

**WE CELEBRATE...  
YOU SAVE!**



**8 PAGES OF  
SMASHING 1948  
PHILCO VALUES**

Beginning next Monday, in our radio department, you can buy and SAVE on a brand new, 1948 Philco radio or radio-phonograph. It's PHILCO WEEK and we join the nationwide Philco celebration to bring you our greatest radio selling event in six years! For one week only, with Philco's special cooperation, our radio department is crammed full of sensational, money-saving bargains . . . extra, added values, valuable souvenirs, liberal trade-in allowances . . . all specially arranged and specially tagged for this great celebration sale.

Remember, every Philco we feature during Philco week is a brand-new, latest 1948 model . . . America's favorite . . . famous for quality the world over. We can show only a few of our money-saving offers here; come in early Monday and see them all, while our stock is complete and the best selections last.

One week only . . . PHILCO WEEK . . . your radio buying opportunity of the year! Come in, share the savings of this sensational selling event.

**Look at them . . . then hurry in for  
our SPECIAL PHILCO WEEK OFFERS**

SEC. 562, P. L. & R.  
U. S. POSTAGE  
**PAID**  
New York, N. Y.  
Permit No. 3122

**GILBERT FURNITURE CO.**

Everything for the Home  
ASHLAND, OHIO

**BOX HOLDER  
LOCAL**

FOR PHILCO WEEK ONLY



This \$12<sup>50</sup> Sessions Electric Clock



INCLUDED NO CHARGE

with this Sensational New Kind of Radio Phonograph

WITH THE NEW AUTOMATIC WAY TO PLAY A RECORD!



\$142<sup>45</sup> VALUE  
You Pay Only  
**\$129<sup>95</sup>**  
DURING PHILCO WEEK

Buy Now and SAVE on this Extra Value Offer!

**EXTRA!** for Philco Week Only

\$2995 Matching Record Cabinet **\$19<sup>95</sup>**  
with the purchase of a Philco 1260

At any time, this great new Philco 1260 is a tremendous radio-phonograph value . . . on this special Philco Week offer, it's sensational! A new kind of radio-phonograph console with Philco's sensational new automatic way to play a record; so simple, quick and easy to operate even a child can do it. Gives you gorgeous record reproduction and thrilling radio reception with lots of power and wonderful tone. Housed in an exquisite Mahogany console of stunning classic design that you'll be proud to have in your home.

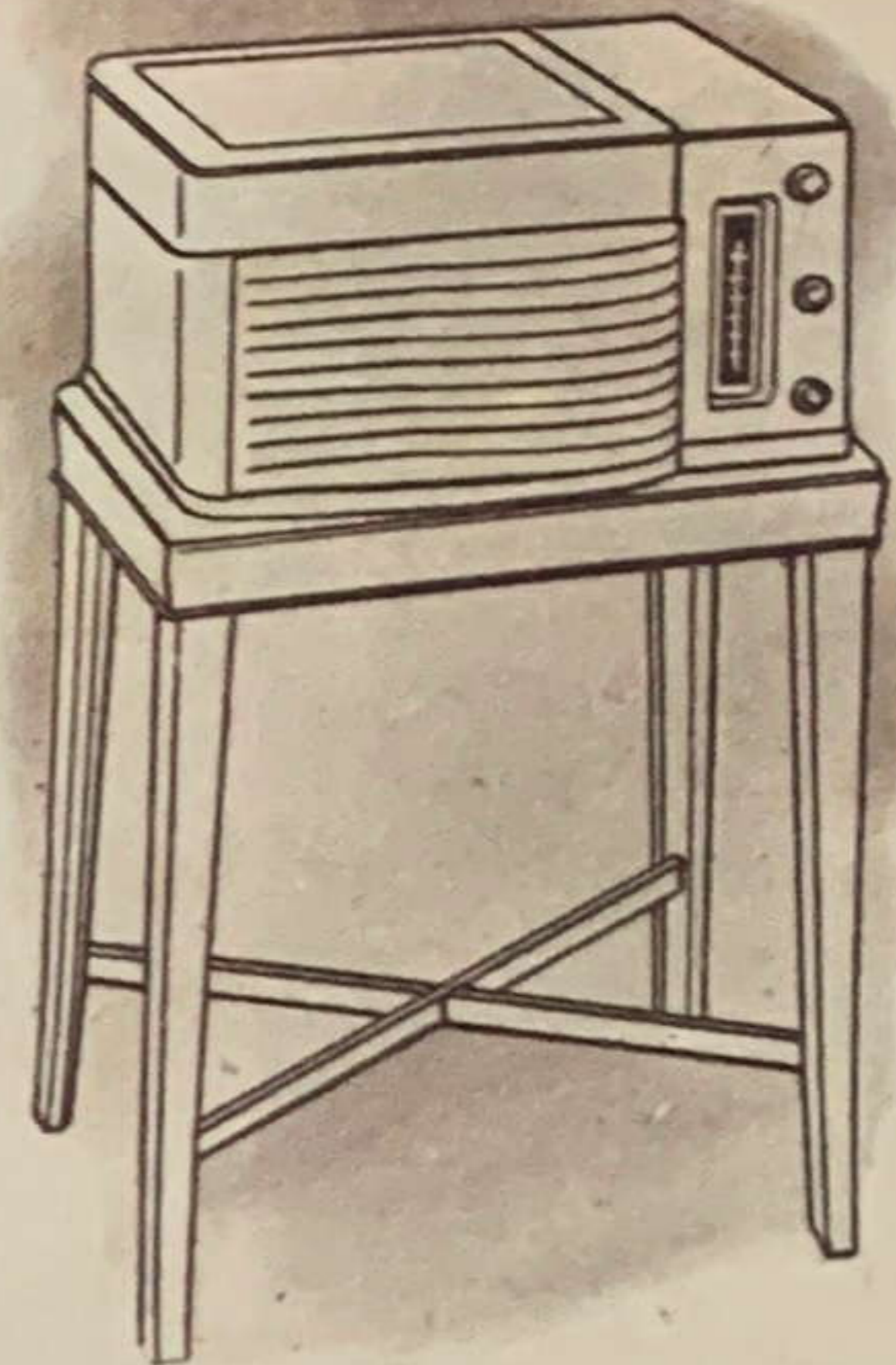
It's an unbelievable value at its regular price . . . an unbeatable bargain on this special, extra-value, Philco Week offer!

Another extra value offer made possible through Philco's cooperation. Handsome record cabinet specially designed to match the Philco 1260 . . . regular \$29.95 value, yours during Philco Week only at a full \$10.00 saving with the purchase of a Philco 1260. You pay only \$19.95 while this offer lasts!

BUY ON OUR EASY MONTHLY PAYMENT PLAN!

