

The Call Letter

of the Northwest Vintage Radio Society

Vol 22

January 1996

No. 1

Annual Meeting, January 13th 10 AM
Society Benefit Auction directly after —

THE SATURDAY EVENING POST

PHILCO for 1940 IS BRAND NEW!

**No aerial or ground wires . . . no installation.
Just plug in and play. Clear, unblemished tone,
even in noisy locations. And new low prices!**

The 1940 Philco has made the radio aerial and ground *obsolete!* Now no modern radio needs to be "installed" any more. You just place it wherever it looks best and is most convenient in your home, plug it in like an electric lamp, and play. No wires clutter your roof or room; there's no mess, no annoyance, no hazard.

But, with all its convenience, the built-in aerial alone is not enough. You need much more to give you tone and performance! And the 1940 Philco — *ALONE* — gives you what you need in the Built-in Super Aerial System, an amazing discovery developed by Philco engineers.

The Built-in Super Aerial System is far more than a mere built-in aerial. It is a *complete system* of super-

reception, composed of not one but three vital features. For foreign short-wave reception it has a *Twin-Loop Aerial* and a new, triple-power *Television Tube*. With this exclusive *combination* of features, you get enjoyable radio reception, free from the annoyance of power line noises and man-made static. And you get *more* sensitivity than radios of the past — all without any external aerial or ground wires.

Remember, only Philco gives you the Built-in Super Aerial System — only Philco gives you this new convenience **PLUS** finer tone and performance. And, the 1940 Philco is yours in a great variety of lovely, new cabinets . . . at the lowest prices in Philco history!

The *Call Letter* celebrates over 2 decades in print.

Northwest Vintage Radio Society

The Northwest Vintage Radio Society is a non-profit historical society incorporated in the State of Oregon. Since 1974 the Society has been dedicated to the preservation and enjoyment of "vintage radio" and wireless equipment.

Membership in the Society is open to all who are actively interested in historic preservation. The dues are \$15.00 for domestic membership, due on January 1st of each year (prorated quarterly).

The Call Letter has been a monthly publication since 1974. It was originated with the first president and continues to be a publication that both informs members of the society's business and that supports the hobby of collecting, preserving, and restoring vintage radios.

Society meetings are held monthly (except July and August) at the Northwest Vintage Radio Museum, 7675 SW Capitol Highway (at 32nd street) in Portland Oregon. They convene at or about 10 AM for the purpose of displaying radios, conducting Society business, and information exchange. Guests are welcome at all Society meetings and functions (except board meetings)

Other Society functions include guest speakers, auctions, radio shows and radio sales which are advertised in the Call Letter and are held in and around SW Portland.

Society Officers:

President	Greg Bonn	(503) 642-5097
Vice President	Speed Feldschau	(503) 390-3928
Treasurer	Ed Charman	(503) 654-7387
Secretary	Ken Seymour	(503) 642-9115
Board member at large	Ed Pittaway	(503) 645-2883
Call Letter Editor	Dick Karman	(503) 281-6585
Museum Curator	Frank Rasada	(503) 246-3400

The Society's address is:

The Northwest Vintage Radio Society
Post Office Box 82379
Portland, Oregon 97282-0379

January 1996

Table of Contents

ANNUAL MEETING NOTICE	2
December Report	3
In The Shack with Mike	4
NVRS Constitution	7
NVRS Proposed By-Laws	9
Atmospherica	11
Passing Parade, Dean Martin	12
Thank You	13
SWAP SHOP	14

The CALL LETTER

Editor, Dick Karman, (503) 281-6585

Note: CALL LETTER material should be sent to
the Post Office Box - Not to Gordon Phillips.

Call Letter Deadline
20th of the month
prior to publication.

The Call Letter is the official publication of the Northwest Vintage Radio Society. Circulation is limited to the membership and guests of the Society. The Society is not responsible for the material contributed for publication, nor the quality, timeliness or accuracy of the items offered for sale in the SWAP SHOP. By common agreement of the board of directors, the buyer assumes all responsibility for the satisfaction of any transaction.

