

PHILCO



*Famous for Quality the World Over*

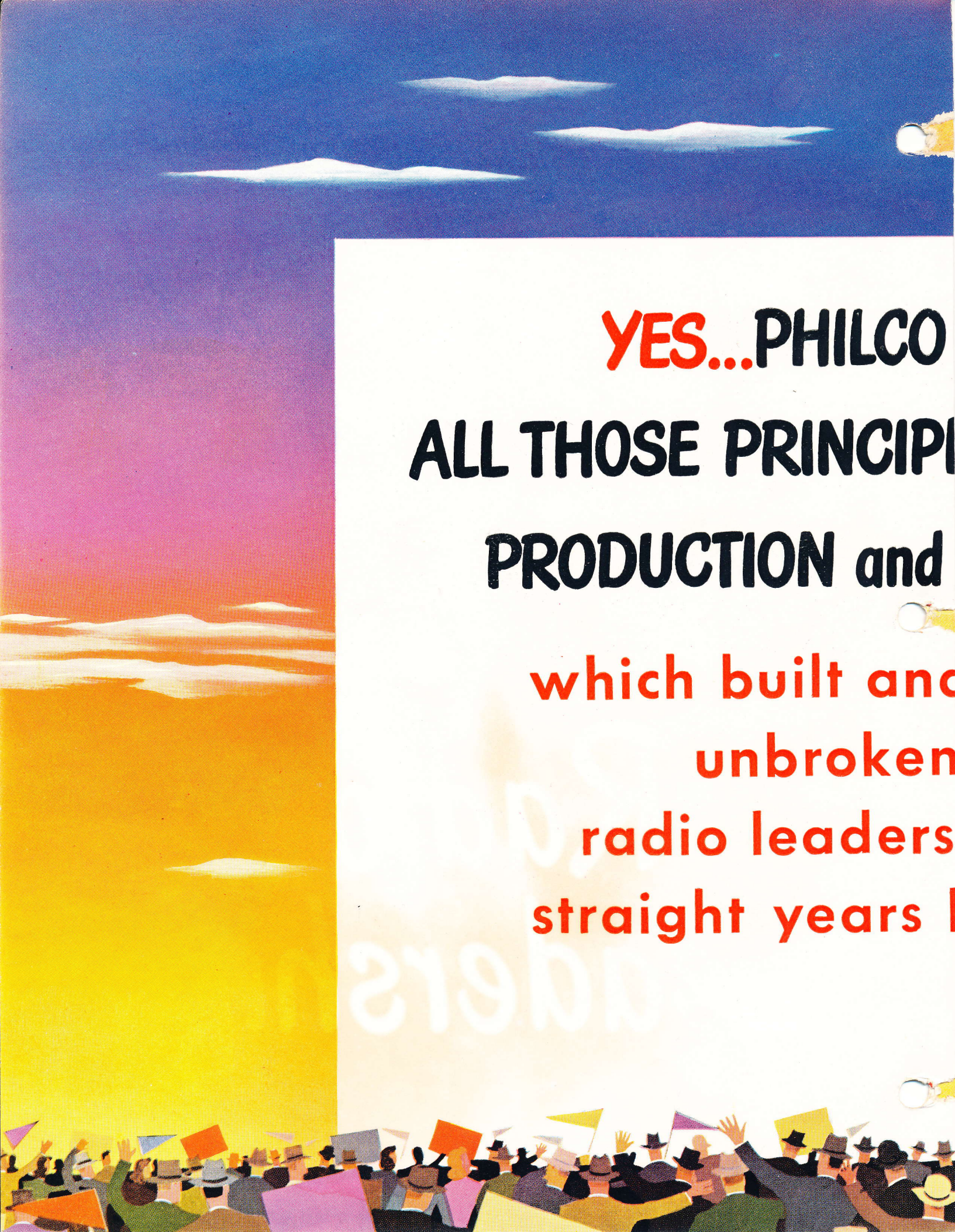


PHILCO

RETURNS TO PEACETIME  
PRODUCTION, READY TO  
RESUME ITS RECORD OF

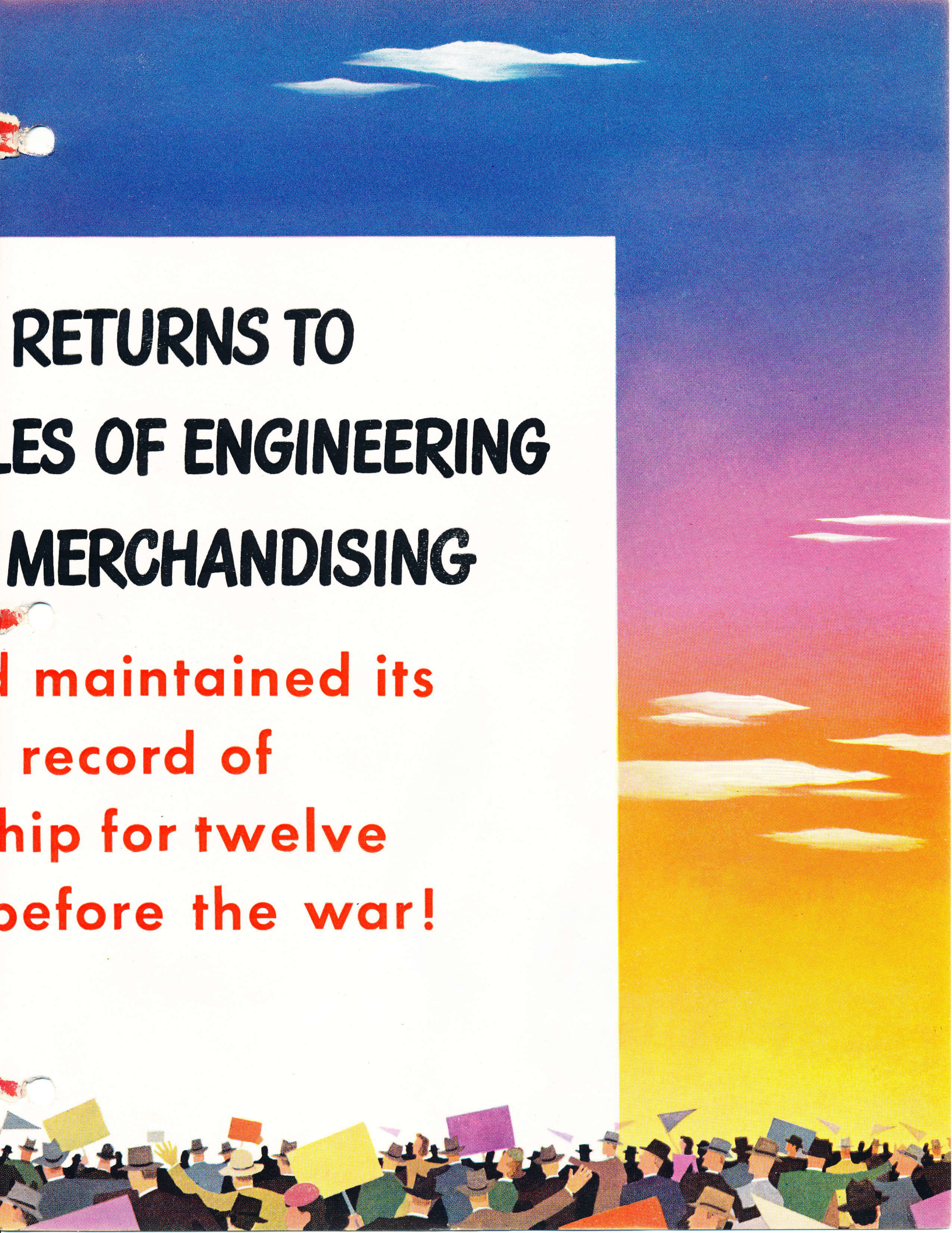
Radio  
Leadership





**YES...PHILCO**  
**ALL THOSE PRINCIPAL**  
**PRODUCTION and**  
**which built and**  
**unbroken**  
**radio leaders**  
**straight years**

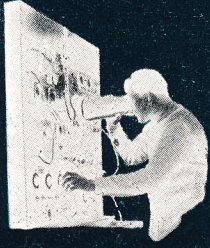




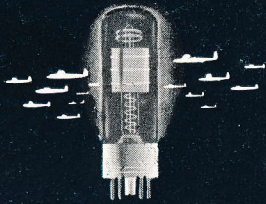
# RETURNS TO LES OF ENGINEERING MERCHANDISING

l maintained its  
record of  
hip for twelve  
before the war!





After four years of  
brilliant achievement  
in Radar Research  
and production for  
war...



After four years of  
vital contributions to  
the progress of elec-  
tronic science...

Philco returns to  
civilian production...

TEN

FO



YEARS

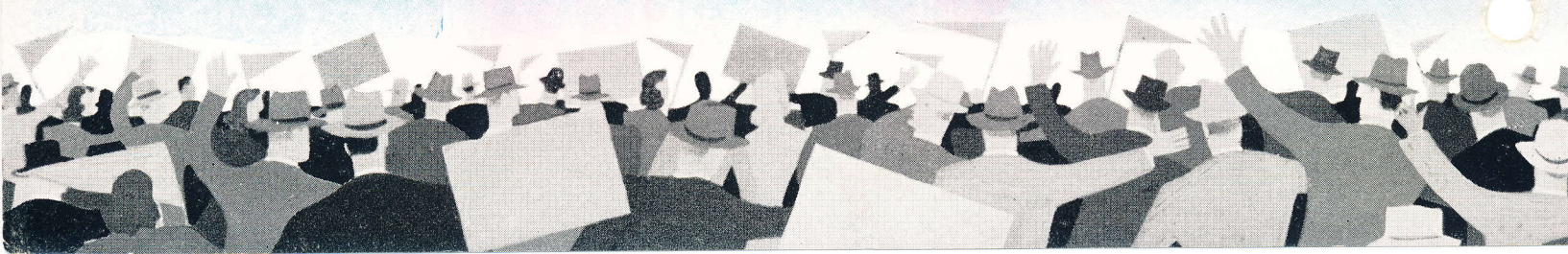
AHEAD OF

OUR YEARS

AGO!



**YES**  
**THE GREATER**  
**PHILCO OF**  
**TOMORROW**  
**IS HERE...**

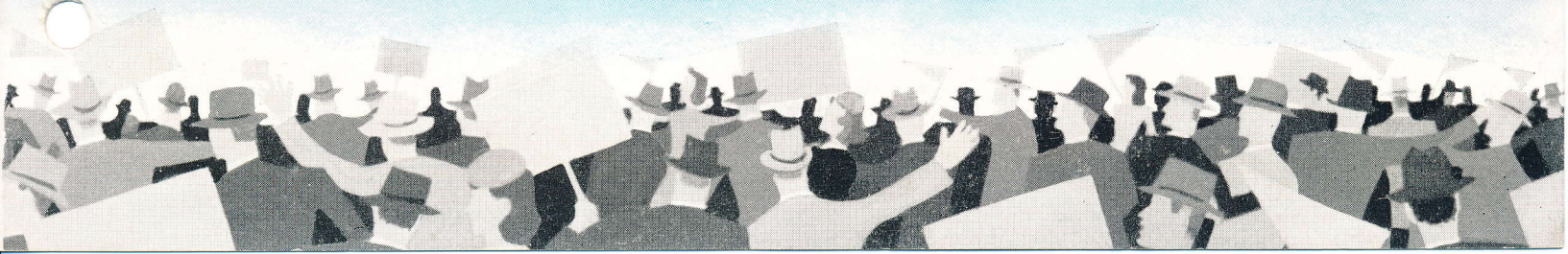




**enriched by new knowledge  
and scientific experience . . .**

**tremendously expanded in  
engineering, research and  
plant facilities . . .**

**stronger in every way than  
ever before in its history . . .**

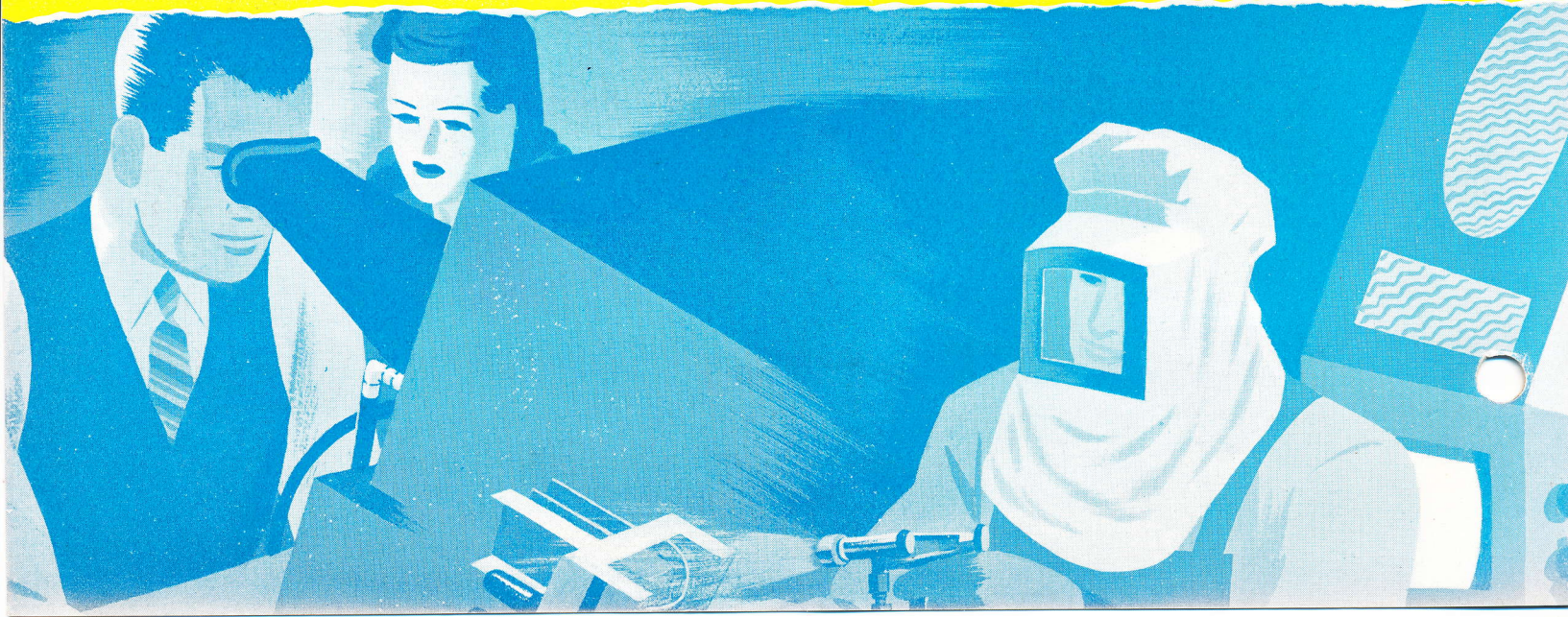






And now, from the laboratories that produce  
miracles of electronic achievement for war

**PHILCO** presents the  
sensational line of  
and Radio-Phonograph  
industry has ever seen



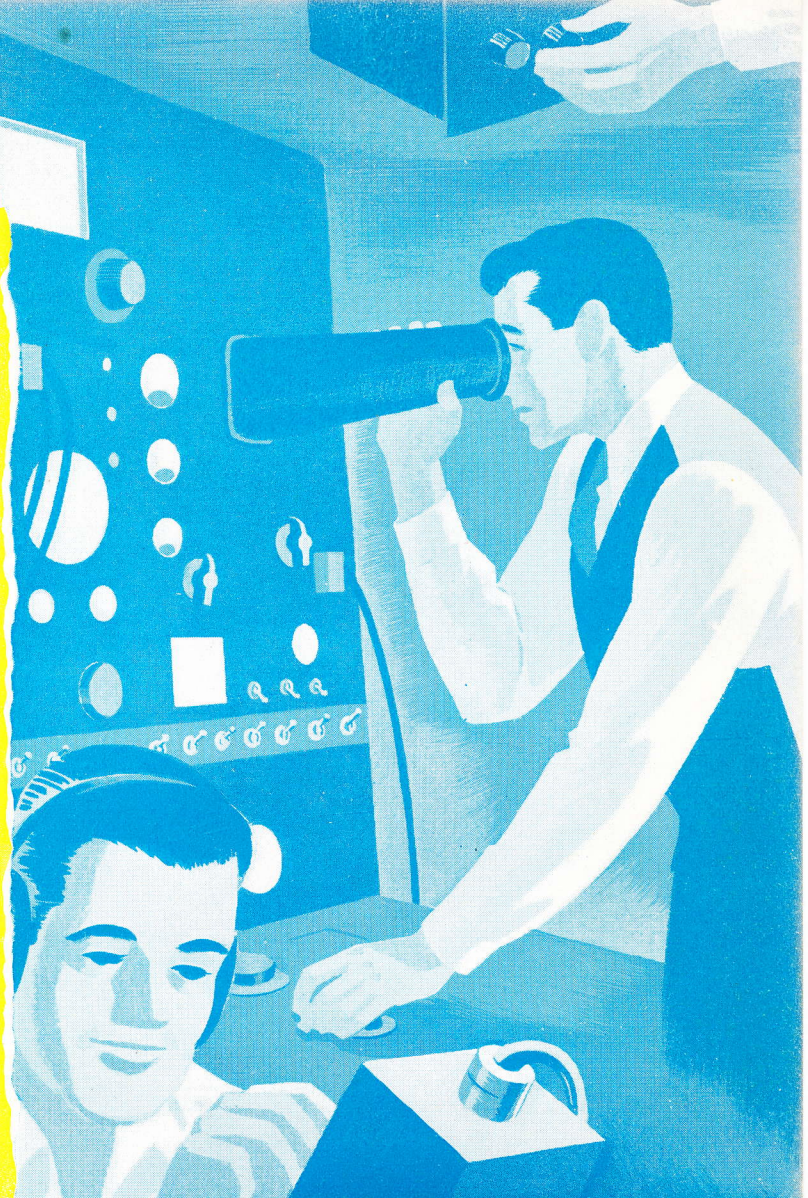


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r...

# he most Radios raphs the n!

More real progress, more vital contributions than have ever been presented in a single year

**YES...TEN YEARS AHEAD  
OF FOUR YEARS AGO!**





# FM Revolutionized!

Philco announces a new triumph of electronic research, developed in the Philco laboratories ... a fundamentally new FM circuit that completely revolutionizes all former conceptions of FM performance.

## IT'S THE PHILCO ADVANCED FM SYSTEM

*New! Exclusive!*



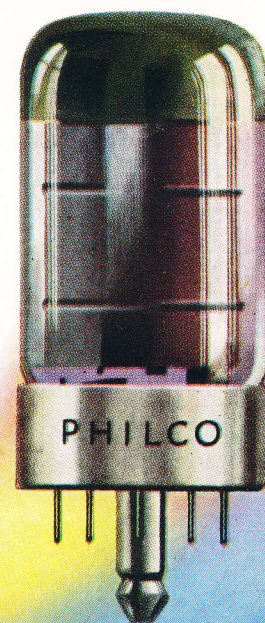
# At Last, an FM Circuit that **IGNORES Noise!**

**Yes, the goal of FM research has been reached. Philco engineers have invented a basically new FM circuit which, for the first time, actually ignores noise!**

Former FM circuits known to the industry permitted AM noise to enter and then *reduced it* by brute force, with an elaborate and costly system of limiters and discriminators.

Now, Philco engineers have made that principle obsolete. They have developed a fundamentally new FM circuit based on the first *true* frequency modulation detector ever invented . . . the *Philco Advanced-FM circuit*. (*Patent pending.*) This exclusive Philco circuit is sensitive only to FM signals and *does not receive AM noise*. Since no noise can enter, there is no noise to reduce . . . and no need for costly limiters or discriminators.

Thus the *Philco Advanced-FM system*, by a revolutionary new principle, gives you *positively the purest, clearest FM tone ever achieved!*



**The Philco Advanced-FM  
Tube . . . the First True  
Frequency Modulation  
Detector Ever Invented**

**The Only Advanced  
System of FM...and**

**Only Philco  
has it!**



# A FRANK APPRAISAL of FM

## and its opportunity for Profit to Radio Dealers

The development of FM broadcasting offers to the dealer one of the greatest opportunities for profit in the history of radio. Official estimates predict the building of over 3000 FM stations in the United States during the next few years. That means a nationwide FM service, bringing the advantages of FM reception to all parts of the country.

### *What are the advantages of FM?*

**FIRST, elimination of natural and man made static.** This feature alone will create many new sales in localities and homes where radio noise is an annoyance.

**SECOND, greater fidelity of tone.** It is important to understand that FM in itself has nothing to do with high fidelity. Actually a standard AM receiver can be built to deliver exactly as much high fidelity reproduction. But AM stations have no room in their channels to put high fidelity on the air. So there is no reason for set manufacturers to build high fidelity AM receivers.

But all this is changed by Frequency Modulation broadcasting, which incidentally is as old as radio itself. There is room in the newly established FM channels for high fidelity broadcasting, and FCC standards require that FM stations be equipped to put high fidelity on the air. So, for the first time, there is a reason to build radio receivers which are capable of reproducing high fidelity programs.

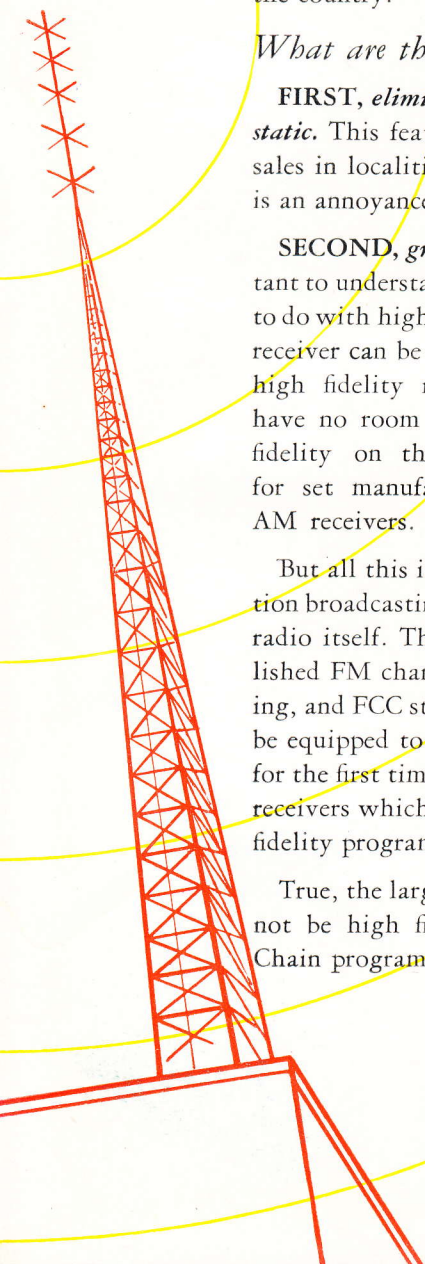
True, the larger part of such broadcasting will not be high fidelity for some time to come. Chain programs, which form the major part of

the listener's fare, have no more high fidelity today on FM than on AM. For they are limited by the telephone lines over which they are carried. Most record programs being broadcast by FM stations today are not high fidelity because they, too, are bound by the limitations of the records themselves.

But some stations will put live *studio* programs on the air with high fidelity. And as time goes on, facilities will be expanded which will permit even chain programs to be broadcast with high fidelity. So a new era of finer tone is coming to radio. And there is a vast and eager market of music lovers who will seize the opportunity to enjoy the thrilling tone realism which high fidelity FM broadcasting will bring them for the first time.

**THIRD, local reception.** Served by the three thousand FM stations of the future, there will be literally thousands of cities and towns, now far removed from AM broadcasting, which will enjoy good local reception for the first time. Over these nearby stations they will enjoy not only studio programs but the popular network features. Here is a tremendous new market for FM radios. Some buyers will want high fidelity. Some will seek noise-free reception. And others will be interested primarily in being able to *tune in* the new, nearby stations. Just as in AM receivers, *the price these buyers will be willing to pay will vary with the amount of service they demand.*

So the radio dealer's key to profitable merchandising in the FM market is the ability to supply every type of demand. *And that's the key to FM merchandising in the great new Philco line.*





# PHILCO BRINGS YOU A Complete FM Merchandising Program

GIVING VALUE TO THE BUYER AND PROFIT TO THE DEALER



## 1 EXCLUSIVE PHILCO ADVANCED-FM SYSTEM

A complete selection of models with the new, exclusive Philco Advanced-FM System that gives you everything you need to supply the demand for *the finest* in FM performance and quality.

### UTMOST IN HIGH FIDELITY

Yes, wherever true high fidelity FM is put on the air, the Philco Advanced-FM System will reproduce it with all the subtle overtones that give you a new and startling realism of tone.

### UTMOST IN FREEDOM FROM NOISE

Philco Advanced-FM gives the greatest elimination of natural and man-made static ever achieved. No crosstalk or fading.

### GREATER EASE OF TUNING

Philco engineers have made FM tuning as easy and accurate as AM! A new centering feature helps you find the *correct center* of your station . . . and holds you there for peak performance.

### BETTER ALL 'ROUND PERFORMANCE

Every tube in the Philco Advanced-FM System contributes to better performance; no tubes wasted for limiters or discriminators. Thus you get maximum performance at every price.

### HIGHER UNDISTORTED OUTPUT

New audio features built into the Philco Advanced-FM System give you greater power output without distortion, for more rounded, resonant tone quality and depth.



## 2 FOR THE VOLUME MARKET FM AT A REASONABLE PRICE

In addition, a full line of models for that large body of buyers who are looking for reception on the FM Band without its more costly refinements . . . and who are entitled to get it, with good quality and performance, at a reasonable price.

### NEW NOISE-REDUCING FM BAND CIRCUIT

Yes, here it is . . . amazing reception on the FM Band at a cost within reach of the mass market. It gives thousands just what they're looking for . . . a radio with an FM Band . . . without forcing them to pay for more than they want.

And it is FM reception of *good quality*, too, thanks to an amazing new FM Band circuit. By actual engineering measurement, it achieves *a tremendous reduction in the noise level* over all similar FM circuits of the past. It enables listeners to tune in and enjoy their new, FM stations with tone quality and performance that excels anything that radio has ever offered at the price.

Only Philco  
has it!



For the first time in the History  
of Recorded Music... a

# **DYNAMIC REPRODUCER**

**FOR THE HOME!**



Yes, it's another milestone of electronic  
research from the Philco Laboratories...  
another major advance in the enjoyment  
of recorded music... achieving a fidelity  
of tone never before heard in the home.



# Now, the professional standards of Broadcasting Studio Reproduction are brought to the home!



For years, the Dynamic Reproducer has been acknowledged to give the finest in *professional* record reproduction. A costly device, it is used only in the best equipped broadcasting studios for the utmost fidelity in the reproduction of records and transcriptions.

Now Philco engineers, using the same *proven* principle, have developed a Dynamic Reproducer for the *home* phonograph. And now, for the first time, owners of a Philco Radio-Phonograph may enjoy in their homes the wonderful fidelity, purity and clarity of tone formerly heard only from the best broadcasting studios.

Yes, studio tone and performance in the home . . . newly discovered beauty from recorded music . . . revolutionary improvements in convenience and record life—these are yours in the new Philco Radio-Phonograph with the sensational new Philco development . . . the *Dynamic* Reproducer.

## The New Philco Dynamic Reproducer . . . what it brings to Recorded Music

**GREATER FIDELITY OF TONE** Improved "tracking" gives cleaner, crisper, more solid reproduction of all frequencies; brilliant highs; resonant lows; greater freedom from distortion.

**ONLY 3/4 OUNCE PRESSURE** Yes, almost half the pressure of any previously known home reproducer. A sensational engineering achievement that eliminates the faults of heavier pickups, adds many advantages of its own.

**REDUCED NEEDLE NOISE** Extremely light pressure and sharper high frequency cutoff gives sensational reduction of surface noise and freedom from record scratch.

**LONGER RECORD LIFE** Unusually light pressure and flexible jewel mounting greatly reduces wear on record grooves. Dropping or rough handling of tone arm can't injure record.

**NO NEEDLES TO CHANGE** Permanent jewel in flexible mounting good for years of service. Easily replaced when necessary because it is not fixed to any other part.

**FLEXIBLE MOUNTED JEWEL** Complete freedom of movement permits free and accurate tracking in record grooves, giving improved reproduction of bass tones. Also protects jewel, record and reproducer.

**HUMIDITY-PROOF** Positively unaffected by moisture. The ideal reproducer for humid climates and seasons which seriously affect performance and life of former type pickups.

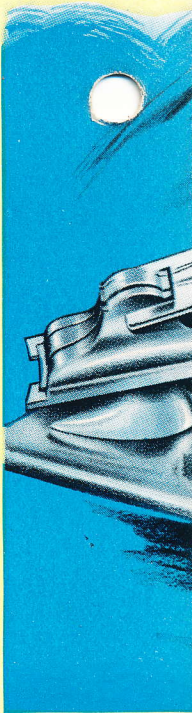
**Begins a New Era of  
Record Reproduction . . . and**

**Only Philco  
has it!**



ONCE AND FOR ALL!

