

PHILCO 1733-M. A Philco masterpiece in tone, performance and styling... musical enjoyment at its best. 3-Speed Record Changer. Super-Tone Reproducer. Super-Sensitive FM System. Tuned R.F. Stage with 3-Gang Condenser on AM-FM. Gorgeous Modern Hepplewhite console in Mahogany veneers.

PHILCO 1733-L. All the same features as Philco 1733-M for rich tone and fine performance—in exquisite blond veneers in block form.

Musical Enjoyment at its Best

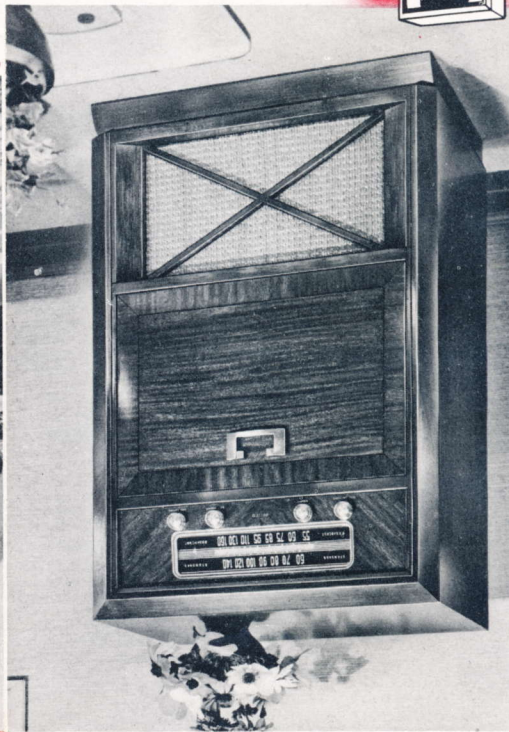
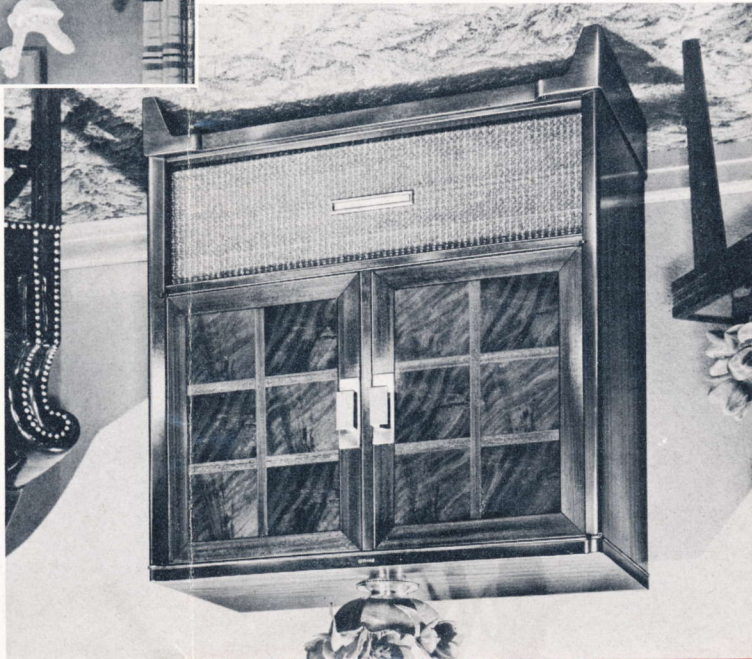
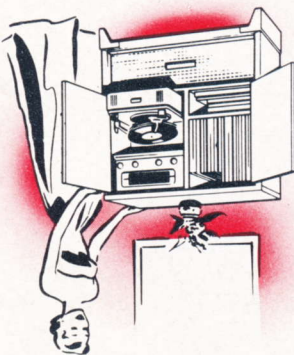
Advanced Features, Exquisite Beauty at Amazing Low Price



PHILCO 1730. America's greatest value in a low price 3-speed console combination... advanced features, luxurious beauty, rich-voiced radio. 3-Speed Record Changer. Super-Tone Reproducer. Tuned R.F. Stage and 3-Gang Condenser. Powerful AM Radio. Modern cabinet in rich Mahogany veneers.

