1}{4}$ " deep.*

**Price**.....



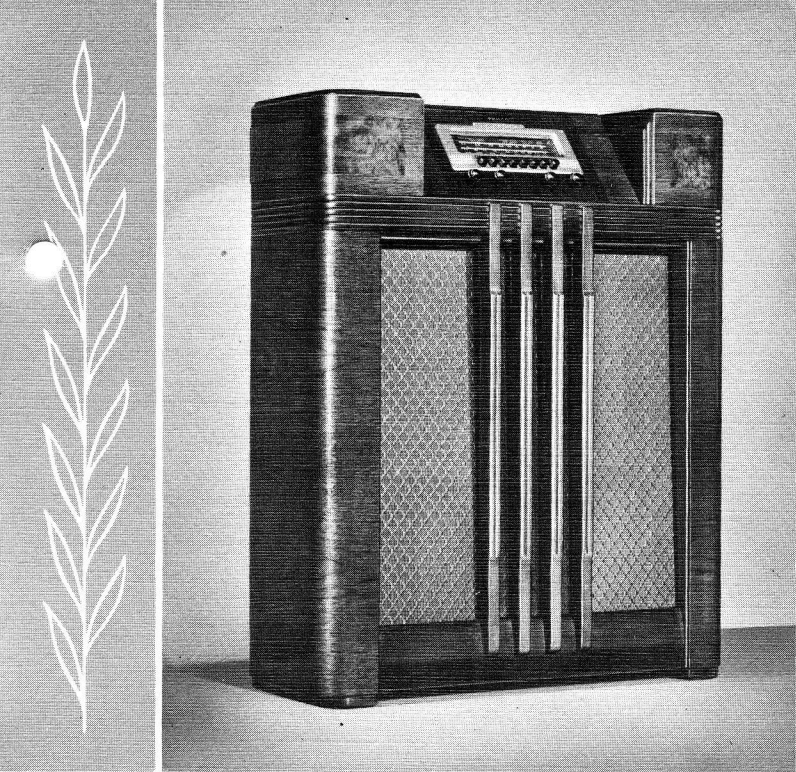
**PHILCO 195XX** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R.F. Stage and ten tubes . . . including new *Super-Efficient Loktal tubes*. Eight *Electric Push-Buttons* for favorite stations, *phonograph*, *Television Sound* and switch to dial tuning. *Push-Pull Pentode Audio System*, *Cathedral Speaker*, *Automatic Bass Compensation*, *Variable Tone Control*, *Inclined Sounding Board*. Beautiful *Inclined Control Panel cabinet* of exquisite proportions and rich, highly-figured *Walnut woods*. *Illuminated Horizontal Dial* with important *Foreign Stations* named and located. *Milled-edge Disc Controls*. Three tuning ranges cover *Standard American Broadcasts*, *Day and Night Foreign* and *American Short-Wave Stations*, *State and City Police Calls*, *Night Aircraft*, *Ship and Amateur Stations*. *Cabinet dimensions: 38" high, 29½" wide, 13¾" deep.*

**Price**.....



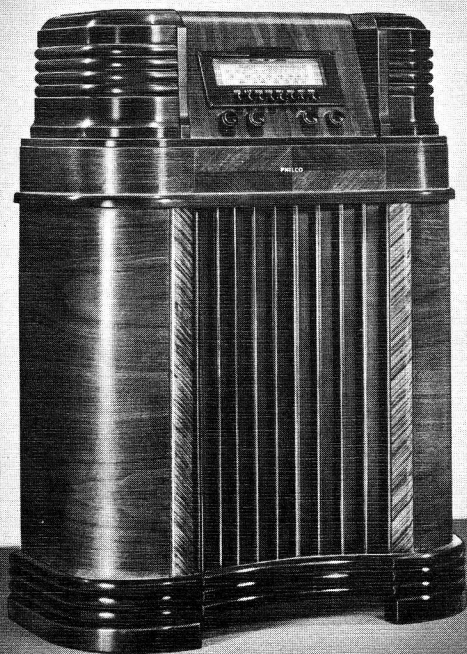
**PHILCO 190XF** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R.F. Stage and eight tubes . . . including new Super-Efficient Loktal tubes. Eight Electric Push-Buttons for favorite stations, phonograph, Television Sound and switch to dial tuning. Push-Pull Pentode Audio System, Cathedral Electro-Dynamic Speaker, Automatic Bass Compensation, Variable Tone Control, easy-to-read Illuminated Horizontal Dial with important Foreign Stations named and located. Impressive cabinet of choice, inlaid Walnut with Inclined Control Panel. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Ship and Amateur Stations. *Cabinet dimensions: 41" high, 29" wide, 14½" deep.*

**Price** .....



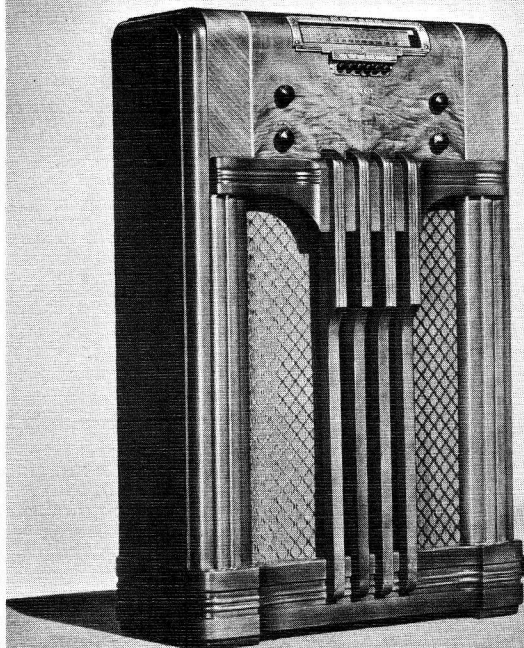
**PHILCO 185xx** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R.F. Stage and eight tubes . . . including new *Super-Efficient Loktal tubes*. Eight Electric Push-Buttons for favorite stations, phonograph, Television Sound and switch to dial tuning. Push-Pull Pentode Audio System, Cathedral Speaker, Automatic Bass Compensation, Variable Tone Control, Inclined Sounding Board. Graceful Inclined Control Panel cabinet of costly, highly-figured Walnut with contrasting inlays. Easy-to-read Illuminated Horizontal Dial with important Foreign Stations named and located. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Ship and Amateur Stations. *Cabinet dimensions: 38" high, 29½" wide, 12¼" deep.*

**Price**.....



**PHILCO 180XF** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R.F. Stage and seven tubes . . . including new *Super-Efficient Loktal tubes*. Eight Electric Push-Buttons for favorite stations, phonograph, Television Sound and switch to dial tuning. Push-Pull Pentode Audio System, Cathedral Speaker, Automatic Bass Compensation, Variable Tone Control, easy-to-read Horizontal Dial with important Foreign Stations named and located. Big, stately Inclined Control Panel cabinet of beautiful butt and sliced Walnut, with graceful, flowing curves. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Ship and Amateur Stations. *Cabinet dimensions: 39½" high, 28⅝" wide, 13¾" deep.*

**Price**.....



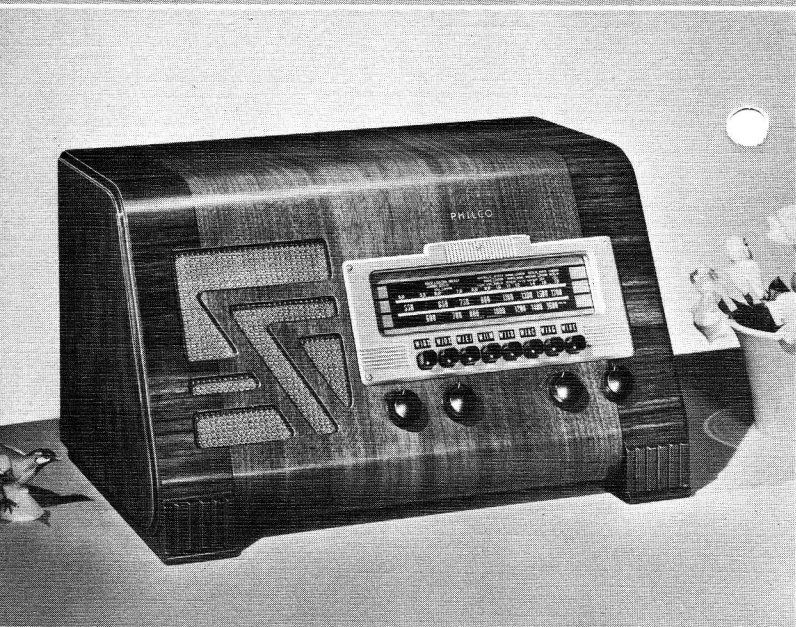
**PHILCO 160F** Built to receive Television Sound. Built-in Super Aerial System, combining self-contained Loop Aerial, costly R.F. Stage and six tubes . . . including new Super-Efficient Loktal tubes. Six Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. Pentode Audio System, Concert Grand Electro-Dynamic Speaker, Tone Control, Automatic Volume Control, easy-to-read Horizontal Dial. Beautifully designed Walnut cabinet with Maple inlays. Covers Standard American Broadcasts and both State and City Police Calls. *Cabinet dimensions: 36 $\frac{1}{8}$ " high, 23 $\frac{3}{4}$ " wide, 9 $\frac{3}{4}$ " deep.*

**Price** .....

**PHILCO 165F** Same as 160F with additional coverage including Day and Night Foreign and American Short-Wave Stations, Ship and Amateurs.

