

New 1948

PHILCO AUTO RADIOS



**CUSTOM
STYLED**
FOR YOUR CAR

FIRST to develop an auto radio for general use, priced for the average purse.

FIRST to eliminate B batteries in auto radio through development of Dynamotor and later the Vibrator.

FIRST to use Steering Column Controls.

FIRST to use Instrument Panel Controls.

FIRST to use Automatic Volume Control to eliminate fading in auto radios.

FIRST to use the superheterodyne principle commercially in auto radios for improved performance.

FIRST to use antenna filtering to reduce spark interference.

FIRST to use the Cowl Antenna.

FIRST to use the Electro-Dynamic Speaker in auto radios.

FIRST to use miniature tubes in auto radios.

DEVELOPED the Loktal Tube, now universally used for auto radios.

PIONEERED the development of methods to suppress motor noises.

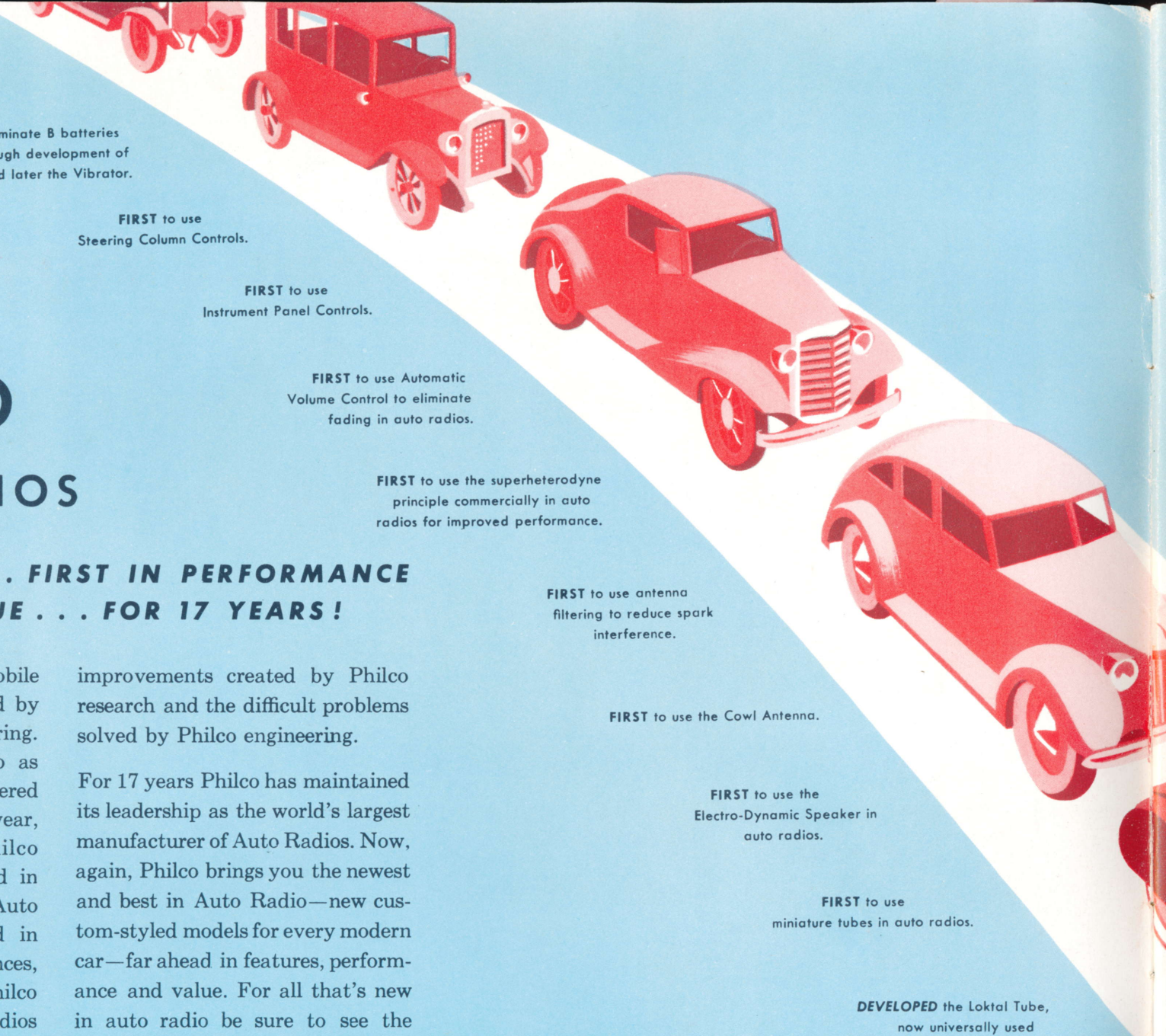
PHILCO AUTO RADIOS

**FIRST IN SALES . . . FIRST IN PERFORMANCE
FIRST IN VALUE . . . FOR 17 YEARS!**

From the beginning, automobile radio progress has been paced by Philco research and engineering. Indeed, the automobile radio as we know it today, was pioneered by Philco. And year after year, Philco's original ideas—Philco Firsts—have set the standard in all auto radio design. Philco Auto Radios have consistently led in new features, greater conveniences, finer reception. Not only Philco Auto Radios but *all* auto radios are better today because of the

improvements created by Philco research and the difficult problems solved by Philco engineering.

For 17 years Philco has maintained its leadership as the world's largest manufacturer of Auto Radios. Now, again, Philco brings you the newest and best in Auto Radio—new custom-styled models for every modern car—far ahead in features, performance and value. For all that's new in auto radio be sure to see the new 1948 Philcos—now on display.



CELEBRATING 17 YEARS OF AUTO RADIO LEADERSHIP

PHILCO PRESENTS

*Its greatest auto radio developments
of all time*

NEW AUTOMATIC ELECTRONIC TUNING—NEW CUSTOM STYLING—NEW WAR-DEVELOPED FEATURES—SENSATIONAL NEW MODELS FOR ALL MODERN CARS

- AMAZING NEW PHILCO ELECTRONIC TUNING SYSTEM with push buttons for 5 stations.
- NEW SEPARATE FOOT CONTROL, for Push Button Models.
- NEW 6-BAND SHORT-WAVE MODEL.
- NEW OWNER PUSH-BUTTON ADJUSTMENT FEATURE—you easily reset or adjust push buttons by turning a knob.
- NEW PHILCO WAR-DEVELOPED MINIATURE TUBE CIRCUIT—extremely powerful, sensitive, compact.
- CUSTOM STYLED BY PHILCO—an individual design to match every modern car.

SEE WHAT'S NEW—SEE PHILCO AUTO RADIOS—BEST BY FAR FOR EVERY CAR



Sensational New PHILCO Electronic Tuning

with

Push Buttons

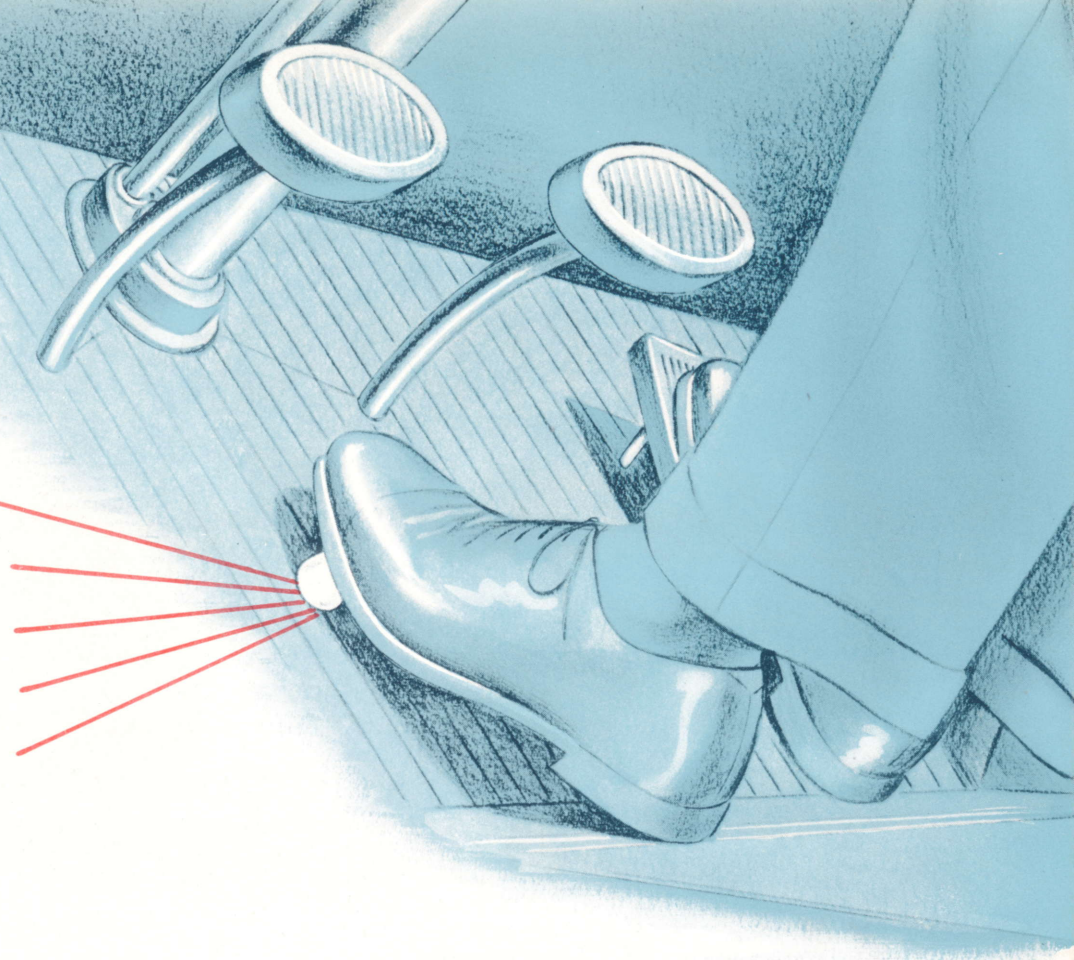
At last! A push button Tuning System for Auto Radios that is absolutely fool-proof and jam-proof—that utilizes a war-developed invention to give you the most accurate, positive station indexing ever achieved. Five of the six push buttons are pre-set to perfectly tune-in your five favorite stations. As you push one of these buttons a light signal appears directly above it—stays lighted as long as that push button is “on” or until radio is switched off. There’s a brand new fascination to push button tuning with your new 1948 Philco Auto Radio. Even when two or more buttons are pushed at the same time, there is no jamming, no over-lapping. Only *one* station at a time can be tuned in with the new Philco Electronic Tuning System.



