

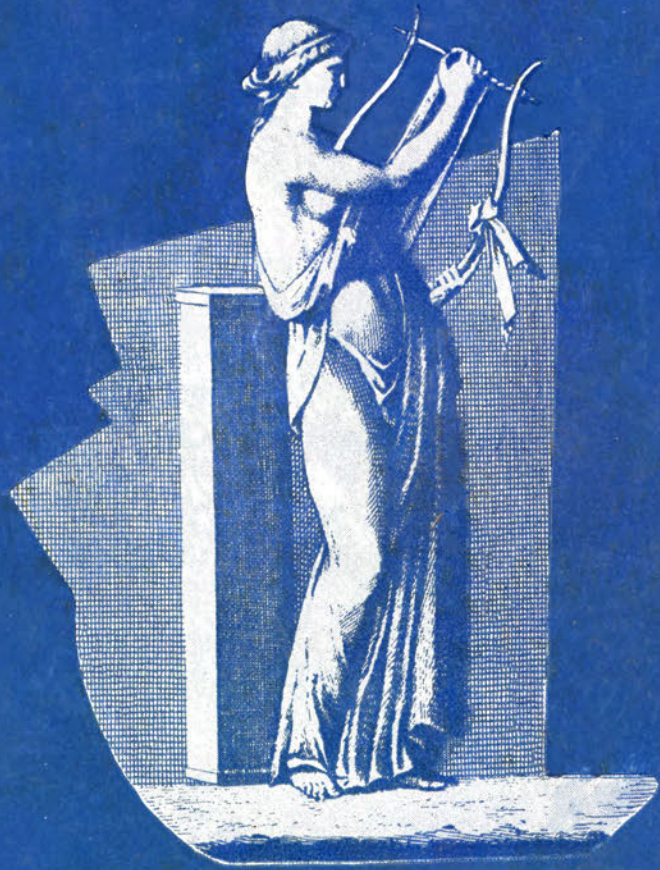
PHILCO

*Radios and*

*Radio Phonographs*

*for*

1948







PHILCO  
*the Industry Leader*  
*for 17 Years!*

Yes, for 17 years America has said . . . *“When there’s a choice, it’s a Philco!”* And for 17 years the dealers of America have looked to Philco for industry leadership in values, in merchandising, in sales and in profits.

In the year just past, despite the difficulties of transition to peacetime production, Philco has enjoyed the greatest dollar volume

in its history. And Philco dealers have again enjoyed the *highest unit sale* and the *biggest dollar margin* in the radio industry.

Now for 1948, supply and demand return to normal. Radio's greatest year of production and selling lies ahead. *Once more, America will have a free choice!* And Philco's position is stronger than ever . . . in manufacturing facilities, in merchandising and promotion, in sales features, quality and value.

Again for the season of 1947 and '48, the dealer's greatest opportunity for radio sales and profits lies with *Philco, the Leader!*

REMEMBER, FOR 17 YEARS, AMERICA HAS SAID...

*"When there's a Choice, it's a Philco!"*



*Now, for the Season of 1947-'48,*

**greatest production**



Philco is ready for the  
year in its history *with the*

*Longest Radio  
Production Lines  
in the World!*

**Y**ES, you'll get the *Philco merchandise you need* to make the season of 1947 and '48 your greatest year of sales and profits. Philco manufacturing facilities have been tremendously expanded to meet the demands of *leadership* in this year of production and selling. The longest radio assembly lines in the world, vast forests and lumber machinery, huge furniture factories have been built and acquired. And they're now in production to give you the volume and assortment of Philco radios and phonographs you need *to depend on Philco, as you have since 1930, as your major source of profits!*



*Philco is Ready, too, for its*

# *Greatest Year of Selling!*

This is the year when selling, too, gets back to normal. And Philco is ready again to set the pace for the industry in advertising, merchandising and promotion.

With production in full sway, the great post-war developments from the Philco laboratories will be available, at last, in quantity and full variety. The buying public will make their choice, once more, on the basis of reputation, performance, quality and value. And all the merchandising and promotional forces that made Philco first in public preference since 1930 will be at work with greater power than ever for the selling season of 1947 and '48.

In every medium of advertising . . . broadcasting, magazines and newspapers . . . the strongest national and local campaigns in Philco history will back up its tremendous production, telling and selling the story of Philco inventions, Philco quality and Philco values to the radio and phonograph buyers of every market.

Yes, in this year of selling, the knowledge and experience which have built Philco's long and continuous record of sales leadership will bring the greatest opportunities for sales and profits to the radio and phonograph dealers who *concentrate on Philco*.

*For 17 years, America has said . . . "When there's a Choice, it's a Philco!"*

# PHILCO

*presents for 1948 . . .*

the sensational post-war developments from the Philco laboratories in a great array of striking radio and phonograph values . . . every model a sales leader in tone, performance, features and quality . . . superbly styled for every shade of modern public demand. A complete line, backed by a dependable program of mass production and merchandised to give you volume sales in the profitable price brackets.

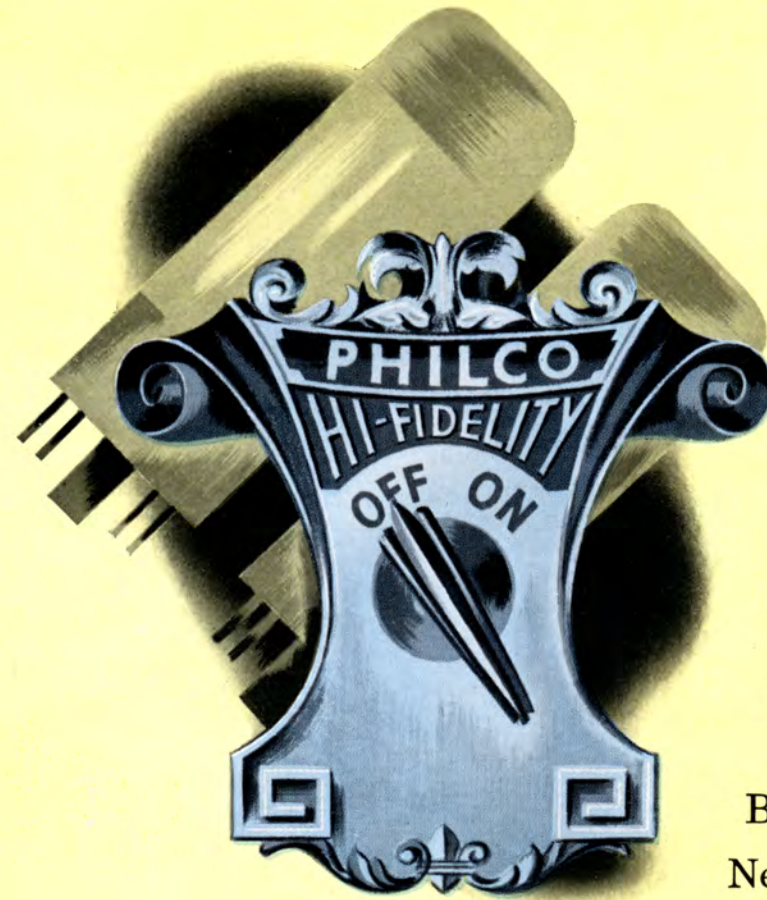




These Brilliant Achievements of  
Philco Research bring you the

*Greatest Sales  
Opportunities  
of the 1948  
Radio-Phonograph  
Market*

The great post-war developments from the Philco laboratories offer radio-phonograph buyers the most luxurious enjoyment of radio and recorded music . . . and Philco dealers the greatest sales appeal and the biggest values in the radio-phonograph market. And this is the year you'll have them to sell . . . in the quantities and varieties you need to meet the public demand and to justify your promotions for store traffic, for volume sales and for maximum profits.



**PHILCO**  
*Electronic*  
**SCRATCH  
ELIMINATOR**

*Surface Noise . . . Needle  
Scratch . . . Gone Forever!*

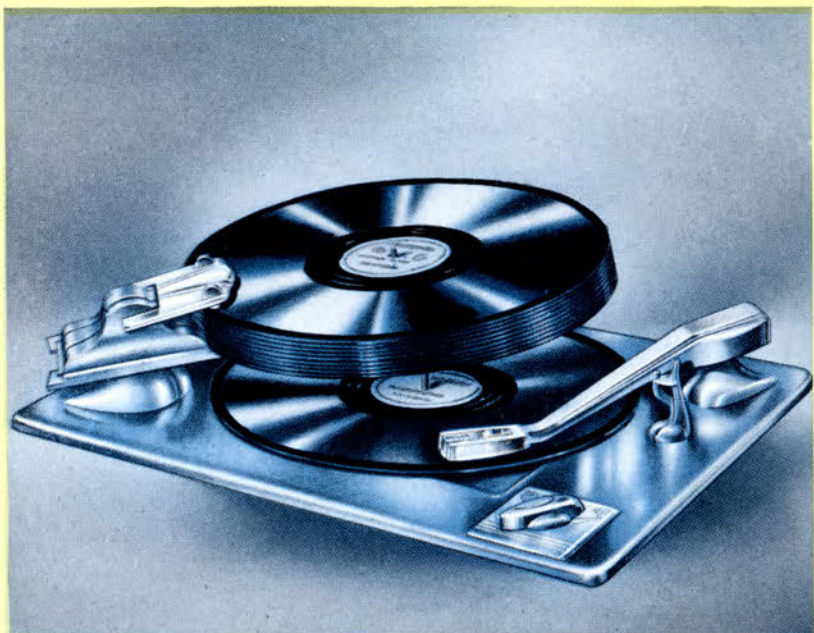
Banished, at last, by an Amazing  
New Electronic Development from  
the Philco Laboratories.

**F**OR years, the buying public has demanded the elimination of annoying surface noise and needle scratch from recorded music. Now, at last, Philco research has solved the problem. And Philco Custom Built Radio-Phonographs bring you flawless reproduction of any record, *old or new*, without a trace of record scratch . . . and with full preservation of the brilliant "highs" and overtones that give life and realism to recorded music.

Some have attempted to solve this problem by building a reproducing system which is less sensitive to high frequencies. True, this reduces noise, but it also reduces the brilliancy of the music. Philco engineers have found the way to *separate* the noise from the music and *keep it out*, electronically. Thus you hear all the beauty of the original performance, unmarred by the annoyance of surface noise or record scratch.

Now lovers of fine music can get new thrills from their record library. Those exquisite soft passages they always heard to the accompaniment of a surface hiss, they may now enjoy with pure, unalloyed beauty against a background of utter silence. Yes, it's an amazing development . . . the Philco Electronic Scratch Eliminator . . . the final attainment of a long-sought goal in electronic science!

**PHILCO DELUXE RECORD CHANGER**—Plays ten 12 inch or twelve 10 inch records with "push-off" mechanism. Quiet, gentle, quick. Removable spindle for easy loading. Designed to handle imperfect records, avoid tripping failure, slide in, double drop and record hole wear. Tone arm can be moved during cycle. Electrical trip. Simple, easy to service.



**PHILCO STANDARD RECORD CHANGER**—New "push-off" changer plays ten 12 inch or twelve 10 inch records. Removable spindle for easy loading; no spindle adjustment necessary. Rapid, gentle action. Safety mechanism avoids record wear, hole enlargement. Handles warped and imperfect records. Tone arm movable during cycle. Few adjustments; easy to service.



**PHILCO STANDARD RECORD CHANGER**—Plays ten 12 inch or twelve 10 inch records with improved "single blade" principle. Curved spindle makes operation quick, quiet, easy on records. Safety devices avoid record injury. Eccentric trip adjusted to 1/4 ounce pressure. Easy to load; no blade adjustment. Tone arm movable during cycle. Easy to service.



## PHILCO AUTOMATIC RECORD CHANGERS

*Proved in Service,  
the Dealer's Friend...*

Another post-war Philco development that has come through with flying colors in actual service . . . the Philco Automatic Record Changer. Dealers know the story now—it's the most reliable, most trouble-proof, most service-free record changer ever developed . . . the true friend of the dealer's profits!

For 1948, there are three Philco Automatic Record Changers,

a DeLuxe and two Standard models, all designed by Philco engineers to protect the dealer against service calls and service expense. And this year, it's more than a promise, it's an accomplished fact, acclaimed by Philco dealers everywhere . . . the greatest, most dependable record changers on the market to keep their customers happy and their profits intact!

## THE PATENTED PHILCO DYNAMIC REPRODUCER

*Proved in Service... The Finest  
Reproduction of Recorded Music*

"Fidelity of tone never before heard in the home." That was the promise of the sensational Philco Dynamic Reproducer. And now it's *proved in service* by the enthusiastic endorsement of many thousands of music lovers. The costly dynamic principle, used by the best broadcasting studios for utmost fidelity in playing records and transcriptions, is acknowledged by scientists to be the finest system of sound reproduction. Now owners of a Philco Radio-Phonograph with the patented Philco Dynamic Reproducer enjoy their records with the same glorious fidelity, purity and clarity of tone. Yes, professional, broadcasting studio reproduction in the home . . . the most luxurious enjoyment of recorded music ever achieved.



