

PHILCO

715P

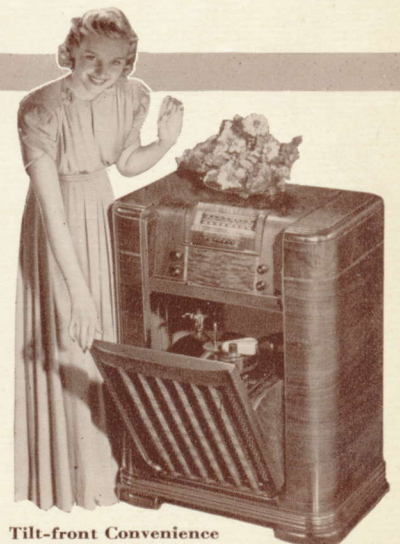
Music on a
Beam of Light—
A Philco Exclusive!

The Philco Photo-Electric Reproducer and Tilt-front Cabinet are exclusive Philco features that have brought to the world a new conception of Radio-phonograph performance and convenience. Cabinet styling of dignity and grace with highly figured, grained butt and sliced Walnut, with Zebrano grain inlays.



- ★ Nine Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Tuning Bands cover Standard Broadcasts, Foreign and Domestic Short-wave and Police;
- ★ Built-in Antenna;
- ★ Philco Photo-Electric Reproducer—no needles to change, new fidelity of tone;
- ★ Special Phonograph circuit with Push-pull Pentode Output Circuit and added stage of amplification, giving finest record reproduction.
- ★ Automatic Volume Control and Bass Compensation;

Cabinet Dimensions: 39" high; 30½" wide; 18" deep.



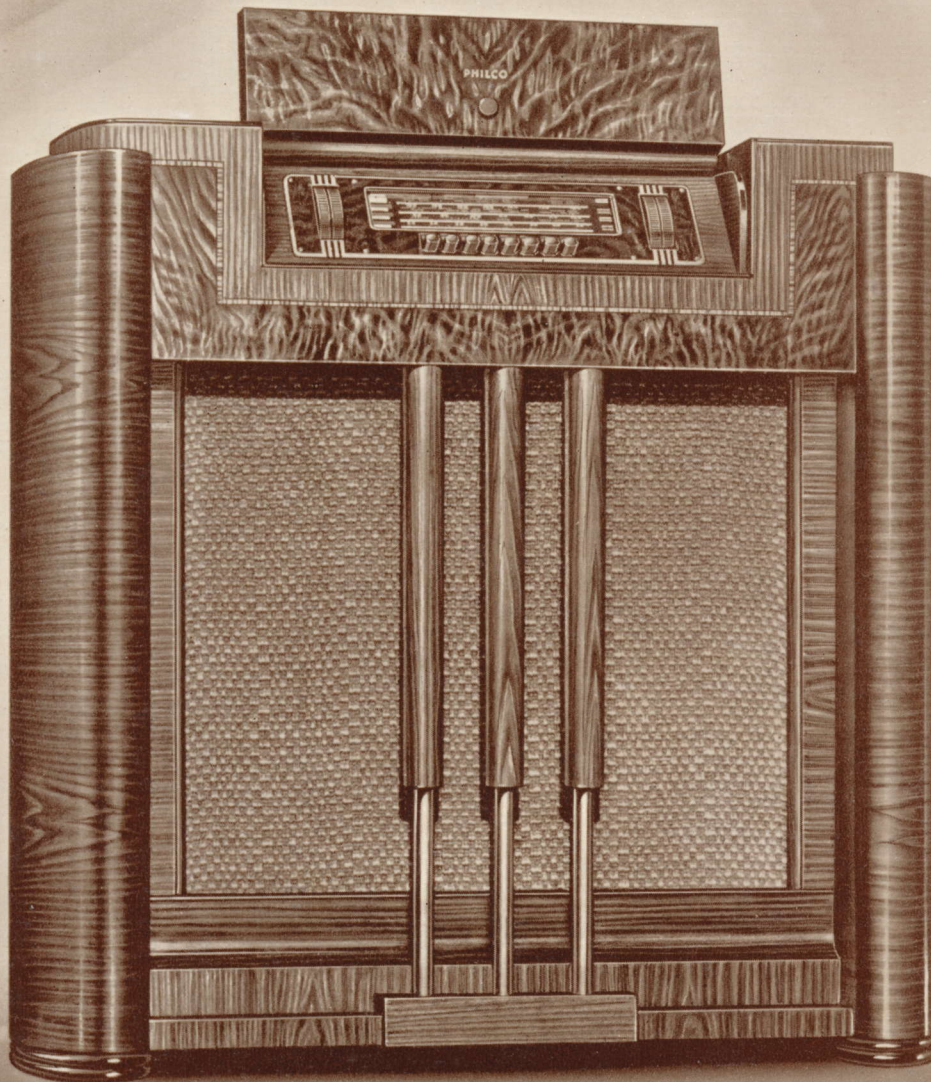
Tilt-front Convenience
—exclusively PHILCO

PHILCO RADIO IS PRODUCED IN CANADA

PHILCO

44x

DE LUXE



A
Quality
Sensation!

Truly a great Radio housed in a console of exquisite beauty and charm . . . for the customer who demands the last word in "looks" and performance.

Cabinet of beautifully figured Walnut hand-rubbed to a rich piano finish.



- ★ Eleven *all working* Philco High - efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Four Tuning Bands covering Standard, Domestic and Foreign Short-Wave Broadcasts;
- ★ Two I.F. Stages for sensitivity and selectivity;
- ★ Built-in Loop Antenna;
- ★ Phase Inverted, Push-pull Audio System with Automatic Bass Compensation;
- ★ Fourteen - inch Cathedral Balanced Field Electro-dynamic Speaker;
- ★ Horizontal, Easy-to-read, Inclined-to-the-eye, Edge-lighted Dial;
- ★ Record player Jack;

Cabinet Dimensions: 36" high; 35 $\frac{5}{8}$ " wide; 16" deep.

