

EXCLUSIVE PHILCO "ACOUSTIC LENS"



There has never been anything like it in appearance or performance! From a completely new kind of cabinet the full High Fidelity output of "Phonorama" floods every part of the room through the distinctive, Philco developed "Acoustic Lens" . . . for the first time, there's no large grille opening. All units, from amplifier to automatic record changer are scientifically balanced to achieve the ultimate in sound reproduction . . . High Fidelity with Full Dimension! Only Philco has it!

An indispensable part of any High Fidelity system is flawless FM performance . . . "Phonorama" has it at its best; clear, rich, noise-free. Plus AM radio at its finest, too!

FM-AM

Radio at its Finest

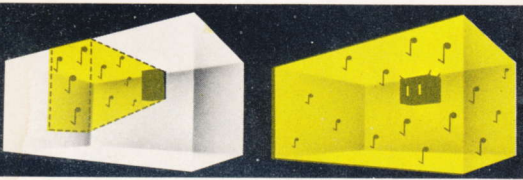
First to actually show tonal "mix"! Separate scales of notes light up as Bass and Treble controls are adjusted. Calibrated so records can be indexed or marked to *always* be re-played at same tonal setting. Only Philco has it!

AMAZING NEW ELECTRONIC-VISUAL TONE BLENDER



PHILCO High Fidelity "Phonorama" floods the room with Full Dimension Sound!

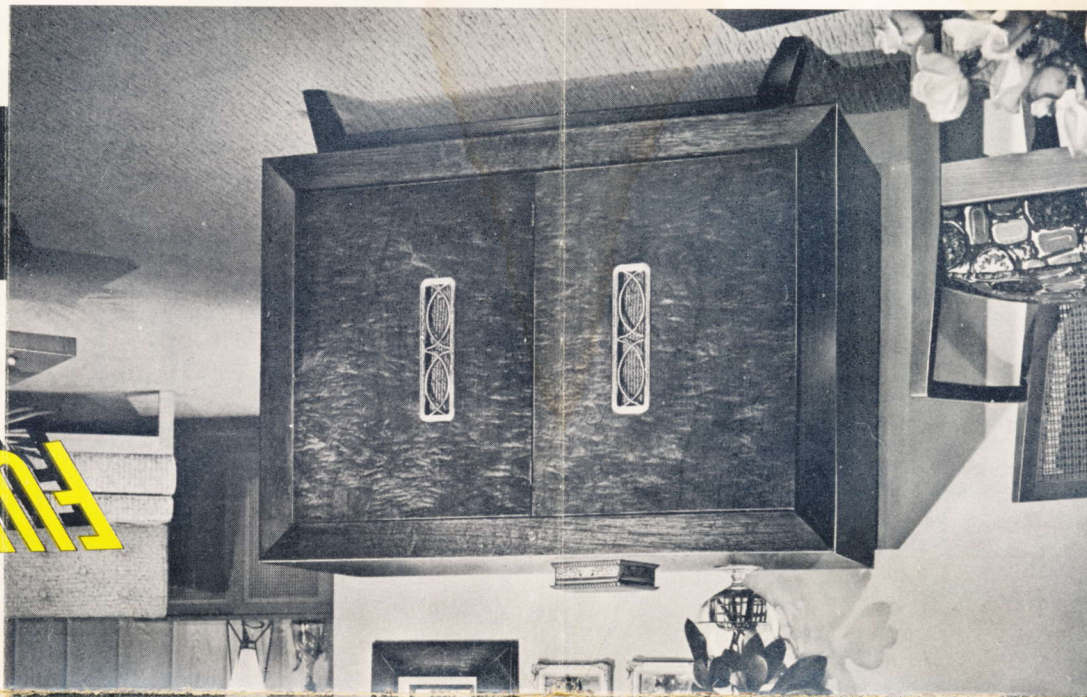
Ordinary Radio-Phonograph. Only a narrow beam of sound in front of speaker!



in the reproduction of High Fidelity Sound! Sit where you want . . . in front, at the side or anywhere in the room . . . "Phonorama" fills the room with its Full Range of sound!

