

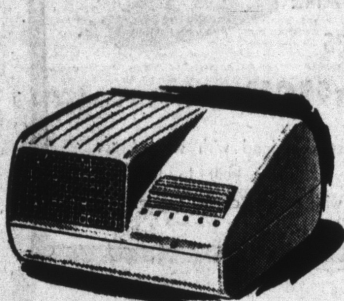


# Make this a PHILCO Christmas!

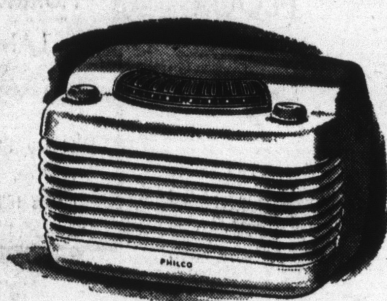
No gift will give more enduring enjoyment than a Philco... for the family  
... for loved ones... for those special friends on your Christmas list.  
This year, more than ever, make it a Philco Christmas... give Philco  
musical instruments of quality, with the newest, the latest, the most  
up-to-date features for fullest enjoyment of radio and recorded music.

## Thrilling Table Radios... Thrilling Radio-Phonographs that play the New 45-Minute Records

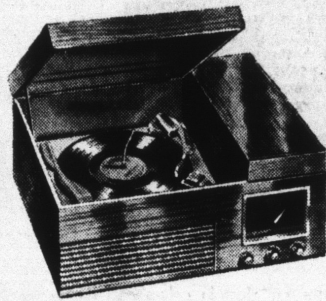
Yes, this Christmas Philco brings you the foremost advance of the age in recorded  
music... amazing double tone arm radio-phonographs that play the new long  
playing Vinylite records—and automatically play your present records. Also, a wide  
choice of sensational new table radios. See them... make your selection now.



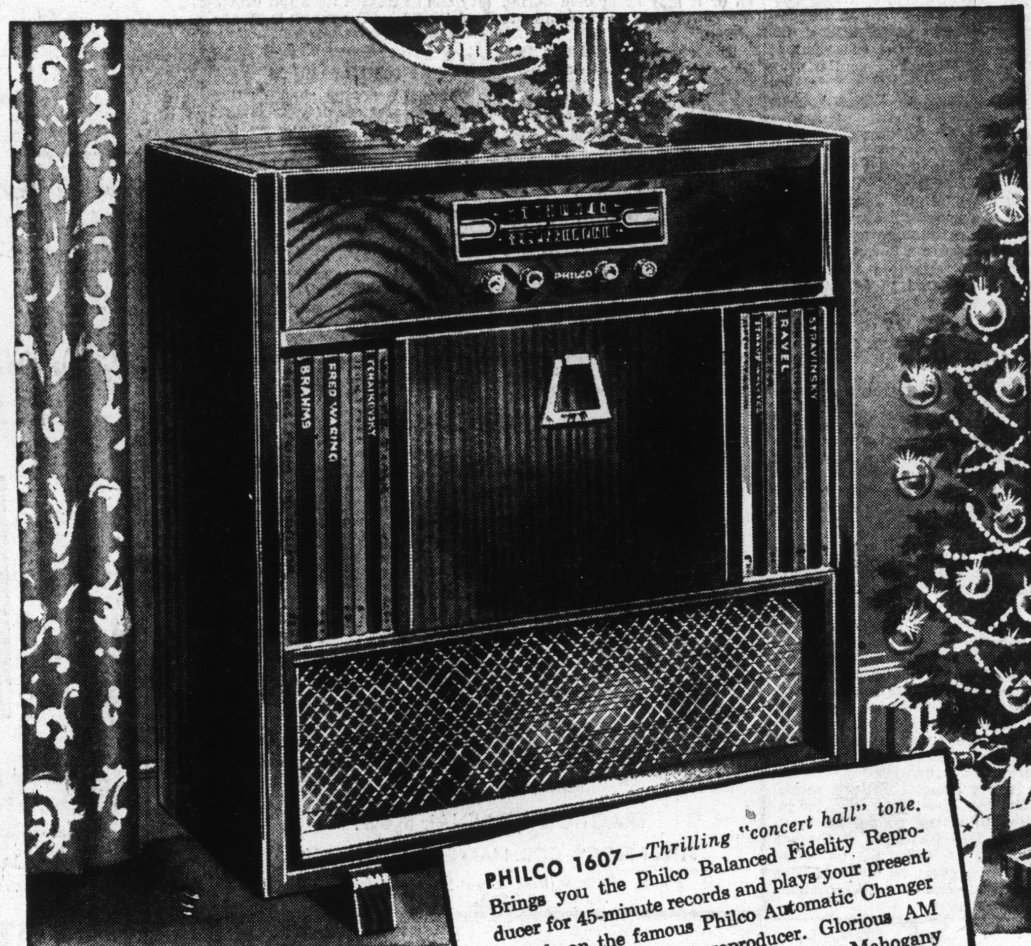
**PHILCO 901**—At last, Automatic  
Tuning in a popular priced table  
radio. No dial, no buttons! Just press  
the drum tuner for choice of 6 sta-  
tions. Station Identification Light.  
Plastic cabinet. Choice  
of ivory or light green. **\$44.95**



