

PHILCO

THE MODERN RADIO-PHONOGRAPH...



No needles
to change!

Records last ten
times longer!

New beauty
of tone!

Absolute fidelity
of pitch!

No annoying
needle scratch!

Convenient
Tilt-Front cabinet

Simple, gentle,
reliable
record changer

RECORDED music, today, is a new and greater thrill, thanks to the inventive genius of Philco engineers! The *modern* radio-phonograph is a Philco . . . with Music on a Beam of Light, the Philco Automatic Record Changer with Stroboscope Control, the Tilt-Front Cabinet. These sensational developments have done away with the

bothersome steel needle, with the annoying surface noise and expensive record wear of the ordinary phonograph. They have released hidden beauties in your records, brought you new convenience of operation, new grace and beauty in cabinet design. In addition, exclusive *radio* developments bring you glorious tone and amazing performance . . .

plus Frequency Modulation at new low cost! All these are the marks of the *modern* radio-phonograph . . . and they are yours *only in a Philco!*

PHILCO 1012 PHOTO-ELECTRIC RADIO-PHONOGRAPH. Latest Philco phonograph developments in a handsome, hand rubbed Walnut cabinet. Gets Standard, Short-Wave and Frequency Modulation broadcasts. Exclusive Philco FM System. Philco Home Recording Unit optional. *Easy terms.*

RADIOS, RADIO-PHONOGRAPHS, PORTABLES, AUTO RADIOS from \$14.95 to \$550. SEE AND HEAR THEM TODAY!

Prices subject to change without notice; prices slightly higher Denver and West.