



PHILCO
TELEVISION

For 1950



1950

At the Midway Mark of the Century

PHILCO

ushers in the

**Dawn of a
New Day**

in

TELEVISION



PHILCO LEADERSHIP brings Stability and Profits to the Television Industry

THE DAY the television world has
been dreaming about . . . the day the television
dealer has been pleading for . . . the day the
television buying public has been waiting for . . .
IS HERE with Philco for 1950!

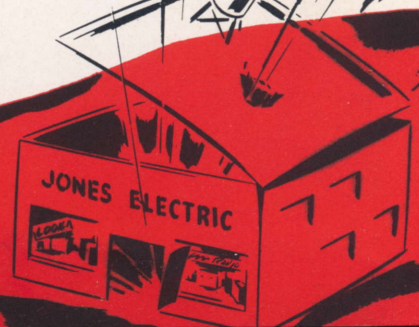
IN ONE GIANT STRIDE, the achieve-
ments of Philco research bring package merchan-
dising to television, making it easy for the customer
to buy, simple and profitable for the dealer to sell.
Thus, Philco for 1950 brings stability to television
with the sound, profitable principles of selling
upon which the record of nineteen years of Philco
leadership was built.

"Just Plug in



the feature that
took radio off
the roof and the

Roof Off of
Radio Sales...



and Play" ---



Now
here in
Television!



From the Philco Laboratories
comes the development the
world has been waiting for...

The PHILCO
Electronic
Built-In
Aerial System
for Television

Developed by Philco Engineers to make
television easy for the customer to
buy...and simple for the dealer to sell!

A New Electronic Triumph of

THE Philco Electronic Built-In Aerial System is the result of a long program of original research in the Philco laboratories, designed to solve one of the dealer's major problems in television. For the lesson of radio showed that *it had to come in order to bring television enjoyment to the greatest number and to remove the shackles from television sales.*

So the exclusive Philco Electronic Built-In Aerial System is here, unlike anything that has ever been known in the industry. Far more than an aerial alone, it is a *combination of developments*, each necessary to the other and working together as a *system*. It is not a mere device to be "attached" to the receiver but an integral part of the circuit, built-in and entirely concealed within the cabinet.

The component parts of the Philco Electronic Built-In Aerial System are as follows:

1. Completely New Development in Television Aerial Design

The whole conception of a *built-in* aerial for television required a totally new approach to the basic principles of antenna design. A television aerial must have length and direction. To be self-contained, it must be compact. To solve this double problem, Philco engineers developed an entirely new type of aerial made of pure aluminum sheet. It is scientifically calculated and shaped to be *responsive to all wave lengths*. Yet it fits easily inside the cabinet. It was the first step in a major contribution to the science of television.

2. Electronic Network Coupled to the Aerial

In their next step, Philco engineers coupled to antenna an electronic circuit by which *tuned and matched EXACTLY to each channels*. Thus the Philco Electronic Built-In Aerial System has a property which even outdoor aerials lack. A roof aerial, even when properly installed, is *exactly* the right length for more than one station. If several stations are present, a compromise must be made, which, at best, means something less than *peak efficiency* for each station. But with the Philco Electronic Built-In Aerial System, the coupling network is *exactly* the right length for *every station* with a built-in control. It's another basic contribution to television. Philco pioneering research.

3. New High in Sensitivity with High Gain Tuner

The final step which made the development of the Philco Electronic Built-In Aerial System possible was the increased sensitivity of the Philco television tuner. Together with a new High Gain Tuner, the Philco Electronic Built-In Aerial System provides heights of picture and sound amplification and efficient rejection of noise and adjacent channels. The amazing efficiency of the Philco Electronic Built-In Aerial System rests upon the foundation of the Philco Electronic Built-In Aerial System performance, with which it is balanced.

That's the Philco Electronic Built-In Aerial System

. . . an epoch-making advance in television progress . . . widening the

OPENS TELEVISION TO

of Philco Television Research

Network the Aerial

Philco engineers coupled to this new kind of electronic circuit by which the aerial may be built **EXACTLY** to each of the 12 television channels. The Philco Electronic Built-In Aerial System even outdoor aerials do not have. For even when properly installed, can never be used for more than one station. Where, at present, a compromise must be made between something less than the greatest picture and sound. But with the Philco Electronic Built-In Aerial System, the coupling network permits tuning every station with a simple aerial tuning control. A basic contribution to television from Philco.

High Sensitivity Gain Tuner

Philco made the development of the Philco Electronic Built-In Aerial System possible is the vastly improved Philco television circuits for 1950. The High Gain Tuner, they achieve new picture and sound amplification with extremely low noise and adjacent channel interference. The foundation of this great advance in television is the Philco Electronic Built-In Aerial System which it is balanced and combined.

Electronic Built-In Aerial System
making advance in television
... widening the door that
TELEVISION TO THE MILLIONS!

Completely Built-in and Self-Contained

The Philco Electronic Built-In Aerial System is entirely concealed within the cabinet. No external aerial of any kind is required . . . no aerial on the roof or out the window, no wires or tape around the room, nothing to stand upon the set. It's the feature that Philco brought to radio after a decade of research. Now history repeats itself as Philco brings it to television, *years ahead of schedule!*



Easy to Adjust for Best Picture and Sound on Each of the 12 Channels

A simple control on the top of the cabinet tunes the aerial to match perfectly with each channel for the best possible picture and sound. The control disc is attached to the aerial with a rod which avoids the effect of body capacity when operating the control. And since the system requires no "lead-in", the harmful reflections often caused by long lead-in wires are avoided.

Makes Television Portable!

Easily Moved from Room to Room

No longer is television anchored to a single room. Now, your Philco can be moved easily from room to room . . . from the living room to the bedroom, to the dining room or kitchen, or even to another home, if you move. Yes, it makes television portable and ever so much more enjoyable for all the family.



Only Philco Has It!

Now, Up to 8 out of 10 of Your Customers Don't Need a Television Aerial of Any Kind!

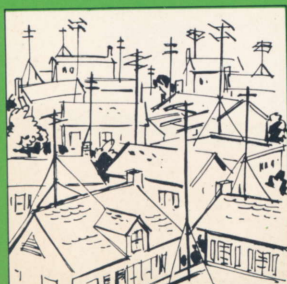
Yes, for up to 80% of the locations, the television aerial is now built-in and completely out of sight . . . No Roof Aerial, No Window Aerial, No Portable or Inside Aerial Needed!

AN epoch making invention is here from the Philco laboratories through which a totally new kind of *electronic* aerial system for television is completely self-contained and concealed within the receiver. And now, wherever a normal television signal can be received, there is no need for a roof aerial installation any more. And no need for unsightly fish poles out the window, wires around the room or ungainly "rabbit ears" to disfigure the set.

This amazing Philco invention (*U. S. patent pending*) is effective in up to 80% of the locations where a television signal can be received. In "fringe" areas and where signals are weak or polluted by reflections, the use

of a roof aerial is recommended, as stated in the notice attached to each 1950 Philco television receiver. But for up to 8 out of 10 of your customers, the Philco Built-In Television Aerial System alone will deliver a clear, sharp, completely enjoyable picture.

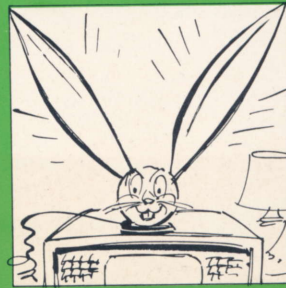
For those locations where a roof aerial is needed, the new circuit developments in Philco for 1950 still offer the greatest overall performance and the most spectacular values in television history. But for the majority of your customers, this great Philco development ushers in a New Day in television merchandising, full of opportunity for volume sales and bigger, more stable profits for the dealer.



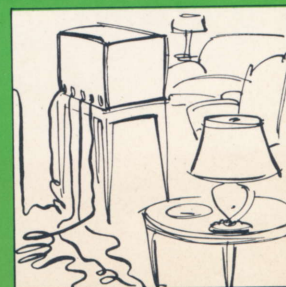
NO eye-sores on the roof,
holes in floors or windows



NO ungainly fish poles
to hang out your window



NO unsightly "rabbit ears"
to disfigure your receiver



NO dangling wires
to clutter-up your room

The Exclusive Philco Electronic Package Merchandising

And . . . a completely new Selling Structure
that means Bigger Volume, Larger Profits and
Greater Stability for the Television Dealer!

Yes, a New Day has dawned in Television with Philco for 1950 . . . the fulfillment of the promise of 19 years of merchandising leadership.

For the television dealer has been expecting Philco to bring its constructive merchandising force to the industry, to announce not only a great new line but a whole new merchandising plan that takes television out of the wilderness of confusion on to the clear path of sound selling and stable profits.

And now it's here, spearheaded by a fundamental invention from the Philco laboratories. A development that not only makes easy-to-sell package merchandise out of television but *enables Philco to restore sound profit margins to the business.*

That's what made Philco a leader over the years and built a profitable business for thousands of Philco dealers. And today, that is how Philco fulfills the obligations of leadership to the television dealers of America.

Yes, Philco for 1950 . . . with its exclusive features, sensational values and unmatched performance . . . is your first real opportunity for sustained volume and solid profits!

Yes, it Takes *the aerial off the roof and* the Roof

Built-In Aerial System Brings to Television!

The Advertised Price
Is the Final Price
... Nothing Else to Buy!

Yes, Philco makes television *package merchandise* at last . . . easy for the customer to buy, simple for the dealer to sell! Now, for the majority of customers, the advertised price is the final price . . . no costly sum added for installation . . . *the sale is finished when the sale is made!*

It's the day the television dealer has been waiting for, the day that restores him to the status he enjoyed in radio, **a full functioning dealer instead of a "sales agent"**! It's the day he regains full possession of the valuable contacts with his customers and recaptures the legitimate profits of his service department.

