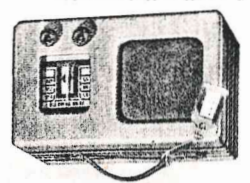


A smaller, lighter self-powered Philco Portable at no sacrifice of quality, tone and performance. Exceptionally long battery life. Space in case for new AB Power Pack. Four Philco High Efficiency Tubes. Built-in Loop Aerial. Carry in case of attractive airplane luggage cloth with name tag.

401
\$26.70
LESS BATTERY



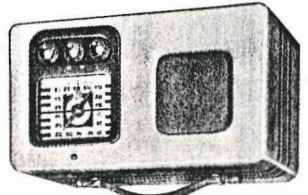
Exceptional power, performance and tone quality. Plays anywhere—indoors or out. Space in case for long-life batteries. Built-in Loop Aerial. Four Philco High Efficiency Tubes. Light-weight, easy to carry. Smart airplane luggage cloth case.

372
\$33.90
LESS BATTERIES

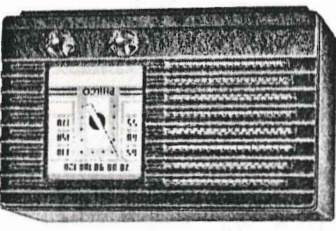
Provides Short-Wave Domestic and Foreign reception in addition to Standard Broadcasts! Five Loktal tubes, costly R.F. Stage, space in case for new AB Power Pack. Built-in Twin-Loop Aerial for standard and short-wave. Fine airplane luggage cloth case.

402
\$52.50
LESS BATTERY

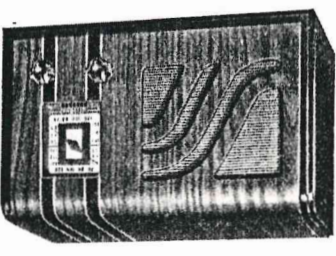
These new self-powered radios, invented by Philco, play anywhere, indoors or outdoors, without house current, aerial or ground. Take one with you wherever you go.



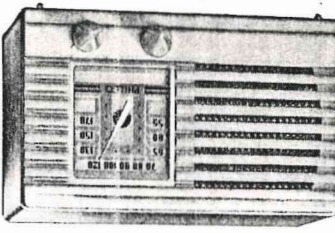
101 An AC-DC Superheterodyne with five working super-efficient Loktal tubes. Attached some cabinet of walnut finish Bakelite. Covers Standard Broadcasts and some Police Calls. Ideal as a second set for the bedroom, playroom or kitchen.



141 An AC-DC Superheterodyne with five working super-efficient Loktal tubes. No ground needed. Automatic Volume Control, handsome inlaid cabinet, rol, handsome inlaid cabinet. Covers Standard Broadcasts, Foreign and Domestic Short-Wave and Amateurs.

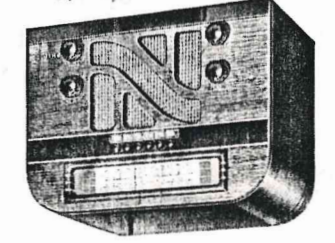


101 Ivory. This gleaming ivory compact Philco (cabinet of Bakelite) has the same features and offers the same high standard of Philco radio performance as the dark, walnut-finished 15.95

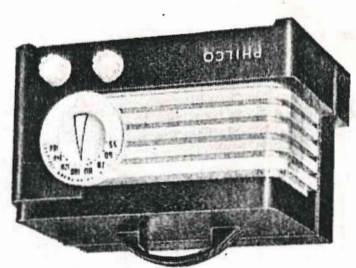


151 In the same cabinet as above and with all the same features except Electric Push-Button Tuning.

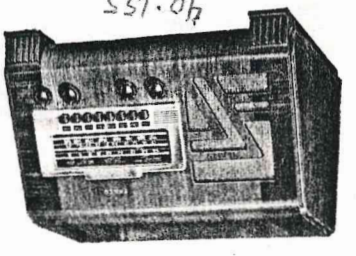
161 Built to receive Television Sound. Six working super-efficient Loktal tubes. Built-in Super Aerial System. Six Electric Push-Buttons, Tone Control, Walnut cabinet. Covers Standard Broadcast, Day and Night Foreign and Domestic Short-Wave, Police Calls, Ships and Amateurs.



