

## New External ALL-CHANNEL UHF Tuner



Equips any make television set, old or new, to receive not just one or two but all 70 UHF channels.

**PHILCO 200-X.** It can be easily attached to any TV set, and in many cases will bring better reception on UHF than is possible with the same set on VHF. On every count, it's the most advanced, self-contained UHF tuner known today. Compact cabinet of Mahogany veneers with full-vision dial.

*CITY TIRE & Auto Supply  
1410 MAIN STREET  
BOONVILLE, MO.*

*Specifications subject to change without notice*

Printed in U.S.A.

# PHILCO TELEVISION FOR 1954



with New Developments in

## High Fidelity Picture and Sound

## New Standard of the World in High Fidelity Picture Reproduction

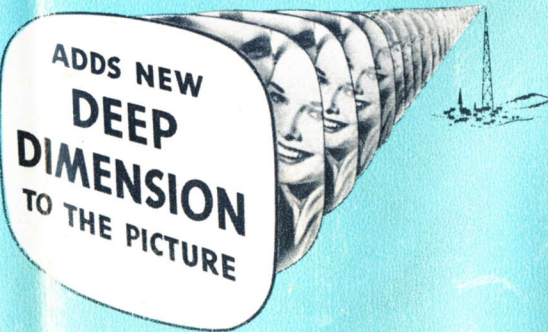
# HF-200

## Golden Grid Television

High Fidelity television, the development Philco pioneered, is here for 1954—new in power and sensitivity with a sensational triumph of Philco research—the HF-200 Chassis. Nothing matches it for distance or freedom from interference! Nothing equals its Deep Dimension picture for true-to-life realism! Again, even in the most difficult locations, it sets a goal of reception power for others to strive to reach.

**The Greatest Advance  
in a Television Chassis  
Since the Miracle of Television**

Adds New MILES to TV Reception



**ADDS NEW  
DEEP  
DIMENSION  
TO THE PICTURE**





# World's First Television Combination with *High Fidelity Picture and High Fidelity Sound*

It's here—a new achievement of electronic science! For the first time, a High Fidelity Picture *plus* High Fidelity sound for all services—television, radio, and records. *All in*

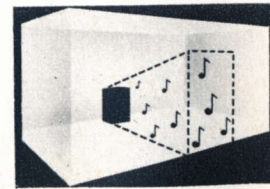
*one magnificent cabinet* that in itself is entirely new in function and appearance! Never has there been an instrument of quality so advanced in every phase of home entertainment.

## Revolutionary "Phonorama"™ System Fills the Room with its Full Range of Sound \*™

It's not only High Fidelity... it's sound in FULL DIMENSION! Instead of a large grille opening, Philco has developed a new, narrow "Acoustic Lens" which floods the room with High Fidelity sound. At last, wherever you sit, the breath-taking realism of the concert hall surrounds you!



Philco with "Acoustic Lens" fills the entire room with sound.

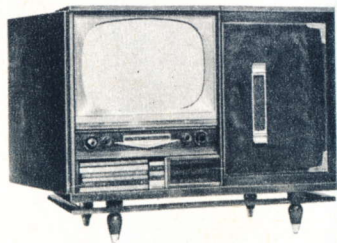


With ordinary systems, sound is limited to just a narrow beam.

### The PHILCO 4406 with 21-inch Television and FM-AM Radio-Phonograph

In every detail, it's new! Sensational HF-200 TV chassis! Exclusive custom-made automatic record changer with patented matched tone arm system! Separate amplifier with more than 30 times the power needed for average room reproduction! Unmatched FM radio! New advance-engineered AM radio! To see and hear the Philco 4406 for the first time is a memorable experience... to own it is to share the highest achievements of Philco research.

Also available in Blond Oak cabinet—the Philco Model 4406-L.



Cabinet of solid Brazilian Mahogany and imported veneers. Complete with directional UHF-VHF Built-In Aerial System.