And think how Philco for 1950 Opens the Flood Gates of Promotion

That's another dividend from the Philco Built-in Television Aerial System. Home demonstrations are now simple to make. Free home trials are a natural. All the merchandising ideas that have made sales for progressive dealers over the years are now easy to apply.

Yes, Philco for 1950 is by far the "hottest" proposition for the customer and dealer in television history . . . the line to *concentrate on* for the biggest volume and the highest profits for the selling season of 1949-50!

off of Television Sales!

NEXT,

A Complete Upheaval in Television Prices and Value!

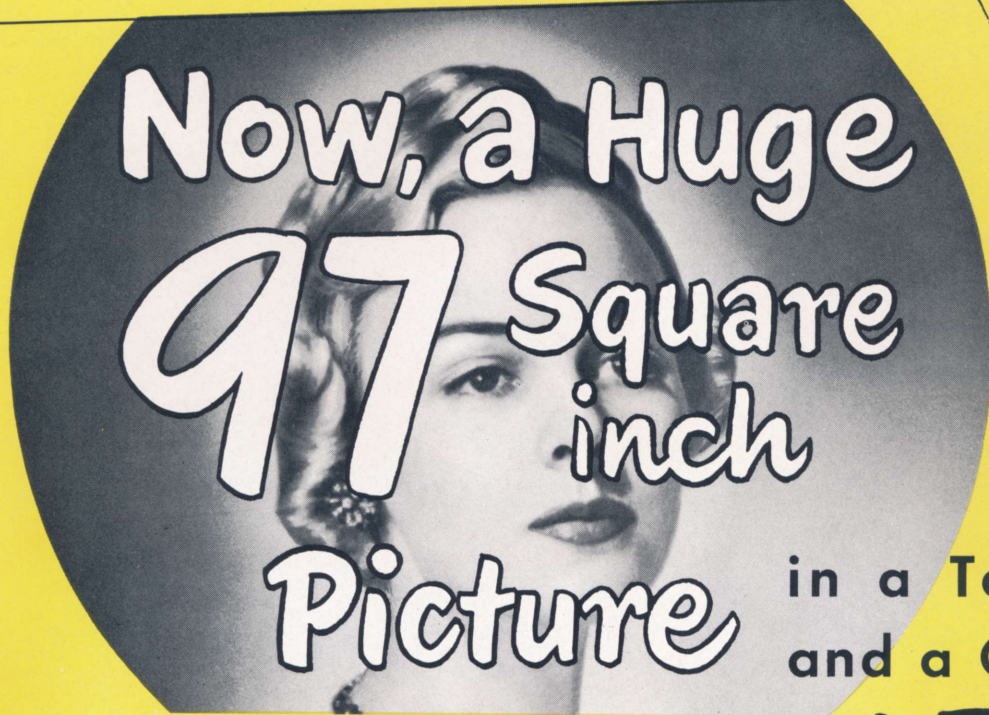
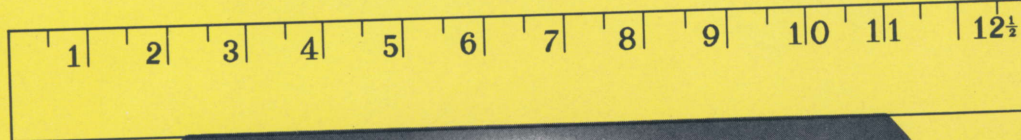
Again, in one giant stride, Philco for 1950 fulfills the fondest dreams of the television buying public, not just lower prices, but a drastic upheaval in the whole structure of television value!

What has the public been asking about Television?

- ★ "Are big improvements coming?"
- ★ "Are bigger pictures on the way?"
- ★ "Are prices coming down?"

PHILCO ANSWERS ALL THESE QUESTIONS
FOR 1950 WITH A LOUD AND EMPHATIC

YES!



Now, a Huge 97 Square inch Picture

in a Table Model
and a Combination
at Far Less

**THAN THE PRICE
OF LAST YEAR'S "52"!**

THAT'S Philco's answer to the public demand for bigger, better pictures at truly lower prices. Philco for 1950 sets a *new standard* of what the television dollar will buy. Now, from Philco, the public can buy a *huge 97 sq. in. picture* for *substantially less than the former price of a good 52 sq. in. set!*

So *97 sq. in.*, not 52, is now the measure of quality and value in television. It's Philco's answer to the insistent demand for *bigger pictures* . . . now offered at a price that's well within the reach of the volume television buyer. Remember, too, it's *package merchandise*, which means another substantial saving in cost for the majority of buyers.

For those who are still content with a smaller picture, Philco for 1950 offers the *Wide-Screen* 61 sq. in. picture which was first developed and introduced to television from the Philco laboratories. Except that now it is offered at *as much as \$100 less than last year's price*. And with vastly

improved performance plus the exclusive Philco Electronic Built-in Aerial System. It's the greatest low cost value ever offered in television.

Finally, for those who want the finest in big picture, direct view television, Philco for 1950 offers a *Wide-Screen* picture on a 16 in. tube, 138 square inches in size . . . the industry's brightest, clearest, sharpest 16 in. picture. Housed in a magnificent console cabinet, it is luxury television at a sensible price.

Yes, the greatest values in television history, for every buyer at every price...that's Philco for 1950.

Philco for 1950 presents a

Sweeping Advance

in Television

Performance

THANKS to sweeping and costly advances in television circuit design, Philco for 1950 *challenges all comparison for performance* in every price bracket. From top to bottom, the first requirement in designing these new Philco television receivers was absolutely *the finest possible performance from the available signal in every area*, close to a station or out at the "fringe".

Many factors enter into performance. *Sensitivity*, the ability to pick up weak signals; *Selectivity*, the ability to separate adjacent channels; *Noise elimination*, the ability to reject interference; and other more technical functions. These factors vary in importance depending upon location.

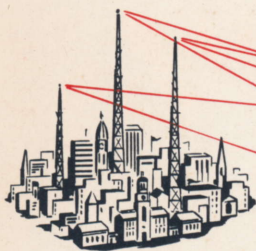
It was Philco's goal to design a circuit that would meet not just some of these requirements, but *all* of them, even though it may be *far more costly*. For true quality means a set that will give dependable performance in all locations. And that goal has been achieved, not in mere words but by rigid and repeated tests.

Philco dealers may sell Philco for 1950 with complete confidence that wherever a picture is possible . . .

EVEN WHERE OTHERS FAIL, Philco television receivers will PERFORM!

Tested and Found **Supreme**

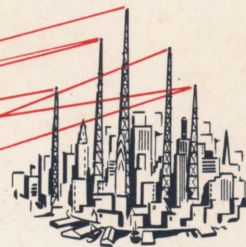
in the most difficult
"Fringe" areas in the U.S.A.



PHILADELPHIA



MORRISVILLE



NEW YORK

To test and confirm the superior performance which was planned, designed and built into Philco Television for 1950, Philco engineers subjected them to thorough and repeated tests in notoriously difficult television spots throughout the country, in the east, middle west and Pacific coast . . . and in comparison with all leading makes of receivers.

Most notable of these tests were in Morrisville, Pa., where signals from 9 television

stations can be received, six from New York and three from Philadelphia. Here signals are weak, noise and cross channel interference are at their worst. Here, too, are conditions that will be duplicated all over the country as new stations come on the air.

Against these terrific odds, Philco for 1950 proved repeatedly that it **PERFORMS WHERE OTHERS FAIL . . .** and were ready to be offered as the finest performing television receivers ever offered at their price!

Yes, Philco for 1950

**Challenges All Comparison
for Television Performance!**

Coupled with Sensational Performance
Philco for 1950 establishes

New Heights of Picture Quality and Viewing Ease

JUST as tone quality is important in radio, so picture quality is even more important in television. *Performance alone is not enough!*

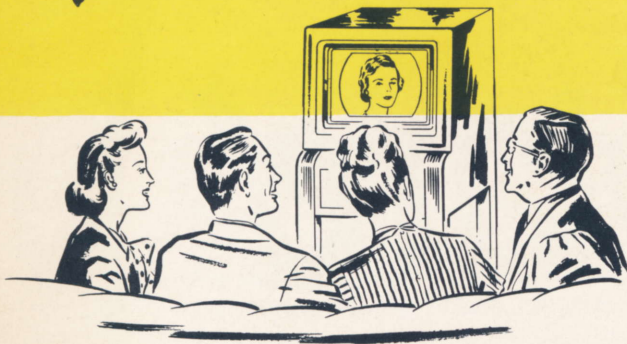
That's why, in planning for 1950, Philco research put equal emphasis on performance and picture quality. So that Philco dealers could offer their customers not only the assurance of getting a picture but getting a *better picture . . . with greater clarity and finer contrast. And also a picture that's easy on the eyes, that they could look at for hours with complete comfort and enjoyment.*

So, in spite of added costs, Philco designed its 1950 television circuits to deliver the

utmost in picture quality at the price. Costly circuit features increase brightness and contrast . . . blacks are really black; whites are really white; the vital middle tones are preserved. Other features give greater stability and "trap out" annoying interference. And finally, a completely new invention, developed in the Philco laboratories, takes the glare out of television, makes it truly "*easy on the eyes*"!

So Philco for 1950 achieves the difficult goal of the utmost in performance **WITHOUT COMPROMISE** in picture quality . . . the finest television enjoyment ever offered for the price you pay!

What is a Good Television Picture?



