



PHILCO

*TELEVISION*

*RADIO-PHONOGRAPH*


*RADIO*

FOR 1950



PHILCO  
TELEVISION

*For 1950*



1950

At the Midway Mark of the Century

**PHILCO**

ushers in the

**Dawn of a  
New Day**

in

**TELEVISION**



# PHILCO LEADERSHIP brings Stability and Profits to the Television Industry

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

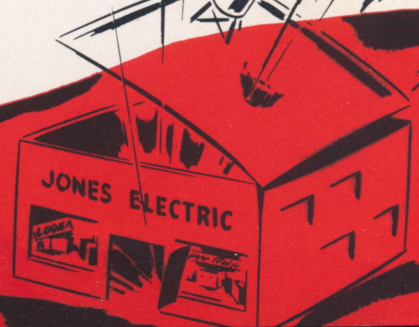
**IN ONE GIANT STRIDE,** the achieve-  
ments of Philco research bring package merchan-  
dising to television, making it easy for the customer  
to buy, simple and profitable for the dealer to sell.  
Thus, Philco for 1950 brings stability to television  
with the sound, profitable principles of selling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

"Just Plug in



the feature that  
took radio off  
the roof and the

Roof Off of  
Radio Sales...



and Play" ---



Now  
here in  
Television!



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

The PHILCO  
Electronic  
Built-In  
Aerial System  
for Television

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

# A New Electronic Triumph of

**T**HE Philco Electronic Built-In Aerial System is the result of a long program of original research in the Philco laboratories, designed to solve one of the dealer's major problems in television. For the lesson of radio showed that *it had to come in order to bring television enjoyment to the greatest number and to remove the shackles from television sales.*

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

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

## 1. Completely New Development in Television Aerial Design

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

## 2. Electronic Network Coupled to the Aerial

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

## 3. New High in Sensitivity with High Gain Tuner

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

**That's the Philco Electronic Built-In Aerial System**

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

**OPENS TELEVISION TO**



# of Philco Television Research

## network the Aerial

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

## in Sensitivity Gain Tuner

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

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

## Completely Built-in and Self-Contained

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



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

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

## Makes Television Portable!

### Easily Moved from Room to Room

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



# Only Philco Has It!

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

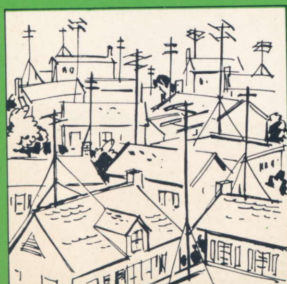
Yes, for up to 80% of the locations, the television aerial is now built-in and completely out of sight . . . No Roof Aerial, No Window Aerial, No Portable or Inside Aerial Needed!

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

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

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

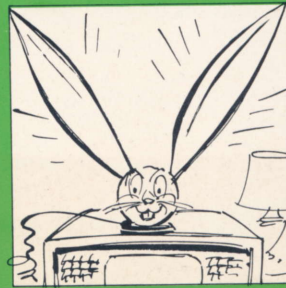
For those locations where a roof aerial is needed, the new circuit developments in Philco for 1950 still offer the greatest overall performance and the most spectacular values in television history. But for the majority of your customers, this great Philco development ushers in a New Day in television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



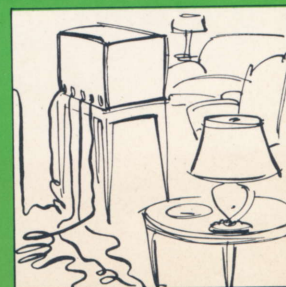
**NO** eye-sores on the roof,  
holes in floors or windows



**NO** ungainly fish poles  
to hang out your window



**NO** unsightly "rabbit ears"  
to disfigure your receiver



**NO** dangling wires  
to clutter-up your room

# The Exclusive Philco Electronic Package Merchandising

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

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

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

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

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

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

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

# Built-In Aerial System Brings to Television!

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

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

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

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

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

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

# off of Television Sales!

**NEXT,**

# A Complete Upheaval in Television Prices and Value!

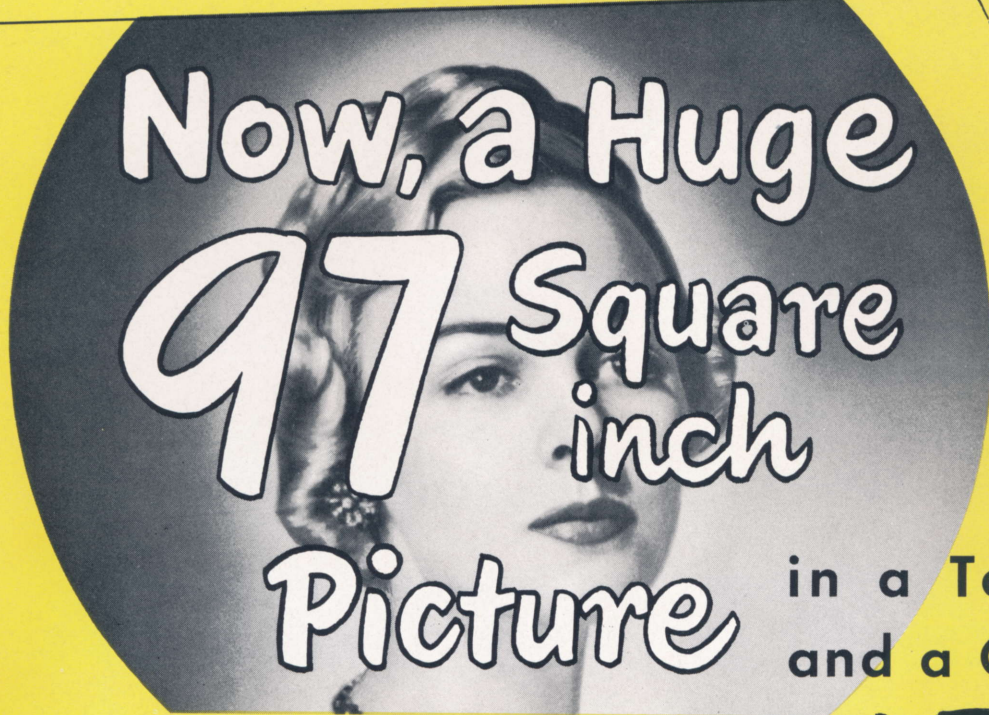
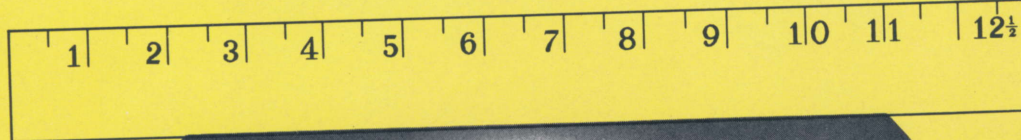
Again, in one giant stride, Philco for 1950 fulfills the fondest dreams of the television buying public, not just lower prices, but a drastic upheaval in the whole structure of television value!

What has the public been asking about Television?

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

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

**YES!**



# Now, a Huge 97 Square inch Picture

in a Table Model  
and a Combination  
**at Far Less**

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

**T**HAT'S Philco's answer to the public demand for bigger, better pictures at truly lower prices. Philco for 1950 sets a *new standard* of what the television dollar will buy. Now, from Philco, the public can buy a *huge 97 sq. in. picture for substantially less than the former price of a good 52 sq. in. set!*

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

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

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

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

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

Philco for 1950 presents a

**Sweeping Advance**

**in Television**

**Performance**

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

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

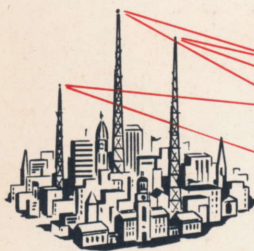
It was Philco's goal to design a circuit that would meet not just some of these requirements, but *all* of them, even though it may be *far more costly*. For true quality means a set that will give dependable performance in all locations. And that goal has been achieved, not in mere words but by rigid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

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

**EVEN WHERE OTHERS FAIL, Philco television receivers will PERFORM!**

# Tested and Found **Supreme**

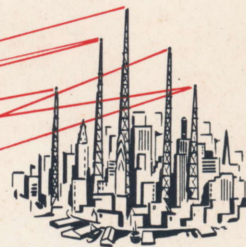
in the most difficult  
"Fringe" areas in the U.S.A.



PHILADELPHIA



MORRISVILLE



NEW YORK

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

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

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

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

**Yes, Philco for 1950**

**Challenges All Comparison  
for Television Performance!**



Coupled with Sensational Performance  
Philco for 1950 establishes

# New Heights of Picture Quality and Viewing Ease

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

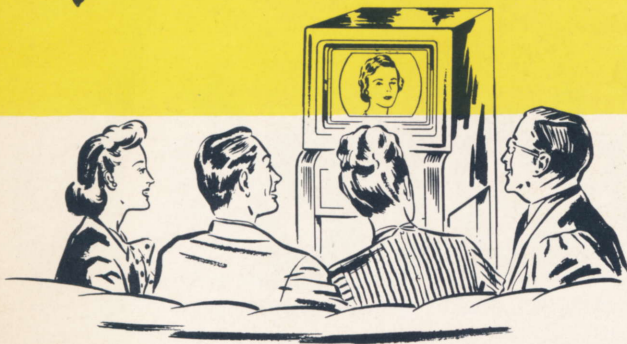
That's why, in planning for 1950, Philco research put equal emphasis on performance and picture quality. So that Philco dealers could offer their customers not only the assurance of getting a picture but getting a *better picture* . . . with greater clarity and finer contrast. And also a picture that's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

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

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

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

# What is a Good Television Picture?



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



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



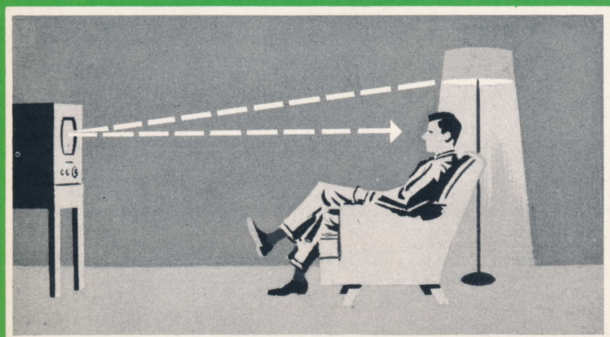
**TOO DIM.** A television circuit can be sensitive and yet compromise with picture quality. Improper balance sometimes produces an over-emphasis on the dark values with no clear, brilliant high lights. The result is a dim, muddy, lifeless picture without brightness or contrast.



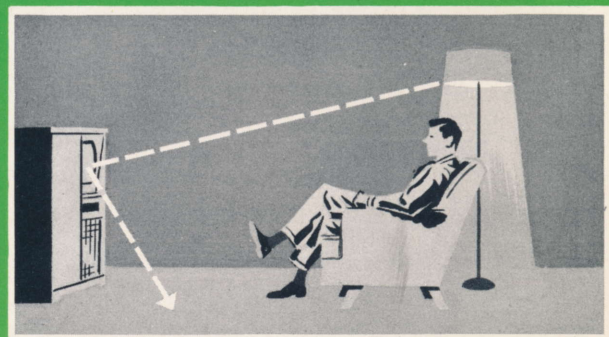
**BALANCED.** The Philco picture has the proper balance of clear, brilliant whites, deep, solid blacks and full range of half tones and quarter tones which give it detail, substance and sharp definition. Its superior contrast gives it brightness without eye strain . . . the sharpest, clearest, most enjoyable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

# Another Triumph of PHILCO Pioneering Research in Television

## the Philco "No Glare" Optical System



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



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

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

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

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

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

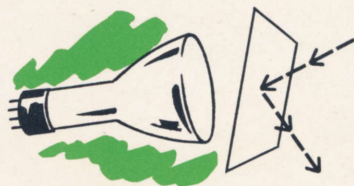
In the *Philco No Glare Optical System*, the picture tube is tilted back so that you look slightly downward at the screen, at the scientifically correct angle to your normal line of vision. But the glass in front of the tube is tilted *forward*. Thus reflections from room lights or windows are entirely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

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

**Only Philco Has It!**



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



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



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

*The* PHILCO  
3-SPEED  
AUTOMATIC  
RECORD CHANGER



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

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

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

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

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

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

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

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

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

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



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



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

## Simple Push Off Mechanism Easily Adjusted for Any Size Record



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

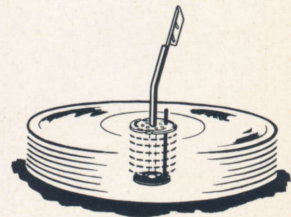


## One Spindle for All Records

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

## Adapter Disc and Non-Slip Driver for 45 RPM Records

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



AC

More Than  
is Music!



The New  
PHILCO

Super-Tone  
Reproducer

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

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

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

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

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

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

A Challenge!

