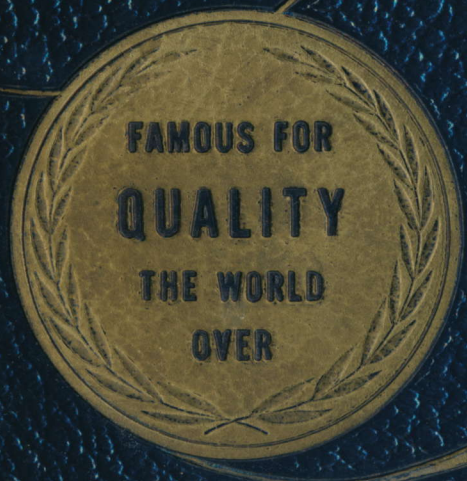


PHILCO

*Television**
*Phonographs**

*Radio**



FAMOUS FOR
QUALITY
THE WORLD
OVER

Look to **PHILCO**

TELEVISION

for performance in **1956** →



Another Sensational Tuner
Development from PHILCO

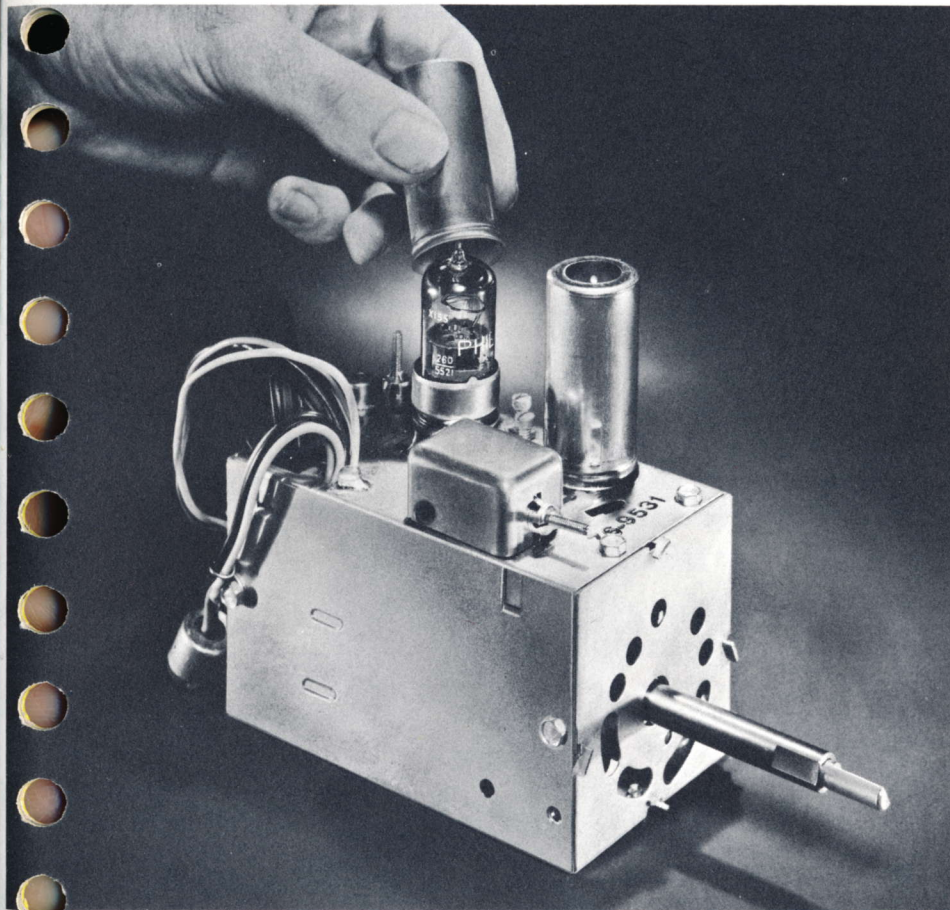
The
Micro-Grid
Tuner
WITH THE
X-155 TUBE

Far more sensitive than any amplifier tube
in any TV set on the market today!



*Developed in the
Philco Laboratories...*
ONLY PHILCO HAS IT!

Again, Philco Tube and Tuner Research Advances the Frontiers of Television Performance



*Only Philco has the X-155 Tube
... and as a result only Philco
has anything like its new
Micro-Grid Tuners!*

The most famous tuners in the television industry have always come from Philco. The Colorado Tuner—the Super Colorado Tuner—the Golden Grid Tuner—all set new goals of performance that others have strived to reach. Now Philco has forged far ahead again, and for 1956 presents two new Micro-Grid Tuners that in sensitivity and on every other count go above and beyond all other television tuners, regardless of price.

Outdates anything known today with up to
25% Greater Sensitivity

Golden wire, no more than 1/1000th of an inch in diameter, is used for the first time in a High-Gain R-F Amplifier tube . . . the Philco X-155. New machinery and new techniques had to be developed to make the X-155, and while 12 months ago it was only an engineering dream and six months ago a laboratory sample, *today it's a production reality.* With the X-155 tube, and other developments, Philco's new Micro-Grid Tuners are a marvel of precision engineering akin to the watchmaker's art, and offer up to 25% greater sensitivity than any other tuners known today.

Brings "Snow Free" Reception

to new areas, and better than ever before overcomes
obstacles of distance, interference and noise

The amazing sensitivity in Philco's Micro-Grid Tuners means that for 1956 Philco can offer better television performance in the most difficult reception areas, and also that *more people than ever before may enjoy television with a built-in aerial.* Even more, in some new Philco sets, the Micro-Grid Tuner is much smaller in size than former tuners, which contributes to a new concept of chassis design that is unmatched in all television.

Look to Philco for Performance in '56!



Another Major Contribution to Television Picture Quality . . .

THE **Magnetic Ring** Focusing System *Another Philco First!*

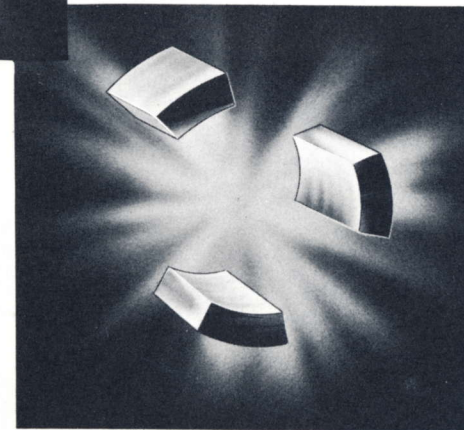


New Philco Magnetic Ring Focusing System

Revolutionary new non-metallic ceramic material, with a magnetic force many times greater than conventional materials, is molded into a continuous, one-piece ring that pinpoints the electron beam which paints the picture on the TV screen.

Old-Style Focusing System Used by Others

In the past, magnetic TV focusers have been divided into several pieces that obviously gave less uniformity than a continuous ring. The new Philco Magnetic Ring now surpasses all multi-piece focusers.



**Now, Micro-Dot Focusing achieves
a uniformity of spot size never before
possible on a television screen.**

Here again, another problem that has baffled television scientists has been solved. For the first time, an efficient ring-type magnet focuses the electron beam with pinpoint accuracy so that each of the tiny dots transmitted to the TV screen is reproduced with utmost uniformity. Just like a fine screen halftone, it sets a new standard of picture reproduction.

*Combined with exclusive Philco developments, the new
Philco Magnetic Ring Focusing System now makes possible*

PHOTO-PERFECT PICTURES

At last, a TV picture that
duplicates in essential detail
the vivid, life-like realism
associated with sharp, clear
camera photography!

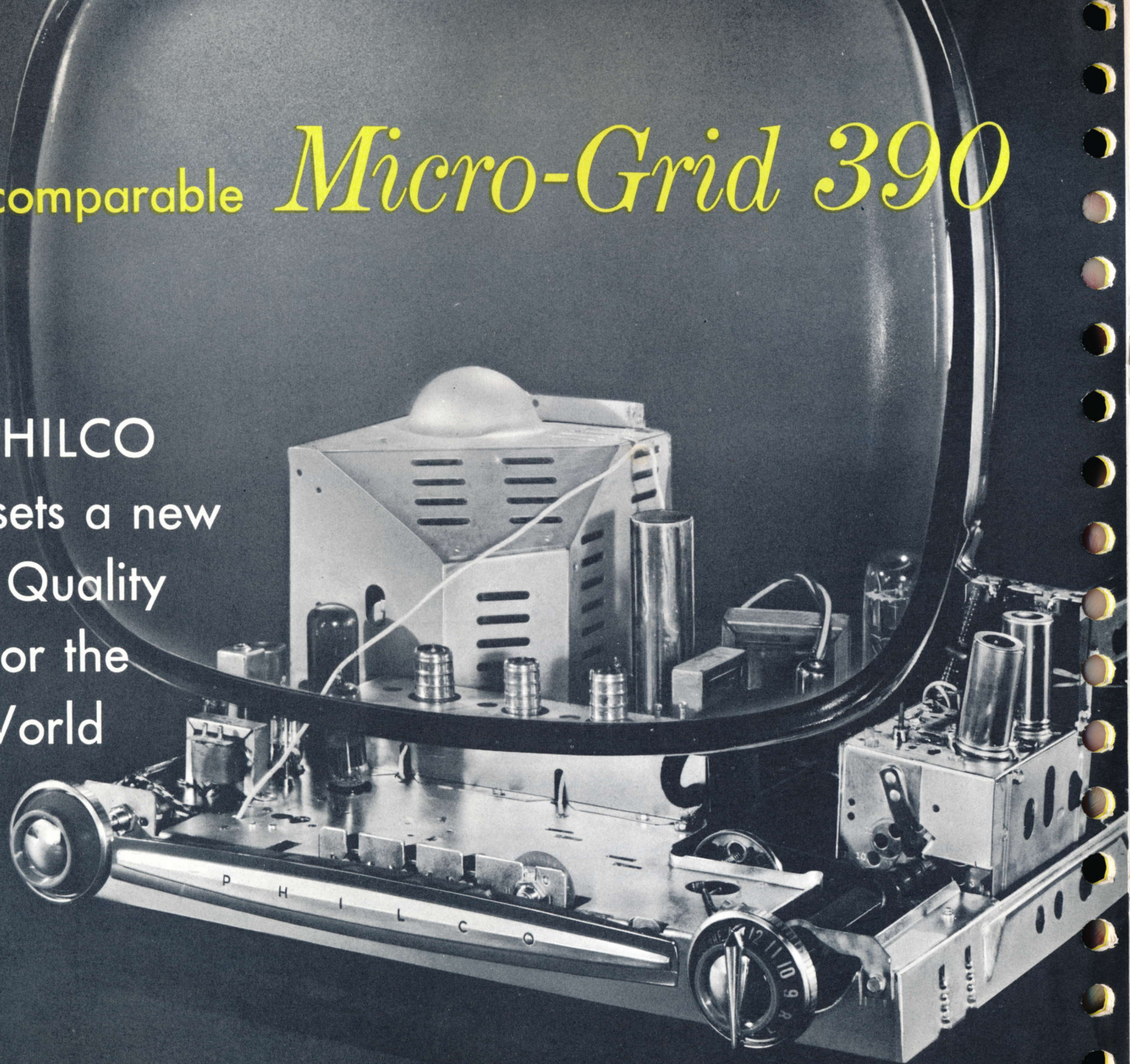
You *SEE MORE* in Philco Photo-Perfect television for 1956. You *see more* of the fine details, the faint shadows, the subtle shades of gray—dark, medium and light, the definite blacks and pure, rich whites. Next to the living performance, nothing in television offers such true-to-life realism . . . such a feeling of sitting beside the camera and seeing the scene in person. In all television, no one duplicates Philco's system that combines the Magnetic Ring with Philco Balanced Beam Scanning. Only Philco has it!



*Look to Philco
for
Performance
in 1956!*

The Incomparable *Micro-Grid 390*

New from PHILCO
for 1956 ... sets a new
standard of Quality
and Value for the
Television World



Offers every feature for dependable reception and superior picture quality, regardless of location.

- NEW Micro-Grid Tuner with X-155 Amplifier Tube
- NEW Magnetic Ring Focusing System
- NEW Photo-Perfect TV Pictures
- NEW Philco Precision Circuitry
- NEW Advanced I-F System
- NEW High Voltage Chassis with Increased Picture-Making Power

PLUS Famous Philco Developments that are Proven in Years of Use and Unmatched on Any Count

In performance and in price, the Philco Micro-Grid 390 is the set that will bring quality TV to all America in 1956

YES, DELUXE PERFORMANCE AT SENSATIONAL LOW PRICES is here from Philco for 1956, thanks to the new discoveries in the Micro-Grid 390 Chassis. For the first time in television it uses in its Micro-Grid Tuner an amplifier tube far more sensitive than any other tube in the industry, and on that score alone is out in front of every other TV set available to the American public. In addition, with the new Magnetic Ring Focusing System, with new Precision Circuitry, with a heavy duty Transformer Power Supply, and with other PLUS features, it will win recognition for superior performance over other sets costing far more. And the "others" cannot begin to measure up to it in dependability and advanced engineering. Without any question, feature-for-feature . . . dollar-for-dollar, it sets a new standard of quality and value for the TV world.

Exclusive Plug-in

ALL-CHANNEL UHF TUNER



No soldering!



No holes to drill!

In addition to all other features of the Micro-Grid 390 Chassis, it is designed for Philco's All-Channel UHF Tuner that plugs into the chassis—no soldering . . . no holes to drill. Thus at any time, in a store or in the home, the set can be equipped for ALL-Channel UHF in an operation that takes only a matter of minutes. There's nothing else like it in television for ease of installation, while for UHF performance Philco leads all others, thanks to an exclusive Germanium Diode developed through Philco leadership in transistor research.

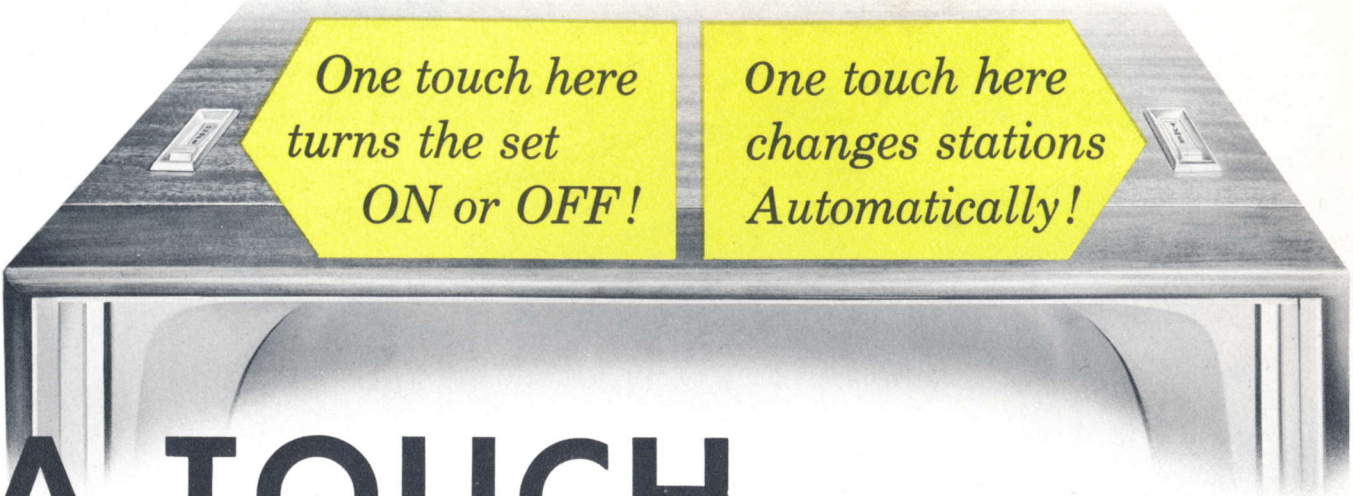
Look to Philco for Performance in 1956

announcing **PHILCO**

Top Touch
TUNING



At last! Television
so automatic... it
tunes itself with a
touch!



One touch here
turns the set
ON or OFF!

One touch here
changes stations
Automatically!

JUST A TOUCH

and there's your station!

Exclusive Trigger Action of
Philco Touch Tuning automatically
selects each VHF channel in
your area in sequence or turns
the tuning knob to its UHF
position. The other control turns
the set ON or OFF at a touch.

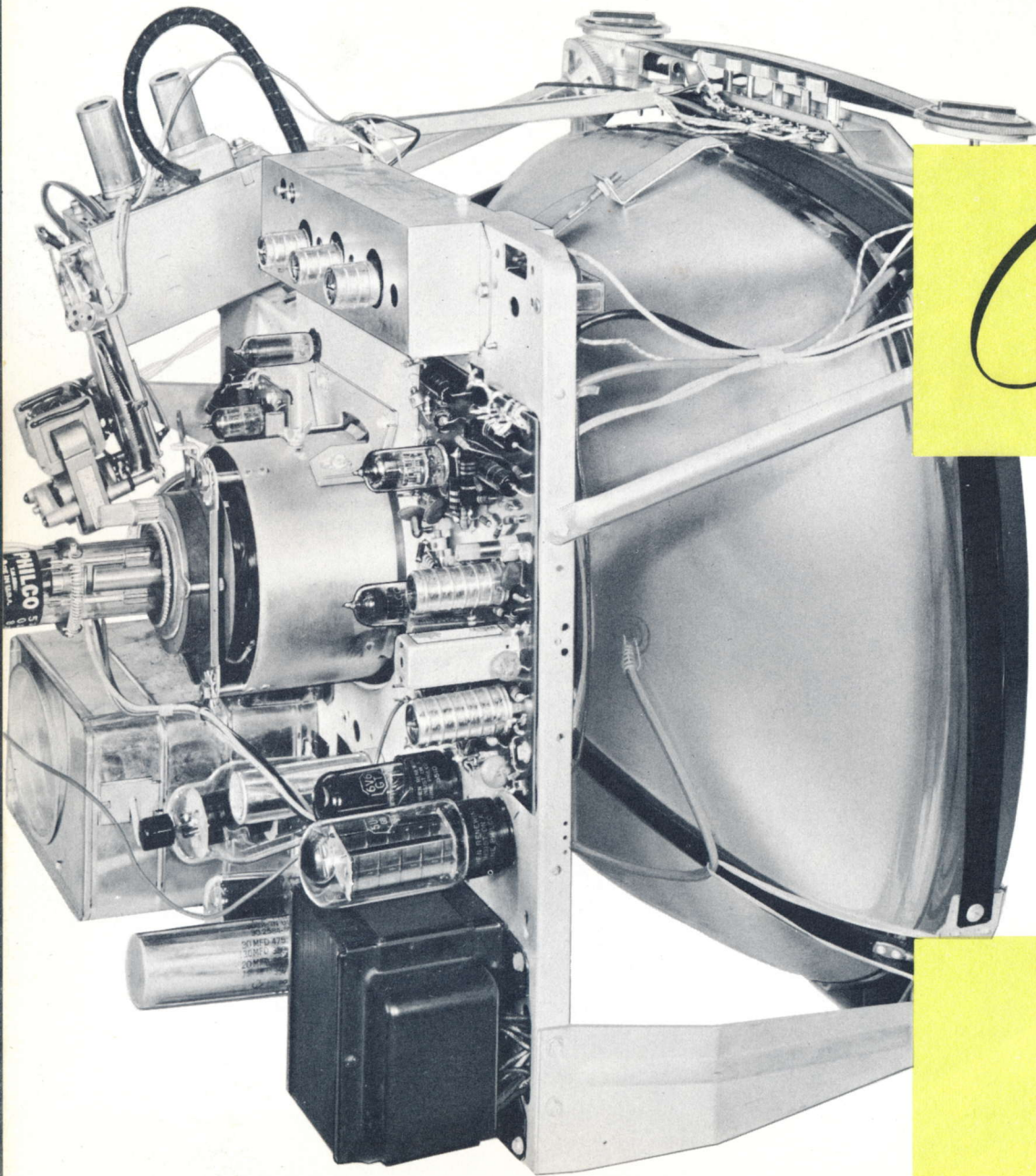
Cars today have "Power Steering" and "Power Brakes" and Philco now brings "Power Tuning" to television. A touch of the finger on the TOP front of the set, and the station selector automatically tunes in the next available channel. Or if you want to skip a station, you merely let your finger hold down the Touch Tuning control for an extra second, and the set will automatically bring in the channel you desire. *Just a touch* turns the set ON. *Just a touch* changes stations. *Just a touch* turns the set OFF. It's a spectacular advance—ONLY PHILCO HAS IT.

Another Philco first for
full Television enjoyment

PHILCO TOPS THEM ALL FOR '56!

Again for 1956 ...

the Quality Flagship of the TV World
is here from **PHILCO**



THE NEW
Custom 440
UPRIGHT CHASSIS

One glance at the *outside* or the *inside* of Philco Custom 440 television tells you it is the newest of the new . . . the highest achievement of the television art. A new upright chassis makes possible newly styled cabinets that reflect its extra power and unmatched sensitivity. It not only embodies *all* of Philco's new discoveries—including a special Micro-Grid Tuner, but even more, it is specially engineered to perform better under extreme adverse conditions than any TV set known today. By every test . . . on every channel . . . in every location—distant or difficult, there is no match anywhere for Philco Custom 440 television.

Just as 300 horsepower in a car is the newest standard of motordom,
the Custom 440 leads the TV industry with the Greatest Reserve Power in television today.

Even more ... combined with Touch Tuning ...
Philco's Famous "Finger Tip Control Center"
Moves to the Top...



For the "Custom 440"—the flagship of the TV world—Philco has designed a jewel-like Control Center that tops anything ever seen in television. *Just a touch* turns the set ON or OFF. *Just a touch* changes stations automatically. Yet even more, the entire "Finger Tip Control Center" is ON TOP and UP FRONT. When viewing the screen you do not see any controls, while if you need to use them you stand up in the most natural possible position and make any adjustments. In many locations, there will seldom if ever be any reason to use any of the controls except Touch Tuning, but the others are at your finger tips if needed—not hidden under awkward panels ... not on the side ... not toward the back and hard to reach.

Never before ... Television so automatic ... so easy to tune ... or with so many advanced developments!

... and not only
to the top, but
UP FRONT
... not toward the back



Philco Tops Them all for '56

New for 1956...

REMOTE CONTROL

at Amazing Low Cost

Another triumph of Philco Touch Tuning

Sit back and relax! Even from across the room...

One touch and there's your station

Every 1956 Philco with Touch Tuning is designed so that a Remote Control unit can be plugged into the set, and you can change stations from across the room. Thus you can relax—make yourself comfortable—and enjoy a whole evening of programs from as many stations as you can tune in, all without pacing back and forth to the set. It's the utmost in luxury, yet it's now available at amazing low cost. **AND ONLY PHILCO HAS IT!**



To Out-Value Even the Lowest Priced
TV Sets in America PHILCO for 1956
presents a Sensational New High Voltage

Golden Grid 330 Chassis

Regardless of the Philco model you choose for 1956, you get a deluxe TRANSFORMER-POWERED chassis. Thus there is no reason to settle for a set that has been stripped of its transformer in an effort to build cheaper television at lower prices, when Philco out-values them all with its Golden Grid 330 Chassis. Nothing less, without a transformer, can even be compared with it for full quality and dependability, and nothing less offers these advanced features—

Extra Power . . . Extra Sensitivity . . . Golden Grid Tuner . . . Magnetic Ring Focusing System . . . Built-in Adjacent Channel Protective Guard . . . 20% increase in Sound Output . . . High Gain I-F Circuit . . . UHF-VHF Built-in Aerial . . . PLUS New Advances in Picture Reproduction

Only Philco offers so much for the money in a quality receiver. Its Golden Grid Tuner—"just like a boost in station power"—has been the most copied tuner in television and still many others have not yet found the way to match it for sensitivity and "snow-free" reception. And in many other respects, the Golden Grid 330 Chassis offers advances and features not found in any other television set, regardless of price.

IN ALL TELEVISION FOR 1956 . . .

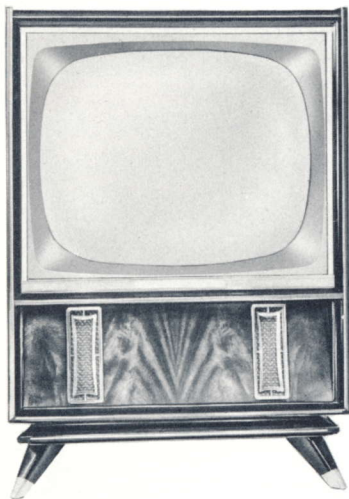
There's no Performance like Philco Performance!

IN BEAUTY AND UTILITY

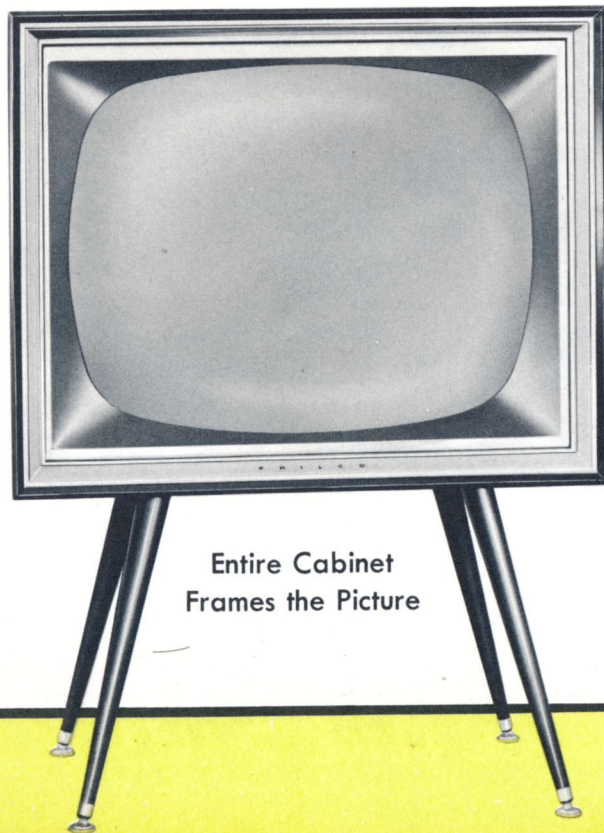
Philco Out-Styles

the Television World for 1956

Glamorous new woods . . . brilliant new finishes . . . distinctive new styling symbolize Philco leadership in design and furniture craftsmanship for 1956. Decorator-inspired cabinets bespeak luxury, and reflect in their outward appearance the extra enjoyment of television that is made possible by Philco's new discoveries. There's a model for every shade of demand with the widest variety of choices in all television.



No Controls on the
Front or on the Sides



Entire Cabinet
Frames the Picture

For the first time, new Philco Custom 440

Top Touch Tuning makes possible

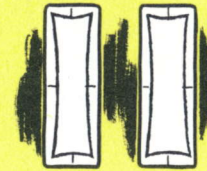
**TRUE PICTURE-FRAME
CABINETS OF
UNMATCHED SIMPLICITY**

When you sit down to enjoy a Custom 440 Philco, you don't see any controls, since they are recessed in the top *front* of the set. As a result, Philco has designed cabinets with a picture frame effect around the screen that concentrates attention on the viewing area. Its utter simplicity of design tells you that this is television at its finest, with true custom-quality in every detail to enrich America's finest homes.

New Advances In TV Sound

You not only *see more* with Philco television for 1956, but **YOU HEAR MORE** with every model at every price. Ample reserve power assures undistorted audio performance, while other Philco advances make possible a new enjoyment of television sound.

Twin Speaker Acoustic Lens Adds Concert Hall Realism



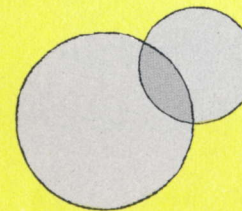
Many new 1956 Philco Television consoles feature a unique speaker design that is unmatched in appearance and performance. Now, with twin speakers, it achieves new heights of realism, and floods the entire room with FM sound in full dimension.

New Inclined Speaker Panel Directs the Sound to Ear-Level Height



As an extra feature for finest enjoyment of television, speaker panels in many 1956 Philco consoles are inclined so that the sound is directed on an upward angle to ear-level height. Again, it typifies Philco value leadership.

Bonus-Size Table Model Speakers ... 125% Larger Than Many Others



Some TV table models today have such tiny speakers that the sound tends to be distorted or indistinct. The answer, for full enjoyment, is a Philco "Bonus-Size" speaker, which for 1956 is as much as 125% larger than speakers in many other sets.

New TV Combination with Electrostatic Speaker

For 1956, Philco presents the *first* High Fidelity television-phonograph with Electrostatic Speaker. It now makes possible smooth unbroken tone quality clear up to 20,000 cycles.

NEW COLOR STYLED TABLE MODELS ... a choice for every room

For 1956, Philco is keeping pace with the trend toward more colorful homes. New cabinets in the most popular decorator shades are just right for recreation rooms, bedrooms, or wherever there's a place for soft, pleasing contemporary colors styled for modern living.

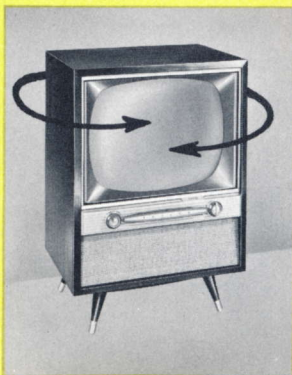
NEW DECORATOR-DEPTH CABINETS WITH 90° DEFLECTION TUBE

New "Bonus-Size" Philco 21-inch picture tube gives you a larger viewing area, yet the tube is three inches shorter. Thus the cabinets have less depth, and are easily adaptable to almost any furniture arrangement. It's the *SLIM LOOK* in television for 1956.

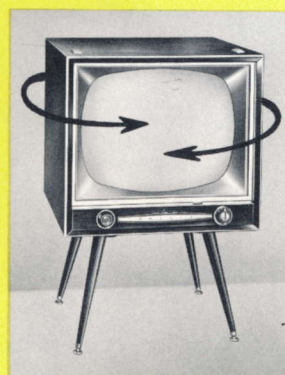
NEW PHILCO SWIVEL CONSOLES AND

Swivelets


SET A NEW TREND IN TV DESIGN



Philco originated a new kind of swivel base for television so that the set turns easily for perfect viewing yet there are no ugly, unsightly parts of the cabinet in view as with many other swivel-type sets. On many of these sets for 1956, Philco has added still another feature — **SELF-LEVELING FEET**. Even if the floor is uneven, or a rug is under one of the legs, the set will be level and will swivel easily to left or right.




NEW FOR 1956 WITH SELF-LEVELING FEET



Whatever your choice, every 1956 Philco at every price offers more for the money than ever before in TV history

MAKE ANY COMPARISON YOU WISH



Many of the newest developments in television are yours only in a Philco. Yet even more, nothing on the market today...noth-

ing known to the TV world, regardless of price...begins to offer all of these quality features that are here from Philco for 1956:

★ **Automatic Top Touch Tuning . . . not only on TOP but UP FRONT**

- | | | |
|---------------------------------------|--------------------------------------|--|
| ★ Micro-Grid Tuner with X-155 Tube | ★ Photo-Perfect Picture Reproduction | ★ Touch Tuning Remote Control |
| ★ Magnetic Ring Focusing System | ★ 41-Megacycle I-F Circuit | ★ Bonus-Size 21-inch Aluminized Picture Tube |
| ★ Permanent-Sealed Precision Circuits | ★ Extra Sensitivity for Fringe Areas | ★ Picture-Frame Television Cabinets |
| ★ Electronic UHF-VHF Built-In Aerial | ★ Phonorama Acoustic Lens Speaker | ★ Transformer-Powered High Voltage Chassis |
| ★ Swivel Consoles and Swivelets | ★ Plug-In UHF All-Channel Tuner | ★ Consoles Equipped with Casters |
| ★ Precision Built-In Range Finder | ★ Bonus-Size Table Model Speakers | ★ Widest Choice of Cabinet Designs |

*Look to Philco for
Performance in 1956*

With more new advances and discoveries than have ever been offered before in a single year of progress, it's the one TV line in America today that out-dates all others. And above all, it's the **QUALITY LINE** of the industry . . . the

Standard of the World for Dependability and Service-Free Performance



Just a touch... there's your station!

PHILCO *6320*
24-inch TV

\$570⁰⁰

New Custom 440 Chassis. Cabinets in Fruitwood or Mahogany Veneers.

Famous Philco 5-Star Features

- ★ Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ 41-Megacycle I-F Circuit
- ★ Finger Tip Controls
- ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Advanced FM Sound with Twin Speakers
- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 24-inch Picture
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits

PHILCO

Famous for Quality the World Over



MAHOGANY

FRUITWOOD



PHILCO 6320



24-inch Television Full-Door Console—"Hide-Away" Top Tuning!

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 24" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

Three Permanent-Sealed Precision Circuits: The use of exclusive techniques results in a standard of uniformity, long-life, stability and performance never before attained in TV. Each circuit permanently sealed to guard against damage and humidity.

Philco 24" Aluminized Picture Tube: Giant 335 sq. in. picture with unmatched *depth of detail*. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Advanced FM Sound with Twin Speakers: Inclined speaker panel with exclusive Philco Acoustic Lenses that flood the entire room with sound in full dimension . . . giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Variable tone control.

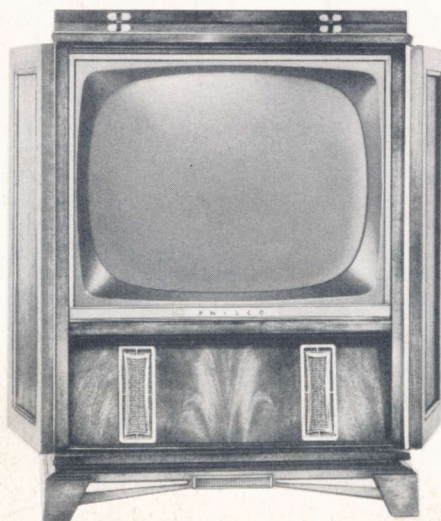
Extra Quality Features: *Directional Electronic UHF-VHF Aerial:* In up to 9 out of 10 locations just plug in and play! *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.

PHILCO REMOTE CONTROL: Chassis equipped at factory so a Remote Control Unit can be plugged into set at any time. Even from across the room—just a touch changes stations automatically.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER: For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill.

Specifications subject to change without notice

Fruitwood Patina Cabinet of Incredible Beauty in Old World Classic Design



6320-F: Selected genuine Cherry solids and veneers in a classic console. Slatted Trianon type doors with bright metal inlay mouldings, top control panel in antique green leather finish with hinged lid, Acoustic Lenses on crotch fruitwood finish panel. Casters. *Cabinet dimensions:* 37 $\frac{5}{16}$ " high, 28 $\frac{1}{4}$ " wide and 21 $\frac{1}{2}$ " deep.

