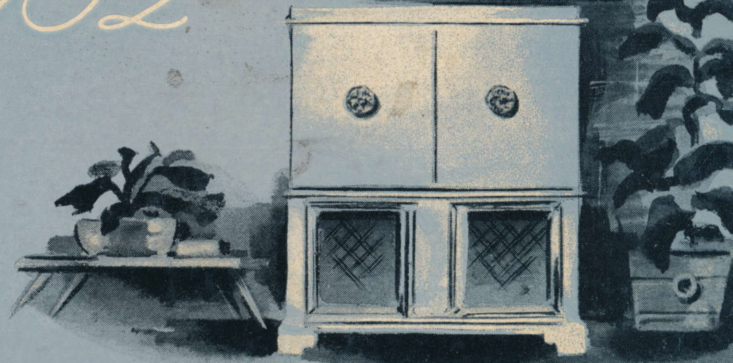


# PHILCO

*For 1952*



*Television \* Radio-Phonograph \* Radio*





# FOREWORD

**WE** ARE proud to present to our distributors and dealers throughout Canada the distinguished series of radio and radio-phonograph models described in the following pages. These fine products will further enhance the reputation of Philco in Canada, and more than justify the slogan, "Famous For Quality The World Over."

In this time of continued uncertainty about the future, high taxes, and threatened material shortages, this newest Philco Line, the most complete in our history, is an expression of our faith that our way of life will prevail, and that our Canadian standard of living, under our free enterprise system, will continue to set the pace for the world to follow.

Our new Philco models will meet the critical standards of the most exacting buyer, and by so doing, will provide an unprecedented opportunity for our distributors and dealers in this coming year.

S. L. Capell,

Vice-President and General Manager

28 June, 1951.



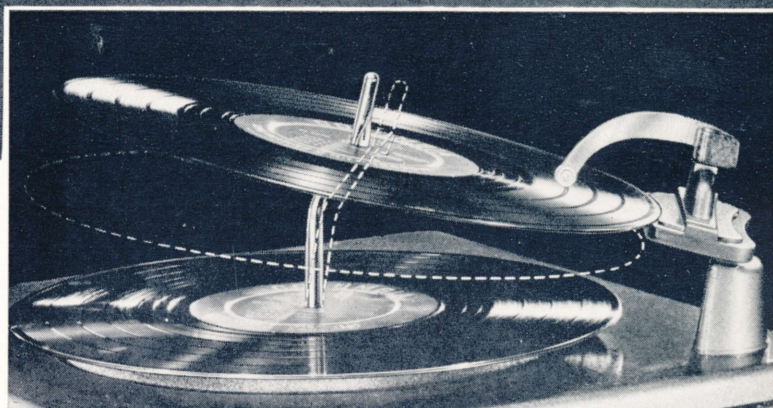
# The Philco M-22



*A Simplified Sequel to the Finest  
Record Changer in Phonograph History*

**Based on a new principle of operation developed by the Philco engineers, it makes the three speed Automatic Record Changer utterly simple at last.**

The 3 Speed Automatic Record Changer, *Model M-20*, introduced by Philco in 1949 is acknowledged everywhere to be the finest reproducing and changing mechanism ever developed. Now, Philco presents a sequel to that triumph, a record changer that preserves all the superior qualities of its predecessor . . . *and adds greater simplicity*. It's the new *Philco M-22* . . . *a sweeping advance* in a 3 Speed Automatic Record Changer!



## **The Nodding Spindle**

The Philco M-22 changes records with a new principle of record changer operation. Record platform is *stationary*, and has no blades or moving parts. Instead, a new, exclusive, scientifically shaped spindle *nods forward* and pushes the record off its shelf. It's the *simplest* principle of operation ever devised for a 3 Speed Changer!

***This sensational new Philco M22 record changer is featured exclusively in the 1952 Philco combination model 743, model 742, model 731 and model 740.***



### Single Tone Arm Plays All Records

With a *single tone arm*, the new Philco M-22 plays all records, all sizes, all speeds, *up to 5 hours of continuous music*. 33 $\frac{1}{3}$  RPM: twelve 10 inch and 12 inch records; up to fourteen 7 inch records. 78 RPM: twelve 10 inch and ten 12 inch records. 45 RPM: up to fourteen 7 inch records with adapter disc.



### A Shelf for Each Size of Record

The M-22 record platform is adjustable with an easy twisting motion to three positions, for 12, 10 and 7 inch records. Its construction is so simple and obvious that even a child can quickly understand and identify the proper position for each record.

### Just One Central Control

All operating controls are nested together in one unit where the user can clearly choose the desired operation without confusion or fumbling.

### Velocity Trip for All Records

Months of Philco research has solved the problem of a Velocity Trip with a light pressure tone arm. The Philco M-22 has an extremely sensitive Velocity Trip of simplified construction for *all records, sizes and speeds*. Sure, foolproof, fully life-tested. It means quicker record changing, less time than ever from music to music.

### 45 RPM Non-Slip Driver

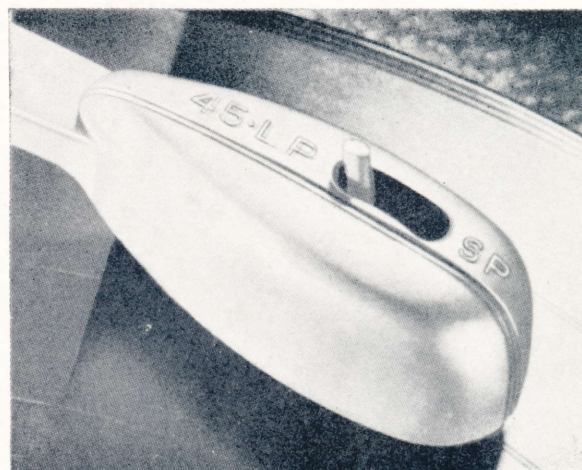
The Philco Non-Slip Driver (*patent pending*) offers the only means on the market for playing 45 RPM records which absolutely eliminates "wows" due to slippage of records while playing.

## ***TONE that Challenges All Comparison for Life-Like Fidelity!***

Yes, the amazing superiority of Philco's tonal reproduction is now an accepted fact. And the new Philco M-22 is equipped to continue that record with the same tone arm, reproducer and painstaking design which built the reputation for *the finest reproduction of recorded music ever achieved*.

### The Philco Super-Tone Reproducer

The heart of Philco's finer tone is the Super-Tone Reproducer and Tone Arm, the perfected result of years of research *and experience*. It caresses *all* records, including 78 RPM, with just *1/5 of an ounce of pressure*, yet tracks perfectly in the finest grooves and loudest passages. And it reproduces a wider tonal range, with highs and lows all in perfect balance.



## ***Compare!* Make this Side by Side Test and Judge for Yourself**

The test that has convinced the trade and public everywhere is a *side by side comparison, on the same record*, of a Philco combination with any other phonographs on the market. Philco invites this test and challenges anyone, anywhere to make it.

### Here's What You'll Hear!

Philco engineers have made this test repeatedly and

have convinced thousands by the evidence of their ears and the indisputable evidence of scientific measurement that Philco offers the finest tone quality in the industry, with the ability to reproduce highs and lows without distortion. Yes, the *combination* of cabinet, speakers, amplifiers and phonograph mechanism, all designed in balance, produces the finest reproduction of recorded music ever achieved.

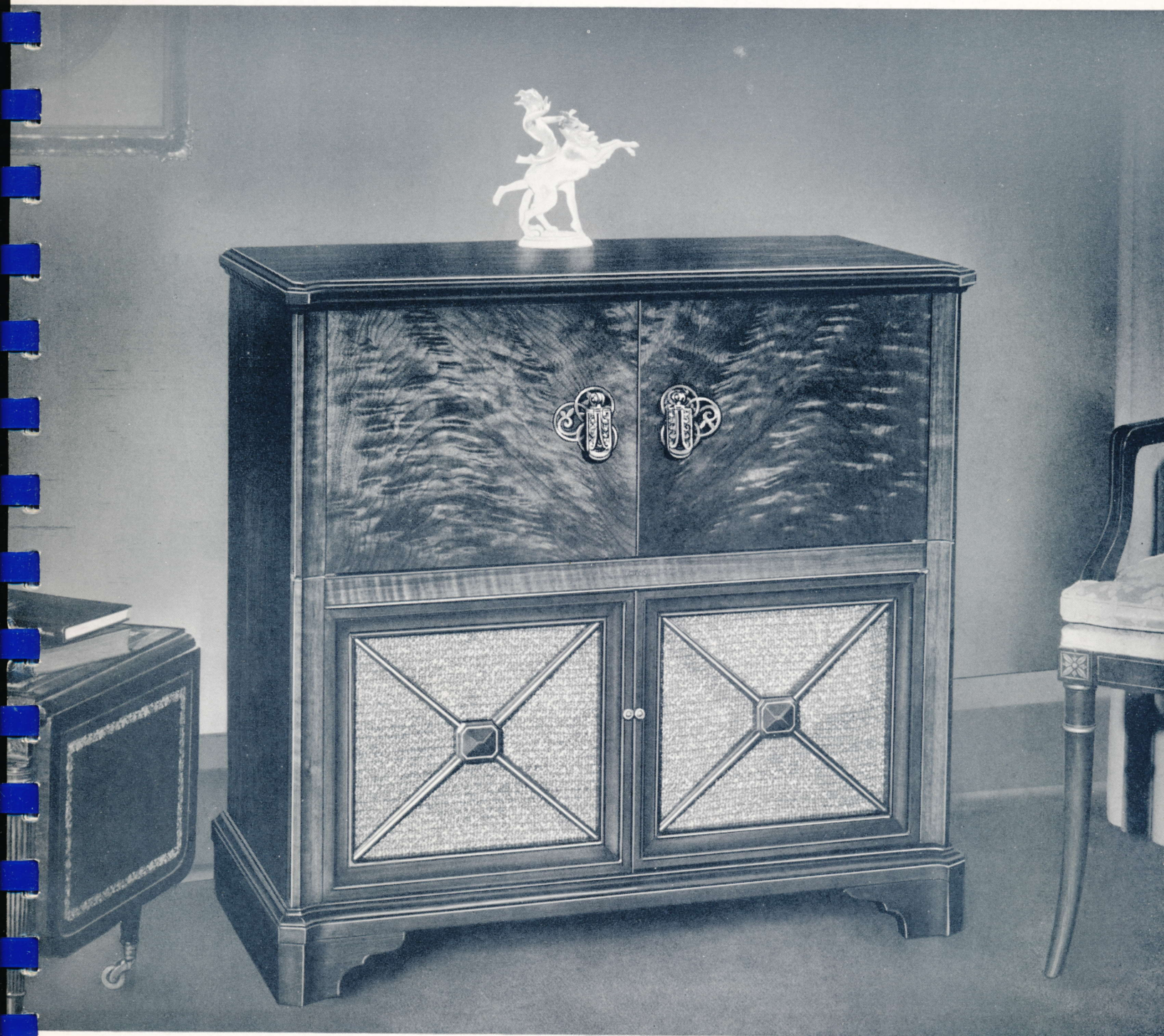


**AND NOW**  
*the*  
*Sensational*  
**NEW**  
**PHILCO**  
*line*  
*for 1952*





*Philco 743* **3-Speed Radio-Phonograph Console**



***Unsurpassed in distinctive cabinetry, tone and performance at the price.  
Full enjoyment of all records . . .  
plus standard and short wave radio***



# Philco 743 SUMMARY OF FEATURES

## Philco 3-speed Automatic Record Changer

Exclusive principle of operation developed by Philco research. Record Platform has no blades or moving parts. Fast, gentle, simple! With a single tone arm, single spindle, single control center it plays twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$  RPM in all sizes; up to fourteen 45 RPM with Adapter Discs and Non-Slip Driver. Just one loading of long playing records gives up to 5 hours of continuous music.

## Philco Super-Tone Reproducer

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

## Tuned R.F. Stage, 3-gang Condenser

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



## AC Superheterodyne Circuit

Specially designed for high sensitivity and selectivity. Operates on AC house current, using a full power transformer for maximum performance.