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

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



78 RPM, 12 INCH



78 RPM, 10 INCH



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



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



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



45 RPM, 7 INCH

With a  
Single Tone Arm

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



The Sweeping Advances of Philco Television  
for 1950 rest on a

# Solid Foundation of Quality and Dependability

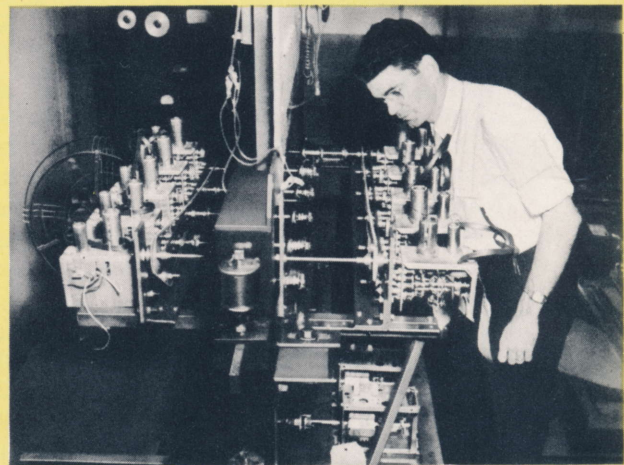


IN the world's largest television manufacturing facilities, the utmost in quality and dependability have been Philco's *paramount goal* in the engineering, production and delivery of Philco Television for 1950. At every step, there has been no compromise with the highest standards. And in many new ways,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



## One out of Five is an Inspector

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



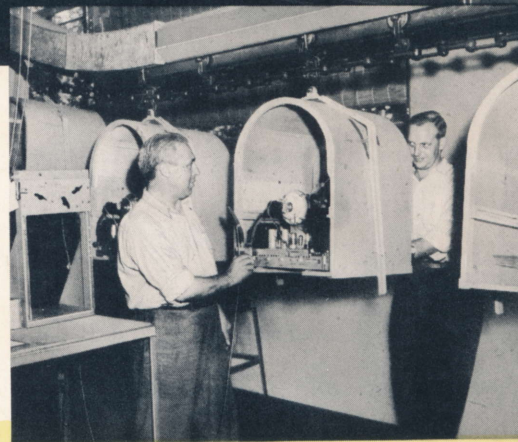
## Rigid Life Tests for Components

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

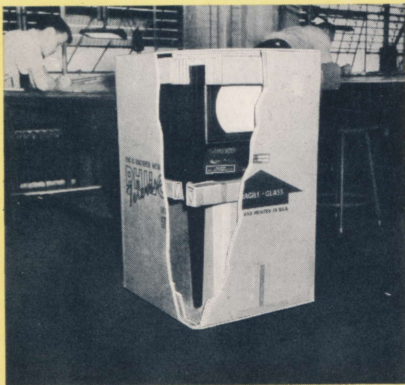
# Every Philco Television Chassis Must Pass this Unique Test of Operation



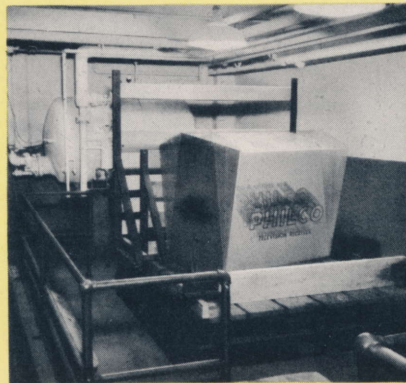
Every completed Philco television chassis must survive a test which corresponds to several hours of actual operation in the home. In this test, which is unique in the industry, each chassis travels on a specially designed overhead conveyor and passes several stations along its route where picture and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



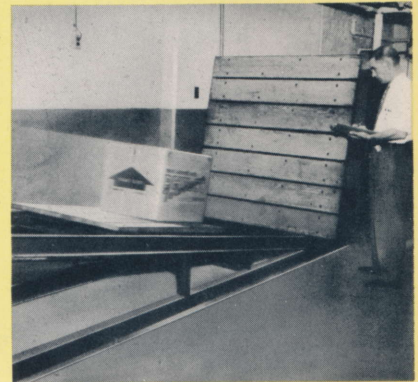
## Packing and Shipping Tests Insure Delivery in Good Condition



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



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



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

# PHILCO FOR 1950

*Your Biggest Opportunity for*

# *Volume Sales and Greater Profits in Television*

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

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

FOR YOUR  
BIGGEST TELEVISION PROFITS  
*Concentrate  
on Philco!*



PHILCO 1104

## PHILCO 1104

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

### Exclusive Philco Electronic Built-In Aerial System

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

### 61 Sq. In. Wide-Screen Picture

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

### Sweeping Advance in Television Performance

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

### High Gain Automatic Station Selector For All 12 Television Channels

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

### Separate Background and Contrast Controls

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

### Static-Free FM Sound

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

### 20 Philco Tubes, Plus 2 Rectifiers

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

### Superbly Decorative Modern Table Model Cabinet

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

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



PHILCO 1400

**PHILCO 1400**

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

### **Exclusive Philco Electronic Built-In Aerial System**

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

### **Huge Wide-Screen 97 Square Inch Picture**

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

### **Sweeping Advance in Television Performance**

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

### **High Gain Automatic Station Selector for all 12 Television Channels**

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

### **Separate Background and Contrast Controls**

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

### **Static-Free FM Sound**

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

### **20 Philco Tubes, Plus 2 Rectifiers**

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

### **Functional Modern Cabinet**

#### **Finished in Rich High-Lustre Mahogany**

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

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



PHILCO 1401



**PHILCO 1401**

**New television value sensation with Wide-Screen**

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

### **Exclusive Philco Electronic Built-In Aerial System**

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

### **Huge Wide-Screen 97 Square Inch Picture**

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

### **Sweeping Advance in Television Performance**

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

### **High Gain Automatic Station Selector for all 12 Television Channels**

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

### **Separate Background and Contrast Controls**

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

### **Static-Free FM Sound**

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

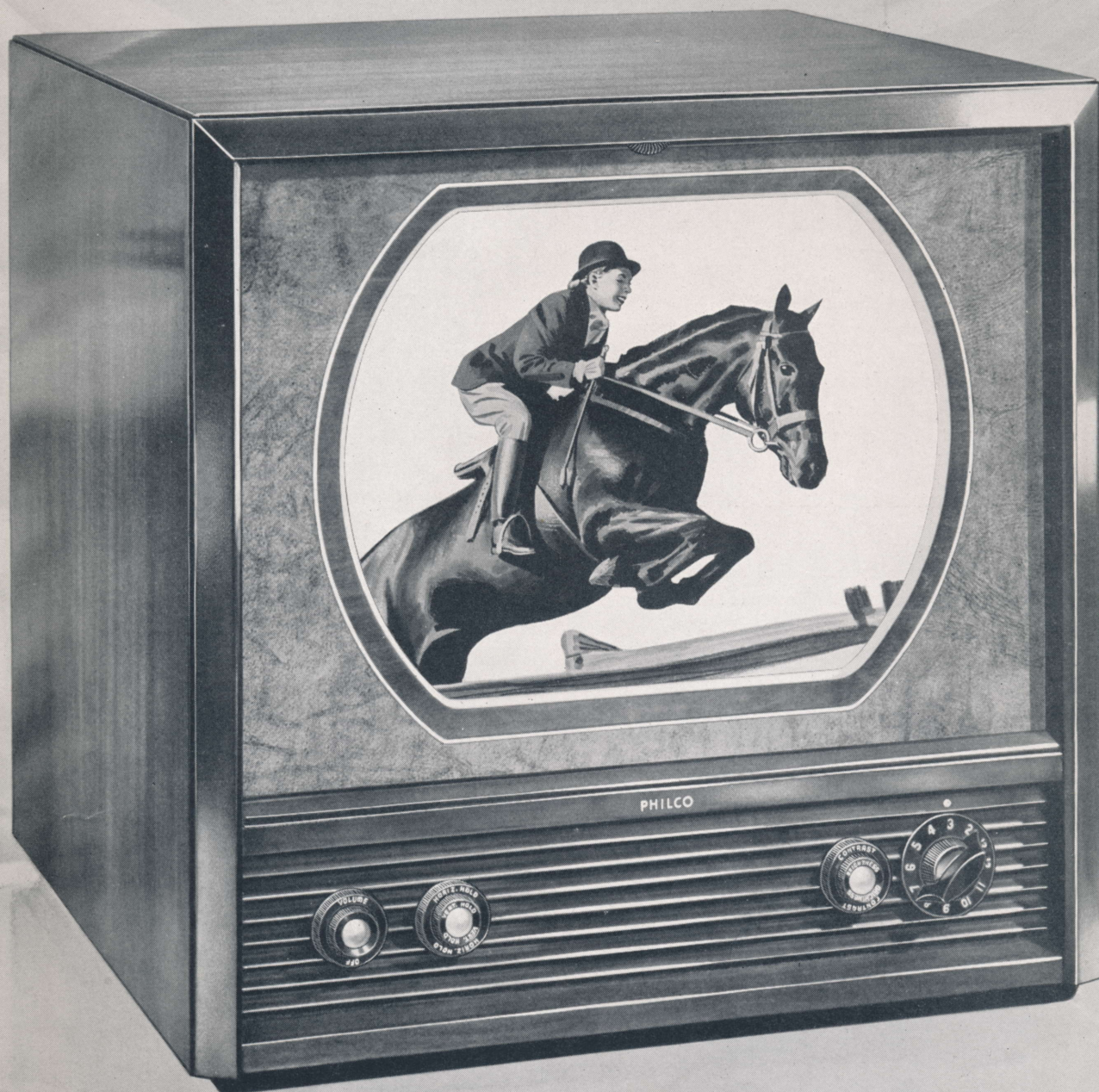
### **20 Philco Tubes, Plus 2 Rectifiers**

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

### **New, Modern Design Cabinet of Luxurious Mahogany Woods**

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

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



PHILCO 1402

**PHILCO 1402-M**

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

### Exclusive Philco Electronic Built-In Aerial System

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

### Huge Wide-Screen 97 Square Inch Picture

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

### Sweeping Advance in Television Performance

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

### High Gain Automatic Station Selector

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

### Separate Background and Contrast Controls

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

### Static-Free FM Sound

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

### 20 Philco Tubes, Plus 2 Rectifiers

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

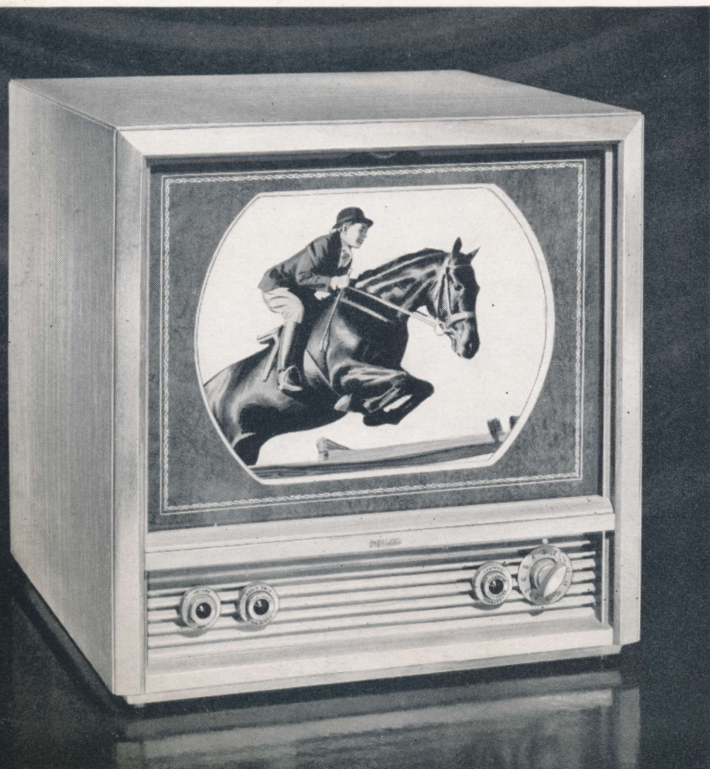
### Distinctive Contemporary Cabinet of Selected Mahogany Veneers

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

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

**PHILCO 1402-B**

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





PHILCO 1430

**PHILCO 1430**

**Full Console luxury at amazing low price. Huge**

**97 sq. in. picture, exclusive Electronic Built-In Aerial System, and rich new beauty of design! Cabinet of gorgeous Mahogany veneers**

### **Exclusive Philco Electronic Built-In Aerial System**

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

### **Huge Wide-Screen 97 Square Inch Picture**

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

### **Sweeping Advance in Television Performance**

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

### **High Gain Automatic Station Selector for all 12 Television Channels**

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

### **Separate Background and Contrast Controls**

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

### **Static-Free FM Sound**

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

### **20 Philco Tubes, Plus 2 Rectifiers**

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

### **Console Cabinet in Contemporary Styling**

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

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



PHILCO 1443-M

**PHILCO 1443-M**

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

### **Exclusive Electronic Built-In Aerial System**

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

### **Huge Wide-Screen 97 Square Inch Picture**

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

### **High Gain Automatic Station Selector**

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

### **Extra Powerful Circuit Brings New High to Television Performance**

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

### **Separate Background and Contrast Controls**

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

### **Static-Free FM Sound**

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

### **22 Philco Tubes, Plus 4 Rectifiers**

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

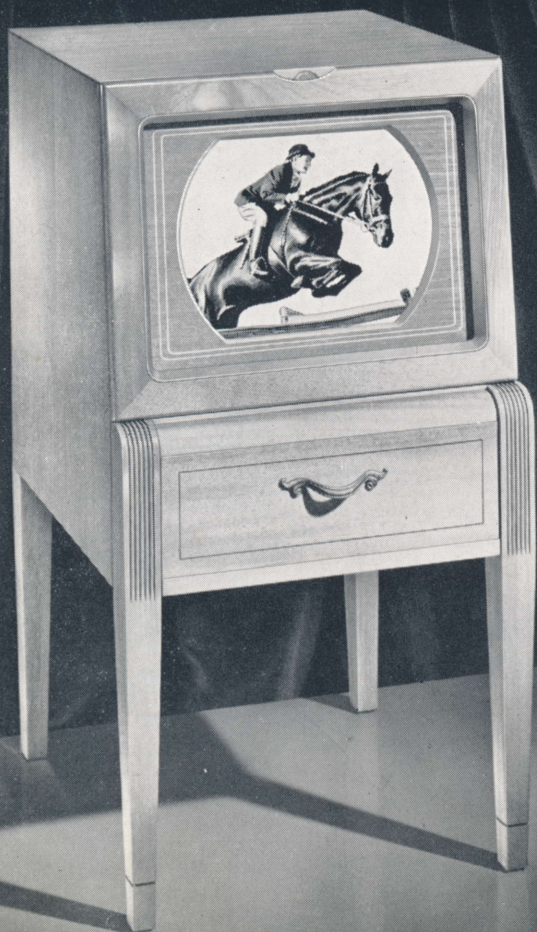
### **America's Most Popular Cabinet Style**

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

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

**PHILCO 1443-B**

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





PHILCO 1477



**PHILCO 1477**

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

#### **Exclusive Electronic Built-In Aerial System**

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

#### **Huge Wide-Screen 97 Square Inch Picture**

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

#### **Sweeping Advance in Performance**

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

#### **High Gain Automatic Station Selector**

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

#### **Glorious FM and AM Radio**

Marvelous new clarity and fidelity of tone!

