

# Here for '51—the greatest radios in **PHILCO** history!

sensational new radios and radio-phonographs that climax 20 years of PHILCO leadership

Here they are... the brilliant new Philco radios and radio-phonographs for 1951. They are brilliant as ever in their performance... performance that has actually been stepped up for '51 over all previous standards.

And they're brilliant, too, in their magnificent new beauty! Gaily colored plastics, fine rich-grained mahogany and walnut, careful finishing, the utmost in craftman-

ship plus the creative ingenuity of some of America's foremost designers, truly make Philco for '51 outstanding in style and beauty, matchless in grace and design.

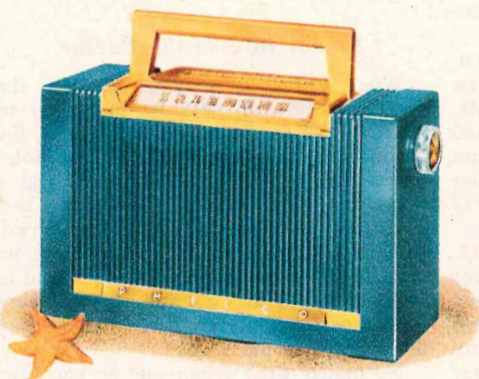
Why not visit your Philco dealer now... and see these great new 1951 Philco radios and radio-phonographs—the most powerful, most beautiful that Philco has ever made in 20 years of unchallenged leadership.



• **FINEST PERFORMING** radio phonograph table model ever offered in its size and price. Plays all records, all sizes automatically with real console tone. Philco AM radio with new highly sensitive circuit. Gleaming maroon plastic with brown Philcoleather finish tooled in gold. Philco model 1331. **\$9995\***



• **GREATEST FIDELITY** of tone ever achieved; plays all records, all sizes automatically; 12 inch Cathedral High Fidelity Speaker. Super-performing AM-FM radio with tuned RF stage and 3-gang condenser, and built-in Dual Aerial System. Authentic Federal American console of selected mahogany veneers. Philco model 1734. **\$32995\***



• **AMERICA'S FINEST "PERSONAL"** portable radio. The *Magnecor*, entirely new kind of aerial, perfected by Philco, stays permanently concealed inside cabinet. Tone, volume, sensitivity unequalled in personal radios. Operates on AC, DC or batteries. Choice of six gorgeous colors. Philco 631. **\$3650\*** *less batteries*



• **SPECIAL CIRCUIT** with tuned RF stage, 3-gang condenser, new tube-saver resistor, new extra volume distortion-free speaker. Here's performance you'd never think possible in a radio this size. Gleaming ivory plastic cabinet. Philco model 931. **\$4250\***



• **NEW 1951 CLOCK RADIO.** Go to sleep to music, wake up to music. Clock turns radio off automatically, turns radio on at any preset time. Powerful Philco 1951 radio with high-sensitivity and rich full tone. Brown plastic cabinet slightly lower in price. PT-537-I. **\$3995\***



• **BRILLIANT EXAMPLE** of the modern design and beauty that distinguishes the 1951 Philco table radios. New Philco AC-DC circuit for extreme sensitivity, improved speaker for extra volume without distortion. Rich mottled mahogany plastic cabinet with radiantly lighted dial. Philco model 934. **\$3250\***



• **NEVER BEFORE** an AM-FM table radio like this! New super-sensitive FM system with tuned RF stage and 3-gang condenser for the first time in a moderate price table radio. New tube-saver resistor and Dual Aerial System. Rich mottled mahogany plastic cabinet. Philco model 934. **\$5995\***

*\*Prices slightly higher in South and West. Prices subject to change.*

**PHILCO** — *world's most popular radio*