*Broadcast Studio Reproduction in the Home*

*This is the year of*

**FM**

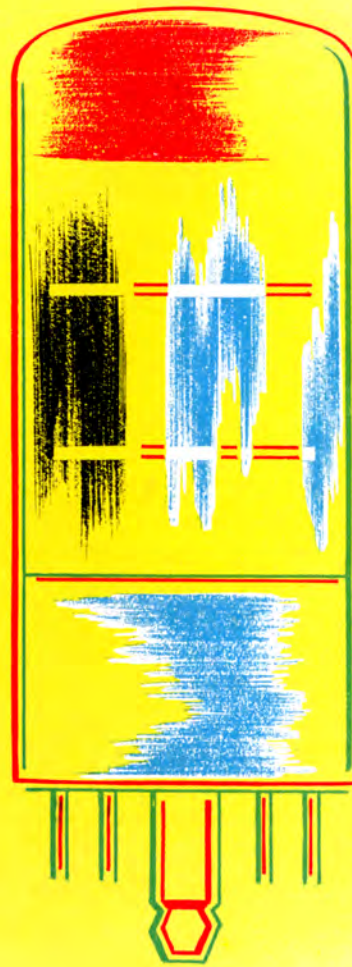
**I**N the opinion of the Federal Communications Commission chairman, there will be 700 FM broadcasting stations on the air by the end of 1947. Already, there is a rising tide of public demand for FM receivers in all parts of the country. As these new stations go into service, radio dealers will see the fulfillment of the promise of FM in volume sales to an eager, virgin market. Hundreds of thousands of buyers seeking static-free reception, high fidelity tone and the new, local programs of FM stations will flock to their dealers for FM receivers. Yes, *this is the year of FM* . . . with new profit opportunities for radio dealers everywhere.

*. . . and again, the greatest advances in FM tone, performance and value come from the Philco Laboratories*

Since before the war, Philco has pioneered in a realistic approach to the opportunities of FM for the radio dealer. The result of that approach was *leadership for Philco* in the sale of FM receivers . . . which means leadership for Philco dealers in profits from FM sales. The great post-war developments in FM from the Philco laboratories continue to bring Philco dealers the utmost in FM tone, performance and value. And as they enter *the year of FM*, Philco leadership offers them again the greatest features, the strongest merchandising, the biggest opportunities for FM profits.

# Philco Advanced-FM System

*The only FM Circuit  
that actually  
IGNORES NOISE*



*Proved in Service . . .* the purest, clearest FM tone ever achieved! Philco Advanced-FM, a basically new FM circuit invented by Philco engineers which *actually ignores noise*. Instead of allowing AM noise to enter and then reducing it with a costly system of limiters and discriminators, Philco engineers developed an FM circuit which is sensitive only to FM signals and *does not receive AM noise*. Since no noise can enter, there is no noise to reduce, and no need for costly limiters or discriminators. Thus, through a revolutionary new principle, Philco reaches the goal of FM research . . . *true, noise-free reception!*

*For 1948, Philco brings you a  
Complete Line  
of FM Models  
for every type of demand*

For the year of FM selling, Philco merchandising brings you a complete line to supply every type of demand for FM receivers. Some buyers will want high fidelity. Some will seek noise-free reception. And others will be interested, primarily, in being able to *tune in* their new, nearby FM stations. Just as in AM radios, the price these buyers will be willing to pay will vary with the amount of service they demand. Profitable FM merchandising for the dealer means the ability to make sales to every class of customer . . . and *that's what you get in the Philco line for 1948!*

### *The Philco Advanced-FM System*

Philco radios and radio-phonographs with Advanced-FM offer *the finest* in FM tone, performance and quality. The utmost in *high fidelity . . . the utmost in freedom from natural and man-made static . . . greater ease of tuning . . . better all 'round performance* because every tube is a working tube; none wasted for limiters or discriminators; *higher undistorted output*, thanks to new audio features that give greater power for fuller, rounder, deeper tone. Yes, the most luxurious enjoyment of FM reception . . . that's Philco Advanced-FM!

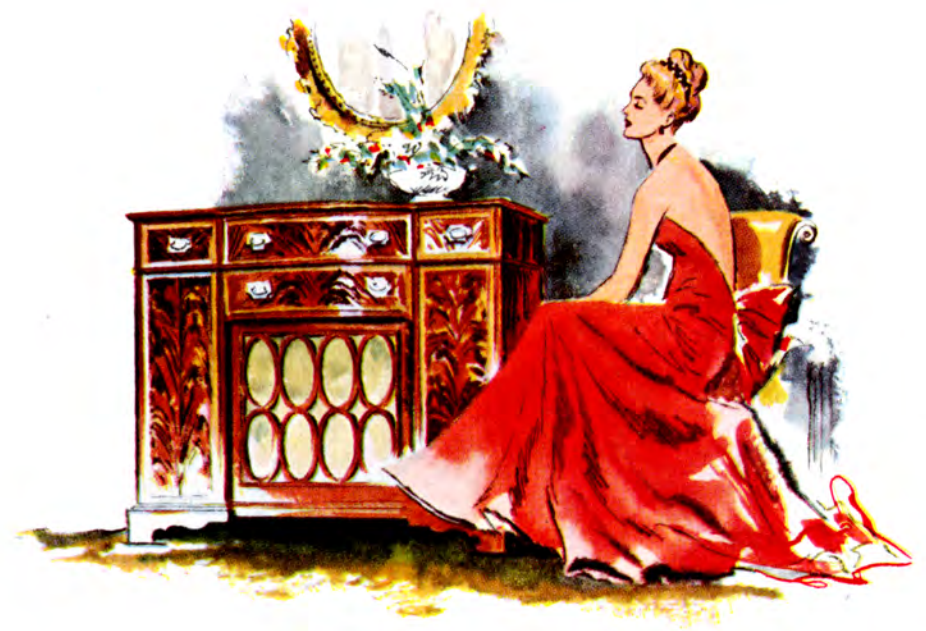
### *Philco FM for the Volume Market*

In addition, Philco for 1948 gives you a selection of models for that large body of buyers who want good FM reception at a reasonable price, without its more costly refinements. Here it is . . . a sensational new FM Band with a high efficiency RF Stage that approaches even high priced receivers in freedom from natural and man-made static. It delivers FM reception even on low powered stations that is positively unsurpassed at the price.

# Again for 1948 . . .

Features, Tone, Performance,  
Cabinet Beauty *and Production*  
make Philco the most powerful  
and profitable merchandising  
line for the 1948 radio dealer!

Philco for 1948 gives you a *complete* line, for every section of the radio and phonograph market, for every type of demand, for every price bracket. It gives you the most dramatic features, the finest tone and performance, the most striking cabinet designs and the greatest values . . . all merchandised to put power in your promotions and sell-up on your floor. Remember . . . for Philco, 1948 is the *year of production*; for Philco dealers, 1948 is the *year of selling*. So Philco for 1948 gives you the line and the merchandise you need for your biggest year of selling and profits!



## *Custom Built*

### RADIO-PHONOGRAPHS

Philco "*Custom Built*" Radio-Phonographs, positively the last word in radio and phonograph enjoyment . . . you'll have them to sell to music lovers of discrimination for the season of 1947 and '48! They're the product of a completely separate program of electronic research and cabinet design and will be backed by a completely separate program of Philco merchandising and promotion. It brings to Philco dealers a new opportunity for high unit sales with their bigger dollar margins and substantial profits.

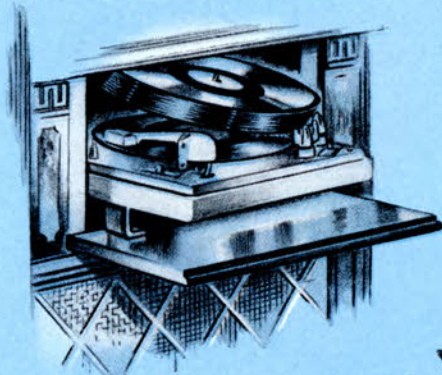


### *True Period Design*

Philco "*Custom Built*" Radio-Phonographs bring to music lovers of discriminating taste the finest standards of musical reproduction in furniture of *absolutely correct* traditional design. The principles of the finest furniture craftsmanship have been applied in these exquisite cabinets without concession to the mechanics of a radio chassis. Because Philco engineers created an entirely new chassis specifically designed for the requirements of true period design. The result is the first harmonious marriage of radio and period furniture . . . instruments to delight the connoisseur of music as well as home decoration.

Every 1948 Philco Radio and Radio-Phonograph is  
*A Musical Instrument of Quality*

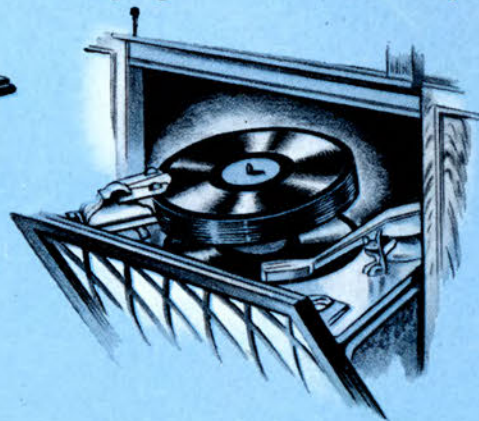
"Philco, famous for quality the world over" . . . that phrase, which identifies Philco products to the public, is the guiding spirit of everything which goes into the design and manufacture of a Philco radio and radio-phonograph. It is reflected not only in the great research developments which make news in the world of electronic science but in the details of operation, construction and design which are translated into greater enjoyment and satisfaction for the user.



**DROP PANEL MECHANISM**

By simply pulling the panel down, the record changer slides forward smoothly into position for easy access and loading.

*Philco console radio-phonographs offer the most ingenious and attractive arrangements for bringing the turntable into position for loading.*



**TILT-FRONT CABINET**

A Philco development, the front panel is completely harmonious in design when the cabinet is closed. To load records, the front tilts forward smoothly and easily, permitting easy access to the record changer. No lid to lift; no need to remove decorations from the top of cabinet.



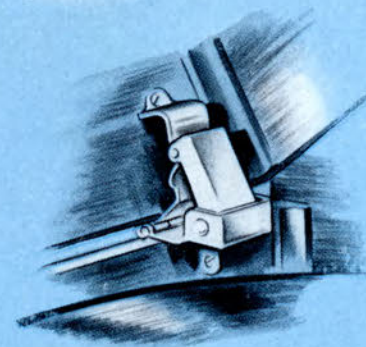
**HIGH FIDELITY CONTROL**

A Philco development which automatically adjusts itself for best tonal results on FM, AM and Phonograph. When tuned to *FM*, it insures the full high fidelity range which the station transmits. When tuned to *AM*, it sets itself automatically for the AM fidelity range. When tuned to *Phonograph*, it adjusts itself to reproduce the full fidelity range of the new process records which are now available.



**MOTOR TUNING**

An entirely new system of tuning developed by Philco research which permits extremely accurate push button tuning of both FM and AM stations, *without band switching*. Buttons may be set for any combination of FM and AM stations. Then a mere touch of any button brings in the desired FM or AM station with absolute accuracy and without the need of manual band switching.



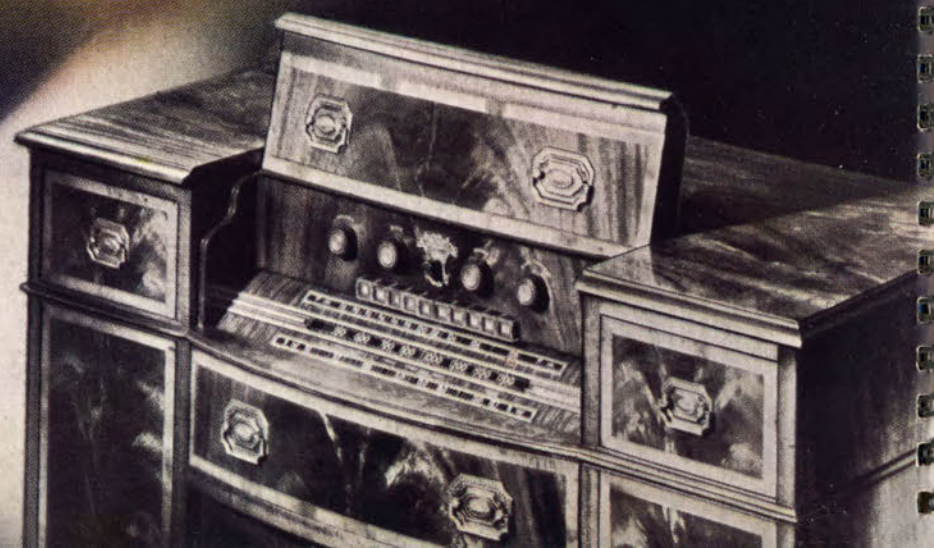
**AUTOMATIC LID SUPPORT**

Another exclusive Philco development for a table radio-phonograph. The lid may be raised and lowered with one hand and is held in position at any angle. No fumbling with the fingers.

*Remember..* the huge manufacturing facilities of Philco, the industry leader, will give you the merchandise to sell in 1947 and '48. And...

**FOR 17 YEARS, AMERICA HAS SAID,**

***"When there's a Choice, it's a Philco!"***





In this exquisite Sheraton cabinet, Philco electronic research brings you the highest enjoyment of radio and recorded music

#### Exclusive Philco Advanced-FM System

A revolutionary new FM circuit, invented by Philco engineers, based on a fundamentally new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

#### 15 Philco Tubes, Plus Rectifier

Including sensational new Advanced-FM Tube developed by Philco to bring you the first true frequency modulation detector ever invented.