FULL DIMENSION

World's First Radio-Phonograph to Achieve



Philco Presents Another World First

PHILCO High Fidelity "Phonorama"

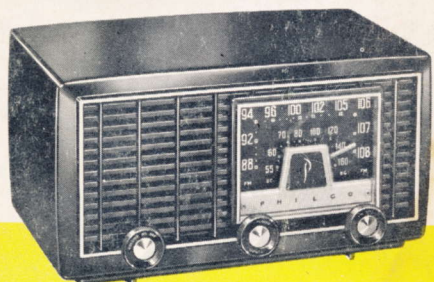


The crowning achievement of 25 years of Philco electronic progress, "Phonorama" ushers in a bright new era in the reproduction of sound. For the first time, High Fidelity Sound in Full Dimension! Recordings and radio are reproduced with unbelievable realism and "presence" words can't remotely describe. You must hear the room filling brilliance of "Phonorama" yourself!

The Finest

FM-AM

Radio Ever Offered at the Price



The Fabulous Philco "956"

Yes, in actual side-by-side tests, this brilliant new Philco outperformed all comers in its class for lifelike FM and AM performance! Tuned R.F. Stage with 3-Gang Tuner. 6 Philco Tubes, plus Selenium Rectifier. Handsome Mahogany phenolic cabinet.

PHILCO SILVER ANNIVERSARY

Radio and Radio-Phonograph FOR 1954



Specifications subject to change without notice

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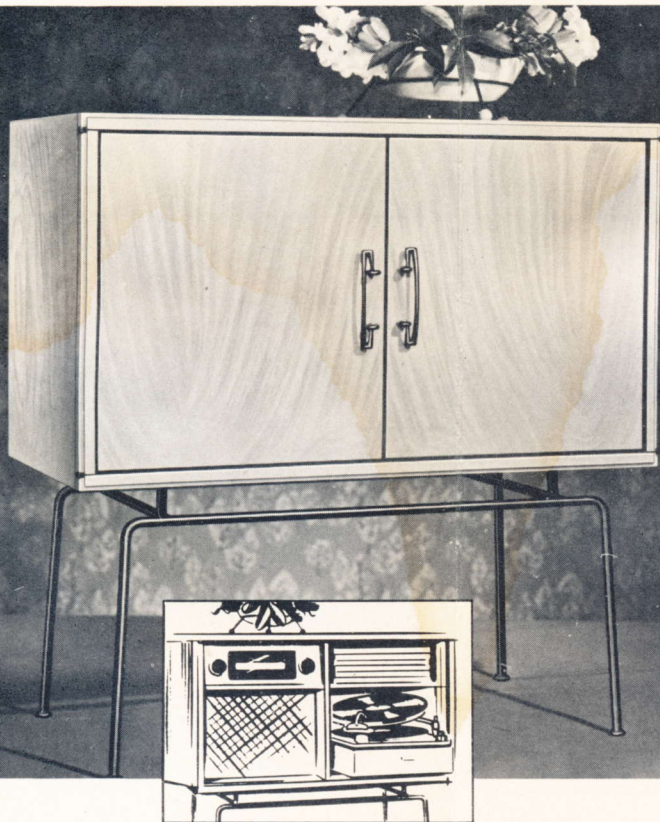
Printed in U.S.A.

PHILCO True-Harmonic 3-SPEED RADIO-PHONOGRAPHS

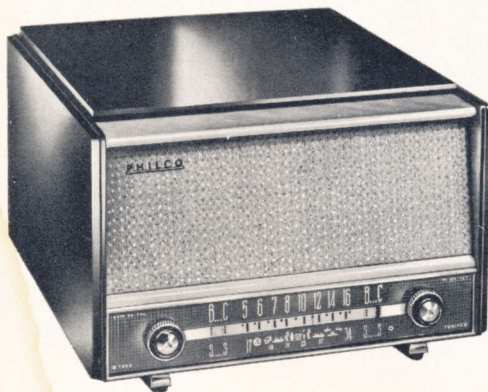
Styled for Modern Living

PHILCO 1753-L. Here's the last word in sophisticated styling . . . priced for the modest budget! A masterpiece of fine cabinetry in stunning Blond woods, complimented by base and door pulls of black wrought iron. *True-Harmonic* Reproducer, 3-Speed Automatic Record Changer—plus Multiwave Radio with Special Service Band.

PHILCO 1752-M. Same radio and phonograph features as above in an equally beautiful cabinet in rich Mahogany finish with table type wood base and handsome brass door pulls.



