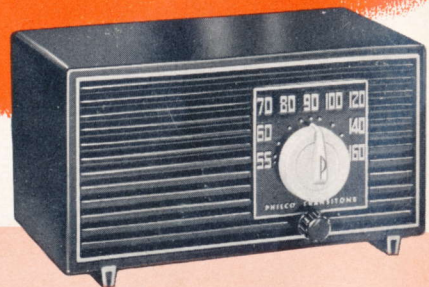


*Best Buy Ever*

in a low price compact radio



**Real Philco Quality  
plus Decorator Styling**

**PHILCO PT-560.** Challenges all comparison at the price for performance, dependability and smartness of design. Powerful AC-DC Superheterodyne with Tube Saver. Gets all Standard Broadcasts. 4 Tubes, plus Rectifier.

**3 COLORS: Ebony—Ivory—Mahogany**

PHONE 2991  
**RADIO CITY**  
ELECTRICAL APPLIANCES  
17 BROAD ST., FITZTOWN, PA

*All specifications subject to change without notice*

Litho in U.S.A.

**New 1953**

**PHILCO**

**Multiwave**

**Radios**



The fascinating new  
**Special Service Band**  
*Only Philco has it!*

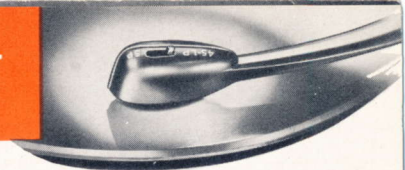
Yes, all these extra radio services are yours in a

*Multiwave*  
**PHILCO**  
*at No Extra Cost!*

- "Snooper Band" For AMATEUR MESSAGES!
- Get The Warning On FOREST FIRES!
- Scoop The Neighborhood POLICE CALLS!
- Be First With CIVIL DEFENSE FLASHES!
- Fish Biting? Tune In FISHING FLEETS!
- Hear The Official Standard TIME SIGNALS!
- Tune In SHIPS AT SEA!
- Listen In On AIRCRAFT!

Yes, here's fascinating *extra* listening enjoyment . . . the *real life* drama of land, sea and air . . . the most exciting short-wave frequencies combined in one easy-to-tune Special Service Band. Entertaining! Educational! All yours, plus superb reception of Standard Broadcasts, only in a Multiwave Philco *at no extra cost.*

# New Philco 3-Speed Radio-Phonographs with new TRUE-HARMONIC Reproducer



**PHILCO 1750**  
Also available in Blond Oak  
finish—**PHILCO 1750-L**.

Spectacular new Philco

## "TV-Convertible"

### Radio-Phonograph

Designed with TELEVISION in mind!

Enjoy the utmost in radio-phonograph entertainment now . . . and add television when you wish! This gorgeous Philco 1750 is a superb table height radio-phonograph which can be placed any-

where in the room or beside a chair or sofa. Then, whenever you're ready, the drop-leaf table top opens up to accommodate a television set, giving you a complete, 3-way television combination.



The first phonograph pick-up to bring you the full range of harmonics. Delivers the true character and timbre of every instrument—the most lifelike, distortion-free record reproduction ever achieved. A new triumph of tonal research—developed *exclusively* by Philco!

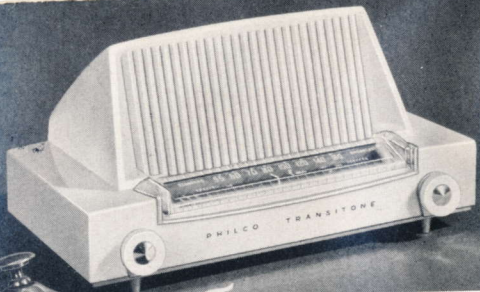
**America's Fastest-Selling  
Table Radio-Phonograph**



**Plays All  
3 SPEEDS  
Automatically**

- Philco True-Harmonic Reproducer
- Dependable 3-Speed Automatic Changer for 33 $\frac{1}{3}$ , 45 and 78 RPM Records, slides out for easy loading
- Acoustical Tone Chamber with Super-Sensitive Speaker
- Philco AC Multiwave Radio with Special Service Band. Illuminated Dial.
- Contemporary Hepplewhite Drop-Leaf Cabinet in Mahogany veneers

**PHILCO 1350** with True-Harmonic Reproducer. Tone Control. Multiwave Radio, full 3 Watts output. Rich Mahogany-finish cabinet.