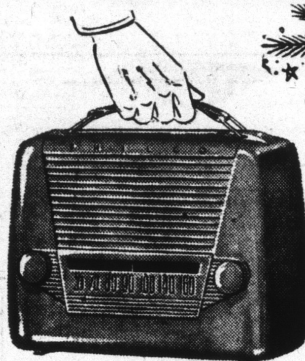
**PHILCO 900-I**—A gift in a class by  
itself... for smart style, quality and  
value. It has power, tone and sensi-  
tivity rarely heard in a small radio.  
An exquisite beauty in  
glistening ivory plastic. **\$37.50**  
*Also available in Ebony \$34.95*



**PHILCO 1405**—Plays new 45-Minute  
records with Balanced Fidelity Re-  
producer, changes standard records  
automatically. Philco Acoustical  
System gives console tone. Fine  
radio reception. **\$129.95**  
Mahogany cabinet.



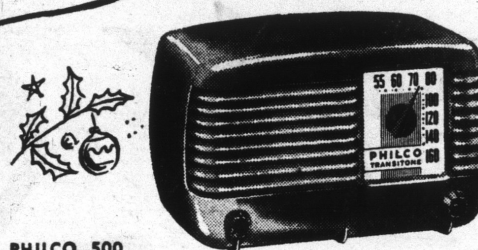
**PHILCO 1607**—Thrilling "concert hall" tone.  
Brings you the Philco Balanced Fidelity Repro-  
ducer for 45-minute records and plays your present  
records on the famous Philco Automatic Changer  
with new super-silent reproducer. Glorious AM  
and FM reception. Classic Modern Mahogany  
cabinet with ample space for **\$229.95**  
records. A perfect family gift!



**PHILCO 602**—Amazing value in a  
3-way AC-DC-Battery Portable. In-  
stant warm-up—permits immediate  
tuning when switched on. Extremely  
powerful, indoors and out. Choice  
of ivory, maroon, **\$29.95**  
brown, green plastic. *Low Battery*



**PHILCO M-15**—Equips any radio  
or phonograph to play 45-minute  
records. Quickly and easily attached.  
Plays 45 minutes of music from the  
new long playing Vinylite record.  
Philco Balanced **\$29.95**  
Fidelity Reproducer.



**PHILCO 500**  
An unequalled value. A small,  
compact table radio whose per-  
formance matches its good  
looks. Smart plastic cabinet.  
A gift that's sure to please!  
**ONLY \$19.95**



**PHILCO 1613**—Triumph of Quality and Value!  
Latest up-to-date Philco features. Balanced  
Fidelity Reproducer for 45-minute records...  
Automatic Changer and Super-Silent Reproducer  
for your present records. Genuine Philco FM  
and AM reception. Electronic Scratch Elim-  
inator. Rich Mahogany cabinet  
with enclosed record space. **\$299.95**

ANY PHILCO IS AVAILABLE ON  
**EASY TERMS**



Philco Radio Time with  
Bing Crosby... tune in!  
**9 P. M. WISH**  
1310 ON YOUR  
DIAL

**FOR CHRISTMAS DELIVERY, SEE YOUR PHILCO DEALER NOW!**

DISTRIBUTED BY

**RADIO EQUIPMENT CO., 1010 Central Ave. RI. 6453**

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