America's Finest Table Combination



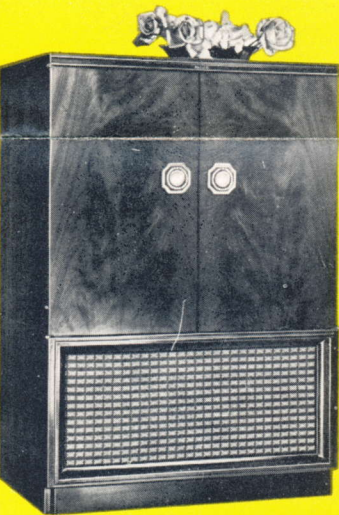
PHILCO 1352. Challenges all comparison for fidelity of record reproduction in a table radio-phonograph. *True-Harmonic* Reproducer. 3-Speed Automatic Record Changer. Multiwave Radio. Two-tone Birch cabinet, unmatched for distinctive beauty!



PHILCO 1350. America's favorite! 3-Speed *True-Harmonic* Phonograph. Powerful Multiwave Radio. Cabinet in Mahogany finish.



New Value Sensation!
PHILCO 1349. Now, at amazing new low price . . . famous Philco 3-Speed *True-Harmonic* Phonograph, plus rich-voiced radio reception. Ebony finish cabinet.

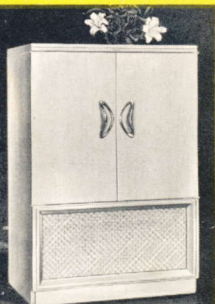


For Finest Performance in Any Home

PHILCO 1754. A magnificent Mahogany console, advance-engineered for outstanding performance on records of all sizes and speeds, standard radio and the exciting Philco Special Service Band. *True-Harmonic* Reproducer. America's greatest radio-phonograph at the price!



PHILCO 1754-L. Same fine performance as above in Blond Oak veneer cabinet.



THE FAMOUS PHILCO RADIO-PHONOGRAPH WITH



TV in Mind!

PHILCO 1750. Convert it to a television combination any time. Dropleaf top accommodates TV table model. In the meantime, enjoy *True-Harmonic* 3-Speed Phonograph plus Multiwave Radio. Mahogany veneer end table cabinet.

PHILCO 1750-L. Same as above in Blond Oak finish.



PHILCO MULTIWAVE RADIOS with

Special Service



CIVIL DEFENSE



AMATEURS



FISHING FLEETS



FOREST SERVICE



POLICE CALLS



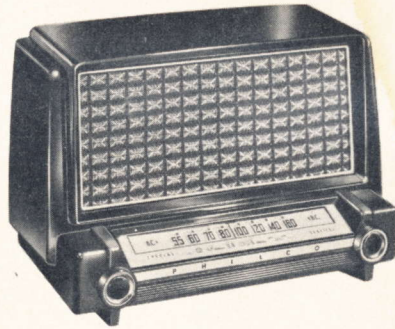
SHIPS AT SEA



TIME SIGNALS

NEW PHILCO Ultra-Sensitive MULTIWAVE RADIOS

Advance-engineered for sharp selectivity on today's crowded airwaves, these brilliant new models are super-powered for peak reception of both regular broadcasts and Special Service calls.



PHILCO 964. Real "console" tone plus powerful long distance reception! Tuned R.F. Stage, 3-Gang Condenser, 6-inch Speaker, Tone Control, Phono Jack, 5 Tubes plus Rectifier. Completely enclosed modern cabinet in Mahogany phenolic.

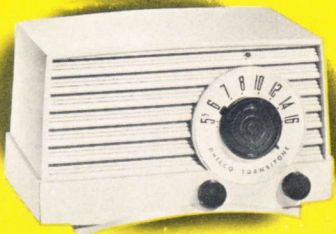


PHILCO 962. The best buy ever in a top quality radio receiver! Unmatched for luxury styling, tone and powerful performance at the price. Tuned R.F. Stage, 3-Gang Condenser, 5-inch Speaker, 5 Tubes plus Rectifier. Stunning cabinet in Sand or Mahogany finish. Edgelighted dial.

