

Styled with Swagger...Packed with Power...Rarin' to Go!

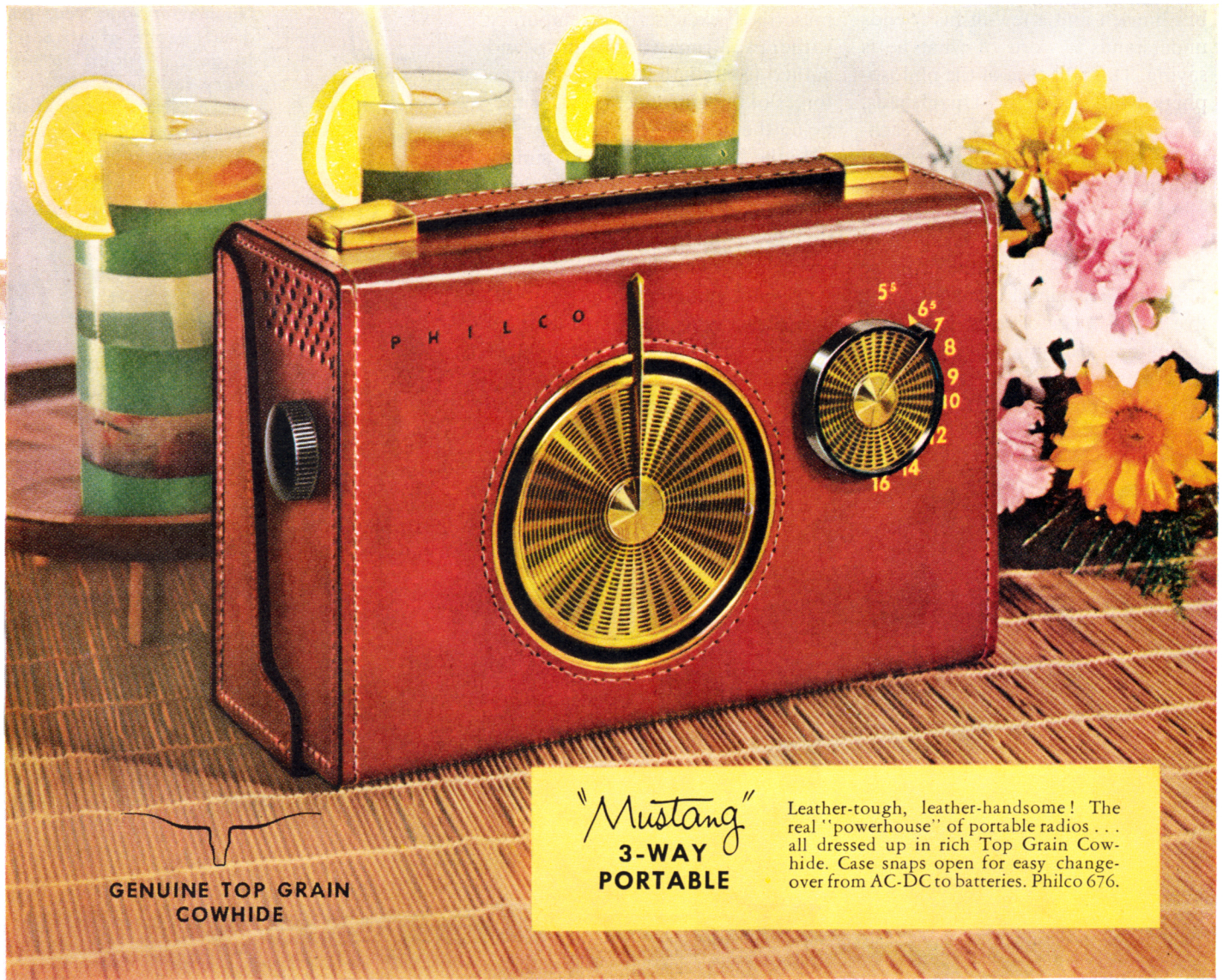


PHILCO Rough Rider

3-WAY PORTABLE RADIOS

Give and get the
Luxury Look
of Leather

You can't give finer—you can't buy better than a Philco "Rough Rider" Portable. Every beautiful and rugged model a *thoroughbred* . . . rarin' to go. Here's fashion leadership with an eye to roughing it. All the tough properties of the finest leather—unbeatable, unbreakable and, oh, so *portable*!




GENUINE TOP GRAIN
COWHIDE

"Mustang"
3-WAY
PORTABLE

Leather-tough, leather-handsome! The real "powerhouse" of portable radios . . . all dressed up in rich Top Grain Cowhide. Case snaps open for easy change-over from AC-DC to batteries. Philco 676.



PHILCO 675

"Sportster"



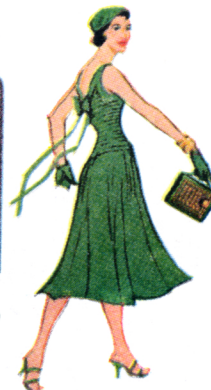
PHILCO 672

"Knockabout"



PHILCO 670

"Rancher"



Jaunty and durable, Philco 3-way "Rough Riders" are built for hard, outdoor life . . . they won't chip, warp or break. They have that rarin'-to-go look of the finest leather.

Extra sensitivity, extra selectivity, plus extraordinary tone quality make a Philco "Rough Rider" portable the take-along buy of the year. Wherever you go, the perfection-engineered superheterodyne chassis, teamed up with exclusive Philco features assure big set performance—indoors and out.

SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE

PHILCO® . . . The Brand Mark of Quality in Outdoor Radio

HOLIDAY/JUNE