

THE
PHILCO[®]
SHOW



FORD PAVILION · NEW YORK WORLD'S FAIR

**PHILCO
20/20
COLOR**

PHILCO SUPER SPECTRO COLOR TUBE

**brings more natural color
to color TV viewing**

Painted with 1,000,000 tiny beads of phosphors to capture and intensify the color picture, new Philco Super M Spectro Color Tube gives true-to-life color with vivid reds, vibrant blues and greens, bright yellows with all the subtle color shadings.



PHILCO 6404 CH. French Provincial. Cherry Veneers. 25" picture



PHILCO 5462 WA. Danish. Walnut Veneers. 21" picture

Philco puts the magic of transistors in 25-inch Color TV with new Solid State Signal System.

The signal-receiving circuit is transistorized to form a powerful signal-boosting network, right from the transistorized tuners through the transistorized IF amplifying stages. Result! Color TV that refuses to grow old. No more tube fatigue that weakens signal pick-up power. Picture and sound stay bright as new for the life of the set!

Enjoy Philco 20/20 COLOR in new 25-inch Rectangular and Custom 21-inch models

If you have an eye for color and a zest for good entertainment, see a demonstration of Philco 20/20 Color. Wide range of furniture styles and finishes.

25-inch overall diagonal measure., 295 sq. in. viewable area.
21-inch overall diagonal measure., 265 sq. in. viewable area.

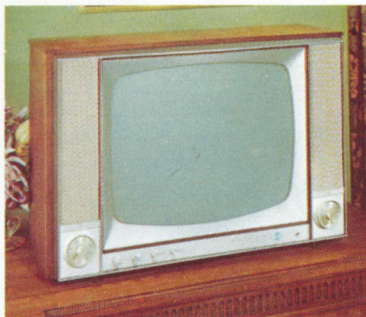


PHILCO 5234 WA. Danish. 21" Table Model

The
magic of
TRANSISTORS
in 19-inch
TV*

New Philco Solid State Signal System brings greater signal pick-up power and reliability to 19-inch TV. The signal-receiving circuit is transistorized, from tuners through IF amplifying stages. No more tube fatigue that weakens signal pick-up power. You enjoy brighter picture, clearer sound for the life of your set.

*19-inch overall diagonal measure., 172 sq. in. viewable area.



Imperia 19

Contemporary 19-inch portable with two front-mounted 5-inch oval speakers. Telescopic Pivotenna™ for VHF, Loop antenna for UHF. 3906 WA. Hardwood cabinet



Woodstock 19

Beautiful furniture styling in a 19-inch portable—Danish Modern or Early American. Telescopic Pivotenna™ for VHF, Loop for UHF. 3620 WA. Danish Modern



COURIER 16 2622 XGY
16" overall diagonal, 125 sq. in. viewable area.



TEAM MATE 12 1204 BK
12" overall diagonal, 77 sq. in. viewable area.



NOMAD 9 1052 BK
9" overall diagonal, 43 sq. in. viewable area.

**PHILCO
COOL
CHASSIS**
for longer
TV life

TV sets don't wear out, they burn out. Philco Cool Chassis keeps TV parts cooler, gives longer component life, greater reliability.

23-inch TV from the Philco *Master Craft* Collection



4552 CH. French Provincial. Cherry Veneers.



4548 WA. Danish Modern. Walnut Veneers.

23-inch overall diagonal measure., 282 sq. in. viewable area.

**PHILCO
INSTANT
COLD**
chills food
faster

Messy defrosting is a thing of the past with **NEW PHILCO NO FROST**

Sets the standard for foodkeeping excellence. Philco Instant Cold chills food faster, maintains cold better, gives more cold in less time.



Philco 17RM58

Philco NO FROST Supermarket. Big 163 lb. freezer at bottom, full-size refrigerator at top. Total 16.3 cu. ft. NEMA certified volume. No defrosting in either section.



Trim, modern and striking
in Lustre White, Shaded Copper or
Turquoise exterior.

PHILCO DEVELOPMENT SAVES ELECTRICITY



PHILCO POWER SAVER

Can save you up to \$15.76* per year on operating costs.

*Based on national average electrical rates.

REFRIGERATOR-FREEZERS

A convenient place and an ideal cold for all kinds of food. Big Zero-Zone Freezer; moist-cold Crisper Drawers for fruits, vegetables; fringe-of-freezing Air Wrap Meat Keeper for keeping meats fresh up to 10 days longer; extra-deep Dairy Bar Storage Door. Plus, Instant Cold, Power Saver, No Defrosting and Philco Thinsulation, the super-thin, super-efficient insulation that adds two cubic feet extra storage in a cabinet only 30 inches wide!

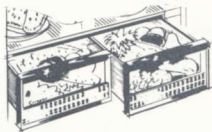


Philco 16RD58

Philco NO FROST 2-Door. Big 121 lb. freezer at top, full-size refrigerator below. Total 16.1 cu. ft. NEMA certified volume. No defrosting ever.