PHILCO RADIO IS PRODUCED IN CANADA

PHILCO

54x

A New
Style
Note!

Superb cabinet craftsmanship makes the most of the new refreshing lines of this beautiful Console Cabinet. The "hard-to-please" prospect will instantly warm to the charm of the especially selected butt Walnut and softly contrasting Zebrano inlays.



- ★ Eight *all working* Philco High-efficiency Tubes;
- ★ Instantaneous Push-button Tuning;
- ★ Five Tuning Bands—19 Metre, 25 Metre, 31 Metre Band Spread, general coverage 49 to 16 Metres on one scale and Standard Band;
- ★ Built-in Antenna with provision for outside aerial operation;

- ★ Phase Inverted Push-pull Audio System with Automatic Bass Compensation;
- ★ Large, Horizontal, Easy-to-read, Inclined-to-the-eye, Edge-lighted Dial;
- ★ Twelve-inch Cathedral Balanced Field Electro-Dynamic Speaker;
- ★ Record Player Jack;

Cabinet Dimensions: 38" $\frac{1}{4}$ high; 30" wide; 13" deep.

PHILCO RADIO IS PRODUCED IN CANADA



PHILCO

53x

Latest
Refinement
of
Popular
Philco Design

Basic Philco Cabinet design features that broke sales records will be instantly recognized in this new version, destined to further enhance its popularity.

Even more beautiful, streamlined contours enriched with selected Walnut veneers, softly contrasted with Meyer-cord inlays.



- ★ Six all working Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Five Tuning Bands—19 Metre, 25 Metre; 31 Metre, Band Spread, general coverage 49 to 16 Metres on one scale and Standard Band;
- ★ Pentode Audio System; Automatic Volume Control and Bass Compensation;
- ★ Large, Horizontal, Easy-to-read, Inclined-to-the-eye, Edge-lighted Dial;
- ★ Built-in Antenna with provision for outside aerial operation;
- ★ Balanced Field, Electro-dynamic Speaker;
- ★ Record player Jack;

Cabinet Dimensions: 39⁵/₈" high; 28¹/₄" wide; 13¹/₂" deep.

PHILCO RADIO IS PRODUCED IN CANADA

PHILCO

52F

A
Value Leader
of
Unusual Charm

"Looks like *more!*" will be your first reaction to this outstanding Console value which includes *ALL* the really important features usually found in the more expensive instruments. Gracefully fluted pilasters and pedestal base, with handsomely contrasting control panel create a "deluxe" appearance.



- ★ Five *all working* Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button tuning;
- ★ Four Tuning Bands—16, 19; 25, 31 and 49 Metre Expanded and Standard Band;
- ★ Pentode Audio System and Automatic Volume Control;

- ★ Large, Horizontal, Easy-to-read, Inclined-to-the-eye, Edge-lighted Dial;
- ★ For Antenna and Ground operation;
- ★ Ten-inch Balanced Field Electro-dynamic Speaker;
- ★ Record player Jack;

Cabinet Dimensions: 37 $\frac{1}{4}$ " high; 25 $\frac{1}{2}$ " wide; 10 $\frac{1}{2}$ " deep.

PHILCO RADIO IS PRODUCED IN CANADA

PHILCO 55T

World Listening Post!

To the ends of the Earth you may range with ease, as you explore the all-embracing eight tuning bands of this masterpiece of Table Radio design—the last word in thrilling wide-world reception. For the keen follower of world events, Philco proudly presents this Special Service Receiver.



- ★ Eight Tuning Bands covering Standard Broadcast, all Tropical Bands, and 5 fully expanded Short-Wave Bands from 49 Metres down to and including the 13 Metre Band;
- ★ Eight *all working* Philco High-efficiency Tubes;
- ★ Tuned R.F. Stage for sensitivity and selectivity;
- ★ Phase Inverted Push-pull Audio System;

- ★ For Aerial and Ground operation;
- ★ Record Player connection;
- ★ Special type vertical 8-Scale Dial with each Band individually lighted while in operation;
- ★ Handsome Walnut Cabinet with contrasting inlays;
- ★ Automatic Volume Control and Bass Compensation;

Cabinet Dimensions: 14³/₄" high; 20" wide; 9¹/₂" deep.

PHILCO

51T

Thrilling Tone
and
Power

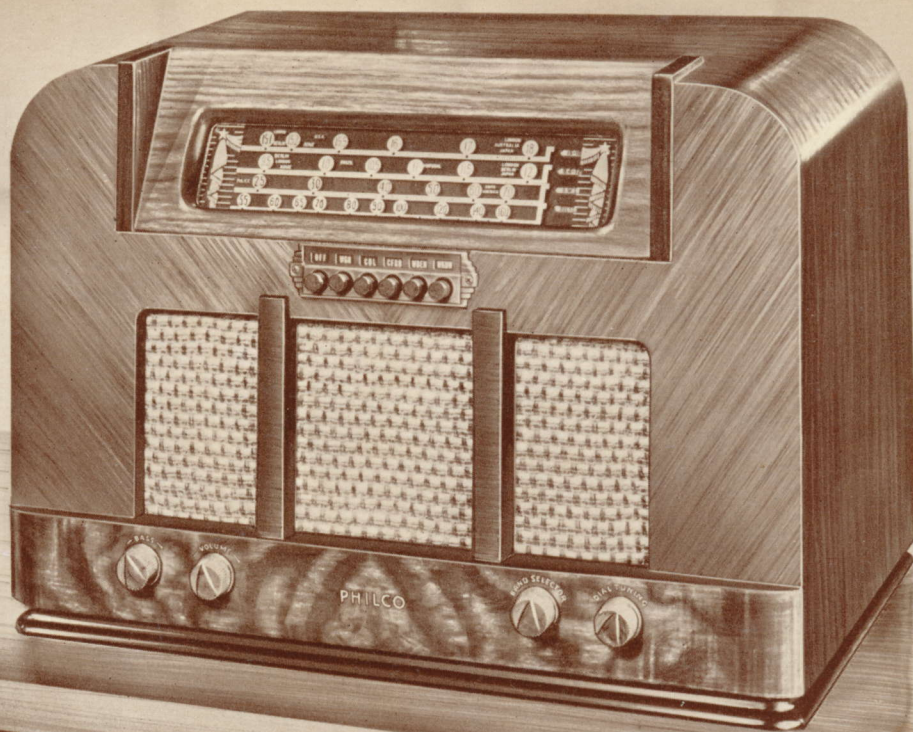
Concert Grand performance made possible by powerful Audio System in a beautifully made Cabinet of Walnut veneers and contrasting inlays.



