



PHILCO

*for 1953*

TELEVISION  
RADIO-PHONOGRAPH ★ RADIO

B43  
#500-

**PHILCO**

*for 1953*

**Television**

**Radio-Phonograph**

**Radio**

*Celebrating*

# 60 Years of Engineering Leadership...



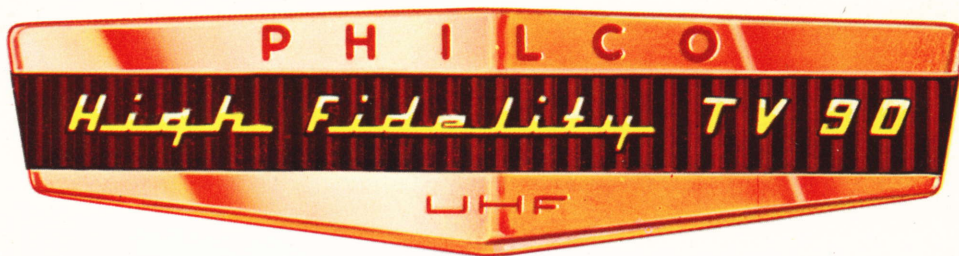


PHILCO Research  
*Presents its*  
Greatest Triumph  
for 1953

...An Epoch-Making Development from  
the Philco Laboratories that Advances  
the Frontiers of Television Science and

**Sets a New Goal of  
Reception Power and  
Picture Performance**

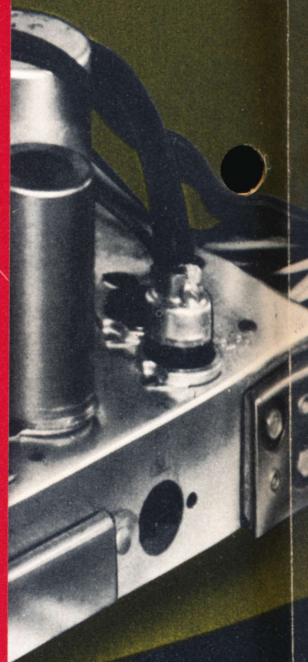
for the Entire Television Industry

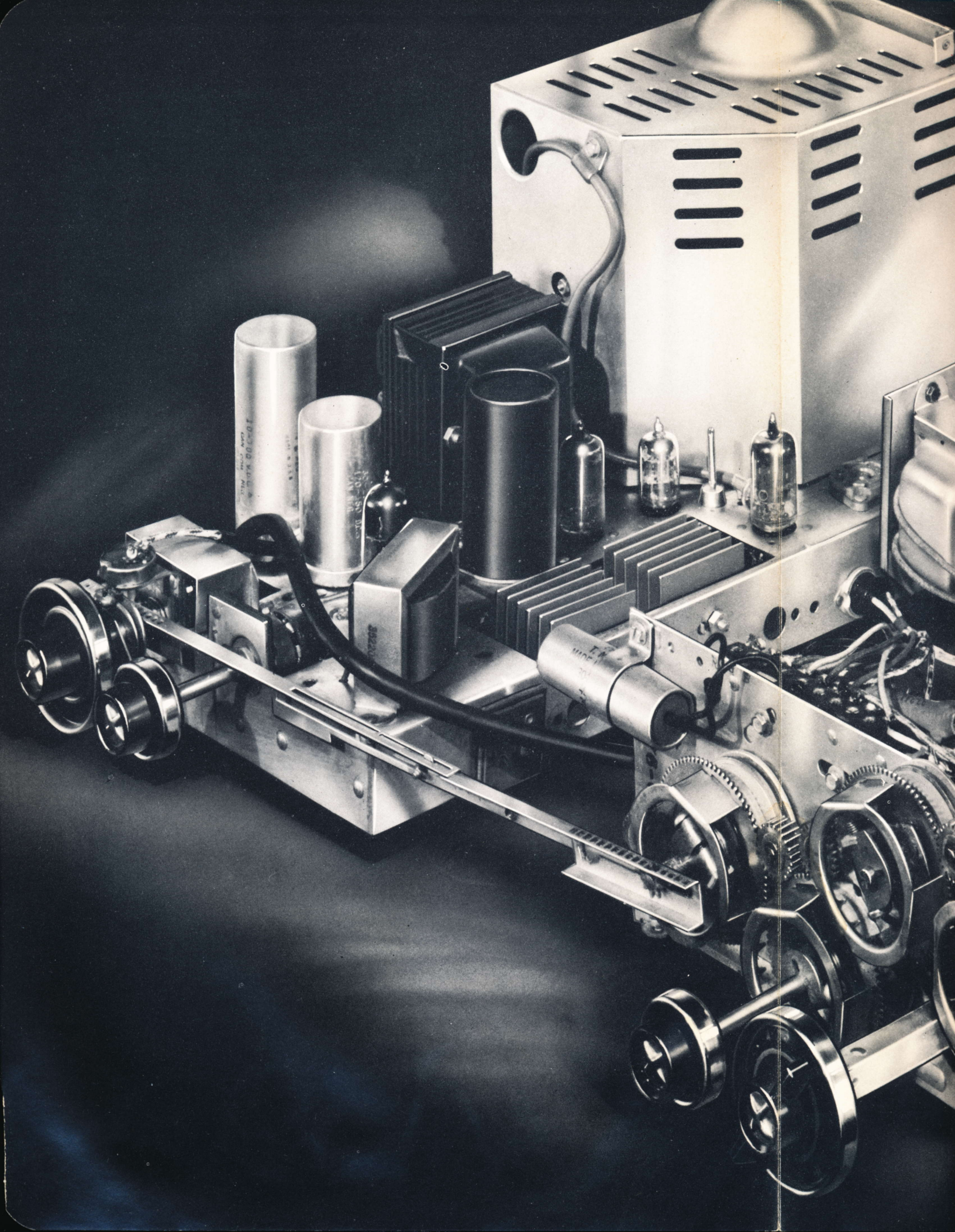


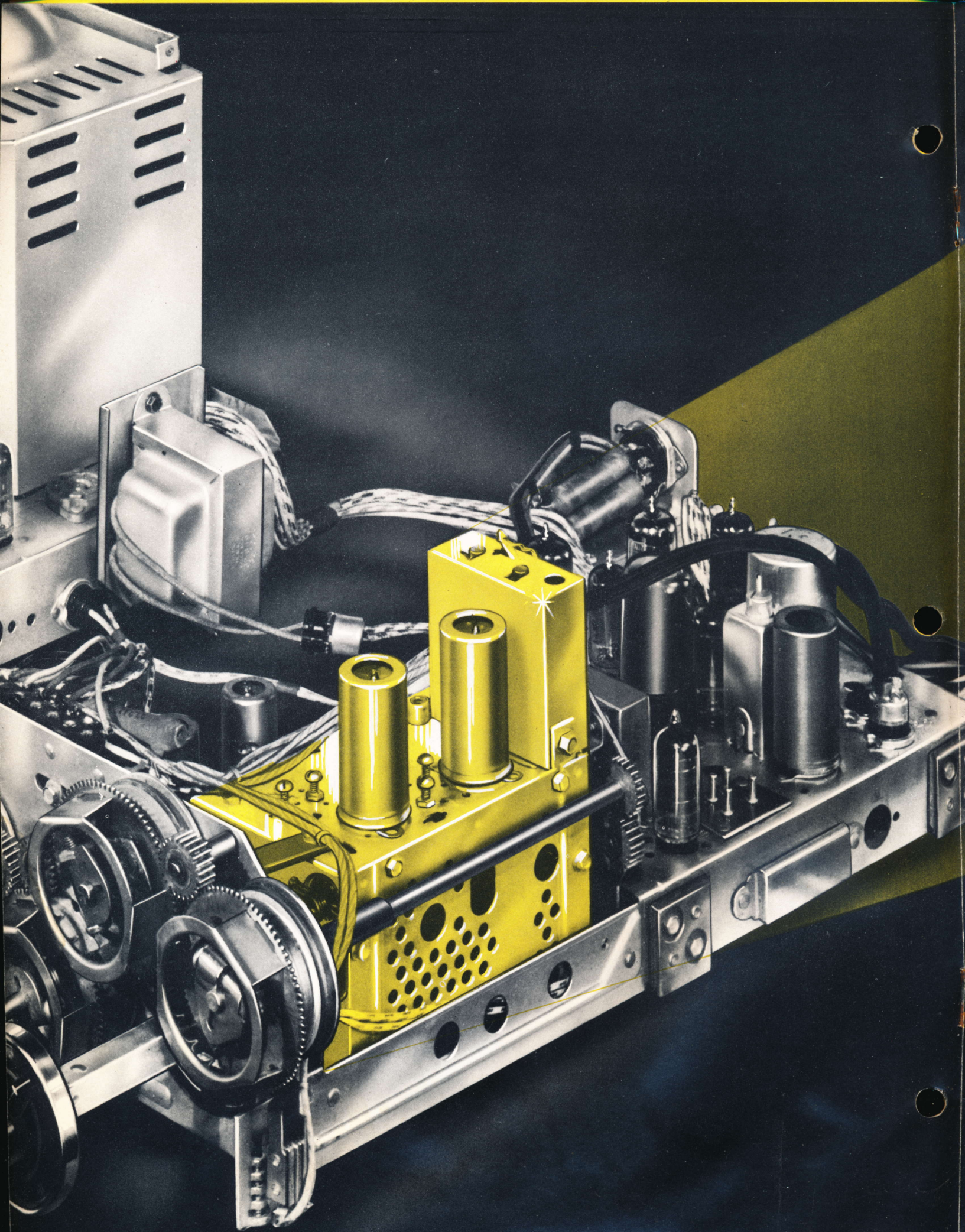
# High Fidelity Television

*Here for the First Time*

*from* **PHILCO**







The Sensational New  
1953 PHILCO with

# Golden Grid Tuner

The First High Fidelity  
Television Set Ever Built  
for the American Public

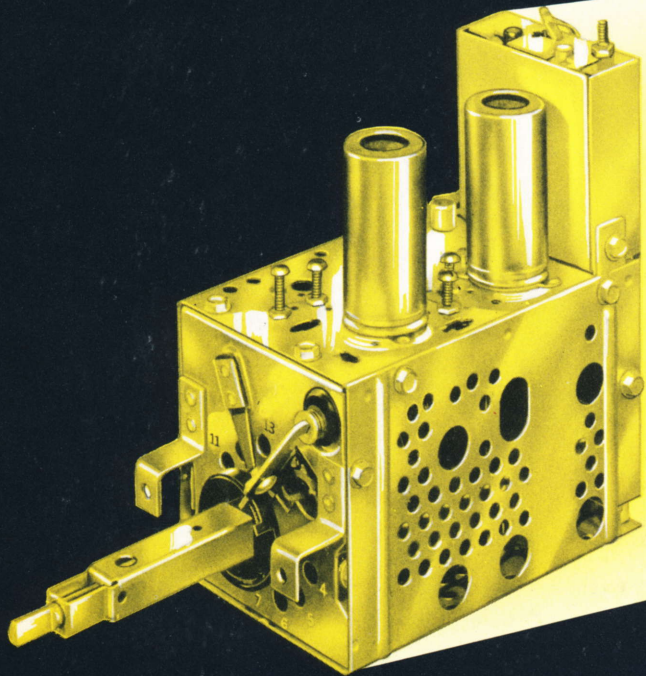
**N**EW scientific discoveries and engineering achievements, developed in the industry's largest laboratories devoted exclusively to television research for the home, have made possible for the first time *true high fidelity standards of television picture reproduction.*

*The revolutionary Philco High Fidelity Chassis with the Golden Grid Tuner is based on new principles and advances unknown to television science even a year ago. Nothing like it has ever been seen in television before.*

It sets the pattern for the uttermost in television power, performance and picture quality for the years to come.



Just like a Boost  
in Station Power...



the **PHILCO**  
*Golden Grid  
Tuner*

brings a Clear,  
Steady Picture to  
Vast New Areas  
for the First Time

Philco, recognized everywhere as the unchallenged leader in the development of super-sensitive television tuners, now announces its greatest achievement in this all-important field. It's the sensational Golden Grid Tuner—brand new for 1953! With new circuitry developments, with new "golden grid" tubes, it's years ahead in design. Again, it sets a new goal of performance for the entire television industry!

It's so advanced that field tests prove the new Philco with Golden Grid Tuner revolutionizes fringe area reception. Now, new miles are added to the signal. Now—for the first time—in many remote areas truly enjoyable reception is possible and *television becomes a reality where before it was just a novelty!*

Greater sensitivity! Greater power! Greater freedom from noise and interference! Greater stability and contrast! Put them all together and they add up to the most life-like and enjoyable television picture of all-time...truly a HIGH FIDELITY picture in all normal areas, and everywhere else, a BETTER picture than was ever before thought possible. Yes, for the first time, a set that deserves the supreme accolade of the electronic world—HIGH FIDELITY. It's the big news of the year . . . from Philco!

# The 1953 Philco High Fidelity TV 90

embodies the highest developments of television science in every basic factor of TV performance

Without any question, Philco has lavished more research and advance planning upon its new TV 90 Duplex Chassis than any similar project in Philco history. Above all, it was *engineered to an ideal* with a final goal that it must be *better than the best* not just in some respects, but in every fundamental phase of the television art. Again, it sets a standard for others to strive to reach!

## Picture Quality

### Advanced Video Amplifier System

NEW FOR 1953, with higher voltage, greater drive, and increased power output. The result is a television picture that's unapproached anywhere for brightness, definition and life-like realism.

## Stability and Contrast

### Double Gated Automatic Picture Control

NEW FOR 1953! Makes possible the most stable, most perfectly synchronized television picture of all time! Even in the most difficult noisy locations, picture stays locked in tune with the station. Checks "airplane flutter" and prevents picture shimmy better than ever before. Even if the signal strength fluctuates, contrast stays uniform—no "overload"... no fading!

## Power

### Powerhouse Chassis

NEW FOR 1953—the most perfectly balanced TV chassis ever developed. With sweeping advances, with extra tubes for extra drive it's in a class by itself for reception, for picture performance, for power!

## Sensitivity

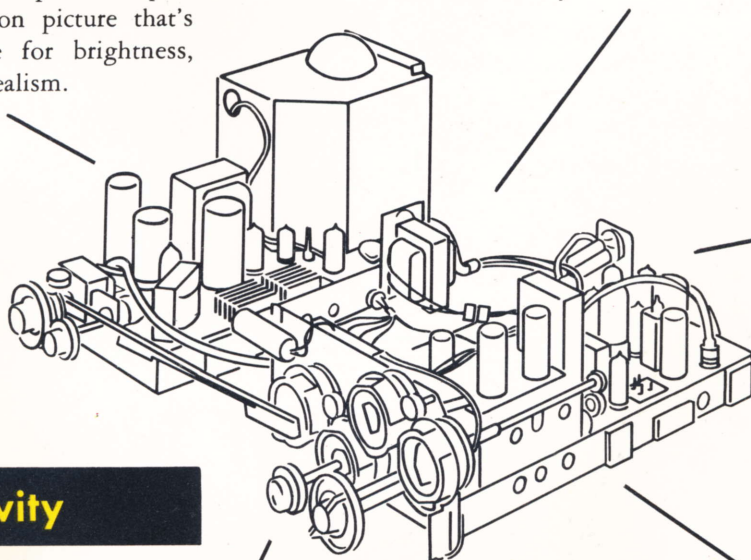
### IF System Vastly More Sensitive

NEW FOR 1953! Now, usable sensitivity is vastly *increased* without sacrificing picture quality. The result, even at great distances, is a cleaner, clearer noise-free signal, bringing new heights of fringe area reception.

## Noise Reduction

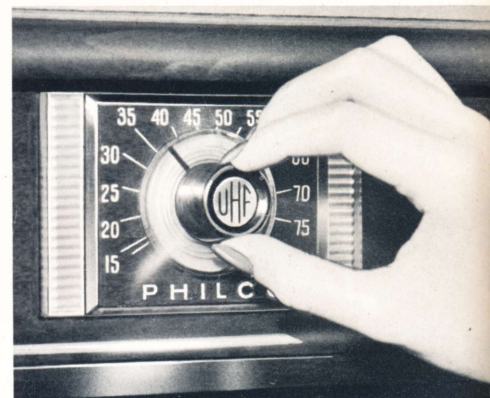
### Super Sensitive "Golden Grid" Tuner

NEW FOR 1953—the most sensitive TV tuner ever built. Like other famous Philco tuners, it achieves the greatest freedom from interference and reduction of "snow" in TV history!



Philco Advanced Research in the field of  
**Transistors** the newest miracle  
of electronic science, puts Philco

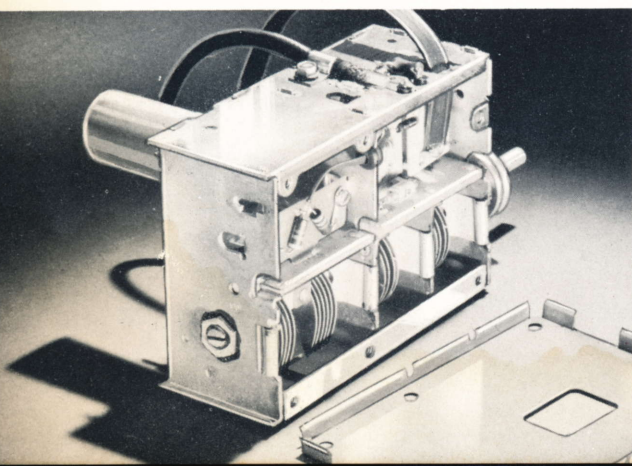
*Far Ahead  
in UHF*



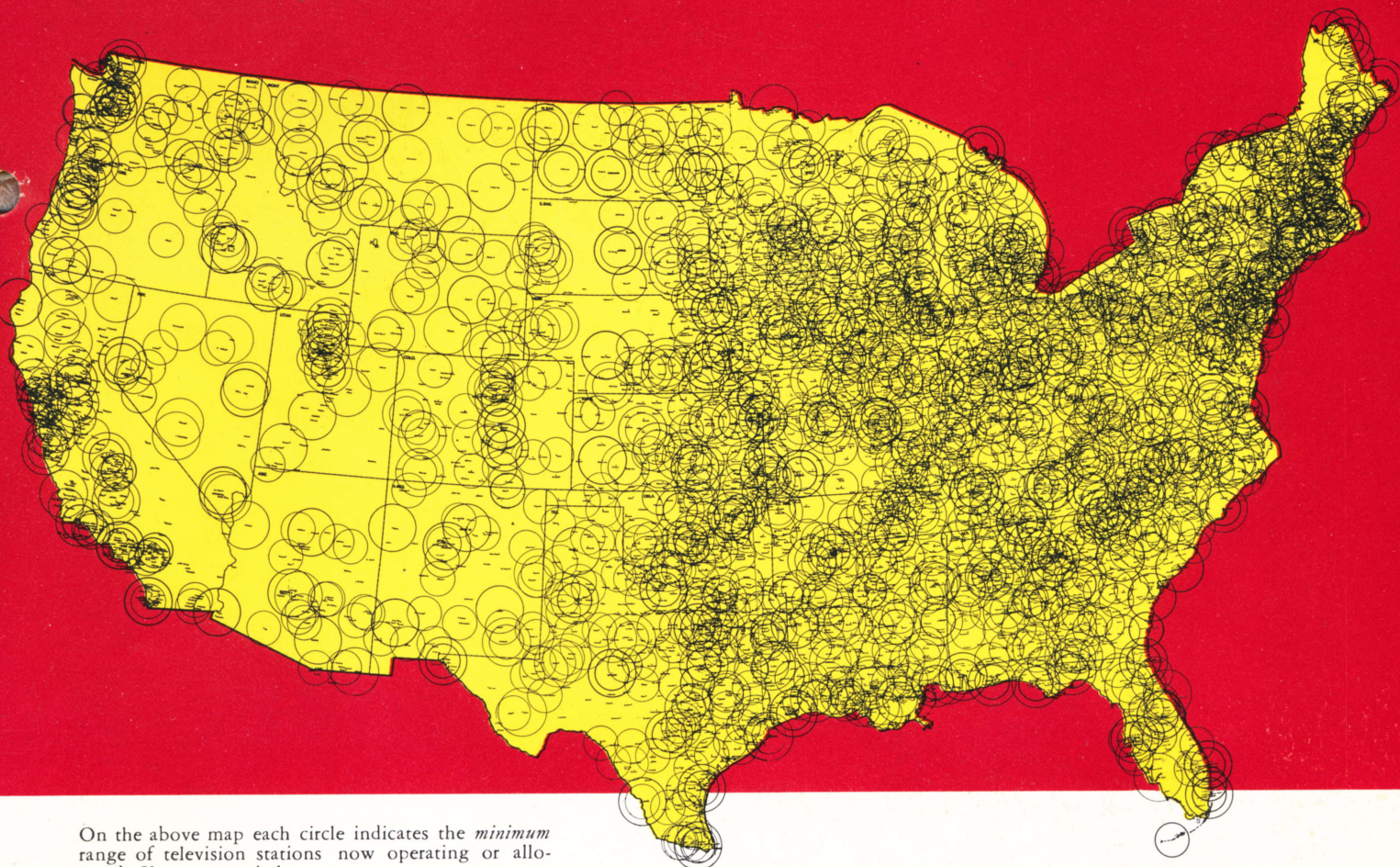
With this announcement, Philco heralds a new day of television progress! It's the new Philco All-Channel UHF Tuner . . . years ahead in concept and *years ahead in performance* thanks to an exhaustive Philco research project in the field of transistors and their miracle metal—Germanium. Philco scientists, in a program that started three years ago, found the way to refine Germanium to a higher degree of purity than was ever

before attained in commercial production, and as a result to develop a Germanium Diode that is unique in detail and unmatched anywhere for noise-free reception. With other new developments, it makes possible the *most advanced All-Channel UHF Tuner in the industry* . . . another Philco "exclusive" . . . here now to establish Philco leadership in this great new field.

Every 1953 Philco is ready for easy installation of the  
Philco All Channel **UHF Tuner**



The great significance of the exclusive Philco Germanium Diode is its unmatched performance characteristics. However, like those now being designed for vital radar equipment, it also has all the advantages of ruggedness, long life, stability and tiny size. With it, Philco's UHF Tuner is amazingly compact and will easily fit inside the cabinet of every 1953 Philco set. Precision-built, laboratory-accurate, it is ready for installation anytime UHF arrives in any locality.



On the above map each circle indicates the *minimum* range of television stations now operating or allocated. Since some circles represent as many as seven stations, it is easy to visualize the multiple station service that will be available almost everywhere.

# Full UHF Coverage for today and the future ...No "Strip-Tease"

As the above map shows, many communities are scheduled to receive programs from as many as 8 to 12 UHF stations plus programs from as many as 5 to 9 VHF stations. Actually, in millions of homes, reception may easily be available from over 20 different stations. In such locations, exaggerated claims cannot hide the fact that a so-called "strip-type" tuner will not only be deficient in performance but will be far from adequate in station coverage. Even more, interchanging strips, at best, is likely to be a frequent source of expense and inconvenience.

## Finest UHF Performance in Television

Philco's *advanced* All-Channel UHF Tuner is the answer to *full* coverage and *full* performance. *Not* a makeshift adaptation engineered to standards of 4 or 5 years ago. *Not* a device that may have to be converted if the owner moves or when a new station goes on the air. But *complete* coverage of *all* channels and *all* stations, with the finest performance and most economical UHF service in television today.



BOSTON, MASS.—expected to be within range of at least 20 stations. Red lines represent VHF stations; black lines indicate UHF stations.



RICHMOND, IND.—typical of thousands of communities where it is expected reception will be available from at least 15 different stations.

*Now for UHF too ...  
Just Plug in and Play!*

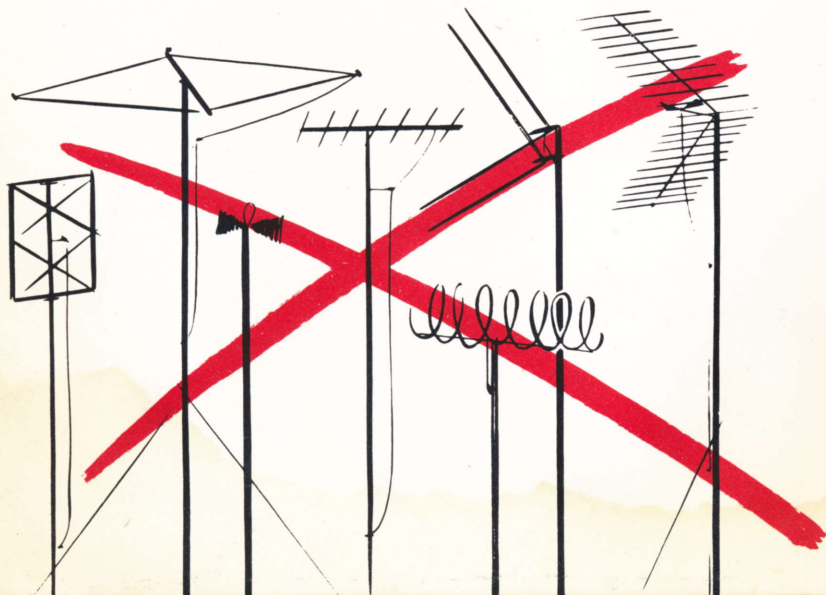
Philco announces the  
**First Built-in Aerial**  
designed for Both UHF and VHF

**A**GAIN, Philco makes built-in aerial history! From the laboratories that pioneered "Just Plug in and Play" comes a great new contribution to the television world—the Philco All-Channel Electronic Built-In Aerial System for both UHF and VHF.