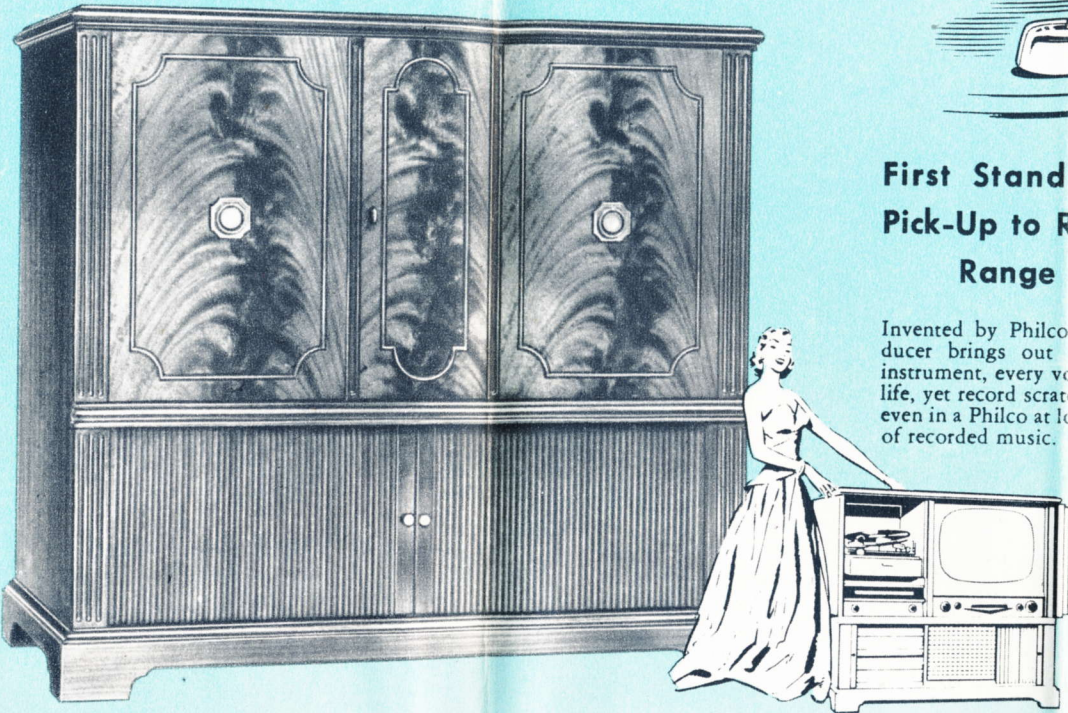
### Exclusive New Electronic Visual Tone Blender

Another Philco "first"—actually shows the exact "mix" of tone! Separate scales of notes *light up* individually as Bass and Treble Controls are adjusted. For any record or personal preference, permits precise setting of tonal range.



# PHILCO *Television Combinations*

## with True-Harmonic Record Reproducer



**PHILCO 4405.** High Fidelity 21-inch picture plus FM-AM radio-phonograph in a cabinet of Mahogany solids and veneers. Nothing matches its HF-200 chassis for performance. Plus UHF-VHF Built-In Aerial. Solid Mahogany tambour doors enclose record storage space.



**First Standard Phonograph Pick-Up to Reproduce the Full Range of Harmonics**

Invented by Philco, the True-Harmonic Reproducer brings out the true character of every instrument, every voice. Old records take on new life, yet record scratch is reduced. It's the answer, even in a Philco at lowest price, to new enjoyment of recorded music.

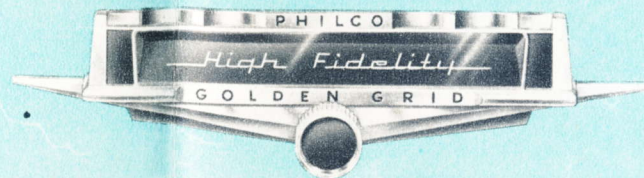
**Cabinet Equipped with Swivel Casters**

All Philco television combinations shown on this page have swivel casters—cabinet moves easily to any desired position. It's a Philco *plus* feature for extra convenience!

Every 1954 Philco TV Set Available with  
**All-Channel UHF**

**New Developments**  
*Outdistance*  
**the Entire Industry**  
**in Performance**

For UHF television, Philco has developed an exclusive, advance-engineered All-Channel Tuner, unmatched anywhere for distance and noise-free reception. It's the answer to finest performance now and full coverage for *all 70 UHF channels. Only Philco has it!*



**Sensational New PRISMATIC Station Selector**

An exclusive advance—no stooping . . . no squinting! When you stand at the set to tune, *the dial lights up* in your line of

vision. Yet when you return to your seat, like magic *the lighted dial disappears from view.* It's on all Golden Grid UHF sets.