IF a television station is putting a good picture on the air, a good television receiver must have the basic elements of circuit design to reproduce that picture on the screen. First of all, it must be undistorted and in balance with the station, not stretched out at the center and diminished at the edges. Of course, it must be clear and sharp. But mere sharpness is not enough . . . it must have the *middle tones* which give detail and reality to the picture. It must have brightness, too. But *contrast* is even more important. For true brightness is the proper blend of contrast and light for effortless viewing. Finally, it must have the circuit features that keep the picture locked in with the station, synchronized at the proper level and free of interference. ALL THIS makes a good picture . . . and *all this is yours in Philco for 1950!*



TOO BRIGHT. Brightness alone is not a virtue in television. For a picture can be too bright. Excessive brightness fades out the middle tones which give detail to a picture, makes it lose contrast and destroys reality. A picture that is unbalanced in brightness cannot be viewed with comfort over long periods of time.



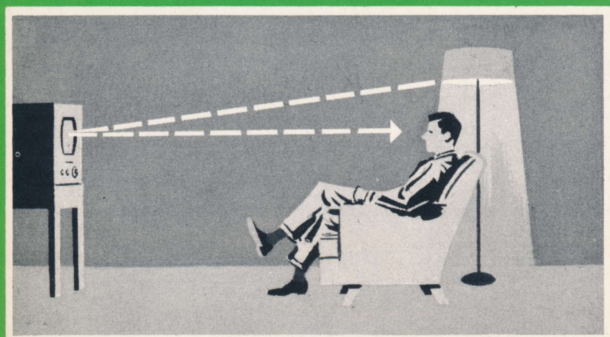
TOO DIM. A television circuit can be sensitive and yet compromise with picture quality. Improper balance sometimes produces an over-emphasis on the dark values with no clear, brilliant high lights. The result is a dim, muddy, lifeless picture without brightness or contrast.



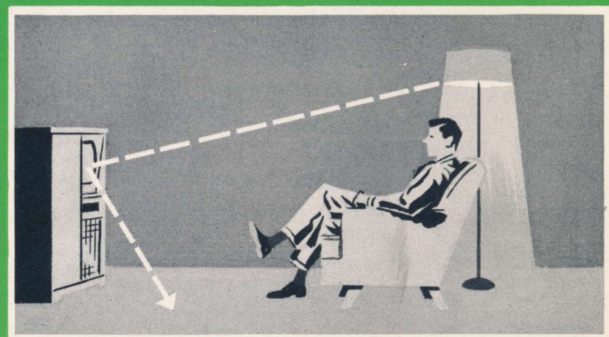
BALANCED. The Philco picture has the proper balance of clear, brilliant whites, deep, solid blacks and full range of half tones and quarter tones which give it detail, substance and sharp definition. Its superior contrast gives it brightness without eye strain . . . the sharpest, clearest, most enjoyable picture in the industry.

Another Triumph of PHILCO Pioneering Research in Television

the Philco "No Glare" Optical System



Glare Reflections from lights, room objects or windows that bounce from the glass of the television screen directly to your eyes...*that's glare!* They tire the eyes, and they reduce picture brightness and contrast.



No Glare A completely new system, developed by Philco engineers, which diverts the reflections to the floor, keeps them from striking your eyes and from entering the picture tube. For the first time, it's *television without glare!*

Developed by Philco engineers to remove glare and reflections . . . to make television viewing more comfortable and easier on the eyes.

NOW . . . only Philco brings you television *without glare!* The new and exclusive *Philco No Glare Optical System*, developed in the Philco laboratories, eliminates outside reflections and makes television viewing *easier on the eyes* than ever before.

Authorities say that television should not be viewed in a darkened room. Because the pupils of the eyes open wide in the dark and concentrating on the light from the picture tires the eyes more quickly. So Philco recommends that there be at least some light in the room when looking at television.

But, in the usual receiver, inside or outside light is reflected from the glass in front of the screen, directly to the eyes. Often reflections from room objects in the glass may mar the picture. To eliminate this major source of television glare, Philco developed an entirely new system of construction which removes the effect of the reflections on the eyes or on the picture.

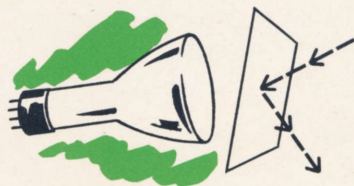
In the *Philco No Glare Optical System*, the picture tube is tilted back so that you look slightly downward at the screen, at the scientifically correct angle to your normal line of vision. But the glass in front of the tube is tilted *forward*. Thus reflections from room lights or windows are entirely gone. Instead of striking the eyes, they are reflected to the floor. And no stray lights hit the picture tube to reduce brightness or contrast.

Finally, the picture mask is covered with a special green lacquer developed during the war for camouflage uses. It is not only restful in color but further reduces reflections. So the Philco 1950 models with the *No Glare Optical System* are the first receivers ever made that bring you *television without glare*. It's easy on the eyes . . . and

Only Philco Has It!



The picture tube is tilted back, square with the normal line of vision.



The glass in front of the tube is tilted forward, sending reflections to the floor.



The mask is covered with a non-reflecting, green lacquer, restful on the eyes.

The PHILCO
3-SPEED
AUTOMATIC
RECORD CHANGER



*A New Achievement
of Philco Quality Research
for the 1950
Television Combinations*

Now...from 70 Minutes to More 5 Hours of Continuous Music

TO meet the newest developments in the record industry, Philco announces a triumphant achievement of Philco research and engineering . . . *without question, the finest record changer ever produced!* Far more than a mechanical triumph, it plays not only the newest types but the old conventional records with the finest tone quality and greatest fidelity ever achieved in recorded music. It is the final solution to bring order out of confusion for the dealer and to give the customer a free choice of the kind of record he wishes to buy.

Plays All Records, All Sizes, All 3 Speeds Automatically with a Single Tone Arm

78 RPM Up to ten 12-inch or twelve 10-inch conventional records at a single loading.

33 $\frac{1}{3}$ RPM Up to twelve 12-inch or 10-inch LP (*Long Playing*) records at a single loading. And up to *fourteen* 7-inch records, substantially more than other types of changers on the market.

45 RPM Up to *fourteen* 7-inch records, again far more than other changers can play.

Thus, with the new Long Playing Microgroove records, the user may enjoy *over 5 hours of continuous music*, enough to enjoy a complete opera, a full length concert of classical music or a whole evening of dancing and popular songs . . . *without touching the phonograph!* And with the new 7 inch records, at either 45 or 33 $\frac{1}{3}$ RPM, he can enjoy *up to 70 minutes of music* at one loading and another 70 minutes by turning the records over . . . *a full 2 hours and 20 minutes of music* from a single stack!

Just Set the Needle, Set the Speed . . . and Play!

The new Philco 3-Speed Automatic Record Changer is very simple to understand and operate;



A two-way switch sets the needle for 78 RPM, 33 $\frac{1}{3}$ or 45 RPM records.



A 3-position control sets the phonograph motor for any of the three speeds.

Simple Push Off Mechanism Easily Adjusted for Any Size Record



The push off mechanism of the new Philco changer is almost automatic in operation. With a simple motion, the user adjusts it to the size of the record which also automatically adjusts the single tone arm to place itself properly on any size record.

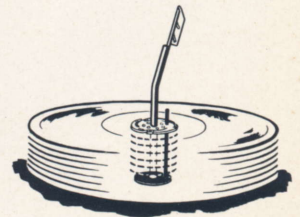


One Spindle for All Records

All records in all sizes are played with a single, permanently attached spindle. It is the exclusive Philco Self-Adjusting Spindle that permits full clearance for easy unloading without injury to record holes.

Adapter Disc and Non-Slip Driver for 45 RPM Records

To convert the large center hole in 45 RPM records to the size of the spindle, a quantity of adapter discs, which snap easily into place, is supplied with each Philco changer. Also, the new Philco Non-Slip Driver (*patent pending*) completely solves the problem of slippage with 45 RPM records.



AC

More Than
is Music!



The New
PHILCO

Super-Tone Reproducer

From ALL types of records, the finest
tonal reproduction ever achieved!

The combination of the Philco 3-Speed Record Changer with the amazing new Philco Super-Tone Reproducer is the culmination of years of research and *experience* in the reproduction of recorded music. That *experience* is important. For only the knowledge that comes from years of coping with the intricate problems of tone reproduction could produce the spectacular result in this latest achievement from the Philco laboratories.

The layman will little understand the problems of "rumble", "microphonics", "intermodulation" and "absorption". But when he listens, he'll recognize the result. Never in all phonograph history has such tonal fidelity come from a record . . . not

only the new fine groove records, but from the old conventional speed recordings!

For in this new Super-Tone Reproducer, the principles which created the 1/5 ounce pick up for Microgroove records have now been extended to conventional records. It caresses *all* records with just 1/5 of an ounce of pressure, yet it tracks perfectly even in the finest grooves and loudest passages. While removing distortion, cleaner highs and fuller lows are preserved in scientific balance.

Only comparison tells the full story. Philco for 1950 plays all records, old or new, with better tone than recorded music has ever been played before. *Listen and be convinced!*

A Challenge!