# The Problems of the Record Changer Have Been Solved by Philco Engineering



AT last, a record changer born of experience! Not one, but *two* record changers—a de luxe and a standard—both designed and engineered from the ground up to solve the service problems of the phonograph dealer. It's a sensation . . . a new triumph of Philco engineering . . . a new contribution to the *profit opportunities* of the Philco dealer!

For the user, these new record changers really deliver what the record changer has always promised . . . truly reliable automatic changing of 12 ten inch or 10 twelve inch records . . . extremely fast, quiet, gentle action . . . absolute simplicity of operation. But only after weeks and months of unrestrained and carefree use will buyers know the full story of these sensational changers.

But Philco dealers will know . . . *quick!* They'll see it in the absence of service calls, in the freedom from "headaches," in the lack of complaints about ruined records. Yes, and they'll see it in the improved condition of their service department costs.

For here are two record changers that are designed specifically to cure every trouble which has hounded the phonograph dealer in the past. One by one, those troubles were cataloged . . . *and licked!* And now, Philco confidently presents the first record changers in the history of the business that are designed from industry experience to give satisfaction to the user . . . *and to protect the dealer's profits!*

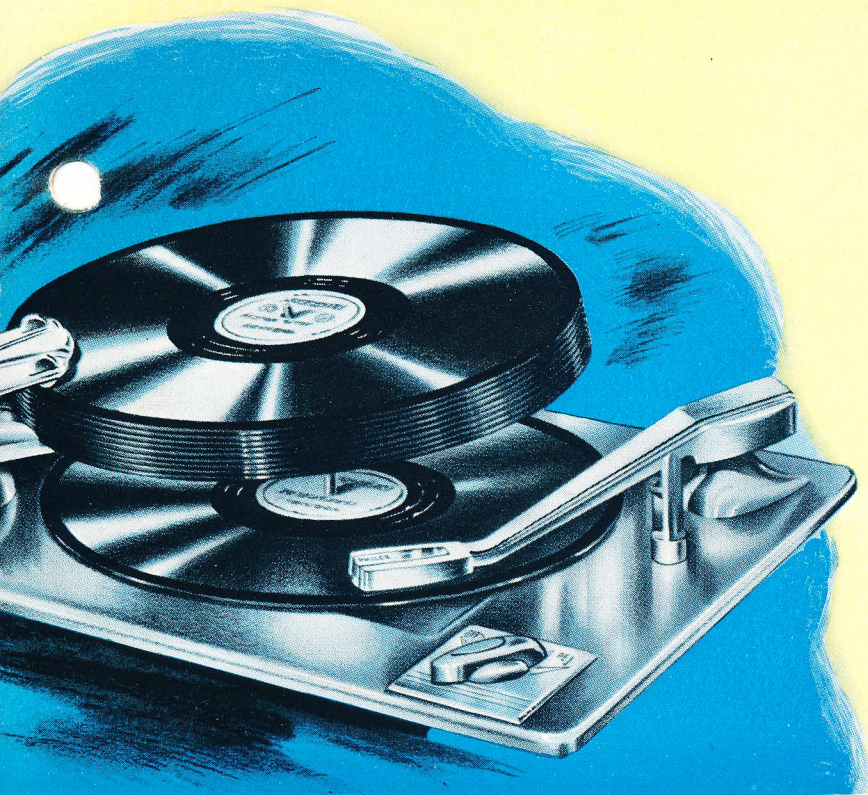
**Philco presents the first record changers ever designed to solve these Service troubles . . .**

Failure to Trip . . . Pre-Tripping . . . Slide-in . . . Slide-off . . . Double Drop . . . Failure to drop . . . Damage to records through faulty operation and design; chipped edges; enlarged holes, excessive wear, breakage . . . Variations in records; thick, thin, warped . . . Inflexible Tone Arm, easily damaged if moved by hand during cycle . . . Lack of safety devices to avoid damage through improper handling by careless users or children . . . Variations in needle pressure . . . Needle damage . . . Complicated design with many delicate adjustments; hard to service.

**Yes, Philco has solved them all!**

**Only Philco has it!**





## The New Philco De Luxe Record Changer

Without question, the most reliable, most trouble-free, most smoothly operating record changer ever created. Based on the "push-off" principle, it changes 10 twelve inch or 12 ten inch records. Extremely short cycle; quiet, gentle action. Removable spindle makes loading and unloading of records simple and easy. No spindle adjustment, no wear on record holes. New spindle design eliminates the dropping of more than one record. Handles warped records or imperfect edges without difficulty. Tone arm can be moved in any direction or placed at rest *during cycle* without injury to mechanism. Electrical Trip specially designed to prevent pre-tripping or failure to trip. Special mechanism prevents slide-in. All parts of stainless steel and other high cost metals to avoid failure through corrosion and to insure reliable operation and long life. For extreme simplicity and ease of service, mechanism has just three adjustments and is mounted to plate as a unit with only four bolts.

## The New Philco Standard Record Changer

A sensational new changer, completely different in appearance and operation, invented and developed by Philco for simplicity and carefree service. Changes 10 twelve inch or 12 ten inch records. A *single* blade type with new safety factors to prevent injury to records. Retains advantages and eliminates faults of all former blade type changers. New curved spindle makes operation quiet, quick and extremely easy on records. No wear on holes. Special safety device avoids injury to records, regardless of thickness or condition. New eccentric trip adjusted to only  $\frac{1}{4}$  ounce pressure and specially designed to avoid pre-tripping. Easy to load and unload; no blade adjustment. Tone arm movable during cycle without affecting mechanism or adjustment. New motor design assures uniform turntable speed regardless of line voltage variations. Simple mechanism with few adjustments.





*The* **PHILCO**  
*Automatic Record Player*



An amazing new Philco  
invention that obsoletes  
the manual phonograph



**MAKES THE MANUAL RADIO-PHONOGRAPH**

# Automatic!

## PHILCO ENGINEERING SCORES AGAIN

*Just put a record in the slot  
. . . and it plays!*

Manual phonograph operation has become as simple as that, thanks to Philco engineering. It's another fundamental advance in radio-phonograph design from the Philco laboratories! It's exclusive . . . *patent pending.*

The Philco Automatic Record Player makes the manual radio-phonograph *automatic* in operation. The only thing you do by hand is open the door and put a record in the slot. *Everything else is automatic!* You don't even see the turntable or tone arm. The motor starts and the mechanism adjusts itself to ten or twelve inch size. The tone arm places itself automatically on the record and the music plays. When it's finished, the motor stops . . . *automatically.* Take out the record, put another in the slot . . . that's all there is to it, as long as you want to play.

Who will ever want to buy an old-fashioned manual phonograph now? The Philco Radio-Phonograph with the sensational Automatic Record Player has made it obsolete!

### THE OLD WAY



Raise Lid



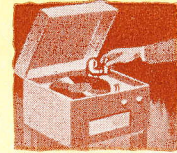
Place Record



Start Motor



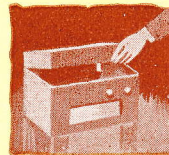
Lift Tone Arm



Sight First Groove



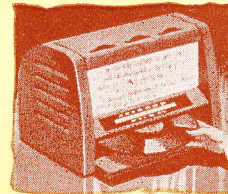
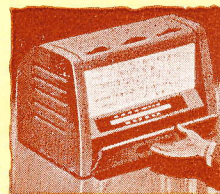
Place Tone Arm



Lower Lid

**All that time and bother for every record! Yes record lovers were waiting for a new, easier way.**

### THE NEW WAY



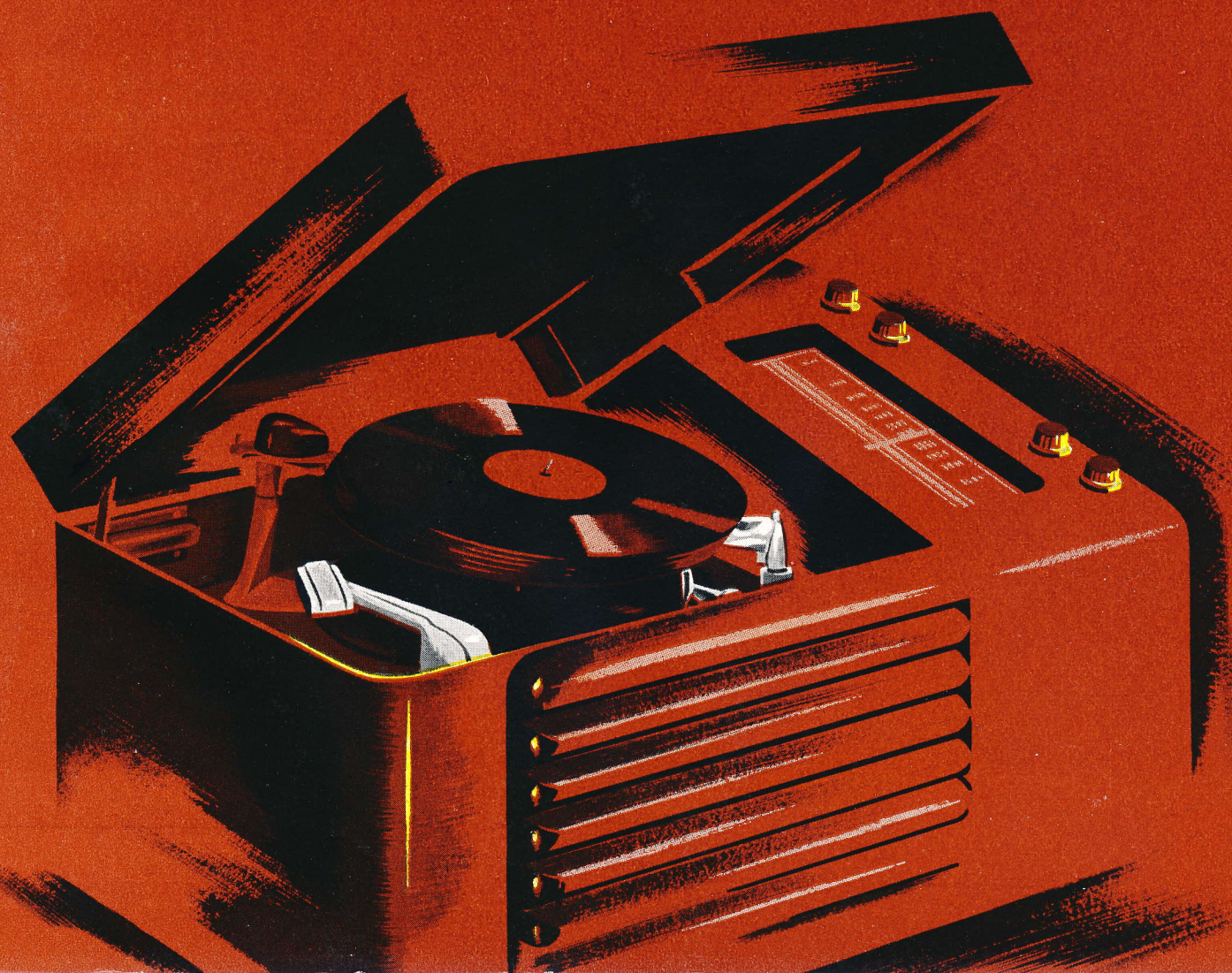
**Just put a record in the slot,  
close the door . . . and it plays!**

**Only Philco  
has it!**



and in addition...

*New Achievements in*  
**TABLE MODEL  
RADIO-PHONOGRAPHS  
with AUTOMATIC  
RECORD CHANGER**





SPECIALLY ENGINEERED AND SPECIALLY  
DESIGNED TO OFFER THE UTMOST IN

# Tone, Performance and Operating Convenience

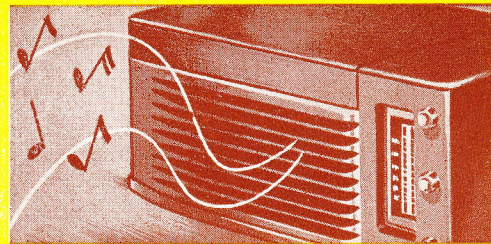
IN A TABLE MODEL

Every survey of post-war buying demand showed a table model radio-phonograph with automatic record-changer at or near the top of the list. And now, Philco brings Philco dealers the biggest opportunity to cash in on this major source of sales and profits.

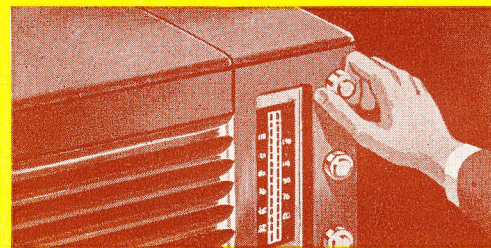
Again, these new Philco models are the result of special engineering and design that make the automatic table model radio-phonograph modern and up-to-date.

First of all, thanks to a completely new chassis and ingenious cabinet design, they are more compact than ever before. Instead of the bulky designs of the past, here's a cabinet that's trim and graceful in appearance . . . yet it houses the finest record-changing mechanism and radio chassis ever produced for a table model radio-phonograph.

Then, note these two features. The tone comes from the *front* of the cabinet. And, the radio controls are accessible from the front *without lifting the lid*. The combination of these two features is the result of special planning and engineering both in cabinet and chassis design. It took a brand new engineering concept to add this new beauty, utility and sales appeal to these Philco Automatic Radio-Phonographs. It's another example of Philco leadership in engineering.



**Tone comes from the  
Front of the Cabinet**



**Radio Control Operated  
without Lifting the Lid**

Finally, the new, console type Philco record-changer is used in these models . . . designed to give reliable, trouble-free service to the user and to solve the problems of service costs for Philco dealers.

Yes, they're "*hot*," in sales appeal and value . . . the greatest automatic table model radio-phonographs ever produced!



# *Custom Built by Philco*



**Philco announces an entirely new engineering and design organization devoted to the creation of distinguished and authentic radio furniture . . . . .**



# A NEW SERVICE for Philco Dealers

Philco is pleased to announce the establishment of its "*Custom-Built Department*" . . . an entirely new organization of master furniture craftsmen together with a completely separate program of research and engineering . . . designed to offer Philco dealers a complete line of authentic radio furniture for the most exacting and discriminating trade. Yes, it's a new service, backed by a specially designed "*Custom-Built*" advertising and merchandising program, creating a new field of profit for Philco dealers!

FOR THE FIRST TIME IN RADIO . . .

## *True Period Design*

As a result of an entirely new approach to the problems of radio furniture design, Philco now presents a series of "custom-built" radio-phonograph models which are *absolutely correct* in traditional period design. For the first time in the history of radio, the principles of the finest furniture craftsmanship have been applied without concession to the mechanics of a radio chassis. Because, for the first time in radio, Philco engineers created an entirely new chassis that is specifically designed to suit the requirements of proper period design.

Until now, period cabinets have always been designed around a regular radio or phonograph chassis whose structural details have always forced a compromise with true traditional lines. Now, Philco has reversed the process. Engineers

were called upon to build a chassis that would fit an authentic period cabinet. The result is not a mechanical instrument clothed in pseudo-traditional lines but a musical instrument of quality and distinction in an exquisite cabinet of truly *correct* design. It's a cabinet that will delight the connoisseur and adorn the setting of any room. Yet it offers the utmost in operating convenience. Yes, it's the first harmonious marriage of radio and period furniture.

Thus, Philco takes the lead again in bringing to Philco dealers a great new opportunity for profit. Your Philco distributor will give you the details of the specially created merchandising and advertising program which has been prepared to bring the news of "*Custom-Built by Philco*" to the distinguished homes of America.



PACED BY THESE BRILLIANT ACHIEVEMENTS,  
PHILCO RESEARCH BRINGS YOU THE

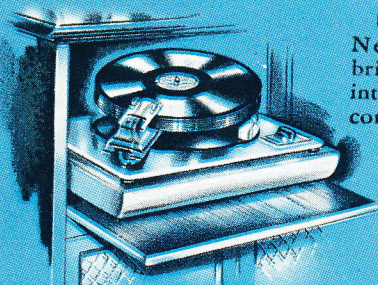
# Finest Philco Ever Built

IN TONE, POWER AND CABINET BEAUTY

In addition to the spectacular achievements announced on the foregoing pages . . . developments that *make news* in radio and phonograph progress . . . Philco engineers have made scores of improvements in circuit design, operating features, power output and speaker construction, that reveal themselves in tone, performance and power. And when you *look* at the new Philco, you'll agree that it presents the most beautiful cabinets Philco has ever produced. They're the work not only of master stylists but of original research in furniture finish and materials, making possible new ideas and effects never before used in radio cabinet design. When you *see* and *hear* them, you'll know the full, sensational story of the *finest Philco ever built!*

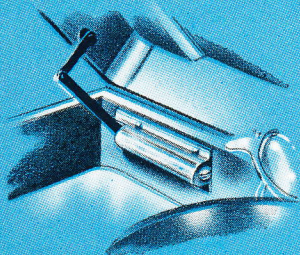
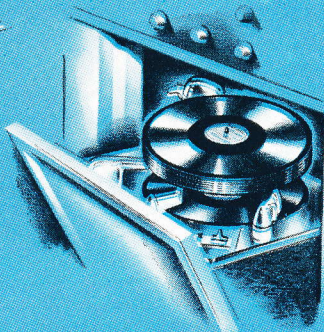


# A FEW OF THE NEW FEATURES YOU'LL SEE IN THE NEW PHILCO

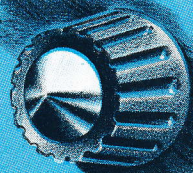


**NEW DROP PANEL MECHANISM**  
Newly developed drop panel brings record changer smoothly into position for easy access and convenient loading. It's exclusive!

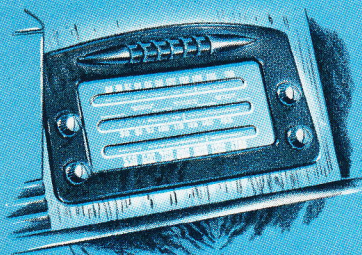
**IMPROVED TILT FRONT CABINET**  
No lid to lift. Just tilt grille forward and place records. Improved mechanism insures smooth, well-balanced operation; no binding.



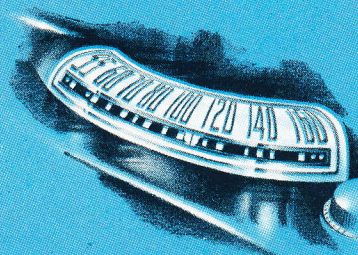
**COUNTERBALANCED LID SUPPORT**  
On automatic changer table phonographs, lid can be lifted and lowered with one hand. No catch to disengage.



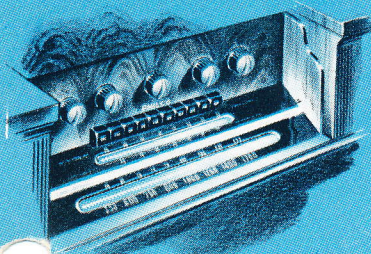
**BRONZE KNOB INSERTS**  
In various models, tuning knobs with polished bronze inserts add a note of new, sparkling, modern design.



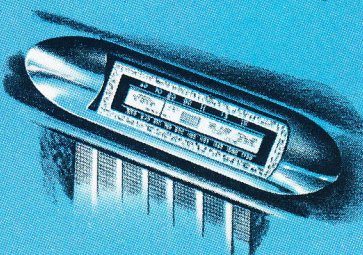
**RICH WOOD BEZELS**  
Richly grained wood bezels blend harmoniously with cabinet panels. Large, easy to read scales in attractive colors.



**GLOWING PLASTIC RADIAL DIAL**  
Flood-lighted radial scale with gold numerals on translucent maroon plastic. New, exquisite table model cabinet design.



**CUSTOM FORMED GLASS DIALS**  
Dials on custom built models are of formed glass over handsomely colored scales, giving effect of rich, inlaid woods.



**SMOOTH, SUNKEN SCALES**  
On some consoles, the scale is an integral part of the cabinet and is sunken gracefully into the wood panel design.

## Power Output Doubled ... Yes, Up to 20 Watts

Yes, you'll hear a glorious new resonance and solidity of tone in the new Philco radio-phonographs. New developments in the audio circuit have *more than doubled the watts output* without distortion! Yes, even in the lowest priced models, you get this new power and beauty of tone. And in the upper brackets, you hear a thrilling surge of tone from as high as 20 watts of undistorted output! It's a sensational experience in tone enjoyment that you'll hear when you first turn the volume control of a new Philco Radio-Phonograph.

## "Philcote", the Amazing New Finishing Process

Philcote, one of the most important developments in the field of radio furniture, is an original achievement of Philco research. It removes the limitations of wood veneers and creates entirely new concepts in beauty of design and finish. The "Philcote" process uses all the hand techniques common to the finest finishing methods and is, in every sense, in the best traditions of furniture craftsmanship. It not only makes possible new, rich effects in wood grain and design but establishes far higher standards of durability than have ever been known in cabinet manufacturing.



The rest you see as you  
turn the pages of this book...

★ IN RADIO-PHONOGRAPHS

★ IN CONSOLE RADIOS

★ IN TABLE MODELS

★ IN COMPACT RADIOS

★ IN PORTABLE RADIOS

★ IN FARM RADIOS

TEN YEARS AHEAD OF  
FOUR YEARS AGO

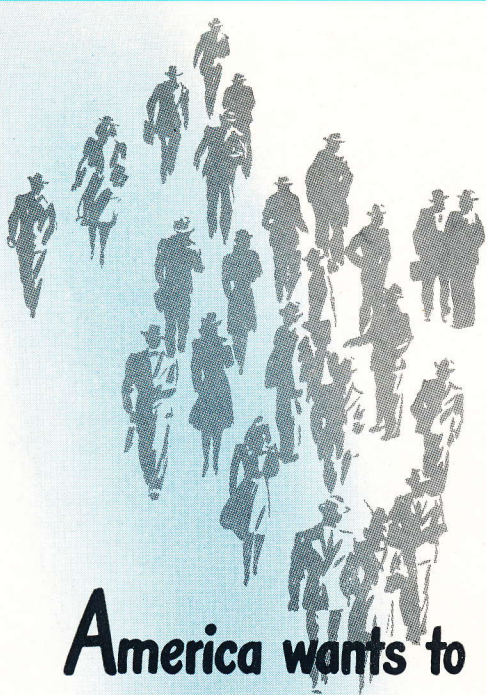
in features, quality,  
sales appeal and value



# PHILCO RADIO- PHONOGRAPHS







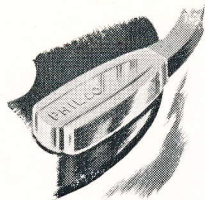
**America wants to buy  
a Radio-Phonograph...**

**AND PHILCO OFFERS  
THE GREATEST LINE OF  
RADIO-PHONOGRAPHS  
THE INDUSTRY HAS EVER KNOWN!**

Yes, one after another, surveys of post-war demand showed that a radio-phonograph offers the biggest profit opportunity in the business for the radio dealer. And when you look over the following pages, you'll see why the biggest profit opportunity in the business lies in the great, new Philco Radio-Phonograph line. Never before by Philco, never before by anyone in the industry has there been a line so full of sales appeal, quality and value for every type of demand and at every price!



# Here are the Features that make PHILCO THE LEADER in Radio Phonograph Value and Sales Appeal



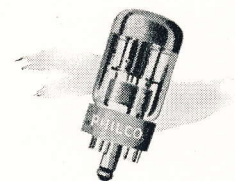
## **NEW** DYNAMIC REPRODUCER

For the first time, professional studio record reproduction for the home . . . a major advance in the enjoyment of recorded music. Yes, amazing fidelity of tone.



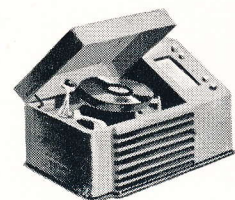
## **NEW** RECORD CHANGERS

Fast, gentle, trouble-free. The first record changers ever produced that are specifically designed by experience to solve the dealer's service problems.



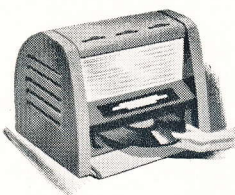
## **NEW** ADVANCED-FM

A fundamentally new FM circuit, developed by Philco, that actually ignores noise . . . completely revolutionizes all former ideas of FM reception. (*Patent pending*)



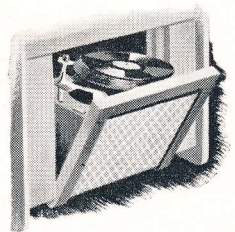
## **NEW** RECORD-CHANGER TABLE MODELS

Handsome in design, compact in size. New chassis construction brings tone from the front of cabinet and still permits radio operation without lifting the lid.



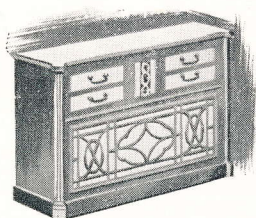
## **NEW** AUTOMATIC RECORD PLAYER

Makes the manual radio-phonograph *automatic!* Just put a record in the slot and it plays. A sensation! Positively obsoletes former manual playing. Only Philco has it!



## **NEW** TILT FRONT CABINET

The exclusive Philco design that eliminates lid-lifting and dark, clumsy compartments. Now greatly refined by improvements in construction and operation.



## **NEW** PERIOD CABINETS

Specially engineered chassis permits, for the first time, truly *authentic* period cabinets with real operating convenience. Most exquisite phonographs ever built.



# *High Fidelity Control and Motor Tuning*



**Another Philco development to insure  
the utmost fidelity on FM, AM and  
records, plus new tuning convenience.**



# Philco High Fidelity Control



Another development of the Philco laboratories that makes a vital contribution to *better tone* from radio and records. A feature of all Philco "Custom Built" Radio-Phonographs, it gives the user an utterly simple way to insure the best tonal results on all bands . . . FM, AM and Phonograph.

In the "On" position, the Philco High Fidelity Control *automatically* adjusts itself for the best possible response on each band. When true high fidelity is put on the air by an FM station, it permits reproduction of the full high fidelity range. When tuned to *AM*, it sets itself *automatically* for the AM fidelity range. And when tuned to *Phonograph*, it adjusts itself again to reproduce the full fidelity range of the new process records recently introduced. It's all done *automatically* . . . the user need exercise no further judgement or control.

In the "Off" position, the regular bass and treble controls operate for ordinary FM and AM reception as well as regular phonograph records.

## Philco Motor Tuning



Here again, Philco war research and experience makes an important contribution to tuning accuracy and convenience. This Motor Push Button unit was developed for use in tank receivers. Using the same principle, Philco engineers have developed an entirely new Motor Tuning system which permits extremely accurate, push button tuning of *both* FM and AM stations, *without band switching*. Buttons may be set

for any desired combination of FM and AM stations. Just a touch . . . *yes, a mere touch* . . . of any button brings in the station on either AM or FM with absolute accuracy and without the need of switching bands. It's an exclusive feature of Philco "Custom Built" Radio-Phonographs . . . *patent pending* . . .

**only Philco has it!**

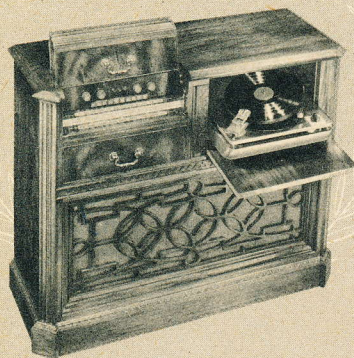




PHILCO 1217



# PHILCO 1217 FEATURES



The world's most luxurious enjoyment  
of radio and recorded music . . . in an  
exquisite Chippendale masterpiece . . .  
*Custom Built by Philco!*

## **Exclusive Philco Advanced-FM System**

*Only Philco has it!* An exclusive, fundamentally new FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

## **14 Philco Tubes, Including Rectifier**

Including sensational new Advanced-FM Tube developed by Philco for the first true frequency modulation detector ever invented.

## **High Fidelity Tone Control**

New Philco development which insures best tonal results on all bands. In "ON" position, it gives full high fidelity on FM and automatically adjusts for best response on AM and phonograph. In "OFF" position, normal bass and treble controls govern the tone. Simple to understand; easy to use.

## **New Philco DeLuxe Record Changer**

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

## **New Philco Dynamic Reproducer**

A new triumph of Philco electronic research. For the first time, the costly dynamic principle of record reproduction used in broadcasting studios now brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone. Patented by Philco!

## **Featherweight Tone Arm with Permanent Jewel**

Only  $\frac{3}{4}$  ounce pressure on the record. New freedom from surface noise. Specially insulated against needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

## **New Push-Button Motor Tuning for FM and AM**

Sensational new Motor Tuning system permits tuning both FM and AM stations by push-button. No band switching necessary. Just touch a button and the station you want on either band comes in automatically. Extremely easy and accurate. 10 push-buttons, 5 for stations.

## **New Drop Panel Mechanism**

Newly developed drop panel brings record changer smoothly into position for easy access and convenient loading. No lid to lift, no need to remove decorations. Exclusive!