with

Foot Control

Imagine it! Completely automatic Push Button tuning without even taking your hands from the steering wheel, or your eyes from the road! Yes, the new Philco Foot Control does it all, *automatically*—as easy as dimming your headlights. Simply press the Foot Control knob lightly—once or more times to tune-in any station for which your Push Buttons are set—or to switch over to manual operation when dial tuning is desired. Here's a new way to enjoy your auto radio—Foot Control perfected by Philco and now available as optional equipment with any new Philco Auto Radio Push Button Model, at small additional cost.



Philco Foot Control knob is conveniently placed between brake and clutch pedals.

Or Manually Tune-In any station on the dial. Yes, Philco gives you *every* tuning convenience for your new Philco Auto Radio. To manually tune your set, simply push the button on the extreme right. This lights the entire dial—makes any station on the Standard Broadcast Band easy to select and clearly tune in.

5⁵ 6 7 8 10 12 14 16

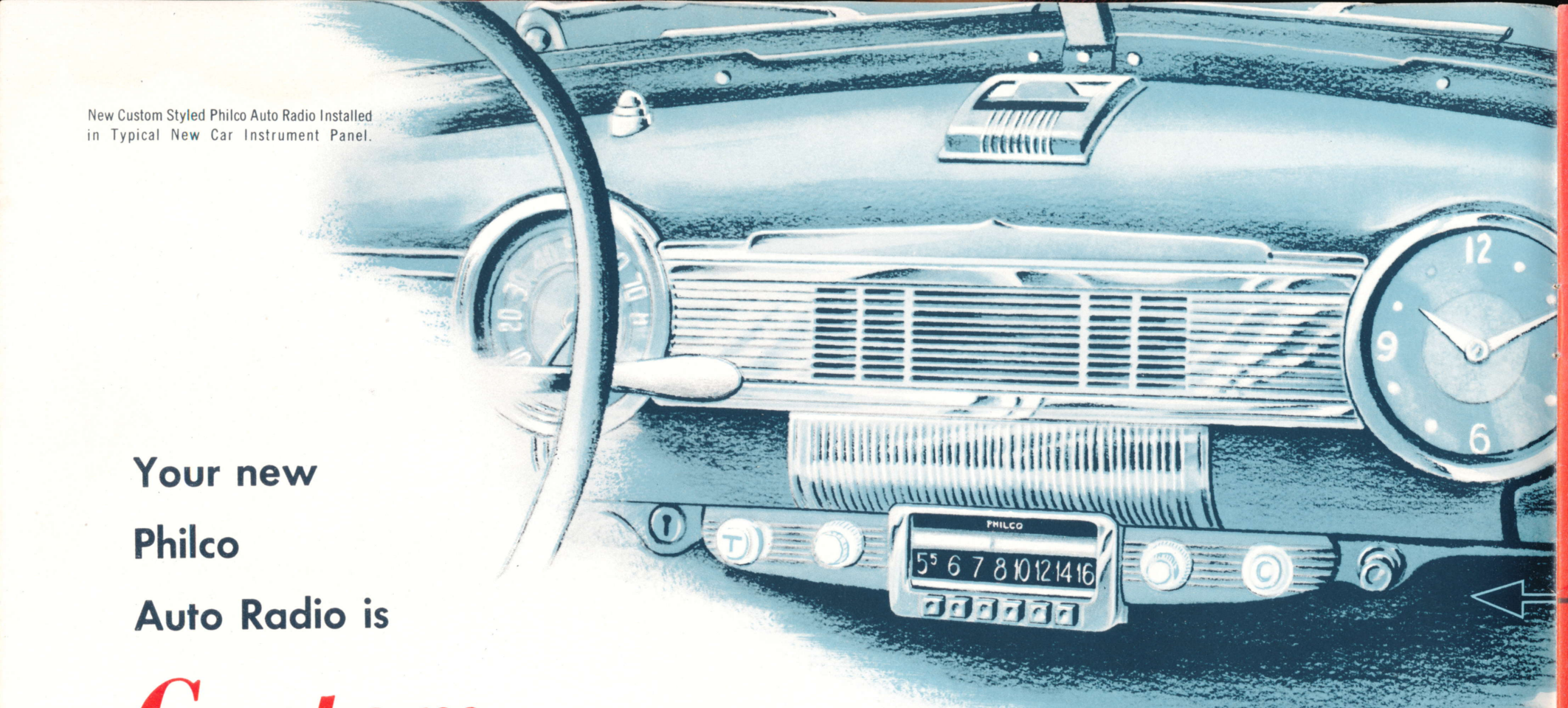


New Custom Styled Philco Auto Radio Installed
in Typical New Car Instrument Panel.

Your new
Philco
Auto Radio is

*Custom
Styled*

for your car



**CHOOSE ANY MODEL—EITHER AUTOMATIC OR MANUALLY TUNED—
AND YOU GET A MADE-TO-ORDER INSTALLATION THAT PERFECTLY
FITS AND HARMONIZES WITH YOUR CAR'S INTERIOR EQUIPMENT**

Notice in the accompanying illustrations and those shown on the pages following, the new Philco Control Heads are *individually* designed for the instrument panel of each car. Buttons, knobs, bezel overlays—indeed, even the numerals on the dial, are perfectly in keeping with other design elements of the car. Your Philco “belongs” to your car as unmistakably as though it were part of your car’s original factory equipment.



**NEW PHILCO
PUSH-BUTTON CONTROL
UNIT**

OR

**NEW PHILCO
MANUAL CONTROL UNIT**



*See the Custom Styled
Philco Tuning Heads
for Your Car*





For every modern car

there is a

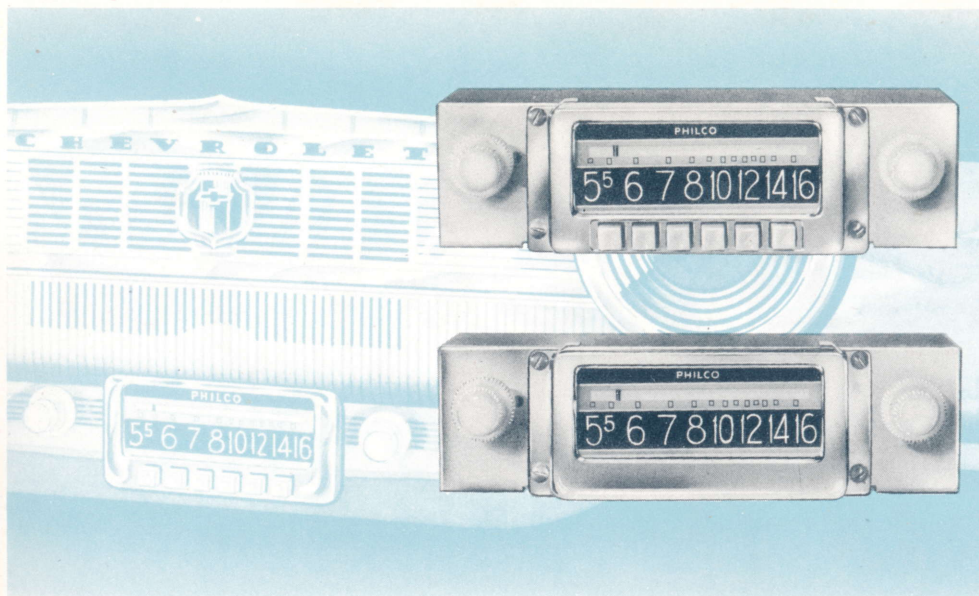


Philco Auto Radio



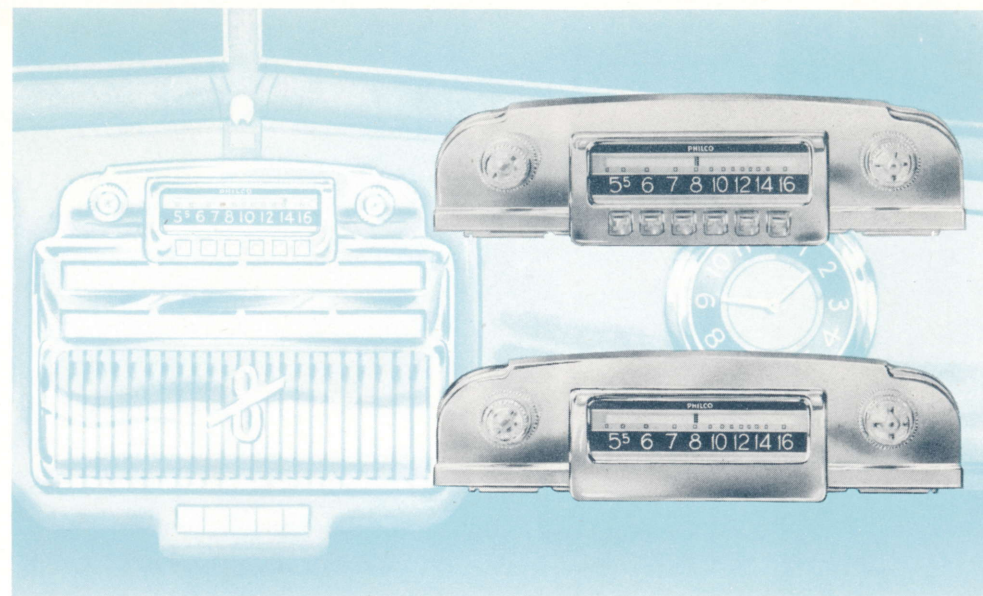
with choice of Automatic or Manual Tuning





