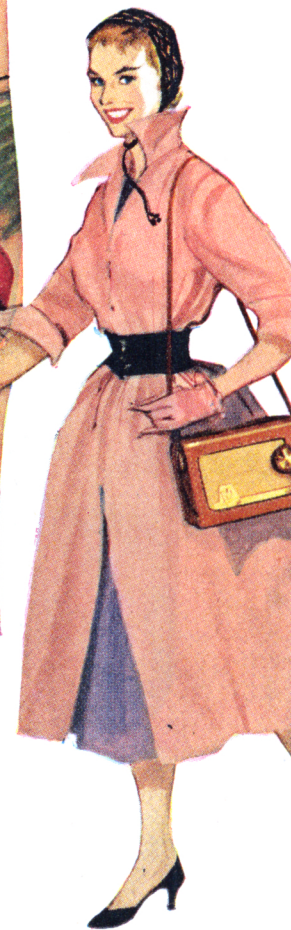


# Shop right here for the gifts you'd



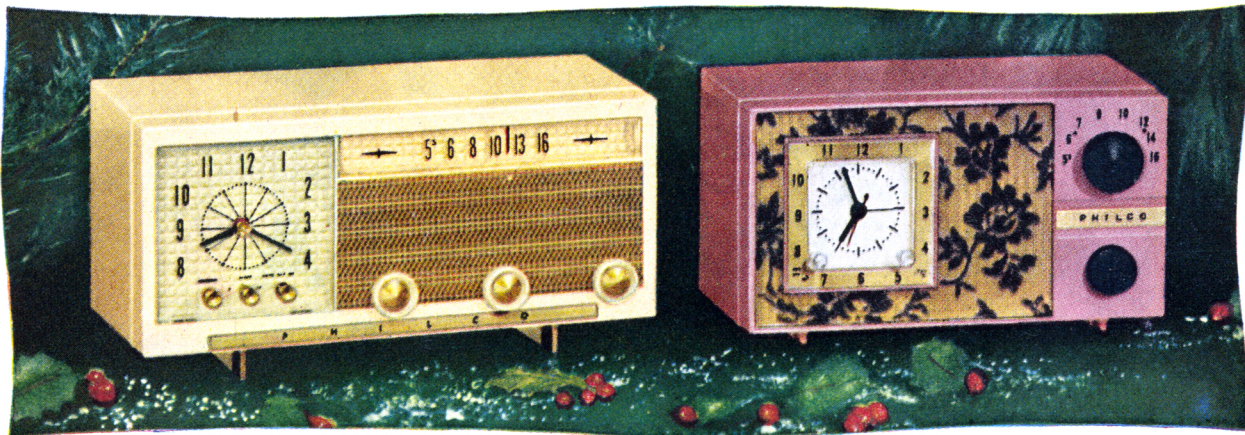
**TAN, TOUGH AND TERRIFIC!** Rugged as all outdoors. Mighty 3-way portable radio in genuine top grain cowhide leather. Slings over your shoulder like a camera. Easy snap-open case. Sensational in Tan, Sand and Rio Red. The Philco "Sportster" model 655. America's most wanted portable!



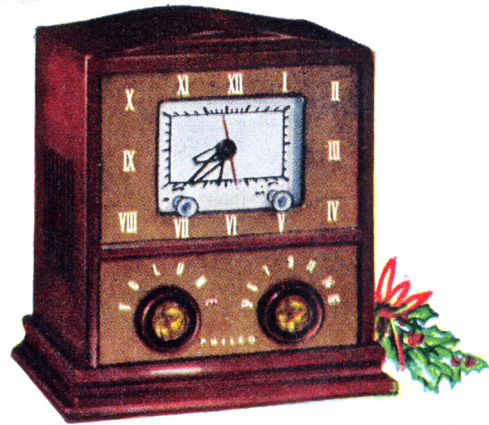
**FOR GALS ON THE GO!** New Philco "Overnighter", 3-way portable radio and vanity case in one! Make-up mirror. Roomy cosmetic compartment. Philco 665.



— and



**THE MOST USEFUL FAMILY GIFTS.** The Philco 738 (left) fully automatic clock radio wakes you to music, has buzzer alarm, appliance outlet, phonojack, lighted clock face and radio dial. Philco 728 (right) exquisite clock radio for Milady's night table.



**FOR THE BOSS, AT HOME OR OFFICE** Upright automatic clock radio. Appointment switch, buzzer alarm. Honduras Mahogany cabinet. Fits desk, mantel, night table. Philco 736.

give yourself!

This year, make it a Philco Christmas—and know for sure that all your gifts are exclusive, "personalized", exciting! There's a new 1956 Philco Radio or Phonograph with specialized features, colors and services for everyone you know... the rugged outdoorsman or the patio loafer... the Hi-Fi fan or the Dixieland devotee... Mother, Dad, Sis, Brother... Boss, Secretary, Office Boy. Chances are you'll receive a new Philco, too—because they know that's the gift you'd give yourself!



IT STANDS ON ITS OWN! New "Convertible" 3-speed automatic phonograph. Wrought iron Hide-Away Legs are easily attached. Converts from portable to console in seconds. Philco 1339.

A REVOLUTION IN THE WORLD OF SOUND! Highest fidelity ever achieved in a compact table automatic at a popular price—thanks to the amazing Philco Electrostatic Speaker. Famous Philco 3-speed automatic record changer. Philco 1347.

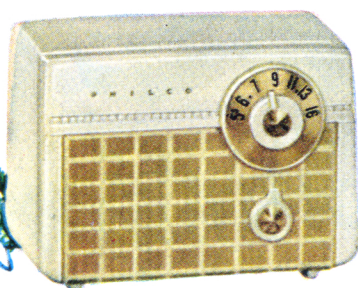


GREAT NEW TWIN SPEAKER SYSTEM. Big dynamic double speakers. Philco 3-speed automatic record changer. Compact portable in Tan & Ivory or Black & Ivory. Philco 1344.

best of all, a **PHILCO**



**RADIO'S FINEST RECEPTION—FAR AND NEAR**  
Another Philco triumph in printed circuits. Not one, but *two* great 6-inch dynamic speakers and oversized tone chamber in a masterpiece of space saving design. Philco "Powertone" Radio 598.



**BUDGET GIFT WITH ACCENT ON QUALITY!** New "Cross Country" Radio with ultra-sensitive circuit. Choice of Lime, Red, Ivory, Tropic Green. Philco 593.



**SMALLEST, LIGHTEST 3-SPEED AUTOMATIC**  
Midget portable phono with amazing tone. Full-size dynamic speaker and acoustical "baffleboard" built right into lid. Philco 1337.



**WORLD'S FIRST TRANSISTOR PHONO**  
The "Tubeless Wonder" of the Electronic Age. No cords. No plug-in. Tiny Philco transistors make possible a midget portable that runs on just 4 flashlight cells. Philco TPA-2.

Buy only where you see this sign, for guaranteed Philco quality and service.



PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.