Philco invites comparison and challenges anyone, at any time, to match the tone quality on all types of records achieved by the Philco 3-Speed Record Changer with Super-Tone Reproducer

Fully Automatic
for All Records,
All Sizes and
All 3 Speeds



78 RPM, 12 INCH



78 RPM, 10 INCH



33 $\frac{1}{3}$ RPM, 12 INCH



33 $\frac{1}{3}$ RPM, 10 INCH



33 $\frac{1}{3}$ RPM, 7 INCH



45 RPM, 7 INCH

with a
Single Tone Arm

and with Better Tone
than Recorded Music
has ever been played Before

The Sweeping Advances of Philco Television
for 1950 rest on a

Solid Foundation of Quality and Dependability

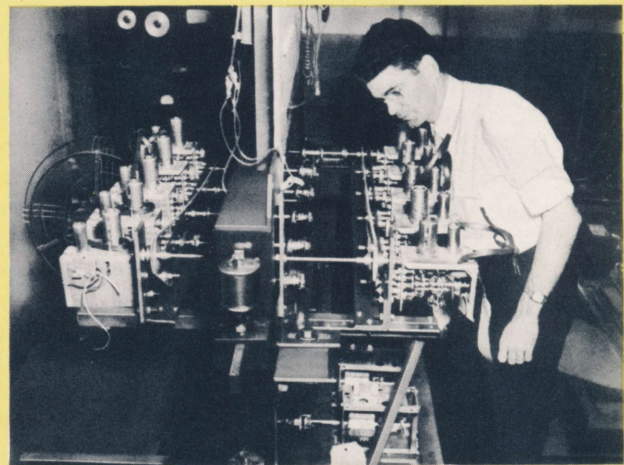


IN the world's largest television manufacturing facilities, the utmost in quality and dependability have been Philco's *paramount goal* in the engineering, production and delivery of Philco Television for 1950. At every step, there has been no compromise with the highest standards. And in many new ways, Philco quality is guarded so that it will be delivered to the dealer and user with its built-in performance and dependability unimpaired. This final step is part of Philco's over-all program for 1950 . . . to bring to Philco dealers volume sales and more stable television profits.



One out of Five is an Inspector

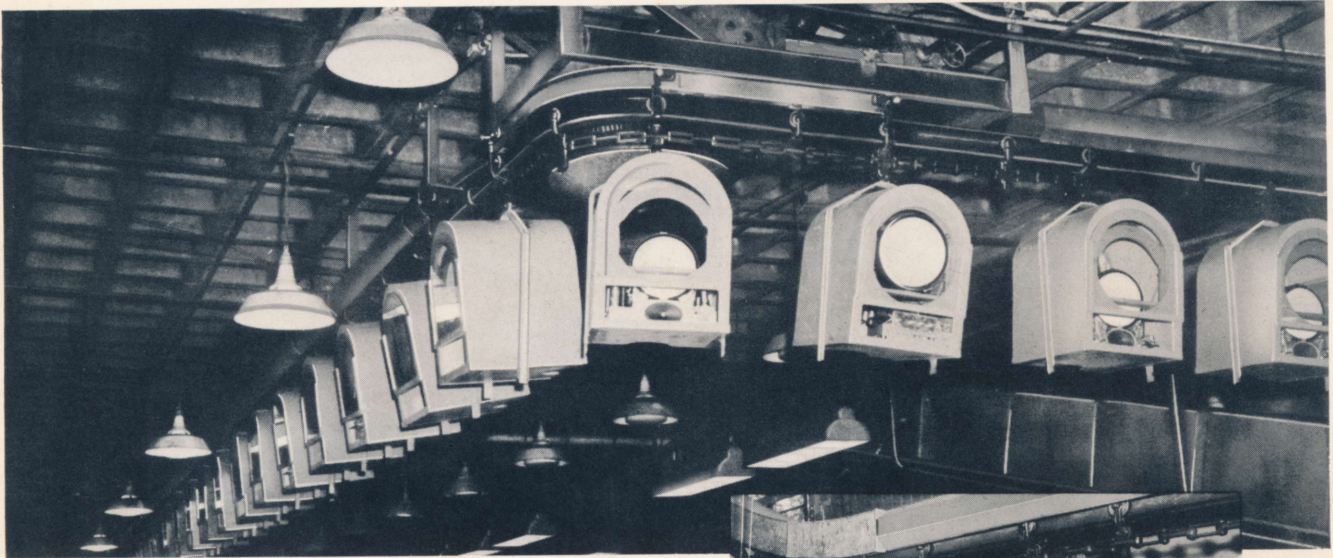
In the scene above, an entire section is devoted to aligning and testing the completed television chassis. It is one of a continuous series of inspections and tests throughout the process of assembly in which every step is carefully checked for accuracy, quality and proper operation. One out of five production workers is a thoroughly trained inspector or tester.



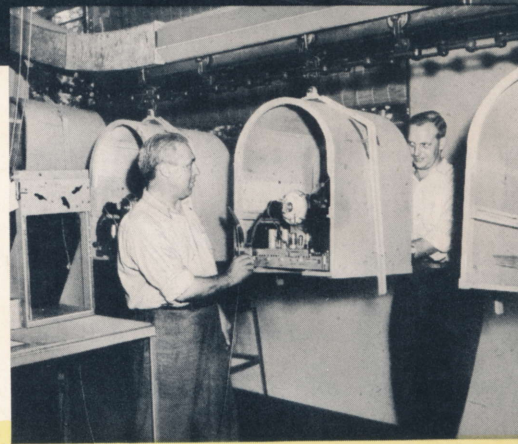
Rigid Life Tests for Components

All tubes, parts, wiring and components are subjected to hundreds of tests to insure conformance with extremely high quality standards and specifications. Above, a life test on tuners duplicates actual operating conditions and establishes a record of 70,000 complete cycles, far in excess of the requirements of the hardest use in the home.

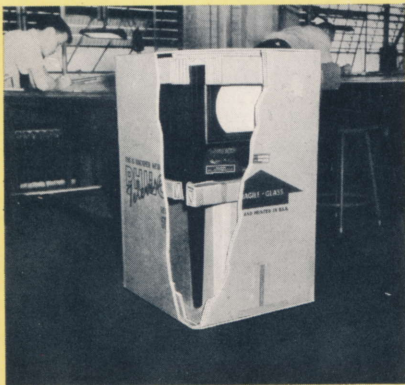
Every Philco Television Chassis Must Pass this Unique Test of Operation



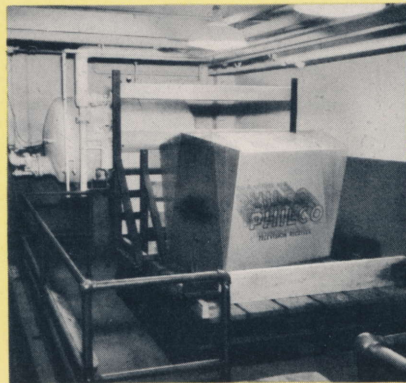
Every completed Philco television chassis must survive a test which corresponds to several hours of actual operation in the home. In this test, which is unique in the industry, each chassis travels on a specially designed overhead conveyor and passes several stations along its route where picture and sound quality are checked. Though costly, it shows how Philco takes every precaution to insure performance and dependability in the customer's home.



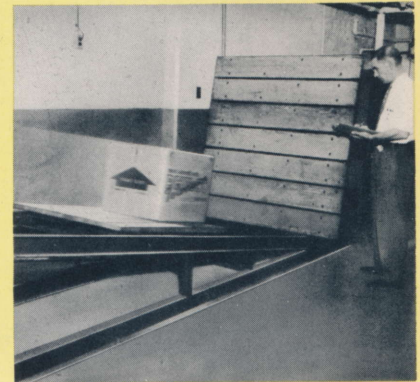
Packing and Shipping Tests Insure Delivery in Good Condition



Packaging is a highly technical science and again, Philco takes extreme precautions to prevent damage to its receivers in shipment. Packaging engineers study each Philco model and design a packaging plan for that particular receiver which completely protects both its chassis and cabinet from injury in transit.



The sturdiness and packaging of every Philco receiver is tested in this specially designed *vibration machine* which duplicates all types of rough handling in transit, a bouncing truck on a rough road or a jolting freight car with a flat wheel. Thus, Philco dealers are assured that Philco sets withstand normal shipping hazards.



The action of this specially designed *impact machine* duplicates dropping a Philco set in its carton from a platform two and a half feet high. It is not only a "drop test" but a "bounce back" test, which is an unusually severe trial of packing efficiency. All these tests were devised with the advice of railroad authorities.

PHILCO FOR 1950

Your Biggest Opportunity for

Volume Sales and Greater Profits in Television

YES, Philco for 1950 is the *one line* in the industry that gives you *everything you need* for volume sales and greater profits in television. The *most complete line* the industry has ever seen, with spectacular features and sensational values for every type of demand and every price bracket. And a *completely new merchandising structure* which restores the necessary profit margins to the television dealer. *Concentrate on Philco . . .* to simplify your investment in

television...to solve your inventory problems...to return to the sound principles of merchandising which give you your biggest opportunity to cash in on a great and growing industry!

FOR YOUR
BIGGEST TELEVISION PROFITS
**Concentrate
on Philco!**



PHILCO 1104

PHILCO 1104

Television value sensation with 61 sq. in. picture, exclusive Electronic Built-In Aerial System, and new Philco features. Unequaled anywhere at its price for performance and picture quality.

Exclusive Philco Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (*U. S. patent pending.*) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is required on the roof or in the room. *Only Philco has it!*

61 Sq. In. Wide-Screen Picture

First developed and introduced to television from the Philco laboratories . . . here now with greater clarity and finer contrast than ever before. Achieves brightness without discomfort . . . the sharpest, clearest picture in television.

Sweeping Advance in Television Performance

New Philco circuit achieves sensational advances in sensitivity, selectivity and noise elimination . . . brings finest possible performance ever offered at its price. And, by *actual test*, performs in the most difficult "fringe" areas known.

High Gain Automatic Station Selector For All 12 Television Channels

Tunes all 12 television channels. Just turn the selector to the desired channel number, and *CLICK*—there's your station.

Separate Background and Contrast Controls

Permits the user easily to bring the picture to peak contrast for utmost true-to-life realism. All controls on front of cabinet.

Static-Free FM Sound

Glorious reproduction of tone and freedom from static. Six-inch oval Permanent Magnet speaker. Tone comes from the *front* of the cabinet—not the side or the top—another example of Philco leadership in cabinet and chassis design. *Automatic Volume Control* with bass compensation.

