

GREAT POWER AND VALUE
IN NEW RADIO CONSOLE



PHILCO 1101. A superb instrument of commanding size and beauty in distinctive cabinet of rich Mahogany veneers. Powerful radio has 7 Tubes, plus 2 Rectifiers. Genuine Philco FM System, Built-in Dual Aerial. Big Permanent Magnet Speaker, Beam Pentode Audio System. **MODEL 1100.** A rich-voiced AM radio in the same strikingly beautiful cabinet.

PHILCO
FOR 1949

*Radio and
Radio-Phonograph*



PRINTED IN U. S. A.

From the Philco laboratories for 1949 come
**Sensational New Developments for
Radio and Record Enjoyment**

Amazing new radio-phonograph that plays
a revolutionary new record, bringing you up to



*45 Minutes of
Music from
One 12" Record*

It's a new milestone in radio-
phonograph progress . . . a
new miracle in the enjoy-
ment of recorded music.

**FM AT ITS FINEST IN
PERFORMANCE AND VALUE**

For 1949, the Genuine Philco FM System brings
you FM at its finest in tonal range and noise re-
duction . . . and sensational values at every price!

FM **AM**



PHILCO Super-Silent Reproducer for Standard Records

A sensational advance in quality reproduction... with new developments from the Philco laboratories that greatly reduce surface hiss and needle noise. Lower tracking pressure combined with new circuit and speaker give superb low and high response. Needle Guard prevents injury to records.



SPINDLE LOCKED IN
PLAYING POSITION

HOLDS
RECORDS
SECURELY



SPINDLE
RAISED

AMPLE
CLEARANCE
FOR RECORD
REMOVAL

PHILCO AUTOMATIC RECORD CHANGER with new Philco Self-Adjusting Spindle

Self-Adjusting Spindle developed by Philco automatically adjusts itself to provide full clearance for easy unloading of records without removal of spindle. Avoids damage to edges or enlargement of holes. "Push-off" changer handles 10 twelve-inch or 12 ten-inch records.



PHILCO 1606. America's style and value leader in an FM-AM console combination! Automatic Record Changer with Self-Adjusting Spindle and new Philco Super-Silent Reproducer. FM-AM reception. Powerful radio has 7 Tubes, plus 2 Selenium Rectifiers. Classic Modern Mahogany cabinet with record space. **MODEL 1604.** Same changer and cabinet—but AM only.



PHILCO 1602. Deluxe features and stunning design . . . yours at popular price! Automatic Changer with Self-Adjusting Spindle and new Philco Super-Silent Reproducer. Powerful radio has 5 Tubes, plus Rectifier. Continuously Variable Bass and Treble Tone Control, Beam Power Pentode Audio System. Smart Walnut Cabinet with lavish record space. Gets AM reception.



PHILCO 1600. A new high in radio-phonograph quality at a new low in price! Automatic Changer with Self-Adjusting Spindle and new Philco Super-Silent Reproducer. Powerful radio has 4 Tubes, plus Rectifier. Permanent Magnet Speaker for rich radio and record tone. Stunning, space-saving Modern Georgian Walnut Cabinet with Drop Panel Changer. Gets AM reception.

Now, a new Miracle of Phonograph Research . . .

PHILCO Double Tone Arm 2-Speed Radio-Phonograph

Plays standard records
automatically and the
revolutionary new

45 Minute Records!

A sensational new Long-Play record, which brings you up to 45 minutes of music from both sides of a single 12-inch record, is now available at leading dealers. Yes, you may now enjoy a full-length symphony, the entire score of a Broadway hit, a whole program of dances . . . *all the music of a six-record album on just one disc!*