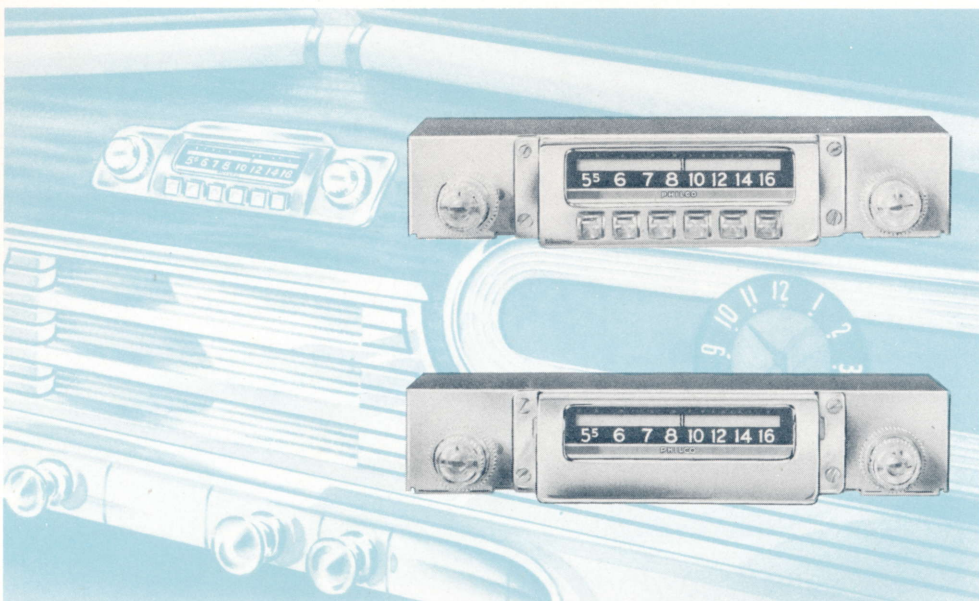
CHEVROLET
'41-'42-'46-'47

Philco Automatic Push Button Control Unit No. C 622A
Philco Manual Control Unit No. C 622M



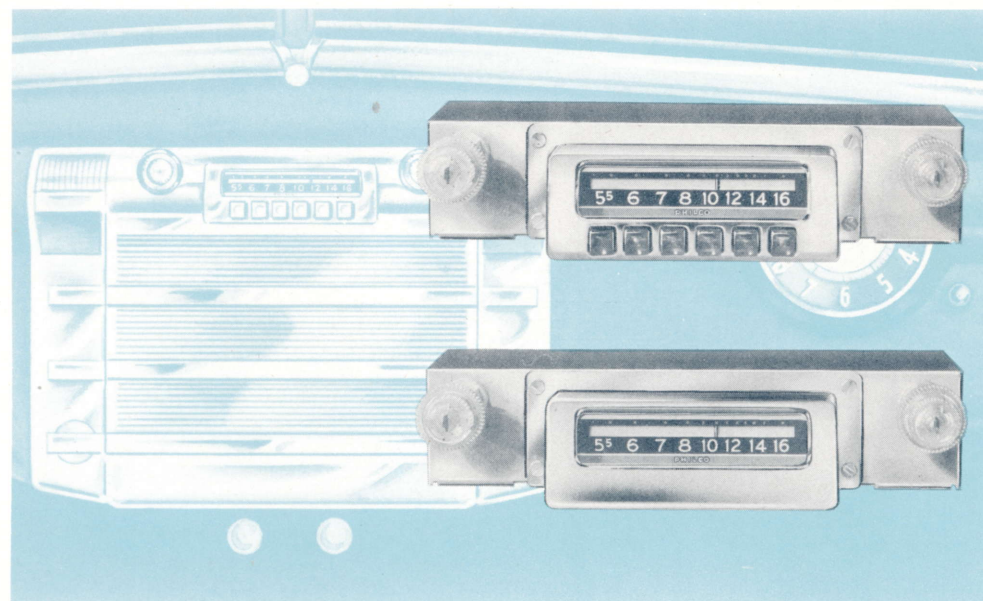
PONTIAC
'46-'47

Philco Automatic Push Button Control Unit No. C 634A
Philco Manual Control Unit No. C 634M



OLDSMOBILE
'46-'47

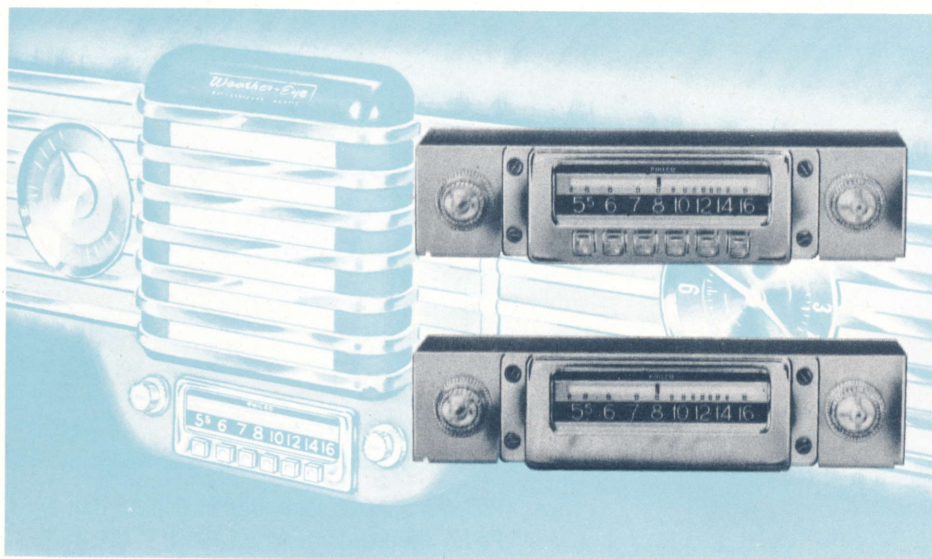
Philco Automatic Push Button Control Unit No. C 632A
Philco Manual Control Unit No. C 632M



**BUICK "50", "70"
and SUPER**
'41-'42-'46-'47

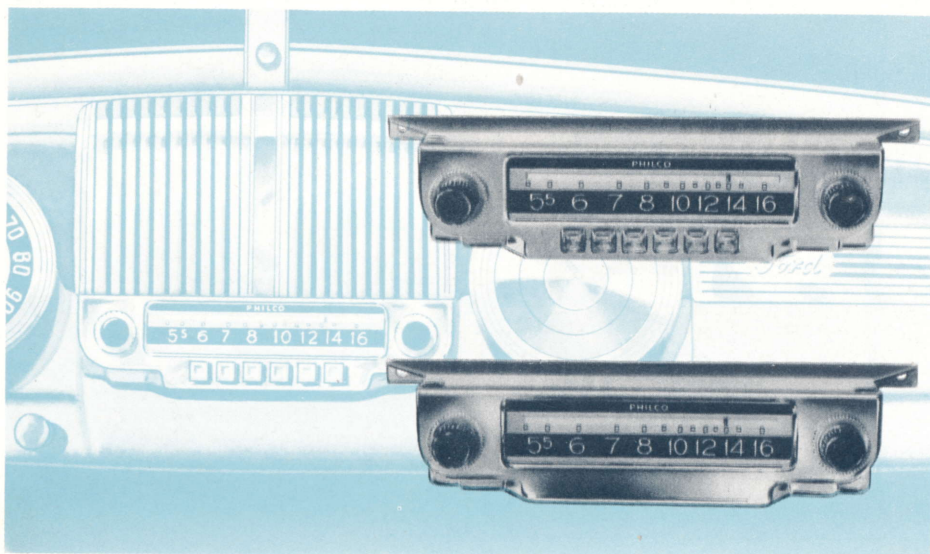
Philco Automatic Push Button Control Unit No. C 620A
Philco Manual Control Unit No. C 620M