121 An AC-DC Superheterodyne with five working super-efficient Loktal tubes. Built-in Loop Aerial, no outside wires, no ground needed. Two-tone cabinet in brown and amber plastic. With handle. Covers Standard Broadcasts and Police Calls.



171 Built to receive Television Sound. Seven tubes, including super-efficient Loktal tubes. Built-in Super Aerial System. Eight Electric Push-Buttons. Inlaid Walnut cabinet with Inclined Control Panel. Covers Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Ships and Amateurs.



Thrilling 1940 PHILCO Table Models

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

NEW DEVELOPMENTS that make radio a greater joy and a richer experience in your life.

NEW INVENTIONS that give, at every price, finer tone, greater power and more convenience than ever before. For example, one of the new features in many of the new Philcos is the—

Built-in Super Aerial System

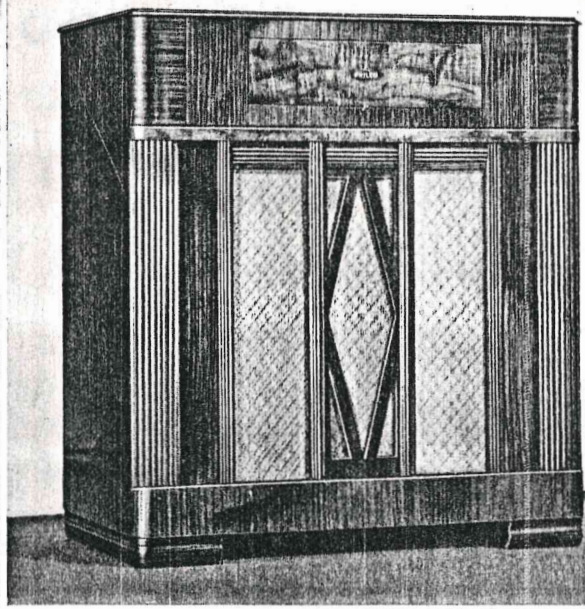
Thanks to this amazing invention, there are no aerial wires outside or inside your house, no ground wires across your room. **NO INSTALLATION!** You just plug in anywhere **AND PLAY!**

The Built-in *Super Aerial System* is a combination of three vital features, working together and depending upon each other. (1)—A newly-developed, self-contained Loop Aerial. (2)—The sensational new Loktal Tubes. (3)—The costly R.F. Stage; and the triple-power No. 1232 Television Tube.

Together, they give you a complete system of super-reception . . . pure, clear tone even in noisy locations, tremendous power, new convenience now yours for the first time!

Built to receive TELEVISION SOUND

Many of the 1940 Philco Radios are built to receive Television Sound without wires or plug-in connections of any kind . . . when used with a Philco Television Picture Receiver. The *Wireless way* . . . new, different and better!



40-508P
701 Built to receive Television Sound. Automatic Record Changer plays 12 ten inch records or 10 twelve inch records at one loading to provide an hour of continuous recorded entertainment. Eight tubes. Built-in *Super Aerial System* combining Twin-Loop Aerial, R.F. Stage and super-efficient Loktal tubes. Eight Electric Push-Buttons. Improved Crystal Phonograph Pick-up, Cathedral Speaker. Lovely cabinet of beautiful Walnut. Three tuning ranges cover Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Ships and Amateurs.. **\$219.50**

PHILCO
RADIO FOR **1940**

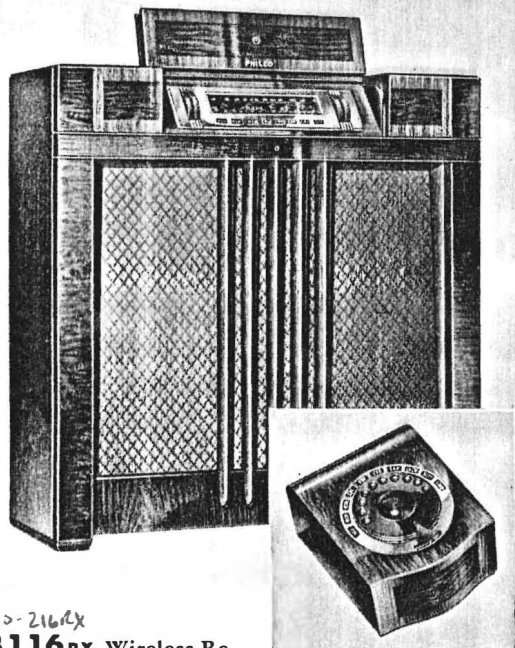
Philco gives you the greatest values in Radio History

MUSIC & Radio Co.
2967 DUNDAS ST. W.
PHONE JU. 1315
Radios, Refrigerators & Electric Appliances.