The overwhelming superiority of Philco's original VHF built-in aerial—"copied by all but matched by none"—is a matter of record. And now, field tests prove that the new Philco UHF-VHF system

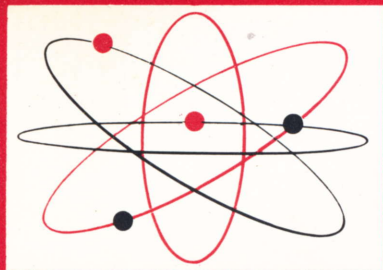
will lead the field by an even wider margin, and will not only produce a *better* picture than any other, but in many locations will be the *only* built-in aerial that works at all.

So for UHF as well as VHF, Philco now takes the aerial off the roof and the roof off of television sales, bringing to Philco dealers for 1953 another sensational "plus". It's the big built-in aerial news of the year—only Philco has it!

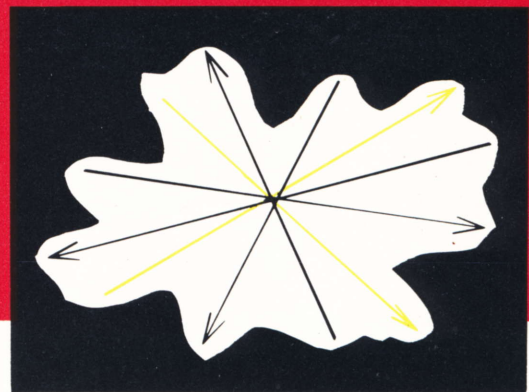


**No Outside Aerial  
Needed for  
UHF or VHF in up to  
8 out of 10 locations**

# the New Philco Built-in Aerial is



# Electronic and Directional



## Specifically Designed for UHF and Improved Performance on VHF

Far more than just an aerial built inside the cabinet, the Philco UHF-VHF Built-In Aerial is a complete electronic system, with a combination of developments that reflect Philco ingenuity and research. Brand new in construction! Brand new in operation, with a sensational Philco-developed circuit that AUTOMATICALLY matches it to any channel—UHF or VHF. Never before, even from Philco, has there been anything that equals it for performance and distance.

### 4-Position Rotating Effect

In addition, it's DIRECTIONAL! A 4-step control on the back of the cabinet—easily accessible yet out of sight—makes it possible to beam the aerial towards the strongest signal from any station. This

4-position rotating effect is achieved *electronically*—it's actually like four aerials in one. The result is peak reception—without moving the cabinet!

### Steadier, Sharper Pictures

With new Philco directional control, you get the best possible picture from the available signal. In locations where "ghosts" were sometimes a problem, they are now virtually eliminated. Again it's Philco leadership in Built-In Aerial design!

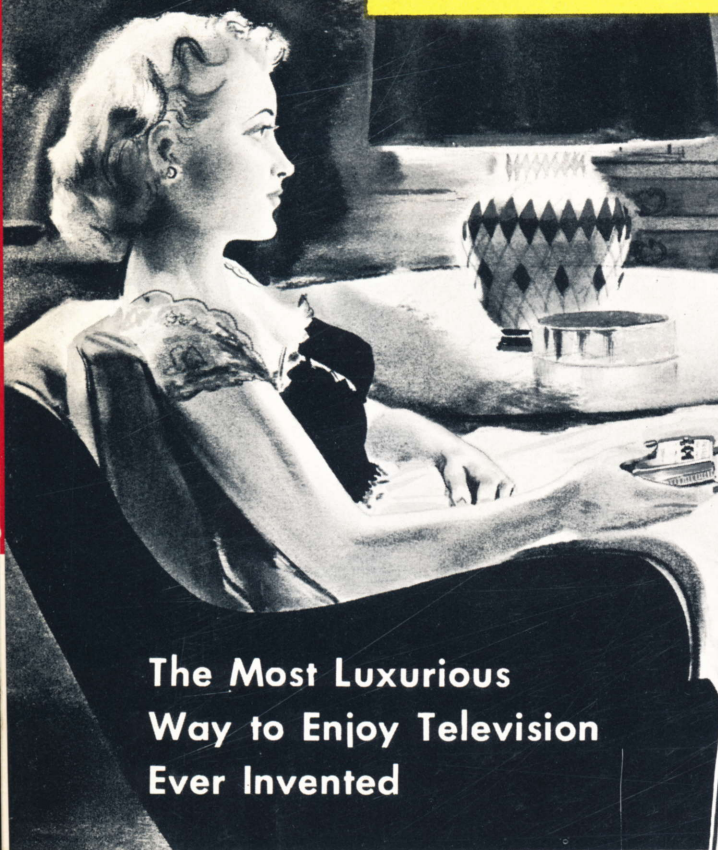
### Greater Placement Freedom

Another dividend of this new Philco development is greater freedom in locating the set in the home. With new directional control, reception in most cases will be equally good in all rooms and all parts of a room. Thus Philco for 1953 makes it easy for the customer to buy and *easy for the dealer to sell* with the greatest Built-In Aerial in TV history.

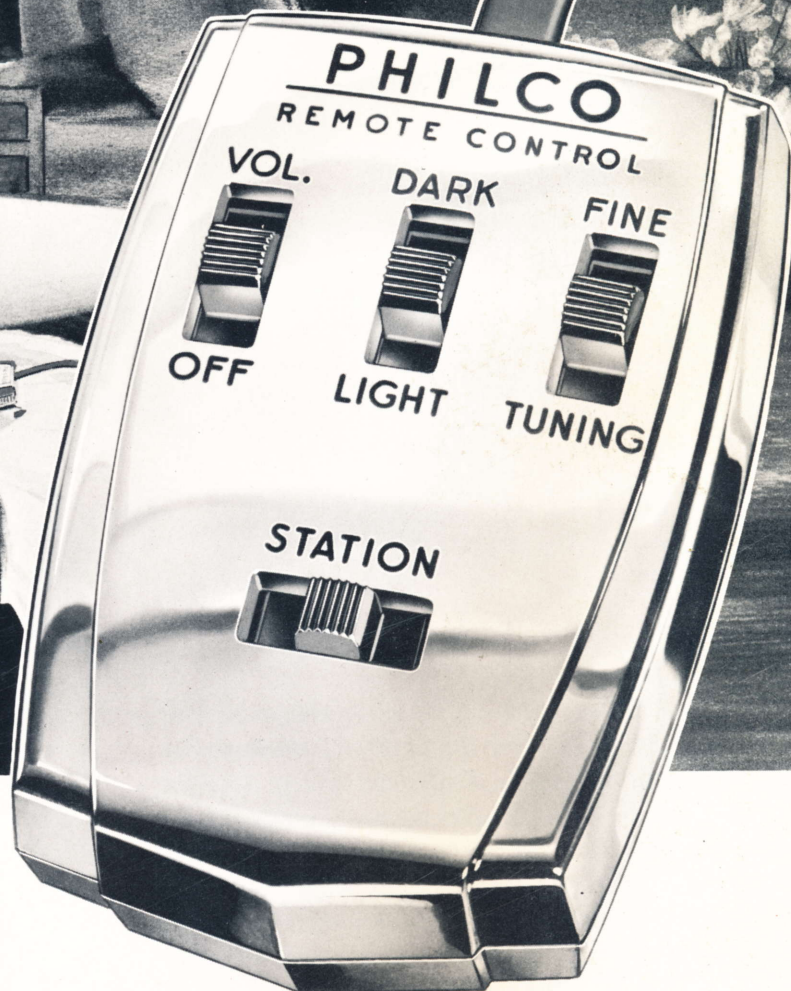


## Only Philco has the All Channel Built-in Aerial

# PHILCO Remo



The Most Luxurious  
Way to Enjoy Television  
Ever Invented



Complete TV  
Operation from  
Your Easy Chair

1. You Turn the Set On

2. Select Your Channel

3. Adjust the Volume

4. Adjust Fine Tuning

5. Adjust Picture Contrast

6. Change Stations

7. Turn the Set Off

# Remote Control

in a Wide Selection of Models  
for 1953

## At New Low Prices

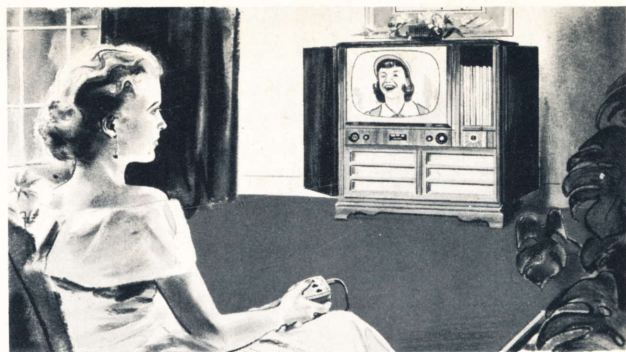
It's the one and only *complete* Remote Control for television—another Philco "exclusive"—and it's here for the first time in BOTH table model and console sets . . . new for 1953 *at prices far lower than ever before*. Now, more people than ever before can afford the most luxurious way to enjoy television ever invented. Now, Philco dealers everywhere can merchandise to the limit full, complete Remote Control.

### Utmost Tuning Convenience

There's nothing else like it. Everything the user normally does at the set, with Philco Remote Control he can do from his easy chair across the room. Yet utmost convenience is only one of its advantages. It permits the user to make adjustments for both picture and sound from where he is sitting, without pacing back and forth across the room. Yes, it's viewing at its best and most convenient . . . the most deluxe feature in television . . . *only Philco has it!*

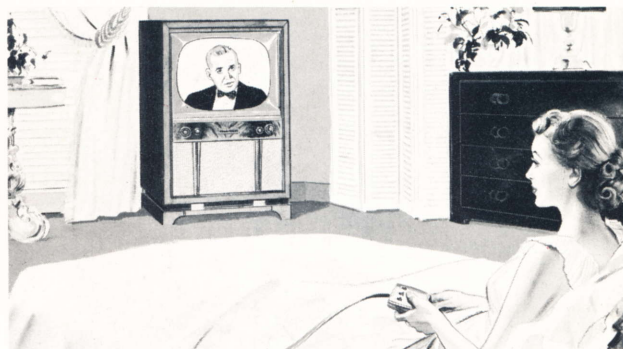
### Opportunity for High Unit Sales

In many 1953 Philco television models, Remote Control is *optional*. Thus the dealer has an unequalled opportunity to promote . . . to merchandise . . . to sell up and get the extra dollar volume and bigger profits that come with higher unit sales.



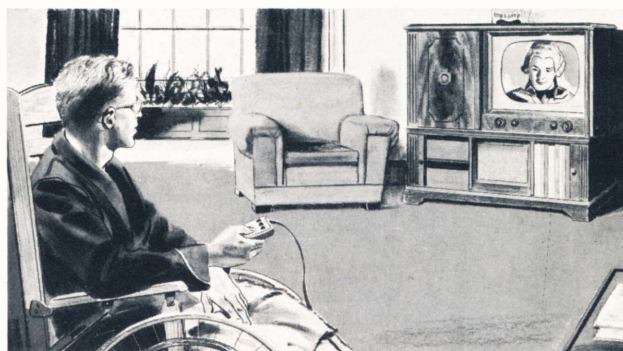
#### In the Living Room

Relax—make yourself comfortable—enjoy a whole evening of programs from as many stations as you can tune in, *all without rising or leaving your easy chair.*



#### In the Bedroom

Enjoy television to the fullest . . . change stations . . . adjust picture and sound. Then, when you are ready to go to sleep, turn the set off without getting out of bed.



#### For the Sick and Handicapped

It's the answer to long hours of pleasure and enjoyment. With Philco Remote Control, even bed-ridden patients can tune in their favorite programs, hour after hour.



#### In Public Places

With Remote Control, the set can be located out of reach yet tuning is always easy. No climbing up on chairs! No tampering with the controls by customers!



# The PHILCO - Developed 21-inch Cylindrical Picture Tube



**All Glass**  
**Tube Gives a Far**  
**BIGGER**  
**Picture than Metal-**  
**Glass Construction**

## Full 245 Sq. Inches of Viewing Area

Another Philco "first", conceived and developed in the Philco laboratories. Its 245 square inch rectangular screen is 14% larger than the biggest 20-inch picture tube and *almost 10% larger* than so-called 21-inch metal-glass tubes that give only 225 square inches of viewing area.



## **Optic Engineered to Eliminate Glare**

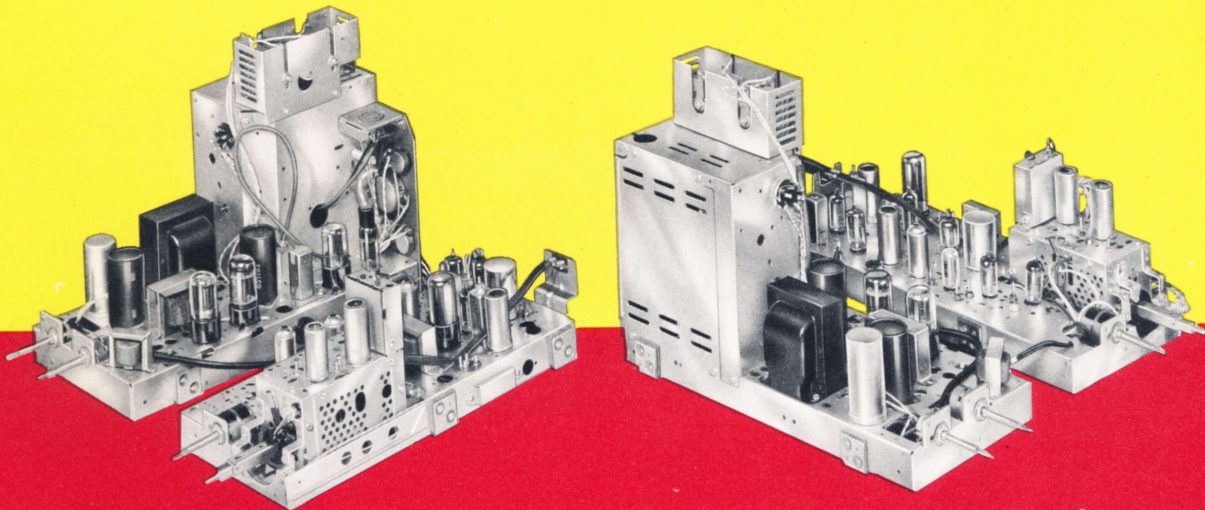
Its exclusive "non-glare" screen is the culmination of three years of painstaking research by a special group of Philco Electron-Optic engineers. With new cylindrical-

shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. Yes, the sensation of the industry—brought to television by Philco, and now offered in Philco table models, consoles, and television combinations with a wider range of styles and at lower prices than ever before.

## **Also, Larger All-Glass Tubes For 17 and 20-inch Sets**

In these popular sizes, too, Philco sets the pace! Its 20-inch all-glass tube with 215 sq. inch screen is virtually as large as a metal-glass 21-inch tube. And its 17-inch tube with 150 sq. inch screen is the largest 17-inch picture tube in the industry. Yes, all-glass construction gives Philco dealers leadership in value with **BIGGER PICTURES** and more for the money in *every* tube size!

# Famous PHILCO Colorado and Super Colorado Power Plants



Greatest Performing, Value Priced  
Television Sets on the Market  
for 1953

Dollar-for-dollar, *nothing* can match the performance record of Philco's great Colorado and Super Colorado Power Plants, and for the 1952-53 selling season they will again make history as the fastest selling television sets on the American market. For Philco offers them now with special added features in a wide selection of value-priced models—new *and better than ever* for 1953.

In every set, even at lowest price, a built-in switch has been added to compensate for noisy locations. Combined with Philco's celebrated ultra-sensitive tuners, it will even further add to Philco's reputation for the greatest "fringe area" performance in television history.

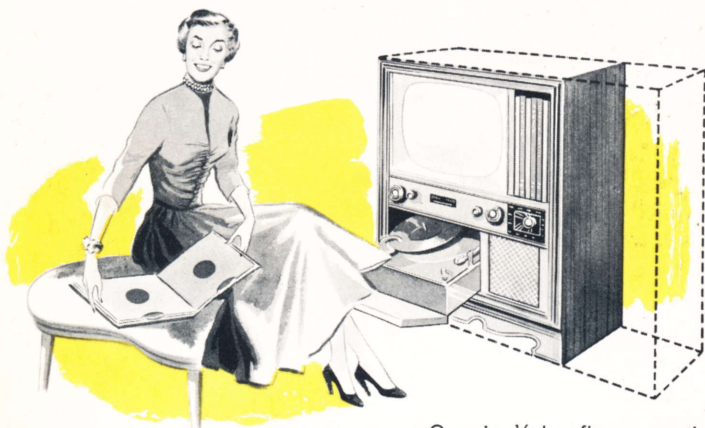
What's more, these great Power Plants with Philco's new UHF-VHF Built-In Aerial *will make new records for built-in aerial performance*. In their price class, they will again lead all others and widen the range for promotion and sales.

Packed with power! Packed with value! Philco's Colorado and Super Colorado sets will spearhead Philco's great merchandising program for 1953.



# Philco Revolutionizes the TV Combination Market for 1953!

## A Revolution in Design



Occupies  $\frac{1}{3}$  less floor space than ordinary TV Combinations

Here's the development that will be welcomed by the public and dealer alike. Philco engineering and product design divisions, working together, have found the way to combine *all* home entertainment services in the most compact TV combination cabinets ever built. Even in a cabinet only 25 inches wide, you now get big screen television, radio, 3-speed phonograph AND record storage space with all the luxury and convenience formerly found only in larger, more massive sets. It's the news that *overnight* will lift the TV combination business into the big volume class, and *Philco dealers will own it!*

## A Revolution in Value

New space-saving cabinet designs is only part of the television combination story from Philco for 1953. At the same time, Philco announces not just lower prices, but a complete upheaval in prices and values for every shade of demand. Now, 17-inch TV plus 3-speed phonograph in the price range that a few

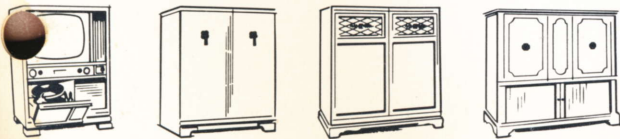
months ago was the standard for a TV console alone. Now, super-value 20 and 21-inch models! Now, sets with FM-AM radios! Now, combinations with Remote Control *optional!* Every one is truly a value leader in its class ready now to give Philco dealers the leader's share of this profitable, fast-growing market.



## Seven Different Space-Saving Cabinet Designs

Offering Every Type of  
Television, Radio and  
Phonograph Service

at the Most Sensational  
Prices in TV History!



New for 1953...the Philco  
3-Speed Record Changer with

# True Harmonic Reproducer



HERE'S the development that gives a *new meaning* to the enjoyment of recorded music! For the first time, a phonograph pickup that faithfully and absolutely reproduces the *full* range of harmonics—bringing out every subtle overtone, the true character and timbre of every instrument, every voice.

A product of Philco research, the response characteristics of the TRUE-HARMONIC REPRODUCER go above and beyond anything ever achieved in the industry, including the most expensive custom pickups. Nothing to equal it has ever been offered before.

Now, old records take on new life! Now, fuller appreciation is possible of newest Vinylite records! Now, you can enjoy *all* records better than ever before!



For 1953, Philco offers the TRUE-HARMONIC REPRODUCER plus *all* the features of quality that have made its 3-speed record changer the greatest of all.

With new streamlined styling that brings new simplicity of operation, it means that the "ear appeal" and the sales appeal of Philco television combinations will be the big news in the home entertainment field for 1953.

There's a 1953 Philco for Every TV Buyer  
in Performance, Price and

# Style

Whatever your customers may demand in a television receiver, whatever your merchandising needs may be, you'll find it in the new Philco. Price-wise, feature-wise and STYLE-WISE it's the most extensive, *most complete* line the industry has ever seen . . . unapproached anywhere for variety and value! Yes, for 1953, Philco leadership in design sets the pace!

## Decorator Styles

and Provincial Design Cabinets  
for Every Shade of Demand



## More Models

than ever before with a  
Greater Variety of Styles



## Luxurious Consoles

Open Face, Half Door and  
Full Door Models at New Low Prices



## Wider Choice

of finishes including Mahogany  
and Blond Oak Cabinets



## Table Models

and Console Ensembles — the  
Greatest Values in Philco History



## Price Leaders

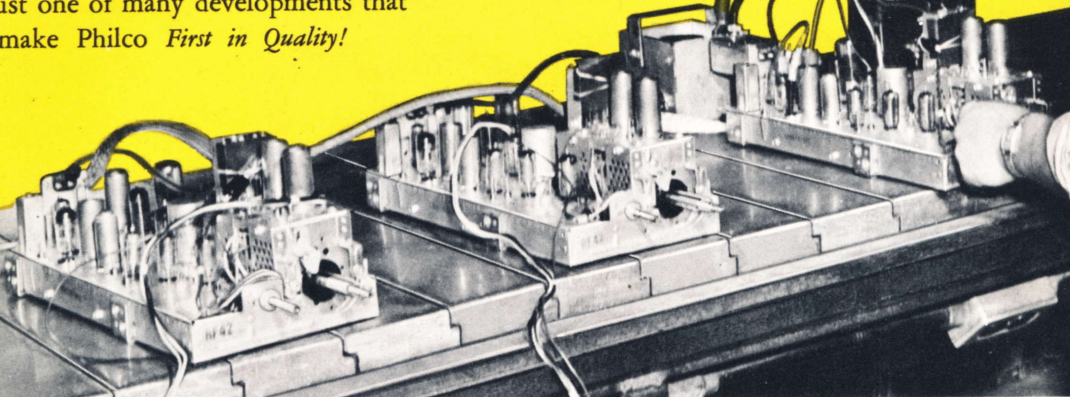
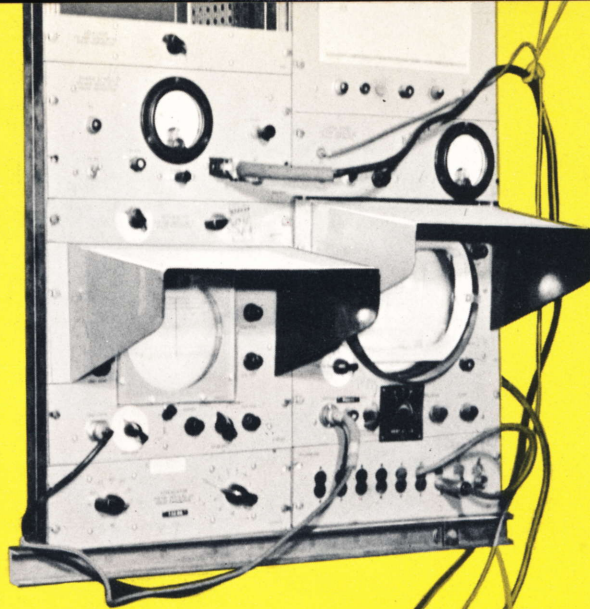
with 17, 20 and 21-inch  
All-Glass Picture Tubes



# The Transient Analyzer

An Exclusive Electronic Test that Assures Absolute Uniformity of Picture in the Home

It is no mere accident that Philco has attained in television a uniformity of picture quality unapproached by anyone else. The secret is another Philco invention—the TRANSIENT ANALYZER—with which every Philco set is checked before it leaves the factory. As a result, when a dealer unpacks Philco sets in his store, picture quality is uniform on all models, determined in advance by the almost incredible accuracy of this Philco electronic test. Every Philco set is specially built to take full advantage of the TRANSIENT ANALYZER, which is just one of many developments that helps to make Philco *First in Quality!*



## PHILCO Factory-Supervised Service

The Largest Organization of Factory-Trained TV Technicians in the Industry

In stores all over America today you see the Philco Factory-Supervised Service Plaque—the sign that spells satisfaction for the customer and goodwill and increased business for the dealer. Organized, supervised *and advertised* by Philco, it's the one *true* factory service plan that enables dealers to retain their customer contact and to *preserve their full identity in the sale*. Yes, the largest organization of trained technical specialists in the world—another example of Philco leadership in merchandising AND Philco leadership in service!





# PHILCO

## *Leadership*

...the climax of  
**60 Years of Progress**

Leadership is a Philco tradition! Year after year, in research, in production, and in merchandising Philco sets the pace, bringing to dealers everywhere their greatest opportunity for volume sales and profits. Now, in its 60th Anniversary Year, Philco is out in front again with the *first* High Fidelity Television Set ever built for the American public and with more new developments, more significant

advances than have ever before been offered in any year of television history. Again, they spell leadership for Philco dealers, and most important of all, the kind of leadership that has enabled Philco dealers through the years to enjoy by a wide margin the *highest average unit sale in the industry!* With justifiable pride, Philco presents its 1953 television line—the climax of 60 years of continuing progress.



**PHILCO**

**TELEVISION**

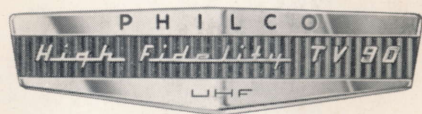
**1953**





## PHILCO 2287

21-inch television combination—unmatched anywhere  
for performance and beauty. 3-speed phonograph. AM-FM radio.



**REMOTE CONTROL OPTIONAL.** Also available with full Remote Control—Model 2287-R.

# PHILCO 2287

## High Fidelity Television with Exclusive Golden Grid

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!

## Ready for All-Channel UHF:

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## UHF-VHF Electronic Built-In Aerial:

New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!

## 12-inch Speaker! Variable Tone Control!

Advanced Philco FM sound system with Bass Compensation.

## New 3-Speed Phonograph with TRUE-HARMONIC

**Reproducer:** Plays all records—78, 45 and 33 $\frac{1}{2}$  RPM—better than ever before. TRUE HARMONIC Reproducer—developed *exclusively* by Philco—is the first phonograph tone arm to bring you the *full* range of harmonics—the true character of every instrument—the most lifelike reproduction ever achieved.

## FM and AM Radio:

Marvelous fidelity of tone!

