

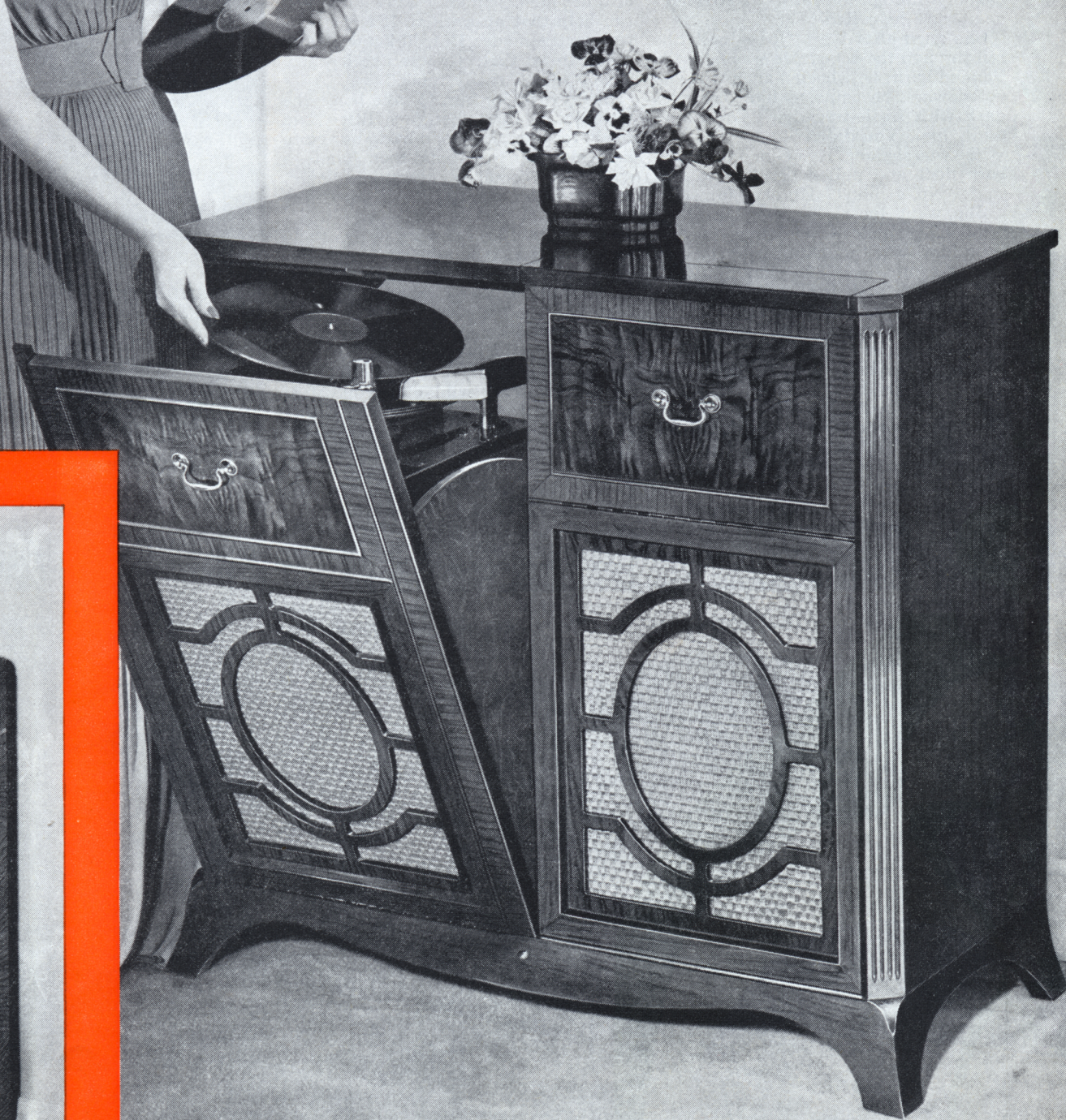
# Give a PHILCO for Christmas

As a joyous gift for all the family... or a remembrance to a friend... there's a Philco to suit your taste at the price you want to pay!



## Music on a Beam of Light!

No Needles to change  
Records last ten times longer  
New Purity of Tone



**PHILCO 608P PHOTO-ELECTRIC RADIO-PHONOGRAPH WITH NEW TILT-FRONT CABINET.**

Philco's new achievements are yours at a popular price in this amazing 9-tube Philco Photo-Electric Radio-Phonograph. Plays any record on a Beam of Light. Permanent jewel—no needles to change. Tilt-Front Cabinet. Automatic Record Changer. American and Foreign radio reception with new kind of Overseas Wave-Band. Handsome cabinet of hand-rubbed walnut. Only \$12.95 down.