## Combined Bass Compensation and Tone Control

Allows you to select the tone you prefer and automatically brings up bass notes even as you turn down the volume, giving you low and high notes in true proportion at any level.

## Beam Power Pentode Audio System

A higher power level results in far more life-like tones and overtones.

## New 12-inch Permanent Magnet Speaker

Permanent Magnet design, specially engineered for high power output. Superb performance . . . with rich, clear, rounded tones and life-like reception. 12 watts undistorted power output.

## New Philco Built-in Aerial System

A low-impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. The same loop is used as a high-efficiency built-in Short Wave antenna.

## 8 Philco Tubes

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

## Luxurious Console in Mahogany or Walnut

Magnificent front panels of highly prized African crotch Mahogany graining. Cabinet is hand-rubbed by expert finishers of fine furniture to a gorgeous satin sheen. Also available in finest genuine butt Walnut. Cabinet has ample record storage space. Dimensions: 33 $\frac{3}{4}$ " high; 35 $\frac{3}{4}$ " wide; 17 $\frac{5}{8}$ " deep.

Standard AM Broadcasts and Short Wave Band 5.7 to 15.5 Mc.



*Philco* 733 **3-Speed Radio-Phonograph Console**



*Greatest fidelity of tone ever achieved from records of all sizes,  
all speeds. . . . Standard Band and Short Wave . . .  
a masterpiece of fine cabinetry*



# Philco 733 SUMMARY OF FEATURES

## Philco 3-Speed Automatic Record Changer

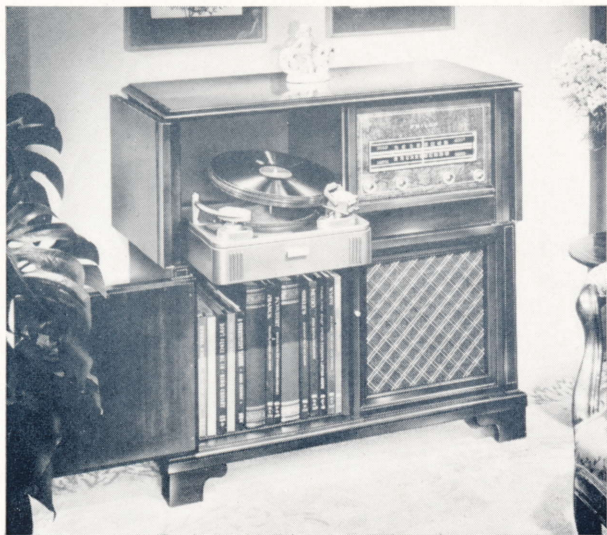
Plays all records, all sizes, all 3 speeds automatically with a single tone arm. Handles: 12 ten inch or 10 twelve inch 78 RPM; 12 ten inch, 12 twelve inch, or 14 seven inch  $33\frac{1}{3}$  RPM; 14 seven inch 45 RPM with special Adapter Disc and Non-Slip Driver (Patent pending). Plays more than 5 hours of continuous music automatically. 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. Changer is on new deluxe glide-away mounting for greater ease in loading and unloading records.

## Philco Super-Tone Reproducer

Plays all records, old or new, with better tone than recorded music has ever been played before. 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. Wider tonal range preserves highs and lows in scientific balance.

## AC Superheterodyne Circuit

Sensitive, selective. Operates on AC current, using a full power transformer for maximum performance.



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

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

## Combined Bass Composition and Tone Control

Preferred tone can be selected and bass notes brought up even as volume is turned down . . . giving low and high notes in true proportion at any level.

## New Philco Built-in Aerial System

A low-impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. The same loop is used as a high-efficiency built-in Short Wave Antenna.

## 12-inch Cathedral High Fidelity Speaker

Specially developed by Philco . . . delivers thrilling speaker performance . . . natural, life-like, faithful. Reproduces a high fidelity tonal range in clear, brilliant tones and overtones.

## 8 Philco Tubes

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

## Authentic Federal-American Console

Made of the finest Broken Stripe and Swirly Crotch Mahogany veneers. Striking boxwood inlay effect adds luxury and distinction. Authentic door pulls finished in antique English. Sparkling double-strand solid brass grille enhances deep framed grille area. Beauty and integrity of design in the finest of cabinet makers' traditions!  $34''$  high,  $35\frac{5}{8}''$  wide,  $16\frac{7}{8}''$  deep.

Standard AM and Short Wave Band 5.7 to 15 Mc . . . Push Pull Audio System





*Philco 742*

***A Philco masterpiece in tone,  
performance and styling . . .  
musical enjoyment at its best.  
3-speed phonograph . . .  
Standard and Short Wave Radio***



# Philco 742

## SUMMARY OF FEATURES

### Philco 3-speed Automatic Record Changer

Exclusive principle of operation developed by Philco research. Record Platform has no blades or moving parts. Fast, gentle, simple! With a single tone arm, single spindle, singly control center it plays twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$  RPM in all sizes; up to fourteen 45 RPM with Adapter Discs and Non-Slip Driver. Just one loading of long playing records gives up to 5 hours of continuous music.

### Philco Super-Tone Reproducer

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



### 10-inch Permanent Magnet Speaker

Built for high power output. Superb performance . . . with rich, rounded tones and life-like reception. 12 watts undistorted power output.

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

Costly circuit designs achieve great sensitivity, sharp station separation and maximum reduction of cross talk and interference, even on today's over-crowded channels.

### Built-In Aerial System

A low-impedance built-in loop is matched to the circuit for greater sensitivity on standard broadcasts. The same loop is used as a high-efficiency built-in Short Wave antenna.

### Combined Bass Compensation and Tone Control

Preferred tone can be selected and bass notes brought up even as volume is turned down . . . giving low and high notes in true proportion at any level.

### 8 Philco Tubes

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

### Georgeous Modern Hepplewhite Console

A striking creation in swirly crotch Mahogany finish. An elegance of design found only in the finest of cabinetry. Gleaming brass mount contrasts with rich gold and brown grille fabric. Handsome brass pulls of original design by Philco stylists. Beautiful edge-lighted scale in four colors. Generous record storage space. 33 $\frac{3}{4}$ " high; 33" wide; 16 $\frac{1}{2}$ " deep.

Standard A.M. Broadcasts and Short Wave Band—5.7 to 15.5 Mc.



*Philco 732* **3-Speed Radio-Phonograph Console**



***Unsurpassed in tone, performance, and cabinet beauty at the price.***

***Complete enjoyment of all records, all sizes.***

***Outstanding AM and Short Wave radio***



# Philco 732 SUMMARY OF FEATURES

## 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, 12 twelve inch, or 14 seven inch  $33\frac{1}{3}$  RPM; 14 seven inch 45 RPM with special Adapter Disc and Non-Slip Driver (Patent pending). Plays more than 5 hours of continuous music automatically. 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. Changer is on new deluxe glide-away mounting for greater ease in loading and unloading records.

## Philco Super-Tone Reproducer

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

## Tuned R.F. Stage, 3-Gang Condenser

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



## AC Superheterodyne Circuit

Specially designed for high sensitivity and selectivity. Operates on AC house current, using a full power transformer for maximum performance.

## Combined Bass Compensation and Tone Control

Allows you to select the tone you prefer and automatically brings you bass notes even as you turn down the volume, giving you low and high notes in true proportion at any level.

## Push Pull Audio System

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

## 10-inch Permanent Magnet Speaker

Permanent Magnet design, specially engineered for high power output. Superb performance . . . with rich, clear, round tones and life-like reception.

## New Philco Built-In Aerial System

A low impedance built-in loop is matched to the circuit for greater sensitivity on Standard Broadcasts. The same loop is used as a high-efficiency built-in Short-Wave Antenna.

## 8 Philco Tubes

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

## Beautiful Contemporary Sheraton Console

Lovely stripe Mahogany or Walnut veneers delicately trimmed with simulated boxwood inlay. Unique textured grille fabric of new yarns highlighted by decorative grille stick of solid wood. Authentic Sheraton door pulls finished in Antique English.  $33\frac{3}{4}$ " high,  $31\frac{1}{8}$ " wide,  $15\frac{3}{4}$ " deep.

. . . Standard AM and Short Wave Band 5.7 to 15 Mc.



*Philco 731* **3-Speed Radio-Phonograph Console**



***Challenges all comparison at the price!***

***Complete listening enjoyment from records  
of all speeds and sizes***



# Philco 731

## SUMMARY OF FEATURES

### Philco 3-speed Automatic Record Changer

Exclusive principle of operation developed by Philco research. Record Platform has no blades or moving parts. Fast, gentle, simple! With a single tone arm, single spindle, single control center it plays twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$  RPM in all sizes; up to fourteen 45 RPM with Adapter Discs and Non-Slip Driver. Just one loading of long playing records gives up to 5 hours of continuous music.

### Philco Super-Tone Reproducer

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

### Tuned R.F. Stage, 3-gang Condenser

Costly circuit design which achieves great sensitivity, clean, sharp station separation and maximum reduction of cross talk and interference . . . brilliant reception, even on today's overcrowded channels.



### AC Superheterodyne Circuit

Specially designed for high sensitivity and selectivity. Operates on AC house current, using a power transformer for maximum performance.

### Combined Bass Compensation and Tone Control

Allows you to select the tone you prefer and automatically brings up bass notes even as you turn down the volume, giving you low and high notes in true proportion at any volume level.

### Beam Power Pentode Audio System

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

### Powerful Permanent Magnet Speaker

Permanent Magnet design, specially engineered for higher power output. Superb performance . . . with rich, clear, rounded tones and life-like reception.

### Built-in Aerial System

Low impedance loop for stepped up gain and less interference on AM.

### 6 Philco Tubes

For greatly improved sensitivity.

### Handsome Console in Rich Mahogany or Walnut

Contemporary influence in styling. Large inclined instrument panel for ease of tuning. Enhanced by graceful tapering pilasters and striking book-matched Mahogany veneers. Beautiful 4-color glass scale highlighted in gilt edge moulding. Special pull—Philco designed and engineered. Cabinet dimensions: 34 $\frac{11}{16}$ " high; 27 $\frac{5}{8}$ " wide; 16 $\frac{1}{2}$ " deep.

### Standard AM Broadcasts

550 to 1620 Kc.



*Philco* 740 **3-Speed Radio-Phonograph Console**



***Canada's greatest value in a low price 3-speed console combination  
... advanced features, luxurious beauty,  
rich-voiced radio***



# Philco 740

## SUMMARY OF FEATURES

### Philco 3-speed Automatic Record Changer

Exclusive principle of operation developed by Philco research. Record Platform has no blades or moving parts. Fast, gentle, simple! With a single tone arm, single spindle, single control center it plays twelve 10-inch or ten 12-inch 78 RPM records; up to fourteen 33 $\frac{1}{3}$  RPM in all sizes; up to fourteen 45 RPM with Adapter Discs and Non-Slip Driver. Just one loading of long playing records gives up to 5 hours of continuous music.

### Philco Super-Tone Reproducer

The perfected result of years of Philco research and experience . . . the Super-Tone Reproducer plays all records, old or new, with better tone than recorded music has ever been played before. All records, including 78 RPM, are caressed with just 1/5 of an ounce pressure. Tracks perfectly even in finest grooves and loudest passages. Wider tonal range preserves highs and lows in scientific balance.



### AC Superheterodyne Circuit

Especially designed for high sensitivity and selectivity. Operates on ordinary AC house current, using voltage-doubler rectifier for high output. Tube Saver Resistor, developed by Philco, regulates current flow and ends tube burn-outs due to power surge. Greatly increases tube life.

### Combined Bass Compensation and Tone Control

Allows you to select the tone you prefer and automatically bring up the bass notes even as you turn down the volume, giving you both low and high notes in true proportion at any volume level.

### Beam Power Pentode Audio System

Great undistorted sound output. A higher power level, results in far more likelike tones and overtones.