## **3 Tuning Bands**

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

## **Authentic Chippendale Mahogany Cabinet**

Embodying all the dignity and grace of the early masters in the art of furniture design! Mahogany swirl veneers, decorative crotch Mahogany . . . the finest woods of their kind . . . ideally combined, perfectly finished. 36 $\frac{1}{4}$ " high, 43 $\frac{1}{2}$ " wide, 16 $\frac{1}{2}$ " deep.

**Separate Bass and Treble Tone Controls . . . New Philco Built-In Triple Aerial System . . . 4-Color Edge-Lighted Horizontal Dial . . . Beam Power Audio System, 20 Watts Output . . . Three Balanced Dynamic Speakers**

**ADVANCED-FM IS A PHILCO INVENTION... ONLY PHILCO HAS IT!**

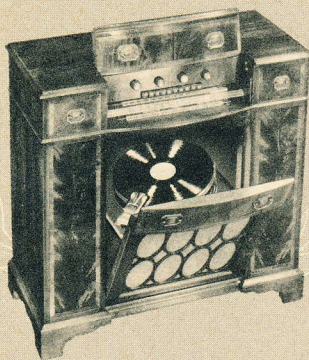




PHILCO 1216



# PHILCO 1216 FEATURES



**Incomparable radio and record tone!  
Greatest Philco electronic develop-  
ments; authentic Sheraton cabinet . . .  
Custom Built by Philco!**

## **Exclusive Philco Advanced-FM System**

*Only Philco has it!* An exclusive, fundamentally new FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

## **14 Philco Tubes, Including Rectifier**

Including sensational new Advanced-FM Tube developed by Philco for the first true frequency modulation detector ever invented.

## **High Fidelity Tone Control**

New Philco development which insures best tonal results on all bands. In "ON" position, it gives full high fidelity on FM and automatically adjusts for best response on AM and phonograph. In "OFF" position, normal bass and treble controls govern the tone. Simple to understand; easy to use.

## **New Philco DeLuxe Record Changer**

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

## **New Philco Dynamic Reproducer**

A new triumph of Philco electronic research. For the first time, the costly dynamic principle of record reproduction used in broadcasting studios now brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone. Patented by Philco!

## **Featherweight Tone Arm with Permanent Jewel**

Only  $\frac{3}{4}$  ounce pressure on the record. New freedom from surface noise. Specially insulated against needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

## **Two Balanced Dynamic Speakers**

Specially designed Balanced Field Electro-Dynamic Speaker with 14" low frequency unit and 5" high frequency unit, nested together and matched to the new radio circuit. Gives clear, brilliant tones over the full high fidelity tonal range.

## **New Push-Button Motor Tuning for FM and AM**

Sensational new Motor Tuning system permits tuning both FM and AM stations by push-button. No band switching necessary. Just touch a button and the station you want on either band comes in automatically. Extremely easy and accurate. 10 push-buttons, 5 for stations.

## **3 Tuning Bands**

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

## **Authentic English Regency Mahogany Cabinet**

Made of the finest Mahogany woods . . . veneers, solid and crotch Mahogany . . . finished to a high and durable lustre. In keeping with the authentic Regency pattern, the ribbon-striped top of this distinctive cabinet is edge-veneered. 35 $\frac{1}{2}$ " high, 36 $\frac{1}{4}$ " wide, 15 $\frac{3}{4}$ " deep.

**Beam Power Audio System with 15 Watts Output . . . New Philco Built-In Triple Aerial System . . . 4-Color Horizontal Glass Dial . . . Improved Tilt Front Cabinet**

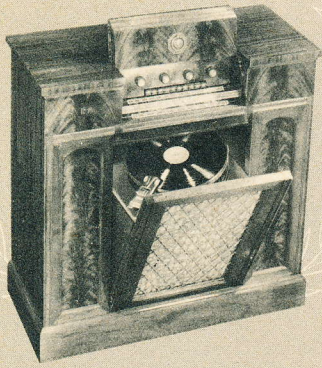
**ADVANCED-FM IS A PHILCO INVENTION . . . ONLY PHILCO HAS IT!**





PHILCO 1215





# PHILCO 1215 FEATURES

In a charming Regency cabinet, here's musical enjoyment in full measure . . . quality tone, performance and power...  
**Custom Built by Philco!**

## **Exclusive Philco Advanced-FM System**

*Only Philco has it!* An exclusive, fundamentally *new* FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely *ignores* AM noise and gives you positively the purest, clearest FM tone ever achieved!

## **14 Philco Tubes, Including Rectifier**

Including sensational new Advanced-FM Tube developed by Philco for the first true frequency modulation detector ever invented.

## **High Fidelity Tone Control**

New Philco development which insures best tonal results on all bands. In "ON" position, it gives full high fidelity on FM and automatically adjusts for best response on AM and phonograph. In "OFF" position, normal bass and treble controls govern the tone. Simple to understand; easy to use.

## **New Philco DeLuxe Record Changer**

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

## **New Philco Dynamic Reproducer**

A new triumph of Philco electronic research. For the first time, the costly dynamic principle of record reproduction used in broadcasting studios now brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone. Patented by Philco!

## **Featherweight Tone Arm with Permanent Jewel**

Only  $\frac{3}{4}$  ounce pressure on the record. New freedom from surface noise. Specially insulated against needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

## **Two Balanced Dynamic Speakers**

Specially designed 14 inch balanced field low frequency speaker and 5 inch high frequency speaker, nested together, and matched to the new radio circuit. Gives clear, life-like tone over the full high fidelity tonal range.

## **New Push-Button Motor Tuning for FM and AM**

Sensational new Motor Tuning system permits tuning both FM and AM stations by push-button. No band switching necessary. Just touch a button and the station you want on either band comes in automatically. Extremely easy and accurate. 10 push-buttons, 5 for stations.

## **3 Tuning Bands**

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

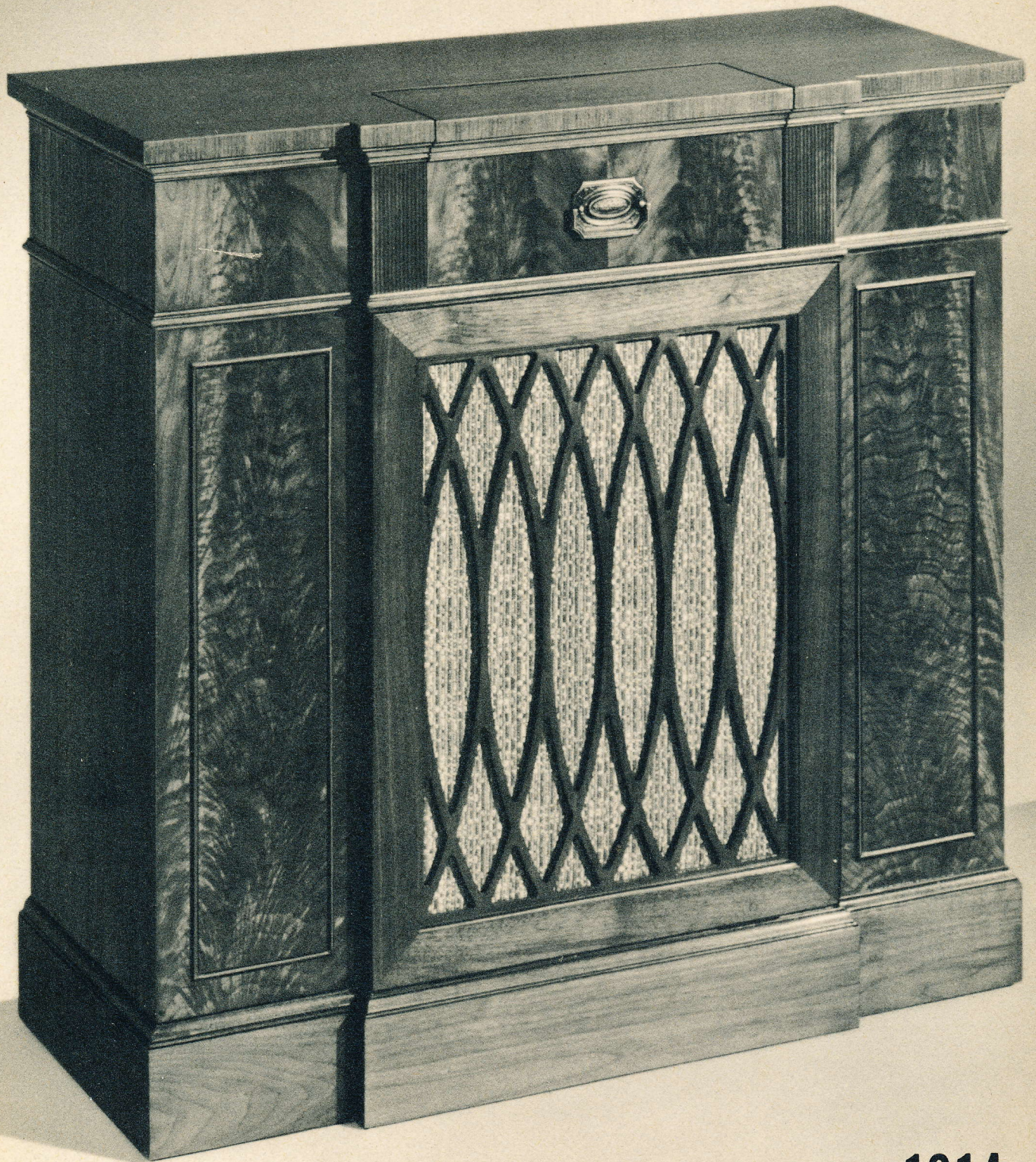
## **Authentic Sheraton Mahogany Cabinet**

Fashioned by master craftsmen, the cabinet reflects all the rich simplicity of Sheraton period furniture. A creation of beautifully matched, gleaming-finish Mahogany woods that will lend charm to any living room. 35 $\frac{3}{4}$ " high, 37 $\frac{3}{8}$ " wide, 16 $\frac{5}{8}$ " deep.

**Beam Power Audio System with 15 Watts Output**  
**... New Philco Built-In Triple Aerial System...**  
**4-Color Edge-Lighted Horizontal Dial ... Improved Tilt Front Cabinet**

**ADVANCED-FM IS A PHILCO INVENTION... ONLY PHILCO HAS IT!**

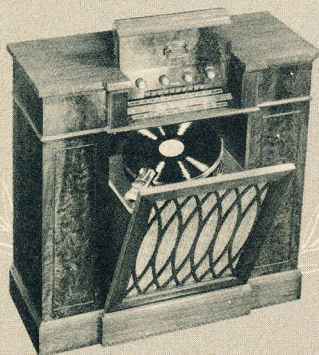




PHILCO 1214



# PHILCO 1214 FEATURES



Full fidelity of tone . . . unexcelled  
radio and phonograph performance . . .  
and a cabinet of true Hepplewhite . . .  
*Custom Built by Philco!*

## Exclusive Philco Advanced-FM System

*Only Philco has it!* An exclusive, fundamentally *new* FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely *ignores* AM noise and gives you positively the purest, clearest FM tone ever achieved!

## 14 Philco Tubes, Including Rectifier

Including sensational new Advanced-FM Tube developed by Philco for the first true frequency modulation detector ever invented.

## High Fidelity Tone Control

New Philco development which insures best tonal results on all bands. In "ON" position, it gives full high fidelity on FM and automatically adjusts for best response on AM and phonograph. In "OFF" position, normal bass and treble controls govern the tone. Simple to understand; easy to use.

## New Philco DeLuxe Record Changer

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

## New Philco Dynamic Reproducer

A new triumph of Philco electronic research. For the first time, the costly dynamic principle of record reproduction used in broadcasting studios now brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone. Patented by Philco!

## Featherweight Tone Arm with Permanent Jewel

Only  $\frac{3}{4}$  ounce pressure on the record. New freedom from surface noise. Specially insulated against needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

## Two Balanced Dynamic Speakers

Specially designed Balanced Field Electro-Dynamic Speaker with low frequency unit and high frequency unit, nested together and matched to the new radio circuit. Gives clear, brilliant tones over the full high fidelity tonal range.

## New Push-Button Motor Tuning for FM and AM

Sensational new Motor Tuning system permits tuning both FM and AM stations by push-button. No band switching necessary. Just touch a button and the station you want on either band comes in automatically. Extremely easy and accurate. 10 buttons, 5 for stations.

## 3 Tuning Bands

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

## Authentic Hepplewhite Walnut Cabinet

A perfect blend of quartered American Walnut and crotch Walnut veneers . . . finished to a satiny sheen. Authentic Hepplewhite, including grille design and hardware. 35" high, 36" wide, 16 $\frac{1}{4}$ " deep.

*Also available in Mahogany.*

**Beam Power Audio System with 15 Watts Output . . . New Philco Built-In Triple Aerial System . . . 4-Color Edge-Lighted Horizontal Dial . . . Improved Tilt Front Cabinet**

**ADVANCED-FM IS A PHILCO INVENTION . . . ONLY PHILCO HAS IT!**

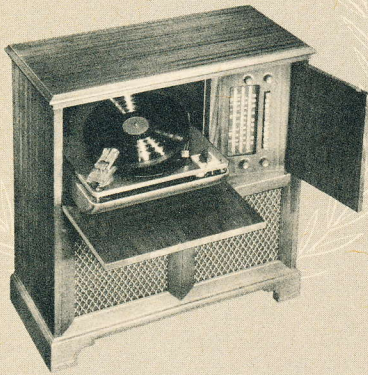




PHILCO 1213



# PHILCO 1213 FEATURES



The highest achievements of Philco research in radio and recorded music brought to you in a Mahogany cabinet of distinctive Chippendale design!

## Exclusive Philco Advanced-FM System

Only Philco has it! An exclusive, fundamentally new FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

## 11 Philco Tubes, Including Rectifier

Including sensational new Advanced-FM Tube developed by Philco for the first true frequency modulation detector ever invented.

## New Philco Dynamic Reproducer

A new triumph of Philco electronic research. For the first time, the costly dynamic principle of record reproduction used in broadcasting studios now brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone.

## New Philco DeLuxe Record Changer

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

## New Drop Panel Mechanism

Newly developed drop panel brings record changer smoothly into position for easy access and convenient loading. No lid to lift, no need to remove decorations. Exclusive!

## Push-Pull Beam Power Audio System

10 full watts of output. Tremendous power without distortion. Gloriously life-like tone at any volume.

## Featherweight Tone Arm with Permanent Jewel

Only  $\frac{3}{4}$  ounce pressure on the record. New freedom from surface noise. Specially insulated against needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

## Complete Electric Push-Button Operation

10 handsome plastic push-buttons. Pushing any button instantly turns the radio on and gives you the band or station you desire without further adjustments. Simple, quick, easy to operate.

## New Philco Built-In Triple Aerial System

For greatest sensitivity on all bands, a low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for Short-Wave and matched to the circuit. For FM reception, a special built-in Dipole Antenna switches in automatically for the FM band.

## 3 Tuning Bands

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

## Authentic Chippendale Mahogany Cabinet

The creation of master designers and artisans. Built of perfectly matched Mahogany woods . . . striped and crotch Mahogany veneers and solid Mahogany . . . brilliantly finished. 34" high, 33 $\frac{3}{4}$ " wide, 15 $\frac{1}{4}$ " deep. Also available in bleached Mahogany.

Concert Grand Balanced Field Dynamic Speaker . . . Separate Bass and Treble Tone Control . . . 4-Color Edge-Lighted Vertical Dial

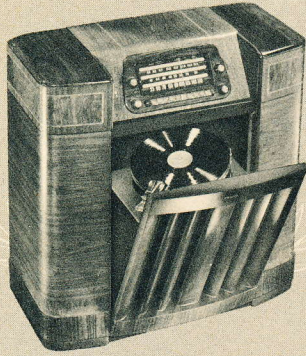
ONLY PHILCO GIVES YOU THE NEW DYNAMIC REPRODUCER







# PHILCO 1211 FEATURES



Here is a sensational value in radio and phonograph entertainment . . . power, performance and tonal quality, housed in a cabinet of massive beauty!

## Exclusive Philco Advanced-FM System

Only Philco has it! An exclusive, fundamentally new FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

## 11 Philco Tubes, Including Rectifier

Including sensational new Advanced-FM tube, developed by Philco for the first true frequency modulation detector ever invented.

## New Philco Dynamic Reproducer

A new triumph of Philco electronic research. For the first time, the costly dynamic principle of record reproduction used in broadcasting studios now brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone.

## New Philco DeLuxe Record Changer

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

## Complete Electric Push-Button Operation

10 handsome plastic push-buttons. Pushing any button instantly turns the radio on and gives you the band or station you desire without further adjustments. Simple, quick, easy to operate.

## Improved Tilt Front Cabinet

The exclusive Philco design that eliminates lid-lifting and dark, clumsy compartments. Now greatly refined by improvements in construction and operation. Just tilt the grille forward, place records and tilt it back.

## Featherweight Tone Arm with Permanent Jewel

Only  $\frac{3}{4}$  ounce pressure on the record. New freedom from surface noise. Specially insulated against needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

## New Philco Built-In Triple Aerial System

For greatest sensitivity on all bands, a low impedance built-in loop for Standard Broadcasts is combined with a high impedance built-in loop for Short-Wave and matched to the circuit. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## 5-Color Edge-Lighted Horizontal Dial

Inclined for easy reading. Ivory and tan three-dimensional numerals. Orange scale calibrations with ivory trim against maroon and copper background. Large new station pointer with red, hairline indicator.

## Three Tuning Bands

Covering Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

## Walnut Cabinet of Distinctive Style

A masterful use of Walnut veneers, butt Walnut and Narra wood inlays to fashion a cabinet of exceptional beauty for the home . . . with the exclusive Philcote finishing process playing its part in adding high lustre and durability. Massive grille posts with grille cloth of a balanced pattern, open weave for full sound flow.  $35\frac{1}{4}$ " high,  $33\frac{7}{8}$ " wide,  $16\frac{1}{8}$ " deep.

**Push-Pull Beam Power Audio System . . . Concert Grand Balanced Field Dynamic Speaker . . . Separate Bass and Treble Tone Controls**

ONLY PHILCO GIVES YOU THE NEW DYNAMIC REPRODUCER!





PHILCO 1210





# PHILCO 1210 FEATURES

Offers you every Philco feature for finer record and radio music! A big, substantial, streamlined Walnut cabinet creation of rich, costly veneers.

## **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

## **8 Philco Tubes, Including Rectifier**

Including Philco Balanced FM Detector tube and noise-reducing Philco Converter tube.

## **New Philco Dynamic Reproducer**

A new triumph of Philco electronic research. For the first time, the costly dynamic principle of record reproduction used in broadcasting studios now brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone.

## **New Philco Record Changer**

Sensational new single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. New curved spindle makes operation quiet, quick and extremely easy on records. Easy to load and unload. New safety devices protect records and changer.

## **Concert Grand Balanced Field Dynamic Speaker**

Specially designed and matched to the radio circuit for highly efficient speaker performance.

## **Electric Push-Button Tuning**

Easy, quick, precise tuning with 6 handsome plastic push-buttons, 5 for favorite standard broadcast stations.

## **Featherweight Tone Arm with Permanent Jewel**

Only  $\frac{3}{4}$  ounce pressure on the record. New freedom from surface noise. Specially insulated against needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

## **New Philco Built-In Triple Aerial System**

For greatest sensitivity on all bands, a low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for Short-Wave and matched to the circuit. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **Improved Tilt Front Cabinet**

The exclusive Philco design that eliminates lid-lifting and dark, clumsy compartments. Now greatly refined by improvements in construction.

## **3 Tuning Bands**

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

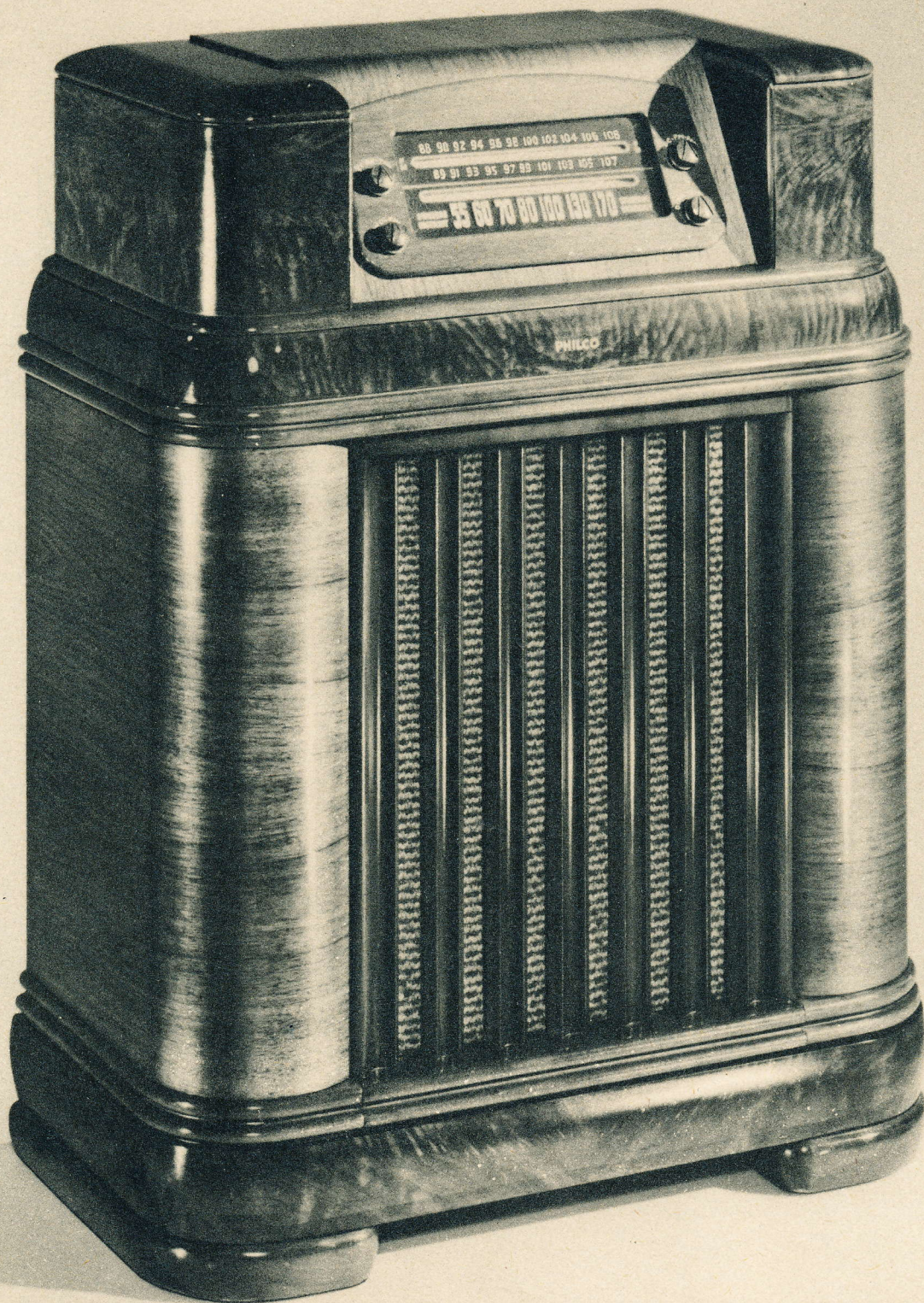
## **Gleaming, Streamlined Walnut Console Cabinet**

Main side panels of Walnut veneer, with decorative top treatment of charming Birdseye Maple veneering and Black Holly inlays. Instrument panel of Walnut veneer with Narra wood inlays. Fluted grille posts, finished in Philcote Birdseye Maple graining. Ivory and gold grille cloth, open weave for full sound flow.  $37\frac{3}{4}$ " high,  $28\frac{3}{4}$ " wide,  $16\frac{7}{8}$ " deep.

**Push-Pull Beam Power Audio System . . . Combined Bass Compensation and Treble Control . . . 4-Color Edge-Lighted Horizontal Dial**

ONLY PHILCO GIVES YOU THE NEW DYNAMIC REPRODUCER!





PHILCO 1208





# PHILCO 1208 FEATURES

**Bringing you the newest of Philco features! No needles to change! New FM Band! New pleasure from radio and recorded music... new beauty for the home!**

## **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

## **8 Philco Tubes, Including Rectifier**

Including Philco Balanced FM Detector tube and noise-reducing Philco Converter tube.

## **New Philco Record Changer**

Sensational new single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. New curved spindle makes operation quiet, quick and extremely easy on records. Easy to load and unload. New safety devices protect records and changer.

## **Featherweight Tone Arm—No Needles to Change**

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup with flexible mountings prevents injury to needle and records.

## **Push-Pull Pentode Audio System**

Two tubes in Push-Pull Power Output bring a great increase in undistorted volume, making possible a richer, fuller tone.

## **Combined Bass Compensation and Treble Control**

Allows you to select the tone you prefer and automatically bring up the bass notes as you turn down the volume, giving you both low and high notes in true proportion.

## **Concert Grand Balanced Field Dynamic Speaker**

Specially designed and matched to the radio circuit for highly efficient speaker performance.

## **New Philco Built-In Dual Aerial System**

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **Improved Tilt Front Cabinet**

The exclusive Philco design that eliminates lid-lifting and dark, clumsy compartments. Now greatly refined by improvements in construction and operation. Just tilt the grille forward, place records and tilt it back.

## **4-Color Edge-Lighted Horizontal Dial**

Inclined for easy reading. Gold numerals with white outline, and white scale calibrations. Rust and copper-colored background. New large station pointer with red, hairline indicator.

## **Tuning Bands**

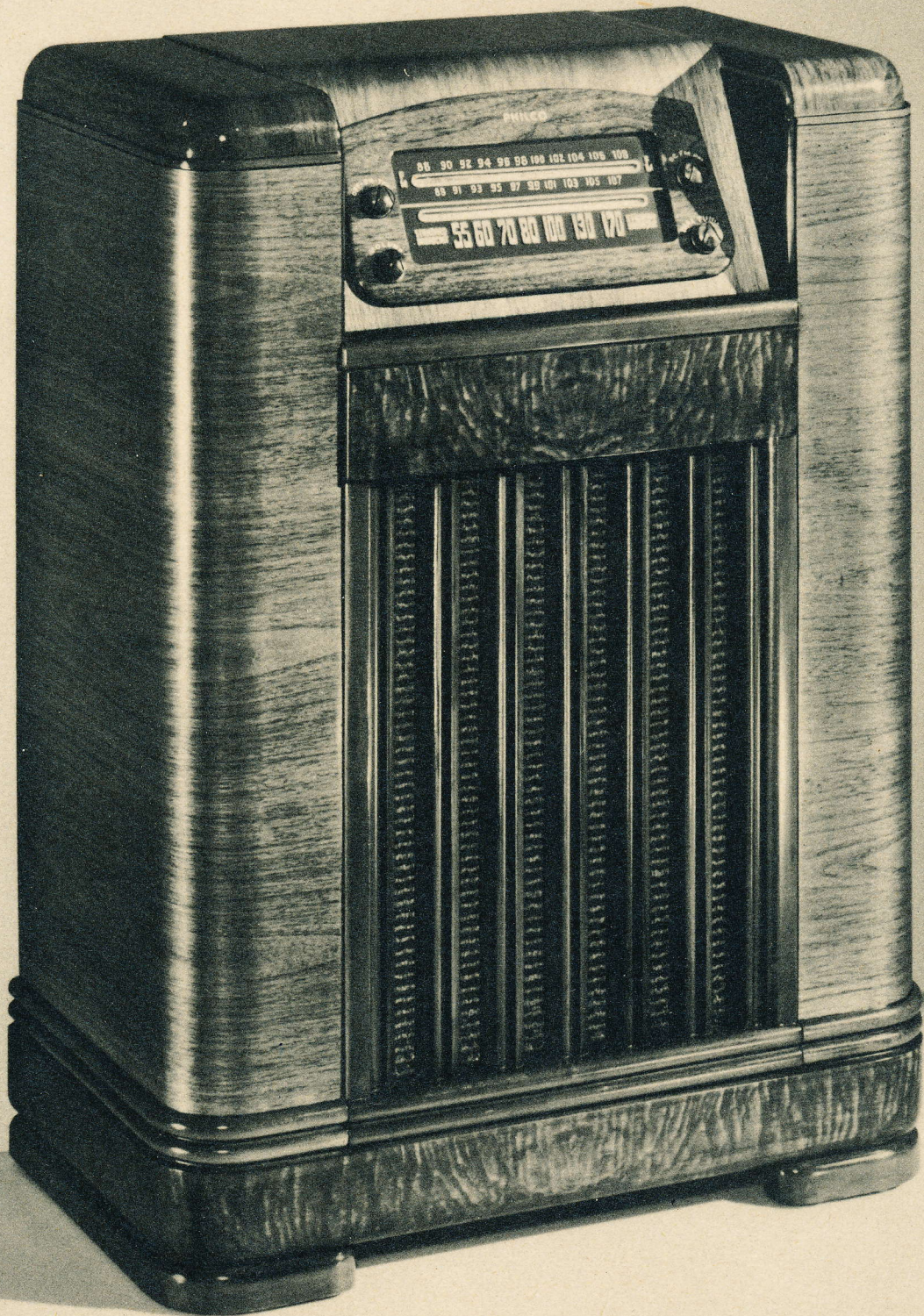
Covers Standard American Broadcasts, FM Stations and State Police Calls. Standard Broadcasts and Police Calls are on the same band.

