

A TELEVISION SET

NOW you won't have to wait until you have the money to be the first on your block—perhaps in your town—to own a Philco television set! The newest miracle, this decade's greatest thrill, may be yours for the price of a postage stamp (and the few minutes it will take you to answer the questions on this page).

Philco Radio and Television Company is now offering readers of Radio Mirror six of its finest and most beautiful television sets as prizes in this unique and simple quiz. Only recently put on sale, they're an engineering achievement! The latest developments are all here to make reception doubly good. And no strings are attached except those that are wrapped around the set when it's delivered to your door.

And if, perhaps, you live in a section of the country where television programs cannot yet be received, this quiz still carries a prize for you. Any winning contestant can have, if he wishes, a de luxe Philco radio set instead of the television receiver.

In addition, there are six secondary prizes—six of those handy portable Philco radio sets that you can carry around with you. They contain their own batteries, so you don't have to plug them into electric-light circuits, and they don't need aerial or ground wires—ideal for picnics or week-end trips, for the car, the office, the guest room.

This is all you have to do to win a Philco television or radio set: Check the answers on the accompanying quiz. On question eight, write in the name of the movie or radio star you'd most enjoy seeing in a television program, and on a second sheet of paper write down the reasons for your choice in a hundred words or less.

All entries must be accompanied by the question box, filled in with your name and address.

Pencils all sharpened? An extra piece of paper handy for the answer to question nine? Here's hoping, then, that you win the first television set in your neighborhood!

1. Which would you prefer to look at as well as hear:
Male announcers Female announcers
2. When the television program is a sports event like a football game or tennis match, would you like:
The television picture and sound alone. . . .
A commentator describing the happenings. . . .
A commentator only between moments of action
3. If television programs are sponsored, how would you like the advertising to be presented:
a. As a picture of the sponsor's product . . .
b. The picture plus a description by announcer
c. No picture—only the announcer's description
4. Check which types of program you would like best:
a. A television broadcast of movies, including a Hollywood feature film, cartoon, newsreel
b. A variety show of singers, comedians, actors, announcer and orchestra and novelty act televised as they perform, direct from the studio
c. Plays, either Broadway shows televised from the theater or specially produced in the studios, or dramatic programs like First Nighter
d. News events, such as prize fights, parades, horse races, baseball games, golf matches . . .
e. Lessons in how to do things—cooking, sewing, etiquette, dancing, beauty make-up. . . .
5. When would you prefer to watch programs:
In the morning Afternoon At night
6. What is the most you would pay for a good television receiver?
\$100 \$250 \$400 \$650 \$900
7. If you could tune in an hour long television show in your own home every night, would you continue to go to the movies as often as you do now? Yes No
8. The radio or movie star I would most like to see in a television program is:
9. On a separate sheet of paper give your reasons in 100 words or less for your choice in question No. 8.

Signed

Address

FOR YOU--FREE!

THE RULES

1. Anyone, anywhere, may compete except employees of Macfadden Publications, Inc., and members of their families.
2. An entry will consist of an official contest coupon with your answers to the first eight questions checked, in ink, in the space provided, together with a nomination and explanation in 100 or less words completing the ninth item.
3. Entries will be judged on the basis of the reasoning and clarity of thought represented in your answers to questions 1 through 8 and in your nomination and statement in connection with the ninth item.
4. The six highest entries rated upon the above basis will each be awarded a Philco Television set or, if preferred, a Philco de Lux Radio set. The six entries next highest in rating will each be awarded a handy Philco portable radio set. In the event of ties duplicate awards will be made.
5. No entries will be returned nor can we enter into correspondence concerning any entry. By entering you agree to accept the decisions of the judges as final.
6. All entries must be postmarked on or before Friday, September 8, 1939, the closing date of this contest.
7. Address all entries to Television Quiz Board, Radio Mirror, P. O. Box 556, Grand Central Station, New York, N. Y.

Below, six of these handy portable radio sets are additional prizes.



SEPTEMBER, 1939

The year's biggest radio news—the last word in television receivers is waiting to be shipped to your home. Be the first in your town to have one. All you need is a sharp pencil and a sheet of notepaper!



■ This beautiful Philco set, retail value \$250.00, is yours, free if you win one of the first six prizes.