### Powerful Permanent Magnet Speaker

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

### Complete Standard Reception

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

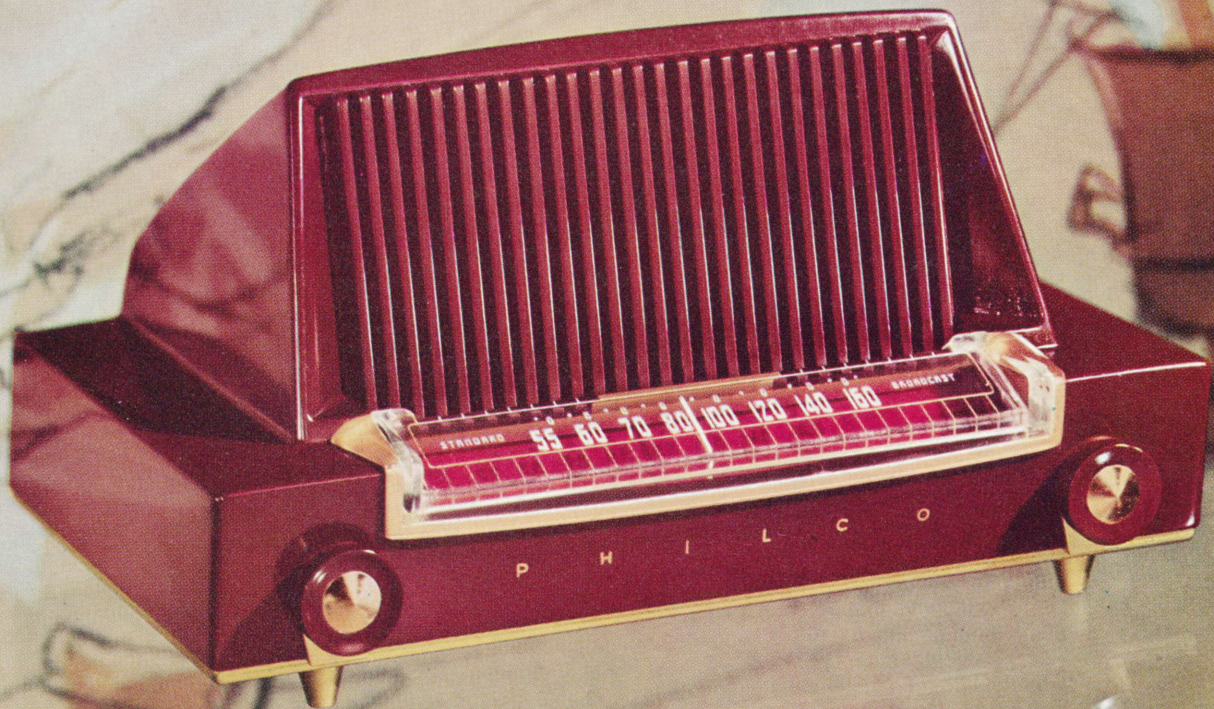
### 5 Philco Tubes

Including the famous Loktal tube for higher output.

### Handsome Compact Contemporary Cabinet

Compact design provides record storage space. Beautifully finished in Mahogany or Walnut to blend with any furnishings. Dimensions: 34" high; 21 $\frac{7}{8}$ " wide; 15 $\frac{1}{2}$ " deep.





*Philco 148* **Fresh new styling . . . new high in tone and performance!**

**Philco AC-DC Superheterodyne Circuit with New Tube Saver Resistor**

Highly sensitive, selective. Tube Saver regulates current flow; ends tube burn-outs due to power surge.

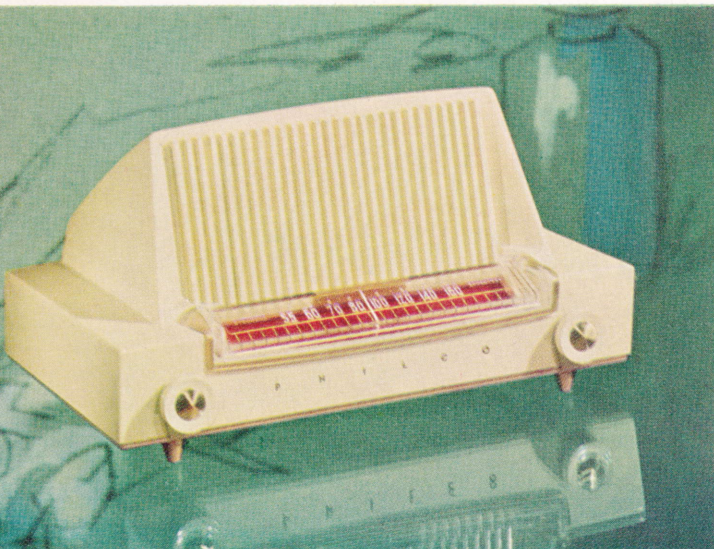
**Exclusive Philco Built-In Magnecor Aerial**  
Steps up performance 2 to 1 over ordinary aerials!

**Improved Super-Sensitive Speaker**  
Lifelike "console" tone—rich bass, brilliant treble.

**5 Philco Tubes**  
Including the famous Loktal tubes for higher output.

**Fresh Approach to Table Radio Styling**  
New creation of Philco cabinet designers . . . functional streamlining at its finest. Rich Maroon cabinet completely enclosed all around . . . ideal for end tables and other "away from the wall" locations where back and sides also are in view. Horizontal scale with gold trim. 7 $\frac{3}{4}$ " high; 13 $\frac{3}{4}$ " wide; 9 $\frac{7}{8}$ " deep.

**Beam Power Audio System . . . All Standard Broadcasts**







*Philco 105* **Modern beauty in maroon plastic . . . rich tone**

**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 with New Tube Saver Resistor**

Circuit specially designed for high selectivity and sensitivity. Tube Saver Resistor, developed by Philco engineers, regulates current flow and ends tube burn-outs due to power surge. Greatly increase tube life.

**Improved Super-Sensitive Speaker**

New, shallow pot speaker design gives greatly improved sensitivity—rich bass and brilliant treble—great volume without distortion. Clear, round, life-like tones . . . truly brilliant reception for a table radio.

**Beam Power Pentode Audio System**

For more life-like tones and overtones without distortion.

**All Standard Broadcasts**

Tunes full broadcast range, from 540 to 1620 kilocycles.

**6 Philco Tubes**

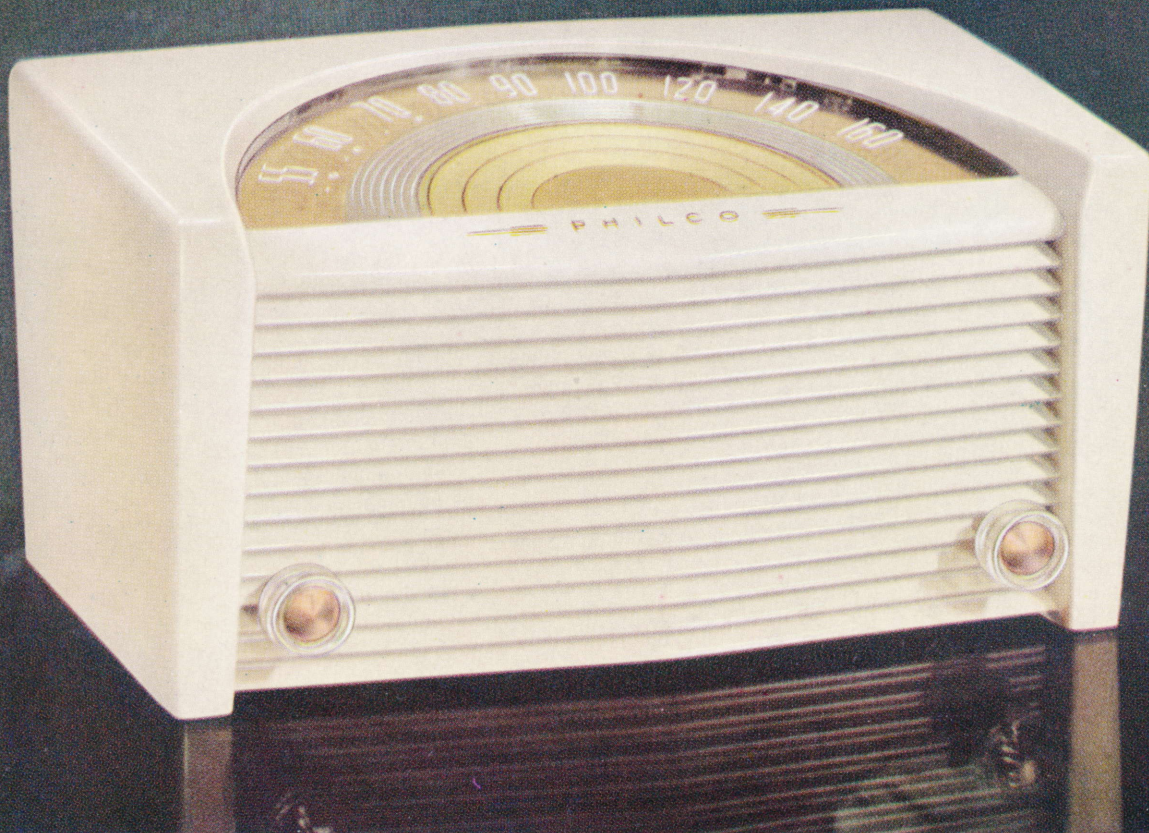
Including famous Loktal tubes for higher output.

**Striking Modern Cabinet Design**

Radiant sunburst dial, top-mounted for sweeping vision and full range tuning. Clear plastic knobs with brass inserts. Gleaming maroon plastic cabinet. Cabinet dimensions 7  $\frac{22}{32}$ " high, 13  $\frac{1}{4}$ " wide, 7  $\frac{1}{2}$ " deep.

**Matched Philco Built-In Loop Aerial**





*Philco 104* **Plus performance . . . in gleaming Ivory 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 with New Tube Saver Resistor**

Circuit specially designed for high selectivity and sensitivity. Tube Saver Resistor, developed by Philco engineers, regulates current flow and ends tube burn-outs due to power surge. Greatly increases tube life.

**Improved Super-Sensitive Speaker**

New, shallow pot speaker design gives greatly improved sensitivity—rich bass and brilliant treble—great volume without distortion. Clear, round, life-like tones . . . truly brilliant reception for a table radio.

**Beam Power Pentode Audio System**

Far more life-like tones and overtones without distortion.

**All Standard Broadcasts**

Tunes full broadcast range, from 540 to 1620 kilocycles. Built-in loop aerial.

**6 Philco Tubes**

Including famous Loktal tubes for higher output.

**Gleaming Ivory Beauty**

Easy tuning, sweeping vision three-dimensional top mounted scale. Clear plastic knobs trimmed in brass. Rich ivory plastic cabinet. Cabinet dimensions:  $7\frac{9}{32}$ " high;  $13\frac{1}{4}$ " wide;  $7\frac{3}{4}$ " deep.

**Cabinet Also in Rich, New Tuscan Gold**

A shade without comparison. Like old gold, in the tradition of exotic Tuscan luxury.





*Philco 103* **Value leader in quality and performance**

**Tuned R.F. Stage with 3-Gang Condenser**  
 Costly circuit design achieves great sensitivity, clear, sharp station separation and maximum reduction of cross talk and interference, even on crowded channels.

**6 Philco Tubes**  
 Including famous Loktal tubes for higher output.

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

Specially designed highly sensitive, selective circuit. Tube Saver Resistor, developed by Philco engineers, regulates current flow and ends tube burn-outs due to power surge. Greatly increases tube life.

**Luxurious Mahogany Plastic Cabinet**

Clear-view sweeping dial. Gold brass trim and clear plastic knobs with brass inserts. Lovely Mahogany mottled plastic cabinet. 7 $\frac{11}{16}$ " high, 13 $\frac{3}{8}$ " wide, 7 $\frac{9}{16}$ " deep.

**Super-Sensitive Speaker of Shallow Pot Design**

. . . Matched Built-In Loop Aerial . . .

**Philco 103-G**

Same design, same features and same super-performance as the '103' in beautiful Pearl Beige plastic cabinet.