## **Lovely New Console Model**

Massive side panels of Walnut-finish Walnut veneer. Glistening decorative top side panels, finished in crotch Walnut; waist and base rails in butt Walnut, added lustre imparted by the new Philcote process and hand-rubbing. Fluted vertical grille posts, with ivory and gold grille cloth, open weave for easy sound flow. 37" high, 28½" wide, 16⅞" deep.

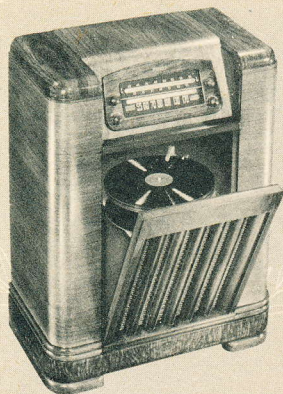
**ONLY PHILCO HAS THE TILT-FRONT CABINET... NEW, IMPROVED!**





PHILCO 1207





# PHILCO 1207 FEATURES

**Modern beauty and new features . . . even at this lowest price! FM band reception . . . new Automatic Record Changer . . . and no needles to change!**

## **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

## **7 Philco Tubes, Including Rectifier**

Including noise-reducing Philco converter tube and famous Loktal tubes, developed by Philco.

## **Featherweight Tone Arm—No Needles to Change**

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup with flexible mountings prevents injury to needle and records.

## **New Philco Record Changer**

Sensational new single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. New curved spindle makes operation quiet, quick and extremely easy on records. Easy to load and unload. New safety devices protect records and changer.

## **Beam Power Pentode Audio System**

Great undistorted sound output gives fullness of power that makes possible a full, rich tone on records and radio.

## **Combined Bass Compensation and Treble Control**

Allows you to select the tone you prefer and automatically bring up the bass notes as you turn down the volume, giving you both low and high notes in true proportion.

## **New Philco Built-In Dual Aerial System**

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **Concert Grand Balanced Field Dynamic Speaker**

Specially designed and matched to the radio circuit for highly efficient speaker performance.

## **Improved Tilt Front Cabinet**

The exclusive Philco design that eliminates lid-lifting and dark, clumsy compartments. Now greatly refined by improvements in construction and operation. Just tilt the grille forward, place records and tilt it back.

## **4-Color Edge-Lighted Horizontal Dial**

Inclined for easy reading. Large gold numerals with ivory outline, scale calibrations in ivory, against rust and copper-colored background.

## **2 Tuning Bands**

Covers Standard American Broadcasts, FM Stations and State Police calls. Standard Broadcasts and State Police calls are on the same bands.

## **Large, Handsomely Designed Cabinet**

Side panels of Walnut veneer, Walnut finish. Top end panels finished in gleaming Walnut graining, by the Philcote process, hand rubbed. Base rail and top of tilt-front grille are butt Walnut grained, with decorative pilasters. Beautiful ivory and gold grille cloth, open weave for easy sound flow. 36¼" high, 27" wide, 15" deep.

**ONLY PHILCO HAS THE TILT-FRONT CABINET . . . NEW, IMPROVED!**





PHILCO 1206





# PHILCO 1206 FEATURES

The amazing new Philco Automatic Record Player in an exquisite Walnut console . . . a sensational radio-phonograph value in tone and performance!

## **New Philco Automatic Record Player**

Just put a record in the slot . . . and close the door! Everything else is automatic. The permanent needle tone arm places itself on the record, *plays* the record . . . and when it's finished the motor stops *automatically*. You take out the record, put another in the slot . . . and that's all there is to it, as long as you wish to play. Adjusts itself to 10 inch and 12 inch records.

## **6 Philco Tubes, Including Rectifier**

Including the famous Loktal tubes, developed by Philco.

## **Special Molded Bakelite Tube Sockets**

Insure dependable reception under excessively humid conditions.

## **Beam Power Pentode Audio System**

A great undistorted sound output gives fullness of power that makes possible a full, rich tone on both records and radio.

## **Two-Position Tone Control**

Allows you to select the tone you prefer; on both phonograph and radio.

## **Oversize Dynamic Speaker**

Specially designed and matched to the circuit for super-efficient speaker performance.

## **R. F. Stage**

Noise-reducing Signal Amplifier reduces noise and greatly increases sensitivity.

## **Built-In Loop Aerial**

For Standard Broadcast reception. No aerial, no ground wires needed. Has provision for external antenna.

## **5-Color Illuminated Horizontal Dial**

Inclined for easy reading. Modern numerals and scale calibrations in ivory with gold shading, against a two-tone brown and copper-colored background.

## **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume as you tune over the dial.

## **Tuning Band**

Covers the full broadcast range, from 540 to 1600 kilocycles.

## **Underwriters' Approval**

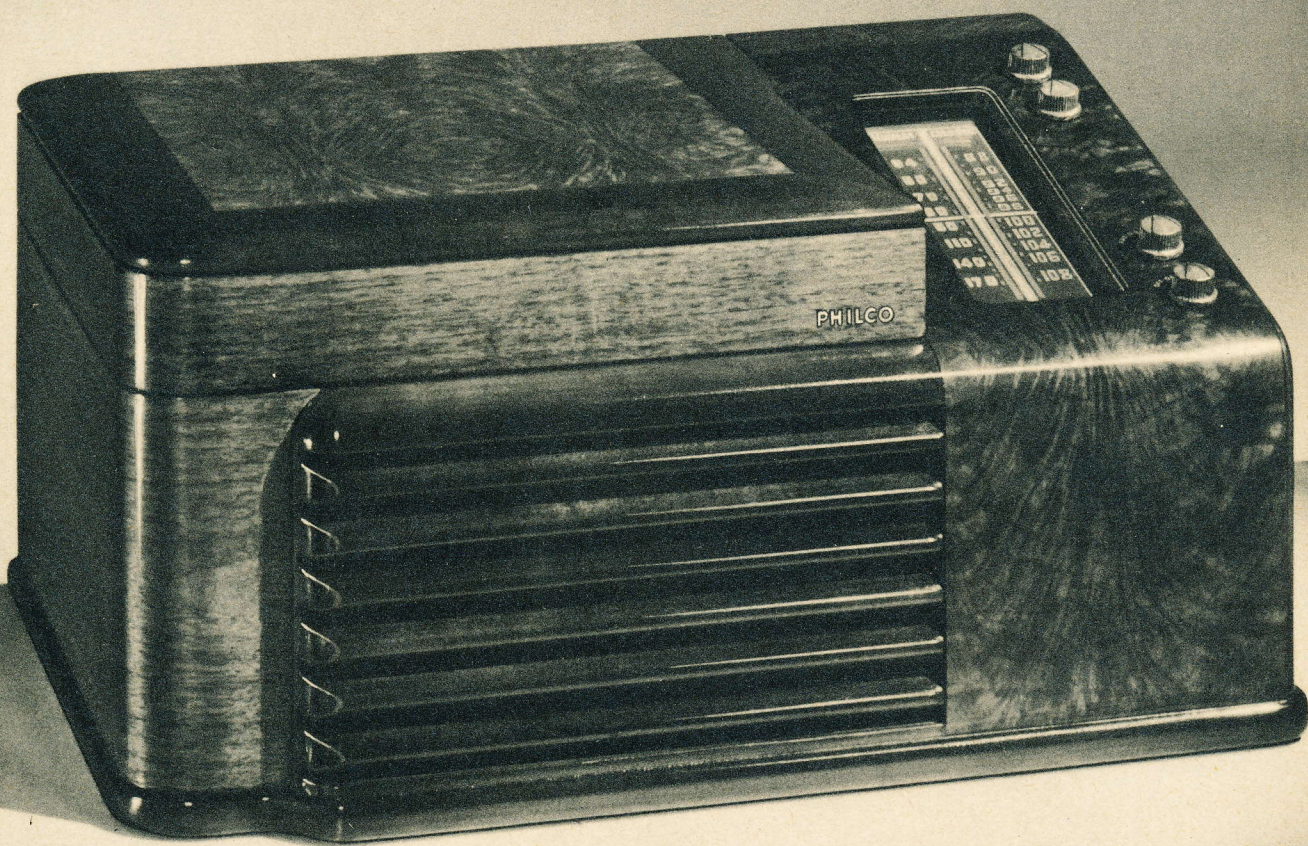
Safe from fire and shock.

## **Beautiful Walnut Console Cabinet**

Genuine sliced Walnut in brilliant Walnut finish, generously trimmed with Philcote crotch Walnut graining. Handsome Walnut instrument panel with graceful solid Walnut bezel design. Vertical hardwood fluted grille posts, with grille cloth in gold and tan . . . open weave for full sound flow. 35 $\frac{5}{8}$ " high, 25 $\frac{1}{2}$ " wide, 14 $\frac{1}{8}$ " deep.

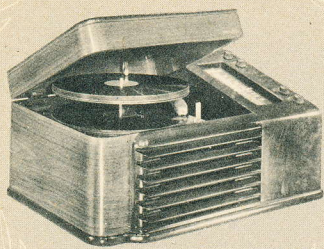
**ONLY PHILCO HAS THE AMAZING PHILCO AUTOMATIC RECORD PLAYER!**





PHILCO 1204





# PHILCO 1204 FEATURES

**A table model with the new Philco Automatic Record Changer and the new FM band . . . an outstanding triumph of Philco engineering and cabinet design.**

## **New Philco Record Changer**

Sensational new single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. New curved spindle makes operation quiet, quick and extremely easy on records. Easy to load and unload. New safety devices protect records and changer.

## **New FM Band Circuit**

Amazing new circuit arrangement, adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

## **6 Philco Tubes, Including Rectifier**

Including Philco Balanced FM Detector tube, noise-reducing Philco Converter, and Loktals.

## **Featherweight Tone Arm—No Needles to Change**

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and records.

## **Controls Accessible from Front**

Tuning knobs located on inclined top of cabinet. Not necessary to lift lid to tune in radio or to adjust volume and tone of radio or phonograph.

## **Powerful 6 Inch Round Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without increasing cabinet size. Gives marvelous new clarity and beauty of tone, ample volume without distortion or overloading.

## **Pentode Audio System**

Improved method of sound amplification gives greater power output, less distortion and more beauty of tone.

## **Two-Position Tone Control and Combined Radio-Phono Switch**

A single knob switches from radio to phonograph operation and enables you to adjust the tone as you prefer.

## **New Philco Built-In Dual Aerial System**

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume as you tune over the dial.

## **4-Color Illuminated Vertical Dial**

Inclined for easy reading. Large modern numerals and scale calibrations in copper bronze with ivory edge. Bright red trim against a dark brown background.

## **2 Tuning Bands**

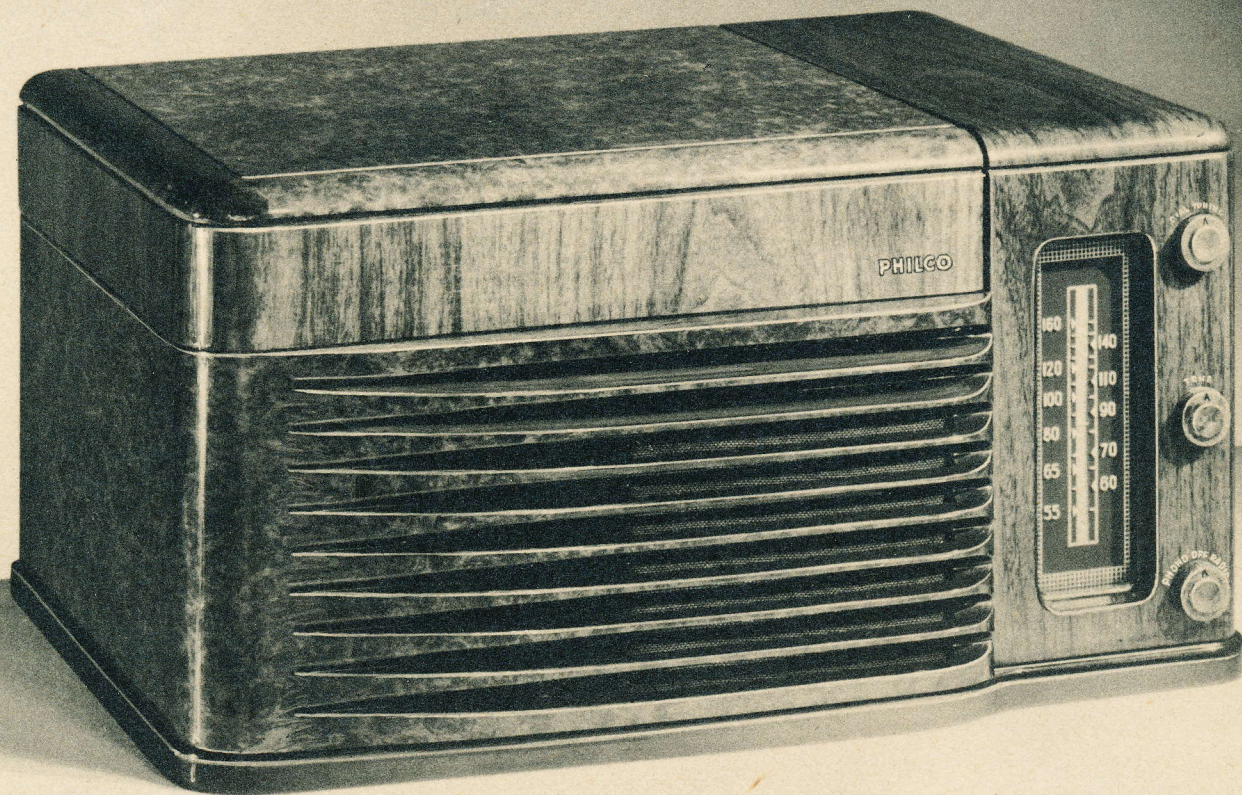
Covers Standard American Broadcasts, FM Stations and State Police calls. Standard Broadcasts and Police calls are on the same band.

## **New Table Cabinet Design**

Entirely new conception in table model design houses the space required for the unique features of this model in a cabinet of smooth, compact appearance. Genuine Walnut front and side paneling, with top and instrument panel of Walnut crotch graining in the new Philcote process. Hand rubbed. 11 $\frac{1}{4}$ " high, 23 $\frac{7}{8}$ " wide, 16 $\frac{5}{8}$ " deep.

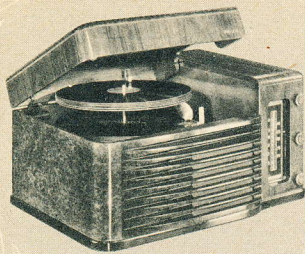
**ONLY PHILCO HAS THIS NEW AUTOMATIC TABLE PHONOGRAPH DESIGN!**





PHILCO 1203





# PHILCO 1203 FEATURES

**New features in tuning convenience, developed by Philco, and the new Philco Automatic Record Changer . . . in a table model of charming design!**

## **New Philco Record Changer**

Sensational new single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. New curved spindle makes operation quiet, quick and extremely easy on records. Easy to load and unload. New safety devices protect records and changer.

## **6 Philco Tubes, Including Rectifier**

Including the famous Loktal tubes, developed by Philco.

## **Featherweight Tone Arm; No Needles to Change**

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and records.

## **Controls Accessible from Front**

Tuning knobs located in front of cabinet. Not necessary to lift lid to tune in radio, or to adjust volume and tone of radio or phonograph.

## **Beam Power Pentode Audio System**

A great increase in undistorted sound output gives fullness of power that makes possible a rich, deep, rounded tone on both radio and records.

## **R. F. Stage**

Noise-reducing Signal Amplifier reduces noise and greatly increases sensitivity.

## **New Philco Built-In Aerial System**

A high impedance built-in loop is matched to the circuit for greater sensitivity on standard broadcasts.

## **Powerful 6 Inch Speaker**

New permanent magnet design gives high power output, assuring clear, rich, rounded tones.

## **Two-Way Switch and Volume Control**

One knob switches to radio or phonograph and controls volume on each.

## **Two-Position Tone Control**

Allows you to select the tone you prefer on both phonograph and radio.

## **Special Molded Bakelite Tube Sockets**

Insure dependable reception under exceedingly humid conditions.

## **3-Color Illuminated Vertical Dial**

Modern, easy-to-read ivory numerals and scale calibrations on decorative brown and copper-bronze background. Harmonizing brown mottled plastic knobs.

## **Gets Standard American Broadcasts**

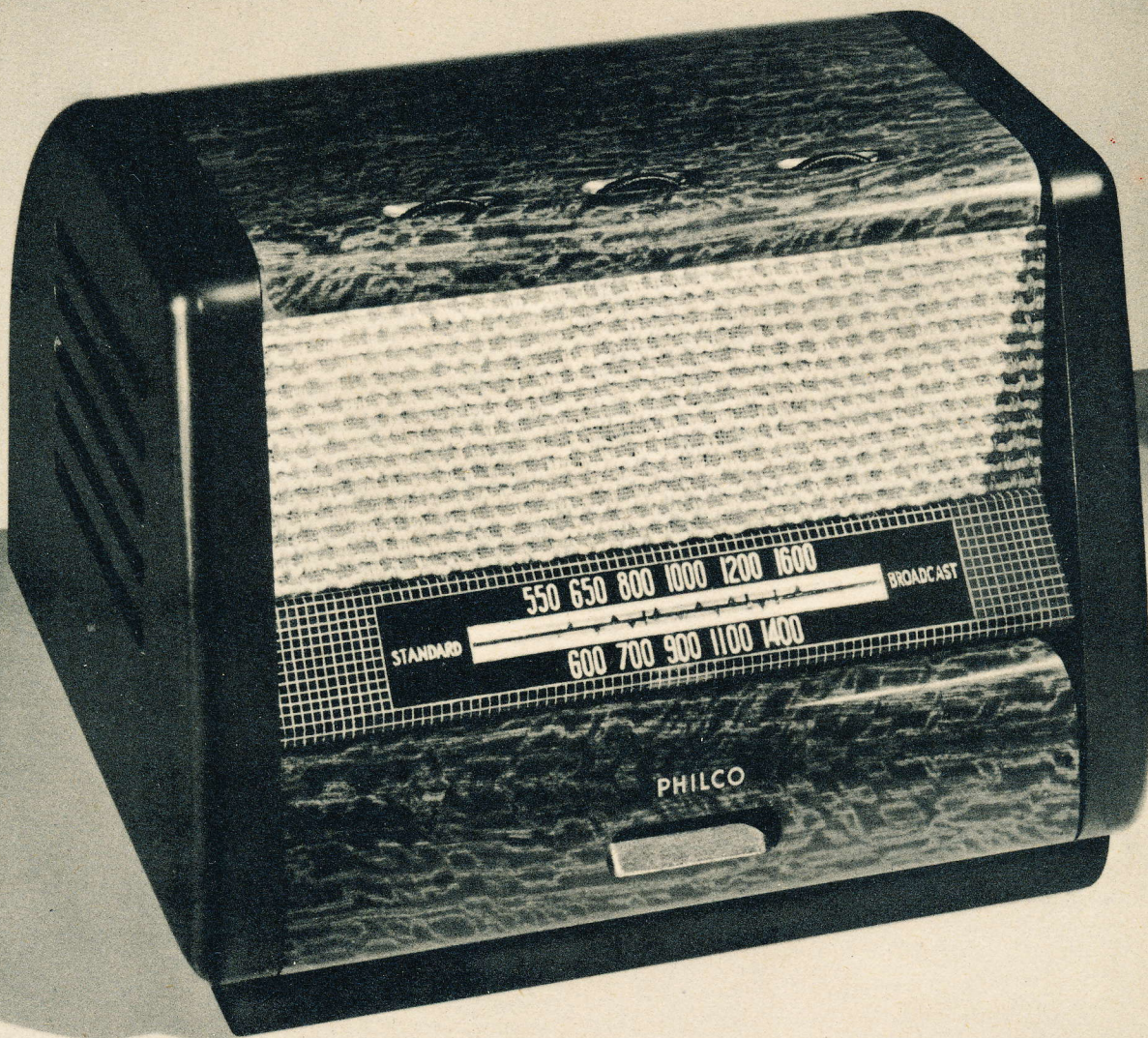
Covers the full broadcast range from 540 to 1600 kilocycles.

## **Handsome, Sturdy Table Cabinet**

*Distinctive simplicity!* Selected hardwoods, finished in Philcote Walnut and Burl graining, hand rubbed. Horizontal louvers sweep gracefully across front toward dial. 11¼" high, 22½" wide, 15¾" deep.

**ONLY PHILCO HAS THIS NEW AUTOMATIC TABLE PHONOGRAPH DESIGN!**





PHILCO 1202



# PHILCO 1202 FEATURES



Here's the new Philco Automatic Record Player . . . in a compact and sensational new Philco table radio-phonograph that now makes manual operation obsolete!

## **New Philco Automatic Record Player**

Just put a record in the slot . . . and close the door! Everything else is automatic. The permanent needle tone arm places itself on the record, *plays* the record . . . and when it's finished the motor stops *automatically*. You take out the record, put another in the slot . . . and that's all there is to it, as long as you wish to play. Adjusts itself to 10 inch and 12 inch records.

## **6 Philco Tubes, Including Rectifier**

Including the famous Loktal tubes, developed by Philco.

## **Featherweight Tone Arm— No Needles to Change**

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and records.

## **Beam Power Pentode Audio System**

A great increase in undistorted sound output gives fullness of power that makes possible a full, rich, mellow tone on both records and radio.

## **6 Inch Oval Electro-Dynamic Speaker**

Oval design vastly increases speaker efficiency. More beauty of tone over the entire range. Greater volume without overloading. The most life-like performance of any compact radio-phonograph!

## **Milled-Edge Disc Volume and Tone Controls**

Easily accessible at top of cabinet; no lid to lift. One disc switches to radio or phonograph and controls volume. The second is a two-position tone control. The third is for tuning the radio.

## **R. F. Stage**

Noise-Reducing Signal Amplifier reduces noise and greatly increases sensitivity.

## **Philco Built-In Aerial System**

For Standard Broadcast Reception. No aerial, no ground wires needed.

## **4-Color Illuminated Horizontal Dial**

Inclined for easy reading. Made of gracefully formed plastic, with large ivory numerals and dark brown scale calibrations against a dark brown panel. Decorative patterned orange background.

## **Gets Standard American Broadcasts**

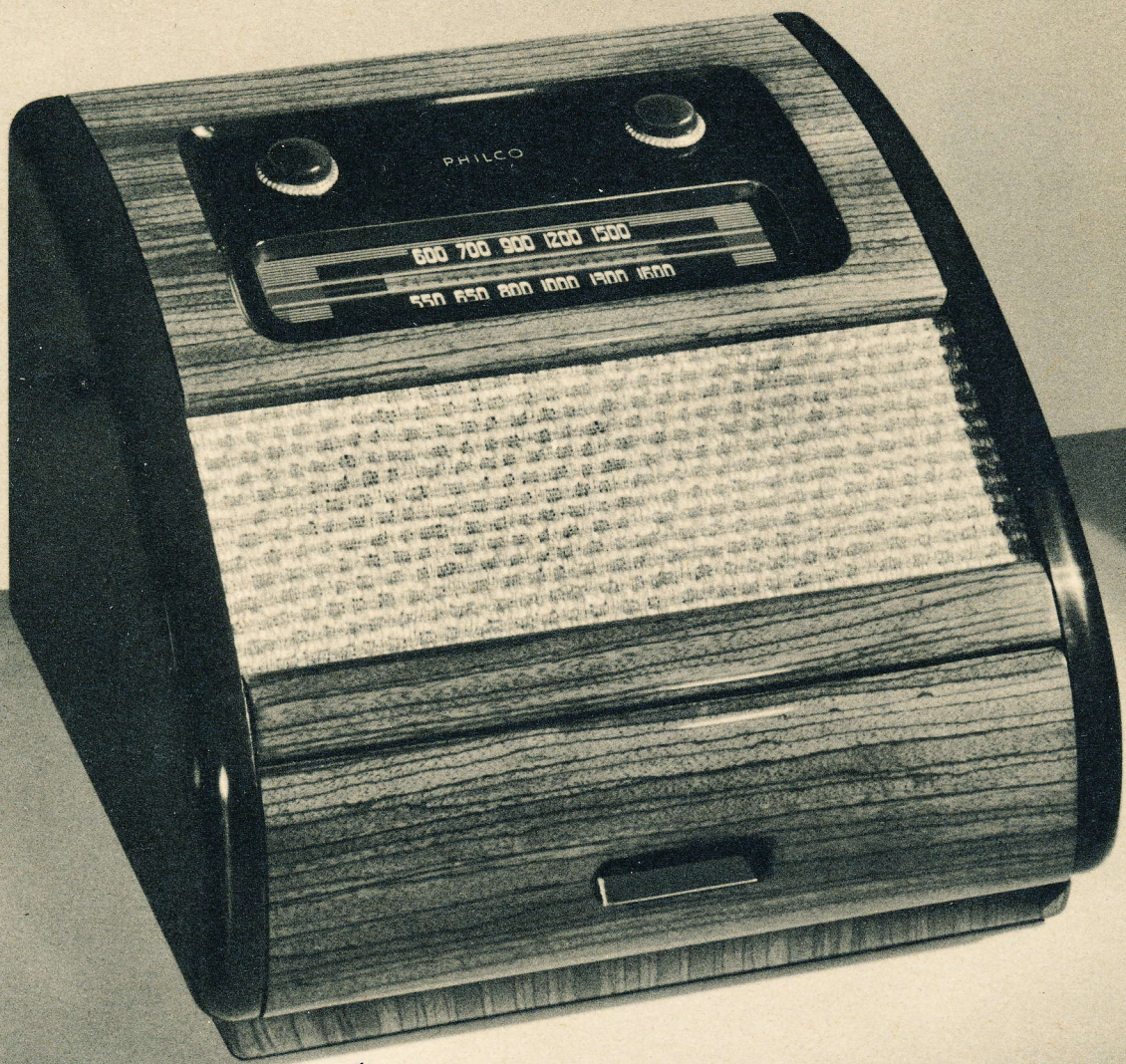
Covers the full broadcast range from 540 to 1600 kilocycles.

## **Handsome New-Design Cabinet with Finished Back**

Fully enclosed. Top, back and front of selected hardwoods, finished in Philcote Bubinga graining. Louvered side panels of hardwood, with dark brown lacquer. Multi-colored grille cloth, open weave for full sound flow. 12½" high, 16⅞" wide, 15¼" deep.

**ONLY PHILCO HAS THE AMAZING PHILCO AUTOMATIC RECORD PLAYER!**





PHILCO 1201





# PHILCO 1201 FEATURES

**Put a record in the slot, close the door . . . and it plays! The amazing new Philco Automatic Record Player makes manual radio-phonograph automatic!**

## **New Philco Automatic Record Player**

Just put a record in the slot . . . and close the door! Everything else is automatic. The permanent needle tone arm places itself on the record, *plays* the record . . . and when it's finished the motor stops *automatically*. You take out the record, put another in the slot . . . and that's all there is to it, as long as you wish to play. Adjusts itself to 10 inch and 12 inch records.

## **5 Philco Tubes, Including Rectifier**

Including the famous Loktal tubes, developed by Philco.

## **Featherweight Tone Arm— No Needles to Change**

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and records.

## **Beam Power Pentode Audio System**

A great increase in undistorted sound output gives fullness of power that makes possible a full, rich, mellow tone on both records and radio.

## **Powerful 6 Inch Oval Electro-Dynamic Speaker**

Oval design vastly increases speaker efficiency. More beauty of tone over the entire range. Greater volume without overloading. The most life-like performance of any compact radio-phonograph!

## **Two-Way Switch and Volume Control**

One Knob switches to radio or phonograph and controls volume on each.

## **Controls Accessible from the Front**

Tuning knobs located on front of cabinet. No lid to lift to tune in radio, or to change volume of radio or phonograph.

## **Philco Built-In Aerial System**

For Standard Broadcast Reception. No aerial, no ground wires needed.

## **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume as you tune over the dial.

## **4-Color Illuminated Horizontal Dial**

Inclined for easy reading. New, improved lighting. Large, modern numerals in gold and ivory, against a rich, brown background. Green calibrations. Plastic maroon knobs, with milled-gold trim. Distinctive panel design harmonizes with flowing lines of cabinet top.

## **Gets Standard American Broadcasts**

Covers the full Broadcast range from 540 to 1600 kilocycles.

## **Beautiful "Tear Drop" Cabinet Design**

Graceful and gleaming! A cabinet of selected hardwoods with top and front finished in Philcote Zebrano graining. Side panels in contrasting rich, dark brown. Grille cloth in gold and ivory, open weave for full sound flow. 11 $\frac{1}{8}$ " high, 16" wide, 14 $\frac{1}{2}$ " deep.