**Price** .....





**PHILCO 155T** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R.F. Stage and eight tubes . . . including new *Super-Efficient Loktal tubes*. Eight *Electric Push-Buttons* for favorite stations, phonograph, *Television Sound* and switch to dial tuning. *Push-Pull Pentode Audio System*, *Electro-Dynamic Speaker*. *Automatic Bass Compensation*, *Variable Tone Control*, easy-to-read *Illuminated Horizontal Dial* with important *Foreign Stations* named and located. Beautiful modern *Inclined Control Panel cabinet* of sliced *Walnut*, with inlays of *East-Indian Rosewood*. Three tuning ranges cover *Standard American Broadcasts*, *Day and Night Foreign* and *American Short-Wave Stations*, *State and City Police Calls*, *Ship and Amateur Stations*. *Cabinet dimensions: 10 $\frac{7}{8}$ " high, 18 $\frac{1}{2}$ " wide, 12 $\frac{1}{2}$ " deep.*

**Price**.....



**PHILCO 150T** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R.F. Stage and seven tubes . . . including new Super-Efficient Loktal tubes. Eight Electric Push-Buttons for favorite stations, phonograph, Television Sound and switch to dial tuning. Push-Pull Pentode Audio System, Electro-Dynamic Speaker, Automatic Bass Compensation, Variable Tone Control, easy-to-read Illuminated Horizontal Dial with important Foreign Stations named and located. Smart, up-to-date Inclined Control Panel cabinet of beautifully grained Walnut with butt Walnut trim and Holly inlays. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Ship and Amateurs. *Cabinet dimensions: 10½" high, 18½" wide, 12½" deep.*

**Price** .....

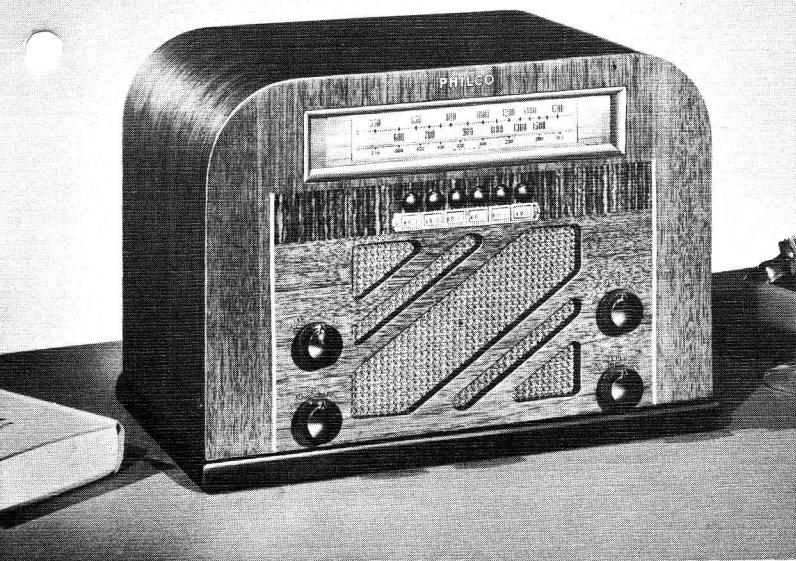


**PHILCO 145T** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained *Twin Loop Aerial*, costly R. F. Stage and six tubes . . . including new *Super-Efficient Loktal tubes*. Six *Electric Push-Buttons* for favorite stations, *Television Sound* and switch to dial tuning. *Pentode Audio System*, *Electro-Dynamic Speaker*, *Variable Tone Control*, *Automatic Volume Control*, easy-to-read *Horizontal Dial*. Handsome sliced *Walnut cabinet*. Covers *Standard American Broadcasts*, *Day and Night Foreign and American Short-Wave Stations*, *State and City Police Calls*, *Ship and Amateur Stations*. *Cabinet dimensions: 10 1/8" high, 14 1/8" wide, 8" deep.*

**Price** .....

**PHILCO 140T** in same cabinet, but without *Push-Button Tuning*.

**Price** .....



**PHILCO 135T** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained Loop Aerial, costly R.F. Stage and six tubes . . . including new Super-Efficient Loktal tubes. Six Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. Pentode Audio System, Electro-Dynamic Speaker, Tone Control, Automatic Volume Control, easy-to-read Illuminated Horizontal Dial. Modern cabinet of handsome, straight-grained Walnut with contrasting inlays. Tuning range covers Standard American Broadcasts, both State and City Police Calls and Amateur Stations. *Cabinet dimensions: 10 $\frac{1}{8}$ " high, 14 $\frac{1}{2}$ " wide, 8 $\frac{1}{8}$ " deep.*

**Price**.....

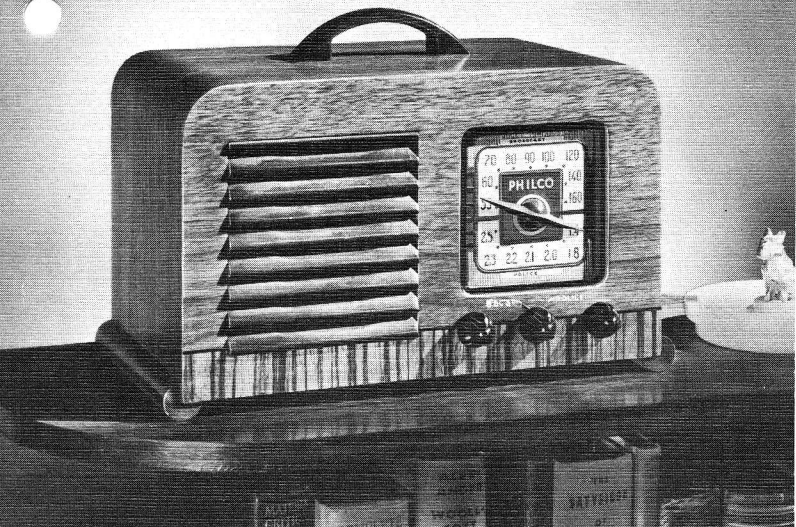
**PHILCO 130T** in same cabinet, but without Push-Button Tuning.

**Price**.....



**PHILCO 125c** Built to receive Television Sound. Built-in Super Aerial System, combining self-contained Loop Aerial, costly R.F. Stage and six tubes . . . including new Super-Efficient Loktal tubes. Six Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. AC-DC Superheterodyne Circuit, Beam Pentode Audio System, improved Electro-Dynamic Speaker, Automatic Volume Control, easy-to-read Illuminated Dial. Smart new cabinet, designed with exquisite grace and modern simplicity, and built of beautifully finished sliced Walnut with Zebrano and Holly inlays. Trim carrying handle makes it completely portable . . . just carry it from room to room, plug in anywhere *and play!* Tuning range covers Standard American Broadcasts, both State and City Police Calls, and some Amateur Stations. Cabinet dimensions: 7½" high, 11" wide, 6⅝" deep.

**Price** .....



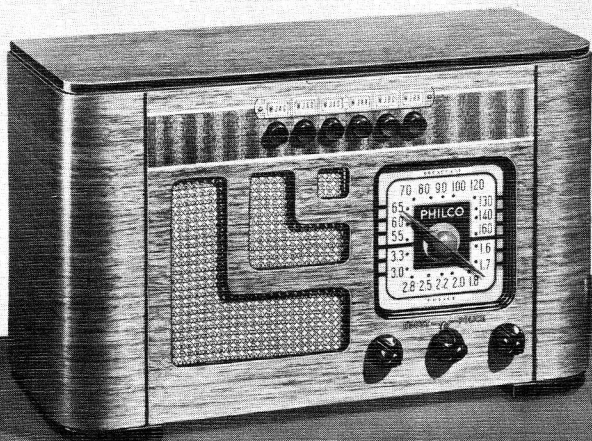
**PHILCO 120c** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained Loop Aerial, costly R.F. Stage and six tubes . . . including new Super-Efficient Loktal tubes. Powerful AC-DC Superheterodyne Circuit, Beam Pentode Audio System, improved Electro-Dynamic Speaker, Automatic Volume Control, easy-to-read Illuminated Dial for quick, accurate tuning. Unusually fine compact cabinet, modern in design and excellently proportioned, built of richly finished sliced Walnut, with Zebrano base and black inlays. Molded carrying handle enables you to carry it easily from room to room, plug in anywhere *and play!* Tuning range covers Standard American Broadcasts, both State and City Police Calls, and some Amateur Stations. *Cabinet dimensions: 6½" high, 11⅛" wide, 6½" deep.*

**Price**.....



**PHILCO 120C-1** Built to receive Television Sound. Built-in *Super Aerial System*, combining self-contained Loop Aerial, costly R.F. Stage and six tubes . . . including new Super-Efficient Loktal tubes. Powerful AC-DC Superheterodyne Circuit, Beam Pentode Audio System, improved Electro-Dynamic Speaker, Automatic Volume Control, easy-to-read Illuminated Dial for quick, accurate tuning. Cabinet is carefully and substantially built of wood, and finished in soft, rich gleaming ivory that will not discolor even after years of service. Molded carrying handle, tuning knobs and base are finished in black for smart contrast. The design and proportions are the same as the 120C. Tuning range covers Standard American Broadcasts, both State and City Police Calls, and some Amateur Stations. *Cabinet dimensions: 6½" high, 11⅛" wide, 6½" deep.*

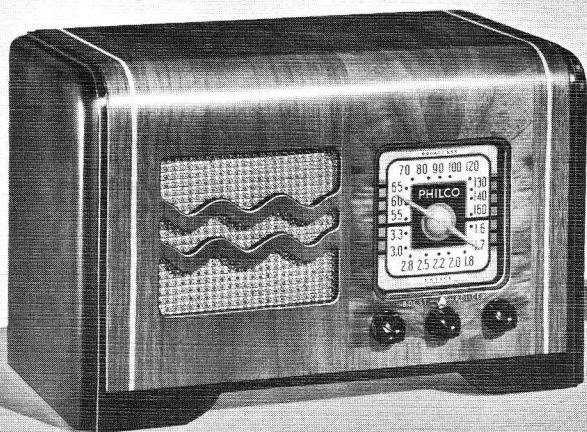
**Price**.....