# Included No Charge During Philco Week

\$22.50 PHILCO PHONOGRAPH TABLE



*Both for  
the Price  
of One*

\$147.45 VALUE  
You Pay Only  
**\$124.95**

DURING  
PHILCO WEEK

With Philco's cooperation, a handsome, matching Walnut phonograph table, regular \$22.50 value, is *included no charge* during Philco Week only. Yet get the Philco 1256 and the table, a complete outfit for your living room, *both for the price of one on this Philco Week offer!*

## Greatest Performing Automatic Table Combination Ever Built!

It's the great Philco 1256, *new for 1948*, the automatic radio-phonograph which quality-wise Americans bought last year in *greater numbers than any other at any price* . . . positively the greatest performing table model combination ever built! You thrill to its unbelievably powerful surge of pure, undistorted tone, its glorious record reproduction, its powerful radio reception. Famous velvety-smooth, trouble-free Philco Automatic Record Changer. Cabinet of dignified design and fine craftsmanship. Yours during Philco Week on a great extra value offer . . . **\$22.50 Walnut phonograph table included no charge, both for the price of one.**

*Note  
these  
Features*

- Philco Automatic Record Changer; quick, quiet, trouble-free; plays up to 12 records.
- Featherweight Tone Arm with "permanent" point; no needles to change.
- Three-color vertical radio dial; controls accessible from front without lifting lid.
- Extremely high tonal output; rich, full bass, brilliant treble.
- Powerful, sensitive radio; built-in aerial; tone control.
- Hand-rubbed, hardwood cabinet of stunning design.

**SENSATIONAL  
VALUE!**

Automatic Radio-Phonograph **\$99.95**

PHILCO 1253. Here's true, lasting satisfaction in an automatic table radio-phonograph at the lowest possible price. Famous Philco Automatic Record Changer plays up to 12 records. Powerful, sensitive radio. The rich, full-bodied tone will amaze you . . . when you hear it you'll know the great difference Philco quality makes! Smart Walnut cabinet of flowing design. *Sensational value for Philco Week.*