**ONLY PHILCO HAS THE AMAZING PHILCO AUTOMATIC RECORD PLAYER!**



# PHILCO HOME RADIOS

RADIOS





YES, PHILCO THE LEADER  
BRINGS YOU A

# Full and Complete Line

OF RADIO CONSOLES  
AND TABLE MODELS

Whatever your customers may demand in home radio service, whatever your merchandising needs may be, you'll find it in the New Philco. A *complete* line of home radio consoles, beginning at a popular price and with logical step ups to a higher unit sale. And in table models, the most complete and most beautiful line Philco has ever produced in sales appeal, quality and value. Yes, you can look to Philco *the leader*, for your volume and profit in home radio sales.

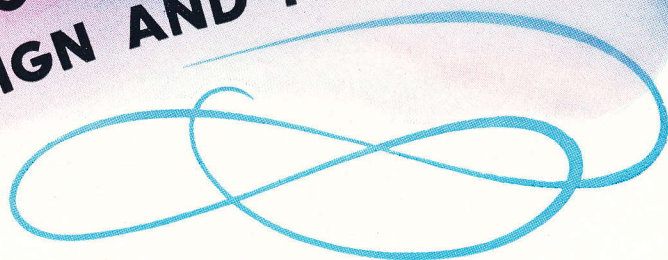




**NEW AND EXCLUSIVE FEATURES OF  
PHILCO RESEARCH AND ENGINEERING**

**NEW DEVELOPMENTS IN RADIO  
TONE, POWER AND PERFORMANCE**

**NEW AND MODERN IDEAS IN  
CABINET DESIGN AND FINISH**



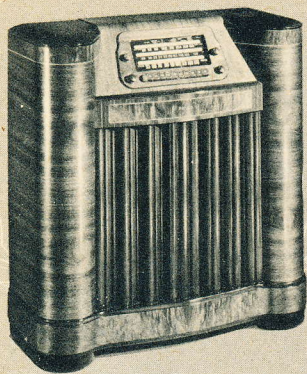
**...these are the radio consoles and  
table models which America will  
recognize again as the utmost in  
Quality and Value at every price!**





PHILCO 490





# PHILCO 490 FEATURES

**Radio performance at its best! Here's Advanced-FM and every broadcast service! New beauty of tone and fine performance in a gorgeous console cabinet!**

## **Exclusive Philco Advanced-FM System**

*Only Philco has it!* An exclusive, fundamentally new FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

## **10 Philco Tubes, Including Rectifier**

Including the newly invented Philco Advanced-FM tube, noise-reducing Philco converter tubes, and improved Loktals.

## **Push-Pull Pentode Audio System**

A great increase in undistorted volume, making possible a deep, rich, mellow tone.

## **Complete Electric Push-Button Operation**

10 handsome plastic push-buttons. Pushing any button instantly turns the radio on and gives you the band or station you desire without further adjustments. Simple, quick, easy to operate.

## **New Philco Built-In Triple Aerial System**

For greater sensitivity on all bands, a low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for Short-Wave and matched to the circuit. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **Concert Grand Balanced Field Dynamic Speaker**

Superbly matched to the new Philco circuit. Glorious new life-like beauty of tone, with tremendous power and range.

## **Separate Bass and Treble Tone Controls**

You have an unlimited variety of adjustments to control the reception of any program or station you choose.

## **5-Color Edge-Lighted Horizontal Dial**

Inclined for easy reading. Ivory and tan three-dimensional numerals. Orange scale calibrations with ivory trim against maroon and copper background. Large new station pointer with red, hairline indicator.

## **3 Tuning Bands**

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

## **Superb New Console Cabinet**

Low, wide, graceful design, with fluted grille rails and broad surfaces of Walnut woods, exquisitely figured and with charming inlay of white Holly. The utmost in modern furniture beauty! 34 $\frac{3}{4}$ " high, 33 $\frac{3}{8}$ " wide, 12 $\frac{7}{8}$ " deep.

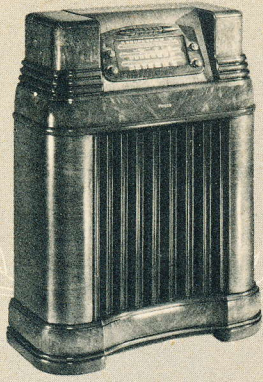
**ADVANCED-FM IS A PHILCO INVENTION... ONLY PHILCO HAS IT!**





PHILCO 480





# PHILCO 480 FEATURES

**New features, new conveniences! Here's the new FM Band in a powerful console of popular design . . . a winner in appearance, performance and tonal beauty!**

## **New FM Band Reception**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

## **7 Philco Tubes, Including Rectifier**

Including Philco Balanced FM Detector tube, noise-reducing Philco Converter tube, and Loktals.

## **Electric Push-Button Tuning**

Easy, quick, precise tuning with 6 handsome plastic push-buttons, 5 for favorite standard broadcast stations.

## **Concert Grand Balanced Field Dynamic Speaker**

Specially designed and matched to the radio circuit for highly efficient speaker performance.

## **Beam Power Pentode Audio System**

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

## **New Philco Built-In Triple Aerial System**

For greater sensitivity on all bands, a low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for Short-Wave and matched to the circuit. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **Combined Bass Compensation and Treble Tone Control**

Allows you to select the tone you prefer and automatically bring up the bass notes as you turn down the volume, giving you both low and high notes in true proportion.

## **New 4-Color Illuminated Horizontal Dial**

Inclined for easy reading. Improved, brighter edge-lighting. Large, modern gold numerals with white outline and white scale calibrations on a rich rust-colored background. New red and white station pointer above a copper-toned panel. FM calibrations in megacycles to agree with published FM frequencies. Foreign and American Short-Wave Stations clearly marked.

## **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume across the dial.

## **3 Tuning Bands**

Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

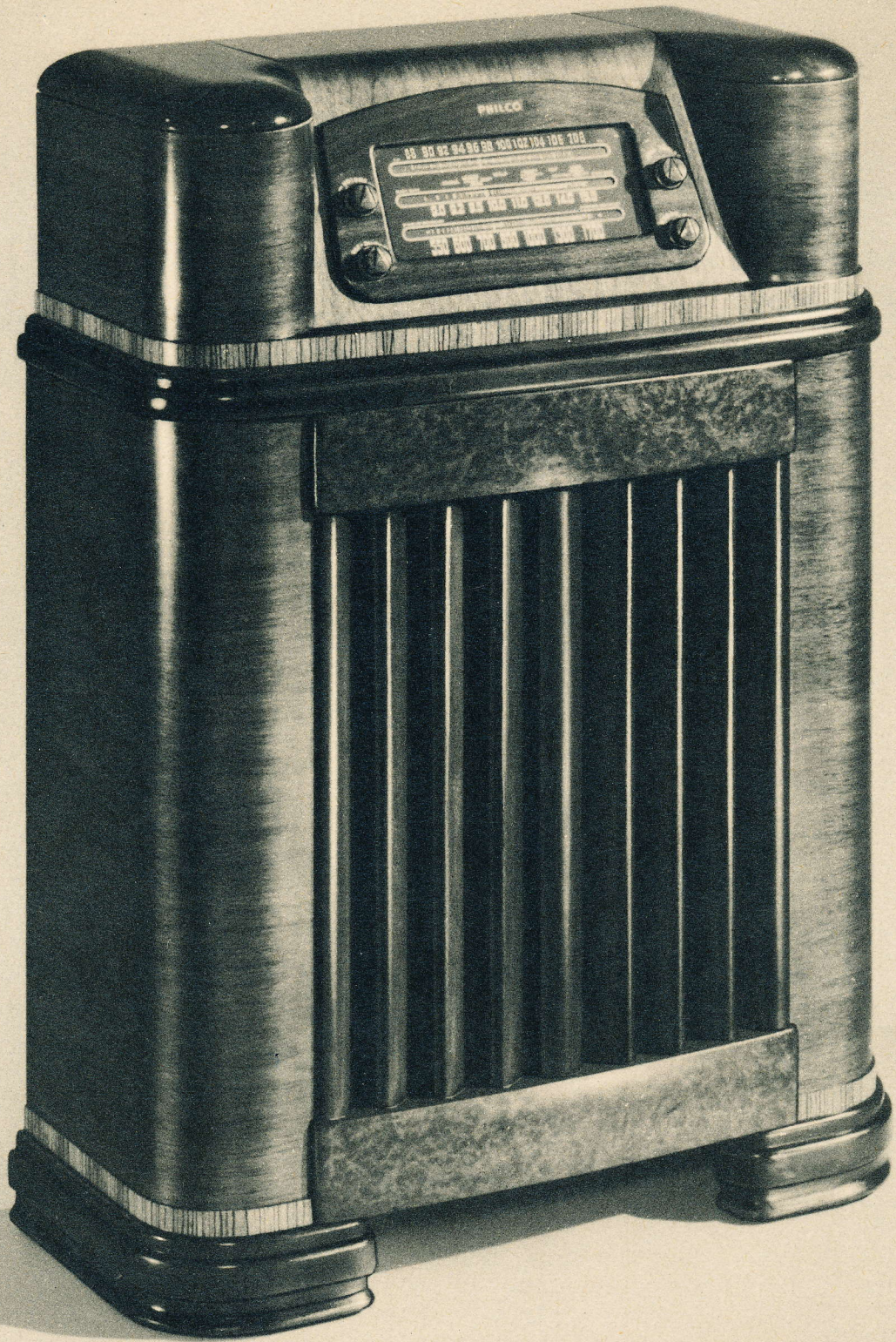
## **Magnificent Console Cabinet**

Massive, yet dynamic styling in exquisite Philcote butt and crotch Walnut grained woods. Gleaming hand-rubbed piano finish, with added lustre and durability imparted by the new, exclusive Philcote process. Brilliant, distinctive dial and bezel design, flowing smoothly into the rounded top. Matching plastic tuning knobs and push-buttons. A console masterpiece! 38 $\frac{3}{4}$ " high, 29 $\frac{1}{2}$ " wide, 12 $\frac{1}{4}$ " deep.

8702

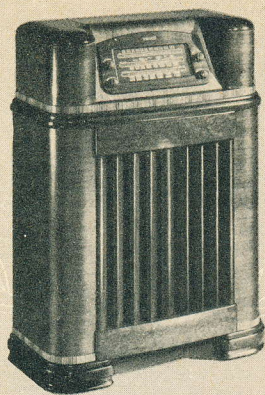
**PHILCO GIVES YOU A NEW FM BAND AT A REASONABLE PRICE!**





PHILCO 470





# PHILCO 470 FEATURES

An outstanding achievement in cabinet design and radio performance! FM reception, superb tone, great power. A tremendous value sensation by Philco!

## **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM Reception. Tremendous reduction in noise level compared to similar FM bands of the past.

## **7 Philco Tubes, Including Rectifier**

Including Philco Balanced FM Detector tube, noise-reducing Philco Converter, and Loktals.

## **Special Molded Bakelite Tube Sockets**

Insure dependable reception under excessively humid conditions.

## **Balanced Field Electro-Dynamic Speaker**

Scientifically matched to the Philco circuit for finer tone and greater volume. Pleasing performance over the entire tonal range, from mellow basses to high treble.

## **Beam Power Pentode Audio System**

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

## **New Philco Built-In Dual Aerial System**

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **Combined Bass Compensation and Treble Control**

Allows you to select the tone you prefer and automatically bring up the bass notes as you turn down the volume, giving you both low and high notes in true proportion.

## **Distinctive New Illuminated Horizontal Dial**

Inclined for easy reading. Set in a Philcote Walnut-finished bezel. Improved, brighter edge-lighting. Large numerals and scale calibrations of ivory and gold on a rust-colored background. New, red and white station pointer against a copper-toned back-panel.

## **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume across the dial.

## **Underwriters' Approval**

Safe from fire and shock.

## **Tuning Bands**

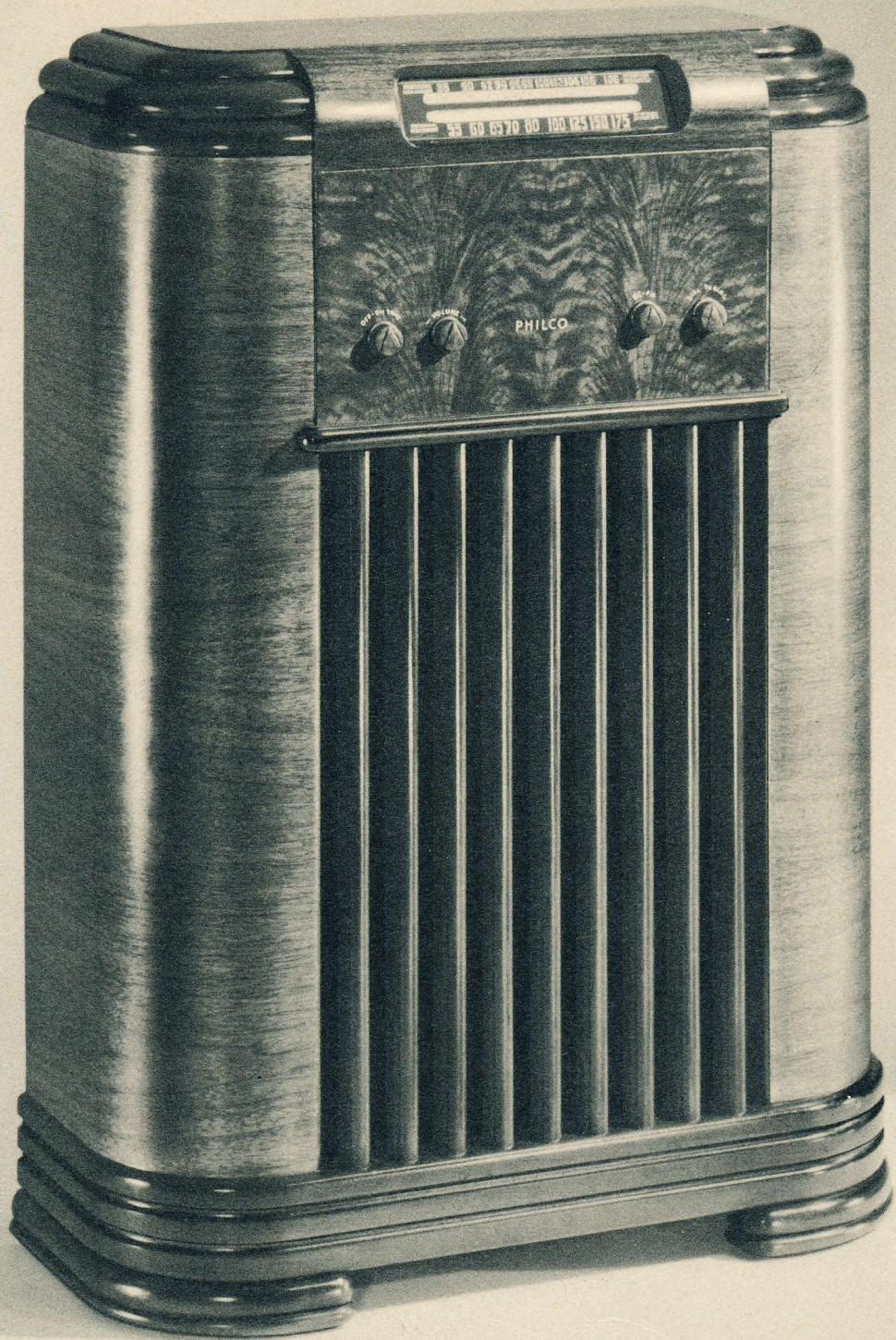
Covers Standard American Broadcasts, FM Stations and State Police Calls.

## **Exquisite Modern Console Cabinet**

Simple dignity of design, created in a lovely dark sliced Walnut with two lighter contrasting Zebrano overlays in horizontal bands, top and bottom. New Philcote Walnut bezel. Hand rubbed finish, rich and lustrous. 37" high, 27 $\frac{1}{4}$ " wide, 12" deep.

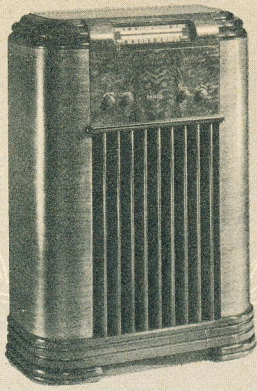
**PHILCO GIVES YOU A NEW FM BAND AT A REASONABLE PRICE!**





PHILCO 460





# PHILCO 460 FEATURES

**Brilliant radio console with the new FM Band at an amazingly low price! A superb value in tone quality, performance and beauty of cabinet design.**

## **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

## **6 Philco Tubes, Including Rectifier**

Including Philco Balanced FM Detector tube, noise-reducing Philco Converter, and Loktals.

## **Pentode Audio System**

Improved method of sound amplification gives greater power output, less distortion and more beauty of tone.

## **Balanced Field Electro-Dynamic Speaker**

Scientifically matched to the Philco circuit for finer tone and greater volume. Pleasing performance over the entire tonal range, from mellow basses to high treble.

## **Bass Compensation and Treble Tone Control**

Allows you to select the tone you prefer and automatically bring up the bass notes as you turn down the volume, giving you both low and high notes in true proportion.

## **New Philco Built-In Dual Aerial System**

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **New 4-Color Inclined Horizontal Dial**

Easier to tune, easier to read. Improved edge-lighted illumination. Clear, large gold numerals with ivory outlines on a dark brown background and red scale calibrations against a copper-back-panel.

## **Special Molded Bakelite Tube Sockets**

Insure dependable reception under excessively humid conditions.

## **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume across the dial.

## **Underwriters' Approval**

Safe from fire and shock.

## **Tuning Bands**

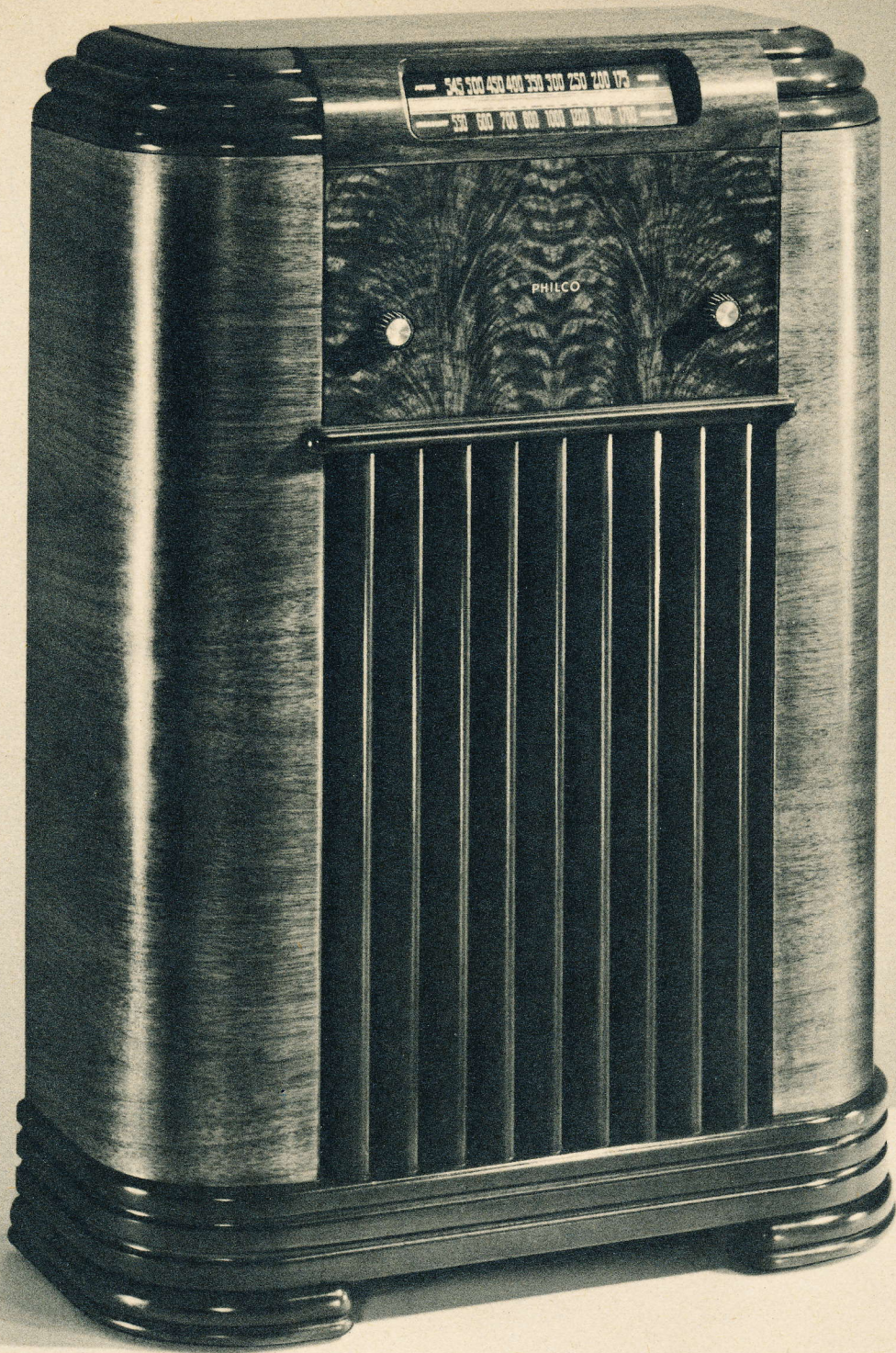
Covers Standard American Broadcasts, FM Stations, and State Police calls.

## **Brilliant New Console Cabinet**

A smooth-flowing design in lovely Walnut veneers and select hardwoods. Added lustre and durability imparted by the remarkable new Philcote process. Large gold-and-brown grille cloth, open weave for full sound flow. Smart maroon plastic tuning knobs with decorative gold metal inserts. 36 $\frac{1}{4}$ " high, 25 $\frac{7}{8}$ " wide, 10 $\frac{7}{8}$ " deep.

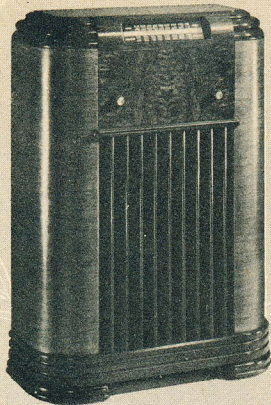
**PHILCO GIVES YOU A NEW FM BAND AT A REASONABLE PRICE!**





PHILCO 458





# PHILCO 458 FEATURES

The low price champion in the radio console field! A great buy in richness of tone, fine performance . . . and distinctive cabinet design!

#### **Philco AC-DC Superheterodyne Circuit**

Newly designed and extremely sensitive. Operates on any AC or DC house current.

#### **Philco Double I. F. Radio Circuit**

Greatly reduces noise and cross talk, vastly increases sensitivity and selectivity.

#### **6 Philco Tubes, Including Rectifier**

Higher output, longer life. Including noise-reducing Philco converter and famous Loktal tubes, developed by Philco.

#### **Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

#### **Large, Improved Dynamic Speaker**

Specially designed and matched to the radio circuit for highly efficient speaker performance.

#### **New Philco Built-In Aerial System**

For Standard Broadcast reception. Amazing increase in sensitivity is achieved by a combination of newly developed noise-reducing Low Impedance Built-In Loop Aerial with the new Philco Double I. F. Circuit. Aerial is rotatable to permit adjustment against noise and interference. Provision is also made for use with outdoor aerial system in locations where extreme sensitivity is required to receive weak signals.

#### **New 4 Color Inclined Horizontal Glass Dial**

Easier to tune, easier to read. Improved flood-lighted illumination. Clear, large ivory numerals and golden scale calibrations on a background of rich brown.

#### **Special Molded Bakelite Tube Sockets**

Insure dependable reception under excessively humid conditions.

#### **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume across the dial.

#### **Underwriters' Approval**

Safe from fire and shock.

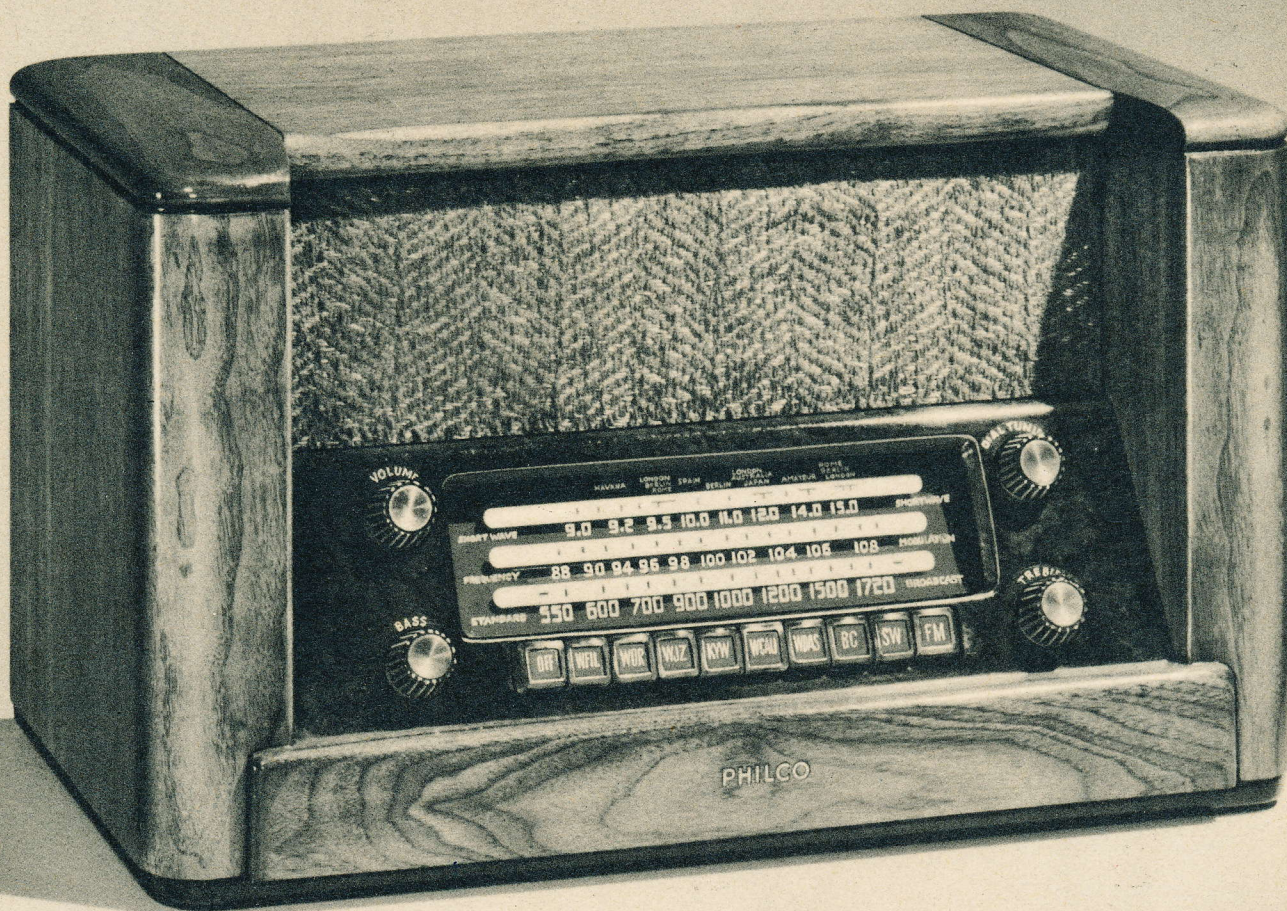
#### **Tuning Bands**

Covers Standard American Broadcasts and State Police calls.

#### **Handsome New Console Cabinet**

Smooth flowing design in lovely Walnut veneers and select hardwoods, finished in the exclusive new Philcote process. Large gold-and-brown grille cloth, an open weave for full sound flow. Smart maroon plastic tuning knobs with decorative gold metal inserts. 36 $\frac{1}{4}$ " high, 25 $\frac{7}{8}$ " wide, 10 $\frac{7}{8}$ " deep.





PHILCO 454





# PHILCO 454 FEATURES

**A gorgeous table model radio that brings you every service on the air! Here's Philco Advanced-FM reception, glorious new tone and full volume.**

## **Exclusive Philco Advanced-FM System**

*Only Philco has it!* An exclusive, fundamentally new FM circuit, invented by Philco engineers, based on a revolutionary new principle that completely *ignores* AM noise and gives you positively the purest, clearest FM tone ever achieved!

## **9 Philco Tubes, Including Rectifier**

Including the newly invented Advanced-FM Detector tube and noise-reducing Philco converter tube.

## **Beam Power Pentode Audio System**

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

## **Complete Electric Push-Button Operation**

10 handsome plastic push-buttons. Pushing any button instantly turns the radio on and gives you the band or station you desire without further adjustments. Simple, quick, easy to operate.

## **Balanced Field Electro-Dynamic Speaker**

Scientifically matched to the Philco circuit for finer tone and greater volume. Pleasing performance over the entire range, from mellow basses to high treble.

## **Separate Bass and Treble Tone Controls**

You have an unlimited variety of adjustments to control the reception of any program or station.

## **New Philco Built-In Triple Aerial System**

For greater sensitivity on all bands, a low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for Short-Wave and matched to the circuit. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM band is used.

## **3-Color Horizontal Glass Dial**

Inclined for easy reading. Colorful orange trim with ivory numerals and scale calibrations against a rust-colored flocked background and copper-colored back-plate. Walnut-colored plastic knob with decorative metal insert.