Console Luxury with Mahogany Solids and Swirly Honduras Mahogany Veneers

6320-M: Here is true elegance in a custom crafted cabinet with full length recessed panel doors. Acoustic Lens panel in swirly crotch mahogany finish. Ornamental base and leather finish instrument panel with hinged lid on top of the cabinet. Casters. *Cabinet dimensions:* 37 $\frac{5}{16}$ " high, 28 $\frac{1}{4}$ " wide and 21 $\frac{1}{2}$ " deep.



Just a touch... there's your station!

PHILCO 6126

"Miss America"

24-inch TV

New Custom 440 Chassis. Luxurious African Mahogany Veneer console.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 24-inch Picture
- Advanced FM Sound with Twin Speakers
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits

PHILCO

Famous for Quality the World Over

\$499.95 Mah

\$449.95 Blonde



PHILCO 6126



24-inch "Miss America" TV with New Photo-Perfect Picture

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 24" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

Three Permanent-Sealed Precision Circuits: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television. Each circuit is permanently sealed for utmost protection and to guard against humidity.

Philco 24" Aluminized Picture Tube: Giant 335 sq. in. picture with unmatched *depth of detail*. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Directional Electronic UHF-VHF Built-In Aerial: In up to 9 out of 10 locations just plug in and play!

Advanced FM Sound with Twin Speakers: Inclined speaker panel with exclusive Philco Acoustic Lenses that flood the entire room with sound in full dimension . . . giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Variable tone control.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.

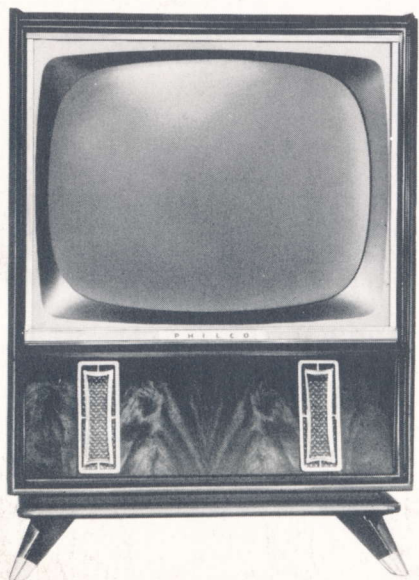
Specifications subject to change without notice

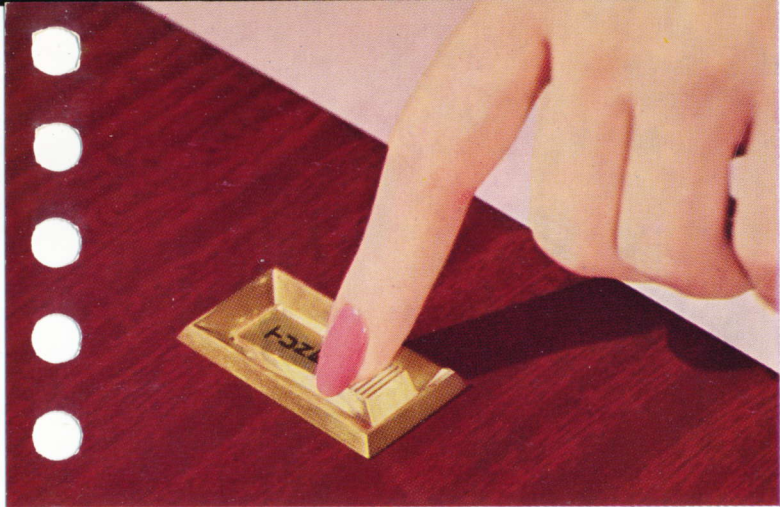
Magnificent Striped African Mahogany Veneer Cabinet with Top Tuning

Leather grained instrument panel on top of the cabinet, handsome brass ferruled pedestal base, newly designed Acoustic Lenses and luxurious golden appointments reflect the superb design and craftsmanship of a console created for the distinguished home. *Cabinet dimensions:* 37 $\frac{3}{8}$ " high, 26 $\frac{5}{8}$ " wide and 20 $\frac{13}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.





Just a touch... there's your station!

PHILCO *6122* 24-inch TV

New Micro-Grid 390 Chassis. Space saving console in Mahogany finish.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

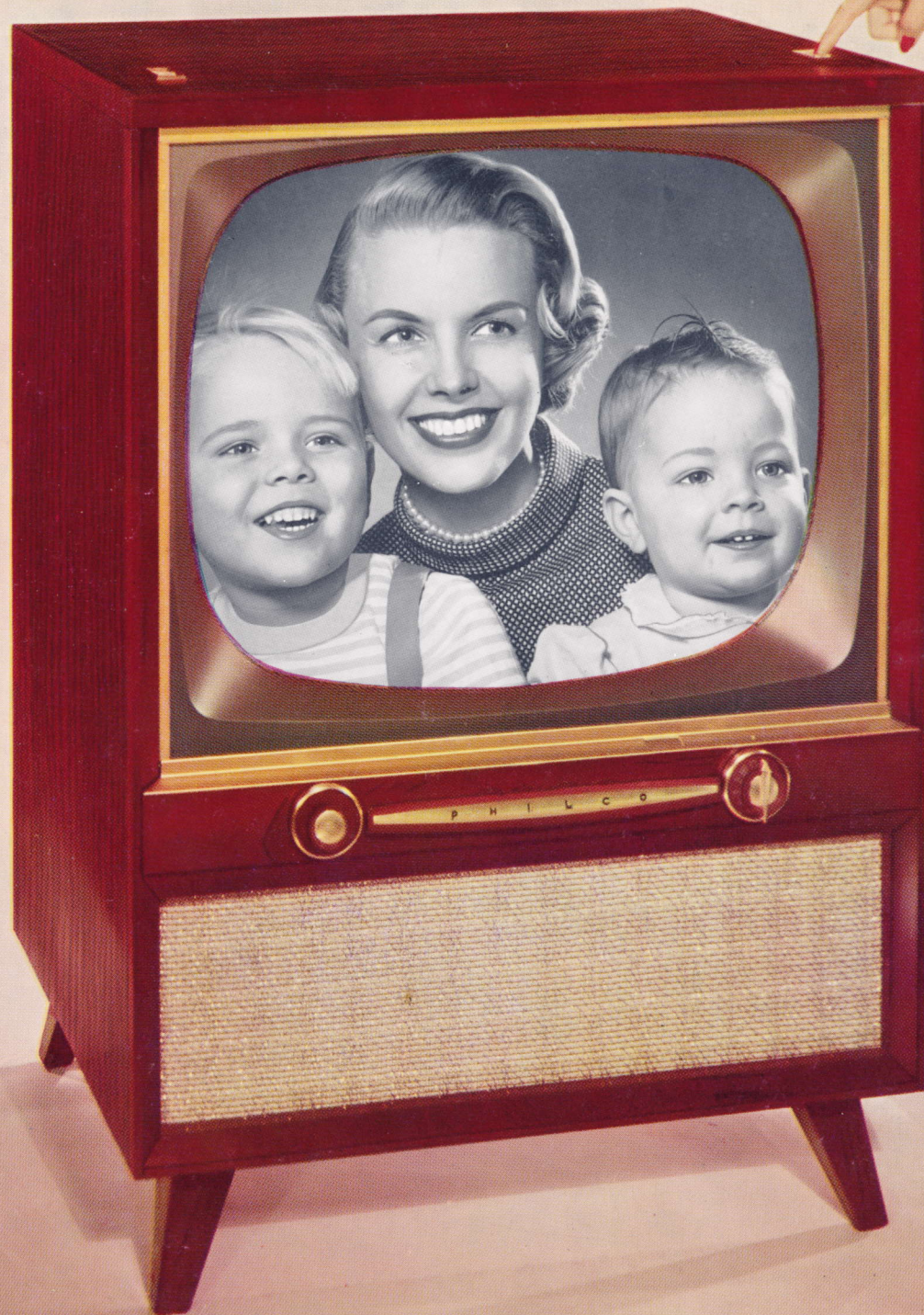
- Philco 24" Aluminized Picture Tube
- Philco Automatic Top Touch Tuning
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Static-Free FM Sound System

PHILCO

Famous for Quality the World Over

#399 95 Mah.

B419 95 Blonde



PHILCO 6122



24-inch Television Console with Automatic Top Touch Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the Top of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Philco 24" Aluminized Picture Tube: Giant 335 sq. in. picture with unmatched *depth of detail*. Optically tinted filter glass combines with tube to insure greatest comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

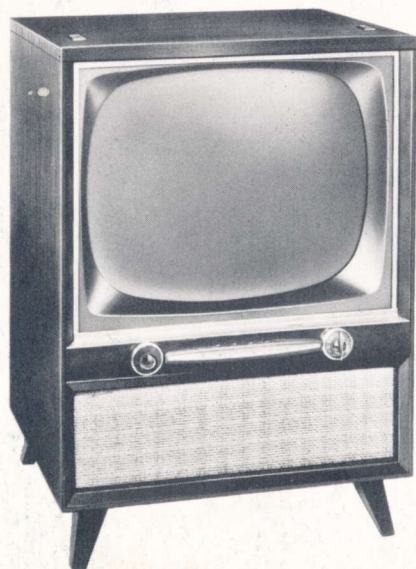
Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



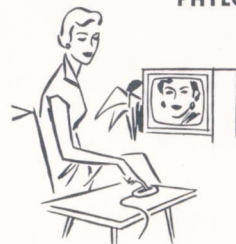
New Space Saving Design in a Grained Mahogany Finish Console

The striking effect of golden controls and frame of the bronze tone picture mask accent the rich mahogany finish of this lovely cabinet. Custom styled for modern living with deeply beveled front and gracefully tapered legs. *Cabinet dimensions:* 38" high, 26½" wide and 19⅞" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Just a touch... there's your station!

\$339.95 Mah \$349.95 Blonde

PHILCO *6120* 24-inch TV

New Micro-Grid 390 Chassis. Custom styled Mahogany finish "Swivelet".

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco 24" Aluminized Picture Tube
- Philco Automatic Top Touch Tuning
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Static-Free FM Sound System
- "Swivelet" Turns for Easy Viewing

PHILCO

Famous for Quality the World Over



PHILCO 6120



24-inch Television "Swivelet" with Automatic Top Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the TOP of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Philco 24" Aluminized Picture Tube: Giant 335 sq. in. picture with unmatched *depth of detail*. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

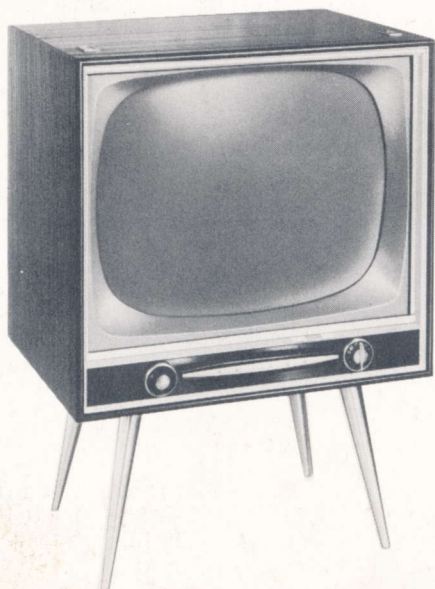
Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, lifelike tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Mahogany Finish Swivelet Turns for Easy Viewing

Rich desert sand tones, tapered brass legs and golden controls on striking charcoal brown instrument panel add exciting contrast to this decorator inspired "Swivelet." Turns right or left for ultimate TV enjoyment. *Cabinet dimensions:* 39 $\frac{3}{16}$ " high, 26" wide and 20 $\frac{3}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice

8/59 25 Mah



Just a touch... there's your station!

PHILCO *4164*

21-inch TV

New Custom 440 Chassis. Masterpiece of design in fine Mahogany Veneers.

Famous Philco 5-Star Features

- ★ Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ 41-Megacycle I-F Circuit
- ★ Finger Tip Controls
- ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 21-inch Picture
- Advanced FM Sound with Twin Speakers
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits

PHILCO
Famous for Quality the World Over



PHILCO 4164



21-inch Television Console with "Hide-Away" Top Tuning

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 21" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

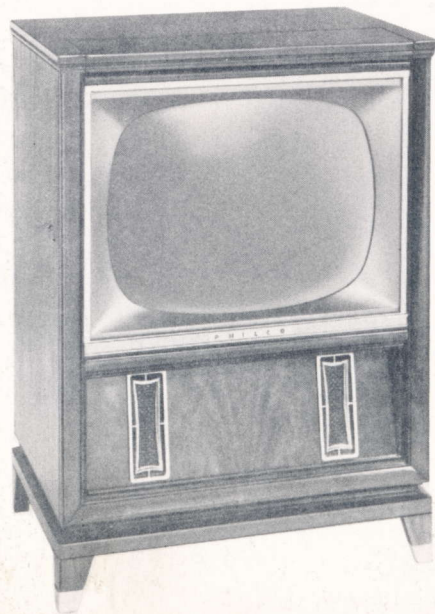
Three Permanent-Sealed Precision Circuits: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television. Each circuit is permanently sealed for utmost protection and to guard against humidity.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Directional Electronic UHF-VHF Built-In Aerial: In up to 9 out of 10 locations just plug in and play!

Advanced FM Sound with Twin Speakers: Inclined speaker panel with exclusive Philco Acoustic Lenses that flood the entire room with sound in full dimension . . . giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Variable tone control.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.



Incomparable Cabinetry in Genuine Striped African Mahogany Veneers

A masterpiece of design with brass tipped pedestal base and handsome wood mouldings enhanced by rich golden appointments framing the picture area. Top Touch Tuning panel in top grained leather finish with golden controls has hinged lid. Crotch mahogany finish speaker panel with newly designed Acoustic Lenses. *Cabinet dimensions:* 37⁵/₈" high, 26⁷/₈" wide and 19¹⁹/₃₂" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Just a touch... there's your station!

PHILCO *4162* 21-inch TV

New Custom 440 Chassis. Console in Striped African Mahogany Veneers.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 21-inch Picture
- Advanced FM Sound with Twin Speakers
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits

PHILCO

Famous for Quality the World Over

\$409.95 Mah.

\$499.95 Blonde



PHILCO 4162



21-inch Television Console with Exclusive Top Touch Tuning

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 21" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

Three Permanent-Sealed Precision Circuits: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television. Each circuit is permanently sealed for utmost protection and to guard against humidity.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Directional Electronic UHF-VHF Built-In Aerial: In up to 9 out of 10 locations just plug in and play!

Advanced FM Sound with Twin Speakers: Inclined speaker panel with exclusive Philco Acoustic Lenses that flood the entire room with sound in full dimension . . . giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Variable tone control.

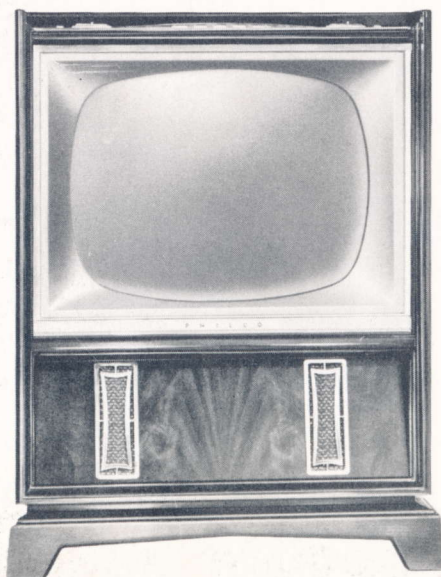
Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Mahogany Veneer Console . . . Magnificent in Every Detail

Rich, golden appointments compliment the beauty of this Striped African Mahogany Veneer console with decorator inspired base. Philco custom styling is reflected by the crotch mahogany finished speaker panel with newly designed Acoustic Lenses. Golden controls on the cabinet top. *Cabinet dimensions:* 36" high, 26 $\frac{5}{16}$ " wide and 20 $\frac{5}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



Just a touch... there's your station!

PHILCO *4148-CM* 21-inch TV

New Custom 440 Chassis. Inspired Cordovan Mahogany finish "Swivelet."

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 21-inch Picture
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits
- Bonus-Size Speaker . . . FM Sound

PHILCO

Famous for Quality the World Over





21-inch Television with Exciting New Picture Frame Styling

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 21" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

Three Permanent-Sealed Precision Circuits: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television. Each circuit is permanently sealed for utmost protection and to guard against humidity.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Directional Electronic UHF-VHF Built-In Aerial: In up to 9 out of 10 locations just plug in and play!

Bonus-Size Speaker: As much as 125% larger than the speaker used in many other 21-inch sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, MF static-free sound. Even at low volume, Automatic Bass Compensation retains full richness of tones.

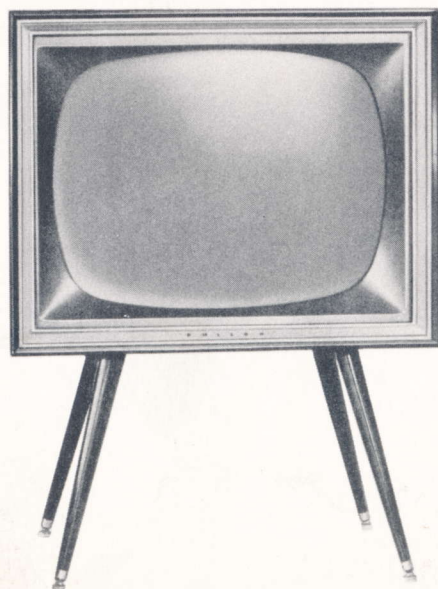
Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Cordovan Mahogany Finish "Swivelet" Turns for Easy Viewing

Exciting new picture frame cabinet styling. Handsome beveled frame in coral and gold gives elegance to the cabinet with completely hand rubbed Cordovan finish on genuine Striped African Mahogany Veneers. Cordovan leather finish instrument panel, accented with charcoal and gold. *Cabinet dimensions:* 36 1/8" high, 24 7/8" wide and 20 1/8" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



PHILCO 4422

21-inch Television with High Fidelity Phonograph

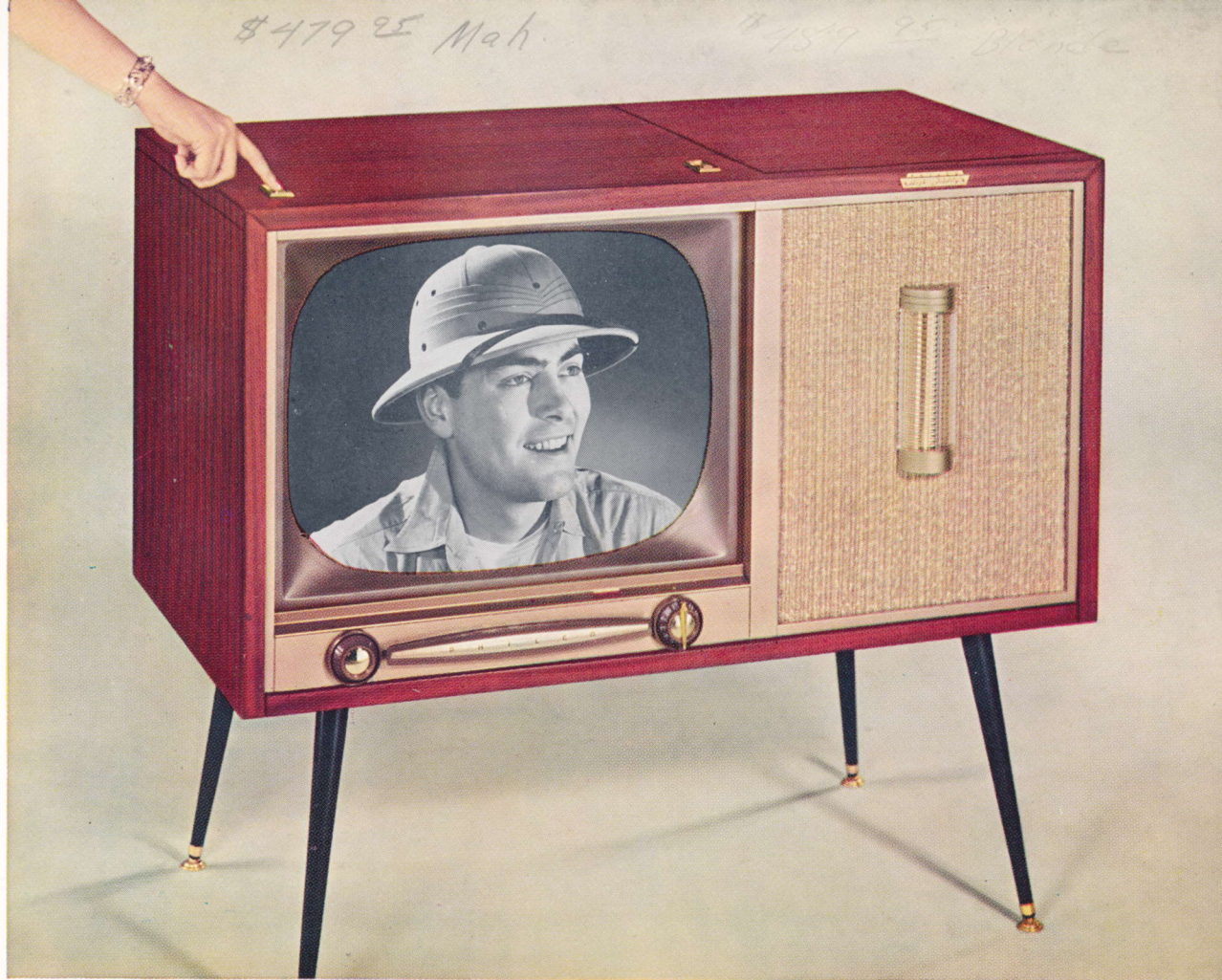
Functional Mahogany finish cabinet combines styling with convenience.

Famous Philco 5-Star Features plus

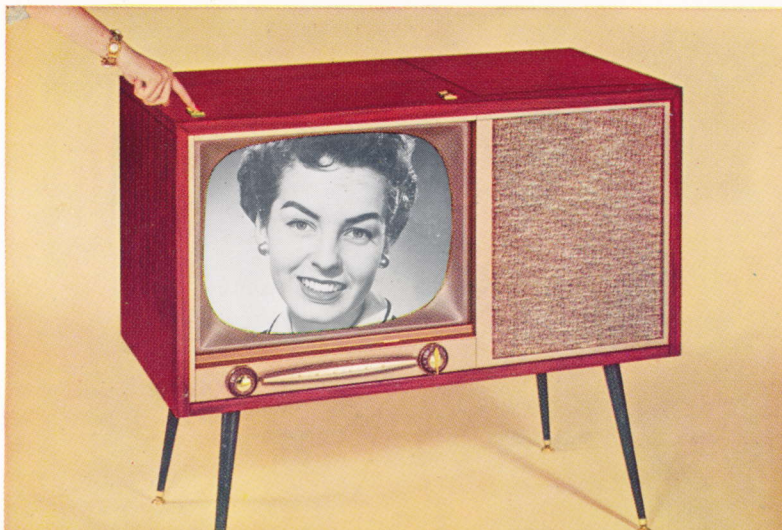
- New Philco Micro-Grid ³⁹⁰ Chassis
- Philco Automatic Top Touch Tuning
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Philco High Fidelity Sound System with Electrostatic Speaker, Dynamic "Woofer"
- Philco 3-Speed Automatic Record Changer with New Stabilized Tone Arm
- Separate High Level Push-Pull Amplifier

PHILCO

Famous for Quality the World Over



Just a touch . . . there's your station!



PHILCO

4420

21-inch Television-Radio-Phonograph

Basically the same cabinet design as model 4422 with the same TV features, plus powerful radio performance and True Harmonic Phonograph with 3-Speed Record Changer.



21-inch TV with High Fidelity Phonograph—Top Tuning

Automatic Top Touch Tuning: Just a touch—there's your station! Touch the Top of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted glass is removable for cleaning.

Micro-Grid 390 Chassis: A new, extra HIGH VOLTAGE chassis with developments never before offered! In all types of locations, it sets a new standard of TV enjoyment and value. *New Micro-Grid Tuner* has up to 25% greater sensitivity. Its amazing *Philco X-155 Amplifier Tube* uses golden wire only 1/1000th inch in diameter. A team that breaks all

previous records for "snow free" performance in distant and difficult locations.

New Permanent-Sealed Precision Circuitry: Achieves a new high in uniformity, long life, stability and performance. Guards against humidity.

Extra Quality Features: *New Magnetic Ring Focusing System* pinpoints the electron beam with micro-dot accuracy. *Electronically-Matched Built-in UHF-VHF Aerial*—just plug in and play. *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.

PHILCO REMOTE CONTROL: Chassis equipped so a Remote Control Unit can be plugged in. Even from across the room, just a touch changes stations automatically.

EQUIPPED FOR PLUG-IN ALL-CHANNEL UHF TUNER: Plugs into the chassis inside the cabinet—no soldering—no holes to drill. Delivers finest All-Channel UHF reception, with greatly increased usable sensitivity.

Functional Cabinet—Unmatched Convenience
"Top-of-the-set" phonograph operation plus exclusive Top Touch Tuning and Finger Tip Control Center for TV. Cabinet in striped Mahogany finish with bronze tone picture mask, white gold trim, jewel like controls, dimensional Electrostatic Speaker and self-leveling brass ferrules. Also available in Light Oak finish (4422-L). *Cabinet dimensions:* 34 $\frac{9}{16}$ " high, 40 $\frac{3}{16}$ " wide and 20 $\frac{1}{16}$ " deep.

PHILCO 4420 Radio-Phonograph-TV Combination

Yours in basically the same graceful, low cabinet as 4422, with same TV features . . . plus radio-phonograph features below.

True-Harmonic Phonograph: Exclusive Philco True-Harmonic Reproducer combines with Improved Philco Sensitive Speaker System to bring out the true character of every instrument, every voice, with rich bass and clear, brilliant treble.

3-Speed Record Changer: Push-off action treats *all records* more gently. Smooth automatic changing. Tone arm has simple snap-switch to change from Standard to Long Playing records.



Powerful Radio Reception: You'll enjoy famous Philco sensitivity and sharp station separation in the brilliant performing, rich-voiced AM radio receiver.

Philco High Fidelity Sound System: A matched system of High Fidelity units, including Electrostatic Speaker, Dynamic "Woofer" and Amplifier. Achieves a new fidelity of reproduction from deepest bass to highest treble.

Philco 3-Speed Automatic Record Changer: Push-off action treats *all records* more gently; gives smoother changing. Tone arm has simple snap-switch to change from Standard to Long Playing records. Automatic "Shut-Off" and "Encore" Switch will replay last record or shut off as you wish. Only Philco has this advanced feature.

New Stabilized Tone Arm: Transmits the entire range of sound with new freedom from distortion and tone arm resonance.

Philco Electrostatic Speaker: In this revolutionary new speaker the driving force is applied uniformly over a diaphragm with 16 radiating columns . . . sweeping the room with a 180° arc of true High Fidelity sound. Smooth, unbroken response clear up to 20,000 cycles.

Separate High Level Push-Pull Beam Power Amplifier: A full 6-watt amplifier. Matched to all other High Fidelity units, it achieves clear, lifelike tonal fidelity and eliminates harmonic distortion.

\$459.95



PHILCO 4326
MAHOGANY

New Micro-Grid 390 Chassis in a full-door Mahogany finish cabinet featuring Advanced FM Sound with *Twin Speakers* on an inclined panel.



\$459.95 Honey Maple

\$499.95 Blonde

PHILCO 4324
HONEY MAPLE

New Micro-Grid 390 Chassis and FM Sound System. Graceful full-door cabinet in "Early American" styling, finished in Honey Maple.

Famous Philco 5-Star Features Plus These Extra Philco Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Equipped with Casters for easy moving

PHILCO
Famous for Quality the World Over

21-inch Television Consoles with Full Doors

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the tube to insure the greatest eye comfort and freedom from glare. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New Philco X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tuner tube yet developed. The tuner has up to 25% greater sensitivity, and will break all previous records

for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-points the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in all TV.

Finger Tip Control Center: On the *front* of the set.

Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Gives complete operating efficiency.

Extra Quality Features : *Electronically-Matched UHF-VHF Built-In Aerial* . . . no other aerial needed in many locations. *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.

Equipped for Plug-in All-Channel UHF Tuner: For finest UHF reception, the new Philco All-Channel Tuner plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity.

Specifications subject to change without notice

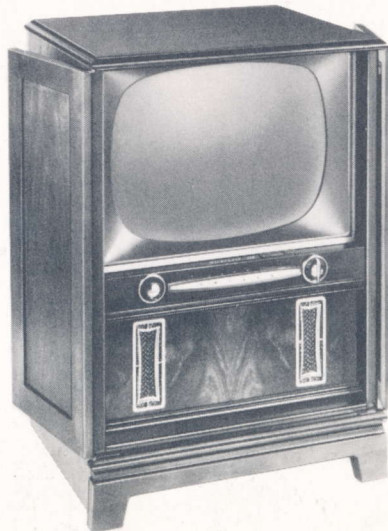
PHILCO 4326

Mahogany Finish Cabinet with Full Doors

Luxury styled console featuring handsome crotch mahogany finish paneled doors with bright brass pulls, graceful base and striking golden contrast of the controls and newly designed Acoustic Lenses. Casters. *Cabinet dimensions: 37½" high, 25¾" wide and 20⅝" deep.*

Advanced FM Sound with Twin Speakers

Inclined speaker panel with exclusive Philco Acoustic Lenses that flood the entire room with sound in full dimension. Sound adjusts automatically as long as there is just a trace of a picture signal. Variable tone control.



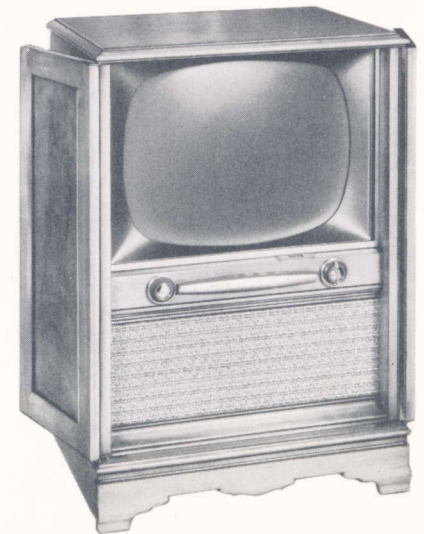
PHILCO 4324-HM

Full Door Cabinet in Early American Design

A masterpiece of expert craftsmen. Handsome double panel doors with English antique finish pulls, graceful base and warm Honey Maple finish highlight the luxury of this lovely console. Equipped with casters. *Cabinet dimensions: 37½" high, 25¾" wide and 20⅝" deep.*

Specially Designed Philco FM Sound System

An audio system with new Philco advances for fuller enjoyment of the rich, lifelike tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.





Just a touch... there's your station!

PHILCO *4156* 21-inch TV

New Micro-Grid 390 Chassis. Exciting horizontal style — Mahogany finish.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco Automatic Top Touch Tuning
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Static-Free FM Sound System

PHILCO

Famous for Quality the World Over



PHILCO 4156

11" TOUCH

21-inch Television Horizontal Console with Top Touch Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the Top of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

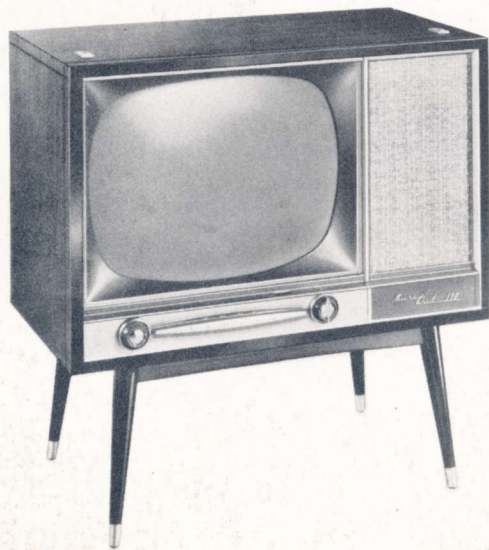
Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Refreshing New Note in Console Styling and Craftsmanship

A masterpiece of contemporary design, indicative of the finest custom made furniture. Appointments in soft white golden bronze tones embellish this grained Mahogany finish console while brass ferruled legs add grace and charm. *Cabinet dimensions:* 34 $\frac{11}{16}$ " high, 32 $\frac{5}{8}$ " wide and 18 $\frac{5}{16}$ " deep.

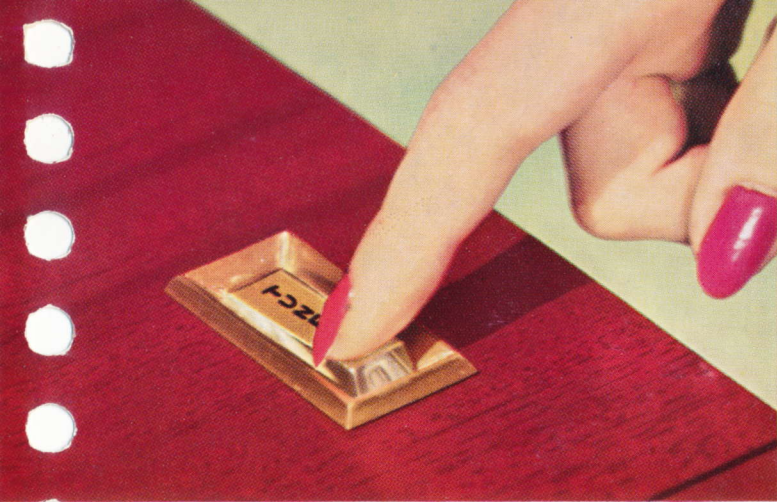
EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering... no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



PHILCO REMOTE CONTROL

Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.



Just a touch... there's your station!