*Philco 97-I* **Clock radio . . . turns off and on, automatically**

**Dependable Electric Clock**

Turns radio OFF automatically. Turns radio ON at any pre-set time . . . acts as a gentle musical "alarm."

**New Automatic Alarm System**

Automatic alarm is heard 10 minutes after radio turns on. Alarm stays on until turned off manually.

**Philco AC Superheterodyne Circuit**

Specially designed for extreme sensitivity and selectivity. Pre-set tuning comes in without annoying station drift.

**PM Dynamic Speaker**

Gives high power Output; clear, rich, round tones.

**5 Philco Tubes**

Including famous Loktals to provide higher output.

**Distinctive Plastic Cabinet**

A stunning, delicately louvered plastic cabinet. Interesting modern side panels enclose the louvered surface. Matching knurled plastic knob. Dimensions: 6½" high; 11" wide; 6⅛" deep.

**Choice of Smart Colours**

This Philco Clock Radio in rich Maroon, Green, or

Ivory plastic has instant eye-appeal! Lovely brown clock face and tuning knob.

**Beam Power Audio . . . Standard Broadcasts . . . Matched Built-in Loop Aerial**

**Philco 85**

Clock radio without automatic alarm system, available in same distinctive cabinet at less cost. In Ivory, or Mellow Brown.







*Philco 142* **Luxurious beauty in a rich voiced, peak performing compact**

**New Philco AC-DC Superheterodyne Circuit**  
Circuit expressly designed for extreme sensitivity.

**Powerful Dynamic Speaker**  
Clear, rich, rounded tones; brilliant reception.

**Improved Built-In Loop Aerial**  
Matched to the circuit for greatest sensitivity.

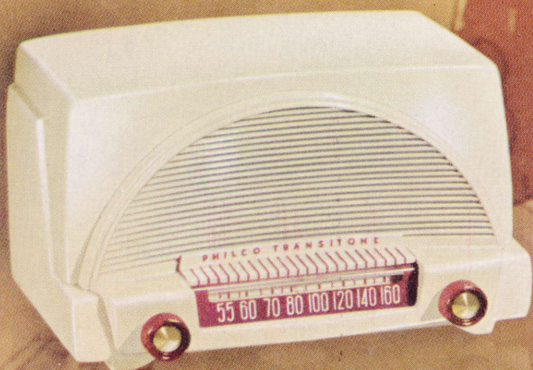
**Easy-to-Read Slide Rule Scale . . . Gets All Standard Broadcasts**  
Tunes full broadcast range, from 540 to 1620 kc.

**Beam Power Pentode Audio System**  
More lifelike tone and overtones without distortion.

**5 Philco Tubes**  
Including famous Loktal tube for higher output.

**Beautiful Modern Design in the New Trend**  
Handsome molded grille in distinctive sweeping arc design. Knurled knobs with attractive metal inserts. A truly charming compact radio in exquisite Mahogany plastic.  $7\frac{5}{16}$ " high;  $11\frac{3}{4}$ " wide;  $7\frac{3}{16}$ " deep.

**Philco 142-1 (Ivory)**  
All the same features as the '142' in a strikingly beautiful ivory plastic cabinet.







*Philco 99* **Sparkling modern design in choice of colors**

**New Philco AC-DC Superheterodyne Circuit**

Expressly designed for extreme sensitivity and selectivity.

**Permanent Magnet Dynamic Speaker**

Adds marvelous new clarity and fidelity of tone . . . unusually rich bass and brilliant treble for a compact radio—plus great volume without distortion or overloading.

**Gets Standard Broadcasts**

Brings in full broadcast range—from 540 to 1620 kilocycles

**5 Philco Tubes**

Including famous Loktal tubes for higher output and longer life.

**Handsome Illuminated Dial**

Large, easy-to-read numerals against contrasting background plus calibrations in meters.

**Beam Power Pentode Audio System**

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

**Built-In Loop Aerial**

Matched to the circuit for great efficiency and sensitivity. No outside aerial or ground wires needed. Provision for connecting outside aerial if desired.

**Beautiful Modern Design in the New Trend**

Stunning plastic cabinet in mahogany—clear plastic open latticed grille. Clear plastic knobs with brass centers. Beautifully lighted inclined glass scale.  $7\frac{7}{32}$ " high;  $11\frac{3}{8}$ " side;  $7\frac{1}{4}$ " deep.





*Philco 82* **Great performing table radio—ultra modern plastic cabinet**

**Philco AC-DC Superheterodyne Circuit**

High sensitivity and selectivity. Operates on any AC or DC house current.

**5 Philco Tubes**

Famous Loktal tubes, developed by Philco to provide higher output.

**Handsome Illuminated Dial**

Large, easy-to-read numerals against contrasting background plus calibrations in meters.

**Phono-Jack and Switch**

Knob control easily accessible in front of cabinet . . . ready to attach Philco Album-Length Record Player, or any other record player

**Permanent Magnet Dynamic Speaker**

Adds marvelous new clarity and fidelity of tone . . . unusually rich bass and brilliant treble for a compact radio—plus great volume without distortion or overloading.

**Beam Power Pentode Audio System**

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

**Built-In Loop Aerial**

Matched to the circuit for great efficiency and sensitivity. No outside aerial or ground wires needed. Provision for connecting outside aerial if desired.

**Gets Standard Broadcasts**

Brings in full broadcast range—from 540 to 1620 kilocycles

**Ultra Modern Plastic Cabinet**

Strikingly different! Exciting treatment of radiating louvers adds dash and distinction. Trim and compact! Dimensions: 7 $\frac{1}{16}$ " high; 13 $\frac{1}{16}$ " wide; 7" deep.

**Philco 82 Ivory**

Same features—same style for those who prefer ivory plastic. Unique streamlined plastic cabinet in gleaming ivory—includes all the added performance features of the '82'—packed with eye appeal.





*Philco 81* **Luxurious beauty . . . amazing performance  
at modest cost**

**New Philco AC-DC Superheterodyne Circuit**  
Circuit expressly designed for extreme sensitivity.

**Powerful Dynamic Speaker**  
Clear, rich, rounded tones; brilliant reception.

**Improved Built-in Loop Aerial**  
Matched to the circuit for greatest sensitivity.

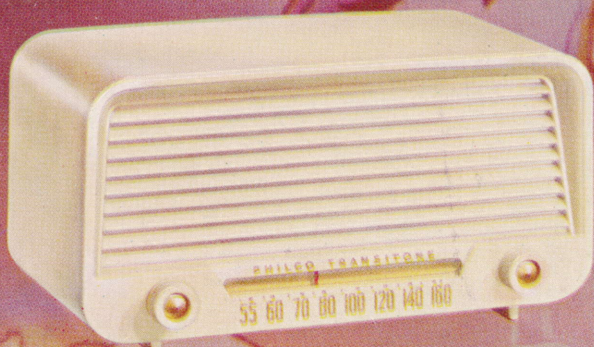
**Easy-to-Read Horizontal Dial . . . Gets All  
Standard Broadcasts**  
Tunes full broadcast range from 540 to 1620 kc.

**Beam Power Pentode Audio System**  
More lifelike tone and overtones without distortion.

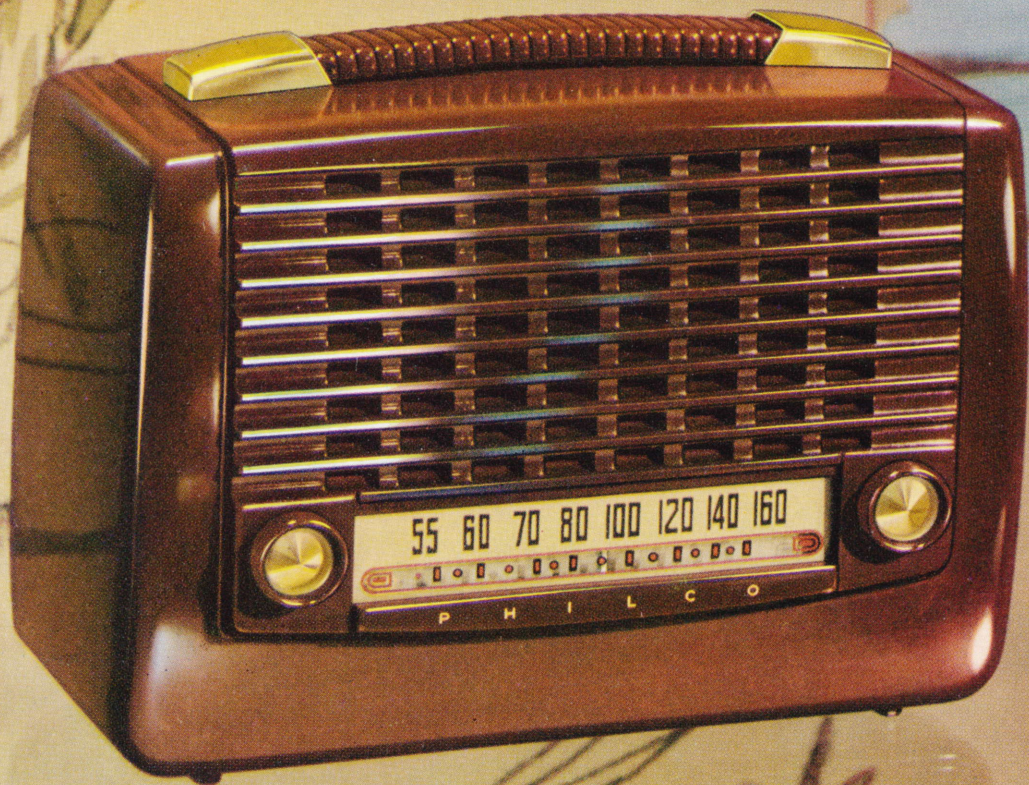
**Philco 81-1 (Ivory)**  
Same features as '81' in smart ivory cabinet.

**4 Philco Tubes, Plus Rectifier**  
Including famous Loktal tube for higher output.

**Distinctive Modern Cabinet Styling**  
Handsome, clean cut design in Mahogany plastic;  
also Grey, Delft Blue, Light Green, Tuscan Gold,  
Twilight Rose, and White. Full width horizontal  
louvers. 7" high; 11 $\frac{3}{4}$ " wide; 6 $\frac{1}{4}$ " deep.







*Philco '415'* **Finest portable radio performance achieved at any price!**

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

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

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

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

**Super-Magnecor Built-In Aerial**

Extra large, extra sensitive version of the exclusive Philco Magnecor Aerial for maximum signal pick-up. Stays permanently concealed inside cabinet. No need for raising or extending lid aerial.

**Concealed Standard Battery Block**

Power for best performance, long life at lowest cost.

**Philco Pentode Audio System**

Great undistorted output. Rich tones and overtones.

**Gets All Standard Broadcasts**

Tunes full broadcast range from 540 to 1620 Kc.

**5 Philco Tubes Plus Selenium Rectifier**

High output at low operating cost. Instant warm-up . . . permits immediate tuning of radio.

**Luxurious Modern Polystyrene Case**

Beautifully styled in Brown polystyrene with clean, rugged lines. Handsome 3-color glass scale in gold, red and brown. Easy-to-grip handle of flexible plastic on spring steel . . . gold finished mounting stanchions. 8½" high; 11¾" wide; 5⅞" deep.

**Powerful Philco Dynamic Speaker . . . Safe from fire and shock**





*Philco '414'* **Big set tone and performance in a 3-way "Personal" portable**

**Philco AC-DC Superheterodyne Circuit**

Expressly engineered for great sensitivity . . . finest performance ever in a 3-way "personal" radio. Plays on AC or DC current . . . or self-contained batteries.

**Philco Magnecor Aerial—No Lid to Lift**

Stays permanently concealed inside cabinet. No lid, loop or rod to lift . . . gives amazing sensitivity.

**Self-Contained Batteries**

Uses two standard A Batteries and B Battery Pack.