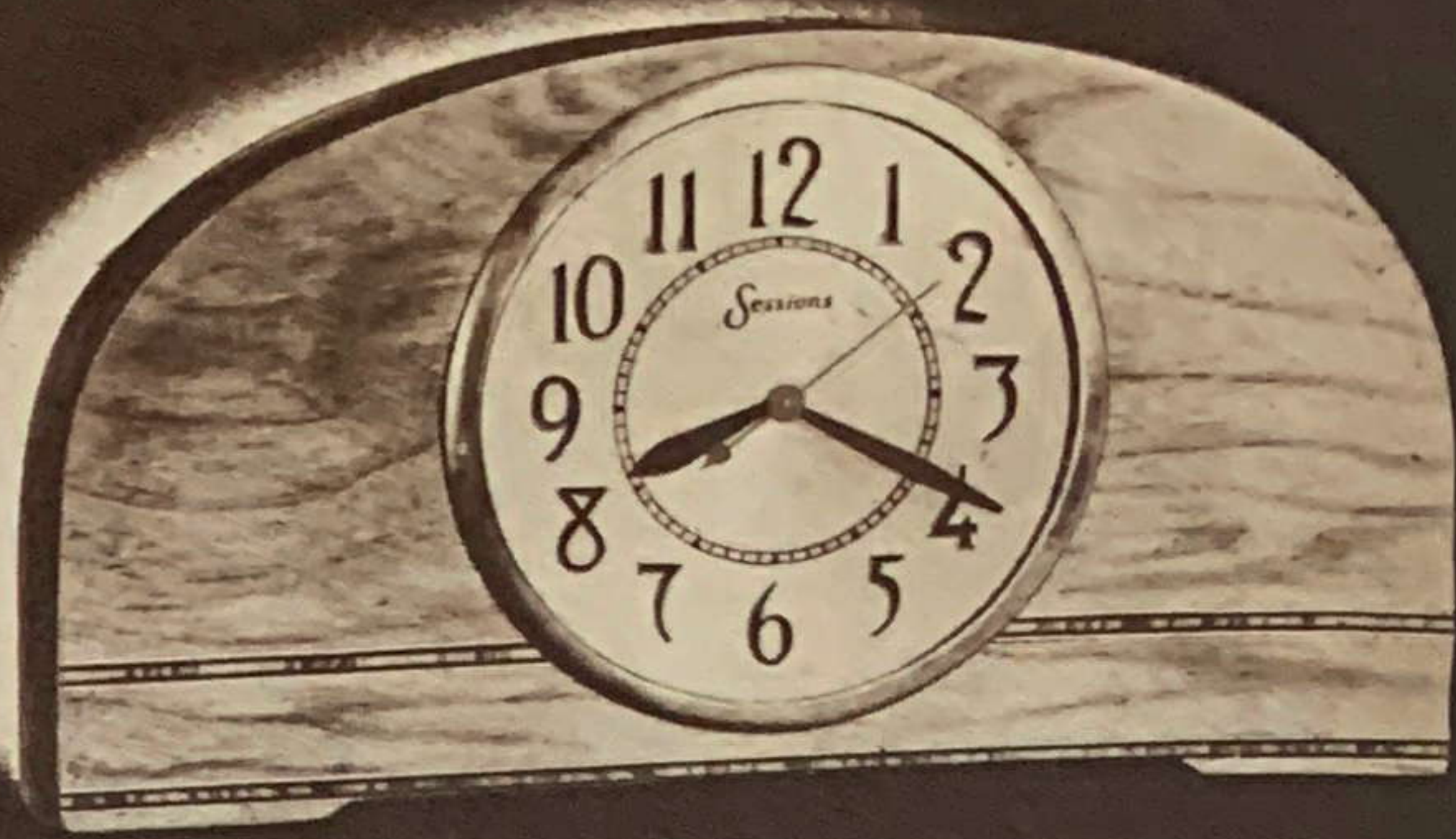
PHILCO WEEK

# Included No Charge

during  
**Philco  
Week**



**GENUINE \$12<sup>50</sup>  
SESSIONS  
ELECTRIC CLOCK**



with Every Console Radio Phonograph on These Two Pages



*Here's Amazing Value!*

**Fully Automatic, plays and  
changes up to 12 records...  
Wonderful Radio Reception**

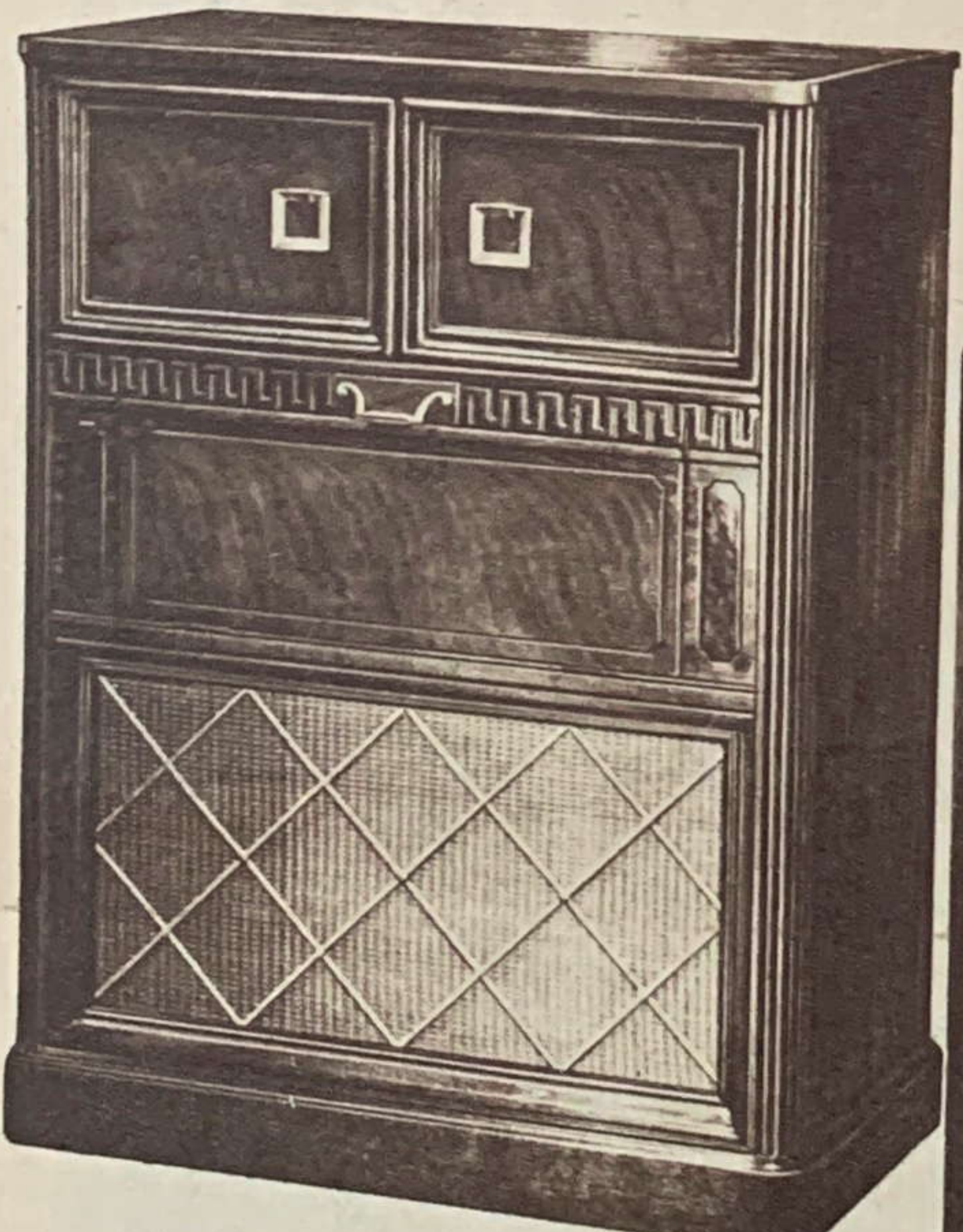
Here from Philco, the leader, is the *standard of comparison* for consoles of modest cost... the thrilling new *Philco 1262!* At its amazing low price you get glorious, rich-voiced reproduction of recorded music... the famous smooth, gentle Philco Automatic Record Changer... powerful, sensitive radio reception... convenient Tilt-Front cabinet... all in a magnificent, full-size console of beautifully-figured Philcote Walnut. See it, hear it... you'll scarcely believe it possible at the price! *And you get Extra Value on our Philco Week offer!*

**EXTRA  
for Philco Week!  
\$29<sup>95</sup> Matching  
RECORD  
CABINET  
ONLY  
\$19<sup>95</sup>  
with Philco  
1262**

**Only  
\$159<sup>95</sup>  
\$12<sup>50</sup> SESSIONS  
ELECTRIC CLOCK INCLUDED  
NO CHARGE**

**Amazing Power, Glorious  
Tone, Short-Wave Reception**

PHILCO 1263. An automatic radio-phonograph of sensational quality in tone, power and performance. Gets short wave reception and tremendous range on standard stations. Exceptionally large tonal output for glorious record reproduction. Automatic Changer. Walnut Tilt-Front Cabinet of modern design. **\$199<sup>95</sup>**  
\$12.50 Electric Clock Included.



**De Luxe Design and Features**

PHILCO 1266. Brand new console design in a "decorator" cabinet of exquisite Mahogany. FM, AM and short-wave, with Concert Grand Dynamic Speaker and newest, de luxe Philco features. Automatic Record Changer. Great undistorted tonal output on radio and records. **\$329<sup>50</sup>**

**\$12.50 SESSIONS ELECTRIC CLOCK  
INCLUDED NO CHARGE**



**Glorious FM Reception**

PHILCO 1264. Here, in an exquisitely designed, Walnut Console Cabinet, are the features and performance you demand in a fine radio-phonograph. Static-free FM reception, even from low powered stations. Great power and range on standard broadcasts. Glorious record reproduction with amazing output. Automatic Record Changer for 12 records, quiet, quick, trouble-free. Built-in Dual Aerial for both standard and FM. Smart, modern design with gleaming metal hardware and grille screen enhances the appearance of any room. A great quality value at **\$259<sup>50</sup>**