**NOTICE OF THE
1996 ANNUAL MEETING OF
THE NORTHWEST VINTAGE RADIO SOCIETY**

**JANUARY 13TH, 1996
10 AM
7675 SW CAPITOL HIWAY
PORTLAND, OREGON**

**ITEMS ON THE AGENDA:
ADOPT UPDATED BY-LAWS
(SEE PAGES 9 & 10)
ADOPT A SLATE OF OFFICERS.
HOLD ANNUAL ELECTIONS.
DISCUSS DUES INCREASE.
FILL VACANCIES ON COMMITTEES
INSTALL NEW OFFICERS**

**ALSO TO BE INCLUDED:
AUCTION OF VINTAGE RADIOS
AND MEMORABILIA
TO BENEFIT THE SOCIETY'S TREASURY.**

**Dues are due at the
January Meeting - \$15 !**

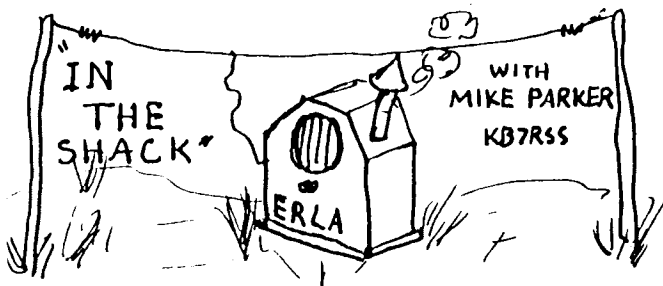
December Report

By Greg Bonn

The ice storm kept many of the members from attending the December 9th meeting. Due to the lack of a quorum at the December meeting, the elections have been postponed until the January meeting. Nominations for officers from the floor will be entertained at the January meeting. No slate of officers is available for publishing in the *CALL LETTER*. The January meeting is the annual meeting. Other items for discussion will include the proposed dues increase, annual shows, sales, swap meets, and participation in outside events.

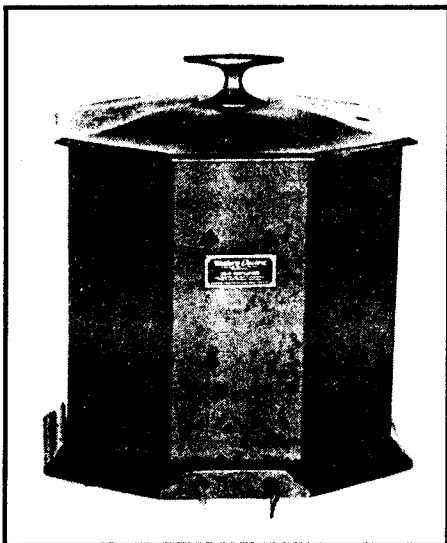
The auction which was scheduled to take place in December was also postponed until the January meeting and will still feature a working (but needs some help) Philco Predicta television set, and several other radios and donated items. The proceeds will go to the society's treasury to help our sagging bank account. If you have any broadcast related items that could use a good home, bring them to the auction and donate them to a good cause.

Those attending the December meeting, and who were able to stay were treated to an excellent turkey dinner with all the trimmings, salads, cakes, and pies. A special thanks to Frank and Mary Rasada for preparing the dinner, and to the members and their wives for their help and contributions.



While at a radio sale last summer, I happened to find the odd looking item shown here, a Western Electric 25-B amplifier, circa 1925.

Actually, I was with NVRS member, Sonny Clutter, and we both discovered it together. He asked me if I knew what it was, and I replied, "Yes, I do." I got the impression that he and I were the only ones there that knew what it was. It does not look like a radio-related item.



He then asked me if I wanted it and I was immediately faced with a snap decision. The price was quite reasonable. I was compelled to ask him, "and what if I don't?" He replied with a statement indicating that he would buy it for resale only, not really wanting two of them in his collection.

