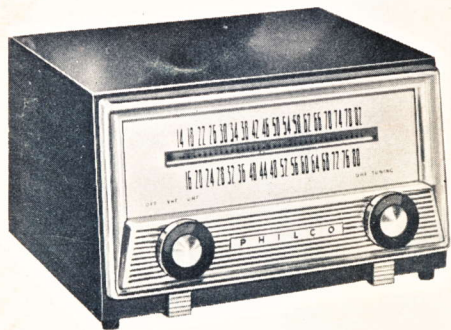


New External
All-Channel
UHF Tuner

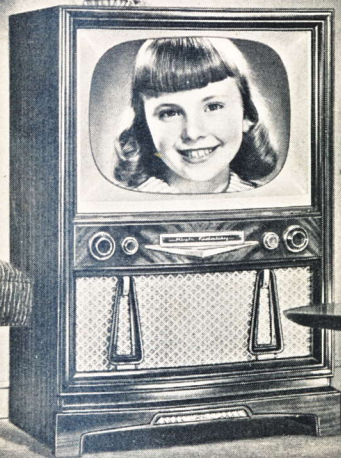


Equips any make television set, old or new, to receive not just one or two but all 70 UHF channels.

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.

New 1954

PHILCO
TELEVISION



Greatest Television Picture
Ever Achieved...
UNMATCHED ALL-CHANNEL
UHF-VHF RECEPTION

New Standard of the World in TV Viewing Enjoyment...

PHILCO

Television with

DEEP DIMENSION
PICTURE



Not just **PART** of the picture...



but **ALL** of the picture
in pinpoint detail

All America is acclaiming this sensational Philco advance! Now you see not just a flat foreground, but all of the picture—close-up and background—in pinpoint detail, with a true-to-life realism and quality of depth never before approached.

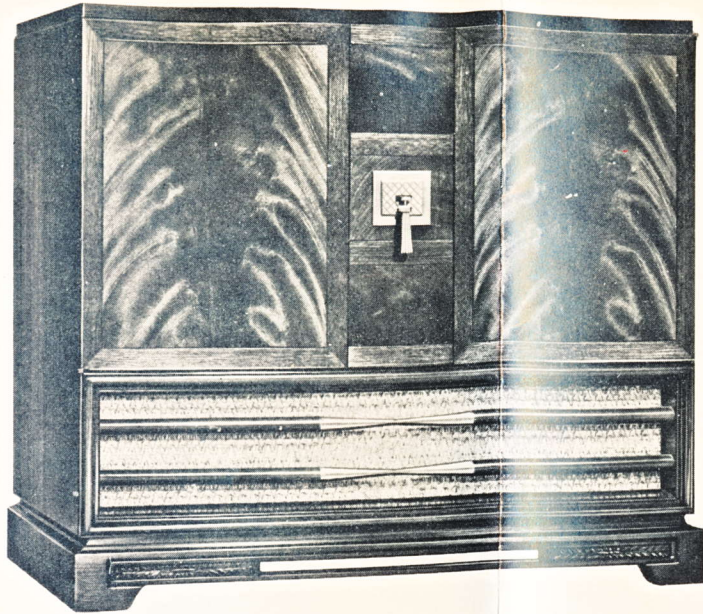
New HF-200 Philco Chassis

This new Philco picture is powered by the revolutionary HF-200 chassis—no other receiver on the market today so completely overcomes the obstacles of distance, interference and noise. Everywhere, it adds new miles to TV reception.

PHILCO Television Combinations

WITH TRUE-HARMONIC RECORD REPRODUCER

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

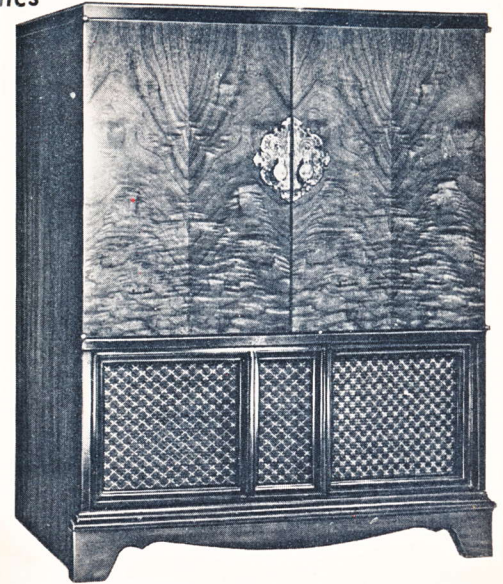


PHILCO 4404. New HF-200 chassis with Deep Dimension 21" Picture. True-Harmonic 3-speed automatic Phonograph. FM-AM Radio. Directional UHF-VHF Built-in Aerial. All services conveniently arranged in a beautiful cabinet of Honduras Mahogany veneers and choice woods.