**PHILCO PT-566.** Dramatic new note in cabinet design... real "console" tone! Standard Broadcasts *plus* Special Service Band. AC-DC Superheterodyne with Tube Saver. *Magnecor* Aerial. Improved 5 1/4" Speaker. 4 Philco Tubes, plus Rectifier.

**2 COLORS: Maroon—Ivory**



**PHILCO PT-562.** Distinctive styling with superb performance to match. Standard Broadcasts *plus* Special Service Band. AC-DC Superheterodyne with Tube Saver. Dynamic Speaker. 4 Tubes, plus Rectifier.

**4 COLORS: Maroon—Ivory  
Tangerine—Forest Green**

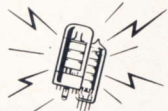
**GREATEST TRANSITONE RADIOS EVER BUILT!**

**New! Brilliant! Colorful! Decorator Styled!**

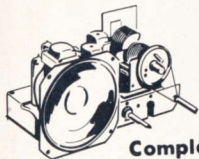
# Philco *Multiwave* Radios



**New Fidelity  
of Tone**



**Exclusive Philco  
Tube Saver  
even at Lowest Price!**



**Completely New  
Super-Sensitive Chassis**

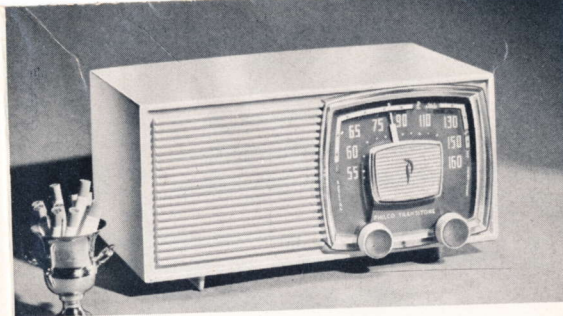


See these great Philco Multiwave Radios in all their stunning decorator colors... hear their superb tone... tune in the fascinating Special Service Band. You're sure to agree they're the finest performing, most beautifully styled compact radios ever built... by every standard, they are *America's greatest radio values!*

**Plus** the extra listening enjoyment of the exciting **SPECIAL SERVICE BAND...yours at no extra cost!**

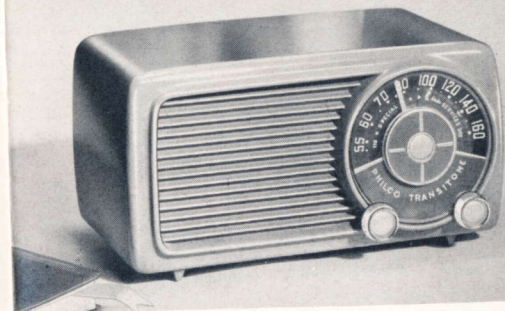
**PHILCO PT-563.** Functional design at its finest! Standard Broadcasts *plus* Special Service Band. AC-DC Superheterodyne with Tube Saver Resistor. 4 Tubes, plus Rectifier.

**2 COLORS:  
Ebony  
Swedish Red**



**PHILCO PT-564.** Styled for discriminating tastes... powered for fine performance. Standard Broadcasts *plus* Special Service Band. AC-DC Superheterodyne. Tube Saver. Built-In Loop Aerial. Improved 5" Speaker. 4 Philco Tubes, plus Rectifier.

**2 COLORS: Ebony—Ivory**



**PHILCO PT-561.** Standard Broadcasts *plus* Special Service Band *at budget price!* Exquisite cabinet with "aircraft" dial. AC-DC Superheterodyne Circuit with Tube Saver. Dynamic Speaker. 4 Tubes, plus Rectifier.

**4 COLORS: Maroon—Ivory  
Light Beige—Colonial Green**

# New 1953 Philco *Ultra-Sensitive* Multiwave Radios

Specially designed for today's overcrowded airwaves, these *Ultra-Sensitive* Philco radios challenge all comparison for signal pick-up, selectivity and lifelike tone. Brilliant reception of both regular broadcasts and the exciting Special Service calls. All have Tuned R. F. Stage with 3-Gang Condenser, AC-DC Superheterodyne with Tube Saver Resistor, 5 Philco Tubes plus Rectifier.



