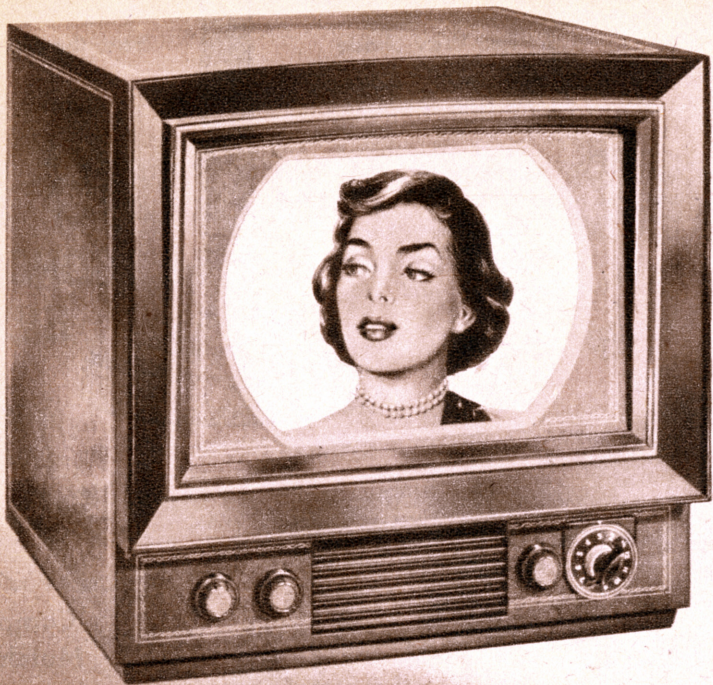




BUY PHILCO TELEVISION THIS WEEK



*\$11.95 Television Lamp
Included at
No Extra Charge*

YES, buy this week and SAVE! See our sensational Leadership Week offers on the next page. With Philco's cooperation, celebrating 20 years of Philco Leadership, you get this valuable new Television Lamp at no extra cost with a brand new, 1950 Philco television set! Also, money-saving radio and radio-phonograph offers . . . all special for this Philco celebration. Hurry—one week only!



*We Celebrate!
You Save*

SEE NEXT
PAGE

SHOP and SAVE at



• Since
1894

Watertown's Leading Store!

Sec. 34.66, P.L. & R.
U. S. POSTAGE
PAID
Watertown, N. Y.
Permit No. 301

R. R. BOXHOLDER

PHILCO...the Leader of the Television World in... Performance, Quality, Value!

CELEBRATING
20 YEARS
OF PHILCO
LEADERSHIP

Look!

Handsome Walnut Veneer Cabinet...
yes, richly styled of choice hard woods.
NOT PLASTIC! NOT METAL!



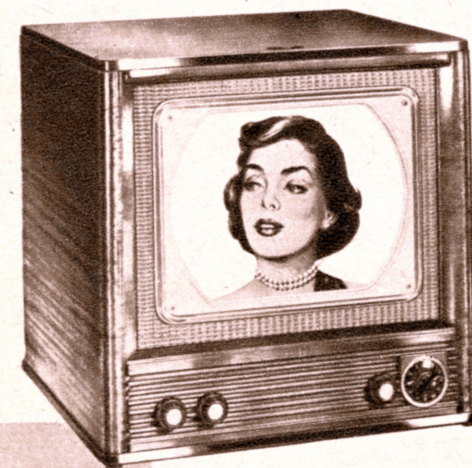
12½ INCH
PICTURE
at the price
of a "10"

only \$199.95*

PHILCO 1403. Here it is... the set that revolutionized all former standards of television value! Brings you now a huge 97 sq. in. picture on a 12½ in. screen... actually 50% bigger than a 10 in. picture... plus a sweeping advance in performance. With new Philco circuit developments and amazing High Sensitivity Tuner it challenges all comparison for full television enjoyment and picture clarity... yes, the biggest "buy" in quality television for 1950... come in now and see it!

- ★ 97 sq. in. picture; 12½ in. tube.
- ★ Electronic Built-In Aerial System for all strong signal locations. Outperforms others up to 3 to 1.
- ★ Super-performance in all TV areas; even where others fail.
- ★ Static-free FM sound.

*Tax and Warranty Extra.



New Beauty and
Luxury! 12½" Screen

PHILCO 1404. New, rich beauty of design with 97 sq. in. picture; 12½ inch tube. Cabinet of selected striped African Mahogany veneers with graceful scroll pilasters. Super-power chassis. **\$229.95***
Lamp Included No Extra Charge



Available with matching console base finished in rich Mahogany.



