

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.



PHILCO 454. The utmost in table model tone and performance. Advanced-FM, Short Wave, great power, Electric Push Button Tuning, full Tone Control.



PHILCO 350 PORTABLE. By actual test, the most powerful, greatest performing portable radio ever built. Plays on any house current or battery. Light weight, it's truly portable!



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

PHILCO 1201 RADIO-PHONOGRAPH. An amazing new Philco invention that obsoles 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 1203. A table model radio-phonograph with the new Philco Automatic Record Changer. Plays 12 ten inch or 10 twelve inch records. No needles to change. Radio controls are accessible without lifting lid.

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 DYNAMIC REPRODUCER

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

NEW AUTOMATIC RECORD CHANGER

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



NEW DROP-PANEL PHONOGRAPH MECHANISM

Newly developed drop-panel mechanism brings record changers smoothly into position for easy access and convenient loading in full view.



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.



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.



PHILCO 420 IVORY. The most beautiful, finest performing compact radio ever developed. Molded plastic cabinet of exquisite simplicity with new dial producing a softly glowing dome of light. Superb tone and performance.

PHILCO
Famous for Quality
the World Over