**PHILCO 124c** Built to receive Television Sound. Six new Super-Efficient Loktal tubes . . . every one works—no ballast tubes. Costly R.F. Stage construction. Attached 20-foot Aerial Wire which, when thrown out the window or stretched around the room, gives exceptional distance range. Six Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. AC-DC Superheterodyne Circuit, Beam Pentode Audio System, improved Electro-Dynamic Speaker, Automatic Volume Control, easy-to-read Illuminated Dial. Smartly designed cabinet with graceful, flowing lines, substantially built of beautifully matched Walnut woods set off by delicate inlays. Tuning range covers Standard American Broadcasts, both State and City Police Calls and Amateur Calls. *Cabinet dimensions: 7 $\frac{1}{8}$ " high, 12 $\frac{3}{8}$ " wide, 5 $\frac{3}{8}$ " deep.*

**Price**.....





**PHILCO 115c** Built to receive Television Sound. Six new Super-Efficient Loktal tubes . . . every one works—no ballast tubes. Costly R.F. Stage construction that means unheard of reduction of noise and interference, amazing sensitivity and purer, clearer tone. Attached 20-foot Aerial Wire which, when stretched around the room or hung out of a convenient window, gives power and “punch” for distant reception. Powerful AC-DC Superheterodyne Circuit, Beam Pentode Audio System, improved Electro-Dynamic Speaker, Automatic Volume Control, easy-to-read Illuminated Dial. Beautifully designed, quality-built cabinet of genuine Walnut woods, enlivened by smart inlays of Holly. Tuning range covers Standard American Broadcasts, both State and City Police Calls and Amateur Calls. *Cabinet dimensions: 7 $\frac{3}{4}$ " high, 12 $\frac{3}{8}$ " wide, 5 $\frac{5}{8}$ " deep.*

**Price**.....



● New 1940

**PHILCO**  
**PORTABLE**  
**RADIOS**

● *Play  
Anywhere!*



# NO HOUSE CURRENT . . . NO AERIAL . . . NO GROUND!

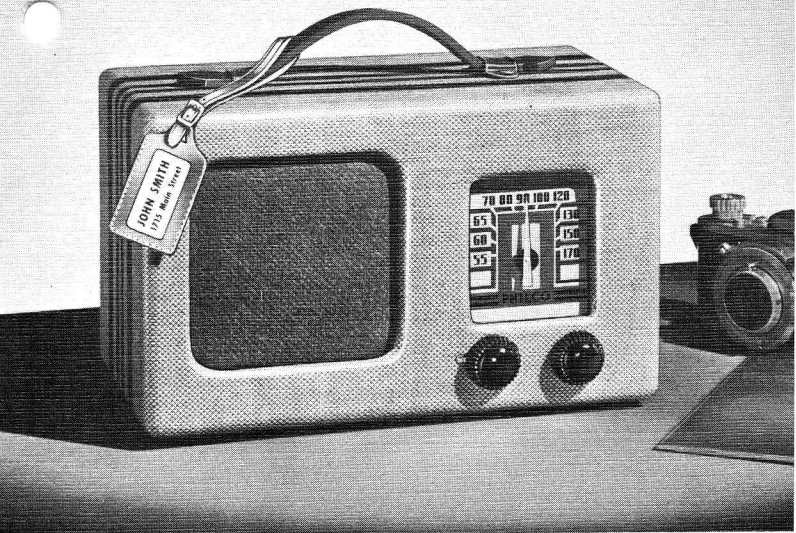
Another Philco invention  
opens up a whole new world  
of radio enjoyment

These new *self-powered radios* play anywhere . . . indoors or outdoors . . . without aerial, ground or house current! They enable you to take radio entertainment with you wherever you go—traveling, on picnics, beach parties, boating or camping trips . . . in trains or hotel rooms . . . on your porch or lawn. Rain or shine, a new 1940 Philco Portable is a perfect companion, adding cheer and pleasure to every hour.

This wonderful *addition* to the joy of life is a Philco invention, created for you a year ago in the great Philco laboratories. Since then it has been copied, *feverishly*, by other radio concerns, big and little. But none of them has copied the inventive genius that went into the designing of this radio . . . the tone, the performance, the quality, the long life. And where is quality more important than in a radio like this, which must give you *reliable* service under the most unusual demands!

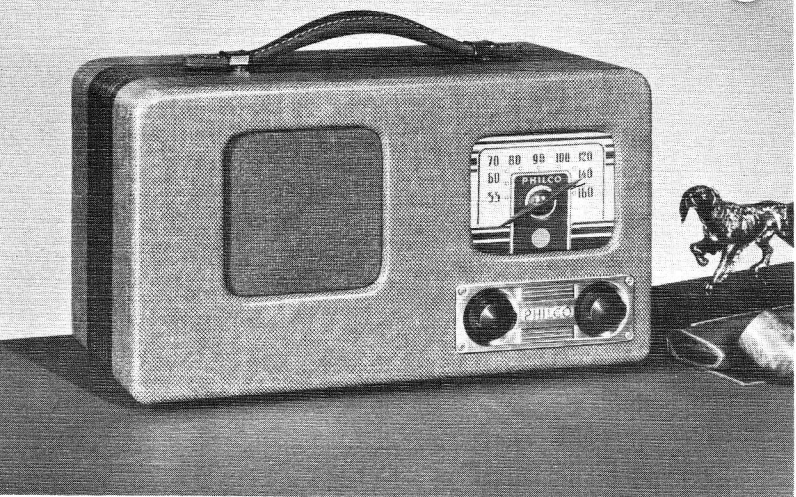
*When you're having fun, you don't want your radio to fail!* That's when it's important to you to know that the circuit in your portable radio is *Philco engineered*—especially designed from the ground up for unwired use . . . to give you economy, durability and long life. And this radio circuit was originally made for use in battery radios for farm homes, far away from power lines and broadcasting stations. Of necessity it had to be built to give not only fine tone and performance, but great economy and trouble-free operation. That's the kind of *quality design* and *dependability* YOUR portable radio *must have* if you want to be *sure* of all the pleasure it can give . . . and that's what PHILCO gives you!

**Take one with you wherever you go!**



**PHILCO 81T** An amazing Philco achievement—the new, self-powered, lightweight “Little Pal.” Plays anywhere, indoors or out, without house current, aerial or ground. Nearly half the size and pounds lighter than ordinary portables, yet gives you the greatest power, finest tone and performance, and longest battery life that radio offers at the price. Four new Super-Efficient Loktal tubes, powerful, highly-sensitive radio circuit, self-contained Loop Aerial, extremely efficient Permanent Field Speaker for unusually full, clear tone. Powered by self-contained, long-life Battery Block. On and Off Indicator on tuning knob. Attractive case covered in smart airplane cloth, with carrying handle and attached luggage tag for your name and address. Tuning range covers all Standard American Broadcasts. *Dimensions: 6½" high, 10⅝" wide, 5½" deep.*

**Price**.....



**PHILCO 74T** A new version of Philco's original invention . . . tremendously improved in power, performance and tone quality and specially designed for extremely low battery consumption. Self-powered . . . plays anywhere, indoors or out, without aerial, ground or "plug-in." Four new Super-Efficient Loktal tubes, powerful circuit of great sensitivity and distance range, self-contained Loop Aerial, newly-improved, highly-efficient Permanent Field Speaker, easy-to-read Full-Vision Dial with Automatic On and Off Signal. Powered by self-contained, long-life Battery Block. Housed in an attractive, sturdy case covered in smart airplane luggage cloth. Molded handle makes it easy and comfortable to carry. Tuning range covers all Standard American Broadcast Stations. A perfect traveling and vacation companion! *Dimensions: 7 $\frac{5}{8}$ " high, 13 $\frac{5}{8}$ " wide, 7 $\frac{3}{4}$ " deep.*

**Price** .....



**PHILCO 88T** For the first time, *super-performance* in a portable, self-powered radio! In addition to its great power and vast distance range on standard broadcast stations, it also gets *short-wave* reception from both American and Foreign stations. Needs no house current, aerial or ground. Five new Super-Efficient Loktal tubes, costly R.F. Stage and self-contained *Twin Loop Aerial*. Improved Philco Permanent Field Speaker, easy-to-read Wide-Vision Dial with Automatic On and Off Signal. Button for dial light when tuning at night. Powered by self-contained, long-life Battery Block. Sturdy case covered in smart airplane luggage cloth, with molded carrying handle. Tuning ranges cover Standard American Broadcasts, American and Foreign Short-Wave Stations, State Police Calls, Ship and Amateur Stations. *Dimensions: 7<sup>5</sup>/<sub>8</sub>" high, 13<sup>5</sup>/<sub>8</sub>" wide, 7<sup>3</sup>/<sub>4</sub>" deep.*