**\$12.50 SESSIONS ELECTRIC CLOCK  
INCLUDED NO CHARGE**



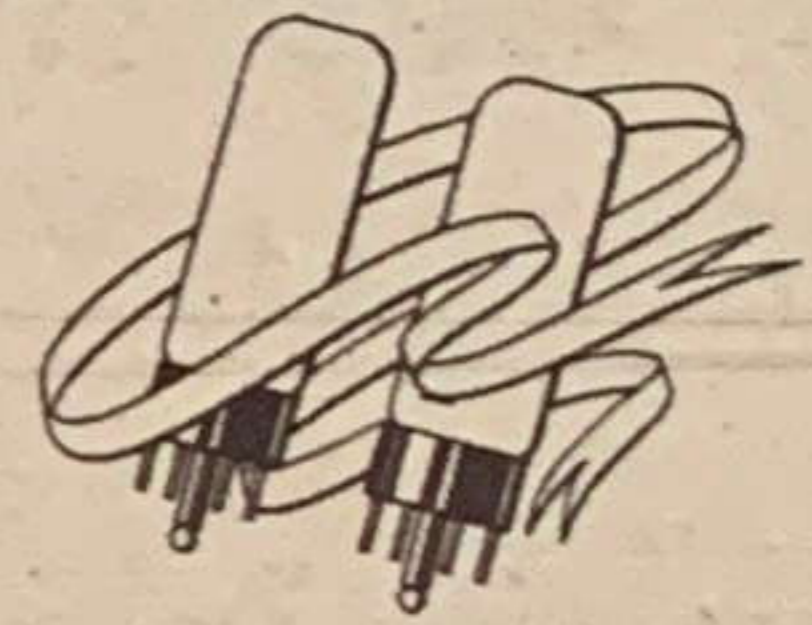
**THE SEARCH IS ENDED**

# Amazing New Philco Discovery Banishes Surface Noise and Record Scratch!



**Sensational Philco 1270**

with new **PHILCO**  
**Electronic**  
**Scratch**  
**Eliminator**



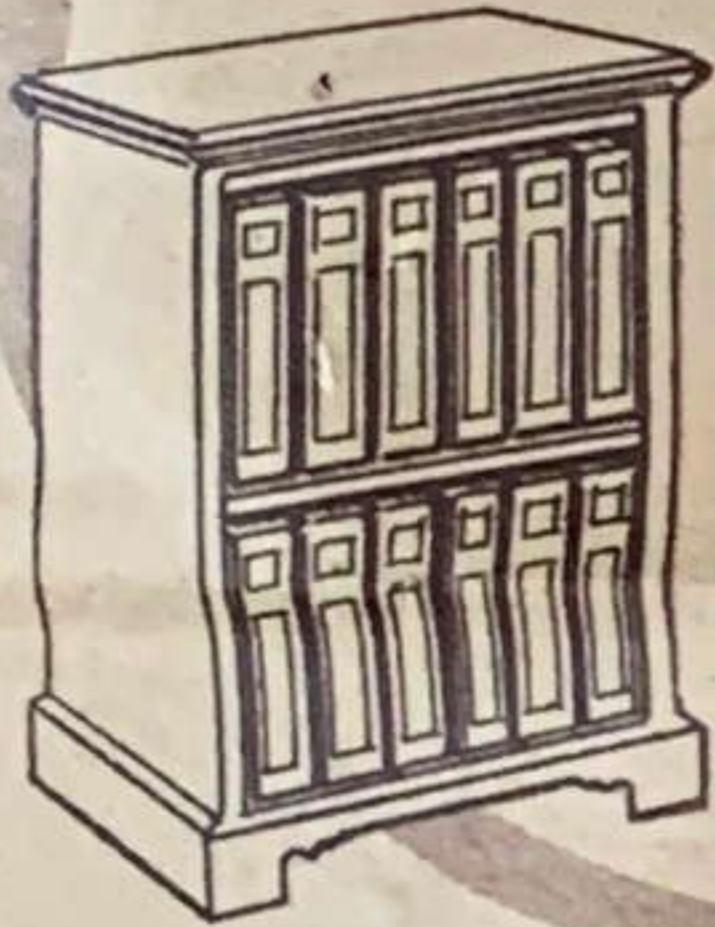
Thanks to an amazing development of Philco research, you may now enjoy flawless reproduction of any record, old or new, without a trace of surface noise or record scratch! For Philco engineers have found the way to separate the noise from the music, and keep it out electronically. For the first time, you hear the unmarred beauty of the original performance. Those exquisite soft passages you have always heard to the accompaniment of an annoying surface hiss, you may now enjoy against a background of utter silence! Hear your favorite records on the Philco 1270... a thrilling musical experience!

**EXTRA!**  
Philco Week Only  
**SPECIALY DESIGNED**  
**RECORD CABINET**

**\$3995 Value**  
YOU PAY ONLY

**\$2995**

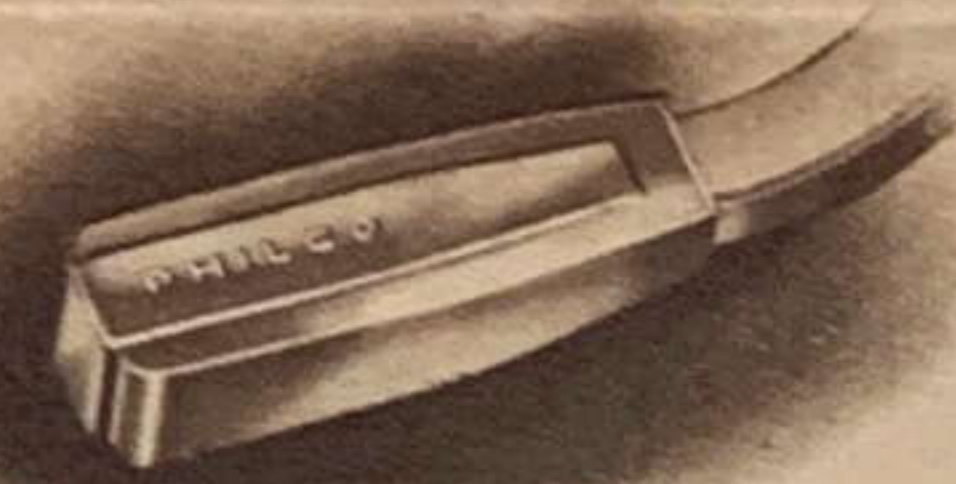
with the purchase  
of a Philco 1270



## World's Biggest Selling Quality Radio Phonograph

- Philco Electronic Scratch Eliminator, banishes surface noise.
- Revolutionary new Philco Advanced-FM system, ignores noise, Purest FM tone ever achieved.
- DeLuxe Record Changer, a revelation in smooth, quiet, gentle operation. Plays up to 12 records.
- Patented Dynamic Reproducer gives incomparable fidelity of tone. Concert Grand Speaker.
- Featherweight Tone Arm with permanent jewel. Long record life. No needles to change.
- Electric Push-Button operation with 10 buttons. Switches to Standard Short Wave or FM bands automatically. Makes tuning simple.
- Authentic Chippendale Walnut Cabinet, a masterpiece of beauty and craftsmanship.

**\$359<sup>50</sup>** \$12.50 Sessions  
ELECTRIC CLOCK  
INCLUDED NO CHARGE



### PHILCO DYNAMIC REPRODUCER

The costly dynamic principle of record reproduction used in the best broadcasting studios is now brought to your home. You hear all the brilliant "highs", rich mellow "lows" and hidden over-tones with amazing new fidelity. It's the most luxurious enjoyment of recorded music ever achieved!

**PHILCO**

*Custom Built*

**RADIO-  
PHONOGRAPHS**

**Greatest Tone and Performance  
Ever Offered at Any Price!**

In these superb radio-phonographs the scientists of the Philco Laboratories bring to music lovers of discriminating taste the finest standard of musical reproduction in radio and recorded music. For these supremely fine instruments, Philco engineers have created an entirely new chassis specially designed for the requirements of correct period design. The result is a true marriage of radio and period furniture... completely satisfying to the connoisseur of music as well as the most discriminating home decorator. There is nothing finer in the field of musical reproduction.