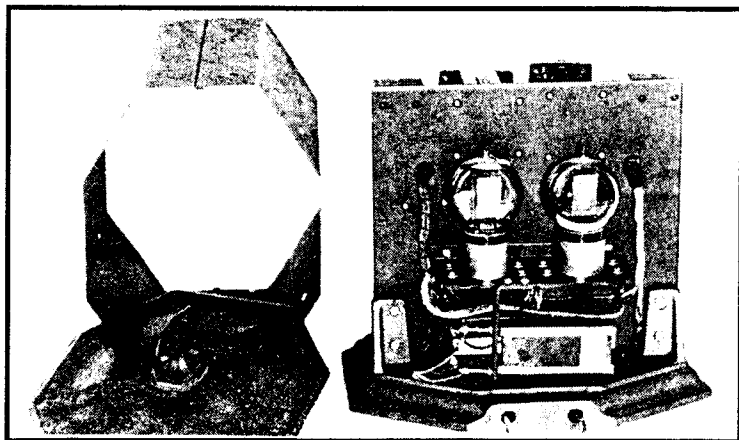
So I made the snap decision and said, "Yes, I would like to have in my collection." "Very well. Go for it." Sonny replied.

The feeling I got from that experience was certainly a refreshing change from what I was used to! Here was a person who actually put generosity ahead of greed. As far as I am concerned behavior like that earns a higher level of respect, especially at a swap meet.

When I brought the 25-B amplifier home and carried it into the house my wife said, "What's that . . . an old electric heater?" I

said, "No, it's an old-fashioned cooking pot!" The way it looks, it could pass for either one.

The base and the top are made of heavy cast metal. The transformers and tubes are mounted on a fiber board mounted vertically on a frame inside the unit. The top piece is removable and has a knob in the casting to easily hand-carry the amplifier. The cover is an octagon shaped piece of sheet metal that fits snugly between the base and the top. It is perforated with a few dia-



mond shaped holes to ventilate the tubes. The disassembled amplifier is shown in figure 8.

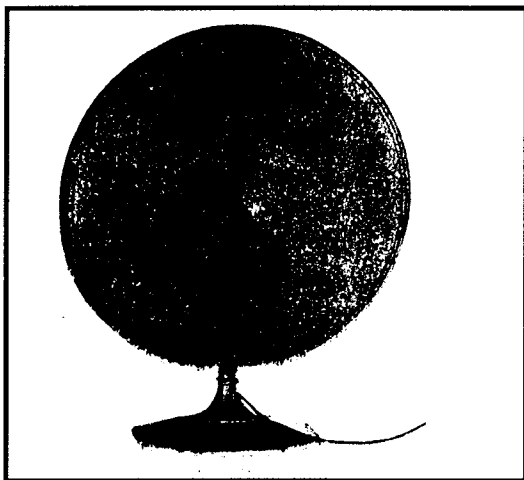
The heavy cast base has terminal lugs underneath simply marked *IN* and *OUT*. The input could be connected to perhaps a one tube receiver, crystal set or phonograph output. I have tried all of these with good results. The output connects to a horn or a cone speaker.

The western Electric 25-A and B amplifier uses a design that is unprecedented in Western Electric history. I suspect that it was made to more easily blend with household decor as well as function as a one piece carry about unit. Everything that Western Electric made before it looks as if it were lifted from Dr. Frankenstein's laboratory, with exposed tubes and knobs, that were easily damaged in transport.

In reality, when looking at the Western Electric 540-AW cone speaker, which was developed at about the same time as this amplifier, it is evident that these items were designed to be compat-

ible. The somewhat octagon shape of the 540-AW speaker is the real clue, as is the gold tinted brown color of each.

By far the most unusual feature of the 25-A and B amplifier, was the fact that it was a 110 volt A.C. "light socket power." It may be argued that it was the first real successful plug in radio amplifier.



The amplifier uses two Western Electric 205-D "tennis ball" triode tubes. One is for rectification. One is for amplification. These tubes are very scarce and, in my case, I'm very glad they both work.

The A.C. switch is installed on the power cord and uses a push pin, similar to a push-through modern day lamp socket. When I acquired this amp the push through pin was frozen in one position. Here is a hint concerning old A.C. switches:

I shot this one with a few drops of *Liquid Wrench* squeezed in the cracks by the push through pin. I then gently worked it back and forth. This will rejuvenate the mechanism and generally restore to original working order any stuck switch.