**Exclusive Electronic Directional UHF-VHF BUILT-IN AERIAL**

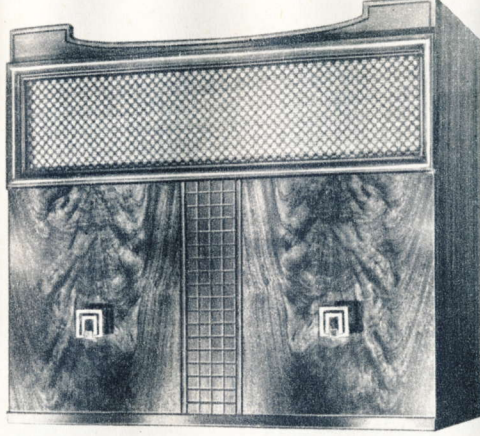
Philco offers it for 1954—the only built-in aerial of its kind in the world and the only built-in aerial that will work at all in

many locations. Exclusive four-way control beams the aerial toward the strongest signal from any station—UHF or VHF.



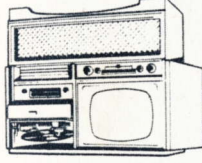
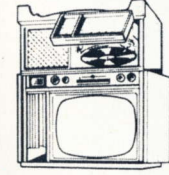
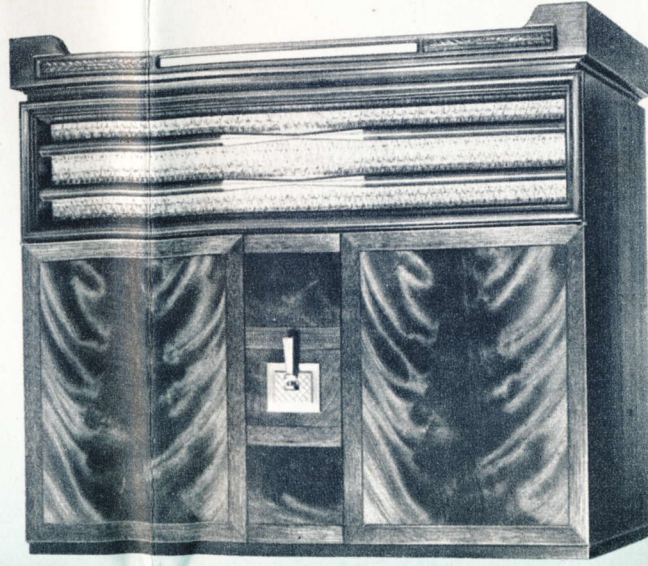
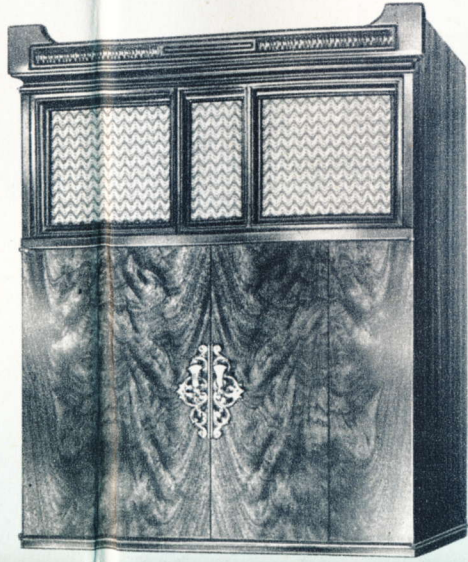
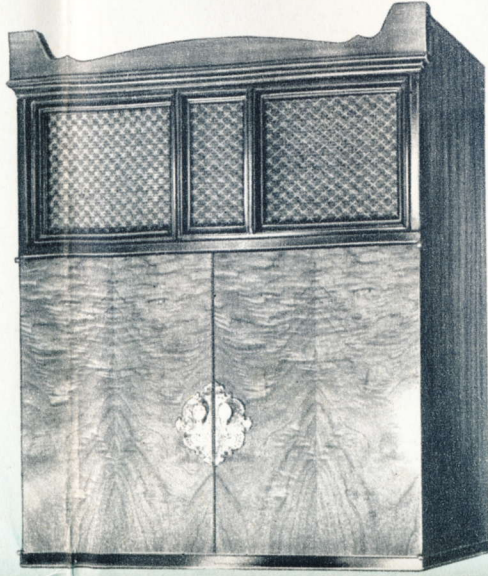


**PHILCO 3407-M.** Mahogany veneer 17-inch True-Harmonic combination. Built-In Aerial. Same features in **3407-L.** Blond Oak cabinet.

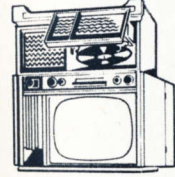


**PHILCO 4400.** Walnut veneer cabinet with 21-inch television, True-Harmonic phonograph, and Multitwave radio. Newest Golden Grid TV Chassis. UHF-VHF Built-In Aerial. Space for record storage.

