Here's the News! Great Radio Developments from PHILCO the Leader!

PHILCO 1213 RADIO-PHONOGRAPH In this lovely cabinet of authentic Chippendale design, Philco brings you its newest developments for modern enjoyment of radio and recorded music. The new Dynamic Reproducer . . . a newly developed Record Changer . . . Advanced-FM . . . a combination of scientific achievements that give you the purest, most realistic radio-phonograph tone ever produced

Ten Years Ahead of Four Years Ago!

YES, HERE'S THE NEWS America has been waiting for . . . the sensational new radio and phonograph developments from the laboratories of Philco, the leader. Each one is a triumph of modern electronic research . . . ten years ahead of four years ago. Thrilling advances in fidelity of tone from radio and records. Amazing improvements in performance and power. New cabinet creations of exquisite beauty. And outstanding values at every price. Thus Philco returns to its unbroken record of radio leadership, bringing you the newest developments of electronics in radio and recorded music. See your Philco dealer; he is ready to serve you now.

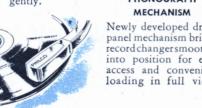


NEW AUTOMATIC RECORD CHANGER

Newly developed by Philco engineers, it's smoothly operating. reliable and trouble-free. Changes records



For the first time, broadcasting studio record reproduction in the home. Amazng tone fidelity and noise reduction Permanent jewel; no needles to change.





AUTHENTIC PERIOD FURNITURE "CUSTOM BUILT" BY PHILCO

A complete selection of models specially engineered and designed by master craftsmen to give you *truly authentic* period furniture design. A delight to the connoisseur, they are true musical instruments of quality for any home

PHONOGRAPH

Newly developed droppanel mechanism brings record changers moothly into position for easy access and convenient loading in full view.







matic Record Changer. Plays 12 ten inch or 10 twelve inch records. No needles to change. Radio controls are accessible without lifting lid.



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 static. Gives you positively the purest, clearest, quietest FM tone ever achieved!

See Your Philco Dealer Now

Visit your Philco dealer today. He can tell you and show you the full story now of sensational new radio and radio-phonograph developments from the Philco laboratories . . . ten years ahead of four years ago.

Tune in

The Radio Hall of Fame with Paul Whiteman and leading stars, Sundays, 6 P.M., E.S.T.; Don McNeill and the Breakfast Club, Monday thru Friday, 9:45 A.M., E.S.T.: both over the full ABC (Blue) Network.



the World Over

dial producing a softly glowing dome of light. Superb tone and performance.



PHILCO 1201 RADIO-PHONOGRAPH. An amazing new Philco invention that obsoletes the old-fashioned single record manual phonograph. All you do is put a record in the slot, close the door and it plays automatically. No more fussing with needles, tone arms or lids. Makes the manual radio-phonograph automatic in operation!

PHILCO 454. The utmost in table model tone and performance. Advanced-FM, Short Wave, great power,

Electric Push Button Tuning, full Tone Control.

Sensational New

Philco Automatic Record Player Just put a record in the slot ... and it plays

PHILCO 420 IVORY. The most beautiful, finest performing compact radio ever developed. Molded plastic cabinet of exquisite simplicity with new