An elegance of design found only in the finest of cabinetry. Handsome brass door pulls of original Philco design. Generous record storage space.

DISTINGUISHED DESIGN



Ask for Special Folder describing these **PHILCO PRODUCTS**



TELEVISION

Wide choice of models that challenge all comparison for performance, quality and value.



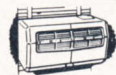
REFRIGERATORS

At every price, in every size, the most advanced, most convenient refrigerators ever built.



FREEZERS

Models for every need, every purse—designed to bring you greatest service and economy.



AIR CONDITIONERS

America's biggest selling single room air conditioners—built to offer highest efficiency.



ELECTRIC RANGES

The sensation of the cooking world... "Broil-under-Glass". Only Philco ranges have it!

PHILCO

RADIO AND RADIO-PHONOGRAPH

For 1952



From PHILCO for 1952...

Tone that Challenges All Comparison



FAMOUS SUPER-TONE REPRODUCER

Now, enjoy unmatched tonal fidelity from record old or new! The Philco Super-Tone Reproducer caresses them all with just 1/5 ounce pressure—preserves highs and lows in scientific balance.



Fully Automatic . . . All Sizes, All Speeds

Single tone arm plays twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 1/3 RPM in all sizes; up to fourteen 45 RPM

Up to 5 hours of Continuous Music

RADIO RECEPTION AT ITS FINEST

Yes, enjoy a whole evening of dancing, a complete concert with just one loading of long playing records. Superb AM and FM radio reception, too—even on today's overcrowded airway.

Famous for Quality the World Over



Enjoy a whole evening of music and dancing!

PHILCO 1340. Real console tone in an automatic table combination, at amazing low cost! 3-Speed Record Changer, Super-Tone Reproductor, Philco Acoustical System, 3 Watt Audio, AC Circuit with Tube Saver, Super-Sensitive Speaker, Bass Compensation, Power-Ful Radio. Space-saving cabinet in Mahogany finish.

Famous Philco Tone and Performance in space saving size



Philco 3-Speed Table Combination



3-Speed Phonograph plus FM-AM Radio at Modest Cost

PHILCO 1731. Challenges all comparison at the price! Complete listening enjoyment from records of all speeds and sizes...plus FM-AM radio. 3-Speed Record Changer. Super-Tone Reproductor. Super-Sensitive FM. Tuned R.F. Stage and 3-Gang Condenser on FM. Handsome console cabinet in Mahogany veneers.

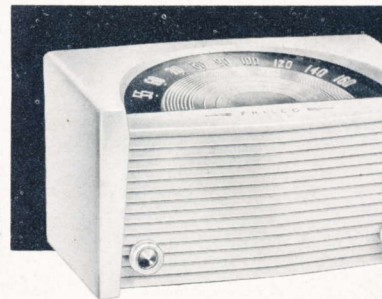
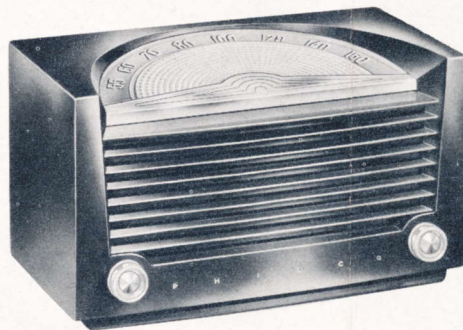
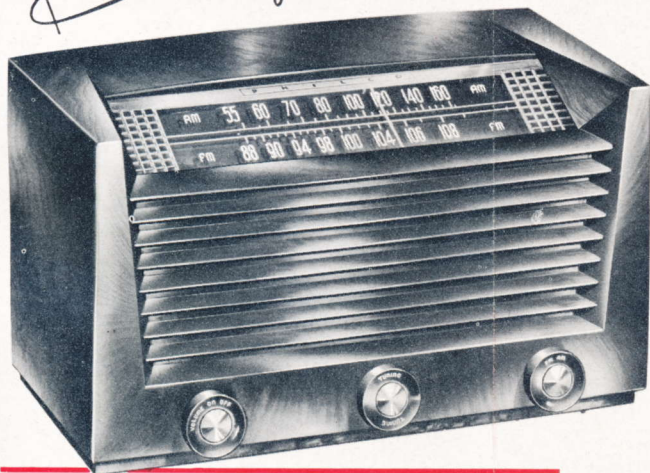