#### **Double Tone Arm Phonograph**

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

#### **Philco Balanced Fidelity Reproducer**

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

#### **Philco Super-Silent Reproducer**

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

#### **25 Philco Tubes, Plus 3 Rectifiers**

Including newest high-frequency electronic tubes.

#### **Mahogany Veneer Console**

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

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

**Continuously Variable Tone Control . . .**

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

**Window Protects Picture Tube Face . . .**

**Underwriters' Laboratories Approved**





PHILCO 1478

**PHILCO 1478**

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

#### **Exclusive Electronic Built-In Aerial System**

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

#### **Huge Wide-Screen 97 Square Inch Picture**

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

#### **Sweeping Advance in Performance**

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

#### **High Gain Automatic Station Selector**

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

#### **Glorious FM and AM Radio**

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

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

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

#### **New Philco Super-Tone Reproducer**

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

#### **25 Philco Tubes, Plus 3 Rectifiers**

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

#### **Gorgeous Contemporary Walnut Cabinet**

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

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





PHILCO 1479

**PHILCO 1479**

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

#### **Exclusive Electronic Built-In Aerial System**

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

#### **Huge Wide-Screen 97 Square Inch Picture**

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

#### **Exclusive "No Glare" Optical System**

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

#### **Sweeping Advance in Performance**

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

#### **High Gain Automatic Station Selector**

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

#### **Glorious FM and AM Radio**

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

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

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

#### **New Philco Super-Tone Reproducer**

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

#### **25 Philco Tubes, Plus 3 Rectifiers**

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

#### **Console of Rich Mahogany Veneers**

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

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

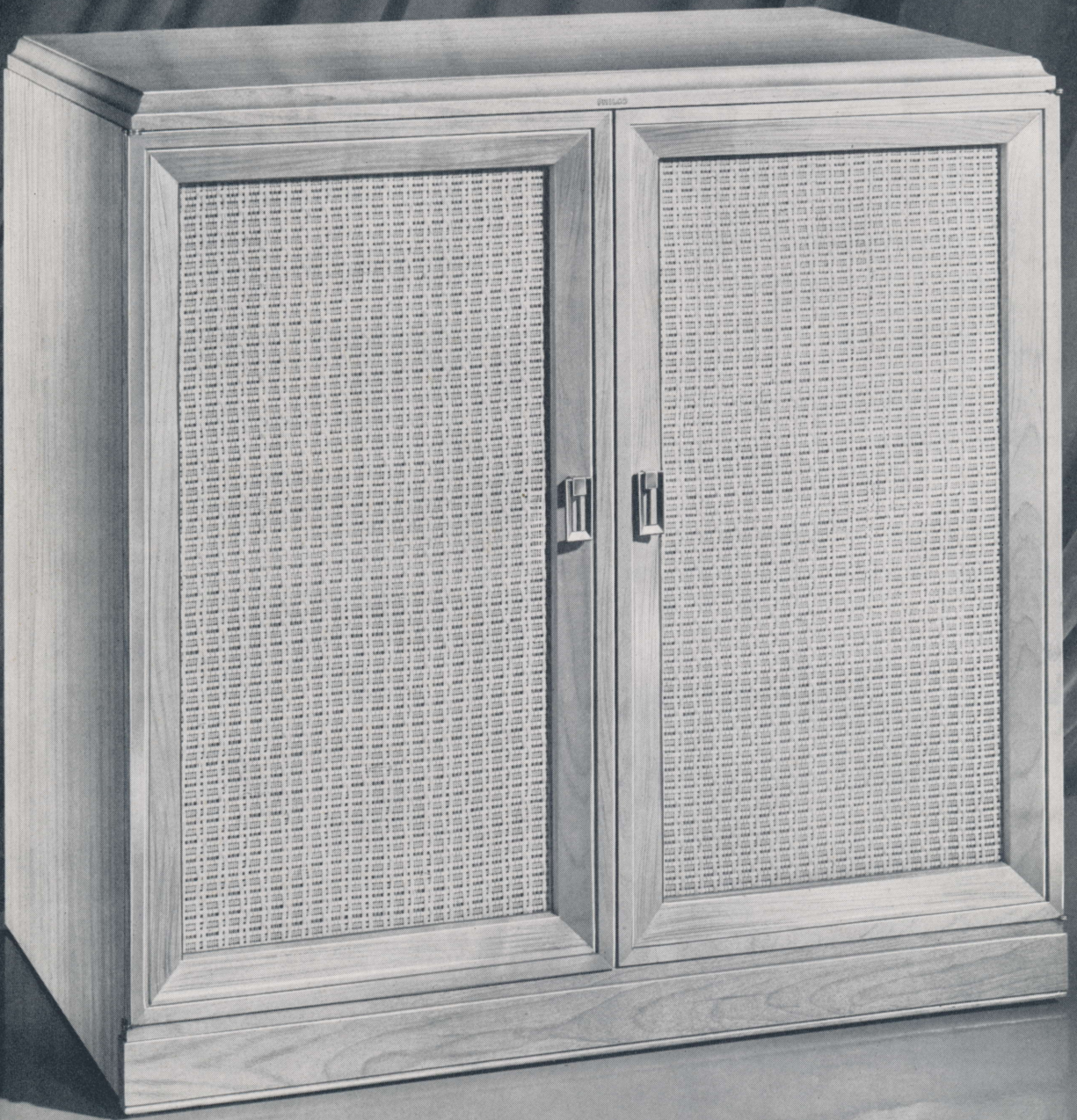
**Continuously Variable Tone Control . . .**

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

**Window Protects Picture Tube Face . . .**

**Underwriters' Laboratories Approved**





PHILCO 1481

**PHILCO 1481**

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

#### **Exclusive Electronic Built-In Aerial System**

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

#### **Huge Wide-Screen 97 Square Inch Picture**

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

#### **Exclusive "No Glare" Optical System**

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

#### **Sweeping Advance in Performance**

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

#### **High Gain Automatic Station Selector**

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

#### **Glorious FM and AM Radio**

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

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

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

#### **New Philco Super-Tone Reproducer**

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

#### **25 Philco Tubes, Plus 3 Rectifiers**

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

#### **Blond Mahogany Veneer Cabinet**

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

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





**PHILCO 1482**



**PHILCO 1482**

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

### **Exclusive Electronic Built-In Aerial System**

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

### **Huge Wide-Screen 97 Square Inch Picture**

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

### **Exclusive "No Glare" Optical System**

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

### **Sweeping Advance in Performance**

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

### **High Gain Automatic Station Selector**

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

### **Glorious FM and AM Radio**

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

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

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

### **New Philco Super-Tone Reproducer**

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

### **25 Philco Tubes, Plus 3 Rectifiers**

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

### **Charming Hepplewhite Console**

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

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





PHILCO 1483

**PHILCO 1483**

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

#### **Exclusive Electronic Built-In Aerial System**

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

#### **Huge Wide-Screen 97 Square Inch Picture**

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

#### **Exclusive "No Glare" Optical System**

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

#### **New High in Television Performance**

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

#### **High Gain Automatic Station Selector**

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

#### **Glorious FM and AM Radio**

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

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

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

#### **New Philco Super-Tone Reproducer**

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

#### **26 Philco Tubes, Plus 4 Rectifiers**

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

#### **Sheraton Mahogany Veneer Cabinet**

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

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





PHILCO 1630

**PHILCO 1630**

**New Wide-Screen Picture . . . 138 square inches**

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

### **Exclusive Electronic Built-In Aerial System**

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

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

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



### **Sweeping Advance in Television Performance**

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

### **High Gain Automatic Station Selector for all 12 Television Channels**

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

### **Separate Background and Contrast Controls**

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

### **Static-Free FM Sound**

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

### **22 Philco Tubes, Plus 5 Rectifiers**

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

### **Authentic Sheraton Mahogany Veneer Console Cabinet**

Television in a rich traditional setting of swirly crotch Mahogany veneers. The ribbon-striped top of this handsome cabinet is edge-veneered. Exquisite period hardware in Old English Antique. Polished brass grille. Cabinet dimensions—39" high, 24<sup>3</sup>/<sub>4</sub>" wide, 22<sup>1</sup>/<sub>2</sub>" deep.

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

October 6, 1949

PHILCO TELEVISION SETS

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

TELEVISION COMBINATIONS

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

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

TV ANTENNA

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

Additional aerial installation material available.

NOTE:

Warranty and Tax MUST be added to retail price.

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

TERMS: Net 10 Days

Our responsibility ends when goods are delivered to common carrier.

Prices subject to change without notice

# TRI-STATE APPLIANCE CO.

200 Ninth Street  
Baltimore Avenue

Phone 36406  
Phone 46455

Huntington, W. Va.  
Clarksburg, W. Va.



PHILCO  
RADIO AND  
RADIO-PHONOGRAPH

*For 1950*

**Philco for 1950**

**Meets the**

**Challenge of  
the New Day**

**in Radio and  
Recorded Music**



# Let's Face the Facts

## about the Radio Business for the Selling Year of 1949-50

IN terms of post war figures, all signs point to a smaller total volume for the radio and phonograph business during the coming year. The reasons . . . economic conditions, saturated demand, the arrival of television.

But even the reduced estimates of authorities still predict a volume that equals the *profitable years of the radio business in the '30's!* And that's food for thought for every radio dealer, whether he operates in a television area or not.

### Who's Going to Get that Business in 1949-50?

It's the kind of radio dealer who got the business . . . *and made money* . . . in the '30's. It's the dealer who knows *how* to get the business when the going is tough and the public has to be *SOLD!* And for that dealer there'll be plenty of profitable volume to make him feel *good* about the coming year in radio.

Philco remembers those years of the '30's when it fought its way to the top. And Philco is not running out on the radio business today! It

fulfills its obligation of leadership to the radio dealer this year as it has for 19 years before . . . by giving you the tools you need to meet the Challenge of the New Day. Hundreds of thousands of dollars have been invested to bring you a *full and complete line* . . . new cabinet designs, new circuits, new record changers; consoles, table models, portables, all the different types you need to make money *in any area* for the selling year of 1949-50.

# What is this New Challenge?

## *First, it's Merchandise*

For in this *New Day*, a radio and a phonograph have a far bigger and more exacting job to do than ever before in history.



1. There are over 2,000 *AM stations* on the air today, more than twice the number of 10 years ago. That means crowded channels and new problems of cross talk, interference and station separation. *Millions of radios need replacement* because the good radio of even five years ago can't cope with these new conditions. *The New Day calls for entirely new standards of performance, sensitivity, selectivity and quality!*



**2.** There are over 900 *FM* stations on the air today, a completely new market in all parts of the country that calls for good *FM* performance in sensitivity and tone at popular prices.

**3.** Three sizes of records played at three different speeds are on the market today. To play them all as they should be played calls for a totally new kind of phonograph in performance, tone and operation.

Yes, it's a sweeping challenge! And it has been fully met by Philco for 1950 . . . with new standards of performance, new phonograph developments and new heights of quality and value.

## *Second, it's Merchandising*

For this *New Day* calls for a return to the principles of selling and promotion that built the radio business in the '30's. It calls for the old time radio dealer who knows that the easy road to radio profits has vanished; who realizes that the secret of success in the coming year lies in merchandising and promotion; who has the knowledge, desire and energy to create prospects and dig for sales.

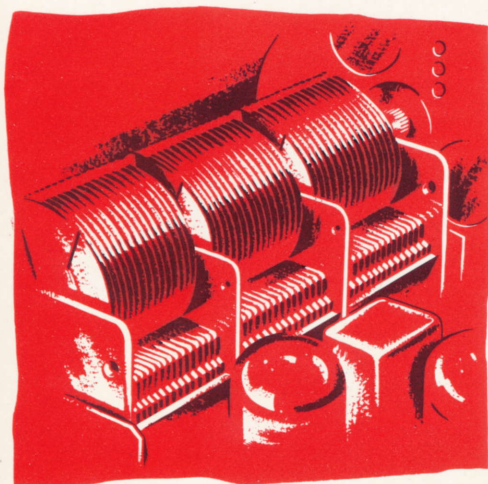
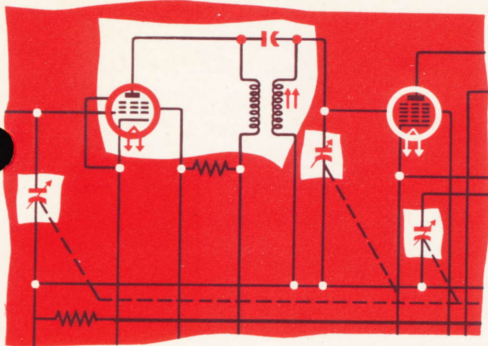
The *real* radio dealer will be equal to the challenge of the selling year of 1949-50. Philco will give him not only the line but the merchandising and promotional plans he needs to get the business. And he'll reap the kind of profits that built the radio industry and made it great!