Here is what Charles Fisher, a collector from Massachusetts said about this amplifier (from the May 1989 issue of *Antique Radio Classified*, article on Western Electric): "The No. 25-A, a strange item, shown, weighs many pounds but contains only two tubes, type 205D's, one of which is used as a half-wave rectifier, the other as an amplifier. The weight is largely devoted to the components needed to provide smooth DC for the considerable output power. (I have no data on the 25-B except that its schematic is identical to that of the No. 25-A.)"

Well, that's all I have on this unusual, but excellent item. Should you find one that is all rusty, with barnacles on it, it was probably used as a boat anchor. They are certainly heavy enough!

Constitution of The Northwest Vintage Radio Society

Article I: Name

Section (1) The name of this association shall be the Northwest Vintage Radio Society.

Section (2) The object of this club is to bring together persons interested in the preservation and restoration of historical, antique, or old time radio apparatus, literature, and the history of radio development.

Article II: Membership

Section (1) The Charter members of this club are: Harley Perkins, Don Iverson, Don Knotts, Alan Shadduck, Orval White, Lou Stober, Peter Young, Dick Howard, Ron Moran, Harold Woodruff, Maurice Leete, Bruce and Jean Fletcher, Jerry and Nina Irwin, Art Redman, Bob and Jean Conners, Ron and Glenn Gonshorowski, Al Blake, Joe Thompkins, John Wood, Tom James, Bob and Sandy Bilbie, Chet Burress, Max E. Clampitt, James Mason, Don Hunter, Wayne Barney, Bill Baker, John McConnell, Mr & Mrs. J.R. Rowland, Tom and Marilyn Sebens, and Joe Joncas.

Section (2) A member's spouse and children are considered to be members and only one dues per family with a maximum of two votes.

Section (3) New members may join the society by submitting a written application and payment of current dues. (modified Dec. 1990)

Section (4) Membership can only be retained by timely payment of all dues and assessments regularly voted by the club members.

Section (5) Membership may be revoked for cause by action of the board of directors subject to approval

of such action by the majority of the club members.

Article III: Dues

Section (1) Club dues will be assessed at the annual meeting of the club members.

Section (2) The membership will take action at the annual meeting to accept or modify a recommendation made by the board of directors to the members in regard to the amount of dues needed to meet the anticipated obligations of the club.

Section (3) New members joining pay dues prorated on the quarter they join.

Article IV: Officers

Section (1) The officers of this club shall be president, vice president, secretary, and treasurer.

Section (2) Officers shall be elected by members in good standing by written ballot. The election shall be held on the last regular business meeting preceding the annual meeting of the club.

Section (3) The term of office is one year for all officers beginning at the annual meeting at such time as the gavel is passed from the former president to the newly elected president.

Article V: Duties of Officers and Board of Directors

Section (1) President - The president shall preside at all regular and special meetings of the membership and Board of Directors. The president will set the time and place of Board of Directors meetings. The president has the power to appoint members of committees as appropriate to enhance the activities of the club.

Section (2) Vice President - The vice president shall be responsible for planning and arranging technical or entertainment activities associated with club meetings. He serves as chairman of a program committee if such a committee is appointed. He acts as presiding officers at meetings in the absence of the president.

Section (3) Secretary - The secretary shall be responsible for the recording minutes of every business meeting and for receiving and preparing all club correspondence.

Section (4) Treasurer - The treasurer shall be accountable for all funds received and disbursed by the club and shall report all monetary transactions and treasury balance at each regular meeting of the club. The treasurer shall prepare a list of members in good standing for distribution at the next regular meeting following the annual meeting of the club.

Section (5) Board of Directors - The Board of Directors shall consist of the current elected officers of the club plus the immediate past president of the club. In case the immediate past president is unable to serve or is one of the current elected officers, a board member at large shall be nominated and elected by the membership. The Board of Directors shall direct the care and expenditures of the funds of the club. The Board shall adopt from time to time as required a series of bylaws which shall be subject to ratification by members of the club. The Board shall choose a suitable time and place for regular club business meetings. The board shall appoint a successor to fill any unexpired officers' term should such an officer be unable to complete his term of office.