PHILCO *4160* 21-inch TV

New Micro-Grid 390 Chassis. Swivel Base Console with Mahogany veneers.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco Automatic Top Touch Tuning
- Inclined Speaker Panel—Acoustic Lens
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder

PHILCO

Famous for Quality the World Over

#3999 Moh

#3999 Blonde



PHILCO 4160

11"
TOUCH

21-inch Television Console—Advanced FM Sound—Top Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the TOP of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

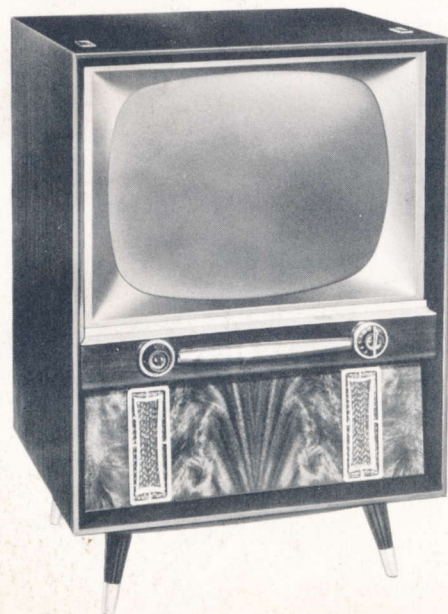
Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

FM Sound with Inclined Speaker Panel: Inclined speaker panel with Philco Acoustic Lens that floods the entire room with sound in full dimension . . . giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Automatic Bass Compensation.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Superb Swivel Base Console with Mahogany Veneers

Newly designed Acoustic Lens on the inclined crotch mahogany finish speaker panel, fluted legs with brass ferrules and jewel-like controls accent the luxury of the genuine Striped African Mahogany Veneer cabinet with deeply beveled shadow box front. *Cabinet dimensions:* 37 $\frac{1}{4}$ " high, 25 $\frac{1}{8}$ " wide and 18 $\frac{1}{16}$ "-deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice

\$349.95 Mah
\$359.95 Honey Maple

PHILCO 4152

21-inch TV

New Micro-Grid 390 Chassis. Classic modern console in Mahogany finish. Blends with any decorating scheme.

Famous Philco 5-Star Features

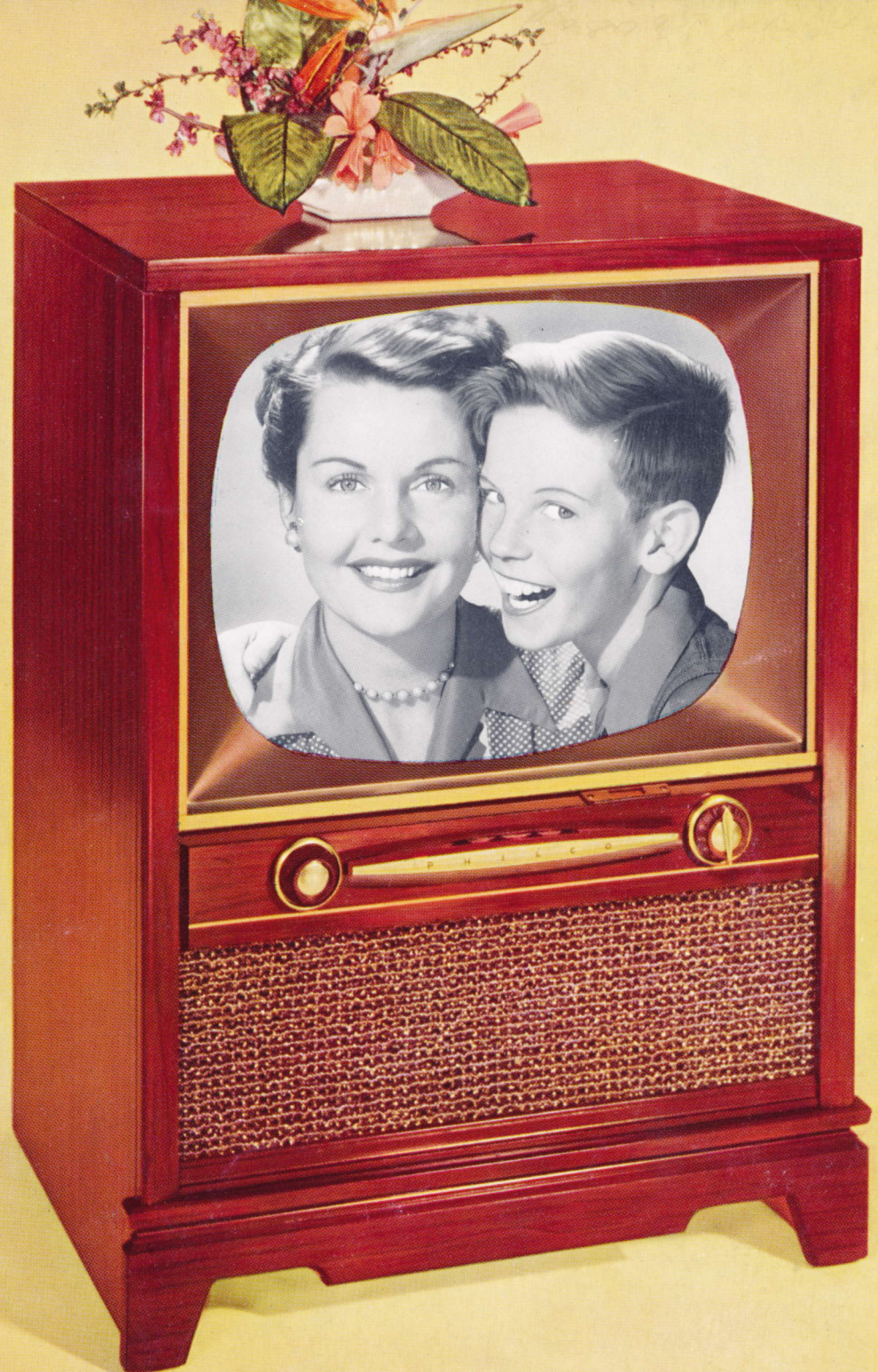
★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Equipped with Casters for Easy Moving
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Static-Free FM Sound System

PHILCO

Famous for Quality the World Over



21-inch Television Console in Mahogany Finish with Casters

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the Aluminized tube itself to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco

developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets,

a new continuous one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in the entire TV industry.

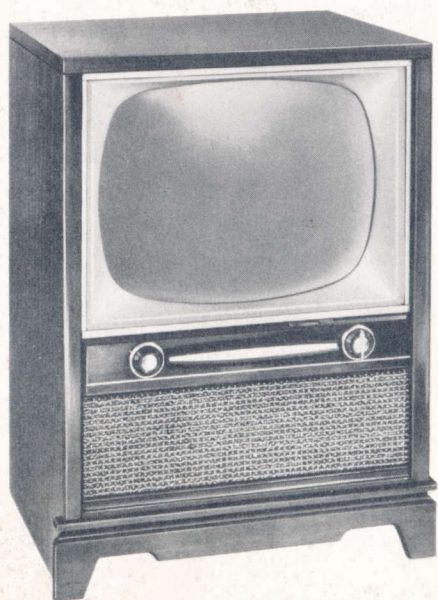
Philco Built-In Range Finder: Three-way control adjusts the set for peak performance on weak, strong and in-between stations—even for stations varying up to 50,000 times in signal strength. Nothing less so completely solves the problem of overload, picture flopover and "snow."

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines custom-styling with complete operating efficiency.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Classic Modern Styling in Exquisite Mahogany Finish

Refreshing new design dramatized by bronze tone picture mask framed in gold, jewel-like controls, decorator base and 3 dimensional grille cloth. Equally appealing in traditional or modern decors. Equipped with casters for easy moving. *Cabinet dimensions:* 35½" high, 26⅛" wide and 18⅞" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$399.95 Mah
\$339.95 Blonde

PHILCO *4151*

21-inch TV

New Micro-Grid 390 Chassis. Swivel Console masterpiece in Mahogany finish . . . turns for easy viewing.

Famous Philco 5-Star Features

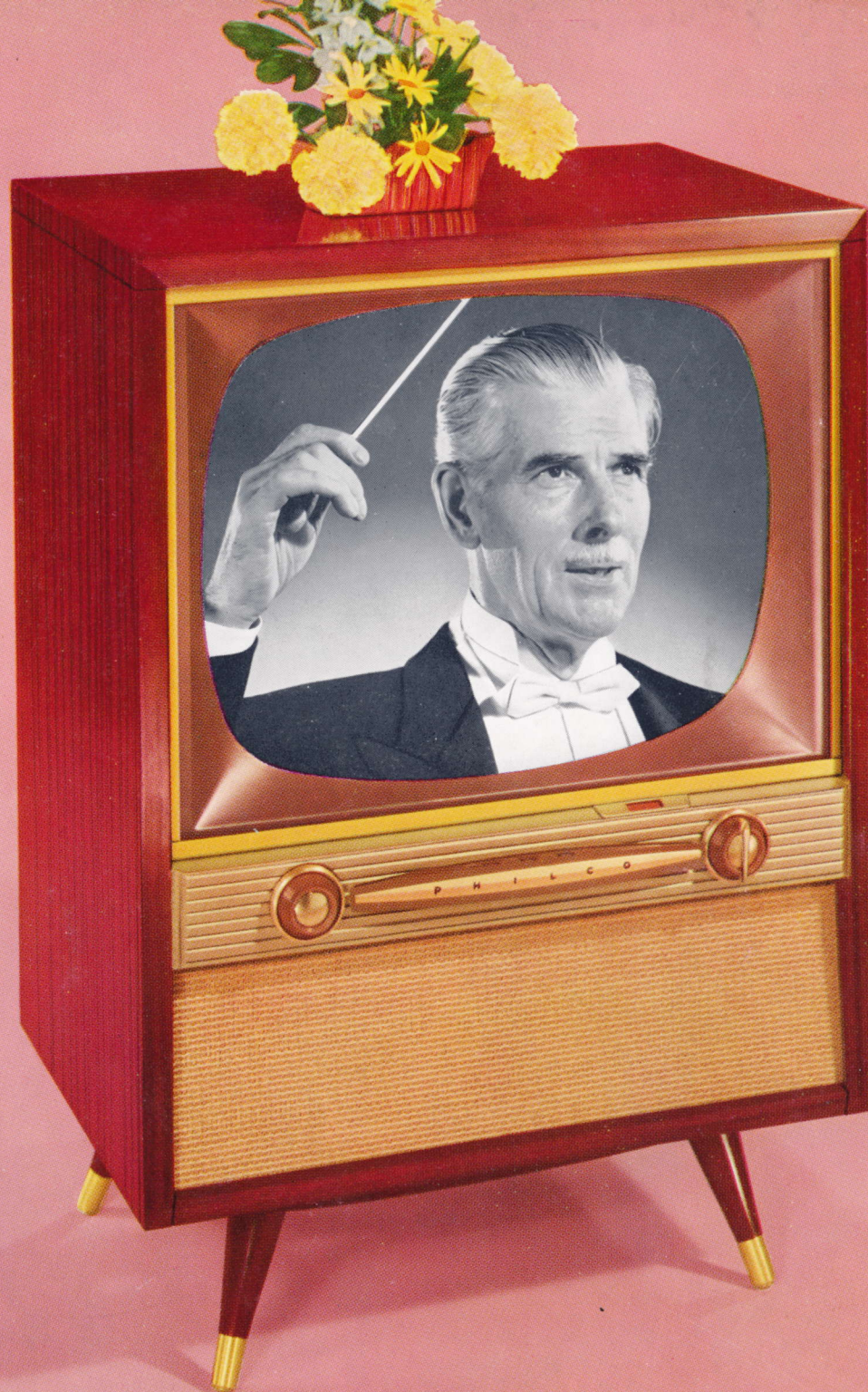
★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- FM Audio System with Inclined Speaker Panel that directs sound to ear level
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder

PHILCO

Famous for Quality the World Over



21-inch Television Swivel Console in Rich Mahogany Finish

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the Aluminized tube itself to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco

developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets,

a new continuous one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in the entire TV industry.

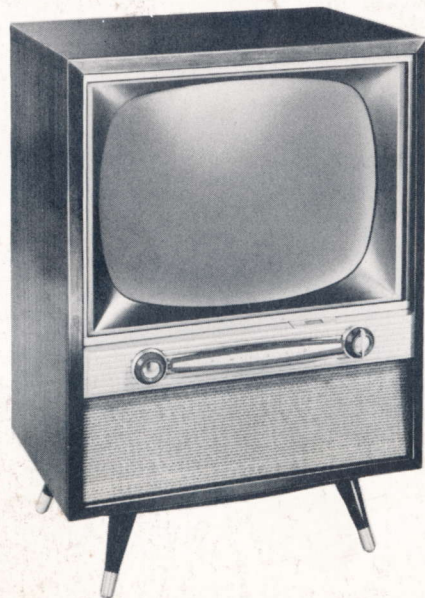
Philco Built-in Range Finder: Three-way control adjusts the set for peak performance on weak, strong and in-between stations—even for stations varying up to 50,000 times in signal strength. Nothing less so completely solves the problem of overload, picture flopover and "snow."

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines custom-styling with complete operating efficiency.

Electronically Matched UHF-VHF Built-in Aerial: No other aerial needed in many locations—just plug in and play!

FM Sound with Inclined Speaker Panel: Noise-free, static-free audio system plus inclined speaker panel that directs the sound to ear-level height. Sound adjusts automatically when picture is correctly tuned. Even at low volume, Automatic Bass Compensation retains full richness of tones.

Extra Quality Features: 41-Megacycle I-F Circuit provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Classic Inspired Cabinet Turns for Easy Viewing

Turn it right or left for maximum TV enjoyment. A bright new concept in a Mahogany finished console with fluted instrument panel in soft white gold finish, bronze tone picture mask framed in gold, and gracefully tapered legs with brass ferrules. *Cabinet dimensions:* 36" high, 23¹⁵/₁₆" wide and 17⁵/₈" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



Just a touch... there's your station!

PHILCO *4144* 21-inch TV

New Micro-Grid ³⁹⁰ Chassis. Luxury styled Mahogany finish "Swivelet".

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco Automatic Top Touch Tuning
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Bonus-Size Speaker—FM Sound

PHILCO

Famous for Quality the World Over

#329 Mah
\$349.95 Blonde



11
touch

21-inch Television with Automatic Top Touch Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the TOP of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

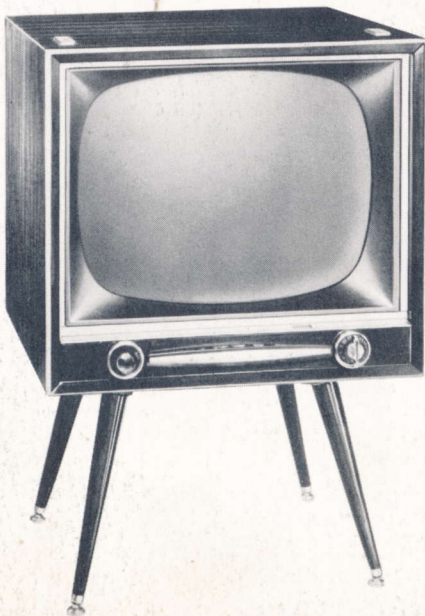
Bonus-Size Speaker: As much as 125% larger than the speaker used in many other 21-inch sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the clear tones of noise-free, static-free FM sound.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.



Mahogany Finish "Swivelet" Turns for Easy Viewing

Dramatic golden trim around the beveled cabinet front and luxurious mahogany finish instrument panel reflect Philco leadership in design. Self-leveling brass feet, bronze tone picture mask and jewel-like controls add distinctive beauty. *Cabinet dimensions:* 35³¹/₃₂" high, 23⁵/₁₆" wide and 18¹/₄" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$299 95 Mah
\$329 95 Blonde

PHILCO 4140

21-inch TV

New Micro-Grid 390 Chassis in a smart Mahogany finish "Swivelet" with new self-leveling brass feet.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- "Swivelet" turns for Easy Viewing
- Bonus-Size 21-inch Aluminized Picture Tube and Optically Tinted Filter Glass
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Bonus-Size Speaker—FM Sound

PHILCO

Famous for Quality the World Over



21-inch Television "Swivelet"—New in Design and Performance

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the Aluminized tube itself to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco

developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets,

a new continuous one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in the entire TV industry.

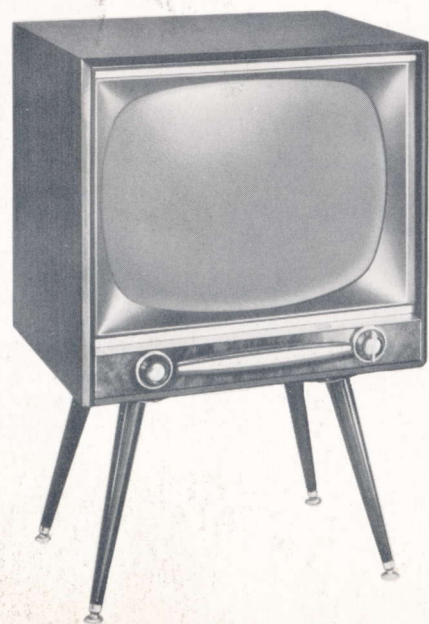
Philco Built-In Range Finder: Three-way control adjusts the set for peak performance on weak, strong and in-between stations—even for stations varying up to 50,000 times in signal strength. Nothing less so completely solves the problem of overload, picture flopover and "snow."

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines custom-styling with complete operating efficiency.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Bonus-Size Speaker: As much as 125% larger than the speaker used in many other 21-inch sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Extra Quality Features: 41-Megacycle I-F Circuit provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Mahogany Finish "Swivelet" Turns for Easy Viewing

Figured Crotch Mahogany finish instrument panel highlights this exquisite "Swivelet" design. Self-leveling brass feet, beveled cabinet front and bronze tone picture mask typify its luxury and universal appeal. Turns for easy viewing from any angle. *Cabinet dimensions:* 35 $\frac{3}{4}$ " high, 23 $\frac{3}{16}$ " wide and 17 $\frac{15}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$269⁹⁵ Mah
\$279⁹⁵ Blonde

PHILCO *4034-M*

21-inch TV

New Micro-Grid 390 Chassis. Smart modern cabinet in Maroon finish, highlighted by bright brass trim.

Famous Philco 5-Star Features

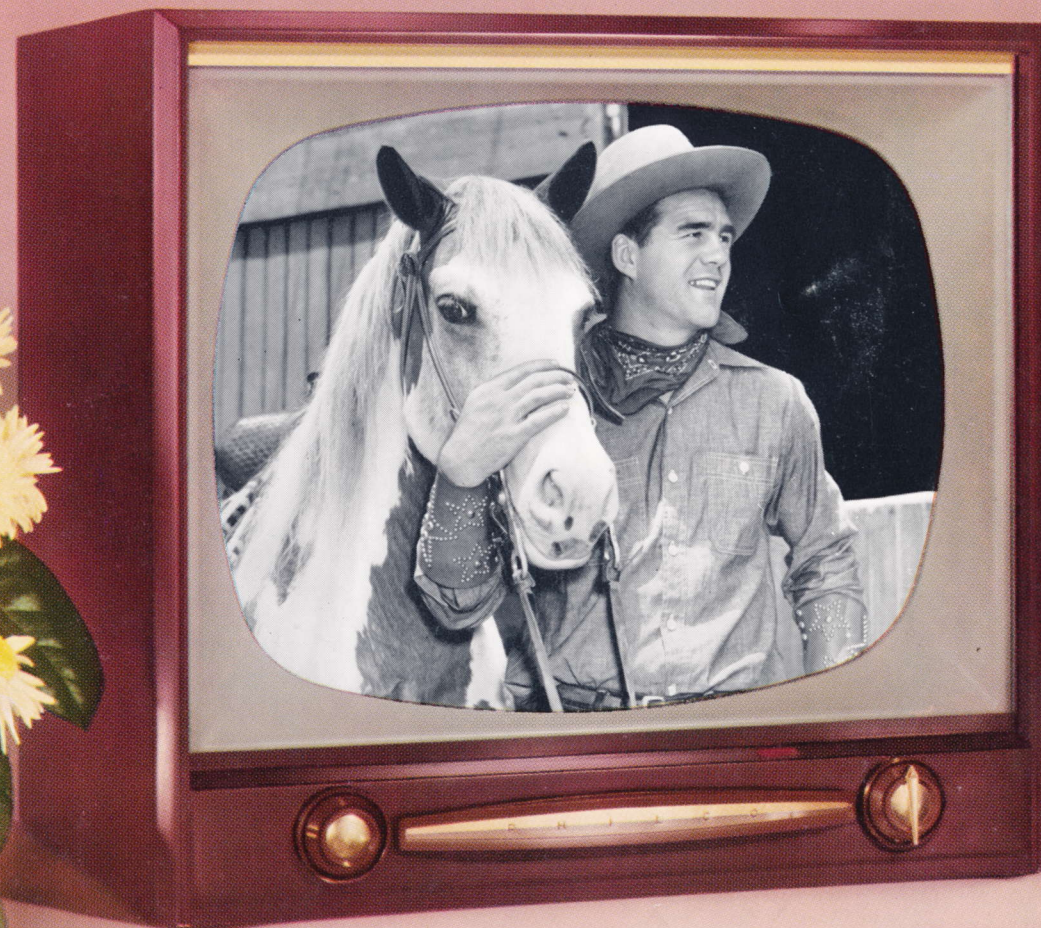
★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Bonus-Size 21-inch Aluminized Picture Tube and Optically Tinted Filter Glass
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Bonus-Size Speaker—FM Sound

PHILCO

Famous for Quality the World Over



21-inch Television with Powerful Micro-Grid 390 Chassis

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the Aluminized tube itself to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco

developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets,

a new continuous one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in the entire TV industry.

Philco Built-In Range Finder: Three-way control adjusts the set for peak performance on weak, strong and in-between stations—even for stations varying up to 50,000 times in signal strength. Nothing less so completely solves the problem of overload, picture flopper and "snow."

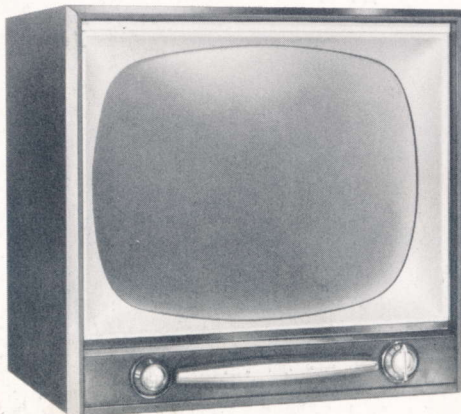
Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines custom-styling with complete operating efficiency.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Bonus-Size Speaker: As much as 125% larger than the speaker used in many other 21-inch sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Extra Quality Features: 41-Megacycle I-F Circuit provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.

Custom Styled Cabinet in Distinctive Maroon Finish



A mask in soft desert sand finish accents the big 21-inch Philco picture and adds a rich, contrasting tone to the Maroon cabinet. Bright brass trimmed control knobs and Finger Tip Tuning panel combine beauty with complete operating efficiency. *Cabinet dimensions:* 21 1/2" high, 23 3/16" wide and 17 15/16" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$369⁹⁵ Mah - Walnut - Teak
\$379⁹⁵ Blonde

PHILCO 4320

21-inch TV

Full quality Philco 330 Chassis . . .
full-door console in your choice of
Mahogany, Teak or Walnut finishes.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring
Focusing System ★ 41-Megacycle I-F Circuit ★
Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

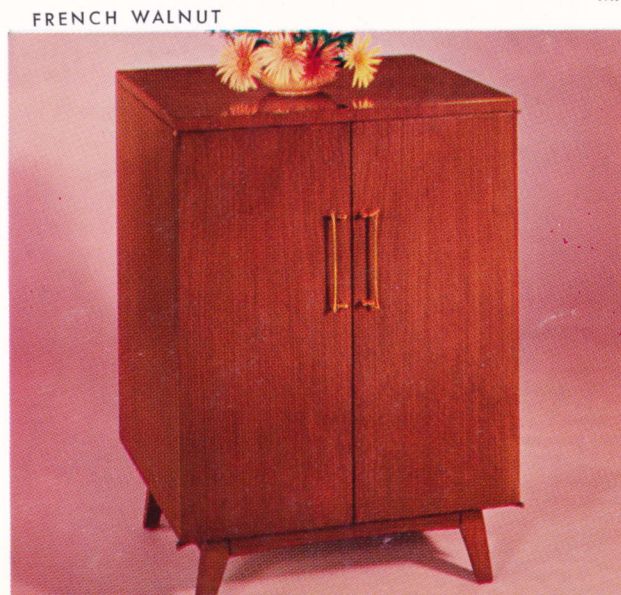
- FM Audio System with Inclined Speaker
Panel that directs sound to ear level
- Philco 21-inch Aluminized Picture Tube
plus Optically Tinted Filter Glass
- Exclusive Golden Grid Tuner
- Illuminated Station Selector

PHILCO

Famous for Quality the World Over



MAHOGANY



FRENCH WALNUT



BLACK TEAK

PHILCO 4320-M, W and T

21-inch Television Full-Door Console in 3 Wood Finishes

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

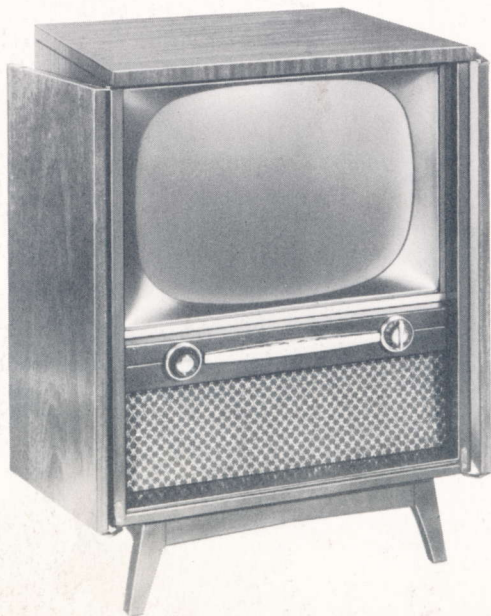
FM Sound with Inclined Speaker Panel: Noise-free, static-free audio system plus inclined speaker panel that directs the sound to ear-level height. Sound adjusts automatically when picture is correctly tuned. Even at low volume, Automatic Bass Compensation retains full richness of tones.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Illuminated Station Selector: Channel numbers are softly illuminated to make station-selecting easy, even in a dimly-lighted room.

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.



Choice of Mahogany, French Walnut or Black Teak Finishes

Classic inspired cabinetry features magnificent full doors with golden pulls, handsome base with gracefully tapered legs and smart, contrasting grille. Mahogany (4320), French Walnut (4320-W) or hand-rubbed Black Teak finish (4320-T). *Cabinet dimensions:* 34½" high, 24¼" wide and 22¹³/₁₆" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$329.95 Mah

PHILCO 4158

21-inch TV

Full quality Philco 330 Chassis in a rich Mahogany finish console . . . a masterpiece by expert craftsmen.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Equipped with Casters for Easy Moving
- Philco 21-inch Aluminized Picture Tube plus Optically Tinted Filter Glass
- Exclusive Golden Grid Tuner
- Static-Free FM Sound System
- Illuminated Station Selector

PHILCO

Famous for Quality the World Over



21-inch Television Console of Rich, Classic Inspired Beauty

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

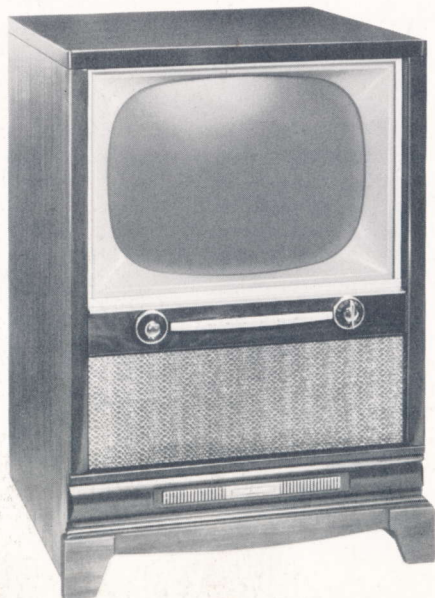
Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Illuminated Station Selector: Channel numbers are softly illuminated to make station-selecting easy, even in a dimly-lighted room.

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.

Specifications subject to change without notice



Mahogany Finish Cabinet Reflects Quality in Every Detail

Fine workmanship and classic influence is reflected in the lovely design, burnished effect on the base applique and beautiful finish of this console. Enriched with jewel-like controls and gold threaded grille cloth. Equipped with casters for easy moving. *Cabinet dimensions:* 37⁵/₁₆" high, 27¹/₈" wide and 21¹/₄" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

#30995 Mah

PHILCO 4154

21-inch TV

Full quality Philco 330 Chassis . . . truly distinctive classic beauty in an exquisite Mahogany finish console.

Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- Illuminated Station Selector
- Philco 21-inch Aluminized Picture Tube plus Optically Tinted Filter Glass
- Static-Free FM Sound System
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television Console in Magnificent Mahogany Finish

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

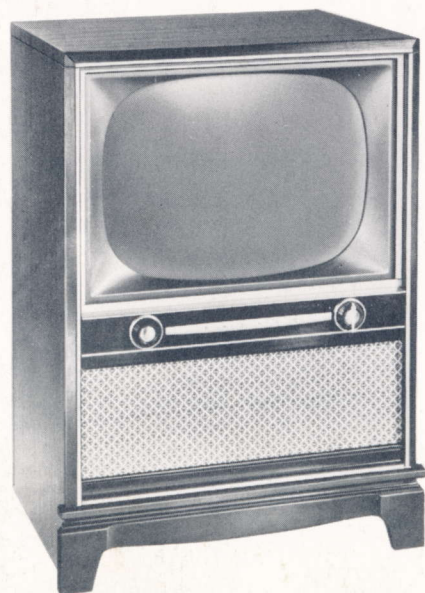
Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Illuminated Station Selector: Channel numbers are softly illuminated to make station-selecting easy, even in a dimly-lighted room.

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.



Classic Modern Styling Blends with Traditional or Modern Decors

Rich gold trim highlights the distinctive cabinet with beveled front and fine detail at the base. Decorative diamond pattern grille cloth adds interesting contrast to the striking grained Mahogany finish. *Cabinet dimensions:* 36 $\frac{3}{4}$ " high, 26 $\frac{1}{8}$ " wide and 20 $\frac{13}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$279⁹⁵ Mar
\$299⁹⁵ Blonde

PHILCO *4150*

21-inch TV

Full quality Philco 330 Chassis... gracefully styled console cabinet in handsome grained Mahogany finish.

Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- FM Audio System with Inclined Speaker Panel that directs sound to ear level
- Philco 21-inch Aluminized Picture Tube plus Optically Tinted Filter Glass
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television Console with New Inclined Speaker Panel

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

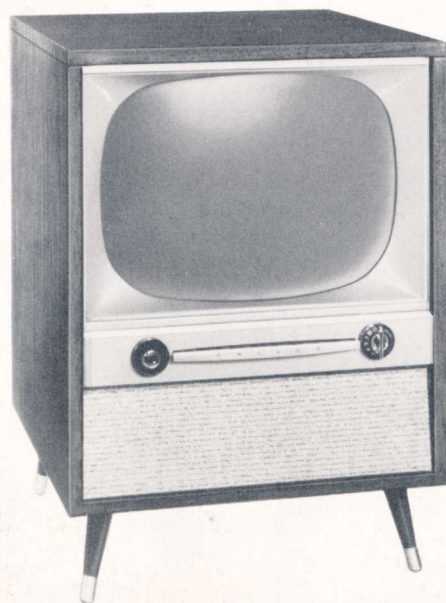
Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

FM Sound with Inclined Speaker Panel: Noise-free, static-free audio system plus inclined speaker panel that directs the sound to ear-level height. Sound adjusts automatically when picture is correctly tuned. Even at low volume, Automatic Bass Compensation retains full richness of tones.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.



Richly Styled Cabinet in Grained Mahogany Finish

Distinctively styled cabinet has gracefully tapered legs with brass ferrules and blends beautifully with the grained mahogany finish. Instrument panel in soft desert sand finish and rich grille cloth strike a bold note of contrast in this smart console. *Cabinet dimensions:* 34 $\frac{9}{16}$ " high, 24" wide and 20 $\frac{3}{8}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$279⁹⁵ Mah
\$289⁹⁵ Blonde

PHILCO 4138

21-inch TV

Full quality Philco 330 Chassis in a Mahogany finished "Swivelet" with white gold and bronze appointments.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial.

Plus These Extra Philco Features

- Illuminated Station Selector
- Self-Leveling Brass Ferruled Legs
- "Swivelet" Turns for Easy Viewing
- Philco 21-inch Aluminized Picture Tube plus Optically Tinted Filter Glass
- Bonus-Size Speaker . . . FM Sound
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television "Swivelet" in Luxurious Mahogany Finish

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

Bonus-Size Speaker: In this model the speaker is larger than that used in many other 21-inch television sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Illuminated Station Selector: Channel numbers are softly illuminated to make station-selecting easy, even in a dimly-lighted room.

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.



Mahogany Finish "Swivelet" Turns for Easy Viewing

Self-leveling brass feet on the tapered legs, soft white gold instrument panel, jewel-like controls and bronze tone picture mask give distinctive beauty to the grained Mahogany finish cabinet. Turns right or left for easy viewing from any angle. *Cabinet dimensions:* 34 $\frac{3}{8}$ " high, 22 $\frac{5}{8}$ " deep and 20 $\frac{3}{8}$ " wide.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$249.95 Mah. ~~Model~~
#259.95 Blonde ~~Model~~

PHILCO 4136

21-inch TV

Full quality Philco 330 Chassis...
new functional styling in a richly
grained Mahogany finish "Swivelet."

Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- "Swivelet" Turns for Easy Viewing
- Philco 21-inch Aluminized Picture Tube
plus Optically Tinted Filter Glass
- Bonus-Size Speaker... FM Sound
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television "Swivelet" Turns for Easier Viewing

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

Bonus-Size Speaker: In this model the speaker is larger than that used in many other 21-inch television sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.



Mahogany Finish "Swivelet" In Exciting New Styling

Turn it left or right for maximum TV enjoyment. Copper finish control panel and gracefully tapered legs with bright brass ferrules give added elegance to the grained Mahogany finish cabinet of this new "Swivelet." Picture mask in soft desert sand tone. *Cabinet dimensions:* 34 $\frac{7}{32}$ " high, 22 $\frac{5}{8}$ " wide and 20 $\frac{9}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$209⁹⁵ Ebony
\$199⁹⁵ Ivory

PHILCO 4030-E

21-inch TV

Full quality Philco 330 Chassis . . .
distinctively modern, space saving
cabinet in luxurious Ebony finish.

Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- Advance Engineered Philco 21-inch Picture Tube . . . no blur or smear
- Bonus-Size Speaker . . . FM Sound
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television...Modern, Space Saving, Power-Packed

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21-inch Picture Tube: Philco engineered advances preserve the *depth of detail* in the picture, and maintain at all times, uniform focus over the full viewing area—no blur or smear! True-to-life picture sharpness, clarity and excellent contrast

between blacks and whites... assuring complete enjoyment of your favorite television programs.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back... not on the sides... not hidden under awkward trap door panels. Combines handsome custom-styling with complete, operating efficiency.

