



*For the Pleasures of
Home and Family—*

PHILCO

**BRINGS YOU THESE
NEW DELIGHTS IN RADIO
AND RECORDED MUSIC**



MUSIC ON A BEAM OF LIGHT

Just think what the *modern* inventions of Philco engineers have done to multiply the pleasures of radio and recorded music! Because of "*Music on a Beam of Light*," you have no needles to change, you enjoy glorious new beauty from your records, unmarred by surface noise. And they last 10 times longer! The amazing new Philco Automatic Record Changer does away with the bother of changing records, handles them gently, reliably, without fear of damage. The Stroboscope Control insures absolute fidelity of pitch. All these are exclusive developments from the Philco laboratories, yours only in a Philco . . . *they are the marks of the modern radio-phonograph!* (Philco 1008 Radio-Phonograph, illustrated above.)

*America's Favorite
Radio Console!*

In this gorgeous, impressive cabinet of beautifully finished sliced and butt Walnut woods, the Philco 380X (left) is radio's champion value in tone, performance and beauty. Its powerful 8-tube circuit is extremely sensitive. Its big Concert Grand Speaker and separate Bass and Treble Tone Controls give you glorious tone for every type of program. *Yours on Easy Terms.*

**MODELS FOR EVERY NEED. SEE THEM
TODAY AT YOUR PHILCO DEALER**

For the Service of Our Armed Forces

The research and manufacturing facilities of Philco are engaged in various phases of production for our armed forces. Its assembly lines are producing frequency meters, communications equipment and radio receivers for tanks and airplanes. Its heavy machinery is engaged in mass

production of artillery fuzes. The entire facilities of Philco in research, engineering and manufacture, with its complete equipment and skilled personnel, are now at the disposal of the government for the production of the weapons of victory, to whatever degree the nation requires.