## Authentic 18th Century Cabinet Design:

In every detail, a masterpiece of cabinetry! Solid Mahogany and genuine Honduras Mahogany veneers . . . the finest woods of their kinds . . . ideally combined, perfectly finished. Solid Mahogany tambour doors enclose huge record storage space. *Dimensions—39 $\frac{3}{8}$ " high, 43" wide, 24 $\frac{1}{8}$ " deep. Equipped with casters.*

## Power Supply:

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## PHILCO 2287-R

Same features as above plus *full* REMOTE CONTROL.



*Specifications subject to change without notice*



## PHILCO 2286

Television combination with 21-inch cylindrical picture tube . . . full 245 square inch screen. 3-speed phonograph. AM-FM radio.



**REMOTE CONTROL OPTIONAL.** Also available with full Remote Control—Model 2286-R.

# PHILCO 2286

## High Fidelity Television with Exclusive Golden Grid

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload", no fading, no "wash-out"! Brings you the most perfectly synchronized, noise-free television picture of all time . . . only Philco has it!

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!

## UHF-VHF Electronic Built-In Aerial:

New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

## Ten-inch Speaker! Variable Tone Control!

Advanced Philco FM sound system with Bass Compensation.

## New 3-Speed Phonograph with TRUE-HARMONIC

**Reproducer:** Plays all records—78, 45 and 33 $\frac{1}{3}$  RPM—better than ever before. TRUE-HARMONIC Reproducer—developed *exclusively* by Philco—is the first phonograph tone arm to bring you the *full* range of harmonics—the true character of every instrument—the most lifelike reproduction ever achieved.

**FM and AM Radio:** Marvelous fidelity of tone!

## Magnificent Contemporary Cabinet:

Fashioned by master craftsmen, this luxurious Mahogany veneer cabinet reflects the Provincial influence combined with finest Contemporary styling. Top panels on doors are finished to give the effect of rich Cordovan leather enhanced by 24-carat gold tooling. *Dimensions*—37 $\frac{5}{8}$ " high, 36 $\frac{1}{4}$ " wide, 24 $\frac{3}{4}$ " deep. *Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC.

Underwriters' Laboratories Approved.

## PHILCO 2286-R

Same features as above plus *full* REMOTE CONTROL.



## PHILCO 2285

21-inch television combination. 3-speed automatic phonograph. AM radio. Mahogany veneer cabinet.

**PHILCO 2285-L.** Same features in Blond Oak Cabinet.



### REMOTE CONTROL OPTIONAL

Both the above models available with full Remote Control.

# PHILCO 2285

## High Fidelity Television with Exclusive Golden Grid

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

New "No Glare" tube with 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Yes, brings the most perfectly synchronized, noise-free television picture of all time—only Philco has it!

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## UHF-VHF Electronic Built-In Aerial:

New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!

## Ten-inch Speaker! Variable Tone Control!

Advanced Philco FM sound system with Bass Compensation.

## New 3-Speed Phonograph with TRUE-HARMONIC

**Reproducer:** Plays all records—78, 45 and 33 $\frac{1}{3}$  RPM—better than ever before. TRUE-HARMONIC Reproducer—developed *exclusively* by Philco—is the first phonograph tone arm to bring you the *full* range of harmonics—the true character of every instrument—the most lifelike reproduction ever achieved.

**Luxurious Radio:** Powerful, rich-voiced, AM radio.

## America's Finest Space-Saving Design Cabinet:

*All* services, including record storage space, conveniently arranged in the most compact 21-inch combination cabinet ever built. Beautifully styled in Mahogany veneers with new pendant-type door pulls. *Dimensions*—38" high, 30 $\frac{3}{8}$ " wide, 23 $\frac{1}{8}$ " deep. *Equipped with casters.*

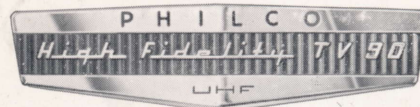
**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## PHILCO 2285-L

Same features as above in Blond Oak cabinet.

## PHILCO 2285-R and 2285-LR

Same features as above plus *full* REMOTE CONTROL.



## PHILCO 2273

21-inch console in Fruitwood cabinet with Golden Grid Tuner. Exclusive UHF-VHF Built-In Aerial.

**PHILCO 2273-C.** Same features in Cherry cabinet.



**REMO™** **POL OPTION.**  
 available in select models  
 with full Remote Control.

# PHILCO 2273

## High Fidelity Television with Exclusive Golden Grid

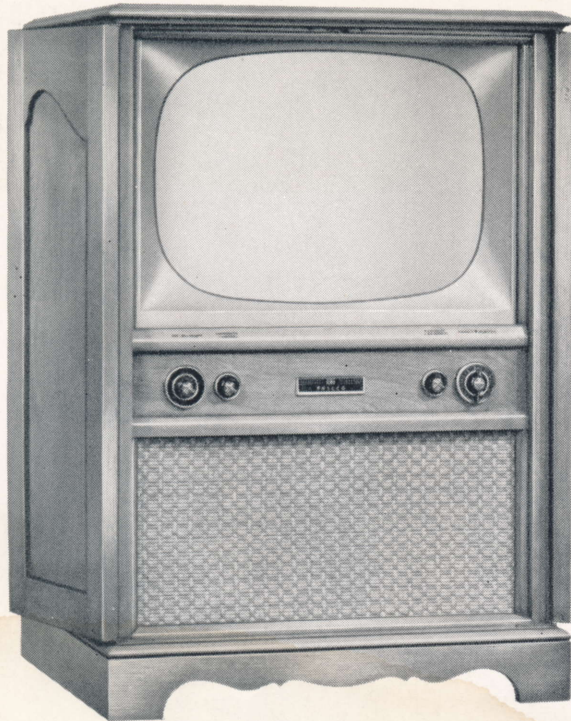
**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!

## UHF-VHF Electronic Built-In Aerial:

New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!

## Ten-inch Speaker! Variable Tone Control!

Advanced Philco FM sound system with Bass Compensation.

## Traditional Provincial Fruitwood Cabinet:

Beautifully-styled with warm honey-toned finish that captures the quiet dignity of the best in Provincial design. Its distinctive appeal lies in its utter simplicity! Solidly-framed paneled doors. *Dimensions*—38 $\frac{5}{16}$ " high, 26 $\frac{1}{2}$ " wide, 24 $\frac{1}{2}$ " deep. *Equipped with casters.*

## Power Supply:

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

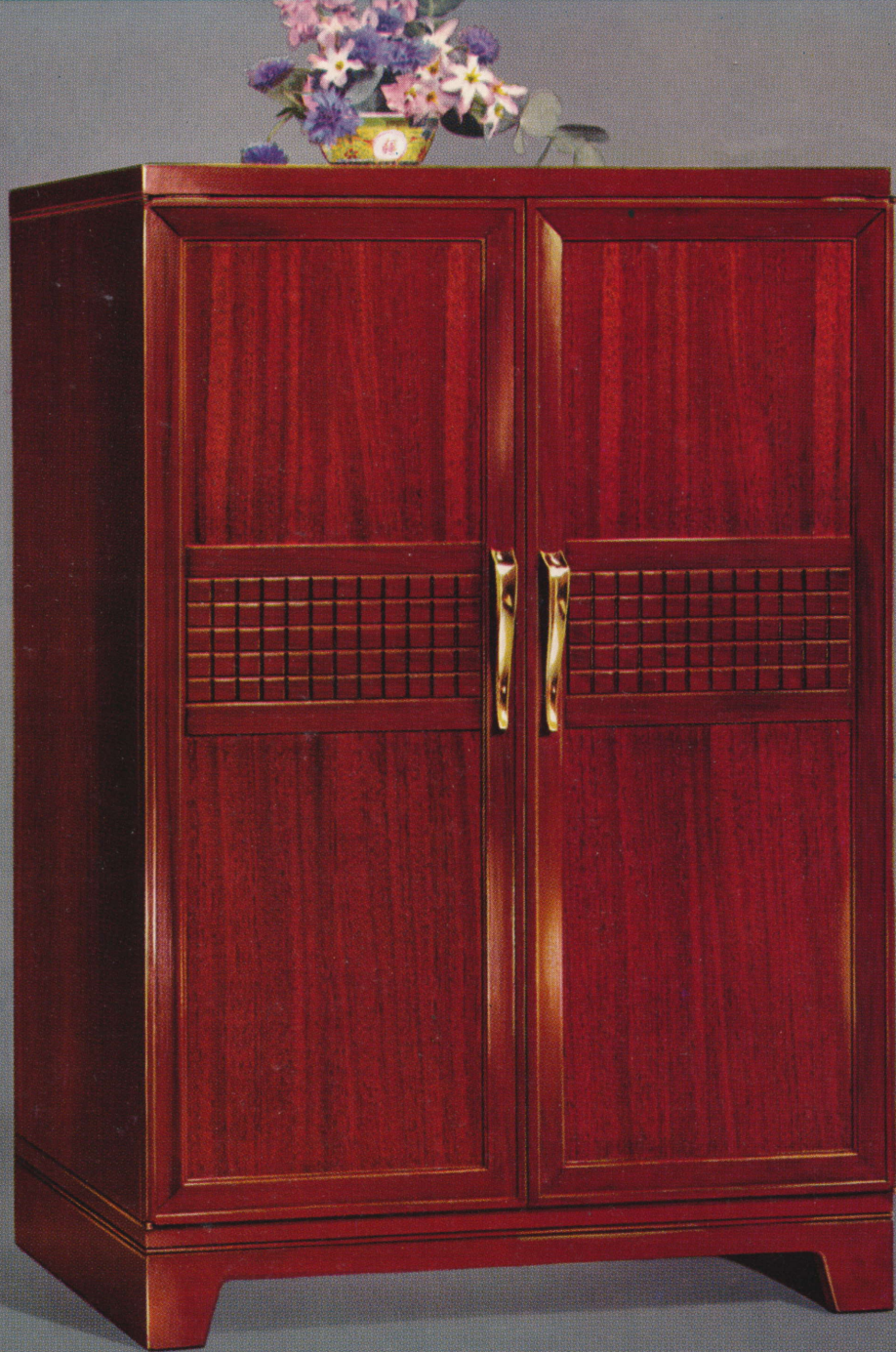
## PHILCO 2273-C

Same features as above in Cherry finish cabinet.

## PHILCO 2273-R and 2273-CR

Same features as above plus *full* REMOTE CONTROL.





## **PHILCO 2272**

Extra beauty! Extra luxury! Extra value! 21-inch picture...245 sq. inch screen. New Philco UHF-VHF Electronic Built-In Aerial System. Mahogany veneer full-door cabinet equipped with swivel casters.

**PHILCO 2272-L.** Same features, in Blond Oak Cabinet.

# PHILCO 2272

## **245 Sq. Inch Picture on 21-inch Cylindrical Tube:**

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

## **Philco Colorado Power Plant:**

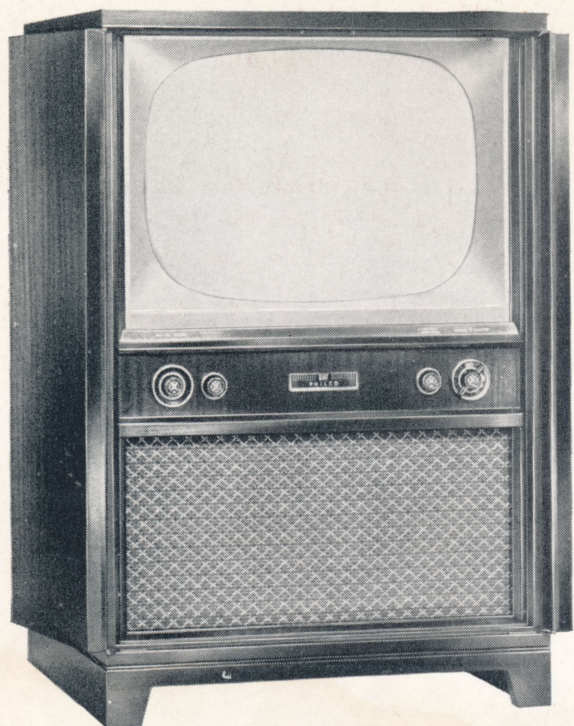
Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced chassis design on every count . . . performance, reliability and service.

## **True Focus Picture with Retrace Suppression:**

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. More than ever, it's the truest, clearest picture in television history!

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **New UHF-VHF Electronic Built-In Aerial:**

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Utmost Tuning Ease:**

Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

## **Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel.

## **FM Sound with Automatic Bass Compensation:**

Noise free, static free audio system with Philco ten-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

## **Contemporary Mahogany Veneer Cabinet:**

The styling so much in demand for modern homes and apartments! Built of choice African striped Mahogany veneers with full-length paneled doors highlighted by overlay effect with distinctive, modern pattern. Bright polished brass finish hardware adds special appeal. *Dimensions—38 $\frac{5}{16}$ " high, 25 $\frac{1}{4}$ " wide, 24 $\frac{1}{8}$ " deep. Equipped with casters.*

## **Power Supply:**

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## **PHILCO 2272-L**

Blond cabinet of solid Oak and comb-grain white Oak veneers. Same dimensions as above.



## PHILCO 2271

Provincial-styled console with 21-inch picture tube...

245 square inch rectangular screen. Golden Grid Tuner. UHF-VHF Built-In Aerial.



**REMOTE CONTROL OPTIONAL.** Also available with full Remote Control—Model 2271-R.

# PHILCO 2271

## High Fidelity Television with Exclusive Golden Grid

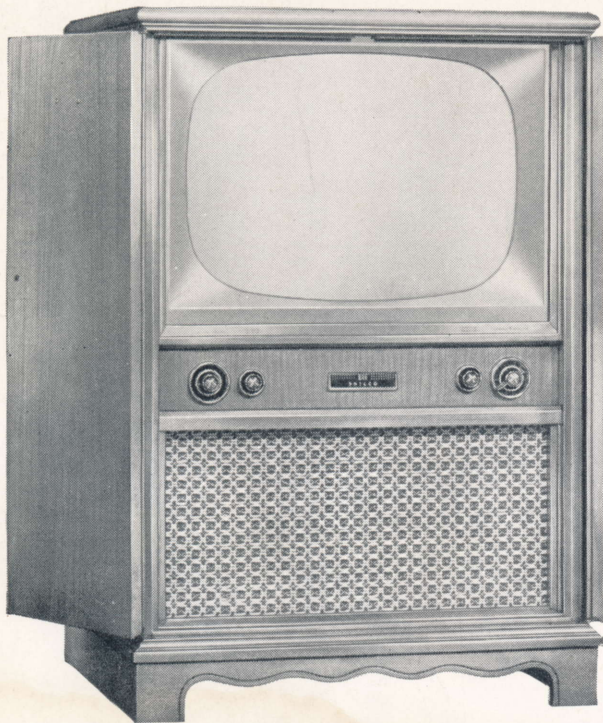
**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

**Fringe Area Performance Revolutionized!** Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!

**UHF-VHF Electronic Built-In Aerial:** New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

**True Focus Picture with Retrace Suppression:** Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

**Ten-inch Speaker! Variable Tone Control!** Advanced Philco FM sound system with Bass Compensation.

**Authentic French Provincial Cabinet:** In every detail, embodies the wide appeal of French Provincial furniture. Warm, honey-toned finish brings out the distinctive graining on double-paneled full-length doors and paneled top. New, Philco-designed gold and ivory metallic fabric grille cloth harmonizes perfectly with Provincial styling. *Dimensions*—39¼" high, 26⅝" wide, 23⅝" deep. *Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## PHILCO 2271-R

Same features as above plus *full* REMOTE CONTROL.



## PHILCO 2270

Genuine Mahogany 21-inch console with 245 square inch "No Glare" picture. Golden Grid Tuner. UHF-VHF Built-In Aerial.



**REMOTE CONTROL OPTIONAL.** Also available with full Remote Control—Model 2270-R.

# PHILCO 2270

## High Fidelity Television with Exclusive Golden Grid

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!

## UHF-VHF Electronic Built-In Aerial:

New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!

## Illuminated Station Selector:

Softly illuminated to permit easy identification and selection of the desired channel.

## Ten-inch Speaker! Variable Tone Control!

Advanced Philco FM sound system with Bass Compensation.

## Cabinet of Finest Mahogany Woods:

Solid Mahogany-framed top and doors with inlay panels of genuine Honduras Mahogany veneers reflect the true elegance and beauty of this magnificent console cabinet. With Honduras Mahogany veneers on sides, with imported English hardware, with richly-textured three-dimensional grille cloth it's the last word in quality and styling. *Dimensions—39 $\frac{9}{16}$ " high, 26 $\frac{3}{8}$ " wide, 24 $\frac{9}{16}$ " deep. Equipped with casters.*

## Power Supply:

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## PHILCO 2270-R

Same features as above plus *full* REMOTE CONTROL.



## PHILCO 2269

Exquisite 21-inch console. "No Glare" picture... 245

square inch screen. Golden Grid Tuner. UHF-VHF Built-In Aerial.



**REMOTE CONTROL OPTIONAL.** Also available with full Remote Control—Model 2269-R.

# PHILCO 2269

## High Fidelity Television with Exclusive Golden Grid

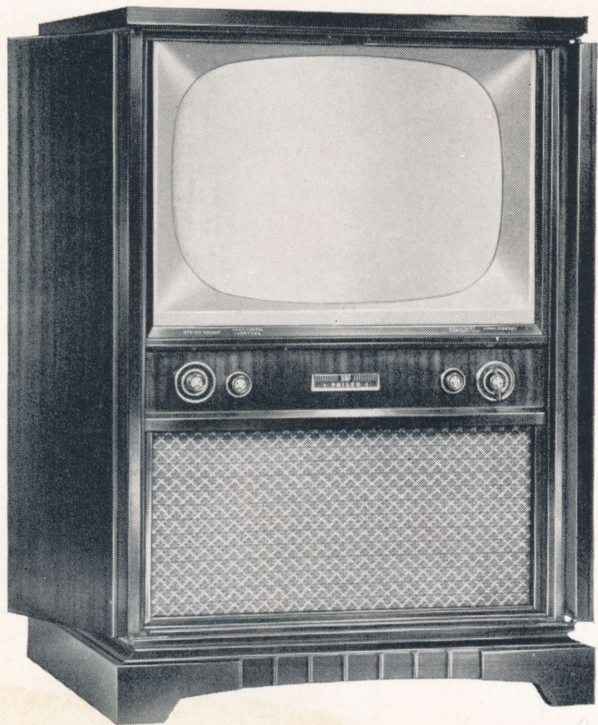
**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

**Fringe Area Performance Revolutionized!** Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and for sensitivity. On every count, it *revolutionizes* fringe area reception!

**UHF-VHF Electronic Built-In Aerial:** New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

**True Focus Picture with Retrace Suppression:** Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

**Ten-inch Speaker! Variable Tone Control!** Advanced Philco FM sound system with Bass Compensation.

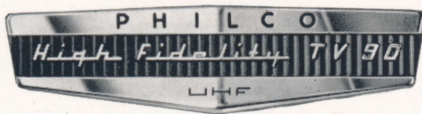
**Full-Door Console with Imported English Hardware:** An inspiration in design that utilizes selected African Mahogany veneers and choice woods. Solidly-framed top with bookmatched crotch Mahogany inlay effect typifies its exquisite workmanship. Top and door faces hand rubbed and polished. *Dimensions—39½" high, 27¼" wide, 24" deep. Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## PHILCO 2269-R

Same features as above plus *full* REMOTE CONTROL.





## **PHILCO 2268**

21-inch console—245 sq. inch screen. Exclusive Philco Golden Grid Tuner. New directional Electronic UHF-VHF Built-In Aerial.

Classic-inspired Mahogany veneer cabinet equipped with casters.

# PHILCO 2268

## High Fidelity Television with Exclusive Golden Grid

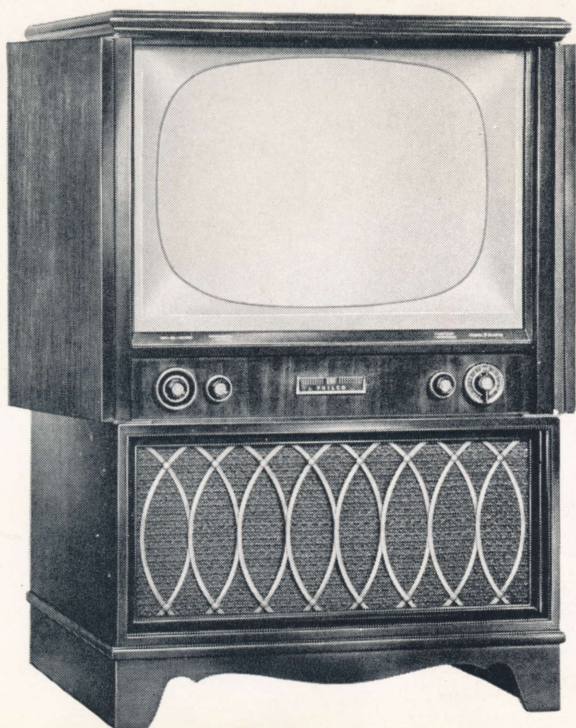
**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another major contribution to the science of television . . . another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Conceived and developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch rectangular screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* For the first time, in many remote areas television becomes a reality where before it was just a novelty. Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!

## UHF-VHF Electronic Built-In Aerial:

New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for UHF or VHF.

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. Yes, the truest, clearest picture in television history!

## Advanced Sound System:

Unmatched anywhere for sensitivity, for quietness, for tuning ease. Sound adjusts automatically when picture is correctly tuned.

## Illuminated Station Selector:

Softly illuminated to permit easy identification and selection of the desired channel.

## Ten-inch Speaker! Variable Tone Control!

Static-free FM sound with Automatic Bass Compensation.

## Classic-Inspired Console Cabinet:

Mahogany veneer cabinet with half-length doors. Decorative front features beautiful ovals with Holly inlay effect bordered by contrasting figured swirly Honduras Mahogany design. Distinctive antique English finish metal grille and hardware add extra luxury and appeal. *Dimensions—39½" high, 26¼" wide, 24¼" deep. Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.



## PHILCO 2266

21-inch cylindrical-face picture tube with 245 square inch screen. Golden Grid Tuner. UHF-VHF Built-In Aerial System.



**PHILCO 2266-L.** Same features as above in Blond Oak cabinet.

**REMOTE CONTROL OPTIONAL.** Both models also available with full Remote Control.

# PHILCO 2266

## High Fidelity Television with Exclusive Golden Grid

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another major contribution to the science of television . . . another sweeping advance from the Philco laboratories!

## 245 Sq. Inch Picture on 21-inch Cylindrical Tube:

Conceived and developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 square inch rectangular screen—larger, by far, than other so-called 21-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* For the first time, in many remote areas television becomes a reality where before it was just a novelty. Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance, for sensitivity, for dependable picture performance. On every count, it *revolutionizes* fringe area reception!

## New UHF-VHF Electronic Built-In Aerial:

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## Ready for All-Channel UHF:

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that automatically blanks out diagonal white retrace lines. More than ever, it's the truest, clearest picture in television history!

## Advanced Sound System:

Unmatched anywhere for sensitivity, for quietness, for tuning ease. Sound adjusts automatically when picture is correctly tuned.

## Illuminated Station Selector:

Softly illuminated to permit easy identification and selection of the desired channel.

## Ten-inch Speaker! Variable Tone Control!

Static-free FM sound with Automatic Bass Compensation.

## Mahogany Veneer Cabinet on Swivel Casters:

In every detail of design and workmanship it's America's finest open-face console! Distinctive inlay effect of crotch Mahogany on top, pilaster grille sticks, and breakfront cantilevered base highlight its smart design. *Dimensions*—39 $\frac{1}{4}$ " high, 26" wide, 23 $\frac{3}{8}$ " deep.

## Power Supply:

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## PHILCO 2266-L

Same features as above in Blond Oak cabinet.

## PHILCO 2266-R and 2266-LR

Same features as above plus *full* REMOTE CONTROL. From any place in the room, you can not only change stations, but turn the set on and off, adjust brightness or picture contrast, raise or lower volume . . . *all from your easy chair.*



## **PHILCO 2264**

Famous Philco-developed 21-inch cylindrical-face picture tube in  
luxurious cabinet with doors. Full 245 square inch  
rectangular screen. New, directional UHF-VHF Electronic Built-In Aerial System.

# PHILCO 2264

## **245 Sq. Inch Picture on 21-inch Cylindrical Tube:**

Developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 sq. inch screen—larger, by far, than other so-called 21-inch tubes.

**Philco Super Colorado Power Plant:** Exclusive Philco developments add even *greater* sensitivity, *greater* efficiency to the celebrated Philco Colorado Power Plant. With Duplex Chassis, with *ultra-sensitive* circuit and tuner, absolutely nothing in its price class compares with a Super Colorado Philco for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count!

**Sensational Fringe Area Performance:** In many outlying areas, where enjoyable television reception was never possible before, Philco's Super Colorado Power Plant has established new records for distance and picture performance. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. It even further adds to Philco's reputation for the greatest "fringe area" performance in television history.

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

**UHF-VHF Electronic Built-In Aerial:** New electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for either UHF or VHF.

**Philco True Focus Picture—No Blur! No Smear!**  
Truest, clearest picture in television history! Famous Philco development *balances* the electron *beam* to produce a true uniform focus over the entire screen.