Best by far



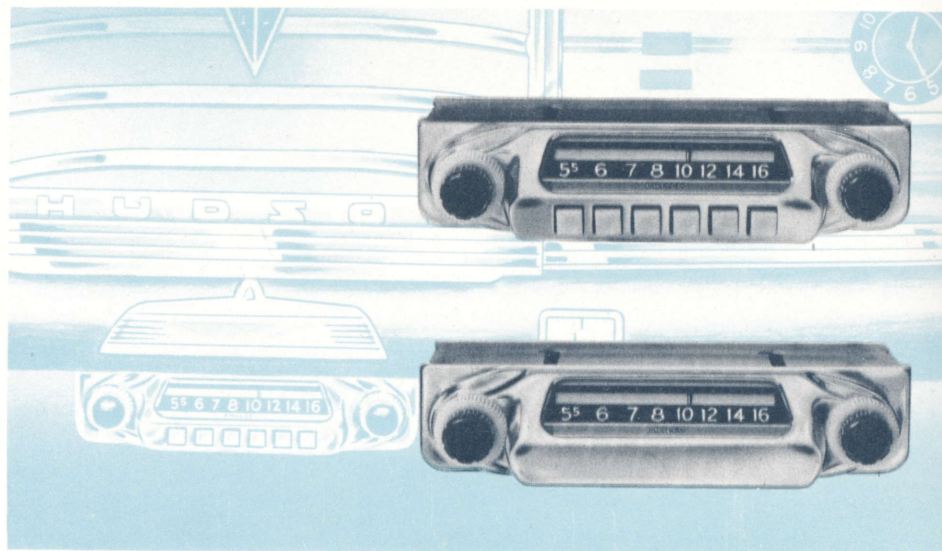
NASH
'41-'42-'46-'47

Philco Automatic Push-Button Control Unit No. C 631A
Philco Manual Control Unit No. C 631M



FORD
'42-'46-'47

Philco Automatic Push-Button Control Unit No. C 627A
Philco Manual Control Unit No. C 627M

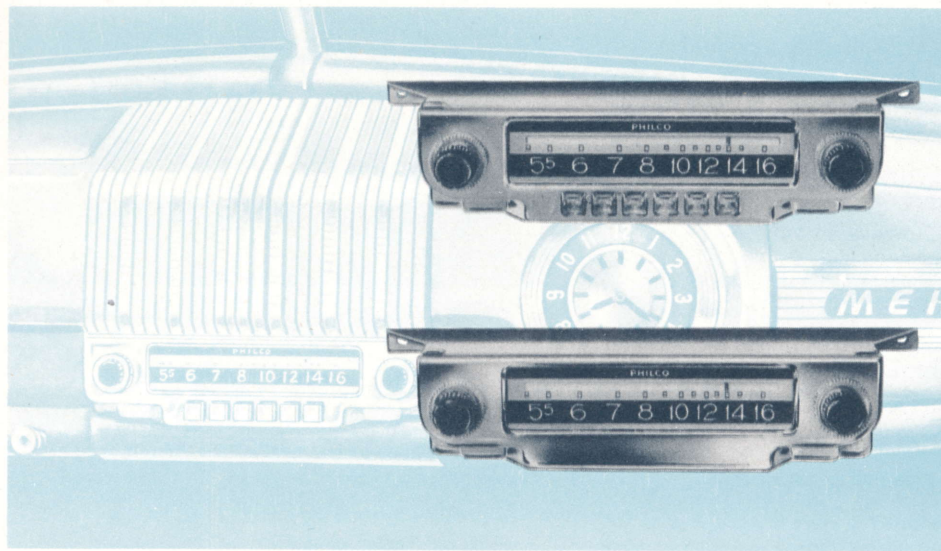


UNIVERSAL
(Fits any car)

Philco Automatic Push-Button Control Unit No. C 600A
Philco Manual Control Unit No. C 600M

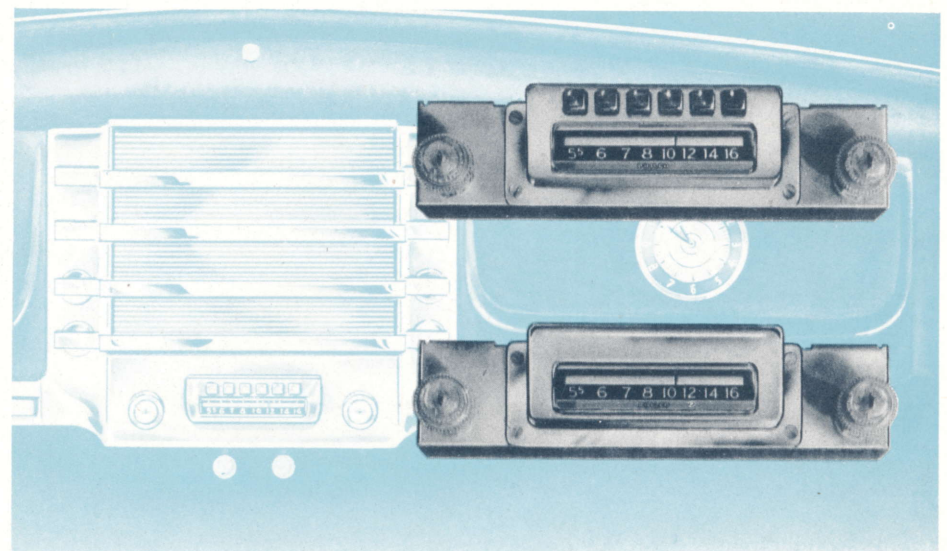
for every car...

Philco Custom-Styled Control Units... both Automatic and Manual... are available for most 1941, 1942, 1946 and current 1947 cars not shown.



MERCURY
'42-'46-'47

Philco Automatic Push-Button Control Unit No. C 627A
Philco Manual Control Unit No. C 627M

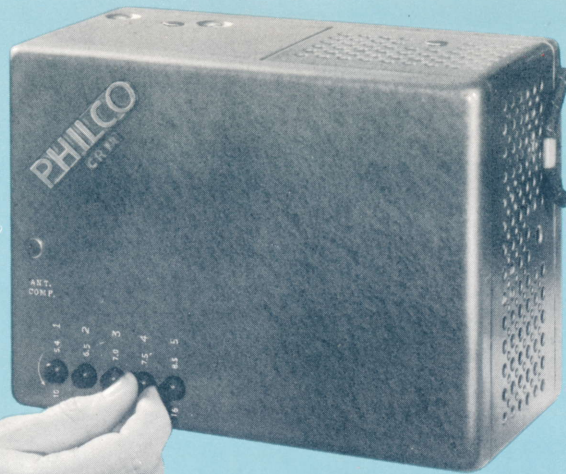


**BUICK "40", "60"
and "SPECIAL"**
'41-'42-'47

Philco Automatic Push-Button Control Unit No. C 720A
Philco Manual Control Unit No. C 720M

NEW OWNER PUSH BUTTON ADJUSTMENT

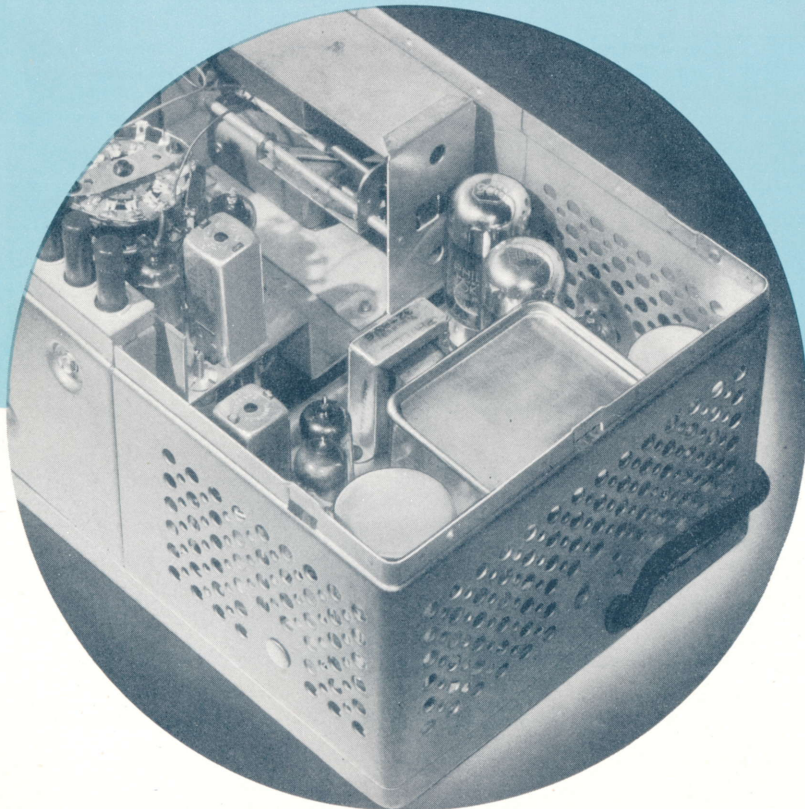
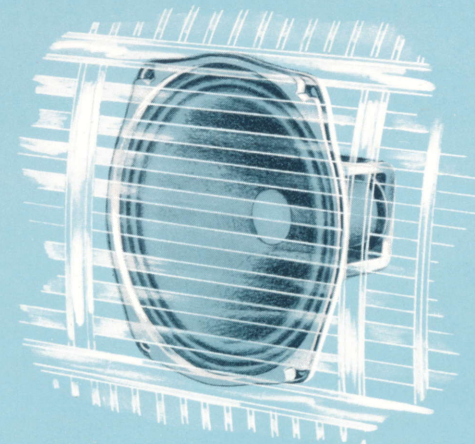
Now gone for keeps is the old problem of keeping push buttons sharply, clearly tuned. In a few seconds you can adjust or reset any push button of a new Philco Auto Radio—by simply turning one of the adjustment knobs located within easy reach on the chassis housing. When traveling, and you wish to reset your push buttons for different stations, these convenient knobs enable you to do so in a jiffy, without using any tools, without fuss, bother or expense.



A NEW QUALITY STANDARD IN AUTO RADIOS

POWERFUL NEW SPEAKERS

Phantom view shows position of separate speaker concealed behind instrument panel grille. This is a large 7-inch electro-dynamic speaker giving exceptional fidelity and power.