**4 Philco Tubes, Plus Selenium Rectifier**

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

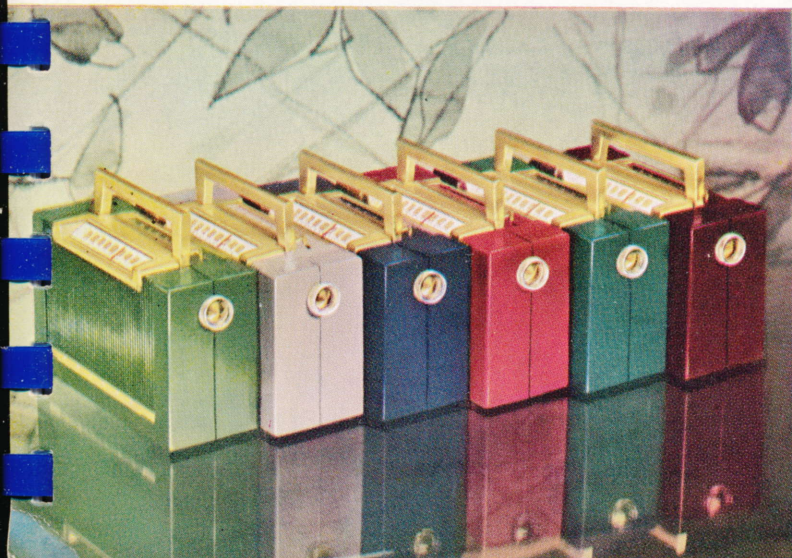
**Choice of 5 Gorgeous Colors**

The cabinet of this sensational Philco "Personal" is available in choice of Maroon, Caribbean Blue, Cinnabar Red, Spanish Sand, and Nile Green.

**Classic Modern Plastic Cabinet**

Stunning design with all-vision plastic scale trimmed in gold. Attractive handle cleverly "nested" when not in use. Compact, easy to carry or pack . . . 5 $\frac{1}{8}$ " high; 9 $\frac{1}{4}$ " wide; 3 $\frac{1}{2}$ " deep.

**Philco Pentode Audio System . . . Powerful Dynamic Speaker . . . Gets All Standard Broadcasts**







*Philco 3213* **Finest of battery radios with short wave.  
Long-playing battery neatly concealed  
inside cabinet.**

**Powerful New Superheterodyne Circuit**

A sensational new farm radio circuit, specially designed by Philco engineers, provides tremendous range, selectivity and sensitivity, even in remote localities.

**Beam Power Pentode Audio System**

Greater undistorted sound output. A higher power level that results in far richer, more life-like tones and overtones.

**Concealed Battery Block**

Specially designed to provide power required for best performance. Holds large battery, good for months of listening enjoyment. Keeps battery neatly out of the way and out of sight.

**4 Philco Tubes**

Including famous high-efficiency low drain miniature farm radio tubes developed by Philco.

**Permanent Magnet Dynamic Speaker**

New permanent magnet design, especially engineered for higher output on less current. Superb performance . . . giving you clear, rich, round tones.

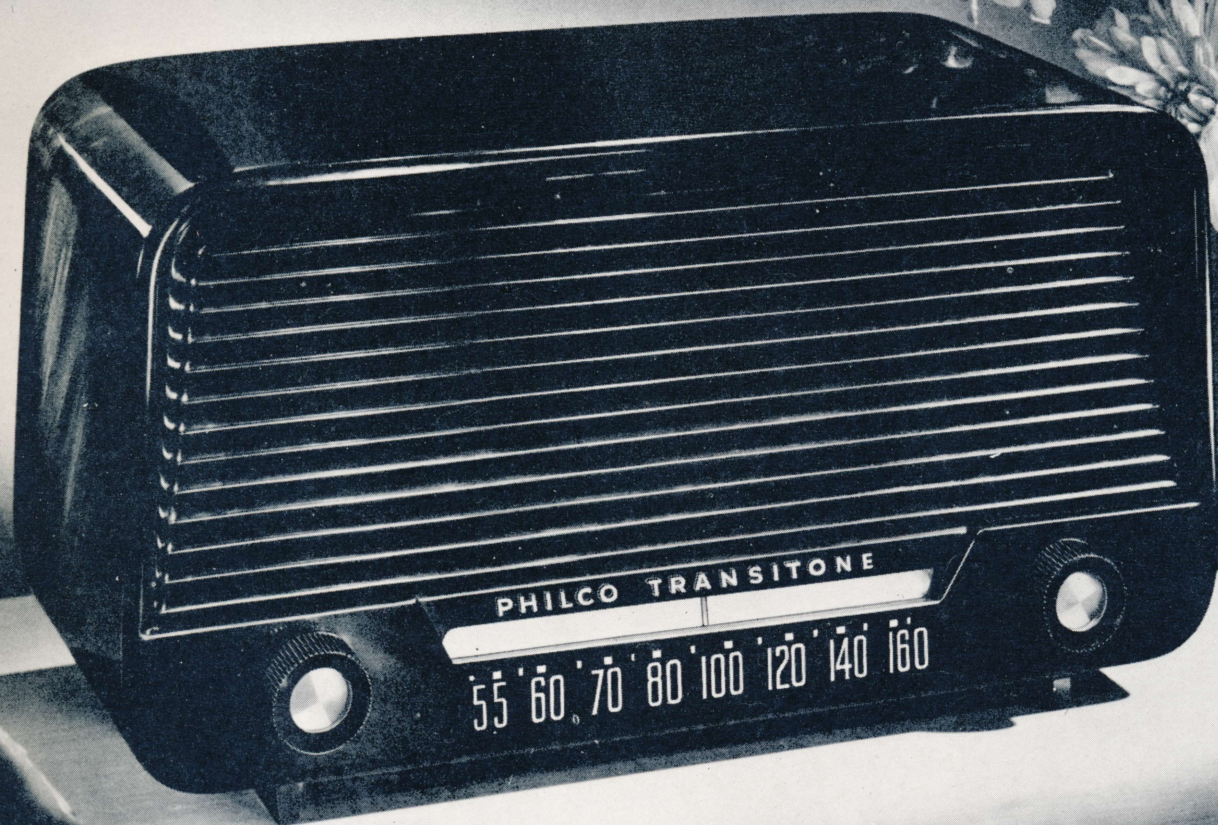
**Tuning Range**

Covers Standard Broadcasts and Police Calls and Short Wave from 4.8 to 18 mc

**Distinctive Plastic Cabinet**

Graceful modern cabinet of rich mottled Mahogany plastic. Matching brown plastic knobs with gleaming brass inserts. Dimensions: 8 $\frac{3}{4}$ " high; 14 $\frac{1}{2}$ " wide; 8 $\frac{1}{2}$ " deep.





*Philco 225*

***Tremendous battery radio value . . . designed to give you performance, dependability and operating economy that is outstanding in the battery radio field!***

#### **Philco Superheterodyne Farm Radio Circuit**

A special low-drain circuit with  $1\frac{1}{2}$  volt filament supply, developed by Philco engineers for farm radios. Highly sensitive yet offers extreme economy of operation.

#### **4 Philco Battery Radio Tubes**

High efficiency and long life assured by famous Loktal tubes, developed by Philco. Low battery drain.

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

Makes it possible to move set easily from room to room.

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

Improved method of sound amplification gives greater power, added beauty of tone, less distortion.

#### **Permanent Magnet Dynamic Battery Radio Speaker**

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

#### **Tuning Range**

Covers Standard Broadcasts.

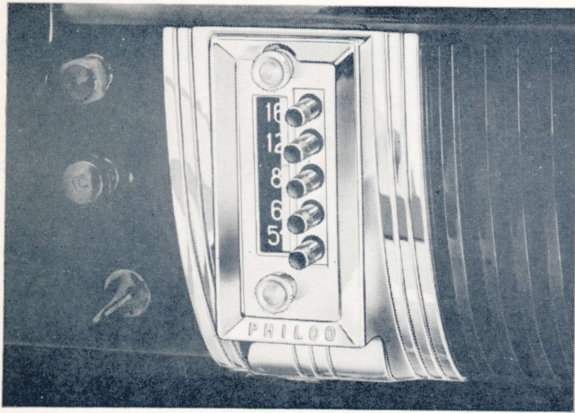
#### **Beautiful Modern Classic Plastic Cabinet**

Comes in a choice of Ivory, Brown, Maroon and Light Green.



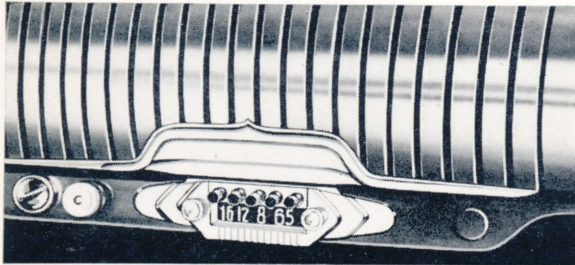
# PHILCO presents- SENSATIONAL NEW AUTO RADIO LINE

BEAUTIFUL PHILCO CUSTOM-STYLED BEZELS FOR ALL MODELS  
1950 AND 1951 FORD AND CHEVROLET AUTOMOBILES



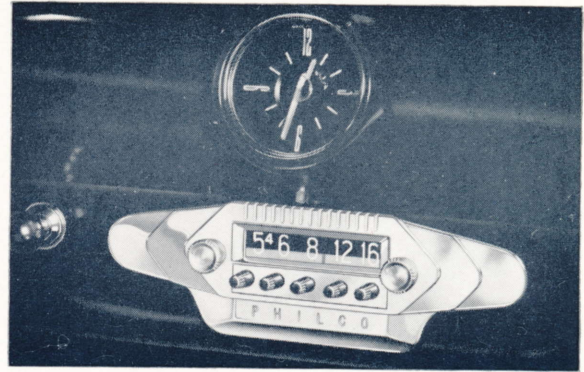
Automatic or Manual Tuning

Deluxe car radio in choice of models with electric push-button or manual tuning. Powerful miniature tube circuit. For all 1950 model Chevrolet autos.



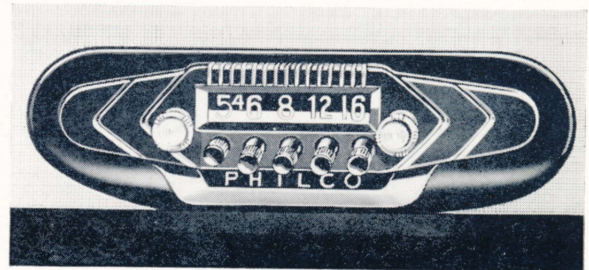
New for All 1951 Model Chevrolet Autos

Compact, beautifully custom-styled. Separate speaker. Push-button or manual tuning. New miniature tube circuit. Amazingly powerful performance.



Automatic or Manual Tuning

Deluxe car radio in choice of models with electric push-button or manual tuning. Powerful miniature tube circuit. For all 1950 model Ford autos.

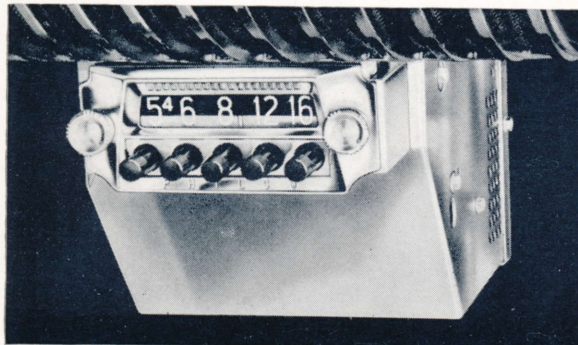


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Compact, beautifully custom-styled. Separate speaker. Push-button or manual tuning. New miniature tube circuit. Amazingly powerful performance.