- ★ Seven all working Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Tuned R.F. Stage for greatest sensitivity and selectivity;
- ★ Automatic Bass Compensation and Automatic Volume Control;

- ★ Four Tuning Ranges covering Expanded 49 Metre; 31 Metre; 25 Metre; 19 Metre and 16 Metre Short-wave Bands; Police and Standard broadcasts.
- ★ Phase Inverted Push-pull Audio System;
- ★ For Antenna and Ground operation;
- ★ Record Player Jack;

Cabinet Dimensions: 14" high; 20" wide; 11" deep.



PHILCO

50T

Richly
Impressive Size
and Lines

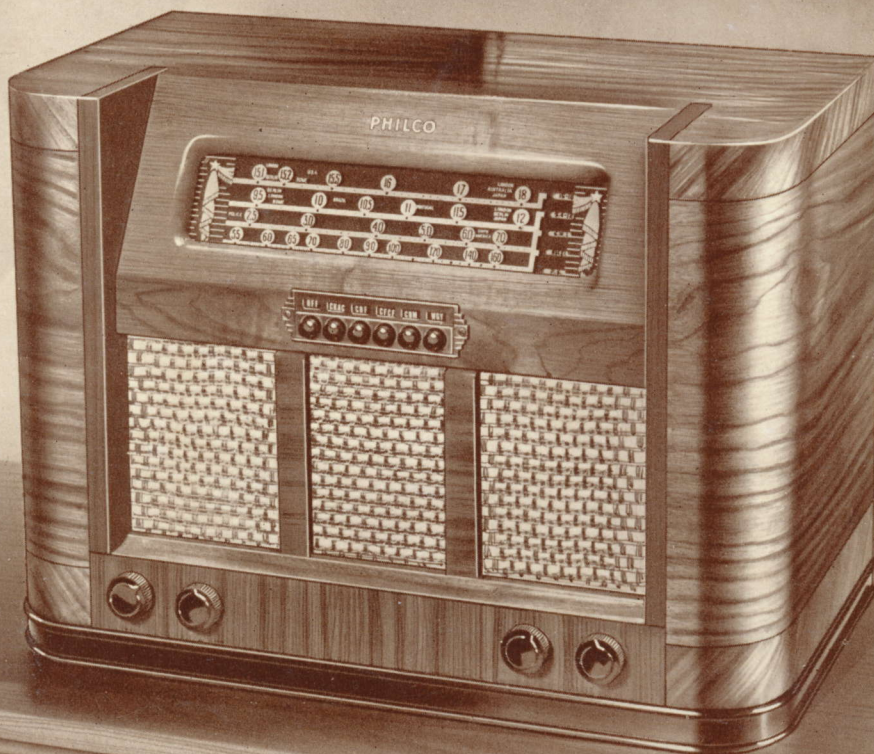
Modern as to-morrow's news are the rich and graceful lines of this smart new Cabinet of handsome sliced Walnut with contrasted Walnut Marquetries.



- ★ Six all working Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Tuned R.F. Stage for greatest sensitivity and selectivity;
- ★ Pentode Audio System and Automatic Volume Control;

- ★ Four Tuning Ranges covering Expanded 49 Metre; 31 Metre; 25 Metre and 16 Metre Short-wave Bands, Police and Standard broadcasts.
- ★ For Antenna and Ground operation;
- ★ Electro-dynamic, Balanced Field Speaker;
- ★ Record Player Jack;

Cabinet Dimensions: 14" high; 20" wide; 11" deep.



PHILCO 55T

World Listening Post!

To the ends of the Earth you may range with ease, as you explore the all-embracing eight tuning bands of this masterpiece of Table Radio design—the last word in thrilling wide-world reception. For the keen follower of world events, Philco proudly presents this Special Service Receiver.



- ★ Eight Tuning Bands covering Standard Broadcast, all Tropical Bands, and 5 fully expanded Short-Wave Bands from 49 Metres down to and including the 13 Metre Band;
- ★ Eight *all working* Philco High-efficiency Tubes;
- ★ Tuned R.F. Stage for sensitivity and selectivity;
- ★ Phase Inverted Push-pull Audio System;

- ★ For Aerial and Ground operation;
- ★ Record Player connection;
- ★ Special type vertical 8-Scale Dial with each Band individually lighted while in operation;
- ★ Handsome Walnut Cabinet with contrasting inlays;
- ★ Automatic Volume Control and Bass Compensation;

Cabinet Dimensions: 14 $\frac{3}{4}$ " high; 20" wide; 9 $\frac{1}{2}$ " deep.

PHILCO

51T

Thrilling Tone and Power

Concert Grand performance made possible by powerful Audio System in a beautifully made Cabinet of Walnut veneers and contrasting inlays.



- ★ Seven all working Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Tuned R.F. Stage for greatest sensitivity and selectivity;
- ★ Automatic Bass Compensation and Automatic Volume Control;

- ★ Four Tuning Ranges covering Expanded 49 Metre; 31 Metre; 25 Metre; 19 Metre and 16 Metre Short-wave Bands; Police and Standard broadcasts.
- ★ Phase Inverted Push-pull Audio System;
- ★ For Antenna and Ground operation;
- ★ Record Player Jack;

Cabinet Dimensions: 14" high; 20" wide; 11" deep.



PHILCO

50T

Richly Impressive Size and Lines

Modern as to-morrow's news are the rich and graceful lines of this smart new Cabinet of handsome sliced Walnut with contrasted Walnut Marquetries.