**PHILCO 3406.** True-Harmonic radio-phonograph in an exquisitely styled 17-inch Mahogany veneer television combination. Complete with Built-In Aerial System for UHF and VHF.



**PHILCO 4402.** Famous Philco Multitwave radio with Special Service short-wave band in a 21-inch television combination. True-Harmonic phonograph. Mahogany veneer cabinet. UHF-VHF Built-In Aerial. Newest Golden Grid TV-190 power plant.



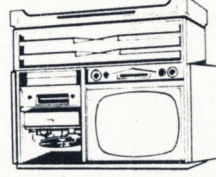
## Philco 3-Speed Automatic Record Changer

Dependable, easy-to-operate, precision-built! Plays *all* records with a single tone arm. Handles twelve 10-inch or ten 12-inch 78 RPM records . . . up to fourteen 33 1/2 or 45 RPM. Tone arm caresses records with just 1/2 ounce pressure.



## Home Entertainment Center with FM-AM Radio

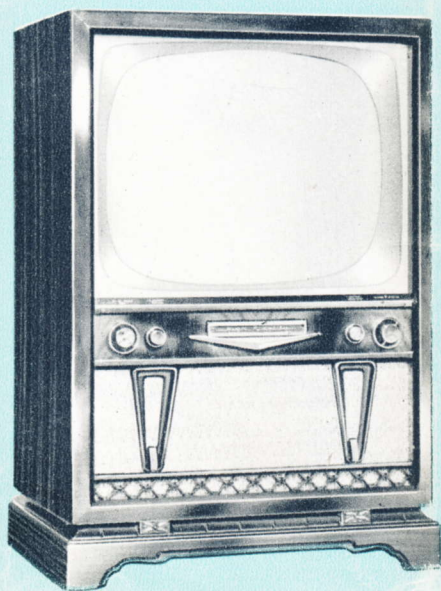
**PHILCO 4404.** New HF-200 TV Chassis with High Fidelity 21-inch picture. True-Harmonic Phonograph. FM-AM radio. All services conveniently arranged in cabinet of Honduras Mahogany veneers and choice woods. UHF-VHF Built-In Aerial.





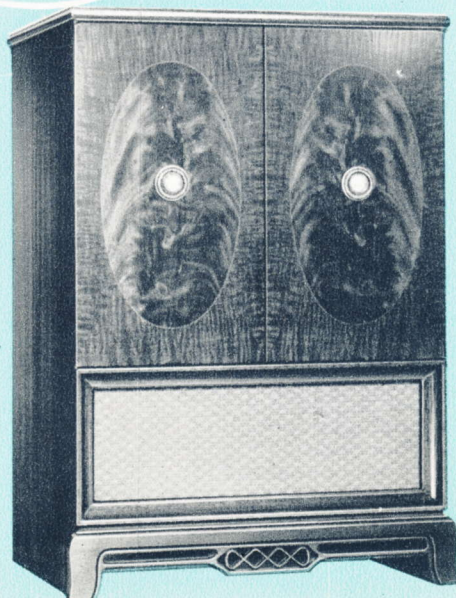
# PHILCO HF-200

HIGH FIDELITY  
GOLDEN GRID TELEVISION



### New 24-inch Console

**PHILCO 6106-M.** New 335 sq. in. picture plus exclusive HF-200 chassis. Mahogany veneer cabinet. Directional UHF-VHF Built-In Aerial. **6106-L.** Same features in Blond Oak cabinet.



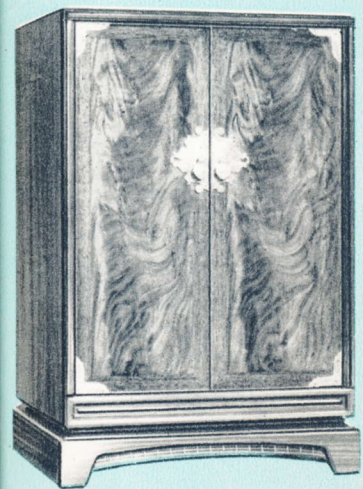
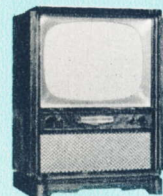
### 24" TV . . . 335 Sq. In. Screen

**PHILCO 6300.** New HF-200 chassis—nothing equals it for picture quality or for reception in distant or difficult locations. Mahogany veneer cabinet. UHF-VHF Built-In Aerial.