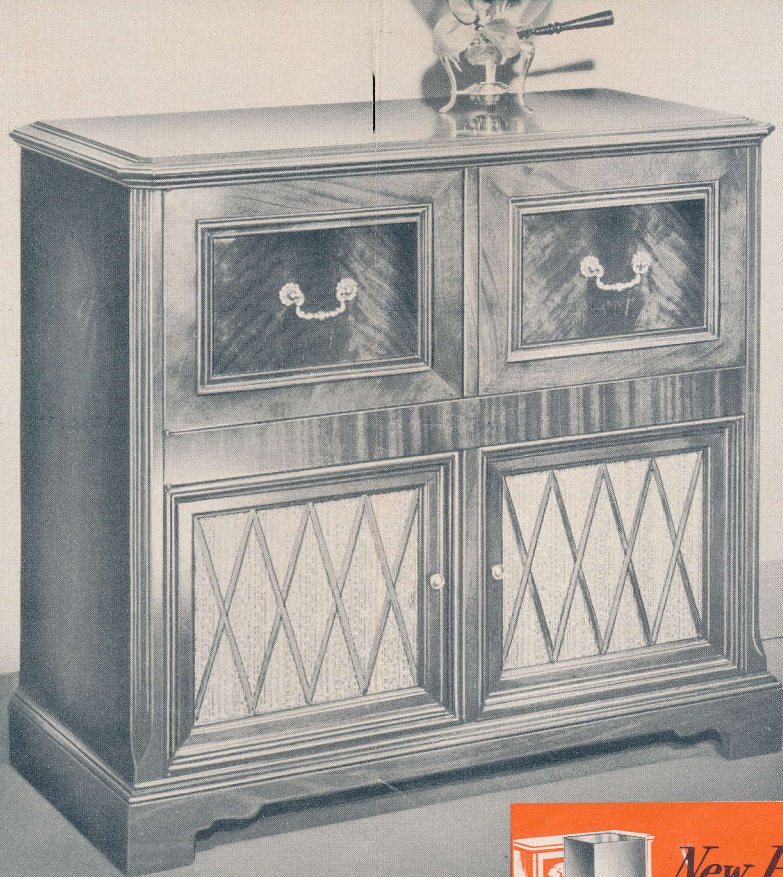
To play this remarkable record, Philco has developed a revolutionary new radio-phonograph with *two tone arms*. One has the new Philco Balanced Fidelity Reproducer for Long-Play records; the other the Philco Super-Silent Reproducer for standard records. Its *motor has two speeds* . . . 33 $\frac{1}{3}$ R.P.M. for Long-Play records and 78 R.P.M. for standard records. And for Standard records only, it has the famous Philco Automatic Record Changer with Self-Adjusting Spindle.



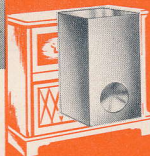
Philco Balanced Fidelity Reproducer

Since ordinary pickups cannot play the new Long-Play record, Philco scientists created the new *Balanced Fidelity Reproducer*. It caresses the record with a mere 1/5 ounce of pressure. It brings you a wider range of "highs" and "lows", in true balance and proportion . . . the secret of "concert hall" realism!

Yes, it's the foremost advance of the age in recorded music. And it's here for 1949 from Philco, the leader, in a whole series of striking cabinets . . . *every one* an outstanding value!



PHILCO 1615. The last word in radio and record enjoyment! Two Tone Arms: Balanced Fidelity Reproducer for Long-Play Records; Automatic Record Changer with Self-Adjusting Spindle and Super-Silent Reproducer for Standard Records. Scratch Eliminator. FM-AM reception. Philco Balanced Fidelity Acoustical System. 10 Tubes, plus Rectifier. Mahogany cabinet with record space.