**PHILCO 954** in exquisite Mahogany veneer cabinet with powerful 8-inch speaker.  
**PHILCO 954-L.** Same in Blond Oak finish.



*In Celebration* of 60 years in the advancement of electronic science, Philco presents the finest radio ever built!

## The sensational new *Worldwave* Philco Custom Radio

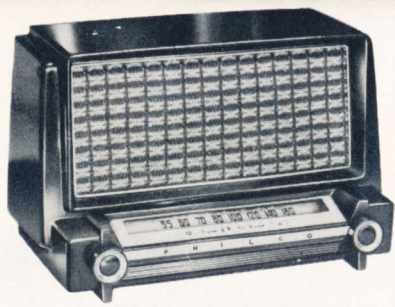
**KOREA**  
**LONDON**  
**MOSCOW**  
**GERMANY**

**PHILCO 960.** The last word in radio enjoyment and luxury! Every Standard Broadcast and Short-Wave service on the air—thrilling, entertaining reception from all corners of the earth. Tuning is fast, accurate, easy. Challenges all comparison for performance, tone and fine cabinetry—it's truly America's Greatest Radio!

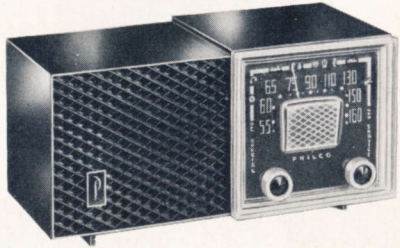
### 9 TUNING BANDS

with full coverage of Standard Broadcasts, Foreign and Domestic Short-Wave

- Superheterodyne with Tuned R. F. Stage, 3-Gang Condenser
- Full Power Transformer for Maximum Performance
- Telescopic Short-Wave Aerial—Built-In Loop for Standard Broadcasts.
- Individually Illuminated Dials
- Electrical Spread-Band Tuning
- 10" Permanent Magnet Speaker
- Cabinet in Stripe Mahogany veneers with Genuine Leather gold-tooled instrument panel.



**PHILCO 952** in Mahogany phenolic cabinet.

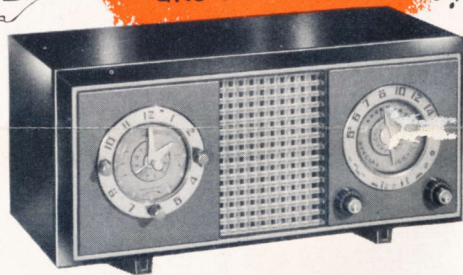


**PHILCO 950** in mottled Mahogany phenolic.  
**PHILCO 950-I** Same in gleaming Ivory finish.

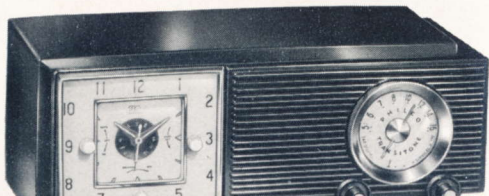
**New Philco Multiwave**

*Automatic  
Clock Radios*

*Wake you up to Music!*



**PHILCO 804.** Turns radio off automatically—*on* at any pre-set time to wake you to music. Buzzer Alarm for heavy sleepers. Turns appliances *off* and *on* automatically. *Ultra-Sensitive* AC Multiwave Radio. Mahogany finish cabinet. Also available in Ivory as **PHILCO 804-L**.



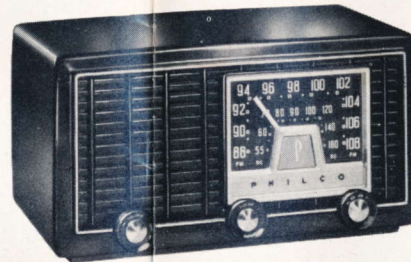
**Newest Triumphs from Philco in FM-AM Reception!**



Yes, they're the finest FM-AM receivers in Philco history! Specially engineered to bring you the fullest enjoyment of the great music offered by FM stations—clear, lifelike tone at its best. Brilliant AM reception, too—all yours in distinctively designed cabinets you'll be proud to own.