## **3 Tuning Bands**

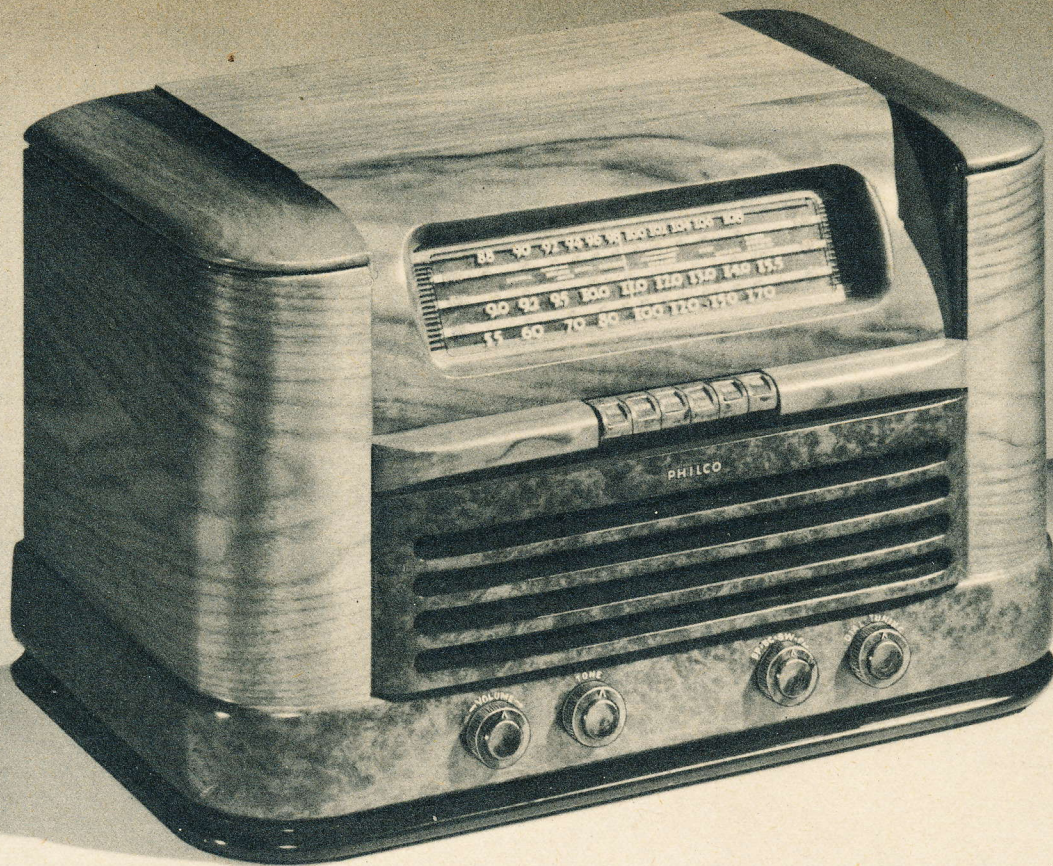
Covers Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

## **High-Lustre Duo-Tone Cabinet**

New, modern table model design in solid Walnut, Walnut veneers, and selected hardwood with Birdseye Maple graining finished by the exclusive new Philcote process, hand rubbed. The grille cloth, extending the full width of the instrument panel, is gold and tan, open weave for full sound flow. 12" high, 20" wide, 12<sup>5</sup>/<sub>8</sub>" deep.

48912 X  
**ADVANCED-FM IS A PHILCO INVENTION... ONLY PHILCO HAS IT!**





**Offering every broadcast service, including the new FM band and Short-Wave! A table model with tremendous power and rich fullness of tone.**



#### **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

#### **7 Philco Tubes, Including Rectifier**

Higher output, longer life. Including noise-reducing Philco converter and famous Loktal tubes, developed by Philco.

#### **Pentode Audio System**

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

#### **Electric Push-Button Tuning**

6 plastic push-buttons; 5 for Standard Broadcast Stations.

#### **Powerful 6 Inch Oval Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without increase of cabinet space. Gives marvelous new clarity and fidelity of tone. Great volume without distortion or overloading.

#### **3 Tuning Bands**

Cover Standard American Broadcasts, FM Stations, Day and Night American and Foreign Short-Wave, State Police and Amateurs.

#### **Superbly Decorative Modern Walnut Table Cabinet**

All the elegance and grace of modern styling in solid Walnut and weatherproof Walnut panels. Finished with lustrous hand-rubbed Philcote and clear lacquer. Push-buttons and tuning controls are in a matching Burl Walnut color. 11" high, 18½" wide, 10⅝" deep.

**Combined Bass Compensation and Treble Tone Control . . . New Philco Built-In Triple Aerial System . . . New Decorative 5-Color Edge-Lighted Dial**

**PHILCO GIVES YOU A NEW FM BAND AT A REASONABLE PRICE!**





**Yes, you get the new FM Band and other big features in this brilliant table radio! A sensational value in beauty, performance and tone.**

#### **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

#### **7 Philco Tubes, Including Rectifier**

Higher output, longer life. Including noise-reducing Philco converter and famous Loktal tubes, developed by Philco.

#### **Pentode Audio System**

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

#### **Powerful 6 Inch Oval Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without increase of cabinet space. Gives marvelous new clarity and fidelity of tone. Greater volume without distortion or overloading.

#### **Combined Bass Compensation and Treble Control**

Allows you to select the tone you prefer and automatically bring up the bass notes as you turn down the volume, giving you both low and high notes in true proportion.

#### **2 Tuning Bands**

Covers Standard American Broadcasts, FM Stations and State Police calls. Standard Broadcasts and Police calls are on the same band.

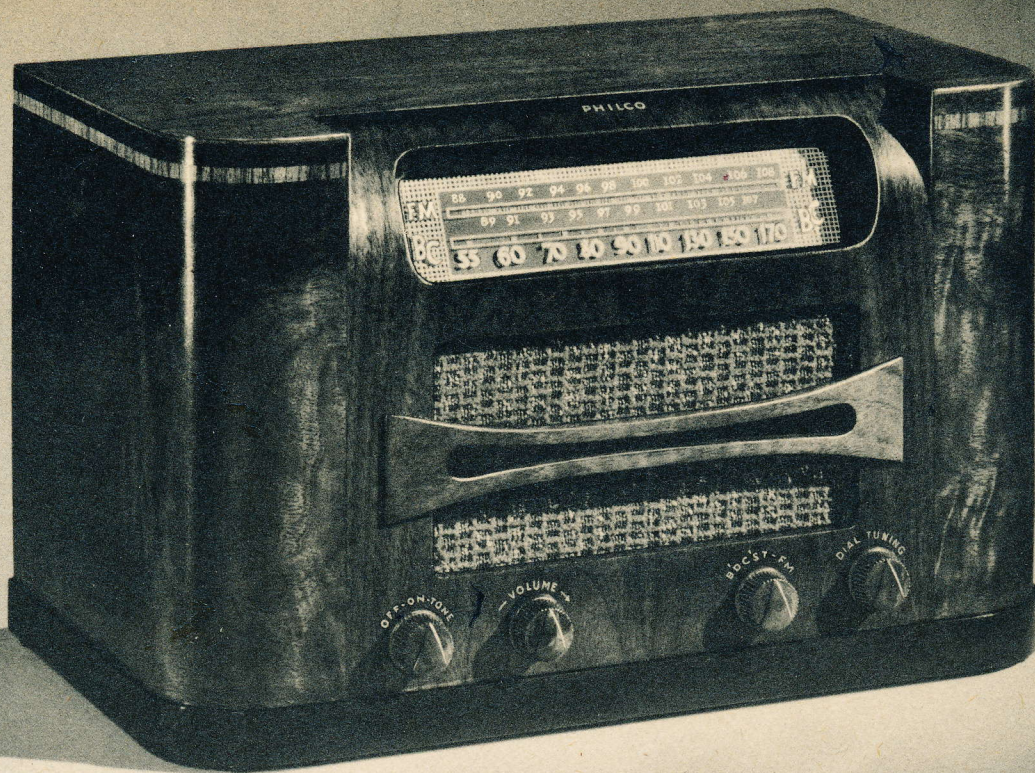
#### **Distinctively Charming Two-Tone Table Cabinet**

Top center front scale section solid Walnut, finished in rich honey color. Balance of cabinet is hardwood with gleaming Philcote finish in dark Birdseye Maple graining. Base frame dark brown stain. Lovely cream and gold grille cloth in new open-weave for free sound flow. 10¼" high, 16⅞" wide, 9⅞" deep.

#### **New Philco Built-In Dual Aerial System... 3-Color Inclined Edge-Lighted Dial**

**PHILCO GIVES YOU A NEW FM BAND AT A REASONABLE PRICE!**





**Here's Philco FM reception at its lowest price!  
Tremendous improvement in noise reduction  
now achieved by amazing new FM Band circuit!**

#### **New FM Band Circuit**

Amazing new circuit arrangement adds a Frequency Modulation band to the regular radio circuit, using all tubes for Standard as well as FM reception. Tremendous reduction in noise level compared to similar FM bands of the past.

#### **6 Philco Tubes, Including Rectifier**

Including noise-reducing Philco converter and famous Loktal tubes, developed by Philco.

#### **Powerful Oval Shape Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without increase of cabinet space. Gives marvelous new clarity and fidelity of tone. Great volume without distortion or overloading.

#### **Combined Bass Compensation and Treble Control**

Allows you to select the tone you prefer and automatically bring up the bass notes as you turn down the volume, giving you both low and high notes in true proportion.

#### **3-Color Inclined Edge-Lighted Dial**

Large easy-to-read modern numerals and scale calibrations. FM band calibrated in megacycles to agree with published FM station frequencies.

#### **2 Tuning Bands**

Covers Standard American Broadcasts, FM Stations and State Police calls. Standard Broadcasts and Police calls are on the same band.

#### **Charming Table Cabinet of New Design**

Sliced Walnut veneer top and front center panels. Butt Walnut veneer on pilaster and end panels. Zebrano inlay trim around pilaster and end panels, solid Walnut trim piece across grille opening. Base, edge of grille and scale opening dark trim stain. Lustrous, clear, lacquer finish. 9<sup>5</sup>/<sub>8</sub>" high, 15<sup>5</sup>/<sub>8</sub>" wide, 8<sup>3</sup>/<sub>4</sub>" deep.

**Pentode Audio System . . . New Philco Built-In Dual Aerial System**

**PHILCO GIVES YOU A NEW FM BAND AT A REASONABLE PRICE!**





**Full-fledged performance and rich tone at a reasonable price! Here are the features that count in a good table radio of striking design.**

**Philco AC-DC Superheterodyne**

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

**6 Philco Tubes, Including Rectifier**

Higher output, longer life. Including noise-reducing Philco converter and famous Loktal tubes.

**6 Inch Oval Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without increase of cabinet space. New clarity and fidelity of tone. Great volume without distortion.

**New Philco Built-In Aerial System**

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. The same loop is used as a high-efficiency built-in Short-Wave antenna.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level that results in richer, more life-like tones.

**3-Color Illuminated Horizontal Dial**

Inclined for easy reading. Important Foreign Stations named and located. Big, modern ivory numerals outlined with dark brown against a copper background. Improved floodlighted illumination.

**Tuning Bands**

Covers Standard American Broadcasts, Day and Night American and Foreign Short-Wave, State Police Calls.

**Handsome Hardwood Table Cabinet**

Lustrous Philcote finish in rich Bubingo graining, with dark brown trim on grille, scale opening and base. Hand rubbed, beautifully styled and finished. 9 $\frac{1}{8}$ " high, 15" wide, 8 $\frac{1}{2}$ " deep.

**A PRODUCT OF PHILCO... FAMOUS FOR QUALITY THE WORLD OVER!**





**A handsome table radio . . . without equal for its size and price in tone, power, sensitivity and features. An amazing high quality value!**



**Philco AC-DC Superheterodyne**

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

**6 Philco Tubes, Including Rectifier**

Higher output, longer life. Including famous Loktal tubes, developed by Philco.

**6 Inch Oval Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without an increase of cabinet space. Gives marvelous new clarity and fidelity of tone. Great volume without distortion or overloading.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

**R. F. Stage**

Noise-reducing Signal Amplifier cuts down background noise and steps up sensitivity.

**3-Color Inclined Illuminated Horizontal Dial**

White numerals and scale calibrations against a Burgundy red background with coral trim. Handsome, easy to read.

**Gets Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Lustrous New Table Cabinet**

Made of select hardwood, with new hand-rubbed Philcote finish in Paldoa and Amboyna burl graining. Keeps its lovely sheen longer. New streamlined bezel treatment. Gorgeous gold and brown grille cloth, open-weave for full sound flow. Smart brown plastic knobs with decorative gold metal inlay. 8<sup>5</sup>/<sub>8</sub>" high, 14" wide, 6<sup>5</sup>/<sub>8</sub>" deep.

**A PRODUCT OF PHILCO... FAMOUS FOR QUALITY THE WORLD OVER!**





**Sensational table model design, thanks to the gleaming new Philcote finish, developed by Philco. Yes, and it's a superb performer, too!**

**Philco AC-DC Superheterodyne**

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

**6 Philco Tubes, Including Rectifier**

Higher output, longer life. Including famous Loktal tubes, developed by Philco.

**6 Inch Oval Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without an increase of cabinet space. Gives marvelous new clarity and fidelity of tone. Great volume without distortion or overloading.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

**R. F. Stage**

Noise-reducing Signal Amplifier cuts down background noise and steps up sensitivity.

**3-Color Inclined Illuminated Horizontal Dial**

Ivory numerals and green calibrations against a straw-yellow background with green trim. Handsome, easy to read.

**Gets Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Gorgeous Hardwood Table Cabinet**

With gleaming, durable Philcote finish in Paldoa graining, and Amboyna burl grain trim on the front panel. Hand rubbed, exquisite in design and workmanship. Grille and scale opening trimmed with ivory lacquer. Large open-weave grille cloth in subtle textured pattern, oyster white and gold. Knobs are made of bright, warm ivory plastic with gold decorative metal inlay. 8 $\frac{1}{8}$ " high, 14" wide, 6 $\frac{5}{8}$ " deep.

**A PRODUCT OF PHILCO... FAMOUS FOR QUALITY THE WORLD OVER!**





**New, original beauty of design! The utmost in performance and richness of tone in a modern table model radio that's unsurpassed for value!**



**Philco AC-DC Superheterodyne**

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

**6 Philco Tubes, Including Rectifier**

Higher output, longer life. Including famous Loktal tubes, developed by Philco.

**6 Inch Oval Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without an increase of cabinet space. Gives marvelous new clarity and fidelity of tone. Great volume without distortion or overloading.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**R. F. Stage**

Noise-reducing Signal Amplifier cuts down background noise and steps up sensitivity.

**New Design Illuminated Radial Dial and Pointer**

Better visibility from either front or top. Red numerals and gold calibrations on a new translucent, ivory plastic background. Illuminated by a brilliant combination of edge and flood lighting. Light is piped through the plastic pointer to brilliantly indicate the tuning position.

**Gets Standard American Broadcasts**

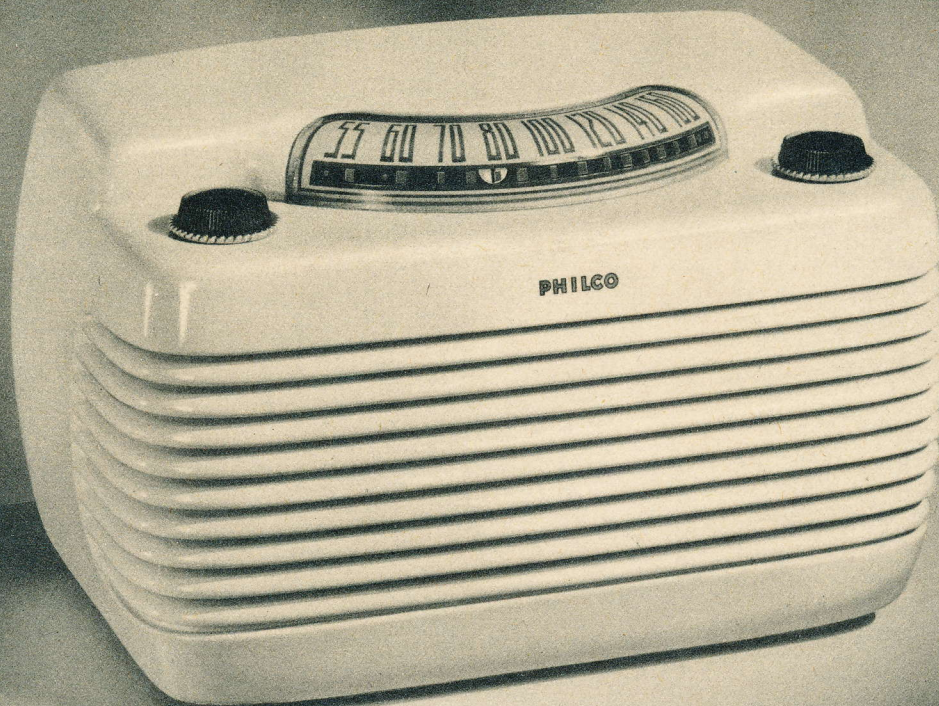
Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Ultra Modern Table Cabinet**

Styled in the mood of tomorrow. Rich, dark plastic in the new Beau Brummel Brown. New translucent, high-visibility radial dial. Streamlined horizontal louvers sweeping across the front and ends. Maroon plastic tuning knobs with milled gold colored trim, located on top of cabinet for greater ease of tuning. 7½" high, 12⅞" wide, 6⅞" deep.

**A PRODUCT OF PHILCO...FAMOUS FOR QUALITY THE WORLD OVER!**





**Outstanding tonal beauty in a streamlined plastic cabinet of new and exquisite design. A high powered, fine-performing table radio!**

**Philco AC-DC Superheterodyne**

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

**6 Philco Tubes, Including Rectifier**

Higher output, longer life. Including noise-reducing Philco converter and famous Loktal tubes, developed by Philco.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

**6 Inch Oval Electro-Dynamic Speaker**

Brings an amazing increase in speaker efficiency without an increase of cabinet space. Gives marvelous new clarity and fidelity of tone. Great volume without distortion or overloading.

**R. F. Stage**

Noise-reducing Signal Amplifier cuts down background noise and steps up sensitivity.

**New Illuminated Radial Dial**

Red numerals and scale calibrations on a new, translucent golden plastic background. Attractive . . . easy to read.

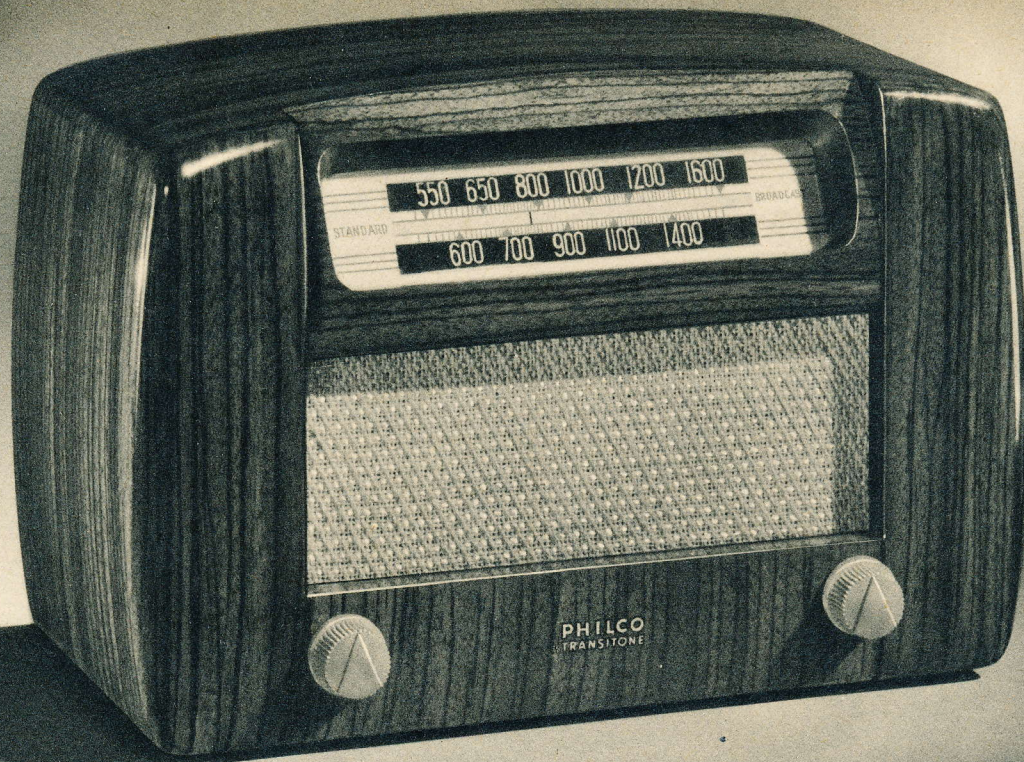
**Gets Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Charming Ivory Table Cabinet**

All the elegance of simplicity. Styled in gleaming ivory plastic. New translucent, high-visibility radial dial. Streamlined horizontal louvers sweeping across the front and ends. Maroon plastic tuning knobs with milled gold-color trim. 7½" high, 12½" wide, 6⅞" deep.





**Powerful new Philco Superheterodyne circuit with Beam Power brings new high standards in tone beauty, fine performance . . . and value!**



**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**6 Inch Oval Electro-Dynamic Speaker**

Oval design vastly increases speaker efficiency. More beauty of tone over the entire range. Greater volume without overloading. The most life-like performance of any compact radio!

**3-Color Illuminated Horizontal Dial**

Inclined for easy reading. Improved, brighter illumination. A rich, copper-bronze background, with modern white numerals and scale calibrations on dark brown panels.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

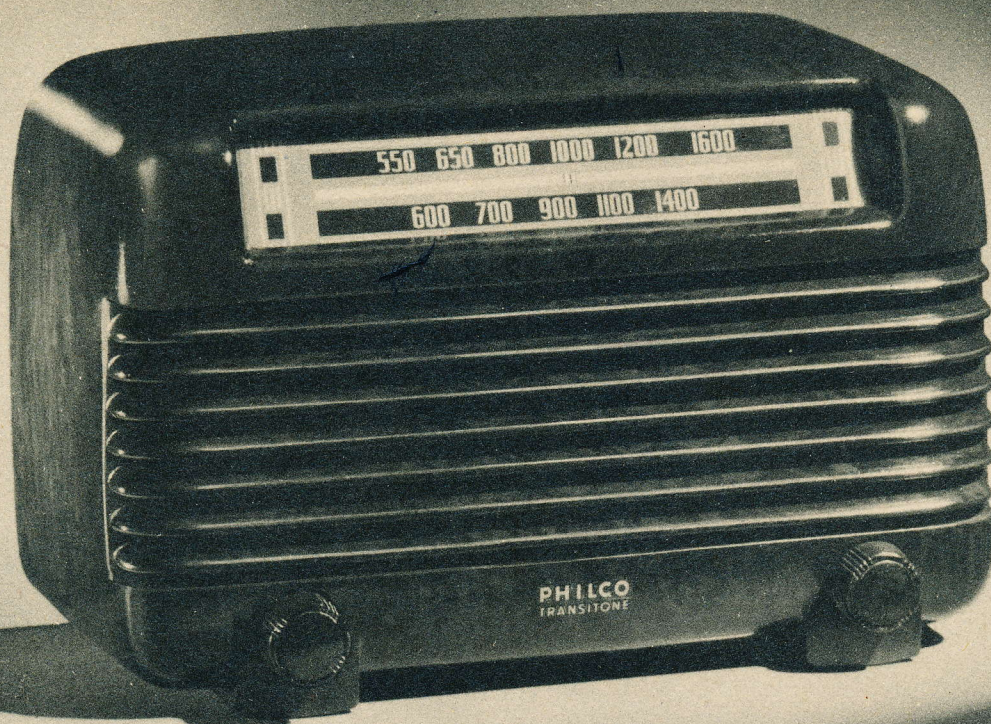
Safe from fire and shock.

**Gleaming Decorative Hardwood Cabinet**

Finished in rich, striped Zebrano sun-tan color by the new Philcote process for added lustre and durability. Large speaker area covered with a bright new honey-colored grille cloth, open weave for full sound flow. Translucent brown plastic knobs in a harmonizing shade. 8" high, 12¼" wide, 6" deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





**Powerful new circuit and matched oval speaker provide added volume, richness of tone and performance to match this lovely plastic cabinet!**

**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**6 Inch Oval Electro-Dynamic Speaker**

Oval design vastly increases speaker efficiency. More beauty of tone over the entire range. Greater volume without overloading. The most life-like performance of any compact radio!

**3-Color Illuminated Horizontal Dial**

Inclined for easy reading. A Tuscan red background with large, modern white numerals and scale calibrations on deep walnut brown panels.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

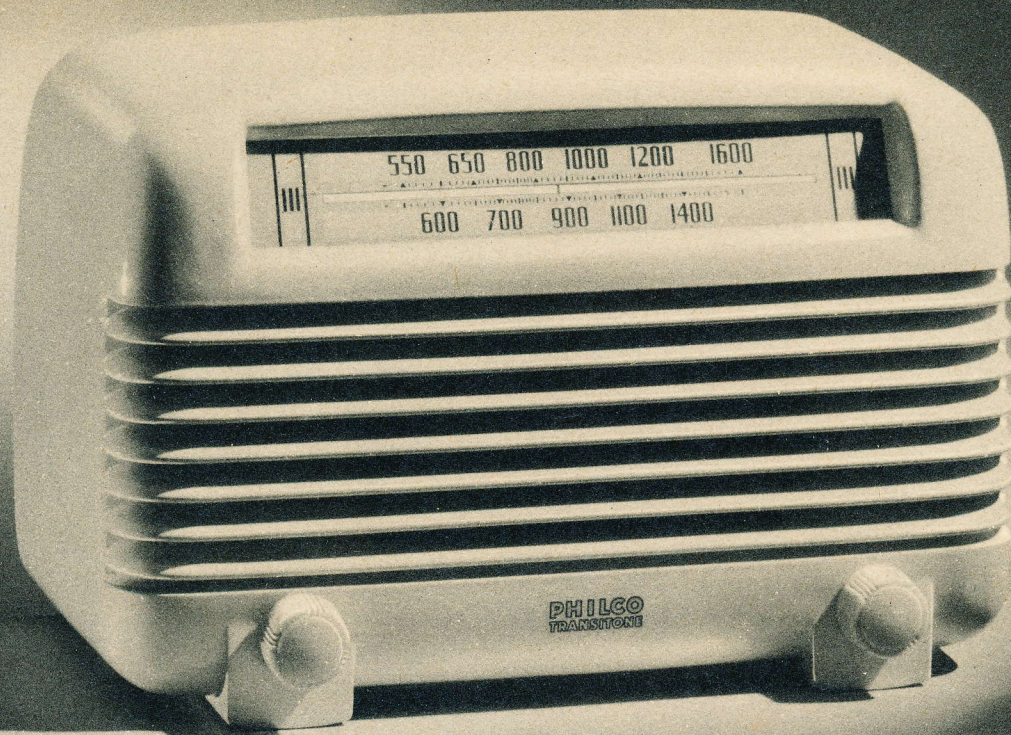
Safe from fire and shock.

**Brilliant Modern Plastic Cabinet**

Horizontal louvers sweep gracefully across the entire front. A rich Walnut in color. Smart, streamlined in style to express its magnificent performance. 7¼" high, 11⅞" wide, 6" deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





**This streamlined table radio offers you clarity and tone fidelity that equal the unusual charm of its beautifully molded ivory plastic cabinet!**



**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**6 Inch Oval Electro-Dynamic Speaker**

Oval design vastly increases speaker efficiency. More beauty of tone over the entire range. Greater volume without overloading. The most life-like performance of any compact radio!

**3-Color Illuminated Horizontal Dial**

Inclined and easy to read. Improved, brighter illumination. Large red numerals and scale calibrations against a background of ivory and gold.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

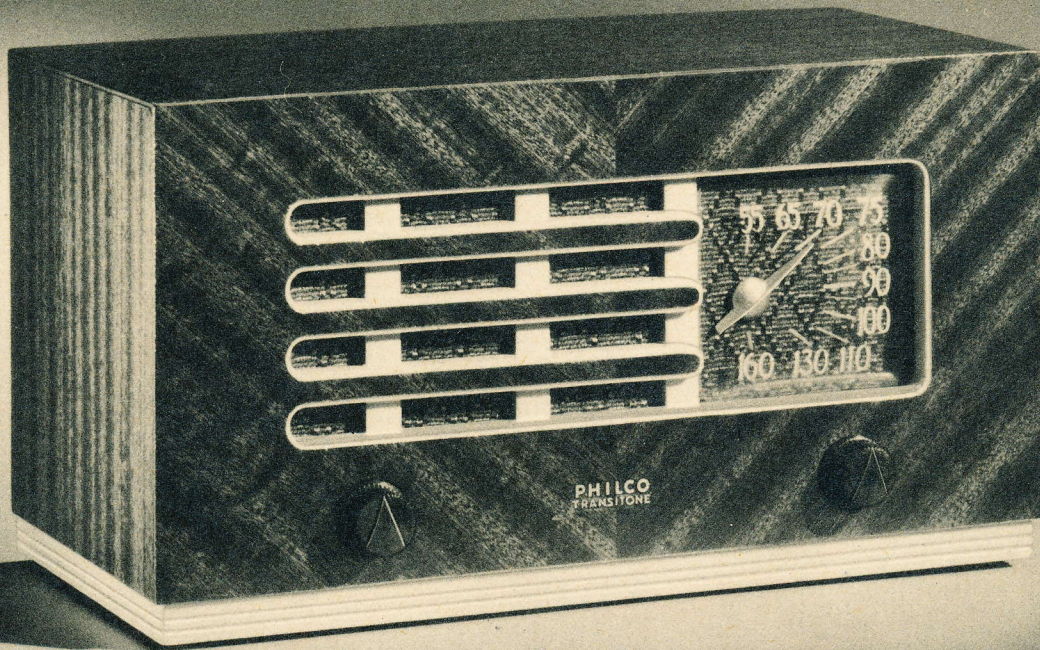
Safe from fire and shock.