Unsurpassed for Performance and Tone at the Price

PHILCO 1736. Yes, the finest cabinetry, tone and performance ever offered at the price. Full enjoyment of *all* records, plus superb FM and AM radio. 3-Speed Record Changer. Super-Tone Reproductor. Super-Sensitive FM System. Tuned R.F. Stage with 3-Gang Condenser on FM. Luxurious Mahogany veneer cabinet.

1952 Philco Table Radios

DESIGNED IN
OVERCRO



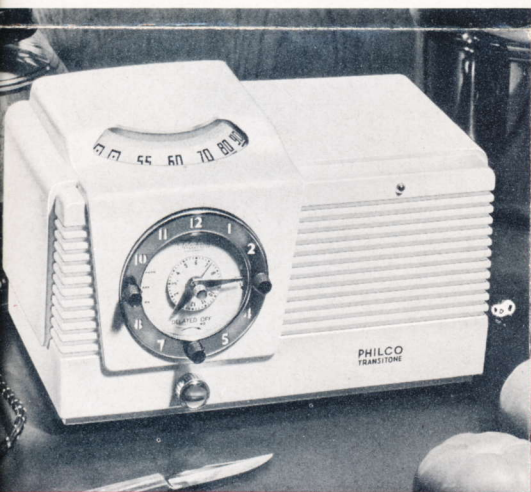
PHILCO 942. A beauty in Maroon plastic. Tuned R.F. Stage with 3-Gang Condenser. AC-DC Superheterodyne with Tube Saver Resistor. Super-Sensitive Speaker. 5 Philco Tubes, plus Rectifier.

PHILCO 941. Modern Ivory plastic cabinet. Tuned R.F. Stage with 3-Gang Condenser. AC-DC Superheterodyne with Tube Saver Resistor. Super-Sensitive Speaker. 5 Philco Tubes, plus Rectifier.

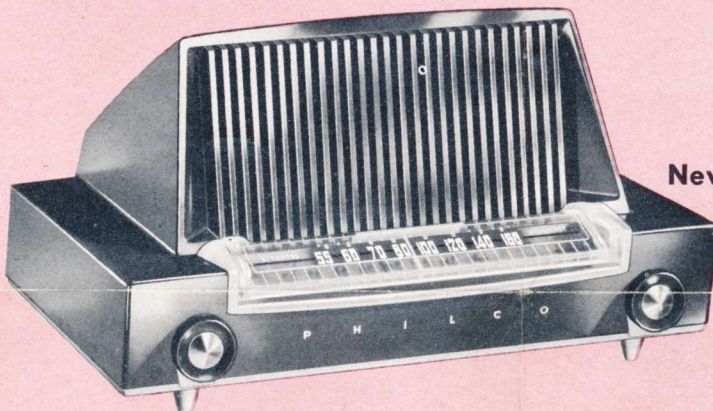
FM-AM

performance and tone challenges all comparison at the price!

PHILCO 944. Superb FM-AM reception... unmatched by any set at the price! Super-Sensitive FM System with R.F. Stage, 3-Gang Tuner. AC-DC Circuit with Tube Saver Resistor. 6 Tubes, plus Rectifier. Lovely modern Mahogany plastic cabinet.