#### High Fidelity Tone Control

New Philco development which insures full high fidelity on FM and automatically adjusts for best frequency response on AM and phonograph.

#### Philco Electronic Scratch Eliminator

Amazing new Philco development which completely eliminates surface noise and needle scratch from recorded music while preserving brilliant "highs" and overtones. Separates noise from music and keeps it out electronically. Music comes through against a background of utter silence.

#### New Philco DeLuxe Record Changer

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

#### New Philco Dynamic Reproducer

A triumph of Philco electronic research. The costly dynamic principle of record reproduction used in broadcasting studios brought to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone. Patented by Philco!

#### Featherweight Tone Arm with Permanent Jewel

Only  $\frac{3}{4}$  ounce pressure on the record. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings and assures brilliant noise-free reproduction.

#### 2 Balanced Field Dynamic Speakers

Specially designed Balanced Field Dynamic Speakers with 14-inch low frequency unit and 5-inch high frequency unit, nested together and matched to the new radio circuit. Gives clear, brilliant tones over the full high fidelity tonal range.

#### New Push-Button Motor Tuning for FM and AM

Sensational new Motor Tuning system permits tuning both FM and AM stations by push-button. No band switching necessary. Just touch a button and the station you want on either band comes in automatically. 10 push-buttons, 5 for stations.

#### 3 Tuning Bands

Covers Standard American Broadcasts, Day and Night American and Foreign Short-Wave, State Police, Amateurs and Standard FM Band from 88 to 108 megacycles.

#### Authentic English Sheraton Mahogany Cabinet

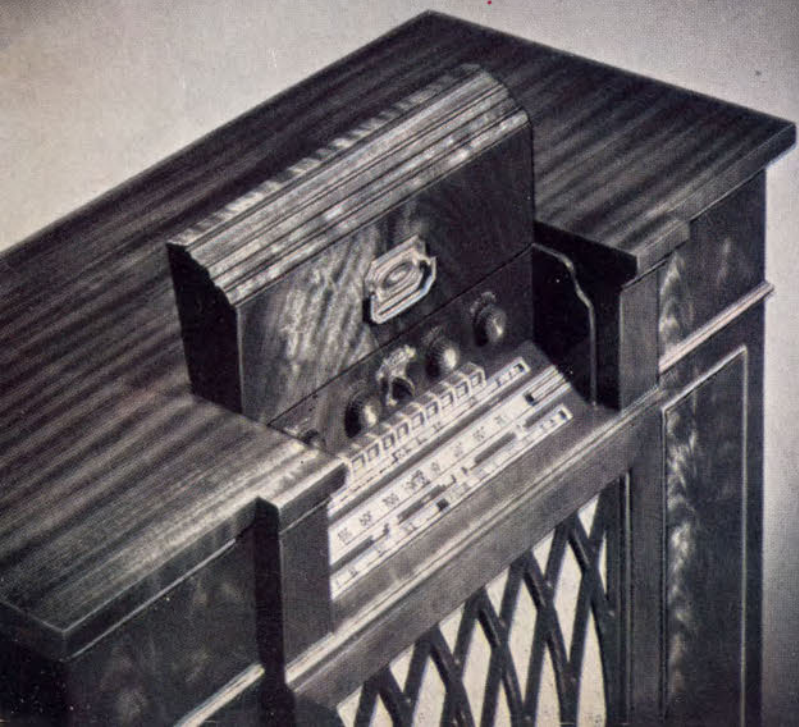
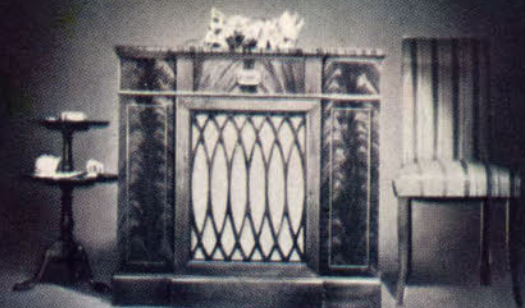
Made of solid Mahogany and the finest of Swirl and Crotch Mahogany figured veneers... finished with superb satin patina in the finest of the cabinet makers' traditions and only found in the finest furniture in America... the authentic delicate moulded edge around the top is of solid Mahogany.  $35\frac{3}{16}$ " high,  $37\frac{3}{8}$ " wide,  $17\frac{1}{8}$ " deep.

Beam Power Audio System with 15 Watts Output... New Philco Built-In Triple Aerial System... Tilt Front Cabinet

FOR DISCRIMINATING MUSIC LOVERS...

*Custom Built by Philco*







Full tonal fidelity...unsurpassed radio and phonograph performance...  
yours to enjoy in an authentic Hepplewhite console of classic beauty

#### Exclusive Philco Advanced-FM System

A revolutionary new FM circuit, invented by Philco engineers, based on a fundamentally new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

#### 15 Philco Tubes, Plus Rectifier

Including sensational new Advanced-FM Tube developed by Philco to bring you the first true frequency modulation detector ever invented.

#### High Fidelity Tone Control

New Philco development which insures full high fidelity on FM and automatically adjusts for best frequency response on AM and phonograph.

#### Philco Electronic Scratch Eliminator

Amazing new Philco development which completely eliminates surface noise and needle scratch from recorded music while preserving brilliant "highs" and overtones. Separates noise from music and keeps it out electronically. Music comes through against a background of utter silence.

#### New Philco DeLuxe Record Changer

Most reliable, most trouble-free, most smoothly operating changer ever created! Changes 10 twelve inch or 12 ten inch records. Based on the "push-off" principle, it operates quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Electrical Trip prevents pre-changing or failure to change. Extremely simple and easy to use.

#### New Philco Dynamic Reproducer

A triumph of Philco electronic research. Brings the costly dynamic principle of record reproduction used in broadcasting studios to the home. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity and beauty of tone. Patented by Philco!

#### Featherweight Tone Arm with Permanent Jewel

Only  $\frac{3}{4}$  ounce pressure on the record. Avoids wear on grooves and prolongs record life. No needles to change; permanent jewel lasts for thousands of plays.

#### 2 Balanced Field Dynamic Speakers

Specially designed Balanced Field Dynamic Speakers with low frequency unit and high frequency unit, nested together and matched to the new radio circuit. Gives clear, brilliant tones over the full high fidelity tonal range.

#### New Push-Button Motor Tuning for FM and AM

A sensational Motor Tuning system which permits tuning both FM and AM stations by push-button. No band switching necessary. Just touch a button and the station you want on either band comes in automatically. Extremely easy and accurate. 10 buttons, 5 for stations . . . including special easy-to-use "OFF" button.

#### 3 Tuning Bands

Covers Standard American Broadcasts, Day and Night American and Foreign Short-Wave, State Police, Amateurs and Standard FM Band from 88 to 108 megacycles.

#### Authentic Hepplewhite Walnut Cabinet

A perfect blend of quartered American Walnut and crotch Walnut veneers . . . finished to a satiny sheen. Authentic Hepplewhite, including grille design and hardware. The ribbon-striped top is edge veneered. 35" high, 36" wide, 16 $\frac{1}{4}$ " deep.

Also available in Mahogany.

Beam Power Audio System with 15 Watts Output . . . New Philco Built-In Triple Aerial System . . . Tilt Front Cabinet

FOR DISCRIMINATING MUSIC LOVERS . . .

*Custom Built by Philco*





## A triumph of electronic research! Embodying the finest achievements of radio and recorded music in a custom-built Chippendale cabinet!

### Exclusive Philco Advanced-FM System

A revolutionary new FM circuit, invented by Philco engineers, based on a fundamentally new principle that completely ignores AM noise and gives you positively the purest, clearest FM tone ever achieved!

### 12 Philco Tubes, Plus Rectifier

Including sensational new Advanced-FM Tube developed by Philco. It's the first true frequency modulation detector ever invented.

### New Philco Dynamic Reproducer

A triumph of Philco electronic research. Employs the costly dynamic principle of record reproduction used in broadcasting studios. Reproduces the brilliant "highs," rich, mellow "lows," and hidden overtones with amazing new fidelity.

### Philco Electronic Scratch Eliminator

Amazing new Philco development which completely eliminates surface noise and needle scratch from recorded music while preserving brilliant "highs" and overtones. Separates noise from music and keeps it out electronically. Music comes through against a background of utter silence.

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### Push-Pull Beam Power Audio System

10 full watts of output. Tremendous power without distortion. Gloriously life-like tone and thrilling, realistic "concert hall reception" at any volume.

### Featherweight Tone Arm with Permanent Jewel

Only  $\frac{3}{4}$  ounce pressure on the record. Specially insulated against surface noise and needle talk. Avoids wear on grooves and greatly prolongs record life. No needles to change; permanent jewel lasts for thousands of playings.

### Drop Panel Mechanism

Brings record changer smoothly into position for easy access and convenient loading. No lid to lift, no need to remove decorations. Exclusive!

### Complete Electric Push-Button Operation

10 handsome plastic push-buttons. Pushing any button instantly turns the radio on and gives you the band or station you desire without further adjustments. Simple, quick, easy to operate.

### Philco Built-In Triple Aerial System

For greatest sensitivity on all bands, a low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for Short-Wave and matched to the circuit. For FM reception, a special built-in Dipole Antenna switches in automatically for the FM band.

### 3 Tuning Bands

Covers Standard American Broadcasts, Day and Night American and Foreign Short-Wave, State Police, Amateurs and Standard FM Band from 88 to 108 megacycles.

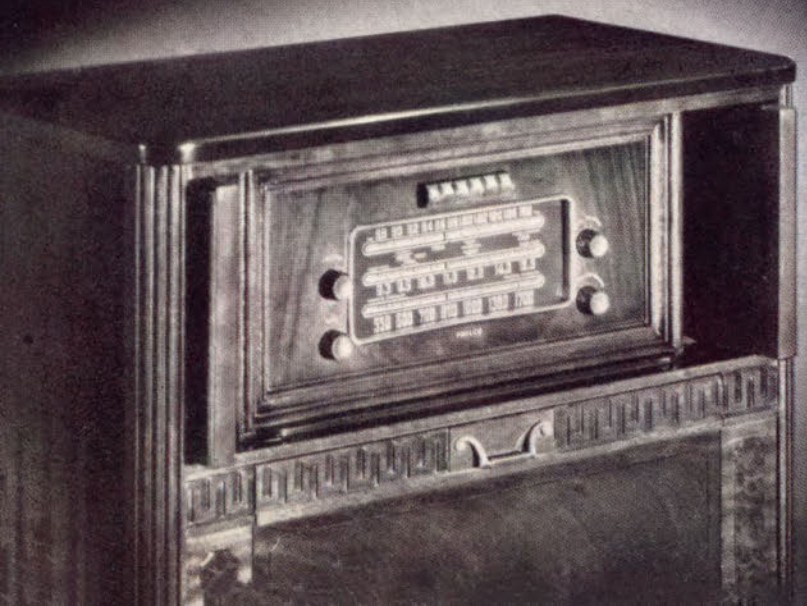
### Authentic Chippendale Mahogany Cabinet

The creation of master designers and artisans. Built of perfectly matched Mahogany woods... striped and crotch Mahogany veneers and solid Mahogany... brilliantly finished. 34" high, 33 $\frac{3}{4}$ " wide, 15 $\frac{1}{4}$ " deep. Also in bleached Mahogany.

Concert Grand Balanced Field Dynamic Speaker . . . Separate Bass and Treble Tone Control . . . Edge-Lighted Dial.

STUDIO REPRODUCTION FOR THE HOME . . .

*Philco Dynamic Reproducer*





**An entirely new concept of cabinet design! A "decorator piece" when closed—a deluxe, radio-phonograph when you open the sliding doors!**

#### New FM Band Circuit

Sensational new FM Band with a high efficiency RF Stage that gives highly efficient reception even on low powered stations. Approaches even high-priced receivers in freedom from natural and man-made static.

#### 8 Philco Tubes, Plus Rectifier

Including Philco Balanced FM Detector tube and noise-reducing Philco Converter tube.

#### New Philco Record Changer

Sensational new single blade changer, invented by Philco. Changes 10 twelve inch or 12 ten inch records. Curved spindle makes operation quiet, quick . . . easy to load and unload. New safety devices protect records and changer.

#### Featherweight Tone Arm—No Needles to Change

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup with flexible mountings prevents injury to needle and records.

#### Push-Pull Beam Pentode Audio System

Two tubes in Push-Pull Power Output bring a great increase in undistorted volume, making possible a richer, fuller tone.

#### Combined Bass Compensation and Treble Control

Allows you to select the tone you prefer. Also turns radio on and off in a single, easy one-hand operation. Makes tuning simpler and pleasanter.

#### Concert Grand Balanced Field Dynamic Speaker

Specially designed and matched to the radio circuit for highly efficient speaker performance. Brings you richer, more life-like tones and overtones.

#### New Philco Built-In Triple Aerial System

A low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for Short-Wave and matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Dipole Antenna switches in automatically for the FM Band.

#### Slide-Away Doors, Convenient Drop Panel

Open at a touch and fold neatly away to reveal dial. Record player slides out with convenient Drop Panel Door. Ends lid lifting and groping in dark compartments.