Here's how Philco for 1950 gives you the  
Weapons to Meet the Challenge of the New Day

# The Finest Radio Performance

## in Philco History Meets the Challenge of the New Day

**Performance** is the cry in the radio market today . . . it's what the dealer needs and the buyer demands! In all parts of the country, crowded AM channels require greater sensitivity and selectivity than ever before. Philco engineers prepared for this challenge by designing brand new circuits that deliver *the finest performance in Philco history*. They are offered for 1950 in a series of table radios and console radio-phonographs that are unmatched in value and *meet the Challenge of the New Day!*



# Tuned RF Stage and 3 Gang Condenser

for sharp Selectivity and  
High Sensitivity in Urban  
and Outlying Areas.

THE heart of the 1950 Philco radio circuits designed for the utmost in performance are the *fully tuned* RF Stage and 3-Gang Condenser. They are costly components but absolutely essential for superior reception under today's broadcasting conditions. They are not only used in the new Philco circuits but used in their best and most efficient form. Not just an RF Stage but a *TUNED* RF Stage in order to get the maximum effect of great sensitivity with noise reduction, station separation and elimination of interference.

These are the sets of today wherever radio is called upon to do a "heavy duty" job. Where stations must be pulled in from long distances; where signals are weak; where stations are crowded and need sharp separation; where image signals, cross talk and interference must be suppressed.

Yes, wherever quality reception is required, Philco for 1950 gives you the models to meet the demand . . . priced and styled to offer *outstanding values* in every bracket!

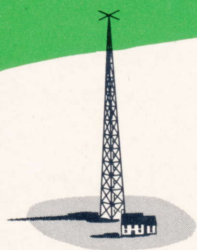
## Philco's 1950 Challenge:

wherever a receivable radio signal is on the air, these Philco models will perform...

*Even Where Others Fail!*

In **FM**, too...

Philco Challenges  
All Comers in  
Performance!



Close to a station,  
or out on the Fringe,

Philco for 1950 challenges all comparison  
for FM-AM performance at every price!

# New 1950 PHILCO Super-Sensitive FM System

YES, in FM, too... Philco meets the Challenge of the New Day! For in the new Philco Super-Sensitive FM System, Philco offers an entirely new circuit which delivers unmatched performance wherever a usable FM signal is available, close to a station or out at the "fringe".

Again, the *tuned* RF Stage does its work. Incorporated in the circuit of a low cost, FM-AM table model, it gives FM performance equal to sets selling at three to four times its price. And in another deluxe version

of the circuit, it delivers sensitivity coupled with noise rejection that is unexcelled at any price. It is FM at its finest, engineered to custom standards for the utmost in tone quality and performance.

The *patented* Philco Line Cord Antenna is another plus which eliminates the need for an external aerial in many locations. Its exclusive design gives it far greater efficiency and higher signal gain than has been achieved by any other inside aerial. Only Philco has it!

## Performs Where Others Fail!

The results of rigid and repeated tests in notoriously difficult FM areas and in comparison with competitive sets of the same and higher prices enable Philco for 1950 to make this sweeping challenge!

# The PHILCO 3-Speed Automatic Record Changer



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

*with a Single Tone Arm*

**And with Better Tone than Recorded  
Music has ever been played before !**



78 RPM, 12 INCH



78 RPM, 10 INCH



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



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



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



45 RPM, 7 INCH



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

A NEW achievement of Philco research which plays not only the newest types but the old conventional records automatically with the finest tone quality and greatest fidelity ever achieved in recorded music.

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

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

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

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

Thus, with the new Long Playing Microgroove records, the user may enjoy *over 5 hours of continuous music*. And with the new 7-inch records, at either 45 or 33 $\frac{1}{3}$  RPM, he can enjoy *up to 70 minutes of music* at one loading.

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

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



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



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



## One Spindle for All Records

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



## The New Philco Super-Tone Reproducer

*from ALL types of records, the finest tonal reproduction ever achieved*

Plays all records, old or new, with better tone than recorded music has ever been played before. For the first time all records, including 78 RPM, are caressed with just 1/5 of an ounce of pressure. Tracks perfectly even in finest grooves and loudest passages. Preserves highs and lows in scientific balance. Only comparison tells the full story. Listen, and be convinced!

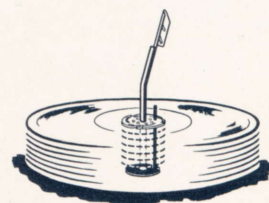
## Simple Push Off Mechanism Easily Adjusted for Any Size Record



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

## Adapter Disc and Non-Slip Driver for 45 RPM Records

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



# Yes, Philco for 1950 gives you a Complete Line

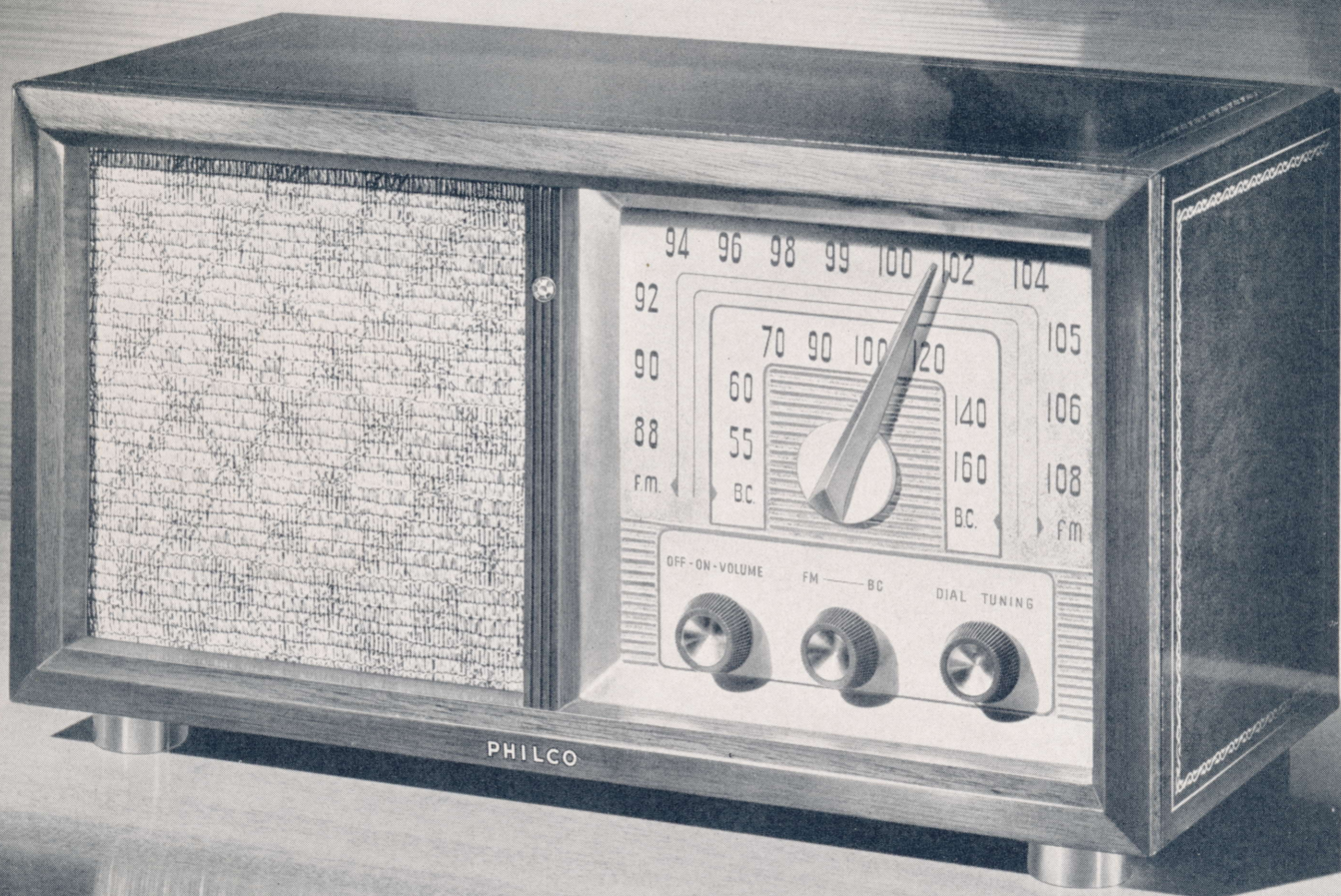
The performance, the models and the Sensational Values you need to make Radio a Source of Real Profits in 1949-50!

**T**HIS is the year, of all years, when you need a *complete* line in radio, to meet every type of demand. And Philco fulfills its obligation as the leader with a full selection of models for every profitable price bracket.

And now, more than ever, you need the weapons to boost your average sale. And again, Philco fulfills its obligation with the most sensational console values in a decade!



Yes, Philco for 1950 gives you the ammunition to promote radio business...and to make 1949-50 a year of real sales and substantial profits!



PHILCO 926

**PHILCO 926**

**FM at its finest in a brand new, strikingly smart and original cabinet style . . . outstanding AM performance, too!**



### **New Philco Super-Sensitive FM System**

An entirely new circuit which delivers superior performance wherever a usable FM signal is available, close to a station or out on the "fringe". *Tuned R.F. Stage on FM* gives reception equal to FM-AM sets selling at three to four times its price.

### **Built-In Dual Aerial System for Outstanding Performance on Both FM and AM**

The exclusive Philco Line Cord FM Antenna eliminates need for an external aerial in many locations. Gives greater efficiency and higher signal gain than has been achieved by other inside aerials. Switches on automatically. High-impedance loop is matched to the circuit for greatest sensitivity on AM.

### **2 Tuning Bands**

Cover both the Standard Band and the entire Standard FM Band from 88 to 108 megacycles.

### **AC-DC Superheterodyne Circuit**

Circuit expressly designed for extreme sensitivity. Operates on any AC or DC house current.

### **Beam Power Pentode Audio System**

Great undistorted sound output. A higher power-level results in more life-like tones and overtones.

### **Powerful Permanent Magnet Speaker**

Adds new clarity and fidelity of tone . . . rich bass and brilliant treble response seldom heard in a table radio. Great volume without distortion or overloading.

### **Underwriters' Approval**

Officially tested and approved by Underwriters' Laboratories, Inc., as safe from both fire and shock.

### **6 Philco Tubes, Plus Selenium Rectifier**

High output, longer life. Including Balanced FM Detector System, noise-reducing Philco converter.

### **Mahogany and Leather Finish Table Model**

Solid mahogany frames handsome cabinet of brown leather finish tooled in decorative gold. Large shadow-box dial in brilliant colors. Sparkling gold and brown grille cloth. Polished brass circular feet.  $8\frac{5}{8}$ " high,  $15\frac{5}{8}$ " wide, 8" deep.



5995

## PHILCO 925

New Philco developments make this America's greatest performing, biggest value low price FM-AM table radio

### New Philco Super-Sensitive FM System

An entirely new circuit which delivers superior performance wherever a usable FM signal is available, close to a station or out on the "fringe". Tuned R.F. Stage on FM gives reception equal to FM-AM sets selling at three to four times its price.

### Built-In Dual Aerial System

Exclusive Philco Line Cord Antenna for FM gives greater efficiency and higher signal gain than other inside aerials. High-impedance loop gives utmost sensitivity on AM.

### 2 Tuning Bands

Cover both Standard Band and the entire Standard FM Band from 88 to 108 megacycles.

### AC-DC Superheterodyne Circuit

Specially designed for high sensitivity and selectivity.

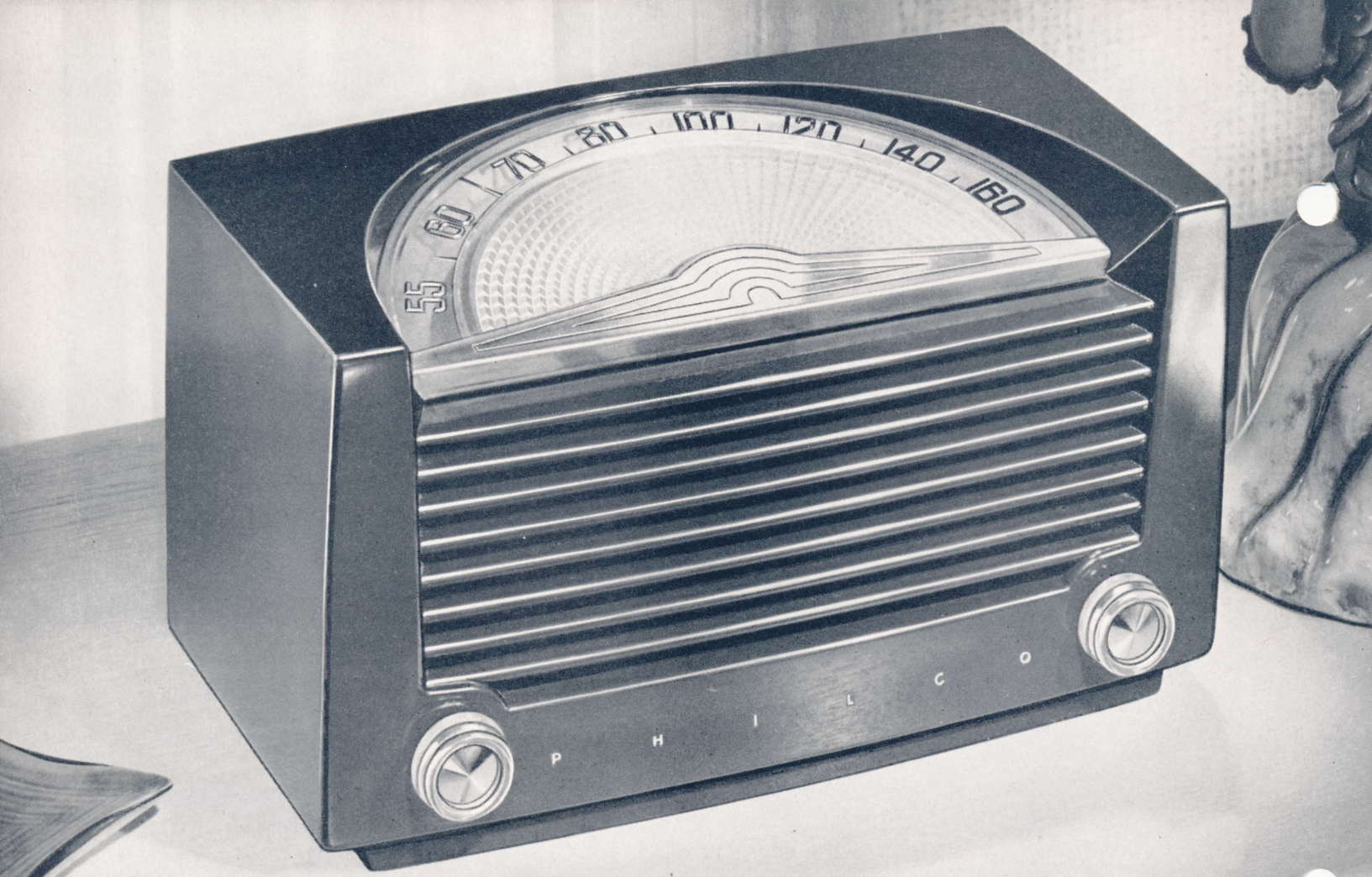
### 6 Philco Tubes, Plus Selenium Rectifier

High output, longer life. Including Balanced FM Detector System, noise-reducing Philco converter.