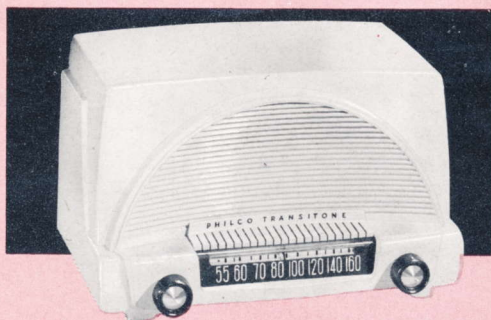
PHILCO TRANSITONE



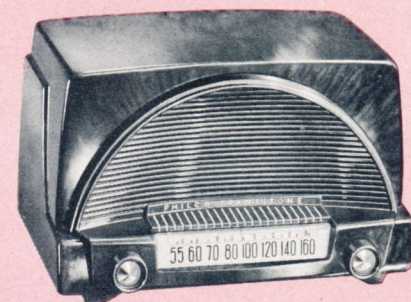
New concept of Table Radio Design

PT 548-M. New high in tone performance, too. AC-DC Circuit with Tube Saver. "Magnechor" Aerial. Super-Sensitive Speaker. 4 Tubes, plus Rectifier. Maroon cabinet.

PT 548-1. Same features in Ivory finish.



PT 542-I. Charming Ivory finish compact... styled in the new trend. Contrasting Maroon dial and knobs. AC-DC Superheterodyne Circuit with Tube Saver. Rich-Voiced Speaker. Improved Built-In Aerial. 4 Tubes, plus Rectifier.



PT 542-M. Luxurious beauty in smart Mahogany finish cabinet... a fine toned, peak performing compact. AC-DC Superheterodyne Circuit with Tube Saver. Rich-Voiced Speaker. Improved Built-In Aerial. 4 Tubes, plus Rectifier.

Automatic CLOCK RADIO

PHILCO PT 544-W
Electric Clock turns radio or appliances off automatically—on at any preset time. AC radio with Tube Saver. Kitchen White with chrome trim.



WAKES YOU TO MUSIC

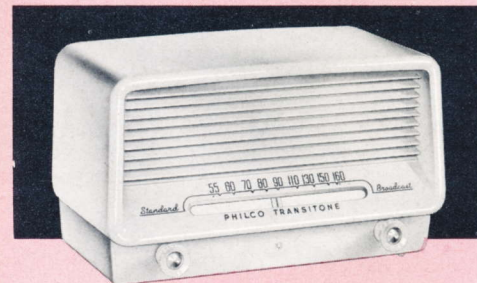
PHILCO PT 544-M
Mahogany version of '544-W', luminous hands.

PHILCO PT 544-I
Same features as '544-M' in smart Ivory cabinet.

STARTS MORNING COFFEE



PT 541-M. Smart compact styling in Mahogany finish cabinet. AC-DC Superheterodyne Circuit with Tube Saver. Rich-Voiced Speaker. Improved Built-In Aerial. 4 Tubes, plus Rectifier. Small jewel indicator lights when set is on.



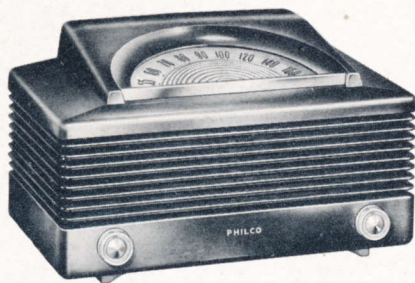
PT 541-I. Clean-cut modern lines in gleaming Ivory finish. AC-DC Superheterodyne Circuit with Tube Saver. Rich-Voiced Speaker. Improved Built-In Aerial. 4 Tubes, plus Rectifier. Small jewel indicator lights when set is on.

Real Performance
Comparison

IGNED FOR TODAY'S
OVERCROWDED AIRWAVES



ern Ivory plastic cabi-
Stage with 3-Gang
Superheterodyne with
stor. Super-Sensitive
Tubes, plus Rectifier.



PHILCO 940. Big value in Brown plastic. Tuned R.F. Stage with 3-Gang Condenser. AC-DC Tube Saver. Super-Sensitive Speaker. 5 Tubes, plus Rectifier. Also same features in Pearl Beige cabinet.

SENSATIONAL PHILCO

3-Way Portables



Music wherever you go...
indoors or outdoors. Famous
Philco tone and performance
even at lowest price!