Article VI: Meetings & Quorum

Section (1) The annual meeting of the club shall be held the second Saturday in January at a time and place to be chosen by the Board of Directors.

Section (2) Meetings of the club shall be monthly except July and August.

Section (3) No regular or special meeting of the club may be held unless the entire membership is aware of the date, time and place of the meeting at least five days in advance of such meeting. Special meetings of the club require written notice by mail such that receipt of such notice may be reasonably expected to occur at least five days before the special meeting.

Section (4) Robert's Rules of Order shall govern the conduct of business meetings.

Section (5) A quorum for conduct of club business shall consist of not less than one-fourth of the club membership or fifteen members, whichever is smaller.

Article VII: Constitutional Amendments

The constitution may be amended according to the following procedures:

- ▷ (1) proposed changes shall be submitted in writing to all members in good standing at least one month before any vote.
- ▷ (2) Votes may be by proxy.
- ▷ (3) A two-thirds majority of the club members are required to pass the amendment.

By-Laws of the Northwest Vintage Radio Society

Article 1. Members

Section (1) Regular members - Regular membership shall be conferred upon and retained by those individuals making timely payment of all proper dues assessed against members of this organization. Such membership shall be particular to the individual person paying the dues. Regular members shall receive one vote on those matters requiring a ballot.

Section (2) Honorary members - Honorary membership shall be conferred upon and retained by those individuals who, in the eyes of the regular members, have contributed much to the state of the art of radio broadcasting, communications, or other fields relating to the historical aspects of this organization. All privileges and responsibilities of the regular member shall be conferred upon an honorary member, but no dues shall be required of an honorary member.

Section (3) New members - Individuals may become a regular member of this organization conditioned upon payment of one year's dues assessed against the new member. Dues may be prorated on a basis.

Section (4) Revocation of Membership - Membership can be revoked by a majority vote of a quorum of the Board of Directors at any proper meeting thereof. Such revocation is subject to ratification by a majority vote of a quorum of regular members at any proper meeting of the members prior to becoming effective.

Section (5) Meeting of Members - The annual meeting of the members shall be held on the second Saturday in January at the time and place to be selected by the Board of Directors. The purpose of the annual meeting is to conduct such business as may legally come before the members. There shall be additional monthly meetings of members (except July & August) at times and places to be selected by the board of directors. The purpose of such meetings shall be to transact such business as may be required for the smooth operation of the club. Notice of all meetings shall be accomplished through the organization's newsletter, stating time and place, and in the case of the special meeting, the purpose of the meeting. Notice of meetings shall be published not more than 50 days prior to, nor less than 7 days prior to the meeting.

Article 2: Officers -

Section (1) General - The officers of this club shall be the President, Vice President, Secretary, and Treasurer. Officers shall be nominated from those members in good standing at the November meeting of the club. Officers shall be elected by those members present at the December meeting of the club (or at such meeting thereafter as is necessary to obtain a quorum). An officer shall be considered elected upon receiving a

plurality of votes cast for the office in question by written ballot. The term of office shall be one year from the time the president turns over his office to the newly elected president.

Section (2) Duties - The duties of the officers shall be those delineated in the constitution of the organization, as well as any duties assigned by the president as necessary for the smooth legal operation of the organization.

Article 3: Board of Directors

The Board of Directors shall consist of the current elected officers of the club plus the immediate past president of the club. In case the immediate past president is unable to serve or is one of the current elected officers, a board member at large shall be nominated and elected by the membership. The Board shall choose a suitable time and place for regular club business meetings. The board shall appoint a successor to fill any unexpired officers' term should such an officer be unable to complete his term of office.

Article 4: Liability

Members of the club participate in club activities and meetings at their own risk. In the case of accident or injury the member shall hold the corporation and the board of directors harmless in regard to acts or omissions which were undertaken for the benefit and standard operation of the club.