- ★ Six all working Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Tuned R.F. Stage for greatest sensitivity and selectivity;
- ★ Pentode Audio System and Automatic Volume Control;

- ★ Four Tuning Ranges covering Expanded 49 Metre; 31 Metre; 25 Metre and 16 Metre Short-wave Bands, Police and Standard broadcasts.
- ★ For Antenna and Ground operation;
- ★ Electro-dynamic, Balanced Field Speaker;
- ★ Record Player Jack;

Cabinet Dimensions: 14" high; 20" wide; 11" deep.





PHILCO 34T

Style and Convenience

—keynote this modern self-contained table receiver featuring the famous Empire Circuit. Cabinet features satin smooth sliced Walnut and grained New Guinea Wood.

- ★ Seven all working Philco High-efficiency Tubes;
- ★ Instantaneous Electric Push-button Tuning;
- ★ Two stages of I.F. for sensitivity;
- ★ Built-in Loop Antenna;
- ★ Large, Horizontal, Inclined-to-the-eye Dial;
- ★ Illuminated, shifting arrow indicating Band being operated;

- ★ Pentode Audio System with Automatic Volume Control;
- ★ Three Tuning Ranges covering Standard, Domestic and Foreign Short-Wave Bands;
- ★ Record Player Jack;
- ★ Handsome Cabinet of satin smooth sliced Walnut and strikingly grained New Guinea Wood;

Cabinet Dimensions: 11 $\frac{1}{8}$ " high; 16 $\frac{1}{2}$ " wide; 9 $\frac{1}{4}$ " deep.



PHILCO 49T

Advanced Design — Modestly Priced

The buyer set on getting a lot of Radio performance at a modest outlay will enjoy the thrill of discovery when he learns the price of this table model classic.

- ★ Five all working Philco High-efficiency Tubes;
- ★ Four Tuning Bands—16, 19, 25, 31 and 49 Metre Expanded and Standard broadcast;
- ★ Large, Horizontal, Easy-to-read, Inclined-to-the-eye, Edge-lighted Dial;
- ★ For Antenna and Ground operation;

- ★ Pentode Audio System and Automatic Volume Control;
- ★ Electro-dynamic Speaker;
- ★ Record Player Jack;
- ★ Cabinet of Canadian Walnut Veneers, finished in high lustre.

Cabinet Dimensions: 10 $\frac{1}{4}$ " high; 14 $\frac{1}{2}$ " wide; 8 $\frac{3}{4}$ " deep.



PHILCO

48T

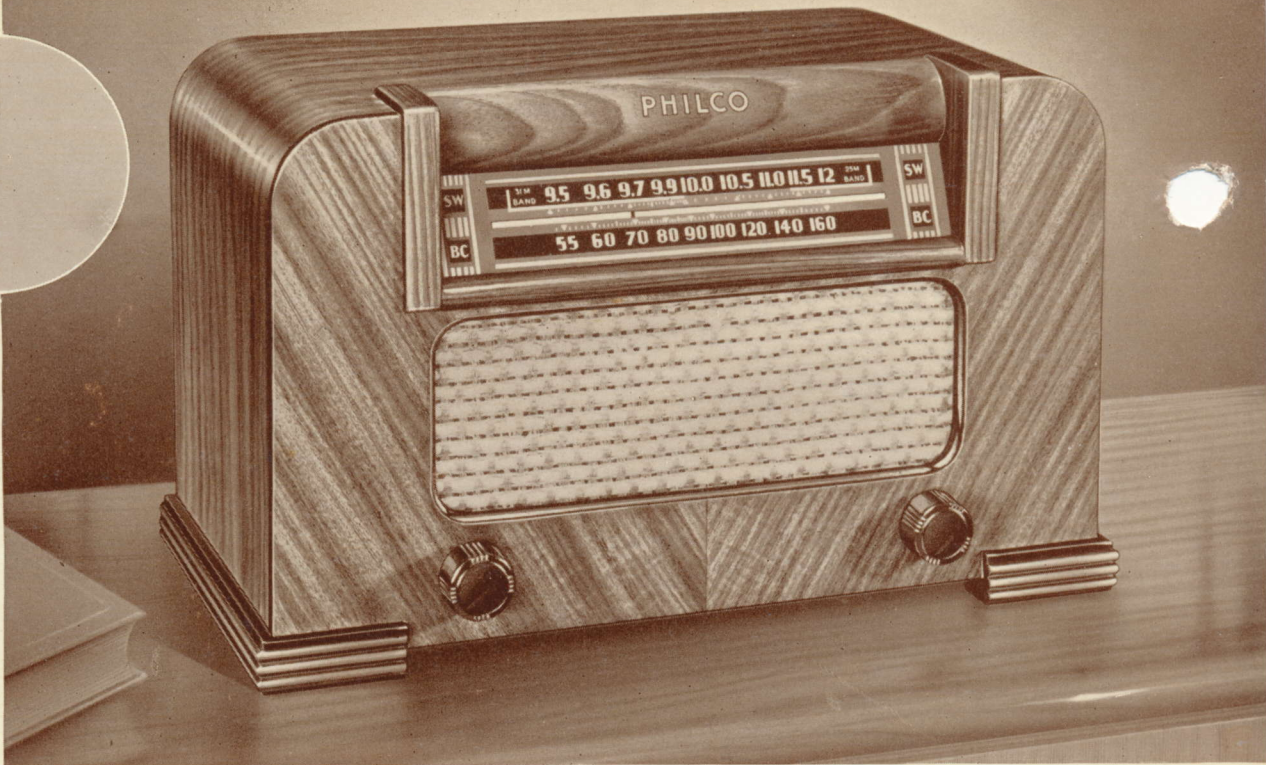
Short-Wave Value Leader!

Standard band or short-wave—it's all the same to this amazingly efficient, smartly styled "Baby Grand" with its attractive Cabinet of Walnut veneers and contrasting inlays.