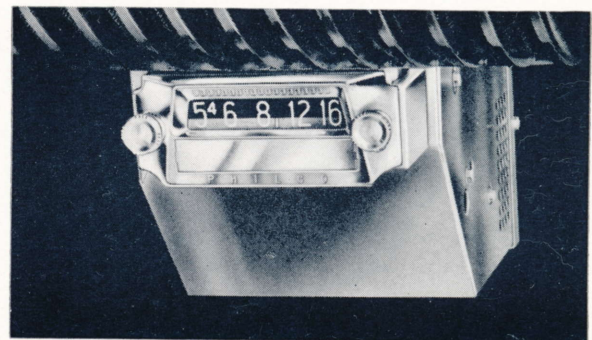
## UNIVERSAL

EASY UNDER-DASH INSTALLATION FOR ALL MODEL AUTOMOBILES



Automatic Tuning

Philco '505'—Deluxe auto radio with full electric push-button tuning . . . easily adjusted to favorite stations. Powerful miniature tube circuit. Tuned R.F. stage, 3-gang permeability tuner. Separate P.M. speaker.



Manual Tuning

Philco '503'—Powerful miniature tube circuit with manual tuning. Full-size separate P.M. speaker. Tuned R.F. stage with 3-gang permeability tuner. Greatest value in custom-styled auto radio.

NEW COMPACT DESIGN - NEW EASE OF INSTALLATION



# PHILCO Announces

the Newest, Most Compact, Easiest-to-install  
Auto-Radio ever designed at a-

## NEW LOW PRICE!

**Fits Any  
Car—  
Old or  
New**



★  
**MODEL  
CR 501**

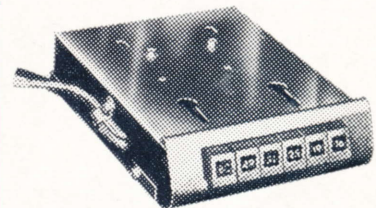
- 30% more output
- New Miniature Tube Circuit
- New 3-Gang Permeability Tuner
- New Advanced Styling
- Giant dial numerals
- New Streamlined Housing

For English cars  
with 12 volt circuits  
it's the new  
**PHILCO CR502!**

Specially designed to  
supply owners of cars  
with 12 volt electrical  
circuits! Has same 6-  
tube miniature tube cir-  
cuit and compact one-  
piece case of Philco  
CR 501 illustrated.

**PHILCO Auto Radio is  
Out in Front by the  
Widest Margin Ever!**

For the first time at this low price, Philco brings you its famous war-developed miniature tubes in a brand new circuit. Full 30% more undistorted output! Greater range. Rich clear-voiced tone. Deluxe Styling. More radio enjoyment for even less money than before.



**Simple, Compact, Philco  
Short-Wave Converter for  
any make or model Car Radio**

Philco S.W. 4940C. Easily and quickly installed and will convert any auto radio for the reception of five short-wave band, plus standard band. When tuning the auto radio with short-wave converter push buttons depressed, short-wave signals are received across regular auto radio dial.

**FROM PHILCO — WORLD'S LARGEST  
MANUFACTURER OF AUTO RADIOS**

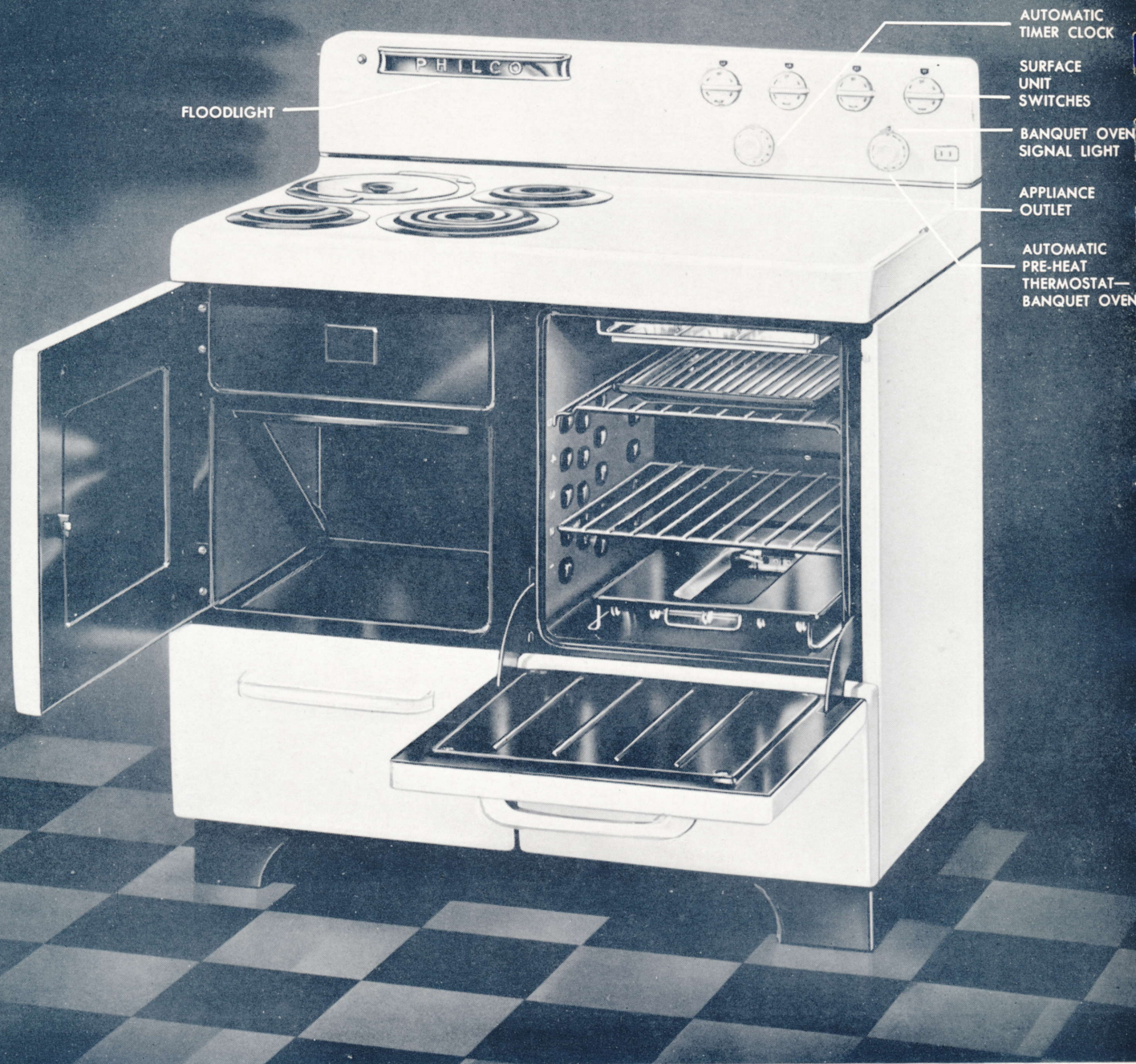


PHILCO **414** ELECTRIC RANGE



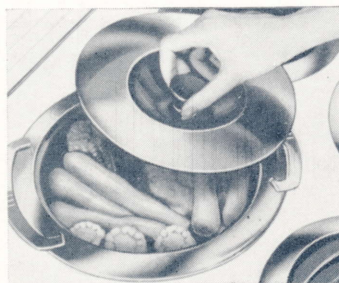
5530 Cubic Inch Banquet Oven  
Broil-under-Glass • Automatic Timing  
Deep Well Cooker • High Speed Surface Units





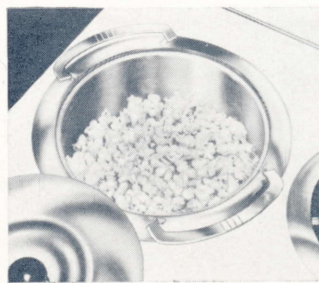
## HUGE BANQUET OVEN

The biggest oven in any full-size electric range for the home—5530 cubic inches. Holds a 40-lb. turkey, six 2-lb. loaves of bread or four 9-inch layer cakes or pies. Cooks the complete meal with space to spare. Fully automatic, with electric timer clock and automatic preheat thermostat. Two high speed removable elements. Exclusive Philco "Broil-under-Glass". Porcelain Broiler Pan. Utmost convenience with 15 different shelf positions. New warming heat, for dishes and foods.



### 6 QT. DEEP WELL COOKER

Unexcelled for soups, stews, pot roast, cereals ... for steaming or deep fat frying. Will cook whole meals! It's aluminum with adjustable trivet.



### EXCLUSIVE DESIGN FOR POP CORN

With a brand new vessel design, Philco adds another "old favorite" to the long list of foods which cook better and with less work in the Deep Well. Now—pop corn! ... without stirring or charring the grain! Made possible for the first time by this new Philco cooker design.



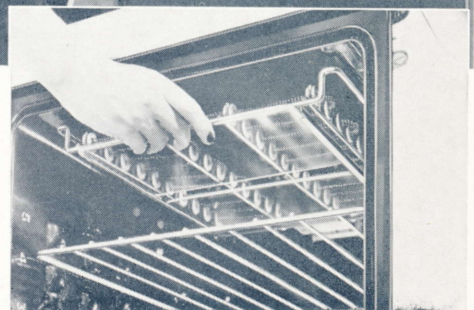


# Yours Only in a Philco... "Broil-under-Glass"

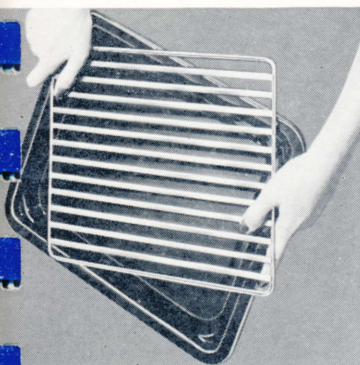
**No Smoke! No Soot! No Stain!**

**B**RINGS a new art to the kitchen—true smokeless broiling—  
new perfection in food flavor, without the nuisance of  
smoke, soot and stain to soil your range, curtains and walls. Yes,  
broiled foods that are juicier, more richly flavored than ever be-  
fore possible, thanks to the exclusive Philco "Broil-under-Glass"  
invention. Here, a shield of tempered oven glass is suspended  
between the broiler coils and the food. This keeps spattering  
grease from striking the hot coils—prevents burning and smoking.

In addition, the food broils in its own cooking vapors, retaining  
the natural juices and flavors that are lost in ordinary broiling.  
All with less food shrinkage! Everywhere, the cooking world  
has hailed this new Philco development as the greatest new  
idea in home cooking since electric ranges began.

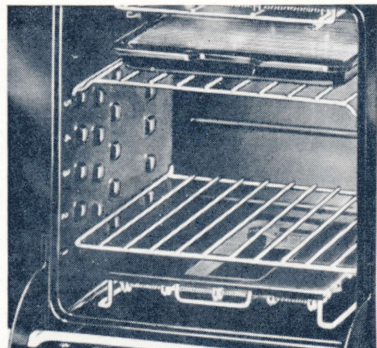


Tempered oven glass panel slides in and out on tracks attached to broiler frame. Securely held, yet easy to take out for occasional cleaning.



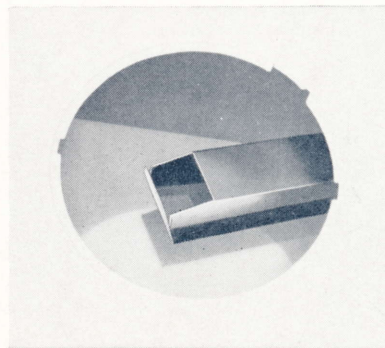
## PORCELAIN BROILER PAN

Durable porcelain-on-steel broiler pan and rack of smokeless design. Convenient for roasting and broiling and for preparing gravy on surface.



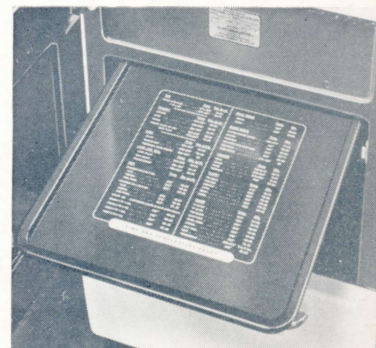
## 15 SHELF POSITIONS

Two rigid, stain-resistant, nickel-finished shelves in Banquet Oven give choice of 15 different shelf positions. Offset shelf is reversible. Lock Stops prevent tipping.