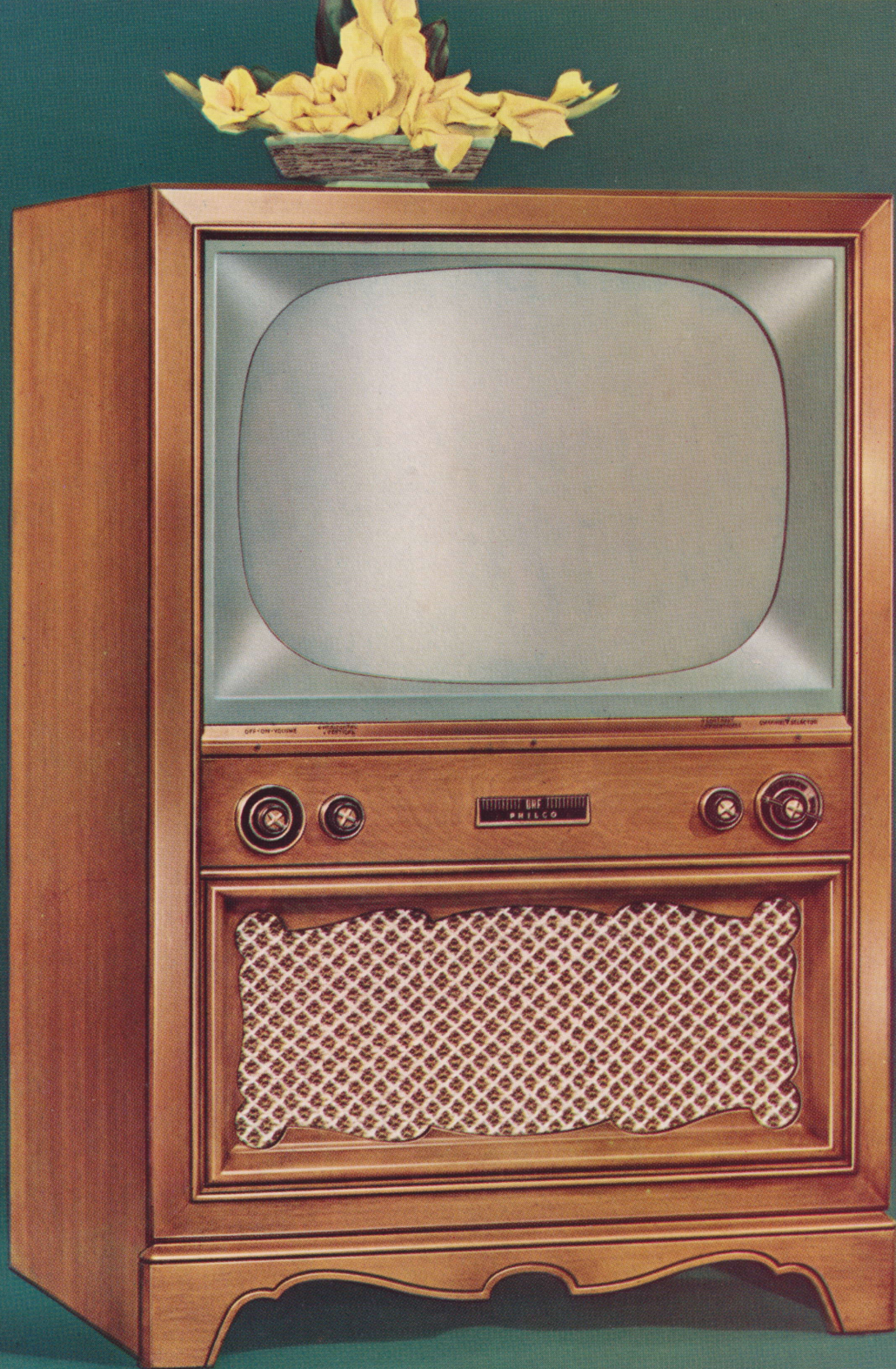
**Automatic Retrace Suppression—No White Lines!**  
New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

**Utmost Tuning Ease:** Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

**FM Sound with Automatic Bass Compensation:**  
Noise free, static free audio system with Philco ten-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

**Mahogany Veneer Cabinet with Half-Length Doors:**  
Impressive contemporary design with top and sides of selected African striped Mahogany veneers. Doors patterned with book-matched swirly crotch Mahogany bordered at top and bottom with striped Mahogany. Handsome, deep shadow box grille frame with Philco three-dimensional grille cloth. *Dimensions—39 $\frac{5}{16}$ " high, 24 $\frac{1}{2}$ " wide, 23 $\frac{1}{2}$ " deep. Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.



## **PHILCO 2262**

Fruitwood 21-inch console. Full 245 square inch screen on Philco-developed cylindrical-face picture tube, optic-engineered to eliminate glare. New Philco UHF-VHF Electronic Built-In Aerial System.

# PHILCO 2262

**245 Square Inch Picture on New Philco Cylindrical-Face 21-inch Tube:** Another Philco "first", conceived and developed in the Philco laboratories. With new cylindrical-shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. In addition, its all-glass construction makes possible a full 245 square inch rectangular screen—almost 10% larger than the screen on many so-called 21-inch tubes. On every count—size, viewing ease, and quality—it's the industry's highest standard of value for a 21-inch picture.

**New UHF-VHF Electronic Built-In Aerial:** The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

**Philco Super Colorado Power Plant:** Exclusive Philco developments add even *greater* sensitivity, *greater* efficiency to the celebrated Philco Colorado Power Plant. With Duplex Chassis, with *ultra-sensitive* circuit and tuner, absolutely nothing in its price class compares with a Super Colorado Philco for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

**Sensational Fringe Area Performance:** In many outlying areas, where enjoyable television reception was never possible before, Philco's Super Colorado Power Plant has established new records for distance and picture performance. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. It even further adds to Philco's reputation for the greatest "fringe area" performance in television history.

**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

**True Focus Picture with Retrace Suppression:** Famous Philco development achieves true, uniform focus over the entire viewing area. In addition, special Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture. More than ever, it's the truest, clearest picture in television history.

**Utmost Tuning Ease:** Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

**FM Sound with Automatic Bass Compensation:** Noise free, static free audio system with Philco ten-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

**Beautifully-styled Fruitwood Cabinet:** Warm, honey-toned finish typifies the wide popular appeal of this type of furniture. Moulded frame dominates entire front of cabinet heightened by dimensional grille with delicately crafted scrollwork and richly-textured grille cloth. *Dimensions—39" high, 26¼" wide, 22½" deep. Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.





## **PHILCO 2260**

Cylindrical-face 21-inch picture tube with rectangular 245 square inch screen. New, exclusive Philco UHF-VHF Electronic Built-In Aerial System. Mahogany veneer cabinet, equipped with swivel casters.

# PHILCO 2260

**245 Square Inch Picture on New Philco Cylindrical-Face 21-inch Tube:** Another Philco "first", conceived and developed in the Philco laboratories. With new cylindrical-shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. In addition, its all-glass construction makes possible a full 245 square inch rectangular screen—almost 10% larger than the screen on many so-called 21-inch tubes. On every count—size, viewing ease, and quality—it's the industry's highest standard of value for a 21-inch picture.

**New UHF-VHF Electronic Built-In Aerial:** The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

**Philco Super Colorado Power Plant:** Exclusive Philco developments add even *greater* sensitivity, *greater* efficiency to the celebrated Philco Colorado Power Plant. With Duplex Chassis, with *ultra-sensitive* circuit and tuner, absolutely nothing in its price class compares with a Super Colorado Philco for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

**Sensational Fringe Area Performance:** In many outlying areas, where enjoyable television reception was never possible before, Philco's Super Colorado Power Plant has established new records for distance and picture performance. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. It even further adds to Philco's reputation for the greatest "fringe area" performance in television history.

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance and picture quality, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

**True Focus Picture—No Blur! No Smear!** Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

**Automatic Retrace Suppression—No White Lines!** New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

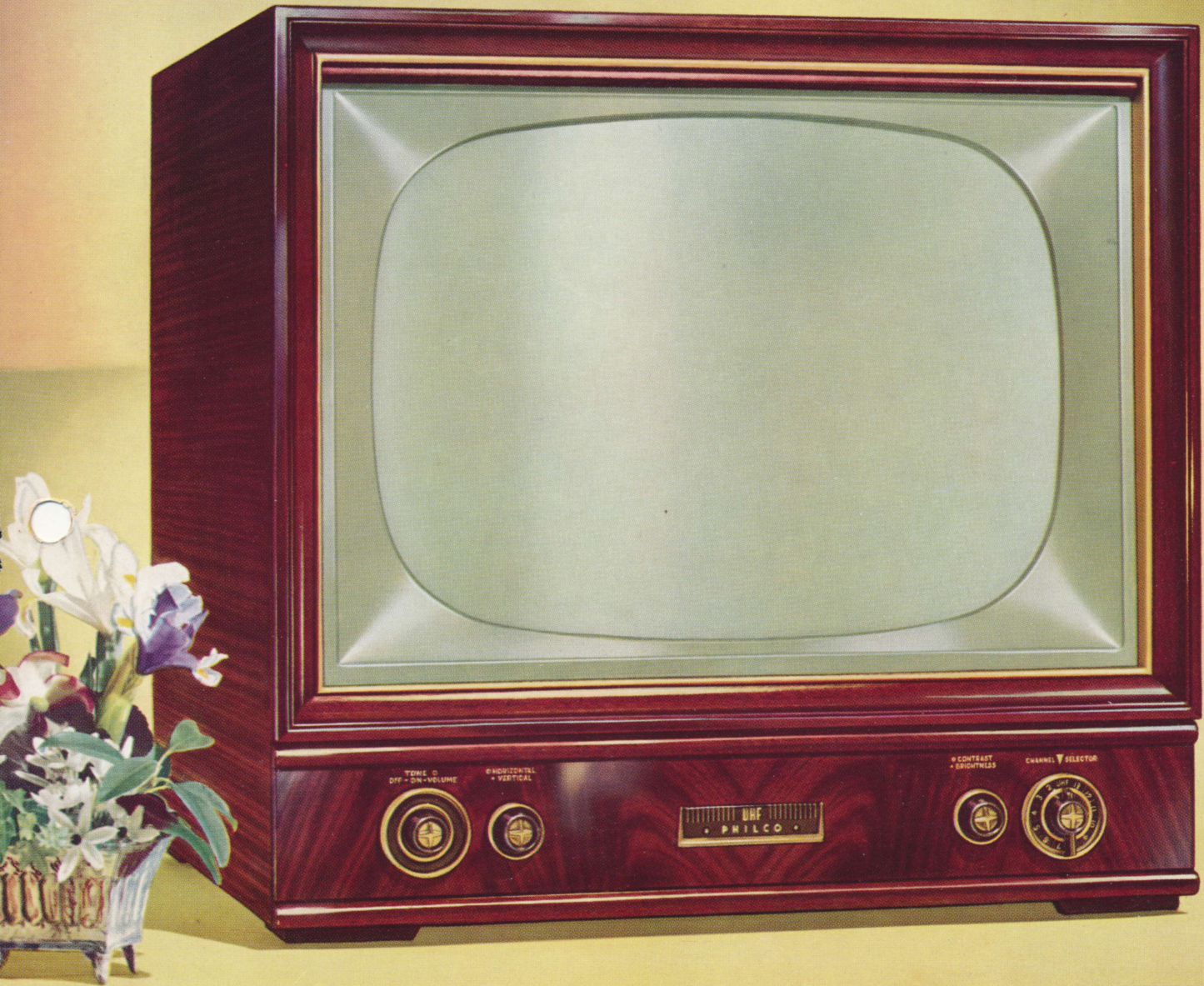
**Utmost Tuning Ease:** Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

**FM Sound with Automatic Bass Compensation:** Noise free, static free audio system with Philco ten-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

**Richly-styled Contemporary Mahogany Veneer Console Cabinet:** New modern design of striped African Mahogany veneers. Decorative fan-type grille ornament superimposed over three-dimensional grille cloth gives prominence to distinctive base design. Like all Philco television sets, controls are in full view and easily accessible—conveniently located on the front of the cabinet. *Dimensions—39" high, 25½" wide, 22¾" deep. Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

Rectangular 24.5 Square Inch Screen on 21-inch Picture Tube



## PHILCO 2228

With new Golden Grid Tuner and exclusive UHF-VHF  
Directional Built-In Aerial. Richly-styled table model cabinet.



**REMOTE CONTROL OPTIONAL.** Also available with full Remote Control—Model 2228-R.

# PHILCO 2228

## **High Fidelity Television with Exclusive Golden Grid**

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another major contribution to the science of television . . . another sweeping advance from the Philco laboratories!

## **245 Sq. Inch Picture on 21-inch Cylindrical Tube:**

Conceived and developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus 245 square inch rectangular screen—larger, by far, than other so-called 21-inch tubes.

## **Double Gated Automatic Picture Control:**

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!

## **Fringe Area Performance Revolutionized!**

Now, all former standards of fringe area performance are *obsolete!* For the first time, in many remote areas television becomes a reality where before it was just a novelty. Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance, for sensitivity, for dependable picture performance. On every count, it *revolutionizes* fringe area reception!

## **New UHF-VHF Electronic Built-In Aerial:**

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel.

## **Ready for All-Channel UHF:**

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **True Focus Picture with Retrace Suppression:**

Famous Philco development—No Blur! No Smear!—with a new circuit that automatically blanks out diagonal white retrace lines. More than ever, it's the truest, clearest picture in television history!

## **Advanced Sound System:**

Unmatched anywhere for sensitivity, for quietness, for tuning ease. Sound adjusts automatically, even on weak signals, when picture is correctly tuned.

## **Variable Tone Control!**

Static-free Philco FM sound with continuously variable tone control and Automatic Bass Compensation. Six-inch speaker.

## **America's Finest Table Model Cabinet:**

A perfect blend of solid Mahogany, African Mahogany veneers and richly-finished woods expresses the advanced styling and performance of this "greatest of all" Philco television table models. Screen area is surrounded by deep Mahogany shadow box frame with decorative gold bead. Bookmatched crotch Mahogany pattern on instrument panel and solid Mahogany base rail add extra luxury. *Dimensions*—23<sup>15</sup>/<sub>16</sub>" high, 25" wide, 22<sup>15</sup>/<sub>16</sub>" deep.

## **Power Supply:**

Operates on 110-125 Volts, 60 Cycles, AC.

Underwriters' Laboratories Approved.

## **PHILCO 2228-R**

Same features as above plus *full* REMOTE CONTROL. From any place in the room, you can not only change stations, but turn the set on and off, adjust brightness or contrast, raise or lower volume . . . *all from your easy chair.* No guessing—adjust picture and sound exactly as you like them from where you're sitting! It's the one and *only* FULL Remote Control for television. On'y Philco has it!

Rectangular 245-Square Inch Screen on 21-inch Picture Tube



## **PHILCO 2227**

Cylindrical-face all-glass Philco picture tube—optic-engineered to eliminate glare. New, exclusive UHF-VHF Electronic Built-In Aerial System. Richly-styled Mahogany-finish table model cabinet.

# PHILCO 2227

## **245 Square Inch Picture on New Philco Cylindrical-**

**Face 21-inch Tube:** Another Philco "first", conceived and developed in the Philco laboratories. With new cylindrical-shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. In addition, its all-glass construction makes possible a full 245 square inch rectangular screen—almost 10% larger than the screen on many so-called 21-inch tubes. On every count—size, viewing ease, and quality—it's the industry's highest standard of value for a 21-inch picture.

## **New UHF-VHF Electronic Built-In Aerial:**

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference . . . for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.

## **Utmost Tuning Ease:**

Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

## **Ready for All-Channel UHF:**

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## **True Focus Picture — No Blur! No Smear!**

Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

## **Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel.

## **FM Sound with Automatic Bass Compensation:**

Noise free, static free audio system with Philco six-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

## **Luxurious, Modern Table Model Cabinet:**

Distinctive new double frame treatment on front of cabinet utilizes striking combination of rich Mahogany finishes. Brilliant, gold-colored mask around screen area, richly-grained Mahogany finish on top and sides, and crotch Mahogany pattern on instrument panel add to its appeal and quality appearance. *Dimensions—22 $\frac{7}{16}$ " high, 24 $\frac{3}{8}$ " wide, 22 $\frac{1}{16}$ " deep.*

## **Power Supply:**

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.



## **PHILCO 2183**

20-inch television combination with 215 square inch picture and Philco 3-speed automatic phonograph. Peak-performing radio. Record storage space. UHF-VHF Electronic Built-In Aerial System.

# PHILCO 2183

## **215 Sq. Inch Picture on 20-inch All-Glass Tube:**

Rectangular screen is virtually as large as many so-called 21-inch tubes. It's the industry's highest standard of value for a 20-inch picture.

## **New UHF-VHF Electronic Built-In Aerial:**

The first Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service.

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **True Focus Picture with Retrace Suppression:**

Famous Philco development achieves true, uniform focus over the entire viewing area. In addition, special Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture. More than ever, it's the truest, clearest picture in television history.

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel even in a dimly-lighted room.

## **New 3-Speed Phonograph with TRUE-HARMONIC**

**Reproducer:** Plays all records—78, 45 and 33 $\frac{1}{3}$  RPM—better than ever before. TRUE-HARMONIC Reproducer—developed *exclusively* by Philco—is the first phonograph tone arm to bring you the *full* range of harmonics—the true character of every instrument—the most lifelike reproduction ever achieved.

**Luxurious Radio Enjoyment:** Powerful, rich-voiced, highly sensitive AM radio.

**Ten-inch Speaker! Variable Tone Control!** Philco static-free FM sound with Automatic Bass Compensation. Utmost tuning ease—sound adjusts automatically when picture is correctly tuned.

**Mahogany Veneer Space-Saving Cabinet:** Compact design, originated by Philco, has all the luxury and convenience of larger, more massive cabinets yet takes up far less floor space. Record changer drawer has drop-panel front for utmost convenience in loading records. Record storage space. All controls easily accessible and located on front of cabinet. *Dimensions—36 $\frac{13}{16}$ " high, 28 $\frac{1}{2}$ " wide, 20 $\frac{3}{8}$ " deep. Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.





## **PHILCO 2152**

Full 215 square inch rectangular screen on Philco all-glass 20-inch picture tube. New Philco UHF-VHF Electronic Built-In Aerial System. Luxurious, modern console cabinet, finished in rich Mahogany.

# PHILCO 2152

## **215 Square Inch Picture on 20-inch All-Glass Tube:**

Rectangular screen with full 215 square inches of viewing area is virtually as large as the screen on many so-called 21-inch tubes. It's the industry's highest standard of value for a 20-inch picture.

## **New UHF-VHF Electronic Built-In Aerial:**

The first Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, it's directional! Philco four-position control, located on the back of the cabinet, provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference . . . for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable television reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for sensitivity and "fringe area" performance.

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance and picture quality, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **True Focus Picture—No Blur! No Smear!**

Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

## **Utmost Tuning Ease:**

Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

## **Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel even in a dimly-lighted room.

## **FM Sound with Automatic Bass Compensation:**

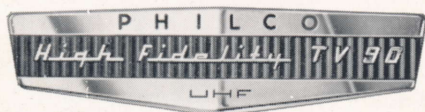
Noise free, static free audio system with Philco ten-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

## **Richly-styled Contemporary Console Cabinet:**

A masterful use of Mahogany-finish woods in contemporary design of exceptional beauty. Unique base treatment with distinctive frets. Richly-textured, three-dimensional grille cloth. All controls conveniently located and in full view on front of cabinet. *Dimensions—38¼" high, 24½" wide, 22" deep.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

Rectangular 215 Square Inch Screen on 20-inch Picture Tube



## PHILCO 2127

New Golden Grid Tuner—just like a boost in station power!

UHF-VHF Built-In Aerial. Handsome Mahogany-finish cabinet.

It's unmatched anywhere for performance, quality and value!

# PHILCO 2127

## High Fidelity Television with Exclusive Golden Grid

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another major contribution to the science of television . . . another sweeping advance from the Philco laboratories!

## 215 Square Inch Picture on 20-inch All-Glass Picture

**Tube:** Rectangular screen with full 215 square inches of viewing area is virtually as large as the screen on many so-called 21-inch tubes. It's the industry's highest standard of value for a 20-inch picture.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* For the first time, in many remote areas television becomes a reality where before it was just a novelty. Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance, for sensitivity, for dependable picture performance. On every count, it *revolutionizes* fringe area reception!

## New UHF-VHF Electronic Built-In Aerial:

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## Ready for All-Channel UHF:

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## Automatic Retrace Suppression—No White Lines!

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## True Focus Picture—No Blur! No Smear!

Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

## Advanced Sound System:

Unmatched anywhere for sensitivity, for quietness, for tuning ease. Sound adjusts automatically, even on weak signals, when picture is correctly tuned.

## Illuminated Station Selector:

Softly illuminated to permit easy identification and selection of the desired channel, even in a dimly-lighted room.

## Variable Tone Control!

Static-free FM sound with continuously variable tone control and Automatic Bass Compensation. Six-inch speaker.

## Superbly Decorative Table Model Cabinet:

Smart, simple lines and distinctive combination of rich Mahogany finishes reflect the advanced performance of this beautifully-styled table model television receiver. Brass feet on the base are an extra feature. Like all Philco television sets, controls are in full view and easily accessible on front of cabinet. *Dimensions*—22 $\frac{3}{16}$ " high, 23 $\frac{1}{8}$ " wide, 21 $\frac{1}{16}$ " deep.

## Power Supply:

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

Rectangular 215-Square Inch Screen on 20-inch Picture Tube



## PHILCO 2126

All-glass Philco 20-inch picture tube—virtually as large as many so-called 21-inch tubes. New, directional Philco UHF-VHF Electronic Built-In Aerial System. Handsome Mahogany-finish cabinet.

# PHILCO 2126

**215 Sq. Inch Picture on 20-inch All-Glass Tube:**

Rectangular screen is virtually as large as many so-called 21-inch tubes. It's the industry's highest standard of value for a 20-inch picture.

**New UHF-VHF Electronic Built-In Aerial:**

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

**Philco Super Colorado Power Plant:**

Exclusive Philco developments add even *greater* sensitivity, *greater* efficiency to the celebrated Philco Colorado Power Plant. With Duplex Chassis, with *ultra-sensitive* circuit and tuner, absolutely nothing in its price class compares with a Super Colorado Philco for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

**Sensational Fringe Area Performance:**

In many outlying areas, where enjoyable television reception was never possible before, Philco's Super Colorado Power Plant has established new records for distance and picture performance. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. It even further adds to Philco's reputation for the greatest "fringe area" performance in television history.

**Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

**Ready for All-Channel UHF:**

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

**True Focus Picture—No Blur! No Smear!**

Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

**Utmost Tuning Ease:**

Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

**Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel even in a dimly-lighted room.

**FM Sound with Automatic Bass Compensation:**

Noise free, static free audio system with Philco six-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

**Richly-styled, Classic Modern Table Model Cabinet:**

Rich Mahogany graining on top and side panels and distinctive feather crotch Mahogany effect on instrument panel give prominence to luxurious, modern design that reflects Philco leadership in performance and value. Green mask encloses screen area. Like all Philco television sets, controls are in full view and easily accessible—conveniently located on front of cabinet. *Dimensions—* 21<sup>15</sup>/<sub>16</sub>" high, 22<sup>7</sup>/<sub>8</sub>" wide, 20<sup>15</sup>/<sub>16</sub>" deep.

**Power Supply:**

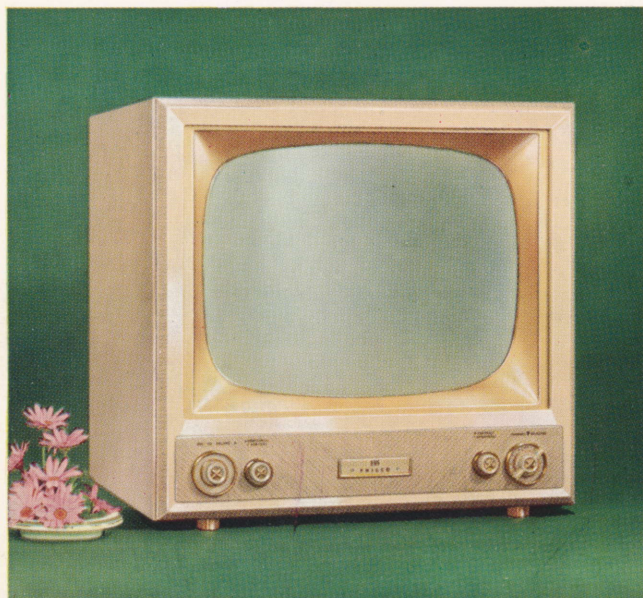
Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.



## PHILCO 2125

Full 215 square inch screen on Philco all-glass 20-inch picture tube. New directional UHF-VHF Electronic Built-In Aerial System. Newly-styled Cordovan-leather finish table model cabinet.

**PHILCO 2125-L.** Same features, in Blond Oak-finish Cabinet.



# PHILCO 2125

## **215 Sq. Inch Picture on 20-inch All-Glass Tube:**

Rectangular screen with full 215 square inches of viewing area is virtually as large as the screen on many so-called 21-inch tubes. It's the industry's highest standard of value for a 20-inch picture.

## **New UHF-VHF Electronic Built-In Aerial:**

The first Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference . . . for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## **Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel.

## **Ready for All-Channel UHF:**

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **True Focus Picture—No Blur! No Smear!**

Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

## **Utmost Tuning Ease:**

Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

## **FM Sound with Automatic Bass Compensation:**

Noise free, static free audio system with Philco six-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

## **Newly-Styled Modern Table Model Cabinet:**

Top, sides and instrument panel are finished to give the effect of finest, dark Maroon Cordovan leather enhanced by gold tooling and decorative gold lines. Combined with rich, dark Maroon finish on front it's in a class by itself for modern styling. *Dimensions—22 $\frac{3}{16}$ " high, 23 $\frac{1}{8}$ " wide, 21 $\frac{1}{16}$ " deep.*

## **Power Supply:**

Operates on 110-125 Volts, 60 Cycles, AC.

Underwriters' Laboratories Approved.

## **PHILCO 2125-L**

Same features as above in Blond Oak-finish cabinet.





## PHILCO 1886

New space-saving Philco cabinet with 17-inch picture, 3-speed phonograph and peak-performing radio. UHF-VHF Built-In Aerial. Mahogany veneer cabinet on swivel casters. Record storage space.

**PHILCO 1886-L.** Same features, in Blond Oak Cabinet.

# PHILCO 1886

## **150 Sq. Inch Picture on 17-inch Cylindrical Tube:**

Conceived and developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus full 150 sq. inch screen—larger than many other 17" tubes.