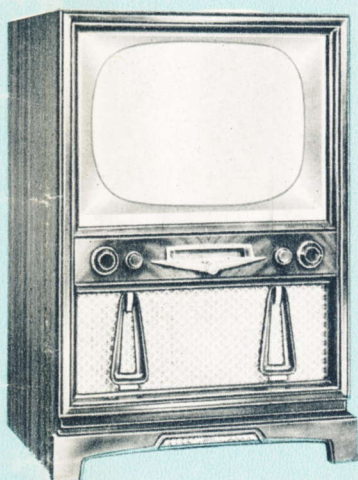
### America's Most Sensational 27-inch Picture

**PHILCO 7300.** Exclusive, Philco-developed picture tube gives you 400 square inches of viewing area with a picture unmatched for brightness and realism. With HF-200 chassis, specially built for 27" TV, and UHF-VHF Built-In Aerial, it's America's most advanced big screen set. Magnificent bowed-front Mahogany veneer cabinet on swivel casters.



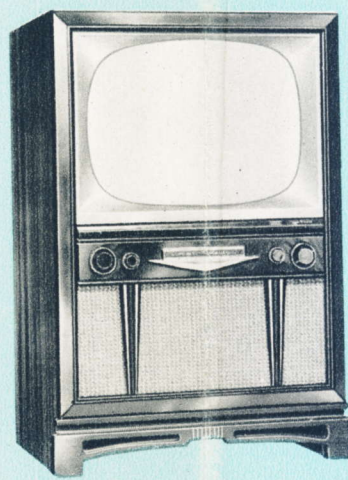
### Mahogany Veneer 21" Console

**PHILCO 4308.** Standard of the TV world for High Fidelity picture reproduction and reception power! Plus UHF-VHF Built-In Aerial.



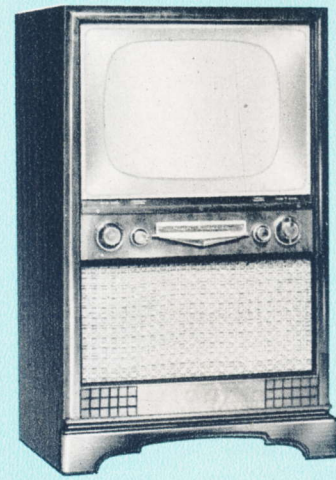
### High Fidelity 21" Console

**PHILCO 4110-M.** Newest Philco HF-200 chassis in a Mahogany veneer cabinet. UHF-VHF Built-In Aerial. **4110-L.** Same in Blond Oak cabinet.



### 21" TV with HF-200 Chassis

**PHILCO 4108.** Unmatched power . . . unmatched High Fidelity picture reproduction! Plus Mahogany veneer cabinet and Built-In Aerial.

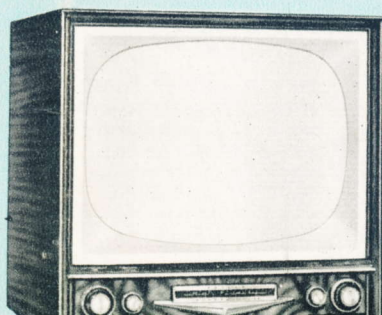


### High Fidelity 17" Console

**PHILCO 3104.** America's most advanced TV chassis brings a new standard of quality in a Mahogany veneer 17" console. Built-In Aerial.

### America's Finest 21-inch Table Model

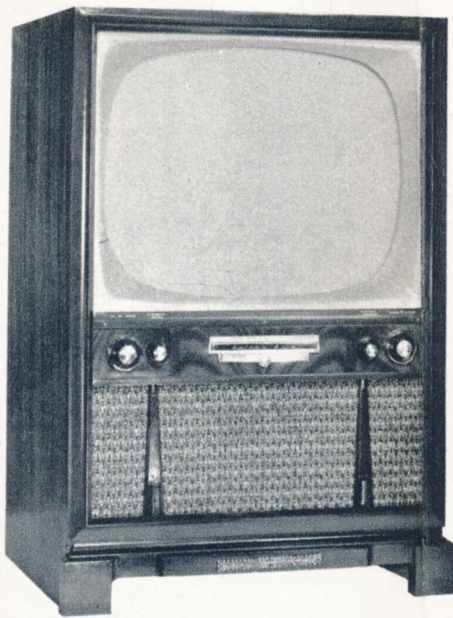
**PHILCO 4008.** Exclusive HF-200 chassis brings reception power and picture realism unmatched in television. Rich Mahogany-finish cabinet. UHF-VHF Built-In Aerial.