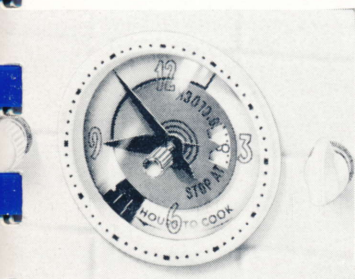
## NO SOIL OVEN VENT

Keeps grease and moisture in oven vapors from soiling range, walls, curtains. Concealed above the crumb tray. Removable for occasional thorough washing.



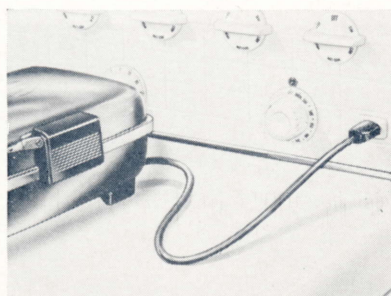
## PORCELAIN CRUMB TRAY

Located beneath surface units to catch crumbs and spilled foods. Slides out for washing. Time and temperature guide imprinted in porcelain surface.



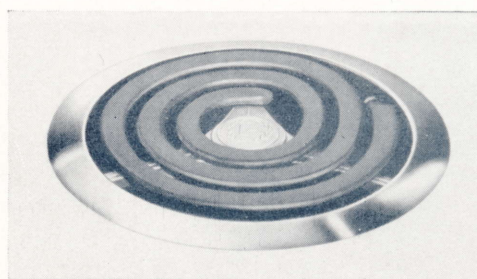
## AUTOMATIC TIMING

Electric Clock Timer turns Banquet Oven "on" and "off" at exact hour and minute desired. Automatic. Cooks while you're away.



## APPLIANCE OUTLET

Plug in your coffee maker, toaster, radio or any other appliance—keep it handy while you're at the range. No range is modern without it.



## THREE HIGH SPEED PHILCO SURFACE UNITS

Fast, efficient, easiest-to-clean. Flat top gives more pan contact area for speedy heat-up and even cooking. 5 uniform heats for every surface cooking need.



Large 8" unit; two 6" units; plus Deep Well. New overlapping chromed ring—no crevice to clean. New raised lip reflector pan holds spillage.

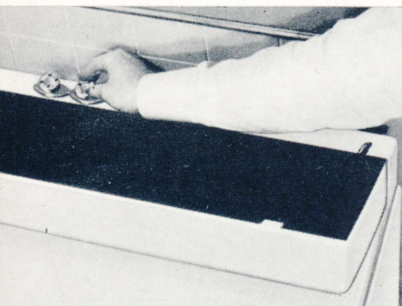




### WIDE, CLEAR WORK SURFACE

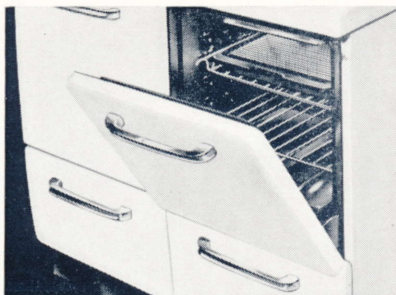
Table top of acid-resistant titanium porcelain gives plenty of convenient working space. Keeps cooler with double-thick

insulation beneath. Entire top is one-piece, with rounded back. No joint or crack at rear surface level to catch crumbs or spillage.



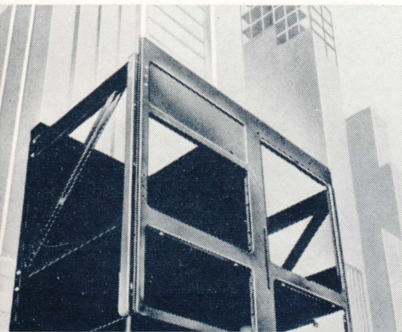
### HINGED CONTROL PANEL

Panel swings face down on range, exposing fuses for easy changing. New convenience in checking wiring, switches, etc.



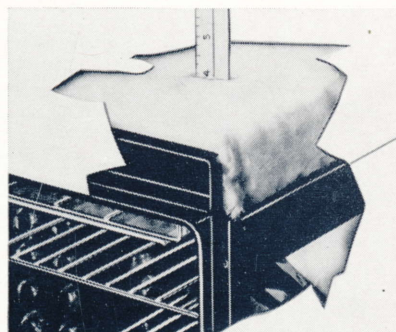
### BALANCED OVEN DOOR

When opened, door swings gently downward. No slamming. Strong, sturdy, snug fitting, heavily insulated.



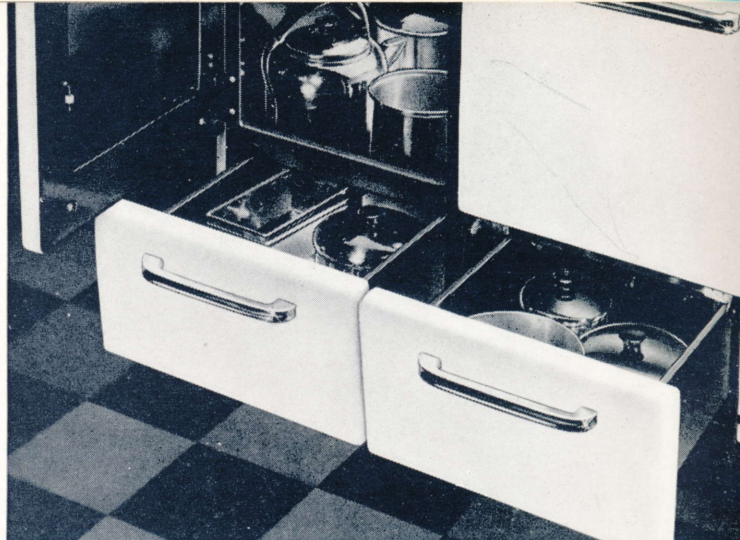
### BUILT LIKE A SKYSCRAPER

Reinforced steel frame. All weight on frame and base, not on porcelain panels. Prevents chipping. Keeps doors snug.



### HEAVY INSULATION

Oven insulated on 6 sides with glass wool. One-piece "wrap-around"—no thin spots. Double thick on top of Banquet Oven.



### TWO PAN STORAGE DRAWERS PLUS COMPARTMENT

New sound-deadening, smooth-gliding nylon rollers permit storage drawers to slide in and out with utmost ease and quiet-

ness. Drawers are equipped with non-spill stops, yet are easy to remove for cleaning. Additional handy space enclosed by door.

### OTHER FEATURES OF PHILCO MODEL 414

**FULL 40" RANGE WIDTH**—Gives extra oven space, extra work space and extra pan storage space.

**GENUINE TITANIUM PORCELAIN ENAMEL ALL OVER**—On all exterior surfaces—not just on top. It's whiter, tougher, acid resistant—hardest of all to scratch or chip.

**NO GLARE FLOODLIGHT**—Recessed beneath chromed shade—lights entire range top and all controls.

**NEW DELUXE HARDWARE**—Chromed floodlight shade beautifully harmonizes with new design door handles—modern comfortable-to-grip, long lasting.

**REMOVABLE OVEN ELEMENTS**—May be taken out for cleaning. Remove heat baffle by twisting thumb screw.

**ONE-PIECE PORCELAIN OVEN LINER**—Durable, smooth porcelain finish. Rounded corners and shelf supports.

**NEON OVEN SIGNAL LIGHT**—Shows when oven current is "on."

**OVEN SHELF INDEX**—Large numerals on oven wall identify shelf positions recommended in Philco recipes.

**RECESSED TOE SPACE**—Easy to stand close while working at the range.

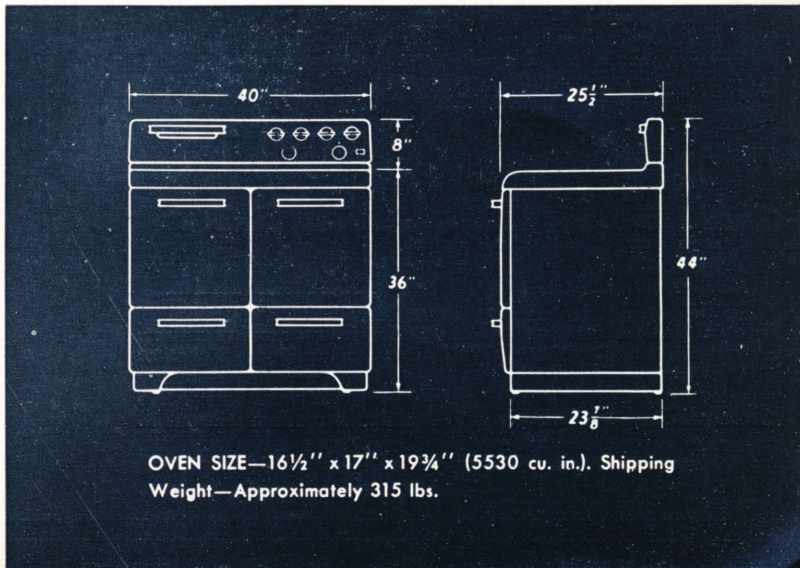
**PORCELAIN-ON-STEEL BASE**—Withstands harsh alkali soaps and other kitchen cleaning compounds.

### ELECTRICAL DATA

OVEN		DEEP WELL	
Upper Unit.....	3000 W.	Standard	
Lower Unit.....	2000 W.	6" Unit.....	1200 W

SURFACE UNITS	8-Inch	6-Inch
High	1900 W.	1100 W.
Medium	950 W.	550 W.
Medium Low	425 W.	275 W.
Low	212 W.	137 W.
Simmer	106 W.	68 W.

STANDARD VOLTAGE..... 115/230 V.  
 STANDARD FLOODLIGHT BULBS..... 40 W.  
 MAXIMUM CONNECTED LOAD..... 11 KW.



OVEN SIZE—16½" x 17" x 19¾" (5530 cu. in.). Shipping Weight—Approximately 315 lbs.



PHILCO **415** ELECTRIC RANGE



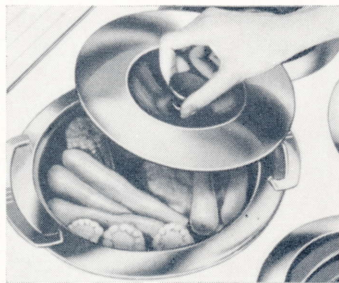
5530 Cubic Inch Banquet Oven  
Broil-under-Glass • Automatic Timing  
Deep Well Cooker • High Speed Surface Units





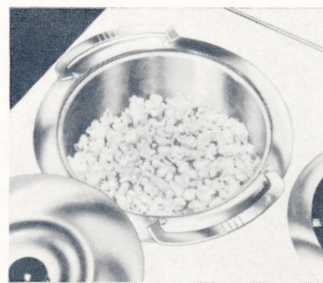
## HUGE BANQUET OVEN

The biggest oven in any full-size electric range for the home—5530 cubic inches. Holds a 40-lb. turkey, six 2-lb. loaves of bread or four 9-inch layer cakes or pies. Cooks the complete meal with space to spare. Fully automatic, with electric timer clock and automatic preheat thermostat. Two high speed removable elements. Exclusive Philco "Broil-under-Glass". Deluxe Broiler Pan. Utmost convenience with 15 different shelf positions. Automatic oven light. New warming position—"WARM"—for dishes and foods.



### DEEP WELL COOKER

Unexcelled for soups, stews, pot roast, cereals ... for steaming or deep fat frying. Will cook whole meals! It's aluminum with adjustable trivet.



### EXCLUSIVE DESIGN FOR POP CORN

With a brand new vessel design, Philco adds another "old favorite" to the long list of foods which cook better and with less work in the Deep Well. Now—pop corn! ... without stirring or charring the grain! Made possible for the first time by this new Philco cooker design.