PHILCO 3-Speed Automatic Record Changer

Plays up to five hours of continuous music! Plays *all* records with a single tone arm. Handles twelve 10-inch or ten 12-inch 78 RPM records... up to fourteen 33 $\frac{1}{3}$ or 45 RPM. Tone arm caresses records with just 1/5 ounce pressure.



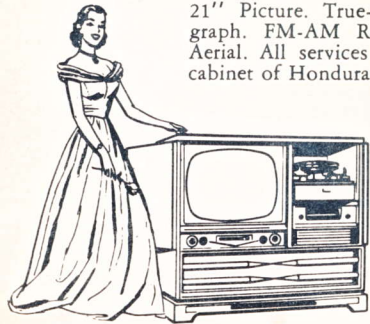
PHILCO 4400. Walnut veneer cabinet with 21" television. True-Harmonic 3-speed automatic phonograph, and Multi-wave radio. Golden Grid chassis. UHF-VHF Built-in Aerial. Record storage space.

Cabinets Equipped with Casters

All Philco TV combinations shown on this page have swivel casters—cabinet moves easily to any desired position. It's a Philco "plus" extra!



PHILCO 4402. Philco Multi-wave Radio with Special Service Band in a 21" television combination. True-Harmonic phonograph. UHF-VHF Built-in Aerial. Golden Grid chassis. Mahogany veneer cabinet.



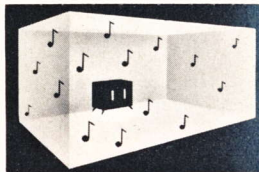
World's Finest Television Combination with

Deep Dimension Picture and High Fidelity Sound!

It's the newest achievement of Philco electronic research! For the first time, a Deep Dimension Picture *plus* High Fidelity sound for all services—television, radio and records. *All in one magnificent cabinet* entirely new in function and appearance!

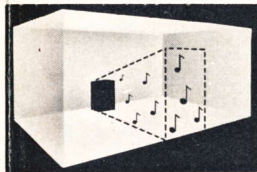
"Phonorama"* System Fills the Room
with its Full Range of Sound

*TM



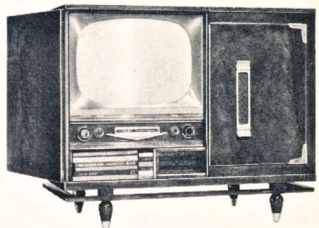
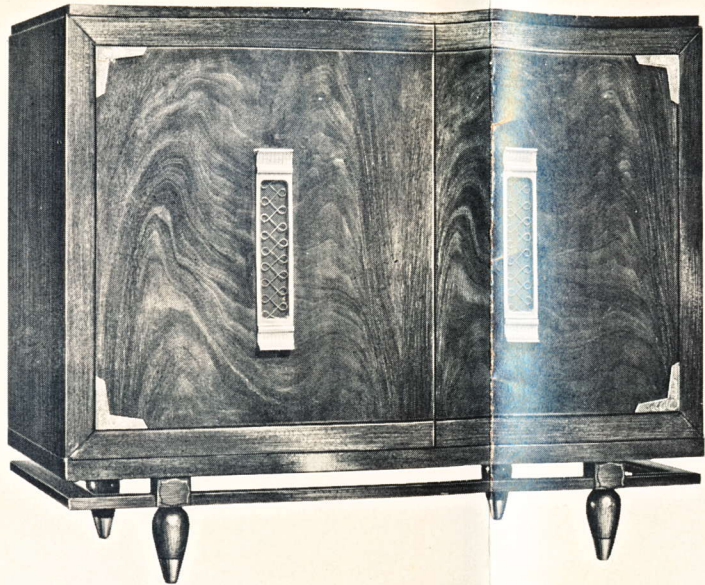
Philco with "Acoustic Lens" fills the entire room with sound.

It's not only High Fidelity... it's sound in FULL DIMENSION! Instead of a large grille opening,



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

Philco has developed an exclusive "Acoustic Lens" which floods the room with High Fidelity sound.



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

21" Television and FM-AM Radio-Phonograph

PHILCO 4406. Sensational Deep Dimension Picture! Custom-made automatic record changer! High-powered separate amplifier! Unmatched FM radio! Advance-engineered AM radio! Also in Blond Oak—**PHILCO 4406-L.**

Every 1954 Philco Available with Built-in

All-Channel UHF

New Advances Outdistance Entire
Television Industry

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 in the future. *And 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 illuminated dial disappears* from your view.