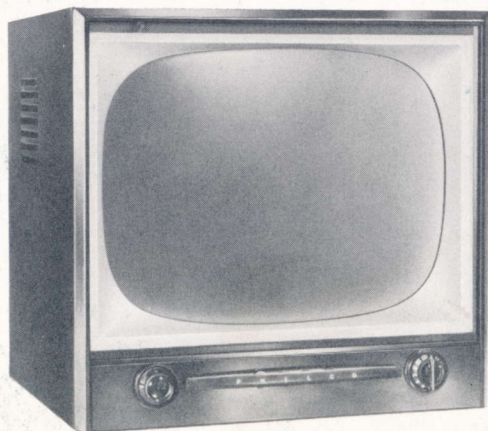
Bonus-Size Speaker: In this model the speaker is larger than that used in many other 21-inch television sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.

Handsome Cabinet Design In Smart Ebony Finish



A big 21-inch picture in a distinctively modern, space saving cabinet. Custom styled in smart Ebony finish with picture mask in soft ivory tone for rich contrast. *Cabinet dimensions:* 20 $\frac{5}{16}$ " high, 26" wide and 19 $\frac{19}{32}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

#219 95

PHILCO *3122*

17-inch TV

Full quality Philco 330 Chassis housed in a new, custom-styled "Swivelet" with African Mahogany Veneers.

Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- "Swivelet" Turns for Easy Viewing
- Bonus-Size Speaker . . . FM Sound
- Illuminated Station Selector
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



17-inch Television "Swivelet" with New Bonus-Size Speaker

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 17" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

Bonus-Size Speaker: In this model the speaker is larger than that used in many 21-inch television sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

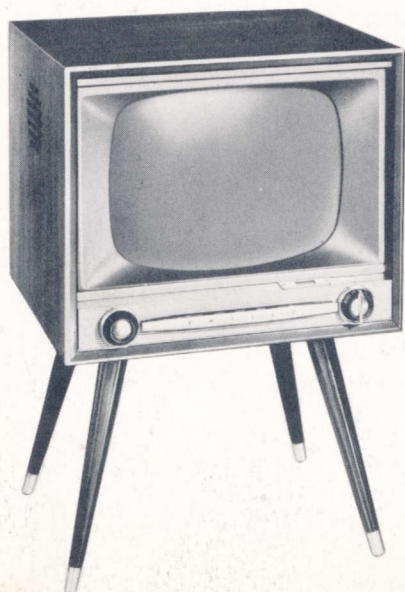
Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Illuminated Station Selector: Channel numbers are softly illuminated to make station-selecting easy, even in a dimly-lighted room.

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.

Specifications subject to change without notice



Genuine Striped African Mahogany Veneer "Swivelet"

Beautifully styled with golden instrument panel and gracefully tapered legs with brass ferrules. Finished in rich, striped Mahogany veneers with contrasting picture mask in soft bronze tone. Turns left or right for maximum TV enjoyment. *Cabinet dimensions:* 30 $\frac{3}{4}$ " high, 20 $\frac{3}{8}$ " wide and 18 $\frac{1}{32}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

~~8 1/2~~ Mah - Metal
189 95 Green
Coral
Ivory

PHILCO 3020

17-inch TV

Full quality Philco 330 Chassis . . .
smartly styled cabinets in your choice
of 4 beautiful, new decorator colors.

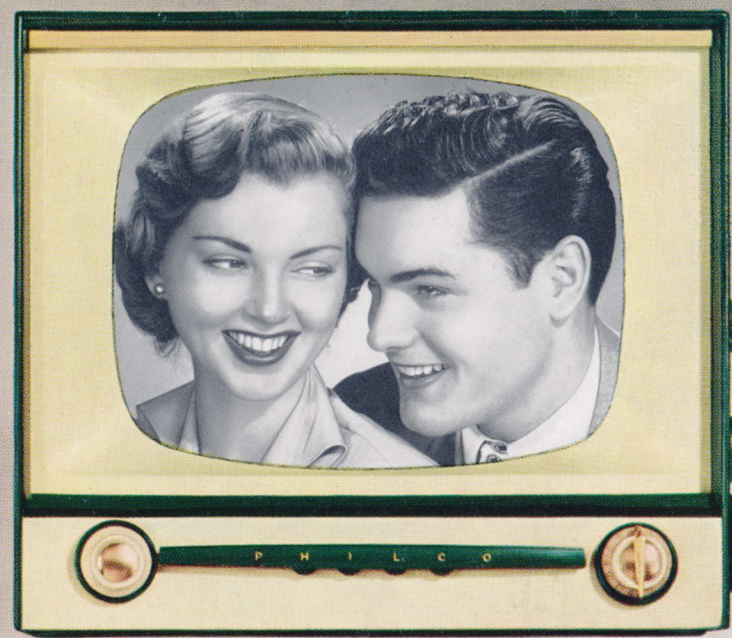
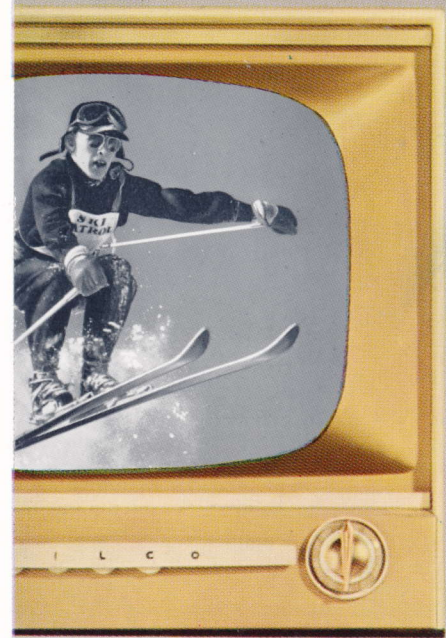
Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- Exclusive Golden Grid Tuner
- Static-Free FM Sound System

PHILCO
Famous for Quality the World Over



17-inch Television—Choice of Four Smart Decorator Colors

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 17-inch Picture Tube: Philco engineered advances preserve the *depth of detail* in the picture, and maintain at all times, uniform focus over the full viewing area—no blur or smear! True-to-life picture sharpness, clarity and excellent contrast between

blacks and whites . . . all add up to complete enjoyment of your favorite television programs.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

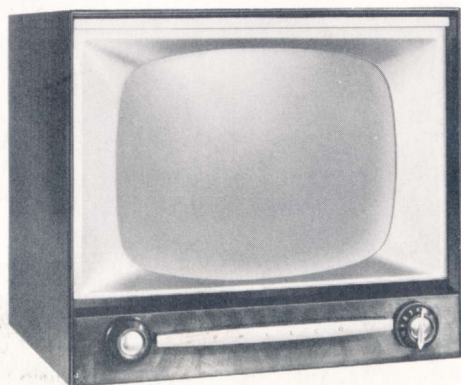
Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.

Distinctive Cabinets in Four Color Styles for Modern Living

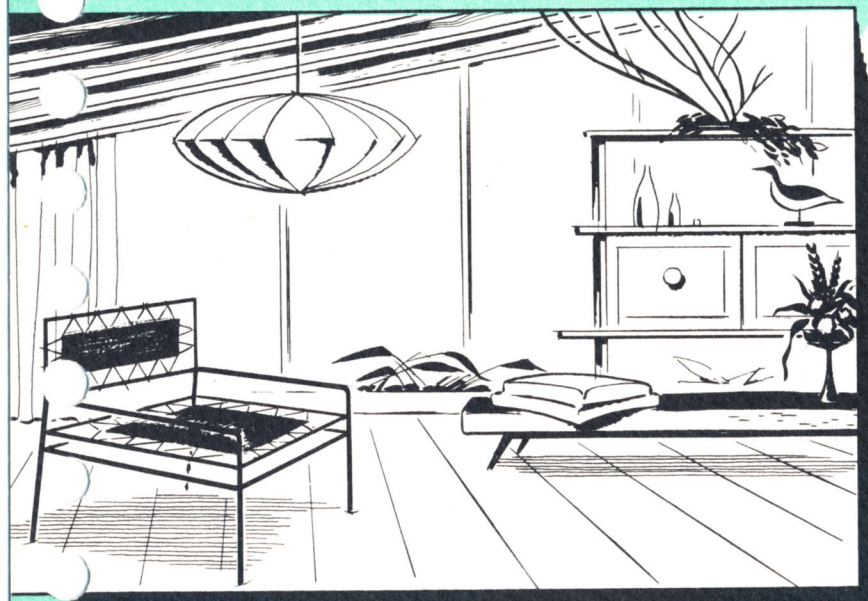


Specially designed to add a new note of beauty to any room in the home. Choice of Coral (3020-C), Forest Green (3020-G), Ivory (3020-I) or Mahogany finish (3020). Each cabinet color is accented by the contrasting picture mask and jewel-like controls. *Cabinet dimensions:* 17" high, 19 $\frac{3}{4}$ " wide and 17 $\frac{5}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

Styled for Modern Living



PHILCO

FEATURES FOR 1956

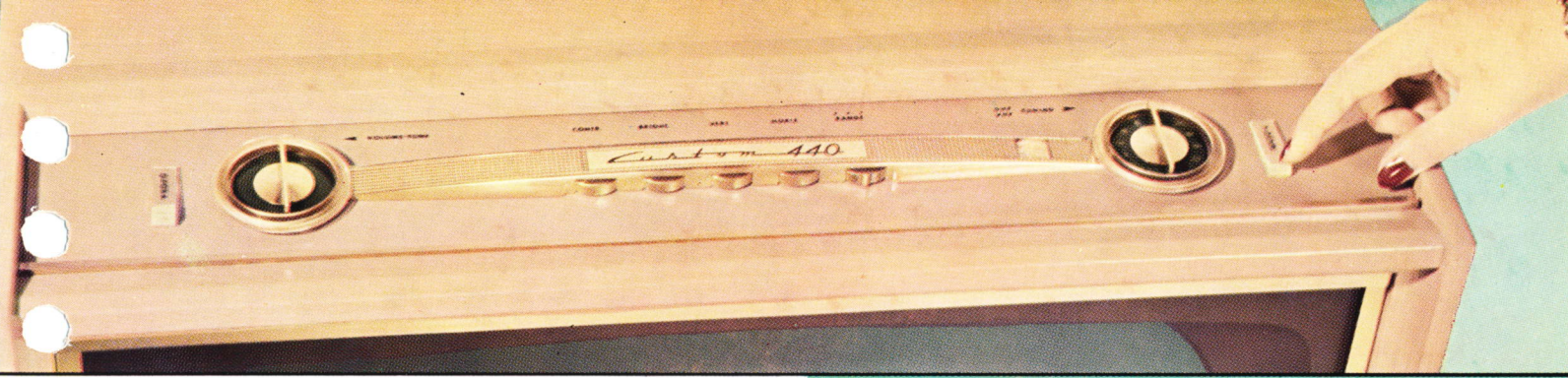
**dramatic new television cabinets that
in variety and design answer today's
widespread demand for**

**LIGHT
FURNITURE**

Light Furniture is in the news...

Where once it denoted the land of Palm trees and year round outdoor living, today all over America Light furniture typifies a fresh, smart approach to modern living. That's why, for 1956, Philco has designed a complete line of light-finish Television models that embody the glamorous luxury of Blond Mahogany, White Oak and other choice woods, often heightened by contrasting finishes with dramatic appeal. Whatever your choice—table model, swivelet or console...

There's a 1956 Philco Television Set Designed to Enrich Patio or Penthouse, or Any Room Planned for Contemporary Living



Just a touch... there's your station!

PHILCO 6126-L

5-27-55 Mark
7-44-55 Blonde
Miss America

24-inch TV

New Custom 440 Chassis. Cabinet with Light Oak Solids and Veneers.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 24-inch Picture
- Advanced FM Sound with Twin Speakers
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits

PHILCO

Famous for Quality the World Over



PHILCO 6126-L



24-inch "Miss America" TV with New Photo-Perfect Picture

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 24" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

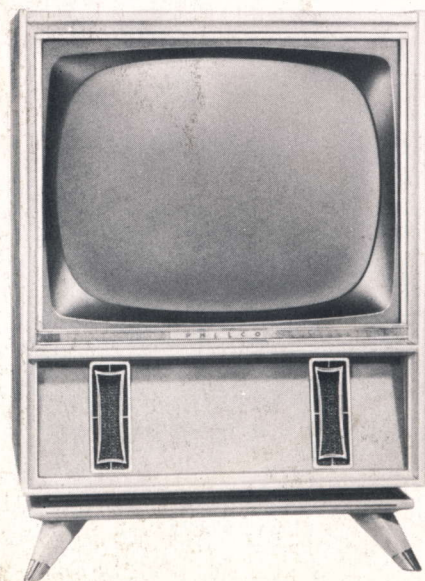
Three Permanent-Sealed Precision Circuits: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television. Each circuit is permanently sealed for utmost protection and to guard against humidity.

Philco 24" Aluminized Picture Tube: Giant 335 sq. in. picture with unmatched *depth of detail*. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Directional Electronic UHF-VHF Built-In Aerial: In up to 9 out of 10 locations just plug in and play!

Advanced FM Sound with Twin Speakers: Inclined speaker panel with exclusive Philco Acoustic Lenses that flood the entire room with sound in full dimension . . . giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Variable tone control.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.



Custom Crafted Elegance with Light Oak Solids and Veneers

Matchless design in every detail, from the white leather finished instrument panel on top of the cabinet to the sweeping base with brass ferruled legs. Newly designed Acoustic Lenses and copper tone picture mask framed in gold give added luxury. *Cabinet dimensions:* 37 5/8" high, 26 5/8" wide and 20 13/16" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

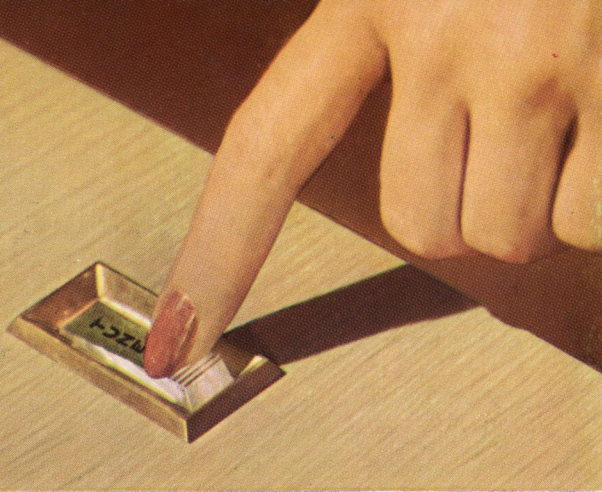
For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Just a touch... there's your station!

PHILCO *6122-L* 24-inch TV *#41995*

New Micro-Grid 390 Chassis. Modern console in Pinstripe Light Oak finish.

Famous Philco 5-Star Features

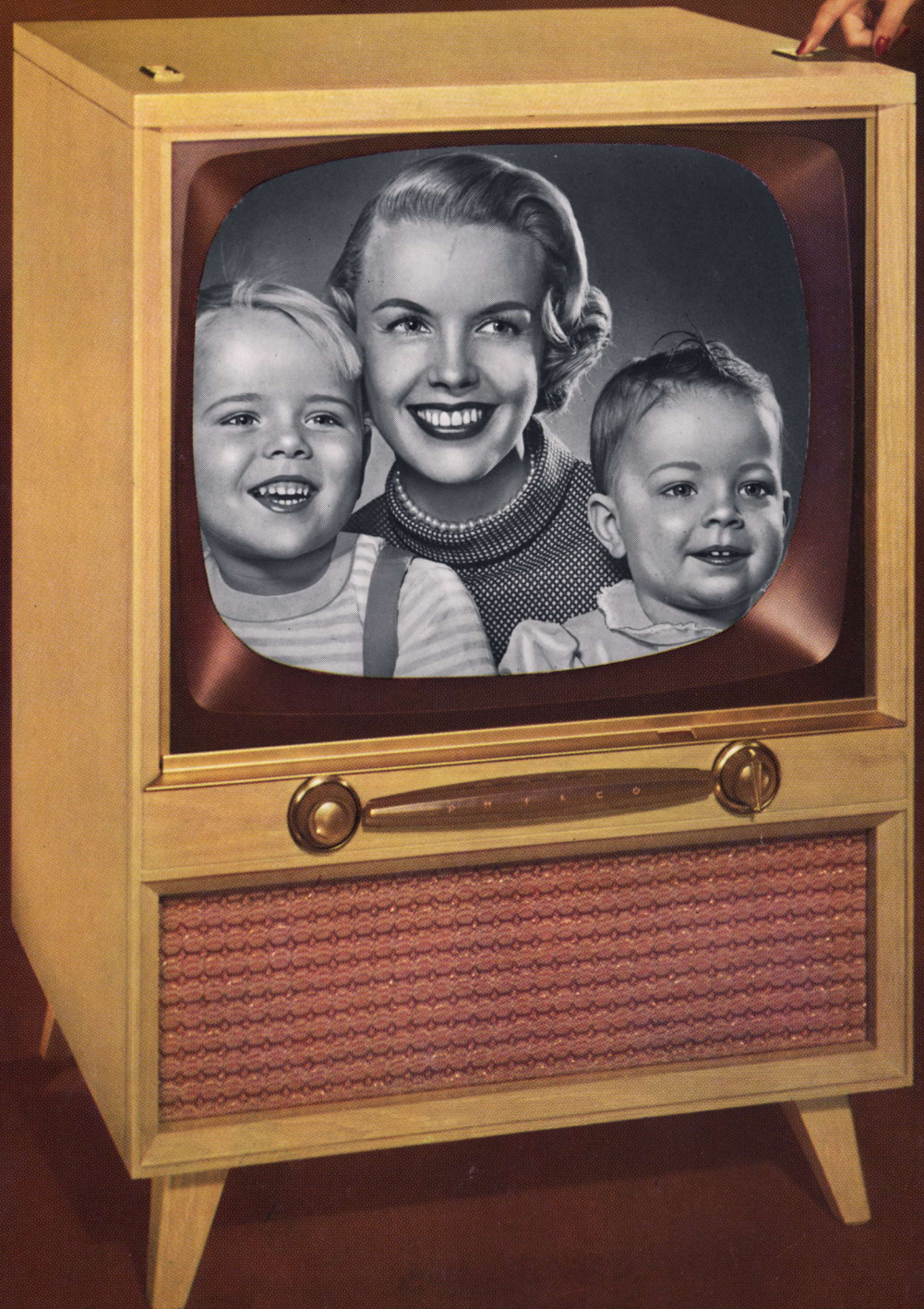
★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco 24" Aluminized Picture Tube
- Philco Automatic Top Touch Tuning
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Static-Free FM Sound System

PHILCO

Famous for Quality the World Over



PHILCO 6122-L

TOUCH

24-inch Television Console—Light Oak Finish—Top Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the TOP of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Philco 24" Aluminized Picture Tube: Giant 335 sq. in. picture with unmatched *depth of detail*. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Superbly Styled for Modern Living in Pinstripe Light Oak Finish

Decorator inspired cabinetry in Light Oak finish with deeply beveled front and gracefully tapered legs, enriched by the dramatic contrast of the bronze tone picture mask framed in gold and jewel-like controls. *Cabinet dimensions:* 38" high, 26½" wide and 19⅞" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

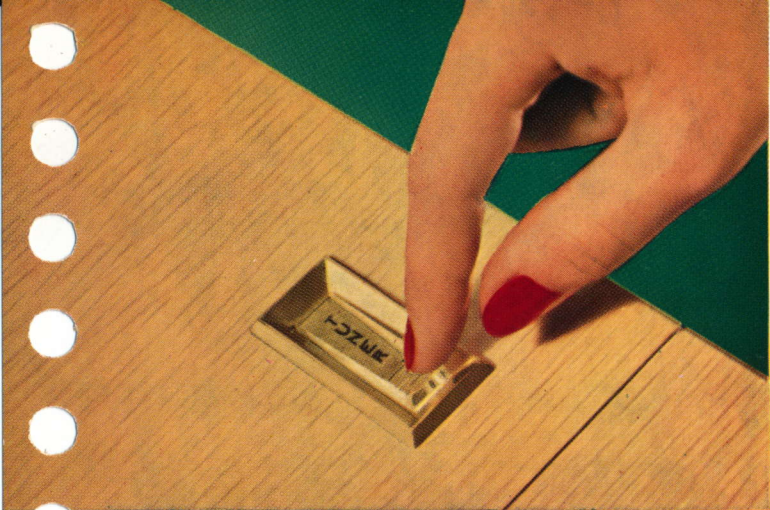
For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Just a touch... there's your station!

PHILCO *6120-L*
24-inch TV *\$369.95*

New Micro-Grid 390 Chassis. Smart Pinstripe Oak finished "Swivelet."

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco 24" Aluminized Picture Tube
- Philco Automatic Top Touch Tuning
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Static-Free FM Sound System
- "Swivelet" Turns for Easy Viewing

PHILCO

Famous for Quality the World Over





24-inch Television "Swivelet" with Philco Top Touch Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the Top of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Philco 24" Aluminized Picture Tube: Giant 335 sq. in. picture with unmatched *depth of detail*. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

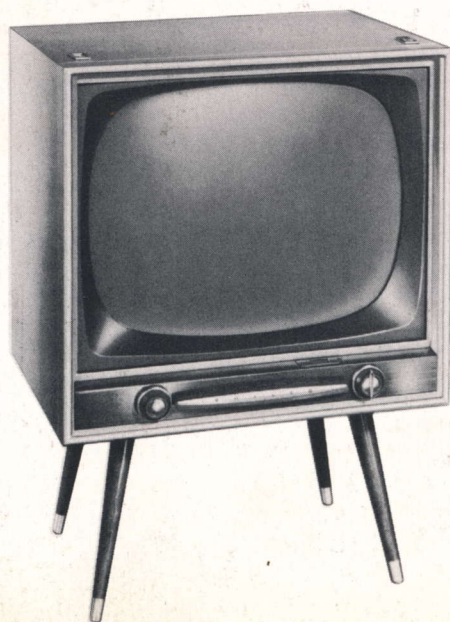
Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, lifelike tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Pinstripe Oak Finish "Swivelet" Turns for Easy Viewing

Handsome French walnut finish of the instrument panel and brass ferruled legs gives a warm accent of beauty to this functional "Swivelet." Bronze tone picture mask and golden controls blend graciously with the handsome light oak finish. *Cabinet dimensions:* 39 $\frac{3}{16}$ " high, 26" wide and 20 $\frac{3}{16}$ " deep.

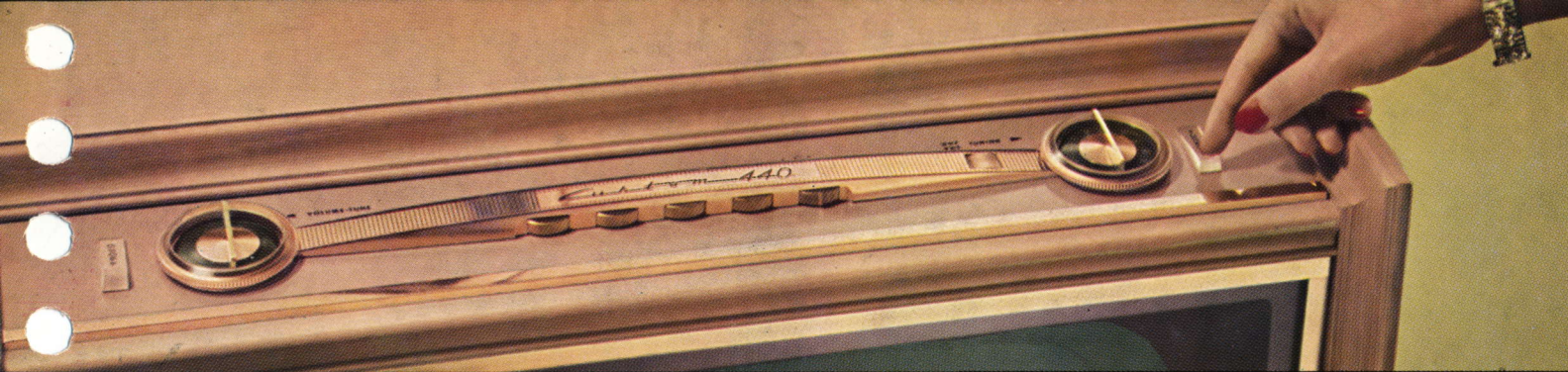
EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



PHILCO REMOTE CONTROL

Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.



Just a touch... there's your station!

PHILCO *4162-L*

21-inch TV *\$429.95*

New Custom 440 Chassis. Console in rich White Oak Solids and Veneers.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 21-inch Picture
- Advanced FM Sound with Twin Speakers
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits

PHILCO

Famous for Quality the World Over



11" TOUCH

21-inch TV Console—White Oak Veneers—Top Touch Tuning

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 21" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

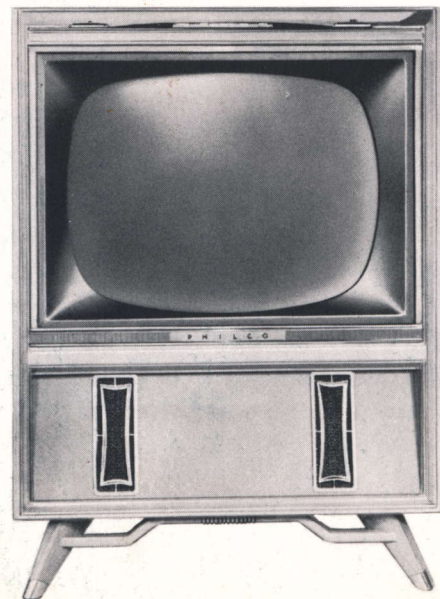
Three Permanent-Sealed Precision Circuits: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television. Each circuit is permanently sealed for utmost protection and to guard against humidity.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Directional Electronic UHF-VHF Built-In Aerial: In up to 9 out of 10 locations just plug in and play!

Advanced FM Sound with Twin Speakers: Inclined speaker panel with exclusive Philco Acoustic Lenses that flood the entire room with sound in full dimension . . . giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Variable tone control.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.



Cabinet in Genuine White Oak Solids and Comb Grained White Oak Veneers

Dramatically new in design with gracefully sculptured legs, rich golden appointments and inclined speaker panel with newly designed Acoustic Lenses. White leather finished instrument panel with golden controls on top of the console for added elegance. *Cabinet dimensions:* 36" high, 26 $\frac{5}{16}$ " wide and 20 $\frac{5}{16}$ " deep.

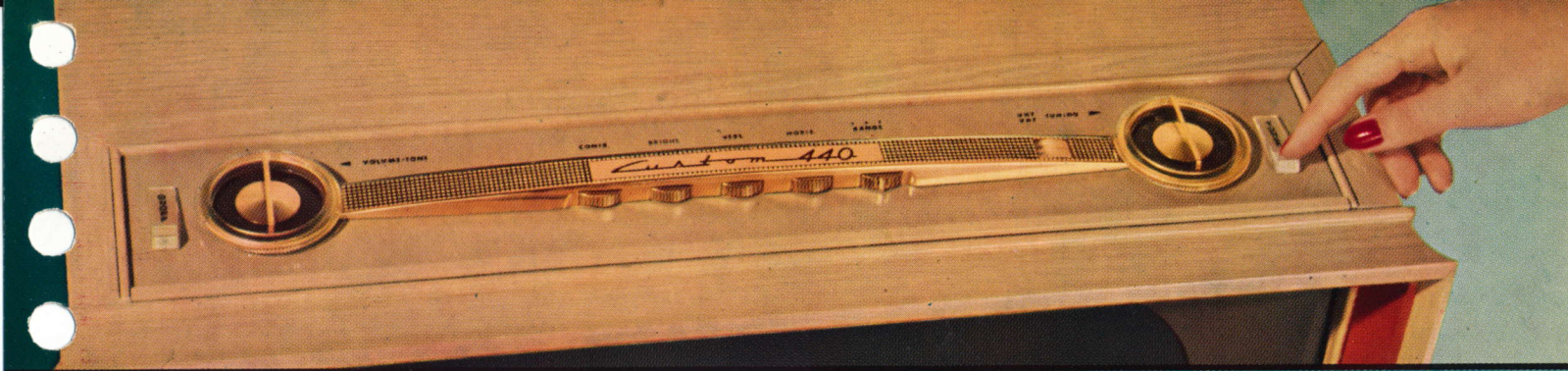
EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room—just a touch changes stations automatically. The utmost in luxury at amazing low cost.



Just a touch... there's your station!

PHILCO *4148-L*

21-inch TV *\$369.95*

New Custom 440 Chassis. "Swivelet"
in White Oak Solids and Veneers.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Automatic Top Touch Tuning with Complete Finger Tip Control Center
- New Photo-Perfect 21-inch Picture
- New Philco Custom Micro-Grid Tuner
- 3 Permanent-Sealed Precision Circuits
- Bonus-Size Speaker... FM Sound

PHILCO

Famous for Quality the World Over



PHILCO 4148-L



21-inch Television with Picture Frame Cabinet in White Oak

Exclusive Automatic Top Touch Tuning. The Complete Philco Finger Tip Control Center IS NOT ONLY ON TOP OF THE CABINET . . . BUT UP FRONT!

Most convenient TV tuning system ever developed. *Just a touch* turns the set on. *Just a touch* changes stations automatically. *Just a touch* turns the set off. Only Philco has it—nothing else like it in all TV.

New Photo-Perfect 21" Picture: Another Philco "first." The vivid, life-like contrast and details that you expect in fine photography are reproduced on the television screen, thanks to a new Philco Magnetic Ring focusing system plus other Philco developments.

Custom 440 Chassis: Extra reserve power—"just like 300 horsepower in a motor car"—makes the "Custom 440" the most advanced power plant in television today. Nothing can match it for precision engineering, and it embodies every new Philco advance for better performance even in the most difficult reception areas.

New Custom Micro-Grid Tuner with X-155 Amplifier Tube: New in design! New in size! New in performance! Its new X-155 tube—developed in the Philco laboratories—uses golden wire only 1/1000th of an inch in diameter and is the most sensitive tube yet developed for a television tuner. Everywhere, it breaks all previous records for "snow free" performance in distant and difficult locations.

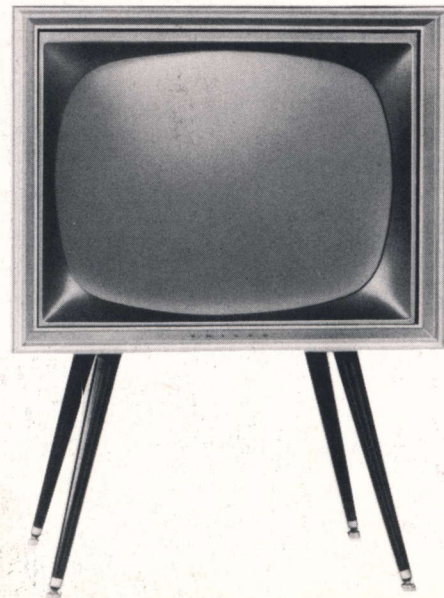
Three Permanent-Sealed Precision Circuits: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television. Each circuit is permanently sealed for utmost protection and to guard against humidity.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Directional Electronic UHF-VHF Built-In Aerial: In up to 9 out of 10 locations just plug in and play!

Bonus-Size Speaker: As much as 125% larger than the speaker used in many other 21-inch sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the clear tones of noise-free, static-free FM sound. Even at low volume, Automatic Bass Compensation retains full richness of tones.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' approved.



White Oak "Swivelet" Turns for Easy Viewing

A decorator's dream-come-true. Distinctive cabinet in selected White Oak solids and comb grained White Oak veneers with an exciting new picture frame motif. Handsome beveled frame in coral finish. White leather finish instrument panel accented with new charcoal and gold finger tip controls. *Cabinet dimensions:* 36 $\frac{1}{8}$ " high, 24 $\frac{7}{8}$ " wide and 20 $\frac{1}{8}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

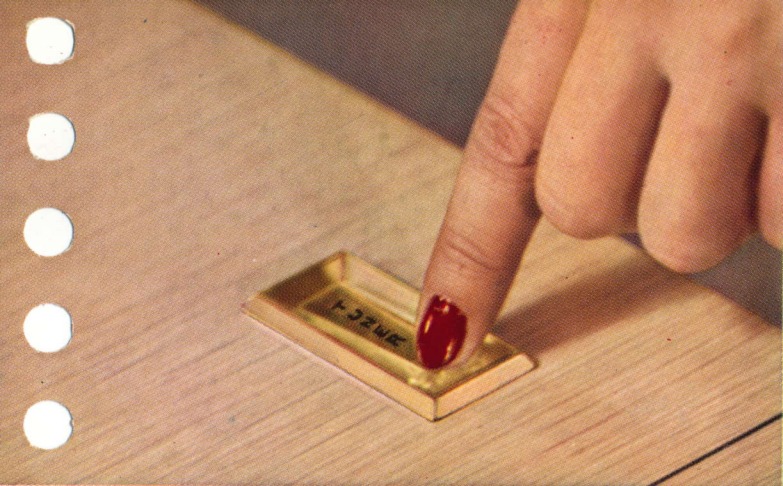
For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



PHILCO REMOTE CONTROL

Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Just a touch... there's your station!

PHILCO *4156-L* 21-inch TV

New Micro-Grid 390 Chassis. Light Oak finish—new Horizontal design.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco Automatic Top Touch Tuning
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Static-Free FM Sound System

PHILCO

Famous for Quality the World Over.

B40925



PHILCO 4156-L



21-inch Television Horizontal Console with Top Touch Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the TOP of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.