PHILCO CONSOLES FOR 1940



... presenting a parade of outstanding values and offering exclusive advantages which are yours only in a PHILCO!

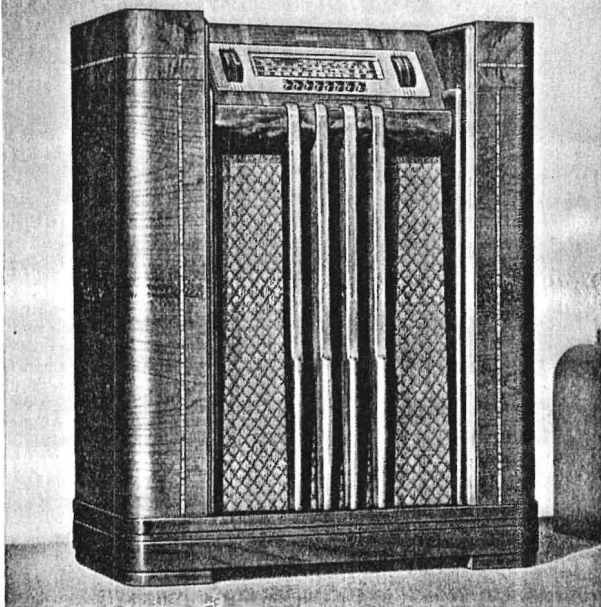


40-216RX

3116RX Wireless Remote Control tunes favourite programs from any room without wires or connections. Powerful 14-tube circuit. Inclined Sounding Board. Stately Walnut cabinet, with folding lid to cover Inclined Control Panel. Disc Controls for manual tuning. Three tuning ranges cover Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Aviation, Ships and Amateurs **\$295.00**

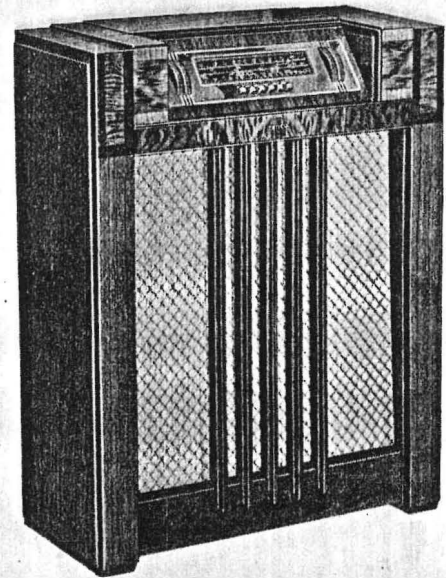
40-200 1/2
SOUND
CABINET

514-
40-217
217



40-195XX

21xx Built to receive Television Sound. Ten tubes. Built-in *Super Aerial* System, combining Twin-Loop Aerial, costly R.F. Stage and super-efficient Loktal tubes. Eight Electric Push-Buttons for favourite stations, and Television Sound. Inclined Sounding Board, Inclined Control Panel, Cathedral Speaker. Beautiful cabinet of highly-figured Walnut woods. Three tuning ranges cover Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Aviation, Ships and Amateurs..... **\$169.50**

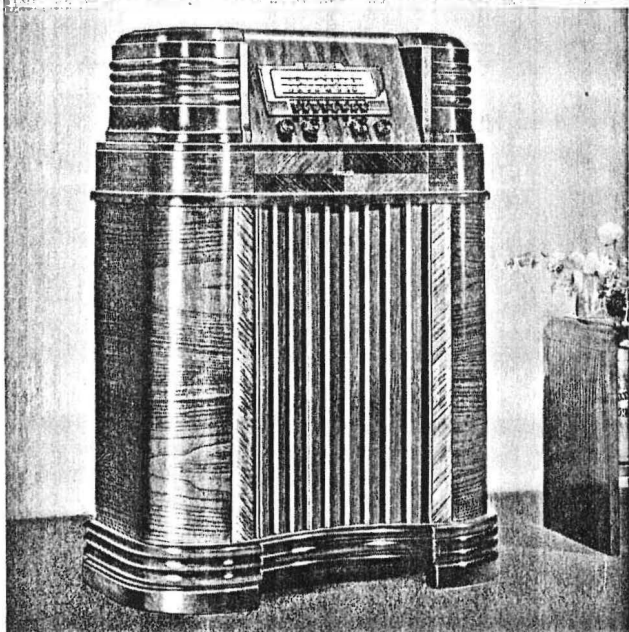


40-185XX?