#### 3-Color Edge-Lighted Horizontal Dial

Large ivory numerals outlined in gold on deep brown background. Bright metal trim.

#### 3 Tuning Bands

Covers Standard American Broadcasts, Day and Night American and Foreign Short-Wave, State Police, Amateurs and Standard FM Band from 88 to 108 megacycles.

#### Compact, Space-Saving Georgian Cabinet

Functional as well as charming! Vertical design conserves space—flat permanent top holds lamps and accessories. Richly figured Mahogany veneers with classic "Wall of Troy" rail . . . bronze and gold plastic grille cloth. Antique English brass hardware. Slide-Away Doors. 38 $\frac{1}{8}$ " high, 28 $\frac{1}{2}$ " wide, 14 $\frac{7}{16}$ " deep.

**SURE, GENTLE, TROUBLE-FREE . . .**

*Philco Automatic Record Changer*





**Striking modern design, powerful radio reception, the joys of FM, the luxury of automatic record changing. Truly, a triumph of value!**

#### New FM Band Circuit

Sensational new FM Band with a high efficiency RF Stage that gives highly efficient reception even on low powered stations. Approaches even high-priced receivers in freedom from natural and man-made static.

#### 8 Philco Tubes, Plus Rectifier

Including Philco Balanced FM Detector tube and noise-reducing Philco Converter tube.

#### New Philco Record Changer

Smooth, trouble-free, silent! Changes 10 twelve inch or 12 ten inch records. Curved spindle makes operation quiet, quick . . . easy to load and unload. Special safety devices prevent damage to records or mechanism.

#### Featherweight Tone Arm—No Needles to Change

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup with flexible mountings prevents injury to needle and records.

#### Push-Pull Pentode Audio System

A great increase in undistorted volume, making possible a richer, fuller tone.

#### Combined Bass Compensation and Treble Control

Allows you to select the tone you prefer and automatically bring up the bass as you turn down the volume, giving both low and high notes in true proportion.

#### Concert Grand Balanced Field Dynamic Speaker

Specially designed and matched to the radio circuit for highly efficient speaker performance and thrilling, life-like tone.

#### New Philco Built-In Dual Aerial System

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Dipole Antenna switches in automatically when the FM Band is used.

#### Convenient Drop Panel Door

Eliminates lid-lifting and dark, clumsy compartments . . . no need to remove anything from top of cabinet. Just tilt forward, place records and tilt it back.

#### New 3-Color Edge-Lighted Horizontal Dial

Stunningly set off by bezel of gleaming brass. Large ivory numerals outlined in gold on rich brown background. Ivory calibrations.

#### Tuning Bands

Covers Standard American Broadcasts, State Police Calls and the Standard FM Band from 88 to 108 megacycles.

#### New Modern Design Console

With dignity of line highlighted by the beauty of solid Walnut. Glowing panel of warm red Philcoted Amboyna Burl. Matching plastic knobs with bright metal inserts. Rust colored grille cloth enhanced and guarded by diamond pattern wire grille. Modern handle of polished brass. 36" high, 23½" wide, 14¾" deep.

**SURE, GENTLE, TROUBLE-FREE . . .** *Philco Automatic Record Changer*







By popular demand! Philco's fastest-selling features . . . including famous automatic record changer . . . in a smart new modern cabinet!

#### New Philco Record Changer

Sensational new single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. Curved spindle makes operation quiet, quick. Easy to load and unload. Special safety devices protect records and changer.

#### 7 Philco Tubes, Plus Rectifier

Including noise-reducing Philco Converter tube and famous Philco Loktal tubes.

#### Featherweight Tone Arm—No Needles to Change

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup with flexible mountings prevents injury to needle and precious records.

#### Powerful Superheterodyne Radio

Highly sensitive radio circuit tunes in stations all along the dial with fine selectivity, great power and superb quality of tone.

#### Push-Pull Pentode Audio System

A great increase in undistorted volume, making possible a richer, fuller tone.

#### Concert Grand Balanced Field Dynamic Speaker

Specially designed and matched to the radio circuit for highly efficient speaker performance. The result is realistic, thrilling "concert hall reception".

#### Combined Bass Compensation and Treble Control

Allows you to select the tone you prefer and automatically bring up the bass as you turn down the volume. Gives you both low and high notes in true proportion.

#### Philco Built-In Dual Aerial System

A low impedance built-in loop for Standard Broadcasts is combined with a high impedance loop for short-wave and matched to the circuit for greater sensitivity.

#### Convenient Tilt Front Cabinet

The exclusive Philco design that eliminates lid-lifting and dark, clumsy compartments. Just tilt the grille forward . . . place records on changer . . . and tilt it back.

#### New 2-Color Edge-Lighted Horizontal Dial

Inclined for easy reading. Large modern ivory numerals against rich, dark maroon background. Ivory center panel with contrasting maroon calibrations.

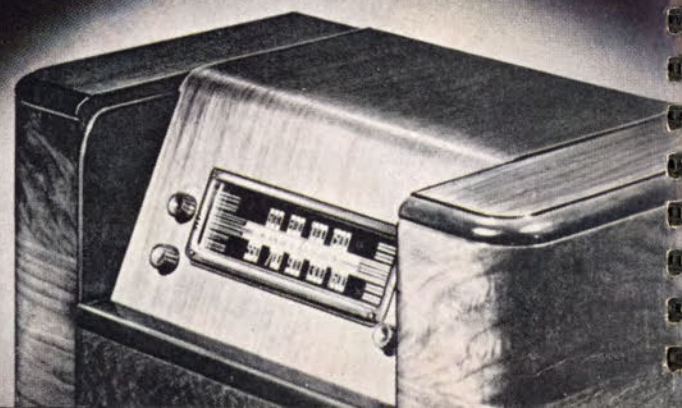
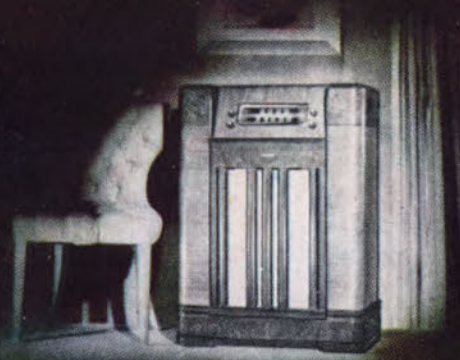
#### 2 Tuning Bands

Covers both Standard Broadcasts, day and night American and Foreign Short-Wave, State Police Calls and Amateurs.

#### New Modern Walnut Console Model

Beautifully-grained Walnut and Walnut veneers with rich-looking Zebrano inlays. Smart rounded pilasters and gleaming modern Satin Royal gold and black hardware. Double-strand gold-finished metal grille in diamond shape pattern permits full, easy sound flow. Size . . . 36" high, 27 $\frac{3}{4}$ " wide, 15 $\frac{9}{16}$ " deep.

SURE, GENTLE, TROUBLE-FREE . . . *Philco Automatic Record Changer*





**Imagine! A *full-size console* with the Philco radio and automatic record changer everyone wants . . . and priced to fit modest budgets!**

**New Philco Record Changer**

Sensational single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. Curved spindle makes operation quiet, quick and extremely easy on records. Easy to load and unload. Special safety devices protect your precious records and changer.

**5 Philco Tubes, Plus Rectifier**

Including the famous Loktal tubes; developed by Philco.

**Featherweight Tone Arm—No Needles to Change**

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and records, does not jar or scratch.

**Easily Accessible Radio Controls**

Tuning knobs located in front of cabinet. Not necessary to move anything, to lift the lid or to open the cabinet in order to tune in radio.

**Improved Tilt Front Cabinet**

The exclusive time-tested Philco design that eliminates lid-lifting and dark, clumsy compartments. Just tilt the grille forward, place records and tilt it back.

**Beam Power Pentode Audio System**

A great increase in undistorted sound output gives fullness of power that makes possible a rich, deep, rounded tone on both radio and records.

**New Resistance-Coupled I. F. Stage**

Gives increased sensitivity and avoids interference between stations.

**New Philco Built-In Aerial System**

A high impedance built-in loop is matched to the circuit for greater sensitivity on standard broadcasts.

**Powerful Permanent Magnet Dynamic Speaker**

New permanent magnet design gives high power output, assuring clear, rich, rounded tones and brilliant reception on both radio and phonograph.

**2-Position Tone Control**

Allows you to select exactly the tone you prefer on both phonograph and radio.

**4-Color Back-Lighted Horizontal Dial**

Large, easy-to-read translucent ivory numerals outlined in gold. Scale calibrations stand out against decorative brown background. Harmonizing plastic knobs highlighted by the beauty of gleaming gold inserts.

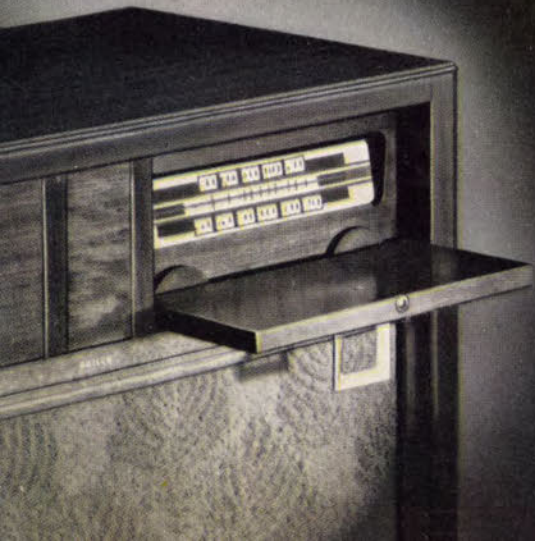
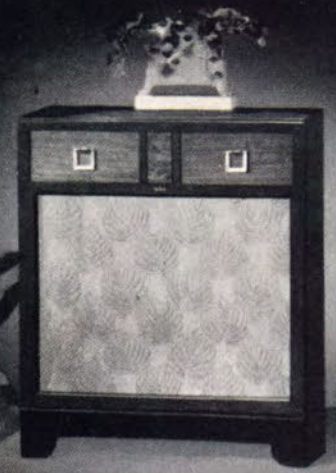
**Gets Standard American Broadcasts**

Covers the full broadcast range from 540 to 1600 kilocycles.

**Handsomely Designed Walnut Cabinet**

Beauty far beyond its modest price! Stunning streamlined pilasters add dignity to beautifully figured Philcoted Walnut. Beautifully latticed ivory and gold grille cloth—open weave for easy sound flow. Gleaming control knobs with gold inserts. 36¼" high, 26¼" wide, 15" deep.

**SURE, GENTLE, TROUBLE-FREE . . . *Philco Automatic Record Changer***





**The easiest way to play records ever invented! Now yours in a smart modern cabinet of striking beauty that belies its modest cost!**

#### Famous Philco Automatic Record Player

Just slide in a record—and it starts, plays, stops automatically. No fussing with tone arms, needles, lids or controls. So amazingly easy—you can play it blindfolded! Adjusts itself automatically to 10 inch and 12 inch records.

#### 4 Philco Tubes, Plus Rectifier

Including the famous Loktal high-power tubes, developed by Philco.

#### Powerful Superheterodyne Radio

Highly sensitive radio circuit tunes in stations all along the dial with fine selectivity, great power and superb quality of tone.

#### Featherweight Tone Arm—No Needles to Change

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and precious records.

#### Beam Power Pentode Audio System

A great increase in undistorted sound output gives fullness of power that makes possible a full, rich, mellow tone on both records and radio.

#### Powerful Permanent Magnet Dynamic Speaker

New permanent magnet design gives high power output, assuring clear, rich, rounded tones and brilliant reception on both radio and phonograph.

#### 2-Way Switch and Volume Control

One knob switches to radio or phonograph and controls volume on each. So simple, children can learn to use it the very first time they try!

#### Milled Edge Disc Controls

With milled edges for firmer grip. Set in upright position to make tuning easier.

#### Philco Built-In Aerial System

For Standard Broadcast Reception. No aerial, no ground wires needed.

#### Automatic Volume Control

Counteracts fading of distant stations and blasting of local stations, giving uniform volume as you tune over the dial. Makes tuning a one-hand operation.

#### 4-Color Back Illuminated Horizontal Dial

New, improved lighting. Large, modern numerals in gold and ivory, against a rich, brown background. Green calibrations. Plastic discs of smart boot brown. Distinctive panel design harmonizes with lines of cabinet.

#### Gets Standard American Broadcasts

Covers the full Broadcast range from 540 to 1600 kilocycles.