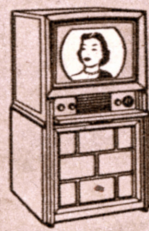
Mahogany 12½" Console

PHILCO 1432. A console masterpiece! Philco "No-Glare" Optical System. 97 sq. in. picture; 12½ inch tube. Contemporary cabinet of choice Mahogany veneers. Electronic Built-In Aerial. **\$299.95***
Lamp Included No Extra Charge

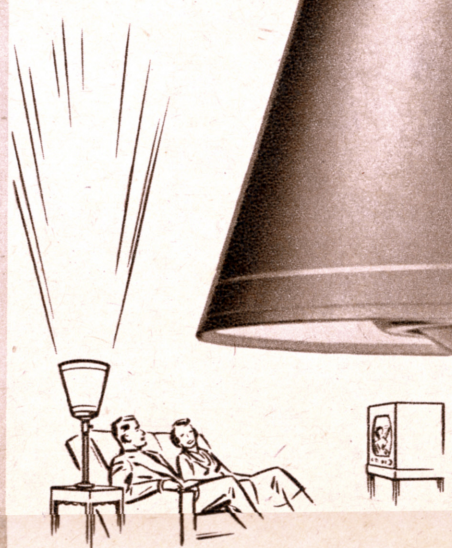


12½" Sensation With
"No-Glare" Viewing

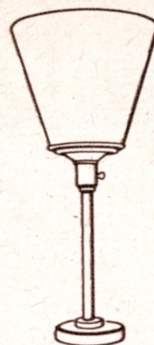
PHILCO 1406. "No-Glare" Optical System brings easiest TV viewing ever achieved! 97 sq. in. picture on 12½ inch tube. Newest super-power circuit. Cabinet finished in dark Philcoleather and lustrous, rich Mahogany. **\$249.95***
Lamp Included No Extra Charge



Available with matching console base finished in rich Mahogany.



Soft-Glowing Illumination
for Best Television Viewing
A new development! Gives the soft-glowing light authorities agree is needed for best television viewing.



Two-Way Shade
By merely reversing the shade you can have either indirect or conventional lighting.

Ideal Home Lamp
Perfect for study, sewing, and close work.



\$11.95
TELEVISION
TABLE LAMP

Included No Extra Charge!

16-INCH
CONSOLETT
ENSEMBL

only
\$299.95*

Complete with
Matching Table

PHILCO 1600. Amazing leadership value with 16 inch screen; huge 145 sq. in. picture! Yours in stunning Mahogany veneer cabinet with its own, specially designed matching table.

Lamp Included
No Extra Charge

145 Sq. In. Picture Plus
Newest Luxury Features

- ★ Philco Electronic Built-In Aerial.
- ★ Philco "No-Glare" Optical System... eliminates glare and reflections.
- ★ Static-free FM sound.
- ★ New Philco circuit development... bringing performance and picture clarity that challenge all comparison!
- ★ A complete console ensemble!



New! 16" Console

PHILCO 1632. Huge 145 sq. in. picture on a 16 inch tube. "No-Glare" Optical System. Stunning Sheraton cabinet of rich Mahogany veneers. Built-In Aerial. **\$349.95***
Lamp Included No Extra Charge

Utmost in Luxury

PHILCO 1633. Super-performing, 16 inch console with 145 sq. in. picture and "No-Glare" viewing. Exquisite Sheraton cabinet with Mahogany veneer doors. Built-In Aerial. **\$379.95***
Lamp Included No Extra Charge



For Strong Signal Locations
Every 1950 Philco has the
**PHILCO ELECTRONIC
BUILT-IN AERIAL**
Outperforms all Others
by as Much as 3 to 1

Only Philco brings you the Electronic Built-In Aerial System for television that can be tuned and matched exactly to each station. Actual tests prove that this Philco development outperforms all other built-in aerials as much as 3 to 1. In up to 8 out of 10 locations, no aerial needed on the roof or on the set... just plug in and play! And, even in weak signal locations requiring an outside aerial... yes, even where others may fail... Philco brings super-performance, the finest television enjoyment ever offered at its price!

NO INSTALLATION COST!
NO ROOF OR INDOOR AERIAL NEEDED!
JUST PLUG IN AND PLAY!
NOTHING ELSE TO BUY!