**Price**.....



**PHILCO 504** A portable, self-powered Radio-Phonograph that enables you to enjoy both radio *and* records wherever you go . . . without house current, aerial or ground. Plays 10" and 12" records through the radio circuit. Crystal pick-up insures clear tone. Powerful, even speed, hand wind motor. Radio Volume Control adjusts volume of record music. Four new Super-Efficient Loktal tubes, powerful circuit of great sensitivity and distance range, self-contained Loop Aerial, highly-efficient Permanent Field Speaker, easy-to-read Full-Vision Dial with Automatic On and Off Signal. Powered by self-contained, long-life Battery Block. Attractive airplane luggage cloth case with carrying handle and space in lid for storing records. Tuning Range covers all Standard American Broadcasts. *Dimensions: 10" high, 13 $\frac{5}{8}$ " wide, 10 $\frac{7}{8}$ " deep.*

**Price**.....



# PHILCO WIRELESS RECORD PLAYERS

Play records through your  
present radio . . . *without*  
*wire connections to the set*

## PHILCO WIRELESS RECORD PLAYER RP-3

Semi-automatic in operation. Tone arm sets itself; just close lid to start record. To repeat, merely lift and close the lid again. Plug in *anywhere* within listening distance of the radio . . . and enjoy fine-toned reproduction of records *without wires or connections to the set!* Plays 10" and 12" records with lid closed through the entire radio circuit. Graceful cabinet of beautiful inlaid Walnut. 6 $\frac{1}{8}$ " H, 13 $\frac{1}{4}$ " W, 14 $\frac{1}{8}$ " D.

Price .....







**PHILCO WIRELESS RECORD PLAYER RP-2** Plays 10" and 12" records, with lid closed, through entire radio circuit *without wire connections* to the set . . . either near the radio or as far away as you can enjoyably listen! Lifting and replacing tone arm starts and stops turn-table. Fine Walnut cabinet  $5\frac{3}{4}$ " high,  $14\frac{1}{8}$ " wide, 13" deep.

**Price** .....

**PHILCO WIRELESS RECORD PLAYER RP-1** Plays 10" and 12" records through entire radio circuit. Operates *without wires or connections* to the set . . . either near the radio or as far away as you can enjoyably listen! To start and stop turntable, merely lift and replace tone arm. Attractive Walnut cabinet  $3\frac{1}{2}$ " high,  $10\frac{1}{8}$ " wide,  $10\frac{1}{8}$ " deep.

**Price** .....





**New 1940**


**PHILCO**

**RADIO**

**PHONOGRAPHS**



**New Triumphs in Operation,  
Tone, Beauty and Value!**



# Sensational Philco Improvements Bring You Finer, More Complete Enjoyment of Recorded Music

Just as the 1940 Philco brings you revolutionary improvements in the nature and quality of radio receivers, so does it bring you sensational developments in radio-phonograph tone and operation!

The radio portion of the Philco Radio-Phonograph has all the innovations that Philco engineers have created for 1940. You don't have to connect it to an aerial or ground; no installation, no wires overhead or underfoot, no mess, no bother. You place it wherever you wish, plug in like an electric lamp . . . *and play!* You can carry table models from room to room; put consoles wherever they look best. And every Philco Radio-Phonograph is *built to receive Television Sound* from the special Philco Television Receiver designed for that purpose . . . without wires or connections to the Television receiver. The *wireless* way!

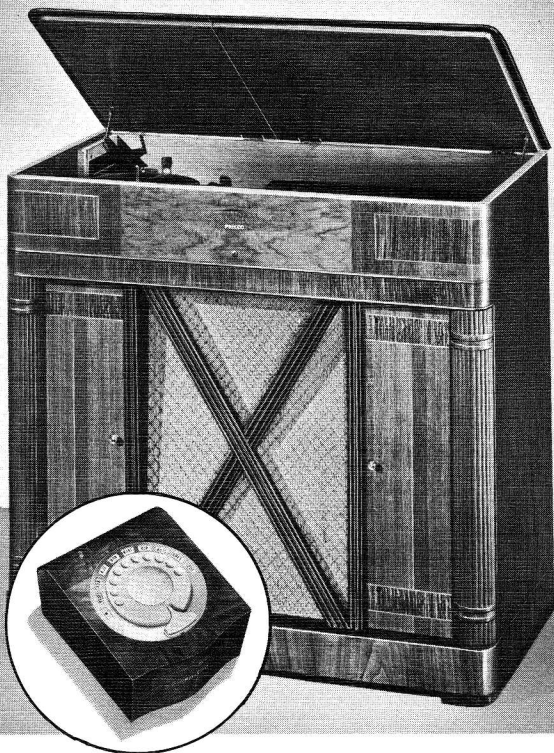
## De Luxe Inter-Mix Record Changer

The most spectacular *phonograph* development found in the various models of the 1940 Philco Radio-Phonograph is the new De Luxe Inter-Mix Record Changer. Gives you a *full hour* of favorite recorded music without interruption or attention. Plays 14 ten and twelve-inch records *mixed together* in any order at one loading . . . or 15 ten-inch records . . . or 13 twelve-inch records. Functions perfectly, smoothly and automatically with any playable records, *even if warped* . . . something not possible with any other record changer. Gentle operation preserves the life of your valuable records.

## Special Circuits for Finer Tone

Recognizing that really fine tone quality for records requires more power, more tonal amplification than normally required for radio, Philco engineers built special phonograph circuits with *twice the sound output* and coupled them with *large, oversize speakers* matched to the circuit. As a result the music of phonograph records is actually *brought to life!*

These are only a few of the many new features exclusive with Philco. Others include *Wireless Remote Control* for phonograph records—a new, luxurious convenience; semi-automatic operation—no more fuss of placing the needle; true-tracking for longer record life; automatic switch that starts motor as you lift the tone arm; and many more.

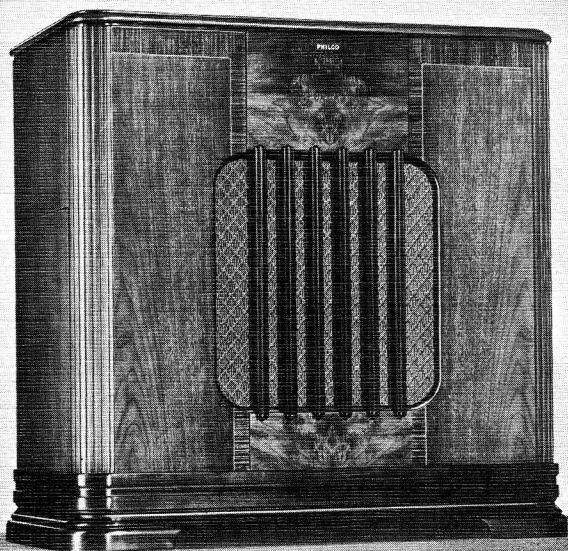


**PHILCO 516 RADIO-PHONOGRAPH** with *Wireless Remote Control* of both RADIO and RECORDS! From anywhere in your home, *without wires or connections*, you change radio stations, switch to phonograph and back again, reject records, start and stop phonograph, adjust volume, turn set off. De Luxe Inter-Mix Record Changer plays a full hour of records, both sizes together. Built to receive Television Sound. Built-in *Super Aerial System*, combining fourteen tubes, *Twin Loop Aerial* and costly R.F. Stage. Push-Pull Audio System, Cathedral Speaker, true-tracking Crystal Phonograph Pick-up. Walnut cabinet. Three tuning ranges cover Foreign and American reception. *Cabinet dimensions: 38 $\frac{1}{8}$ " high, 40 $\frac{1}{2}$ " wide, 21" deep.*

**Price** .....

**PHILCO 510 RADIO-PHONOGRAPH** Same cabinet and features. Standard American reception, twelve tubes.

**Price** .....



**PHILCO 509 RADIO-PHONOGRAPH** De Luxe Inter-Mix Record Changer plays 14 ten and twelve-inch records *mixed together* in any order at one loading . . . or 15 ten-inch records . . . or 13 twelve-inch records. A full hour of recorded music without attention! Built to receive Television Sound. Built-in *Super Aerial System*, combining eight tubes, including Super-Efficient Loktal tubes, *Twin Loop Aerial* and costly R.F. Stage. Eight Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. Push-Pull Pentode Audio System, Cathedral Speaker, improved Crystal Phonograph Pick-up, perfected Tone Arm, Variable Tone Control, Automatic Bass Compensation. Beautiful butt and sliced Walnut cabinet. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Ship and Amateur Stations. *Cabinet dimensions: 34½" high, 33½" wide, 17½" deep.*

**Price** .....



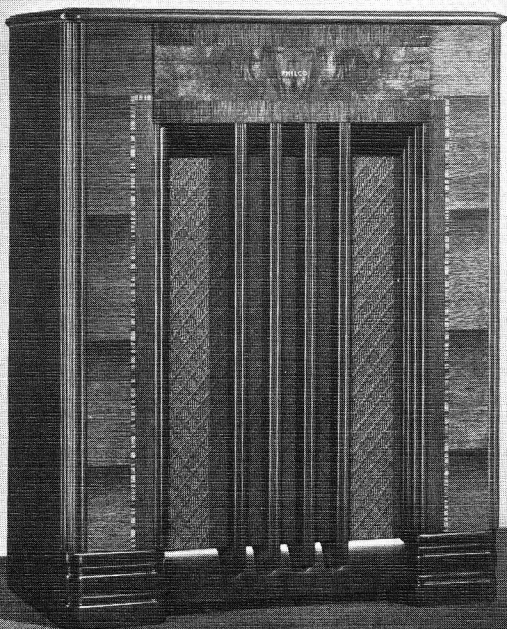
**PHILCO 508 RADIO-PHONOGRAPH** Improved Automatic Record Changer plays 12 ten-inch records or 10 twelve-inch records at one loading. Built to receive Television Sound. Built-in *Super Aerial System*, combining eight tubes, including Super-Efficient Loktal tubes, *Twin Loop Aerial* and costly R.F. Stage. Eight Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. Push-Pull Pentode Audio System, improved Crystal Phonograph Pick-up, perfected Tone Arm, Cathedral Speaker, Variable Tone Control, Automatic Bass Compensation. Horizontal Dial with important Foreign Stations named and located. Cabinet of beautiful butt and sliced Walnut. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Ship and Amateur Stations. *Cabinet dimensions: 35" high, 32 $\frac{3}{4}$ " wide, 16" deep.*