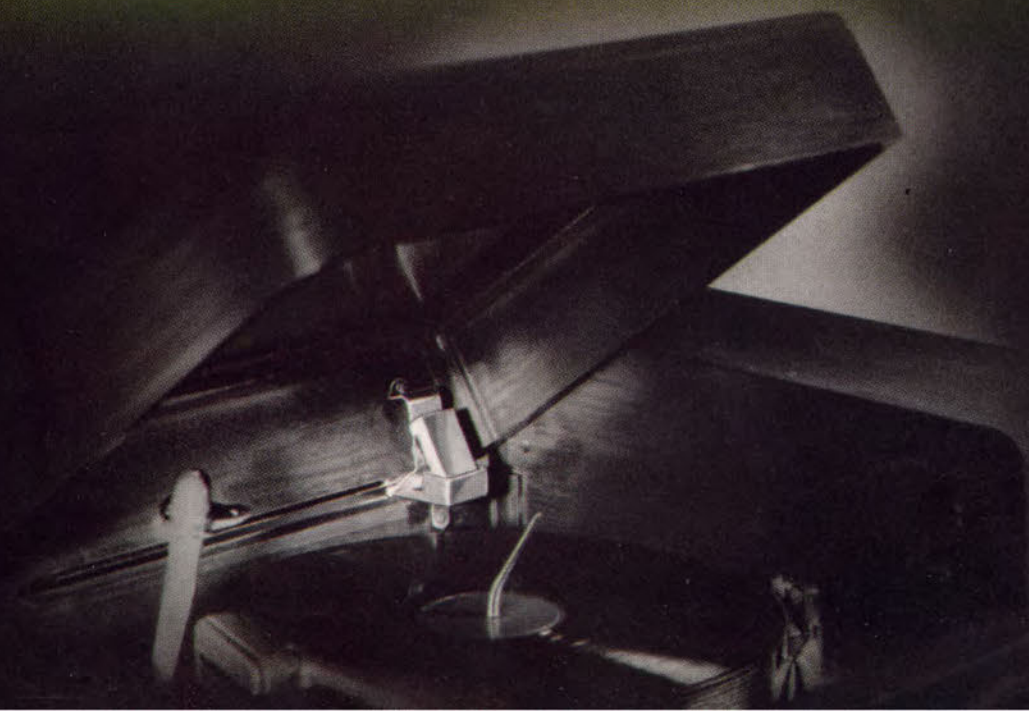
#### Stunning Classic Cabinet

Smart, clean classic lines that blend with both traditional and modern decor. Cabinet of genuine African Mahogany veneers with a stunning studio-size grille of lustrous damask in beautifully interwoven leaf design. Custom-designed drawer pulls. 32¾" high, 28½" wide, 14¾" deep.

Also in popular new blonde Avodire veneer combined with genuine solid Birch.

THE NEW WAY TO PLAY RECORDS . . .

*A Philco Invention!*





The aristocrat of automatic table model radio-phonographs in tone and performance in a luxurious cabinet that reflects its quality

**New Philco Record Changer**

Sensational new single blade changer, invented and developed by Philco. Changes 10 twelve inch or 12 ten inch records. New curved spindle makes operation quiet, quick, safe. Extremely easy to use and enjoy.

**5 Philco Tubes, Plus Rectifier**

Including the famous high-power Loktal tubes, developed by Philco.

**Featherweight Tone Arm—No Needles to Change**

Permanent needle lasts for thousands of playings. Ultra-light crystal pickup prevents injury to both your needle and your precious records.

**Beam Power Pentode Audio System**

A great increase in undistorted sound output gives fullness of power and rich, deep, rounded tone . . . thrilling new enjoyment of both radio and recorded music.

**Powerful Superheterodyne Radio**

Highly sensitive radio circuit tunes in stations all along the dial with fine selectivity, great power and superb quality of tone.

**New Resistance Coupled I. F. Stage**

Gives increased sensitivity and avoids interference between stations.

**New Philco Built-In Aerial System**

A high impedance built-in loop matched to circuit gives greater sensitivity on standard broadcasts . . . clearer, more thrilling radio reception.

**Permanent Magnet Speaker**

Assures you of clear, life-like tonal quality. Unusually rich bass and brilliant treble.

**Controls Accessible from Front**

Conveniently located so that you need not lift lid to adjust radio or phonograph.

**2-Way Switch and Volume Control**

One knob switches to either radio or phonograph and also controls the volume on each. A simple, one-hand operation that makes tuning easier.

**2-Position Tone Control**

Permits you to select exactly the tone you desire on both phonograph and radio.

**3-Color Illuminated Vertical Dial**

Modern, easy-to-read ivory numerals and scale calibrations on decorative brown and copper-bronze background. Harmonizing knobs of mottled brown plastic.

**Gets Standard American Broadcasts**

Covers the full broadcast range from 540 to 1600 kilocycles.

**Handsome, Sturdy Table Cabinet**

Choice of hand-rubbed hardwoods, finished in Philcote Walnut and Burl graining, or genuine Mahogany . . . both with matching plastic knobs. Horizontal louvers sweep gracefully across front to dial. Very compact—11¼" high, 22½" wide, 15¾" deep.

SURE, GENTLE, TROUBLE-FREE . . . *Philco Automatic Record Changer*







*The value sensation of the industry in an automatic, table model radio-phonograph . . . for tone, performance, beauty and quality!*

#### New Super-Smooth Automatic Record Changer

Based on the "push-off" principle, it changes 10 twelve inch or 12 ten inch records quickly, quietly and gently. Special safety devices prevent damage to records or mechanism. Mechanical Trip prevents pre-changing or failure to change.

#### 4 Philco Tubes, Plus Rectifier

Including the famous high-efficiency Loktal tubes, developed by Philco.

#### Featherweight Tone Arm—No Needles to Change

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to the needle or to your valuable records.

#### Powerful Superheterodyne Radio

Highly sensitive radio circuit tunes in stations all along the dial with fine selectivity, great power and superb quality of tone.

#### Beam Power Pentode Audio System

Great undistorted sound output gives full, rich, mellow tone on both records and radio.

#### Powerful Permanent Magnet Dynamic Speaker

Increases efficiency . . . for greater volume and tonal beauty without overloading.

#### Controls Accessible from the Front

Tuning knobs located on front of cabinet. No lid to lift to operate radio or phonograph.

#### Philco Built-In Aerial System

For Standard Broadcast Reception. No aerial, no ground wires needed.

#### Inclined Easy-View Dial

Inclined for easy reading. Bold gold numerals and calibrations stand out clearly against a rich background of stunning maroon.

#### Automatic Volume Control

Counteracts fading of distant stations and blasting of local stations. Holds volume uniform as you tune over the dial.

#### Gets Standard American Broadcasts

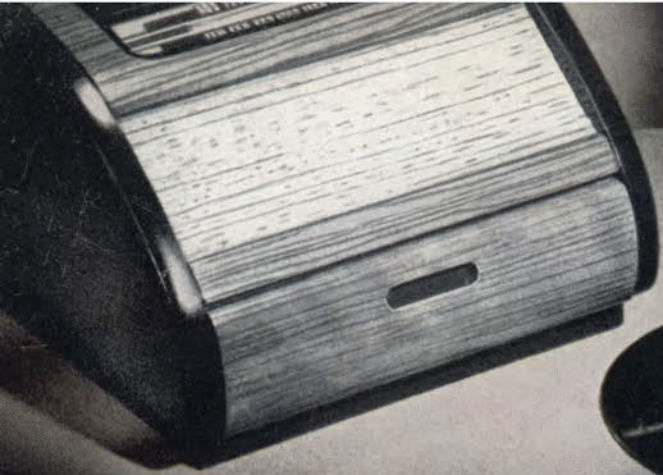
Covers the full Broadcast range from 540 to 1600 kilocycles.

#### Streamlined Walnut Cabinet

Stunning simplicity! Smooth flowing lid and grille design highlights this compact modern cabinet of American Walnut veneers. Maroon plastic tuning knobs with recessed centers of bright gold. 10<sup>15</sup>/<sub>16</sub>" high, 15<sup>3</sup>/<sub>4</sub>" wide, 17<sup>7</sup>/<sub>8</sub>" deep.

**SURE, GENTLE, TROUBLE-FREE . . .**

*Philco Automatic Record Changer*





PHILCO

1201

**“Just slide a record in—and it plays”... the Philco invention that swept the nation... the world’s largest-selling radio-phonograph!**

#### Famous Philco Automatic Record Player

Just slide in a record... and it starts, plays and stops automatically. No fussing with tone arms, needles, lids or controls. So amazingly simple—even a child can play it! Adjusts itself automatically to 10 inch and 12 inch records.

#### 4 Philco Tubes, Plus Rectifier

Including the famous Loktal high-power tubes, developed by Philco.

#### Powerful Superheterodyne Radio

Highly sensitive radio circuit tunes in stations all along the dial with fine selectivity, great power, superb quality of tone.

#### Featherweight Tone Arm—No Needles to Change

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and precious records.

#### Beam Power Pentode Audio System

A great increase in undistorted sound output gives fullness of power that makes possible a full, rich, mellow tone on both records and radio.

#### Powerful Permanent Magnet Dynamic Speaker

New permanent magnet design gives unusually high output, greater volume without distortion or overloading. Marvelous clarity and fullness of tone.

#### 2-Way Switch and Volume Control

One knob switches to radio or phonograph and also controls volume for each.

#### Controls Accessible from the Front

Tuning knobs located on front of cabinet. No lid to lift to tune in radio, or to change volume of radio or phonograph. A great convenience—especially for youngsters.

#### Philco Built-In Aerial System

For Standard Broadcast Reception. No aerial, no ground wires are required.

#### Automatic Volume Control

Counteracts fading of distant stations and blasting of local stations, giving uniform volume as you tune over the dial. Makes tuning a one-hand operation.

#### 4-Color Illuminated Horizontal Dial

Inclined for easy reading. New, improved lighting. Large, modern numerals in gold and ivory, against a rich, brown background. Green calibrations. Plastic maroon knobs, with milled-gold trim. Distinctive panel design harmonizes with the smartly flowing, modern lines of cabinet top.

#### Gets Standard American Broadcasts

Covers the full Broadcast range from 540 to 1620 kilocycles.

#### Beautiful “Tear Drop” Cabinet Design

Graceful and gleaming! A cabinet of selected hardwoods with top and front finished in Philcote Zebrano graining. Side panels in contrasting rich, dark brown. Grille cloth in gold and ivory, open weave for full sound flow. Wonderful engineering condensed in a compact cabinet only 11 $\frac{1}{8}$ ” high, 16” wide, 14 $\frac{1}{2}$ ” deep.

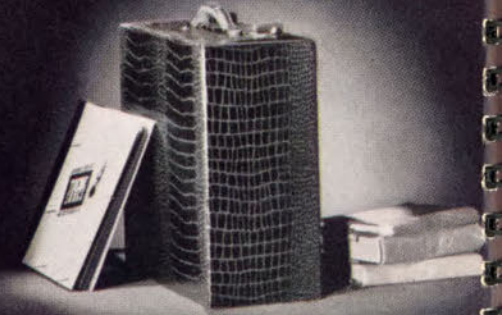


THE NEW WAY TO PLAY RECORDS...



*A Philco Invention!*







PHILCO  
1200

Now you can "take it with you!" The famous Philco 1201 idea in a portable phonograph with alligator-grain luggage case.

#### Famous Philco Automatic Record Player

Just slide a record in the slot . . . and it starts, plays, stops automatically. No fussing with tone arms, needles, lids or controls. Automatically adjusts itself to 10 inch and 12 inch records. The ideal phonograph for parties or dancing. So amazingly simple—even a child can play it!

#### Powerful Audio Amplifier

Great undistorted sound output for fullness of power and rich, glorious tone from records.

#### Featherweight Tone Arm—No Needles to Change

Permanent needle lasts for thousands of playings. Extremely lightweight crystal pickup prevents injury to needle and records, gives brilliantly faithful tone.

#### Powerful Permanent Magnet Speaker

New permanent magnet design gives bigger output, greater volume without distortion or overloading. Wonderfully full, rich tone.

#### Simple Outside Control Knob

Easy to reach—easy to use. No lid to lift. You turn current on-off, adjust volume with one simple control. Another reason this amazing phonograph is perfect for young folks!

#### Automatic Lock and Sturdy Handle

Locking the door automatically locks tone arm in rigid position. Prevents jarring of mechanism or scratching of needle when phonograph is carried from place to place. Sturdy, convenient handle.


#### Stunning Alligator-Grain Luggage Case

In weather-resistant leatherette with rich alligator grain. Catches and hardware finished in statuary bronze. Stout, rich-looking copper sprayed grille screen. Jewel light indicates when machine is on . . . prevents accidental, wasteful use of current. 6 $\frac{5}{8}$ " high, 16" wide, 14 $\frac{9}{16}$ " deep. Easy to carry.



# PHILCO

## Table Model Radios for 1948



For your home radio sales, Philco for 1948 brings you spectacular values in features, performance, tone and smart cabinet design. In every price bracket, they are quality radios and bring you your greatest opportunity for volume sales and profits.

*on the following pages . . .*



Not only FM... but Advanced-FM...  
plus every other service on the air!  
All in a stunning push-button radio!

#### Exclusive Philco Advanced-FM System

A revolutionary new FM circuit, invented by Philco engineers, based on a fundamentally new principle that completely ignores AM noise and gives the purest, clearest FM tone ever achieved!

#### 8 Philco Tubes, Plus Rectifier

Including the famous Philco-invented Advanced-FM Detector tube and equally famous noise-reducing Philco converter tube.

#### Beam Power Pentode Audio System

Greater undistorted sound output. Richer tones and overtones.

#### Complete Electric Push-Button Operation

10 smart plastic push-buttons. Any button turns radio on band and station without band switching.

#### Balanced Field Electro-Dynamic Speaker

Scientifically matched to circuit for finer tone, greater volume. Pleasing performance from mellow basses to high treble.