### Ultra Modern Plastic Cabinet

Strikingly different cabinet design in handsome, rich brown plastic. Attractive matching plastic knobs with gleaming golden centers. Easy-to-read, illuminated 3-dimensional dial. 7<sup>7</sup>/<sub>64</sub>" high, 13<sup>11</sup>/<sub>16</sub>" wide, 7" deep.

Underwriters' Approved . . . Powerful PM Speaker . . . Beam Power Audio System



4250

**PHILCO 922**

**Another Philco advance . . . a break with the traditional in radio design. Sensational tone and performance**

**Tuned R. F. Stage with 3-Gang Condenser**

Costly circuit design which achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

**AC-DC Superheterodyne Circuit**

Specially designed for high sensitivity and selectivity.

**Powerful Permanent Magnet Speaker**

Permanent magnet design gives high power output; clear, rich, rounded tones; brilliant reception.

**Beam Power Pentode Audio System**

Far more life-like tones and overtones without distortion.

**All Standard American Broadcasts**

Tunes full broadcast range, from 540 to 1620 kilocycles.

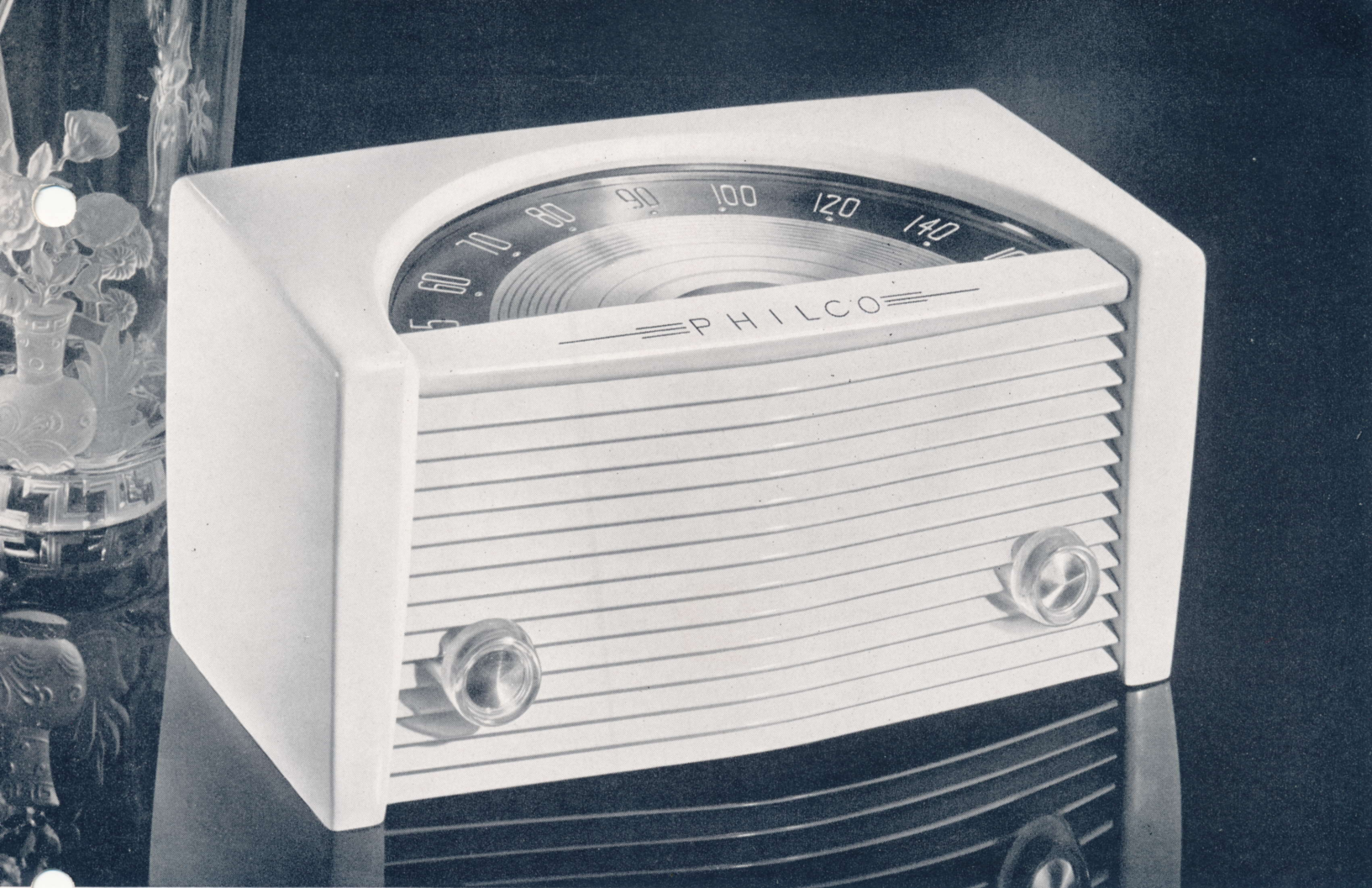
**5 Philco Tubes, Plus Rectifier**

Including famous Loktal tubes for higher output.

**Sparkling Beauty in the New Modern**

Radiant sunburst dial, top-mounted for sweeping vision and full-range tuning. Clear plastic knobs with brass inserts. Gleaming maroon plastic cabinet.  $7\frac{23}{32}$ " high,  $13\frac{1}{4}$ " wide,  $7\frac{1}{2}$ " deep.

**Underwriters' Laboratories Approved . . .  
Matched Philco Built-In Loop Aerial**



3995

## PHILCO 921

**New plus performance—new tuning ease—  
outstanding value—brand new gleaming Ivory plastic cabinet**

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

Costly circuit design which achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

### **AC-DC Superheterodyne Circuit**

Specially designed for high sensitivity and selectivity.

### **Powerful Permanent Magnet Speaker**

Permanent magnet design gives high power output; clear, rich, rounded tones; brilliant reception.

### **Beam Power Pentode Audio System**

Far more life-like tones and overtones without distortion.

### **All Standard American Broadcasts**

Tunes full Broadcast range, from 540 to 1620 kilocycles.

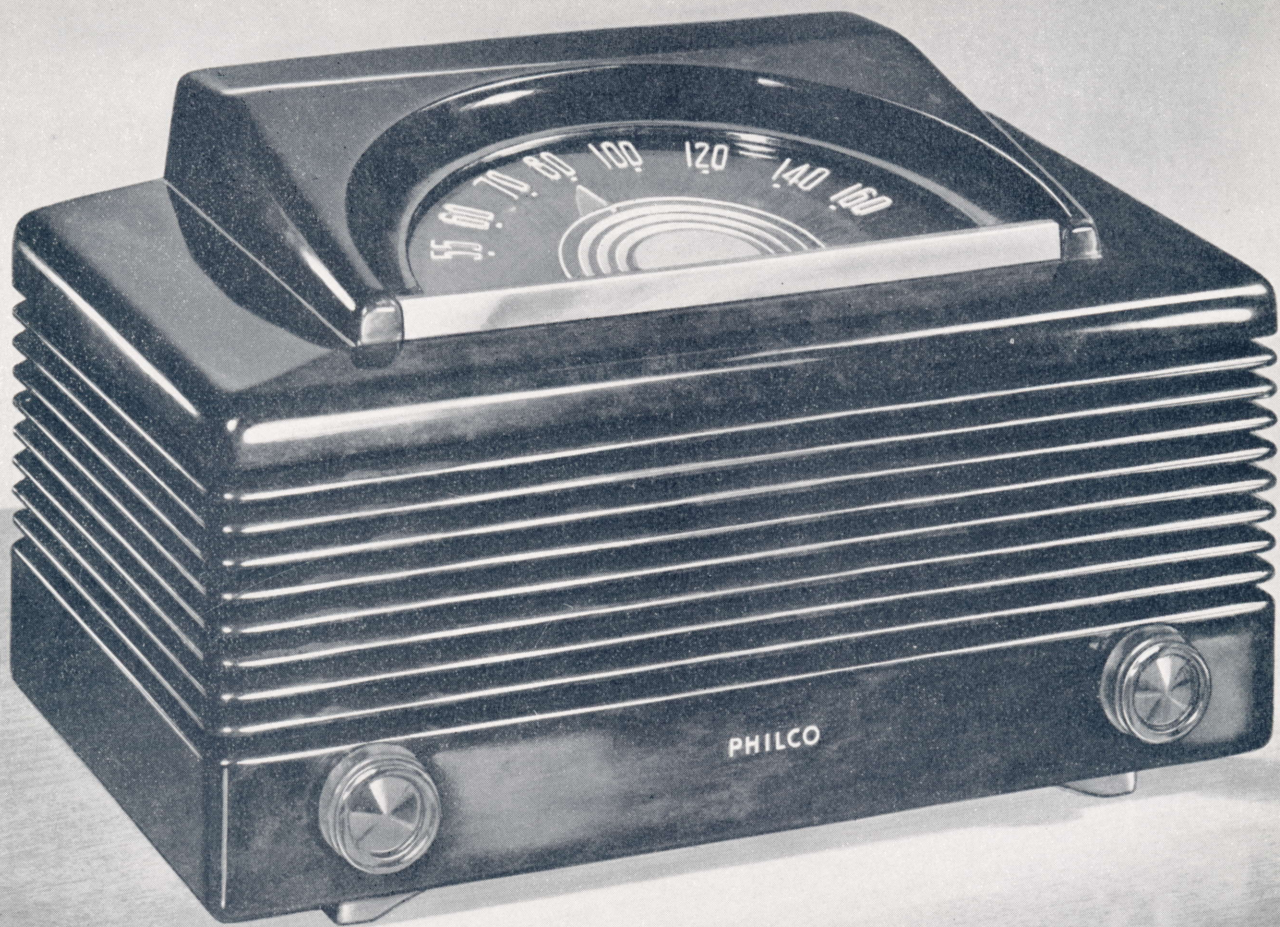
### **5 Philco Tubes, Plus Rectifier**

Including famous Loktal tubes for higher output.

### **A New Concept in Cabinet Design**

Three-dimensional scale *top mounted* for sweeping vision—easy tuning. Clear plastic knobs trimmed in brass. Gleaming ivory cabinet.  $7\frac{3}{32}$ " high,  $13\frac{1}{4}$ " wide,  $7\frac{1}{2}$ " deep.

**Underwriters' Laboratories Approved . . .  
Matched Philco Built-In Loop Aerial**



3895

## PHILCO 920

Brand new value sensation in new cabinet style

... with easy-to-tune top mounted dial ... amazing new performance

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

Costly circuit design which achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

### **AC-DC Superheterodyne Circuit**

Specially designed for high sensitivity and selectivity.

### **Powerful Permanent Magnet Speaker**

Permanent magnet design gives high power output; clear, rich, rounded tones; brilliant reception.

### **Beam Power Pentode Audio System**

Far more life-like tones and overtones without distortion.

### **All Standard American Broadcasts**

Tunes full broadcast range, from 540 to 1620 kilocycles.

### **5 Philco Tubes, Plus Rectifier**

Including famous Loktal tubes for higher output.