Masterful New Console Design in Stunning Pinstripe Oak Finish

A new long, low look signifies the trend of modern living in the Pinstripe Oak finished cabinet. Bold contrast is added with the dramatic use of soft bronze tones on the brass ferruled legs, finger tip controls, picture mask and escutcheon. *Cabinet dimensions:* 34 $\frac{11}{16}$ " high, 32 $\frac{5}{8}$ " wide and 18 $\frac{5}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering... no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

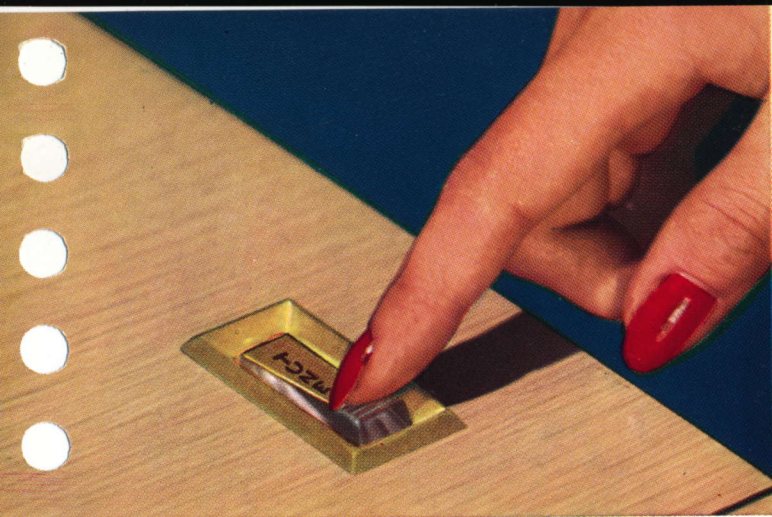


PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice



Just a touch... there's your station!

PHILCO *4160-L* 21-inch TV *\$399.95*

New Micro-Grid 390 Chassis. Swivel Console in smart Light Oak finish.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Philco Automatic Top Touch Tuning
- Inclined Speaker Panel—Acoustic Lens
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder

PHILCO

Famous for Quality the World Over



PHILCO 4160-L



21-inch Television Console—Two-Tone Beauty—Top Tuning

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the Top of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

FM Sound with Inclined Speaker Panel: Inclined speaker panel with Philco Acoustic Lens that floods the entire room with sound in full dimension... giving concert hall realism and clarity. Sound adjusts automatically as long as there is just a trace of a picture signal present. Automatic Bass Compensation.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Swivel Base Cabinet in Stimulating Light Oak and French Walnut Finish

A new creation of incomparable beauty. Instrument panel and fluted legs in lovely French Walnut compliment the Pinstripe Oak finish of this shadow box console. A golden touch is added by the newly designed Acoustic Lens and controls. *Cabinet dimensions:* 37 $\frac{1}{4}$ " high, 25 $\frac{1}{8}$ " wide and 18 $\frac{7}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering... no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



PHILCO REMOTE CONTROL

Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.

Specifications subject to change without notice

PHILCO *4152-HM*

21-inch TV *\$339.95*

New Micro-Grid 390 Chassis. Lovely console in warm Honey Tone finish, enhanced by delicate scrollwork.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- Equipped with Casters for Easy Moving
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Static-Free FM Sound System

PHILCO

Famous for Quality the World Over



21-inch Television Console in Honey Tone Finish with Casters

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the Aluminized tube itself to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco

developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets,

a new continuous one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in the entire TV industry.

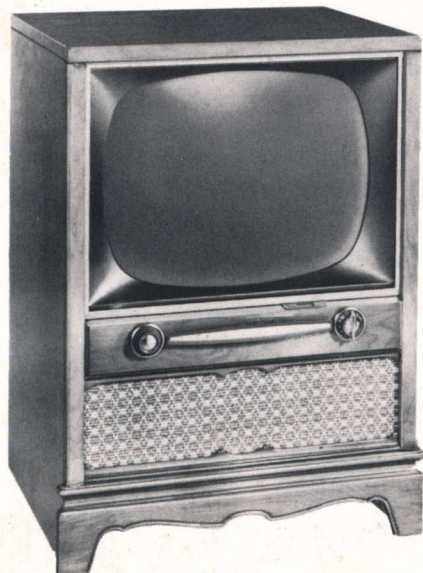
Philco Built-In Range Finder: Three-way control adjusts the set for peak performance on weak, strong and in-between stations—even for stations varying up to 50,000 times in signal strength. Nothing less so completely solves the problem of overload, picture flopper and "snow."

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines custom-styling with complete operating efficiency.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Philco FM Sound System: A specially designed audio system with new Philco advances for fuller enjoyment of the rich, life-like tones of noise-free, static-free FM reception. Sound adjusts automatically when the television picture is correctly tuned.

Extra Quality Features: *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.



Warm Honey Tone Cabinet with Delicately Crafted Scrollwork

Charming, grained Honey tone finish enhances the beauty of this console with delicately crafted scrollwork and dimensional grille cloth. Extra luxury with bronze tone picture mask framed in gold. Casters. *Cabinet dimensions:* 35½" high, 26⅛" wide and 18⅞" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

\$339 ⁹⁵

PHILCO *4151-L*

21-inch TV

New Micro-Grid 390 Chassis. Swivel console masterpiece in Light Oak finish . . . turns for easy viewing.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- FM Audio System with Inclined Speaker Panel that directs sound to ear level
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder

PHILCO

Famous for Quality the World Over



21-inch Television Swivel Console in Grained Light Oak Finish

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the Aluminized tube itself to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco

developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets,

a new continuous one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in the entire TV industry.

Philco Built-In Range Finder: Three-way control adjusts the set for peak performance on weak, strong and in-between stations—even for stations varying up to 50,000 times in signal strength. Nothing less so completely solves the problem of overload, picture flopover and "snow."

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines custom-styling with complete operating efficiency.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

FM Sound with Inclined Speaker Panel: Noise-free, static-free audio system plus inclined speaker panel that directs the sound to ear-level height. Sound adjusts automatically when picture is correctly tuned. Even at low volume, Automatic Bass Compensation retains full richness of tones.

Extra Quality Features: 41-Megacycle I-F Circuit provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.

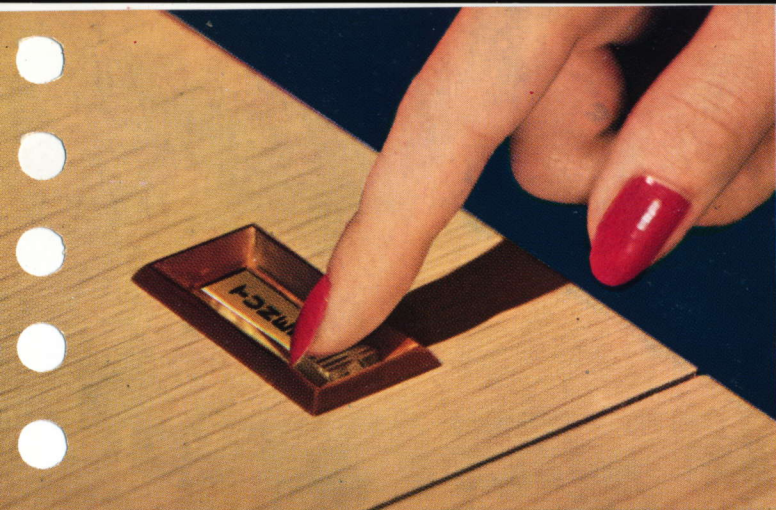


Inspired Design in a Console That Turns for Easy Viewing

Breathtaking contrast enriches the lovely Grained Light Oak finish with the dramatic use of charcoal tone on the grille, controls and gracefully tapered legs of this elegant console. Fluted, golden instrument panel gives added luxury. *Cabinet dimensions:* 36 $\frac{3}{8}$ " high, 23 $\frac{5}{16}$ " wide and 17 $\frac{3}{8}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.



Just a touch... there's your station!

PHILCO *4144-L* 21-inch TV *\$339.95*

New Micro-Grid 390 Chassis. Luxury styled Light Oak finish "Swivelet."

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial.

Plus These Extra Philco Features

- Philco Automatic Top Touch Tuning
- Bonus-Size 21" Aluminized Picture Tube
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Bonus-Size Speaker—FM Sound

PHILCO

Famous for Quality the World Over





21-inch Television in Light Oak and French Walnut Finish

Automatic Top Touch Tuning: Just a *touch*—there's your station! Just as new cars have "Power Steering" Philco now brings "Power Tuning" to television. Touch the TOP of the set to turn it on, change stations automatically, or turn it off. Only Philco has it—there's nothing else like it in all television.

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. Optically tinted filter glass combines with tube to insure greatest eye comfort and freedom from glare and reflections. Glass removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before

offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: By utilizing exclusive techniques, Philco achieves a standard of uniformity, long-life, stability and high performance never before attained in television.

Precision circuit is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of old-style multi-piece focuser, a new one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with Balanced Beam scanning, it is TV's most efficient focusing system.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

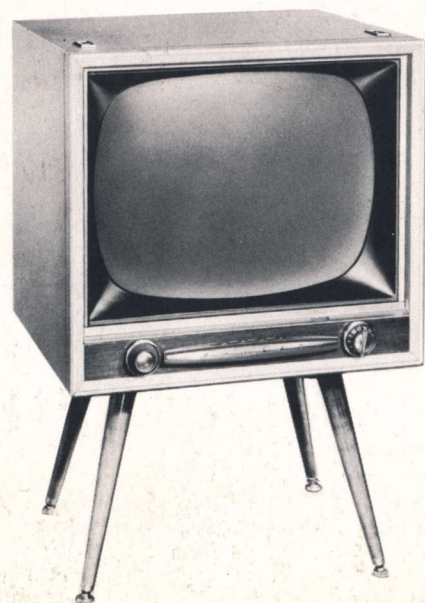
Bonus-Size Speaker: As much as 125% larger than the speaker used in many other 21-inch sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the clear tones of noise-free, static-free FM sound.

Extra Quality Features: *Built-In Range Finder* adjusts for peak performance on weak, strong, and in-between stations. *41-Megacycle I-F Circuit* provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC. Underwriters' Laboratories approved.

PHILCO REMOTE CONTROL



Chassis is equipped at the factory so that at any time a Remote Control Unit can be plugged into the set. Even from across the room, just a touch changes stations automatically. The utmost in luxury at amazing low cost.



Light Oak Finish "Swivelet" Turns for Easy Viewing

A masterpiece of modern styling. Exquisite Pinstripe Grained Oak finish with instrument panel and legs in French Walnut finish and picture mask in soft bronze tone. Golden controls and brass self-leveling feet combine beauty with function. *Cabinet dimensions:* 35³¹/₃₂" high, 23¹⁵/₁₆" wide and 18¹/₄" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO *4140-L*

21-inch TV *\$329.95*

New Micro-Grid 390 Chassis in a Blond Mahogany finish "Swivelet" with new self-leveling brass feet.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring Focusing System ★ 41-Megacycle I-F Circuit ★ Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- "Swivelet" turns for Easy Viewing
- Bonus-Size 21-inch Aluminized Picture Tube and Optically Tinted Filter Glass
- New Micro-Grid Tuner with X-155 Tube
- Permanent-Sealed Precision Circuitry
- Philco Built-in Range Finder
- Bonus-Size Speaker—FM Sound

PHILCO

Famous for Quality the World Over



21-inch Television "Swivelet" in New Blond Mahogany Finish

Bonus-Size 21" Aluminized Picture Tube: New 90-degree deflection tube gives a bigger picture. An optically tinted filter glass combines with the Aluminized tube itself to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Micro-Grid 390 Chassis: For this set, Philco has engineered a new power plant with extra HIGH VOLTAGE. It embodies developments never before offered, and not available from anyone else today, regardless of price. In all types of locations, it sets a new standard of TV enjoyment and value.

New Micro-Grid Tuner with X-155 Amplifier Tube: New in design and performance! Its new Philco

developed X-155 tube uses golden wire only 1/1000th of an inch in diameter; the most sensitive tube yet developed for a TV tuner. The tuner has up to 25% greater sensitivity, and will break all previous records for "snow free" performance in distant locations.

New Permanent-Sealed Precision Circuitry: Techniques developed for military electronic equipment are now utilized in new Philco Precision Circuitry to achieve a standard of uniformity, long-life, stability and high performance never before attained in television. This circuit, after an exclusive Philco test, is permanently sealed for utmost protection and to guard against humidity.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets,

a new continuous one-piece, ring-type focuser pinpoints the electron beam with micro-dot accuracy. Combined with exclusive Balanced Beam scanning, it is the most efficient focusing system in the entire TV industry.

Philco Built-In Range Finder: Three-way control adjusts the set for peak performance on weak, strong and in-between stations—even for stations varying up to 50,000 times in signal strength. Nothing less so completely solves the problem of overload, picture flopper and "snow."

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines custom-styling with complete operating efficiency.

Electronically Matched UHF-VHF Built-In Aerial: No other aerial needed in many locations—just plug in and play!

Bonus-Size Speaker: As much as 125% larger than the speaker used in many other 21-inch sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Extra Quality Features: 41-Megacycle I-F Circuit provides the I-F frequency needed for best UHF reception and is specially shielded to guard against interference with a neighbor's TV set. *Transformer-Powered Chassis*—110-125 volts, 60 cycles, AC Underwriters' Laboratories approved.

Specifications subject to change without notice



Blond Mahogany Finish "Swivelet" Turns for Easy Viewing

Dramatic contrast is added to this Grained Blond Mahogany finish "Swivelet" with bronze picture mask framed in gold, and bronze and gold controls on the blond crotch mahogany finish instrument panel. Self-leveling brass ferrules on tapered legs. *Cabinet dimensions:* 35 $\frac{3}{4}$ " high, 23 $\frac{3}{16}$ " wide and 17 $\frac{15}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO *4320-L*

21-inch TV \$ *379.95*

Full quality Philco 330 Chassis . . .
decorator styled full-door console in
Grained Blond Mahogany finish.

Famous Philco 5-Star Features

★ Transformer Powered Chassis ★ Magnetic Ring
Focusing System ★ 41-Megacycle I-F Circuit ★
Finger Tip Controls ★ UHF-VHF Built-in Aerial

Plus These Extra Philco Features

- FM Audio System with Inclined Speaker
Panel that directs sound to ear level
- Philco 21-inch Aluminized Picture Tube
plus Optically Tinted Filter Glass
- Exclusive Golden Grid Tuner
- Illuminated Station Selector

PHILCO

Famous for Quality the World Over



21-inch Television Full-Door Console—Blond Mahogany Finish

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Twice as bright! Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself

to insure the greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back... not on the sides... not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

FM Sound with Inclined Speaker Panel: Noise-free, static-free audio system plus inclined speaker panel that directs the sound to ear-level height. Sound adjusts automatically when picture is correctly tuned. Even at low volume, Automatic Bass Compensation retains full richness of tones.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Illuminated Station Selector: Channel numbers are softly illuminated to make station-selecting easy, even in a dimly-lighted room.

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.



A True Decorator's Piece Designed for the Modern Home

A TV console that's unmatched for beauty... with full doors open or closed. Luxurious grained Blond Mahogany finish with golden door pulls. Bronze tone picture mask and instrument panel create a new note of luxury and contrast. *Cabinet dimensions:* 34½" high, 24¼" wide and 22⅜" deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO *4150-L*

21-inch TV *\$299.95*

Full quality Philco 330 Chassis in a Blond Mahogany finish console with exquisite beauty in every detail.

Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- FM Audio System with Inclined Speaker Panel that directs sound to ear level
- Philco 21-inch Aluminized Picture Tube plus Optically Tinted Filter Glass
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television Console in Blond with Inclined Speaker

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

FM Sound with Inclined Speaker Panel: Noise-free, static-free audio system plus inclined speaker panel that directs the sound to ear-level height. Sound adjusts automatically when picture is correctly tuned. Even at low volume, Automatic Bass Compensation retains full richness of tones.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.



Contemporary Cabinet in Rich Blond Mahogany Finish

Beautiful in every exquisite detail. Picture mask, instrument panel and brass tipped legs are finished in luxurious bronze tone for striking contrast with the grained Blond Mahogany finish of the smartly styled cabinet. *Cabinet dimensions:* 34 $\frac{9}{16}$ " high, 24" wide and 20 $\frac{3}{8}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO *4138-L*

21-inch TV

\$289.95

Full quality Philco 330 Chassis in a smart Grained Oak finish "Swivelet" with luxurious bronze appointments.

Famous Philco 5-Star Features

- ★ Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- Illuminated Station Selector
- Self-Leveling Brass Ferruled Legs
- "Swivelet" Turns for Easy Viewing
- Philco 21-inch Aluminized Picture Tube plus Optically Tinted Filter Glass
- Bonus-Size Speaker . . . FM Sound
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television "Swivelet" in Striking Grained Oak Finish

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

Bonus-Size Speaker: In this model the speaker is larger than that used in many other 21-inch television sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

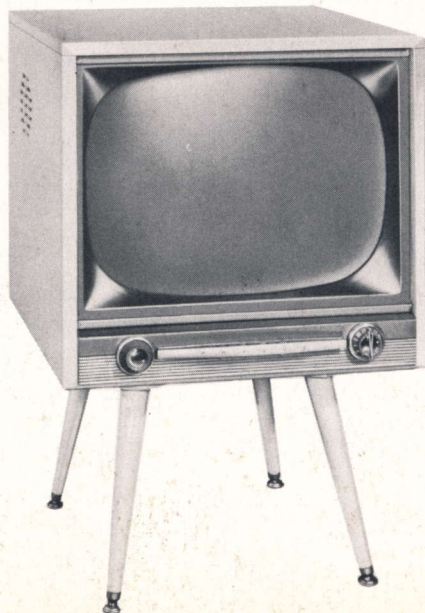
Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Illuminated Station Selector: Channel numbers are softly illuminated to make station-selecting easy, even in a dimly-lighted room.

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.

Specifications subject to change without notice



Grained Oak Finish "Swivelet" Turns for Easy Viewing

Self leveling brass feet on the tapered legs, jewel-like controls and luxurious bronze tone picture mask and instrument panel give an accent of smartness and contrast to the Pinstripe Grained Oak cabinet finish. Turns for easy viewing. *Cabinet dimensions:* 34 $\frac{3}{8}$ " high, 22 $\frac{5}{8}$ " wide and 20 $\frac{3}{8}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO *4136-L*

21-inch TV *\$259.95*

Full quality Philco 330 Chassis in a "Swivelet" of warm, versatile beauty with stunning Blond Mahogany finish.

Famous Philco 5-Star Features

- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- "Swivelet" Turns for Easy Viewing
- Philco 21-inch Aluminized Picture Tube plus Optically Tinted Filter Glass
- Bonus-Size Speaker . . . FM Sound
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television "Swivelet" in New Blond Mahogany Finish

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21" Aluminized Picture Tube: Full contrast of blacks and whites—that are so important for sharp, clear pictures—heightens your enjoyment of television, while an optically tinted filter glass combines with the Aluminized tube itself to insure the

greatest eye comfort and freedom from glare and reflections. Glass is removable for cleaning.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back . . . not on the sides . . . not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

Bonus-Size Speaker: In this model the speaker is larger than that used in many other 21-inch television sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.

Specifications subject to change without notice



Blond Mahogany Finish "Swivelet" Turns for Easy Viewing

Warm, versatile beauty in every detail, from the rich bronze tone picture mask to the bright brass ferrules on the gracefully tapered legs. Rich Blond Mahogany finish blends with modern decor. "Swivelet" turns right or left for easy viewing. *Cabinet dimensions:* 34 $\frac{1}{16}$ " high, 22 $\frac{5}{8}$ " wide and 20 $\frac{9}{16}$ " deep.

EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering . . . no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

PHILCO *4030-L*

21-inch TV *\$219.95*

Full quality Philco 330 Chassis . . . handsome Tusk Ivory finish cabinet, specially styled for modern living.

Famous Philco 5-Star Features

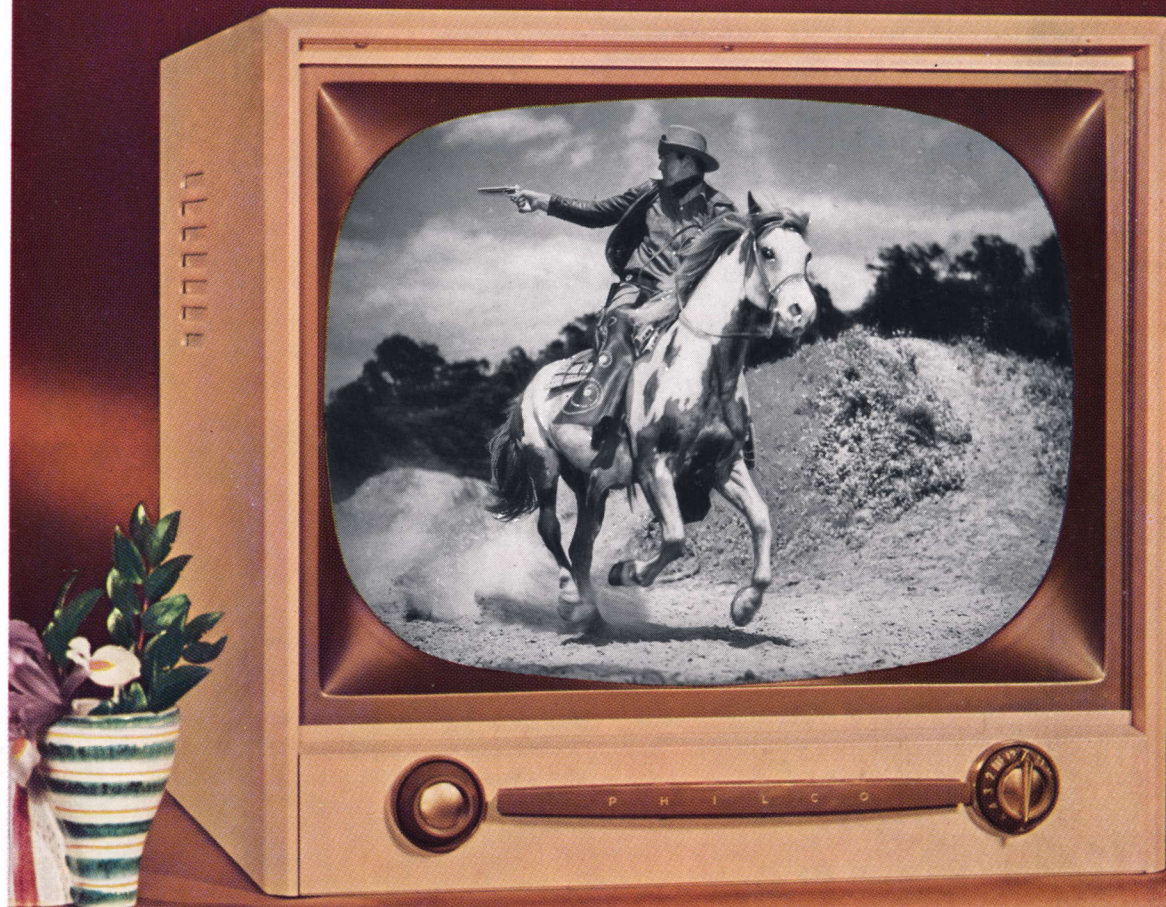
- ★ New Transformer Powered Chassis
- ★ Magnetic Ring Focusing System
- ★ Philco 41-Megacycle I-F Circuit
- ★ Finger Tip Control Center
- ★ UHF-VHF Built-in Aerial System

Plus These Extra Philco Features

- Advance Engineered Philco 21-inch Picture Tube . . . no blur or smear
- Bonus-Size Speaker . . . FM Sound
- Exclusive Golden Grid Tuner

PHILCO

Famous for Quality the World Over



21-inch Television in Light Finish; Blends with Modern Decor

Transformer-Powered 330 Chassis: Full-quality television power plant out-values by a wide margin others that are stripped of transformers or other essential features. The transformer provides isolation from the power line, and protects circuits from heat damage. In addition, extra HIGH VOLTAGE and other special features give the "330" greater picture-making power, while a special blanking circuit suppresses diagonal retrace lines.

Philco 21-inch Picture Tube: Philco engineered advances preserve the *depth of detail* in the picture, and maintain at all times uniform focus over the full viewing area—no blur or smear! True-to-life picture sharpness, clarity and excellent contrast

between blacks and whites... assuring complete enjoyment of your favorite television programs.

Golden Grid Tuner: Famous Philco development—"just like a boost in station power." With its renowned Golden Grid Amplifier Tube, it reduces "snow" in the picture by as much as two-to-one over less efficient tuners, and its high gain permits use of broad band picture circuits for better fringe area reception. The Golden Grid Tuner is the standard of the industry for sensitivity and dependable performance.

New Magnetic Ring Focusing System: Instead of the old-style multi-piece focuser used in many sets, a new continuous one-piece, ring-type focuser pin-

points the electron beam with micro-dot accuracy. Combined with exclusive Philco Balanced Beam scanning, it is the most efficient focusing system in the entire television industry.

41-Megacycle I-F Circuit: In addition to being transformer-powered, the "330" provides the I-F frequency needed for best UHF reception and is specially shielded to guard against radiations that in some types of receivers can interfere with a neighbor's TV set or communication services.

Finger Tip Control Center—on the *front* of the set. Only two controls are in view yet all controls are at your finger tips—not out-of-reach on the back... not on the sides... not hidden under awkward trap door panels. Combines handsome custom-styling with complete operating efficiency.

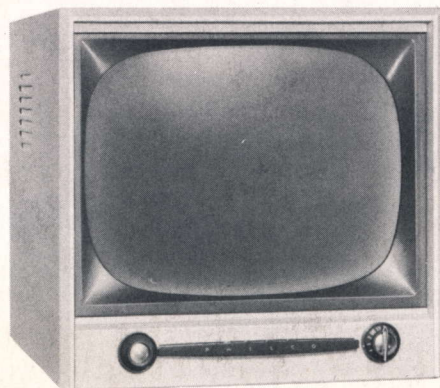
Bonus-Size Speaker: In this model the speaker is larger than that used in many other 21-inch television sets. Ample reserve power assures undistorted audio performance, and full enjoyment of the rich tones of noise-free, static-free FM sound.

Electronically Matched UHF-VHF Built-In Aerial: Designed for peak sensitivity. In many locations no other aerial needed—just plug in and play!

Power Supply: 110-125 volts, 60 cycles, AC.

Underwriters' Approved: Tested and listed by the Underwriters' Laboratories as safe from fire and shock.

Dramatic Cabinet Styling in Durable Tusk Ivory Finish



Bronze finished picture mask and controls enhance the beauty of this custom-styled cabinet in light Tusk Ivory finish. It's a space saving table model specially designed to blend with the modern decor of any room in the home. *Cabinet dimensions:* 20 $\frac{5}{16}$ " high, 26" wide and 19 $\frac{19}{32}$ " deep.

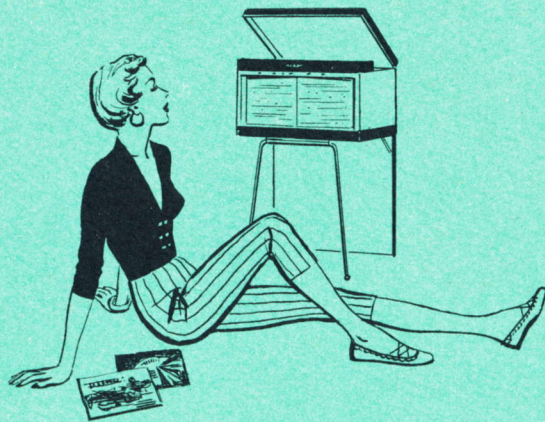
EXCLUSIVE PLUG-IN ALL-CHANNEL UHF TUNER FOR "U" MODELS

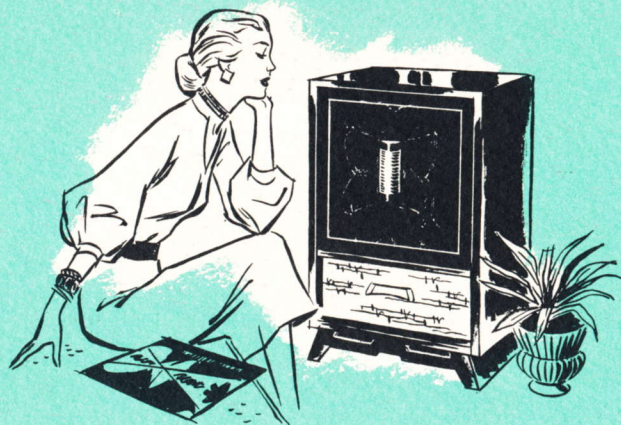
For the finest UHF reception, Philco has developed a new All-Channel Tuner that plugs into the chassis inside the cabinet—no soldering...no holes to drill. An improved Germanium Diode increases usable sensitivity, while newly-designed two-speed control offers utmost tuning convenience.

For music lovers of all ages, tastes, and interests

THE NEW 1956 PHILCO

Phonograph Parade





Once again Philco steps out ahead in the world of electronics! Here is the industry's most complete line of phonographs and record players for 1956. Consoles . . . consolettes . . . portables . . . and a variety of table models, all with new and exclusive developments from the famous Philco Laboratories. Advance-engineered models in a range wide enough and diversified enough to meet the taste and purse of every lover of music and fine recordings. Today, more than ever, the trademark—PHILCO—is your most dependable guide to highest quality and superior performance in phonographs.

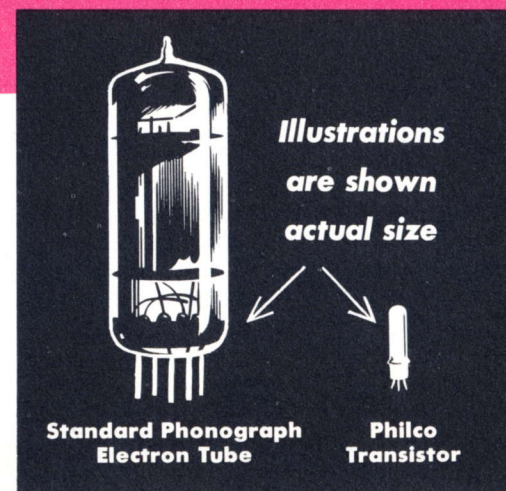


Out of extensive research for industry and the Armed Forces emerges the most closely guarded secret in phonograph history...the mighty Philco Transistor in a brand new role. This Little Giant of Electronics now makes possible this momentous announcement from PHILCO

The first "Transistor" Portable Phonograph on the face of the earth!

The "Tubeless Wonder" of the Electronic Age

Now, for the first time, the amazing properties of the germanium transistor have been teamed up with a Philco-engineered, battery-driven phono player to create a complete revolution in the portable phonograph world. The tiny but mighty Philco Transistors, which are used to replace all vacuum tubes, cut down "power drain" 90 percent and make possible a battery operated phonograph that's a miracle of ruggedness, space economy and endurance.



No vacuum tubes...nothing to wind up...no cords...no electrical plug-in!



Take it Anywhere— Beach or Mountain Top!

The tiny Philco Transistors achieve a miracle of tone and performance in an amazing "Mighty Midget" portable phonograph that's as light as a portable radio!

*Plays 45 R.P.M. Records with
breathhtaking tone quality!*

You'll wonder how any phonograph so light and compact can pour out such clear, full-bodied tone... and for months on end without a single battery change! Complete automatic shut-off after each record. Available with storage space for two dozen 45 RPM records.



**Up to 3,000 Plays Without
a Battery Change!**

4 Standard Flashlight Cells Supply the Power!

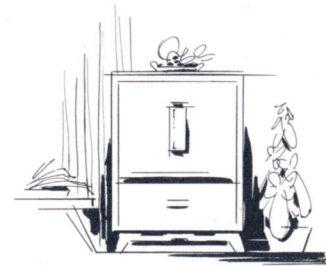
Years of Philco research in
acoustics now make possible
the 1956

High Fidelity

SOUND SYSTEM

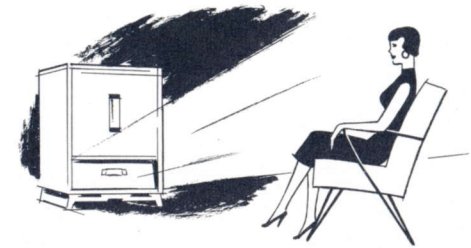
in new Space-Saving
Custom-Crafted Furniture

Here from the Philco sound engineers and furniture craftsmen are console and table model cabinets that are twin triumphs of grace and space economy. They deliver a full range of High Fidelity sound with a purity and freedom from distortion to challenge the finest custom systems. By combining the revolutionary Philco Electrostatic Speaker with matching dynamic speakers, these new Philco phonographs recreate with vivid realism the concert-hall presence of the finest recordings.



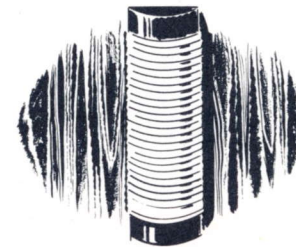
New Acoustically-Balanced "Tone Chamber" Cabinet Design

In Philco's new "Tone Chamber" design every detail from height of cabinet legs to texture of grille cloth is scientifically calculated, then custom-built to rigid limits. The result is acoustical balance of the highest order . . . and the elimination of unwanted cabinet resonances.



Philco-Pioneered Inclined Sounding Board

An original development of Philco engineers that assures more complete and balanced distribution of the sound. In the "Tone Chamber" behind the grille cloth, the exclusive Philco Inclined Sounding Board gives you noticeably better sound distribution, throughout the entire room.



A Miracle of High Fidelity— Philco "Electrostatic" Speaker!

The driving force is applied uniformly over a diaphragm with 16 radiating columns, instead of to a small circle, as in ordinary conical speakers. Result: smooth response, clear up to 20,000 cycles . . . a new *high* in High Fidelity.



Unlimited Tonal Combinations! Separate Bass-Treble Controls

Separate control of Bass and Treble in graduated steps. Makes possible unlimited tonal combinations, and you can replay each record with the exact "mix" you like best to bring out the quality of the recording.

All the human ear can hear . . . and distortion-free !

All the living sound
that was originally
recorded...and with
LONGER RECORD LIFE!



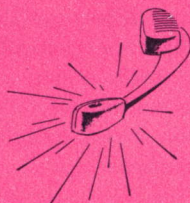
PHILCO

Precision Perfect

AUTOMATIC RECORD CHANGER

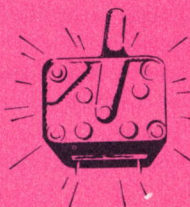
This new 3-speed automatic record changer is Philco-engineered to reproduce for you the living sound of your finest recordings—distortion-free—without suppressing any of the delicate overtones that mark the difference between ordinary reproduction and High Fidelity. The smooth push-off action of the changer treats records more gently. And the tone-arm caresses records with only 1/5th ounce needle pressure. The Automatic "Shut-Off" and "Encore Switch" give you the option of having the changer replay the last record, or shut itself off automatically. *Only Philco has it!*

New! Philco Stabilized Tone-Arm



A strong aluminum channel reinforces this new Philco Tone-Arm—eliminating all unwanted resonances, and transmitting for your enjoyment the full presence of the Philco Sound System without distortion.

Dual Sapphire* Needles for perfect tracking



For both Standard and Long-Playing records, each needle is micro-ground and polished to 1/10,000th of an inch accuracy to insure a perfect tracking in the record grooves... another secret of longer record wear.

