

PHILCO

Presents THE RADIO
SENSATION of 1941



They're here! The sensational 1941 Philco radios. The greatest achievements in Philco's entire history of leadership in the radio field. A new thrill awaits you . . . amazingly improved and more powerful performance . . . glorious new tonal qualities—rich, full and life-like—sensitivity and selectivity such as you have never known before—Philco gives you "MIRACLE LISTENING" for 1941! They introduce you to a new era of radio pleasure and enjoyment.

Particularly is this apparent in the 1941 Philco shortwave sets. You tune in the distant stations with all the ease, the sureness, and the clarity with which you get your local broadcast transmitter.

Now is the time to trade-in that old radio—to get a glorious new Philco that brings you the whole world of radio entertainment—that brings in the capitals of the world with their vital history-making broadcasts. Begg's will allow you a very generous trade-in allowance on your old radio, or even your piano or other musical instrument, for a 1941 Philco. Low deposit and easy terms arranged. Phone, call or write for a Free Home Demonstration—enjoy the "Miracle Listening of a sensational 1941 Philco!"

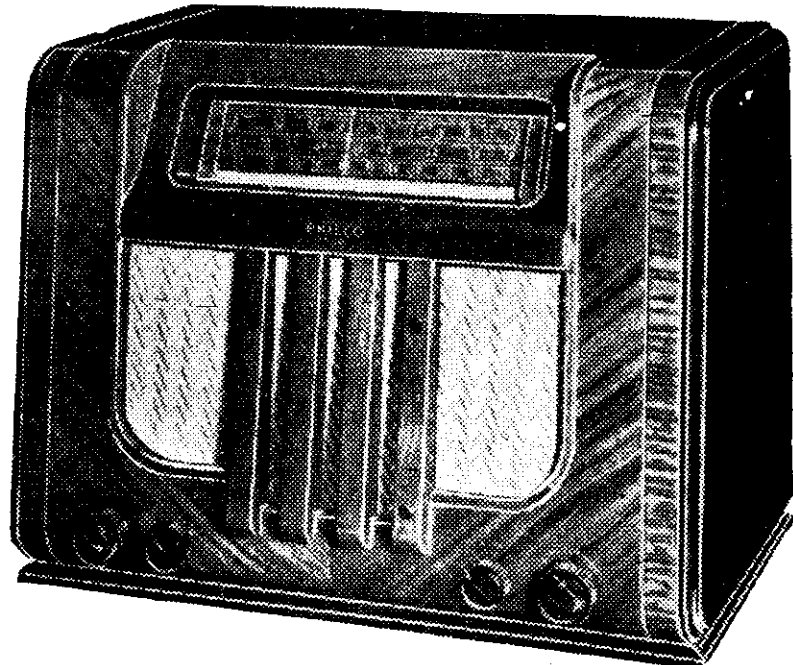
DON'T WORRY ABOUT THE BLACK-OUTS...STAY AT HOME WITH YOUR PHILCO

PHILCO Model 722

An all-wave, world receiver in console and mantel models. Equipped with 6 super-sensitive tubes for more powerful performance and greater economy. Balanced field electro-dynamic speaker — Permeability tuned I.F. system and tuned R.F. Stage—Pentode audio system . . . automatic volume control . . . illuminated horizontal dial with important foreign stations named and located. Beautiful modern cabinets. A revelation in performance, tone and ease of tuning! The finest value in Philco history!

PHILCO Model 788

The master receiver for 1941! A de luxe radio of truly superb qualities! An amazingly powerful 11-valve superheterodyne with triple tuned I.F. system and tuned R.F. stage. Truly efficient spread band tuning on an exclusive Philco principle—8 shortwave tuning dials with stations named and located, and 20 times further apart. Available in console and mantel models in distinguished cabinets of richly grained woods. For the man who appreciates the best in radio—A Musical Instrument of Quality.



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PHILCO . . . THE MIRACLE RADIO FOR 1941 . . . SEE IT TODAY.

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