**New! Separate Dials!**

**PHILCO 958.** Just like 2 radios in 1—with individually illuminated dials. Unmatched FM reception. Tuned R. F. Stage and 3-Gang Condenser on *both* FM and AM. 6 Tubes, plus Rectifier. Mahogany veneer.



**PHILCO 956.** Here's America's biggest FM-AM value! Unsurpassed performance at the price. 6 Tubes, plus Rectifier. Fine cabinet in Mahogany plastic.

**New! Unique! Multiwave Philco Automatic Clock-Radio Lamp**



**PHILCO 706-L.** Brand new—smartest radio idea in years! A beautiful Clock-Radio-Lamp—perfect for bedroom, living room, game room or den. Fully Automatic Electric Clock with Buzzer Alarm—Multiwave Radio with Special Service Band—exquisite Blond Oak finish cabinet, styled to fit any home decorating scheme... takes no more space than an ordinary lamp base!

**PHILCO 706-M.** Same features as above, in handsome Mahogany-finish cabinet with gold pin-stripe trim.

**Distinctive new  
Upright**



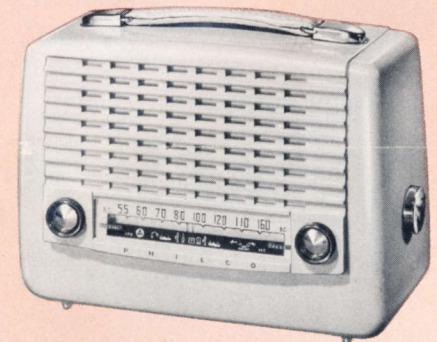
**New Philco 3-way  
Multiwave  
Portables**



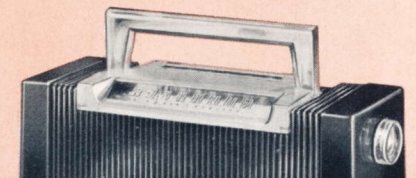
*Music wherever you go...  
indoors or outdoors. Finest  
performing, most beautifully  
styled portables ever built!*



**PHILCO 658.** America's finest portable performance... in luxurious leather-finish case. Unmatched reception on both Standard and Special Service Band. Super *Magnecor* Aerial. Tuned R.F. Stage with 3-Gang Condenser. AC, DC or Battery. 5 Philco Tubes, plus Selenium Rectifier.



**PHILCO 656.** The most outstanding value in *top quality* portables ever offered! Same unmatched performance, same features and services as Philco 658... in Light Beige or Pine Green plastic case.

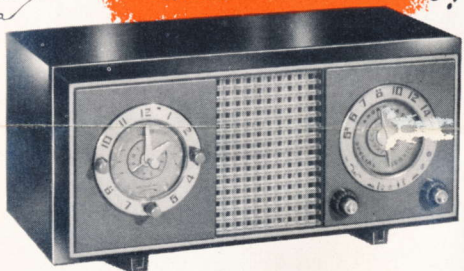


**PHILCO 950** in mottled Mahogany phenolic.  
**PHILCO 950-I** Same in gleaming Ivory finish.

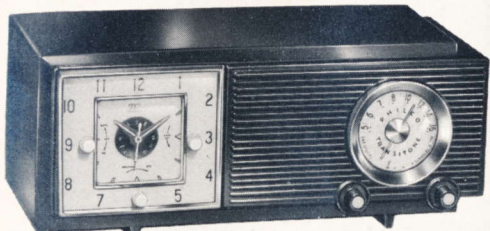
**New Philco Multiwave**

*Automatic  
 Clock Radios*

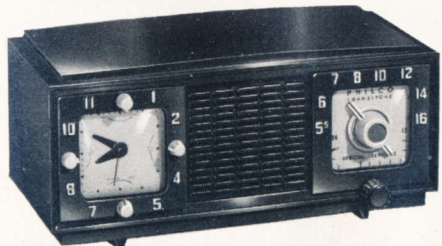
*Wake You up to Music!*



**PHILCO 804.** Turns radio off automatically—*on* at any pre-set time to wake you to music. Buzzer Alarm for heavy sleepers. Turns appliances *off* and *on* automatically. *Ultra-Sensitive* AC Multiwave Radio. Mahogany finish cabinet. Also available in Ivory as **PHILCO 804-L**.