**Price**.....



**PHILCO 507 RADIO-PHONOGRAPH** Improved Automatic Record Changer plays 12 ten-inch records or 10 twelve-inch records at one loading. Built to receive Television Sound. Built-in *Super Aerial System*, combining six Super-Efficient Loktal tubes, *Twin Loop Aerial* and costly R.F. Stage. Six Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. Super-Power Pentode Audio System, improved Crystal Phonograph Pick-up, perfected Tone Arm, Cathedral Speaker, Variable Tone Control, Bass Compensation, Automatic Volume Control. Horizontal Dial with important Foreign Stations named and located. Handsome cabinet of matched butt and sliced Walnut. Three tuning ranges cover Standard American Broadcasts, Day and Night Foreign and American Short-Wave Stations, State and City Police Calls, Ship and Amateur Stations. *Cabinet dimensions: 34" high, 31 $\frac{5}{8}$ " wide, 17" deep.*

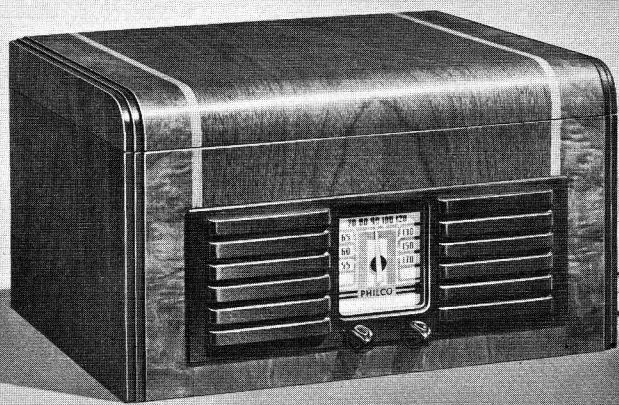
**Price**.....



**PHILCO 506 RADIO-PHONOGRAPH** Noiseless self-starting phonograph motor operates automatically with the mere motion of lifting the tone arm. Powerful, even speed. Plays 10-inch and 12-inch records. Built to receive Television Sound. Built-in *Super Aerial System*, combining six Super-Efficient Loktal tubes, Loop Aerial and costly R.F. Stage. Six Electric Push-Buttons for favorite stations, Television Sound and switch to dial tuning. Super-Power Pentode Audio System, improved Crystal Phonograph Pick-up, perfected Tone Arm with Featherweight Needle Pressure, Cathedral Speaker, Variable Tone Control, Bass Compensation, Automatic Volume Control. Easy-to-read Horizontal Dial. Beautifully-grained Walnut cabinet, with Zebrano inlays. Tuning range covers Standard American Broadcasts, both State and City Police Calls, Amateur Stations. *Cabinet dimensions: 34" high, 26<sup>5</sup>/<sub>8</sub>" wide, 14" deep.*

**Price**.....





**PHILCO 502 RADIO-PHONOGRAPH** Noiseless self-starting phonograph motor operates automatically with the mere motion of lifting the tone arm. Powerful, even speed. Plays 10-inch and 12-inch records with lid closed. Built to receive Television Sound. AC-DC Superheterodyne circuit with five Super-Efficient Loktal tubes. Attached Aerial . . . no ground needed. Tone Control for phonograph records, Volume Control that operates both radio and phonograph, improved Crystal Phonograph Pick-up, true-tracking Tone Arm with Featherweight Needle Pressure for record preservation. Super-Efficient Electro-Dynamic Speaker, Automatic Volume Control, easy-to-read Illuminated Radio Dial. Approved by Underwriters' Laboratories, Inc.—safe from fire and shock. Beautiful butt Walnut cabinet with Maple inlays. Covers Standard American Broadcasts, State Police Calls. *Dimensions:* 8" high, 14½" wide, 11⅛" deep.

**Price** .....



**PHILCO 503 RADIO-PHONOGRAPH** Semi-automatic phonograph operation. Merely place record and lower the lid . . . and record starts playing. To repeat, raise and lower the lid again. Plays 10-inch and 12-inch records. Built to receive Television Sound. Built-in *Super Aerial System*, combining six Super-Efficient Loktal tubes, Loop Aerial and costly R.F. Stage. Six Electric Push-Buttons for favorite stations. Television Sound and switch to dial tuning. Pentode Audio System, improved Crystal Phonograph Pick-up, perfected Tone Arm, improved Phonograph Speaker, powerful, even-speed Noiseless Phonograph Motor, Tone Control, Bass Compensation, Automatic Volume Control. Easy-to-read Horizontal Dial. Covers Standard Broadcasts, State and City Police Calls, Amateurs. Smartly designed, inlaid Walnut table-type cabinet. *Dimensions: 13 $\frac{1}{8}$ " high, 13 $\frac{1}{8}$ " wide, 13 $\frac{1}{2}$ " deep.*

**Price**.....



**PHILCO 501 RADIO-PHONOGRAPH** Noiseless self-starting phonograph motor operates automatically with the mere motion of lifting the tone arm. Powerful, even speed. Plays 10-inch and 12-inch records. Built to receive Television Sound. AC-DC Superheterodyne circuit with five Super-Efficient Loktal tubes. Attached Aerial . . . no ground needed. Volume Control that operates both radio and phonograph, improved Crystal Phonograph Pick-up, true-tracking Tone Arm with Featherweight Needle Pressure for record preservation. Super-Efficient Electro-Dynamic Speaker, Automatic Volume Control, easy-to-read Illuminated Radio Dial. Approved by Underwriters' Laboratories, Inc.—safe from fire and shock. Compact table type cabinet of beautifully grained sliced Walnut, with matched Zebrano inlays. Covers Standard American Broadcasts, State Police Calls. *Dimensions: 7 $\frac{1}{8}$ " high, 12 $\frac{1}{4}$ " wide, 8 $\frac{1}{4}$ " deep.*

**Price**.....




**New 1940**

**TRANSITONE  
COMPACT  
RADIOS**



**Sold and Guaranteed by**

**PHILCO**



# *Quality* Compacts for every purse and preference!

These new 1940 Transitone are the answer to the public's demand for small, compact radios that are not only *low* in price but also fine performing and, above all, *quality built*.

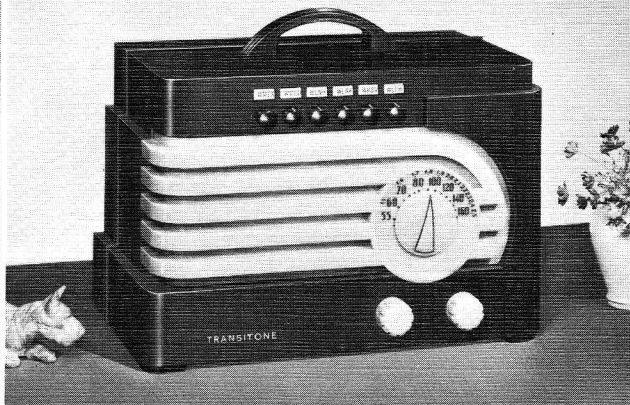
Until you see and hear these amazing new Transitone, you cannot fully appreciate how completely Philco engineers have met (yes, and *exceeded*) the public's desire! First of all, these compact radios are designed and built to give years of reliable service and satisfaction. More than that, they are engineered to give you *performance* that, only a few years ago, not even expensive big sets could equal. And, to cap it all, every Transitone carries the full Underwriters' Laboratories approval. That means they are SAFE from fire and shock . . . SAFE for your children and your home.

The big feature that has made all this possible is the sensational new *Loktal* tube that gives full performance in half the size with greatly reduced heat. With the advent of this tube . . . a Philco invention . . . it became possible to design and build a compact radio that not only *does not overheat*, but that gives far greater power and finer, clearer tone. In fact these tubes, together with new refinements in speaker design, produce a richness and depth of tone that seems almost unbelievable in a radio so small.

No matter how little you wish to pay, there's a new 1940 Transitone that exactly meets your purse and purpose. Dozens of beautiful cabinets to choose from, cleverly designed and smartly styled to suit your taste. And remember . . . every Transitone is not only sold but *guaranteed by Philco!*

**Approved by Underwriters' Laboratories, Inc.**

**. . . SAFE from fire and shock!**

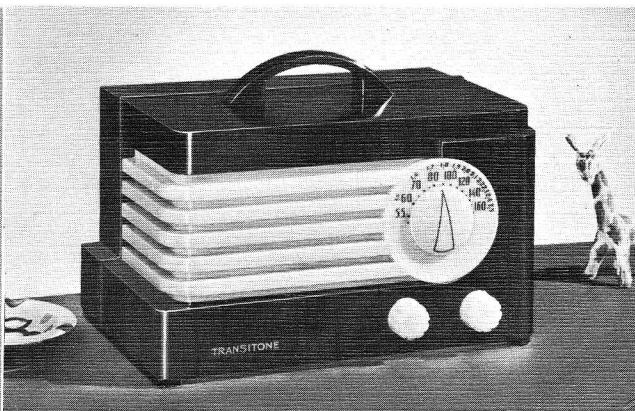


**TRANSITONE TP-21** Electric Push-Button Tuning. Built-in Loop Aerial. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts, Municipal and State Police Calls. Handsome brown and amber plastic cabinet with molded handle. Approved by U.L.  $6\frac{3}{8}$ " H,  $9\frac{1}{16}$ " W,  $5\frac{7}{8}$ " D.