NEW PHILCO TELEVISION
COMBINATIONS



with 3-Speed Phonograph and
FM-AM Radio

Complete Home Entertainment

PHILCO 1476-W (right). Greatest quality television combination value ever built. 12½ in. tube; 97 sq. in. picture. Powerful FM-AM radio. Plays all records, all speeds automatically with finest tone ever achieved. Exquisite cabinet of choice Walnut veneers. **\$399.95***

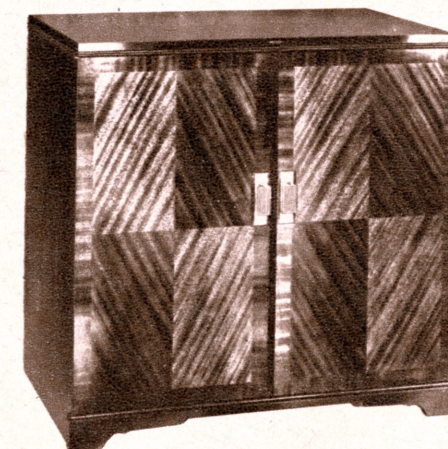
\$11.95 Television Lamp Included No Extra Charge



Mahogany Entertainment Center

PHILCO 1476-M (left). Huge 97 sq. in. picture on 12½ in. tube. Fully automatic phonograph for all records, all speeds... finest tone ever! FM-AM radio. Mahogany veneer cabinet. **\$429.95***

\$11.95 Television Lamp Included No Extra Charge



Magnificent Sheraton Styling

PHILCO 1484 (right). Classical-inspired, Mahogany veneer television combination masterpiece! 97 sq. in. picture; 12½ in. tube. FM-AM automatic radio-phonograph... finest tone ever for all records, all speeds. **\$479.95***

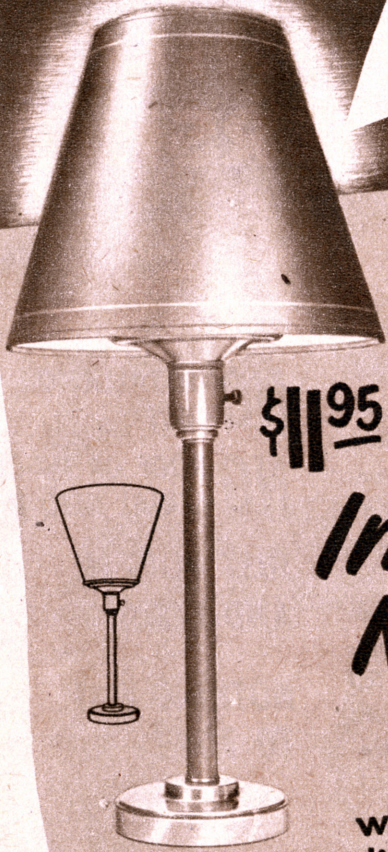
\$11.95 Television Lamp Included No Extra Charge



OFFERS GOOD FOR ONE WEEK ONLY!
SPECIAL LOW TERMS DURING WEEK!

PHILCO RADIO AND RADIO-PHONOGRAPH

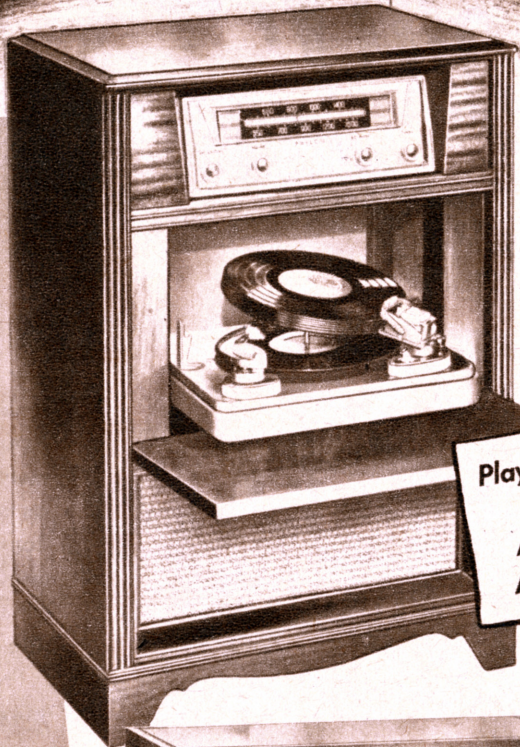
Leadership VALUES



Shade Reversible to Indirect or Direct Lighting

\$11.95 2-WAY LAMP
Included
No Extra
Charge

with any 1950 Philco Radio-Phonograph Console



3-SPEED AUTOMATIC
Radio-Phonograph Console

\$149.95

Plays All Records
 All Sizes
 All 3 Speeds
 Automatically

PHILCO 1718. Lowest price ever for a Philco 3-speed console. All the latest developments for complete enjoyment of all records. Finest tone from both radio and records. Mahogany veneer console cabinet.