ADVANCED ENGINEERING—EXTRA FEATURES

- New war-developed Miniature Tube Circuit—powerful, sensitive, easy on the car battery.
- Extremely accurate, positive indexing of push buttons is made possible through use of an advanced type of Rotary Solenoid, perfected during the war for guided missiles and bomb release mechanisms.
- 3-Gang Permeability Tuner on manual control gives greater selectivity, reduces noise.
- Permeability tuned oscillator and antenna circuits on 5 push button positions.
- New stabilized Permeability Tuned I.F. Transformer—higher gain, better selectivity.
- New built-in Interference Filtering—Full-wave Vibrator and separate Rectifier of new high efficiency type.
- Continuously Variable Tone Control—Bass Compensation—Automatic Volume Control.



*Yes, in new conveniences, new power
and performance, new Custom Styling...*

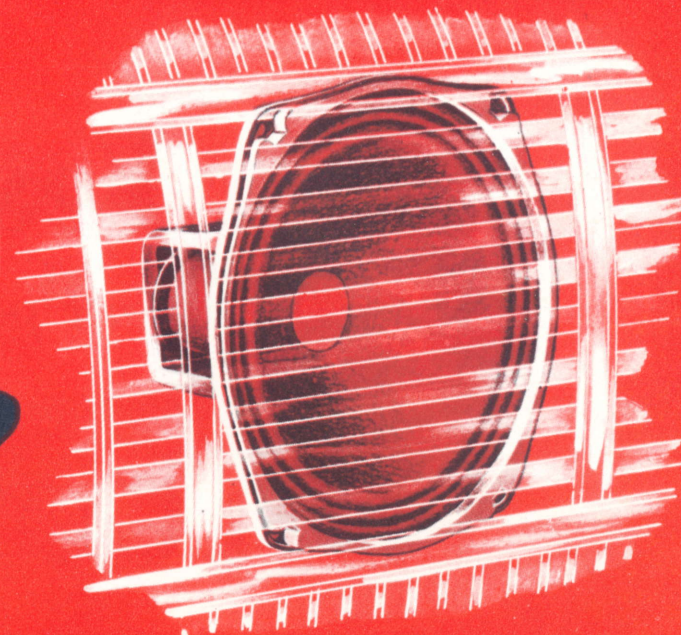
PHILCO AUTO RADIOS

*are
best by far
for every car!*

On the following pages—see the matchless selection of new Auto Radio Models Philco has designed for all modern cars—choice of Automatic Push Button or Manual Tuning—choice of Standard and Short-Wave Reception—finest performance at every price.

SEE WHAT'S NEW IN AUTO RADIO—SEE PHILCO!

Chassis is housed in handsome blue-green metal case, mounted on fire wall.

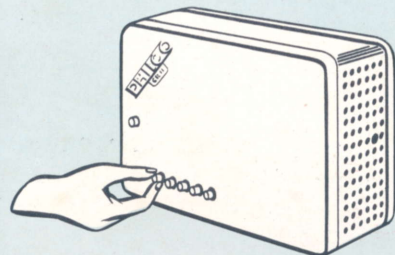
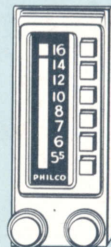


Separate 7-inch speaker is concealed behind grille provided in your car.

PHILCO
De Luxe
MODEL CR-12



Custom styled control unit fits perfectly in instrument panel opening provided in almost all cars.



NEW OWNER PUSH-BUTTON ADJUSTMENT

Simply turn the knobs to keep push-button tuning sharper, clearer — or reset for other stations in a jiffy.

- Powerful Superheterodyne; 7 Tubes, consisting of 5 super-efficient Miniature Tubes, and 2 Beam Power Output Loktal Tubes, plus Rectifier.
- Separate 7" Electro-Dynamic Speaker.
- Philco Electronic Tuning System makes station indexing accurate, positive.
- 6 Push Buttons for Automatic Tuning of 5 stations and Manual Tuning.
- Provision for Philco Foot Control.
- Stabilized, Permeability Tuned I. F. Transformers.
- New built-in Interference Filtering — Full-wave Vibrator and Separate Rectifier Tube.
- Continuously Variable Tone Control—Bass Compensation—Automatic Volume Control.
- 3-Gang Permeability Tuner on Manual Tuning.
- Permeability tuned Oscillator and Antenna Circuits used on 5 Push Button positions.
- Blue-green case finished in Hammertone lacquer.
- Dimensions 7½" high; 9¾" wide; 5½" deep.

PHILCO

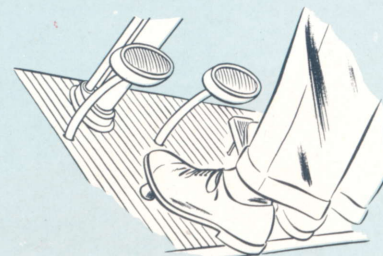
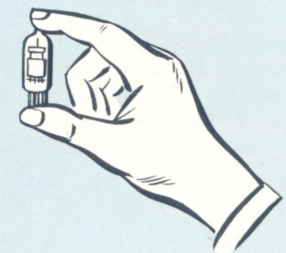
DELUXE CR-12

AMERICA'S FINEST AUTO RADIO—6 PUSH BUTTONS FOR AUTOMATIC TUNING OF 5 STATIONS AND MANUAL TUNING—POWERFUL—EXTREMELY SENSITIVE—RICH, CLEAR TONE

For those who demand auto radio performance comparable in tone, power, sensitivity, and selectivity to the finer home sets, Philco has created this new DeLuxe model. Every modern convenience, every quality feature has been provided to make Philco DeLuxe the leader, not only of the great new Philco line, but of the entire auto radio field. Hear it—try it—you will never be satisfied until you have a Philco DeLuxe in your car.

NEW WAR-DEVELOPED MINIATURE TUBES

New circuit is extremely sensitive, selective, powerful. Space-saving. Efficient. Uses less battery current.

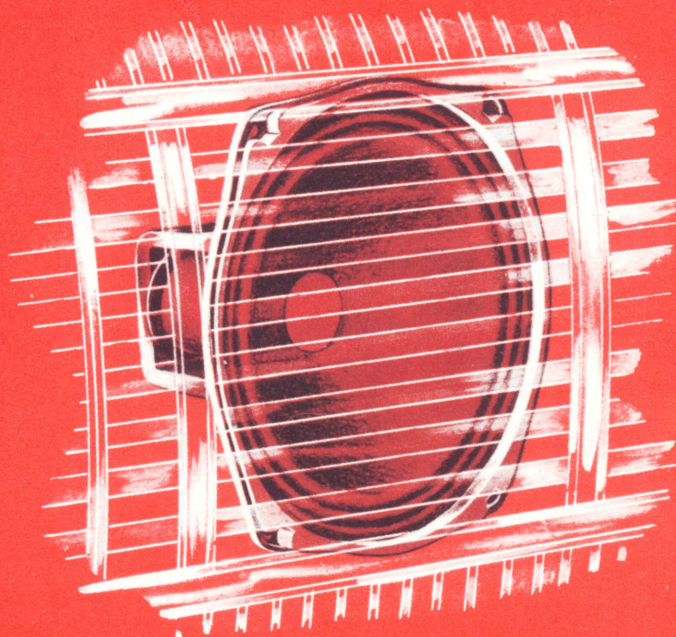


NEW PHILCO FOOT CONTROL

By adding this accessory you can operate all six push buttons without even taking your hands from the wheel, or your eyes from the road.

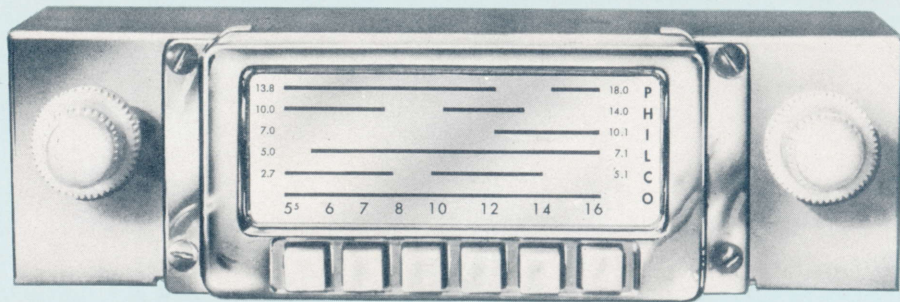
Model No. FC-1

Chassis is housed in handsome blue-green metal case, mounted on fire wall.

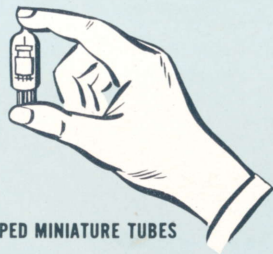


Separate 7-inch speaker is concealed behind grille provided in your car.

M O D E L
CR-10

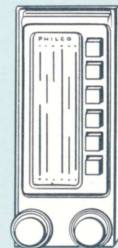
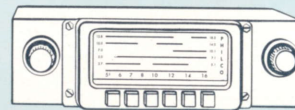


Custom styled control unit fits perfectly in instrument panel opening provided in almost all cars.



NEW WAR-DEVELOPED MINIATURE TUBES

New circuit is extremely sensitive, selective, powerful. Space-saving. Efficient. Uses less battery current.