**Synthetic*

Advanced 45 RPM Spindle —smoothest of them all!



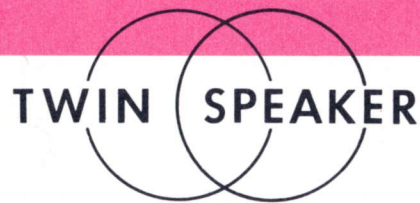
Through use of the "nodding" principle, Philco has precision-engineered an entirely new, all-metal 45 rpm Spindle for large hole records, and gives you the smoothest performance of any changer.

No finer, smoother, more dependable changer anywhere at any price!

PHILCO LEADERSHIP
in High Fidelity Developments
now brings to popular-priced
portable phonos a great new

Dynamic
"Twin Speaker"

SYSTEM
with Finger Tip Control!



By using not one, but *two* full-size, 6-inch electrodynamic speakers with extended frequency range, Philco engineers have succeeded in achieving a balanced fidelity and tonal response far superior to that of conventional table models using smaller "woofer" and "tweeter" combinations. Heavier



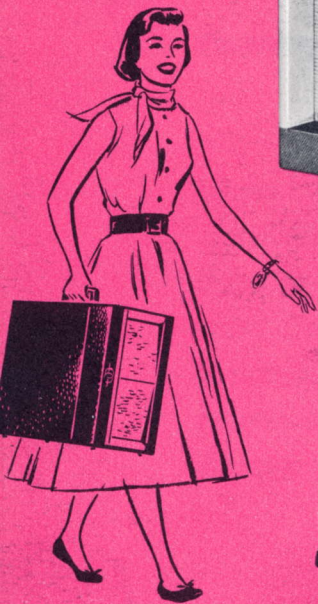
V-Front Grille with extended range Twin Speakers

magnets in the Philco speakers give better sensitivity because the power supplied by the chassis is used more efficiently. You get a smoother response and less distortion through the whole frequency range from "low" to "high". New Finger Tip Control banishes unsightly knobs from the cabinet front and gives new ease in adjusting volume to desired level. Handsome brushed-brass shield protects the controls of the new Philco Finger Tip Tuning System.

Now, Convertible Consolettes you can carry with you

and set up anywhere in seconds!

**Exclusive
Philco
Convertible**



**The
Legs
Disappear!**



Wrought-Iron "Hide Away" Legs—another Philco *first* for your convenience! Wrought-iron legs are self-locking. When not in use, they clip neatly inside the lid, out of the way.

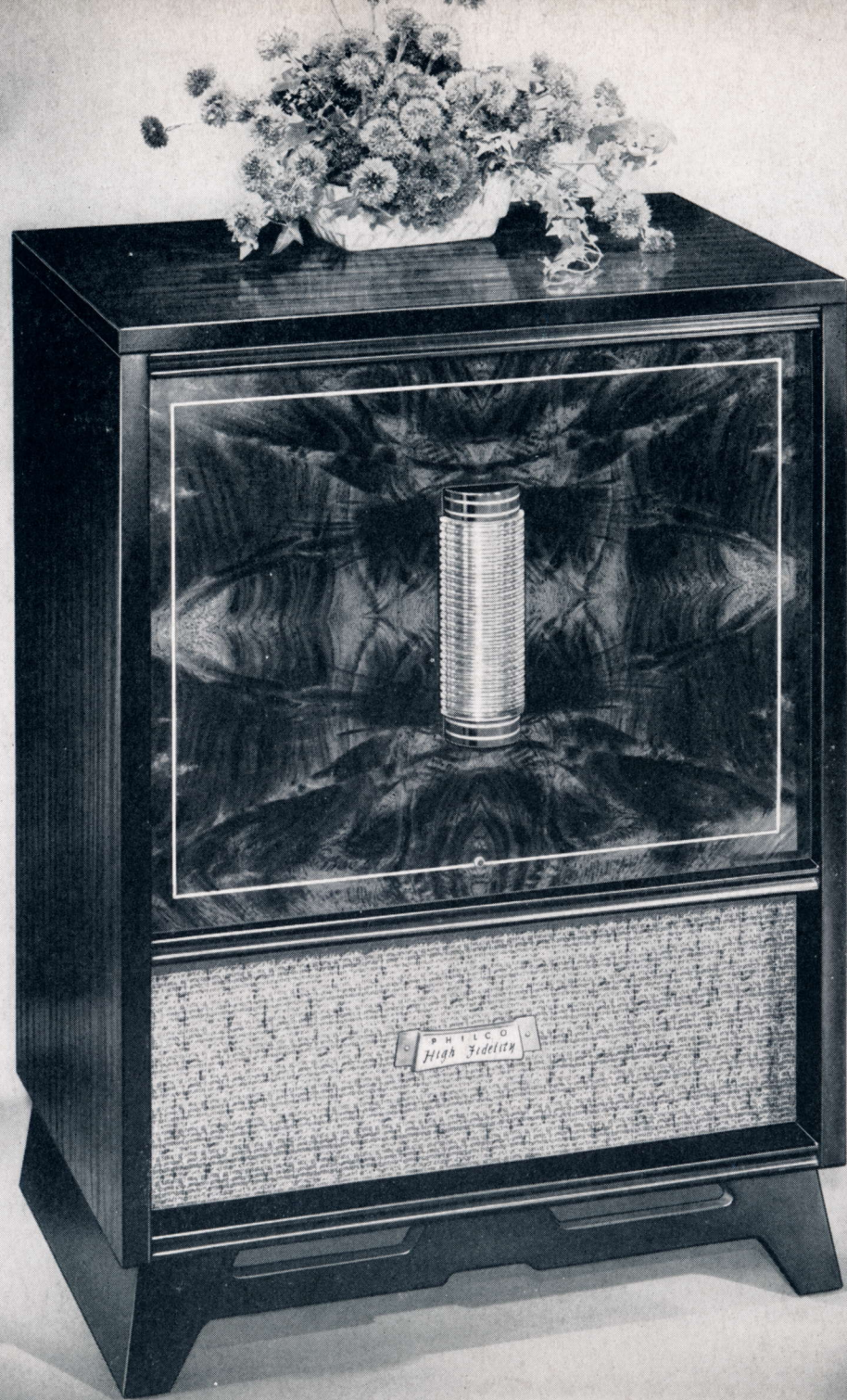
The Carnegie Hall

**High Fidelity Sound in
Full Dimension**

PHILCO 1757

This magnificent High Fidelity console phonograph, with its exclusive Philco Electrostatic Speaker, recreates with new distinction the vivid concert-hall presence of the finest recordings. Regardless of where you sit in the room, you hear every instrument of the orchestra, every note of the human voice, with a crisp clarity that is as thrilling as it is unusual. *You enjoy a sense of intimate participation in the performance.* Philco's "Carnegie Hall" brings you High Fidelity Sound in full dimension . . . in a luxurious Mahogany-finish cabinet of classic design.

PHILCO 1757-L: Same features in Blond Oak.



Carnegie Hall

PHILCO 1757



A symphony in space-saving elegance! The compactness of this beautiful cabinet makes it at home anywhere, even in an efficiency apartment. Hinged top opening makes it easy to load and unload records on changer. All controls are easy to see and reach. *Dimensions: 32½" high, 24" wide, and 15½" deep.*

Philco High Fidelity Sound System: The exclusive Philco Electrostatic Speaker is combined with a 10-inch balanced dynamic speaker, and placed in the Philco-pioneered inclined sounding board that fills every corner of the room with High Fidelity sound from deepest bass to highest treble.

Exclusive Philco Tone Blender: Gives you separate control of bass and treble, unlimited tonal combinations.

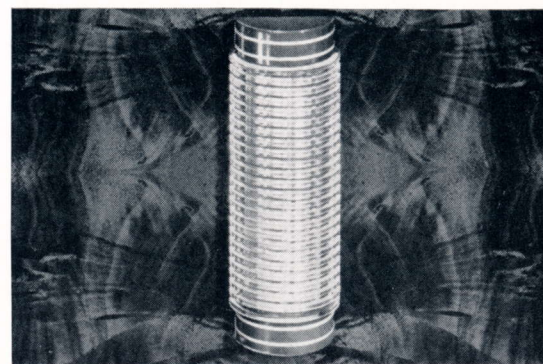
Philco 3-Speed Automatic Record Changer: This new push-off changer, by actual test, handles records more gently than any other. New Philco stabilized tone arm eliminates all unwanted resonances. Tone arm contains a simple snap-switch cartridge to change from Standard Play to Long Playing records.

Philco Automatic "Shut-Off" and "Encore Switch": Only Philco gives you the option of having your record changer replay the last record, or of using the Philco automatic shut-off.

New Advanced Spindle for 45 RPM Recordings: By using the "nodding" principle, Philco has precision-engineered an entirely new all-metal 45 Spindle for large hole records, and gives you the smoothest performance of any record changer.

Dual Sapphire (Synthetic) Needles* for Standard and Long Playing Records: Each needle is Micro-Ground and polished to an accuracy of 1/10,000 of an inch to insure a perfect match and tracking in the record grooves. **Diamond Needles available at extra cost.*

Underwriters' Approved: Listed and tested as safe from fire hazard and danger of electric shock.



A Revolution in Sound! The Great Philco Electrostatic Speaker

This revolutionary Speaker derives its superiority from the way in which the driving force is applied to the speaker diaphragm. In conventional speakers, this force is confined to a small circle near the center of the diaphragm. But in the Philco Electrostatic Speaker, the driving force is applied to 16 radiating columns, and is uniformly distributed over the entire diaphragm area. The result is a spectacular reduction in distortion, coupled with amazing realism. Each vertical column projects the sound at a slightly different angle, and the whole Speaker sweeps the room with a 180 degree arc of sound transmission.

**For the first time . . . smooth unbroken
tone quality up to 20,000 cycles**

This sensational Philco Speaker makes possible—for the first time—not only clear, undistorted "highs", but a very careful balance between "highs" and "lows"—in short, better and smoother response throughout the whole listening range.

The Highest Fidelity

ever built into any
compact, automatic
phonograph!

PHILCO 1347

with Electrostatic Speaker

To hear the thrilling purity of tone and brilliance of this exquisite automatic phonograph, is a memorable experience. Such fidelity has never before been possible in a compact table model, because this is the first phonograph of its size to bring you the new Philco Electrostatic Speaker, and with it, an hitherto untapped range of undistorted sound clear up to 20,000 cycles. When you hear the Philco 1347, you will realize that a new day and a new standard have arrived for High Fidelity in table phonographs.

PHILCO 1347-L: Same features in Blond finish.



Philco High Fidelity Sound System: By combining the new Philco Electrostatic Speaker with an 8-inch balanced dynamic speaker, the Philco 1347 achieves a balance of "highs" and "lows" and a new fidelity of reproduction from deepest bass to highest treble.

Exclusive Philco Tone Blender: Engineered in the famous Philco Laboratories, it gives you separate control of bass and treble, and makes possible unlimited tonal combinations.



Every detail of this beautiful Mahogany-finish cabinet, from placement of the various components to the texture and weave of the grille cloth, has been factory-engineered and acoustically-balanced to eliminate disturbing resonances. And the result is something you can *hear*—a flood of High Fidelity sound in full dimension that fills every corner of the room with breathtaking new realism and concert hall "presence." *Dimensions:* 12 $\frac{7}{16}$ " high, 16 $\frac{1}{2}$ " wide, 16 $\frac{9}{16}$ " deep.

Philco 3-Speed Automatic Record Changer: This new push-off changer, by actual test, handles records more gently than any other. Hear it alongside any other instrument—there's no comparison. Tone arm contains a simple snap-switch cartridge to change from Standard Play to Long Playing record needle.

New Philco Stabilized Tone Arm: This new Philco development gives you not only High Fidelity as measured in frequency range, but something more—the full dimensional quality of an original performance. It transmits the entire range of sound with new freedom from distortion and tone-arm resonance.

Dual Sapphire (Synthetic) Needles* for Standard and Long Playing Records: Each needle is Micro-Ground and polished to an accuracy of 1/10,000th of an inch to insure a perfect match and tracking in the record grooves. *Diamond Needles available at extra cost.

Philco Automatic "Shut-Off" and "Encore Switch": Only Philco gives you the option of having your record changer replay the last record, or of using the Philco automatic shut-off.

New Advanced Spindle for 45 RPM Recordings: By using the "nodding" principle, Philco has precision-engineered an entirely new all-metal 45 Spindle for large hole records, and gives you the smoothest performance of any record changer.

"On-Off" Indicator Light: On the front of the grille, it tells you when phonograph is "On" or "Off".

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock, as tested and approved by the Underwriters' Laboratories.

PHILCO 1347-L: Same features in Blond finish.

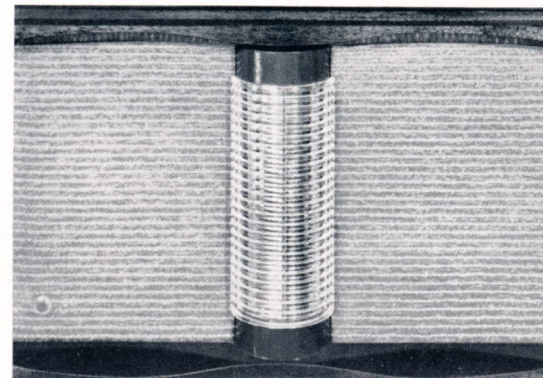


Table-Phonograph with Philco Electrostatic Speaker

This revolutionary Speaker derives its superiority from the way the driving force is applied to the speaker diaphragm. In conventional speakers, this force is confined to a small circle near the center of the diaphragm. But in the Philco Electrostatic Speaker, the driving force is applied to 16 radiating columns, and is uniformly distributed over the entire diaphragm area. The result is a spectacular reduction in distortion, coupled with amazing realism. Each vertical column projects the sound at a slightly different angle, and the whole Speaker sweeps the room with a 180-degree arc of sound.

**For the first time . . . smooth unbroken
tone quality up to 20,000 cycles**

This sensational Philco Speaker makes possible, for the first time, not only clear, undistorted "highs", but a very careful balance between "highs" and "lows"—in short, better and smoother response throughout the whole listening range.

The one and only

"Miss America"

Automatic Phonograph

**New Twin Speaker
Sound System**

PHILCO 1346

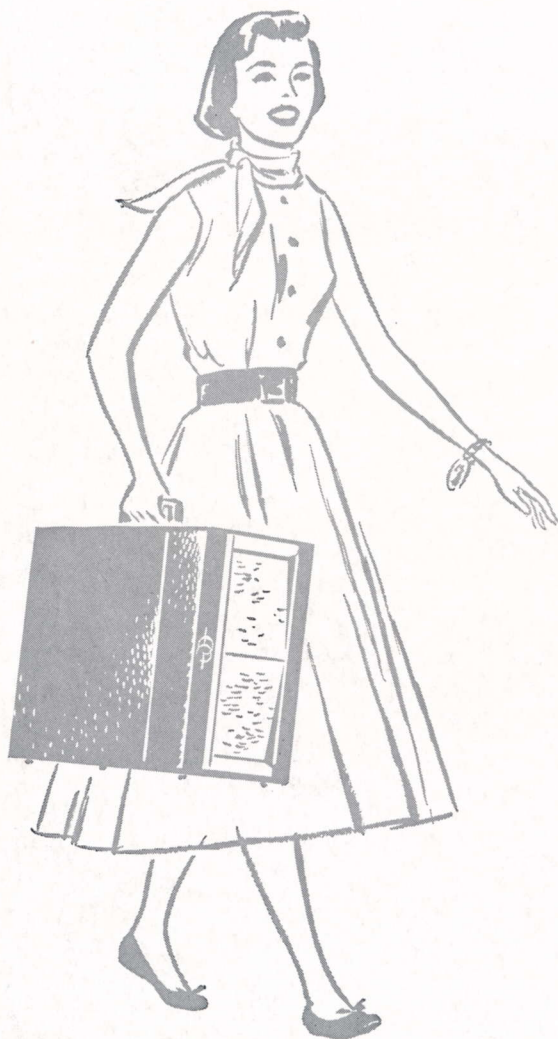
Styled for beauty, and named in honor of "Miss America"—here is the 3-speed automatic portable phonograph that converts instantly from a distinctive table model to a console! Smart two-tone luggage case has V-front grille, and a new Philco Twin Speaker System that gives a brilliance of performance never before available, an automatic portable phonograph at a popular-price.

**Exclusive Convertible
Console**



119.95

...So lovely to look at, thrilling to hear!



PHILCO 1346

It's another great *first* for you from Philco—the portable phonograph that can stand on its own feet wherever you take it! Saves the bother of clearing off table space. Just flip the latch, and presto!—the bottom swings down, the hidden legs unfold, and you're ready to play! The two-tone Tan leatherette case is an inspired piece of compact, modern luggage. *Dimensions: 10 $\frac{9}{16}$ " high, 15 $\frac{3}{16}$ " wide, and 18 $\frac{3}{4}$ " deep.*

Philco 3-Speed Automatic Record Changer:

This new push-off changer, by actual test, handles records more gently than any other. Tone arm contains a simple snap-switch cartridge to change from Standard Play to Long Playing records.

New Philco Stabilized Tone Arm:

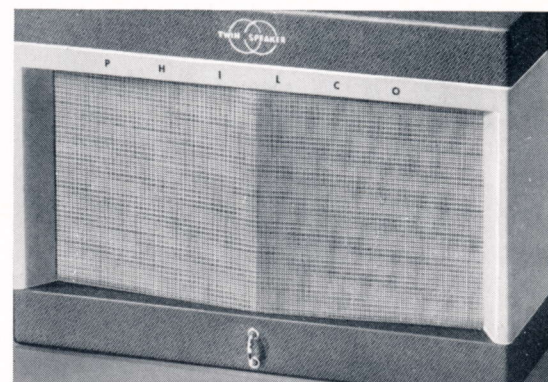
An exclusive Philco development that delivers the full range of harmonics with new freedom from distortion and tone-arm resonance. "Highs" and "lows" are maintained in perfect balance. The tone-arm tracks exactly in the finest grooves, yet does not jump in the loudest musical passages... and it reduces record wear because it caresses all records (78, 45, and 33 $\frac{1}{2}$ RPM) with only 1/5th of an ounce pressure.

Philco Automatic "Shut-Off" and "Encore Switch":

Only Philco gives you the convenience of having your record changer either replay the last record, or of using the Philco automatic shut-off.

Available with New Spindle for 45 RPM Recordings:

By using the "nodding" principle, Philco has precision-engineered an entirely new all-metal 45 Spindle for large hole records, and gives you the smoothest performance of any changer on these recordings. No insert discs needed.



**Philco Automatic Portable
Phonograph with**



By using not one, but *two* full-size, 6-inch electrodynamic speakers with extended frequency range, this phonograph achieves a balanced fidelity and tonal response far superior to that of table models and portables with smaller "woofer" and "tweeter" combinations. You can *hear* the difference in side-by-side comparison with any set in this popular-price class.

New Philco Tone Control:

The continuous variable tone control lets you play your records with the exact tone quality you like best—from brilliant to mellow.

Underwriters' Laboratories Approved:

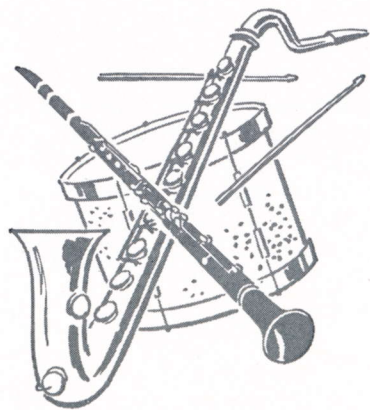
Safe from fire hazard and danger of electrical shock.

Twin Speaker

Portable Automatic Phonograph

PHILCO 1344

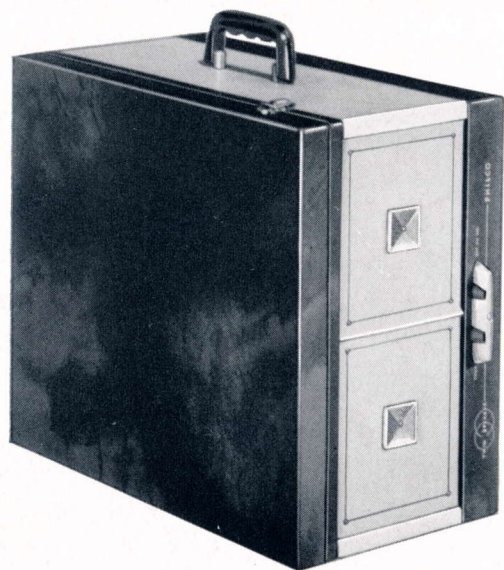
This distinguished Philco 3-speed portable automatic phonograph gives you improved fidelity and superior tone of a Twin Speaker Sound System at the modest price you would expect to pay for a single-speaker phonograph! Add to this the flawless performance of the new Philco 3-speed record changer with the new Stabilized Tone-Arm, and you have the most spectacular "Best Buy" in phonograph history!



97.95



Breathtaking new "Twin Speaker" Sound System



Handsome and handy, and ready to go—your "Best Buy" in a portable automatic phonograph! The striking two-tone Tan and Ivory leatherette luggage case is as practical as it is distinctive, with the darker tone protecting the exposed surfaces from soilage. Gleaming twin medallions and the Philco Twin Speaker insignia distinguish this from ordinary portables. *Dimensions:* 9 $\frac{1}{8}$ " high, 15 $\frac{1}{4}$ " wide, and 18 $\frac{5}{8}$ " deep. Also available in Black and Ivory leatherette case.

Philco 3-Speed Automatic Record Changer:

This new push-off changer, by actual test, handles records more gently than any other. Tone arm contains a simple snap-switch cartridge to change from Standard Play to Long Playing records.

New Philco Stabilized Tone-Arm:

An exclusive Philco development that brings you the full range of harmonics with new freedom from distortion and tone-arm resonance. "Highs" and "lows" are balanced perfectly. And the tone-arm tracks exactly in the finest grooves, yet does not jump in the loudest musical passages . . . and it caresses all records (78, 45 and 33 $\frac{1}{3}$ RPM) with only 1/5th of an ounce pressure! Minimum wear and longer life for your precious records.

Philco Automatic "Shut-Off" and "Encore Switch":

Only Philco gives you the convenience of having your record changer replay the last record, or of using the automatic shut-off. It's another Philco *first* for you.

Available with New Spindle for 45 RPM Recordings:

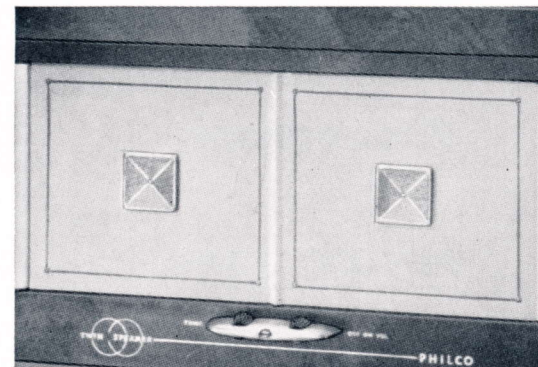
By using the "nodding" principle, Philco has precision-engineered an entirely new all-metal 45 Spindle for large hole records, and gives you the smoothest performance of any record changer.

New Philco Tone Control:

The continuous variable tone control lets you select the exact tone you prefer for playing your records—from brilliant to mellow.

Underwriters' Laboratories Approved:

Safe from fire hazard and danger of electrical shock.



Philco Automatic Portable Phonograph with



New Philco Twin Speaker Sound System: By using not one, but *two* four-inch electro-dynamic speakers with extended frequency range, this phonograph achieves a balance of fidelity and tonal response far superior to that of comparable single-speaker table and portable phonographs. Never has so much fine listening pleasure been offered for so little!

Philco Tube Saver Resistor:

A new circuit that regulates the flow of current through the set, and checks "power surges". Reduces voltage peaks and greatly extends tube life.

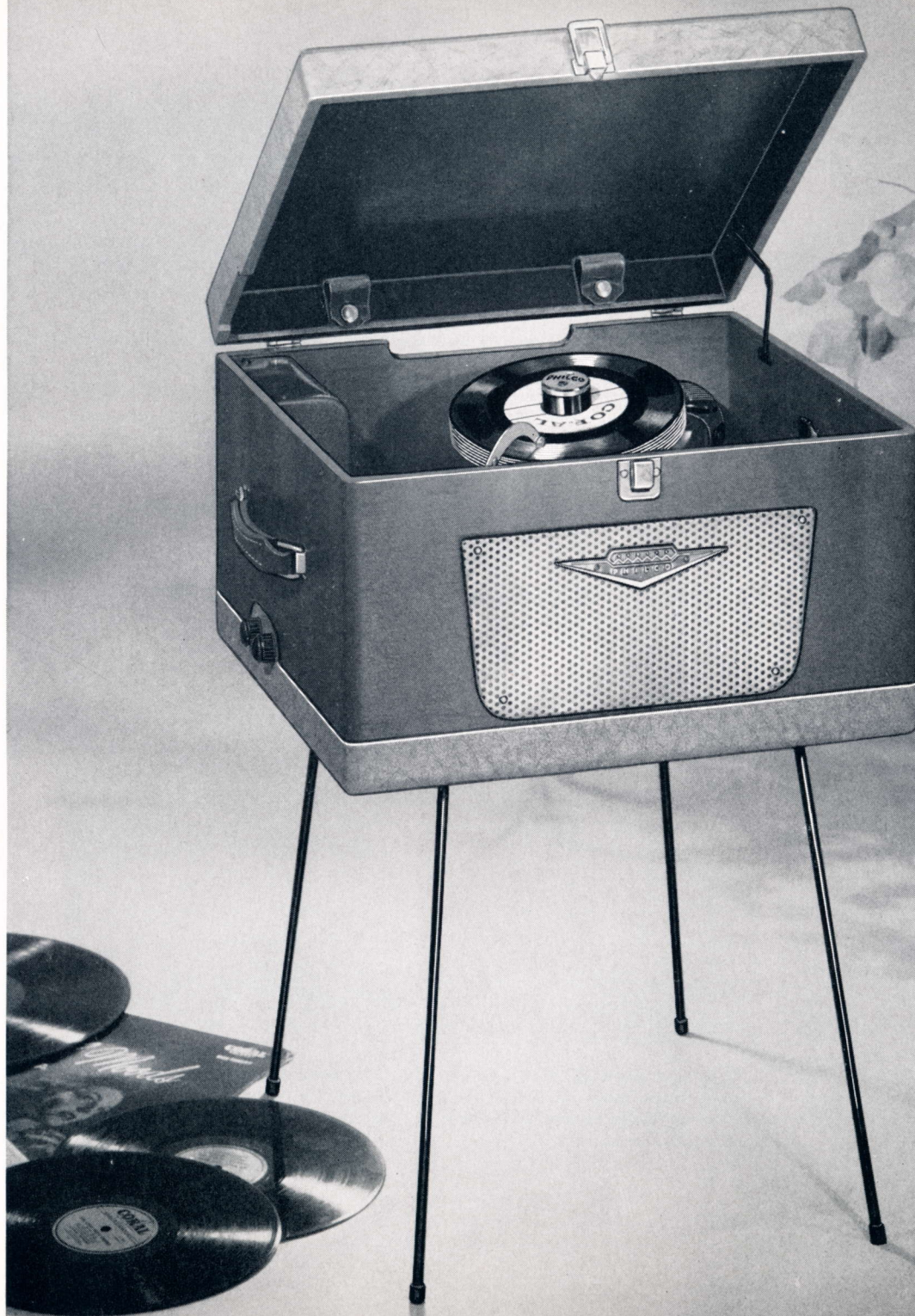
**Convertible
Automatic Phonograph**

*Wrought Iron
"Hide-Away"
Legs*

PHILCO 1339

An exclusive Philco sensation in a lightweight, completely automatic portable phonograph that carries its own sturdy wrought-iron legs, hidden away yet ready for instant use wherever you go! Handsome black leatherette luggage case, and the kind of tone and performance you'd expect from a phonograph costing many dollars more. *Dimensions: 9½" high, 15¹³/₁₆" wide, and 14½" deep.*

87.95



Fully Automatic Convertible at a Popular Price!

Philco 3-Speed Automatic Record Changer:

This new automatic push-off changer is Philco-engineered and, by actual test, handles records more gently than any other. You get all the living sound as originally recorded without adding anything in the way of "wow", distortion or rumble, and without suppressing any of the delicate overtones that mark the distinction between ordinary reproduction and true High Fidelity. Tone-arm contains a simple snap-

switch cartridge to change from Standard Play to Long Playing records. And the Philco Tone-Arm caresses records with only 1/5th of an ounce needle pressure.

New Philco Stabilized Tone-Arm:

An exclusive Philco development that brings you the full range of harmonics, with new freedom from distortion and tone-arm resonance. Lets you enjoy all the subtle overtones that give each instrument its characteristic quality. "Highs" and "lows" are balanced perfectly. The tone-arm tracks exactly in the finest grooves, yet does not jump in the loudest musical passages . . . and it caresses all records (78, 45, and 33 $\frac{1}{2}$ RPM) with only 1/5th of an ounce pressure! Minimum wear and longer life for your precious records.

Philco Automatic "Shut-Off" and "Encore Switch":

Only Philco gives you the convenience of having your record changer replay the last record, or shut itself off automatically, or of using the automatic shut-off. It's another Philco *first* for you.

Available with New Spindle for 45 RPM Recordings:

By using the "nodding" principle, Philco has precision-engineered an entirely new all-metal 45 Spindle for large hole records, and gives you the smoothest performance of any record changer.

New Philco Tone Control:

The continuous variable tone control lets you select the exact tone you prefer for your records—from brilliant to mellow.

Underwriters' Laboratories Approved:

Safe from fire hazard and danger of electrical shock, as tested and approved by the Underwriters' Laboratories.



Sturdy wrought-iron hide-away legs are self-locking and secure. When not in use, they clip neatly inside the lid out of the way.



This fully automatic Philco 3-speed phonograph leads all others in its class for tonal quality and clarity of record reproduction.



The light weight and rugged durability of this phonograph make it possible to enjoy high quality reproduction wherever you go.

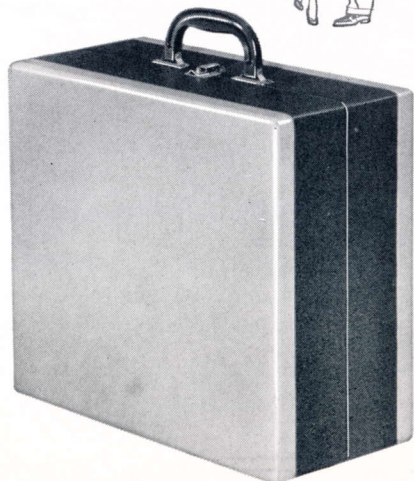
Smallest & Lightest

Automatic Portable

PHILCO 1337

This amazingly light and portable 3-speed *automatic* phonograph packs an amazing big-toned voice in its compact Green-and-Gray leatherette case . . . thanks to the new, exclusive Philco development of speaker and tone chamber in the lid. *Dimensions: 7 $\frac{7}{8}$ " high, 14 $\frac{7}{16}$ " wide, 13 $\frac{9}{16}$ " deep.*

Also available in two-tone Tan case.



Acoustically-Balanced Baffle Board built into the lid!

Improved Philco Sensitive Speaker System:

An electro-dynamic speaker, playing through a new acoustically-balanced baffle board in the phonograph lid, gives high volume with minimum distortion, and delivers rich bass and brilliant treble.

Philco 3-Speed Automatic Record Changer:

The push-off action treats all your records (78, 45, and 33 $\frac{1}{3}$ RPM) more gently and gives smoother changing. Tone arm contains a simple snap-switch cartridge to change from Standard to LP records. Tone arm locks in place for transportation.

Available with new Spindle for 45 RPM

Recordings: By using the "nodding" principle, Philco has precision-engineered an entirely new all-metal 45 Spindle for large hole records, and gives you the smoothest performance of any record changer.

New Philco Tone Control:

The continuous variable tone control lets you select the exact tone you prefer for your records—from brilliant to mellow.

Underwriters' Laboratories Approved:

Safe from fire hazard and danger of electrical shock.

77.95

Specifications subject to change without notice

PHILCO 1335

34.95

"Personal" Portable Phonograph

Tiny and light as a vanity case, a handsome piece of luggage in Antique White, Patina Green, Caribbean Green, or Sierra Brown and Cork. The perfect week-end companion! *Dimensions:* 4¼" high, 12⅜" wide, 10¼" deep.

Improved Philco Sensitive Speaker System: New 4-inch dynamic speaker with heavy magnet for greater sensitivity.

Famous Philco Quality Reproducer: Plays all three record speeds. Flip-over cartridge with dual needle for LP and Standard discs. Exclusive self-adjusting spindle.

Your Name in Gold! Your own initials or signature in gleaming gold will be put on the cover of the lid, *at no extra cost.*

Handy Cord Compartment: A convenient space for storing the electric cord when not in use, is located behind the record changer—out of the way, but easy to reach.

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock.

PHILCO 1333: Same features in rich Ginger leatherette finish.



PHILCO 1331 The "Scholastic"...3-Speed Player

The maximum of enjoyment from records packed into the absolute minimum of table space! A 3-speed record player, mounted on a rich, mahogany-finish base. *Dimensions:* 4" high, 11¾" wide, 8⅝" deep.

Improved Philco Sensitive Speaker System: New four-inch dynamic speaker with heavy magnet

for greater sensitivity.

Famous Philco Quality Reproducer: Plays all three record speeds—and has flip-over cartridge with dual needle for LP and Standard discs. Has exclusive self-adjusting spindle.

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock.

25.00

Specifications subject to change without notice



Cross-Country Portables

1956 PHILCO

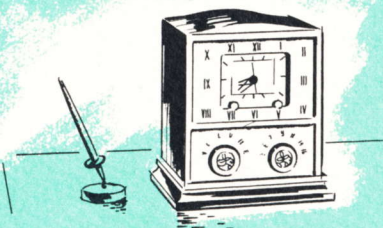
"Fashion First" Radios

Designed for Living the Easy, Electronic Way

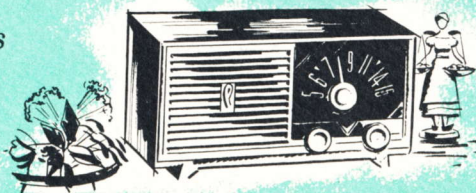
Never before in history has there been a radio line with such inspired designing—so star-studded with distinctive new models that have that handsome "High Fashion" Look! Philco for 1956 has made radio a Family Affair . . . new models for the patio, bedroom, kitchen, student's room—and for "people on the go!" There's a model specially

created with *you* in mind and designed to give you the special services that only a Philco-engineered radio can give . . . to make your life easier and more fun, indoors and out.