Article 5: Dues

Dues for regular members shall be assessed at the annual meeting of the members. Such dues shall be proposed by the Board of Directors; however the proposal can be modified by a majority vote of a quorum of regular members. The dues become due and payable only when accepted by a similar vote. New member's dues shall be prorated based on the month the member in question joins the organization for the first time.

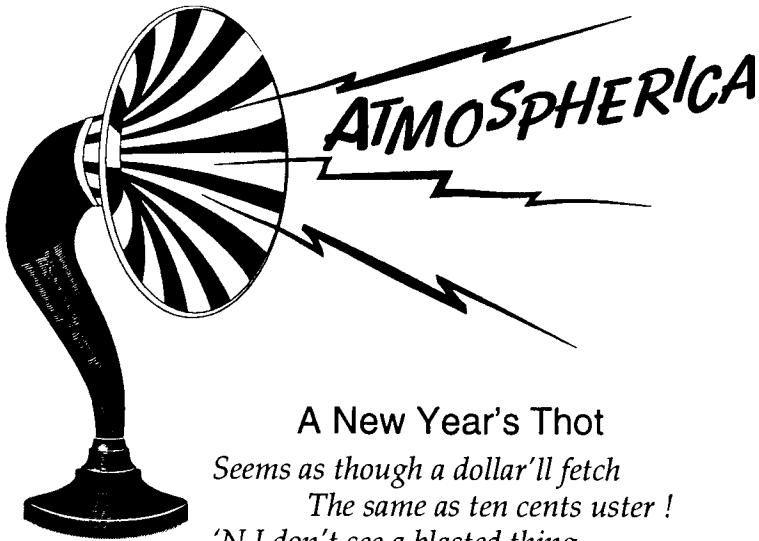
Article 6: Procedure

The procedure in all meetings of the members and the board of directors shall be governed by *Roberts Rules of Order, Revised*. A quorum for any matter requiring a vote by the regular members shall be not less than one-fourth of the membership or fifteen, whichever is smaller number. A quorum of the Board of Directors is a majority of the board members.

Article 7: Amendments

Proposed changes in these by-laws, or a summary thereof, shall be submitted in this organization's newsletter by the Board of Directors prior to any vote. Such amendments will become effective only when ratified by a majority vote by a quorum of regular members in attendance at a regular or special meeting of this organization.

(These proposed modifications of the by-laws of the Northwest Vintage Radio Society are to be voted on at the 1996 annual meeting.)



A New Year's Thot

*Seems as though a dollar'll fetch
The same as ten cents uster !
'N I don't see a blasted thing
That's gonna up and boost 'er !*

*Some blame it onto politics
Some on waste and such.
Some just gripe to hear themselves;
But I don't listen much.*

*I just tune my Browning-Drake
To some far distant clime,
And find the folks a-livin' there
Have a durn sight harder time.*

*Though times are getting pretty tight
And we ain't seen nothing yet
I'm sure gonna stick around
To see how tough they'll get !*

The Passing Parade

By Dick Karman

Dean Martin passed away on Christmas day. Early in 1947 **My Friend Irma** came to radio, a creation of Cy Howard. In 1949 the radio show was made into a movie by the same name, directed by Hal Wallis. Two relative unknown comedians who were working together in an Atlantic City nightclub were featured in the movie: Joseph Levitch and Dino Crocetti. They were billed as Jerry Lewis and Dean Martin.

After the movie it was a short jump from Atlantic City into their own radio show. NBC was scrambling to fill the gaps left by the CBS *talent raids*. The **Martin and Lewis Show** came to NBC in April 1949. The 32 year old Dean Martin was the singing straight man, and Jerry Lewis was the heckling maniac. It was the continuation of a night club routine that eventually played much better on the "tube" than on the *magic music box*. The show only lasted 3 years on radio, never-the-less Martin got his first national exposure on radio.

Musically, Martin's best remembered for his 1964 million-selling hit **Everybody Loves Somebody Sometime** released on the Reprise label. Also noteworthy: during the 60's Dean Martin, who came from Steubenville, Ohio, became the highest earning entertainer in the history of show business when he signed a 3- year, \$34 million contract with NBC.