#### Separate Bass and Treble Tone Controls

An unlimited variety of adjustments to achieve any effect.

#### New Philco Built-In Triple Aerial System

Low impedance loop for Standard Broadcasts combined with high impedance loop for Short-Wave. For FM, special built-in Line-Cord Antenna switches in automatically.

#### 3-Color Horizontal Glass Dial

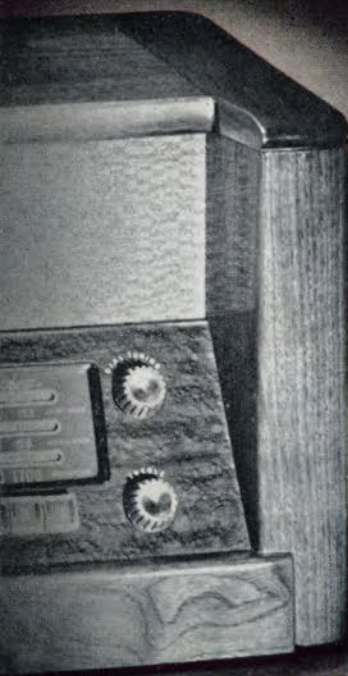
Inclined for easy reading. Colorful orange trim with ivory numerals and calibrations against a rust-colored background and copper-colored back-plate. Walnut-colored plastic knobs, highlighted by bright metal inserts.

#### 3 Tuning Bands

Covers Standard American Broadcasts, Day and Night American and Foreign Short-Wave, State Police, Amateurs and Standard FM Band from 88 to 108 megacycles.

#### High-Lustre Duo-Tone Cabinet

New, modern table model design in solid Walnut, Walnut veneers, and selected hand-rubbed Birdseye Maple graining with Philcote finish. Gold and tan grille cloth. 12" high, 20" wide, 12 5/8" deep.



PHILCO

475

**A powerful table radio with "console styling" plus the luxury of static-free FM! Rich genuine Mahogany cabinet!**

#### New FM Band Circuit

Sensational new FM Band with a high efficiency RF Stage that gives highly efficient reception even on low powered stations. Approaches high-priced receivers in freedom from natural and man-made static.

#### 7 Philco Tubes, Plus Rectifier

Higher output, longer life. Including Balanced FM Detector tube, noise-reducing Philco converter and famous Philco Loktal tubes.

#### Pentode Audio System

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

#### Electric Push-Button Tuning

6 plastic push-buttons; 5 for Standard Broadcast Stations.

#### Powerful Permanent Magnet Speaker

Gives astonishing beauty of tone from both FM and AM stations. Greater volume of output without overloading.

#### 2 Tuning Bands

Covers the Standard FM Band from 88 to 108 megacycles, plus full Standard Broadcast range from 540 to 1600 kilocycles.

#### 4-Color Inclined Horizontal Scale

Ivory numerals and bands contrast with burnt orange calibrations and lettering. Field in stunning gold and terra-cotta.

#### New Philco Built-In Dual Aerial System

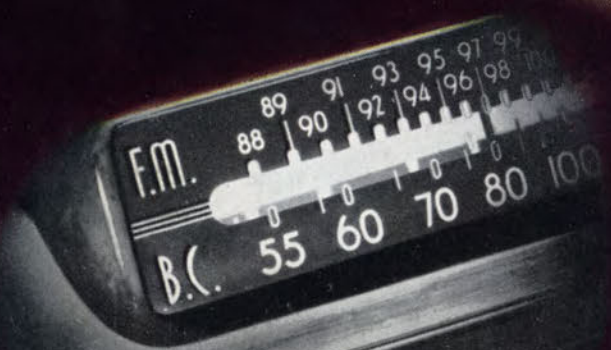
A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM reception, a special built-in Line-Cord Antenna switches in automatically.

#### Console-Styled Modern Mahogany Cabinet

Raised, inclined dial for easy reading; smooth, streamlined modern pilasters. Solid Mahogany bezel and base rail blend with elegant Mahogany veneers. Harmonizing plastic electric pushbuttons, stunning scale with antiqued gold frame. Ivory plastic knobs, metal inserts. 11 $\frac{3}{4}$ " high, 18 $\frac{3}{4}$ " wide, 11" deep.









The greatest dollar-for-dollar FM value in the industry! Bringing you superlative FM and standard reception at a reasonable price!

#### New FM Band Circuit

Sensational new FM Band with a high efficiency RF Stage that gives highly efficient reception even on low powered FM stations. Approaches even high-priced receivers in freedom from natural and man-made static.

#### Philco AC-DC Superheterodyne

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

#### 6 Philco Tubes, Plus Rectifier

Higher output, longer life. Including Balanced FM Detector tube, noise-reducing Philco converter and famous Philco Loktal tubes.

#### Oval Electro-Dynamic Speaker

Brings an amazing increase in speaker efficiency without increase of cabinet space. New clarity and fidelity of tone. Great volume without distortion.

#### New Philco Built-In Dual Aerial System

A high impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. For FM, a special built-in Line-Cord Antenna switches in automatically.

#### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level results in richer, more life-like tones and overtones.

#### 3-Color Illuminated Horizontal Dial

Inclined for easy reading. Clear, striking ivory numerals and red calibrations outlined against a dark brown background. Clear contrast makes tuning easier . . . allows you to get stations sharper faster.

#### Tuning Bands

Covers both the Standard Band and the entire Standard FM Band from 88 to 108 megacycles.

#### Plastic Cabinet of Flowing Lines

Of warm, rich Beau Brummel brown plastic with modern louvered grille and clean, flowing lines. Matching plastic knobs with rich-looking metal inserts set off its simple dignity. 9 $\frac{7}{8}$ " high, 16" wide, 8 $\frac{3}{32}$ " deep.



*Ivory Model 472-I. All the exciting features of the 472—now available in a smart ivory cabinet for those who prefer the gleaming simplicity of a lighter finish. Especially ideal for dens and recreation rooms.*



Both short-wave and standard tuning bands! Glorious performance, rich tone. Luxury at moderate cost!

#### Philco AC-DC Superheterodyne

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

#### 5 Philco Tubes, Plus Rectifier

Higher output, longer life. Including noise-reducing Philco converter and famous high-power Loktal tubes developed by Philco.

#### Permanent Magnet Dynamic Speaker

New clarity and fidelity of tone. Great volume without distortion.

#### Philco Built-In Aerial System

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. The same loop is used as a high-efficiency built-in Short-Wave antenna.

#### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level that results in richer, more life-like tones.

#### Smart New Inclined Horizontal Dial

Important Foreign Stations named and located. Inclined at scientific angle for easy tuning. Large modern white and orange 3-dimensional numerals and calibrations on a rich brown background. Clear, simple white center panel.

#### Tuning Bands

Covers Standard American Broadcasts, Day and Night American and Foreign Short-Wave, State Police Calls.

#### Beautiful Streamlined Plastic Table Cabinet

Completely new in design with smooth, modern styling in dark Beau Brummel brown plastic. Lustrous, durable finish. Horizontal front louvers and matching plastic knobs with contrasting bright metal inserts. Dimensions—9<sup>9</sup>/<sub>16</sub>" high, 15<sup>1</sup>/<sub>2</sub>" wide, 8<sup>5</sup>/<sub>32</sub>" deep.



PHILCO

461

A striking table radio . . . unequalled at its price for sensitivity, power, tone! Filled with quality features!

#### Philco AC-DC Superheterodyne

Specially designed, extremely sensitive circuit. Operates on any AC or DC house current.

#### 5 Philco Tubes, Plus Rectifier

Higher output, longer life. Including the famous high-power Loktal tubes, developed by Philco.

#### Permanent Magnet Dynamic Speaker

New permanent magnet design gives higher output, greater volume without distortion or overloading. The result is marvelous new clarity and fidelity of tone.

#### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level that results in richer, more life-like tones and overtones.

#### Resistance-Coupled I.F. Stage

Gives increased sensitivity, avoids interference between stations.

#### 3-Color Inclined Illuminated Horizontal Dial

Ivory numerals and green calibrations against a straw-yellow background with green trim. Handsome, easy to read.

#### Gets Standard American Broadcasts

Brings in the full broadcast range, from 540 to 1620 kilocycles.

#### Gorgeous Hardwood Table Cabinet

Gleaming, durable Philcote finish in Paldoa graining. With Amboyne burl grain trim on front panel. Hand rubbed; exquisite design and workmanship. Grille and scale opening trimmed with ivory lacquer. Large oyster white and gold open-weave grille cloth. Smart ivory plastic knobs with gold decorative metal inlay. 8 $\frac{1}{8}$ " high, 14" wide, 6 $\frac{5}{8}$ " deep.





The table model that started a whole style trend! Now with brand-new engineering for even better reception!

#### Philco AC-DC Superheterodyne Circuit

Specially designed, with extremely sensitive circuit. Operates on any AC or DC house current.

#### 5 Philco Tubes, Plus Rectifier

Including famous Loktal tubes, developed by Philco to provide higher output, far longer life.

#### Permanent Magnet Dynamic Speaker

Brings amazing increase in efficiency without increase of cabinet space. Adds marvelous new clarity and fidelity of tone—plus great volume without distortion or overloading.

#### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

#### New Resistance-Coupled I. F. Stage

Gives increased sensitivity and avoids interference between stations.

#### Illuminated Radial Dial of Original Design

Better visibility from either front or top. Ivory numerals and calibrations on a maroon background of translucent plastic with gold frame. Illuminated by a brilliant combination of edge and flood lighting. Light is piped through the plastic pointer to brilliantly indicate the tuning position.

#### Gets Standard American Broadcasts

Brings in the full broadcast range, from 540 to 1620 kilocycles.

#### Ultra Modern Table Cabinet

Styled in the mood of tomorrow. Rich, dark plastic in the new Beau Brummel brown. New translucent, high-visibility radial dial. Streamlined horizontal louvers sweeping across the front and ends. Maroon plastic tuning knobs with gold colored trim, and milled easy grip edges. Located on top of cabinet for greater tuning ease. Dimensions—7½" high, 12⅛" wide, 6⅞" deep.



#### Charming Ivory Model

*All the elegance of simplicity. The same stunning lines as brown model—plus the added beauty of smart gleaming ivory plastic highlighted with maroon-and-gold tuning knobs. Ideal in bedrooms, kitchens—anywhere.*

PHILCO

214

**Genuine Mahogany veneers, stunning ivory trim add beauty to the power and tone of this smart table model.**

#### Philco AC-DC Superheterodyne Circuit

High sensitivity and selectivity for sharper tuning. Operates on any standard AC or DC house current.

#### 4 Philco Tubes, Plus Rectifier

Featuring the famed high-power Loktal tubes, developed by Philco.

#### Improved Built-In Loop Aerial

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Just carry the radio from room to room . . . then simply plug in and play!

#### Handsome Illuminated Dial

Handsome lithographed background matching the grille cloth with modern ivory and gold numerals and scale calibrations. Smart easy-to-see plastic station pointer of gleaming ivory.

#### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level results in far fuller, more life-like tones and overtones.

#### Permanent Magnet Dynamic Speaker

Clear, life-like tonal quality. Unusually rich bass and brilliant treble.

#### All Standard American Broadcasts

Brings in the full broadcast range, from 540 to 1620 kilocycles.

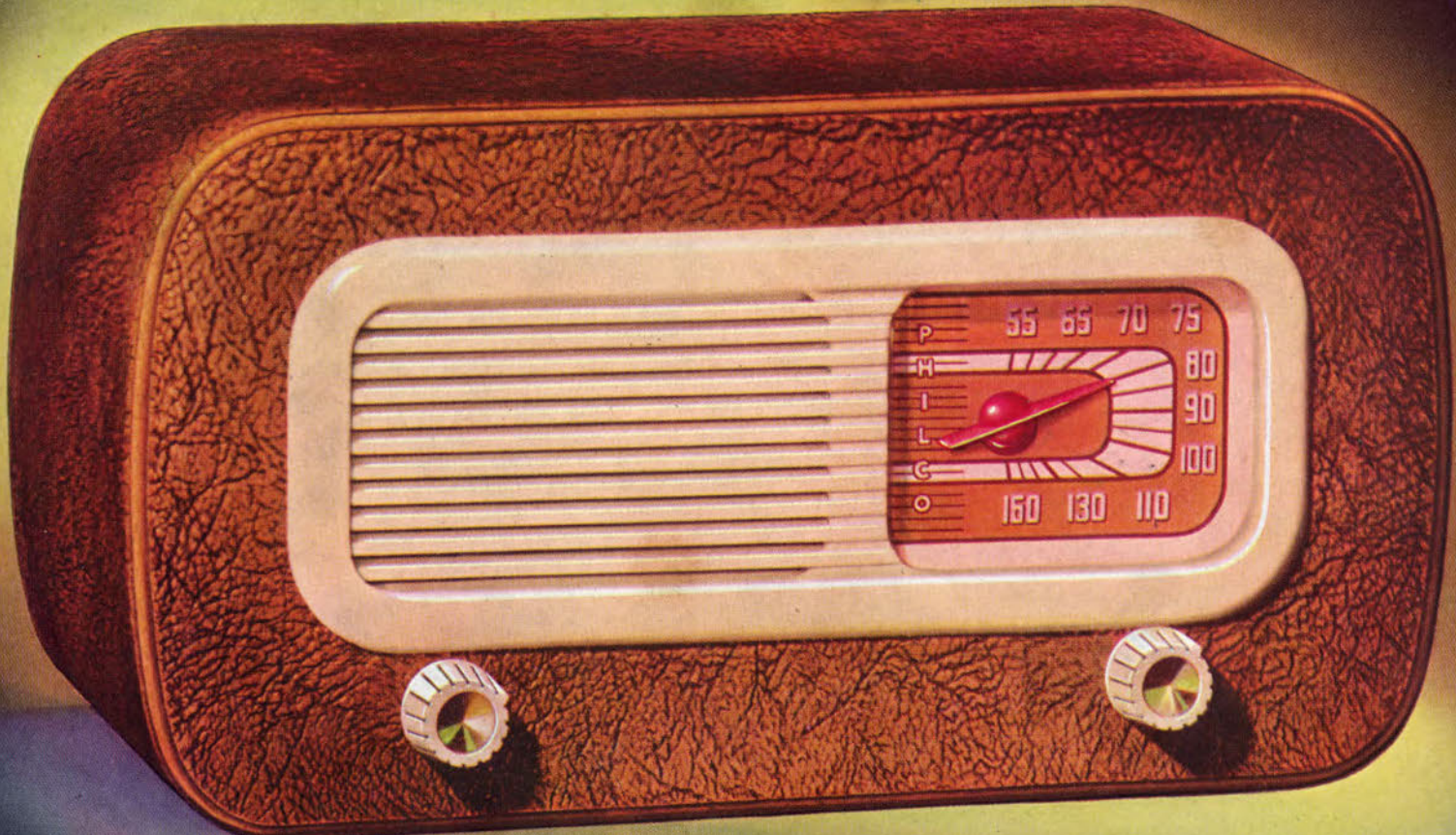
#### Underwriters' Approval

Officially tested and approved as safe from both fire and shock.

