

A REALLY PORTABLE Radio!

NEW 1940 PHILCO

"Little Pal"

★ Nearly HALF the size with FULL performance!

★ 7 POUNDS LESS Weight with TWICE the BATTERY LIFE!



Your own name and address goes here for easy identification!

ACTUAL SIZE...
Compare!

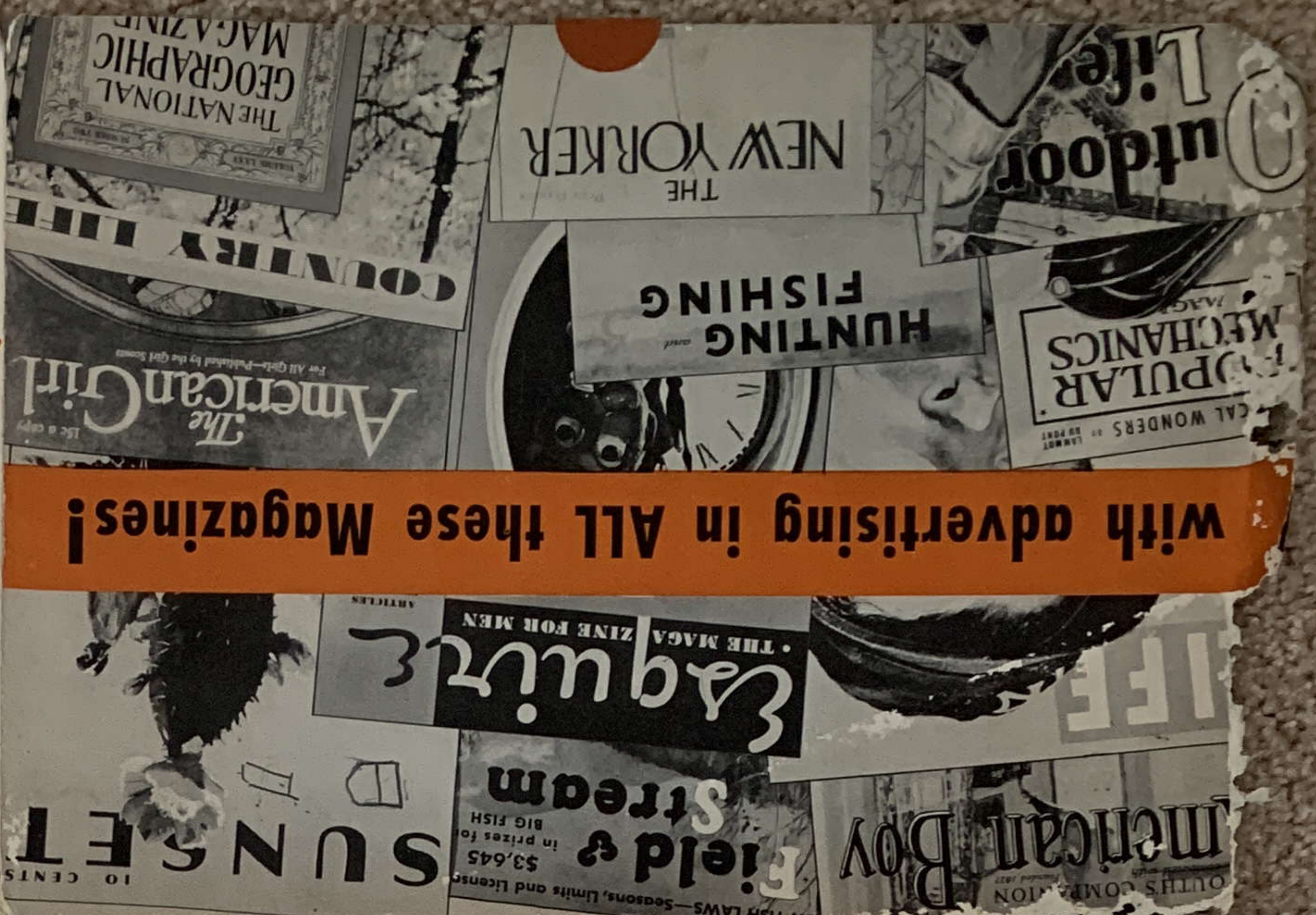
PLAYS WHEREVER YOU ARE ... WITHOUT WIRES OR CONNECTIONS OF ANY KIND!