## **New UHF-VHF Electronic Built-In Aerial:**

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference . . . for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced chassis design on every count . . . performance, reliability and service.

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **True Focus Picture with Retrace Suppression:**

Famous Philco development—No Blur! No Smear!—with a new circuit that blanks out diagonal white retrace lines. More than ever, it's the truest, clearest picture in television history!

## **Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel, even in a dimly-lighted room.

## **3-Speed Automatic Record Changer:**

Plays *all* records with a single tone arm. Handles twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$  RPM in all sizes; up to fourteen 45 RPM with Non-Slip Driver. Philco Super-Tone Reproducer caresses all records with just 1/5 of an ounce pressure.

## **Luxurious Radio Enjoyment:**

Powerful, rich-voiced, highly sensitive AM radio.

## **Variable Tone Control:**

Static-free FM sound with Tone Control and Bass Compensation. Eight-inch speaker.

## **Space-Saving Cabinet—Completely New Design with**

**Record Storage Space:** Unmatched anywhere for compactness and beauty with swirly crotch Mahogany inlay effect on top and choice Mahogany veneers on sides. Exquisitely-styled doors with imported English hardware. Record changer drawer with drop-panel front. *Dimensions—34 $\frac{5}{16}$ " high, 25" wide, 20 $\frac{1}{4}$ " deep. Equipped with casters.*

## **Power Supply:**

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## **PHILCO 1886-L**

Same features as above in Blond Oak cabinet.



## PHILCO 1884

Home entertainment center with Philco 17-inch cylindrical-face picture tube, peak-performing radio, and 3-speed automatic phonograph. Record storage space. New UHF-VHF Electronic Built-In Aerial System.

# PHILCO 1884

## 150 Sq. Inch Picture on 17-inch Cylindrical Tube:

Conceived and developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus full 150 sq. inch screen—larger than many other 17" tubes.

## New UHF-VHF Electronic Built-In Aerial:

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## Philco Colorado Power Plant:

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced chassis design on every count . . . performance, reliability and service.

## Extra Power for Fringe Areas:

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## Philco True Focus Picture—No Blur! No Smear!

Truest, clearest picture in television history! Famous Philco development *balances* the electron *beam* to produce a true uniform focus over the entire screen.

## Automatic Retrace Suppression—No White Lines!

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## Illuminated Station Selector:

Softly illuminated to permit easy identification and selection of the desired channel even in a dimly-lighted room.

## Philco 3-Speed Automatic Record Changer:

Plays *all* records with a single tone arm. Handles twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{2}$  RPM in all sizes; up to fourteen 45 RPM with Non-Slip Driver. Philco Super-Tone Reproducer caresses all records with just 1/5 of an ounce pressure.

**Luxurious Radio Enjoyment:** Powerful, rich-voiced, highly sensitive AM radio.

**Variable Tone Control:** Static-free FM sound with Tone Control and Bass Compensation. Eight-inch speaker.

**New Compact, Space-Saving Cabinet:** *All* home entertainment services, including record storage space, combined in compact cabinet that utilizes solid Mahogany woods and choice African Mahogany veneers. Record changer drawer has drop-panel front for utmost convenience in loading records. *Dimensions—35 $\frac{1}{16}$ " high, 26 $\frac{1}{2}$ " wide, 19" deep. Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.



## PHILCO 1883

17-inch television with 150 square inch "No Glare" picture and Philco 3-speed automatic phonograph. Record storage space. New UHF-VHF Electronic Built-In Aerial. Compact, space-saving Mahogany-finish cabinet.

# PHILCO 1883

## **150 Sq. Inch Picture on 17-inch Cylindrical Tube:**

Conceived and developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus full 150 sq. inch screen—larger than many other 17" tubes.

## **New UHF-VHF Electronic Built-In Aerial:**

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference, for absence of "airplane flutter". Plus exclusive divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service.

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.



**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## **Philco True Focus Picture—No Blur! No Smear!**

Truest, clearest picture in television history! Famous Philco development *balances* the electron *beam* to produce a true uniform focus over the entire screen.

**Utmost Tuning Ease:** Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

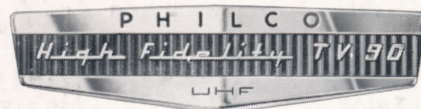
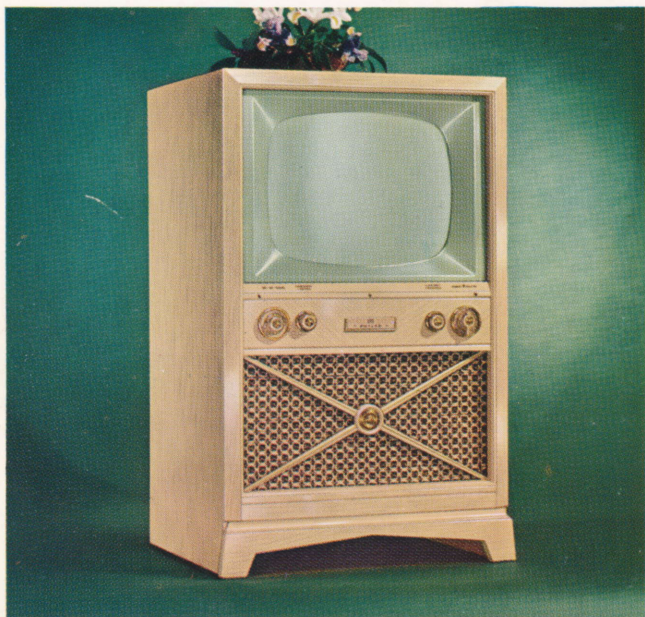
**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

**3-Speed Automatic Record Changer:** Plays *all* records with a single tone arm. Handles twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$  RPM in all sizes; up to fourteen 45 RPM with Non-Slip Driver. Philco Super-Tone Reproducer caresses all records with just 1/5 of an ounce pressure.

**Variable Tone Control:** Static-free FM sound with Tone Control and Bass Compensation. Eight-inch speaker.

**Mahogany Veneer Space-Saving Cabinet:** Here's Philco leadership in design with television, automatic phonograph and record storage space combined in modern, space-saving Mahogany veneer cabinet. Record changer drawer has drop-panel front—makes it easy and convenient to load and unload records. *Dimensions—*35 $\frac{1}{16}$ " high, 26 $\frac{1}{2}$ " wide, 19" deep. *Equipped with casters.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.



## PHILCO 1853

New Golden Grid Tuner. 17-inch picture. UHF-VHF  
Electronic Built-In Aerial. Mahogany-finish cabinet.

**PHILCO 1853-L.** Same features in Blond Oak Cabinet.



### REMOTE CONTROL OPTIONAL

Both the above models  
available with full Remote Control.

# PHILCO 1853

## High Fidelity Television with Exclusive Golden Grid

**Tuner:** New Golden Grid Tuner and special circuitry developments now make possible the first HIGH FIDELITY television receiver ever offered to the American public, with the most life-like picture ever achieved. Greatest for freedom from interference! Greatest for reduction of noise! Greatest for reception on Built-In Aerial! Greatest for fringe area performance! It's another major contribution to the science of television . . . another sweeping advance from the Philco laboratories!

## 150 Sq. Inch Picture on 17-inch Cylindrical Tube:

Conceived and developed by Philco, its cylindrical-shaped face rejects reflections that cause glare. Plus full 150 sq. inch rectangular screen—larger than many other so-called 17-inch tubes.

## Double Gated Automatic Picture Control:

It's new . . . exclusive! Nothing in television can approach it for noise elimination . . . nothing can approach it for uniformity of picture contrast! Even in the most difficult noisy locations, it results in a stable picture, absolutely locked in tune with the station, with "airplane flutter" and similar disturbances checked better than ever before. It even compensates for the most extreme fluctuations in signal strength—no "overload," no fading, no "wash-out"! Only Philco has it—new Double Gated control that now brings the most perfectly synchronized, noise-free television picture of all time!

## Fringe Area Performance Revolutionized!

Now, all former standards of fringe area performance are *obsolete!* Field tests prove that absolutely nothing compares with a High Fidelity Philco for distance and sensitivity. On every count, it *revolutionizes* fringe area reception!

## New UHF-VHF Electronic Built-In Aerial:

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for either UHF or VHF. *Just plug in and play!*

**Advanced Sound System:** Unmatched anywhere for sensitivity, for quietness, for tuning ease. Sound adjusts automatically when picture is correctly tuned.

## Ready for All-Channel UHF:

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments* . . . it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## True Focus Picture with Retrace Suppression:

Famous Philco development—No Blur! No Smear!—with a new circuit that automatically blanks out diagonal white retrace lines. More than ever, it's the truest, clearest picture in television history!

## Illuminated Station Selector:

Softly illuminated to permit easy identification and selection of the desired channel.

## Ten-inch Speaker! Variable Tone Control!

Static-free FM sound with Automatic Bass Compensation.

## Richly-styled Console Cabinet on Swivel Casters:

The leader in its field for beauty, dignity and quality appearance! Flame crotch Mahogany effect on instrument panel combined with striped Mahogany finish on sides. Equipped with casters—easily movable to any position for convenient viewing. *Dimensions*—36¼" high, 22" wide, 18¼" deep.

## Power Supply:

Operates on 110-125 Volts, 60 Cycles, AC.

Underwriters' Laboratories Approved.

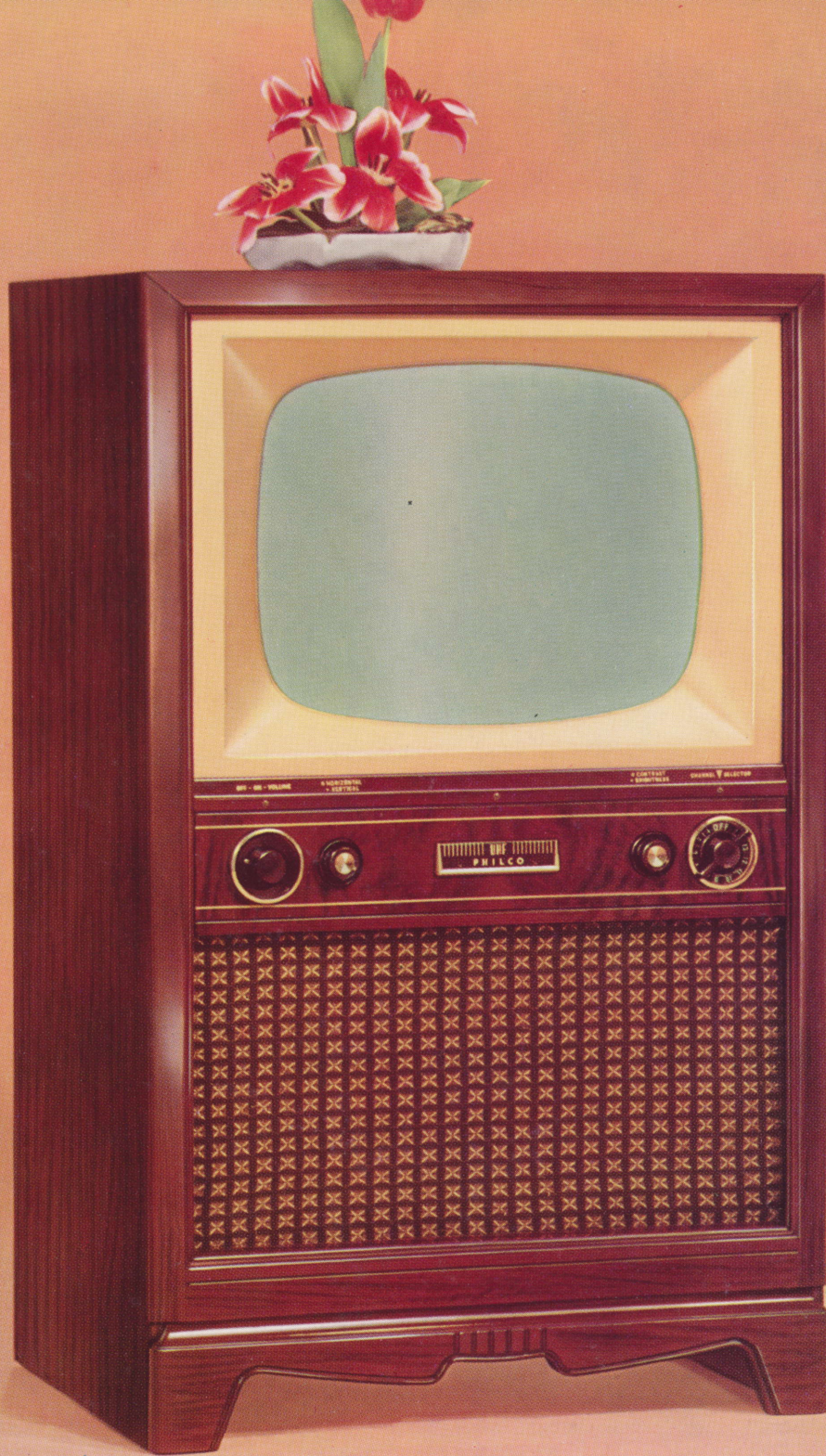
## PHILCO 1853-L

Same features in Blond Oak-finish cabinet.

## PHILCO 1853-R and 1853-LR

Same features as above plus *full* REMOTE CONTROL. From any place in the room, you can not only change stations, but turn the set on and off, adjust brightness or picture contrast, raise or lower volume . . . *all from your easy chair.* No guessing—adjust picture and sound exactly as you like them from where you're sitting! It's the one and *only* FULL Remote Control for television.





## PHILCO 1852

Full 150 square inch rectangular screen on "No Glare" cylindrical-face 17-inch picture tube. New Philco UHF-VHF Electronic Built-In Aerial System. Richly-styled console cabinet in Mahogany-finish.

**PHILCO 1852-L.** Same features as above in Blond Oak-finish cabinet.

# PHILCO 1852

## **150 Square Inch Picture on New Philco Cylindrical-Face 17-inch Tube:**

Another Philco "first", conceived and developed in the Philco laboratories. With new cylindrical-shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. In addition, its all-glass construction makes possible a full 150 square inch rectangular screen—larger than the screen on many other so-called 17-inch tubes. On every count—size, viewing ease, and quality—it's the industry's highest standard of value for a 17-inch picture.

**New UHF-VHF Electronic Built-In Aerial:** The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

**Philco Colorado Power Plant:** Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference . . . for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

**Extra Power for Fringe Areas:** Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.

**Utmost Tuning Ease:** Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance and picture quality, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

**True Focus Picture—No Blur! No Smear!** Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## **FM Sound with Automatic Bass Compensation:**

Noise free, static free audio system with Philco ten-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

## **Luxurious Console Cabinet:**

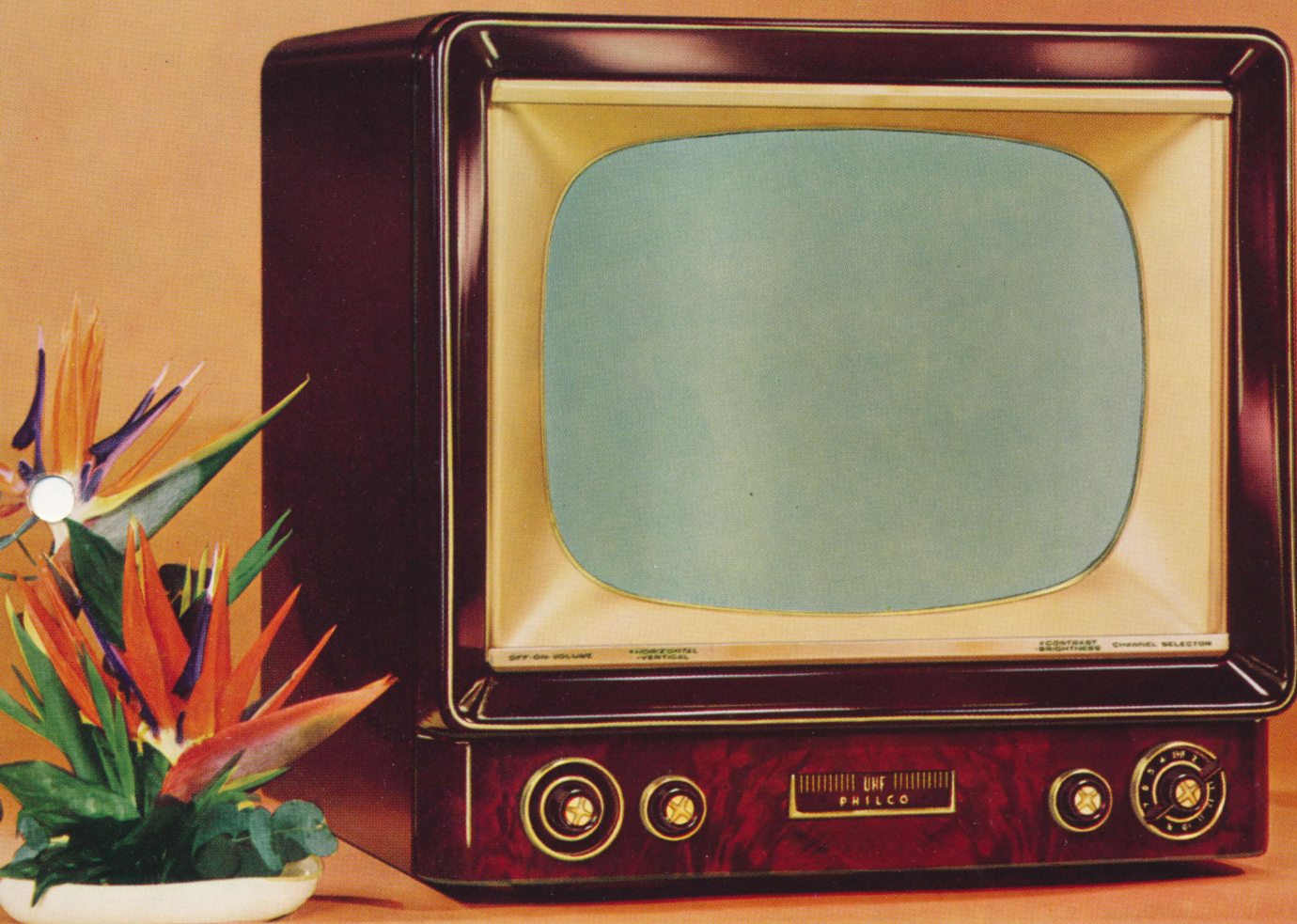
Classic modern styling with striped Mahogany finish on top and sides. Striking flame crotch Mahogany pattern on instrument panel. New, richly-textured three-dimensional grille cloth. Like all Philco television sets, controls are in full view and easily accessible on front of cabinet. *Dimensions—36¼" high, 22" wide, 18¼" deep.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

## **PHILCO 1852-L**

Same features in Blond Oak-finish cabinet.

Rectangular 150-Square Inch Screen on 17-inch Picture Tube



## PHILCO 1826

Distinctive cabinet styling with "No Glare" cylindrical-face picture tube plus new, exclusive Philco UHF-VHF Built-In Aerial System that is both Electronic and Directional. Only Philco has it!

# PHILCO 1826

## **150 Square Inch Picture on New Philco Cylindrical-**

**Face 17-inch Tube:** Another Philco "first", conceived and developed in the Philco laboratories. With new cylindrical-shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. In addition, its all-glass construction makes possible a full 150 square inch rectangular screen—larger than the screen on many other so-called 17-inch tubes. On every count—size, viewing ease, and quality—it's the industry's highest standard of value for a 17-inch picture.

## **New UHF-VHF Electronic Built-In Aerial:**

The *first* Built-In Aerial specifically designed for UHF plus improved reception on VHF. Completely new electronic system *automatically* matches the aerial to any channel. In addition, Philco four-position control provides a rotating effect to beam the aerial for the strongest available signal from any station. Now, in up to 8 out of 10 locations, no outside aerial needed for reception of either UHF or VHF. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference...for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count...performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.

**Utmost Tuning Ease:** Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

## **Ready for All-Channel UHF:**

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## **True Focus Picture—No Blur! No Smear!**

Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

## **FM Sound with Automatic Bass Compensation:**

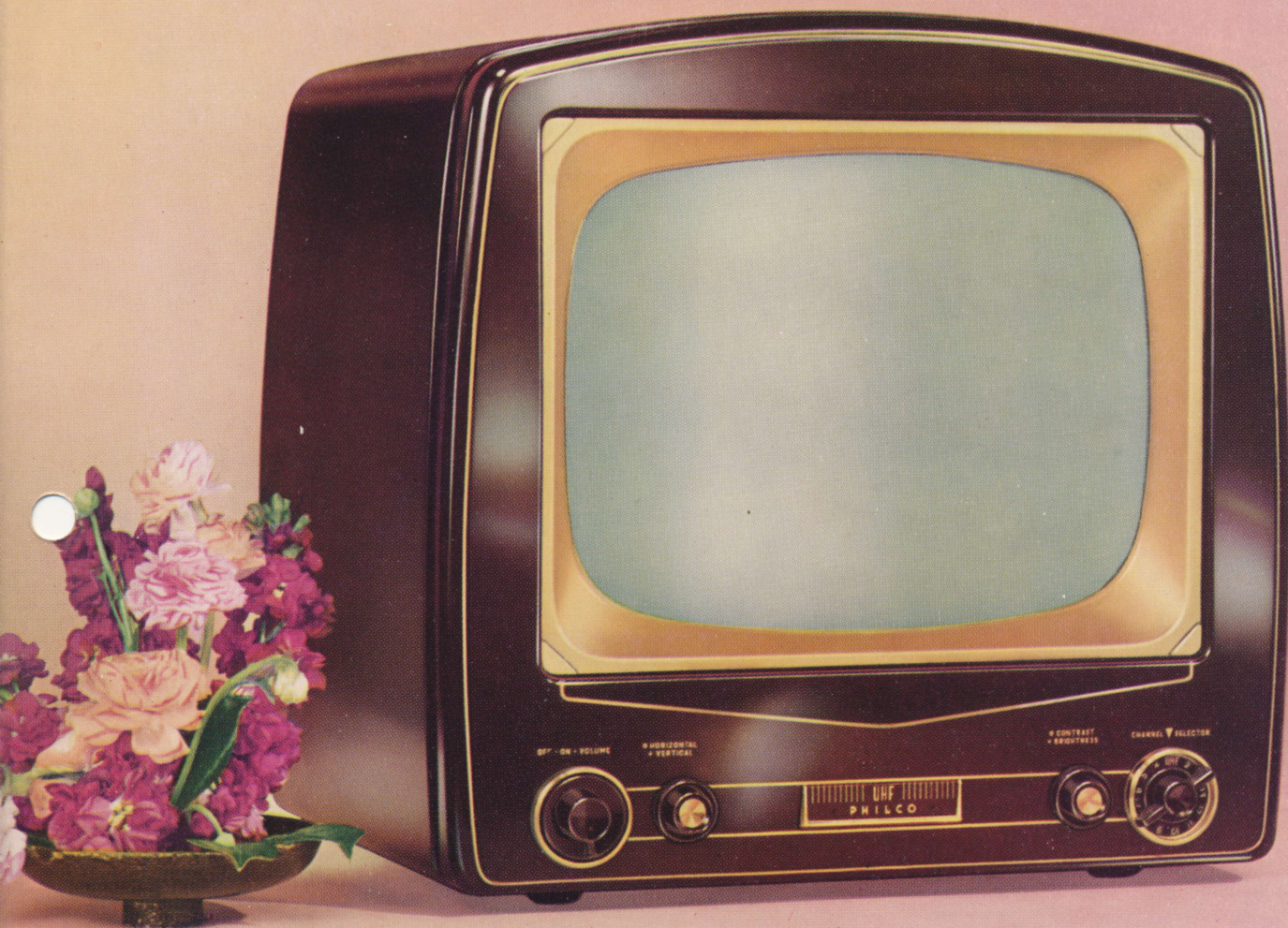
Noise free, static free audio system with Philco six-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

## **Distinctive Contemporary Table Model Cabinet:**

Streamlined, modern Dark Maroon cabinet with gold striping on frame and brilliant gold-colored mask surrounding rectangular screen area. Specially designed knobs with all controls in full view and easily accessible on front of cabinet. *Dimensions—20 $\frac{1}{8}$ " high, 20 $\frac{3}{4}$ " wide, 19 $\frac{1}{2}$ " deep.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

Rectangular 150-Square Inch Screen on 17-inch Picture Tube



## **PHILCO 1825**

New Philco-developed all-glass picture tube with cylindrical-face—  
optic-engineered to eliminate glare and reflections.  
Newly-styled table model cabinet. Famous Philco Electronic Built-In Aerial System.

# PHILCO 1825

## **150 Square Inch Picture on New Philco Cylindrical-**

**Face 17-inch Tube:** Another Philco "first", conceived and developed in the Philco laboratories. With new cylindrical-shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. In addition, its all-glass construction makes possible a full 150 square inch rectangular screen—larger than the screen on many other so-called 17-inch tubes. On every count—size, viewing ease, and quality—it's the industry's highest standard of value for a 17-inch picture.

## **Famous Philco Electronic Built-In Aerial System:**

Exclusive Philco development—"copied by all . . . matched by none"—has made history everywhere as the built-in aerial that outperforms all others. Its specially designed electronic tuning system makes it possible for the user to tune and match the aerial to each of the 12 VHF television channels. In up to 8 out of 10 locations, no aerial is needed on the roof or on the set. *Just plug in and play!*

## **Philco Colorado Power Plant:**

Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference . . . for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

## **Extra Power for Fringe Areas:**

Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.

## **Utmost Tuning Ease:**

Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

## **Ready for All-Channel UHF:**

Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance and picture quality, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **True Focus Picture—No Blur! No Smear!**

Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

## **Illuminated Station Selector:**

Softly illuminated to permit easy identification and selection of the desired channel.