PHILCO 1276. The highest enjoyment of radio and recorded music in an exquisite Sheraton Mahogany Cabinet. It has every development of Philco research for the utmost fidelity of reproduction and freedom from noise or static. Undistorted tonal beauty even at concert hall volume. Gets every broadcast service on the air. **\$695<sup>00</sup>**  
Electric Clock Included.



PHILCO 1274. The luxury of full tonal fidelity with unsurpassed radio and phonograph performance in an authentic Hepplewhite console of classic beauty. Covers Standard, Short-Wave, FM Stations, State Police Calls, and Amateurs. Two Dynamic Speakers. DeLuxe Record Changer. Dynamic reproducer. Electronic Scratch Eliminator. High Fidelity Tone Control. **\$575<sup>00</sup>**  
Electric Clock Included.

**EVERY 1948 PHILCO RADIO-PHONOGRAPH... YOURS ON EASY TERMS**

SPECIAL FOR PHILCO WEEK

Autographed Picture of  
**BING CROSBY**  
with Every Philco Table Model



The PHILCO name  
on a table model  
is your Guarantee  
of QUALITY!

In a table radio, above all, be sure of the quality and satisfaction which are the promise of the Philco name. Years of research in the laboratories of the world's largest radio manufacturer have found the way to put the utmost performance and quality in compact space at the lowest possible cost. And more than that, you can be sure that no compromise is made with the rigid standards which have made Philco famous for quality the world over . . . even to the costly Underwriter's Laboratories label.

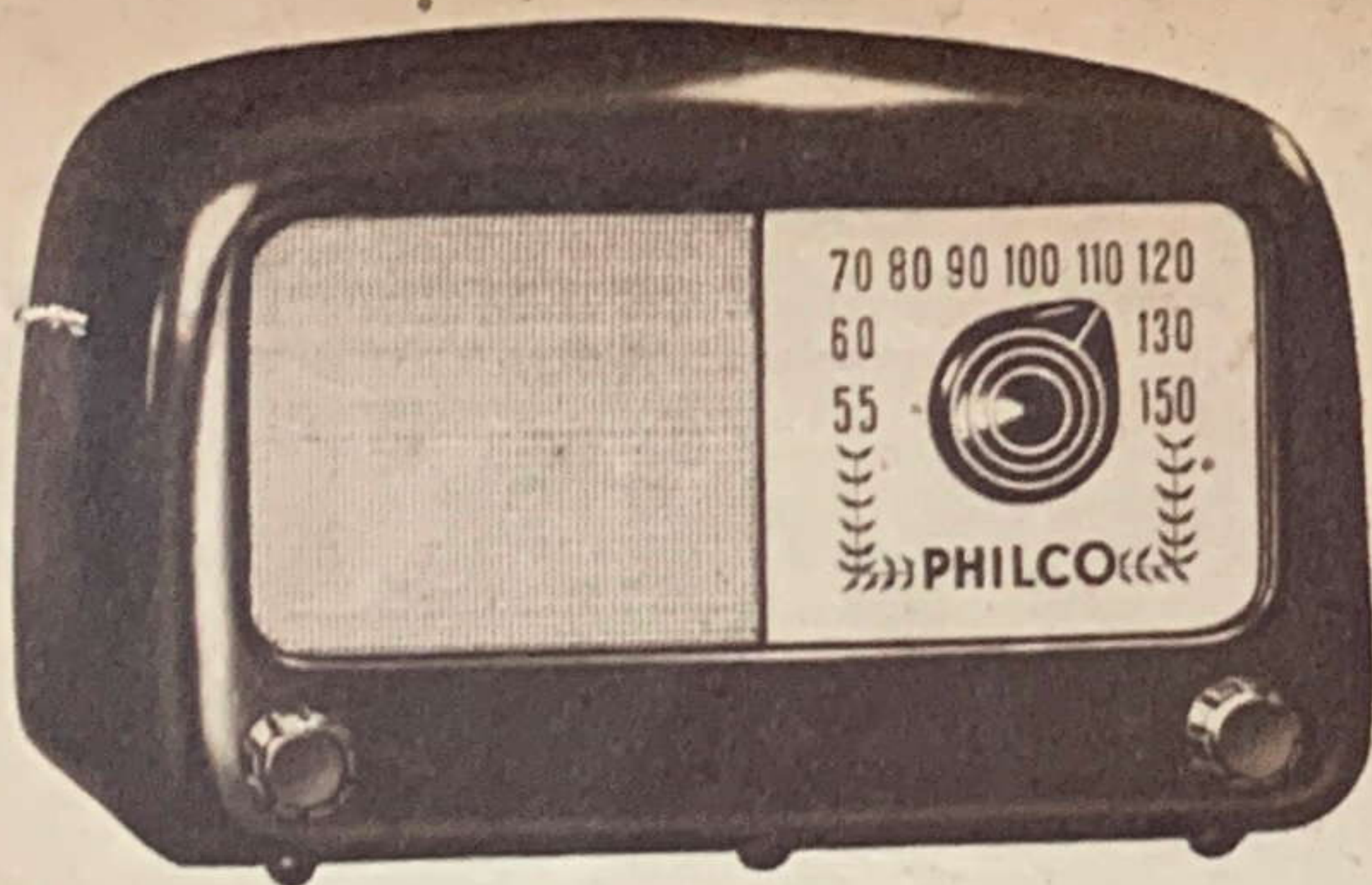


Only  
**\$19.95**

Bing Crosby Picture Included  
During Philco Week!