#### Exquisite Ultra-Modern Mahogany Cabinet

Smart, up-to-the-minute styling! Richly grained veneers of real Mahogany on all panels. Horizontal Mahogany grille bars against an ivory framing over the dark grille cloth—open weave for full sound flow. 7¼" high, 13¼" wide, 6¾" deep.





The color of wood, glamour of plastic, "luxury look" of leather combine with grand performance in this table radio!

**Philco AC-DC Superheterodyne Circuit**  
High sensitivity and selectivity. Operates on any standard AC or DC house current.

**4 Philco Tubes, Plus Rectifier**  
Featuring the famous Loktal tubes, developed by Philco.

**Improved Built-In Loop Aerial**  
Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room... just plug in and play!

**Unique 3-Color Illuminated Dial**  
Numerals, calibrations and background arranged concentrically in the striking contrast of maroon against ivory and gold to produce a decorative design and a dial that is easy to read. Bright red pointer for quick, easy tuning.

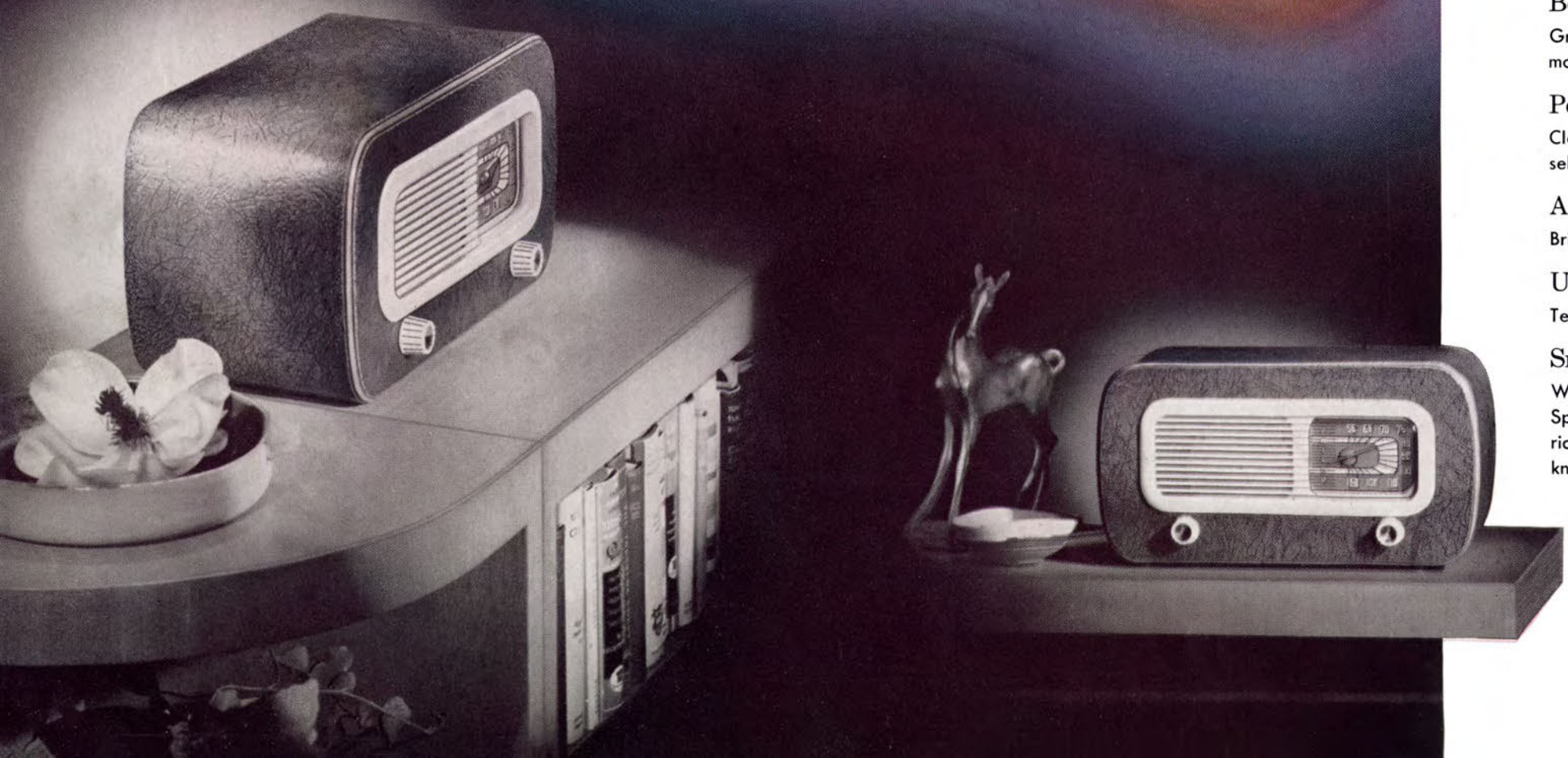
**Beam Power Pentode Audio System**  
Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Permanent Magnet Dynamic Speaker**  
Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

**All Standard American Broadcasts**  
Brings in the full broadcast range, from 540 to 1620 kilocycles.

**Underwriters' Approval**  
Tested and approved as safe from fire and shock.

**Smart Leather Textured Wood-Plastic Cabinet**  
With the smart, simple lines that most moderns prefer. In luxurious Spanish grained wood plastic finished to achieve the glowing richness of old leather. Molded plastic ivory grille and matching knobs with bright metal inserts. 7 1/8" high, 13 3/8" wide, 6 1/2" deep.



PHILCO

230

In this gem of modern design, Philco brings fresh new beauty to compact radio design. A powerful performer, too!

#### Philco AC-DC Superheterodyne Circuit

High sensitivity and selectivity. Operates on any standard AC or DC house current.

#### 4 Philco Tubes, Plus Rectifier

Featuring the famous Loktal tubes, developed by Philco.

#### Improved Built-In Loop Aerial

Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room... just plug in and play!

#### 2-Color Illuminated Dial

Distinctive round Airplane type with gold numerals against unusual brown background. Bright red plastic pointer for beauty and easier tuning.

#### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

#### Permanent Magnet Dynamic Speaker

Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

#### All Standard American Broadcasts

Brings in the full broadcast range, from 540 to 1620 kilocycles.

#### Underwriters' Approval

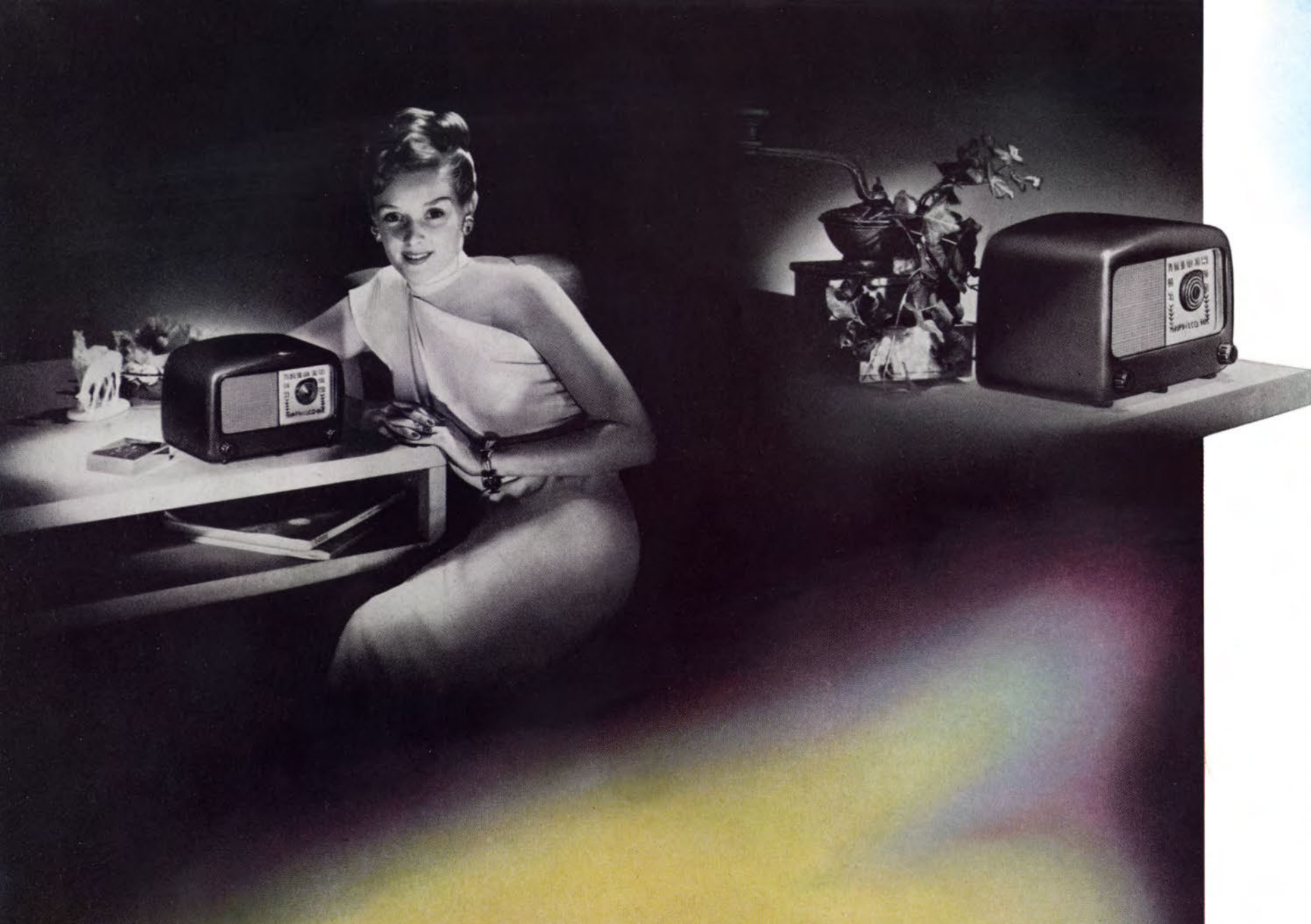
Tested and approved as safe from fire and shock.

#### Unique Ultra-Modern Plastic Cabinet

An inspiration in design—dramatically different from anything else in its field! Smartly streamlined cabinet of lustrous brown Polystyrene plastic. Integrated color cannot fade. Unique latticed ivory plastic grille, with abstract panel inset to lend ultra-modern note and pleasing contrast. Ivory knobs inset with gold colored metal. 6 $\frac{3}{8}$ " high, 11 $\frac{3}{4}$ " wide, 6 $\frac{1}{16}$ " deep.







**An inspiration in design that sets new standards for the low-price field! Plus equally exciting new power and tone!**

**Philco AC-DC Superheterodyne Circuit**  
 High sensitivity and selectivity. Operates on any standard AC or DC house current.

**4 Philco Tubes, Plus Rectifier**  
 Featuring the famous, powerful Loktal tubes developed by Philco.

**Improved Built-In Loop Aerial**  
 Matched to the circuit for greater efficiency and sensitivity. No outside aerial or ground wires needed. Carry the radio from room to room... just plug in and play!

**Handsome 2-Color Illuminated Dial**  
 Clean, clear numerals and scale calibrations of maroon against a rich gold background. Colorful maroon plastic station pointer in functional Tear Drop Design with concentric circles of gold.

**Beam Power Pentode Audio System**  
 Great undistorted sound output. A higher power level results in more life-like tones and overtones.