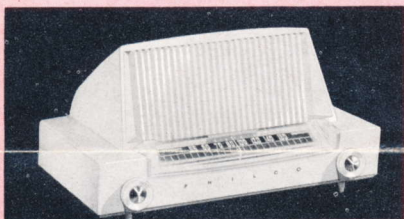
PHILCO 643. Finest portable performance ever achieved! AC-DC Superheterodyne. Tuned R.F. Stage with 3-Gang Condenser. Super "Magnecor" Aerial. AC, DC or Battery. 5 Tubes, plus Selenium Rectifier. Handsome modern Brown polystyrene case.

Real Philco Quality... in Compact Size Radios

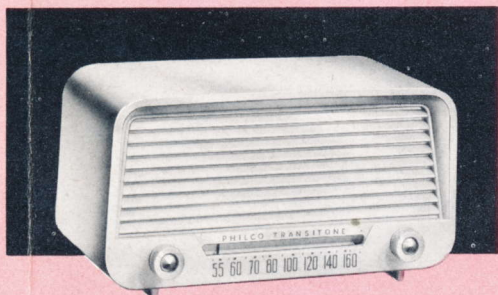
Portable Radio Design

New high in tone and
too. AC-DC Circuit with
"Magnecor" Aerial.
ve Speaker. 4 Tubes, plus
iron cabinet.

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d Speaker.
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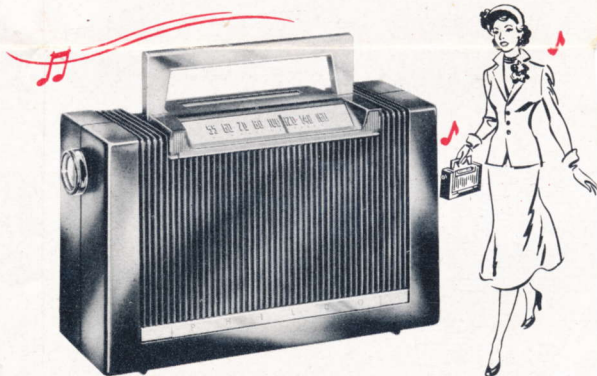
PT 540-I. Luxurious modern beauty in Ivory finish, plus fine tone and performance at amazing low cost. AC-DC Superheterodyne Circuit with Tube Saver. Rich-Voiced Speaker. Improved Built-In Aerial. 4 Tubes, plus Rectifier.



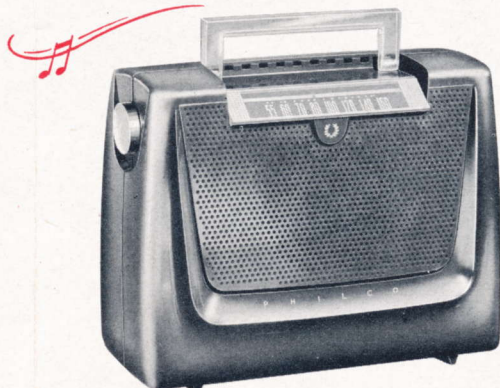
in gleaming
yne Circuit
Speaker.
plus Rectifier.
n set is on.



PT 540-M. America's most spectacular value in a low price compact radio. Rich Mahogany finish cabinet. AC-DC Superheterodyne Circuit. with Tube Saver. Rich-Voiced Speaker. Improved Built-In Aerial. 4 Tubes, plus Rectifier.



PHILCO 641. Mighty performer in miniature size. AC, DC or Battery. Light, easy-to-carry. Built-In "Magnecor" Aerial—no lid to lift. Modern cabinet in choice of Teal Green, Maroon, Caribbean Blue, Cinnabar Red, Arabian Sand, Nile Green.



PHILCO 640. New high in portable performance and value! Sensitive, fine toned. AC, DC or Battery. Built-In Loop Aerial. Instant warm-up. Powerful PM Speaker. 4 Tubes, plus Rectifier. High styling in beautifully designed Maroon plastic cabinet.