PHILCO

SHORT-WAVE CR-10

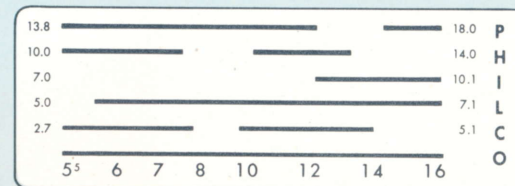
AMAZING NEW 6-BAND AUTO RADIO COVERS ALL SHORT-WAVE BANDS UP TO 18 MEGACYCLES, PLUS STANDARD BROADCAST BAND. 6 PUSH-BUTTONS FOR BAND SWITCHING. THE COMPLETE AUTO RADIO FOR WORLD RECEPTION. CUSTOM STYLED FOR YOUR CAR

Now tune in your car radio *direct* to programs all over the world. Enjoy thrilling Short-Wave and Standard Broadcasts from home and abroad, any time, anywhere you drive your car. In the new Philco CR-10 you have 6 Push-Buttons for automatic band switching, with a separate illuminated dial scale for each band. On all bands, you manually tune-in the desired station with ease. Philco Electrical Spread-Band Tuning brings in long-distance Short-Wave stations with the speed and precision of local reception. The highest development in Short-Wave Auto Radio.

Sold only with Philco Long-Distance 100" Aerial (Part No.45-2985) to insure finest reception.

- Powerful Superheterodyne with 5 Tubes, consisting of 3 super-efficient Miniature Tubes, 1 Loktal Converter Tube and 1 Beam Power Output Loktal Tube; plus Rectifier.
- Stabilized, Permeability Tuned I.F. Transformers.
- Separate 7" Electro-Dynamic Speaker.
- 3-Gang Condenser Tuning.
- Continuously Variable Tone Control—Bass Compensation—Automatic Volume Control.
- Illuminated Wide Vision Dial has 6 Scales for 6 Bands.
- New Built-in Interference Filtering—Full-wave Vibrator and Separate Rectifier.
- Attractive Case finished in blue-green Hammertone lacquer.
- Dimensions 7 $\frac{1}{32}$ " high, 9 $\frac{3}{4}$ " wide, 5 $\frac{1}{32}$ " deep.

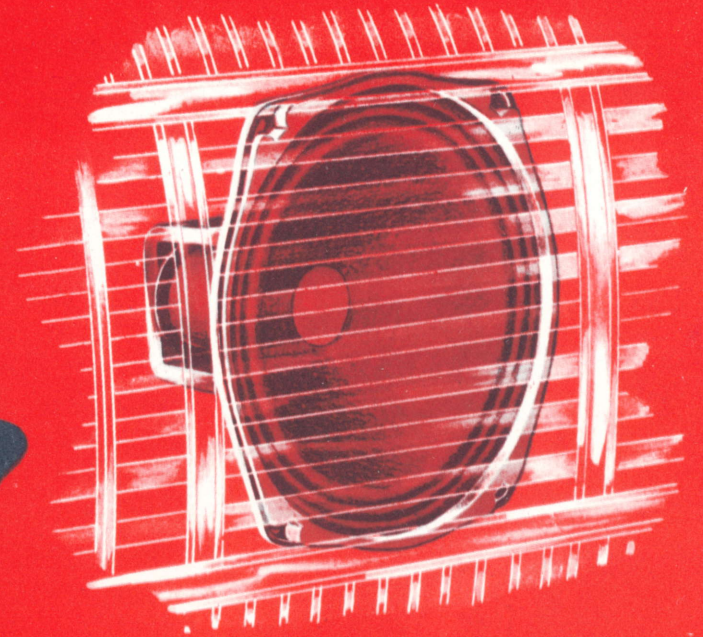
PARIS
JAVA SPAIN
CANADA
BRAZIL
HUNGARY
BERLIN
COLOMBIA



LONDON
ROME CHILE
COSTA RICA
ECUADOR
VENEZUELA
CHINA PERU
BURMA

6 wave bands—up to 18 megacycles.

Chassis is housed in handsome blue-green metal case mounted on fire wall.



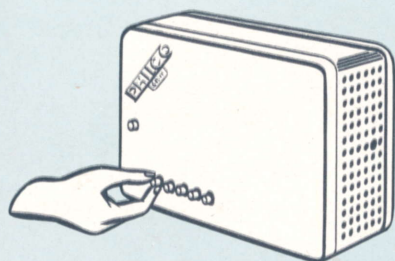
Separate 7-inch speaker is concealed behind grille provided in your car.

M O D E L

CR-8



Custom styled control unit fits perfectly in instrument panel opening provided in almost all cars.



NEW OWNER PUSH-BUTTON ADJUSTMENT

Simply turn the knobs to keep push-button tuning sharper, clearer—or reset for other stations in a jiffy.

- Powerful Superheterodyne with 5 Tubes, consisting of 4 super-efficient Miniature Tubes, and 1 Beam Power Output Lokaal Tube, plus Rectifier.
- Separate 7" Electro-Dynamic Speaker.
- Philco Electronic Tuning System makes station indexing accurate, positive.
- 6 Push Buttons for Automatic Tuning of 5 stations and Manual Tuning.
- Provision for Philco Foot Control.
- Stabilized, Permeability Tuned I.F. Transformers.
- New built-in Interference Filtering—Full-wave Vibrator and separate Rectifier.
- Continuously Variable Tone Control—Bass Compensation—Automatic Volume Control.
- 3-Gang Permeability Tuner on Manual Tuning.
- Permeability tuned Oscillator and Antenna Circuits used on 5 Push Button positions.
- Blue-green case finished in Hammertone lacquer.
- Dimensions 7 $\frac{1}{32}$ " high; 9 $\frac{3}{4}$ " wide; 5 $\frac{1}{32}$ " deep

PHILCO

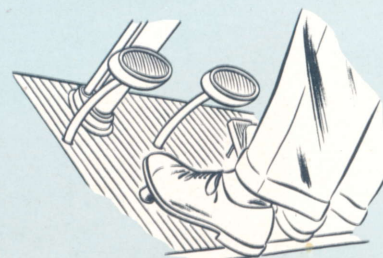
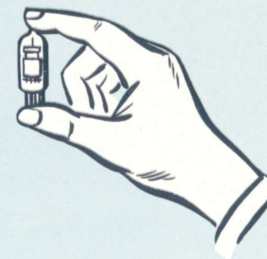
MODEL CR-8

**ALL THE NEW PHILCO ADVANCED FEATURES—
AUTOMATIC ELECTRONIC TUNING, 6 PUSH BUTTONS,
PROVISION FOR FOOT CONTROL, BIG SEPARATE
SPEAKER, MINIATURE TUBES. FINEST PERFORMING
AUTO RADIO EVER OFFERED AT MODERATE PRICE**

The new Philco CR-8 is the *only* moderate price Auto Radio with all these ultra modern features and conveniences. A Powerful Superheterodyne with 5 tubes, plus rectifier. New war-developed miniature tube circuit is extremely sensitive. Separate 7" Electro-Dynamic Speaker gives you rich, mellow tone that's a joy to hear. You'll be amazed that even the great mass production facilities of Philco—the greatest in the Industry—can deliver so much of the best in an Auto Radio at this price.

NEW WAR-DEVELOPED MINIATURE TUBES

New circuit is extremely sensitive, selective, powerful. Space-saving. Efficient. Uses less battery current.

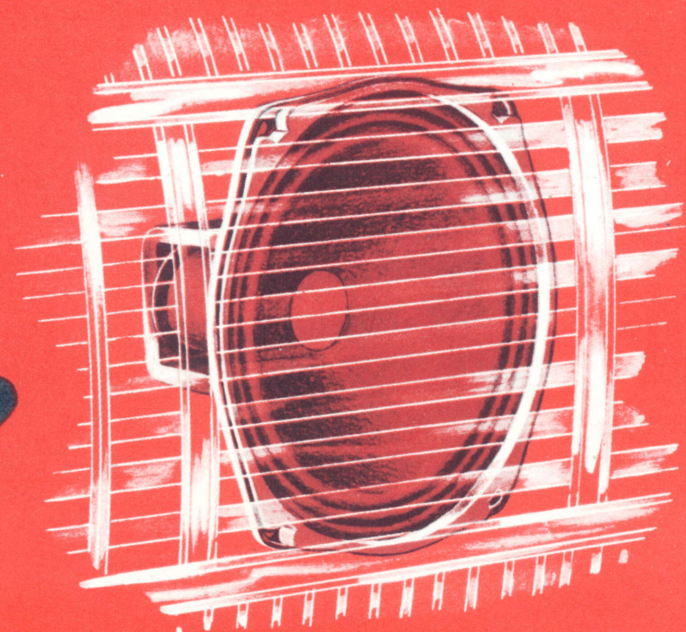


NEW PHILCO FOOT CONTROL

By adding this accessory you can operate all six push buttons without even taking your hands from the wheel, or your eyes from the road.

Model No. FC-1

Chassis is housed in handsome taupe brown metal case mounted on fire wall.



M O D E L

CR-6



Custom styled control unit fits perfectly in instrument panel opening provided in almost all cars.



PHILCO

MODEL CR-6

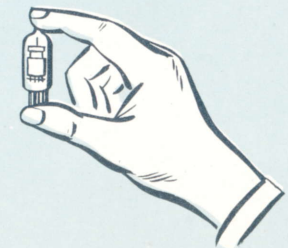
PHILCO'S NEWEST DEVELOPMENT IN A FINE AUTO RADIO WITH MANUAL TUNING. VERY POWERFUL AND SELECTIVE. BEAUTIFUL TONE WITH BIG SEPARATE 7" ELECTRO-DYNAMIC SPEAKER. A SENSATIONAL VALUE AT POPULAR PRICE

Yes, the new Philco CR-6 is packed with so many quality features, it's right at the top in performance. It has the power, tone, sensitivity and selectivity of a luxury-price Auto Radio—but in the popular price bracket. Note the Beam Power Output Tube that gives you double the undistorted sound output—and the powerful miniature tube circuit that saves battery current. In modern engineering, quality and beauty of appearance you can buy no finer Auto Radio than Philco CR-6.

