

PHILCO research



WHEN YOU'RE READY FOR TELEVISION

The newest advances in the enjoyment of television are yours in a Philco. Brighter, sharper, clearer pictures . . . Automatic Tuning . . . exclusive features born of two decades of research in the Philco laboratories. Philco television receivers are designed to fit easily into your living room. This Philco 1240 Consolette, for instance, with its big, 12-inch picture tube. When you're ready for television, buy *Philco* . . . for quality and value.

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PHILCO TELEVISION PLAYHOUSE

Every Sunday on television, the all-time Broadway hits with leading dramatic stars. See your newspaper for time and station.



brings you the Greatest Thrills

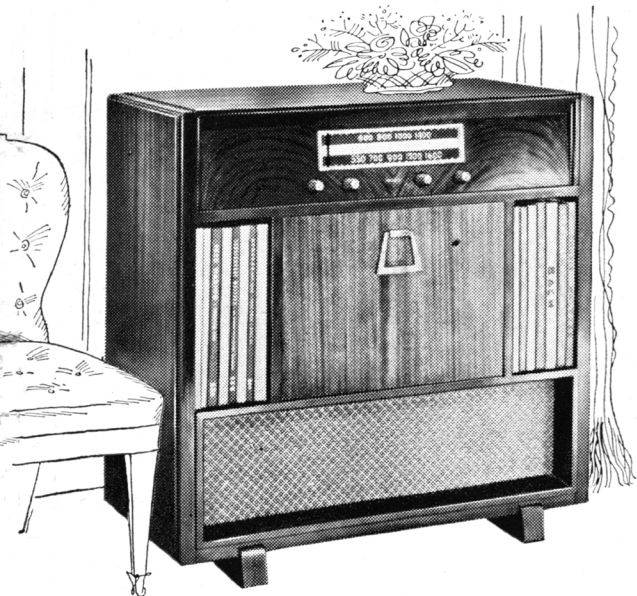
from the revolutionary new long playing

45 Minute Record!

FROM the Philco laboratories has come a sensational advance in recorded music. A revolutionary radio-phonograph with *two tone arms*... one for your standard records and the other for the new non-breakable Vinylite records that play for 45 minutes. A new thrill awaits you as you hear this long playing record on a Philco with the Balanced Fidelity Reproducer. You have never heard such undistorted fidelity of tone, such

amazing freedom from surface noise, such "concert hall" realism! It sets a new standard in the enjoyment of recorded music.

Enjoy this newest advance in recorded music... a full symphony or concerto, all the songs of a Broadway hit, a complete program of dances... *yes, all the music of a regular 6-record album on just one 12-inch disc!* And enjoy it as it's meant to be heard... on a Philco with the exclusive Balanced Fidelity Reproducer!



Newest Philco Value Sensation

PHILCO 1605. Here, at sensational price, is a stunning, full-sized console that plays 45 minute records with the Philco Balanced Fidelity Reproducer and plays Standard records automatically. Powerful radio. Smart Mahogany cabinet with record space. Unequaled value at... **\$199⁹⁵***



DeLuxe FM-AM Combination

PHILCO 1613. All the quality that made Philco famous! Balanced Fidelity Reproducer for long play records... new Automatic Changer for Standard records. Rich AM and genuine Philco FM... finest in tone and freedom from static! Superb Mahogany cabinet with ample record space. **\$299⁹⁵***



For Long Play and Standard Records

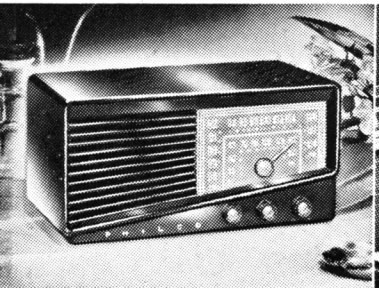
PHILCO 1405. Table radio-phonograph with "Console Tone" Acoustical System with Balanced Fidelity Reproducer for 45 minute records and automatic changer for standard records. Powerful radio. **\$129²⁵***

Wednesday is Bingsday

Hear Bing Crosby on Philco Radio Time every Wednesday. 10 PM in the East, 9 PM elsewhere. ABC Network and many additional stations.

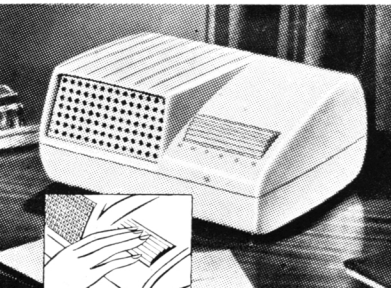


Here's Philco Leadership in Design, Performance and Quality in New Table Radios



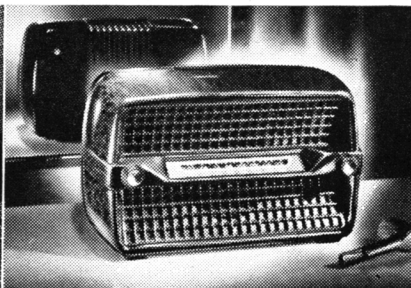
FM-AM Value Leader

PHILCO 905. Finest FM at this price! Nothing left out... the full noise reducing qualities are preserved. Extremely sensitive! In unique new plastic cabinet. **\$59⁹⁵***



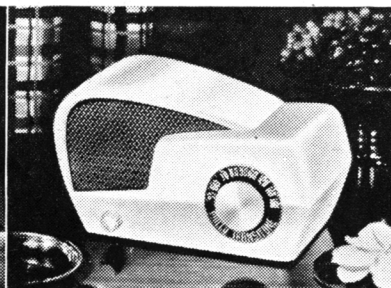
Touch Tuning

PHILCO 901. No dial, no buttons! Simply press the drum tuner and get choice of 6 stations. Station Identification Light. "New Look" cabinet in Ivory or Green. **\$44⁹⁵***



Finished All Around

PHILCO 505. Stunning from any angle, with unique latticed brown plastic cabinet. Built-in handle. Thrilling to see, to hear... and a pleasure to buy at this price! **\$29⁹⁵***



New, Modern Design

PHILCO 501-I. A gem of a radio with surprising power, tone and true Philco quality. Powerful PM Speaker. Smart Modern Ivory plastic cabinet. AC-DC. Only **\$24⁹⁵***



*Prices slightly higher Denver and West.