For example, there's a rugged-built 3-way portable in genuine top grain cowhide that you can sling over your shoulder like a camera. You'll see a Philco "fashion exclusive" for the ladies that's a complete radio and vanity case in one! You'll marvel at the compact but mighty new Clock-Radio, exquisitely finished on all four sides, for office desk, mantle or night table. Shop through these pages for all the new colors, features, styles and services—yours exclusively from Philco, the leader.



Automatic Clock Radios



"Powertone" Table Radios

INSPIRED NEW PHILCO

Color Originals

FROM "SOUTH OF THE BORDER"



Bolero Red

Inca Emerald

Aztec Gold

Gulf Stream Blue

Mayan Jade

Veradera Sand

Carib Green

Fiesta Pink

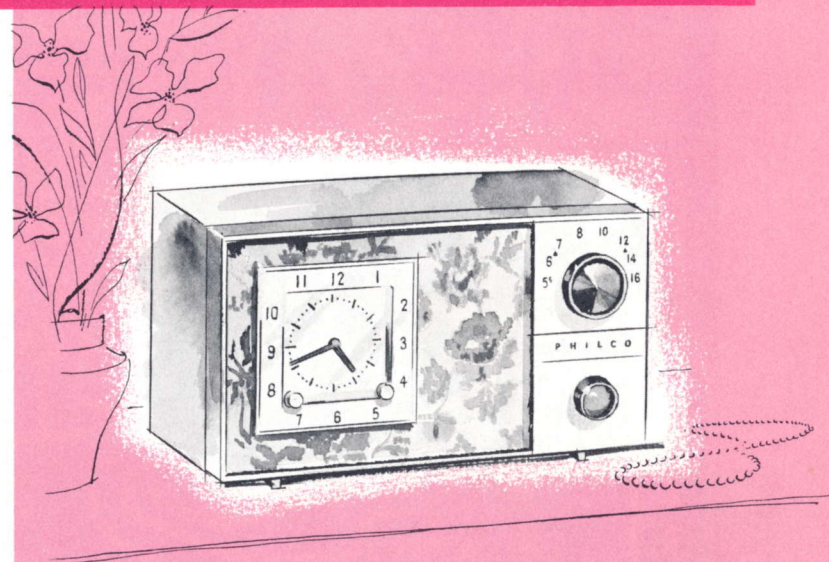
Philco color stylists have delved deep into the art treasures, the architecture and the costumes of Central and South America and the Caribbean to bring you the most exciting color creations ever keyed to advanced radio designing. Color inspired by the serapes of the Argentine Gaucho . . . lustrous ivories and pearl blacks that capture the elegance of the Señora's mantilla. The bold, high-fashion red of the Matador's cape. The cool jade of the Mayans, the rich gold of the Aztecs. With dash and distinction, Philco has transformed the radio into a highpoint of eye interest in any room decor . . . striking "personalized" equipment for people who love sports and love travel.

Color-keyed to make radios striking decorator "accessories" in your home

Philco Know-How in Printed Circuits creates a
Great New Line of "Power Tone" Radios

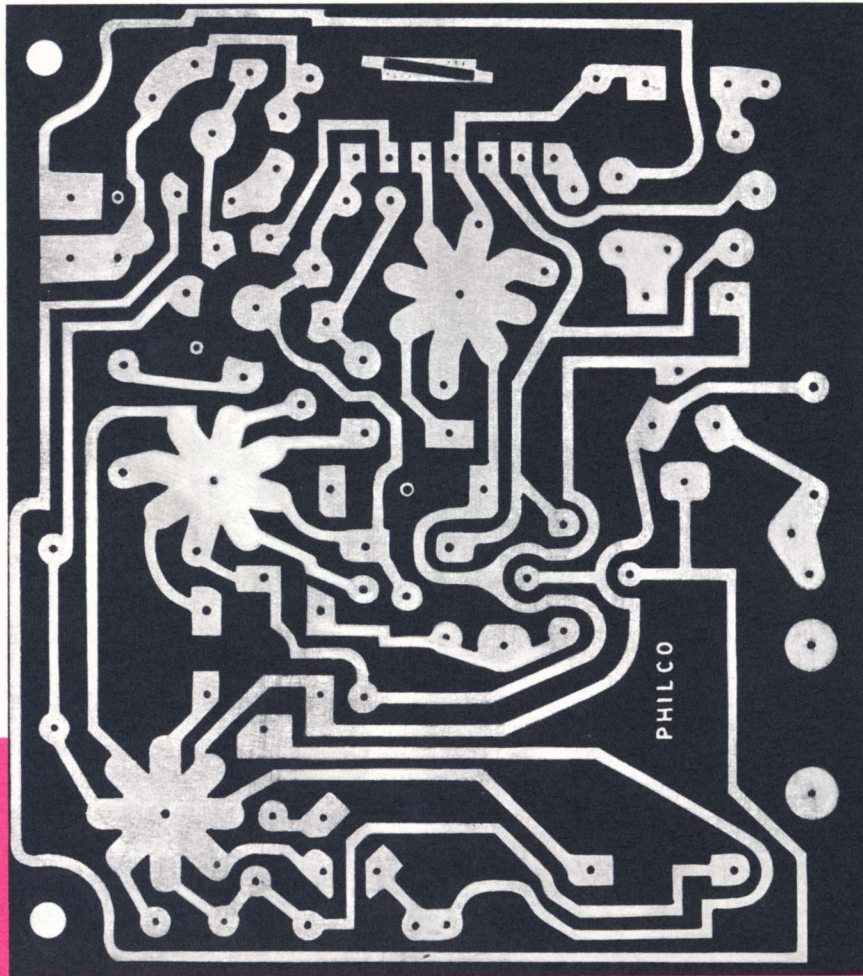
Smaller, more dependable chassis !
Larger tone chambers... a
history-making advance in
performance and tone quality !

Philco, with the industry's greatest production experience in Printed Circuits, has developed a new super-power chassis that's a double triumph of "miniaturization" and dependability. More sensitive—more rugged, every Philco chassis conforms exactly to a new high standard of quality and efficiency. And Philco acoustic engineers have taken every advantage of this valuable "gain in space" within the cabinet to create *larger tone chambers*—bigger "baffle areas" throughout the entire 1956 line of "Powertone" Clock-Radios, Home Radios and rugged-built Portables! A breath-taking advance in tonal range and "presence."



Turn page and see the amazing
inside story of the brilliant new
Philco "Powertone" Radios

**A masterpiece of radio engineering...Philco
Printed Circuit Experience* makes room for**



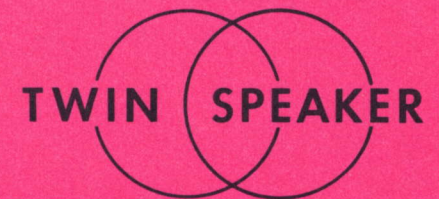
**Actual size of the printed circuit
in Philco "Twin Speaker" Radios**

Bigger Tone Chambers

**this plus bigger Speaker Magnets result in
a Tremendous Increase in "Tone Output"**

* Philco's mastery of the Printed Circuit makes possible still another great forward step in what the industry has always referred to as the "small radio". Today, Philco makes it a "big radio" in performance and tonal output. Not just bigger tone chambers—but bigger *speaker magnets* which are the heart of the new Philco Audio-Dynamic Sound System. These larger and heavier magnets help achieve superb tone balance through the entire audible range. Deeper and richer basses, truer trebles, finer reception in all frequencies.

Now... not one but Two
**full-size 6" Dynamic
Speakers!**



NEW 1956 PHILCO

Automatic Clock Radios



*Around the house . . . around the clock . . .
an electronic servant for the whole family*

Wakes you up to
music or news.



Coffee in
the Bedside
Manner.



Plug in your
record player.

What's Your Pleasure?

Do you like to wake gently to music instead of a nerve-jangling alarm? Do you like your coffee in bed in the morning? Do you like to be reminded of important appointments or have your favorite TV programs turn on automatically at a given hour? Do you like the security of being able to leave the house, knowing that the night lights will go on automatically at a certain hour? A Philco clock radio will do all these things for you—and more! No wonder Philco Automatic Clock Radios are America's most useful and distinctive gifts. Exciting new colors and decorator designs. Special night-and-day automatic services for Bedroom, Kitchen, Library, Office and Campus Living.



Buzzer alarm
for sleepy heads.




Turns on your
favorite TV
Program.



Lulls you to sleep,
turns itself off.

PHILCO CLOCK RADIOS SERVE
YOU DOZENS OF WAYS *Automatically*



All the Charm of Early American

in an Automatic Clock-Radio

PHILCO 736

A solid mahogany cabinet of classic American design makes this superb automatic clock-radio at home on an executive's desk, or in a Colonial background. Rich tortoise shell knobs with brass inserts, and gold lettering, accent the leather-patterned panel. *Dimensions: 8 $\frac{3}{16}$ " high, 7 $\frac{1}{4}$ " wide, 5 $\frac{9}{16}$ " deep.*

Appointment Switch, with Buzzer Alarm: *In the office*, set clock-timer to turn radio on at any desired time. Buzzer alarm can be set to sound 10 minutes later. *At home*, wake gently to music . . . buzzer protects against oversleeping.

Philco "Cross Country" Superheterodyne: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer reception, with new freedom from interference.

Proved Printed Circuitry: Greater dependability. More compact chassis provides larger tone chamber.

4 Philco Tubes plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures".

Beam Pentode Audio System . . . Rich-Voiced Speaker . . . Standard Broadcasts . . . Civil Defense Band . . . "Magnechor" Built-in Aerial . . . Underwriters' Approved—safe from fire hazard and electric shock.

Specifications subject to change without notice



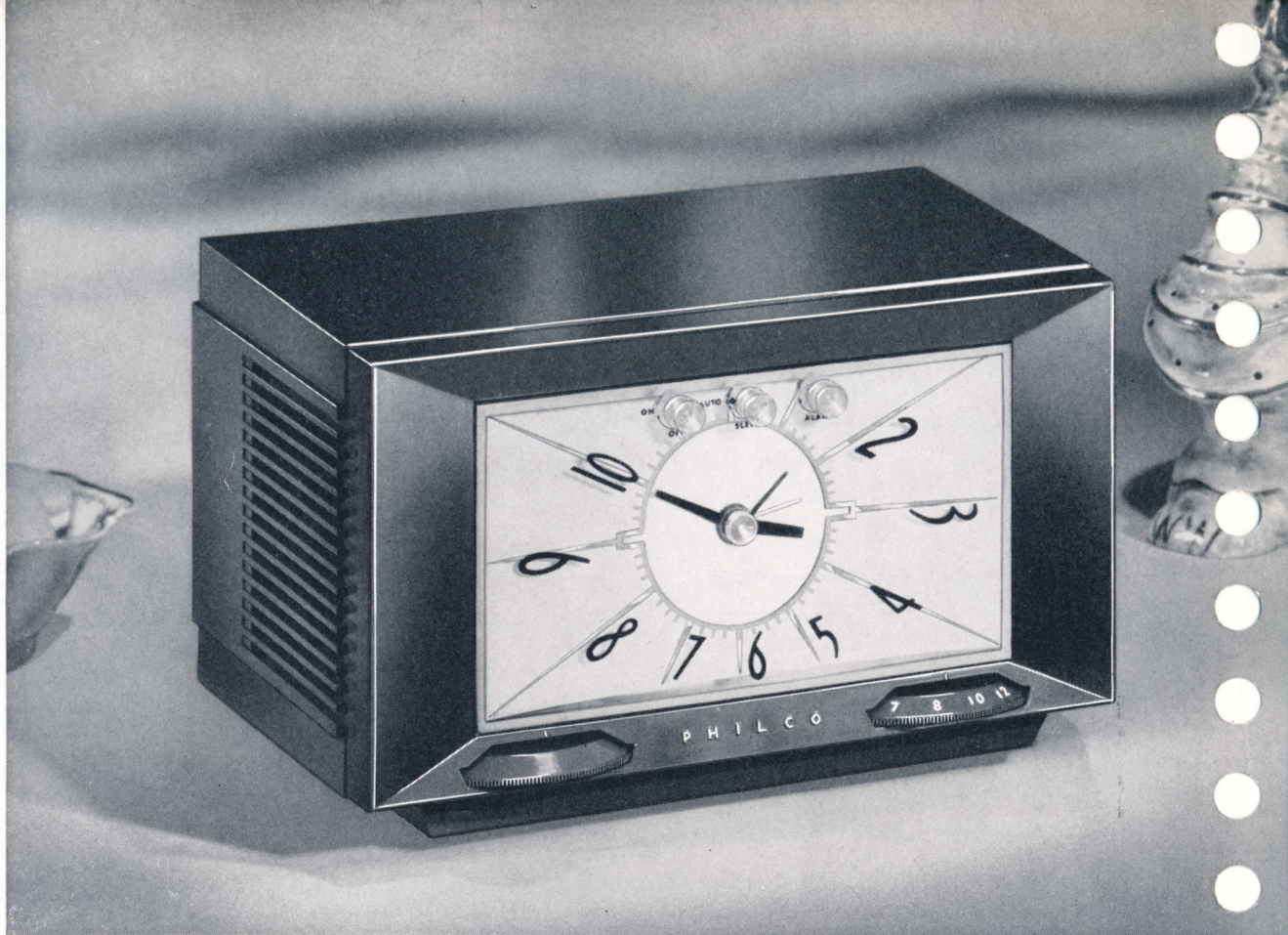


**New High Fashion
in Exciting
South American
Colors**

PHILCO 734

As dashing as a Señorita, as gay as a parakeet, with the clean grace of a matador—this beautiful, fully automatic clock-radio adds a refreshing, modern accent to any setting. Deeply-louvered side panels emphasize the low, space-saving compactness of the cabinet. A new note of fashion interest. The clock-radio that's all "clock face" so you can read it at a glance from across the room. "On-Off" light tells when set for Automatic operation. *Dimensions:* 6" high, 10" wide, 6 $\frac{5}{16}$ " deep.

Fall Asleep to Music: Set it and forget it! The automatic timer will turn off your favorite bedtime program at any time you select up to one hour.



Wake up to Music or Buzzer Alarm: Set clock timer at night to turn radio on and gently wake you to morning music. Buzzer alarm can be set to rouse "sleepyheads" 10 minutes later.

Turn Appliances Off or On: Set timer at night to turn on morning coffee. Use to turn any appliance, lamp, or TV set, "Off" or "On" automatically.

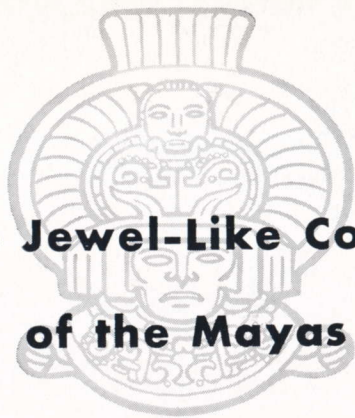
Philco "Cross Country" Superheterodyne Radio: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer reception, with new freedom from interference and cross-talk.

Proved Printed Circuitry: Greater dependability, and "big set" tone because more compact chassis provides larger tone chamber.

4 Philco Tubes Plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures".

In Addition: Beam Pentode Audio System . . . Rich-Voiced Speaker . . . Standard Broadcasts . . . Civil Defense Band . . . Built-in Aerial . . . Lighted Radio Tuning Dial . . . Underwriters' Approved.

Colors: Choice of Aztec Gold, Calypso Red, Inca Emerald, or Lustre Ivory.



The Jewel-Like Colors of the Mayas

PHILCO 730 **Upright Clock-Radio**

From its parchment-textured face with classic Roman numerals, to the rich elegance and gleaming color of its Polystyrene cabinet, this automatic clock-radio has a striking elegance that inspires the impression of an ancient Mayan jewel. Open design of clock-face makes it easy to read from across the room. *Dimensions:* 7½" high, 6¾" wide, 5¼" deep.

Wake up to Music or Buzzer Alarm: Set clock timer at night to turn radio on in morning and wake you to music. Buzzer alarm sounds 10 minutes later.

Philco "Cross Country" Superheterodyne: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer reception with maximum freedom from interference.

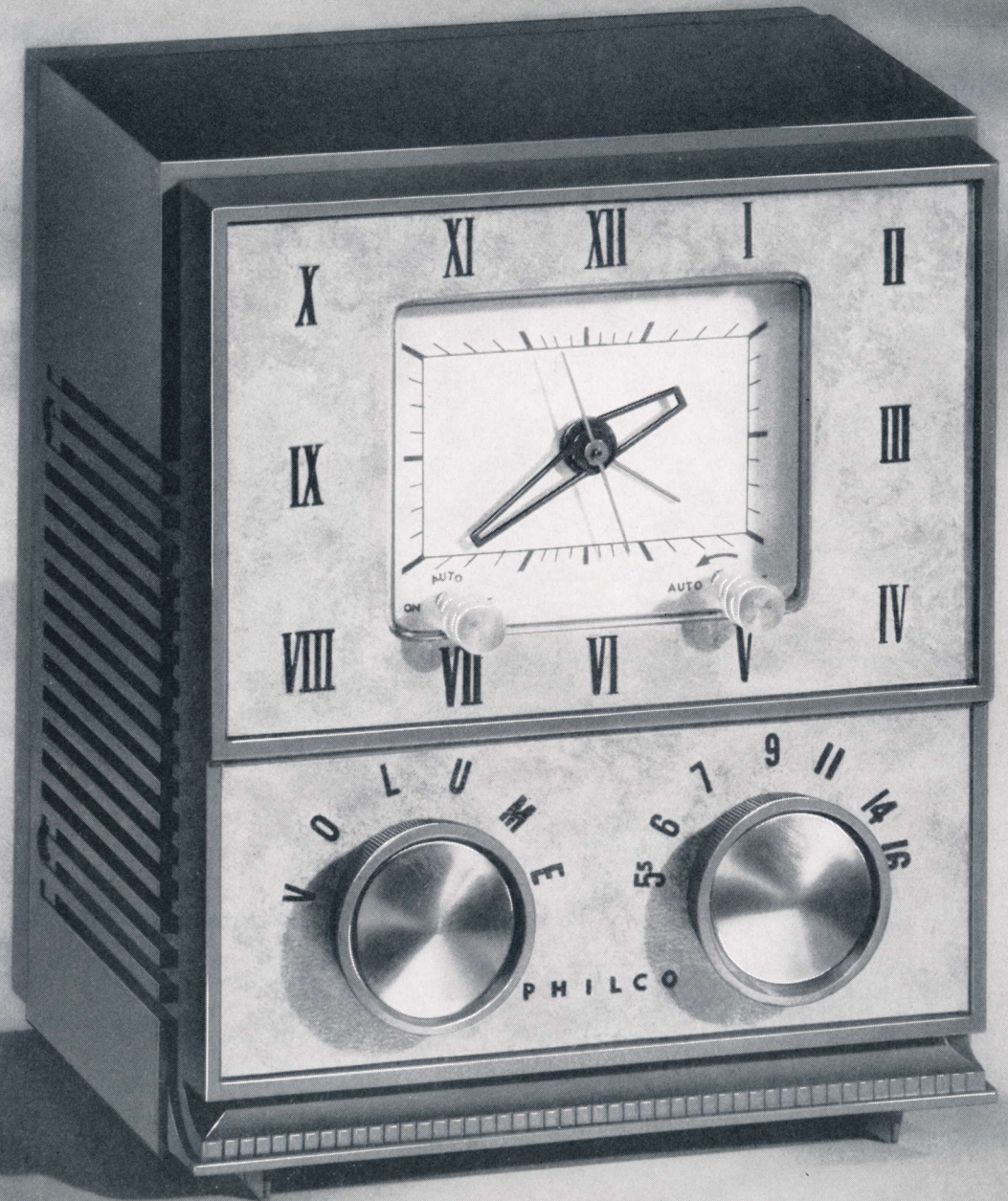
Proved Printed Circuitry: Greater dependability. More compact chassis provides larger tone chamber.

4 Philco Tubes plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures".

In Addition: Beam Pentode Audio System . . . Rich-Speaker . . . Standard Broadcasts . . . Civil Defense Band . . . "Magnecor" Built-in Aerial . . . Underwriters' Approved.

Colors: Choice of Bolero Red, Lustre Ivory, or Mayan Turquoise.

Specifications subject to change without notice



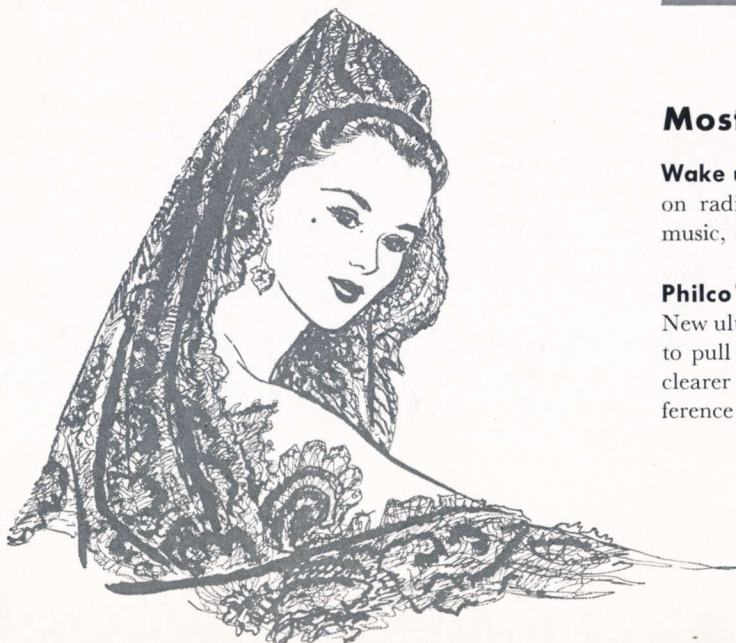
The quiet grace of Damask Motif

in Fiesta Pink

PHILCO 728

Señora

Taking its inspiration from the exquisite tracery and delicate grace of the Mexican Señora's *mantilla*, this beautiful automatic clock-radio adds warmth and femininity to any boudoir or dressing room. The damask lace pattern is set in rich black against a distinctively rich gold mesh-metal grille. Vertical placement of Tuning and Volume Control knobs gives a smart touch of distinction to this lovely set which is available in a cabinet of Fiesta Pink. *Dimensions: 6 $\frac{5}{16}$ " high, 11" wide, 5 $\frac{7}{16}$ " deep.*



Most beautiful automatic clock-radio ever designed for Milady

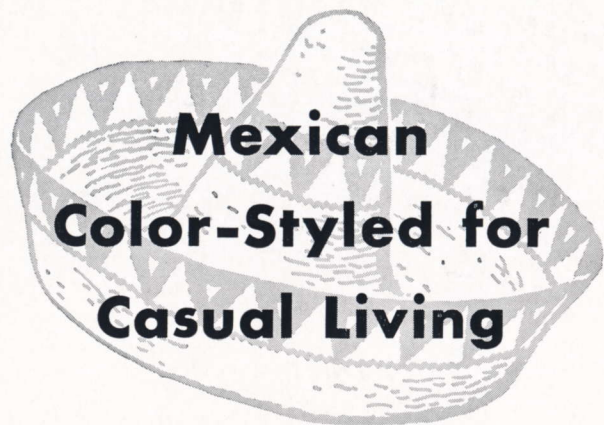
Wake up to Music: Set clock timer at night to turn on radio in the morning and gently wake you to music, or your favorite program—all automatically!

Philco "Cross Country" Superheterodyne Radio: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer reception, with maximum freedom from interference and cross-talk on today's crowded airways.

Proved Printed Circuitry: Greater dependability. More compact chassis provides larger tone chamber.

4 Philco Tubes Plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures".

Standard Broadcasts . . . Civil Defense Band . . . "Magnecor" Built-in Aerial . . . Underwriters' Approved as safe from fire hazard and electric shock.



Mexican Color-Styled for Casual Living

PHILCO 728

Caballero

The ease and colorful grace of the Mexican Caballero is expressed in the striking and harmonious color combination of Caribbean Green and Gold, further accented by a dashing geometric-patterned grille for the handsome cabinet of this new Philco automatic clock-radio. Also available in the sleek and elegant combination of Lustre Ivory and Gold. A richly distinctive and colorful addition to bedroom, den, sunporch, or game room. Open design of clock-face makes it easy to read from across the room. *Dimensions:* 6 $\frac{5}{16}$ " high, 11" wide, and 5 $\frac{7}{16}$ " deep.



Wake up to Music: Set clock timer at night to turn on radio in the morning and gently wake you to music, or your favorite program—all automatically!

Philco "Cross Country" Superheterodyne: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer reception, with maximum freedom from interference.

Proved Printed Circuitry: Greater dependability in smaller chassis provides larger tone chamber.

4 Philco Tubes plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures". Scientifically engineered, precision-built and tested.

Standard Broadcasts . . . Civil Defense Band . . .
"Magnecor" Built-in Aerial.

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock, as tested and approved by the Underwriters' Laboratories.

Handsome Clock-Radio
in
Pearl Black

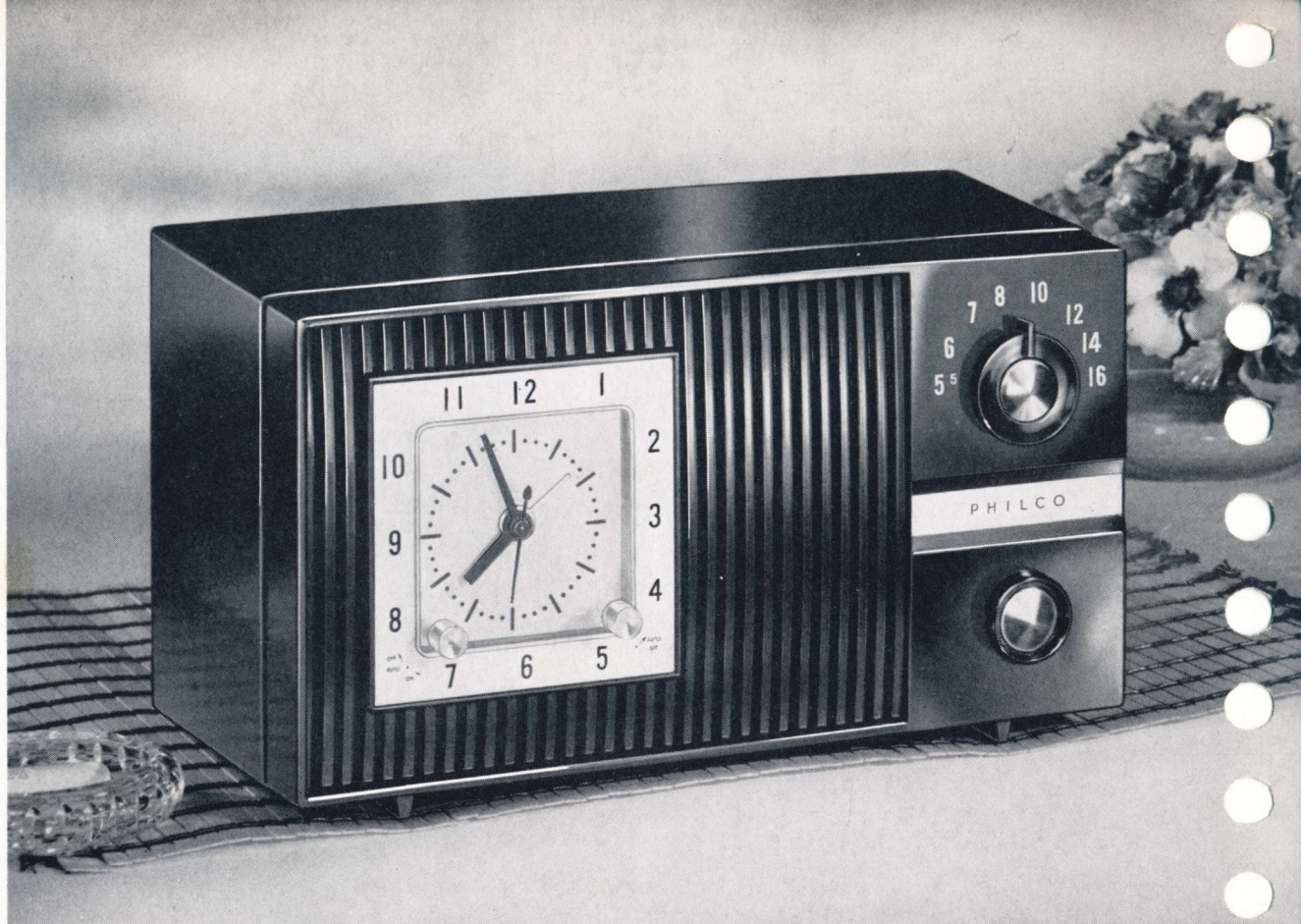
PHILCO 727

Smartly styled in a distinctive new cabinet of gleaming pearl black Polystyrene, this automatic clock-radio harmonizes equally well with Traditional or Modern decor. Its sleek beauty and compactness are heightened by the interesting louvers that form the speaker grille. Fits any night table with plenty of room to spare for books or ashtray. *Dimensions:* 6 $\frac{5}{16}$ " high, 11" wide, and 5 $\frac{7}{16}$ " deep.

Wake up gently to Music: Set clock timer the night before to turn the radio on in the morning and gently wake you to music or your favorite program—all automatically!

Philco "Cross Country" Superheterodyne Radio: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer reception, with new freedom from interference.

Beam Pentode Audio System: Achieves rich



tonal purity with amazing freedom from distortion. Lets you enjoy stepped-up volume without the unwanted resonances caused by "overload".

Proved Printed Circuitry: Greater dependability, and "big set" tone because more compact chassis provides largest tone chamber ever in a set of this size.

Philco "Magnechor" Built-in Aerial: Philco-developed and electronically matched to the circuit for peak efficiency and sensitivity in limited space.

4 Philco Tubes plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures". Scientifically engineered, precision-built, and thoroughly tested—"They're performance-guaranteed".

Standard Broadcasts plus New Civil Defense Frequencies indicated on dial . . . Outside Aerial Clip.

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock as tested and approved by the Underwriters' Laboratories.



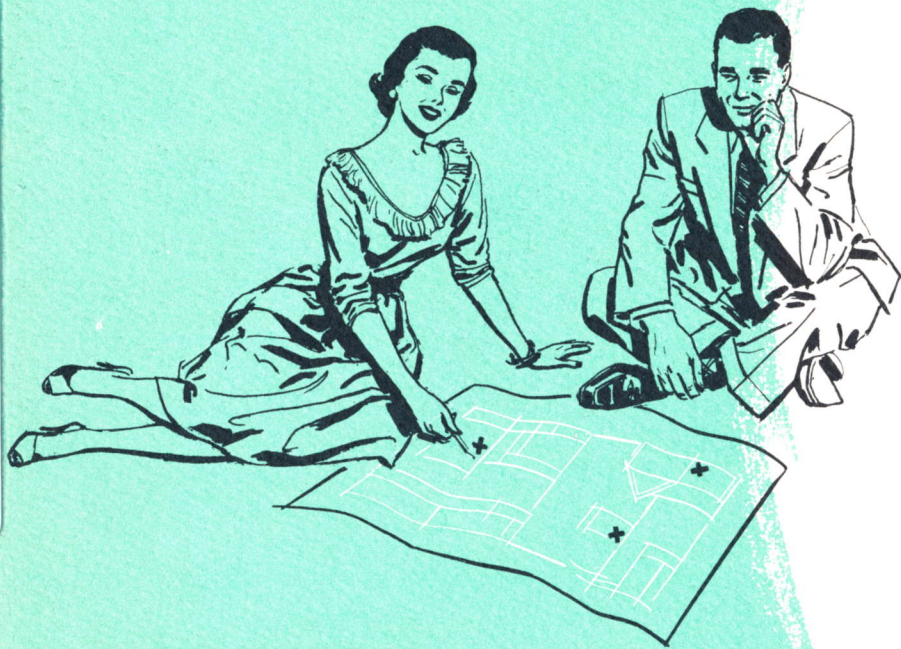
PHILCO FOR 1956 BRINGS A

*New Fashion Trend
to Radio*

Every room deserves a radio

and there's a new Philco for every room!

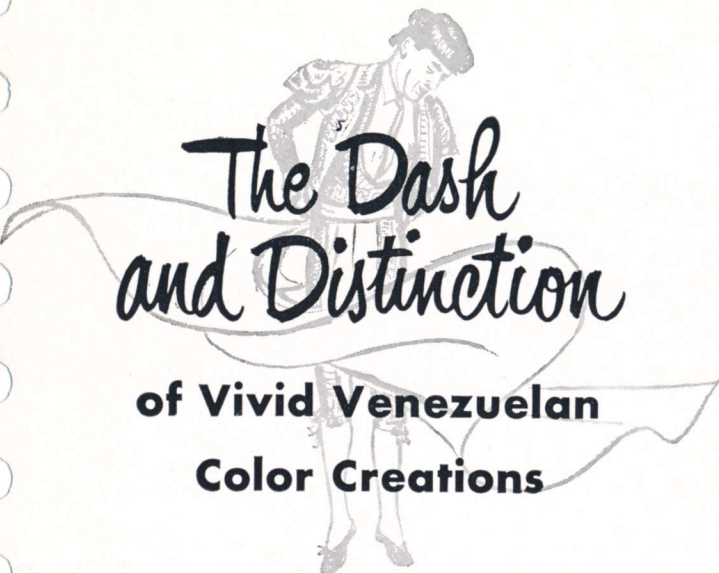
Each New Philco has its Place in Today's Home Planning



YES, a brilliant new fashion trend comes to radio! Every distinctive model in the great '56 Philco line of "Powertone" Radios is an exciting new Decorator First. And because these style leaders are Philco-engineered, it goes without saying that top performance and dependability are built into every set regardless of price . . . these are the *quality* characteristics that make Philco the greatest name in radio year after year. Now, thanks to Philco's bold new designing and striking "color originals," the home radio becomes a focal point of style interest in your home from living room to rumpus room . . . from a "tuck-away" spot in a bookcase to a family entertainment center that occupies the most prominent place in your evening get-togethers. High in style, high in performance and a new high in value—that's Philco for 1956.

Color-Accented to lend fresh "Style Interest"

Anywhere . . . from Workshop to Playroom!