**Price**.....

**TRANSITONE TP-20** Built-in Loop Aerial. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts, Municipal and State Police Calls. Beautiful amber and brown plastic cabinet with molded handle. Approved by U. L.  $5\frac{5}{16}$ " H,  $9\frac{1}{16}$ " W,  $5\frac{7}{8}$ " D.

**Price**.....





**TRANSITONE TH-17** Electric Push-Button Tuning. Built-in Loop Aerial. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts and State Police Calls. Smartly designed brown bakelite cabinet with molded handle. Approved by U.L.  $6\frac{2}{8}$ " H.,  $9\frac{3}{4}$ " W.,  $5\frac{7}{8}$ " D.

**Price**.....

**TRANSITONE TH-16** Built-in Loop Aerial. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts and State Police Calls. Extremely compact brown bakelite cabinet of modern design, with molded carrying handle. Approved by U.L.  $5\frac{3}{8}$ " H.,  $8\frac{3}{8}$ " W.,  $5\frac{7}{8}$ " D.

**Price**.....



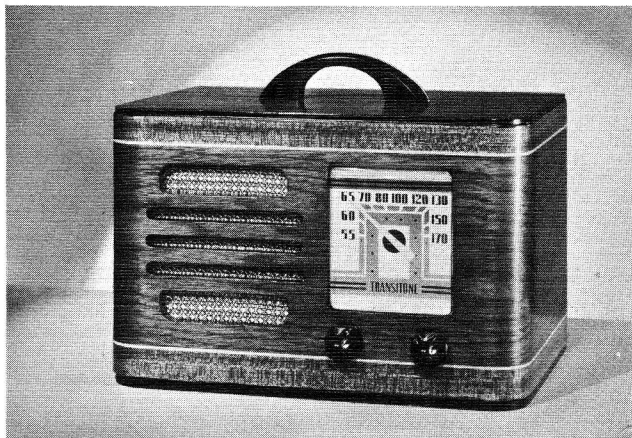


**TRANSITONE TH-15** Electric Push-Button Tuning Built-in Loop Aerial. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts. Hand-rubbed inlaid Walnut cabinet with molded handle. Approved by U.L.  $7\frac{1}{8}$ " H., 10" W.,  $6\frac{3}{8}$ " D.

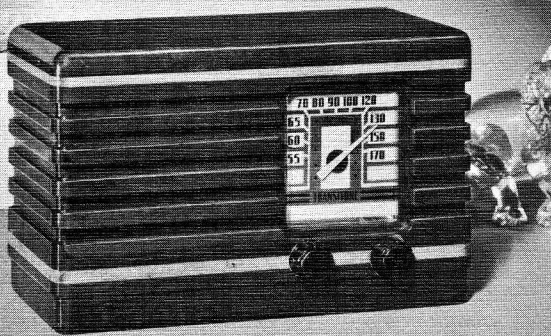
Price.....

**TRANSITONE TH-14** Built-in Loop Aerial. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts. Handsome compact cabinet of hand-rubbed inlaid Walnut, with molded handle. Approved by U.L.  $5\frac{3}{4}$ " H.,  $8\frac{5}{8}$ " W., 6" D.

Price.....





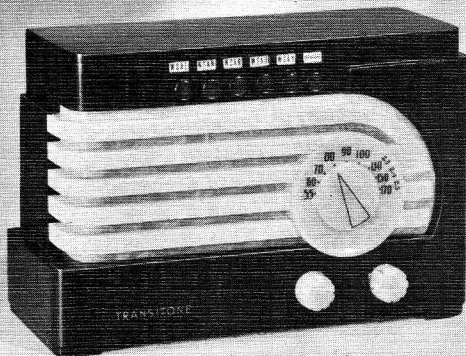


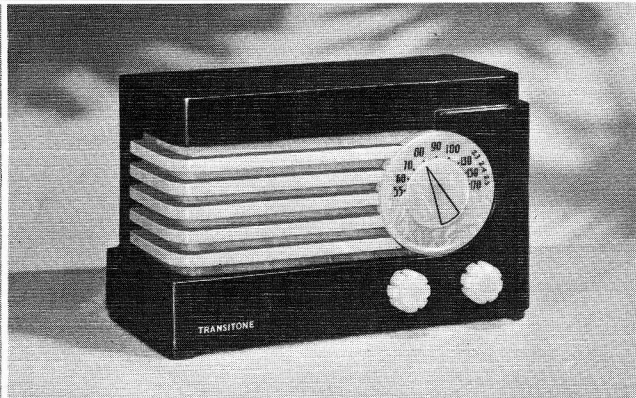
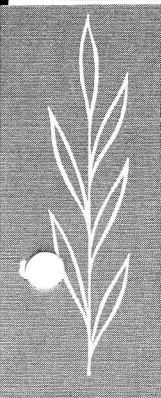
**TRANSITONE TP-12** Efficient Attached Aerial — no ground. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts, Municipal and State Police Calls. Beautiful solid Walnut cabinet with Maple inlays. Approved by U.L.  $5\frac{3}{4}$ " H.,  $9\frac{1}{8}$ " W.,  $4\frac{1}{8}$ " D.

**Price**.....

**TRANSITONE TP-11** Electric Push-Button Tuning. Efficient Attached Aerial—no ground. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts, Municipal and State Police Calls. Brown and amber plastic cabinet. Approved by U.L.  $6\frac{5}{8}$ " H., 10" W.,  $4\frac{1}{8}$ " D.

**Price**.....





**TRANSITONE TP-10** Efficient Attached Aerial—no ground. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard American Broadcasts, Municipal and State Police Calls. Brown and amber plastic cabinet. Approved by U. L.  $5\frac{5}{16}$ " H.,  $9\frac{1}{16}$ " W.,  $4\frac{1}{8}$ " D.

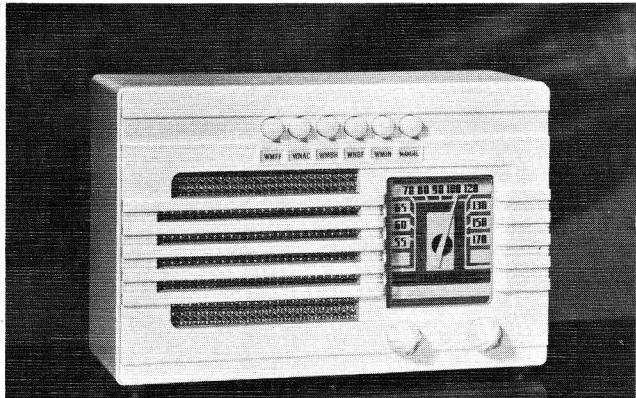
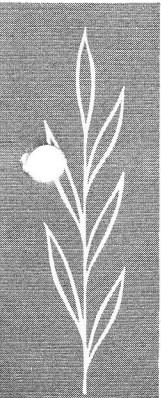
**Price** .....

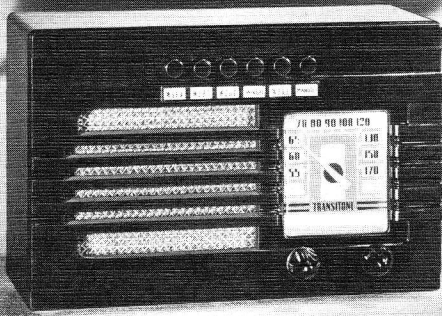
**TRANSITONE TP-5 -I** Electric Push-Button Tuning. Attached Aerial—no ground. AC-DC Superheterodyne. 5 Loktal tubes, Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard Broadcasts, Municipal and State Police. Ivory bakelite cabinet. Approved by U. L.  $6\frac{5}{8}$ " H.,  $9\frac{3}{4}$ " W.,  $4\frac{1}{8}$ " D.

**Price** .....

**TRANSITONE TP-5 -W** Same cabinet, but brown finish.

**Price** .....





**TRANSITONE TH-5** Electric Push-Button Tuning. Attached Aerial—no ground. AC-DC Superheterodyne. 5 Loktal tubes. Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard Broadcasts, State Police. Brown bakelite cabinet. Approved by U. L. 6 $\frac{5}{8}$ " H., 9 $\frac{3}{4}$ " W., 4 $\frac{1}{8}$ " D.

**Price** .....

**TRANSITONE TH-4** (below) Attached Aerial—no ground. AC-DC Superheterodyne. 5 Loktal tubes. Automatic Volume Control, Improved Speaker, Full-Vision Dial. Covers Standard Broadcasts. Brown bakelite cabinet. Approved by U. L. 5 $\frac{3}{8}$ " H., 8 $\frac{1}{2}$ " W., 4" D.