PHILCO *Transitone* RADIOS



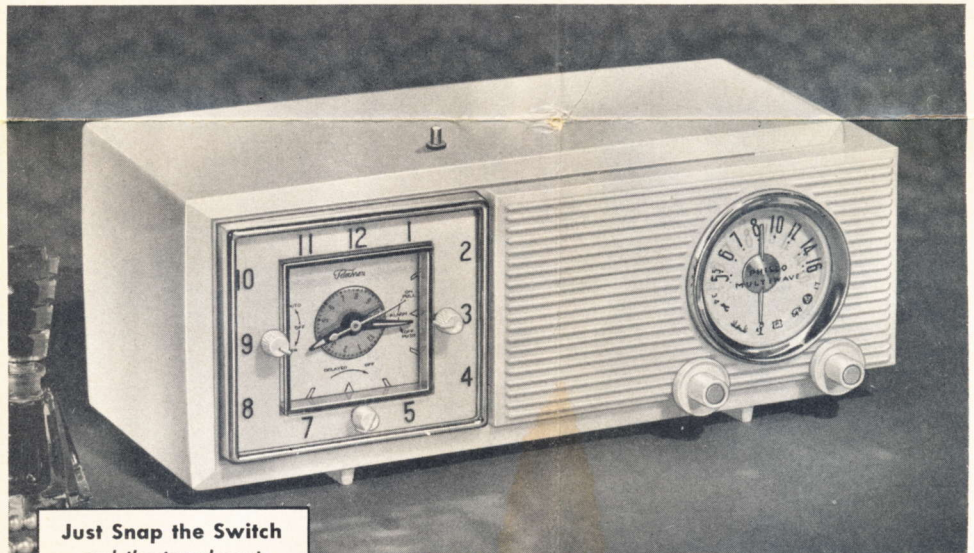
PHILCO 572. New high in compact radio tone and sensitivity! AC-DC Circuit, 4 Tubes plus Rectifier. Cabinet in choice of rich Colonial Green, Sand or Maroon.



PHILCO 570. Unmatched for performance and advanced styling at the price! AC-DC Circuit, 4 Philco Tubes plus Rectifier. Your choice of Cardinal, Sand, Maroon.



PHILCO 569. The nation's top value in a compact radio. Full Philco quality with AC-DC Circuit, 4 Tubes plus Rectifier. Handsome Mahogany phenolic cabinet.



Just Snap the Switch and the translucent cabinet Glows



ANOTHER EXTRA!
Equipped for **Private Listening**

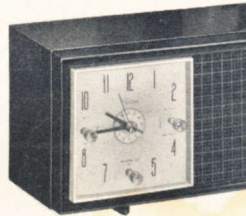
Unit available at moderate cost. Lets you enjoy radio privately, while others sleep or read. A boon to the hard-of-hearing! Plugs into built-in jack.

NEW! EXCLUSIVE! USEFUL
Night Light

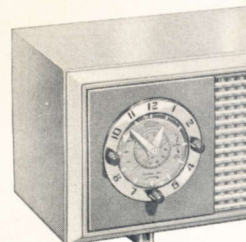
MULTIWAVE CLOCK-RADIO

PHILCO 714. Brand new idea! Snap the switch and the entire cabinet *glows!* Just the right illumination to see your way about at night, without waking others. Ideal for child's room. Light operates independent of radio. Automatic Clock, Timed Appliance Outlet, Buzzer Alarm. Alabaster White or Pearl Grey.

Also available without Night Light and Private Listening features in Maroon or Spruce Green Cabinet of the same design... **PHILCO 714-X.**



PHILCO 712-X. At bud automatic clock and ap feature. Standard radio. **PHILCO 712.** Same fea Service Band. Forest C

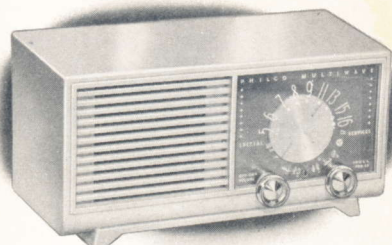


NE
The
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Special Service Band



AIRCRAFT



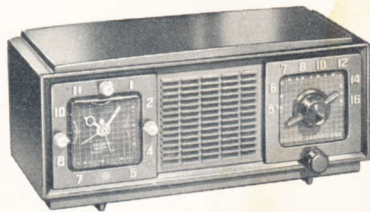
Big Value Multiwave Radio

PHILCO 574. Handsomely styled in Tangerine, Spruce Green or Maroon. Standard Broadcasts *plus* Special Service Band. AC-DC Superheterodyne with Tube Saver. Dynamic Speaker. 4 Tubes plus Rectifier.

Philco Automatic Clock Radios

Wake You to Music,
Morning Coffee,
Turn on Your TV Set!