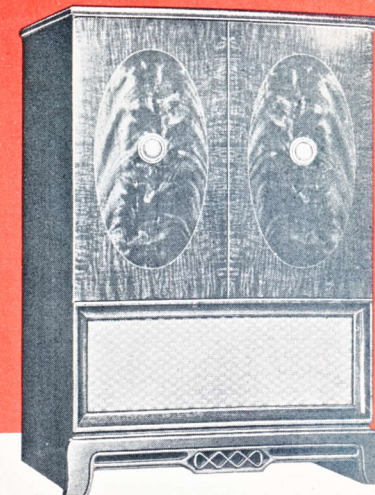
Exclusive Electronic Directional UHF-VHF BUILT-IN AERIAL

Philco alone offers it—the only built-in aerial of its kind and the only built-in aerial that will work at all in many locations. Four-way control beams the aerial toward the strongest signal from any station—UHF or VHF.

PHILCO HF-200 Television

with the Revolutionary New

DEEP DIMENSION PICTURE



Sensational 27" Picture

PHILCO 7300. Actual 400 sq. inches of viewing area plus a Deep Dimension picture unmatched for realism. HF-200 Chassis! Bowed-front Mahogany veneer cabinet. Directional UHF-VHF Built-in Aerial.

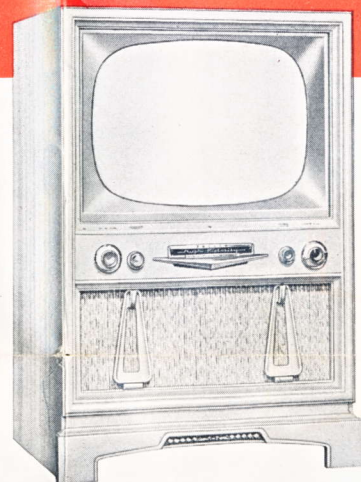
24" TV with 335 Sq. Inch Screen

PHILCO 6300. Brilliant new Mahogany veneer console with Philco's exclusive Deep Dimension picture—unequaled in the industry. UHF-VHF Built-in Aerial.



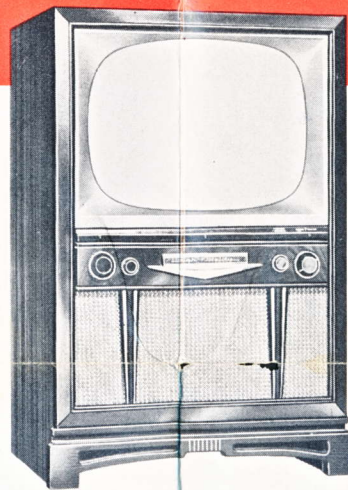
Mahogany Veneer 21" Console

PHILCO 4308. Deep Dimension 21-inch picture—as much as 30 sq. inches larger than other 21" sets. Directional UHF-VHF Built-in Aerial. Cabinet on casters.



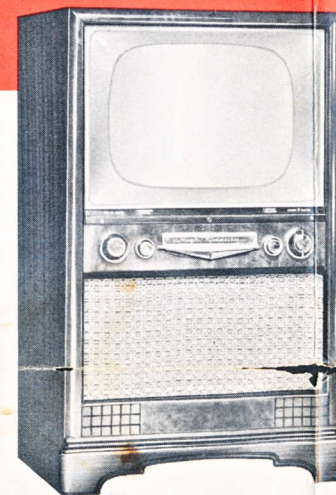
21" TV in Blond Oak Finish

PHILCO 4110-L. Newest advance in viewing enjoyment! Philco Deep Dimension picture! UHF-VHF Built-in Aerial. **4110-M.** Same in rich Mahogany veneers.



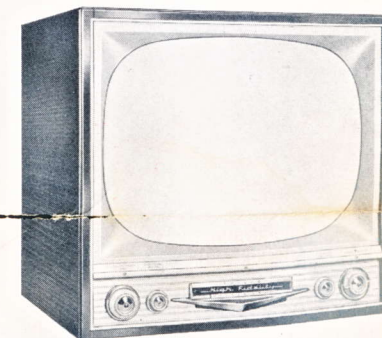
21" TV with HF-200 Chassis

PHILCO 4108. Unmatched power... unmatched Deep Dimension picture! In Mahogany veneer cabinet on swivel casters. Directional UHF-VHF Built-in Aerial!