# Yours Only in a Philco... "Broil-under-Glass"

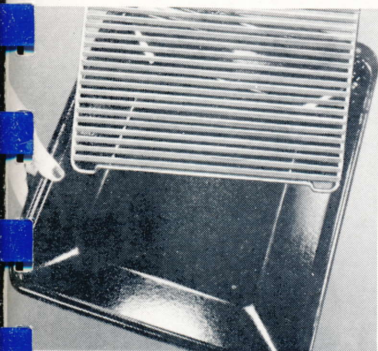
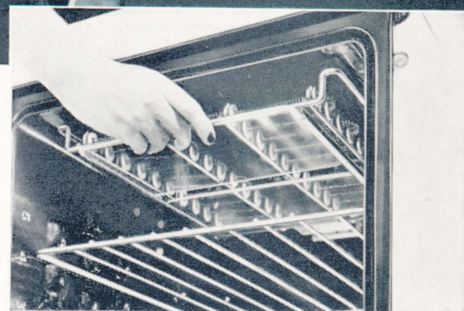
**No Smoke! No Soot! No Stain!**

**B**RINGS a new art to the kitchen—true smokeless broiling—new perfection in food flavor, without the nuisance of smoke, soot and stain to soil your range, curtains and walls. Yes, broiled foods that are juicier, more richly flavored than ever before possible, thanks to the exclusive Philco "Broil-under-Glass" invention. Here, a shield of tempered oven glass is suspended between the broiler coils and the food. This keeps spattering grease from striking the hot coils—prevents burning and smoking.

In addition, the food broils in its own cooking vapors, retaining the natural juices and flavors that are lost in ordinary broiling. All with less food shrinkage! Everywhere, the cooking world has hailed this new Philco development as the greatest new idea in home cooking since electric ranges began.



Tempered oven glass panels slide in and out on tracks attached to broiler frame. Securely held, yet easy to take out for occasional cleaning.



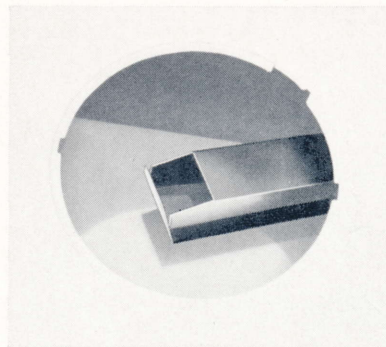
## DELUXE BROILER PAN

Extra large, deep. Durable porcelain finish. Dripless pouring lips at both ends. Gravy well. Smokeless, nickered steel rack is reversible for roasting.



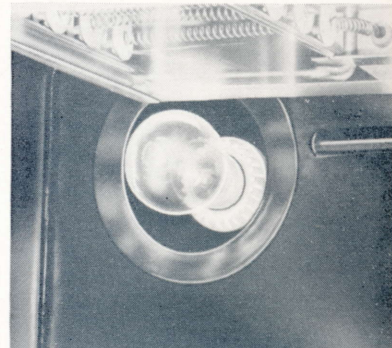
## 15 SHELF POSITIONS

Two rigid, stain-resistant, nickel-finished shelves in Banquet Oven give choice of 15 different shelf positions. Offset shelf is reversible. Lock Stops prevent tipping.



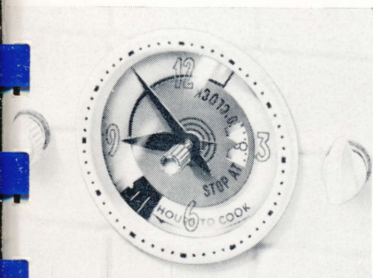
## NO SOIL OVEN VENT

Keeps grease and moisture in oven vapors from soiling range, walls, curtains. Concealed above the crumb tray. Removable for occasional thorough washing.



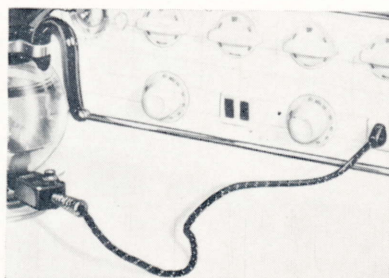
## AUTOMATIC OVEN LIGHT

Recessed in back wall of Banquet Oven. Lights automatically when door is opened — fully illuminates the oven interior and foods that are cooking.



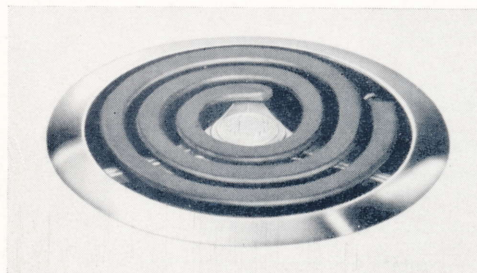
## AUTOMATIC TIMING

Electric Clock Timer turns Banquet Oven "on" and "off" at exact hour and minute desired. Automatic. Cooks while you're away.



## TIMED APPLIANCE OUTLET

Timer Clock also turns timed outlet "on" and "off" automatically — has coffee ready to pour when you get up. Operates any appliance.



## THREE HIGH SPEED PHILCO SURFACE UNITS

Fast, efficient, easiest-to-clean. Flat top gives more pan contact area for speedy heat-up and even cooking. 5 uniform heats for every surface cooking need.



Large 8" unit; two 6" units; plus Deep Well. New overlapping chromed ring—no crevice to clean. New raised lip reflector pan holds spillage.

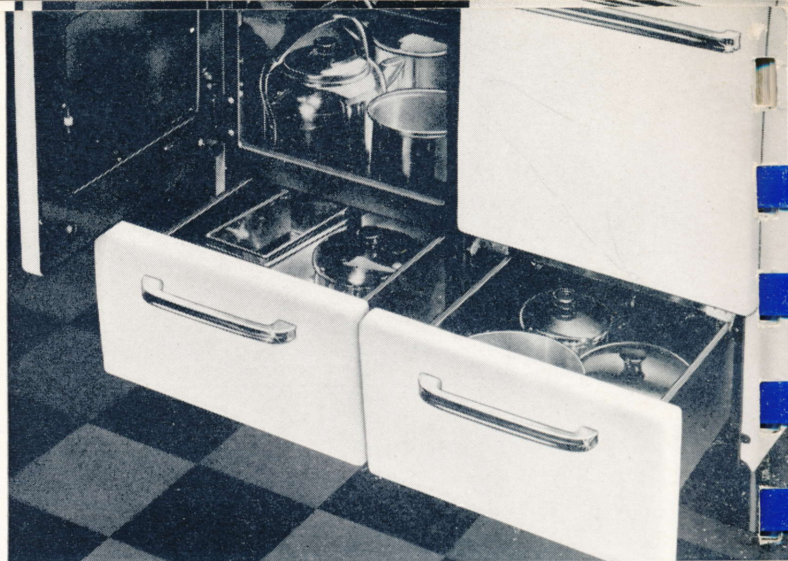




### WIDE, CLEAR WORK SURFACE

Table top of acid-resistant titanium porcelain gives plenty of convenient working space. Keeps cooler with double-thick

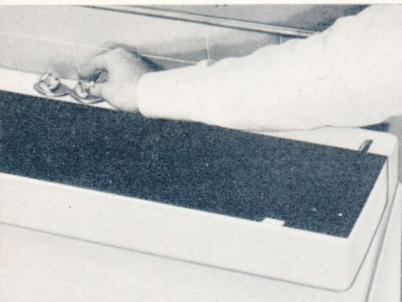
insulation beneath. Entire top is one-piece, with rounded back. No joint or crack at rear surface level to catch crumbs or spillage.



### TWO PAN STORAGE DRAWERS PLUS COMPARTMENT

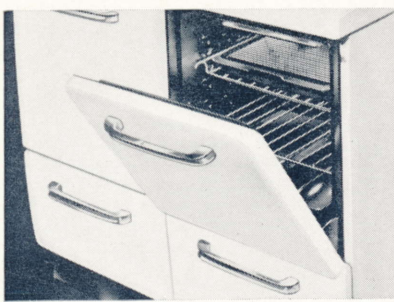
New sound-deadening, smooth-gliding nylon rollers permit storage drawers to slide in and out with utmost ease and quiet-

ness. Drawers are equipped with non-spill stops, yet are easy to remove for cleaning. Additional handy space enclosed by door.



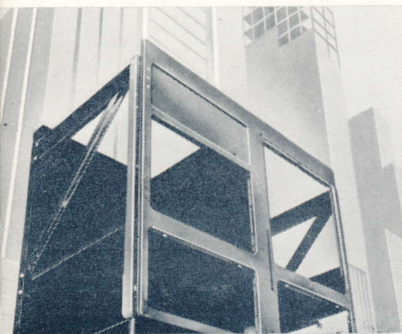
### HINGED CONTROL PANEL

Panel swings face down on range, exposing fuses for easy changing. New convenience in checking wiring, switches, etc.



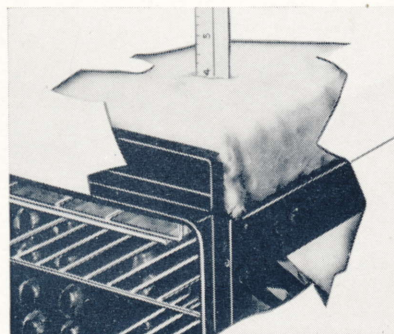
### BALANCED OVEN DOOR

When opened, door swings gently downward. No slamming. Strong, sturdy, snug fitting, heavily insulated.



### BUILT LIKE A SKYSCRAPER

Reinforced steel frame. All weight on frame and base, *not* on porcelain panels. Prevents chipping. Keeps doors snug.



### HEAVY INSULATION

Oven insulated on 6 sides with glass wool. One-piece "wrap-around"—no thin spots. *Double thick* on top of Banquet Oven.

## OTHER FEATURES OF PHILCO MODEL 415

**FULL 40" RANGE WIDTH**—Gives extra oven space, extra work space and extra pan storage space.

**GENUINE TITANIUM PORCELAIN ENAMEL ALL OVER**—On *all* exterior surfaces—not just on top. It's whiter, tougher, acid resistant—hardest of all to scratch or chip.

**NO GLARE FLOODLIGHT**—Recessed beneath full-width chromed shade—lights entire range top and all controls.

**NEW DELUXE HARDWARE**—Chromed handles beautifully harmonize with new light shade design—modern comfortable-to-grip, long lasting—keep clean and bright.

**PORCELAIN CRUMB TRAY**—Located beneath surface units. Handy time-and-temperature guide on surface.

**OVEN SHELF INDEX**—Large numerals on oven wall identify shelf positions recommended in Philco recipes.

**ONE-PIECE PORCELAIN OVEN LINER**—Durable smooth porcelain finish. Rounded corners and shelf supports.

**NEON OVEN SIGNAL LIGHT**—Shows when oven current is "on."

**RECESSED TOE SPACE**—Easy to stand close while working at the range.

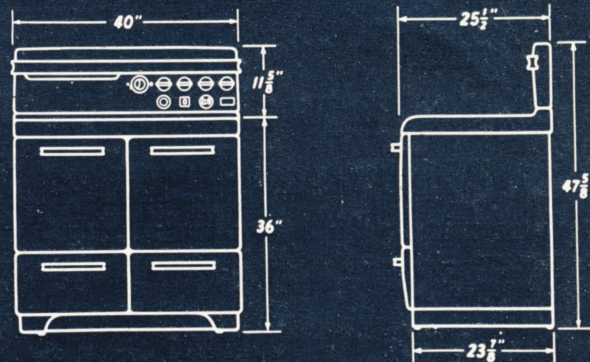
**PORCELAIN-ON-STEEL BASE**—Withstands harsh alkali soaps and other kitchen cleaning compounds.

## ELECTRICAL DATA

OVEN	DEEP WELL
Upper Unit..... 3000 W.	Standard
Lower Unit..... 2000 W.	6" Unit ..... 1200 W

SURFACE UNITS	8-Inch	6-Inch
High	1900 W.	1100 W.
Medium	950 W.	550 W.
Medium Low	425 W.	275 W.
Low	212 W.	137 W.
Simmer	106 W.	68 W.

STANDARD VOLTAGE..... 115/230 V.  
 OVEN LIGHT BULB..... 40 W.  
 STANDARD FLOODLIGHT BULBS..... 40 W.  
 MAXIMUM CONNECTED LOAD..... 11.6 KW.



OVEN SIZE—16½" x 17" x 19¾" (5530 cu. in.). Shipping Weight—Approximately 315 lbs.