**THE** sensational Philco Photo-Electric Radio-Phonograph brings the newest thrills of recorded music to your home! It's a new kind of radio-phonograph. The pointed, scraping needle is gone! Instead, a rounded jewel that never needs changing floats over the record grooves and reflects the music on a BEAM OF LIGHT from a tiny mirror to a photo-electric cell. This new principle releases overtones of beauty in your records you have never heard before. Surface noise no longer annoys you. Records last for 700 playings, ten times longer! And . . . startling improvements in radio reception!

**PHILCO 609P, PHOTO-ELECTRIC RADIO-PHONOGRAPH WITH NEW TILT-FRONT CABINET.** No lid to raise, no need to remove decorations, no dark, unhandy compartments. You simply tilt forward the grille, place your records and tilt it back again. Only Philco has it! Automatic Record Changer for 12 records. American and Foreign reception. Electric Push-Button Tuning. Exquisite Hepplewhite cabinet in beautifully figured walnut. Yours for only \$15.95 down.

**HOME RECORDING** is optional equipment with any Philco Photo-Electric Radio-Phonograph. Make your own records at home; record family voices and events, radio programs, etc. Many fascinating uses.



**PHILCO 300X Radio Console.** Gives you the height of everything that the lover of a fine radio looks for in power, performance, sensitivity, selectivity and tone quality. And in a stately cabinet that sets a new style for radio furniture design. Powerful noise-reducing circuit with new kind of Overseas Wave-Band and new Built-In American and Overseas Aerial System. Large Cathedral Speaker for gloriously rich, life-like tone. Eight Electric Push Buttons. Edge lighted dial; Disc Controls. Yours for only \$13.50 down.



**PHILCO 280X Radio Console.** Radio's champion value in tone, performance and cabinet beauty! Powerful new 8-tube circuit more than doubles selectivity, reduces noise and interference by 5 to 1. New kind of Overseas Wave-Band that brings in Europe 5 times stronger and clearer, new Built-In American and Overseas Aerial System. Eight Electric Push Buttons. Large, impressive cabinet of highly figured walnut. No aerial or ground wires needed; just plug in and play. Yours for only \$6.95 down.

A GIFT THAT'S "DIFFERENT"



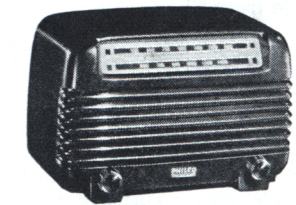
**PHILCO 89C, SHOULDER STRAP PORTABLE.**

Straps over your shoulder like a camera. Plays anywhere. Small, rugged, easy to carry. Winner of Modern Plastics Award for beauty. Only \$16.95 complete.

**NEW PHILCO RADIOS  
RADIO-PHONOGRAPHS  
AND AUTO RADIOS**

**FROM \$9.95 TO \$395**

FOR CHRISTMAS DELIVERY, SEE AND HEAR THEM NOW, AT YOUR PHILCO DEALER



**PHILCO-Transitone PT-2. AC-DC.** Finest tone quality ever achieved in a compact radio at a low price. New 6-inch Oval Speaker. Beam Power output. Improved Built-In Loop Aerial. Illuminated Horizontal Dial. Smart, streamline plastic cabinet in a rich walnut shade. A sensational value . . . only \$12.95.



**PHILCO-Transitone PT-87 . . . The All-Year Indoor-Outdoor Portable.** Plays either on its long-life battery or any house current. The "utility" radio, convenient to move from room to room or play anywhere outdoors. Exclusive Philco features give matchless performance where ordinary portables fail. Only \$19.95 complete.



**PHILCO 221C1.** In this smart cabinet of diagonal grain walnut with glistening accents of gleaming ivory, Philco brings you a smart radio for a record low price. A smart radio for any room in the home. American and Foreign reception; new kind of Overseas Wave-Band. Just plug in and play. Only \$2.50 down.



**PHILCO 255T.** The finest table model radio money can buy in tone, performance and beauty. Powerful 9-tube circuit gives amazing sensitivity and selectivity. New kind of Overseas Wave-Band. Eight Electric Push Buttons. Lovely Inclined Panel walnut cabinet. Only \$5.95 down.

**I**N radio, too, Philco engineers have discovered new ways to give you finer tone and performance for the price you pay. Exclusive Philco inventions have brought you greater radio thrills, unequalled radio value. And they are yours only in a Philco! A brand-new circuit makes foreign reception five times stronger and clearer, five times easier to tune. Selectivity is doubled, noise and interference are reduced by 5 to 1. With more tubes for the money, bigger speakers and a wide variety of lovely cabinet designs, the 1941 Philco excels in all that has made it America's Favorite Radio!