Deep Dimension 17" Picture

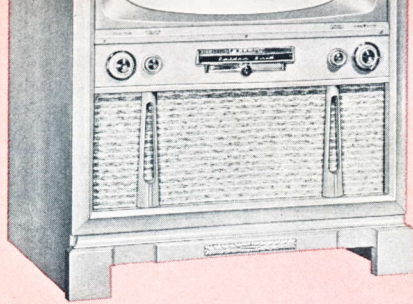
PHILCO 3104. With HF-200 Chassis, the greatest 17" console built for distant or difficult locations. Directional UHF-VHF Built-in Aerial. Mahogany veneer cabinet.



New 21" Table Model

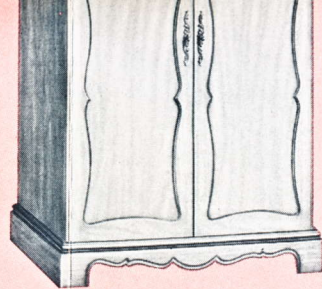
PHILCO 4009. Exclusive Deep Dimension picture. New high-powered HF-200 chassis, and Directional UHF-VHF Built-in Aerial. Mahogany finish cabinet.

Famous Philco Golden Grid Television... New for 1954



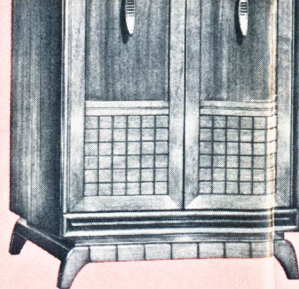
**New Blond Oak Finish
24-inch Philco Console**

PHILCO 6104-L. Full 335 sq. inch picture. Exclusive Directional UHF-VHF Built-in Aerial. Cabinet on swivel casters. **6104-M.** In Mahogany veneer cabinet.



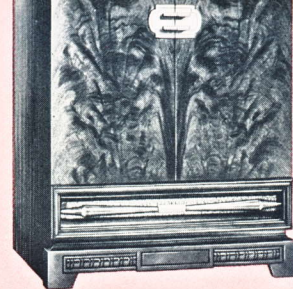
**21" French Provincial
Console on Casters**

PHILCO 4307-HM. Golden Grid television in rich traditional cabinet in warm, honey-toned Maple finish. UHF-VHF Built-in Aerial.



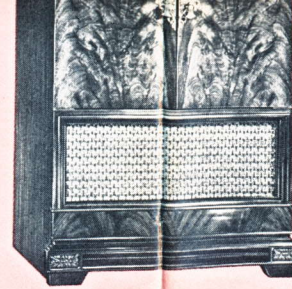
**21" Tawny Mahogany
Full-Door Console**

PHILCO 4306-TM. Rich, copper-toned finish typifies its luxury. Plus Built-in Aerial. **4306-L.** Same in Blond Oak.



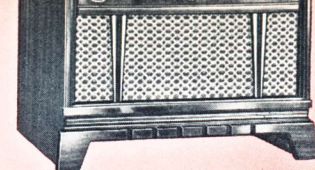
**21" TV Plus Directional
Philco Built-in Aerial**

PHILCO 4304. Exquisite new Mahogany veneer console with famous Golden Grid chassis. Swivel casters add luxury note.



**Half-Door 21" Console
in Mahogany Veneers**

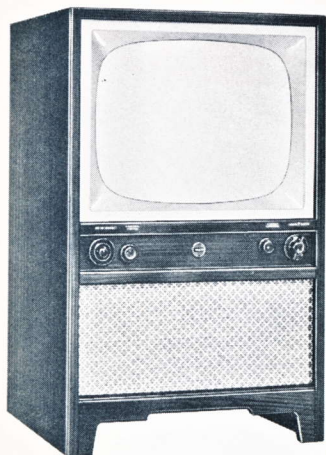
PHILCO 4302. Newest Golden Grid chassis! Like many Philco sets—cabinet is on casters. UHF-VHF Built-in Aerial.



**New Golden Grid
21-inch Console**

PHILCO 4112. Ribbon stripe Mahogany veneers in matchless cabinetry. With Directional UHF-VHF Built-in Aerial. **4112-L.** In Blond Mahogany.

Top Values in 21-inch Philco TV

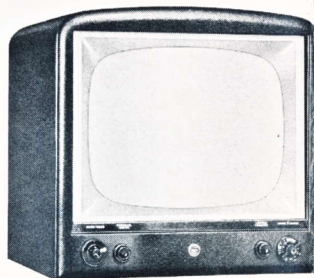


**21" Mahogany
Finish Console**

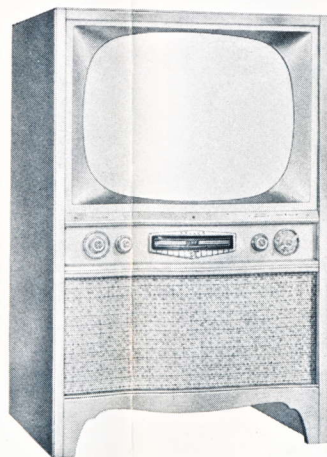
PHILCO 4103. (Above) Full-quality 21" TV in a decorator-inspired Mahogany finish cabinet. True, simplified controls. Built-in Aerial. **4103-L.** Same in Blond finish.