20 Philco Tubes, Plus 2 Rectifiers

New Philco television chassis of compact design using latest type high-frequency electronic tubes. Extra power, higher output, longer life!

Superbly Decorative Modern Table Model Cabinet

Styled for utmost compactness and modern beauty. Horizontal louvers on base and specially designed television control knobs add extra charm to this richly designed cabinet of Mahogany color plastic. Dimensions— $16\frac{5}{8}$ " high, $17\frac{1}{2}$ " wide, $17\frac{1}{4}$ " deep.

110-125 Volts, 60 Cycles, AC . . . Safety Window Protects Picture Tube Face . . . Underwriters' Laboratories Approved



PHILCO 1400

PHILCO 1400

Huge Wide-Screen 97 sq. in. picture at less than the price of last year's "52" . . . and with exclusive Electronic Built-In Aerial System. It's the greatest value ever in B-I-G picture television!

Exclusive Philco Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (*U. S. patent pending.*) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible picture and sound. In up to 8 out of 10 locations, no aerial installation of any kind is required on the roof or in the room. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better* . . . with greater clarity and finer contrast! The Philco picture has the proper balance of clear, brilliant whites, deep, solid blacks . . . and full range of half tones and quarter tones for utmost realism! Achieves brightness without discomfort . . . the sharpest, clearest, most enjoyable picture in television.

Sweeping Advance in Television Performance

New Philco circuit achieves sensational advance in sensitivity, selectivity and noise elimination . . . brings finest possible performance from available signal, even in difficult "fringe" areas.

High Gain Automatic Station Selector for all 12 Television Channels

Tunes all 12 television channels. Just turn the selector to the desired channel number, and *CLICK*—there's your station.

Separate Background and Contrast Controls

Permits the user to easily bring the picture to peak contrast for utmost true-to-life realism. All controls on front of cabinet.

Static-Free FM Sound

Glorious reproduction of tone and freedom from static. Six-inch oval Permanent Magnet speaker. Tone comes from the *front* of the cabinet—not the side or the top—another example of Philco leadership in cabinet and chassis design. *Automatic Volume Control* with bass compensation.

20 Philco Tubes, Plus 2 Rectifiers

New Philco television chassis of compact design using latest type high-frequency electronic tubes. Extra power, higher output, longer life!

Functional Modern Cabinet

Finished in Rich High-Lustre Mahogany

Smart, compact design in lovely striped Mahogany veneers. Exquisite louvered grille. Specially designed television knobs. Cabinet dimensions—19" high, 18 $\frac{5}{8}$ " wide, 17 $\frac{1}{2}$ " deep.

110-125 Volts, 60 Cycles, AC . . . Safety Window Protects Picture Tube Face . . . Underwriters' Laboratories Approved



PHILCO 1401

PHILCO 1401

New television value sensation with Wide-Screen

97 sq. in. picture, exclusive Electronic Built-In Aerial System, and newest Philco features. Luxurious cabinet of rich Mahogany veneers

Exclusive Philco Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (*U. S. patent pending.*) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible picture and sound. In up to 8 out of 10 locations, no aerial installation of any kind is required on the roof or in the room. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better* . . . with greater clarity and finer contrast! The Philco picture has the proper balance of clear, brilliant whites, deep, solid blacks . . . and full range of half tones and quarter tones for utmost realism! Achieves brightness without discomfort . . . the sharpest, clearest, most enjoyable picture in television.

Sweeping Advance in Television Performance

New Philco circuit achieves sensational advance in sensitivity, selectivity and noise elimination . . . brings finest possible performance from available signal, even in difficult "fringe" areas.

High Gain Automatic Station Selector for all 12 Television Channels

Tunes all 12 television channels. Just turn the selector to the desired channel number, and *CLICK*—there's your station.

Separate Background and Contrast Controls

Permits the user to easily bring the picture to peak contrast for utmost true-to-life realism. All controls on front of cabinet.

Static-Free FM Sound

Glorious reproduction of tone and freedom from static. Six-inch oval Permanent Magnet speaker. Tone comes from the *front* of the cabinet—not the side or the top—another example of Philco leadership in cabinet and chassis design. *Automatic Volume Control* with bass compensation.

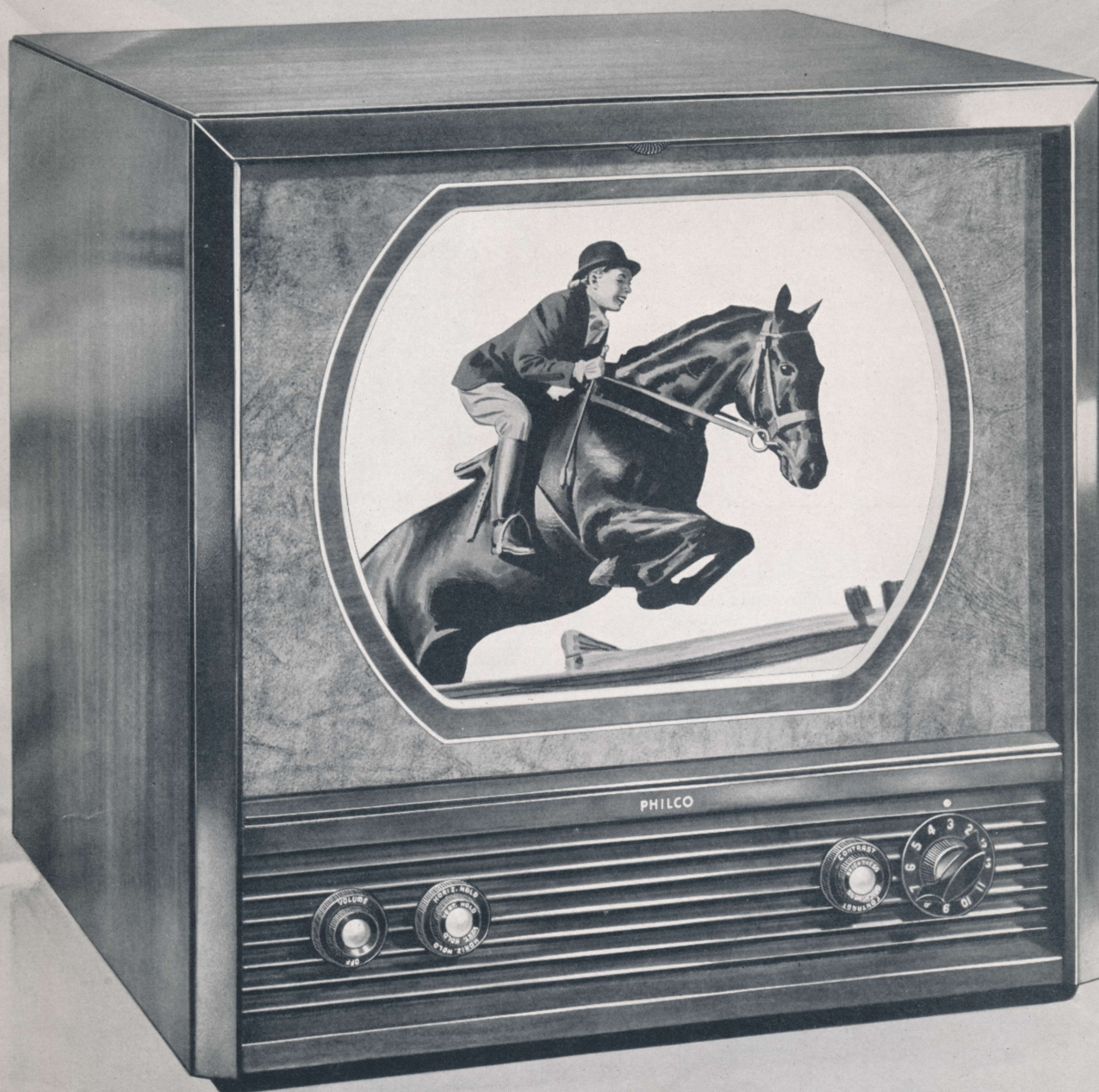
20 Philco Tubes, Plus 2 Rectifiers

New Philco television chassis of compact design using latest type high-frequency electronic tubes. Extra power, higher output, longer life!

New, Modern Design Cabinet of Luxurious Mahogany Woods

Solid Mahogany frames lovely cabinet of selected striped Mahogany veneers. Louvered grille with matching, specially designed plastic knobs. Cabinet dimensions—19 $\frac{3}{8}$ " high, 20" wide, 17 $\frac{3}{4}$ " deep.

110-125 Volts, 60 Cycles, AC . . . Safety Window Protects Picture Tube Face . . . Underwriters' Laboratories Approved



PHILCO 1402

PHILCO 1402-M

Utmost luxury in a television table model with huge 97 sq. in. picture and Philco Electronic Built-In Aerial System

Exclusive Philco Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (*U. S. patent pending.*) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is required on the roof or in the room. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better*... with greater clarity and finer contrast! The Philco picture has the proper balance of clear, brilliant whites, deep, solid blacks... and full range of middle tones for utmost realism! Achieves brightness without discomfort... the sharpest, clearest, most enjoyable picture in television.

Sweeping Advance in Television Performance

New Philco circuit achieves sensational advance in sensitivity, selectivity and noise elimination... brings finest possible performance from available signal, even in difficult "fringe" areas.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn the selector to the desired channel number, and *CLICK*—there's your station.

Separate Background and Contrast Controls

Permits the user to easily bring the picture to peak contrast for utmost true-to-life realism. All controls on front of cabinet.

Static-Free FM Sound

Glorious reproduction of tone and freedom from static. Six-inch oval Permanent Magnet speaker. Tone comes from the *front* of the cabinet—not the side or the top—another example of Philco leadership in cabinet and chassis design. *Automatic Volume Control* with bass compensation.