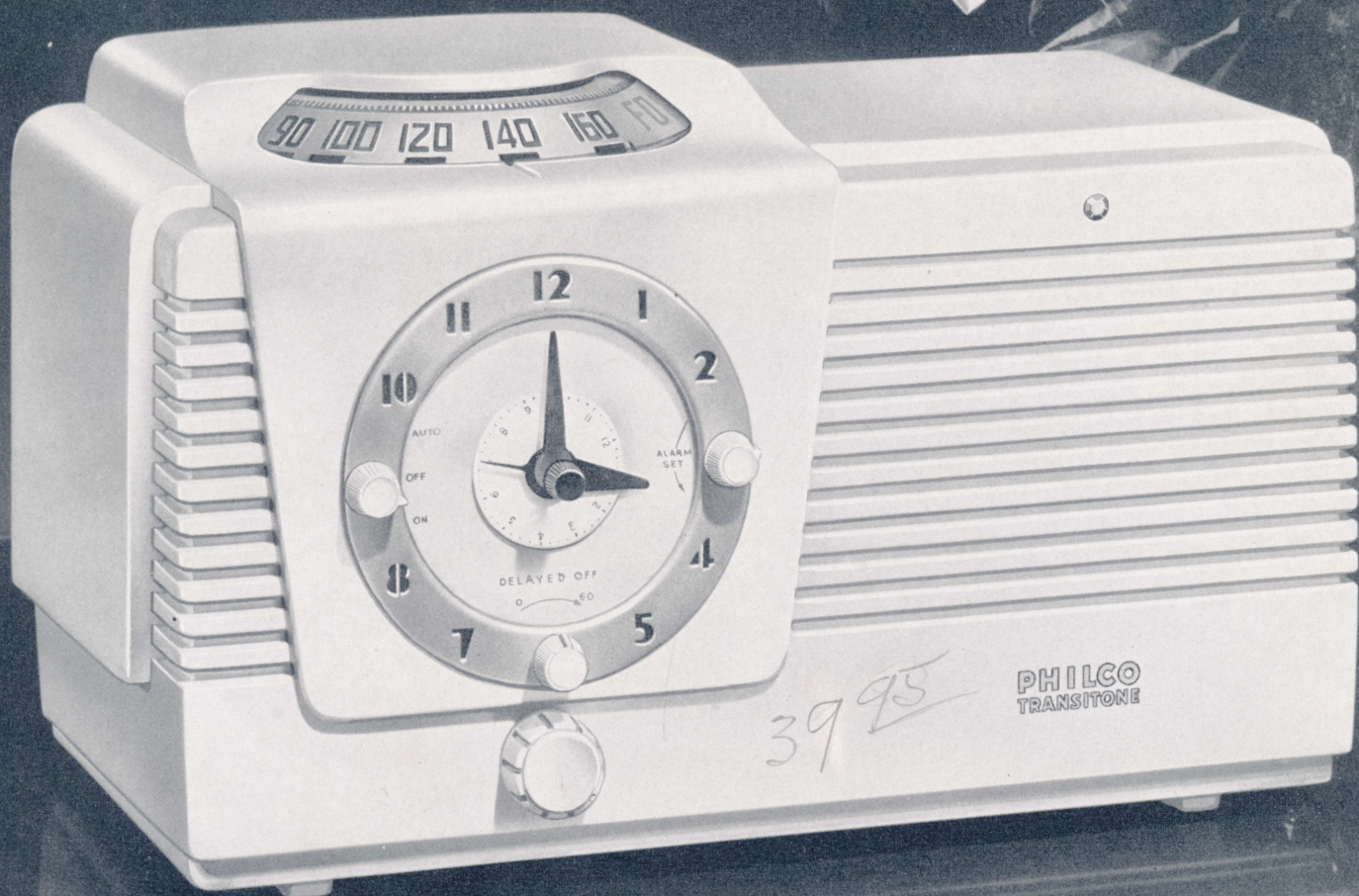
### **Unique Design in Mahogany Plastic**

Top mounted sweeping dial of clear plastic. Gold brass trim and matching plastic knobs with golden inserts. Cabinet in Mahogany mottled plastic. Dimensions: 7 $\frac{1}{16}$ " high, 13 $\frac{3}{8}$ " wide, 7 $\frac{7}{16}$ " deep.

### **Underwriters' Laboratories Approved . . .**

**Matched Philco Built-In Loop Aerial**





PHILCO  
TRANSISTONE

3995

PHILCO 527-I

**PHILCO 527-I**

**Sensational New Clock Radio . . . turns off as well as on, automatically . . . powerful radio . . . stunning new cabinet**

### **Dependable Electric Clock**

Turns radio OFF automatically . . . a real boon to those who listen to radio in bed. Turns radio ON at any pre-set time . . . acts as a gentle musical "alarm" in the morning. Can be set to turn favorite programs ON automatically any time. Has gleaming ivory face with brown numerals.

### **Philco Superheterodyne Circuit**

Circuit specially designed for extreme sensitivity and selectivity. Operates on AC house current.

### **Beam Power Audio System**

Higher power level results in clear, rich, more life-like tones and overtones. Great undistorted sound output.

### **PM Dynamic Speaker**

Permanent magnet design gives high power output; clear, rich rounded tones; brilliant reception.

### **Built-In Loop Aerial**

Matched to the circuit for greatest efficiency and sensitivity.

### **Underwriters' Approval**

Officially tested and approved by Underwriters' Laboratories, Inc., as safe from both fire and shock.

### **Gets All Standard Broadcasts**

Brings in full broadcast range . . . from 540 to 1620 kilocycles.

### **4 Philco Tubes, Plus Rectifier**

Including famous Loktal tubes developed by Philco to provide higher output.

### **All-Vision Tuning Wheel**

Hand-fitting, easy-to-tune calibrated drum . . . located on top of cabinet for easy tuning. Durable translucent plastic with gleaming gold background.

### **Distinctive Plastic Cabinet**

A stunning, delicately louvered cabinet in rich ivory plastic. Interesting modern sides enclose the louvered surface. Matching knurled plastic knob. Dimensions: 6½" high, 11" wide, 6⅛" deep.



*For the Living Room*



*For the Bedroom*



*For the Kitchen*



37 50  
**PHILCO 527**

Yes, this sensational Philco Clock Radio in rich brown plastic has instant eye-appeal! Lovely brown clock face and tuning knob blend beautifully with its charming modern design. Its gleaming beauty and smart style are ideal for any room. Has all the same amazing features as the "527-I".



## PHILCO 526

**A New Concept in compact design and value!**

### **New Philco Superheterodyne Circuit**

Circuit expressly designed for extreme sensitivity. Operates on any AC or DC house current.

### **Permanent Magnet Dynamic Speaker**

Permanent magnet design gives high power output; clear, rich, rounded tones; brilliant reception.

### **Beam Power Pentode Audio System**

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

### **Improved Built-In Loop Aerial**

Matched to the circuit for greatest efficiency and sensitivity. Carry from room to room . . . just plug in and play! Provision for connecting outside aerial if desired.

### **Underwriters' Approval**

Tested and approved as safe from both fire and shock.

### **All Standard American Broadcasts**

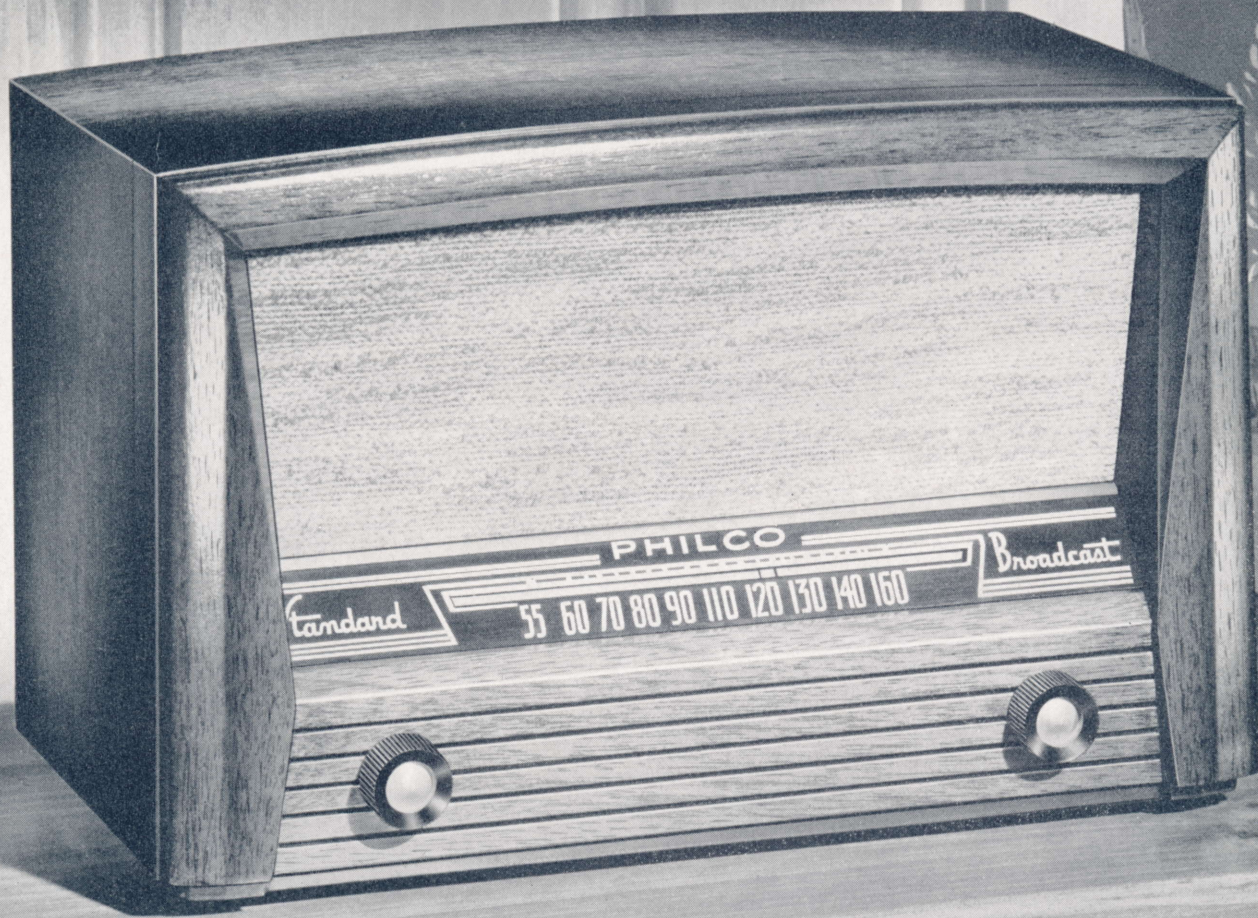
Tunes full broadcast range, from 540 to 1620 kilocycles.

### **4 Philco Tubes, Plus Rectifier**

Including famous Loktal tubes, developed by Philco to provide higher output.

### **Beautiful Modern Design in the New Trend**

Sweeping arc with open-latticed gold grille. For the first time—Heat Resistant Phenolic in a color—rich maroon. Clear plastic knobs with brass centers. Inclined glass scale with gold numerals against deep maroon.  $7\frac{7}{32}$ " high,  $11\frac{3}{8}$ " wide,  $7\frac{1}{4}$ " deep.



## PHILCO 524

Luxurious beauty in a peak-performing compact

### Powerful New Philco AC-DC Superheterodyne Circuit

Circuit expressly designed for extreme sensitivity. Operates on any AC or DC house current.

### Permanent Magnet Dynamic Speaker

Permanent magnet design gives high power output; clear, rich, rounded tones; brilliant reception.

### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level results in more life-like tones and overtones.

### Improved Built-In Loop Aerial

Matched to the circuit for greatest efficiency and sensitivity. Carry from room to room . . . just plug in and play! Provision for connecting outside aerial if desired.

### Underwriters' Approval

Tested and approved as safe from both fire and shock.

### All Standard American Broadcasts

Tunes full broadcast range, from 540 to 1620 kilocycles.

### 4 Philco Tubes, Plus Rectifier

Including famous Loktal tubes, developed by Philco to provide higher output.

### A Masterpiece of Fine Cabinetry in Stunning Mahogany Woods

Beautiful solid mahogany and pin-stripe veneers. Stunning design reveals the true beauty of these handsome woods. Lovely bow front. Flecked tan and cream grille cloth. Matching plastic knobs with convex golden centers.  $8\frac{1}{16}$ " high,  $12\frac{3}{4}$ " wide, 7" deep.



## PHILCO 522

Smart new styling... real BIG radio performance

### **New Philco AC-DC Superheterodyne Circuit**

Circuit expressly designed for extreme sensitivity.

### **Permanent Magnet Dynamic Speaker**

Unusually clear, rich, rounded tones; brilliant reception.

### **Improved Built-In Loop Aerial**

Matched to the circuit for greatest sensitivity.

### **Easy-to-Read Horizontal Dial...**

### **Gets All Standard American Broadcasts**

Tunes full broadcast range, from 540 to 1620 kilocycles.

### **4 Philco Tubes, Plus Rectifier**

Including famous Loktal tubes for higher output.

### **Handsome Streamlined Plastic Cabinet**

Rich brown plastic. 7" high, 11 $\frac{3}{4}$ " wide, 6 $\frac{1}{4}$ " deep.

### **Underwriters' Laboratories Approved . . .**

### **Beam Power Pentode Audio System**

## PHILCO 522-I

Same plus-power, selectivity and sensitivity in gleaming ivory plastic. A classic ivory compact of handsome, clean cut design . . . has same features as the "522".





## PHILCO 520

**America's greatest low price table radio value!**

### **New Philco AC-DC Superheterodyne Circuit**

Circuit expressly designed for extreme sensitivity.

### **Permanent Magnet Dynamic Speaker**

Unusually clear, rich, rounded tones; brilliant reception.

### **Improved Built-In Loop Aerial**

Matched to the circuit for greatest sensitivity.

### **Easy-to-Read Horizontal Dial . . .**

### **Gets All Standard American Broadcasts**

Tunes full broadcast range, from 540 to 1620 kilocycles.

## PHILCO 520-I

Same features as the "520", for fine tone and power... same style for those who prefer ivory. A charming radio in gleaming ivory plastic.

### **4 Philco Tubes, Plus Rectifier**

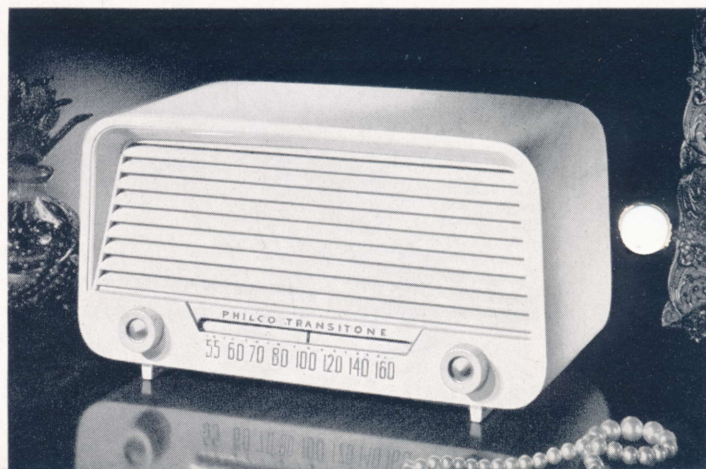
Including famous Loktal tubes for higher output.