Genuine Philco Quality at New Low Price

PHILCO 4001-E. (Right) New 21-inch picture tube in a decorator-styled, textured Ebony finish cabinet. Special built-in automatic features for easiest TV tuning. Famous Philco Duplex power plant.

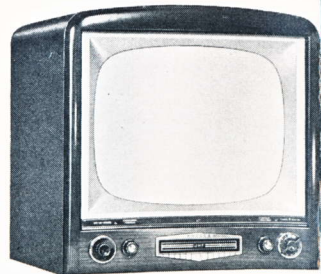


Also available in Mahogany finish cabinet (**PHILCO 4001-M**), or in Blond finish (**PHILCO 4001-L**).



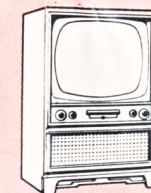
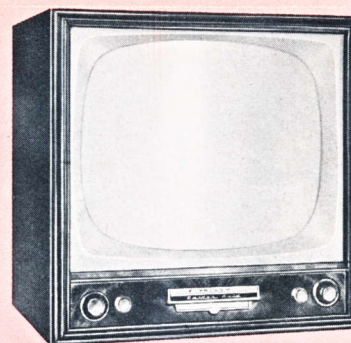
21" Console in Blond Oak

PHILCO 4105-L. (Above) Charming modern design cabinet in Blond Oak finish. Full 250 square inch picture. UHF-VHF Built-in Aerial. **4105-M.** Same in Mahogany finish.



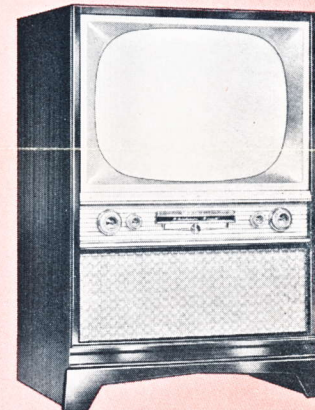
New 21" Table Model

PHILCO 4003. Genuine Philco quality 21" table model with 250 square inch screen. UHF-VHF Built-in Aerial. Richly-styled textured Mahogany finish cabinet.



**24-inch TV
with 335 Sq.
Inch Screen**

PHILCO 6002. Super-power 24" television with the exclusive, Directional UHF-VHF Built-in Aerial. Available as a Mahogany veneer table model, or with a special console base.

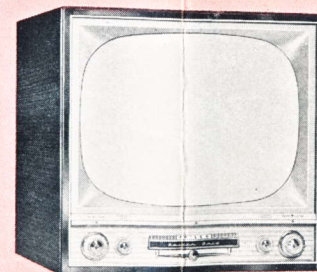


**Highly-Styled Console
With Full 21" Screen**

PHILCO 4107. Handsome new cabinetry in Mahogany veneers. Plus exclusive, Directional UHF-VHF Built-in Aerial. **4107-L.** In Blond Mahogany.

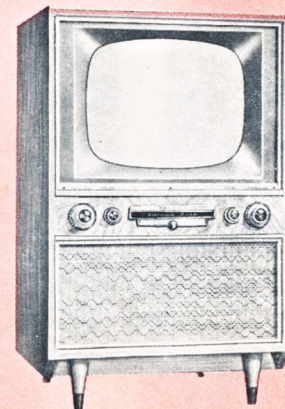
Extra Luxury in a 21" Table Model

PHILCO 4007. Rich Mahogany finished table model with 250 sq. inch screen. Plus exclusive, Directional UHF-VHF Built-in Aerial. **PHILCO 4007-L.** Same in Blond Mahogany.



**21" TV Plus
Built-in Aerial**

PHILCO 4005. 21" TV with 250 sq. inch screen. All-channel UHF-VHF Built-in Aerial. Modern Mahogany finish cabinet. **PHILCO 4005-L.** Same in Blond Oak finish.



**Rich Modern Console
with 17" Screen**

PHILCO 3102-L. Blond Mahogany finish 17-inch console with Exclusive, Directional UHF-VHF Built-in Aerial. **3102-M.** In dark Mahogany.

**Every 1954 Philco
is Available
with Built-in
All-Channel UHF**