**Price** .....

**TRANSITONE TP-4-W** Same as TH-4 but includes City Police. **Price** .....

**TRANSITONE TP-4-I** Same as TP-4-W but Ivory finish. **Price** .....

**TRANSITONE TH-18** Same as TH-4 but includes Foreign and American Short-Wave reception. **Price** .....





**New 1940**

**PHILCO  
FARM  
RADIOS**

*Save  $\frac{2}{3}$*

**of battery cost  
and current drain!**



# MOST ECONOMICAL FARM RADIOS EVER BUILT!

*Finer tone, greater performance  
and thrilling convenience . . . at*

## NEW LOW PRICES

Now, Philco gives you a Farm Radio so revolutionary in principle that it makes all ordinary farm radios obsolete! Designed solely to meet the needs of the farmer, it brings to unwired homes all the performance, reliability and *convenience* . . . all the operating *ECONOMY* of an all-electric radio . . . yet *COSTS LESS* than ever before!

Think of it . . . no more costly, cumbersome wet batteries to buy and recharge—no more need for expensive, unreliable wind chargers. 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*  $\frac{2}{3}$  on batteries and current!

But that's not all. 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 plenty of volume . . . power to give you clear reception even during the daytime . . . all on a mere fraction of the current formerly needed.

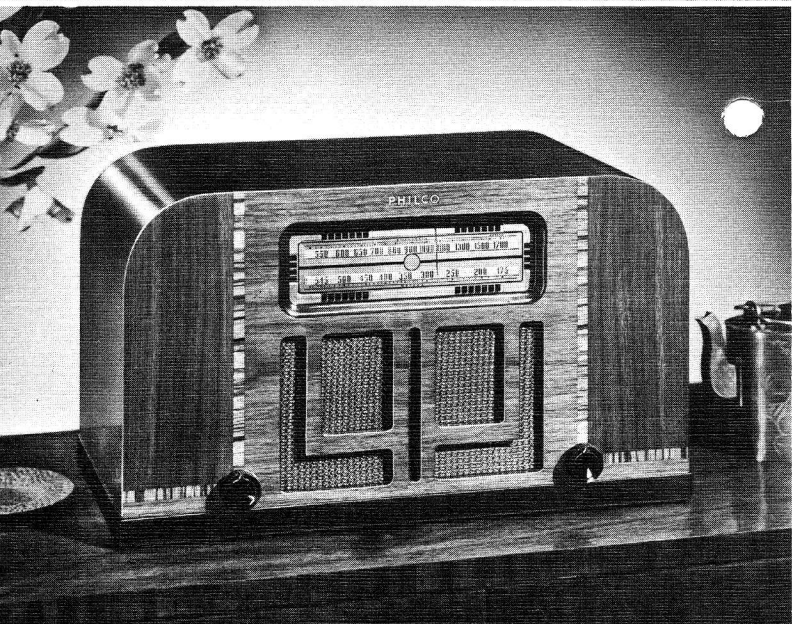
And finally, Philco created for these amazing radios a wide variety of beautiful new cabinets . . . painstakingly built for long service, exquisitely styled to add charm to your home.

Model for model, the new 1940 Philco Farm Radios are the finest toned, greatest performing, most *ECONOMICAL* radios ever built for unwired homes. See them . . . try them . . . ask about the new low prices . . . and judge for yourself!



**PHILCO 90 CB** Special Philco-invented  $1\frac{1}{2}$ -Volt farm radio circuit, four new-type, low-drain farm radio tubes, new high-output farm radio 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. Full clear, lifelike tone, great power and sensitivity. Tuning range covers all Standard American Broadcasts and State Police Calls. Compact brown molded table cabinet of smart, handsome design. Breaks all records for value! *Saves you  $\frac{2}{3}$  of battery cost and current drain . . . brings you all the tone, power, convenience and reliability of an all-electric radio. Cabinet dimensions:  $10\frac{7}{8}$ " high,  $17\frac{1}{4}$ " wide,  $9\frac{1}{4}$ " deep.*

Price.....



**PHILCO 95T** Special Philco-invented 11½-Volt farm radio circuit, four new-type, low-drain farm radio tubes, new high-output farm radio speaker. One-piece, extra long life Battery Block concealed in a cabinet . . . out of sight, out of the way. Automatic "on-off" flag, uses no current. Automatic Volume Control, easy-to-read illuminated horizontal dial. Clear, natural tone, great power and sensitivity. Tuning range covers all Standard American Broadcasts and State Police Calls. Modern, curved-end table model cabinet of beautifully grained vertical and horizontal sliced Walnut, with Zebrano inlays, rubbed to a rich piano finish. *Saves you ⅔ of battery cost and current drain . . . gives you unmatched convenience and operating economy!* Cabinet dimensions: 9¾" high, 17" wide, 9⅛" deep.

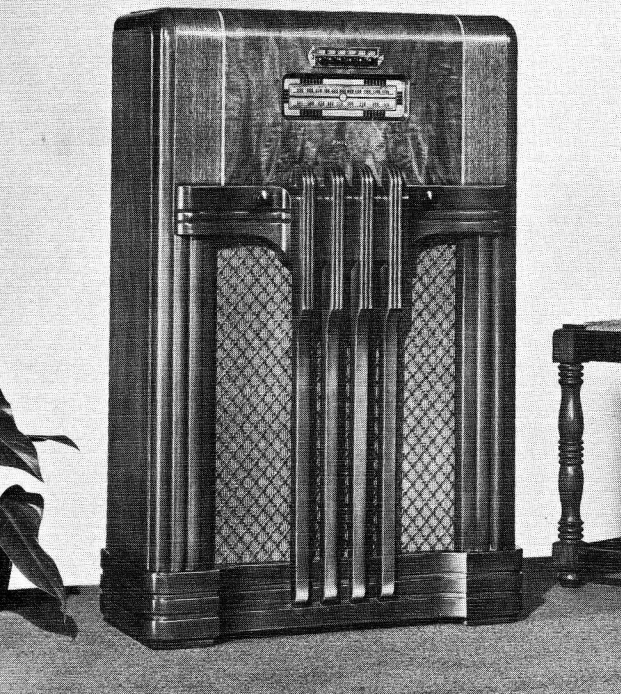
**Price**.....



**PHILCO 100T** Six Electric Push-Buttons . . . five for favorite stations, one for switch to dial tuning. Special Philco-invented 1½-Volt farm radio circuit, four new-type, low-drain farm radio tubes, new high-output farm radio speaker. One-piece, extra long life Battery Block concealed in cabinet . . . out of sight, out of the way. Automatic "on-off" flag, uses no current. Automatic Volume Control, easy-to-read illuminated horizontal dial. Rich, natural tone, extra power and sensitivity. Tuning range covers all Standard American Broadcasts and State Police Calls. Handsome table type cabinet of beautifully grained vertical and horizontal sliced Walnut, with Zebrano inlays, designed with modern flowing curves. Nothing like it for convenience and economy . . . *saves you ⅔ of battery cost and current drain!* Cabinet dimensions: 10⅞" high, 17¼" wide, 9¼" deep.

**Price** .....





**PHILCO 100 F** Six Electric Push-Buttons . . . five for favorite stations, one for switch to dial tuning. Special Philco-invented  $11\frac{1}{2}$ -Volt farm radio circuit, four new-type, low-drain farm radio tubes, new high-output farm radio speaker. One-piece, extra long life Battery Block concealed in cabinet . . . out of sight, out of the way. Automatic "on-off" flag, uses no current. Automatic Volume Control, easy-to-read illuminated horizontal dial. Great power and sensitivity, clear, natural tone. Tuning range covers all Standard American Broadcasts and State Police Calls. Impressive hand-rubbed sliced Walnut console cabinet. *Cabinet dimensions:  $36\frac{7}{8}$ " high,  $23\frac{3}{4}$ " wide,  $9\frac{3}{4}$ " deep.*

**Price**.....

**PHILCO 95 F** in same cabinet, but without Push-Button Tuning.

**Price**.....



**PHILCO 110 K** Six Electric Push-Buttons . . . five for favorite stations, one for switch to dial tuning. Special Philco-invented  $1\frac{1}{2}$ -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. Automatic Volume Control, horizontal dial with important Foreign Stations named and located. Gets Standard Broadcasts, Foreign and American Short-Wave Stations, Ship and Amateur Stations. Gorgeous sliced and butt Walnut cabinet. *Cabinet dimensions:  $37\frac{1}{2}$ " high,  $26\frac{3}{4}$ " wide,  $11\frac{1}{2}$ " deep.*

**Price**.....

**PHILCO 105 K** in same cabinet, but without Push-Button Tuning. Gets Standard Broadcasts and State Police Calls.

**Price**.....



**PHILCO 110B** Six Electric Push-Buttons . . . five for favorite stations, one for switch to dial tuning. 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. Automatic Volume Control, horizontal dial with important Foreign Stations named and located. Gets Standard Broadcasts, Foreign and American Short-Wave Stations, Ship and Amateur Stations. Big, gracefully designed Walnut table cabinet. *Cabinet dimensions: 17½" high, 17½" wide, 9½" deep.*