20 Philco Tubes, Plus 2 Rectifiers

New chassis using latest type high-frequency electronic tubes. Extra power, higher output, longer life!

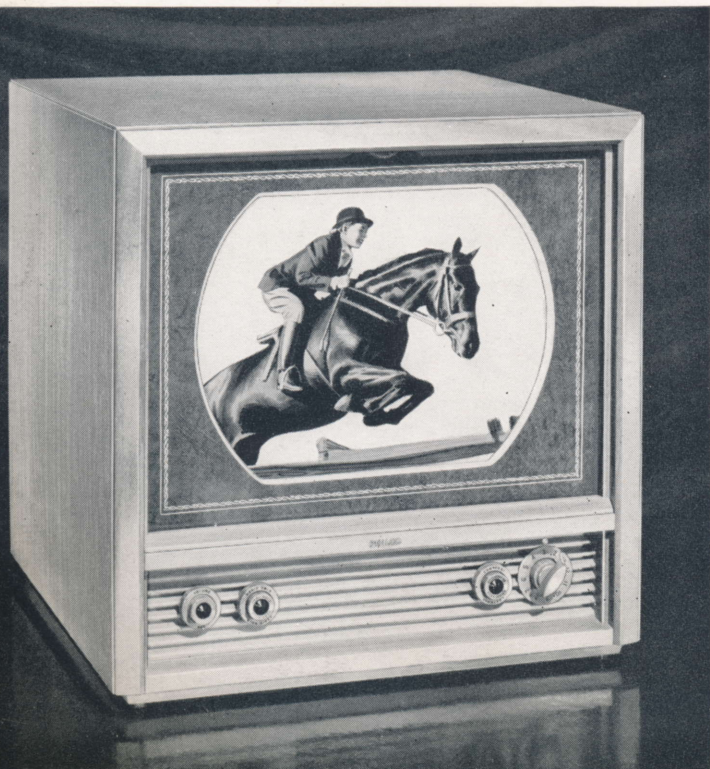
Distinctive Contemporary Cabinet of Selected Mahogany Veneers

The freshness of contemporary styling in richly striped Mahogany veneers. Striking leather finish trimmed with gold enhances the picture opening. Lovely louvered grille. $19\frac{1}{16}$ " high, $19\frac{1}{2}$ " wide, $18\frac{1}{4}$ " deep.

110-125 Volts, 60 Cycles, AC . . . Safety Window Protects Picture Tube Face . . . Underwriters' Laboratories Approved

PHILCO 1402-B

Brings you all the quality features described above, but housed in a cabinet finished in gleaming, satiny Blond Mahogany. Its ultra-modern styling reflects the extra power and performance of the new 1950 Philco television. Cabinet dimensions same as above.





PHILCO 1430

PHILCO 1430

Full Console luxury at amazing low price. Huge

97 sq. in. picture, exclusive Electronic Built-In Aerial System, and rich

new beauty of design! Cabinet of gorgeous Mahogany veneers

Exclusive Philco Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (U. S. patent pending.) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of 12 television channels* for best possible picture and sound. In up to 8 out of 10 locations, no aerial installation of any kind is required on the roof or in the room. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better*... with greater clarity and finer contrast! The Philco picture has the proper balance of clear, brilliant whites, deep, solid blacks... and full range of half tones and quarter tones for utmost realism! Achieves brightness without discomfort... the sharpest, clearest, most enjoyable picture in television.

Sweeping Advance in Television Performance

New Philco circuit achieves sensational advances in sensitivity, selectivity and noise elimination... brings finest possible performance from available signal, even in difficult "fringe" areas.

High Gain Automatic Station Selector for all 12 Television Channels

Tunes all 12 television channels. Just turn the selector to the desired channel number, and *CLICK*—there's your station.

Separate Background and Contrast Controls

Permits the user to easily bring the picture to peak contrast for utmost true-to-life realism. All controls on front of cabinet.

Static-Free FM Sound

Glorious reproduction of tone and freedom from static. Six-inch oval Permanent Magnet speaker. Tone comes from the *front* of the cabinet—not the side or the top—another example of Philco leadership in cabinet and chassis design. *Automatic Volume Control* with bass compensation.

20 Philco Tubes, Plus 2 Rectifiers

New Philco television chassis of compact design using latest type high-frequency electronic tubes. Extra power, higher output, longer life!

Console Cabinet in Contemporary Styling

Choice woods of solid Mahogany and striped Mahogany veneers. Simulated brown leather and decorative gold trim frames picture tube. Distinctive new plastic control knobs with satiny brass inserts. Cabinet is 37" high, 23 $\frac{1}{8}$ " wide, 19 $\frac{3}{8}$ " deep.

110-125 Volts, 60 Cycles, AC . . . Safety Window Protects Picture Tube Face . . . Underwriters' Laboratories Approved



PHILCO 1443-M

PHILCO 1443-M

Consolette Masterpiece! Famous eye-level style cabinet with 97 sq. in. picture and exclusive Built-In Aerial System

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (U. S. patent pending.) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind needed. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better*... with greater clarity and finer contrast! The Philco picture has the proper balance of clear, brilliant whites, deep, solid blacks... and full range of half tones and quarter tones for utmost realism! Achieves brightness without discomfort... the sharpest, clearest, most enjoyable picture in television.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn the selector to the desired channel number, and *CLICK*—there's your station.

Extra Powerful Circuit Brings New High to Television Performance

Vast increase in sensitivity and selectivity, with amazingly efficient elimination of noise and cross-channel interference, even in difficult "fringe" areas. Circuit has extra power and "drive" for unequalled television enjoyment.

Separate Background and Contrast Controls

Permits the user to easily bring the picture to peak contrast for utmost true-to-life realism. All controls on front of cabinet.

Static-Free FM Sound

Glorious reproduction of tone and freedom from static. Five inch Permanent Magnet speaker. Tone comes from the *front* of the cabinet! *Automatic Volume Control* with bass compensation.

22 Philco Tubes, Plus 4 Rectifiers

Extra powerful circuit design using latest type high-frequency electronic tubes. Higher output, longer life!

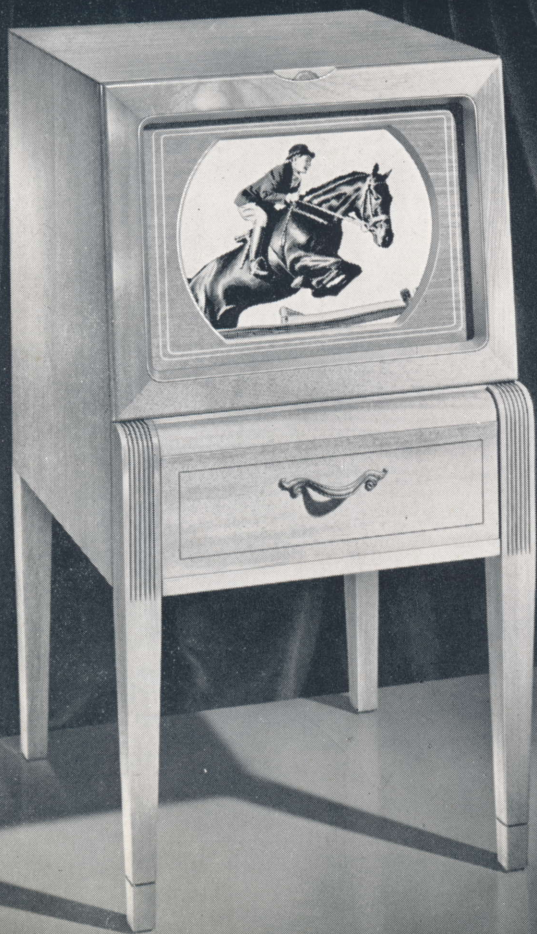
America's Most Popular Cabinet Style

Philco *eye-level* consolette in brilliant new appearance and finished in gleaming mahogany. Handsome grille conceals controls. 37 $\frac{3}{8}$ " high, 19 $\frac{1}{16}$ " wide, 21 $\frac{3}{4}$ " deep.

110-125 Volts, 60 Cycles, AC . . . Safety Window Protects Picture Tube Face . . . Underwriters' Laboratories Approved . . . Built-In Socket for Record Player or Changer

PHILCO 1443-B

Same television features and extra powerful circuit design described above, but housed in *eye-level* consolette finished in striking Blond Mahogany. It's a masterpiece of modern styling with gleaming satiny beauty!





PHILCO 1477

PHILCO 1477

America's biggest value in a television combination! Huge 97 sq. in. picture! Built-In Aerial System! FM-AM radio-phonograph! Richly designed cabinet of luxurious Mahogany veneers!

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (*U. S. patent pending.*) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is needed. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better* . . . with finer contrast for utmost realism. Achieves brightness without discomfort . . . the clearest, most enjoyable picture in television.

Sweeping Advance in Performance

Sensational advance in television sensitivity, selectivity and noise elimination, even in difficult "fringe" areas.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn to the desired channel number, and *CLICK*—there's your station.

Glorious FM and AM Radio

Marvelous new clarity and fidelity of tone!

Double Tone Arm Phonograph

One tone arm plays $33\frac{1}{3}$ RPM long playing records. Second tone arm plays 78 RPM standard records. "Push-Off" changer handles 10 twelve-inch or 12 ten-inch standard records. Patented Philco Self Adjusting Spindle provides for unloading records without damage. *Built-In Socket for External Record Player or Changer.*

Philco Balanced Fidelity Reproducer

Developed by Philco engineers for long playing records to achieve true "concert hall" balance between highs and lows, gives amazing tonal fidelity. Only 1/5 ounce pressure assures extremely long life to records.

Philco Super-Silent Reproducer

Gives superb low and high response on standard records. Needle Guard prevents injury to records.