## **FM Sound with Automatic Bass Compensation:**

Noise free, static free audio system with Philco six-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

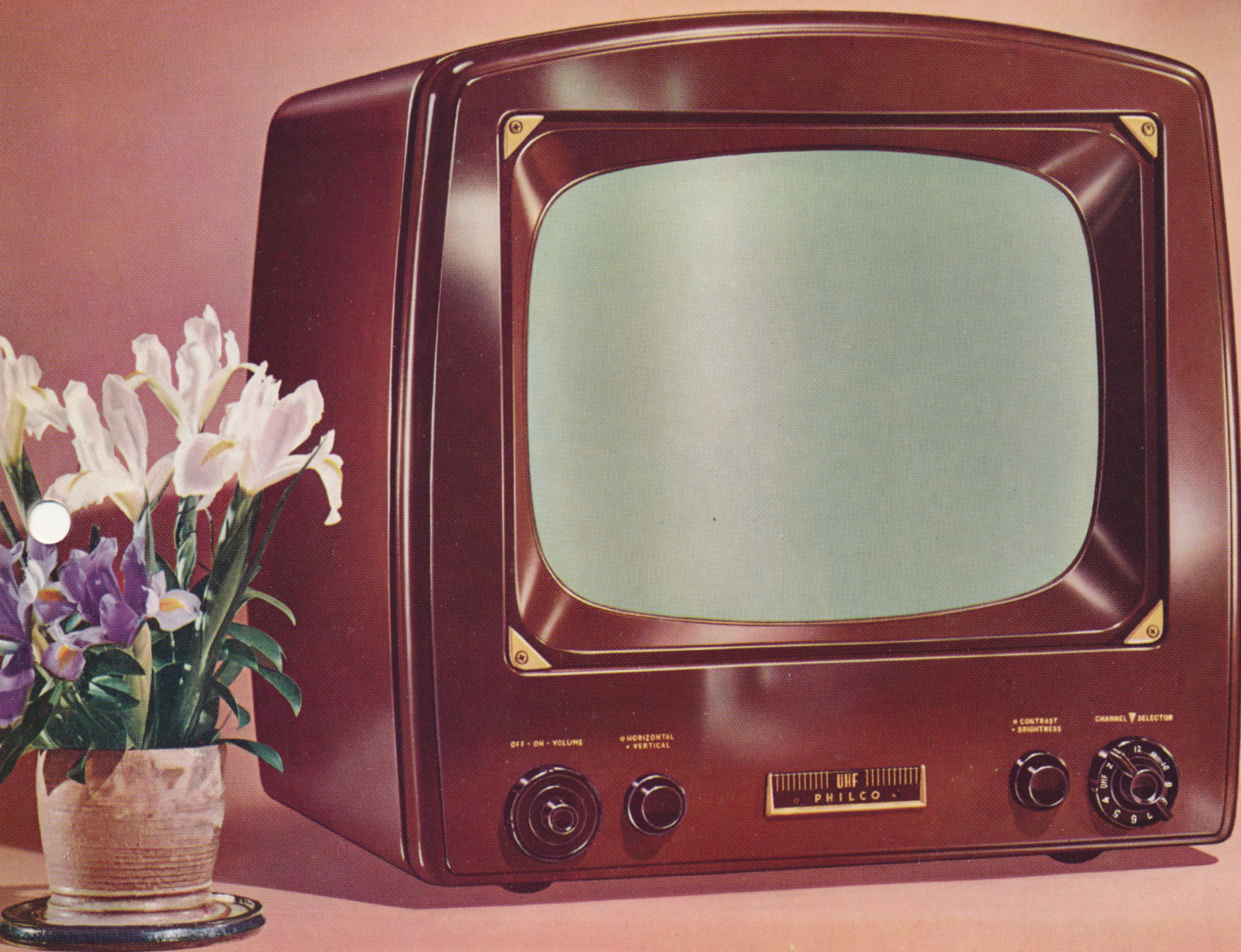
## **Newly-styled Table Model Cabinet:**

Attractive modern design with universal appeal. Gold-colored mask dramatizes screen area and decorative gold trim on front adds extra luxury to rich Maroon finish. Like all Philco television sets, controls are in full view and easily accessible on front of cabinet. *Dimensions* — 20 $\frac{3}{16}$ " high, 21 $\frac{3}{16}$ " wide, 17 $\frac{1}{8}$ " deep.

## **Power Supply:**

Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.

Rectangular 150-Square Inch Screen on 17-inch Picture Tube



## PHILCO 1824

New, Philco-developed all-glass cylindrical-face picture tube—  
optic-engineered to eliminate glare. It's the value  
leader of the industry in 17-inch television. Smart, modern table model cabinet.

# PHILCO 1824

## **150 Square Inch Picture on New Philco Cylindrical-**

**Face 17-inch Tube:** Another Philco "first", conceived and developed in the Philco laboratories. With new cylindrical-shaped face, light beams that cause objectionable glare are scientifically rejected, *providing eye comfort heretofore unobtainable*. In addition, its all-glass construction makes possible a full 150 square inch rectangular screen—larger than the screen on many other so-called 17-inch tubes. On every count—size, viewing ease, and quality—it's the industry's highest standard of value for a 17-inch picture.

**Philco Colorado Power Plant:** Famous Philco Duplex Chassis with ultra-sensitive tuner improves reception and picture quality even under extreme adverse conditions. Nothing, in its price range, equals it for freedom from interference . . . for absence of "airplane flutter". Plus exclusive Philco divided chassis—proved in the factory and in the field the most advanced and efficient chassis design on every count . . . performance, reliability and service. Now, more than ever, *achieves custom quality in mass production!*

**Extra Power for Fringe Areas:** Philco's Colorado Power Plant is specially engineered to bring enjoyable reception to outlying "weak signal" areas. Now, in addition, a built-in switch has been added to compensate for extremely noisy locations. In the popular price field, it's the marvel of the industry for "fringe area" performance.

**True Focus Picture—No Blur! No Smear!** Famous Philco development achieves true, uniform focus over the entire viewing area. No blur at the edges! No smear in the center! It's the truest, clearest picture in television history!

**Utmost Tuning Ease:** Tunes chiefly with two simple controls. Sound adjusts automatically when picture is correctly tuned, bringing added tuning ease.

**Ready for All-Channel UHF:** Whenever UHF arrives in any particular locality, every 1953 Philco set is ready for it. Exclusive Philco Duplex Chassis provides for quick and easy installation inside the cabinet of Philco's All-Channel UHF Tuner. Precision-built, laboratory-accurate . . . *with exclusive, advanced developments . . .* it assures the finest performance, most complete and economical UHF service in television today, with full coverage of any and all of the 82 authorized TV channels.

## **Automatic Retrace Suppression—No White Lines!**

New Philco circuit blanks out diagonal white lines that frequently appear on some television screens. Picture can be adjusted for peak brightness. Even when program on screen changes to a very dark scene, vertical retrace lines will not mar picture.

**Illuminated Station Selector:** Softly illuminated to permit easy identification and selection of the desired channel.

## **FM Sound with Automatic Bass Compensation:**

Noise free, static free audio system with Philco six-inch speaker. Even at low volume, Automatic Bass Compensation retains full richness of tones.

## **Smart, Modern Table Model Cabinet:**

Completely modern design finished in rich Walnut color. Its smart, simple lines and quality appearance typify Philco leadership in styling and value. All controls are on the front of the cabinet—in full view and easily accessible. *Cabinet dimensions—20 $\frac{3}{16}$ " high, 21 $\frac{3}{16}$ " wide, 17 $\frac{1}{8}$ " deep.*

**Power Supply:** Operates on 110-125 Volts, 60 Cycles, AC. Underwriters' Laboratories Approved.





In Celebration  
of its 60<sup>th</sup> Year in the Advancement  
of Electronic Science, Philco proudly  
presents...not only the Finest  
Radio Line in History, but—

*A Sensational New  
Kind of Radio*

Now-again in 1953

Philco makes history...

with the  
*Hottest Idea*  
in Radio Today

with sets that will  
change the Radio buying  
habits of the nation!



The New

# *Multiwave*

# PHILCO

*with*

# *Special Service Band*



A w  
of rac  
educ  
at

# new Philco feature that will es from Coast to Coast!



Get The Warning On  
FOREST FIRES!



Scoop The Neighborhood  
POLICE CALLS!



Tune in on  
SHIPS AT SEA!



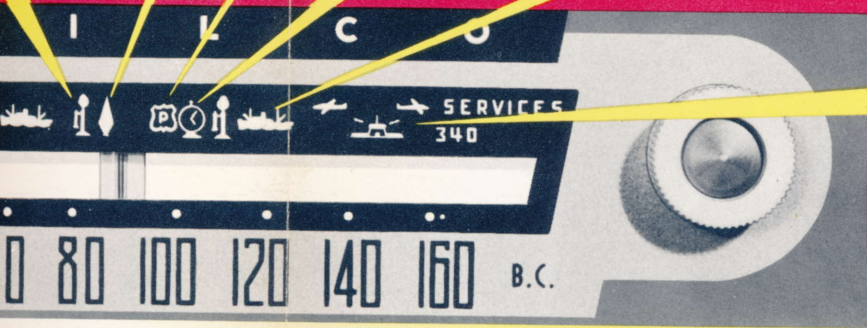
ing? Tune In  
NG FLEETS!



Hear the Official  
TIME SIGNALS!



Listen In On  
AIRCRAFT!



with a new  
industry  
backed by  
extra cost,  
radio, that  
to a single  
ave Radio  
g hunt of

the fishing fleets... the spine-tingling S.O.S. of a ship in distress... the breathtaking landings of aircraft in fog and storm... the emergency flashes from Civil Defense Authorities! And many more, all loaded with customer appeal!

Philco, and only Philco, brings this exciting, new "plus" to quality radio merchandise—for more sales, greater profits. Philco, and only Philco, brings you the additional feature of the Special Service Band *at no extra cost*. Yes, without question, Philco Multiwave Radio, with the Special Service Band, will be, by far, the most preferred Radio for '53!

**Yet these great new Multi-wave Philcos with Special Service Band cost no more than ordinary sets without this sensational feature!**

# with the exciting, exclusive new Philco Boom Radio Sales from

## The sensational Special Service Band

*Only Philco has it!*



Get The Warning  
FOREST FIRES



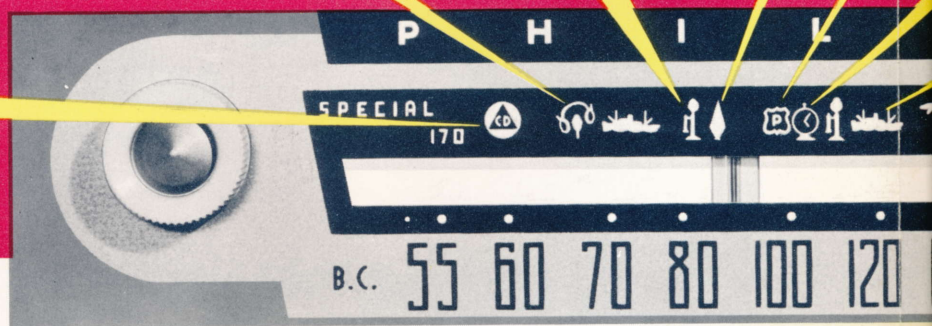
"Snooper Band" For  
AMATEUR MESSAGES!



Fish Biting? Tune In  
FISHING FLEETS!



Be First With  
CIVIL DEFENSE FLASHES!



**A whole new world  
of radio entertainment,  
education and sales  
at your fingertips!**

Dramatically new! Dramatically different! Packed with a new kind of sales appeal!

Yes, once again, Philco leadership brings to the industry a brand new approach to radio merchandising—backed by the greatest quality line in Philco history! At no extra cost, Philco offers the sensational Philco Multiwave Radio, that provides the most exciting broadcast frequencies into a single easy-to-tune Special Service Band.

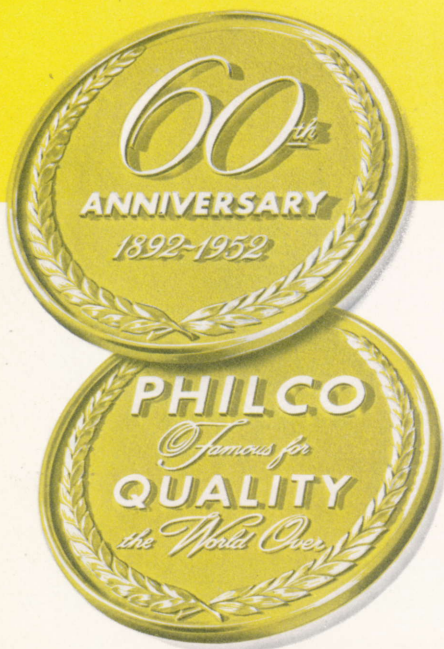
In addition to standard broadcasts, Philco Multiwave Radio brings dramatic emergency police calls . . . the thrilling hunt of

the fishing fleet . . . the breath of the emergency . . . many more, and

Philco, and quality radio Philco, and of the Special question, Philco Band, will be

# Philco has invested \$1,000,000 to present for '53 the Greatest Radio Line Ever Produced

**Celebrating 22 Years of Leadership  
with the Sensational  
"Million Dollar Anniversary Line"**



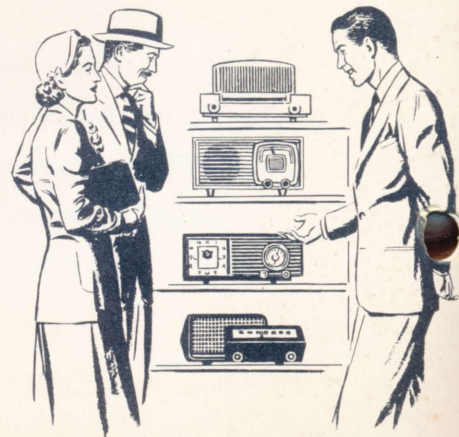
Philco for '53 brings you a *completely new* radio line that defies comparison for quality, features, and value! Philco for '53 has spared no expense in research, in design, tools and dies to create, by far, the greatest line of radio merchandise ever offered to the American public.

## **Completely New Inside ... and Out**

A new high in beautiful styling. Completely new powerhouse chassis, embodying the ultimate in engineering achievements. Exciting new features loaded with customer appeal. Dramatic table models to fill every customer's need, taste, and pocket-book. Irresistible, super-performing, three-way portables. Feature-packed, beautiful clock models. Yes, *everything* dealers have told us will sell, and sell, and sell!

**The Line Designed  
with the Dealer  
in Mind**

Every feature, every color, every design, every refinement was checked and rechecked by hundreds of dealers all over the country. Yes, Philco designers and engineers—with the dealer in mind—have created for '53, without question, the finest-performing, best-looking radios ever produced!





# You asked for *Color*

And Philco designers give you a stunning array of colors to add grace to every room or office

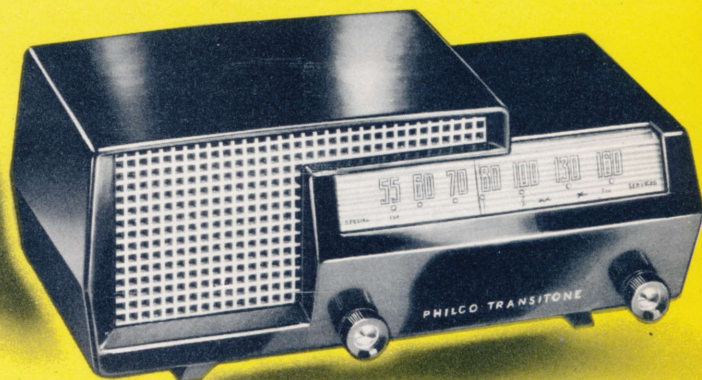
Brilliant, sparkling colors. Soft, subtle pastels. For breathtaking beauty, nothing compares with the exciting new color-styling of the sensational Philco Radios for '53. There's just the right color for every customer's taste—for every decorator's scheme.

### 12 STRIKING COLORS

- Mahogany • Maroon • Swedish Red • Tangerine • Forest Green • Pine Green
- Colonial Green • Teal Green • Ivory • Light Beige • Charcoal Gray • Ebony

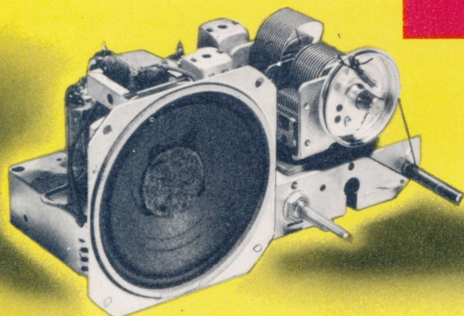


**Bigger Dials** you said—  
Here they are!

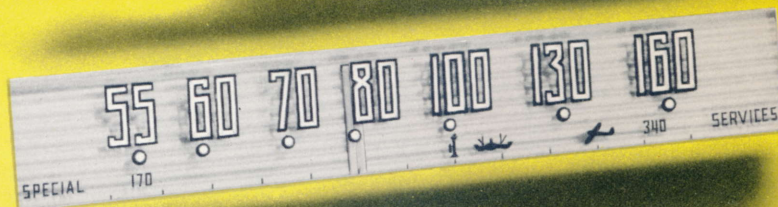


You asked for **Modern Designs**  
Here's a striking example

IT'S THE  
*Leadership Line*  
FOR 1953



You asked for **Top Performance**  
Brand New Philco Chassis delivers it!



You wanted **Illuminated Dials**  
That's what Philco gives you!

You wanted them—you're getting them

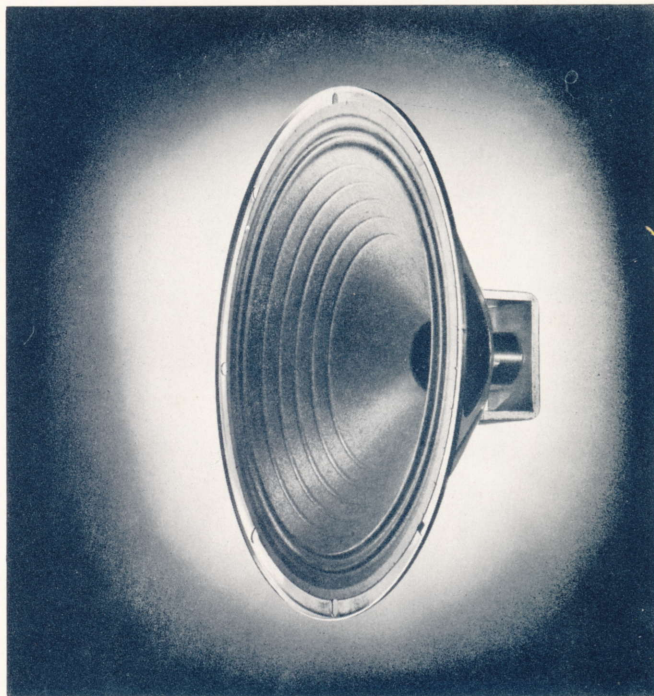
# Larger Speakers

**with Balanced Range . . . Purest-Toned  
in the Industry!**

Not just *bigger* speakers but tone balanced through the entire audible range! Deeper basses, truer trebles, finer reception in every respect. Truly the finest ever engineered!

## "Sound Engineered"

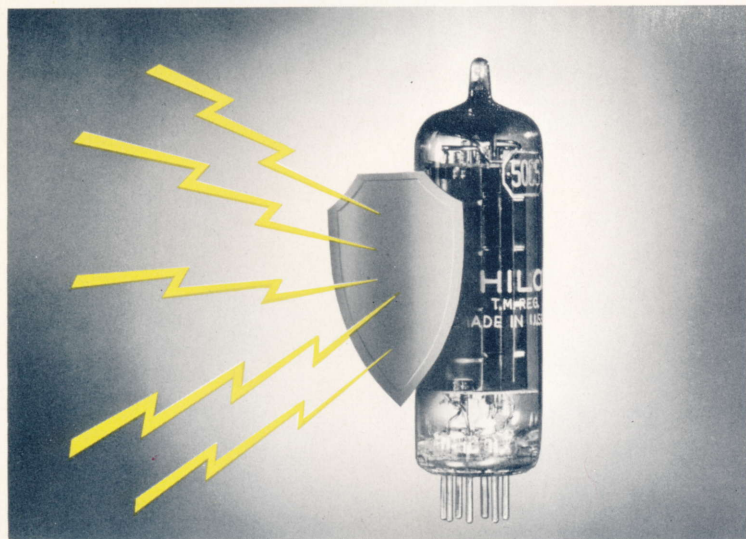
Bigger diaphragms, heavier, more powerful magnets . . . a revelation in tonal purity, in volume and in clarity!



You asked for it—here it is!

Now...the exclusive Philco *Tube-Saver Resistor*

in every set!



### **Protects Tubes from Power Surges that Burn-Out Filaments**

Yes, here it is! The tremendously successful, highly acclaimed Philco-developed Tube Saver Resistor, is now in *every Philco Radio* for '53. It assures longer life to every tube! Checks destructive "flare" when sets are first turned on. Controls power surges when line current varies. Voltage peaks are deflected before they reach the filament.

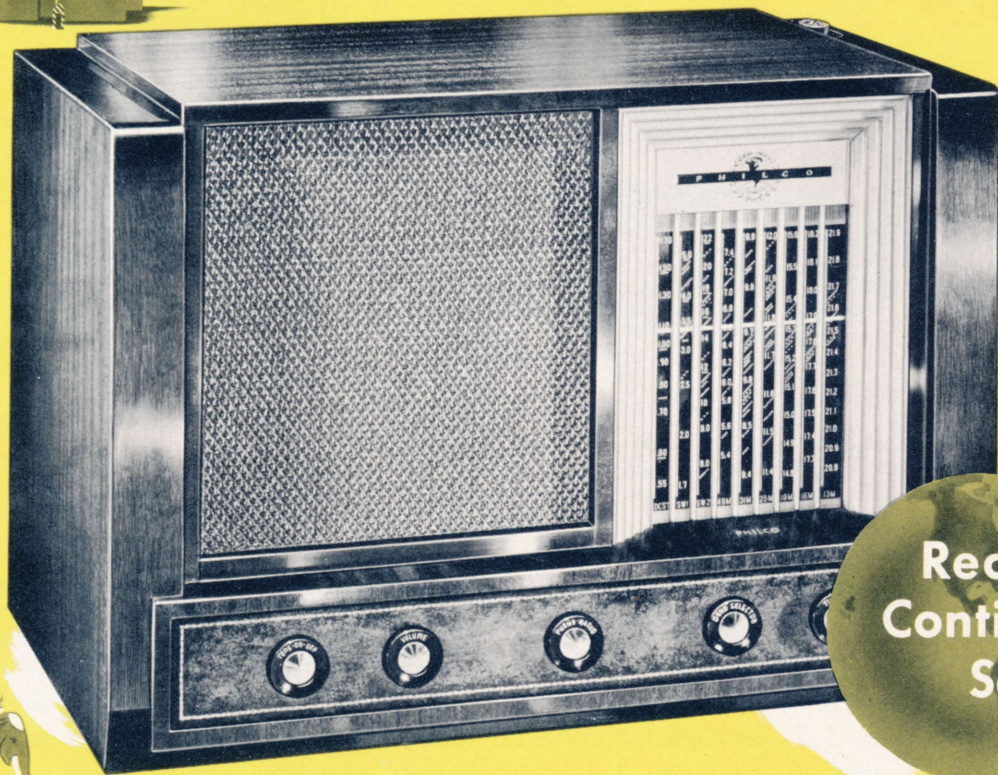
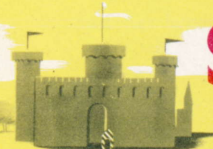
No more Tube "Flare"...No more burn outs. Only Philco has it!



And announcing for '53...



**The Most Powerful, Finest Performing  
Set of its kind ever produced**



Receives All Six  
Continents and the  
Seven Seas



## The Amazing New Philco *Worldwave* Radio

**7 WATTS OUTPUT!**

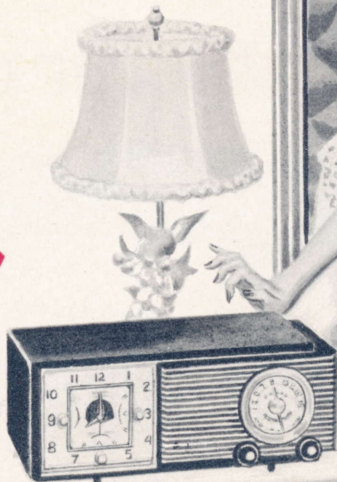
**9 TUNING BANDS!**

**SUPER-POWERED!**

Here's the crowning triumph of the Philco 60th Anniversary Radio Line for '53! A masterpiece in design and engineering. Definitely the last word in radio quality, performance and dependability. Unmatched reception from every corner of the world. The most advanced developments in the science of electronics is engineered into this superb set. Beautiful solid mahogany cabinet. Yes, everything to make this the world's finest radio receiver, and the industry's greatest value!

**The set that only Philco could create!**

# PHILCO *Clock Radios* for '53



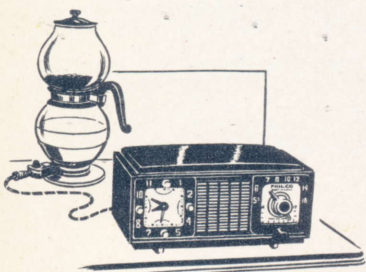
## New Ideas...New Designs...New Services

Philco for '53 announces the most modern line of clock radios in history. Brilliantly styled for every room. Packed with new features and new services to appeal to every customer's need. Simple clock and radio combinations. Automatic appliance and radio timers. And for the sound sleeper, the wonderful, new Buzzer Alarm—it buzzes insistently

ten minutes after the radio automatically goes on. Beautifully designed, easy-view clock faces—no squinting to tell the time.