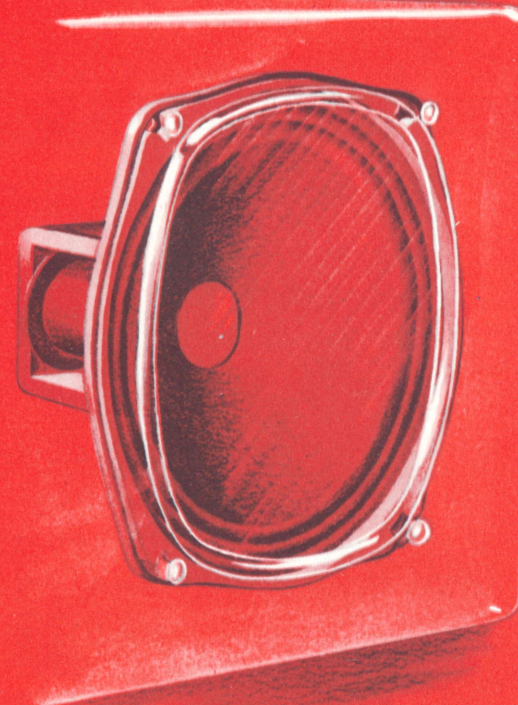
- Powerful Superheterodyne with 5 Tubes, consisting of 4 super-efficient Miniature Tubes, and 1 Beam Power Output Loktal Tube, plus Rectifier.
- Stabilized, Permeability Tuned I.F. Transformers.
- Separate 7" Electro-Dynamic Speaker.
- 3-Gang Permeability Tuner.
- Illuminated Wide Vision Dial.
- Continuously Variable Tone Control—Bass Compensation—Automatic Volume Control.
- New built-in Interference Filtering—Full-wave Vibrator.
- Attractive case finished in taupe brown Hammer-tone lacquer.
- Dimensions 7 $\frac{1}{32}$ " high; 9 $\frac{3}{4}$ " wide; 5 $\frac{1}{32}$ " deep.

NEW WAR-DEVELOPED MINIATURE TUBES

New circuit is extremely sensitive, selective, powerful. Space-saving. Efficient. Uses less battery current.



Chassis is housed in handsome taupe brown metal case, mounted on fire wall.



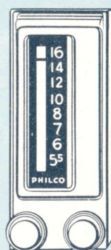
Phantom view

Built-in Electro-Dynamic speaker is concealed behind grille of radio housing.

M O D E L
CR-4



Custom styled control unit fits perfectly in instrument panel opening provided in almost all cars.



PHILCO

MODEL CR-4

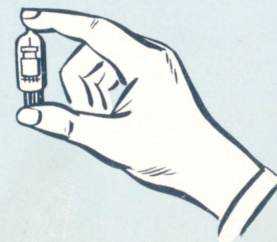
FINE QUALITY SINGLE-UNIT MANUALLY OPERATED AUTO RADIO—WITH POWERFUL BUILT-IN 6" ELECTRO-DYNAMIC SPEAKER AND NEW WAR-DEVELOPED MINIATURE TUBE CIRCUIT—PERFORMANCE AND VALUE UNEQUALLED AT THIS LOW PRICE

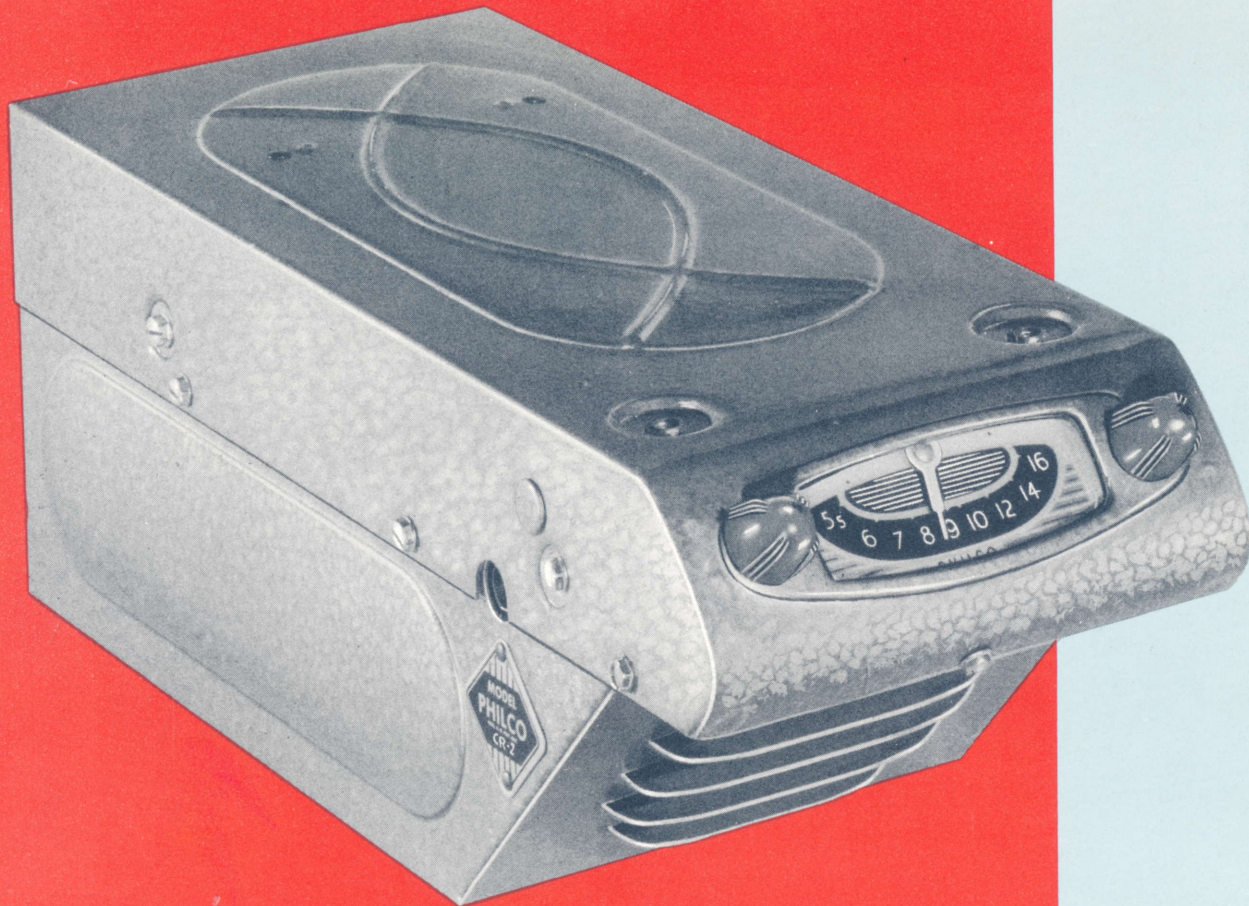
Philco brings you this new high in tone quality and over-all performance, in a low priced single-unit Auto Radio. Its new war-developed miniature tube circuit is a revelation in power, sensitivity, and selectivity. Its built-in Electro-Dynamic Speaker gives life-like beauty of tone with tremendous range and volume. Think of it—5 tubes, plus Rectifier—super-efficient, battery-saving miniature tubes with separate Beam Power Output Philco Loktal Tube giving double the undistorted sound output. An added feature is the continuously variable tone control. You can change the tone, accent high or low notes to suit the program.

- Powerful Superheterodyne with 5 Tubes, consisting of 4 super-efficient Miniature Tubes, and 1 Beam Power Output Loktal Tube, plus Rectifier.
- 6" Built-in Electro-Dynamic Speaker.
- Illuminated Wide Vision Dial.
- New Built-in Interference Filtering—Full-wave Vibrator.
- Stabilized, Permeability Tuned I.F. Transformers.
- 3-Gang Permeability Tuner.
- Continuously Variable Tone Control—Bass Compensation—Automatic Volume Control.
- Attractive case finished in taupe brown Hammer-tone lacquer.
- Dimensions $7\frac{1}{32}$ " high; $9\frac{3}{4}$ " wide; $5\frac{1}{2}$ " deep.

NEW WAR-DEVELOPED MINIATURE TUBES

New circuit is extremely sensitive, selective, powerful. Space-saving. Efficient. Uses less battery current.





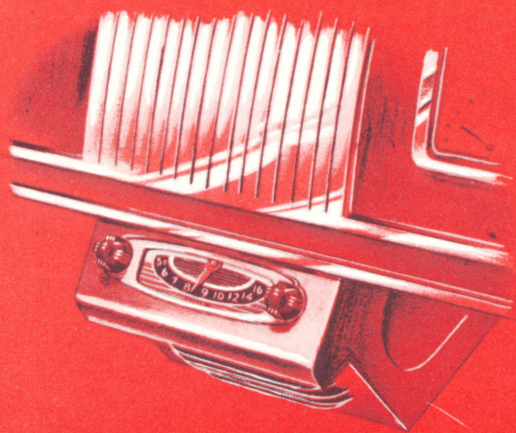
PHILCO

MODEL CR-2

**MOST SENSATIONAL VALUE IN THE
LOWEST PRICE RANGE**

**MANUALLY OPERATED. BUILT TO
GIVE YOU AMAZING TONE, POWER,
SENSITIVITY AND SELECTIVITY**

Without question, this Philco Model CR-2 is the biggest money's worth in the entire Auto Radio field. Basically it has everything—quality, smart appearance, exclusive engineering features, and fine performance. You'll delight in its rich, clear tone—its ability to tune-in stations all over the dial. And most amazing of all—is its money-saving low price! Only Philco, the leader, could offer so much for so little. Today's greatest value, Philco CR-2. Hear it perform! Then compare!



