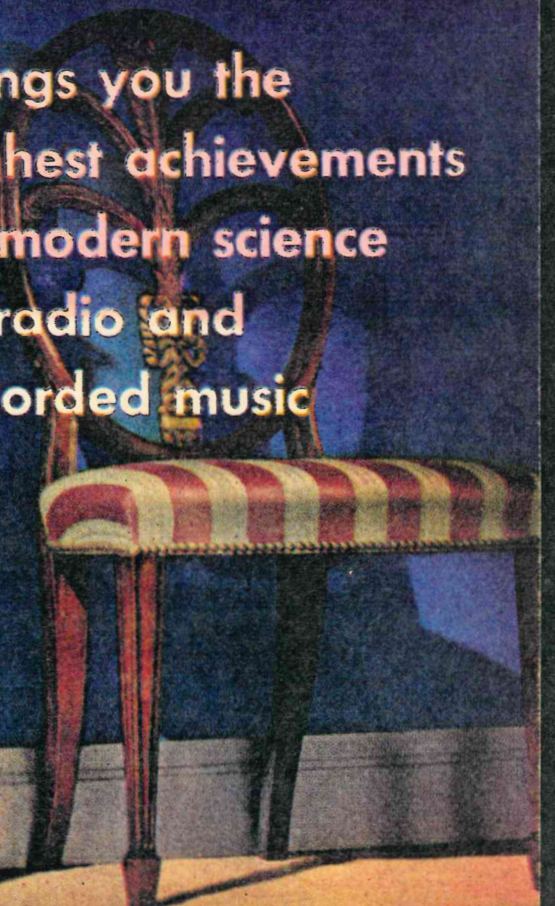


In this Cabinet of Classic Beauty...

PHILCO

brings you the
highest achievements
of modern science
in radio and
recorded music



PHILCO 390X. Exceptional tone and performance are yours in this impressive console. All standard and short wave broadcasts—plus Frequency Modulation through the Exclusive Philco FM System. 8 Philco tubes in Philco Double I.F. Circuit. Handsome Walnut cabinet. *Easy terms.*



PHILCO 355T. The aristocrat of table models. 8 Philco tubes, Exclusive Philco FM System with special Built-in FM Aerial. Complete Electric Push-Button operation. Gets Standard, Short Wave and FM. Walnut cabinet. *Easy terms.*

HERE'S thrilling new beauty for your home . . . glorious new enjoyment of radio and recorded music for all your family! In this exquisitely graceful cabinet of traditional Hepplewhite design, Philco brings you the sensational developments which have revolutionized the radio-phonograph.

"*Music on a Beam of Light*," the amazing invention that does away with the scratchy steel needle, gives you glorious new beauty and purity of tone. A rounded jewel *that never needs changing* floats over the record grooves and releases hidden overtones of beauty that you hear for the first time. No surface noise annoys you. And your valuable records last 10 times longer. A new Automatic Record Changer, developed by Philco, changes your records gently, reliably and safely. And the exclusive Stroboscope Control insures absolute fidelity of pitch.

In radio, too, a new Philco circuit with the *Exclusive Philco FM System* gives you superb tone and performance from standard, short wave and FM stations. All these inventions are the marks of the *modern* radio-phonograph, bringing you the fullest enjoyment of radio and recorded music. They are yours *only in a Philco!*

PHILCO 1013 PHOTO-ELECTRIC RADIO-PHONOGRAPH (above) has latest Philco phonograph inventions. Gets American, Foreign and Frequency Modulation Broadcasts. Philco Home Recording Unit optional. *Yours on Easy Terms.*

**PHILCO RADIOS, RADIO-PHONOGRAPHS,
AUTO RADIOS . . . FROM \$14.95 TO \$550
SEE THEM AT YOUR PHILCO DEALER TODAY.**

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



**EXCLUSIVE PHILCO
TILT-FRONT CABINET**

No dark, awkward phonograph compartments in a Philco! Just tilt the grille forward, place your records, tilt it back again. Turn-table automatically illuminated.

**Only PHILCO brings you
Frequency Modulation
at this New Low Cost!**

The *Exclusive Philco FM System*, developed by Philco engineers, adds a Frequency Modulation band to the regular radio circuit, using *all* the tubes on all the bands. Thus you enjoy finer Standard and Short Wave reception for the price you pay . . . plus FM at new low cost! Only Philco has it.

PHILCO 1942

A Musical Instrument of Quality