



RING IN
THE NEW

from

PHILCO

THE LEADER



**PHILCO
RINGS
THE BELL**

for a Great New Year of Radio Profits!

With a Sensational New Series of
Radio-Phonograph and Radio Models
to make 1948 the biggest year
in Radio History for Philco Dealers!

THE BOOKS ARE CLOSED on the year of 1947 . . . by a wide margin, the greatest year of radio sales in the history of the industry.

Again, Philco has demonstrated the qualities of merchandising leadership which made its products a *sound and stable investment for Philco dealers*, in the face of shifting economic conditions and liquidation sales.

All year long, Philco has been the driving force to keep the radio business on a solid foundation. With well-timed promotions, with dominating advertising and selling activities, with constructive merchandising campaigns all through the spring, summer and fall, Philco has set the pace in creating radio demand and stimulating volume sales on a sound and profitable basis.

And now, with the start of a new year, the radio dealers of America can look to Philco again for the same driving force and merchandising leadership which will help them top all records for radio profits in 1948!

The opening gun is this whole series of sensational radio and radio-phonograph models to launch the new year with the greatest spring season Philco dealers have ever known.

Look at them . . . read the news . . . it's another stroke of Philco merchandising leadership . . . another *proof* that the radio dealer's biggest opportunity for sales and profits lies with *PHILCO, the leader!*

HERE'S YOUR RADIO SALES DYNAMITE
to start off the Year of 1948 with a
terrific blast of radio profits!

PHILCO 1290 - *The Quality*



Leader of the Industry!

HERE'S AMERICA'S biggest-selling quality radio console... now with the added appeal of record storage space! It offers every broadcasting service... AM, Short-Wave and *Advanced-FM*... as well as a DeLuxe Automatic Record Changer with Philco's famed Dynamic Reproducer. And to top it all, it features the sensational Philco Electronic Scratch Eliminator which frees recorded music from surface noise and scratch. Chippendale Mahogany cabinet.

SUMMARY OF FEATURES

- Utmost enjoyment of radio and records in luxurious Chippendale Mahogany Cabinet with generous record space.
- 12 Tubes, plus Rectifier.
- Exclusive Philco Advanced-FM.
- Super-Smooth Record Changer, famous Philco Dynamic Reproducer.
- Philco Electronic Scratch Eliminator.
- Featherweight Tone Arm, Permanent Jewel.
- 12-Inch Concert Grand Speaker. 10 Push-Buttons.
- Covers Standard, Short-Wave, FM Stations.

\$ 369.50 mah or light



PHILCO 1286 - A Triumph



of Quality and Value!

IMAGINE! Now you can offer the Philco Electronic Scratch Eliminator and FM reception in a console of medium cost! And in a gorgeous Georgian Mahogany Tilt-Front Cabinet with lavish space for record storage. Complete with the Super-Smooth Automatic Changer and Featherweight Tone Arm. Powerful radio gets FM and AM stations...delivers great, undistorted output. And your customers will thrill to the rich tone of its giant 12-inch speaker.

SUMMARY OF FEATURES

- Gorgeous Tilt-Front Mahogany Georgian Cabinet with great record storage capacity.
- 10 Tubes, plus Rectifier.
- Electronic Scratch Eliminator on Super-Smooth Automatic Record Changer.
- Gets static-free FM reception.
- Featherweight Tone Arm—Long-Life Needle.
- 12-Inch Concert Grand Speaker.
- Built-in Aerial.
- Continuously Variable Tone Control.
- Covers Standard and FM Broadcasts.

\$299.95





PHILCO 1284 - Striking New S



Style at New Low Cost!

HERE'S OUTSTANDING radio-phonograph style, performance and value! Distinguished Classic Modern Walnut Cabinet that blends with both period and modern furnishings. Ample and convenient record storage space. Velvet-Smooth Automatic Changer has Featherweight Tone Arm. Powerful radio covers Day and Night Foreign Short-Wave band, as well as AM reception. And the full, gorgeous tone made possible by its large 12-inch speaker truly speaks for itself!

SUMMARY OF FEATURES

- Thrilling beauty and performance in Rich Walnut Cabinet of smart Classic Modern Design. Distinctive Chinese Motif.
- Handy Drop Panel mechanism. Generous record space.
- 6 Tubes, plus Rectifier.
- Velvet-Smooth Automatic Record Changer.
- Featherweight Tone Arm—Long-Life Needle.
- 12-Inch Concert Grand Speaker.
- Gets Standard Broadcasts, as well as both Day and Night Foreign Short-Wave Coverage.

\$ 199 95 - Walnut
\$ 209 95 - light



PHILCO 1283 - A Sensational



Value... Now Finer than Ever!

YES, it's the style and value sensation that set the industry afire . . . now yours to offer with the *extra attraction* of generous record space! Its stunning, Classic Modern design has already proved itself a prime favorite with the buying public. Its Velvet-Smooth Record Changer . . . its thrilling power and tone on radio and records . . . its rich-looking cabinet of highly figured Mahogany . . . and its low price, combine to make it the value leader of the radio industry!

SUMMARY OF FEATURES

- Magnificent Drop-Panel Classic Modern Cabinet, Rich Mahogany Veneers. Generous space for albums.
- 5 Tubes, plus Rectifier.
- Velvet-Smooth Automatic Record Changer.
- Featherweight Tone Arm—Long-Life Needle.
- Powerful Permanent Magnet Speaker.
- Built-in Aerial.
- Beam Power Audio System.
- Great power and purity of tone on both radio and records!
- Gets Standard Broadcasts.