*Amazing Value!*

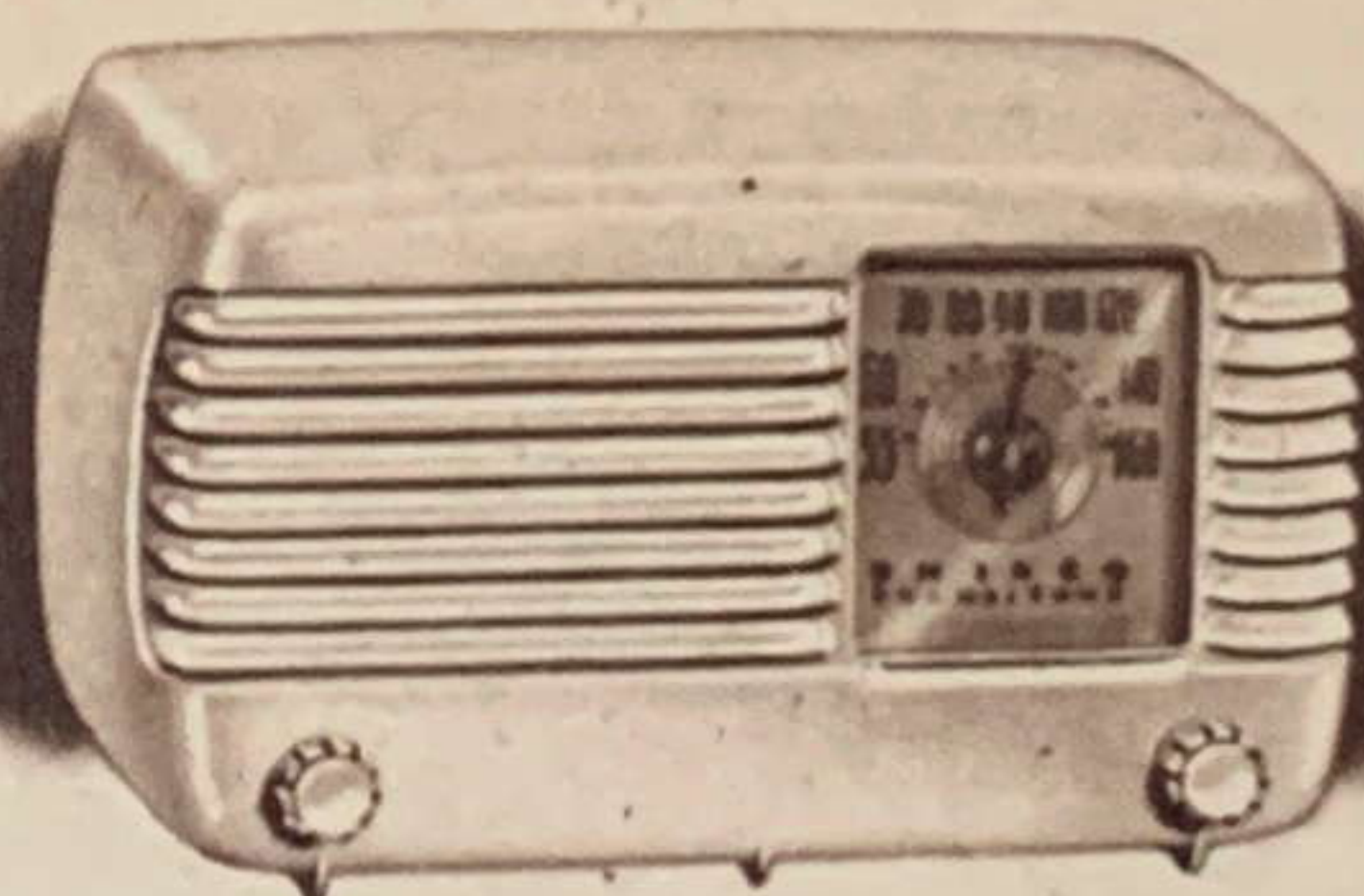
PHILCO 200. The greatest value on the radio market in a fine-performing compact radio at an amazing low price. Has a highly sensitive AC-DC circuit, powerful permanent magnet speaker, built-in aerial and other quality features for outstanding performance, range and tone. Approved by Underwriter's Laboratories, safe from fire and shock. Housed in rich walnut-colored plastic cabinet with striking contrasting dial. Autographed Bing Crosby picture included during Philco Week.



**New Style Leader in Compacts!**

PHILCO 225. Brand new compact radio design . . . smart, modern, unique! Smooth flowing lines in gleaming maroon plastic; rich looking gold lacquer metal grille. AC-DC radio; permanent magnet Dynamic speaker; built-in aerial. Two-color illuminated dial. Crosby photograph included.

**\$27.95**



**In Ivory . . . A Gleaming Gem**

PHILCO 200-1. All the quality and performance features of the Philco 200 in a cabinet of gleaming Ivory plastic. AC-DC radio; Permanent Magnet Speaker. Crosby picture is included.

**\$22.95**



**Ivory Beauty. Added Features**

PHILCO 250-1. A compact in glistening Ivory, large enough for added features of tone, performance. AC-DC radio with Beam Power output. Horizontal dial. Crosby photo included.

**\$29.95**



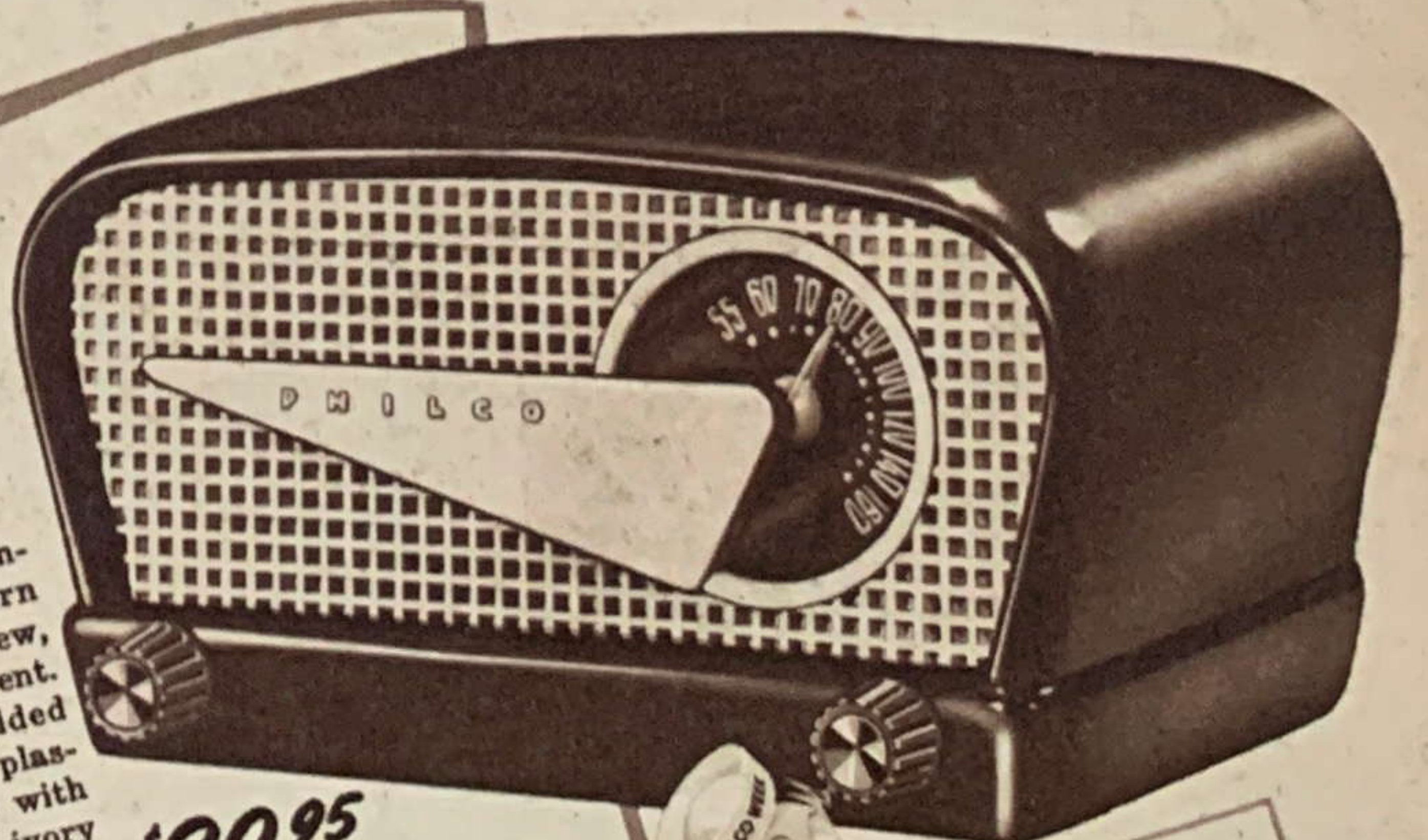
**A Quality Table Radio with  
Big Performance at a Low Price** **\$27.95**