Every 1954 Philco is Available with Built-In ALL-CHANNEL UHF

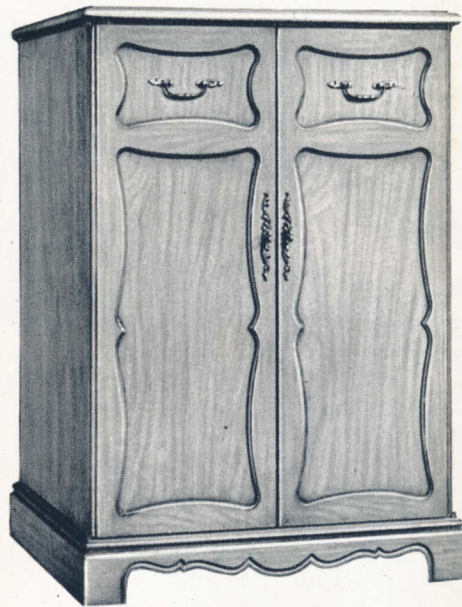


# New for 1954... Super-Value Gold



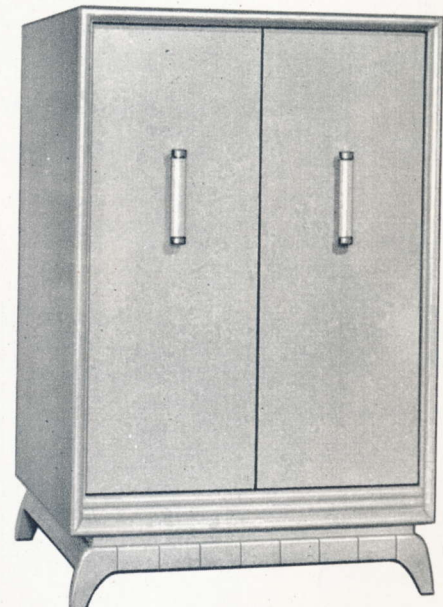
### Mahogany Veneer 24" Console

**PHILCO 6104-M.** New 335 sq. inch picture powered by a chassis specially built for 24" TV. Directional UHF-VHF Built-In Aerial. **6104-L.** Same features in Blond Oak cabinet.



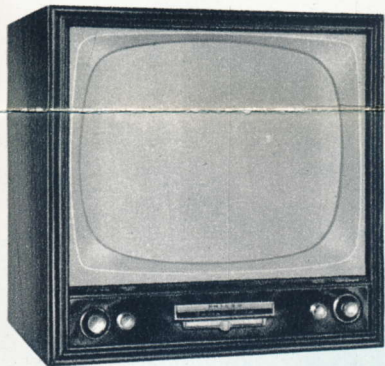
### French Provincial 21" Console

**PHILCO 4307-HM.** New TV-190 power plant with Golden Grid Tuner housed in traditionally-beautiful cabinet with warm, honey-toned Maple finish. Built-In Aerial.



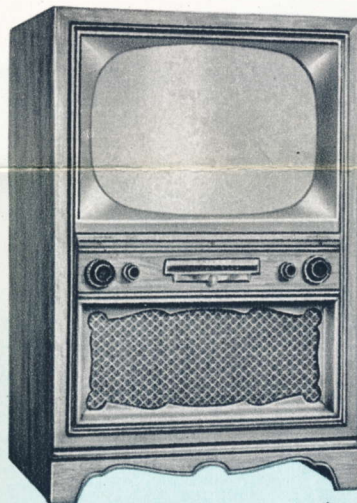
### 21" Console in Blond Oak

**PHILCO 4306-L.** Deeply recessed doors distinguish this newest Golden Grid Philco console. TV-190 chassis. UHF-VHF Aerial. **4306-TM.** Similar Tawny Mahogany cabinet.



### 335 Sq. Inch Screen

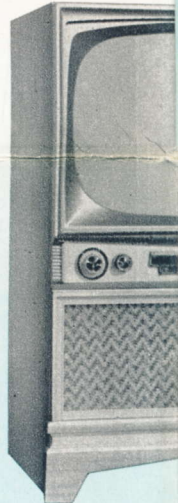
**PHILCO 6002.** New 24-inch television with UHF-VHF Built-In Aerial. Available as a Mahogany veneer table model, or with special console base.