25 Philco Tubes, Plus 3 Rectifiers

Including newest high-frequency electronic tubes.

Mahogany Veneer Console

Contemporary styling with functional charm and compactness. Easy-to-load changer compartment. 40" high, 25" wide, 20 $\frac{3}{4}$ " deep.

10-inch PM Speaker—5 Watts Output . . .

Continuously Variable Tone Control . . .

110-125 Volts, 60 Cycles, AC . . . Safety

Window Protects Picture Tube Face . . .

Underwriters' Laboratories Approved





PHILCO 1478

PHILCO 1478

New luxury, new features! 97 sq. in. television with exclusive Philco Built-In Aerial System... 3-speed FM-AM radio-phonograph... Walnut veneer cabinet. Complete home entertainment!

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (U. S. patent pending.) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is needed! *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better*... with finer contrast for utmost realism. Achieves brightness without discomfort... the clearest, most enjoyable picture in television.

Sweeping Advance in Performance

Sensational advance in television sensitivity, selectivity and noise elimination, even in difficult "fringe" areas.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn to the desired channel number, and *CLICK*—there's your station.

Glorious FM and AM Radio

Marvelous new clarity and fidelity of tone! Peak performance on full broadcast range and FM bands.

3-Speed Automatic Record Changer

Plays all records, all sizes, all 3 speeds *automatically*, with a single tone arm. Handles 12 ten-inch or 10 twelve-inch 78 RPM; 12 ten-inch or twelve-inch, 14 seven-inch 33 $\frac{1}{3}$ RPM; 14 seven-inch 45 RPM with special Adapter Disc and Non-Slip Driver. (Patent pending.) *From 70 minutes to more than 5 hours of continuous music.* Philco Push-Off Mechanism (Patent pending), easily adjusted to all size records. Patented Philco Self Adjusting Spindle provides for unloading all type records without damage.

New Philco Super-Tone Reproducer

Plays all records, old or new, with better tone than recorded music has ever been played before. *For the first time all records, including 78 RPM are caressed with just 1/5 of an ounce of pressure.* Tracks perfectly even in finest grooves and loudest passages.

25 Philco Tubes, Plus 3 Rectifiers

New chassis using latest type high-frequency electronic tubes. Higher output, longer life!

Gorgeous Contemporary Walnut Cabinet

Strikingly styled in costly veneers of sliced Walnut. Specially woven gold and brown grille cloth. Large record compartment. 35" high, 35 $\frac{1}{2}$ " wide, 22" deep.

**10-inch PM Speaker—5 Watts Output . . .
Continuously Variable Tone Control . . .
110-125 Volts, 60 Cycles, AC . . . Safety
Window Protects Picture Tube Face . . .
Underwriters' Laboratories Approved**





PHILCO 1479

PHILCO 1479

Here's Philco "No Glare" television *plus* 3-speed FM-AM radio-phonograph. Huge Wide-Screen 97 square inch picture! Plays all records, all sizes, and all 3 speeds automatically!

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (U. S. patent pending.) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is needed. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better*... with finer contrast for utmost realism. Achieves brightness without discomfort... the clearest, most enjoyable picture in television.

Exclusive "No Glare" Optical System

Developed by Philco research—eliminates glare and reflections—makes television viewing *easier on the eyes!*

Sweeping Advance in Performance

Sensational advance in television sensitivity, selectivity and noise elimination, even in difficult "fringe" areas.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn to the desired channel number, and *CLICK*—there's your station.

Glorious FM and AM Radio

Marvelous new clarity and fidelity of tone! Peak performance on full broadcast range and FM bands.

3-Speed Automatic Record Changer

Plays all records, all sizes, all 3 speeds *automatically*, with a single tone arm. Handles 12 ten-inch or 10 twelve-inch 78 RPM; 12 ten-inch or twelve-inch, 14 seven-inch 33 $\frac{1}{3}$ RPM; 14 seven-inch 45 RPM with special Adapter Disc and Non-Slip Driver. (Patent pending.) *From 70 minutes to more than 5 hours of continuous music.* Philco Push-Off Mechanism (Patent pending), easily adjusted to all size records. Patented Philco Self Adjusting Spindle provides for unloading all type records without damage.

New Philco Super-Tone Reproducer

Plays all records, old or new, with better tone than recorded music has ever been played before. *For the first time all records, including 78 RPM, are caressed with just 1/5 of an ounce of pressure.* Tracks perfectly even in finest grooves and loudest passages.

25 Philco Tubes, Plus 3 Rectifiers

New chassis using latest type high-frequency electronic tubes. Higher output, longer life!

Console of Rich Mahogany Veneers

Handsome Contemporary design. Large record compartment. 35" high, 35 $\frac{1}{2}$ " wide, 22" deep.

10-inch PM Speaker—5 Watts Output . . .

Continuously Variable Tone Control . . .

110-125 Volts, 60 Cycles, AC . . . Safety

Window Protects Picture Tube Face . . .

Underwriters' Laboratories Approved





PHILCO 1481

PHILCO 1481

In dramatic cabinet of Blond Mahogany veneers, here's 97 sq. in. "No Glare" television, new 3-speed automatic phonograph for all records and sizes, and glorious FM-AM radio

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (U. S. patent pending.) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is needed. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better . . .* with finer contrast for utmost realism. Achieves brightness without discomfort . . . the clearest, most enjoyable picture in television.

Exclusive "No Glare" Optical System

Developed by Philco research—eliminates glare and reflections—makes television viewing *easier on the eyes!*

Sweeping Advance in Performance

Sensational advance in television sensitivity, selectivity and noise elimination, even in difficult "fringe" areas.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn to the desired channel number, and *CLICK*—there's your station.

Glorious FM and AM Radio

Marvelous new clarity and fidelity of tone! Peak performance on full broadcast range and FM bands.

3-Speed Automatic Record Changer

Plays all records, all sizes, all 3 speeds *automatically*, with a single tone arm. Handles 12 ten-inch or 10 twelve-inch 78 RPM; 12 ten-inch or twelve-inch, 14 seven-inch 33 $\frac{1}{3}$ RPM; 14 seven-inch 45 RPM with special Adapter Disc and Non-Slip Driver. (Patent pending.) From 70 minutes to more than 5 hours of continuous music. Philco Push-Off Mechanism (Patent pending), easily adjusted to all size records. Patented Philco Self Adjusting Spindle, provides for unloading all type records without damage.

New Philco Super-Tone Reproducer

Plays all records, old or new, with better tone than recorded music has ever been played before. *For the first time all records, including 78 RPM, are caressed with just 1/5 of an ounce of pressure.* Tracks perfectly even in finest grooves and loudest passages.

25 Philco Tubes, Plus 3 Rectifiers

New chassis using latest type high-frequency electronic tubes. Higher output, longer life!

Blond Mahogany Veneer Cabinet

Highly styled, ultra-modern console. Large record compartment. 35" high, 35 $\frac{1}{2}$ " wide, 22" deep.

10-inch PM Speaker—5 Watts Output . . .
Continuously Variable Tone Control . . .
110-125 Volts, 60 Cycles, AC . . . Safety
Window Protects Picture Tube Face . . .
Underwriters' Laboratories Approved





PHILCO 1482

PHILCO 1482

Unexcelled enjoyment of television, radio and recorded music brought to you in Hepplewhite cabinet of rich Mahogany veneers. Brings you newest triumphs of Philco research

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (*U. S. patent pending.*) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is needed. *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better*... with finer contrast for utmost realism. Achieves brightness without discomfort... the clearest, most enjoyable picture in television.

Exclusive "No Glare" Optical System

Developed by Philco research—eliminates glare and reflections—makes television viewing *easier on the eyes!*

Sweeping Advance in Performance

Sensational advance in television sensitivity, selectivity and noise elimination, even in difficult "fringe" areas.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn to the desired channel number, and *CLICK*—there's your station.

Glorious FM and AM Radio

Marvelous new clarity and fidelity of tone! Peak performance on full broadcast range and FM bands.

3-Speed Automatic Record Changer

Plays all records, all sizes, all 3 speeds *automatically*, with a single tone arm. Handles 12 ten-inch or 10 twelve-inch 78 RPM; 12 ten-inch or twelve-inch, 14 seven-inch 33 $\frac{1}{3}$ RPM; 14 seven-inch 45 RPM with special Adapter Disc and Non-Slip Driver. (*Patent pending.*) *From 70 minutes to more than 5 hours of continuous music.* Philco Push-Off Mechanism (*Patent pending*), easily adjusted to all size records. Patented Philco Self Adjusting Spindle provides for unloading all type records without damage.

New Philco Super-Tone Reproducer

Plays all records, old or new, with better tone than recorded music has ever been played before. *For the first time all records, including 78 RPM, are caressed with just 1/5 of an ounce of pressure.* Tracks perfectly even in finest grooves and loudest passages.

25 Philco Tubes, Plus 3 Rectifiers

New chassis using latest type high-frequency electronic tubes. Higher output, longer life!

Charming Hepplewhite Console

Of rich, flawlessly-matched Mahogany veneers. Large record compartment. 35" high, 36 $\frac{5}{8}$ " wide, 22" deep.

10-inch PM Speaker—5 Watts Output . . .
Continuously Variable Tone Control . . .
110-125 Volts, 60 Cycles, AC . . . Safety
Window Protects Picture Tube Face . . .
Underwriters' Laboratories Approved





PHILCO 1483

PHILCO 1483

The highest achievements of Philco research in television, radio, and recorded music... housed in Sheraton cabinet of rich Mahogany veneers. Brings complete home entertainment

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (U. S. patent pending.) Completely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of the 12 television channels* for best possible reception. In up to 8 out of 10 locations, no aerial installation of any kind is needed! *Only Philco has it!*

Huge Wide-Screen 97 Square Inch Picture

Not only bigger but *better*... with finer contrast for utmost realism. Achieves brightness without discomfort... the clearest, most enjoyable picture in television.