PHILCO 230. Still a compact, but large enough to include added Philco features for finer tone and performance. AC-DC circuit with Beam Power output for greater undistorted tone. Permanent Magnet Dynamic Speaker. Easy-to-read Horizontal Dial. Crosby photograph included.

*Smart  
as the  
Newest  
Fashion!*

PHILCO 230. Another inspiration in modern radio design . . . new, refreshingly different. Its smoothly molded cabinet of maroon plastic is highlighted with a unique latticed ivory grille. Fine-tuned, AC-DC radio. Beam Power Pentode output.

**\$29.95**  
Crosby Photograph  
INCLUDED



**EASY  
TERMS**



# Now! Philco Quality in a Portable

AT ONLY **\$39<sup>95</sup>** LESS BATTERY

PHILCO 300. Here it is . . . another sensational value from the Philco laboratories. Think of it, Philco quality and Philco performance in a portable radio at this *amazing low price!* Indoors or outdoors, on vacation trips or at home, its war-developed, miniature tube circuit gives you amazing sensitivity. Plays on AC or DC house current or large, long life battery. *Bing Crosby photograph included.*

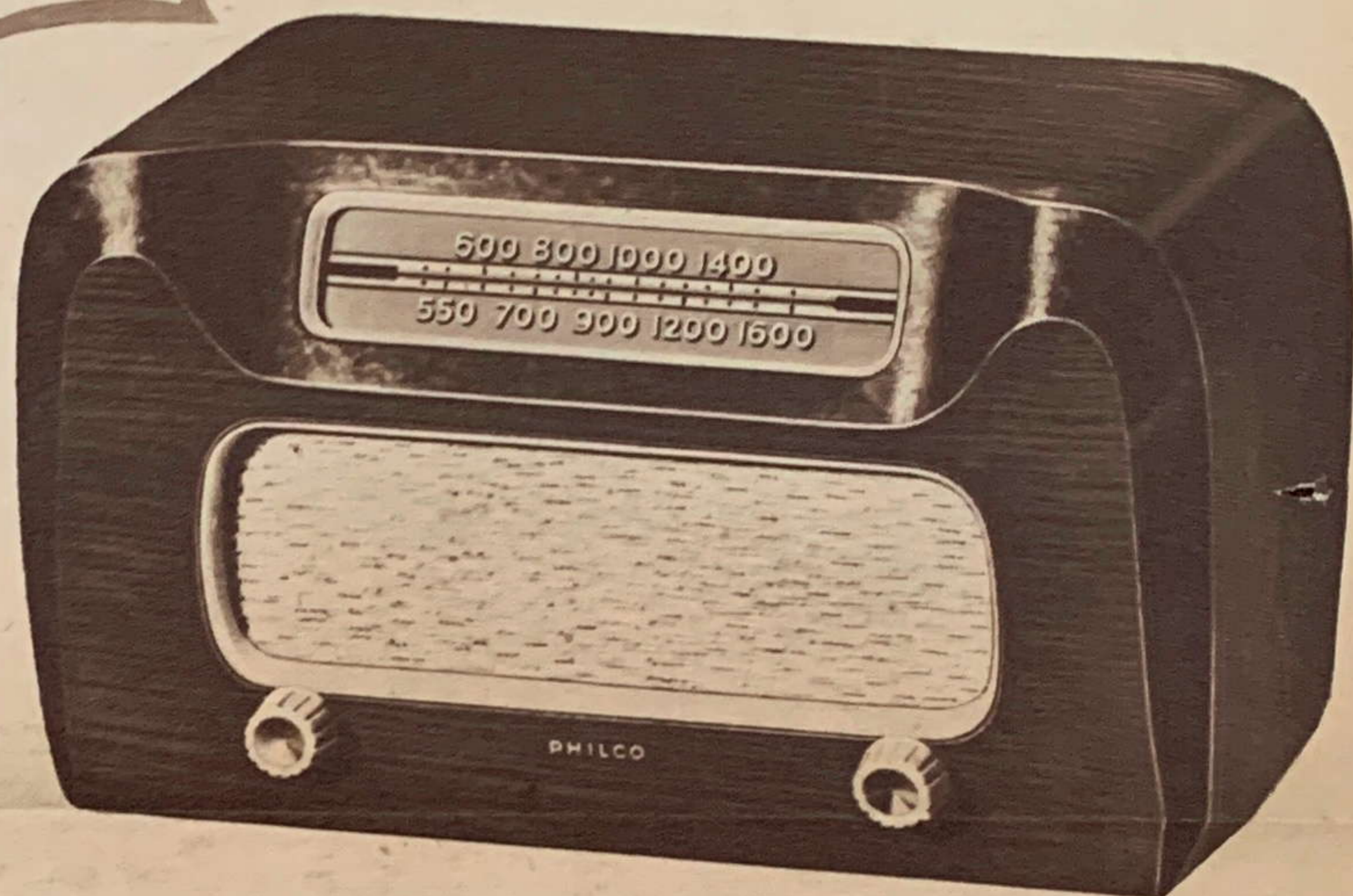


## Champion Performance and Beauty!

PHILCO 460. A true quality radio in small space. Unbelievable sensitivity and selectivity. Beam Power Audio System for great, undistorted tone. Handsome brown plastic cabinet of new and unique design with attractive radial dial. A real champion for performance. *Crosby photograph included.*

**\$34<sup>95</sup>**

Philco 460-I. Same in Ivory Plastic, \$37.50



## Gorgeously Figured Wood Cabinet

PHILCO 461. For the spot in your home that calls for the dignity and grace of a fine wood cabinet, here's the small radio that fills the bill! With its gorgeous grains and ivory trim, it's a gem of beauty. And performance to match! Sensitive and selective with full, rich tone.