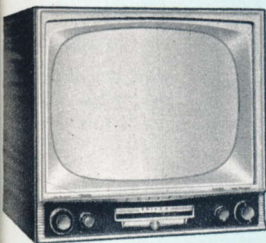
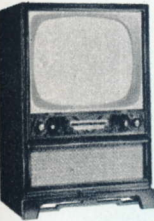
**PHILCO 4109-HM.** Golden Grid "Honey Maple" 21-inch console, designed with paneled rooms in mind. UHF-VHF Built-In Aerial.



**PHILCO 4106.** Richly-paneled top typifies the extra quality in this 21-inch Mahogany veneer console. Philco UHF-VHF Built-In Aerial.



**PHILCO 4102-L.** B finish 21-inch Gold with UHF-VHF. **4102-M.** Same in M



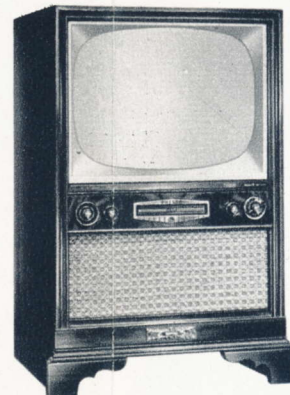
**PHILCO 4004.** UHF-VHF Aerial and newest advanced features in a 21" Mahogany finish table model. Its new styling reflects Philco leadership in TV design!

**PHILCO 3002.** New Golden Grid TV—"just like a boost in station power"—makes this 17" table model the value sensation of 1954. Maroon cabinet.

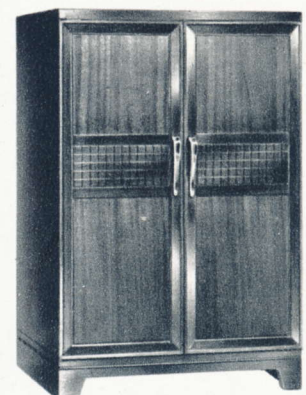


**PHILCO 4100.** Spectacular value in a 21-inch Mahogany-finish console, with new Super Colorado chassis. **4100-L.** Same in Blond-finish cabinet.

## Newest Philco 21 and 17-inch



**PHILCO 4101.** New "Super Colorado" Mahogany veneer 21-inch console with UHF-VHF Built-In Aerial.

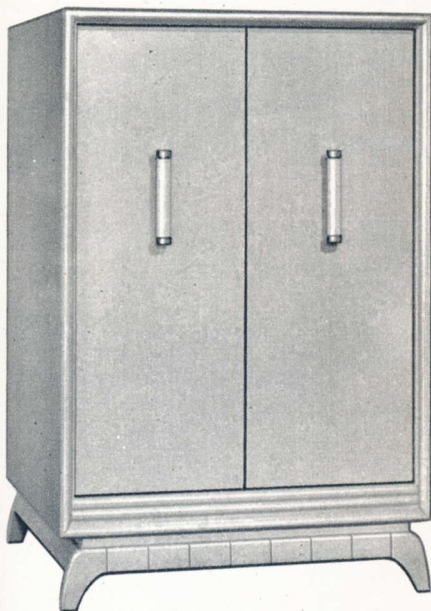


**PHILCO 4303.** Advance-engineered 21-inch console in Mahogany veneers. UHF-VHF Built-In Aerial.

**PHI**  
Oak  
com  
UHF



# er-Value Golden Grid Television



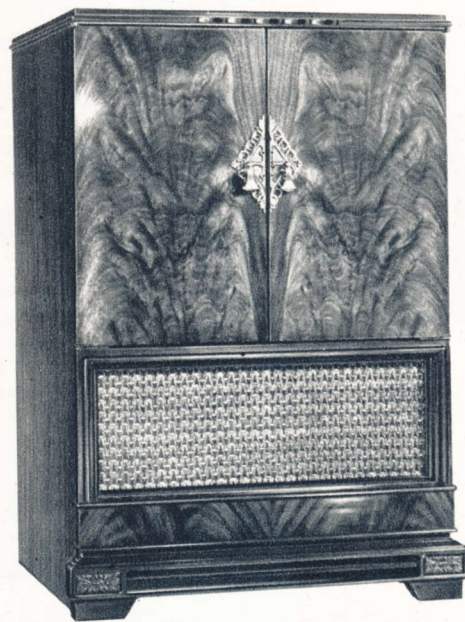
**21" Console in Blond Oak**

**PHILCO 4306-L.** Deeply recessed doors distinguish this newest Golden Grid Philco console. TV-190 chassis. UHF-VHF Aerial. **4306-TM.** Similar Tawny Mahogany cabinet.