- ★ Five all working Philco High-efficiency Tubes;
- ★ Large, Horizontal, Inclined-to-the-eye Dial in colour;
- ★ Two Bands covering Standard Broadcast and the popular 25 and 31 Metre Short-wave Bands;
- ★ Six-inch OVAL Speaker for tone;
- ★ Automatic Volume Control and Pentode Audio System;
- ★ For Antenna and Ground operation;
- ★ For AC operation only;
- ★ Record Player Jack;

Cabinet Dimensions: 8 1/4" high; 13 1/4" wide; 7 1/8" deep.



PHILCO

47T

Streamlined Efficiency!

The new type Oval Speaker featured in this low-priced Philco together with a Cabinet of Solid Walnut produces a rich, full tone quality which favourably compares with "de luxe" models.



- ★ Five all working Philco High-efficiency Tubes;
- ★ Large, Horizontal, Inclined-to-the-eye Dial in colour;
- ★ For Standard Band operation;
- ★ Six-inch OVAL Speaker for tone;
- ★ Automatic Volume Control and Pentode Audio System;
- ★ For Antenna and Ground operation;
- ★ For AC operation only;
- ★ Record Player Jack;

Cabinet Dimensions: 8" high; 13" wide; 7" deep.





PHILCO 46TI-TLI

Eye and Ear Appeal!

The most beautiful compact Radio ever designed—with startling power to prove that "beauty is as beauty does".



- ★ Five Philco Loktal Tubes; AC-DC Super-heterodyne with newly-designed, extremely powerful circuit;
- ★ Powerful new 6-inch OVAL Speaker;
- ★ Beam Power Output Tube;

- ★ Large, three-colour, Horizontal Inclined-to-the-eye Dial;
- ★ Optional Antenna; loop for normal operation and attached Antenna for the more remote districts;
- ★ Housed in a gleaming Ivory Cabinet;

Cabinet Dimensions: 7¼" high; 11⅜" wide; 6" deep.



PHILCO 46T-TL

Plastic Masterpiece

A refreshingly new, exclusively Philco, compact design. Gracefully flowing curves, handsome 3-colour horizontal dial, and BIG SET performance. What a value!



The Model 46T-TL has the same electrical specifications as the Model 46TI illustrated above. Cabinet is of Walnut plastic with blending speaker louvers.

PHILCO 45T

Yardstick of Radio Value

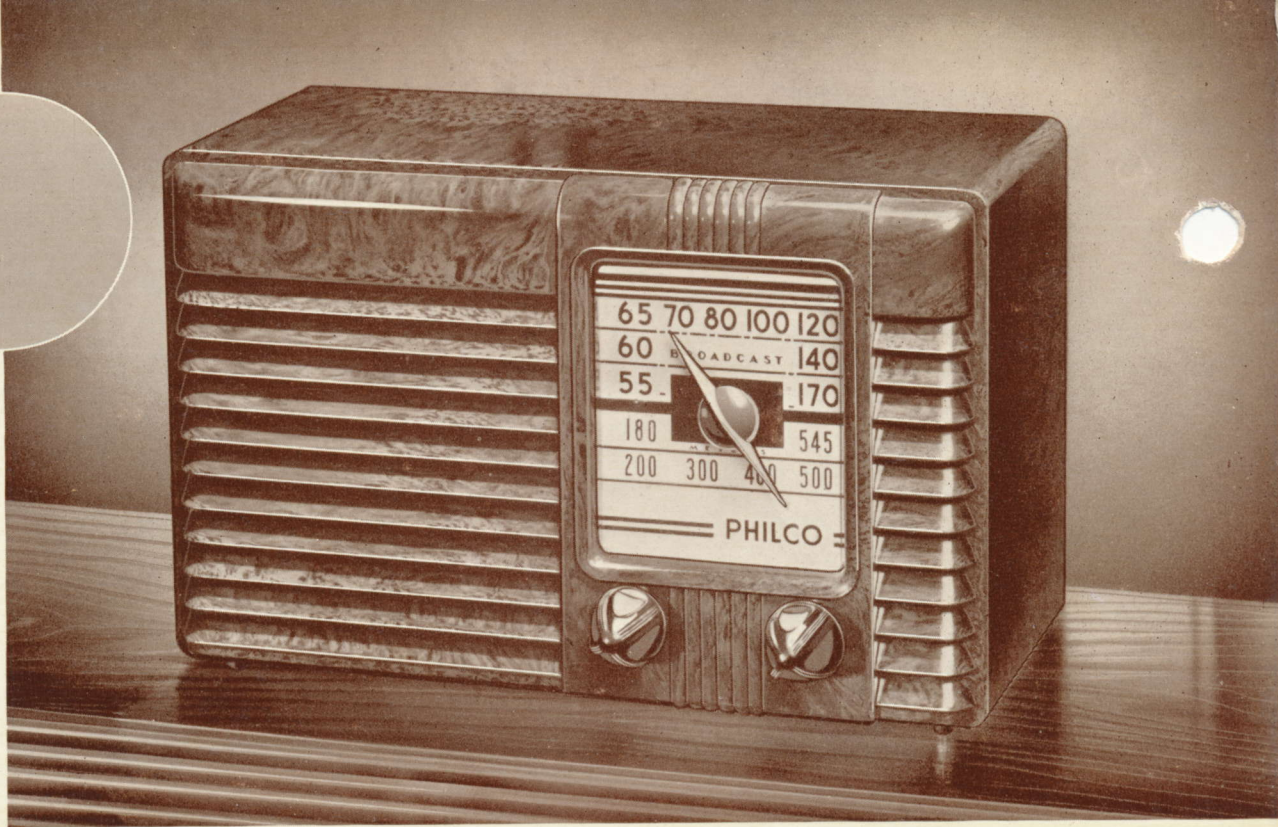
Judged by the most rigid tests... those "in the know" acclaim this Personal Philco the acme of AC-DC radio design. Prove by comparison!