And, every new Philco clock radio is packed with famous Philco quality, Philco performance, and Philco dependability.

Yes, for style and features, for quality and value, it's Philco clock radios for '53!



## Greatest Performing Portable Radios in the Industry!



Superior radio performance indoors or outdoors in the greatest 3-way portable radios in Philco history. Completely new power-packed chassis, unmatched tone, and styled in a wide assortment of beautiful colors and eye-appealing designs. All models but the price leader are equipped with the sensational Philco Special Service Band. Here are quality and values unmatched—from Philco, the Leader!



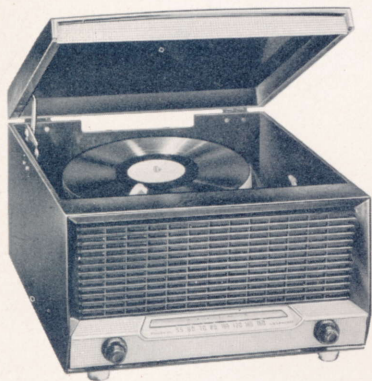
A New Triumph of Tonal Research  
Now Achieved by Philco Engineering

The New Philco

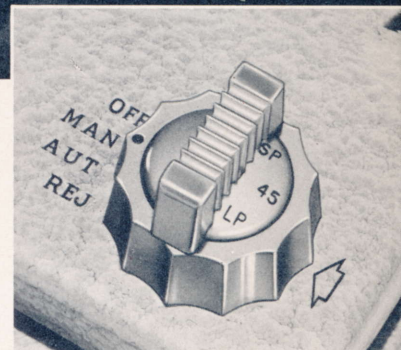
*True-Harmonic*

Reproducer

Now makes the World's Fastest Selling Radio-Phonograph Greater than ever for '53!



The crowning achievement of tonal science... developed *exclusively* by Philco engineers! The first phonograph pickup to reproduce faithfully the full range of harmonics—bringing out the true character of every instrument. You even hear instruments ordinary pickups fail to reproduce—old records take on new life—yet record scratch is reduced. Response characteristics actually surpass most costly custom pickups. Only Philco has it!



**New 3-Speed Changer...  
Easiest of All to Operate**

Simplest, most convenient arrangement of 3-speed phonograph controls ever devised. Instantly, easily every speed and every operation can be selected without confusion.

*Private Listening!*

**Now... Radio Enjoyment without  
Disturbing Others**

Philco brings a boon to the hard of hearing, hospital patients, students in dormitories—and to tens of thousands who want top radio enjoyment *privately*, without disturbing others. A tiny, feather-weight, smartly-styled "speaker" fits comfortably over either ear. It automatically cuts off the radio speaker, so that others can read, sleep, or study while *you* listen.

*Only Philco has it*



LISTEN WHILE HE SLEEPS



LISTEN WHILE SHE STUDIES



A BOON TO THE  
HARD-OF-HEARING





*60 Years of Progress*  
...another year of Leadership

Yes, once again, Philco for '53 dramatically sets new standards in quality and value for the entire radio industry. Completely new, completely redesigned, this sensational 60th Anniversary Philco radio line brings Philco dealers limitless profit opportunities. It's packed with sales appeal — radically new features, bold new designs, significant engineering developments that only could come from the world-famous Philco advance research laboratories. For record-breaking sales, for record-breaking profits in '53 and the years to come — it's

**PHILCO . . . Famous for Quality  
the World Over!**



**PHILCO**

**RADIO  
RADIO-PHONOGRAPH**

**1953**

Three-Speed Phonograph with Standard and Special Services Radio



## **PHILCO** *Multiwave* **1350**

America's fastest-selling 3-speed table radio-phonograph . . .  
greater than ever for 1953, with new TRUE-HARMONIC  
Reproducer that delivers most life-like record reproduction ever achieved!

# PHILCO *Multiwave* 1350

**New Philco TRUE-HARMONIC Reproducer:** A new triumph of tonal research, now achieved *exclusively* by Philco engineers! For the first time, a phonograph pick-up that reproduces the *full range* of harmonics—bringing out every subtle overtone, the true character and timbre of every instrument, every voice. You even hear instruments that ordinary pick-ups fail to reproduce—old records take on new life—yet record scratch is reduced.

Most realistic, distortion-free reproduction ever achieved . . . with response characteristics actually superior to the most costly custom pick-ups! Maintains highs and lows in perfect balance. Tracks perfectly even in the finest grooves and loudest musical passages; yet it caresses all records, including 78 RPM, with just one-fifth of an ounce pressure. *Only Philco has it!*

**Philco 3-Speed Automatic Record Changer:** New, improved version of the great Philco changer proved in service, the most reliable, most trouble-free ever developed. Now easier than ever to operate—thanks to new, simplified Philco Central Control. Plays *all* records with a single tone arm. Handles twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$  RPM in all sizes; up to fourteen 45 RPM with Adapter Discs and Non-Slip Driver. Continuous music for as long as *5 hours!*

**Famous Philco Acoustical System:** Specially designed Philco Tone Chamber, improved Super-Sensitive Speaker and a special Philco Circuit are engineered together to deliver vastly improved fidelity and balance throughout the tonal range . . . achieving lifelike “console” tone.



**Philco Multiwave Radio with Standard Broadcasts and Special Services Band:** A fascinating *extra* radio service *at no extra cost!* Special Services Band (1700 to 3400 kc.) brings you exciting short-wave calls from ships, planes or Marine Radio Telephone. Covers amateurs, police, forest rangers, Time Signals and vital Civil Defense emergency calls. Plus complete Standard Reception (540 to 1620 Kc.). Symbols on dial identify principal Special Services for tuning convenience.

**AC Superheterodyne Circuit:** Especially engineered for high sensitivity and selectivity. Operates on ordinary AC house current. Exclusive Philco Tube Saver Resistor regulates current flow; ends tube burn-outs due to power surges. Greatly increases tube life.

**Combined Bass Compensation and Tone Control on Phonograph and Radio:** The tone you prefer can be selected and full richness of bass notes retained, even as volume is turned down . . . reproducing low and high notes in true proportion at any level.

**3-Watt Beam Power Pentode Audio System:** Increased sound output of three full watts gives fullness of power that makes possible richer, more lifelike tones and overtones without distortion.

**Improved Super-Sensitive Speaker:** New dynamic speaker with extra heavy magnet for greatly improved sensitivity—unusually rich bass and brilliant treble for a table combination—plus great volume without distortion or overloading.

**High-Efficiency Built-In Loop Aerial:** Engineered and matched to the circuit for greatest sensitivity.

**Underwriters' Approved:** Tested and approved as safe from both fire and shock by Underwriters' Laboratories.

**Distinctive Classic Modern Cabinet:** A beautifully proportioned creation of master designers. Clean-cut, compact modern styling in rich mottled Mahogany plastic. Gold polystyrene “waffle” overlays on lid front and scale highlight the luxurious beauty of this new Philco masterpiece. Handsome backlighted horizontal scale with bright red markings and trim. Specially designed knobs in Mahogany plastic—attractive “cup” feet in gold finish. *Dimensions—9 $\frac{7}{8}$ " high, 15" wide, 17 $\frac{5}{8}$ " deep.*

Around the Globe Reception in a Luxurious Nine-Band Custom Radio



## **PHILCO** *Worldwave* **960**

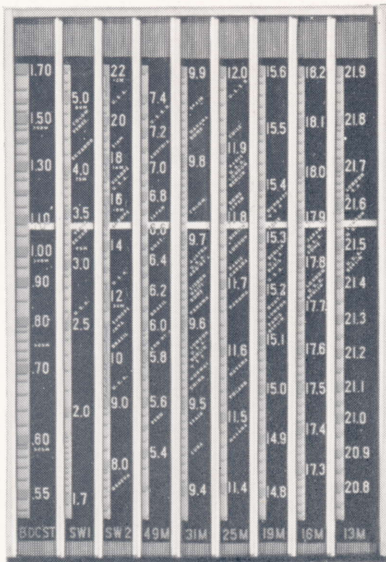
Unmatched reception from all corners of the earth . . . complete coverage of Standard Broadcasts, Foreign and Domestic Short-Wave. The last word in performance . . . a masterpiece of fine cabinetry.



# PHILCO *Worldwave* 960

**Worldwide Reception—9 Tuning Bands:** Receives Standard Broadcasts plus every Short-Wave service on the air—fascinating reception from *around the globe!*

*Broadcast Band* . . . . . 540-1700 KC. or 555-177 meters  
*Short-Wave Band 1* . . . . . 1.7-5.3 MC. or 177-56.5 meters  
*Short-Wave Band 2* . . . . . 7.5-22.0 MC. or 40-13.6 meters  
*Spread 49 meter band* . . . . . 5.2-7.6 MC. or 57.7-39.5 meters  
*Spread 31 meter band* . . . . . 9.4-9.9 MC. or 32-30.3 meters  
*Spread 25 meter band* . . . 11.35-12.0 MC. or 26.4-25 meters  
*Spread 19 meter band* . . . 14.8-15.6 MC. or 20.2-19.2 meters  
*Spread 16 meter band* . . . 17.3-18.2 MC. or 17.3-16.5 meters  
*Spread 13 meter band* . . . 20.7-21.9 MC. or 14.5-13.7 meters



**Easy-to-Tune Scale with Individually Illuminated Bands:** Striking beauty and real utility are combined in this magnificent, easy-to-read tuning scale. The one band you are tuning lights up *automatically*—simultaneously all other bands are darkened. No confusion, no guesswork—tuning is fast, accurate, easy.

**Philco Electrical Spread-Band Tuning:** S-t-r-e-t-c-h-e-s the short-wave bands—spreads stations approximately 20 times farther apart. Lets you tune world stations quickly and easily as locals. Saves time, eye-strain—eliminates interference from other stations. Best of all, it's accomplished electrically . . . without effort by user.

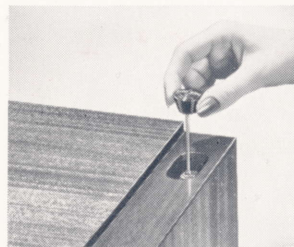
**Plug-In for Record Player or Changer:** A complete system for full enjoyment of recorded music. Separate switch, located conveniently on front of cabinet, turns both phonograph power and audio on or off. Special pre-amplifier equalizes volume on radio and phonograph.

**10-Inch Permanent Magnet Speaker:** New, improved super-sensitive speaker—delivers rich bass and brilliant treble—great volume without distortion. Clear, rounded, lifelike tones . . . the equal of a console!

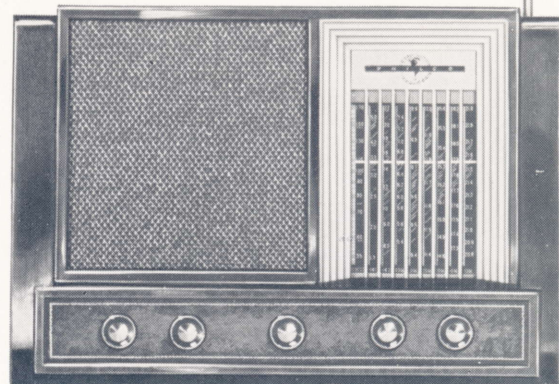
**Powerful AC Superheterodyne Circuit, Tuned R.F. Stage and 3-Gang Condenser:** Specially designed with highest signal-to-noise ratio—amazingly clear reception of weak signals. Great sensitivity, sharp station separation and maximum reduction of cross talk and interference. Uses full-power transformer for maximum performance.

**Masterpiece of Cabinet Craftsmanship:** Gorgeous Modern design in rich stripe Mahogany veneers with solid figured Mahogany pilasters. Handsome fluted gold frame highlights individually lighted 9-band glass dial. Instrument panel of genuine leather, gold-tooled. Entire cabinet hand rubbed to a lustrous sheen. *Dimensions:* 15½" high, 22¼" wide, 13⅞" deep.

## Telescopic Aerial for Short-Wave Reception



Quickly, easily extends to 54 inches—disappears into cabinet when not in use. Plus Built-In Loop Aerial for Standard Broadcasts, and provision for external aerial.



**And in Addition:** Push-Pull Pentode Audio System with 7 watts output . . . Combined Bass Compensation and Tone Control . . . Underwriters' Laboratories Approved; tested and approved as safe from fire and shock.



**PHILCO** *Multiwave 702* **New Luxury in an Automatic Clock Radio!**  
TRANSITONE

**Automatic Electric Clock with Buzzer Alarm:** Turns radio *off* automatically—*on* at any pre-set time to wake you to music or switch on programs you don't want to miss. Also, new auxiliary Buzzer Alarm can be used, in addition to radio, to *make sure* you wake up. Buzzes insistently ten minutes after radio automatically comes on.

**Timed Appliance Outlet:** Set at night to turn on morning coffee. Automatically turns lamps or any plug-in appliance *off* at the time you select, within one hour—*on* at any pre-set time.

**AC Superheterodyne with Tube Saver:** Sensitive, selective. Drift-compensated tuning. Tube Saver regulates current flow; ends tube burn-outs due to power surges.

**New Special Services Band . . . 1700 to 3400 Kc.**  
A fascinating *extra* radio service . . . yours only in a Multiwave Philco *at no extra cost!* Brings you exciting short-wave calls from ships, planes or Marine Radio Telephone. Covers amateurs, police, forest rangers, Standard Time Signals and vital Civil Defense emergency communications. Symbols on dial identify principal Special Services for tuning convenience.

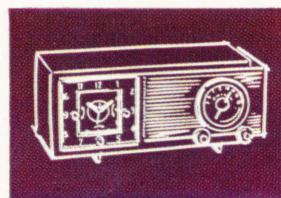
**Standard American Broadcasts:** 540 to 1620 Kc.

**Beam Power Pentode Audio System:** Brings you clearer, much more lifelike tones and overtones. Great sound output without distortion.

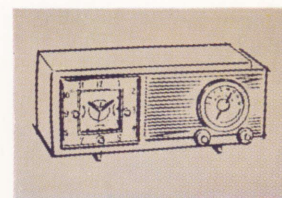
**4 Philco Tubes, Plus Rectifier:** All tubes are highly efficient "miniatures", including dual-purpose tubes.

**Luxury Styling in the Modern Mood:** Exquisite design with *utility* in mind! Huge clock is easily read across the room. Edgelighted dial is extra easy to tune. Each has big red numerals over gold-dotted ivory backgrounds—brass color bezels. Louvers delicately gold-lined. Luminous clock hands. 5 $\frac{5}{8}$ " high, 13 $\frac{1}{2}$ " wide, 5 $\frac{3}{4}$ " deep.

**And In Addition:** Improved Built-In Loop Aerial . . . Powerful Dynamic Speaker . . . Underwriters' Approved.

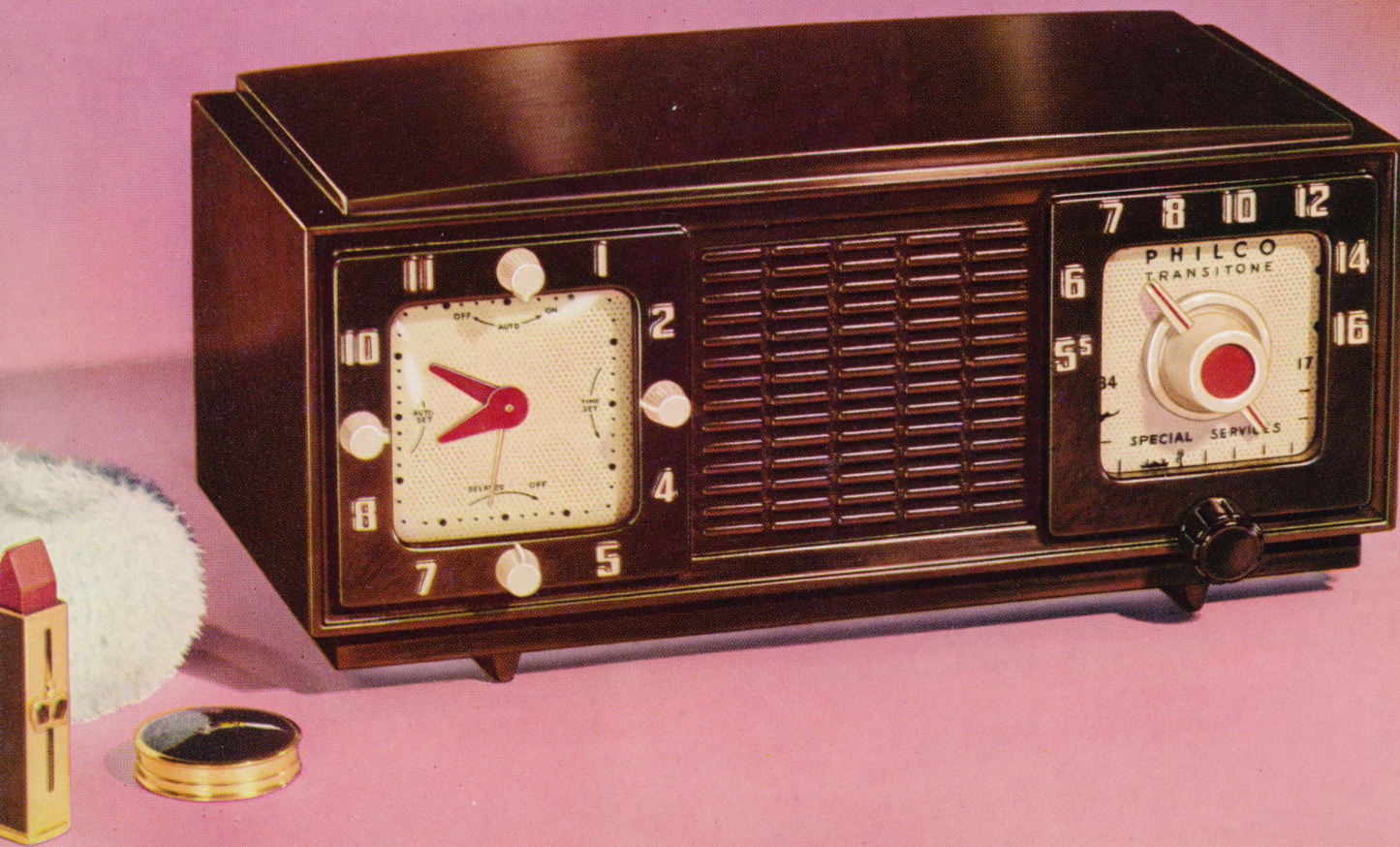


MAROON



LIGHT BEIGE

*Specifications subject to change without notice*



## PHILCO *Multiwave* 701 Automatic Clock Radio with Appliance Timer!

TRANSITONE

**Automatic Electric Clock:** Turns radio OFF automatically. Turns radio ON at any pre-set time to station you select . . . acts as a gentle musical "alarm."

**Timed Appliance Outlet:** Set at night to turn on morning coffee. Automatically turns any appliance *off* at the time you select, within 1½ hours—*on* at any pre-set time.

**AC Superheterodyne with Tube Saver:** Sensitive, selective. Drift-compensated tuning. Tube Saver regulates current flow; ends tube burn-outs due to power surges.

**Powerful Dynamic Speaker:** Amazing fidelity of tone for a compact radio . . . rich bass, brilliant treble.

**Beam Power Pentode Audio System:** Brings you more lifelike tones and overtones without distortion.

**New Special Services Band . . . 1700 to 3400 Kc.**

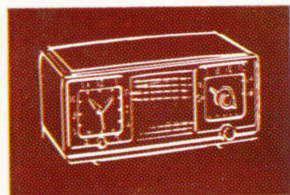
A fascinating *extra* radio service . . . *at no extra cost!* Exciting short-wave calls from ships, planes, or Marine Radio Telephone. Covers amateurs, police, forest rangers, Standard Time Signals, Civil Defense emergency calls. Symbols on dial identify principal Special Services.

**Standard American Broadcasts:** 540 to 1620 Kc.

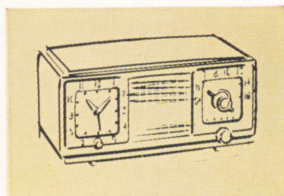
**4 Philco Tubes, Plus Rectifier:** All tubes are highly efficient "miniatures", including dual-purpose tubes.

**Distinctive Cabinet:** Harmonious balance of design—true functional styling. Matching dial and clock-face with gold dotted Ivory backgrounds—contrasting numerals. Backlighted dial. 5⅜" high, 11¼" wide, 5⅜" deep.

**And in Addition:** Improved Built-In Loop Aerial . . . Underwriters' Laboratories Approved.



MAHOGANY



IVORY

### PHILCO PT-700

Same cabinet styling, colors and radio features as above, but has self-starting Electric Clock without automatic timing and appliance outlet features.

*Specific 'ions subject to change without notice*

Superb Philco Luggage Style "3-Way" Portable Radio



**PHILCO** *Multiwave* **658**

The aristocrat of all portable radios . . . luxurious styling in handsome cowhide finish. Standard Broadcasts plus fascinating Special Services band . . . unmatched anywhere for performance.

# PHILCO *Multiwave* 658

## **New Special Services Band . . . 1700 to 3400 Kc.**

A fascinating *extra* radio service . . . yours only in a Multiwave Philco *at no extra cost!* Brings you exciting short-wave calls from ships, planes, amateurs, police, forest rangers; Marine Radio Telephone, Standard Time Signals . . . and vital Civil Defense emergency communications. Symbols on dial identify all of the above Special Services for tuning convenience.

**Complete Standard Broadcast Reception:** Brings in the complete range of standard broadcasting stations, from 540 to 1620 Kilocycles.

## **Powerful Philco AC-DC Superheterodyne Circuit:**

Challenges all comparison for portable radio sensitivity, tone and noise-free reception, *regardless of price!* Amazing performance even where others fail. Plays on AC or DC current, or self-contained battery.

**Tuned R.F. Stage with 3-Gang Condenser:** A costly circuit design which achieves great sensitivity, clean, sharp station separation and maximum reduction of cross talk and interference . . . brilliant reception, even on today's overcrowded channels.

**Super "Magnecor" Built-In Aerial:** New, extra sensitive version of Philco's exclusive "Magnecor" Aerial—specially engineered for maximum signal pick-up. Permanently concealed inside cabinet—no need for raising or extending loop, rod or lid aerial.



## **OUTPERFORMS ALL OTHERS IN RIGID COMPARATIVE TESTS!**

In carefully supervised comparative tests with leading makes of portable radios, in difficult mountain locations, the super-power chassis used in the Philco 658 surpassed all competition for clear, sensitive reception. Yes, it's proved by test, America's finest 3-way portable radio . . . a real powerhouse of performance on both Standard Broadcasts and the new Special Services Band.

**Concealed Standard Battery Block:** Designed to provide ample power required for best performance and long life with greatest economy. Gives many hours of radio enjoyment at lowest cost.

**Philco Pentode Audio System:** A higher power level results in clearer, far more lifelike tones and overtones—great sound output without distortion.

**Improved Permanent Magnet Speaker:** Especially engineered for higher output on less current. Delivers superb performance—clear, rounded tones—unusually rich bass and brilliant treble.

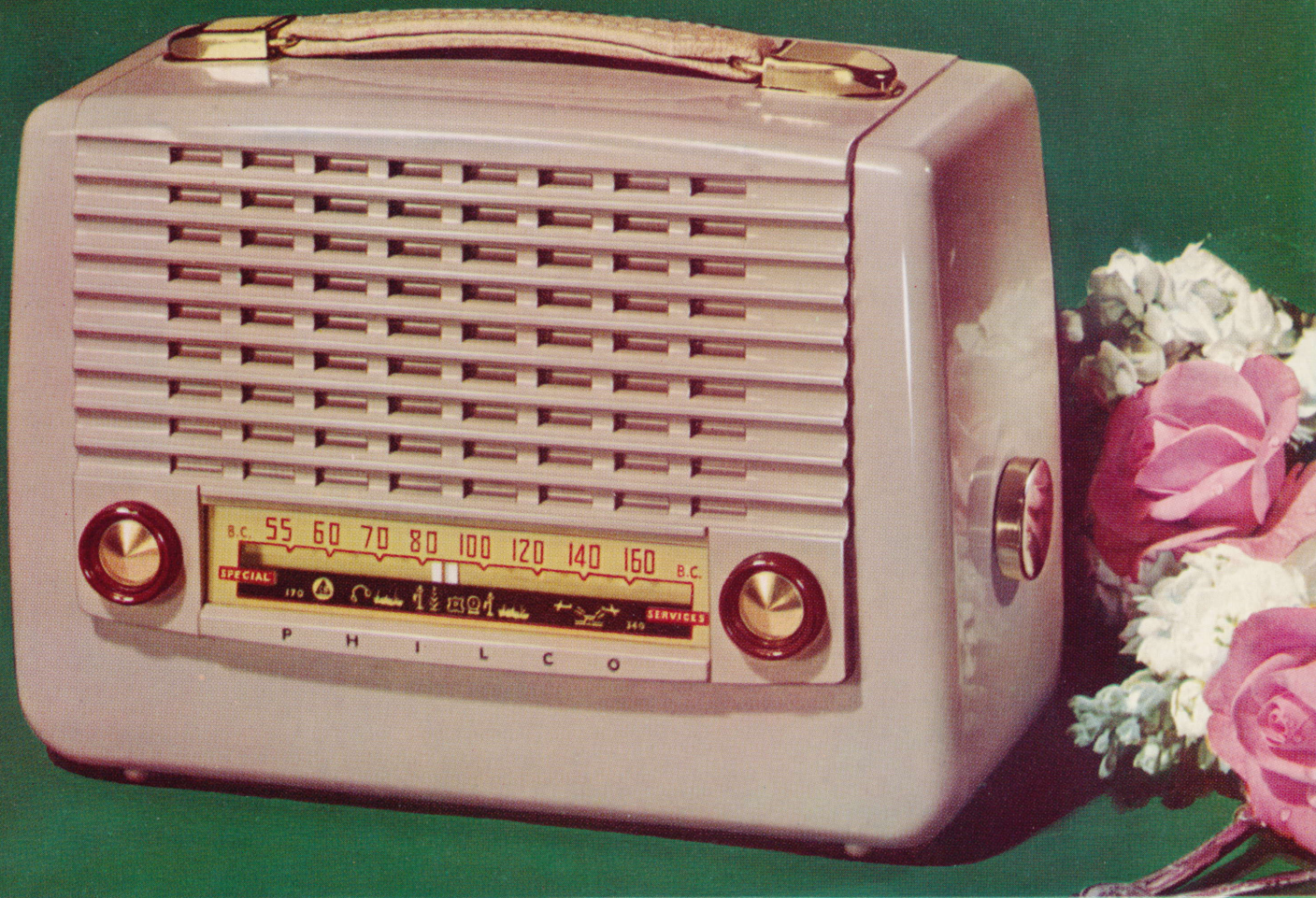
**Underwriters' Laboratories Approved:** Tested and approved—safe from fire and shock.