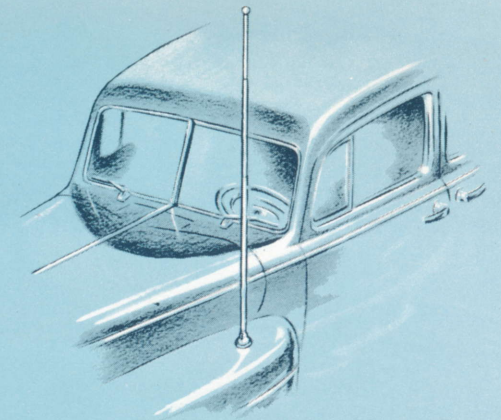
M O D E L
CR-2

Mounts Neatly and Attractively Under
the Instrument Panel of Any Car.
Easy to Reach . . . and Easy to Tune!

- Powerful Superheterodyne with 5 super-efficient, Philco Loktal Tubes including Beam Power Output Tube, plus Rectifier.
- Built-in Electro-Dynamic Speaker.
- Built-in Interference Filtering.
- Full-wave Vibrator and separate Rectifier Tube.
- R.F. Stage . . . Stabilized I.F. Transformers.
- High-gain Iron Core Antenna Coil; Antenna Compensator.
- Automatic Volume Control . . . Illuminated Wide Vision Dial.
- Rugged, compact steel case finished in Silver Gray Hammertone lacquer.
- Dimensions: 4 $\frac{5}{8}$ " high; 5 $\frac{3}{16}$ " wide; 12 $\frac{1}{2}$ " deep.

PHILCO AUTO RADIO AERIALS

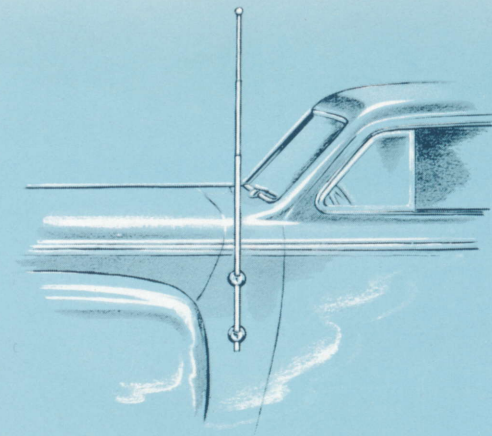
A TYPE FOR EVERY REQUIREMENT—
THE LAST WORD IN ENGINEERING AND STYLING



**PHILCO
TOP COWL-FENDER AERIAL**

Especially designed for the new model cars. Adds to the appearance of any car. Installs on cowl or fender, and adjusts from the top. Cannot come loose. Chrome-plated Admiralty brass tubing of Philco anti-rattle construction. 56" extension. Low-loss lead-in.

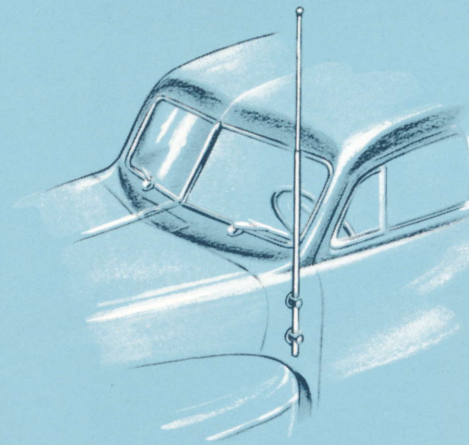
Part No. 45-3019



**PHILCO
STREAMLINED SIDE COWL AERIAL**

Popular priced three-section aerial of Philco quality throughout. Chrome-plated Admiralty brass tubing. Anti-rattle construction and mounting. 66-inch extension. Low-loss lead-in electrically matched to radio circuit.

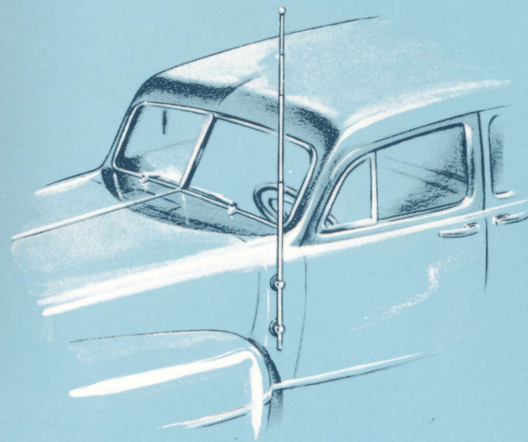
Part No. 45-2989



**PHILCO
← SPECIAL SIDE COWL AERIAL**

The most sensational auto aerial buy on the market. A quality aerial for metropolitan areas at a price which leaves competition far behind. Features include Admiralty brass tubing, heavy chrome plating, anti-rattle construction and efficient, low-loss lead-in.

Part No. 45-3021



**PHILCO
LONG-DISTANCE AERIAL**

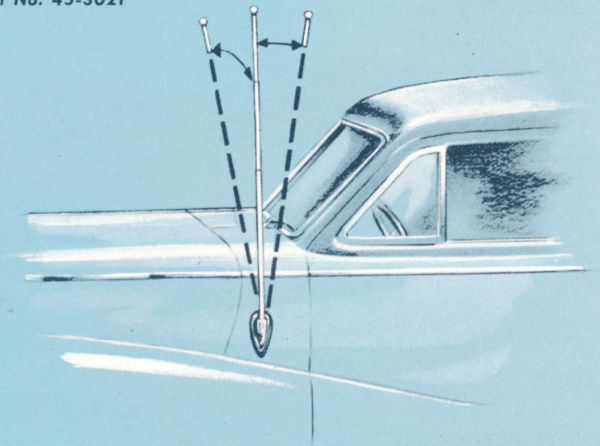
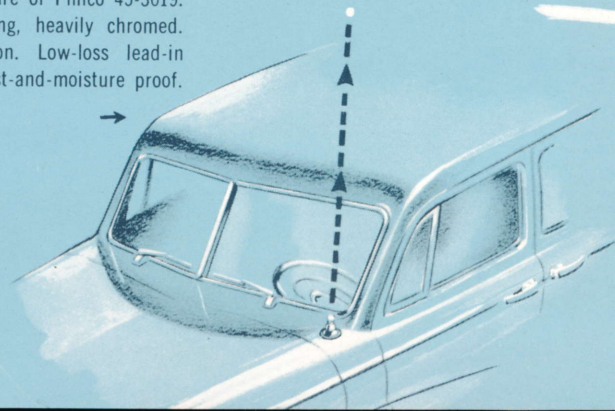
For the growing number of owners who want maximum signal strength and station coverage. 100-inch extension. Anti-rattle construction. Dust-and-moisture proof. The utmost in auto aerial efficiency. Every Philco Short Wave Auto Radio Model CR-10 is sold with this aerial to insure finest performance.

Part No. 45-2985

**PHILCO DISAPPEARING
TOP COWL-FENDER AERIAL**

The deluxe aerial for ultra smart appearance on any car. Installs on cowl or fender; has the easy installation feature of Philco 45-3019. Admiralty brass tubing, heavily chromed. Anti-rattle construction. Low-loss lead-in matched to radio. Dust-and-moisture proof.

Part No. 45-3020



**PHILCO
DUOFLEX AERIAL**

New 2-way adjustable feature permits antenna rod to be positioned so as to blend with the streamlining of car. Adaptable regardless of body contour at point of attachment. Anti-rattle construction. Low-loss lead-in matched to radio. Easily installed. 66 inches extended.

Part No. 45-2987

PHILCO AUTO RADIO AERIAL GUIDE

FOR ALL MODERN CARS

CAR	YEAR		PHILCO MODEL NO.					
			45-2985	45-2989	45-3021	45-2987	45-3019	45-3020
BUICK	1941	1942					X	X
	1946	1947					X	X
CADILLAC	1941	1942					X	X
	1946	1947					X	X
CHEVROLET	1941	1942					X	X
	1946	1947					X	X
CHRYSLER	1941	1942				X	X	X
	1946	1947				X	X	X
DESOTO	1941	1942	X	X	X	X	X	X
	1946	1947				X	X	X
DODGE	1941	1942	X	X	X	X	X	X
	1946	1947				X	X	X
FORD	1941	1942	X	X	X	X	X	X
	1946	1947	X	X	X	X	X	X
FRASER	1946	1947					X	X
HUDSON	1941	1942	X	X	X	X	X	X
	1946	1947	X	X	X	X	X	X
KAISER	1946	1947					X	X
LINCOLN	1941	1942					X	X
	1946	1947					X	X
MERCURY	1941	1942	X	X	X	X	X	X
	1946	1947	X	X	X	X	X	X
NASH	1941	1942	X	X	X	X	X	X
	1946	1947	X	X	X	X	X	X
OLDSMOBILE	1941	1942					X	X
	1946	1947					X	X
PACKARD	1941	1942 Std.	X	X	X	X	X	X
	1942	Clipper					X	X
	1946	1947 Clipper					X	X
PLYMOUTH	1941	1942	X	X	X	X	X	X
	1946	1947	X	X	X	X	X	X
PONTIAC	1941	1942					X	X
	1946	1947					X	X
STUDEBAKER	1941	1942	X	X	X	X	X	X
	1946	1947				X	X	
WILLYS	1946	1947 Station Wagon	X	X	X	X	X	X

Before you buy any Auto Radio . . .



See what's new

see PHILCO

Yes, see Philco and get really up-to-date on the new style trends, the new tuning conveniences, the sensational new post-war improvements. This year Philco Auto Radios are out in front by the widest margin in many years. On every count—performance, appearance, value, Philco Auto Radio is the choice . . . *Best by far for every car!* See for yourself. See Philco today.