- ★ Five Philco Loktal Tubes;
- ★ Philco AC-DC Superheterodyne circuit;
- ★ Standard Wave Band; some Police calls;

- ★ Attached Aerial, no Ground required;
- ★ Improved Speaker;
- ★ Full-vision Dial in a Cabinet of rich Walnut Brown plastic;

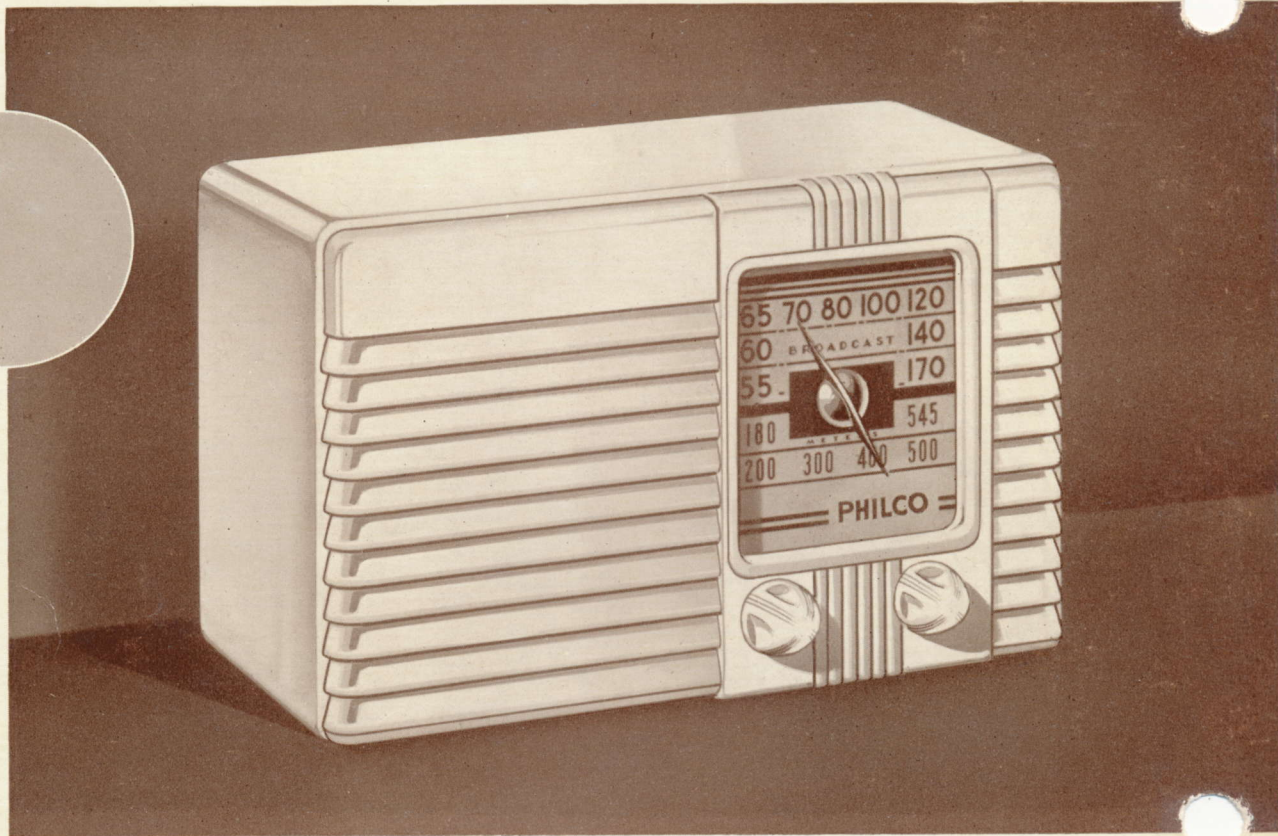
Cabinet Dimensions: 5 $\frac{3}{8}$ " high; 8 $\frac{1}{2}$ " wide; 3 $\frac{3}{8}$ " deep.



PHILCO 45TI

Ivory Classic!

Mere males will approve its outstanding performance while feminine Canada votes overwhelmingly for its exquisite beauty.



The Model 45TI has the same electrical specifications as the Model 45T illustrated above. Model 45TI Cabinet of plastic has a glowing ivory finish.



PHILCO
216T

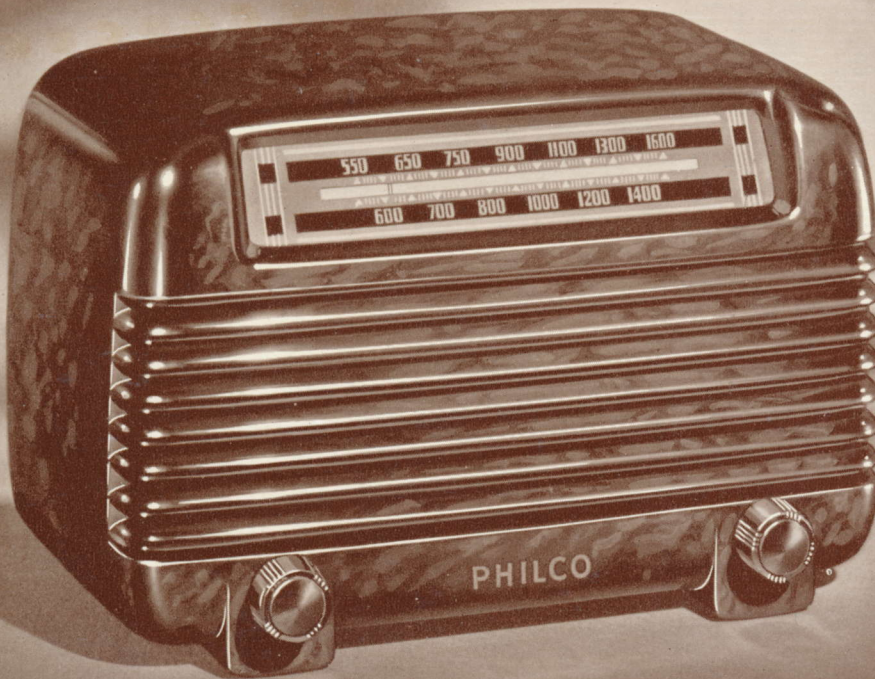
**World-Wide
Reception on
Battery Power**

Crammed full of new features. The latest type Philco Oval Speaker gives amazingly clear tone fidelity. Real Short-wave as well as Standard Band performance. The Cabinet of beautiful Walnut Veneers and contrasting inlays sets a new high standard in battery set styling.