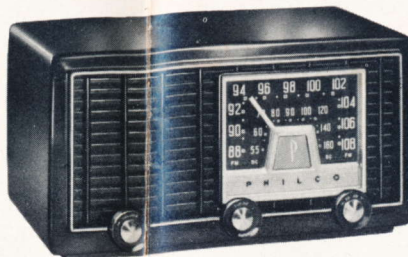
**PHILCO PT-702.** Same Automatic Clock features as Philco 804 with AC Multiwave Radio. Edgelighted dial. Luxuriously styled modern cabinet in Maroon or Light Beige.



**PHILCO PT-701.** Automatic Clock Radio with Timed Appliance Outlet at *new low price!* AC Multiwave Radio. Ivory or Mahogany finish. Also with non-automatic clock as **PT-700**.

**New! Separate Dials!**

**PHILCO 958.** Just like 2 radios in 1—with individually illuminated dials. Unmatched FM reception. Tuned R. F. Stage and 3-Gang Condenser on *both* FM and AM. 6 Tubes, plus Rectifier. Mahogany veneer.



**PHILCO 956.** Here's America's biggest FM-AM value! Unsurpassed performance at the price. 6 Tubes, plus Rectifier. Fine cabinet in Mahogany plastic.

**New! Unique! Multiwave Philco Automatic  
 Clock-Radio Lamp**



**PHILCO 706**  
 Lamp Shade Extra

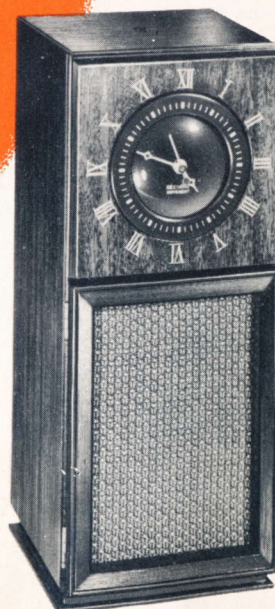
**PHILCO 706-L.** Brand new—smartest radio idea in years! A beautiful Clock-Radio-Lamp—perfect for bedroom, living room, game room or den. Fully Automatic Electric Clock with Buzzer Alarm—Multiwave Radio with Special Service Band—exquisite Blond Oak finish cabinet, styled to fit any home decorating scheme . . . takes no more space than an ordinary lamp base!

**PHILCO 706-M.** Same features as above, in handsome Mahogany-finish cabinet with gold pin-stripe trim.

**Distinctive new  
 Upright  
 Clock-Radio**

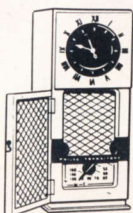
**PHILCO 707.** A brilliant new note in clock radio styling! Distinctive, space-saving upright design—ideal for mantel, night table, bookshelf or anywhere in the house. Dependable self-starting Electric Clock—Multiwave Radio—rich Mahogany-finish cabinet.

*This model may also be adapted as a lamp. Conversion kit available at extra cost.*



**PHILCO 707**

Deep-framed door swings open to expose attractive radio panel. Grille cloth in door permits playing radio with door closed.



**PHILCO 658.** America's finest portable performance . . . in luxurious leather-finish case. Unmatched reception on both Standard and Special Service Band. Super *Magnecor* Aerial. Tuned R.F. Stage with 3-Gang Condenser. AC, DC or Battery. 5 Philco Tubes, plus Selenium Rectifier.



**PHILCO 656.** The most outstanding value in *top quality* portables ever offered! Same unmatched performance, same features and services as Philco 658 . . . in Light Beige or Pine Green plastic case.



**PHILCO 642.** Big set performance in compact size—easy-to-carry, easy-to-pack. Standard Broadcasts. *Magnecor* Aerial—no lid to lift. AC, DC or Battery. Exquisite modern case in Light Beige, Teal Green, Maroon or Swedish Red.

**Equipped with Plug-In for  
 Private Listening**



Ask about it!

Enables you to enjoy radio *privately*, without disturbing others. Philco Private Listening Unit is available to you at moderate cost.