**Permanent Magnet Dynamic Speaker**  
 Clear, life-like tonal quality. Rich bass and brilliant treble response seldom heard in a compact radio.

**All Standard American Broadcasts**  
 Brings in the full broadcast range, from 540 to 1620 kilocycles.

**Underwriters' Approval**  
 Tested and approved as safe from fire and shock.

**Smartly Styled Modern Plastic Cabinet**  
 Smooth, flowing lines in gleaming maroon Polystyrene plastic. Color is integrated so it cannot fade. Matching molded plastic maroon knobs and rich-looking gold lacquer metal grille perforated for easy sound flow. 6<sup>11</sup>/<sub>16</sub>" high, 10<sup>3</sup>/<sub>4</sub>" wide, 6" deep.





## PHILCO 250

Amazingly powerful circuit, permanent magnet speaker, beauty, tone and performance unique at the price!

**AC-DC Superheterodyne Circuit**  
High sensitivity and selectivity. Operates on any standard AC or DC house current.

**4 Philco Tubes, Plus Rectifier**  
Featuring the famous Philco Loktal tubes.

**Permanent Magnet Dynamic Speaker**  
Gives astonishing beauty of tone over the entire range. Greater volume without overloading. The most life-like performance of any compact radio!

**Beam Power Pentode Audio System**  
Great undistorted sound output results in more life-like tones and overtones.

**All Standard American Broadcasts**  
Brings in the full broadcast range, from 540 to 1620 kilocycles.

**Brilliant Modern Plastic Cabinet**  
Smart, streamlined in style to express its magnificent performance. Horizontal louvers sweep gracefully across the entire front. A rich Walnut in color. 7¼" high, 11¾" wide, 6" deep.

**Model 250-I** Same in ivory cabinet.  
3-Color Illuminated Dial . . . Built-in Aerial . . . Underwriters' Approved.

## PHILCO 200

Still the leader in the low price class . . . offering utmost power, tone, performance in a compact plastic cabinet!

**AC-DC Superheterodyne Circuit**  
High sensitivity and selectivity. Operates on any standard AC or DC house current.

**4 Philco Tubes, Plus Rectifier**  
Featuring the famous Philco Loktal tubes.

**Large New Modern Easy-View Dial**  
Large white numerals and scale calibrations against a rich burnt orange background. Colorful red station pointer.

**Permanent Magnet Dynamic Speaker**  
Clear, life-like tone, unusually rich bass and brilliant treble for a compact radio.

**All Standard American Broadcasts**  
Brings in full range . . . from 540 to 1620 kc.

**Streamlined Plastic Cabinet**  
In rich Walnut-colored plastic with wide, graceful louvers. 6¼" high, 10¼" wide, 5¾" deep.

**Model 200-I** Same in gleaming white ivory plastic cabinet.

**Beam Power Pentode Audio System**  
. . . Built-in Loop Aerial . . . Underwriters' Laboratories Approved, Safe from Fire and Shock.







World's largest-selling portable! Plays in planes, trains . . . anywhere . . . *without special aerial!* Now in alligator-grain!

#### Powerful New Philco AC-DC Superheterodyne Circuit

A sensational war-developed miniature tube circuit, specially designed by Philco engineers, gives tremendous power, range, selectivity and sensitivity. Plugs in and plays on any standard AC or DC house current . . . or operates on self-contained battery. In any location, delivers an amazing improvement in power and performance *without the need of a special aerial.*

#### 5 Philco Tubes, Plus Rectifier

Including 4 newly developed miniatures and one low drain Loktal giving amazing output.

#### Concealed Standard Battery Block

Specially designed and built to provide the power required for best performance. Concealed within the cabinet, out of the way and out of sight. Designed for long life, it gives you many hours of radio enjoyment with low replacement cost.

#### Beam Power Pentode Audio System

Greater undistorted sound output. A higher power level that results in richer, more life-like tones and thrilling overtones . . . thus giving you outstanding portable radio reception.

#### Powerful Permanent Magnet Dynamic Speaker

Especially engineered for higher output on less current. Superb performance . . . giving you clear, rich, rounded tones.

#### Built-In High-Efficiency Loop Aerial

Specially designed to bring in the maximum number of stations. Provision also made for those who desire a special external high-efficiency aerial.

#### 2-Color Horizontal Dial

Inclined for easy reading. Copper-colored numerals and scale calibrations against a background of brown. Mill-edged disc controls for firm grip, easy tuning.

#### Tuning Range

Covers the full Standard American Broadcast range from 540 to 1620 kilocycles.

#### Light-Weight, Truly Portable

In spite of its unbelievable performance, the "360" doesn't belie its name. *It's portable!* Compact in size, light in weight, extremely convenient and easy to carry.

#### Underwriters' Approval

Tested and approved by Underwriters' Laboratories, Inc. . . . safe from both fire and shock.

#### Luxurious Alligator-Grain Luggage Case

. . . of weather-resistant leatherette with rich Alligator grain over sturdy hardwood cabinet. Contrasting Walnut grille and controls concealed by handsome roll tambour cover. Compact! Superb engineering in a cabinet that measures only 9½" high, 12½" wide, 5¾" deep.

# PHILCO

## *Farm Radios*

### *for 1948*



Sensational improvements in tone, performance, quality and value feature the new Philco Farm Radios for 1948, giving new evidence of Philco leadership in farm radio convenience and design. New circuits, new features make Philco first again in sales power!

*on the following pages . . .*



**Finest of farm radios! Large long-playing battery! Smart Mahogany cabinet. Convertible to AC current!**

#### Powerful New Superheterodyne Circuit

A sensational new farm radio circuit, specially designed by Philco engineers, provides tremendous range, selectivity and sensitivity, even in remote localities. (Can be converted to AC electric operation by substituting AC power supply pack for battery.)

#### 5 Philco Farm Radio Tubes

Including famous high-efficiency low drain Loktal farm radio tubes developed by Philco.

#### Concealed Large Size Battery Block

Specially designed to provide power required for best performance. Holds large battery, good for months of listening enjoyment. Keeps battery neatly out of the way and out of sight.

#### Beam Power Pentode Audio System

Greater undistorted sound output. A higher power level that results in far richer, more life-like tones and overtones.

#### Tuned R. F. Stage

Specially designed to bring in the stations you want with greater selectivity and sensitivity.

#### Permanent Magnet Dynamic Speaker

New permanent magnet design, especially engineered for higher output on less current. Superb performance... giving you clear, rich, rounded tones.

#### 3-Color Horizontal Dial

Inclined for easy reading. Ivory numerals and calibrations against gold. Forest green center panel.

#### Automatic "On-Off" Signal

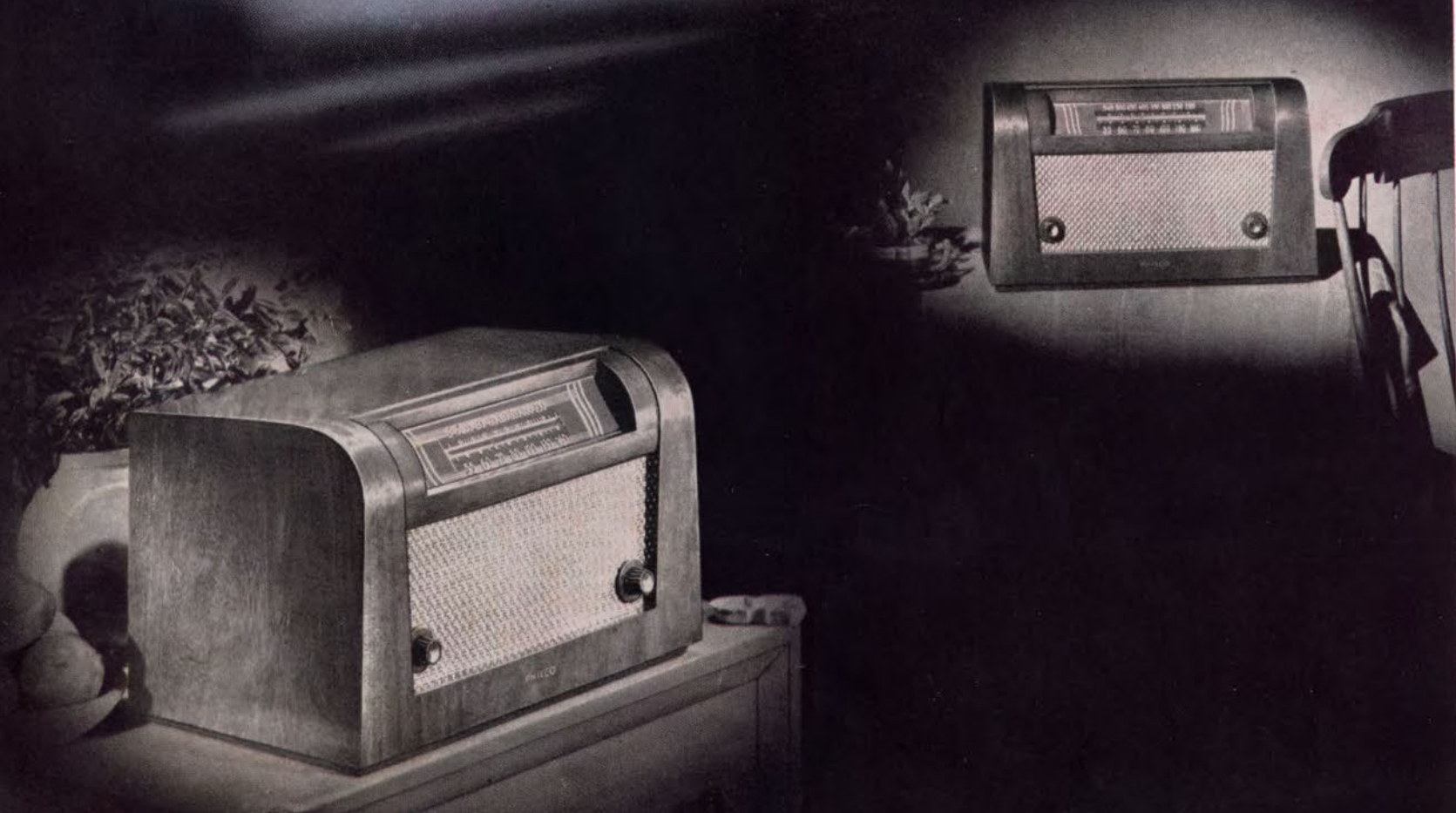
Bright red warning flag appears when radio is turned on. Uses no current.

#### Tuning Range

Covers Standard American Broadcasts and State Police Calls.

#### Distinctive Mahogany Cabinet

Graceful modern cabinet of rich Mahogany veneers with handsome metal grille finished in antique gold. Matching brown plastic knobs with gleaming brass inserts. Bezel frame is of handsome solid Mahogany. 11 $\frac{1}{4}$ " high, 18 $\frac{3}{4}$ " wide, 10 $\frac{1}{16}$ " deep.





Two tremendous farm radio values...each designed to give you performance, dependability and operating economy that is outstanding in the farm radio field!

#### Philco Superheterodyne Farm Radio Circuit

A special low-drain circuit with 1½ volt filament supply, developed by Philco engineers for farm radios. Highly sensitive yet offers extreme economy of operation. (Can be converted to AC electric operation by substituting AC power supply pack for battery.)

#### 4 Philco Farm Radio Tubes

High efficiency and long life assured by famous Loktal tubes, developed by Philco. Low drain.

#### Beam Power Pentode Audio System

Improved method of sound amplification gives greater power, added beauty of tone, less distortion.

#### Permanent Magnet Dynamic Farm Radio Speaker

New permanent magnet design, specially engineered for greatly increased output with less current. Superb performance... with rich, clear, rounded tones and life-like reception.

#### Concealed Standard Battery Block

Neatly houses long-life battery for many months of radio enjoyment at low replacement cost.

#### Smart New Inclined Horizontal Dial

Easier to read and tune. Large modern ivory three-dimensional numerals and ivory calibrations over gleaming gold. Ivory calibrations contrast with warm maroon center panel.

#### Automatic "On-Off" Signal

A bright red flag appears when the radio is turned on. Prevents accidental waste. Uses no current.

#### Tuning Range

Covers Standard American Broadcasts and State Police calls on one convenient easy-to-read band.

#### Beautiful Streamlined Plastic Table Cabinet

Smooth, modern Beau Brummel brown plastic cabinet. Lustrous, durable finish. Horizontal louvers and brown plastic knobs, contrasting bright metal inserts. 9<sup>9</sup>/<sub>16</sub>" high, 15<sup>1</sup>/<sub>2</sub>" wide, 8<sup>1</sup>/<sub>4</sub>" deep.



#### Philco 145 Farm Radio

The same fine engineering and great battery capacity as Model 141...housed in a plastic cabinet of softly gleaming ivory. Ivory numerals and calibrations against gold background and terra-cotta center panel. Ivory knobs with contrasting brilliant gold metal inserts. 9<sup>9</sup>/<sub>16</sub>" high - 15<sup>1</sup>/<sub>2</sub>" wide - 8<sup>5</sup>/<sub>32</sub>" deep.



FOR 17 YEARS, AMERICA HAS SAID,

*“When there’s a Choice, it’s a Philco!”*





PHILCO

*Famous for Quality*  
*the World Over*