\$1,799.50 Mahogany
\$1,899.50 Right

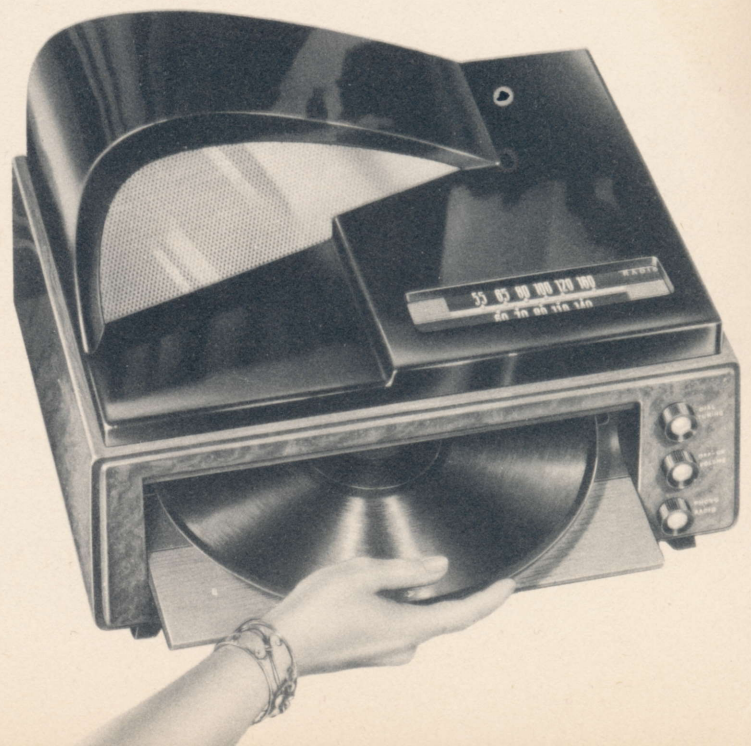
It's New! It's Terrific!

The Brand-New PHILCO 1401 RADIO-PHONOGRAPH

*Another Sensational Sales Triumph
from the Philco Laboratories!*

Here it is . . . the 1947 sensation of the radio-phonograph field, *now completely new and greater than ever!* The sensational new *automatic* way to play a record invented by Philco . . . "*just slide a record in and it plays*" . . . now in a unique and exquisitely beautiful cabinet of rich Mahogany and gleaming ebony. Yes, its design is new, intriguing and beautiful, just what you need to refire the buyer's interest in the easiest way to play a record ever invented! And its performance is tops . . . smooth, simple and trouble-free. No fussing with tone arms, lids or controls, so easy a child can do it blindfolded. And a radio of superb performance, with tonal output of amazing power.

Yes, the Philco 1401 Radio-Phonograph is here . . . for young and old . . . ready to set new sales records for you in 1948!





\$6995

SUMMARY OF FEATURES

Just slide in a record . . . and it plays *automatically*! The easiest way to play a record ever invented . . . now in an inspired, utterly new cabinet of rich ebony Plastic and glowing Mahogany. No fussing with tone arms, needles, lids or controls . . . it's so simple, you can play it blindfolded! It's a powerful radio, too . . . with 4 Tubes, plus Rectifier, Built-in Aerial. Rich radio, record tone! Gets Standard Broadcasts.

THE EASIEST WAY TO PLAY RECORDS EVER INVENTED!



PHILCO 602 - Sensational of 4 Handsome Colors



#2995
less Butt

New Plastic Portable in Choice at an Amazingly Low Price!

ANOTHER VALUE SENSATION! True Philco quality in a compact, lightweight, 3-way portable, with plastic cabinet of jewel-like beauty. Choice of four beautiful colors, Ivory, Tan, Maroon or Teal. Amazing performance . . . extremely sensitive, increased power. Plays on AC, DC or new long-life Battery, economical to operate. The perfect all-purpose radio for outdoor or indoor use, for traveling or carrying around the house. A sensational value at its new low price!

SUMMARY OF FEATURES

- Sensational portable radio performance at new low price!
- Extreme sensitivity with increased power.
- Plays on AC, DC, Battery.
- 4 Tubes, plus Selenium Rectifier for instant warm-up.
- Built-in Aerial.
- Long-Life Battery—economical to operate.
- Smart, streamlined Plastic Cabinet in choice of stunning Ivory, Tan, Maroon or Teal.



Model 601 Battery Only. Same performance, cabinet, and choice of colors as Model 602, for battery operation only.

*\$ 22.95
-class Buth*



PHILCO 485 A Straight Radio Console of Great Power and Truly Striking Design

PHILCO'S exciting answer to those who want a quality radio of commanding size and beauty. It delivers 3 watts of undistorted power, brings in Standard Broadcasts sharp and clear . . . housed in a smart, substantial console of dignified and up-to-date design in rich Mahogany woods. Wherever there's a demand for a straight radio in impressive furniture, here's performance, beauty and value . . . *and higher unit radio sales and profits for Philco dealers!*

SUMMARY OF FEATURES

- Magnificent Radio Console in smart cabinet of Mahogany Veneers that blend with furnishings of any home.
- 5 Tubes, plus Rectifier.
- Nearly 3 watts of rich, undistorted output.
- Built-in Aerial, Beam Pentode Audio System.
- Large, Powerful Permanent Magnet Speaker.
- Gets Standard Broadcasts.