

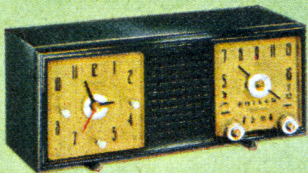
It's Here! **PHILCO** *Silver*
...with the most exciting...

RADIO -

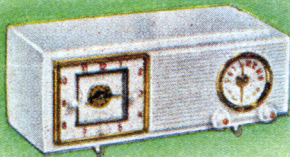


Styled for modern living, priced for a modest budget! 3-speed True Harmonic radio-phonograph. Superb blond wood cabinet with wrought iron hardware, Philco 1753-L.

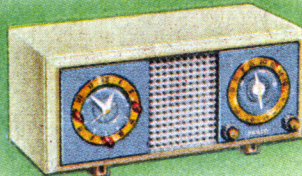
Clock-Radios with new services and features



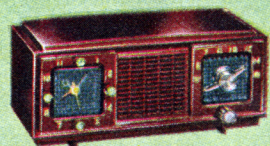
Big Service—Budget Price! Fully automatic clock plus Standard Radio and Special Service. In 2 colors. Philco 712.



Clock-Radio into Night Light! Snap switch and cabinet glows! Standard Radio and Special Service. 2 colors. Philco 714.



Top of the Clocks! Most advanced circuit ever in a clock-radio. Standard and Special Service Band. See Philco 804.



Superlative value in a handsome clock-radio. Famous Philco performance on Standard Broadcasts. It's Philco 711.

More Americans enjoy

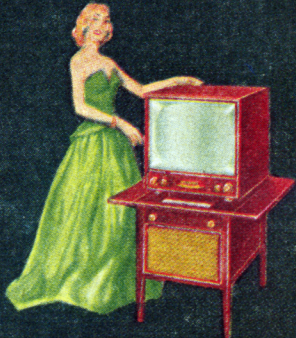
Anniversary in Radio

colorful...spectacular radios in 25 years!

PHONOGRAPHS

unmatched for fidelity
of tone and beauty!

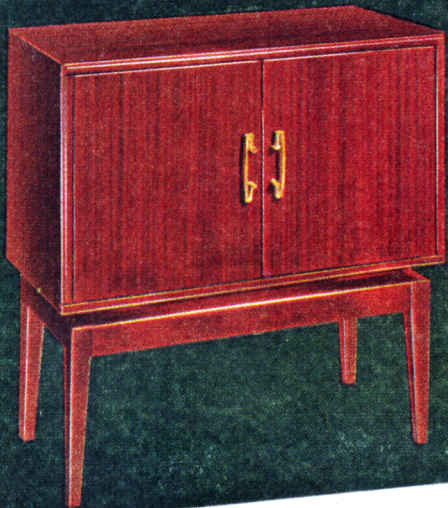
Radio-phonograph with TV in mind! An original, exclusive Philco design. It's Philco 1750.



America's fastest-selling table radio-phonograph. Ask for Philco 1352.



Mahogany version of combination for modern decor. Philco 1752-M.



You have helped to make this thrilling Silver Anniversary of Philco in Radio! Yes, you and millions of other Americans have made Philco the leader in Radio over the past 25 years by buying nearly *three times* as many Philco Radios as any other make! You have given your enthusiastic approval to the great electronic advances pioneered by Philco—first tone control . . . first battery-operated portable . . . first built-in super aerial . . . and the first True Harmonic record reproducer, to name a few. And today, with new features, new services, and new, exclusive electronic developments, Philco Radio is more than ever your Best Buy. See and hear these spectacular Silver Anniversary models . . . at your Philco Dealer's now!

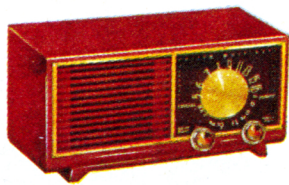
NOW BETTER THAN EVER . . . FAMOUS PHILCO

Special Service Band

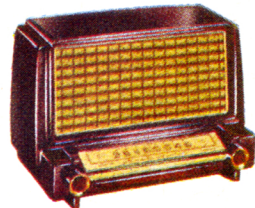
Now, even on budget-priced sets, you can tune in the Fishing Fleets and important Marine Channels . . . Police calls . . . Forest Rangers . . . Civil Defense, Amateurs, Planes in flight, and other exciting Short Wave broadcasts,

for this popular Philco-pioneered Special Service feature has been extended to many of these great new Silver Anniversary models. Ask your dealer to demonstrate this thrilling Philco short-wave band!

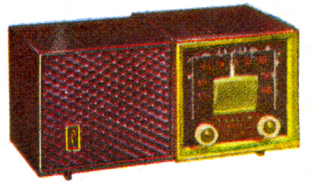
Table Radios in exquisite new designs and colors



Power packed beauty! Standard Broadcasts and Special Service. In 3 colors. The Philco Transitone 574.

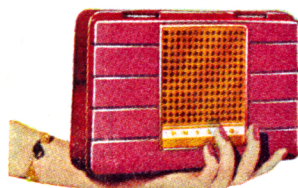


Masterpiece of Table Radios! Super-powered for Standard Broadcasts and Special Service. Philco 964.



Luxury at a commonsense price! Ultra-sensitive circuit. Standard Broadcasts and Special Service. Philco 962.

Most powerful "Personals" and "Portables" ever built!



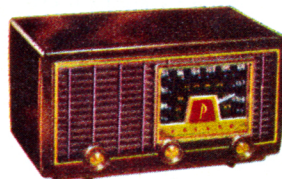
Mightiest "Personal"! Gives peak reception 10 times longer than others. In 3 smart colors. Philco 650.



Finest performing 3-way "Personal" portable. New Philco extra life *matched* batteries. 4 colors. Philco 652.



Champion of 3-way Portables! Super-powered for Standard Radio and Special Service. 3 colors. Philco 656.



FM-AM

Brings in both FM and AM programs clearer, sharper, and more lifelike than any radio in its class! Philco 956.



Radio on a **PHILCO** than on any other make!

Philco Replacement Tubes improve the performance of any Radio or Television Receiver. Philco Factory Supervised Service, industry's largest organization of factory-trained Radio and TV specialists . . . available through your dealer.