Now, half of the team of Crocetti and Levitch is dead of respiratory failure at the age of 78. The remaining half is grieving the loss as are all of us.

Swap Shop

WANTED

Wanted.... Items of broadcast interest to be auctioned at the December meeting of the NVRS. Items could include radios, books, advertisements or just about anything that can be auctioned. Proceeds will be used to restore the society's bank account.

WANTED Tuning dial for Silver Marshall Mod 30 Walt Humbird (503) 642-0202.

WANTED Cutting needles for Webcor type older type records. Glen Bricker 1030 N. 11th St. Cottage Grove Or. 97424 (503) 942-3717

WANTED Philco parts. Speed Feldschau (503) 390-3928

WANTED W.W. II and earlier military radio equipment. Forest Service radio pre-1950 fishing vessel radios, old or recent, especially Pacific N.W. built & manuals or advertising. Beginners Kit built radios with 1-3 tubes or transistors. Will pay to ship. Hugh Miller 250 S 900E #4C Salt Lake City, Utah 84102

WANTED To borrow owner's manuals for the following test equipment: EICO, 145 signal tracer, 221 VTVM, 239 VTVM, 315 Signal Generator, 332 VTVM, DeVry 1514 VTVM, Heath kits, V7A VTVM, IT12 Signal Tracer, SG8 Signal Generator, IM11 VTVM. Cliff Glaspey (206) 353-6637.

WANTED To borrow service manuals for Heathkits VTVM V-7A & Oscilloscope OL-1 and Hammarlund SP-600 communications receiver. Fred Powell (206) 547-6695.

WANTED five 01-A duds for restored Freshman Masterpiece. Dick Bixler, (503) 690-2557.

Wanted knobs for 46 Philco console Also transformer for Halli-crafter S- 85. Terry Burge (503) 678-2166.

Wanted: Crystal Sets. Have many radios to trade for crystal sets. Also wanted, Boonton 260A Q Meter. Galen Feight (503) 231-9708.

Wanted: Receiving and transmitting tube application notes and other tube information from RCA, GE, and other manufacturers, Ken Seymour (KH7OSM) (503) 306-7439 days/eve.

Wanted AK Breadboard - Gerry Hale (509) 627-6319

Wanted Televisions from the 30s and 40s. - Also horned phonographs or parts and pieces of them - also radios from the 20s. Chuck Seidel, P.O. Box 1385, Merlin, Oregon 97532

Wanted Western Electric Electronics parts, and speakers, horns, also speakers and horns by Altec, JBL, Lansing or like items, Ed Billeci, 6229 NE Oregon St., Portland, Oregon 97213 (503) 234-8453.

Wanted Telegraph Relays Bob Phelps (206) 546-5495

FOR SALE

For sale: Radios from the 30s and 40s and 50s, Televisions from the 40s and 50s. Radio and TV tubes in quantity. Chuck Seidel, P.O. Box 1385, Merlin, Oregon 97532

For Sale: Over 200,000 tubes, panels, speakers, chassis, electronic surplus and supplies. R5-D3 Surplus. Bob Lee, 6111 SE 82nd Ave. Portland, Or. (503) 774-6560.

FOR SALE 1942 Zenith 6G601M cloth-covered with wavemagnet and Sailboat grille \$40; Zenith 7C05 AM/FM 7 tube, wood cabinet \$35; RCA 6-XD-5 plastic radio with nipper grill, 2-tone green, \$40; Knight signal tracer, \$5; and many more **Bud Larson**, 1325 Ridge Way, Medford, Oregon 97504; (503) 773-5214

For Sale Two circa 1926 battery sets: Mohawk 1 dial- \$85; and a Magnavox TRF model "D" - \$100; Contact Wally Kelly, 6910 Verde Vista Pl., Kalamath Falls, OR 97603, (503) 882-7595.