**FAST FREEZE
ICE TRAYS**
Cubes pop out
with an easy
twist.



2 CRISPERS hold bushel of fruits,
vegetables in ideal moist cold.

PHILCO SUPER POWER SYSTEM

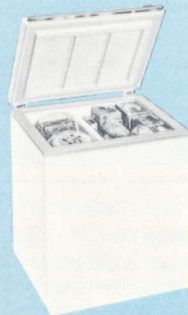
for fast freezing and
economical operation



Philco 16FV42A

Philco Upright Freezers

Maximum freezer capacity in limited space, up to 712 lbs. of frozen food storage in floor space only 36" wide. Every shelf a freezing shelf. Freezer Bar Storage Door. All deluxe features. Sizes from 8 to 20.3 cu. ft.



Philco Chest Freezers

Economical to purchase and operate. 2 storage compartments. Counterbalanced safety lid. Sizes from 8.6 to 21.4 cu. ft.

Philco 10FH45A

**PHILCO
EYE LEVEL
OVEN**

Philco 30SH49

**Philco Galaxie
2-oven Electric Range**

The pride of any kitchen! Two automatic ovens. Quick-Set Oven Timer. Fingertip controlled Adjust-O-Broil in Eye Level Oven lets you raise or lower the heating element for broiling, instead of adjusting racks. Automatic 8" Pot-Watch Surface Unit. Brushed Chrome Tilt-Top for easy cleaning. Shaded Copper, Turquoise, White or Chrome.



**Philco TILT-TOP
40-inch Electric Range**

Deluxe 2-oven Electric Range with Philco Tilt-Top and other clean-easy features. Quick-Chef Speed Oven, 23" Automatic Master Oven.



Philco 40SS58

**PHILCO
NOISELESS
Air
Conditioner**

Philco 7AC53

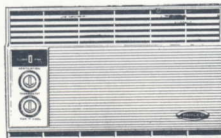
**Operates quietly, even at
full cooling capacity!**

Lets you sleep, work, read, entertain without disturbing noise. Automatic Thermostat, Special Ventilation Control, No-Drip Dehumidification. BTU/HR cooling capacities to suit your needs. Choice of 7 beautiful simulated wood or vinyl fabric decorator fronts to go with any color scheme.



Philco SPACE-MATE

Lightweight economy model cools bedrooms up to 300 sq. ft. Install it yourself in minutes. 5,000 BTU/HR cooling capacity.



Philco 5AC51

**PHILCO
BLADES-OF-
WATER
ACTION**

PHILCO HOME LAUNDRY APPLIANCES FOR EVERY NEED

Philco puts more action in the wash water, does a better washing job and is easier on your clothes. Water action does the work instead of thrashing blades. It's a new and better way to wash, yours only from Philco. Gets even dirtiest work clothes sparkling clean, yet safe for finest fabrics.

Philco AUTOMATIC WASHERS

Wide-opening contour top makes loading and unloading easier. Big load capacity saves time, work, money. Simplified Design, 25% fewer parts to wear out. Automatic Lint Filter. All most-wanted features.



Philco D6F8

Philco AUTOMATIC CLOTHES DRYER

High airflow for fast drying regular loads, low airflow for delicate fabrics. New Reverse Tumbling reduces tangling and wrinkles. Sens-A-Dry Moisture Measure delivers clothes dried just the way you want them.



Philco C7F8

Philco DUOMATIC Washer-Dryer Combination

Just toss dirty clothes in, take clean, dry clothes out. Washes and dries clothes in one continuous operation . . . all in one machine less than 27" wide. Deluxe washer features. Deluxe dryer features. Gas or Electric.

Authentically
Styled
Fine Furniture
Stereo

PHILCO SOLID STATE STEREO
High Fidelity from the Philco

Master Craft Collection

Superb stereo instruments unsurpassed in reliability and stereo realism with 100% solid state circuitry—no tubes to burn out! In a beautiful collection of authentic period designs, each is a work of art in hand-finished wood solids and veneers with the careful attention to detail found only in finest furniture.

Philco 1890 MB, 1981 WA



Philco 1515 WA

PHILCO SOLID STATE PORTABLE STEREO

Performance of a console in a handy, handsome portable! Twin speakers swing out, can be lifted off and separated up to 18 feet for full stereo effect. Walnut veneer cabinet.

FAMOUS FOR QUALITY THE WORLD OVER

PHILCO

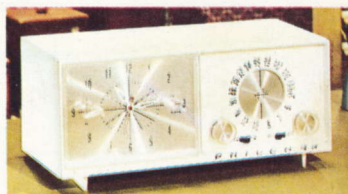
A SUBSIDIARY OF *Ford Motor Company*

PHILCO RADIOS

for listening enjoyment everywhere



T-804
FM-AM Miniature
9-Transistor Portable



710-WH FM-AM Clock Radio
Lulls you to sleep, wakes you to music,
entertains you with both FM and AM



**SOLID STATE
STEREO FM
FM-AM Table Radio**

The ultimate in home radio. 4 speakers in twin enclosures can be separated for full stereo effect on FM Stereo programs.

Specifications subject to change without notice. PRINTED IN U.S.A.