### **Beautiful Modern Classic Plastic Cabinet**

Rich brown plastic. 6" high, 11" wide, 5 3/8" deep.

### **Underwriters' Laboratories Approved . . .**

### **Beam Power Pentode Audio System**





PHILCO 101

**PHILCO 101**

**3-way farm radio . . . battery, AC or DC.**

**Makes farm homes ready when the power lines come**

### **3-Way Power**

Operates on its own self-contained battery . . . or plugs in and plays on any standard AC or DC house current. Ideal for farm homes to which power lines are to be extended. No conversion necessary . . . nothing to buy or change for line current operation.

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

A sensational miniature tube circuit, specially designed by Philco engineers . . . gives tremendous power, range, selectivity and sensitivity. Economical to operate. In any location, delivers an amazing improvement in power, sensitivity, tone and performance.

### **Concealed Standard Battery Block for Best Performance at Lowest Cost**

Specially designed and built to provide the power required for best performance and long life. Concealed within the cabinet, out of the way and out of sight. Designed for long life, it gives many hours of radio enjoyment at lowest cost per hour.

### **Power Pentode Audio System**

Great undistorted sound output. Higher power level results in richer, more life-like tone and overtones.

### **Permanent Magnet Farm Radio Speaker**

Permanent magnet design, specially engineered for greatly increased output with less current. Superb performance . . . with rich, clear rounded tones and life-like reception.

### **All Standard American Broadcasts**

Covers the full Broadcast range . . . 540 to 1620 kc.

### **Underwriters' Approval**

Tested and approved as safe from both fire and shock.

### **4 Farm Radio Tubes, Plus Selenium Rectifier**

Newly developed miniature tubes give amazing output. Extremely sensitive and economical in operation. New selenium rectifier operates instantly . . . permits immediate tuning when radio is switched on . . . lasts almost indefinitely without replacement.

### **Plastic Cabinet of Smart New Design**

A cabinet of dignity and charm in rich walnut color. Vertical louvers and matching knobs with gleaming gold centers. 2-color horizontal dial with large, easy-to-read maroon numerals against a contrasting background of rich gold. 9¼" high, 15½" wide, 9⅞" deep.





PHILCO 621

**PHILCO 621**

The 3-way portable quality sensation . . . in exquisite new plastic case . . . bringing you powerful performance, extreme sensitivity and range, even where other portables fail !

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

A sensational, Philco engineered circuit gives tremendous power, range, selectivity and sensitivity. Plugs in and plays on any standard AC-DC house current . . . or operates on self-contained battery. In any location, delivers an amazing improvement in power and performance without need of a special aerial.

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

Costly circuit design which achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

#### **Concealed Standard Battery Block**

Specially engineered to provide power required for best performance and long life at lowest cost per hour. Concealed within the cabinet, out of the way and out of sight.

#### **Pentode Audio System**

Gives life-like tone and overtones without distortion.

#### **Powerful PM Dynamic Speaker**

Especially designed for higher output on less current. Superb performance . . . clear, rich, rounded tone.

#### **Built-In Loop Aerial**

Specially engineered to bring in the maximum number of stations. Provision also made for those who desire a special external high-efficiency aerial.

#### **All Standard American Broadcasts**

Tunes full broadcast range, from 540 to 1620 kilocycles.

#### **Underwriters' Approval**

Tested and approved as safe from both fire and shock.

#### **5 Philco Tubes, Plus Selenium Rectifier**

Including 5 of the amazing Philco miniatures, giving tremendous output. New Selenium Rectifier operates instantly . . . permits immediate tuning when radio is switched on.

#### **Smart Modern Plastic Case**

Strikingly attractive design with crisp, trim lines in choice of brown, spruce green, and beige plastic. Sturdy, weatherproof. Smart horizontal louvers with large molded gold numerals. Sturdy leatherette handle in light tan. 8½" high, 11¾" wide, 5⅞" deep.





## PHILCO 620

## America's most popular low-price portable

### New Philco AC-DC Superheterodyne Circuit

Sensitive, economical to operate. Plays on any standard AC or DC house current...or self-contained battery.

### Concealed Standard Battery Block

Power for best performance, long life at lowest cost.

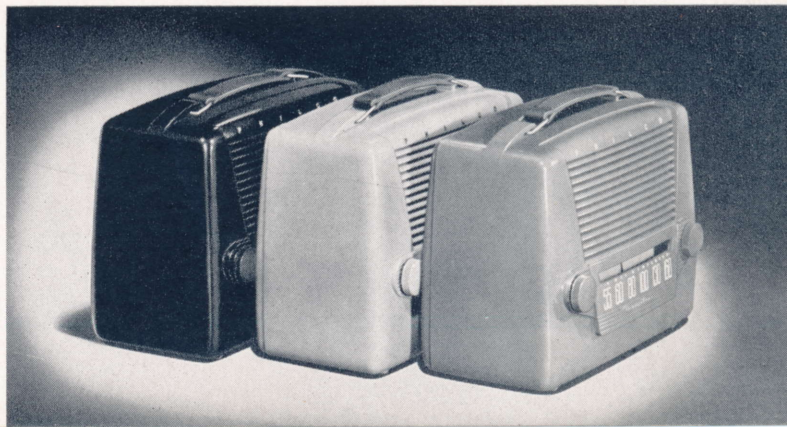
### 4 Philco Tubes, Plus Selenium Rectifier

High output at low operating cost. Instant warm-up.

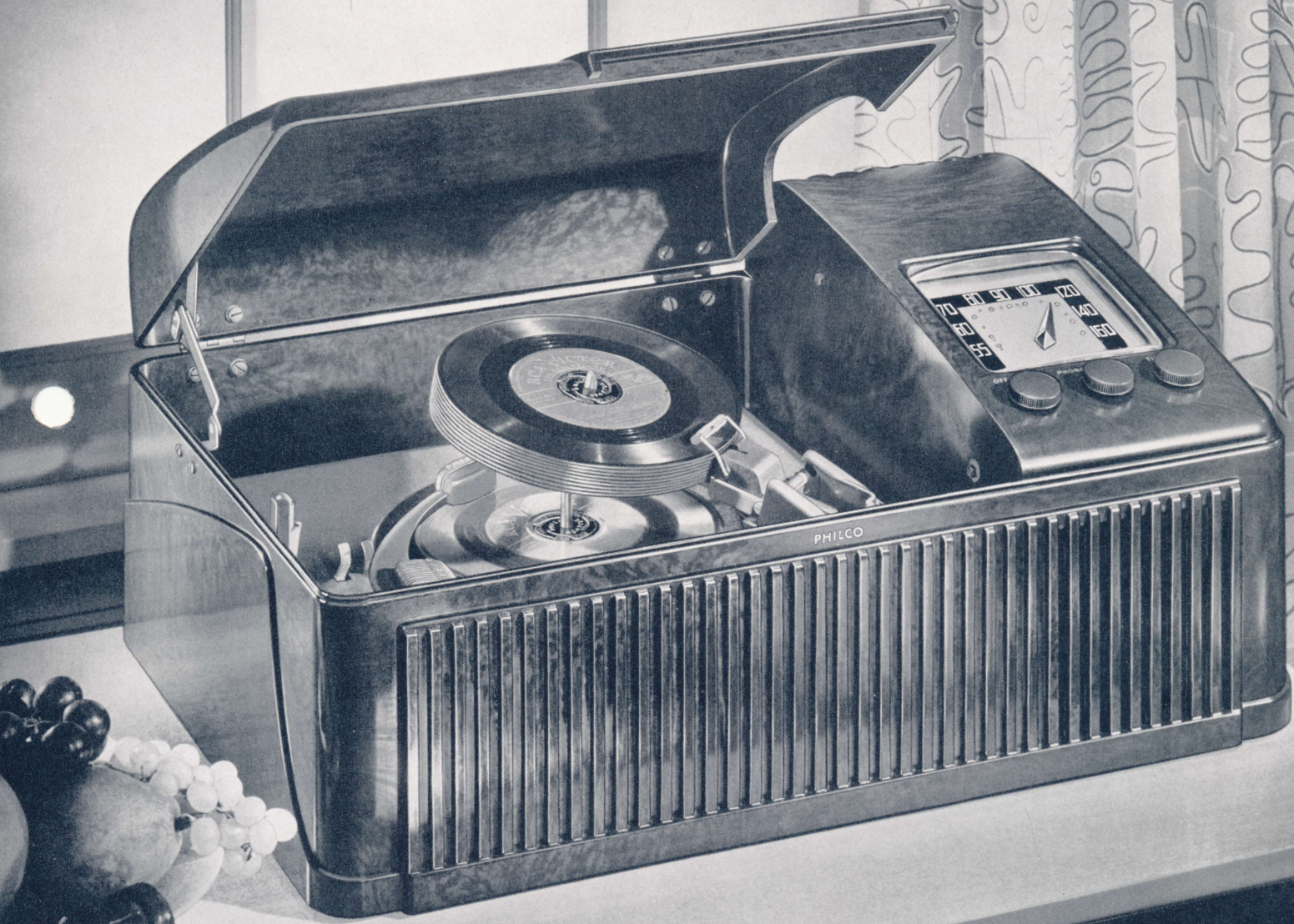
### Charming Plastic Case in Choice of Colors

Smart "decorator shades" of brown, teal green, and maroon. Sturdy, weatherproof. Retractable handle of leatherette. 7 $\frac{1}{16}$ " high, 10 $\frac{5}{16}$ " wide, 5 $\frac{3}{16}$ " deep.

**Philco Pentode Audio System . . . Powerful PM Speaker . . . Built-In Loop Aerial . . . Standard American Broadcasts . . . Underwriters' Approval—safe from fire and shock**



99 95



PHILCO 1422

**PHILCO 1422**

## A value sensation with famous Philco "Console Tone" Acoustical System . . . and it plays any record automatically



### Philco 3-Speed Automatic Record Changer

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

### New Philco Super-Tone Reproducer

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

### Famous Philco Acoustical System

Specially designed Philco Tone Chamber, a newly developed Philco Speaker and a special Philco Circuit are engineered together to give you vastly improved fidelity and true balance without distortion throughout the entire tonal range. Richer, clearer, more life-like "lows" . . . and a whole range of brilliant "highs".

### AC-Superheterodyne Circuit

Specially designed for high sensitivity and selectivity.

### Beam Power Pentode Audio System

Voltage Doubler Circuit gives high power level. Results in far more life-like tones and overtone without distortion.

### Improved Built-In Loop Aerial

Matched to the circuit for greater efficiency and sensitivity.

### Complete Standard Reception

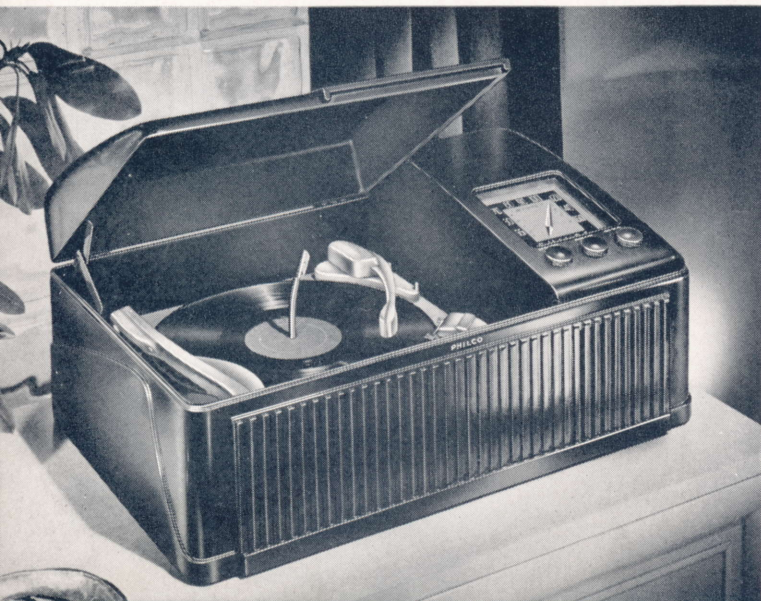
Covers the full Broadcast range from 540 to 1620 kc.

### 4 Philco Tubes, Plus Rectifier

Including the amazing newly developed miniature tubes for greatly improved sensitivity.

### Unique Modern Plastic Cabinet

Amazingly created in only two pieces, body and lid, by one of the largest presses of its type in the world. Clean, compact lines enhanced by classic fluted pattern. Large, easy-to-read floodlighted dial, Finger-Lift Lid. Mahogany color with maroon plastic knobs. Dimensions: 9 $\frac{5}{16}$ " high, 22 $\frac{7}{8}$ " wide, 15 $\frac{1}{2}$ " deep.



**PHILCO 1421**

Built to play Standard records automatically and Long Playing records through Balanced Fidelity Reproducer. It features the same powerful radio and the same stunning cabinet as Model 1422.

129 95



PHILCO 1423

**PHILCO 1423**

**New luxury in a table combination with 3-speed automatic record changer for all types and sizes of records . . . plus new console tone acoustical system**



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

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

### **New Philco Super-Tone Reproducer**

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

### **Famous Philco Acoustical System**

Specially designed Philco Tone Chamber, a newly developed Philco Speaker and a special Philco Circuit are engineered together to give you vastly improved fidelity and true balance without distortion throughout the entire tonal range. Richer, clearer, more life-like "lows" . . . and a whole range of brilliant "highs".

### **AC Superheterodyne Circuit**

Circuit specially designed for high sensitivity and selectivity. Operates on AC house current.

### **Beam Power Pentode Audio System**

Voltage Doubler Circuit gives high power level. Results in far more life-like tones and overtones without distortion.