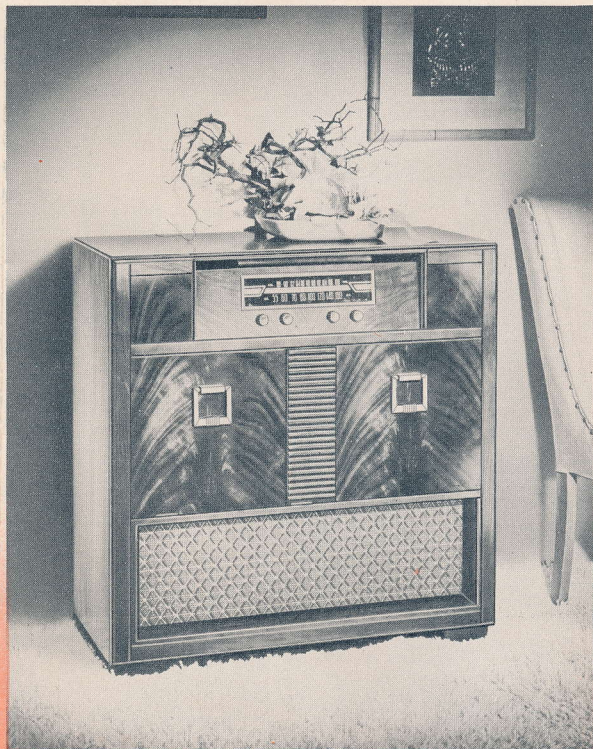


New PHILCO Acoustical System

Special Tone Chamber and Speaker achieve life-like clarity and true balance without distortion through entire tonal range. You enjoy new fidelity in a console . . . and new "console tone" in a table model!



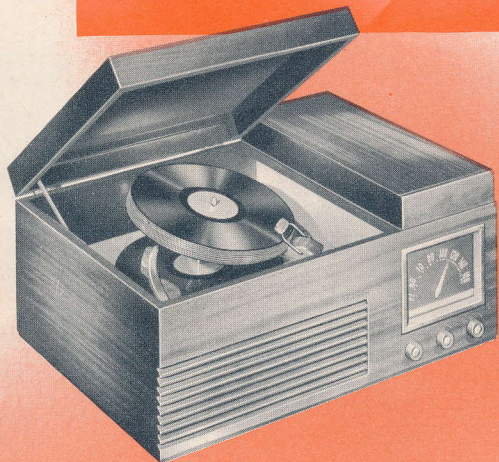
PHILCO 1613. The luxury features of Philco research in a triumph of quality and value! Two Tone Arms: Balanced Fidelity Reproducer for Long-Play Records; Automatic Record Changer with Self-Adjusting Spindle and Super-Silent Reproducer for Standard Records. Genuine Philco FM and AM reception. Electronic Scratch Eliminator. 10 Tubes, plus Rectifier. Mahogany cabinet with enclosed record space.



PHILCO 1611. Famous Philco developments and smart Philco style, all at moderate price! Two Tone Arms: Balanced Fidelity Reproducer for Long-Play Records; Automatic Record Changer with Self-Adjusting Spindle and Super-Silent Reproducer for Standard Records. Genuine Philco FM and AM reception. 7 Tubes, plus 2 Rectifiers. Gorgeous Flame-Grain Mahogany cabinet with enclosed record space.



PHILCO 1609. Sensational value in a luxury console with Two Tone Arms: Balanced Fidelity Reproducer for Long-Play Records; Automatic Record Changer with Self-Adjusting Spindle and Super-Silent Reproducer for Standard Records. Genuine Philco FM and AM reception. 7 Tubes, plus 2 Selenium Rectifiers. Powerful 10-inch Speaker for rich tone. Smart Walnut cabinet with lavish record space.



PHILCO 1405. Deluxe Mahogany table combination with Two Tone Arms: Balanced Fidelity Reproducer for Long-Play Records; Automatic Changer with Self-Adjusting Spindle and Super-Silent Reproducer for Standard Records. Philco Console Tone Acoustical System for sensational radio and record tone. 4 Tubes plus Rectifier. Standard broadcasts. **MODEL 1404.** Same, except plays Standard Records only.



**PHILCO
ALBUM-LENGTH
RECORD
PLAYER**

Equips any radio or phonograph—old or new—to play the "45 Minute" records now at leading dealers.