**Price** .....

**PHILCO 105B** in same cabinet, but without Push-Button Tuning. Gets Standard Broadcasts and State Police Calls.

**Price** .....



**New**

**PHILCO**

**AUTO**


**RADIOS**

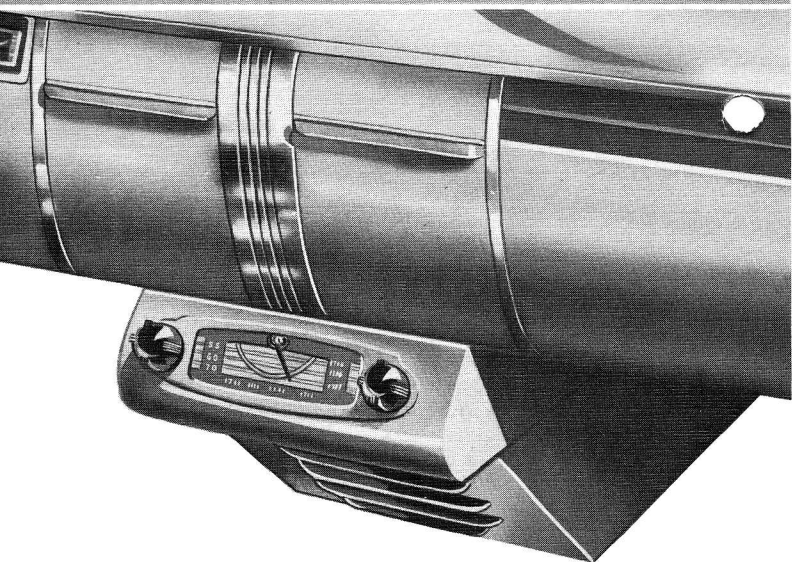


**New Tuning Convenience**

**Finer Tone and**

**Performance**



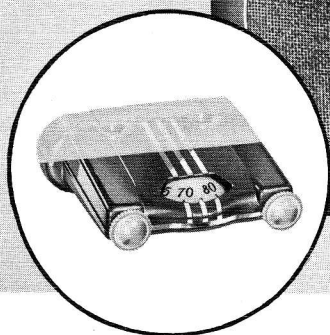


**PHILCO AUTO RADIO 931** The finest *low-priced* auto radio ever built . . . head and shoulders above anything in its field for tone, power, selectivity and sensitivity! Housed in a compact, rugged steel case, this quality-built, single unit Superheterodyne fits snugly under the instrument panel of any car. Six newly-designed, Super-Efficient Loktal tubes, full sensitivity, Tuned Antenna Circuit, built-in Interference Filtering, Automatic Volume Control, Electro-Dynamic Speaker. Illuminated, easy-to-read Wide-Vision Dial. *Easily changed from one to another.*

**Price**.....

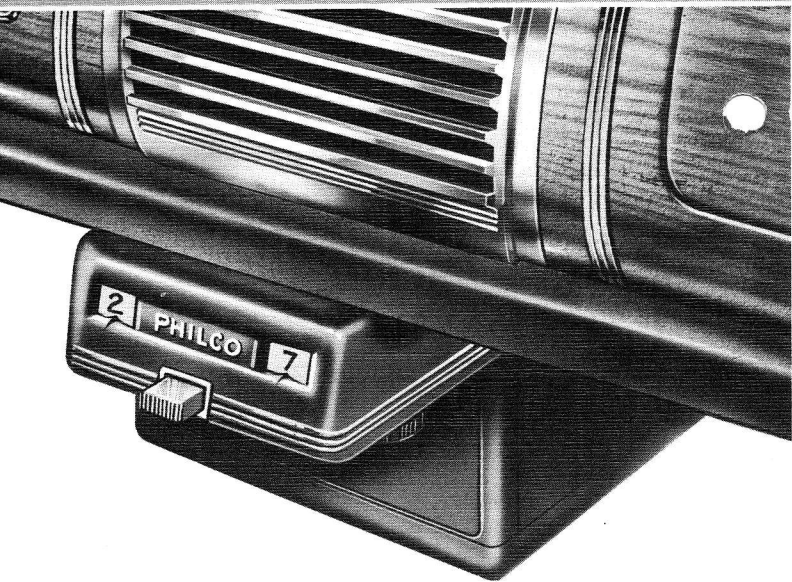
**PHILCO AUTO RADIO 932** All the features and performance of the 931, but with choice of 3 separate speakers—for built-in speaker grilles, for under dash mounting, for 1939 Chevrolet cars. *Easily changed from one car to another.*

**Price**.....



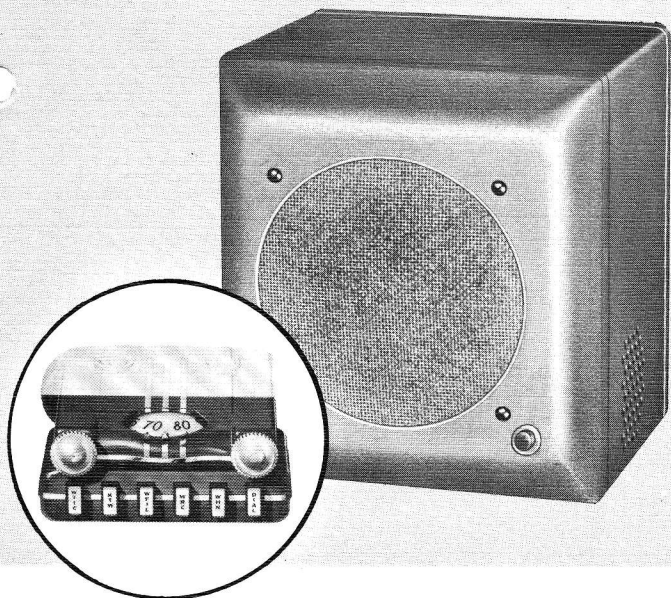
**PHILCO AUTO RADIO 936** A powerful, quality-built, single-unit Superheterodyne that has no equal at the price! Six Philco High-Efficiency auto radio tubes. Full-wave vibrator. Automatic Volume Control, Bass Compensation and improved Electro-Dynamic Speaker insure rich, natural tone, sharp, clear reception and unusual selectivity and sensitivity. New easy-to-see illuminated tuning dial designed for quick, accurate reading from any angle. Chassis and speaker housed in a sturdy, compact, crackle-finish steel case that tucks away under the dash in any car. Complete with handsomely designed Philco Control that adds to the smart appearance of your car instrument panel. *Easily changed from one car to another.*

**Price**.....



**PHILCO AUTO RADIO 933** Brings you tuning convenience never before enjoyed in an auto radio! ONE Push-Button tunes your 5 favorite stations. Each time you push the button a new program comes in *instantly* . . . and you choose the one you want to hear. No fumbling, no groping. Separate dial identifies each station. Also regular dial tuning of all stations. Six Super-Efficient Loktal tubes, Superheterodyne circuit, Electro-Dynamic Speaker, Automatic Volume Control, Tone Control, Bass Compensation and full-wave vibrator give exceptional power and rich tone. Choice of 3 separate speakers—one for cars with built-in speaker grille, one for under dash mounting, one for instrument panel mounting on all 1939 Chevrolet cars. *Easily changed from one car to another.*

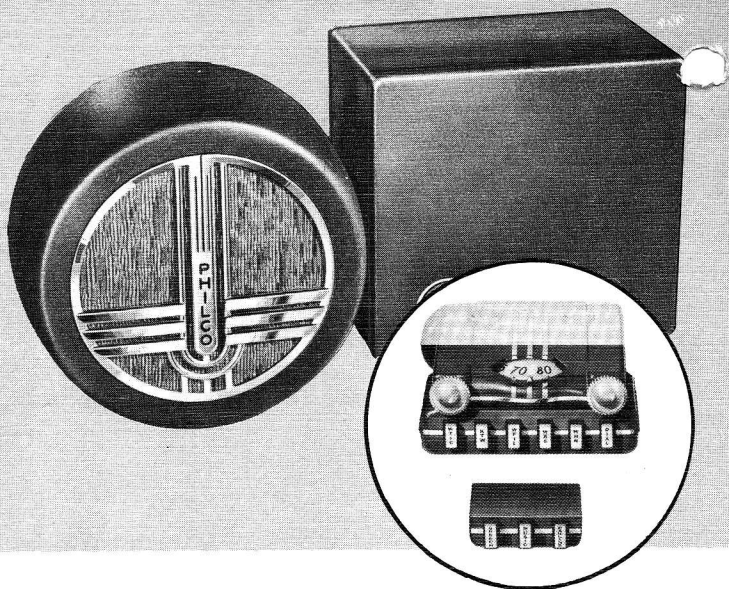
**Price**.....



**PHILCO AUTO RADIO 937X** For those who prefer an auto radio with chassis and speaker in a single case, this new single-unit Philco Superheterodyne offers the finest quality and performance ever produced in this form. Full, mellow, rich tone . . . great power for reliable performance at great distances and under all conditions . . . every worthwhile feature. Six Philco High-Efficiency auto radio tubes. Electric Push-Button Tuning of 5 stations, plus regular dial tuning of all. Reception Control, Bass Compensation, Automatic Volume Control, large Electro-Dynamic Speaker, full-wave vibrator. Complete with handsome Philco Push-Button and Dial Tuning Control that harmonize with the instrument panel of any car. *Easily changed from one car to another.*

**Price** .....





**PHILCO AUTO RADIO 938 KX** The utmost in tone, performance, convenience and quality! A de luxe two-unit Philco Superheterodyne for those who wish to enjoy in their cars the same gloriously lifelike tone and tremendous distance range of a fine home radio. Seven Philco High-Efficiency auto radio tubes. Electric Push-Button Tuning of 5 favorite stations, plus regular dial tuning of all stations. Separate, full-size Electro-Dynamic Speaker. Reception Control that enables you to select the right tone for speech and music, reduces static interference. Bass Compensation, Automatic Volume Control, full-wave vibrator. Complete with handsome Philco Push-Button and Dial Tuning Control that blends with any instrument panel. *Easily changed from one car to another.*

**Price**.....