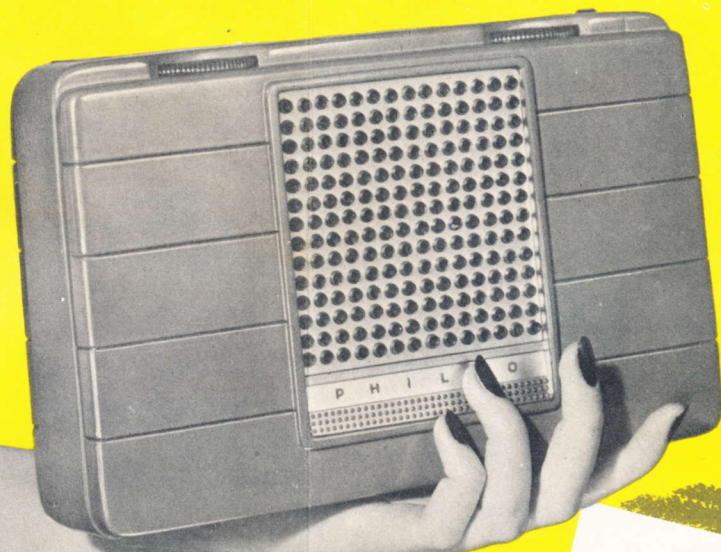
Brilliant new clock models also
many other useful household
... all automatically!



PHILCO 710. Big value! Electric Clock turns radio *on* automatically. Standard radio reception. Modern Ebony cabinet.
PHILCO 711. Same features as above *plus* Delayed Off in Maroon plastic cabinet.

Aristocrat of Clock-Radios

PHILCO 804-L. Combines *all* the automatic clock features with the most advanced circuit ever used in a clock-radio! *Ultra-Sensitive* Multiwave Radio. Stunning Blond Oak finish cabinet. Also in Mahogany phenolic cabinet as **PHILCO 804-M.**



PHILCO SUPER-POWERED

"Personal" Portable

PHILCO 650. Mighty midget with more advanced features than any other "personal"! Big oversize speaker, vernier tuning, unmatched tone and sensitivity in its class. *Plus* longest peak-performing battery operation... thanks to new extra long-life batteries and Battery Saver Switch. *Magnecor* Aerial.
PHILCO 649. Same features in Maroon and Silver Cabinet.

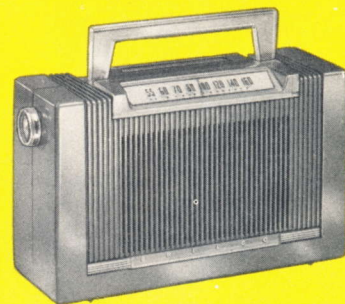
Delivers
PEAK
RECEPTION
10
TIMES
LONGER!

Smart, *compact-as-a-book* cabinet in Cherry, Sand, or rich Colonial Green all with Gold trim.

SENSATIONAL 1954 PHILCO 3-WAY PORTABLES



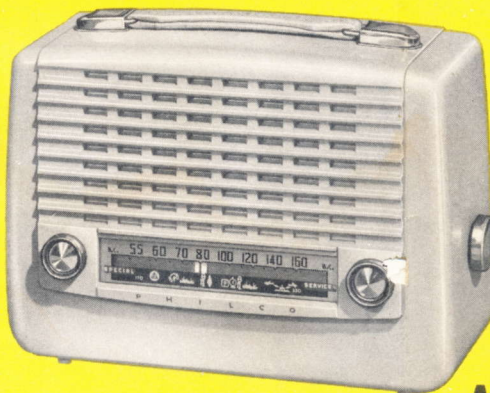
PHILCO 652. Most powerful of 3-way "personals"... packed with brilliant performance. Same long battery life as Philco 650. AC-DC, too. Has plug-in for Private Listening. Your choice of Pearl Grey, Cherry, Spruce Green, Pine Green.



PHILCO 651. Top value in a 3-way "personal". Plays anywhere on AC, DC or batteries. Powerful, economical-to-operate circuit. *Magnecor* Aerial. Exquisite, easy-to-carry modern case in your choice of Cherry, Spruce Green or Driftwood.



AMERICA'S FINEST PERFORMING PORTABLE



PHILCO 656. Super-powered to perform on boats, in the mountains, in camp! Sportsmen can tune-in fishing fleets, Marine Telephone, Forest Service, many other short-wave calls. Tuned R.F. Stage, 3-Gang Condenser. Sturdy case in Light Beige, Pine Green or Charcoal Grey. It's the champion of all portables, *regardless of price*... bringing you unmatched reception of regular radio programs *plus*...

SPECIAL SERVICE BAND
Including Important

Marine Channels