**\$44<sup>95</sup>**

CROSBY PHOTOGRAPH INCLUDED



## Short-Wave Reception

PHILCO 464. Here's tremendous range and powerful short wave reception. Gets day and night American and Foreign short wave band with stations named on dial. Clear, brilliant tone. Brown plastic cabinet of modern design. *Crosby photograph included.*

**\$49<sup>95</sup>**



## Great Value in FM RECEPTION

PHILCO 472. For those who want FM as well as AM reception, here's the greatest dollar for dollar value in the industry! Gives highly efficient reception even on low powered FM stations. Amazing freedom from static. Built-in dual aerial for both AM and FM. Operates on AC or DC. Great clarity and fidelity of tone. Streamlined brown plastic cabinet.

**\$79<sup>95</sup>**

CROSBY PHOTOGRAPH INCLUDED

EVERY 1948 PHILCO RADIO  
*Yours on Easy Terms!*



## Sensational Table Radio Performance

PHILCO 475. Here's a radio for the connoisseur of fine radio performance! Static-free FM reception, standard broadcasts, short wave, push button tuning . . . every quality feature for tremendous range, glorious tone and superb performance. And all in a gorgeous Mahogany cabinet of unique and elegant design. *Crosby photograph included.*

**\$129<sup>95</sup>**

# Bing Crosby Record

made especially for Philco Week  
Included No Charge



with this  
**PHILCO**  
"1201"

**Autograph Record, Available Only on This Offer**

Two of Bing Crosby's most beautiful recordings . . . "Blue of the Night", his famous theme song on Philco Radio Time, and "Home on the Range", one of the most appealing ballads of all time . . . record made especially for Philco Week with Bing Crosby's autograph. Included no charge; not sold regularly nor otherwise available.



Just Slide  
a Record in  
and it Plays  
Automatically

Now  
**\$69<sup>95</sup>**

**BING CROSBY RECORD  
INCLUDED**

**New Automatic Way to Play a Record**

**No Lid to Lift, No Tone Arm  
to Set, No Needle to Change!**

It's the sensational Philco invention that last year outsold all other radio-phonographs . . . new for 1948 at a new, lower price! And yours during Philco Week with a souvenir Bing Crosby record included no charge. It's the easiest way to play records ever invented, so simple even a child can do it blindfolded! And it's a fine performing radio, too. Full, rich tone on records or radio. Unique, "tear-drop" design cabinet. You get extra value during Philco Week . . . buy now!

## Look—it's Portable

Yes, a Portable Phonograph with Philco's New Automatic Way to Play a Record. See it!

PHILCO 1200. Everybody asked for it . . . now it's here — Philco's sensational record-playing invention in a portable phonograph! Easy to carry, easy to play, wherever you go . . . just slide in a record and it plays *automatically*. No fussing with lids, tone arms or controls. Ideal for young folks, parties, dancing . . . you can change and repeat records almost without skipping a step! Rich, full tone. Smart Alligator grain case with lock and handle.

**\$49<sup>95</sup>**



**IDEAL FOR  
PARTIES AND  
DANCING**



## This \$22<sup>50</sup> Walnut Radio Table INCLUDED NO CHARGE

with the Greatest  
Performing Table  
Radio of all Time



**With Philco Advanced-FM**

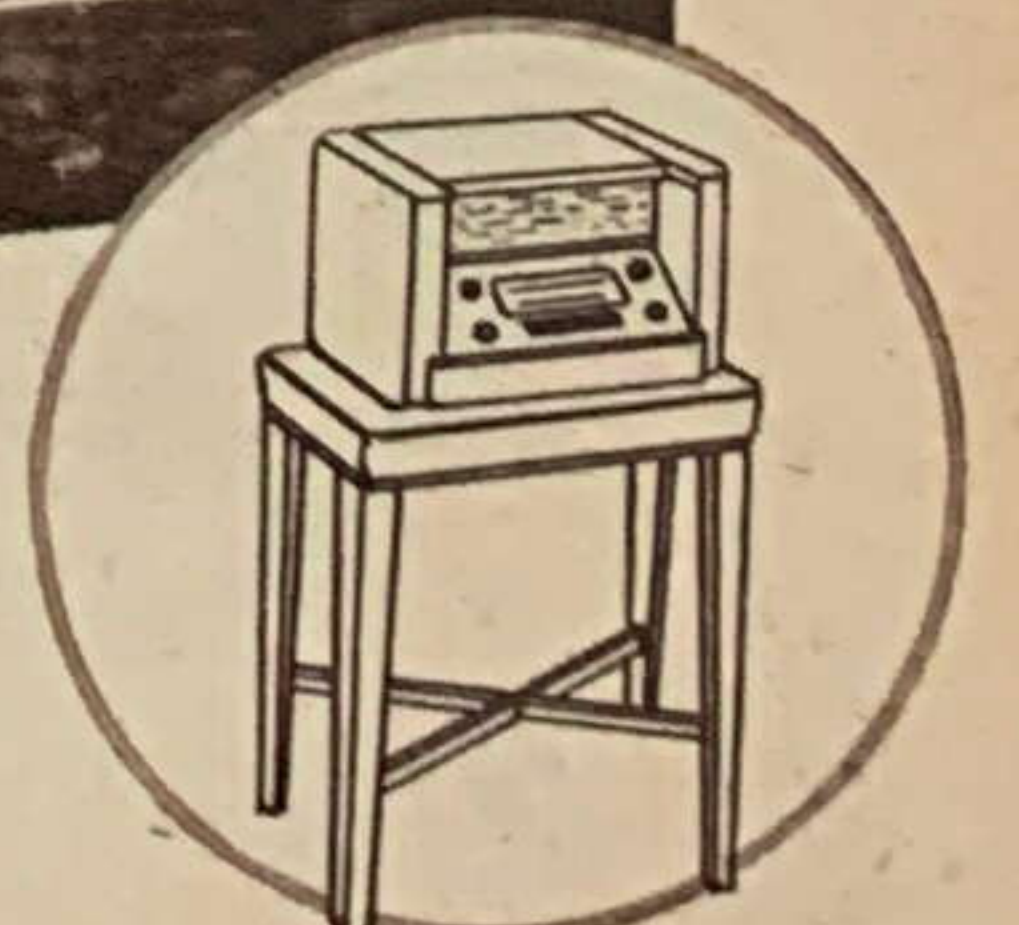
PHILCO 482. The utmost and finest in radio reception! Every broadcasting service including FM with the revolutionary Philco Advanced-FM System. Tremendous range and selectivity. Gloriously rich tone. Electric push button tuning. Every performance feature of a fine radio.

Philco Week only, \$22.50 Matching Walnut radio table included no charge. Buy now, take advantage of this money-saving, extra value offer!



Radio and Table, \$172.45 Value

**BOTH  
FOR ONLY \$149<sup>95</sup>**



**Any of the Smashing Philco Week Offers on these 8 Pages  
YOURS ON OUR EASY PAYMENT TERMS**