- ★ Five low drain Philco High-efficiency Tubes;
- ★ Tuning Range covers popular 31 and 25 Metre Band as well as Standard Band;
- ★ New high Output 6-inch OVAL Speaker;
- ★ Push-pull Audio System for greater, undistorted amplification of tone;
- ★ Automatic Volume Control;
- ★ Horizontal, Inclined-to-the-eye Dial;

Cabinet Dimensions: 8¼" high; 13¼" wide; 7⅛" deep.



PHILCO
215T

**Most Beautiful
Plastic Battery
Model Ever!**

A brand new streamlined plastic that sets a new style in compact battery receiver design. Smart, graceful, original, it will instantly appeal to the buyer who lives "beyond the power lines".



- ★ Four low drain Philco High-efficiency Tubes;
- ★ New high Output 6-inch OVAL Speaker;
- ★ Covers Standard Band;
- ★ Automatic Volume Control;
- ★ Large Easy-to-read, Inclined-to-the-eye, Horizontal dial;

Cabinet Dimensions: 7¼" high; 11⅜" wide; 6" deep.

PHILCO

213K

De-Luxe
Short-Wave
Battery
Console

Now . . . a Battery Console with truly sensational Short-wave as well as Standard reception. Yes, Foreign as well as Canadian and American programmes with truly enjoyable clarity. Push-pull Audio System gives great volume and lifelike tone. Impressive, gracefully designed grained and richly finished woods.

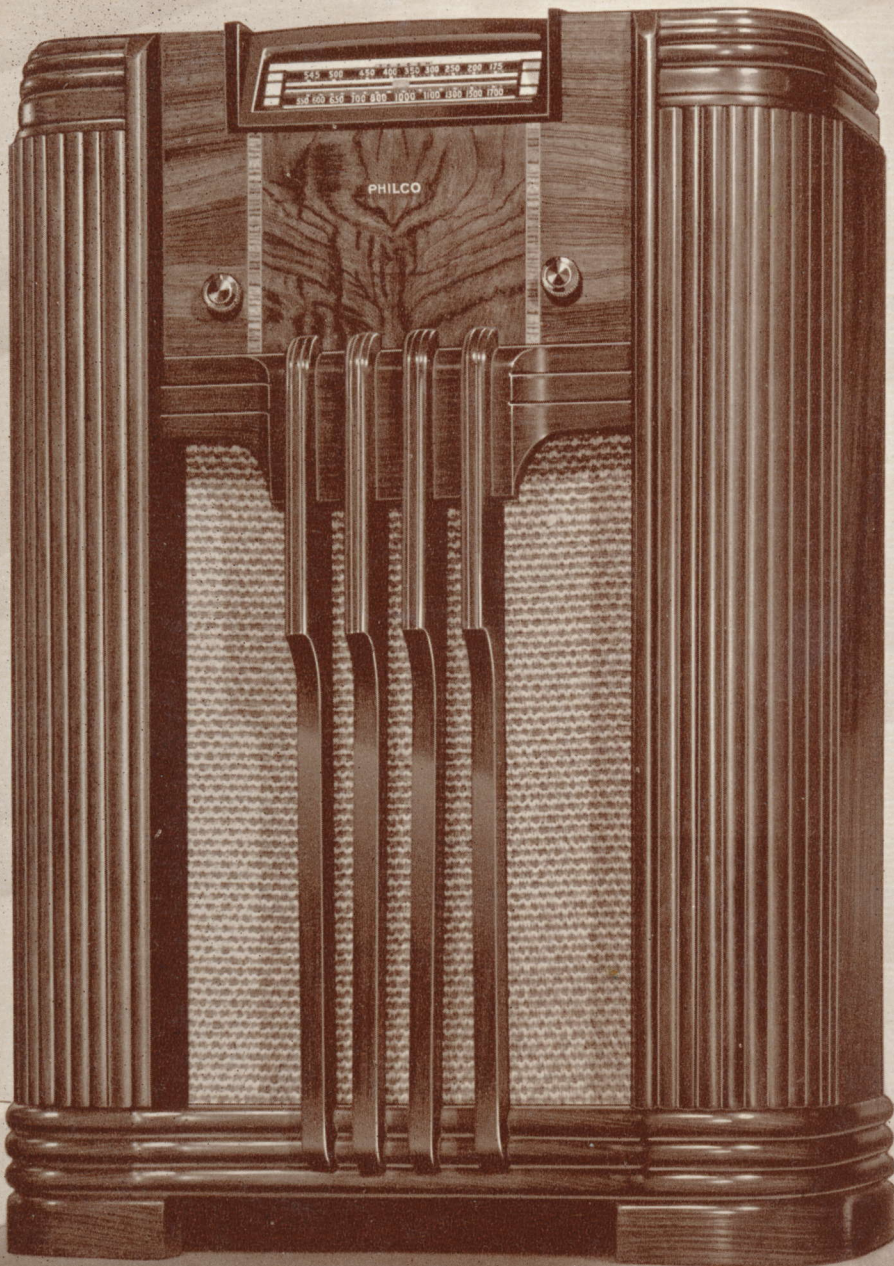


- ★ Five Philco current-saving Tubes, designed for low drain;
- ★ Four Tuning Ranges covering Standard Broadcasts, and the popular 49, 31 and 25 Metre Short-wave bands;
- ★ Push-pull Pentode Audio System with Automatic Volume Control and Bass Compensation;

- ★ Automatic "On-Off" Flag, uses no current;
- ★ Improved high-output Magna-dynamic Philco Speaker;
- ★ Horizontal Inclined Dial, Easy-to-read;
- ★ For Antenna and Ground operation;
- ★ Single, oversize, extra long-life AB Battery Power Unit; fits inside the Cabinet;

Cabinet Dimensions: 36³/₄" high; 24³/₄" wide; 10 7/16" deep.