**Lovely Streamlined Ivory Plastic Cabinet**

With the clean, broad sweep of horizontal louvers across the entire front in gleaming, ivory-colored plastic, this cabinet captures the modern mood of power and grace. 7¼" high, 11⅜" wide, 6" deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





**Mahogany veneers, plastic trim and simplicity of line . . . superb housing for a powerful table radio of full, rich tone and fine performance!**

**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**Handsome Illuminated Dial**

Handsome lithographed background matching the grille cloth with bright modern ivory numerals and scale calibrations. Golden plastic station pointer.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Electro-Dynamic Speaker**

Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

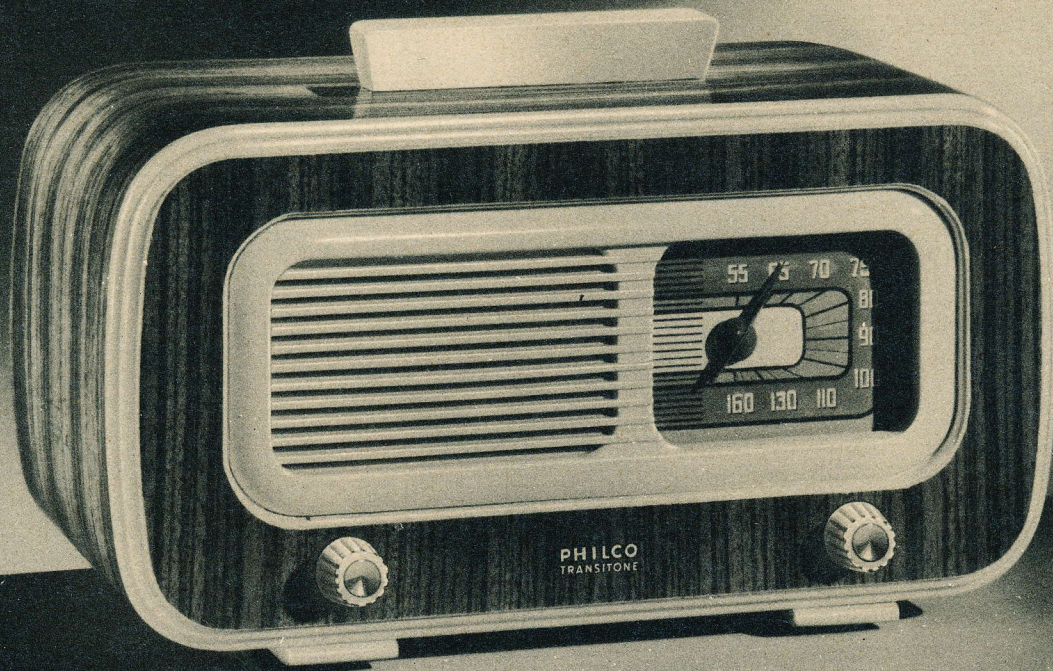
Safe from fire and shock.

**Exquisite Ultra-Modern Mahogany Cabinet**

Styled in the mood of tomorrow. Rich Mahogany veneers on all panels. Horizontal Mahogany grille bars against an ivory framing over the dark grille cloth, an open weave for full sound flow. 7¼" high, 13¼" wide, 6⅜" deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





**Unusually handsome styling, with lustrous Philcote finish, ivory trim . . . and Philco features for glorious tone beauty and fine performance!**



**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**Handsome Illuminated Dial**

Large accented ivory numerals against gold. Maroon scale calibrations against a tan background. Easy to read. Attractive red plastic station pointer.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Electro Dynamic Speaker**

Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

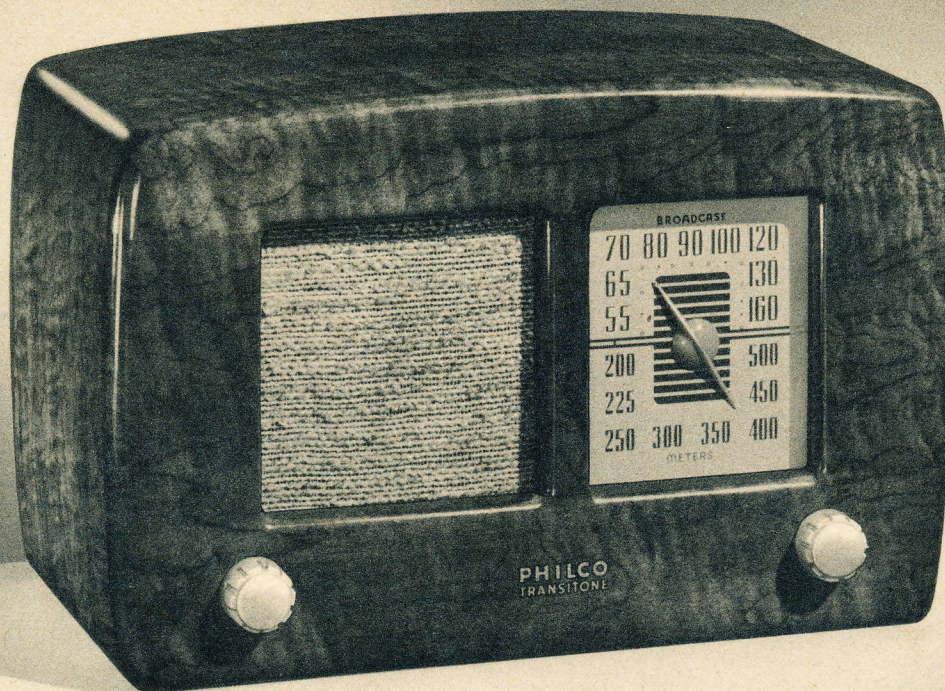
Safe from fire and shock.

**Sparkling New Beauty in Cabinet Design**

Philcote Zebrano graining on all panels. Ivory-colored trim on wood handle, edge of bezel opening and wood feet. Plastic grille and knobs in matching ivory color. Clear lacquer finish. 7 $\frac{3}{8}$ " high, 13 $\frac{5}{8}$ " wide, 6 $\frac{1}{4}$ " deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





**Combining smartness and simplicity of design with wonderfully rich, clear, life-like tones. A great performer . . . unequaled for the money!**

**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**Electro-Dynamic Speaker**

Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

**Handsome Illuminated Dial**

Improved, brighter illumination. Highlighted brown numerals and scale calibrations on a brilliant tan background. Attractive red plastic station pointer.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

Safe from fire and shock.

**Handsome Cabinet, New Philcote Maple Finish**

A delightful modern design in selected hardwood with rich, dark Curly Maple graining. Hand rubbed Philcote finish for amazing new lustre and life! New decorative grille cloth in matching shade of brown, open weave for full sound flow. Light brown plastic control knobs for contrast. 7" high, 10<sup>3</sup>/<sub>4</sub>" wide, 5<sup>3</sup>/<sub>4</sub>" deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





**Unusually beautiful tone quality and life-like performance . . . in a streamlined plastic table model of exceptionally charming design.**



**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**Handsome Illuminated Dial**

Large dark brown numerals and scale calibrations stand out on an ivory background. Easy to read. Colorful red plastic station pointer.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Electro-Dynamic Speaker**

Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

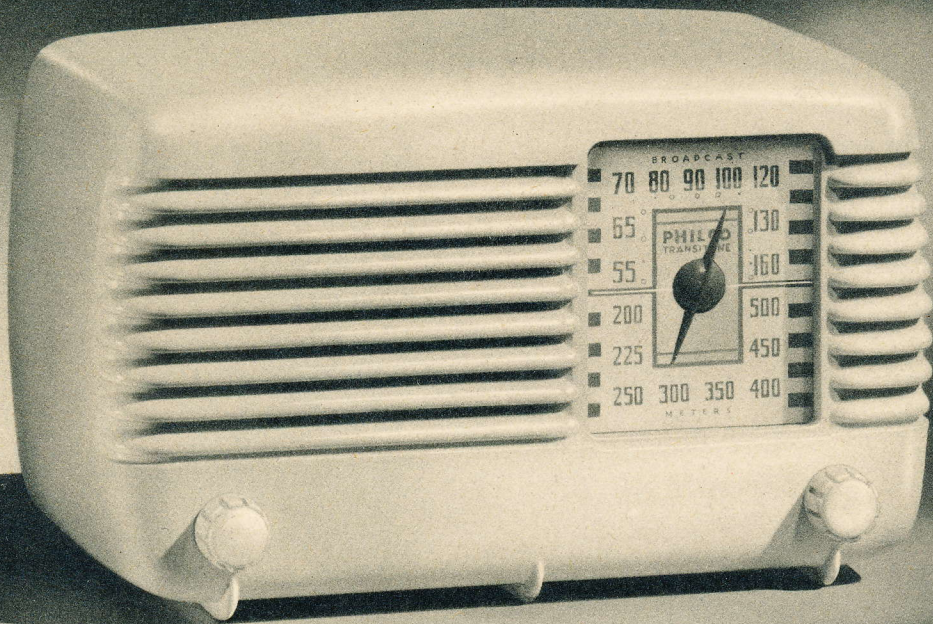
Safe from fire and shock.

**New Streamlined Plastic Cabinet**

Designed in the modern mood, with a wide graceful sweep of horizontal front louvers in rich Walnut-colored plastic. 6¼" high, 10¼" wide, 5¾" deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





**A leader among low-priced models! Power, tone beauty, performance and sparkling design that spell big value in a table radio.**

**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any standard AC or DC house current.

**5 Philco Tubes, Including Rectifier**

Featuring the famous Loktal tubes, developed by Philco.

**Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room . . . just plug in and play!

**Handsome Illuminated Dial**

Large red numerals and scale calibrations contrast with a gold and cream background treatment. Easy to read. Colorful red plastic station pointer.

**Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Electro-Dynamic Speaker**

Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

**All Standard American Broadcasts**

Brings in the full broadcast range, from 540 to 1600 kilocycles.

**Underwriters' Approval**

Safe from fire and shock.

**Smart Ivory Plastic Cabinet**

Completely modern in design and materials, with graceful horizontal front louvers in a wide sweeping band. Its gleaming ivory loveliness harmonizes with any decorative scheme. 6¼" high, 10¼" wide, 5¾" deep.

**MADE BY PHILCO . . . WORLD'S LARGEST RADIO MANUFACTURER!**





# PHILCO PORTABLE RADIOS



RADIOS





**Philco Announces Another Sensational  
Triumph of Modern Electronic Research . . .**

**Amazing New** **PHILCO "350"**  
**PORTABLE**

**BY A WIDE MARGIN . . .**

**the most powerful, the most sensitive,  
the finest performing Portable Radio  
ever produced . . . by anyone!**



# THE AMAZING PHILCO "350" SETS A

# New Standard of Portable Radio Performance

FORGET everything you have ever known about portable radio performance, forget all your ideas about the power and sensitivity that can be expected from a portable. Philco now presents a brand new portable that so far overshadows anything that was formerly achieved that it sets an entirely new standard of portable radio performance in the field. Yes, it's another sensational development from the Philco laboratories!

### SENSATIONAL NEW CIRCUIT

Philco engineers began at the beginning and designed an entirely new circuit for this great "350" three-way Portable. Drawing upon their war research experience,

## Make your own Test . . .

compare the Philco "350" in any location against ANY portable you have ever known . . . and judge for yourself!

## PHILCO "300" PORTABLE

For a utility portable at a popular price, the Philco "300" is another engineering achievement. Compared to pre-war standards, it is

they set a goal of performance that was never even attempted before the war. Using newly developed miniature tubes and a three-gang condenser, they developed a circuit of tremendous power, range and sensitivity. And they reached their goal of producing a portable that *far outperforms* anything that has ever been known in the industry.



### PERFORMS IN THE MOST DIFFICULT LOCATIONS . . . BY ACTUAL TEST

To prove their achievement, Philco engineers put the new "350" Portable to the severest tests. They took it to localities that were notorious for their poor portable reception . . . mountainous country, deep woods far from broadcasting stations, vacation spots where good portable reception was unknown. And everywhere, the Philco "350" was a sensation. By a wide margin, it outperformed every portable ever made!

### AND . . . IT'S TRULY PORTABLE!

Yes, in spite of its unbelievable performance, the "350" doesn't belie its name. *It's portable!* Compact in size, light in weight and beautiful in design.

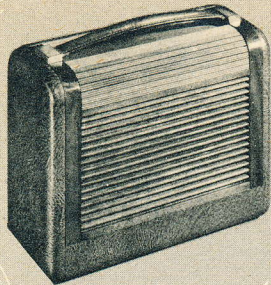
improved by two to three times in sensitivity and output. Refinements in the circuit and antenna give it performance that far excels its predecessors. And it comes, as well, in a beautiful new cabinet of attractive design.





PHILCO 350





# PHILCO 350 FEATURES

By actual test, here is the finest performing portable radio ever built! Sensational new Philco circuit with amazing power, range, sensitivity!

## Powerful New Philco AC-DC Superheterodyne Circuit

A sensational new circuit, specially designed by Philco engineers, provides tremendous power, range, selectivity and sensitivity. Plugs in and plays on any standard AC or DC house current . . . or operates on self-contained battery. A portable that far outperforms anything ever developed . . . even in remote localities where good portable reception has been unknown!

## 6 Philco Tubes, Including Rectifier

Including 5 newly developed miniature tubes with amazing output and long life. Full 8-tube performance!

## Special Molded Bakelite Tube Sockets

Insure dependable reception under excessively humid conditions.

## Concealed Standard Battery Block

Specially designed and built to provide the power required for best performance. Concealed within the cabinet, out of the way and out of sight. Designed for long life, it gives you many hours of radio enjoyment with low replacement cost.

## Beam Power Pentode Audio System

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

## Highly Selective

Specially designed to bring in the station you want without interference from other stations.

## High Power 6 Inch Oval Speaker

New permanent magnet design, especially engineered for higher output on less current. Superb performance . . . giving you clear, rich, rounded tones.

## Built-In High-Efficiency Loop Aerial

Specially designed to bring in the maximum number of stations. Provision also made for special external high-efficiency loop aerial.

## 2-Color Horizontal Dial

Inclined for easy reading. Copper-colored numerals and scale calibrations against a background of brown. Has disc controls.

## Automatic Switching

Automatically switches from house current operation to battery operation . . . or vice versa. Hand switching eliminated.

## Automatic Volume Control

Counteracts fading of distant stations and blasting of local stations, creating uniform volume across the dial.

## Underwriters' Approval

Safe from fire and shock.

## Tuning Range

Covers Standard American Broadcasts from 540 to 1600 kilocycles.

## Light Weight, Truly Portable

In spite of its unbelievable performance, the "350" doesn't belie its name. *It's portable!* Compact in size, light in weight, it's convenient and easy to carry.

## Handsome Fabrikoid Case with Roll Cover

Sturdy hardwood cabinet covered with light tan, hair-seal Fabrikoid. Contrasting Walnut grille and controls concealed by handsome roll tambour cover. Convenient leather handle. 9½" high, 12½" wide, 5⅜" deep.

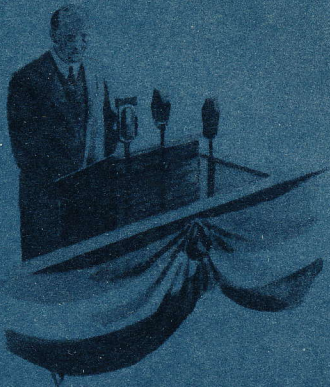
*250 Hrs. intermittent*

**THE GREATEST PERFORMING PORTABLE RADIO EVER BUILT!**





# PHILCO FARM RADIOS





**AGAIN ...THE PHILCO**

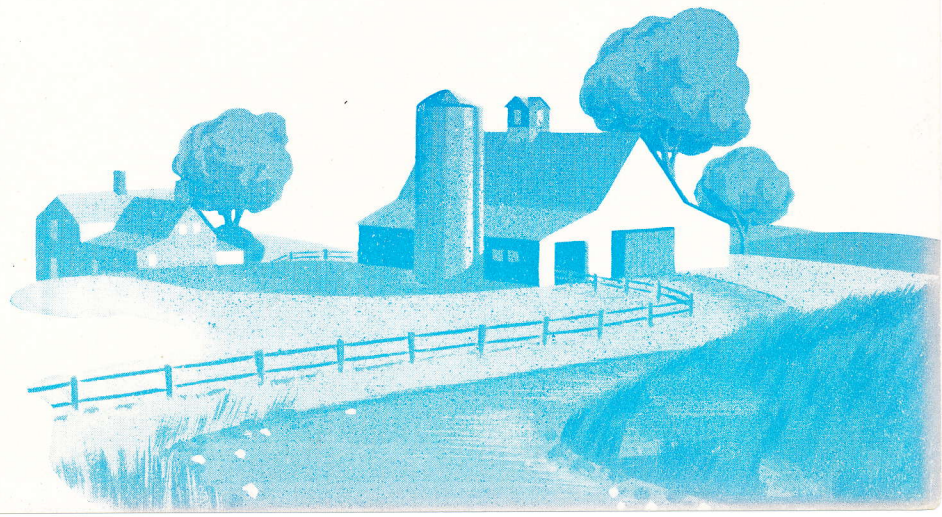
**LABORATORIES SET**

**THE PACE OF PROGRESS IN**

# **Farm Radio**

## **Performance and Design!**

For years, Philco has taken the lead in bringing the convenience of the all-electric radio to unwired farm homes. The 1½ Volt Farm Radio, a Philco development, solved at one stroke the problems of wet batteries, charging and high cost of operation that made the farmer pay dearly in bother and expense for his radio enjoyment. Today the entire industry has followed Philco's lead and radio has become a real joy in farm homes. Now, Philco brings still finer radio tone and performance and new cabinet beauty in its battery radios. It's another achievement of Philco quality and value!





## Finer Tone and Performance

Refinements in circuit design and improvements in speaker construction give these Philco Farm Radios a marked improvement in sensitivity and life-like tone quality.

## Long Battery Life

The new circuit refinements which give better performance still retain the extremely low battery drain and long battery life for which Philco Farm Radios are famous.

## Sensational Advance in Cabinet Beauty and Style

The New Philco brings to farm radios the greatest advance in cabinet styling they have ever enjoyed. They share the latest Philco developments in finishing processes, new materials and modern design . . . the most attractive farm radios Philco ever produced.

Yes, the **Greatest Farm Radio**  
**Values** ever produced in the  
history of Philco Leadership!





PHILCO 134



# PHILCO 134 FEATURES



**A sensitive, selective, powerful table radio that gives you broad station coverage, wonderful rich, clear tone. Beautifully designed!**

## **Philco Double I. F. 1½ Volt Farm Radio Circuit**

Greatly reduces noise and cross-talk, vastly increases sensitivity and selectivity.

## **5 Philco Farm Radio Tubes**

High output, low current drain and long life from famous Loktal tubes, developed by Philco. Also includes noise-reducing converter tube.

## **Pentode Audio System**

Improved method of sound amplification gives greater power output, less distortion and more beauty of tone with increased economy of operation.

## **Philco Built-In Farm Radio Aerial System**

In most locations, no aerial or ground installation needed for fine, clear reception, day and night. Built-in Low Impedance Loop Aerial gives amazing noise reduction, permits tuning out interference and tuning in stations more clearly than ever before.

## **Built-In Transformer for Use with Philco Farm Radio Aerial**

Recommended where necessary for powerful day-time reception of long-distance stations.

## **High Power Dynamic Farm Radio Speaker**

New permanent magnet design, specially engineered for higher output on less current, giving rich, clear, rounded tones.

## **3-Point Tone Control**

Gives you three variations of tone selection, from brilliant to mellow.

## **New 4-Color Inclined Horizontal Dial**

Easier to tune and read. Ivory numerals and scale calibrations on dark brown with a textured golden center panel. Orange trim set against a patterned copper and brown background.

## **Two Tuning Bands**

Covers Standard Broadcasts, Day and Night American and Foreign Short-Wave, and State Police calls.

## **Automatic "On-Off" Signal**

Shows instantly when the radio is turned on or off. Uses no current.

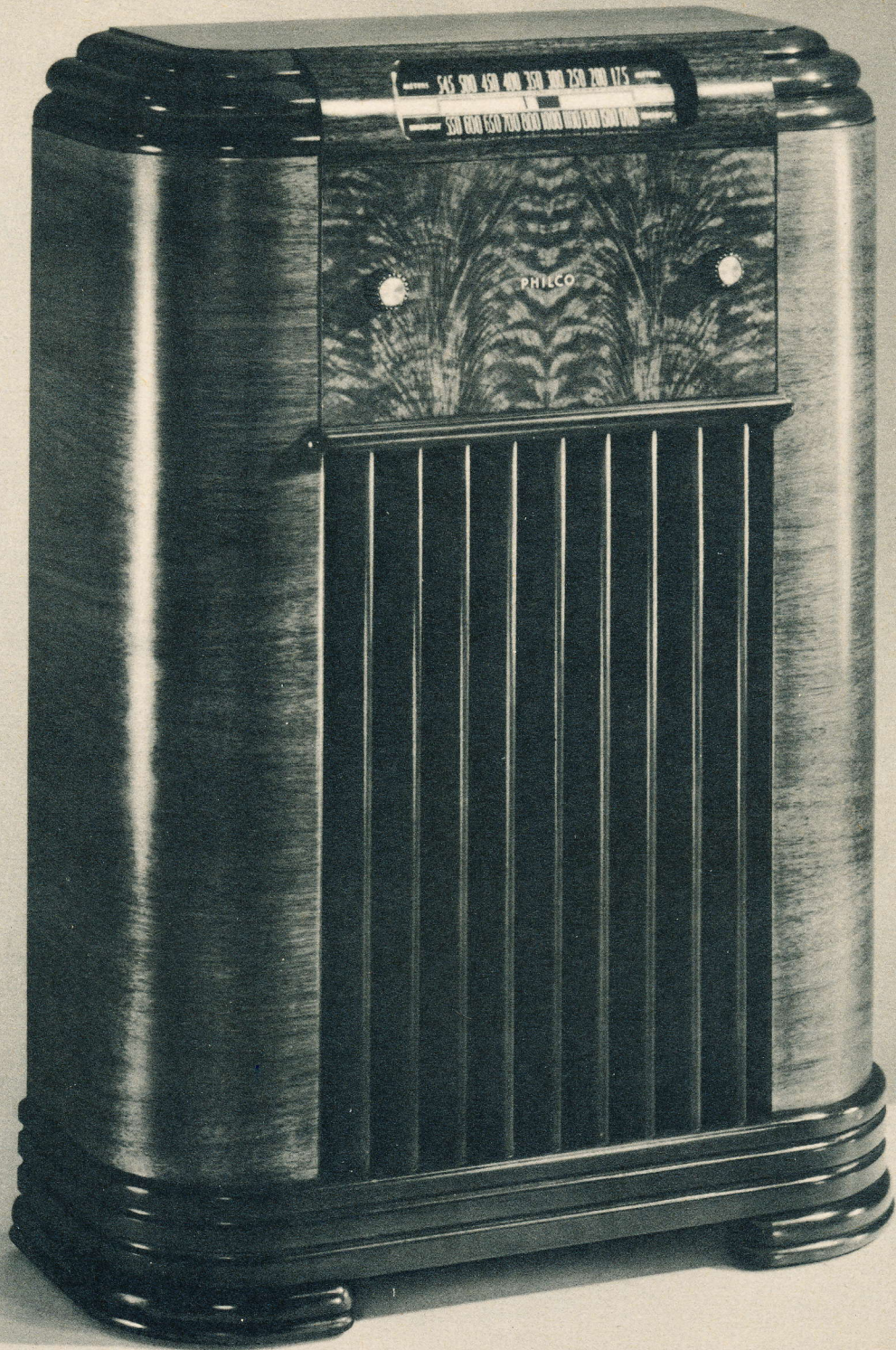
## **Concealed Standard Battery Block**

Assures many hours of radio enjoyment, with low replacement cost. Battery is neatly housed inside cabinet.

## **Splendid Modern Table Cabinet**

Elegantly styled in hand-finished hardwood with sliced Walnut panels. Dusky copper-toned grille cloth, open weave for full sound flow, behind bright, vertical decorative strips of brass. Distinctively beautiful . . . an attractive furnishing for any home. 13⅞" high, 18¼" wide, 5¾" deep.

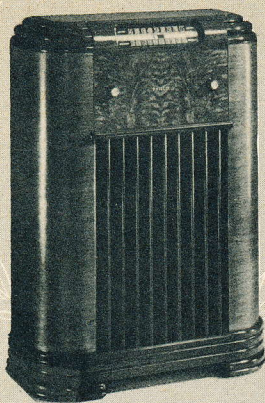




PHILCO 133



# PHILCO 133 FEATURES



A radio console of striking charm and grace! Yes, and amazing power, fine performance . . . producing deep mellowness of tone in full volume.

#### **Philco Superheterodyne Farm Radio Circuit**

A special circuit with  $1\frac{1}{2}$  volt filament supply, developed by Philco engineers for farm radios. Increased selectivity, sensitivity, power and economy of operation.

#### **5 Philco Farm Radio Tubes**

High output, low current drain and long life from famous Loktal tubes, developed by Philco.

#### **Special Molded Bakelite Tube Sockets**

Insure dependable reception under excessively humid conditions.

#### **Push-Pull Pentode Audio System**

Improved method of sound amplification gives greater power output and added beauty of tone with less distortion.

#### **High Power Dynamic Farm Radio Speaker**

New permanent magnet design, specially engineered for higher output on less current. Superb performance, giving you rich, clear, rounded tones.

#### **Concealed Standard Battery Block**

Assures many hours of radio enjoyment, with low replacement cost. Battery is neatly housed inside the cabinet.

#### **Automatic "On-Off" Signal**

A bright red flag appears when the radio is turned on. Uses no current.

#### **Philco High-Gain Aerial System**

Built-in high-gain antenna transformer, specially developed for use in conjunction with the Philco outdoor aerial, makes for an antenna of highly increased efficiency. Gives increased sensitivity in those farm areas where radio signals are weak. Better reception all over the dial!

#### **Automatic Volume Control**

Counteracts fading of distant stations and blasting of local stations, giving uniform volume across the dial.

#### **New 4-Color Inclined Horizontal Dial**

Easier to tune, easier to read. Clear, large ivory numerals and golden scale calibrations on a rich brown background. A textured golden center panel adds refinement to this decorative area.

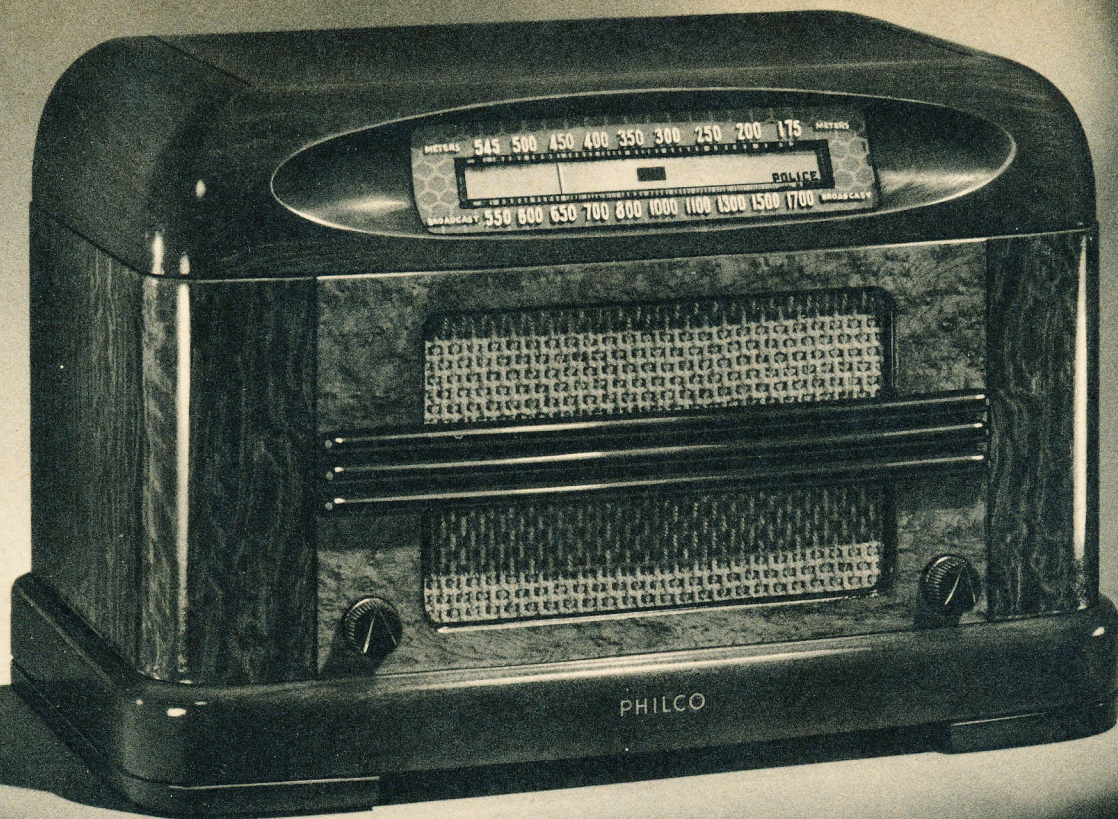
#### **Tuning Range**

Covers Standard American Broadcasts and State Police Calls.