**5 Philco Tubes, Plus Selenium Rectifier:** Extremely sensitive and economical of operation. Philco selenium rectifier operates instantly . . . permits immediate tuning when radio is switched on.

## **Handsome, Durable, Practical . . . America's Most**

**Luxurious Portable Creation:** Custom-crafted luggage style case, with smooth Suntan Cowhide leather finish. Saddle stitched French edging in genuine top grain cowhide. Handsome louvered grille of solid birch wood. Precision catch releases swing-down door, reveals stunning dial in harmonizing colors. Sturdy luggage-type handle—brass finish hardware. *Dimensions:* 9 $\frac{7}{8}$ " high, 12 $\frac{1}{4}$ " wide, 6 $\frac{3}{8}$ " deep.

*Specifications subject to change without notice*



## PHILCO *Multiwave 656* Finest Portable Performance Ever Achieved!

### New Special Services Band... 1700 to 3400 Kc.

A fascinating *extra* radio service... yours only in a Multiwave Philco *at no extra cost!* Brings you exciting short-wave calls from ships, planes, amateurs, police, forest rangers; Marine Radio Telephone, Standard Time Signals... and vital Civil Defense emergency communications. Symbols on dial identify all of the above Special Services for tuning convenience.

### Philco AC-DC Superheterodyne Circuit:

Challenges all comparison for portable radio sensitivity, tone and noise-free reception, *regardless of price!* Amazing performance even where others fail. Plays on AC or DC current, or self-contained Long-Life Battery Block.

### Tuned R.F. Stage with 3-Gang Condenser:

Costly circuit design achieves great sensitivity, sharp station separation and maximum reduction of interference, even on today's overcrowded channels.

### "Super Magnecor" Built-In Aerial:

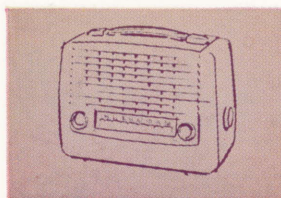
Extra sensitive version of exclusive Philco "Magnecor"—specially engineered for maximum signal pick-up.

**Complete Standard Broadcast Reception:** Full range of Standard Stations, from 540 to 1620 Kilocycles.

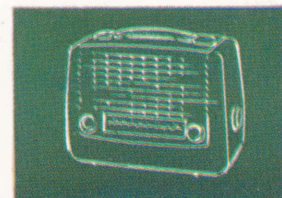
**5 Philco Tubes, Plus Selenium Rectifier:** High output at low operating cost. Instant warm-up.

**Exquisite Modern Polystyrene Case:** Beautifully styled in clean, rugged lines. Easy-to-read scale in gold, red and brown on clear plastic. Flexible easy-grip handle in leather finish — gold-finished stanchions. *Dimensions:* 8½" high, 11⅜" wide, 5⅞" deep.

**And in Addition:** Philco Pentode Audio System... Permanent Magnet Speaker... Concealed long-life Standard Battery Block... Underwriters' Approved.



LIGHT BEIGE



PINE GREEN



## PHILCO 642 America's Greatest 3-Way "Personal" Portable Radio!

**Philco AC-DC Superheterodyne Circuit:** Expressly engineered for great sensitivity and selectivity... finest performance ever achieved in a 3-way "personal" portable radio. Operates on AC-DC current or batteries.

**Philco "Magnecor" Aerial—No Lid to Lift:** Steps up performance 2 to 1 over ordinary aerials. Concealed inside cabinet—no lid, loop or rod to lift.

**Powerful Dynamic Speaker:** Especially engineered for higher output on less current. Delivers superb tone.

**Self-Contained Batteries:** Uses two standard A Batteries and B Battery Pack. Furnishes ample power for many hours of radio enjoyment at lowest cost.

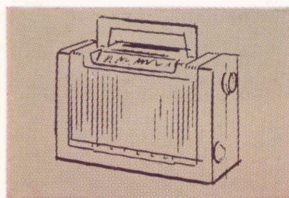
**4 Philco Tubes, Plus Selenium Rectifier:** High output at low operating cost. Instant warm-up.

**Classic Modern Portable Cabinet:** A little gem of cabinet styling in choice of decorator colors—handsome all-vision scale trimmed in gold. Compact, easy to carry or pack... 5 $\frac{7}{8}$ " high, 9 $\frac{1}{4}$ " wide, 3 $\frac{1}{2}$ " deep.

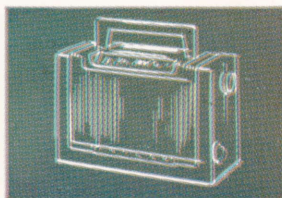
**And in Addition:** Pentode Audio System... Gets all Standard Broadcasts... Underwriters' Approved.

### PLUG-IN JACK FOR PRIVATE LISTENING

Philco Private Listening Unit available at moderate cost. Enables you to fully enjoy radio without disturbing others. A boon to the hard-of-hearing. Plugs into special receptacle built into side of set.



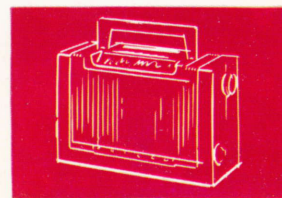
LIGHT BEIGE



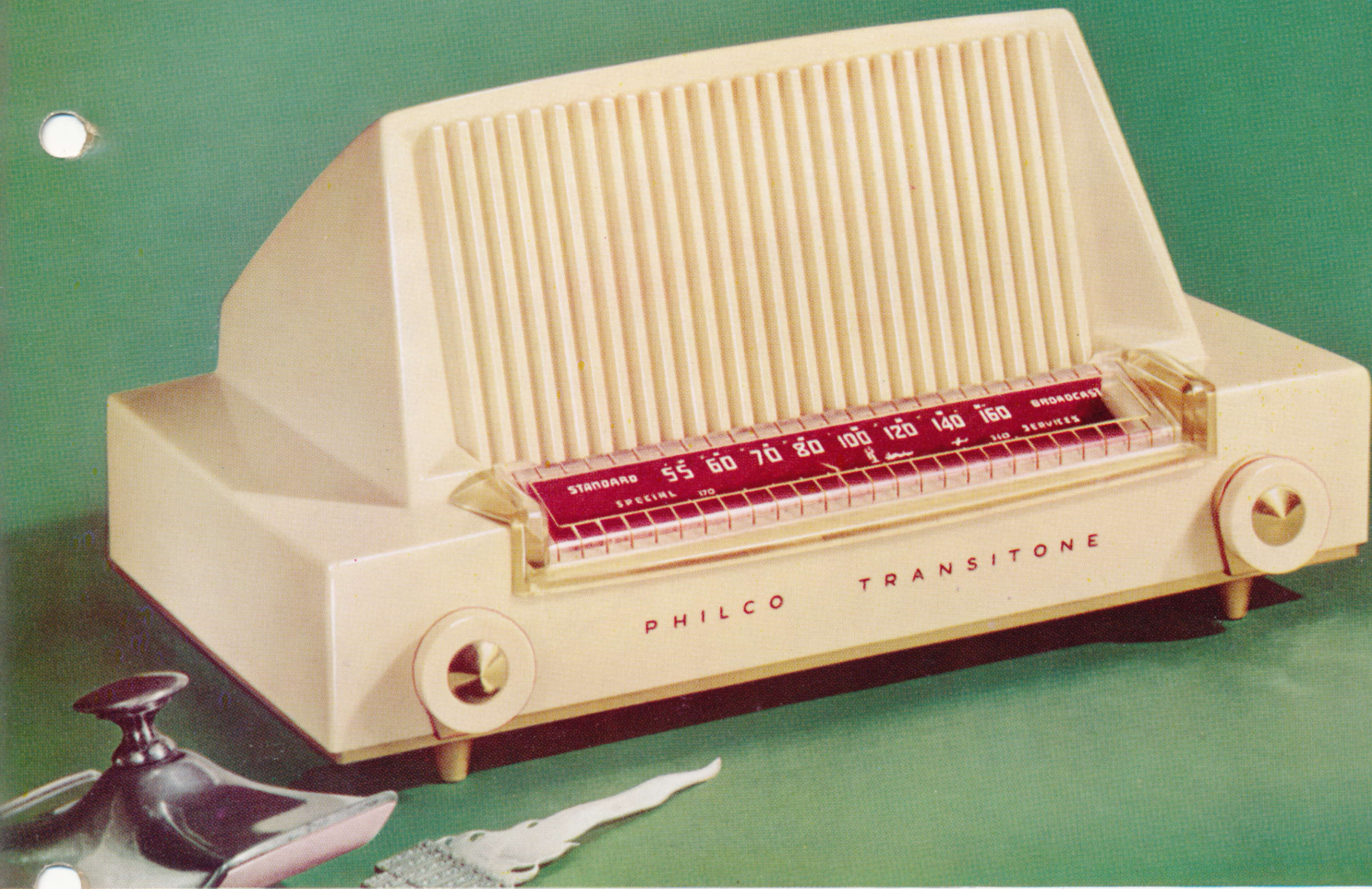
TEAL GREEN



MAROON



SWEDISH RED



**PHILCO** *Multiwave 566* **Real Console Tone in a Table Model Radio!**  
TRANSITONE

**New Special Services Band . . . 1700 to 3400 Kc.**

A fascinating *extra* radio service . . . yours only in a Multiwave Philco *at no extra cost!* Brings you exciting short-wave calls from ships, planes or Marine Radio Telephone. Covers amateurs, police, forest rangers, Standard Time Signals and vital Civil Defense emergency communications. Symbols on dial identify principal Special Services for tuning convenience.

**AC-DC Superheterodyne with Tube Saver Resistor:**

Completely new super-sensitive circuit achieves high selectivity—stable, drift-compensated tuning—true, clear tone. Exclusive Philco Tube Saver Resistor regulates current flow; ends tube burn-outs due to power surges.

**Acoustical Tone Chamber with Improved 5¼" Speaker:**

Functional design provides tone chamber for super-sensitive speaker—achieves lifelike "console" tone; pure, rich lows and clear, brilliant highs.

**Exclusive Philco Built-In "Magnechor" Aerial:**

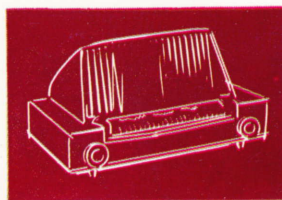
Specially designed and engineered for maximum signal pick-up. Steps up performance 2 to 1 over ordinary built-in aerials!

**Standard American Broadcasts:** Tunes full broadcast range, from 540 to 1620 Kilocycles.

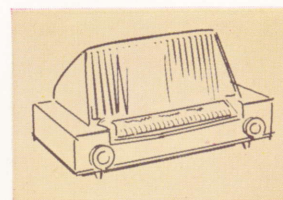
**4 Philco Tubes, Plus Rectifier:** All tubes are highly efficient "miniatures", including dual-purpose tubes.

**Dramatic New Note in Cabinet Design:** Fresh approach to radio styling. Beautiful from any angle, the cabinet is completely enclosed all around . . . ideal for end tables and other "away from the wall" locations, where back and sides also are in view. Handsome, edgelighted horizontal scale. 7¾" high, 13¾" wide, 9⅞" deep.

**And in Addition:** Philco Beam Power Pentode Audio System . . . Underwriters' Laboratories Tested and Approved—safe from fire and shock.



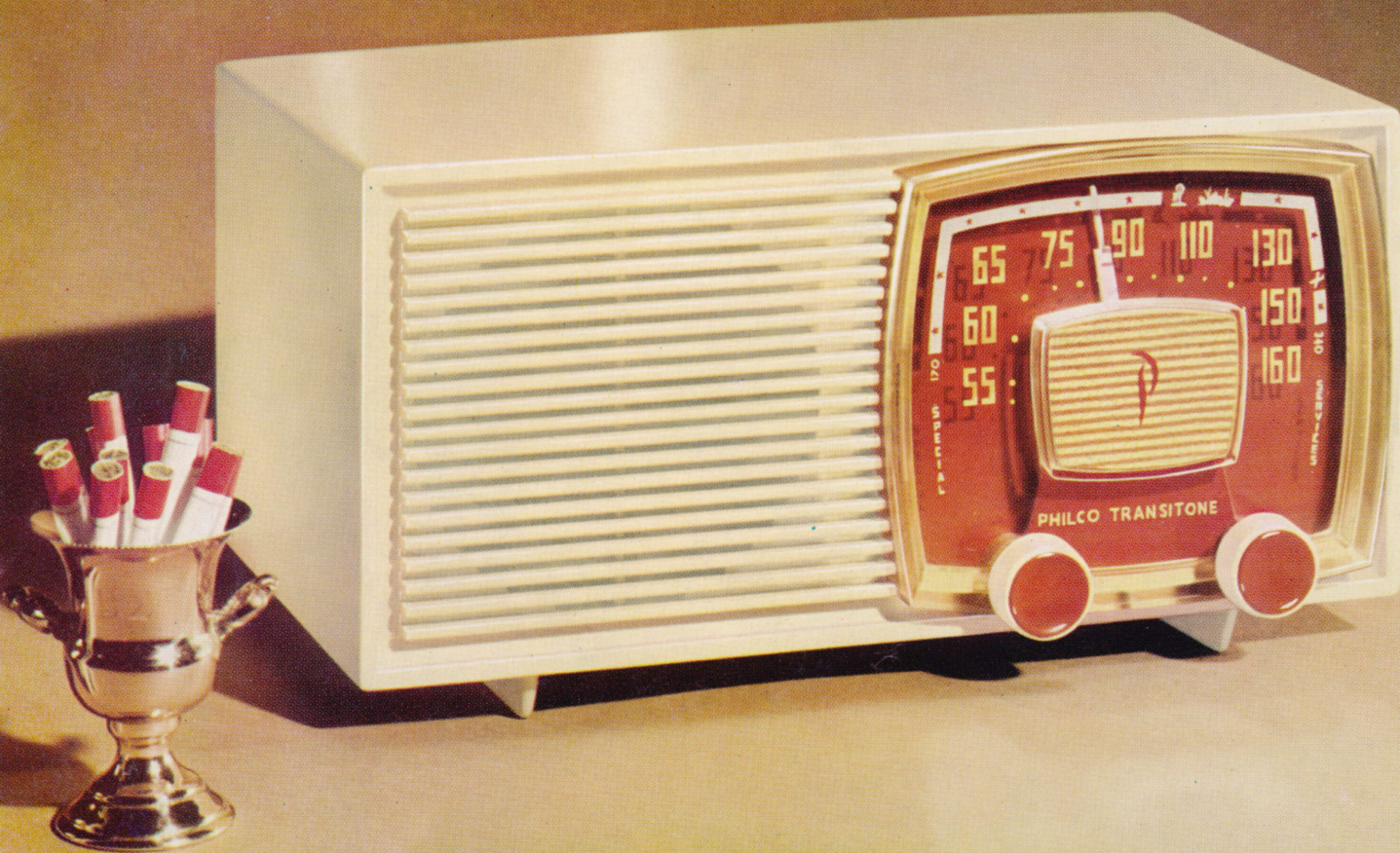
MAROON



IVORY

*Specifications subject to change without notice*





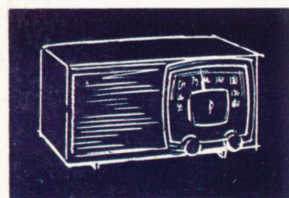
## PHILCO *Multiwave 564* New High in Styling and Performance! TRANSITONE

### New Special Services Band . . . 1700 to 3400 Kc.

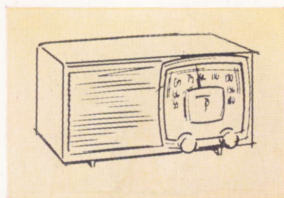
A fascinating *extra* radio service . . . yours only in a Multiwave Philco *at no extra cost!* Brings you exciting short-wave calls from ships, planes or Marine Radio Telephone. Covers amateurs, police, forest rangers, Standard Time Signals and vital Civil Defense emergency communications. Symbols on dial identify principal Special Services for tuning convenience.

### AC-DC Superheterodyne with Tube Saver Resistor:

Completely new super-sensitive circuit achieves high selectivity—stable, drift-compensated tuning—true, clear tone. Exclusive Philco Tube Saver Resistor regulates current flow; ends tube burn-outs due to power surges . . . greatly increases life of tubes.



EBONY



IVORY

**Standard American Broadcasts:** Tunes full broadcast range, from 540 to 1620 Kilocycles.

**Improved Super-Sensitive 5-inch Speaker:** Clear, life-like fidelity of tone—with rich bass and brilliant treble.

**Beam Power Pentode Audio System:** Brings you more lifelike tones and overtones without distortion.

**4 Philco Tubes, Plus Rectifier:** All tubes are highly efficient “miniatures”, including dual-purpose tubes.

**Styled for the Most Discriminating Tastes:** True luxury and distinctive design in a super-performing table model. Styled to harmonize perfectly with any home decorating scheme. Large, edgelifted dial bespeaks quality . . . escutcheon plate “floats” on rich black background in the Ebony model; on red background in the Ivory version. Knobs in ivory with red centers. *Dimensions:* 6 $\frac{3}{8}$ ” high, 12 $\frac{1}{2}$ ” wide, 6 $\frac{5}{8}$ ” deep.

**And in Addition:** Improved Built-In Loop Aerial . . . Underwriters’ Laboratories Approved.

*Sp* *change without notice.*



**PHILCO** *Multiwave 563* **Modern Functional Design at its Finest!**  
TRANSITONE

**New Special Services Band... 1700 to 3400 Kc.**

A fascinating *extra* radio service... yours only in a Multiwave Philco *at no extra cost!* Brings you exciting short-wave calls from ships, planes or Marine Radio Telephone. Covers amateurs, police, forest rangers, Standard Time Signals and vital Civil Defense emergency communications. Symbols on dial identify principal Special Services for tuning convenience.

**AC-DC Superheterodyne with Tube Saver Resistor:**

Completely new super-sensitive circuit achieves high selectivity—stable, drift-compensated tuning—true, clear tone. Exclusive Philco Tube Saver Resistor regulates current flow; ends tube burn-outs due to power surges... greatly increases tube life.

**Powerful Dynamic Speaker:** Specially designed to deliver amazing clarity and fidelity of tone for a compact radio—rich bass, brilliant treble.

**Beam Power Pentode Audio System:** Brings you clearer, much more lifelike tones and overtones. Great sound output without distortion.

**Standard American Broadcasts:** Tunes full broadcast range, from 540 to 1620 Kilocycles.

**4 Philco Tubes, Plus Rectifier:** All tubes are highly efficient "miniatures", including dual-purpose tubes.

**Striking Ultra-Modern Design:** Styled in the mood of tomorrow—dramatically different from anything else in its field! Functionally designed for superb tone. Easy-view edgelighted scale. Handsome tuning knobs match cabinet... have gold-color centers. Molded "waffle" grille in gold-color. 5½" high, 13⅝" wide, 6⅜" deep.

**And in Addition:** Improved Built-In Loop Aerial... Underwriters' Laboratories Approved.



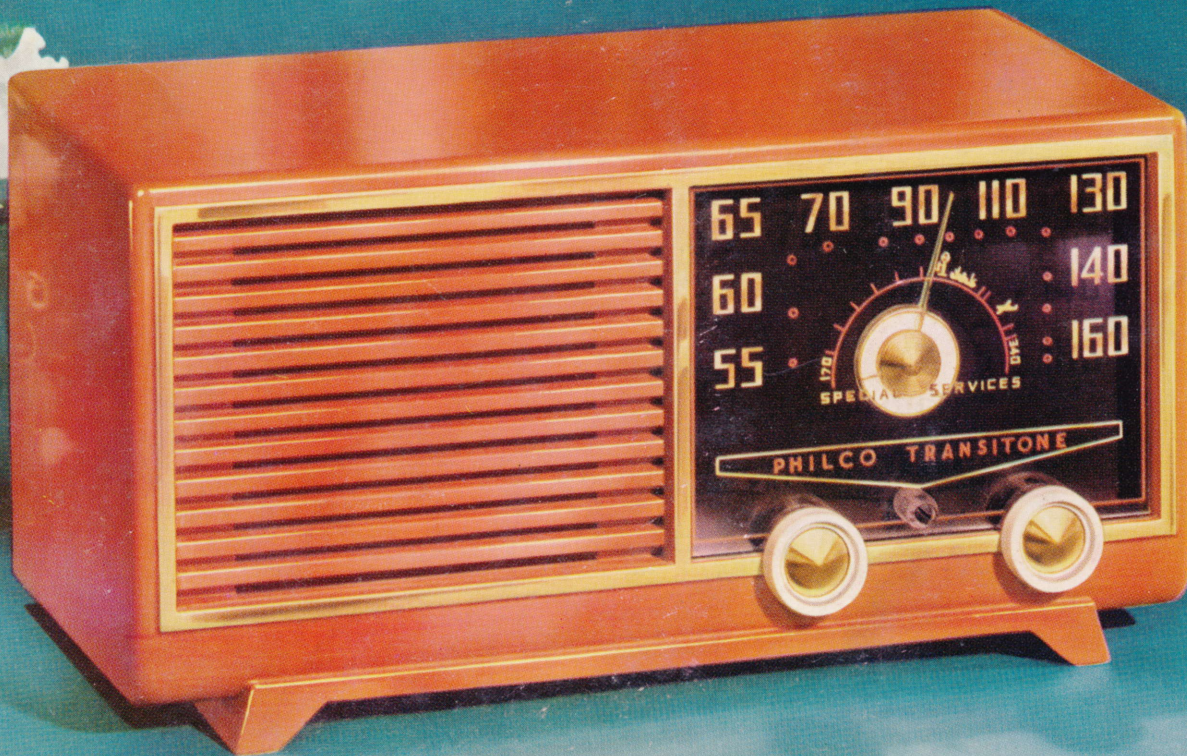
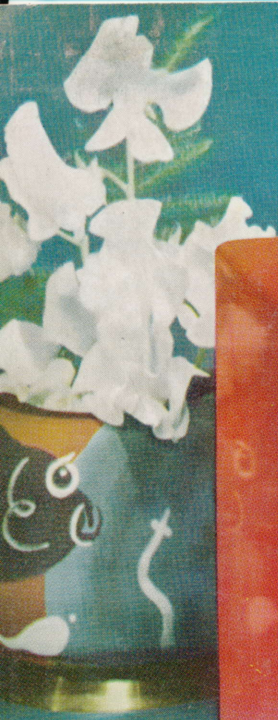
EBONY



SWEDISH RED

Specifications subj

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**PHILCO** *Multiwave 562* Sparkling Beauty! Superb Performance!  
TRANSITONE

**New Special Services Band... 1700 to 3400 Kc.**

A fascinating *extra* radio service... yours only in a Multiwave Philco *at no extra cost!* Brings you exciting short-wave calls from ships, planes or Marine Radio Telephone. Covers amateurs, police, forest rangers, Standard Time Signals and vital Civil Defense emergency communications. Symbols on dial identify principal Special Services for tuning convenience.

**AC-DC Superheterodyne with Tube Saver Resistor:**

New super-sensitive circuit achieves high selectivity—stable, drift-compensated tuning. Tube Saver regulates current flow; ends tube burn-outs due to power surges.

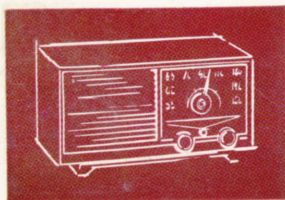
**Powerful Dynamic Speaker:** Amazing fidelity of tone for a compact radio—rich bass, brilliant treble.

**Standard American Broadcasts:** Tunes full broadcast range, from 540 to 1620 Kilocycles.

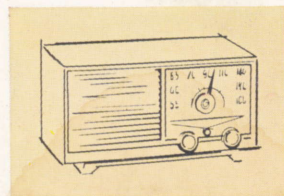
**4 Philco Tubes, Plus Rectifier:** All tubes are highly efficient "miniatures", including dual-purpose tubes.

**Charming Creation of Master Designers:** The distinctive, simple lines of this decorator styled Philco are equally at home in modern or traditional surroundings. In choice of four colors with striking edgelighted scale and large cream-colored numerals, brown background—readable at a glance. 6 $\frac{3}{8}$ " high, 12 $\frac{1}{2}$ " wide, 6" deep.

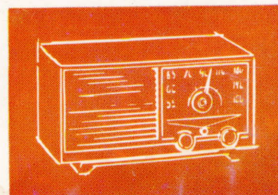
**And in Addition:** Improved Built-In Loop Aerial... Beam Power Pentode Audio System... Underwriters' Laboratories Approved, safe from fire and shock.



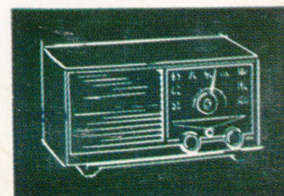
MAROON



IVORY



TANGERINE



FOREST GREEN

*Specifications subject to change without notice*