PHILCO RADIO IS PRODUCED IN CANADA



PHILCO

212F

**Glorious Tone
with
Real Battery
Economy!**

Marvellous purity of tone, clear and lifelike in *full volume* thanks to Philco "Push-pull" Audio System and High-efficiency, low drain Philco Tubes. Extra long battery life—yes, many more hours of new Radio enjoyment than any previous 5-tube battery Radio has ever given under the same conditions. Cabinet has smart modern lines featuring butt Walnut woods and inlays with gracefully fluted pilasters.



- ★ Five current-saving Philco Tubes, designed for low drain;
- ★ For Standard Band operation;
- ★ Push-pull Pentode Audio System with Automatic Volume Control;
- ★ Automatic "On-Off" flag, uses no current;

- ★ Improved high-output Magna-dynamic Philco Speaker;
- ★ Horizontal Inclined Dial, Easy-to-read;
- ★ For Antenna and Ground operation;
- ★ Single, oversize, extra long-life AB Battery Power Unit fits inside the Cabinet;

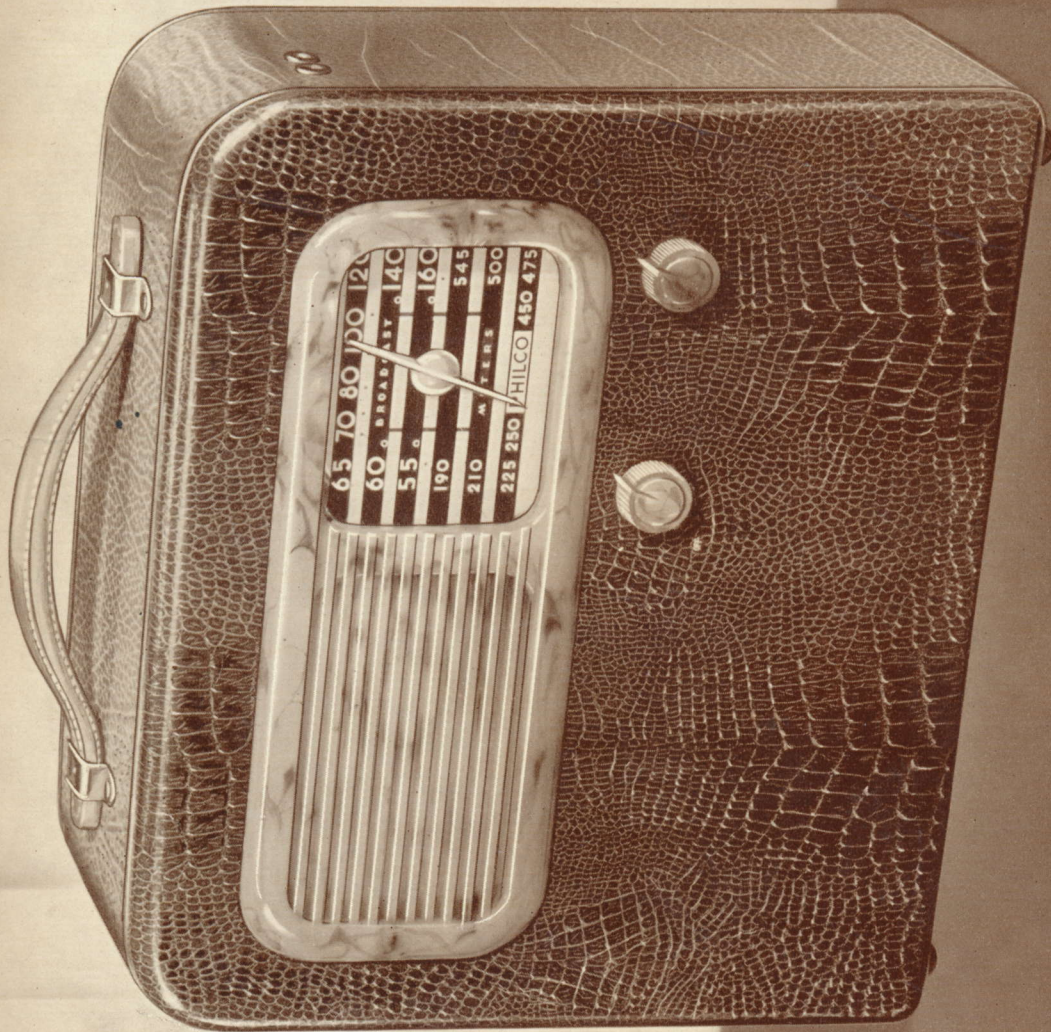
Cabinet Dimensions: 36 $\frac{3}{4}$ " high; 24 $\frac{3}{4}$ " wide; 10 $\frac{1}{2}$ " deep.

PHILCO RADIO IS PRODUCED IN CANADA

PHILCO
408T
DE LUXE

TRAVEL
"First Class"
With this Universal
PHILCO

—and when you are at home or staying in hotels this smart Luggage-type Portable may be plugged-in to give you thrilling electric set performance, for it works as well either on its own self-contained dry power supply or from AC- or DC house current. Plays anywhere. You'll be proud to travel with this smart luggage case of dark-brown Spanish alligator and two-tone tan Beaver grain Fabrikoid.



- ★ Plays anywhere . . . needs no Aerial or Ground;
- ★ Powered with self-contained, long-life AB Battery Power Pack;
- ★ Five Philco High-efficiency Tubes;
- ★ Covers Standard Broadcast Band;

- ★ Large Built-in Loop Antenna with external connection for Pullman Antenna;
- ★ Beam Power Output Tube;
- ★ Automatic "On-Off" signal;

**PHILCO RADIO IS
PRODUCED IN CANADA**

Cabinet Dimensions: 10³/₄" high; 13" wide; 5¹/₈" deep.