340xx Eight tubes. Six Electric Push-Buttons. Inclined Sounding Board, Inclined Control Panel, Philco Disc Controls for tuning of all stations, Cathedral Speaker. Handsome cabinet of Walnut. Tuning ranges cover Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Ships and Amateurs **\$149.50**

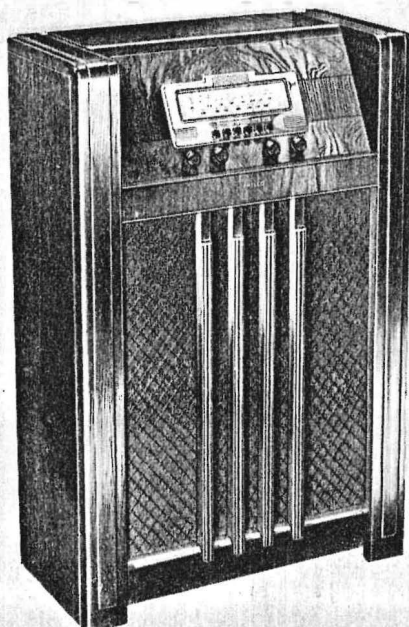
341xx In same Spinet-styled cabinet as above and with all the same features except Electric Push-Button Tuning..... **\$139.50**

Enjoy the Finest Tone and Performance in ALL Radio!



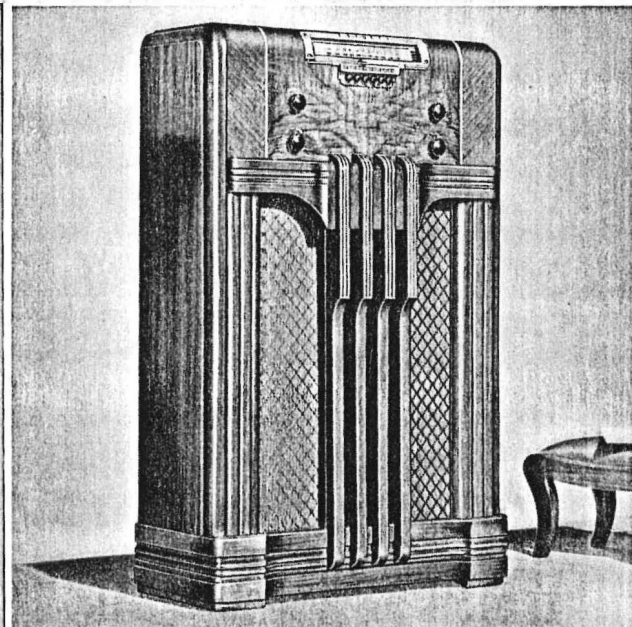
40-180 40285

19XF Built to receive Television Sound. Seven tubes. Built-in *Super Aerial* System, combining Twin-Loop Aerial, costly R.F. Stage and super-efficient Loktal tubes. Eight Electric Push-Buttons for favourite stations and Television Sound. Cathedral Speaker gives rich fidelity of broadcast tones. Inclined Control Panel. Large cabinet of Walnut, with graceful, flowing curves. Three tuning ranges cover Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Ships and Amateurs... **\$129.50**



330XF Six tubes. Six Electric Push-Buttons. Inclined Control Panel, Balanced Field Speaker. Smartly styled Walnut cabinet. Tuning ranges cover Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Ships and Amateurs..... **\$99.50**

331XF In same cabinet as above and with all the same features except Electric Push-Button Tuning..... **\$89.95**



40-118 40-165F?

18F Here is an exceptionally fine radio, built to Philco's high standards of quality, yet it is low priced to fit the modest budget. Compare this Philco console with other radios at this price. Built to receive Television Sound. Six *working* tubes, no ballast tube. Six Electric Push-Buttons. Tone Control, streamline Horizontal Dial. Gorgeous cabinet of Walnut with Maple inlays. Three tuning ranges cover Standard Broadcasts, Day and Night Foreign and Domestic Short-Wave, Police Calls, Ships and Amateurs... **\$79.95**