Lamp Included No Extra Charge

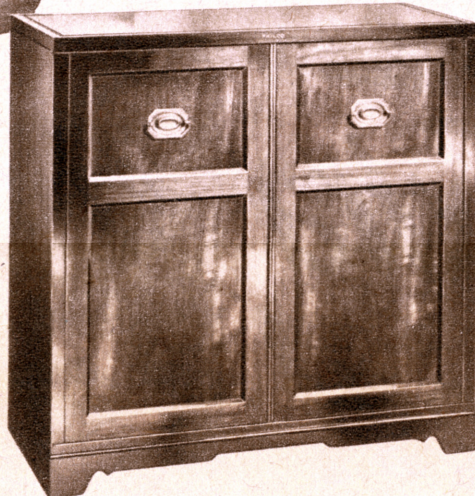


PLAYS ALL
RECORDS
ALL 3 SPEEDS

PHILCO 1424. Here is real "console" tone in a table model . . . plus superb radio reception. Fully automatic changer for all records. Luxurious new cabinet in solid Mahogany and lovely striped African veneers.

\$109.95

Buy Any Philco on Special Easy Terms

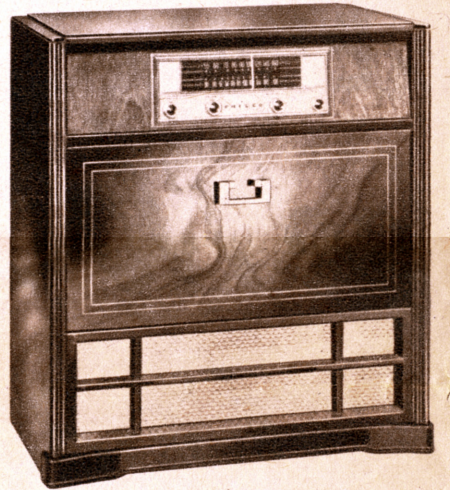


Rich Mahogany Console

PHILCO 1724. Fullest enjoyment of all records . . . amazing FM-AM performance. All records, all speeds played automatically. Cabinet in Mahogany and Philco leather finish.

\$269.95

\$11.95 Two-Way Lamp Included No Extra Charge

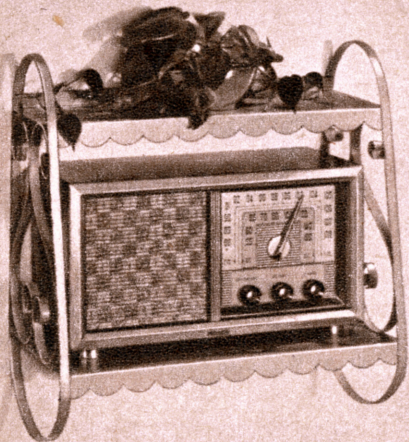


Gets FM—Plays All Records

PHILCO 1721. Real luxury and value in a 3-speed combination console. Plays all records automatically, with finest tone. FM-AM radio. Modern Georgian cabinet.

\$229.95

\$11.95 Two-Way Lamp Included No Extra Charge



Decorative "What-Not"
and Radio Shelf

INCLUDED NO
EXTRA CHARGE

WITH ANY PHILCO TABLE
RADIO FROM MODEL 920 UP

A lovely addition to any home decorating scheme. Quality constructed in the best of taste. Rich beige and gold finish.



TABLE
RADIOS

Brand new style—amazing performance even in today's crowded air waves—sensational values. "What-Not" Shelf Included No Extra Charge

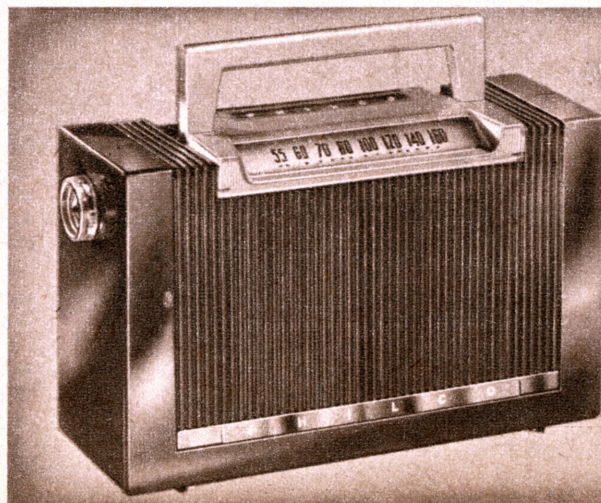
\$37.95
UP



COMPACTS

Mighty performers in small size . . . superb tone . . . value beyond compare. Wide choice of cabinets with new and modern styling.

\$17.95
UP



NEW!
Personal Radio
AC, DC, Battery

\$34.95 Less Batteries

PHILCO 631
 Finest performance ever achieved. New "Magnechor" aerial, built-in, completely concealed in cabinet. Choice of 4 colors.