#### **Exquisite New Console Cabinet**

Designed by master craftsmen. A smooth, flowing design in lovely Walnut veneer and select hardwoods. Finished for lustre and durability by the remarkable new Philcote process. Large brown tuning knobs with decorative gold metal trim.  $36\frac{1}{4}$ " high,  $25\frac{7}{8}$ " wide,  $10\frac{7}{8}$ " deep.





**“Push-Pull” amplification gives you finer tone quality in this handsomely styled table model. A brilliant farm radio of sensational value!**

**Philco Superheterodyne Farm Radio Circuit**

A special circuit with 1½ volt filament supply, developed by Philco engineers for farm radios. Highly sensitive, with extreme economy of operation.

**5 Philco Farm Radio Tubes**

High efficiency, low current drain and long life from famous Loktal tubes, developed by Philco.

**Push-Pull Pentode Audio System**

Improved method of sound amplification gives greater power, added beauty of tone, less distortion.

**High Power Dynamic Farm Radio Speaker**

New permanent magnet design, specially engineered for higher output on less current. Superb performance, giving you rich, clear, rounded tones.

**Concealed Standard Battery Block**

Assures many hours of radio enjoyment, with low replacement cost. Battery housed inside the cabinet.

**Smart New Inclined Horizontal Dial**

Easier to read and tune. Large modern ivory and brown three-dimensional numerals and ivory scale calibrations on a dark brown panel against a two-toned patterned background. Textured golden center panel.

**Automatic “On-Off” Signal**

A bright red flag appears when the radio is turned on. Uses no current.

**Tuning Range**

Covers Standard American Broadcasts and State Police calls.

**Large, Handsome Hardwood Table Cabinet**

Designed with the modern elegance of beautifully finished selected hardwood in duo-tone Birdseye Maple and Bubingo graining. For contrast, dark brown lacquered grille treatment sweeps gracefully across the front. 11½” high, 18¼” wide, 9⅞” deep.

**MADE BY PHILCO...WORLD'S LARGEST RADIO MANUFACTURER!**





**A smartly designed farm radio that has no equal at the price for beauty of tone, performance, dependability and operating economy.**

**Philco Superheterodyne Farm Radio Circuit**

A special circuit with 1½ volt filament supply, developed by Philco engineers for farm radios. Highly sensitive, with extreme economy of operation.

**4 Philco Farm Radio Tubes**

High efficiency, low current drain and long life from famous Loktal tubes, developed by Philco.

**Concealed Standard Battery Block**

Assures many hours of radio enjoyment, with low replacement cost. Battery is housed neatly inside cabinet.

**Pentode Audio System**

Improved method of sound amplification gives greater power output, less distortion and more beauty of tone.

**Automatic "On-Off" Flag**

Shows instantly when the radio is turned on or off. Uses no current.

**High Power Dynamic Farm Radio Speaker**

New permanent magnet design, specially engineered for higher output on less current. Superb performance giving you rich, clear, rounded tones.

**New 4-Color Inclined Horizontal Dial**

Easier to read and tune. Modern ivory-highlighted brown numerals, with brown scale calibrations, stand out on a gleaming gold background. Copper-toned center panel.

**Tuning Range**

Covers Standard American Broadcasts and State Police Calls.

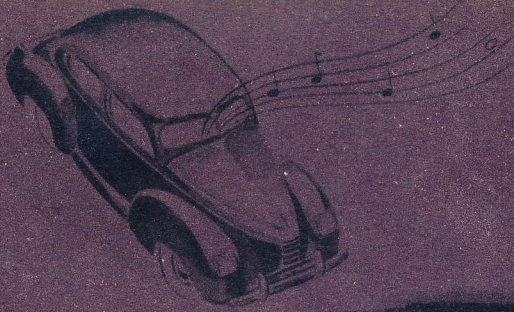
**Beautiful Streamlined Plastic Table Cabinet**

Completely new in design with smooth, modern styling in dark Beau Brummel Brown plastic. Lustrous, durable finish. Horizontal front louvers and matching plastic knobs. 9½" high, 15½" wide, 8¼" deep.

**MADE BY PHILCO...WORLD'S LARGEST RADIO MANUFACTURER!**



# PHILCO AUTO RADIOS







# PHILCO

THE WORLD'S LARGEST MANUFACTURER OF  
AUTOMOBILE RADIOS INTRODUCES

## Sensational 1946 Values

Automobile radio progress has been paced by Philco research and engineering *for years*. One after another, Philco original ideas have become accepted standards in *all* auto radio design. For 12 straight years before civilian radio production was stopped by war, Philco led in auto radio as well as home set sales. Now with the matchless products described on the following pages, Philco resumes this leadership as the world's largest manufacturer of automobile radios.



### PHILCO "FIRSTS" IN THE DEVELOPMENT OF THE AUTOMOBILE RADIO

**FIRST** to develop an auto radio for general use, priced for the average purse. **FIRST** to use the superheterodyne principle commercially in auto radios. **FIRST** to use the Electro-Dynamic Speaker in auto radios. **FIRST** to use Automatic Volume Control to eliminate fading in auto radios. **FIRST** to use Steering Column Controls. **FIRST** to use Instrument Panel Controls. **FIRST** to use antenna filtering to reduce spark interference. **FIRST** to use the Cowl Antenna. **FIRST** to eliminate B batteries in Auto Radios through development of Dynamotor, and later the Vibrator. Pioneered methods to suppress motor noises. Developed the Loktal Tube, now standard on auto radios.





**GLORIOUS TONE.** Large built-in electro-dynamic speakers provide full, rich, lifelike tone. Special noise filters built into circuit and antenna system shield against motor and ignition noises.

**TONE CONTROL.** Enjoy every program at just the right tone—emphasizing the “highs” for speech and the mellow “lows” for music. Philco three-point tone control, available on most models is easy to reach, easy to operate.

**GREAT POWER.** Special Philco circuits combine power, sensitivity and selectivity in compact space. Beam Power amplification gives great volume without distortion. Strong and sensitive even on weak signals.

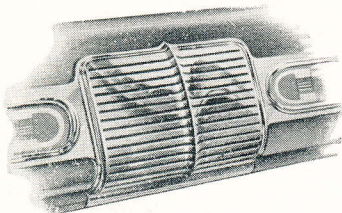
**SMART STYLING.** Philco Auto Radio design adds a touch of smartness to your car interior. Patented lustrous finish is unsurpassed for durability and for pleasing harmony of color treatments. Gleaming chrome trim on most models.

**BIG VALUES.** Only Philco, with its tremendous quantity buying and efficient mass production could offer auto radios of such superior quality, performance and style at these low popular prices.

**LOKTAL TUBES.** Developed by Philco . . . Loktal Tubes have made possible “big” set performance in small compact space. They generate less heat, reduce drain on battery . . . yet give even finer reception.

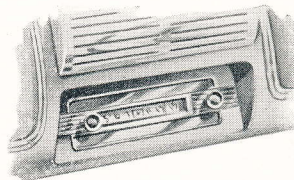
**FOR 1946, ONLY PHILCO  
OFFERS AUTOMOBILE RADIOS  
OF SUCH MECHANICAL PERFECTION,  
TONE QUALITY AND STYLING,  
- at Every Price !**

**CHOICE OF MODELS WITH BUILT-IN  
AND SEPARATE SPEAKERS—FIT ALL CARS**



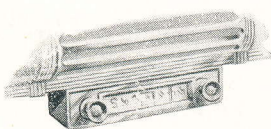
Separate speakers for instrument panel grille mounting. Built-in speakers for those desiring a single unit set. Every Philco model is designed to assure “factory-fit.”

**CONTROL PLATES TO MATCH THE INSTRUMENT  
PANELS OF ALL CARS—AT NO EXTRA COST**



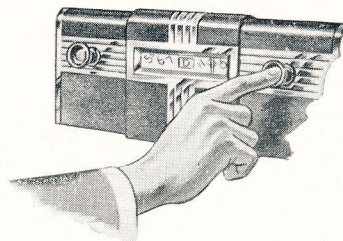
Wide selection of Philco Auto Radio Control Plates match and fit into the instrument panels of practically all cars since 1938. Beautiful, full-vision dials. Easy-to-read illuminated numerals.

**UNIVERSAL “UNDER-DASH” CONTROL**



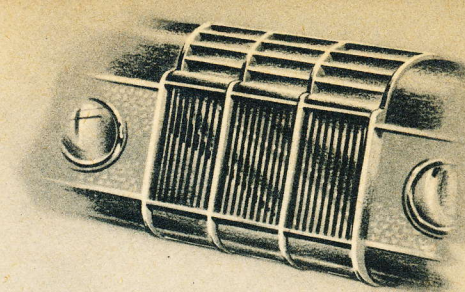
If your car does not provide for instrument panel mounting, the handsome Philco Universal Control gives you a neat, convenient control mounting under your instrument panel.

**ONE KNOB CONTROLS DIAL TUNING  
AND PUSH-BUTTON TUNING OF 5 STATIONS**



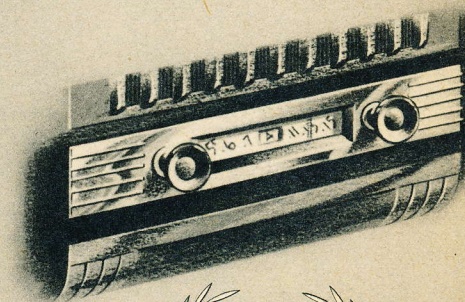
One knob gives you *both* dial and automatic push-button tuning. Push the knob and station comes in instantly. Simple—Safe—Sure!





Separate Speaker has Specially Designed Mounting for "Factory Fit" Behind Instrument Panel Grille of your Car.

Your Choice of Control Plates to Match Your Car. Or—Philco Universal Control for Mounting under the Dash in Any Car.



## Leader of the Great 1946 Philco Auto Radio Line! Powerful . . . Extremely Sensitive . . . Finest Radio Tone. Utmost in Car Radio Performance!



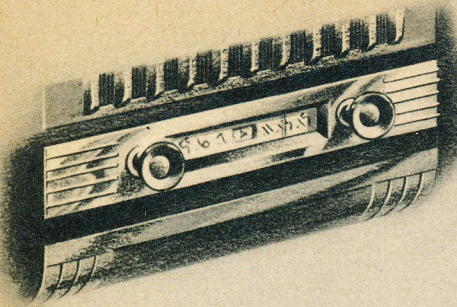
Here is the 1946 auto radio for those who demand every feature necessary to assure superb tone, great power, sensitivity, selectivity and trouble-free performance . . . at a price easily within reach. In its compact, smartly-styled case finished in attractive Blue Green Hammertone lacquer, the Philco UN6-550 adds to the smart styling of the new cars. Among its many extra quality features are Single Push-Button Automatic Tuning . . . Beam Power Output . . . Tone Control . . . Built-in Interference Filters . . . a large separate speaker for thrilling life-like tone.

### SUMMARY OF FEATURES

- Powerful Two-Unit Superheterodyne with 6 super-efficient Loktal Tubes including Beam Power Output Tube.
- 7" separate Electro-Dynamic Speaker.
- 5-Station Single Push-Button Automatic Tuning plus Manual Tuning.
- 3-Point Tone Control . . . Bass Compensation . . . Automatic Volume Control.
- Built-in Interference Filtering . . . Full-wave Vibrator and separate Rectifier Tube.
- R. F. Stage . . . Stabilized I. F. Transformers.
- High gain Iron Core Antenna Coil; Antenna Compensator.
- Blue green case finished in Hammertone Lacquer with Illuminated Wide Vision Dial.
- Dimensions:  $6\frac{1}{8}$ " high,  $10\frac{7}{16}$ " wide,  $4\frac{5}{16}$ " deep.

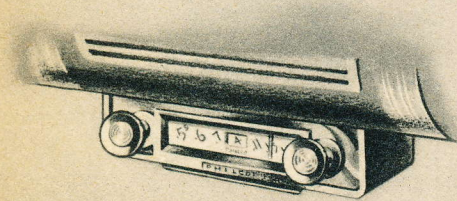
A PRODUCT OF PHILCO . . . FAMOUS FOR QUALITY THE WORLD OVER





Your Choice of Control Plates to Match Your Car.

Or—Philco Universal Control for Mounting under the Dash in Any Car.



## Top Performance in the Moderate Price Bracket ... DeLuxe Styling ... Single Push-Button Tuning of 5 Stations ... Other High Quality Features!

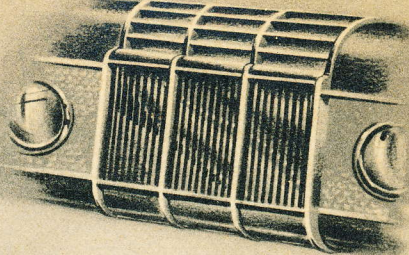
This amazing tuning convenience *alone* makes this Philco UN6-500 worth substantially more than other radios at near this price. No fumbling, no need even to glance at the dial! One knob tunes *all* stations, serves also for automatic push-button tuning of your five favorite stations. Here is a powerful Philco 6-Tube Superheterodyne with built-in Electro-Dynamic Speaker. Its rich mellow tone is a joy to hear. Its outstanding beauty, quality construction, dependability and long life will prove a valuable permanent asset to your car.

### SUMMARY OF FEATURES

- Powerful Superheterodyne with 6 super-efficient Loktal Tubes including Beam Power Output Tube.
- 5-Station Single Push-Button Automatic Tuning plus Manual Tuning.
- 6¼" Built-in Electro-Dynamic Speaker.
- Inverse Feed-Back Circuit . . . 3-point Tone Control . . . Automatic Volume Control.
- R. F. Stage . . . Stabilized I. F. Transformers.
- Built-in Interference Filtering . . . Full-wave Vibrator and separate Rectifier Tube.
- High gain Iron Core Antenna Coil; Antenna Compensator.
- Illuminated Wide Vision Dial.
- Newly-designed case finished in silver gray lacquer with All-Chrome Speaker Grille.
- Dimensions: 6¼" high, 10⅞" wide, 5⅞" deep.

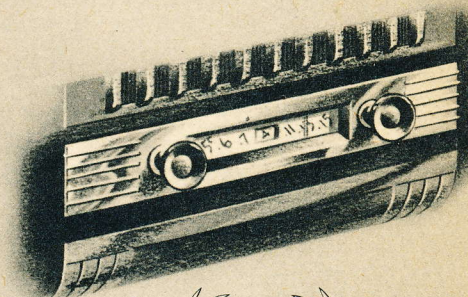
A PRODUCT OF PHILCO . . . FAMOUS FOR QUALITY THE WORLD OVER





Separate Speaker Has Specially Designed Mounting to Assure "Factory Fit" Behind Instrument Panel Grille of your Car.

Your Choice of Control Plates to Match Your Car. Or—Philco Universal Control for Mounting under the Dash of Any Car.



**A Matchless Array of Quality Features, Great Power, Fine Tone . . . A Sensational Value in Car Radio Performance at a Moderate Price!**



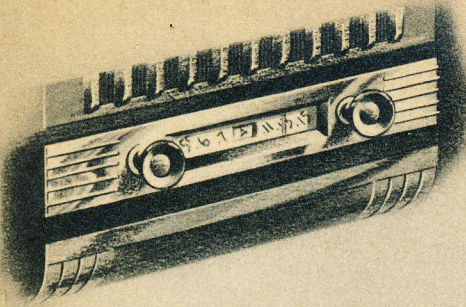
Literally packed with quality features, this Philco UN6-450 is in the top performance class among 1946 Auto Radios. Yet it is priced far down the line, due to savings made possible only by Philco engineering and production achievements. Note that this model UN6-450 is a Two-Unit Superheterodyne with a big 7" separate Electro-Dynamic Speaker, all of Philco quality through and through. It has power, sensitivity, selectivity and fine tone, the features that insure dependable, enjoyable car radio reception . . . far beyond its modest price.

### SUMMARY OF FEATURES

- Powerful Two-Unit Superheterodyne with 6 super-efficient Loktal Tubes including Beam Power Output Tube.
- 7" separate Electro-Dynamic Speaker.
- 3-point Tone Control . . . Bass Compensation . . . Automatic Volume Control.
- Built-in Interference Filtering . . . Full-wave Vibrator and separate Rectifier Tube.
- R. F. Stage . . . Stabilized I. F. Transformers.
- High gain Iron Core Antenna Coil; Antenna Compensator.
- Illuminated Wide Vision Dial.
- Attractive case finished in smart blue green Hammertone Lacquer.
- Dimensions: 6 $\frac{1}{8}$ " high, 10 $\frac{7}{8}$ " wide, 4 $\frac{5}{8}$ " deep.

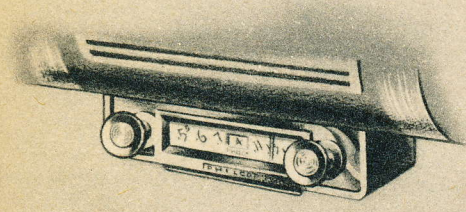
**A PRODUCT OF PHILCO . . . FAMOUS FOR QUALITY THE WORLD OVER**





Your Choice of Control Plates to Match Your Car.

Or—Philco Universal Control for Mounting under the Dash of any Car.



## Powerful 6-Tube Superheterodyne with Beam Power Output . . . 6 $\frac{1}{4}$ " Electro-Dynamic Speaker . . . Superb Tone and Selectivity at This Low Price!

You can search the whole auto radio field and you will find no other set that can match this single unit Philco UN6-400 in tone quality, clarity, power and over-all performance at its amazing low price. Think of it—6 tubes of the most advanced, super-efficient, battery-saving Philco Loktal type, including Beam Power Output Tube! Large Electro-Dynamic Speaker gives you a tremendous range of amplification with perfect clarity. A great convenience is the one knob, control of both tone and volume. You match the tone to the program.

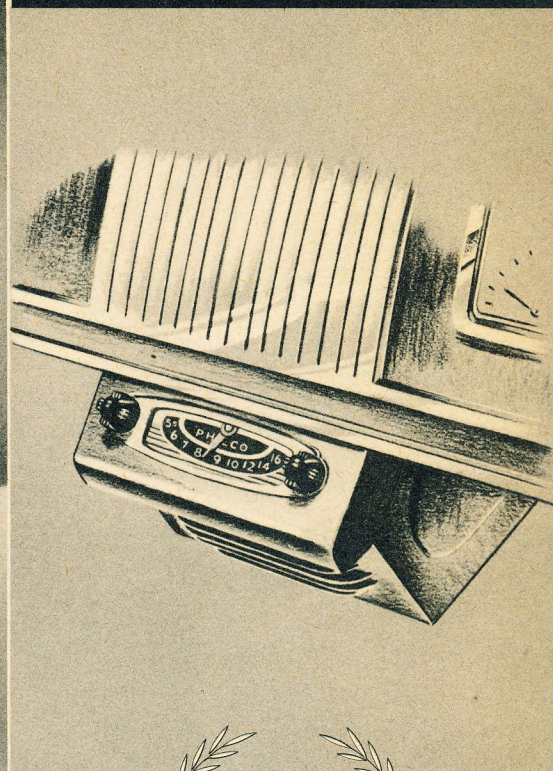
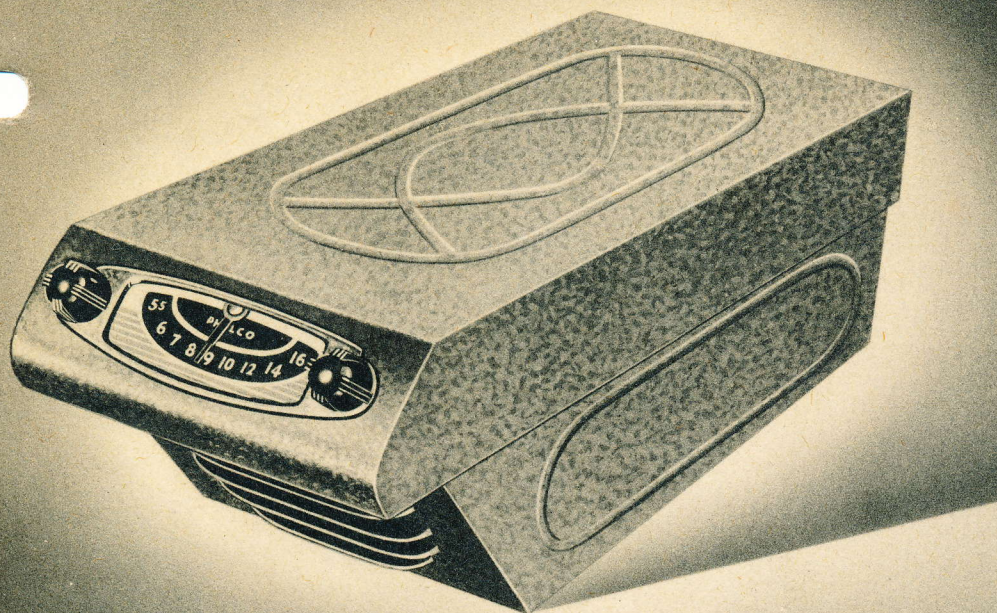
### SUMMARY OF FEATURES

- Powerful Superheterodyne with 6 super-efficient Loktal Tubes including Beam Power Output Tube.
- 6 $\frac{1}{4}$ " Built-in Electro-Dynamic Speaker.
- Inverse Feed-Back Circuit . . . 3-point Tone Control . . . Automatic Volume Control.
- Built-in Interference Filtering . . . Full-wave Vibrator and separate Rectifier Tube.
- R. F. Stage . . . Stabilized I. F. Transformers.
- High gain Iron Core Antenna Coil; Antenna Compensator.
- Illuminated Wide Vision Dial.
- Beautiful case finished in silver gray Hammertone Lacquer.
- Dimensions: 6 $\frac{1}{8}$ " high, 10 $\frac{7}{16}$ " wide, 5 $\frac{7}{8}$ " deep.

A PRODUCT OF PHILCO . . . FAMOUS FOR QUALITY THE WORLD OVER



Mounts Neatly and Attractively under the Instrument Panel of Any Car. Easy to Reach . . . and Easy to Tune!



**A Sensational Value in the Lowest Price Range.  
Only Philco Could Offer So Much for So Little.  
Look at the Features! Hear it! Then Compare!**



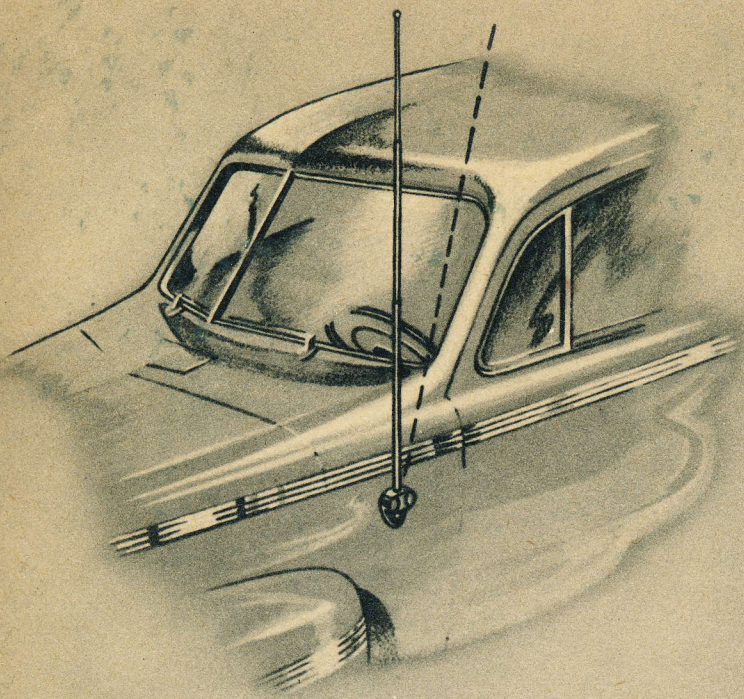
"The finest low-priced auto radio ever built"! That's the verdict widely expressed by radio and automobile men as well as by car owners, after seeing and hearing the Philco UN6-100. Yes, Philco engineers have done it again! The industry's master designers and creators of fine radios have here set a standard which makes comparably-priced auto radios seem like toys. Here is tone, power, sensitivity, selectivity! Here is Philco quality, smart design, exclusive engineering features! Try it—you'll never be satisfied with anything less!

### SUMMARY OF FEATURES

- Powerful Superheterodyne with 6 super-efficient, low-drain Loktal Tubes including Beam Power Output Tube.
- Built-in Electro-Dynamic Speaker.
- Built-in Interference Filtering.
- Full-wave Vibrator and separate Rectifier Tube.
- R. F. Stage . . . Stabilized I. F. Transformers.
- High gain Iron Core Antenna Coil; Antenna Compensator.
- Automatic Volume Control . . . Illuminated Wide Vision Dial.
- Rugged, compact steel case finished in taupe Hammertone Lacquer.
- Dimensions: 4 $\frac{5}{8}$ " high, 5 $\frac{3}{16}$ " wide, 12 $\frac{1}{2}$ " deep.

**A PRODUCT OF PHILCO . . . FAMOUS FOR QUALITY THE WORLD OVER**



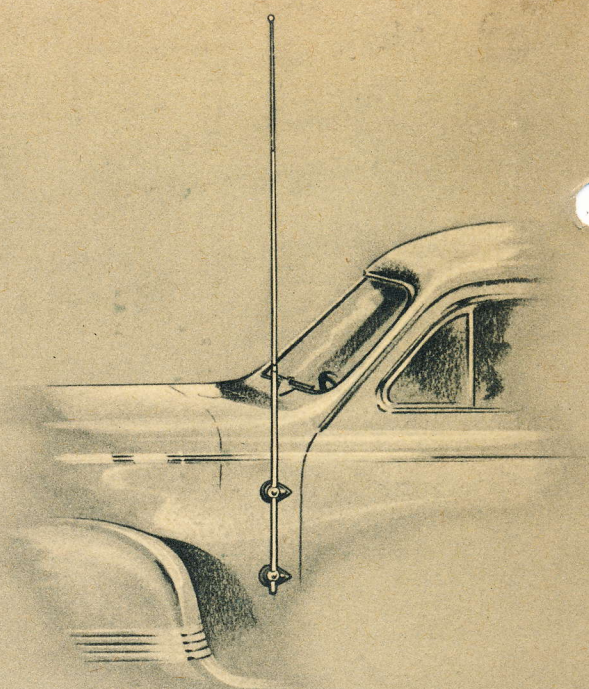


**PHILCO DUOFLEX AERIAL**

*(above)*

New 2-way adjustable feature permits antenna rod to be positioned so as to blend with the streamlining of car. Adaptable regardless of body contour at point of attachment. Anti-rattle slide construction. Low-loss lead-in matched to radio. Easily installed. 66 inches extended.

No. 45-2987



**PHILCO LONG DISTANCE AND STREAMLINED SIDE COWL AERIALS**

*(above)*

Highly efficient. Smartly designed with stanchions to conform with body lines of latest cars. Improved anti-rattle slide construction prevents electrical noises. Low-loss lead-in electrically matched to circuit.

Long Distance 100 inch extension

No. 45-2985

Streamlined 66 inch extension

No. 45-2989

**PHILCO FENDER AERIAL**

*(below)*

Mounts on the fender of any car with large wheel wells. Specially designed weatherproof noiseless mounting. Anti-rattle slide construction in 3 sections; 56 inches extended; 22½ inches collapsed. Low-loss lead-in electrically matched to radio circuit.

No. 45-2986

**PHILCO  
AUTO RADIO  
AERIALS**

**A type for every requirement—  
the last word in engineering  
and styling**

**PHILCO TOP COWL AERIAL**

*(below)*

Neatly mounts on top of cowl of any car. Weatherproof, noiseless mounting. Anti-rattle slide construction in 3 sections; 56 inches extended; 22½ inches collapsed. Low-loss lead-in electrically matched to radio circuit.

No. 45-2988