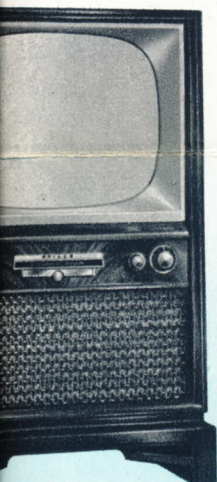
**Mahogany Veneer 21" Console**

**PHILCO 4304.** Golden Grid TV-190 chassis and exquisite cabinetry are combined in a console unmatched for value. Equipped with directional UHF-VHF Built-In Aerial.



**Half-Door 21-inch Console**

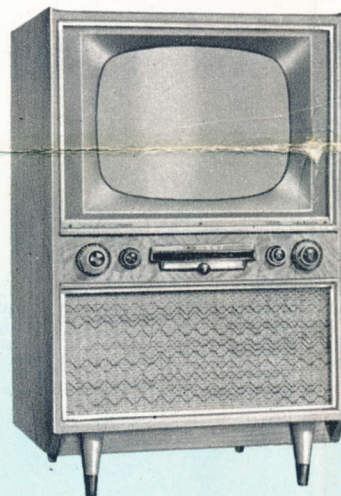
**PHILCO 4302.** Newest Golden Grid chassis in a Mahogany veneer cabinet. Like many Philco sets, it's equipped with swivel casters and also exclusive UHF-VHF Built-In Aerial.



Richly-paneled top extra quality in this 21-inch veneer console. UHF-VHF Built-In Aerial.



**PHILCO 4102-L.** Blond Mahogany-finish 21-inch Golden Grid console with UHF-VHF Built-In Aerial. **4102-M.** Same in Mahogany veneers.



**PHILCO 3102-L.** Modern Blond Mahogany-finish 17-inch console. Built-In Aerial. Golden Grid chassis. **3102-M.** Same in Mahogany veneers.

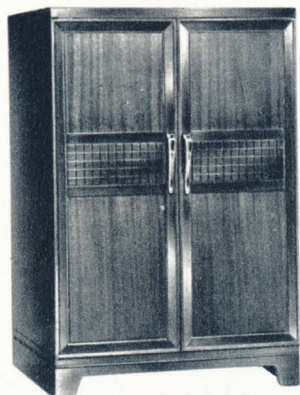


**PHILCO 4002-M.** Mahogany-finish 21-inch Golden Grid TV. Available, as shown, with special base. **4002-L.** In Blond Mahogany-finish.

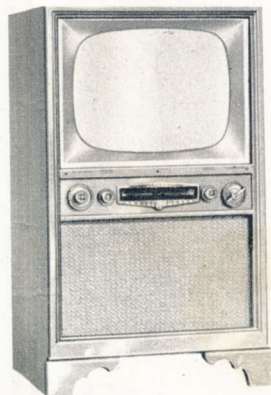
## Best Philco 21 and 17-inch Value Triumphs!



New "Super Mahogany veneer console with



**PHILCO 4303.** Advance-engineered 21-inch console in Mahogany veneers.



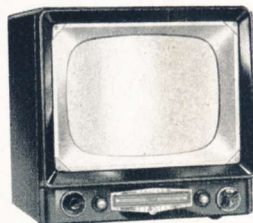
**PHILCO 3100-L.** Blond Oak-finish 17-inch console, complete with directional UHF-VHF Built-In Aerial.



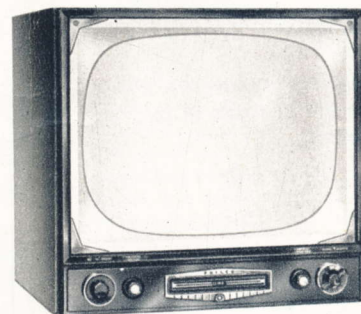
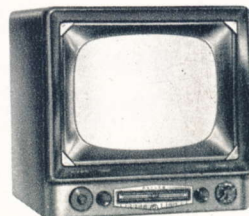
### Available in Other Finishes

Philco Model 3100 is available in two other cabinet finishes—richly grained Mahogany (3100-M) and Honey Maple (3100-HM)

**PHILCO 3001.** Super Colorado 17-inch TV in deluxe Maroon cabinet. Like all Philco TV sets, glass over picture tube is easily removable.



**PHILCO 3000.** An all-time value leader—Philco quality-built 17-inch TV in Walnut-finish cabinet. New Super Colorado Chassis.



**PHILCO 4000.** Extra quality in a 21-inch TV set at lowest price. Cabinet in rich Mahogany color. New Super Colorado Power Plant.