Exclusive "No Glare" Optical System

Developed by Philco research—eliminates glare and reflections—makes television viewing *easier on the eyes!*

New High in Television Performance

Vast increase in television sensitivity, selectivity and noise elimination, even in difficult "fringe" areas.

High Gain Automatic Station Selector

Tunes all 12 television channels. Just turn to the desired channel number, and *CLICK*—there's your station.

Glorious FM and AM Radio

Marvelous new clarity and fidelity of tone! Peak performance on full broadcast range and FM bands.

3-Speed Automatic Record Changer

Plays all records, all sizes, all 3 speeds *automatically*, with a single tone arm. Handles 12 ten-inch or 10 twelve-inch 78 RPM; 12 ten-inch or twelve-inch, 14 seven-inch 33 $\frac{1}{3}$ RPM; 14 seven-inch 45 RPM with special Adapter Disc and Non-Slip Driver. (Patent pending.) *From 70 minutes to more than 5 hours of continuous music.* Philco Push-Off Mechanism (Patent pending), easily adjusted to all size records. Patented Philco Self Adjusting Spindle provides for unloading all type records without damage.

New Philco Super-Tone Reproducer

Plays all records, old or new, with better tone than recorded music has ever been played before. *For the first time all records, including 78 RPM, are caressed with just 1/5 of an ounce of pressure.* Tracks perfectly even in finest grooves and loudest passages.

26 Philco Tubes, Plus 4 Rectifiers

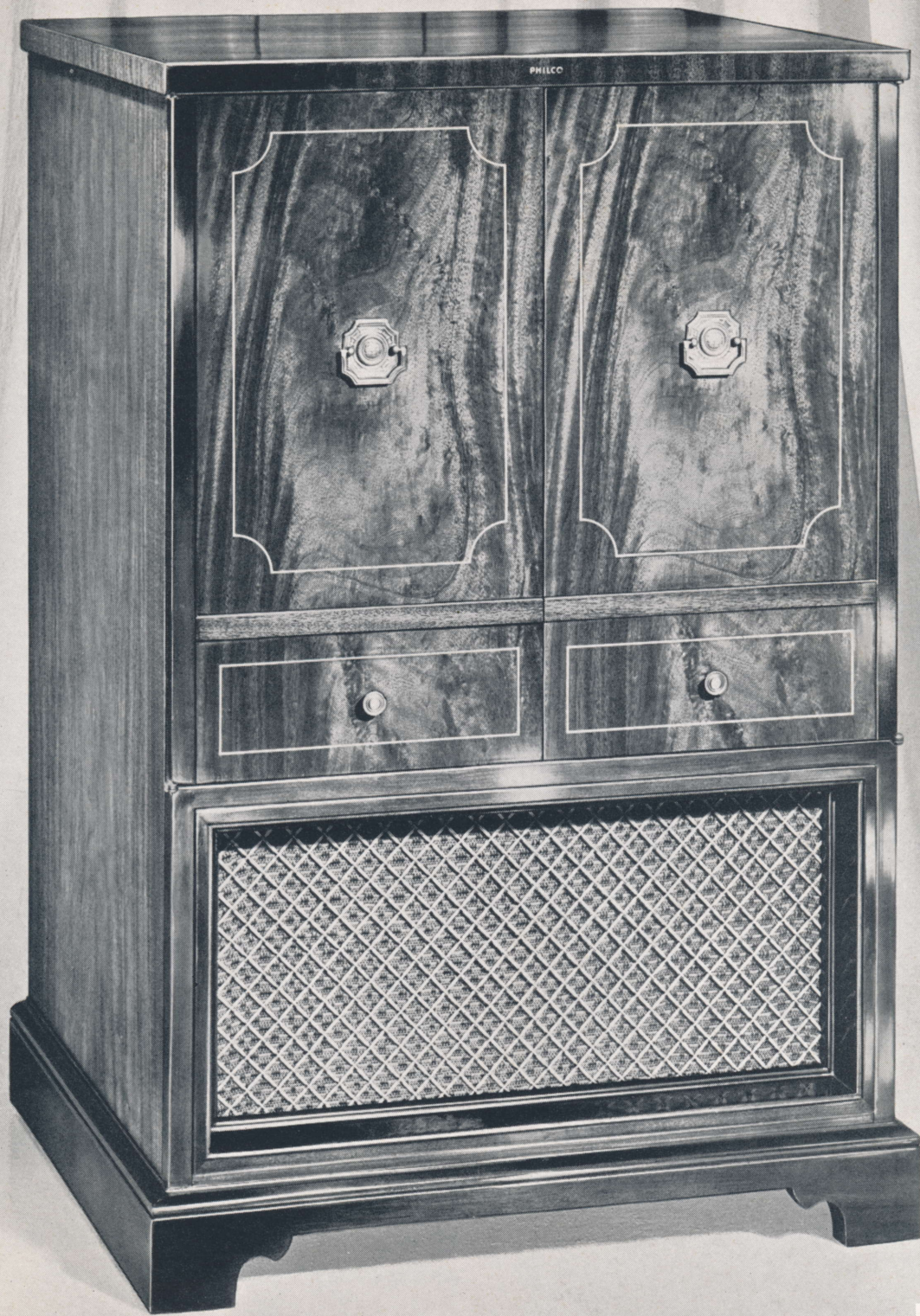
Extra powerful circuit achieves new heights of picture and sound amplification, gives added power and "drive".

Sheraton Mahogany Veneer Cabinet

Exquisite period design of utmost beauty. Large record storage space. 35" high, 36 $\frac{5}{8}$ " wide, 22" deep.

10-inch PM Speaker—5 Watts Output . . .
Continuously Variable Tone Control . . .
110-125 Volts, 60 Cycles, AC . . . Safety
Window Protects Picture Tube Face . . .
Underwriters' Laboratories Approved





PHILCO 1630

PHILCO 1630

New Wide-Screen Picture . . . 138 square inches

on giant-size 16-inch tube! Philco Electronic Built-In Aerial System!

Exclusive Electronic Built-In Aerial System

Completely new electronic system developed by Philco. (*U. S. patent pending.*) Completely built-in and entirely concealed within cabinet. Simple control permits *tuning Built-In Aerial exactly to each of 12 television channels* for best possible picture and sound. In up to 8 out of 10 locations, no aerial installation of any kind is needed!

138 Sq. In. Wide-Screen Picture with Utmost Clarity and Realism

It's the finest in big picture, direct view television, bringing a picture 138 square inches in size on a 16-inch tube, and with a new high in clarity and realism. Philco picture achieves proper balance of clear, brilliant whites, deep, solid blacks . . . and full range of half tones and quarter tones which give the picture detail, substance, and sharp definition. Its superior contrast gives it brightness without discomfort . . . the industry's brightest, sharpest, clearest, *most enjoyable* 16-inch picture.



Sweeping Advance in Television Performance

New Philco circuit achieves sensational advances in sensitivity, selectivity and noise elimination . . . brings finest possible performance from the available signal in any area. Yes, *by actual test*, performs in the most difficult "fringe" locations.

High Gain Automatic Station Selector for all 12 Television Channels

Tunes all 12 television channels. Just turn the selector to the desired channel number, and *CLICK*—there's your station.

Separate Background and Contrast Controls

Permits the user easily to bring the picture to peak contrast for utmost true-to-life realism. All controls on front of cabinet.

Static-Free FM Sound

Glorious reproduction of tone and freedom from static. 10-inch Permanent Magnet speaker . . . 5 watts output, *Automatic Volume Control* with bass compensation.

22 Philco Tubes, Plus 5 Rectifiers

Extra powerful chassis using latest type high-frequency electronic tubes. Higher output, longer life!

Authentic Sheraton Mahogany Veneer Console Cabinet

Television in a rich traditional setting of swirly crotch Mahogany veneers. The ribbon-striped top of this handsome cabinet is edge-veneered. Exquisite period hardware in Old English Antique. Polished brass grille. Cabinet dimensions—39" high, 24³/₄" wide, 22¹/₂" deep.

110-125 Volts, 60 Cycles, AC . . . Safety Window Protects Picture Tube Face . . . Underwriters' Laboratories Approved

October 6, 1949

PHILCO TELEVISION SETS

MODEL	LIST PRICE	WARRANTY & TAX
1630	499.95	4.25
1433-L	379.95	4.10
1443-M	369.95	4.10
1430	329.95	4.00
1402-L	299.95	3.85
1402	289.95	3.85
1401	274.95	3.85
1400	259.95	3.80
1104	229.95	2.60

TELEVISION COMBINATIONS

1483	559.95	12.50
1482	539.95	12.25
1481	529.95	12.00
1479	499.95	11.75
1478	469.95	11.50
1477	399.95	9.75
1400 Table	15.00	
1401 Table	15.00	
1402 Table	15.00	

These prices do not include cost of aerial, installation or service.

TV ANTENNA

45-1674 8X	36.00 75.00
45-1675 4X	75.00 36.00
2XAC Straight Dipole and Reflector	11.80
6 ft. Mast	3.50
12 ft. Mast	7.00
45-1541-1 Twinx Cable	.045 per ft.
45-9524 Coaxial Cable	.0875 per ft.

Additional aerial installation material available.

NOTE:

Warranty and Tax MUST be added to retail price.

F.O.B. Huntington, West Virginia, and Clarksburg, West Virginia.

TERMS: Net 10 Days

Our responsibility ends when goods are delivered to common carrier.

Prices subject to change without notice

TRI-STATE APPLIANCE CO.

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Baltimore Avenue

Phone 36406
Phone 46455

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Clarksburg, W. Va.