For Sale: Radiola 18 with tubes (good condition, no tuning light hood) \$75, a Heath kit 2 meter amateur transceiver mod HW-30 -\$30, Channel Master Model 6503 5 transistor radio, with leather case \$35, Global portable transistor clock radio Model GRC-715 (circa 1959) 8 transistors with leather case (clock knobs missing) \$20, Dick Karman (503) 784 4398 (leave a message if I miss you)

For Sale: National HRO 5TA1, metal tubes, 5 coil sets (4 general coverage and 10 meter bandspread), home brew power supply and cabinet for speaker and coils. Clean and in good working order. \$350. David Rutland, P.O. box 1084, Philomath, OR 97370, (503) 929-4498 e-mail WREN@PEAK.ORG.

FOR TRADE

Have a Zenith Shutter Dial, an original Audion, Dewald Catlins. Not for sale but will trade for right crystal sets. Galen Feight (503) 231-9708

Thanks

By Editor Dick Karman

For the last two years the society's public displays have been coordinated by past president Dan Howard. He has done a fine job of putting our name and our hobby in the forefront at vintage car shows, antique shows, etc. He has also been instrumental in recruiting new members and inviting hundreds of folks to our radio shows.

Dan has also been the information source behind the calendar page of the *CALL LETTER* for more than two years. His contacts with other collectors and with other organizations have been appreciated by your editor. On the occasion that information changes Dan is great to get back with corrections and changes.

Now that Dan has decided to give his time to other aspects of his collecting, perhaps his newsletter *Old Familiar Strains* for insulator collectors, someone else will have to take up the job of display coordinator. We trust that Dan may still help with news for the newsletter. We want to thank Dan for the work he has done for the society and show our appreciation for his services -

Thanks Dan !

THE SATURDAY EVENING POST

3

*Right Now... YOU CAN GET
A BIGGER TRADE-IN ALLOWANCE
FOR YOUR OLD RADIO!*

PHILCO RADIOS
Right Now
BIG SAVINGS

See your **PHILCO** dealer today!



*Philco 631
AC-DC or Battery
\$34.95* less batteries*

HERE IT IS FROM PHILCO...

*The newest and finest
Personal Radio*

NO lids to lift



NO loops to raise



NO rods to extend



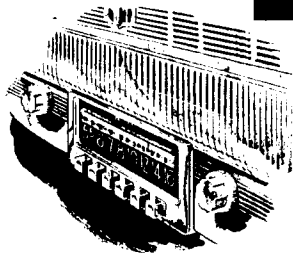
*Now! Steam up
your AUTO RADIO
SALES with*



Make them Your
Best Months
of the Year

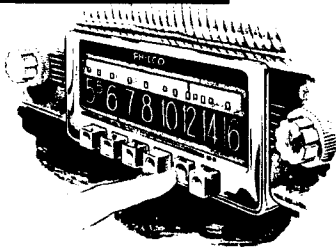
PHILCO

Post-War Features



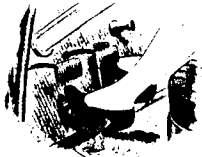
CUSTOM-STYLED!

New Automatic and Manual Control Units are custom-styled for the instrument panels of most 1941, 1942, 1946 and 1947 cars. They perfectly fit and harmonize with other design elements like a factory installation!



SIX PUSH-BUTTONS!

Individual buttons for automatic tuning of five stations plus manual tuning. Advanced Philco Electronic Tuning System adds a new fascination to push-button tuning. Absolutely jam-proof. Light shows which button is "on"



FOOT CONTROL!

Step on it to tune in programs and change stations. No need to take your hand from the wheel, or your eyes from the road. Available as optional equipment. Profitable sell-up!



SHORT-WAVE!

New model gives world reception on all short-wave bands up to 18 megacycles, plus Standard Broadcasts. Push-button band switching. Electrical Spread Band Tuning.

Now Available!

Fampus Philco "Share-the-Cost" Cooperative Local Advertising Plans. Increase your business with these sure-fire Philco Auto Radio Promotions. See your Philco Distributor.

Brand new 1948 line of six De Luxe and popular price models gives you spectacular selling features and values at every price level.