The Dash and Distinction

of Vivid Venezuelan
Color Creations

PHILCO 597

As colorful as the swirl of the matador's *muleta*, this smart new Philco table radio is a stimulating and decorative accent in any setting. The clean lines of the compact Polystyrene cabinet, with its distinctive grille and golden medallion, and the symmetrical balance of tuning dial and control knobs, contribute a refreshing note of modern design. Dial is edge-lighted for easier tuning. *Dimensions:* 6 $\frac{1}{4}$ " high, 12 $\frac{1}{4}$ " wide, and 6" deep.

Philco "Cross Country" Superheterodyne: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer

reception, with maximum freedom from interference.

Proved Printed Circuitry: Greater dependability and "big set" tone because more compact chassis provides room for larger tone chamber.

Beam Pentode Audio System: Achieves rich tonal purity, with virtual freedom from distortion.

Super-Sensitive Philco Speaker: Heavier magnet gives greater sensitivity. Most life-like tone ever achieved in its size.

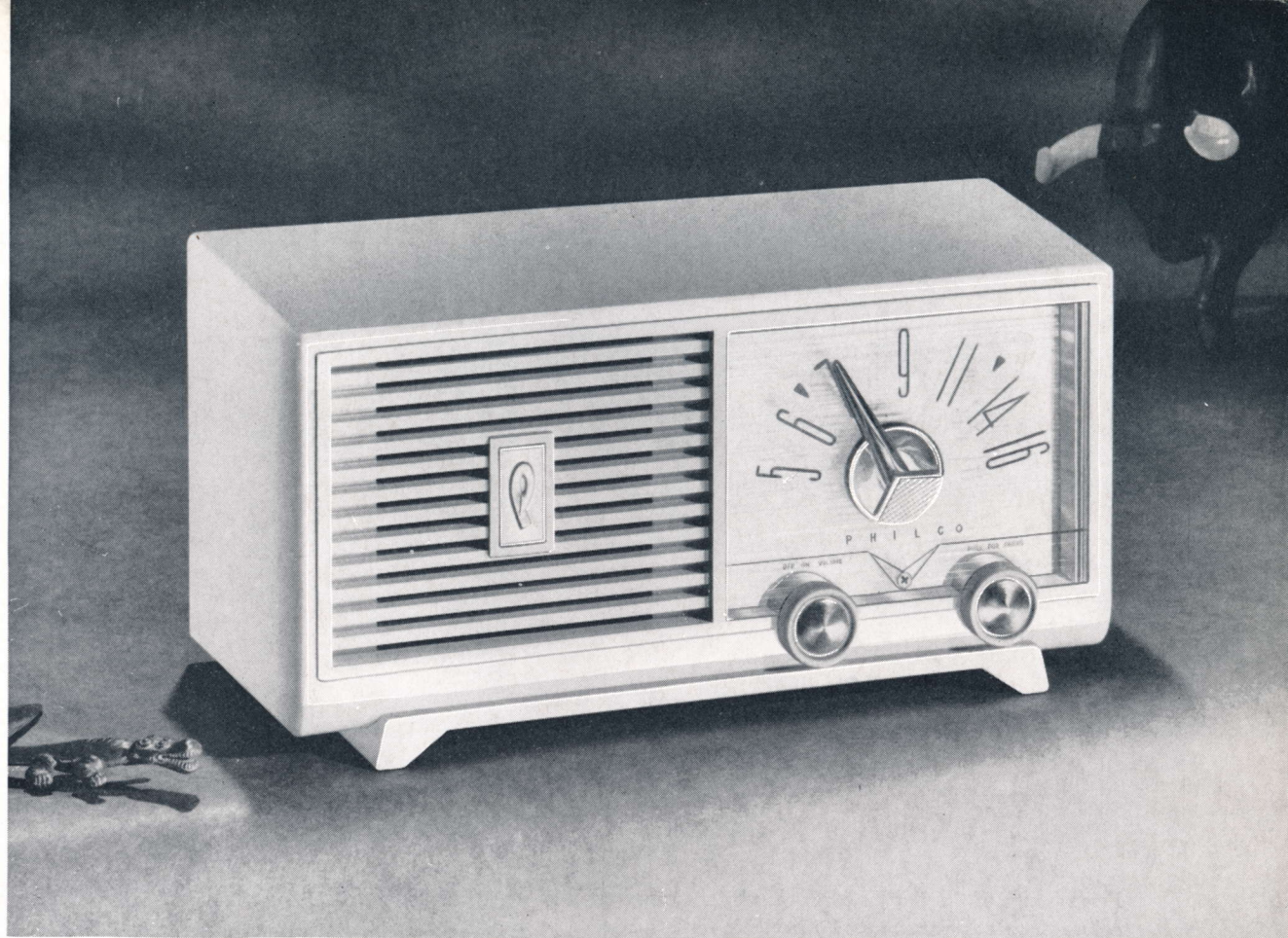
Built-in Phono Jack: Plug in your record player or

phonograph in the back of this set and double your enjoyment. Tuning knob on front pulls out for use with phonograph.

4 Philco Tubes plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures".

Standard Broadcasts plus New Civil Defense Frequencies . . . Illuminated Tuning Dial . . . Underwriters' Laboratories Approved.

Colors: Your choice of Matador Red, Aztec Gold, or Inca Emerald.





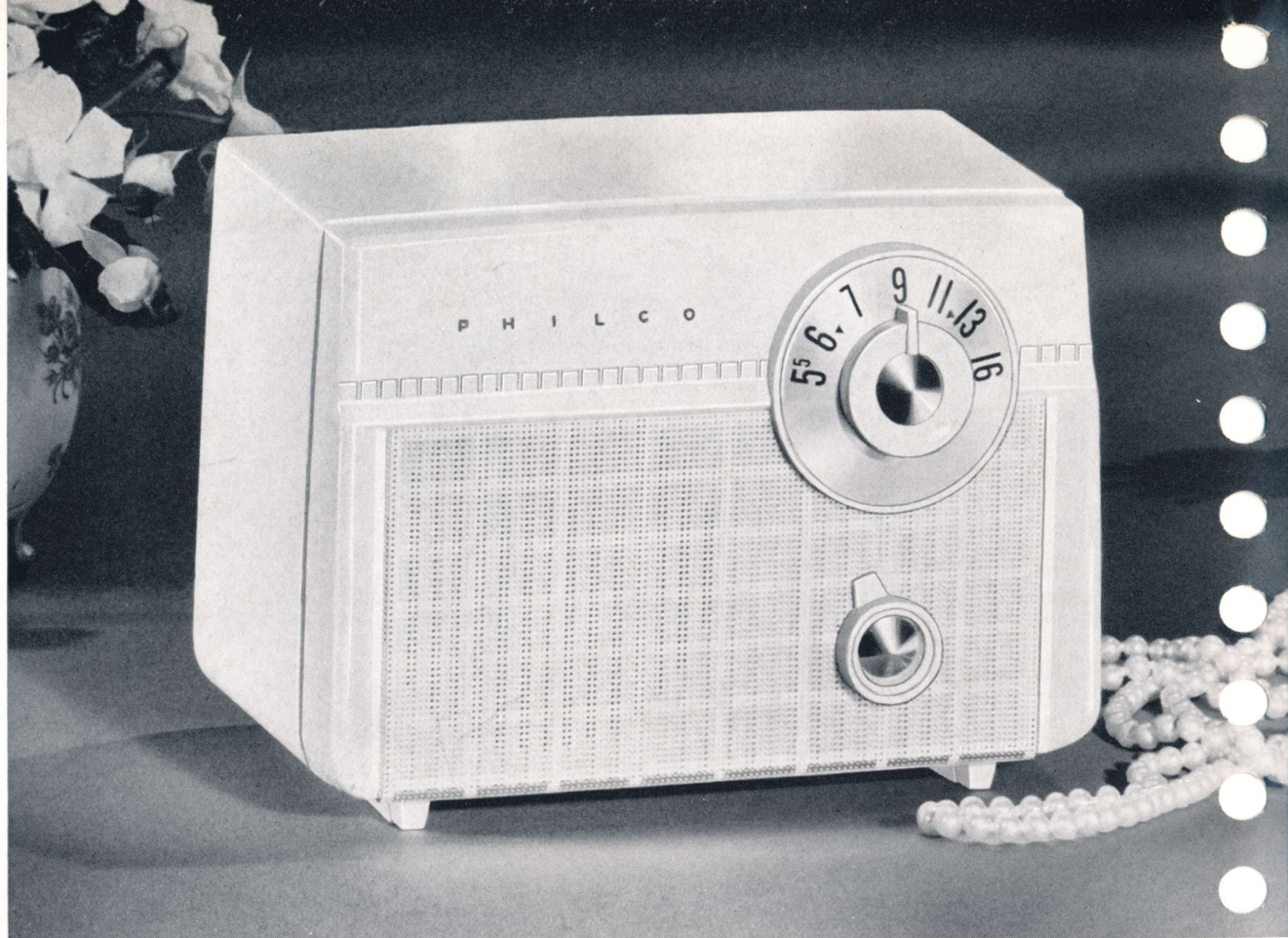
**Costume Colors
Imported from
South of the Border**

PHILCO 593

14.95

From South of the Border comes the bright range of colors for this dramatic new Philco table radio—from the *serape* of the Peruvian vaquero, from the fruit of the lime tree, and from the sparkling waters of the Caribbean. Choose your cabinet color to add a festive modern note to bookshelf, desk, or side table. So compact, yet with reception and tone outstanding for its size. Crystal-clear controls have bright Golden finished centers that give a smart contrast to the color-and-gold mesh metal grille. Bold black numerals and large, clear dial make this set one of the easiest-to-tune ever designed. Polystyrene cabinet. *Dimensions:* 6½" high, 9" wide, and 5¼" deep.

Philco "Cross Country" Superheterodyne Radio: New ultra-sensitive AC-DC circuit. Philco-engineered to pull in more distant stations and deliver sharper, clearer reception, with maximum freedom from interference and cross-talk on today's crowded airways.



Proved Printed Circuitry: Greater dependability, and "big set" tone because more compact chassis provides room for a larger tone chamber.

Beam Pentode Audio System: Achieves tonal purity with unusual freedom from distortion.

Rich-Voiced Philco Speaker: Brings out full, deep bass while retaining brilliant treble. Lets you enjoy stepped-up volume without "overload".

"Magnecor" Built-in Aerial: An exclusive development of the famous Philco Laboratories, it has twice as much sensitivity as ordinary built-in aerials.

Always ready to use—no rod, loop, or lid to lift.

4 Philco Tubes plus Rectifier: All tubes, including dual-purpose, are the new, more efficient "miniatures".

Standard Broadcasts plus New Civil Defense Frequencies indicated on Dial.

Underwriters' Laboratories Approved: Safe from fire hazard and danger of electrical shock, as tested and approved by the Underwriters' Laboratories.

Colors: Your choice of Serape Red, Lime, Lustre Ivory, or Caribbean Green.

A black and white line drawing illustration of a golf bag on a cart. The bag is filled with golf clubs, including a driver with the number '3' on its head, a putter, and several irons. A Philco portable radio is mounted on top of the bag. The radio is rectangular with a speaker grille on the front and a carrying strap. The background is a light, textured surface.

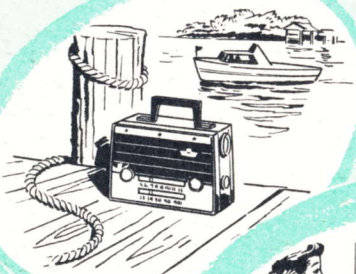
NEW 1956 PHILCO

Cross Country Portables

**Rugged-built radios with exclusive
extra services to go where sports-loving
America goes...on land or sea!**

Beauty Built to "Take it"!

More Power, More Style, More Services, More Fun!



All the way through the 1956 line, from the famous Philco "First Mate"—hailed by yachtsmen the world over as the most powerful 3-way Marine Portable ever built . . . to the strikingly feminine "Overnighter", the beautiful portable radio with the built-in vanity case . . . Philco combines exclusive new services with specialized design to create the perfect portable for every type of activity—every taste, every purse.

Most Rugged Cabinets in the Industry

Radio's most sensitive circuits built into the toughest, most completely "climatized" cabinets ever constructed. They resist weather, they shrug off wear. They can be banged around under the sun without warping, fading or cracking!

Exciting Cavalcade of South American Colors

There's a dash to the new Philco Portables that comes from the sheer color excitement which accents their clean, functional design! The rough-hewn richness of genuine top grain cowhide—"Tan, Tough and Terrific!" The elegance of Fiesta Pink or Lustre Ivory . . . a new color original—Tropic Mist! Every Philco Portable is a "conversation piece". . . color-wise, style-wise, and performance-wise!

There's a Philco Portable with you in Mind!

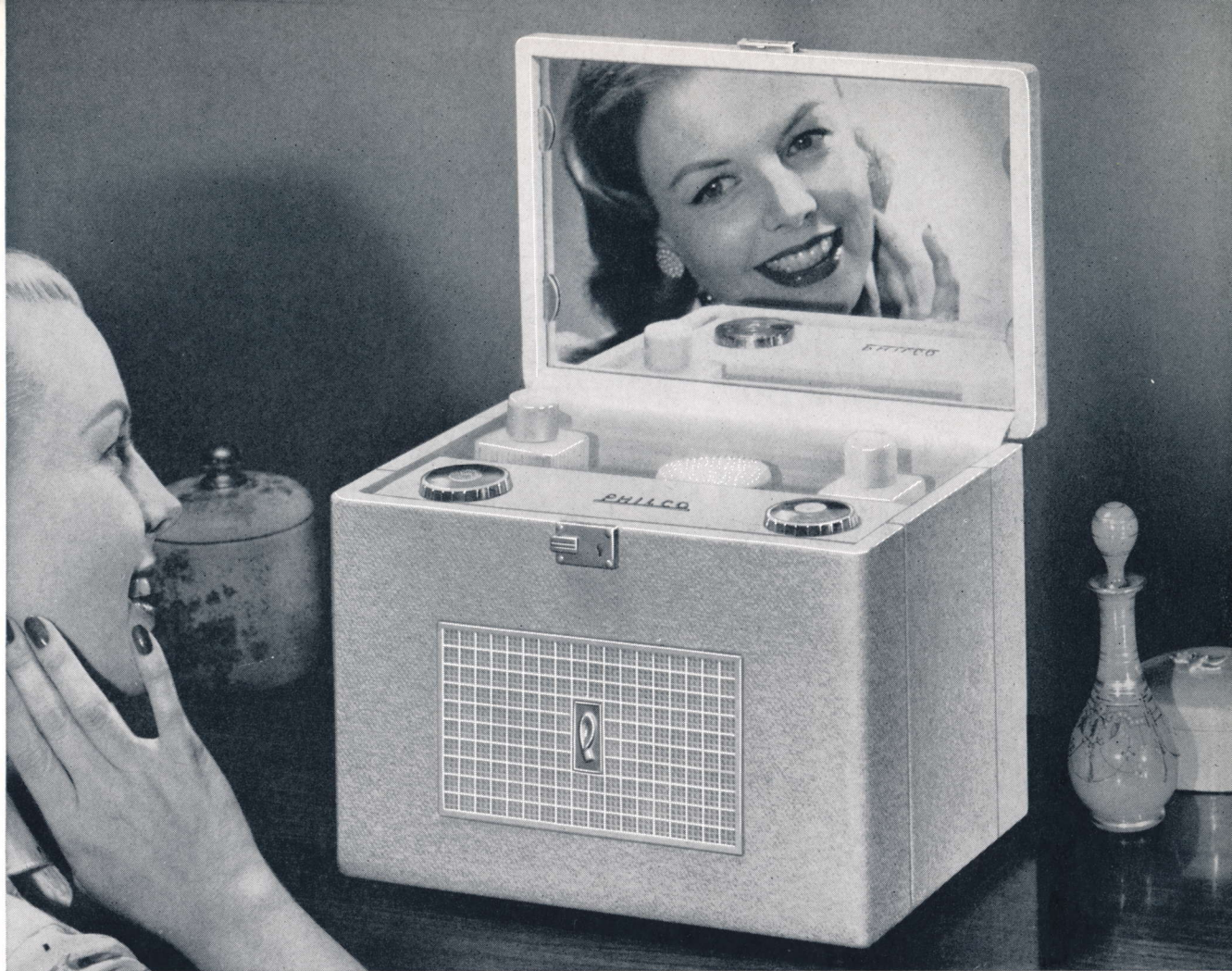
whether you're a camper, a sun worshiper, a yachtsman or just a week end loafer!

The Overnighter

PHILCO 665

3-Way Radio and Vanity Case in One

Smartest idea yet to help a girl travel and have music wherever she goes! The lid of this handsome vanity case-and-radio contains a large make-up mirror that hinges upright and stays put for easy use. Roomy cosmetic compartment has ample space for lotion bottles, creams, comb, sun glasses, swim suit, towel, and other accessories for outdoor living. A Philco original! *Dimensions: 8 $\frac{3}{16}$ " high, 12" wide, 7 $\frac{7}{8}$ " deep.*



3-Way Superheterodyne "Powerhouse": Special powerful yet economical-to-operate circuit challenges all others for performance in its field. Great sensitivity on AC, DC, or batteries.

Pentode Audio System: Higher power level delivers clearer, far more life-like tones and overtones.

"Magnechor" Built-in Aerial: An exclusive development of the famous Philco Laboratories, it steps up performance 2 to 1 over ordinary aerials. Ready to use—no loop or rod to lift.

Powerful Dynamic Speaker: Delivers unusually clear, rich tone and higher sound level on less current.

4 Philco Tubes plus Selenium Rectifier: Great output with low battery drain. Instant warm-up.

Standard Broadcasts plus New Civil Defense Frequencies indicated on dial . . . Underwriters' Approved . . . safe from fire hazard and electric shock.

Colors: Choice of Fiesta Red, Tropic Mist, or Brown Alligator.



Sun Idol

PHILCO 664

4995

New Fashion Originals for Surf and Sand

Take a sunburst of outdoor colors, add interesting new weaves and textures, and combine them with the sophisticated smartness of the casual life, and you get the gay charm of this new Philco 3-way portable. A compact, lightweight wood case covered in two-tone leatherette, it's the well-dressed companion for beach or pool. Tuning knob and Volume Control on top of the case are out of the way—yet easy to use. Easy-opening cabinet makes it simple to change from AC-DC to batteries, or back again. *Dimensions:* 8 $\frac{5}{8}$ " high, 10 $\frac{3}{4}$ " wide, 3 $\frac{7}{8}$ " deep.

3-Way Superheterodyne "Powerhouse": Special powerful yet economical-to-operate portable radio circuit delivers the best all-around performance in its field. Great sensitivity and sharp station separation on AC, DC, or batteries.

Pentode Audio System: Increased output gives fullness of power for richer, more life-like tones and overtones. Big volume range, a revelation in tonal clarity, amazingly free of distortion.

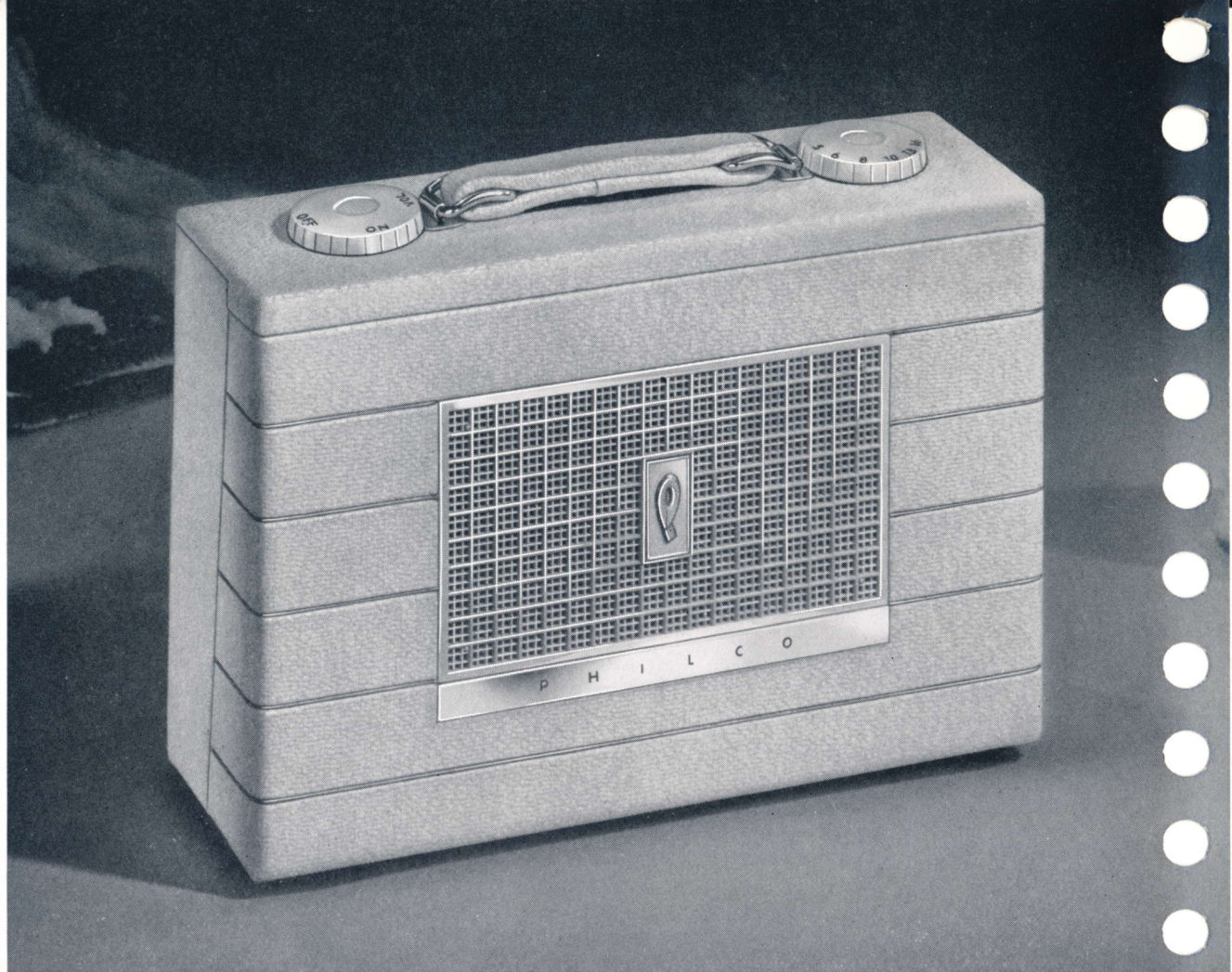
"Magnechor" Built-in Aerial: Developed by Philco, it steps up performance 2 to 1 over ordinary aerials. Always ready to use—no loop, rod, or lid to lift.

Powerful Dynamic Speaker: Delivers unusually clear, rich tone and higher sound level on less current.

4 Philco Tubes plus Selenium Rectifier: Advance-engineered for great output with low battery drain. Instant warm-up.

Standard Broadcasts plus New Civil Defense Frequencies indicated on dial . . . Underwriters' Approved . . . safe from fire hazard and danger of electric shock.

Colors: Your choice of Two-Tone Tan, Fiesta Red, Coral-and-Gray, or Tropic Mist.



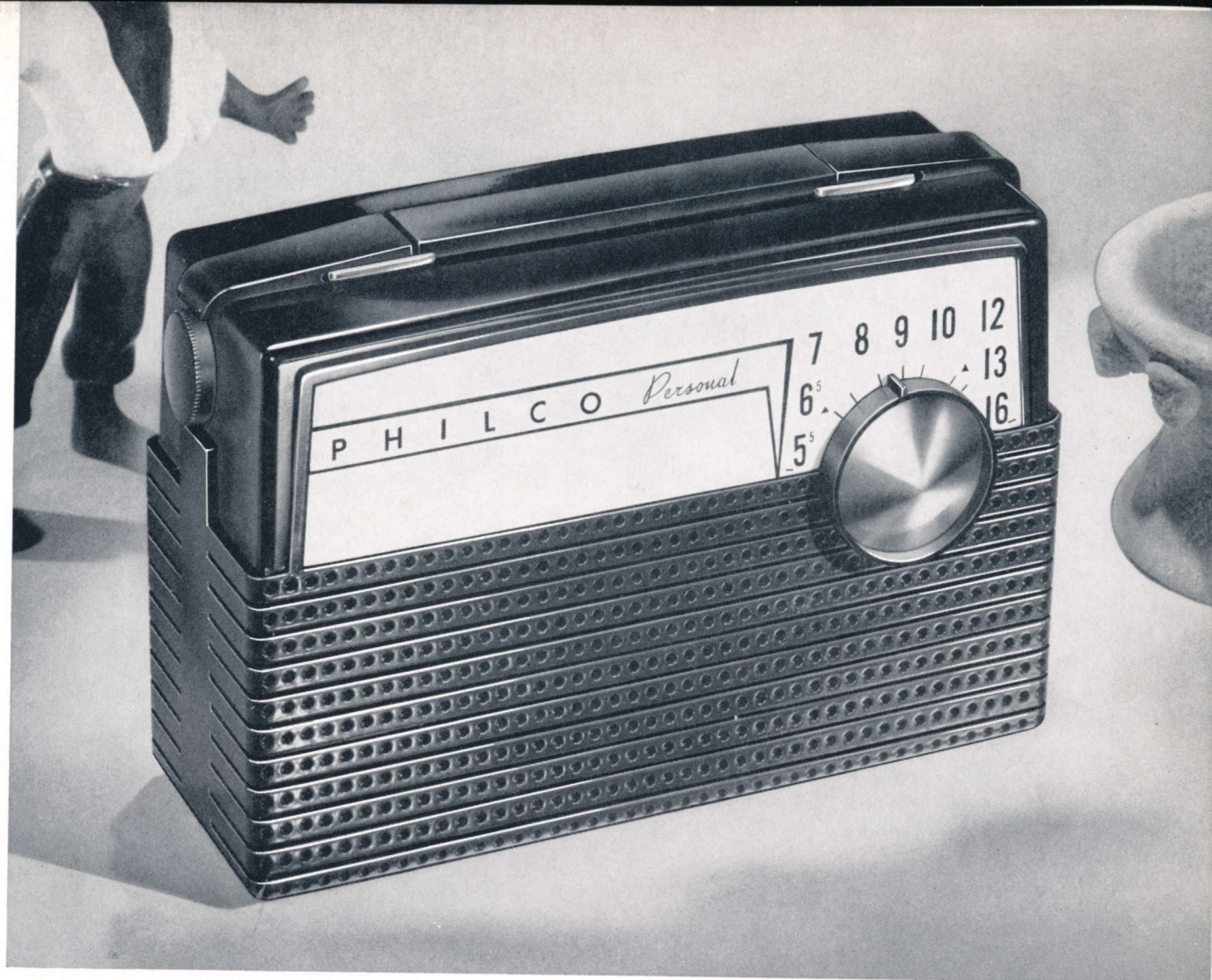
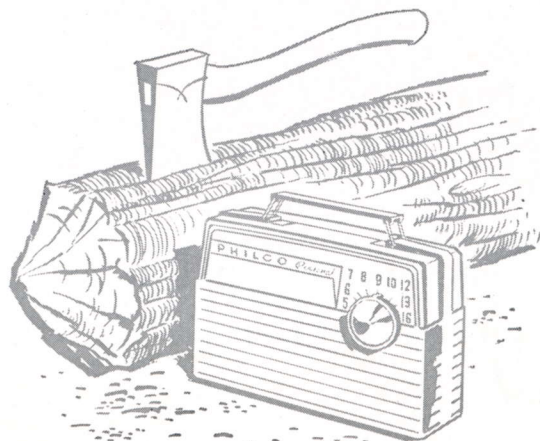
The Knockabout

PHILCO 661

3975

**Compact, Power-Packed,
and Built to take it!**

A rugged, handsome handful of power-packed radio that's at home in the mountains, on the plains, or at the beach. And wherever you take it, or however you operate it—on AC-DC current, or its own batteries—it delivers a big-tone quality out of all proportion to its compact size . . . because every element in the circuit has been acoustically matched for maximum performance in minimum space. *Dimensions:* 6 $\frac{9}{16}$ " high, 9 $\frac{1}{2}$ " wide, 3 $\frac{3}{16}$ " deep.



3-Way Superheterodyne "Powerhouse": Powerful yet economical-to-operate circuit challenges all others for performance in its field. Great sensitivity on AC, DC, or batteries.

Pentode Audio System: Higher power level delivers clearer, far more life-like tones and overtones.

"Magnecor" Built-in Aerial: An exclusive development of the famous Philco Laboratories, it steps up performance 2 to 1 over ordinary aerials. Ready to use—no loop or rod to lift.

Powerful Dynamic Speaker: Delivers unusually clear, rich tone and higher sound level on less current.

4 Philco Tubes plus Selenium Rectifier: Great output with low battery drain. Instant warm-up.

Standard Broadcasts plus New Civil Defense Frequencies indicated on dial . . . Underwriters' Approved . . . safe from fire hazard and electric shock.

Colors: Choice of Tropical Red or Navy Blue or Caribbean Green.

Tan, Tough and Terrific

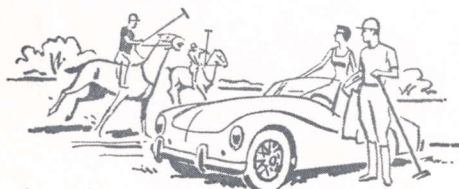
Tan
39 95

PHILCO 655

Red
44 95

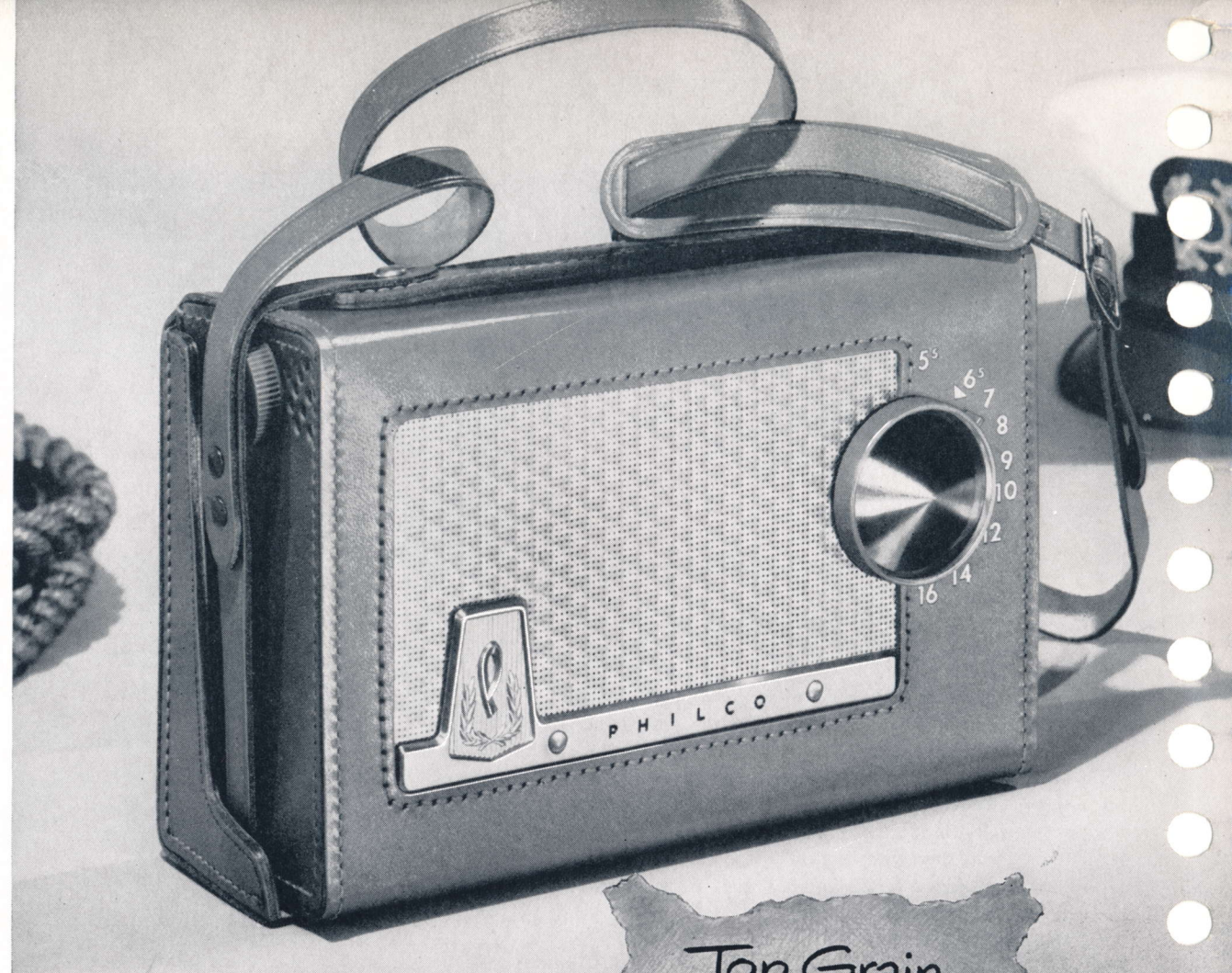
THE "SPORTSTER"

From the genuine top grain cowhide leather case, to the sturdy custom-stitching, every detail of the "Sportster" tells you this handsome new 3-way portable is as rugged as all outdoors. And its bold look of the wide open spaces is matched by an amazing "pull-in" power and big tone quality. Gleaming gold-finish tuning knob and hardware set off the rich tan of the natural cowhide. This case is designed to snap open for rapid changeover from AC-DC to batteries. *Dimensions: 6¼" high, 9½" wide, 3¾" deep.*



3-Way Superheterodyne "Powerhouse": Special powerful yet economical-to-operate portable radio circuit with far more pull-in power and tone quality than other portables, delivers the best all-around performance in its field. Great sensitivity and sharp station separation whether you operate it on AC, DC, or batteries.

Pentode Audio System: Higher power level delivers clearer, far more life-like tones and overtones.



Top Grain
Cowhide
Case

"Magnecor" Built-in Aerial: Steps up performance 2 to 1 over ordinary aerials. Permanently concealed inside cabinet—no loop, rod, or lid to lift.

Powerful Dynamic Speaker: Delivers unusually clear, rounded tones, rich bass and brilliant treble, and higher sound level on less current.

4 Philco Tubes plus Selenium Rectifier: Great output with low battery drain. Instant warm-up.

Standard Broadcasts plus New Civil Defense Frequencies indicated on dial.

Underwriters' Approved: Safe from fire and shock.

Colors: Choice of Tan, Rio Red, or Varadero Sand.

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