We have it for ONLY

\$19⁹⁵

COMPLETE WITH BATTERIES

An outstanding Engineering Achievement of the Great PHILCO Research Laboratories!



with advertising in All these Magazines!

PHILCO SPRINGS ANOTHER First!

HOT TO HOLD UNTIL THE CONVENTION!

W. B. Altman & Son
Batesburg, S. C. N-5

Sec. 562, P. L. 8
U. S. POSTAGE
PAID
Philadelphia, Pa.
Permit No. 655

Again! PHILCO SETS THE PACE FOR THE OTHERS TO COPY!



Again! . . . the great PHILCO Research Laboratories PIONEER to build your sales . . . again PHILCO engineering genius answers the demand of your customers with a starting new Radio that obsolesces everything in its class! Starting with the knowledge of what the public wants to buy, PHILCO engineers have developed the answer! New! . . . Revolutionary! . . . Different!

Again! PHILCO ENGINEERS ANSWER PUBLIC DEMAND!

A New Battery Portable that is REALLY PORTABLE!

Nearly HALF the size, with FULL Performance . . .

New 1940 PHILCO - Model 81T . . . **ONLY \$19.95**



THEN NOW

The girl of the "gay 90's" could . . . if she were strong enough . . . carry the family phonograph from place to place . . . providing, of course, the family could afford such an extravagant luxury!

The Modern Miss is certain of music . . . entertainment . . . wherever she goes, with her own personalized PHILCO 81T that she carries as easily as her handbag! Low-priced . . . economical . . . a modern necessity!

Another PHILCO scoop! Another PHILCO first! Last year, PHILCO research and engineering developed the battery portable . . . opened a brand-new market for radio dealers. And competition quickly copied one of the greatest engineering achievements of the radio industry! Now PHILCO engineers lead the way again . . . with the amazing . . . sensational 81T . . . as far ahead of battery portables as PHILCO's first was ahead of the industry! PHILCO engineers have answered the public's demand for a portable that is REALLY PORTABLE . . . small, compact, light in weight . . . yet with all the performance and TWICE the battery life of any battery portable on the market!

SENSATIONAL new developments from the great PHILCO Research Laboratories make this new kind of portable radio possible! Again! PHILCO leads the way for the others to copy!

A sensational new BOOSTER ANTENNAE CIRCUIT permits greater sensitivity with less bulk . . . a revolutionary new type of speaker and a radically different circuit cuts battery drain in HALF . . . gives performance that will amaze experts! As carefully designed as a fine and costly wrist watch to be small, accurate and dependable—the PHILCO 81T is NEW ALL THE WAY THROUGH . . . to give the public what it wants . . . a really portable radio that a child can carry with ease!

And priced for fast selling . . . sensationally low to take full advantage of the demand for this really portable radio . . . to give you a radio that the public wants NOW at far less than they expect to pay for such performance, quality and economy! Think of it! \$19.95 for a portable radio that will outperform . . . outlast . . . portables that list at many, many dollars more! Too HOT to hold until the PHILCO Convention . . . now's the time to cash-in . . . when all the world's going outdoors . . . ready to take the new PHILCO 81T with them! Get this sensational radio working for you NOW! . . . display it . . . demonstrate it . . . tell your customers that there is something NEW in radio . . . and again it's PHILCO!

COMPLETE WITH BATTERIES!



PERSONALIZED!
Your customer's name and address goes here . . . a permanent means of identification

JOHN SMITH
1715 Main Street

7 POUNDS LIGHTER - with TWICE the BATTERY LIFE

Backed by a Big Magazine Advertising Campaign . . . real PHILCO selling copy in TWELVE national magazines . . . carefully selected to reach those people most interested in this new kind of radio! Advertising that will tell the people you want to sell all about this amazing new radio development . . . advertising that will back the sales promotion you should put behind this new PHILCO to bring the prospects to your store! In Life, Esquire, New Yorker, Hunting

& Fishing, Outdoor Life, Sunset, Field & Stream, American Boy, Country Life, National Geographic, American Girl and Popular Mechanics, PHILCO will tell the story of the new 81T . . . the really portable radio that everyone is looking for!

NOTE: The Inside Spread of this Broadside is a Selling Poster for Your Store! Paste in on Your Window, or Hang it in Your store NOW . . . and Cash-in with Plus Sales . . .

HURRY! Don't miss a Single Sale! Get Full Details from your PHILCO Distributor Now! . . . and we do mean NOW!