### **Improved Built-In Loop Aerial**

Matched to the circuit for greater efficiency and sensitivity. No outside aerial needed . . . just plug in and play.

### **Complete Standard Reception**

Covers the full Broadcast range from 540 to 1620 kc.

### **Underwriters' Approval**

Tested and approved as safe from both fire and shock.

### **4 Philco Tubes, Plus Rectifier**

Including the amazing newly developed miniature tubes for greatly improved sensitivity.

### **Distinguished Mahogany Cabinet**

Designed to fit into the decorating scheme of any living room or recreation room. Created with jewel-box simplicity in smart modern manner that brings out full beauty of the rich Mahogany veneers. Clean, easy-to-read dial framed by stunning brass bezel. Compact: Only 10 $\frac{1}{4}$ " high, 22 $\frac{7}{8}$ " wide, 16 $\frac{3}{4}$ " deep.



169 95



PHILCO 1720



**PHILCO 1720**

You get the "Philco Plus" even in this lowest price console — thrilling record enjoyment — fine-toned FM-AM radio

### **Double Tone Arm, Two-Speed Automatic Record Changer**

One tone arm plays 33 $\frac{1}{3}$  RPM long playing records. Second tone arm plays 78 RPM standard records. "Push-Off" changer handles 10 twelve-inch or 12 ten-inch standard records. Patented Philco Self Adjusting Spindle provides full clearance for unloading records without damage to edges or enlargement of holes.

### **Philco Balanced Fidelity Reproducer for Long Playing Records**

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

### **Philco Super-Silent Reproducer**

Lower tracking pressure combined with new circuit and speaker give superb low and high response on standard records. Needle Guard prevents injury to records.

### **Built-In Socket for an External Changer or Record Player**

A flick of a switch changes from built-in to external player or record changer.



### **New Philco Super-Sensitive FM System**

Developed by Philco engineers to deliver superior FM performance wherever a usable FM signal is available, close to a station or out on the "fringe". Tuned R.F. Stage on FM gives reception equal to FM-AM sets selling at much higher price.

### **Built-In Dual Aerial System**

The exclusive Philco Line Cord FM Antenna eliminates need for an external aerial in many locations. Gives greater efficiency and higher signal gain than has been achieved by other inside aerials. Switches on automatically. Low impedance loop is matched to the circuit for greater sensitivity on AM.

### **7 Philco Tubes, Plus 2 Selenium Rectifiers**

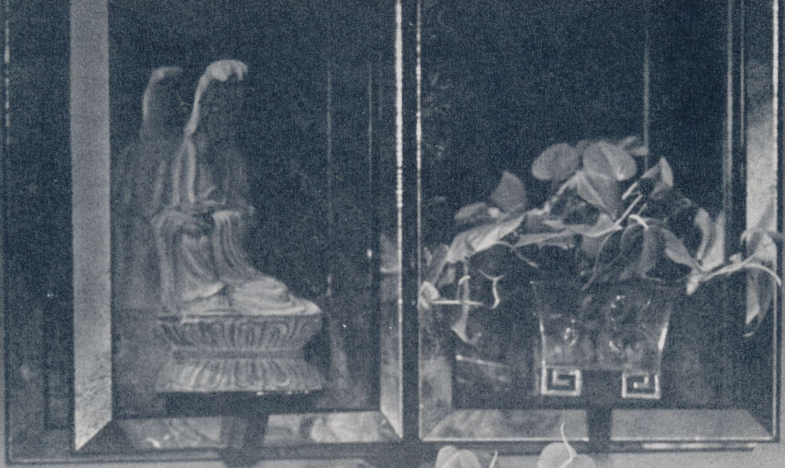
Including newly developed miniature tubes for improved sensitivity.

### **Contemporary American Console**

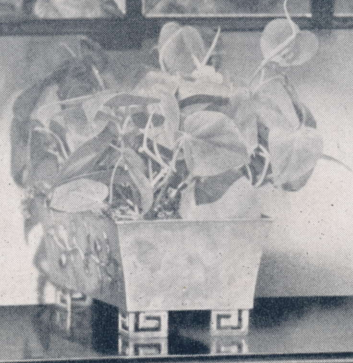
Lovely swirl mahogany veneers. Inclined instrument panel with brilliant glass scale. Specially designed Antique English pull. Matching plastic knobs with golden inserts. Richly woven grille cloth of gold and brown. Enclosed record storage space. 35 $\frac{3}{8}$ " high, 27 $\frac{7}{8}$ " wide, 16 $\frac{5}{16}$ " deep.

**Standard AM and full 88 to 108 mc. FM bands... 10-inch PM Speaker... Powerful AC radio... Beam Power Pentode Audio System**





199 95



PHILCO 1721

PHILCO 1721

Amazing 3-Speed Record Changer . . . glorious

FM tone . . . gorgeous cabinet . . . new high in quality at low price



### Philco 3-Speed Automatic Record Changer

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

### New Philco Super-Tone Reproducer

Plays all records, old or new, with better tone than recorded music has ever been played before. For the first time all records, including 78 RPM, are caressed with just  $\frac{1}{5}$  of an ounce of pressure. Tracks perfectly even in finest grooves and loudest passages. Preserves highs and lows in scientific balance.

### New Philco Super-Sensitive FM System

An entirely new circuit which delivers superior performance wherever a usable FM signal is available, close to a station or out on the "fringe". Tuned R.F. Stage on FM gives sensational reception . . . equal to FM-AM sets selling at much higher price.



### Tuned R.F. Stage with 3-Gang Condenser on FM and AM

Costly circuit design which achieves great sensitivity, clean, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

### Built-In Aerial System

Exclusive Philco Line Cord Antenna for FM gives greater efficiency and higher signal gain than other inside aerials. Low impedance loop gives utmost sensitivity on AM.

### 7 Philco Tubes, Plus Rectifier

Including the amazing newly developed miniature tubes for greatly improved sensitivity.

### Contemporary Georgian Cabinet in Beautiful Mahogany

Swirl mahogany veneers highlighted by decorative lines. Interesting wood fret reveals glimpses of richly colored grille cloth. Unusual hardware in English antique finish. Beautiful clear plastic bezel and scale with maroon and gold engravings. Matching plastic knobs with polished brass inserts. 33 $\frac{3}{4}$ " high, 30" wide, 16 $\frac{1}{4}$ " deep.

**Automatic Volume Control on FM and AM . . . Standard AM and Full 88 to 108 mc. FM Bands . . . 10-inch Permanent Magnet Speaker . . . Powerful AC Radio . . . Beam Power Pentode Audio System**



249<sup>95</sup>



PHILCO 1723

**PHILCO 1723**

The style and value leader of the industry in a 3-speed radio-phonograph . . . plus glorious FM radio reception



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

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

### **New Philco Super-Tone Reproducer**

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

### **New Philco Super-Sensitive FM System**

An entirely new circuit which delivers superior performance wherever a usable FM signal is available, close to a station or out on the "fringe". Tuned R.F. Stage on FM gives sensational reception . . . equal to FM-AM sets selling at much higher price.



### **Tuned R.F. Stage with 3-Gang Condenser on FM and AM**

Costly circuit design which achieves great sensitivity, clean, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

### **Philco Built-In Dual Aerial System**

Exclusive Philco Line Cord Antenna for FM gives greater efficiency and higher signal gain than other inside aerials. Low impedance loop gives utmost sensitivity on AM.

### **7 Philco Tubes, Plus Rectifier**

Including the amazing newly developed miniature tubes for greatly improved sensitivity.

### **Gorgeous Flame-Grain Mahogany Cabinet**

Beautifully matched crotch mahogany veneers offset by a panel of classic fluting. Expansive combined bezel and scale of clear plastic adds sparkling beauty. Transparent plastic knobs with polished brass inserts. Specially designed modern pulls. Diamond-patterned grille cloth of gold and brown. 34" high, 33" wide, 15 $\frac{5}{8}$ " deep.

**Automatic Volume Control on FM and AM . . . Standard AM and Full 88 to 108 mc. FM Bands . . . 10-inch Permanent Magnet Speaker . . . Powerful AC Radio . . . Beam Power Pentode Audio System**





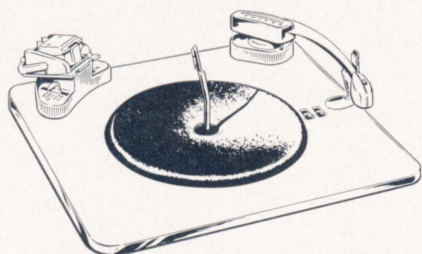
279 <sup>95</sup>

PHILCO

PHILCO 1724

**PHILCO 1724**

**Commanding console beauty—full enjoyment of all kinds of recorded music, plus FM-AM radio—at modest cost**



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

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

### **New Philco Super-Tone Reproducer**

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



### **New Philco Super-Sensitive FM System**

An entirely new circuit which delivers superior performance wherever a usable FM signal is available, close to a station or out on the "fringe". Tuned RF Stage on FM gives sensational reception... equal to FM-AM sets selling at much higher price.



### **Tuned R.F. Stage with 3-Gang Condenser on FM and AM**

Costly circuit design which achieves great sensitivity, clean, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

### **Built-In Dual Aerial System**

Exclusive Philco Line Cord Antenna for FM gives greater efficiency and higher signal gain than other inside aerials. Low impedance loop gives utmost sensitivity on AM.

### **7 Philco Tubes, Plus Rectifier**

Including the amazing newly developed miniature tubes for greatly improved sensitivity.

### **American Georgian Cabinet**

Striking combination of broken stripe Mahogany veneers and Cordovan Philco Leather finish tooled in gold. Lovely four-color edgelighted scale with sparkling clear plastic knobs. Richly colored grille cloth in interesting diamond pattern. 33 $\frac{3}{4}$ " high, 34 $\frac{1}{8}$ " wide, 15 $\frac{5}{16}$ " deep.

**Automatic Volume Control on FM and AM**  
... Standard AM and Full 88 to 108 mc.  
**FM Bands**... 10-inch Permanent Magnet  
**Speaker**... Powerful AC Radio... Beam  
**Power Pentode Audio System**

30995

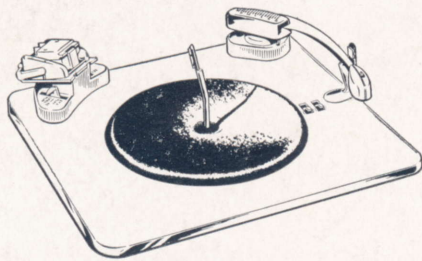


PHILCO 1726



**PHILCO 1726**

The luxury features of Philco research in tone and performance . . . a triumph of fine quality, beauty and value



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

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

### **New Philco Super-Tone Reproducer**

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

### **Philco Electronic Scratch Eliminator**

A Philco development which eliminates surface noise and needle scratch from recorded music while preserving brilliant "highs" and overtones.



### **New Philco Super-Sensitive FM System**

Developed by Philco engineers to give outstanding FM tone and performance.

### **Built-In Dual Aerial System**

Exclusive Philco Line Cord Antenna for FM gives greater efficiency and higher signal gain than other inside aerials. Low impedance loop gives utmost sensitivity on AM.

### **12-Inch Concert Grand Speaker**

Specially designed and matched to the radio circuit to bring you richer, more life-like tones and overtones.

### **10 Philco Tubes, Plus Rectifier**

Including Philco Balanced FM Detector System and noise-reducing Philco converter tube.

### **Luxurious Mahogany Console**

Here's modern simplicity heightened by flawlessly matched Mahogany veneers. Clean, smart lines blend with any furnishings. Inclined instrument panel and record space enclosed by richly-grained panels with antiqued hardware. 33 $\frac{3}{8}$ " high, 37 $\frac{7}{8}$ " wide, 15 $\frac{1}{2}$ " deep.

**Tuned R. F. Stage on FM . . . Combined Bass Compensation and Treble Control . . . Push-Pull Beam Pentode Audio System . . . Covers Standard and Full 88 to 108 mc. FM Bands**



475<sup>00</sup>



PHILCO 1727

**PHILCO 1727**

In this magnificent cabinet are the most sensational features yet developed for radio and record enjoyment!



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

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

### **New Philco Super-Tone Reproducer**

Plays all records, old or new, with better tone than recorded music has ever been played before. For the first time all records, including 78 RPM, are caressed with just  $\frac{1}{5}$  of an ounce of pressure. Tracks perfectly even in finest grooves and loudest passages. Preserves highs and lows in scientific balance.



### **Philco Electronic Scratch Eliminator**

A Philco development which eliminates surface noise and needle scratch from recorded music while preserving brilliant "highs" and overtones.



### **New Philco Super-Sensitive FM System**

Developed by Philco engineers to deliver superior FM performance wherever a usable FM signal is available, close to a station or out on the "fringe". Tuned R.F. Stage on FM gives outstanding reception.

### **New Philco Acoustical System**

Specially designed Philco Tone Chamber, a newly developed Philco Speaker and a special Philco Circuit are engineered together to give you vastly improved, more life-like tone... fidelity and true balance without distortion throughout the entire tonal range.

### **10 Philco Tubes, Plus Rectifier**

Including Balanced FM Detector System and noise-reducing Philco converter tube.

### **Exquisite Mahogany Georgian Console**

Incredibly beautiful Colonial-inspired design in solid Mahogany and rich Mahogany veneers. Multi-colored cloth enhanced by polished metal grille. Georgian brass pulls in antique English brass finish. Dimensions: 34 $\frac{1}{16}$ " high, 38 $\frac{1}{4}$ " wide, 16 $\frac{7}{8}$ " deep.

**Tuned R.F. Stage on FM . . . Built-in AM and Line Cord FM Aerial . . . 12-inch Concert Grand Speaker . . . 6 Electric Push Buttons . . . 5 Position Tone Selector and Separate Bass Control . . . Standard AM and Full 88-108 mc. FM Bands**

